



EMBLEM



HOMES

Call For Standard



Phone REgent 3-7373

APPLETON, WISCONSIN

1100 N. Lawe St.

PUBLISHED BY THE
DOUGLAS FIR PLYWOOD ASSOCIATION
TACOMA, WASHINGTON

Plan and build your new Emblem Home



Your lumber dealer
is an expert in
home construction

Your lumber and plywood dealer is the focal point in the home building industry. As such he knows building materials, new methods of construction, local building codes and regulations, methods of financing. He has contact with, or can supply reliable contractor service. You can depend upon his knowledge. Use him as a valuable advisor as well as a supplier of quality building materials in providing the home of your choice.



Emblem Homes are
handsome and
planned for comfort

The Emblem Homes illustrated in this book were architecturally designed for family comfort and convenience by Laurence S. Higgins, AIA, architect for the Lumber Dealers Research Council. Particular design care was exercised in developing the working sections of the homes such as the kitchen and laundry areas. Convenient storage areas as well as abundant closet space are included in each plan.

Choose the
neighborhood and site
you prefer



Your lumber and plywood dealer can be of help in selecting the proper home site for your new home. He is in contact with land developers and real estate offices. He can advise you on neighborhood selection, access to shopping areas, schools, and churches. He can help determine whether the site selected has adequate facilities available or planned such as water, electricity, streets, sidewalks, and other improvements which meet your needs.

Financing arranged
through your home-town
lending agencies



Your lumber and plywood dealer can guide you to reliable financial sources. He has complete knowledge of the various methods of financing new homes including conventional loans as well as VA and FHA guaranteed mortgage loans. He can advise you on how much money is needed as down payment and arrange a program that will enable you to purchase and maintain your home.

3.00

with your lumber and plywood dealer



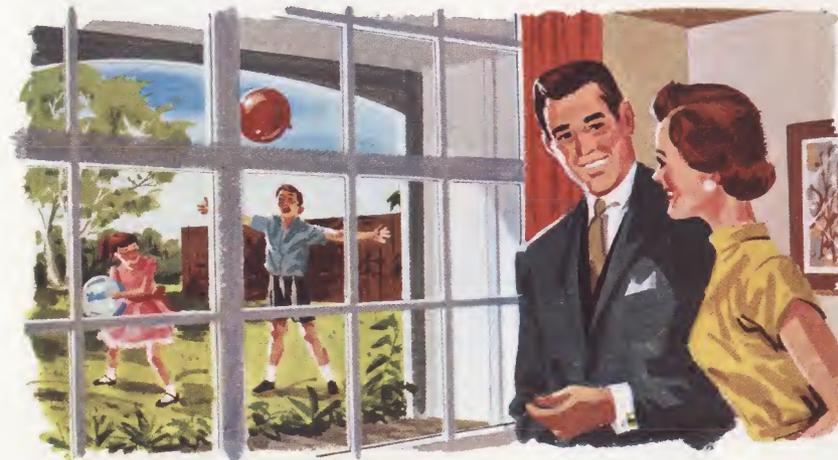
Only top quality
materials used
in your home

Your lumber and plywood dealer will supply you with the best materials for your home, whether it be insulation, floor coverings or fir plywood roof decking. He knows the important facts about each item that will go into your new home. He is alert to improvements made in building materials and will suggest and help guide you in your choice. Rely on his experience and he will provide materials that are "right for the job."

Complete plans
are provided by the
National Plan Service



Complete blueprints are available for both conventional and Lu-Re-Co component parts construction. Your dealer can obtain conventional blueprints from the National Plan Service, 1700 West Hubbard Street, Chicago 22, Illinois. Blueprints for Lu-Re-Co modular construction system, which features cost-saving pre-framed wall panels and pre-assembled roof trusses, can be ordered by franchised Lu-Re-Co dealers from National Plan Service. Further Lu-Re-Co information can be obtained by having your dealer write Lumber Dealers Research Council, 302 Ring Building, 18th and "M" Streets N. W., Washington, D. C.



