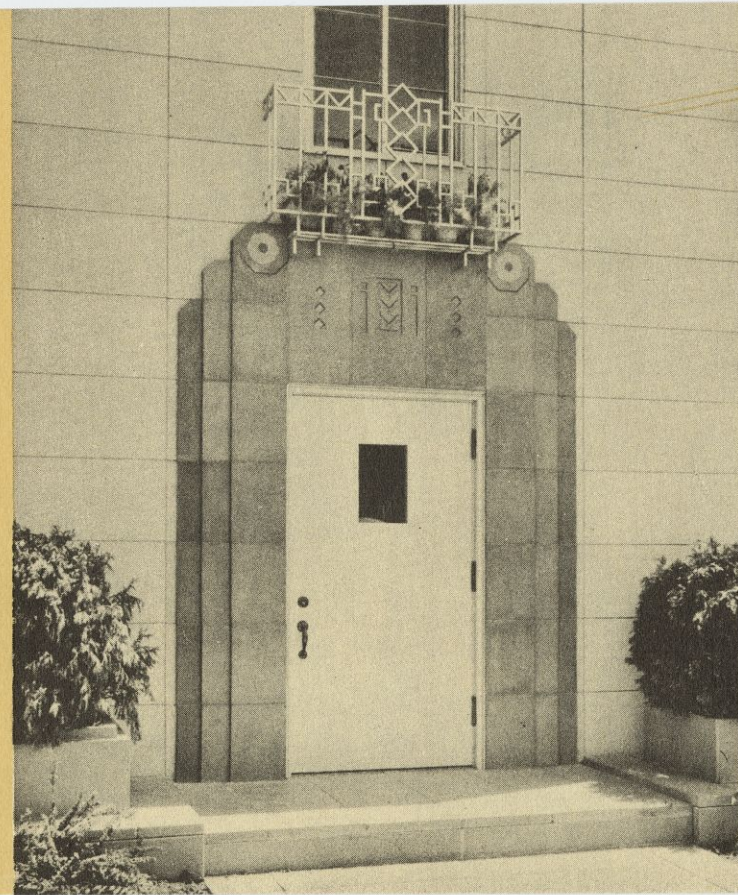


A HOUSE OF ROSTONE

AT A CENTURY OF PROGRESS



ROSTONE is a man-made stone of entirely new composition, developed through eight years of engineering research. Its chief raw materials are shale and alkaline earths (with a large percentage of stone quarry waste as a filler) and these are chemically combined by a simple process closely parallel to nature's own method. ROSTONE has the practical qualities of natural stone and in addition is produced in a range of beautiful colors and color effects not obtainable before. It is strong, durable, fire resistant, weather-proof and permanent in color, as demonstrated by severe laboratory tests and years of outdoor exposure.

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.

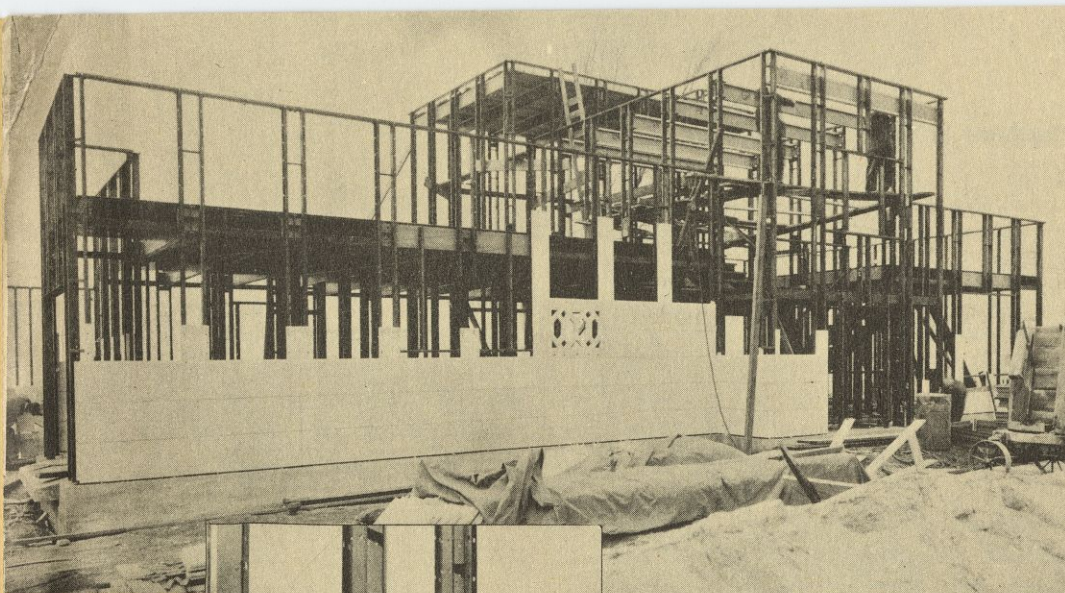
The ROSTONE-AND-STEEL SYSTEM of construction is so simple it can be understood by anyone. It consists of a framework of steel, cloaked with slabs of Rostone—a newly invented synthetic stone. Both the Rostone slabs and the steel frame are "pre-fabricated"—that is, they are made in the factory in completely 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.

