

HOME & FIELD

presents

THE MASONITE HOUSE

at

A Century of Progress

INTERNATIONAL EXPOSITION

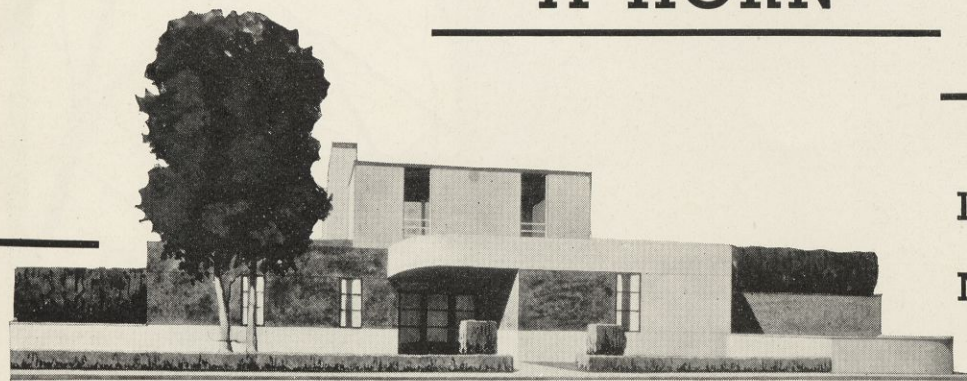
CHICAGO

1933

A HOME

A HORN

A FOUNTAIN...



THE
PRIZE-WINNING
MASONITE
HOME

ONE of the most-visited features of A Century of Progress is certain to be the Masonite Home—truly modern in design and construction. Its plan won first award in an architectural prize competition; its fittings are the most efficient; and it is built largely of Masonite products.

Exterior walls are Masonite Presdwood, painted and natural, resistant to moisture, heat and cold. Interior walls and ceilings are Masonite Structural Insulation, protecting against heat losses in winter and shutting out the intense heat of summer. Being insulated, the house may be and is air conditioned and is heated at a low cost. Some walls are natural, some plastered or papered, some trimmed with Masonite Presdwood or Quatrboard. Floors are covered with Masonite Cushioned Flooring—beautiful, resilient and enduring. Masonite Temprtle makes bright, clean finishes for the bathroom and kitchen.

When in Chicago, don't fail to visit the Masonite Home—a cordial welcome will await you.

* Masonite Presdwood is an all-wood building material of a million uses. Light, easy to work and moisture-resisting, it is far tougher and denser than ordinary wood. Grainless, of uniform strength and smooth texture, Masonite takes any standard finish or may be used in its natural rich, brown color. It does not splinter, split, crack, warp or dent, and may be worked like wood.



A Century of Progress

THE eyes of all the world are on Chicago's Century of Progress Exposition. There, to serve as inspiration and example for future generations, stand the modern, tested achievements and discoveries of today. In the building of the Exposition, yesterday's methods and materials often have been replaced by the more efficient developments of recent years.

A notable triumph is accorded to Masonite Presdwood*—the world's most versatile building material. Because it has been proven best for hundreds of different construction jobs, literally millions of feet of Masonite are built into the Exposition. Almost everywhere the visitor goes, Masonite products are doing tough jobs better than other materials could do them and furnishing an endless variety of beautiful, rich decorative effects. Hundreds of thousands of square feet of floors, walls, roofs and insulation withstand wear, heat and moisture. A hundred thousand feet of Masonite make a strong, non-warping bulkhead around the Lagoon. The Electric Fountains are sheathed with it. The children's Enchanted Island holds grotesque Presdwood figures and a dozen Presdwood concession stands.

Typical of hundreds of exhibits using Masonite products, are those of the National Cash Register Co. and Burroughs Adding Machine Co.

The exterior walls of two great restaurants, Schlitz Garden and Mueller-Pabst, are built of Presdwood, the interiors beautified with Masonite Quatrboard. National, state, foreign and private exhibits contain Masonite products in counters, furniture and a hundred other uses. A modern home is built almost exclusively of Masonite materials.