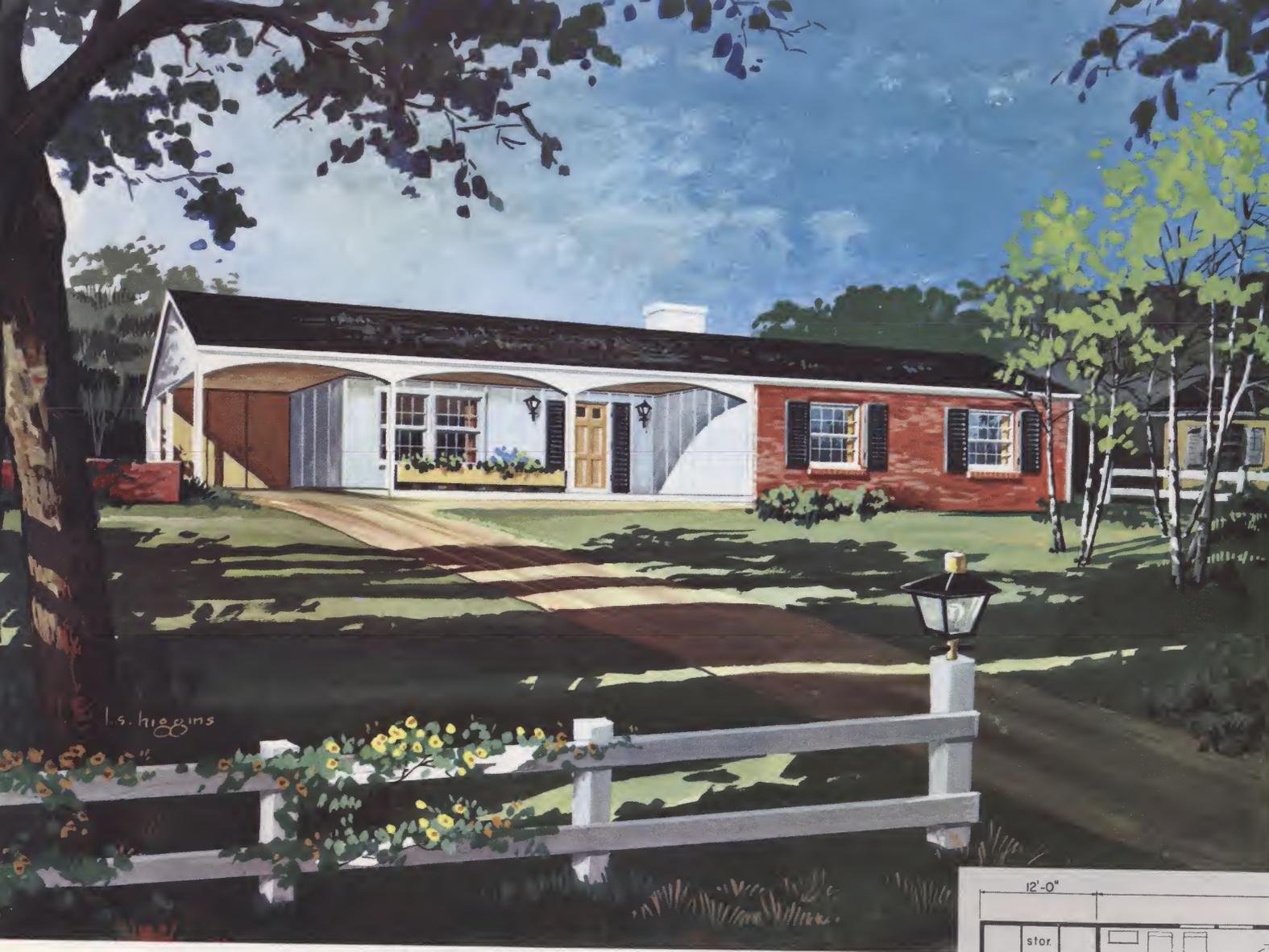
Your best investment in contentment
... an Emblem Home

Here are five new homes designed to fit the needs of today's homemaker. Not only are they attractive and inviting, but were planned for convenience. You will note that multi-purpose rooms, dens, family rooms, and open planned areas have been included to provide modern living comfort.

The homes were also designed for economical construction . . . rectangular in shape with a minimum of costly projections. The sizes range from 900 to 1,300 square feet and include three and four bedrooms.

To meet the home owner's preferences in various areas, four exterior styles are available for each floor plan: contemporary, traditional, cape cod, and colonial. You may select the style that best fits into your particular area and taste.

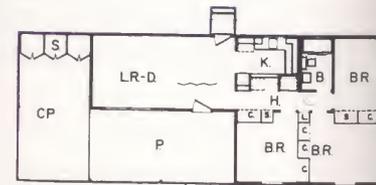
Your plywood and lumber dealer will be happy to counsel with you in planning and building the Emblem Home of your choice. Talk to him today.



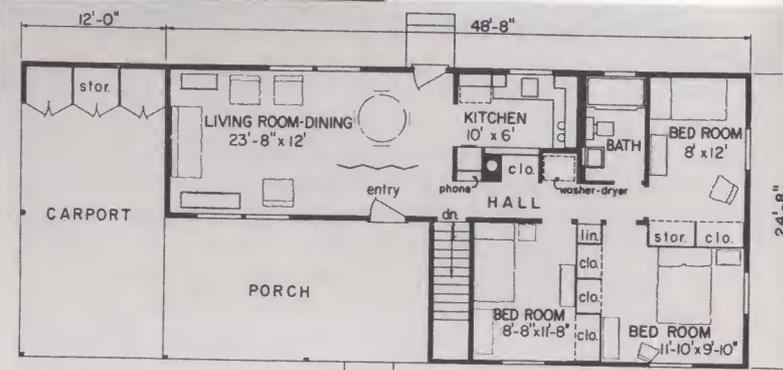
THE MADISON—A

3 bedrooms, 1 bath, full basement

House 936 sq. ft.—Carport and storage 296 sq. ft.



Without Basement—Plan #2
912 sq. ft.



