CELOTEX AT THE FAIR



CELOTEX HOUSE NO. 17

TOWN OF TOMORROW

NEW YORK WORLD'S FAIR 1939

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The entrance hall has Texbord walls of blond Avodire, a genuine South African wood veneer on a Celotex Cane Fibre base. The beautiful graining and mellow coloring of this exquisite wood sets off the 18th Century mahogany chest, the old Russian candlesticks and oval mirror.

This gracious living room is practically designed with Celotex Insulating Building Board on walls and ceilings. All paneling is created with Celotex Moldings. The walls are painted a light green and the ceiling white, providing a softly glowing background for the 18th Century English furniture.

IN THE TOWN OF TOMORROW THIS IS THE HOUSE . . .





THAT YOU CAN BUILD AND *Live* IN TODAY

WHEN the Celotex House was still an idea, it was the aim of the sponsors to plan a home with every modern comfort, yet retain an easy livability. The temptation to go "moderne" was discarded in favor of a plan that was more ideally American.

Architects Henry Otis Chapman, Jr., and Harold W. Beder designed a house reminiscent of the Regency period. The insulation and wall and ceiling treatments were planned by The Celotex Corporation design department, under the direction of W. J. McCauley. W. & J. Sloane, decorators, with Ivo C. Meucci, consultant for The Celotex Corporation, chose mainly 18th Century English and Early American furniture.

The result is a home, livable in its simplicity, snug with modern comfort and gay with the charm of other eras.

Celotex at the Fair (1939)
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MODERN WALLS ALSO INSULATE

CELOTEX KEY JOINT UNITS present something new in wall decoration, that also acts as insulation. Applied directly to open framing, decoration is easily achieved, and open joints are treated in a novel manner by inserting splines in the grooved units. There is almost no waste in application.

Here the smooth ivory Celotex Key Joint Units add richness to the walls above the dado, in keeping with the elegance of the 18th century furnishings.

Ceiling is plaster on ½" thick Celotex Insulating Lath. The smoothness of plaster is maintained, free from lath marks.



QUIET IN THE KITCHEN

TO ADD to the perfection in kitchen planning which today lends a modern magic to even routine duties, Acousti-Celotex was used on the ceiling. This patented, perforated acoustical material absorbs the noise created by ringing doorbells, gushing water, clattering pots and pans, and other noisy accompaniments to cooking.

An outstanding feature of Acousti-Celotex, other than its noise-reducing properties, is its paintability. Every householder is familiar with redecorating chores and to householders Acousti-Celotex brings no extra trouble because it can be painted with ordinary paints at decorating time.

Unlike other porous acoustical materials, noise-reducing properties are not lost in Acousti-Celotex when paint is applied, because the patented perforations always remain open to trap and dissipate noise.

Acousti-Celotex in this kitchen is painted blue-white, the moisture-proof walls of Celotex Tempered Hard Board are dark blue; the Celotex Tempered Hardboard Tile wainscot is white, and blue linoleum covers the floor. Here is truly a modern kitchen, fresh and cool as an autumn day, and quiet as a summer morning.

Sloane-Blabon Corporation furnished the linoleum used in this kitchen and in the bathrooms. Interior paints (Luminall) are by National Chemical & Mfg. Co.

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AND SLEEP COMES QUICKLY HERE

CELOTEX aids sleep where sleep is wooed, for its insulating properties keep chill out in winter and retard heat in summer.

Here Celotex Key Joint Units were applied directly to open framing offering insulation and smart interior finish at one application and one cost. The splines can be painted a contrasting color for unusual open joint treatment. Ceiling is of 16" square Celotex Tile Board tinted pale blue.