Forty-five loud speakers throughout the grounds are constructed of Masonite Presdwood. Ticket booths, information desks, cashiers' counters, reception-room fittings and all official outdoor signs are built of Tempered Presdwood to stand continuous wear and weather. Beer, fruit juices and sandwiches are served over counters of smooth, clean Presdwood. Even the three-foot numerals on the 200-foot giant thermometer are cut out of this versatile material.

An especially beautiful and complete Masonite building houses Infant Incubators. The high insulating qualities and strong, clean construction of Masonite products make them ideal for this delicate task.

Where tough jobs abound, where other materials have failed, where beauty, hard service and economy are called for, there you will find Masonite products doing their unique jobs—striking examples of the fruits of a century of progress. Masonite Corporation, 111 W. Washington St., Chicago, Ill.

Masonite PRESDWOOD

MASONITE STRUCTURAL INSULATION

MASONITE CUSHIONED FLOORING

MASONITE QUATRBOARD • MASONITE TEMPRTILE • MASONITE INSULATING LATH

The Things That Are New

THE most important aspect of A Century of Progress (Home & Field has been saying) is the opportunity it gives people to see the things that are new.

They've heard about them, read about them, but for many good citizens the first opportunity of actually seeing them is at Chicago. They'll find there the new things that electricity can do, learn what air conditioning is all about, see the new designs and materials in plumbing and kitchen fixtures, find that insulation may be more than just rough strips of fibrous stuff which are hidden away under plaster never to be seen again. They'll learn what the new architecture aims at, have a chance to see enough of it assembled together to decide whether they like it or not. They'll see the new styles in decoration and the way they are combined with the clean-cut, tailored lines that express the best of the modern idea. Before they're through with it, they'll become pretty well acquainted with today.

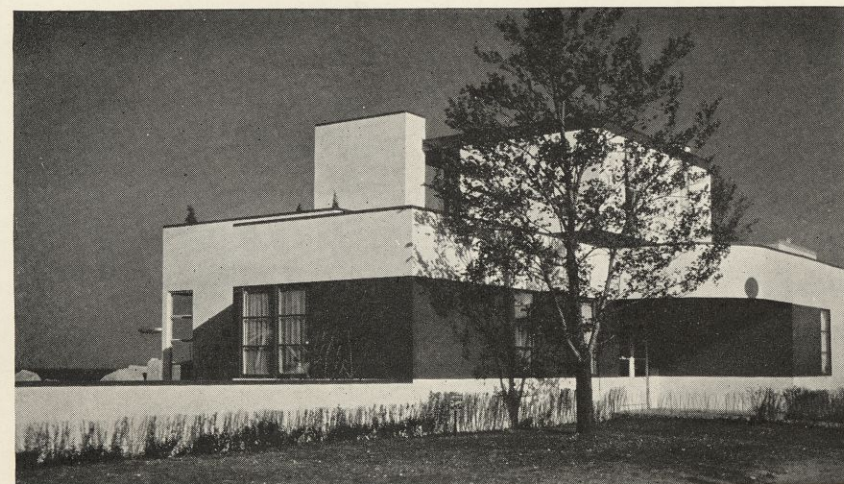
THE Masonite House which appears on the following pages, reprinted from the July issue of Home & Field, is an excellent illustration of what A Century of Progress is all about. Here is a comfortable, inexpensive, attractive dwelling with exterior and interior walls made entirely of various insulating materials. The house, we venture to say, was not constructed with the idea that from now on the nation will make its houses only of insulation board. That was not the idea. Rather, it is meant to show the versatility of this building material, to give the home owner something to think about, to tell him, in the most graphic terms possible, that today's whole point of view in building and decoration is one of originality in adapting tried materials to fresh uses for striking effect.

BECAUSE it expresses this point of view so thoroughly, Home & Field has chosen it to show in its pages as giving the keynote of A Century of Progress. Chiefly, we feel, it is important in awakening your own interest in building and the possibilities it offers today. Modern, fresh, original in both design and execution, it points the meaning of A Century of Progress.

