

The Town of Tomorrow

DEMONSTRATION HOME No. 8

NEW YORK WORLD'S FAIR 1939

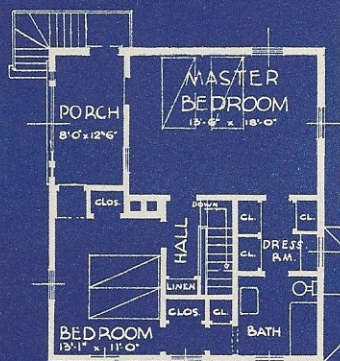


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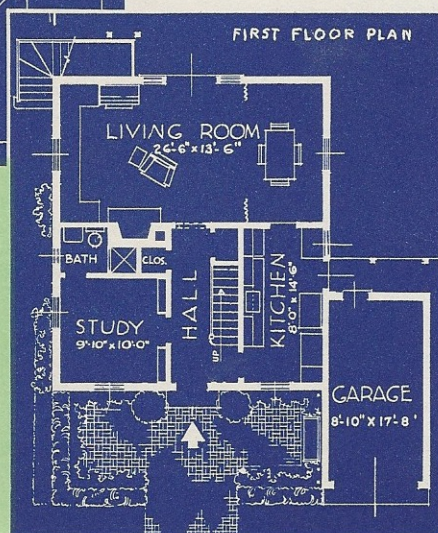
THE NEW ENGLAND HOME

Architect: Cameron Clark, 101 Park Avenue, New York, N. Y.

Furnishings by
Gimbel Brothers, Inc.



SECOND FLOOR PLAN



FIRST FLOOR PLAN

Sponsored by

Acme Metal Products Corporation
American Flange & Mfg. Co., Inc.
Crane Co.
Fiat Metal Manufacturing Co., Inc.
Ingersoll Steel & Disc Division—
Borg-Warner Corporation
Johnson Wax Products
Jones & Laughlin Steel Corporation
Modine Manufacturing Company
Nash Motors Division—
Nash-Kelvinator Corporation
National Better Light-Better Sight
Bureau
New York Telephone Company
Overhead Door Corporation
Phelps Dodge Copper Products
Corporation
Standard Gas Equipment Corp.
Structural Clay Products Institute
Tilo Roofing Company, Inc.
Wall Paper Institute
Westinghouse Electric & Mfg.
Company



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THE plan of this five-room (two bath) house allows two comfortable bedrooms, each opening into the bath and having ample closet room. On the ground floor there is a very comfortable living room which has three exposures and at one end space is allowed for dining facilities. A feature of this plan is the study which is really a double-purpose room. It is also intended for use as a guest room, having an adjoining bathroom with shower instead of tub.

The reason this is called The New England Home is that the design is based on typical Colonial precedent, providing for thrifty, comfortable family living. The architect says, "Fads come and are in style for a few years; houses designed to meet the passing fancy are easily identified as three or five year old designs. Such designs lose their value more

and more rapidly as the years pass by."

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 any other desired information. All lighting is planned according to standards of the National Better Light-Better Sight Bureau. Electric wiring and wiring devices are installed under the standards of the National Adequate Wiring Bureau, 155 East 44th Street, New York, N. Y.

Furnishings and decoration are by Gimbel Brothers, Inc., Broadway and 33rd Street, New York, N. Y., 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 this house he will find these 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 to the home builder.

EXTERIOR

BRICKWORK: Structural Clay Products Institute
1427 Eye St., N. W., Washington, D. C.

All brick used in this house was supplied by members of the Structural Clay Products Institute. A booklet entitled "Own Your Own Home," describing the advantages of brick in home construction, is available upon inquiry to the above address. Brick can be purchased through manufacturers, hard material dealers, building material dealers and retail lumber dealers.

GARAGE DOORS: Overhead Door Corporation
Hartford City, Indiana

The "Overhead Door" used in this house has tracks and hardware made of Salt Spray Steel—a fusion of hot zinc into hot steel. The door wedges tightly when closed yet can be opened easily by anyone, even a child.

Literature such as "Here's the Overhead Door for your Garage" is available from the manufacturer on request. This garage door can be purchased direct through authorized distributors located everywhere.

EXTERIOR WALLS: Tilo Roofing Company, Inc.
Stratford, Connecticut

The exterior surfacing of the walls is comprised of asbestos cement shingles bearing the brand name "White Tilotex." These shingles are laid in a special manner to insure protection against the elements. Each row of shingles is laid on a strip of an extra heavy asphalt cushion-felt for waterproofing and also to provide a reasonable degree of insulation. The entire ap-

plication of shingles is carried out with screw nails and moldings so that the wall is completely sealed against the weather. Tilotex Asbestos Cement Shingles are said to be proof against curling, warping or splitting. Literature such as "Tilotex—The Home of Tomorrow" is available on request. Also, representatives of this Company will call at your home to make estimates and contract arrangements. Visit the Tilo exhibit in the Home Building Center across the street, Booths C-20 and 21.

INSULATION: American Flange & Manufacturing Co., Inc.
Dept. F, 30 Rockefeller Plaza, N. Y.

The interesting type of insulation used in this house is known as Ferro-Therm Metal Insulation. It is a sheet metal product having a molecular structure which reflects 95% of the radiant heat. It is stapled between studs and rafters and attached to floor and ceiling beams in such a way as to insure a dead air space. Ferro-Therm Sheets are coated with a lead and tin alloy to prevent corrosion.

