Now . . . beautiful fireproof homes at low cost
through the new
Rostone-and-Steel System
of Pre-Fabricated Construction

It took the dramatic example of the Chicago World’s Fair to make people realize how far building has lagged behind other great industries in progress . . . how old-fashioned its methods are in comparison with the achievements in the world of science. Now science has invaded the building field too, and has upset tradition by showing how homes can be built by entirely new methods which not only lower costs but produce a finer, more desirable place in which to live. “A House of Rostone” is just such a scientific advance, and in practically every detail it shows the result of modern research and invention — a bold departure from precedent.

The ROSTONE-AND-STEEL SYSTEM of construction is so simple it can be understood by anyone. It consists of a framework of steel, cladded with slabs of Rostone—a newly invented synthetic stone. Both the Rostone slabs and the steel frame are “pre-fabricated”—that is, they are made in the factory in completely finished form so that they can be assembled together on the building site with great rapidity. The steel frame is made up of large units—resulting in fewer pieces to handle—and comes all ready to bolt together. The same is true of the Rostone wall slabs. They are of standardized design to fit the steel framework and are so large that only a few of them are needed to cover a big section of wall. Instead of being laid in mortar, they are bolted in place, a method which permits of amazing speed.
Thus the Rostone System means that (1) the walls and frame are made up of fewer parts, (2) more of the work is done in the factory under efficient conditions and (3) the building is erected in an easier and simpler way. These things are made possible by the unique advantages of Rostone and the special steel framing system developed by Rostone engineers.

How does this system affect the quality of the building? It is improved in ways that count! The Rostone walls are not only enduring but cost nothing for upkeep. Throughout the building, fire hazards are eliminated by the use of incombustible materials. And the steel frame is stronger in proportion to its duty than a skyscraper! When these improvements are added to savings in cost—think how much extra value has been added to your building dollar!

But with all these engineering improvements, Rostone Houses are above everything beautiful, natural homes. Rostone walls take their precedent from one of the oldest building materials known. They are stone walls—walls that satisfy the universal liking for masonry effects. They may be carried out in many styles of architectural treatment—enriched with mellow colors made possible through the new material.

One's first approach to a House of Rostone at the World's Fair reveals the charm and quiet richness of a fine stone residence. The walls are of cream buff Rostone slabs, slightly roughened in surface, with joints faintly showing to relieve the mass of stonework. Along the roof line there shows a note of color—red-brown Rostone copings that contrast pleasingly with the walls. Set-backs break the house into interesting masses and to the right of the center is an inviting doorway framed in red-brown Rostone with brown and gray plasters. A charming wrought iron balcony above the entrance gives the house a touch of Mediterranean atmosphere, as do many of the other decorative details.

The plan of A House of Rostone reveals many interesting ideas. There are six rooms—two bedrooms, connecting living and dining rooms, kitchen and sun room, with two baths, attached garage and laundry-heater room. All are on the ground floor except the sun room, which occupies the second story, flanked by two lovely roof terraces. The basement is completely done away with, resulting in
in a saving in cost and also added convenience because the laundry and heating facilities are more centrally located. Another feature that attracts favorable attention is the flat roof with its paved decks which afford a pleasant private retreat. The interior walls are finished in various ways to demonstrate the use of modern cost saving materials in place of plaster, although plastered walls can be used as well. Flooring materials were similarly chosen. The windows are of steel. Heating, plumbing and other similar equipment including a wonderful electric kitchen, are of the very latest type. The versatility of Rostone as a decorative material is also shown in some of the walls, doors, stairway, fireplace, and roof decks.

A House of Rostone at the Chicago World's Fair is a demonstration home to explain this new method of construction. Do not, however, confuse it with the so-called "mass production" homes which are supposed to be made only in a certain few set designs. The Rostone-and-steel System of Construction permits any size of house, any style of architecture and any plan that is desired. The advantages of pre-fabrication are secured through steel members and Rostone slabs—but these are designed so they can be used with perfect flexibility. Thus—whatever kind of home you want, from cottage to mansion—the Rostone System offers you (1) improved construction, greater permanence and safety from fire, (2) new economy in materials and erection, (3) elimination of wasteful features, old-fashioned construction—and finally, charming and homelike appearance through the color and beauty of Rostone.