With Basement—Plan #1



the Madison Contemporary—B



the Madison Ranch—C



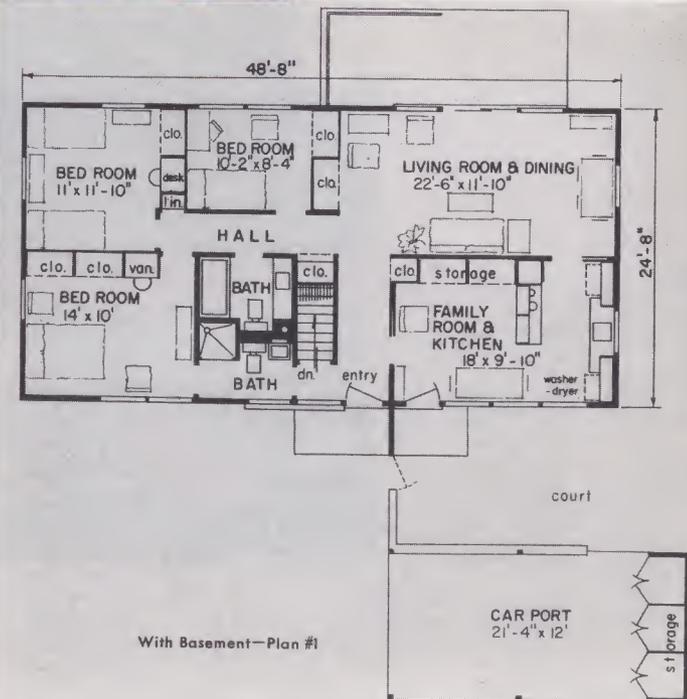
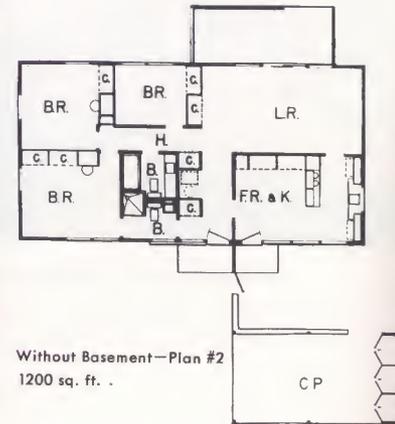
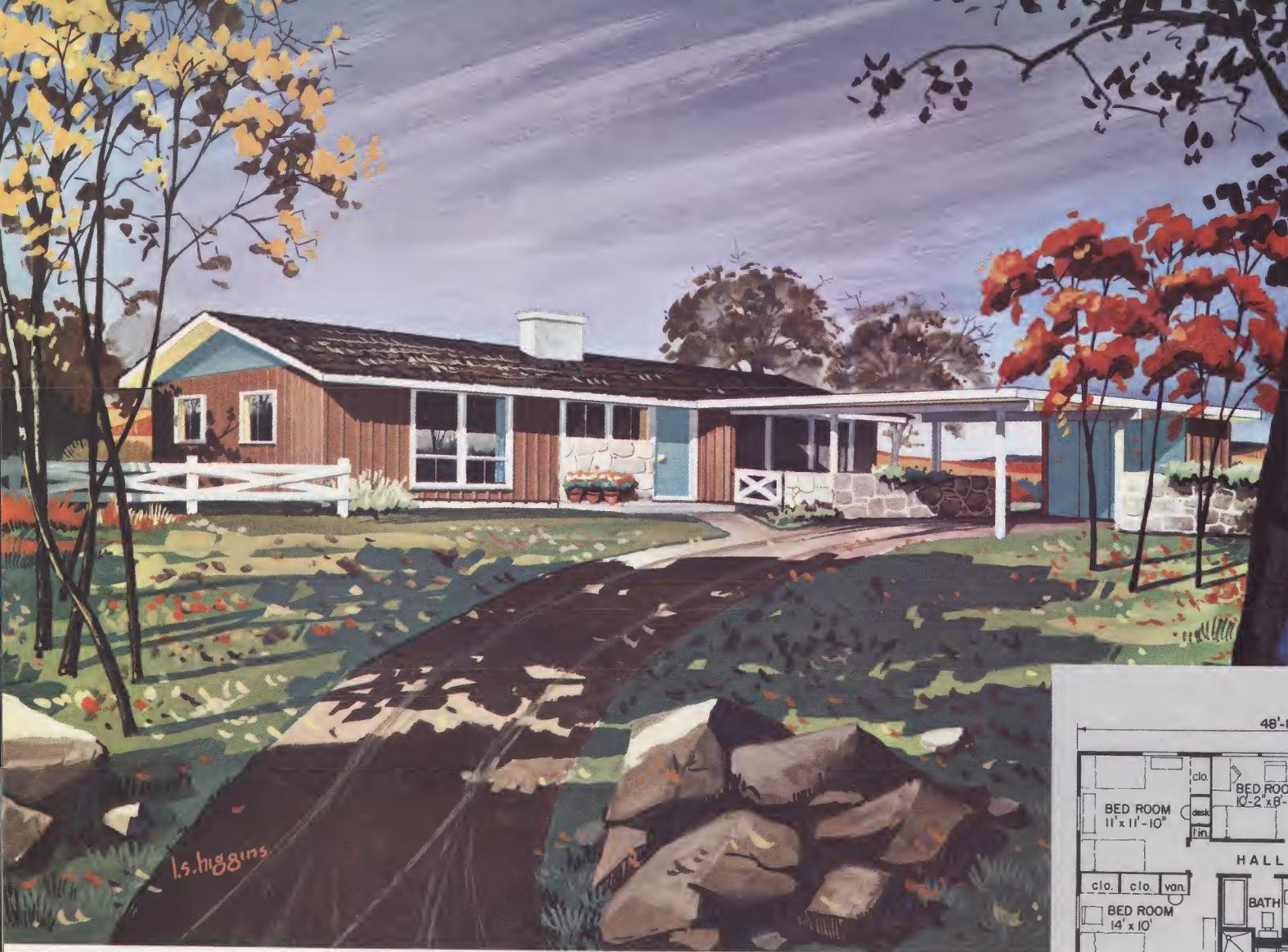
the Madison Traditional—D

Here is a small three-bedroom home, which has many of the features considered appropriate for larger and more luxurious homes. No living room cross-traffic, excellent circulation from entry to all areas. It offers front elevation which spreads across the lot for an impressive 60 feet with a large covered porch providing an attractive entry. The porch and carport can be varied in a number of ways for community development to arrest monotony in design. Future expansion into covered porch area is economically practical. The kitchen is a step-saver with its convenient U-shaped work area and with the rear entrance conveniently located for direct access to an outdoor patio. Plumbing for kitchen, bath and laundry is grouped for economy.

The open arrangement in the living and dining area has a feeling of spaciousness. It is further enhanced by the large windows sheltered by the porch in front and looking out onto the patio at the rear.

In the basement version, the stairs are located near the front entry to provide easy access to a future recreation area in the basement. The kitchen is also ideally placed for serving food to this area downstairs.

You may select alternate contemporary, ranch or traditional exteriors which are also available for this plan.