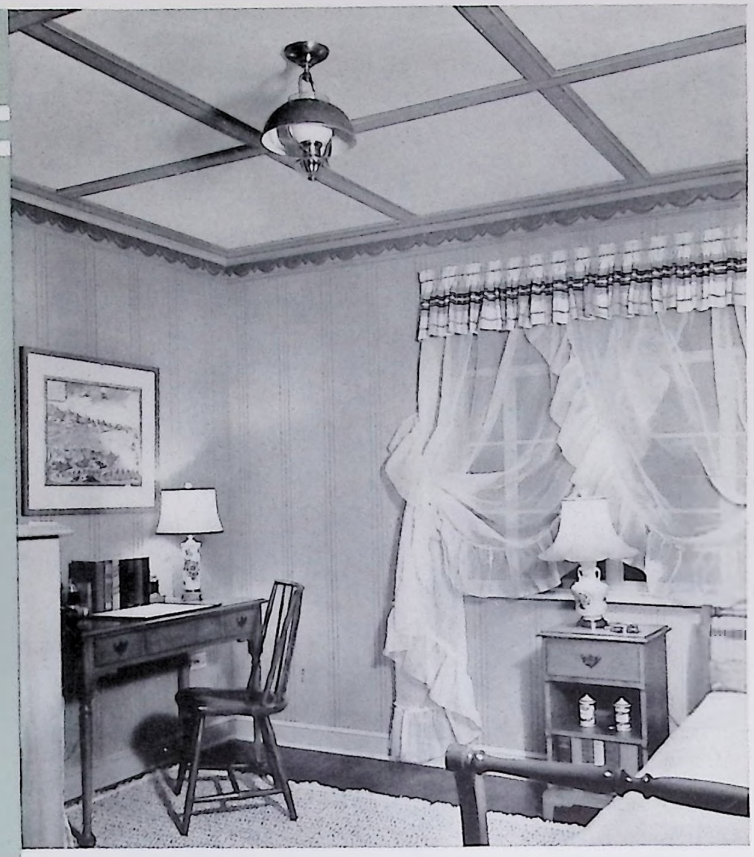
The pleasant simplicity of the 18th Century English furniture gives this master bedroom added charm enlivened by gay Chippendale-patterned drapes and bed covers, while hidden in the suave walls and ceiling are the Celotex insulating properties that aid nightly sleep.

AN EXCITING BEDROOM THEME

IN THIS BEDROOM there is a change in style. To instill a lively newness Celotex Light Brown Ripple Plank was applied horizontally on the walls, where its textured "look" adds a warm feeling of luxury. The ceiling is Celotex Tile Board 16" x 16", in a smooth ivory. Various finishes and sizes of tile may be combined for unusual effects. The Swedish Modern furniture, swift in line as a bird in flight, combined with gayly textured hangings and rough cloth lamp shades, makes a lively theme.



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A ROOM WITH A VIEW TO COMFORT

HERE is a second story room planned with a view to solitary comfort or cozy companionship. Though really a bedroom it has the character of a den or sitting room, where privacy may be enjoyed in writing letters, listening to the radio, resting or hobbying far and away from the rest of the house.

Natural color ripple finish Celotex Plank helps keep temperatures even the year around. The ceiling of ivory Celotex Building Board achieves an "old inn" feeling with natural Celotex Moldings dividing it into squares. The hanging lamp adds an old world charm.



BATHROOM AND MAID'S ROOM HAVE CELOTEX COMFORTS

Below:
Celotex Interior Finish Plank, tapestry finish, alternates with natural finish, to lend variety to the walls of this servant's room. Celotex Tile Board, 16 inches square decorates and insulates the ceiling. Early American furnishings give this room a home-like coziness.

THE SMOOTH, moistureproof Celotex Tempered Hard Board walls of this master bath are enameled green. The ceiling is plaster, painted yellow, over 1" Celotex Vapor-seal Lath which prevents moisture condensation behind the insulation, a danger not always avoidable in ordinary insulations. During winter nights when bedroom windows are open, the vapor-seal lath retards heat-escape through the ceiling in the closed bathroom, thus keeping bathroom temperature warm and comfortable for early morning use. A cool, fresh note is introduced in the curtains and shower curtain, the wooly rug and yellow linoleum on the floor.