A HOUSE OF ROSTONE

at A Century of Progress, Chicago

ROSTONE, INC.	Sponsors
WALTER SCHOLER	Architect
INDIANA BRIDGE CO.	Structural Steel
RALPH H. SIMPSON CO.	General Contractors
THE TOBEY FURNITURE CO.	Interior Decorators

A HOUSE OF ROSTONE
AT A CENTURY OF PROGRESS



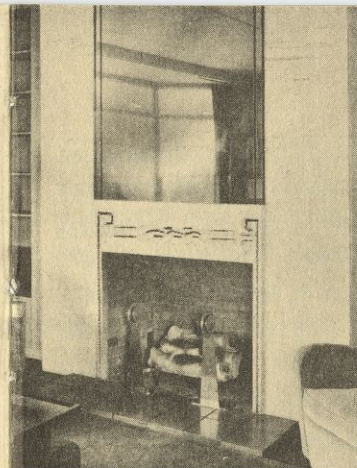
Here you see A House of Rostone under construction. The steel frame, accurately made in units, was erected with amazing speed by a small number of workers. It is light and economical, but immensely strong.

The Rostone Wall Slabs are easily lifted in place and then bolted solidly to the steel frame, with joints ship-lapped and sealed with mastic. This simple building operation is exceedingly rapid, and the wall is strong, sound, and permanent.

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 every-



This handsome fireplace shows a two-color stone treatment that is one of the unique Rostone effects.

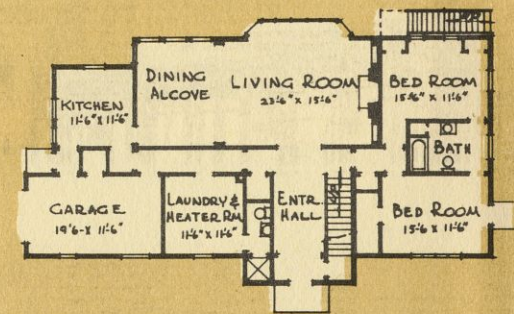
thing *beautiful, natural homes*. Rostone walls take their precedent from one of the oldest building materials known. They are *stone walls*—walls that satisfy the universal liking for masonry effects. They may be carried out in many styles of architectural treatment—enriched with mellow colors made 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

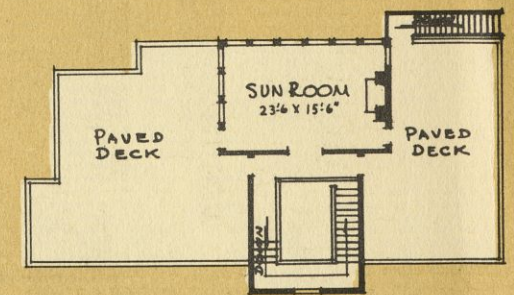
stonework. Along the roof line there shows a note of color—red-brown Rostone copings that contrast pleasingly with the walls. Set-backs break the house into interesting masses and to the right of the center is an inviting doorway framed in red-brown Rostone with brown and gray pilasters. A charming wrought 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

FLOOR PLANS of a HOUSE of ROSTONE at A Century of Progress

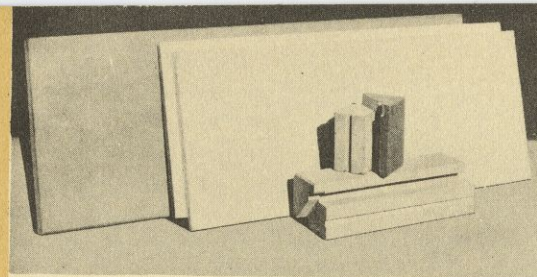


GROUND FLOOR PLAN



SECOND FLOOR PLAN

Such a plan can be varied endlessly and still retain the economies of the Rostone-and-steel method of construction.



