

THE HOUSE YOU VISITED
at
A CENTURY OF PROGRESS
1934

LUMBER INDUSTRIES ALL-WOOD HOUSE
Budget planned in the tempo of 1934

American Forest Products Industries
WASHINGTON, D. C.

This charming all-wood home is a visual demonstration of the versatility of wood—a confirmation of its capacity to express a modern motif as delightfully as it has expressed the evolution of dwelling house ideals through successive generations of home-builders.

Wood is not a single material, for within its range are a thousand variations of figure, color, texture, and tone—choices to meet the taste or whim of any buyer or any structural or decorative requirement. For the purpose of demonstrating this point, no two rooms of the exhibit house are finished in the same material. It is interesting to note the range of materials:

FOUNDATION MEMBERS—Preservatively treated wood.

STRUCTURAL MATERIALS—Southern Yellow Pine, Douglas Fir, Eastern Hemlock, West Coast Hemlock, Norway Pine, Ponderosa Pine, Spruce.

WINDOW AND DOOR FRAMES—Tidewater Red Cypress.

SIDING AND EXTERIOR TRIM—California Redwood.

WINDOW SASH—Ponderosa Pine.

ROOFING—Red Cedar Shingles.

INSULATION—Balsam Wool (a wood product).

VESTIBULE—*Walls and Ceiling*, Tidewater Red Cypress; *Floor*, Appalachian White Oak.

HALL—*Walls*, Arkansas Soft Pine; *Floor*, Appalachian White Oak.

LIVING ROOM—*Walls and Floors*, Appalachian White Oak.

DINING ROOM—*Walls and Floors*, American Walnut.

MASTER BEDROOM—*Walls*, Red Birch; *Floors*, Northern Hard Maple.

CHILD'S BEDROOM—*Walls*, Knotty Idaho White Pine; *Floors*, Southern White Oak.

KITCHEN—*Walls*, White Maple; *Floors*, Hard Maple.

CLOSET LININGS—Tennessee Aromatic Red Cedar.

CEILINGS—(Except Vestibule) Douglas Fir Plywood.

DRIVEWAY AND GARDEN WALKS—Pecky Red Cypress Blocks.

Not a trick house

—not prefabricated

—any carpenter can build it

—materials can be had from any retail lumberman

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- All books and pamphlets listed above and on reverse side for \$1.00.
- Exhibit House Plans*—Includes five sheets of detailed working drawings for the Exhibit House on one-quarter inch scale. All details are shown, enabling any contractor, builder, or carpenter to erect this house or one any size containing the Exhibit's outstanding features. Material list and specifications of all materials are included. All working drawings are supplied in duplicate. Price—\$3.00 Postpaid.
- Red Cedar Shingles*—Their uses, their life, and their cost. Free.
- For New Construction
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Name Street

City State

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Below are listed a few of the innovations employed by our Architect to reproduce easily and quickly, with America's oldest building material, America's newest architectural type. Architect Ernest A. Grunsfeld, Jr. Tribune Tower, Chicago.

FLAT SIDING—A new effect with wide siding, nosed edges and concealed lapped joints. Other siding patterns are also adaptable and color scheme may be changed at will.

ROUNDED CORNERS—Aid new exterior effect, eliminate mitering at corners, and conceal built-in drain spouts.

CONCEALED GUTTERS—Enhance beauty of clean, simple house silhouette.

TREATED LUMBER—Provides long life through preservative treatment of lumber for footings, sills, floor joints, and subflooring.

FRAMING—Embodies latest research in structural design for maximum strength and rigidity. Sills anchored to foundation and roof to side walls. Structurally, house is one-piece unit.

BUILT-DRY—A plasterless house. All wall and ceiling surfaces are of wood. Elimination of plaster assures a dry house and eliminates plaster cracks. Adds to insulating power of house. Speeds erection time, regardless of weather, and thus saves carrying charges.

CEILINGS AND WALLS—Plywood ceiling assures permanence without plaster cracks or long drying period. Makes possible an infinite variety of finishes and decorative effects. They are clean and sanitary.