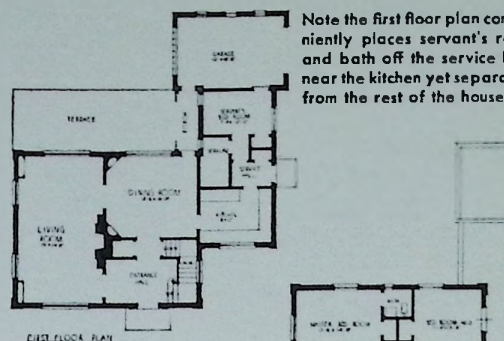
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ON THE TERRACE LIFE RELAXES

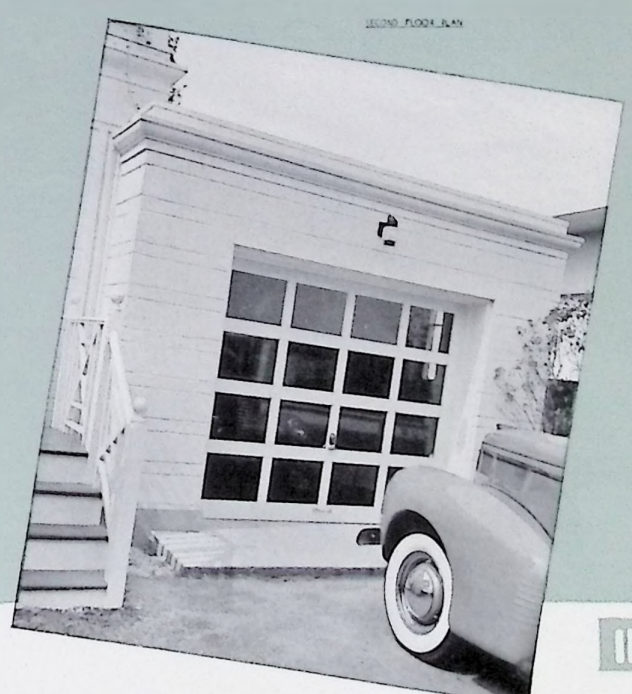
IF THERE is one contribution that deserves a featured place in today's residential architecture it is the growing popularity of the open roof deck. Here one may rest, play, relax and enjoy out-door life at home. Celotex Traffic Top, in basket-weave pattern in red and green, carpets the terrace attractively.

Celotex Traffic Top and out-of-doors are kin, for where there is a roof deck terrace there Celotex Traffic Top makes a carpet of springy, weatherproof, wearable, fire-resistant material. Not only does this modern product provide a resilient surface underfoot, but it gives lasting protection to the built-up roof underneath. Available in red or green, 12″ x 24″ and 24″ x 48″, in ¼″ and ½″ thickness, fascinating patterns are obtainable alone, or in combinations of sizes and colors. Modern outdoor furniture adds comfort and color in keeping with modern livability provided by open terraces where everyone can relax.