THE HUNTINGTON—A

3 bedrooms, 1 and ½ baths, full basement
House 1200 sq. ft.—Carport and storage 296 sq. ft.



the Huntington Contemporary—B

The house itself is a rectangle and the garage or carport is placed to form an L. This provides a sheltered atmosphere to the partially screened court off the family-kitchen area. It is an excellent plan for the family who entertains frequently as the entire living area and kitchen permits freedom of movement. Greater privacy, too, is afforded to the living room with its placement at the rear of the house. A second patio off the living room can further integrate indoor-outdoor living. The basement version of this plan is easily adapted to a hillside lot sloping to the rear. A full daylight basement can be utilized for a future recreation room and additional bedrooms.

The small bathroom off the inviting entry has dual use as master bath and a powder room for guests. The main bath is skylighted for natural light and privacy. Built-in vanity and desk space in the bedroom is provided in addition to more than adequate wardrobe closet. You may select alternate contemporary, colonial or cape cod exteriors which are also available for this plan.



the Huntington Cape Cod—C



the Huntington Colonial—D

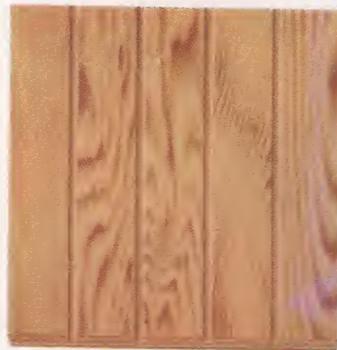
Why today's fine homes are built

Fir plywood offers a combination of advantages found in no other building material.

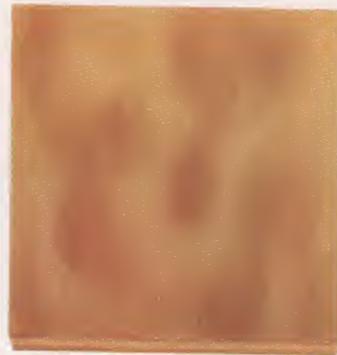
It is real wood with all of wood's traditional warmth and texture—made larger, stronger and better in every way. It will not crack, split or puncture. Plywood sheathed walls, for example, are over *twice* as strong and rigid as walls sheathed with other wood products.

Fir plywood is versatile—equally at home with traditional or contemporary design. And it is especially suitable for unusual and existing designs.

But most important, fir plywood means quality all through the house—for the life of the house. It is the very best construction money can buy. And yet, because fir plywood speeds and simplifies building, it costs no more—and very often less—than ordinary construction.