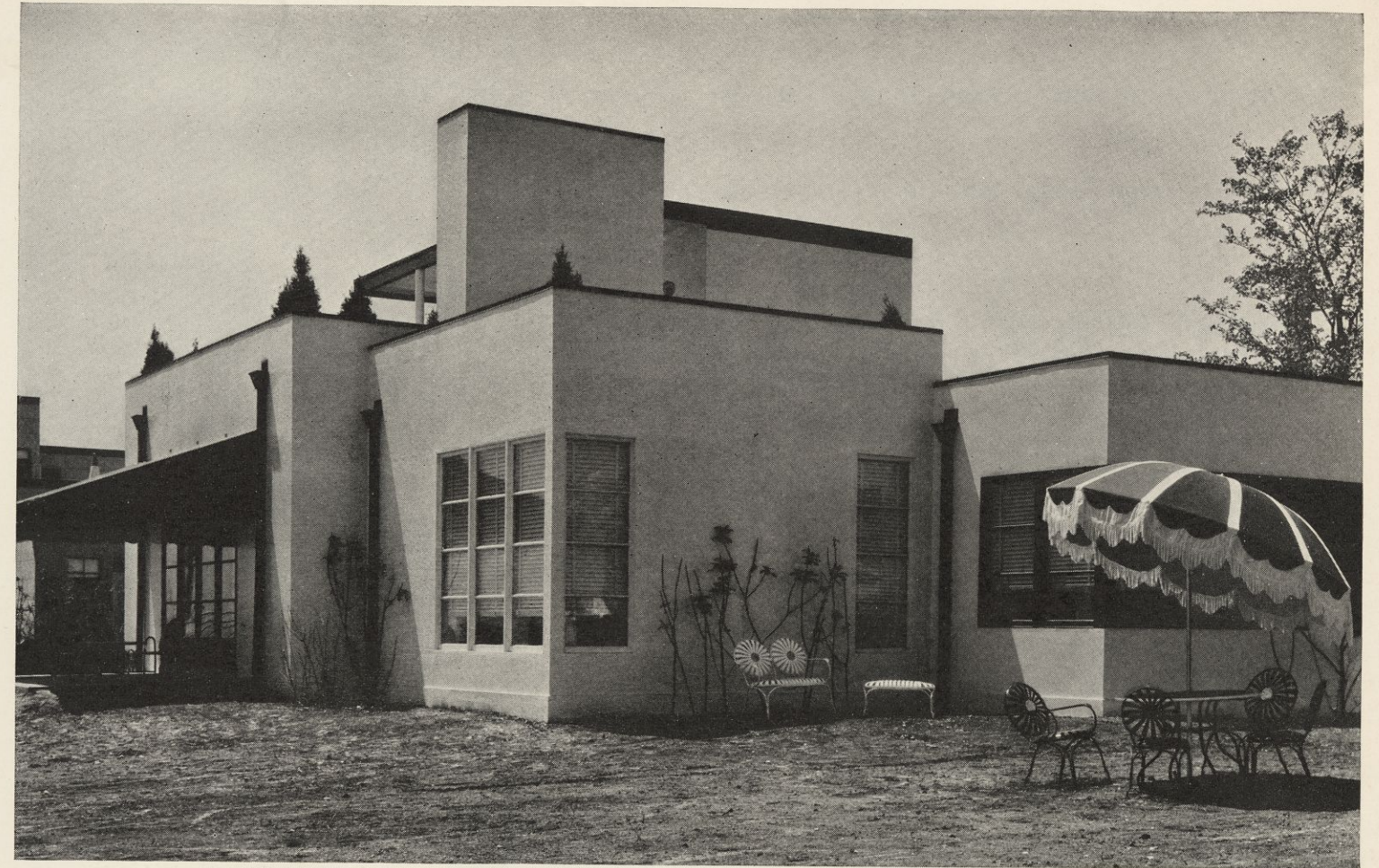
HOME & FIELD



PHOTOGRAPHS BY EUGENE HUTCHINSON



Almost every wall and floor surface, within and without, of this modern house built for Chicago's Century of Progress Exposition has panels of compressed wood fiber either as a base or finish, painted or simply given a coat of wax over its natural color. It was erected by the Masonite Corporation to show the versatility of Masonite Presdwood and structural insulation materials. The architects were Frazier & Raftery and the decorator Marjorie Thorsch, both of Chicago