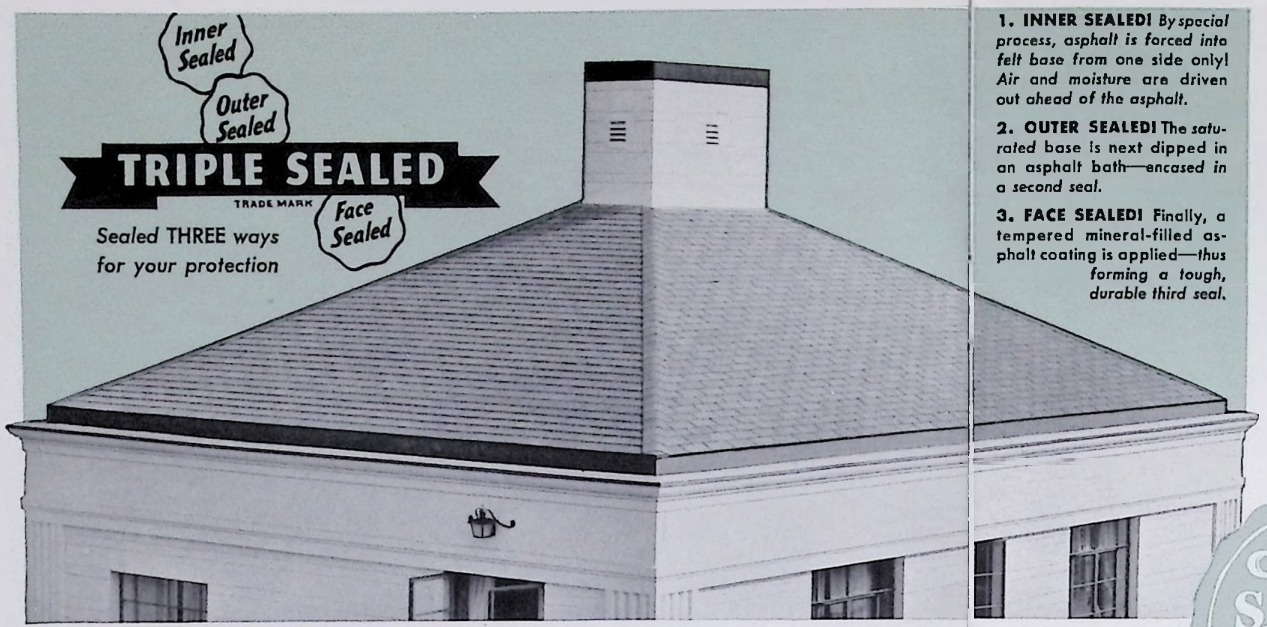
Note the first floor plan conveniently places servant's room and bath off the service hall, near the kitchen yet separated from the rest of the house.

The second floor plan places the master bedroom at the rear away from street traffic, and secludes the terrace also near the rear.



The garage conveniently built onto the house proper has Thermax structural insulation on all inside walls and over ceiling joists, where it serves as a roof deck. Entrance to house is through rear porch to dining room, or through servant's room.

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1. INNER SEALED! *By special process, asphalt is forced into felt base from one side only! Air and moisture are driven out ahead of the asphalt.*

2. OUTER SEALED! *The saturated base is next dipped in an asphalt bath—encased in a second seal.*

3. FACE SEALED! *Finally, a tempered mineral-filled asphalt coating is applied—thus forming a tough, durable third seal.*

THE *REASONS WHY* THIS IS THE HOUSE TO *BUILD*

THE LOVELY, livable rooms, finished with Celotex Interior Finish Products, as illustrated in this book are *reasons why* this is the home to build, for here beauty and livability have been wedded with practicability. The Celotex interior finishes replace other finishes, do not require lath underneath, yet provide ample insulation.

When ordinary interior finishes are used there are usually extra costs and more materials required. In such cases labor costs are higher too. With Celotex Cane Fibre Products two or more functions are inherent in the material. Decoration, insulation, structural strength and year 'round comfort include the modern services provided by Celotex Insulating Products. This "double-function" makes Celotex Insulation economical and lastingly serviceable.

In every instance the use of Celotex Cane Fibre Insulating products replace ordinary uninsulating materials at only slightly higher cost—which is soon repaid in lower fuel bills and added comfort, year after year. Celotex Vapor-seal Sheathing replaces wood sheathing. Celotex Vapor-seal Lath replaces ordinary lath, providing plaster base and insulation at the same time.

Celotex Vapor-seal Sheathing and Celotex Vapor-seal Lath, combined with Celotex Triple Sealed Asphalt Shingles is Celotex Safety Sealed Construction, the modern method used in building this Celotex house. The Celotex Safety Sealed Construction method makes any new home a safe investment that guards against obsolescence.