TEXTURE 1-11



OVERLAID



BRUSHED



STRIATED

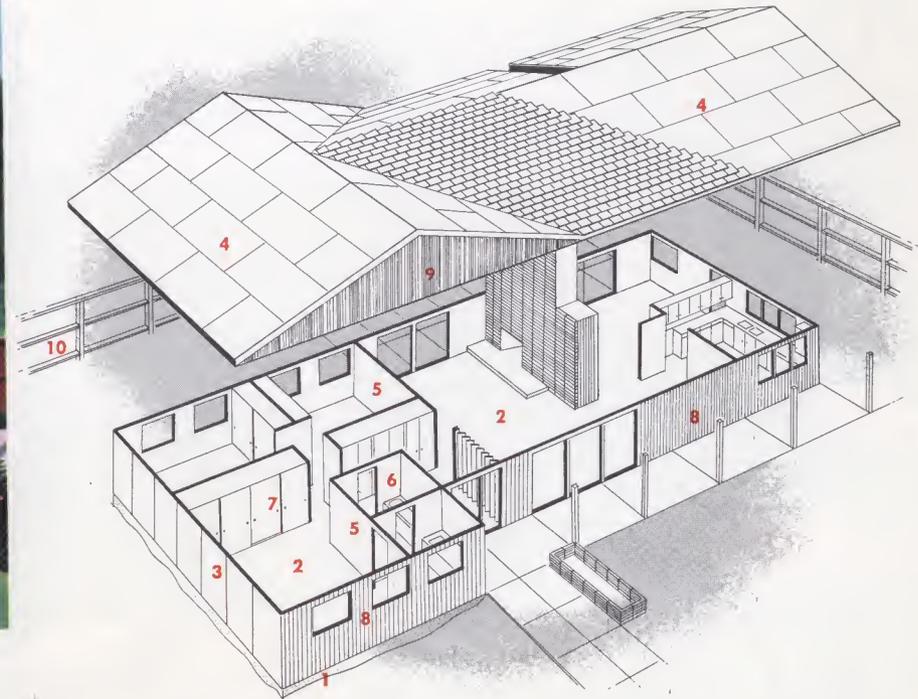


EMBOSSSED



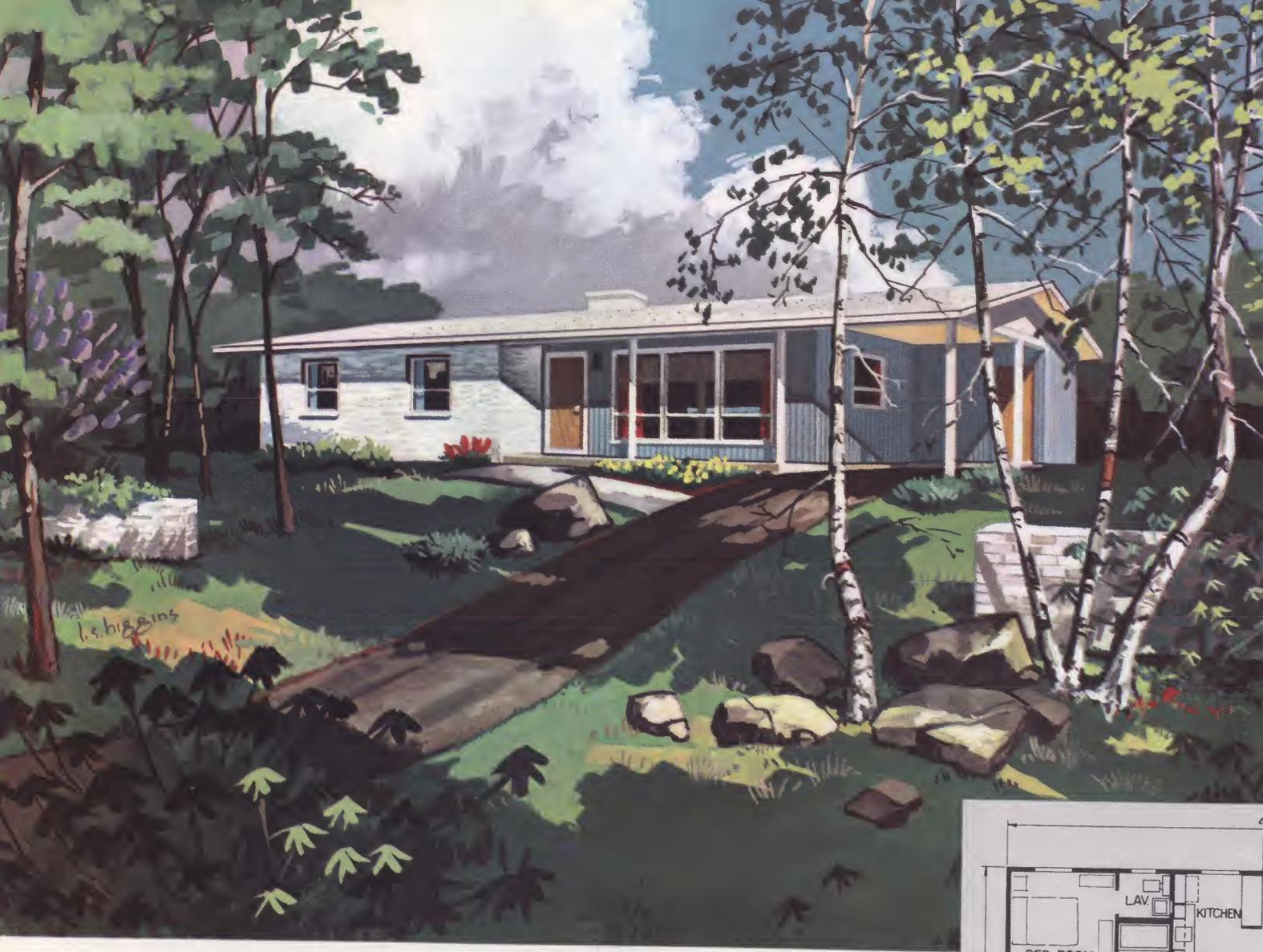
There's a type and grade for every building job. Look for the letters "DFPA" on panel back or edge. They identify plywood manufactured, inspected and tested under the DFPA-Industry quality maintenance program.

faster and better with fir plywood



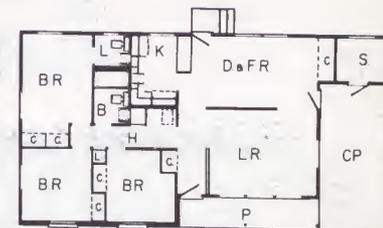
Inside or out, fir plywood builds quality homes at low cost!

- 1** Fir plywood used for concrete forms can be re-used for sheathing: savings at the start!
- 2** Fir plywood subfloors and underlayment provide a smooth, firm base for flooring.
- 3** Fir plywood sheathing means warm, strong, rigid walls. Hidden extra value.
- 4** Fir plywood roof decking is rigid, strong —goes on in half the time.
- 5** Fir plywood interior walls have the warmth of real wood. Easy to keep clean, long-lasting.
- 6** Fir plywood is a smooth, flat, durable backing for tile, cork, any wall treatment.
- 7** Fir plywood built-ins add extra convenience, beauty. Can be planned to fit your needs.
- 8** Fir plywood exteriors are smart, modern. Plywood fits the siding style you like!
- 9** Fir plywood gable ends and soffits are smooth-surfaced, clean, easy-to-paint.
- 10** Fir plywood fences, windbreaks and patio screens lend privacy, added comfort.

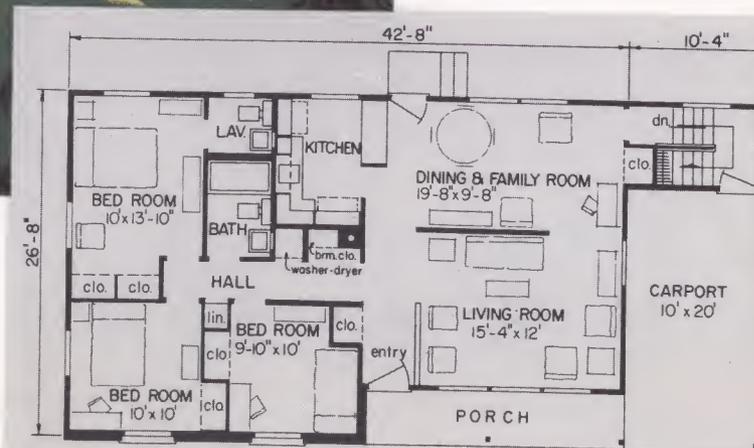


THE LAKE FOREST—A

3 bedrooms, 1 and ½ baths, full basement
 House 1127 sq. ft.—Carport 200 sq. ft.



Without Basement—Plan #2
 1127 sq. ft.



With Basement—Plan #1



the Lake Forest Colonial—B

The Lake Forest has about everything a family would need. There are three good-sized bedrooms with generous closet space, one and a half bathrooms with the half bath private to the master bedroom. It features large dining-family room directly off the kitchen. A screened front entry with convenient coat closet provides good circulation to every room in the house. Front and rear entrances are both convenient to the carport.

The spacious dining-family room is so closely associated with the kitchen that this area can be considered as one large room. Mother can closely super-

vise her children at play and teenagers have the kitchen close at hand for snacks. The patio can be advantageously placed just off the rear entrance for outdoor activities.

