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First Porcelain Enameled House to be Built

Ferro Enamel Corporation Will Erect Unique Structure in Cleveland—Plans are completed and Construction will start in the near future

CLEVELAND will have the distinction, as soon as construction is completed, of having the world's first enameled residence. Plans for the residence have been completed. The Ferro Enamel Corporation of Cleveland will start construction in the near future at the chosen site, Campus Drive near Notre Dame College.

The house will be constructed entirely of steel, covered in porcelain enamel, a finish which is familiarly used on stoves, ranges, "Frigidaire" and other appliances. The aim of the Ferro Enamel Corporation is to develop a practical, economical house to meet the demand for mass-production homes largely fabricated in advance of erection.

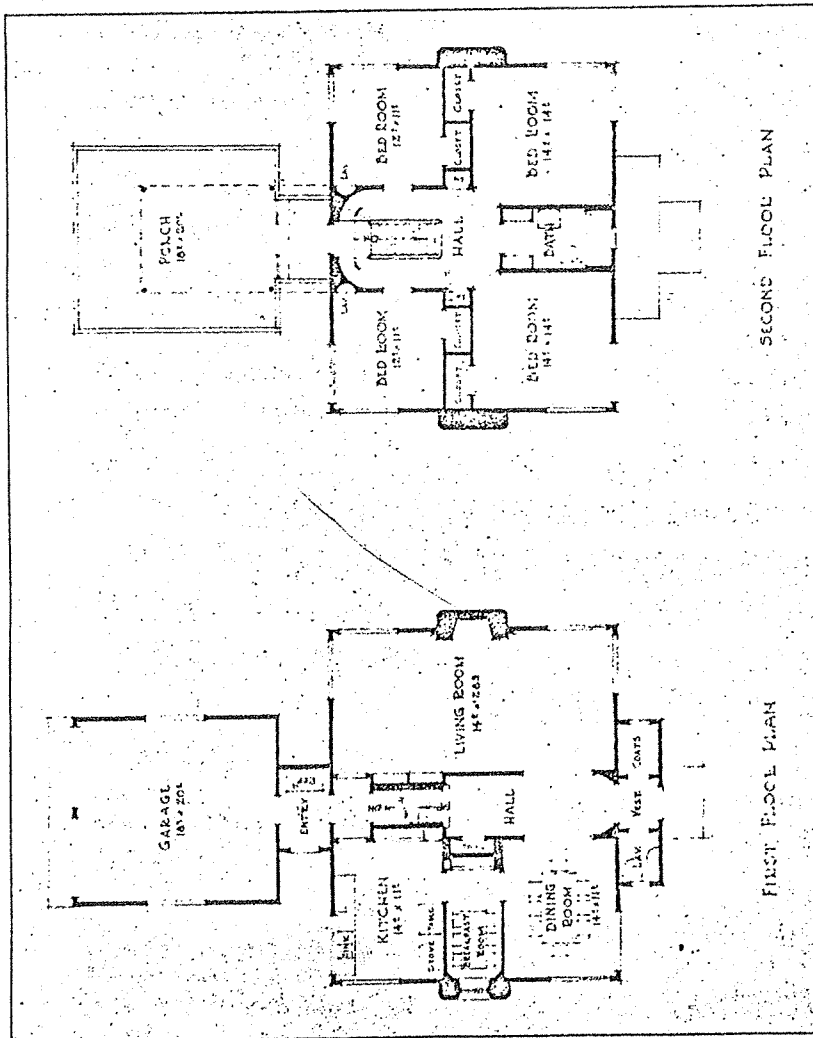
Ferro Enamel Corporation manufactures porcelain enamel for the trade. The ingredients consist mainly of silicates—the same as ordinary window glass—boraxes and opacifying agents. These are mixed and smelted for many

hours in large gas-fired smelters which are heated to more than 3400 degrees Fahrenheit.

Being interested in the development of the porcelain enameling field and especially in the development of the porcelain enamel in the architectural field, the

Company will build this home for inspection by the public and interested architects and engineers. Their reaction after viewing the actual installation will determine to a great extent the future of the porcelain enameled house.

Charles Bacon Rowley and Associates, architects and engineers of Cleveland, have completed the plan and have developed an attractive exterior and interior. The porcelain enamel exterior of the house will be a dull or "matte" finish porcelain of a color resembling that of rich buff limestone. A band of silver green will be under the parapet, forming a belt above the first story. The porcelain roof



Floor plans for the New Porcelain Enameled House

(over)

aged. A .22-caliber rifle bullet, fired into a shingle from a distance of ten feet, broke the enamel from a circle less than an inch in diameter, and this only where the steel base was bent inward by the force of the impact.

The porcelain idea has been carried inside the house, porcelain-enamel tile being used on the bathroom and kitchen walls and in the first-floor lavatory. On other walls, a conventional plaster finish has been employed. It is applied to plasterboard nailed to wood strips attached to the steel frame, on the walls, and to metal lath on the ceiling. Asbestos-wool insulation is used between wall surfaces.

In addition to the novel uses of porcelain, the house has several other distinctive features. It is of Georgian architecture, with a large chimney at each end. One of these is pierced by a window. In addition to its structural-steel frame, the downspouts are carried inside the walls.

By employing porcelain on all exterior surfaces, the builders believe that they have created a residence that has unusual durability. It may prove to be the pioneer "hundred-year house" of tomorrow. Already, porcelain-steel shingles have been used to a considerable extent for gasoline-station roofs, with promising results.

Because it will be possible to erect a porcelain house at a considerably lower cost than one of brick or other material of comparative durability, the new type of construction promises to become popular with the small-home owner. Although the pioneer house at Cleveland cost about \$15,000, refinement of the methods of construction will lower this amount considerably. Shingles and other parts, being made in the factory, can be turned out by mass-production methods, with resulting savings.

Originators of the porcelain shingles believe that one of the biggest fields for them is in the reconditioning of old structures. A house that shows its age and yesterday's style can have its appearance changed completely and permanently by the application of porcelain shingles directly to the weatherboarding and old roof base. A layer of insulating material can be added before application of the shingles, if desired. The cost of such a transformation will not be great.

First Porcelain Enameled House

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use of the garage roof for a combination porch and terrace gives more yard space for landscaping.

The figures for the new Ferro Enamel Porcelain Enameled House are being taken at the present time by the general contractor, William Dunbar of Cleveland, so that construction of this interesting new project may be started within the very near future.

The Ferro Enamel Corporation, of which R. A. Weaver is president, started manufacturing porcelain enamels in Cleveland twelve years ago, and was then known as the Ferro Enameling Company. In 1930 stock and assets of another Cleveland firm, the Ferro Enamel Supply Company which made porcelain enameling furnaces and other equipment, were acquired.

Mr. Weaver has made extensive tours abroad and has an interesting story to tell of his researches in the art of enameling. The enormous age of the enameling process as a whole can be realized when we hear that Mr. Weaver has seen in foreign museums pieces of enamel wrought before the birth of Christ. The

finest enamels, asserts Mr. Weaver, are the Chinese Cloisonne vases made during the Fourteenth Century. Commercial enameling was not introduced into Central Europe until about 1850.

In his travels abroad, Mr. Weaver has acquired a most interesting collection of porcelain enamel antiques, which collection may be viewed at Mr. Weaver's offices in the B. F. Keith Building, Euclid Avenue at East 17th Street.