Celotex Vapor-seal Sheathing outside the framework and Celotex Vapor-seal Lath inside with "breathing space" between, give strong, wind-tight, fuel saving sidewalls correctly vapor-sealed, guaranteeing protection at low cost.

Celotex 1-inch Vapor-seal Lath in top floor ceilings seals against excessive summer-heat, winter fuel waste and vapor condensation.

Celotex Triple Sealed Asphalt Shingles seal the top of the house against the elements—give three-way protection plus fire resistance against sparks or burning embers.

All Celotex Cane Fibre Insulating Products are protected against destruction by Termites and Dry Rot by the exclusive, patented Ferox Process.

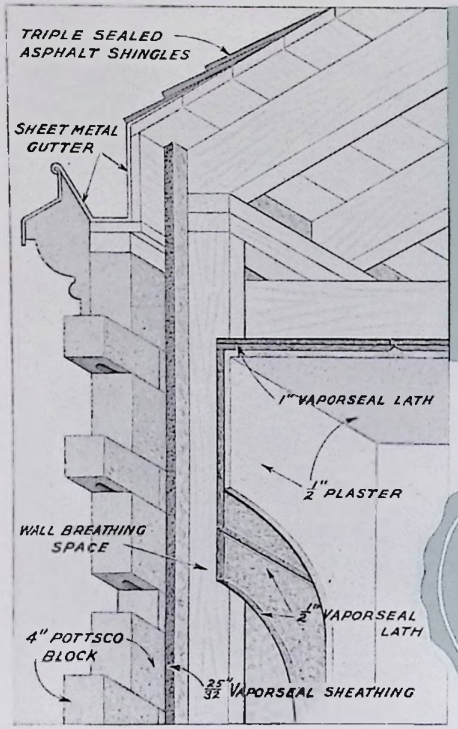
Celotex Cane Fibre Insulating Products are guaranteed in writing for the life of the building. The Celotex Guarantee, when issued, applies only within the boundaries of the United States.

CELOTEX SAFETY SEALED CONSTRUCTION



This detail of the entrance to the Celotex House illustrates the textured beauty of Pottsco building units, the 4-inch thick exterior veneer sections. Pottsco units are structurally strong, composed of lightweight Pottsco aggregate and Portland Cement. Pottsco can be fabricated into various size units. Trim shown is of stucco.

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Note carefully these construction details. Though illustrative of the Celotex World's Fair House, this identical Celotex method is applicable to all homes. Celotex Vapor-seal Sheathing and Vapor-seal Lath on walls and ceilings, the Celotex method of providing breathing space between walls; the extra protection of Celotex Triple-Sealed Asphalt Shingles on the roof—insulate, prevent moisture condensation, add strength, protect against the elements in any house in which they are used—anywhere.

CELOTEX SAFETY SEALED CONSTRUCTION

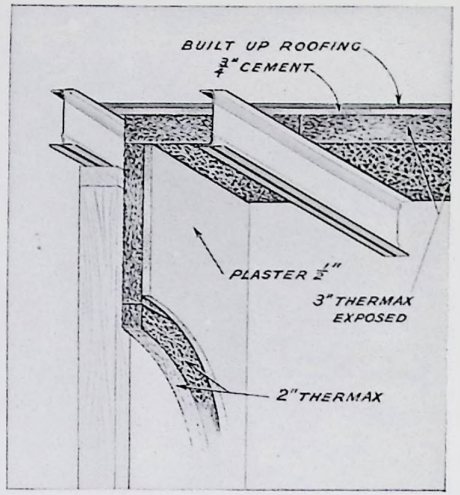
HOMES WITHOUT "*HEART TROUBLE*"