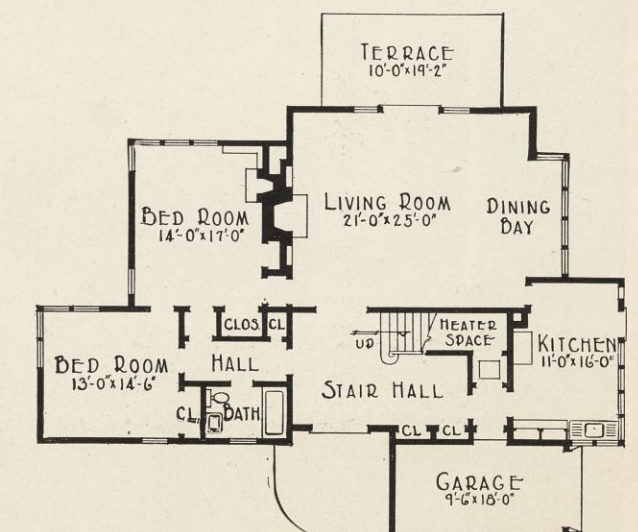


INSULATION—INSIDE AND OUT

AT Chicago's current exposition there are, in the Home and Industrial Arts group, something under a dozen small houses designed as a sort of "report of progress" in the fields of modern architecture and house construction. Each of the houses features one building product, material or principle in particular and a number of subsidiary products and items of household equipment in general. Of the group, one of the most interesting and visually appealing, both inside and out, is that sponsored by the Masonite Corporation to illustrate the adaptability of their synthetic wood-fiber in various forms to many phases of house construction. Masonite Presdwood, structural insulating board, insulating lath, flooring and simulated tile, together with products which facilitate their use, are featured throughout the house. Their application is vividly illustrated on these and the next two pages, both inside and outside the exhibition home. As both report of progress and forecast for the future, here is the story.

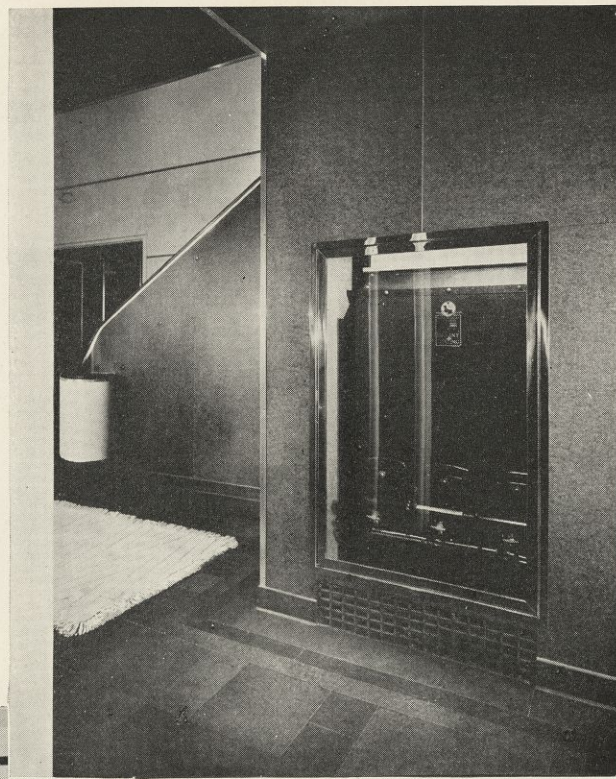
THE HOUSE is framed in wood, orthodox enough in respect to foundation, studs, sills, rafters and joists. From that point on, however, it is a thorough departure from traditional ideas concerning both form and structure. Inside and out Masonite products have been used for every kind of purpose and surface, giving rise in a large measure even to the external physiognomy of the building. (Continued on last page)

On the opposite page, a view of the staircase and the hall. The stairs are wood, the trim satin-finished chromium, and the walls of Presdwood, either painted white or waxed over its natural finish of rich mottled brown. The small picture opposite and that above show the exterior, painted and plain also. A plan is below