CORNER WINDOWS—Assure maximum air and light while providing greater utility wall space—a very desirable feature in a small home.

VENETIAN BLINDS—Eliminate shades, provide excellent ventilation, fit into pockets out of sight above windows.

WOOD FLOORS—Provide greatest comfort under foot, warmth. Various species and colors make possible a wide range of decorative effects for every practical use.

INSULATION—In addition to the natural insulating qualities provided by the siding, shingles, and building paper, plus the interior panelling, a flexible wood fibre insulation is inserted between the studs. No house could be warmer in winter or cooler in summer, or as quiet.

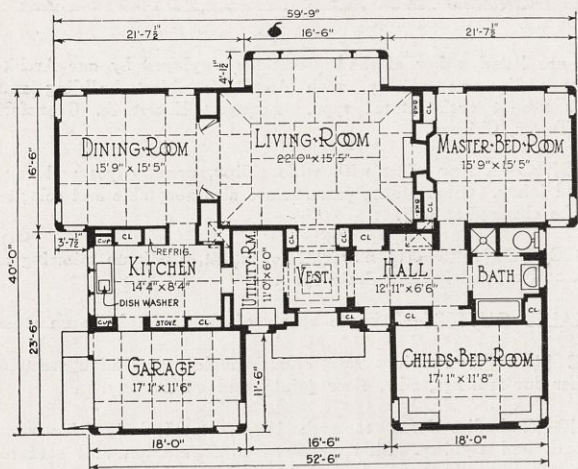
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TO AMERICAN FOREST PRODUCTS INDUSTRIES, INC.,
1337 Connecticut Avenue, Washington, D. C.

Will you kindly send me additional information on the *Lumber Industries Exhibit House* and other lumber information I have checked below. I enclose the necessary amount to cover the charges noted.

- Exhibit House Description*—A sixteen page booklet which will give you the complete story of the Exhibit House and its materials. Contains pictures of every room. Kind and source of all materials used in the house and a full discussion of its many interesting features. 10 cents.
- House Framing Details*—Isometric drawings of the best way to frame a house for lasting satisfaction. 10 cents.
- Stronger Frame Walls*—How wood walls should be framed for greatest strength. Based on laboratory tests. 10 cents.
- House for the Growing Income*—How to begin with a small modest home which can be made to grow as the family grows. 10 cents.
- For Home Lovers*—A suggestion booklet of various pleasing designs in small and medium sized lumber-built homes. 10 cents.
- Transformation*—Pictorial suggestions of what may be done to make an old house new at low cost. 10 cents.
- Wood Floors*—An interesting and instructive booklet of vital information about floor satisfaction. 10 cents.
- Modern Home Interiors*—Interesting, original drawings of built-in furniture and built-in decoration in the home. 10 cents.
- Ceilings of Wood*—A portfolio of decorative ceilings in a wide variety of architectural treatment. 10 cents.
- Fences of Wood*—Actual photos of beautiful fences of the more elaborate type. 10 cents.



From the Yankee farm home to the stately Southern mansion and the log abode of the plainsman, wood has always been the material most flexible and readily adaptable to changing architectural concepts.

This demonstration home is intended to represent the happy middle-ground of livability between the conventional type home and the much featured "modern" designs. It retains the sense of newness and progress adherent in modern designs without sacrifice to the warmth, friendliness, availability, and economy of older types.

This "Century of Progress" home is not only an interesting display, but a place in which the American family may find ideas and inspiration for an everyday practical home.

Additional and more complete information on the Lumber Exhibit House, including plans, material list, material sources, together with other pertinent information for the use of Lumber in the home and on the farm, may be secured by detaching and mailing the attached coupon. Check those booklets you desire and enclose the fee to cover handling and postage. (Stamps accepted.)

**Address American Forest Products Industries,
1337 Connecticut Avenue,
Washington, D. C.**

(Information regarding decoration and furniture may be obtained from the National Retail Furniture Association, 666 Lake Shore Drive, Chicago.)