Rostone is produced in large slabs and structural shapes that make construction much more rapid and economical. In the wall the slabs give a handsome architectural effect.



SMALL RESIDENCE OF ROSTONE, WEST LAFAYETTE, INDIANA
Walter Scholer, Architect

Rostone construction may be used with practically any type of architecture, as may be judged by this homelike colonial cottage. The material has the natural charm of stone masonry—and offers infinite variety in color and design treatment.

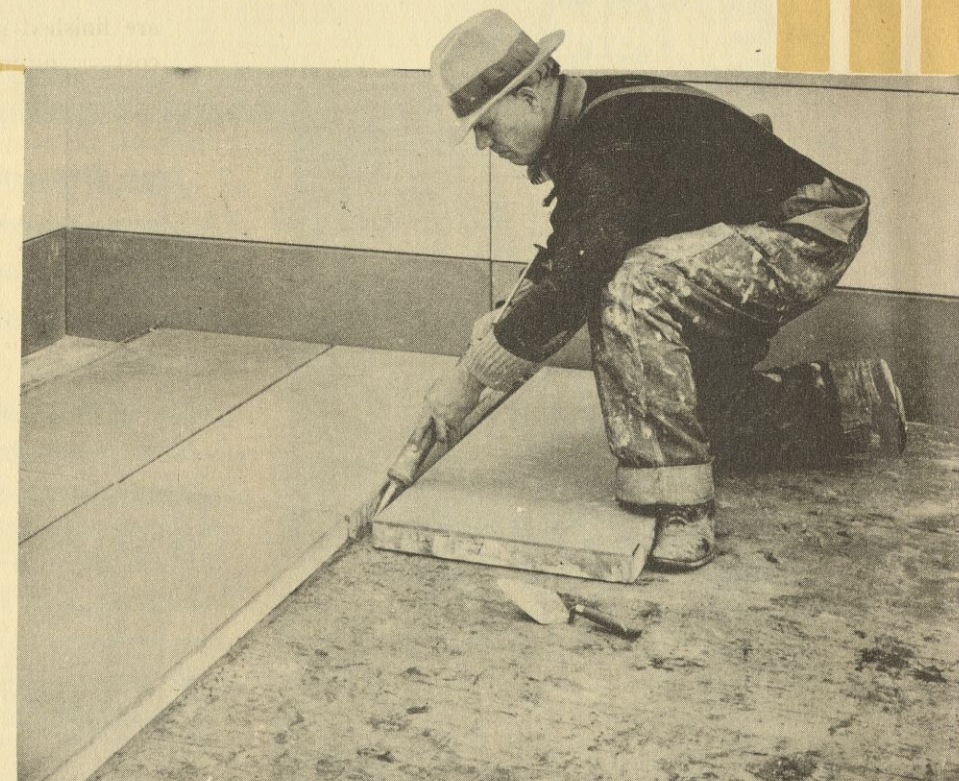
in a saving in cost and also added convenience because the laundry and heating facilities are more centrally located. Another feature that attracts favorable attention is the flat roof with its paved decks which afford a pleasant private retreat. The interior walls are finished in various ways to demonstrate 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, floors, stairway, fireplace, and roof decks.