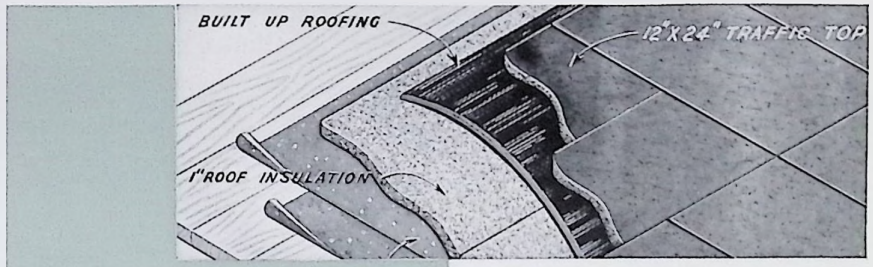
YEARS AGO the furnace, feeding warmth, might have been considered the heart of the house and as such, taxed human hearts in physical exertion. Today, comfort is also expected of walls, ceilings and roof, for Celotex Insulating products have relieved considerably the work of the heating unit, and with Celotex Safety Sealed Construction, the heart of the home is not overtaxed while cost is greatly reduced.

Celotex Vapor-seal Lath and Sheathing insulate, and prevent moisture condensation. Celotex Lath serves as a wonderful plaster base, eliminating lath marks and preventing excessive plaster cracking. In a Celotex Insulated House, Celotex insulates and decorates, adds structural strength and requires smaller heating units—smaller air conditioners, effects yearly savings on fuel bills, helps keep temperatures even, and wards off obsolescence for years to come—keeping up real estate value—and maintaining a constant pride of ownership free from worry.

THERMAX PROVIDES EXTRA SAFETY—

THERMAX, a structural insulating product marketed by The Celotex Corporation, as used in The Celotex House, acts as an extra precaution against fire. Because Thermax is fire resistant, the partitions it builds between house and garage are safe barriers against such destructive danger. Exposed on ceiling, it insulates against excessive heat in summer and helps keep the garage warmer in winter, also serving as roof deck. Thermax may be spray painted or plastered as is desired.