A skylight provides natural light for the inside main bathroom with a feeling of total privacy. Bath, kitchen and laundry facilities are back-to-back for greater economy with the washer-dryer combination close to the bath and bedroom area.

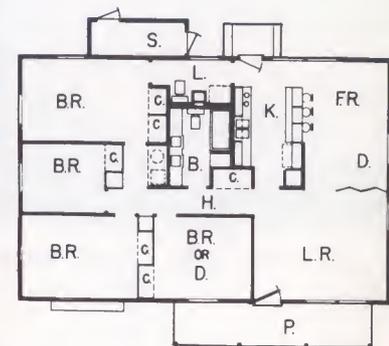
You may select alternate ranch, colonial or cape cod exteriors which are also available for this floor plan.



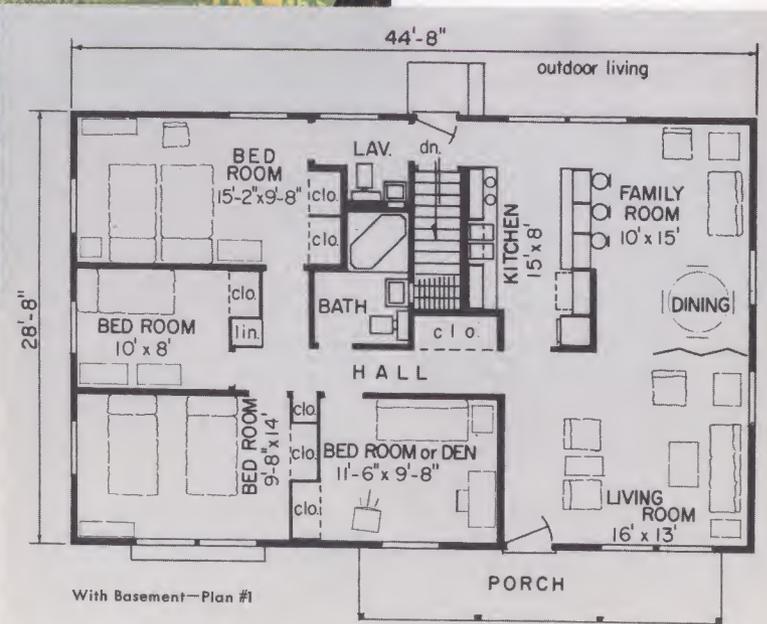
the Lake Forest Ranch—C



the Lake Forest Cape Cod—D



Without Basement—Plan #2
1332 sq. ft.



With Basement—Plan #1

THE GREENBRIAR—A

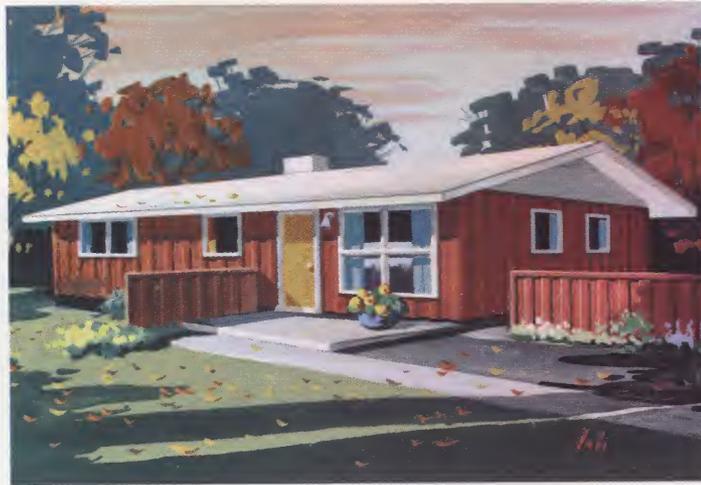
4 bedrooms, 1 and 1/2 baths, full basement
House 1280 sq. ft.

Very rarely will you find a house with four bedrooms which is designed so efficiently that the total area is just under 1,300 square feet. The fourth bedroom, of course, may be utilized as an office, den, guest or sewing room.

The kitchen and family room is so arranged that the dining area may be screened, partitioned or left open to the living room. In the kitchen a large counter doubles as a work area or snack bar for children's lunches. A wall oven and counter top range add to its efficiency. A patio for outdoor dining and relaxation is conveniently accessible through the kitchen.

The main bathroom can be skylighted for natural light. The half bath which can serve as a mud room is near the rear entrance and kitchen. It is also convenient to the master bedroom.

The inviting entry porch adds charm to the exterior. You may select alternate contemporary, oriental or colonial exteriors which are also available for this floor plan.