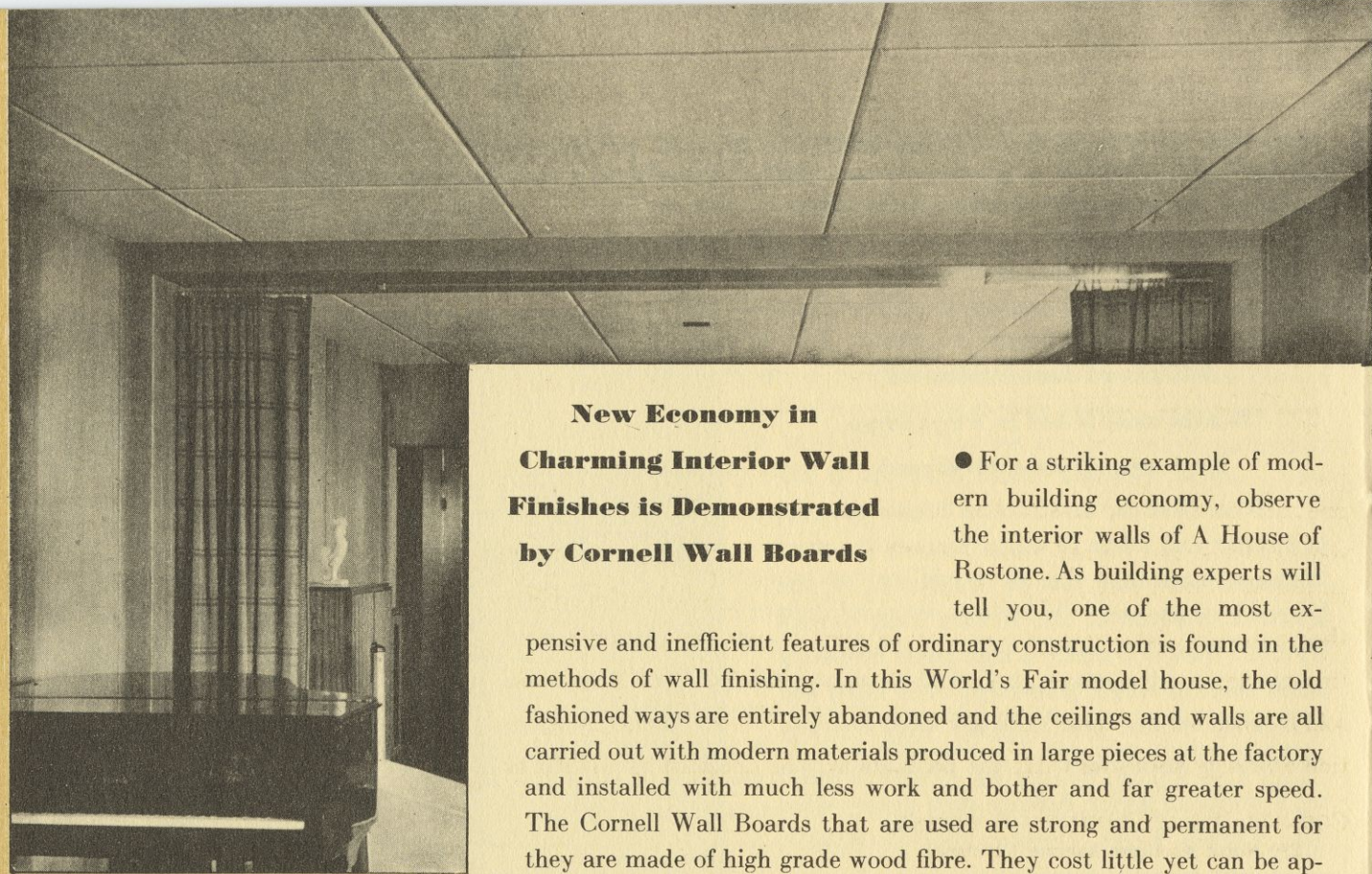
A House of Rostone at the Chicago World's Fair is a demonstration home to explain this new method of construction. Do not, however, confuse it with the so-called "mass production" houses which are supposed to be made only in a certain few set designs. The Rostone-and-steel System of Construction permits 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.



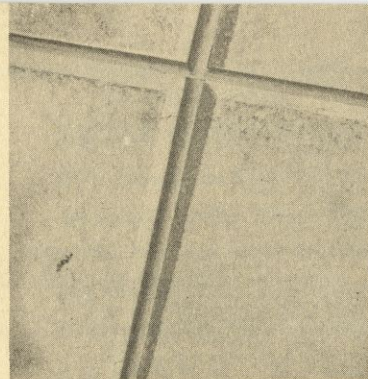


LIVING ROOM. The ceilings of Cornell In-Cel-Wood Acoustical Board received enthusiastic compliments.