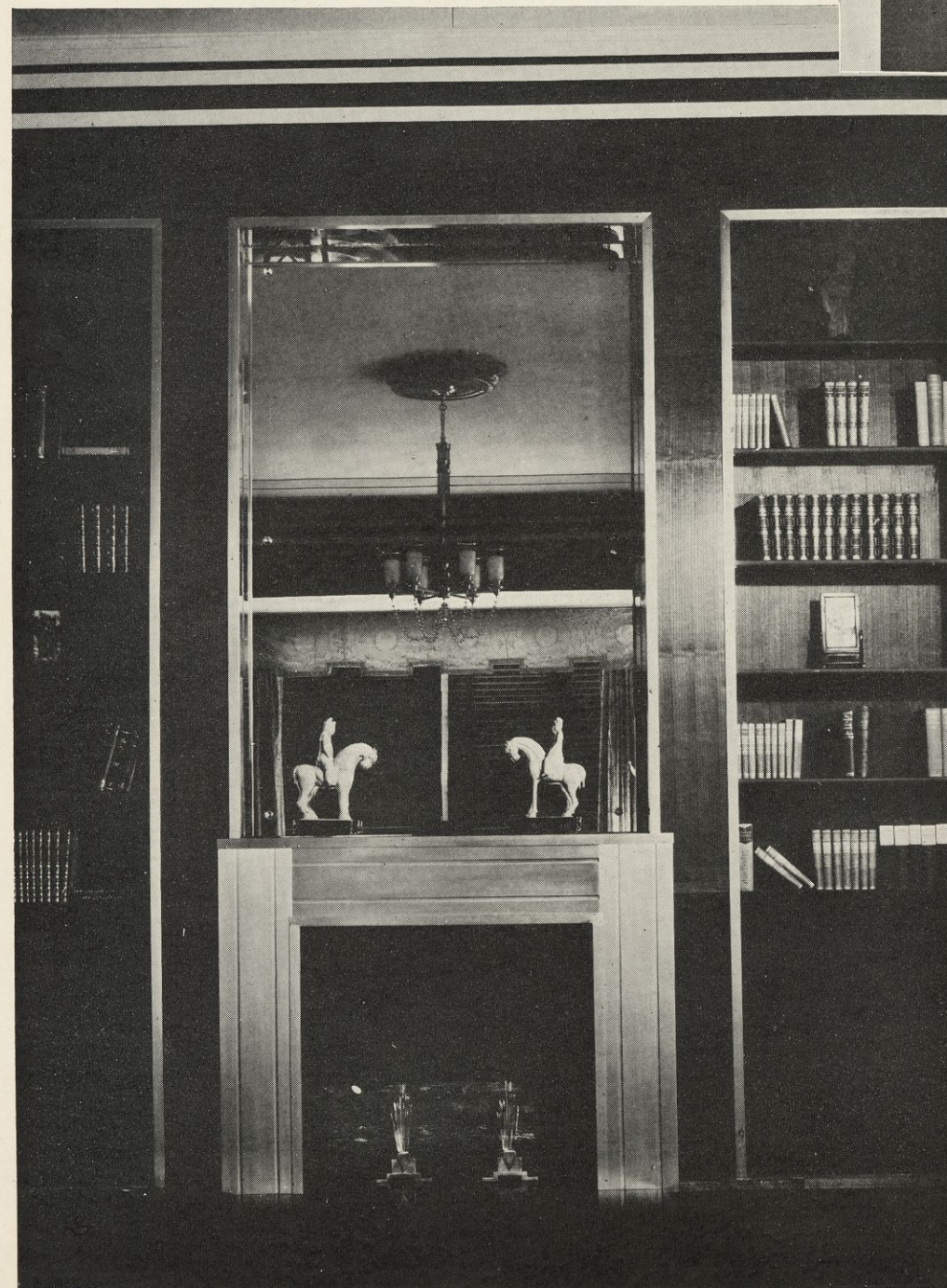


FABRICATED WALL PANELS FOR BOTH
STRUCTURAL AND DECORATIVE USES

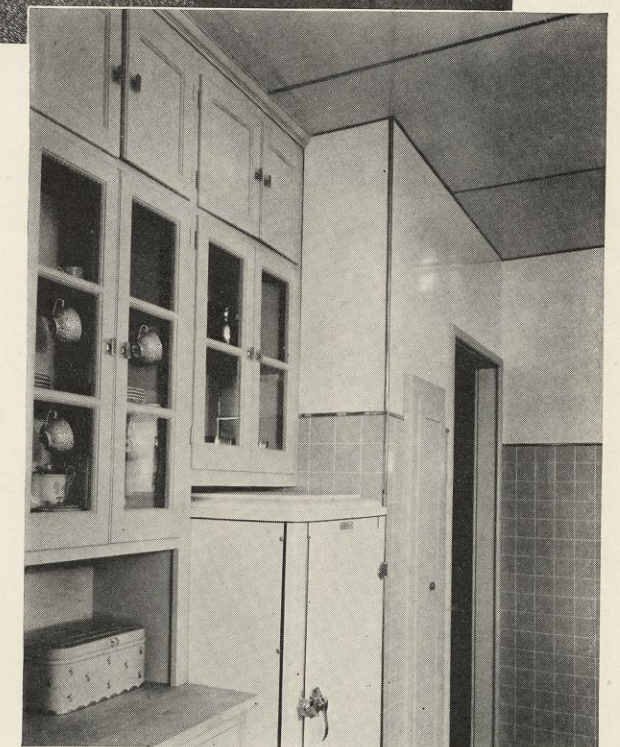
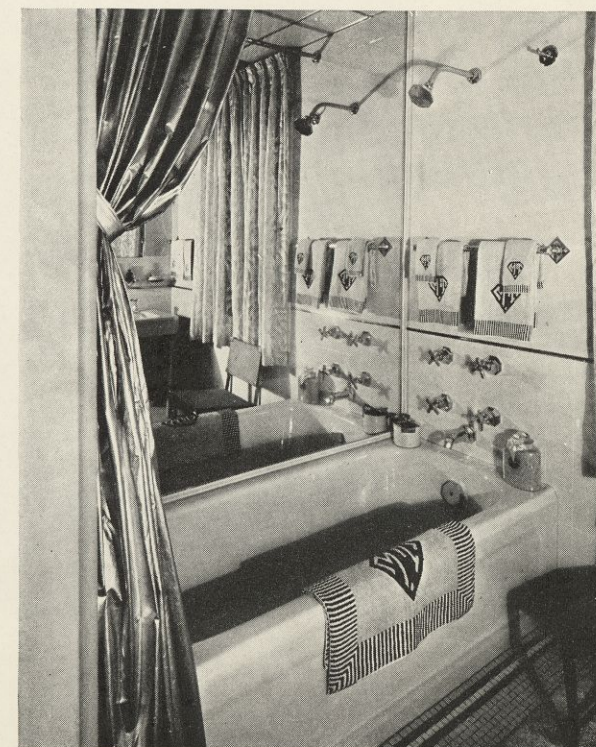
The Masonite Exhibition House is equipped with the latest system designed by the Bryant Heater & Manufacturing Company for supplying circulating conditioned air. At right, the arrangement provided for showing the installation, which is accommodated under the front stair. The hall floor is of Presdwood, patterned and polished



Presdwood, which is well named, furnishes the wall surface for the upstairs study, right, aided with a coat of wax. Burnished bands of copper conceal the panel joints, which here come horizontally. Copper also trims the corners and serves as molding around the ceiling. This is the only room on the second floor



Aluminum lends itself to lustrous simplicity in the design of the living room fireplace, and brings incidental brilliant contrasting notes to the sheen of a veneer wall covering. Of course, Masonite insulation is the basis of the underlying wall structure. The floor in this room is like that of the hall. The end dining bay is mirrored



Bathroom and kitchen reveal still other uses for this compressed wood fiber paneling, here simulating porcelain and tile with excellent effectiveness, in point of both beauty and durability. All equipment is, of course, the newest in type

Insulation—Inside and Out

Frazier & Raftery, Inc., Chicago architects, created the design, which was selected by a jury as the one which best expressed the essential character of the materials to be used. Since the chief of these materials is building board of standard four-foot widths, the plane and solid geometry of the so-called modern style of architecture was inevitably called upon. The architects, however, achieved an individualized distinction through the combination of white-painted areas of Masonite Presdwood broken into by bands of the natural color—a deep rich brown.

