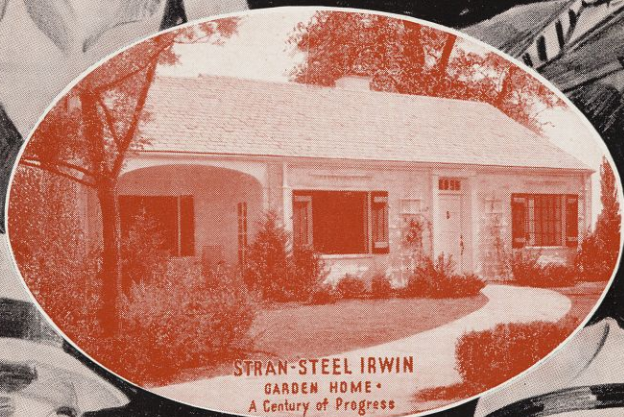


IT'S STEEL AND  
YOU USE IT JUST  
LIKE LUMBER!

YOU NAIL OTHER  
MATERIALS RIGHT  
TO THE STEEL FRAME!

GREAT! NO MORE  
CRACKED WALLS  
AND CEILINGS!



STRAN-STEEL IRWIN  
GARDEN HOME •  
A Century of Progress

IT'S WORTH MORE  
TO ME. IT'LL LAST  
FOR GENERATIONS

I LIKE IT BECAUSE  
IT'S FIRE-SAFE AND  
LIGHTNING-PROOF



## STRAN-STEEL FRAMING

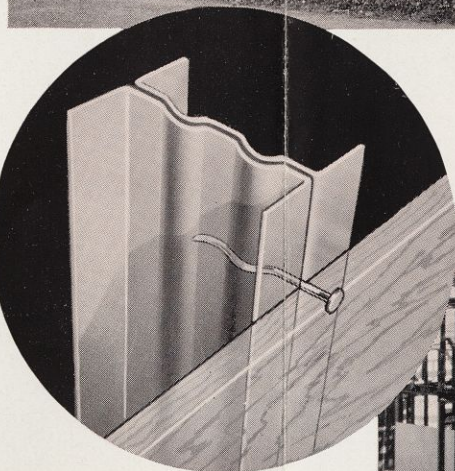
for HOMES AND OTHER  
LIGHT LOAD BEARING  
STRUCTURES

Steel has revolutionized building. Steel has made possible our giant skyscrapers and towering bridges. It has given the world a permanent frame on which to build—a frame which will not shrink or warp and is immune to lightning.

*Stran-Steel* now makes it possible to have homes with the same characteristics—homes that are really small skyscrapers with *permanent steel frames*.

FIRE-SAFE . . . LIGHTNING-PROOF  
SHRINK-PROOF . . . TERMITE-PROOF  
PERMANENT . . . SALVABLE

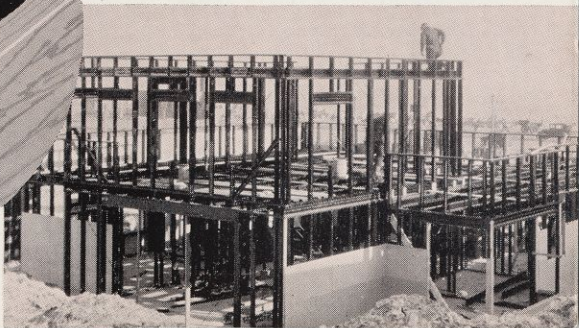
Just think! With *Stran-Steel* you can have an absolutely *safe* home. You need never worry about fires or lightning, wind damage or shocks, wall or ceiling cracks, sticking windows or other defects of ordinary home construction. Your family is safe—your investment secure!



You Nail to Stran-Steel



*The Stran-Steel Irwin home (see frame below) at A Century of Progress; O'Dell & Rowland, Detroit, Architects. The equivalent of 20 years' usage has left this home as good as new. The Garden home, G. L. Tucker, Chicago, Architect, (see front cover) costs from \$3,000 to \$3,500, depending on locality. This shows the adaptability of Stran-Steel to low cost homes.*