New Economy in Charming Interior Wall Finishes is Demonstrated by Cornell Wall Boards

expensive and inefficient features of ordinary construction is found in the methods of wall finishing. In this World's Fair model house, the old 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

● 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 ex-



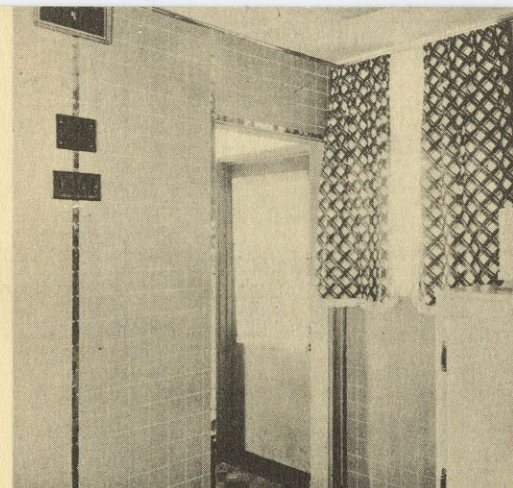
The surface of the In-Cel-Wood Acoustical Board was left exposed, showing its natural soft color and pleasing texture.

one bathroom, Cornell In-Cel-Wood Acoustical Board for hallway and 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

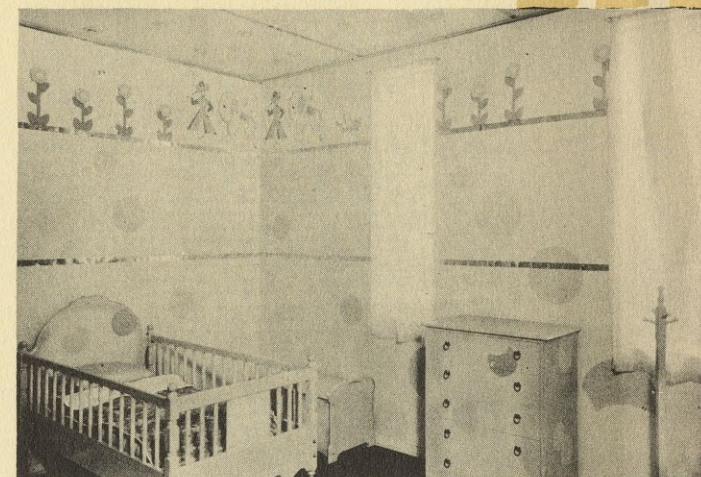
CORNELL WOOD PRODUCTS COMPANY,
230 North Michigan Avenue, Chicago.

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.

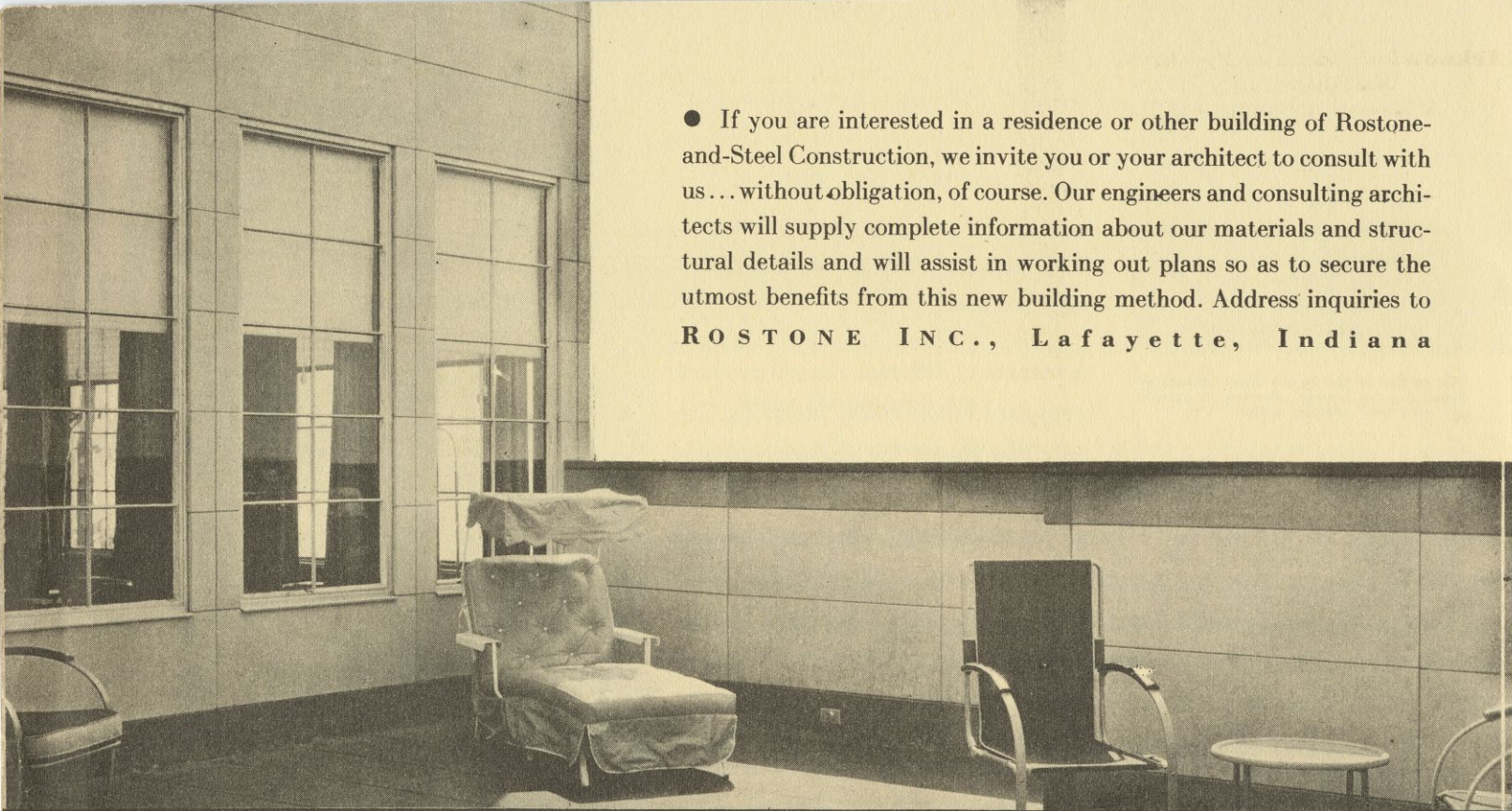
A number of different Cornell products were used in the house, including Cornell Tile Board for the kitchen and