LIKE THE OTHER houses in this group of modern exhibition homes, the Masonite house has neither attic nor cellar. All heating and air-conditioning equipment has been fitted neatly and compactly into a room created under the stairs on the ground floor by the turn of the winding staircase in the entrance hall. Incidentally, the heater room is just off the kitchen. The garage at the street side of the house and just across the hall from the kitchen is an integral part of the house. It has an automatic overhead door. Flat roof decks furnish terraces, some open to sky and sun, one covered to provide outdoor living space.

DUE TO THE varying ceiling heights of the ground-floor rooms, these roof terraces have different levels. The result is an interesting irregularity in the sizes and heights of the individual blocks or masses of the house. Windows in large areas form another important element in the exterior break-up of masses and provide maximum daylight and view. The windows themselves are of the jib-head type, air-tight when closed, but pushing up out of sight into pockets when the full window opening is desired. Double-pane sash are used throughout.

MASONITE APPLIED TO walls and floors is not an innovation, but Masonite Presdwood as a finished exterior sheathing is something new. Studs are first sheathed inside and out with Masonite

structural insulation, a board form of insulation made entirely of wood fiber with no artificial binder. The outer walls are then covered with sheets of tempered Presdwood, an extremely dense fiber board of a beautiful rich brown color, slightly mottled. It is impervious to moisture and highly resistant to both abrasion and indentation.

THE EXTERIOR SURFACES of the house have been treated variously. The wide two-story entrance hall with its winding staircase to the upper terraces has walls of tempered Presdwood applied horizontally in four-foot bands (the width of the boards). Flat, narrow bands of satin-finished chromium cover the joinings. The ceiling and two walls of the hall are painted flat white; the third wall is left in its natural mottled brown and waxed. Baseboard and handrail are chromium; the floor is Masonite cushioned flooring inlaid in a herringbone design using two shades of brown. The same flooring has been used throughout the house, including the kitchen. The latter, however, illustrates a departure from the other rooms in its wall treatment. Here on the inner side of the studs a Masonite aluminum foil board has been used for insulation and covered with Masonite Temptrile.

BESIDES THE KITCHEN, the ground floor contains a large combination living and dining room, two bedrooms and a bath. In the living room and guest bedroom the structural insulation board has been used as a base for a thin wood veneer mounted on paper in one case, and a woven cellophane mounted on cloth in the other. In the master bedroom, however, insulating lath has been used as a base for plaster and wall paper. The edges of the lath boards are lapped to form a close joint. At the head of the stairs on the second floor is a small den or card room finished in natural Presdwood, varnished.

THE METHOD OF applying the insulating boards insures a practically air-

tight construction. The sheets covering both sides of the studding are mitered at the corners and specially reinforced at all angles. Outside walls are covered with double thicknesses of insulation stapled together, and all joints are grooved and treated with mitered overlay strips joined with marine glue.

A HOUSE AS efficiently insulated as this one may be economically heated by gas or oil and successfully air-conditioned. The Bryant Heater & Manufacturing Co. has furnished and installed the air-conditioning unit which supplies warm, humidified and filtered air and forced circulation in the winter time and cleaned, forced air during the summer. It goes without saying that plumbing and kitchen equipment are the last word.

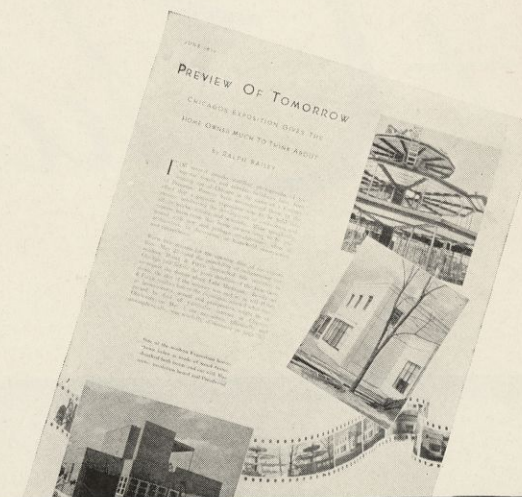
THE ESTIMATED COST of the Masonite house without the furnishings is \$7,500. Surprisingly moderate when all its up-to-date conveniences are considered. And not the least satisfying merit of the house is its complete harmony, the coherence with which all its details have been carried out. (The decoration, by Marjorie Thorsch, is not at this writing ready for detailed discussion.) Co-operating with the Masonite Corporation, the following manufacturers have supplied special or standard equipment for the house:

Bryant Heater & Manufacturing Co. (heating and air-conditioning).
Barber-Coleman Co. (automatic overhead garage door).
Kohler Co. (plumbing and kitchen fixtures).
Electrolux Refrigerator Sales, Inc.
American Stove Co. (Magic Chef gas range).
Charles D. Haven (Thermopane windows).
Libby-Owens-Ford Glass Co. (glass for double-pane windows).
Burgess Battery Co. (continuous electric outlets).
Ilg Electric Ventilating Co. (kitchen ventilating fan).
The American Brass Co. (copper trim).



WATCH THE NEXT *Century of Progress*

UNFOLD IN THE PAGES
OF HOME & FIELD



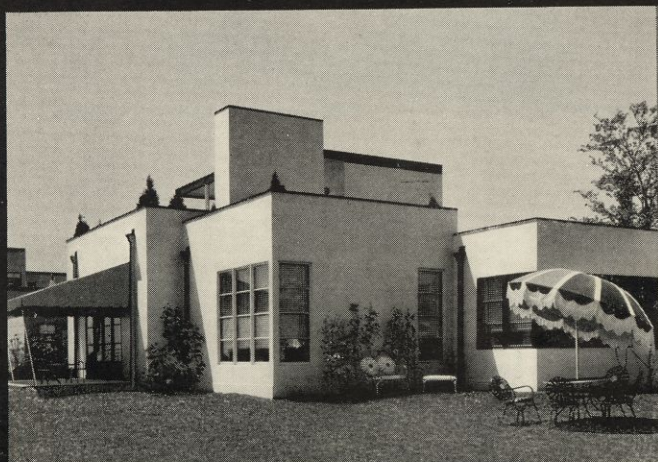
MONTH by month, we pride ourselves, Home & Field is something of a Century of Progress Exposition in itself. If you have scanned its pages regularly these past two or three years you've seen in photographs most of the new developments that pertain to the business of living, read in accompanying text and captions an explanation of what they meant. The world's news for home builders, month by month, marches across the pages of Home & Field.

New styles, new materials, fresh wonders of an inventive world, these are the things which concern Home & Field wherever they cross your threshold. Each page is some carefully arranged exhibit filled with ideas which contribute to the comfort, the convenience or the attractiveness of living.

This Century of Progress is more a prelude than an epilogue. A record of great development, but more than that, a forecast of the new movements that are only just begun. The next few years will show the fresh tangents to which impetus has been given here.

Home & Field is dedicated to watching for these new things as they come, explaining them for its readers as they develop. As it unfolds, the next Century of Progress will be recorded for you in the pages of Home & Field.

at Chicago



● The Masonite Home in A Century of Progress. All windows Thermopane double glazed with L·O·F "A" Quality Window Glass. Architect: Frazier & Raftery; Contractor: Edwin Anderson & Son.



● A majority of the buildings in the Home Planning Section of The World's Fair are glazed with L·O·F Polished Plate Glass and Quality Window Glass. You will see, as you go through the Fair grounds, that bright, clear glass that gives even reflections, emphasizes and enhances every other feature of design and creates an atmosphere of warm friendliness combined with sparkling beauty that it is impossible to achieve by any other means. That is the atmosphere you want in your own home. That is why it is important to talk about glass with your architect.

● LIBBEY·OWENS·FORD GLASS COMPANY, TOLEDO, OHIO, manufacturers of Highest Quality Flat Drawn Window Glass, Polished Plate Glass and Safety Glass; also distributors of Figured and Wire Glass manufactured by the Blue Ridge Glass Corporation of Kingsport, Tennessee.

LIBBEY·OWENS·FORD
QUALITY GLASS