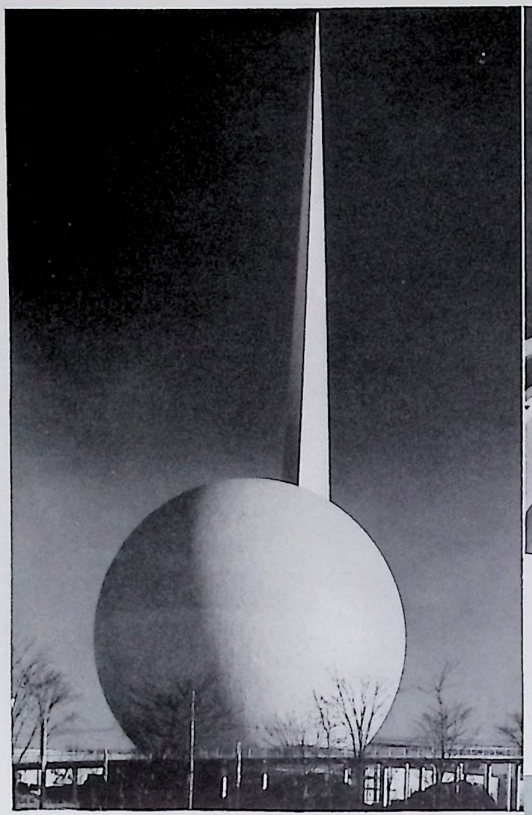


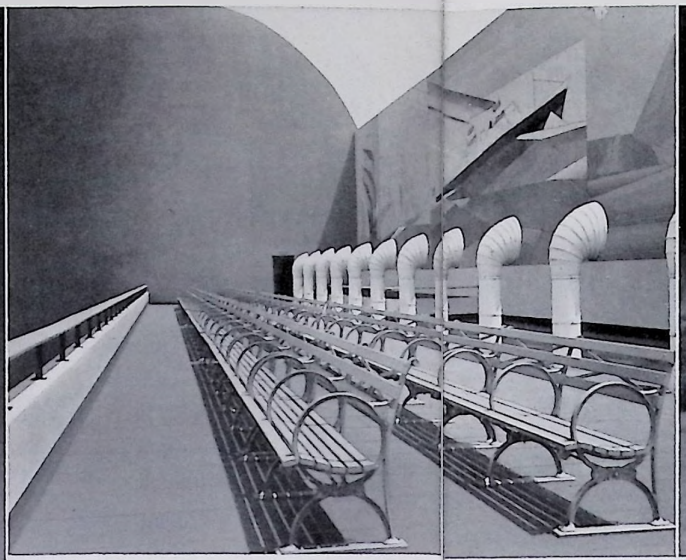


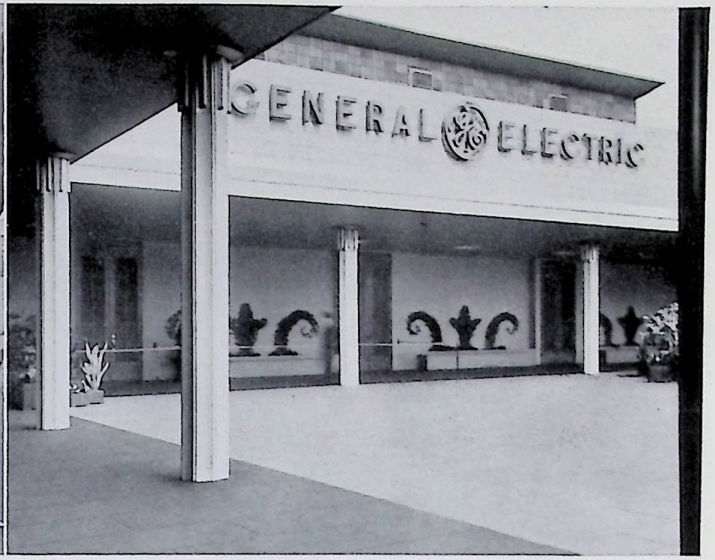
CELOTEX TRAFFIC TOP PROTECTS ROOFS

Here you see how the roof terrace was built up, for best all around lasting performance. First the wood deck—then two layers of Sheathing paper,—next comes 1-inch Celotex roof insulation which insulates the rooms below, saving on fuel in winter, keeping rooms cooler in summer, and then there is the built-up roofing, four layers of Celotex Asphalt saturated felt laid in hot asphalt which protects the roof insulation—and last is Celotex Traffic Top, the resilient, weather-proof surface, protecting all beneath it, attractive and modern, facing the weather undaunted and unspoiled. Here is the modern roof terrace construction adaptable to every home with usable flat roof decks.

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CELOTEX AT THE FAIR

Above the Trylon and Perisphere, theme of the Fair—next roof of the Marine Building where 10,000 feet of Celotex Traffic Top surface the roof; next General Electric Building, with copper panels hiding core of Celotex, lower right: the interior of the Perisphere, acoustically conditioned with 80,000 square feet of Absorbex, a Celotex Acoustical Product.

☆

The Celotex Corporation is the world's largest manufacturer of structural insulation and its famous insulating materials are used the world over, in homes, offices, theatres, churches, schools, public institutions and other buildings.

The word Celotex is the brand name identifying a group of products manufactured by The Celotex Corporation and is protected as a trade mark as shown elsewhere in this book.

The following is a list of exhibits in which CELOTEX products are used:

ACOUSTI-CELOTEX, *a Celotex product, is used in the*

Firestone Tire & Rubber Co.
MacFadden Publications
Underwood Elliot Fisher Co.
Swedish Government Bldg.
Rehearsal Studio (Food Bldg.)
White Owl Exhibit
Brass Rail Restaurant
Public Address Studio