KITCHEN. Cornell Tile Board, painted in light green and trimmed with white metal strips, gives the effect of a fine tile wall at a very small cost.



CHILD'S BEDROOM, one of the most interesting rooms in A House of Rostone. Cornell Super Board is applied horizontally—a new idea—with clever juvenile decorations painted on the surface. Isn't it charming? Yet it saved money!



● If you are interested in a residence or other building of Rostone-and-Steel Construction, we invite you or your architect to consult with us...without obligation, of course. Our engineers and consulting architects will supply complete information about our materials and structural details and will assist in working out plans so as to secure the utmost benefits from this new building method. Address inquiries to
ROSTONE INC., Lafayette, Indiana

ROSTONE INC., LAFAYETTE, INDIANA

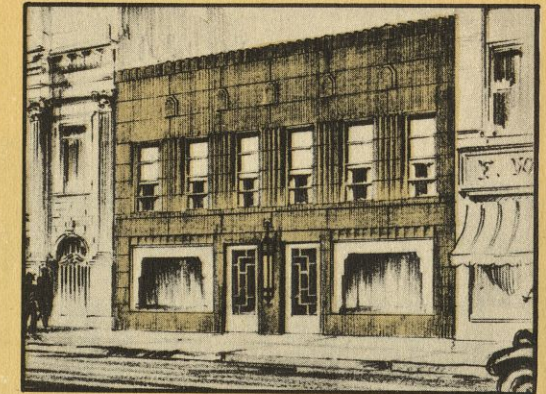
**Acknowledgment of Products
Exhibited in
A House of Rostone**

Cornell Wood Products Co., Wallboard
Cornell IN-CEL-WOOD Insulation
U. S. Gypsum Panelwood Wall Board
Wood Mosaic Block Flooring
Tile-Tex Resilient Floor Tile
Holland Heating and Air Conditioning
Crane Bathroom Fixtures and Fittings
Fiat Metal Shower Compartment
Vitrolite Bathroom Walls
Wm. Bayley Co. Steel Windows
Vitaglass Health Glass
Overhead Garage Doors
American Asphalt Paints
Johnson Floor Wax
Robertson Steel Roof Decking
Duncan Meter and Circuit Breaker
Arco Company Mastic
Hoosier Kitchen Cabinets

General Electric Range, Refrigerator,
Dish-Washing Sink, Sewing Machine,
Ironer, Washing Machine, Water Heater