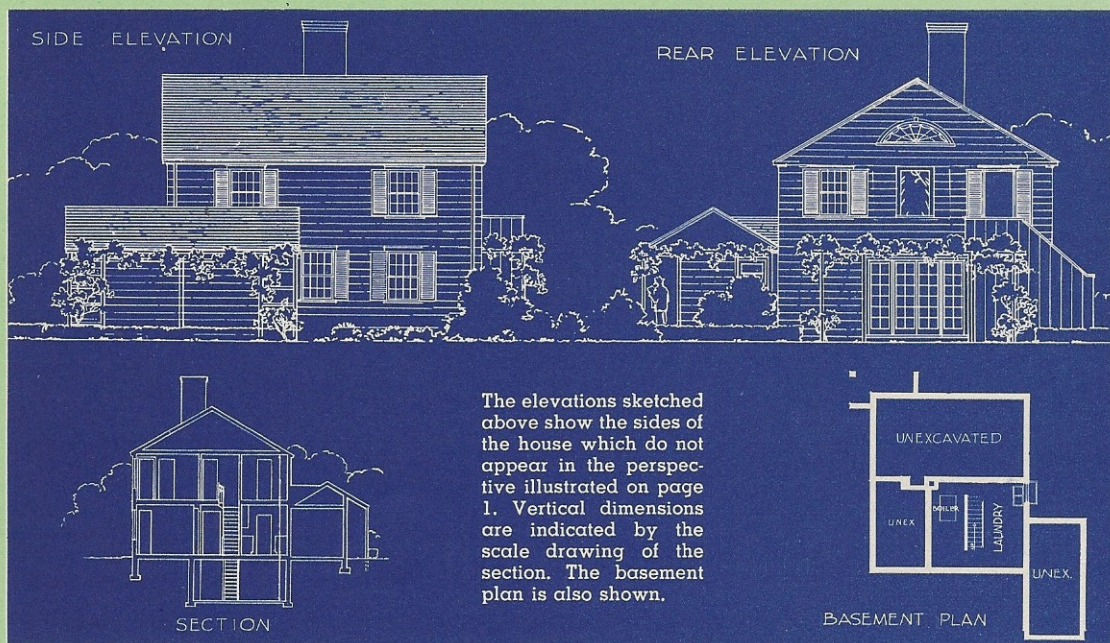
Literature such as "Ferro-Therm Insulation for Homes" is available on request. National Distributors: Hogan & Company, Dept. W, 383 Madison Avenue, New York.

ROOF: Tilo Roofing Company, Inc.
Stratford, Connecticut

The roof is a mineral surfaced asphalt shingle known by the brand name "Triple Butt." The color is Blue Black but it is available in a wide variety of colors.

TILO guarantees both materials and workmanship for ten years. See "Exterior Walls."

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



**SCREENS: Ingersoll Steel & Disc Division—
Borg Warner Corporation**
310 So. Michigan Ave., Chicago, Ill.

All windows of this house are screened with the new Ingersoll KOOLSHADE Screen. This screen cloth serves a double purpose—insect protection and shade. It is actually a fly tight venetian blind in miniature. The horizontal wires are flat and set at a fixed angle of 17° sloping downward and outward—thus stopping the

sun's rays during the heat of the day. When installed full length on the outside of the windows, the room will be 5° to 15° cooler.

Literature and samples of this interesting screen cloth are available. Address inquiries to the Company or to any of the distributors. Eastern Distributors: Alco Sales Corporation, 103 Park Avenue, New York, N. Y.; Orange Screen Company, 515 Valley Street, Maplewood, N. J.; Jesty & Richards, 489 Fifth Avenue, New York, N. Y.; Russell-Peppler Company, 101 Park Avenue, New York.

INTERIOR

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 the use of steel and concrete. This special construction is developed by the use of J & L Junior Beams and reinforcing. A concrete slab is poured over the beams 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.

Literature on this interesting method of fire-safe floor construction such as "An Extra Room In Your Home" and "J & L Junior Beam Floors for Residences" is available from the manufacturer. Junior Beams are distributed through recognized contractors and steel fabricators everywhere.

**LIGHTING: National Better Light-
Better Sight Bureau**
420 Lexington Avenue, 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

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equipment in this house was selected for adequacy of light for comfortable "seeing," without glare and shadows.

Lighting fixtures have been furnished by Markel Electric Products, Inc., 145 E. Seneca St., Buffalo. Portable lamps are from Fairmount Lamp Mfg. Co., 2021 Naudain St., Philadelphia; Art Lamp Corp., 469 East Ohio St., Chicago; Safran & Glucksman, Inc., 8 West 30th St., New York; LaSalle Lighting Products, Inc., 143 Seneca St., Buffalo; Lulis Corp., 29 East 22nd St., New York; White Lamps, Inc., 43 West 24th St., New York.

**HEATING
EQUIPMENT—
RADIATORS: Modine Manufacturing
Company**
Racine, Wisconsin

Distribution of heat throughout this house is carried out by the use of concealed copper radiators. These are of the type known as Modine Copper Standard Radiators and Modine Copper Deluxe Radiators. Literature such as "Modine Deluxe Copper Concealed Radiation" and "Modine Copper Concealed Radiation—The Standard and Institutional Types" is available by inquiry to the Company. Modine radiators are available everywhere either through Modine branch offices or through heating contractors and wholesalers.

**The Motor Car is a "Weather Eye" Conditioned Air Nash,
and is Open for Your Inspection**

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