Efficient Insulation of Walls and Roof is Provided by Cornell In-Cel-Wood

With Rostone construction homes are cool in summer and warm in winter because the most thorough insulation can be employed. In the House of Rostone at the World's Fair, Cornell IN-CEL-WOOD is used—a high grade insulating board made of tough, permanent wood fibres and combining efficient heat stoppage with economy and ease of installation. In this photograph you see a workman laying Rostone deck paving slabs over Cornell Light Density IN-CEL-WOOD, which is a recently developed product of exceptional efficiency for roof insulation.
New Economy in
Charming Interior Wall
Finishes is Demonstrated
by Cornell Wall Boards

For a striking example of modern building economy, observe the interior walls of A House of Rostone. As building experts will tell you, one of the most expensive and inefficient features of ordinary construction is found in the methods of wall finishing. In this World's Fair model house, the older fashioned ways are entirely abandoned and the ceilings and walls are all carried out with modern materials produced in large pieces at the factory and installed with much less work and bother and far greater speed. The Cornell Wall Boards that are used are strong and permanent for they are made of high grade wood fibre. They cost little yet can be applied to give an almost endless variety of decorative effects. People long have known of wall boards but the thousands who have inspected

A House of Rostone have been amazed at the tasteful, colorful, and clever rooms that have been designed with this simple material. Still greater was their surprise when the savings in cost were learned.

A number of different Cornell products were used in the house, including Cornell Tile Board for the kitchen and one bathroom, Cornell In-Cell-Wood Acoustical Board for the living room ceilings, and Cornell Super Board for the bedrooms, heater room and closets. In some instances the materials were painted or tinted and in others their naturally pleasing surface was left exposed so that a complete illustration of the fine decorative possibilities is shown. Cornell Wall Boards are sold by good lumber dealers throughout the United States. Further information and suggestions for using the products may be obtained by writing to

CORNELL WOOD PRODUCTS COMPANY,
236 North Michigan Avenue, Chicago.

CHILDS BEDROOM, one of the most interesting rooms in A House of Rostone. Cornell Super Board was applied horizontally for the wall below the window. Above it are Cornell Board and Wallboard. Note the charming Intricate designs. The solution?
Acknowledgment of Products Exhibited In A House of Rostone

- Cornell Wood Products Co., Wallbrood
- Cornell EN-CELL-WOOD Insulation
- U. S. Gypsum Pedestal Wall Board
- Wood Monte-Black Plastering
- Tile-Trax Radiant Floor Tile
- Holland Heating and Air Conditioning
- Crane Bathroom Fixtures and Fittings
- Flat Metal Shave Compartments
- Vitznay Bathroom Walls
- Westray Co. Steel Windows
- Vaughan Heavy Glass
- Overhead Garage Doors
- American Artichoke Poles
- Johnson Floor Wax
- Robertson Steel Roof Decking
- Durmar Motor and Crane Breaker
- Aro Company Martis
- Masters Kitchen Cabinets
- General Kitchens, Range, Refrigerator
- Dish-Washing Sink, Sewing Machine
- Inset, Washing Machine, Water Heater

- Larger Buildings, New and Modernized, also benefit from the Rostone-and-Steel System of Construction

The same advanced structural practices as seen in "A House of Rostone" apply to larger buildings as well. In many kinds of remodeling work, substantial savings are shown over other fire-safe construction.

MODERNIZED STORE FRONT of Rostone-stone and steel framing—a type of building in which modern Rostone offers splendid possibilities. Within, kitchen, dining room, living room, bedrooms, and bath.

APARTMENT BUILDING of Rostone-and-Steel Construction, showing in its modern design method and with the safety of Rostone as an added safeguard.
ROSTONE INC., LAFAYETTE, INDIANA

COLONIAL RESIDENCE OF ROSTONE-AND-STEEL CONSTRUCTION
Armstrong, Furst & Tilton Architects