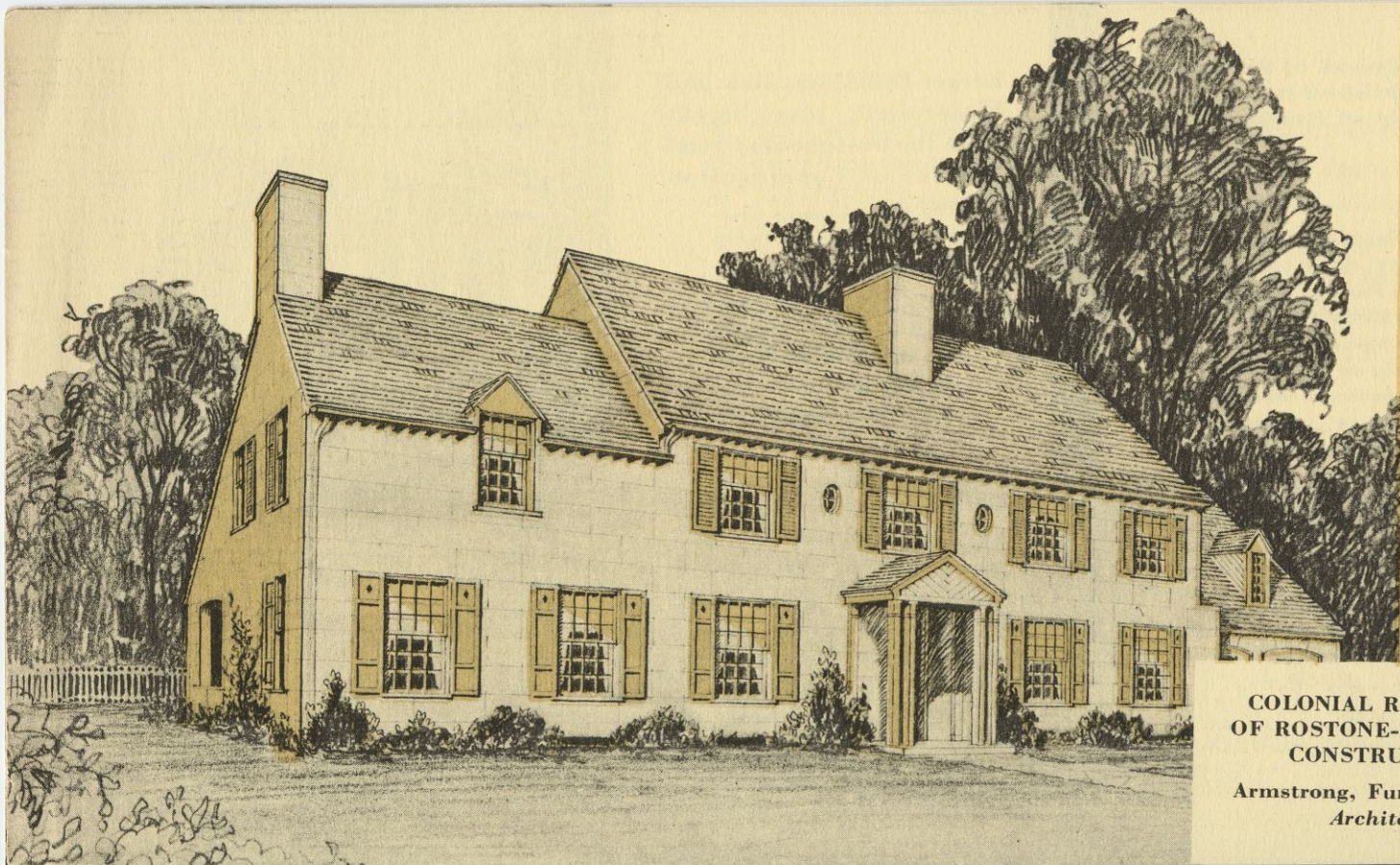
**Larger Buildings, New and
Modernized, also benefit
from the Rostone-and-Steel
System of Construction**

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



MODERNIZED STORE FRONT of Rostone slabs on steel framing—a type of building in which colored Rostone offers splendid possibilities. Waller Scholer, Architect.

APARTMENT BUILDING of Rostone-and-Steel Construction, showing a fine modern design worked out with the material. Steel framing eliminates fire hazards, and the exterior materials promote low maintenance costs. Waller Scholer, Architect.



COLONIAL RESIDENCE
OF ROSTONE-AND-STEEL
CONSTRUCTION

Armstrong, Furst & Tilton
Architects

ROSTONE INC., LAFAYETTE, INDIANA