# A NEW TIME-PROVED METHOD of FRAMING

*No changes in architectural plans necessary*

EASY TO ERECT—

NO SPECIAL TOOLS REQUIRED



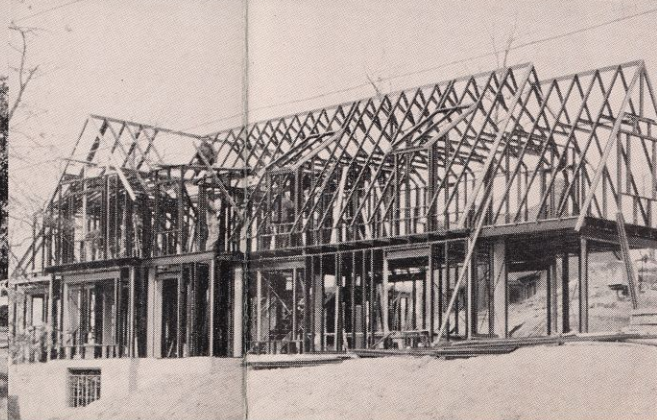
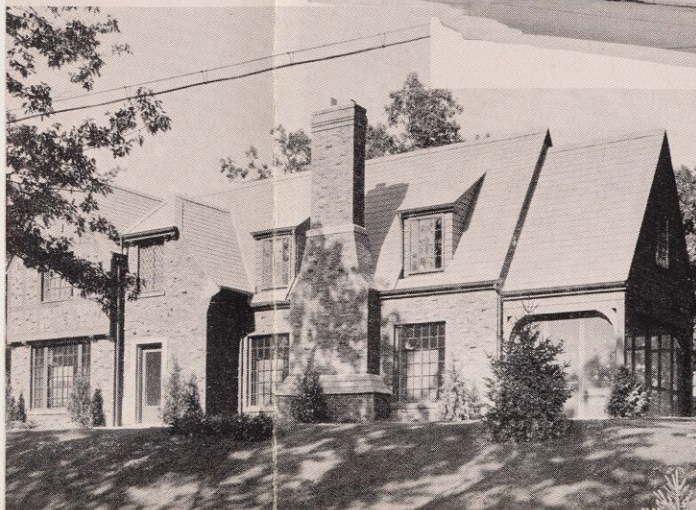
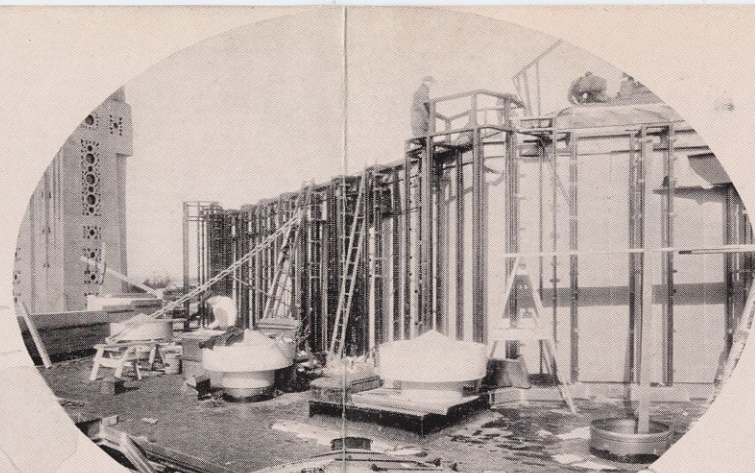
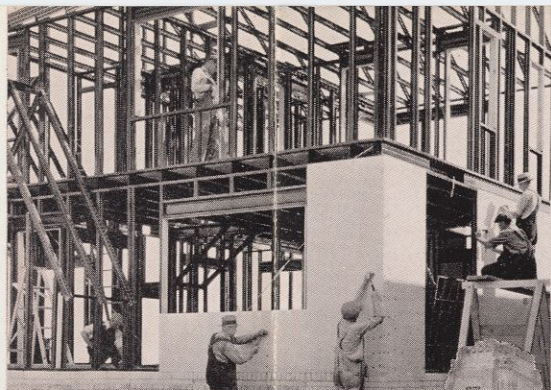
Homes, for generations, have been constructed of the same materials. They have differed only in architectural design and appearance. Fire, lightning, moisture, termites, and the wear and tear of daily use have caused high insurance and maintenance costs and depreciation in values.

Now, Stran-Steel framing makes possible *new homes, modern homes, permanent, fire-safe, salable homes*—homes for any locality—homes that can be erected by anyone familiar with house construction. No changes in architectural plans are required.

You buy Stran-Steel framing by the foot—just like lumber. You use it for the entire frame of the house. You nail flooring, roofing, wall boards, lath, etc., right to Stran-Steel with ordinary nails and the nails have

25% more grip than in wood. Stucco, brick, stone, or any exterior material may be used with Stran-Steel framing.

Any house can be framed with permanent Stran-Steel at only a slight additional cost—a cost that is many times offset by the increased value of the home, the freedom from repair, and the extra margin of safety which only Stran-Steel makes possible.



UPPER LEFT • Collateral materials are easily and quickly nailed to Stran-Steel.

UPPER RIGHT • Stran-Steel has many uses in conjunction with structural steel.

CENTER • Shrine of the Little Flower, Royal Oak, Mich., Reverend Charles E. Coughlin, Pastor; note Stran-Steel surrounds entire superstructure.

LOWER RIGHT • Here's the Stran-Steel frame for the beautiful Tudor type house shown at left. This house was originally designed for wood framing. Stran-Steel enabled the owner to have an absolutely fire-safe home without change of design.



# SEND FOR THIS ILLUSTRATED BOOK

A special 32-page book containing a complete description, photographs and detail drawings of the Century of Progress homes built by the Stran-Steel Corporation and furnished by the Irwin Furniture Company, will be mailed to you postage prepaid for twenty-five cents.

## STRAN - STEEL CORPORATION

Detroit, Michigan

CUT OFF COUPON AND MAIL

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STRAN-STEEL CORPORATION

6100 McGraw Avenue, Detroit, Mich.

Gentlemen:

Enclosed find 25c for your new 32-page book. (Please check interest below.) I am

- |  |                                  |
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| <input type="checkbox"/> Lot Owner         | <input type="checkbox"/> Dealer  |
| <input type="checkbox"/> Architect         | <input type="checkbox"/> _____   |

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