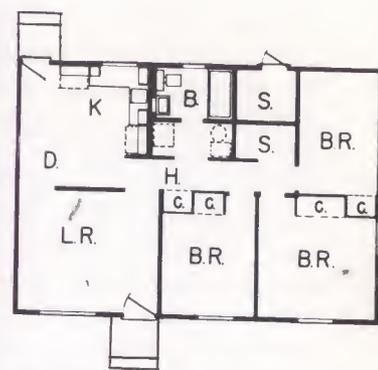
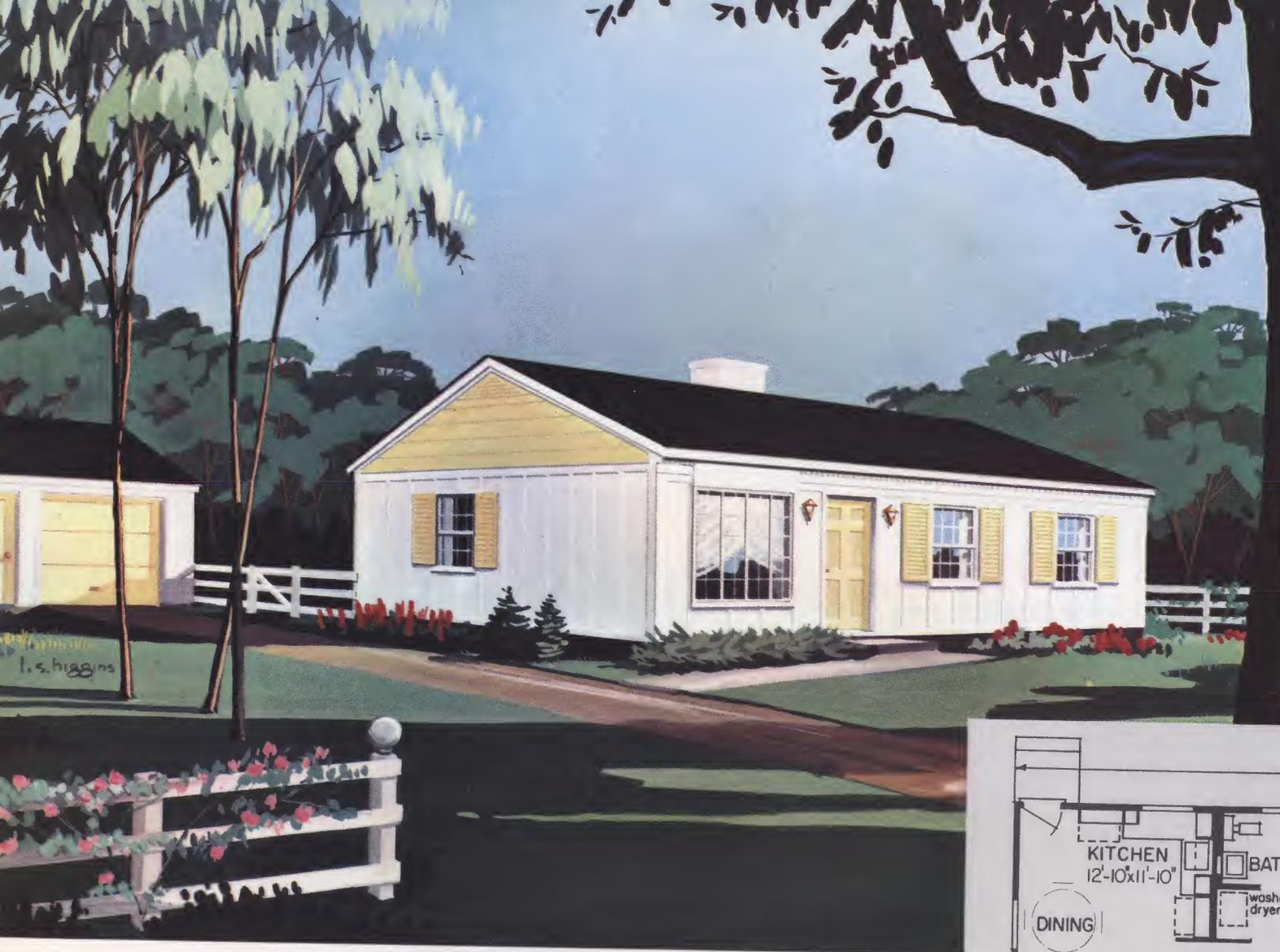
the Greenbriar Contemporary—B



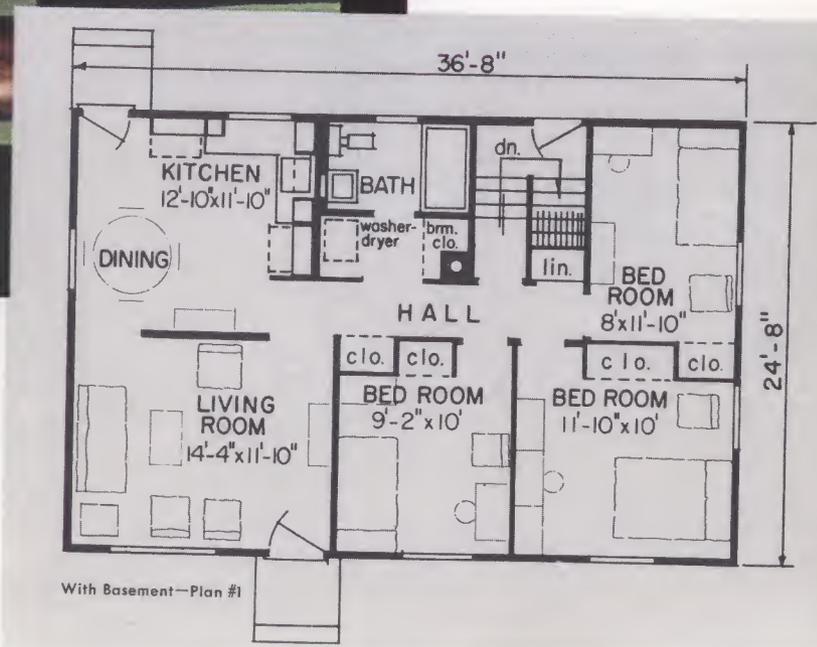
the Greenbriar Oriental—C



the Greenbriar Colonial—D



Without Basement—Plan #2
904 sq. ft.



With Basement—Plan #1

THE BEL HAVEN—A

3 bedrooms, 1 bath, full basement
House 904 sq. ft.



the Bel Haven Ranch—B

Usually the most space for the least cost is obtained in a rectangular plan because breaks which occur in the walls and roof lines always add to construction costs. This house, therefore, is appropriate for the family on a minimum budget requiring three bedrooms. Two of the bedrooms have ample space for a bed, chest of drawers and a desk. A double bed with the same amount of furniture can be arranged in the master bedroom. Closet walls which minimize partitioning are generous in storage space with an extra large wardrobe in the master bedroom. The large kitchen-dining area has been designed to permit direct access to the bath and bedrooms. Mother can super-

wise the children at play from the window over the work center in the kitchen. Economy is achieved with back-to-back plumbing for kitchen and bath. Washer-dryer is also convenient to linen storage and bedrooms.