CEMESTO, *a Celotex product is used in the*

Warehouses

PROTECTION BOARD, *a Celotex product is used in the*

Federal Building
General Motors Club House

MIL-FLOR, *a Celotex product is used in the*

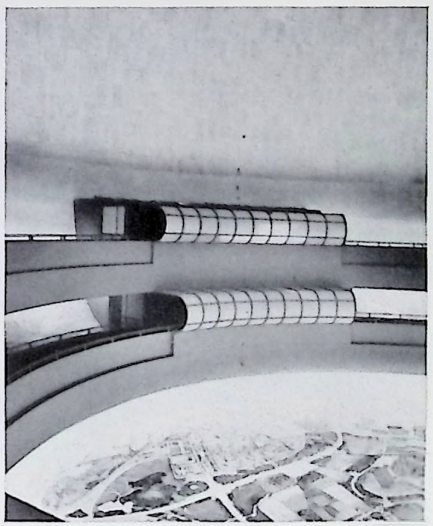
Construction Warehouse

ABSORBEX, *a Celotex product is used in the*

Perisphere
General Motors Exhibit

Q-T DUCTLINER, *a Celotex product is used in the*

Perisphere



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COPPER-CEL SHINGLES WITH CORE OF CELOTEX, *a Celotex product used in the*

Japanese Building

COPPER PANELS WITH CORE OF CELOTEX, *a Celotex product is used in the*

General Electric Building

TRAFFIC TOP, *a Celotex product is used in the*

Continental Baking Company
General Motors Building
Men's Apparel Quality Guild
U. S. Government Building
Independence Hall
Fisheries Industries
Distribution Building
Textile Building
Food Focal Building
Building Industries Building
Club House Exhibitors
Business Administration Building
Administration Building
I. R. T. Subway Station
Long Island R. R. Station
B. M. T. Subway Station
Shelter Building
Marine Building
Independent Subway Station
Production Building
Plastic Industries
Aviation Industries
Cosmetic Building
I. R. T. Ramps
Consumers Building
Court of States
Brazil Building
Club House
Japanese Building
Domestic Utilities Building
General Electric Building
Contemporary Arts Building
Food Fisheries
Federal Building
Overpass, Rodman St.
Town of Tomorrow
House No. 8, No. 21
Penn. Building—Overpass
N. Y. Zoological Building
Information Booth
Heliocline
Comfort Station
Administration Building & Bridge

ROOF INSULATION, *a Celotex product is used in the*

Ford Motor Company
General Electric Company
Japan GR-4
Hall of States Building
Fisheries Industries
Marine Building
Production Building
Plastic Industries
Court of States (French Group)
Court of States (Spanish Group)
Motor Transportation Building
Optic Pavilion, USSR Building
Cosmetic Building
Contemporary Arts Building
Childrens World
New England Building
Court of States Building
Marshall Construction Building
Brass Rail Restaurant
Russian Building
Firestone Building
Contemporary Arts
Swift Building
Government Building "C"
Government Building "D"
Court of States No. 6





Japanese Building, top of page 18, has Copper-Cel Shingles, made of Celotex core with copper shell exterior, above: the ramps and Long Island R. R. Station surfaced with 15,000 square feet Celotex Traffic Top — Left: MacFadden Publication Exhibit, quieted with Acousti-Celotex on ceiling —world's most famous Acoustical material.

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WHEN YOU BUILD

Those magic words, "When you build," may come true any day. Everyone has a dream home, and when the right plan comes along —that dream becomes a reality.

Celotex Safety Sealed Construction is the right plan for building that helps make those dreams come true. With this plan the danger of obsolescence is avoided, investments are profitable and future value is assured.

Before you build see your architect, contractor and Celotex dealer (any lumber merchant who carries Celotex) and ask him for full details. His advice is sound, his knowledge of home building is wide, and you may consider his yard headquarters on Celotex Structural Insulation and Celotex Interior Finish.

CELOTEX

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THE CELOTEX CORPORATION

CHICAGO

CENTRAL LUMBER COMPANY

Lumber, Coal, Paint, Hardware

AL. FENGLER, Mgr. PHONE 89

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