The living room is spacious with enough wall area to permit alternate couch locations. The coat closet is also convenient to the front entry. In the alternate plan without basement the stairway is replaced by generous space for bulk storage with interior and exterior access.

You may select alternate contemporary, ranch or cape cod exteriors, which are also available for this floor plan.



the Bel Haven Contemporary—C

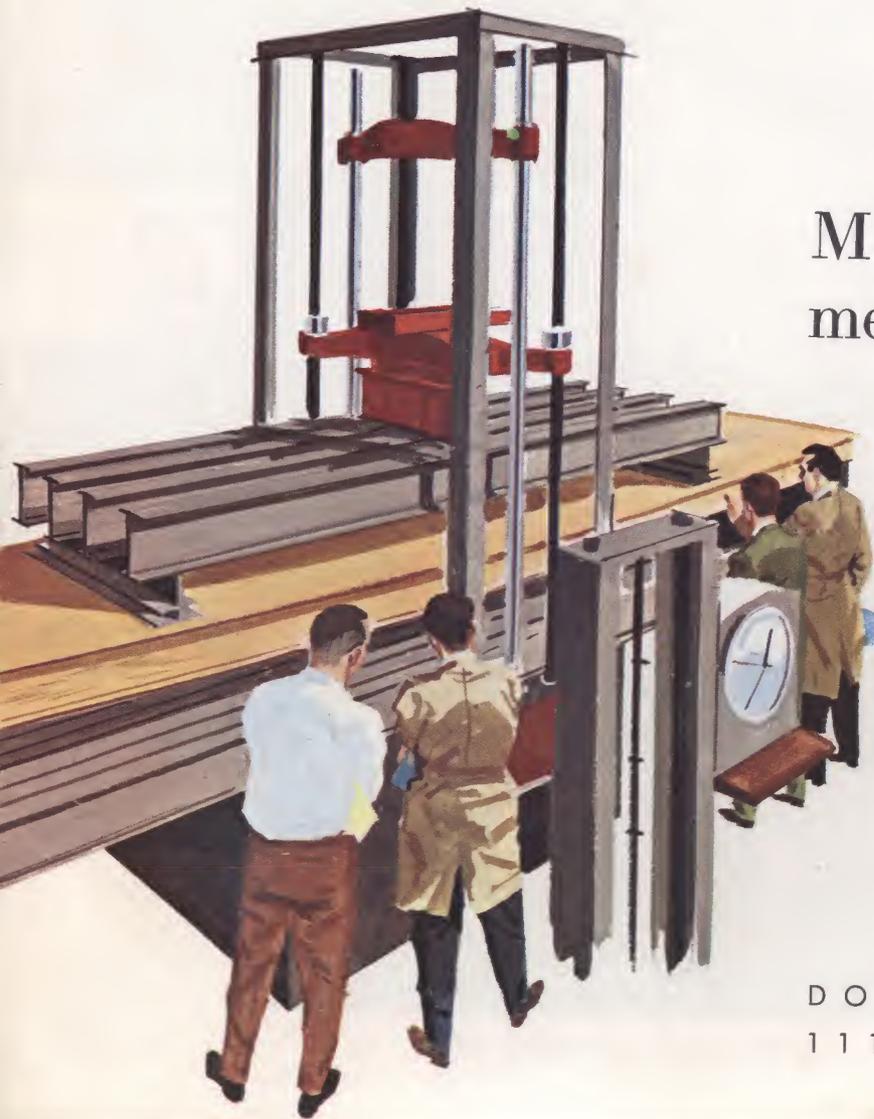


the Bel Haven Cape Cod—D

What does building research mean to you?

RESEARCH IN ACTION

Testing a fir plywood stressed skin panel. One example of continuing building products research being conducted on your behalf.



The building industry is undergoing a continuous revolution. Changes in methods of construction and changes in products are being brought about by research. As an ultimate purchaser of the end product, a new home, you can expect two major values from industry research—the most house for the money invested and the most up-to-date labor saving methods of construction. Modern methods of construction are now in existence, one of which is described below. It provides a low cost home, but more important, the quality of the home is not sacrificed.

Modern materials such as fir plywood are now being used in conjunction with improved construction methods. This combination gives you flexibility of design, improved strength characteristics inherent in fir plywood, durability of sound construction, and other labor saving features. It offers you a *better built, more comfortable home at lower cost.*

Modern research brings new construction methods through your lumber dealer

Your lumber dealer is cognizant of the changes that are taking place in the building field due to research. He recognizes the fact that he benefits by having this knowledge in his quest to provide you with better services and products.

He is alert to such new concepts of construction as the Lu-Re-Co component parts system devised by the Lumber Dealers Research Council and their continuing research program. He is aware of the part other similar agencies are playing in providing home builders with the most up-to-date construction information available.

He knows that building materials manufacturers and manufacturers' representatives such as the Douglas Fir Plywood Association are providing continuous research services. These services not only develop new and better materials but help establish better methods of construction utilizing these materials.

Let *your* lumber dealer put his knowledge to work for you and make your new home purchase an interesting and pleasant experience.

DOUGLAS FIR PLYWOOD ASSOCIATION
1119 A STREET • TACOMA 2, WASHINGTON

RESEARCH IN ACTION
Testing a fir plywood
panel. One example
building products re-
search conducted on your b



Digitized by:



ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:

Jim Draeger

to you?

ion. Changes in
ought about by
home, you can
e for the money
struction. Mod-
ich is described
lity of the home

in conjunction
you flexibility
ood, durability
ou a *better built*,

nstruction
dealer

aking place in
ne benefits by
services and

Re-Co compo-
ncil and their
nilar agencies
e construction

anufacturers'
are providing
w and better
tilizing these

d make your

C I A T I O N
H I N G T O N