



HOMES

for Modern Living

PRICE TWENTY FIVE CENTS



FOREWORD



CONSTRUCTION

by the Stran-Steel Corporation—Detroit, Michigan

The aim of the Stran-Steel Corporation has been to bring to home construction the qualities of permanence, fire-safety, rigidity and economy of upkeep which have made American skyscraper construction the envy of the world. Stran-Steel has succeeded, and no one who can afford to build can afford to build without the protection to life and investment which this unique construction offers at moderate cost. Ample plant facilities and long experience in the technology and fabrication of steel make Stran-Steel pre-eminent today in the field of modern home construction.

ARCHITECTURE

by eminent American architects

The Stran Steel Corporation believes that anyone about to build a home should employ the services of a recognized architect and, in furtherance of this idea, presents at A Century of Progress these two very different types of homes—the Town House by O'Dell & Rowland, of Detroit, Mich., and the Garden Home by George Loane Tucker, of Chicago, Ill. A study of the exteriors and floor plan arrangements of these two homes will indicate more clearly than many words what a valuable service the architect contributes.

FURNITURE

by the Robert W. Irwin Company—Grand Rapids, Michigan

The Robert W. Irwin Company ranks today as America's foremost producer of fine furniture—the result of years of appreciative study of the great decorative styles. Irwin productions comprise the largest and most comprehensive display of fine furniture in America.

DECORATION

by William R. Moore, A. I. D.—Chicago, Illinois

Mr. Moore is a co-founder and first president of the American Institute of Decorators, and an Honorary Fellow of the Incorporated Institute of British Decorators. Mr. Moore is the only decorator in the United States to whom this distinction has been accorded. Among his many prominent accomplishments may be mentioned the Public Rooms in The United States Government Building, A Century of Progress; the Lake Shore Drive and Belmont Hotels in Chicago, and the Civic Auditorium in Grand Rapids, Michigan.

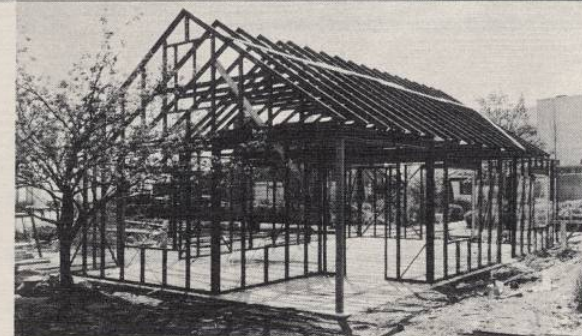
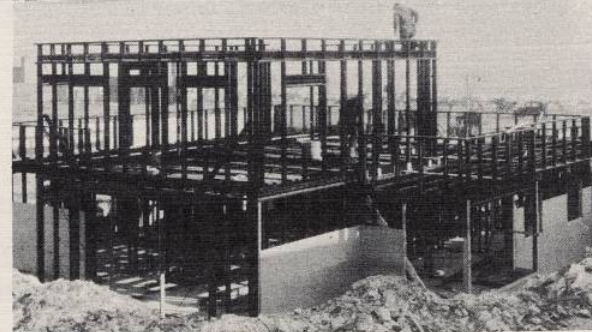


Stran-Steel-Irwin Town House at A Century of Progress

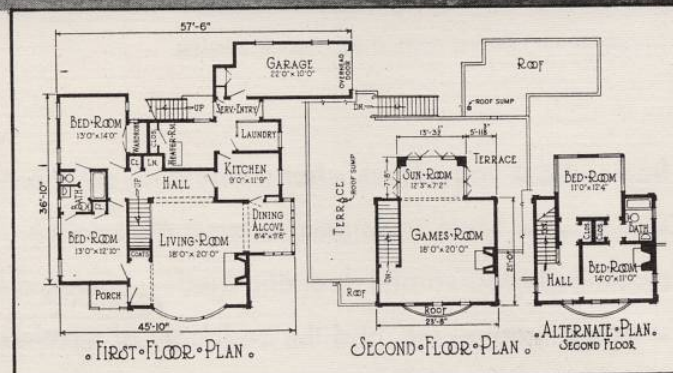


Stran-Steel-Irwin Garden Home at A Century of Progress

AMERICAN home architecture—more advanced than any in the world—has been brought to its high place by the ingeniousness and intelligence of American architects who realized that homes should be more than shelters. ++ The mission of these architects—their tireless efforts to produce home architecture that would be livable, that would permanently reflect the culture of the owner—finds its greatest support in the development of Stran-Steel. At last the permanence, the safety, the economy of great industrial and commercial architecture has been made available for homes—for your dream dwelling and mine. ++ Study the photographs of the structural Stran-Steel frames on these two pages. Think what it would mean to you in security of mind to have that protective



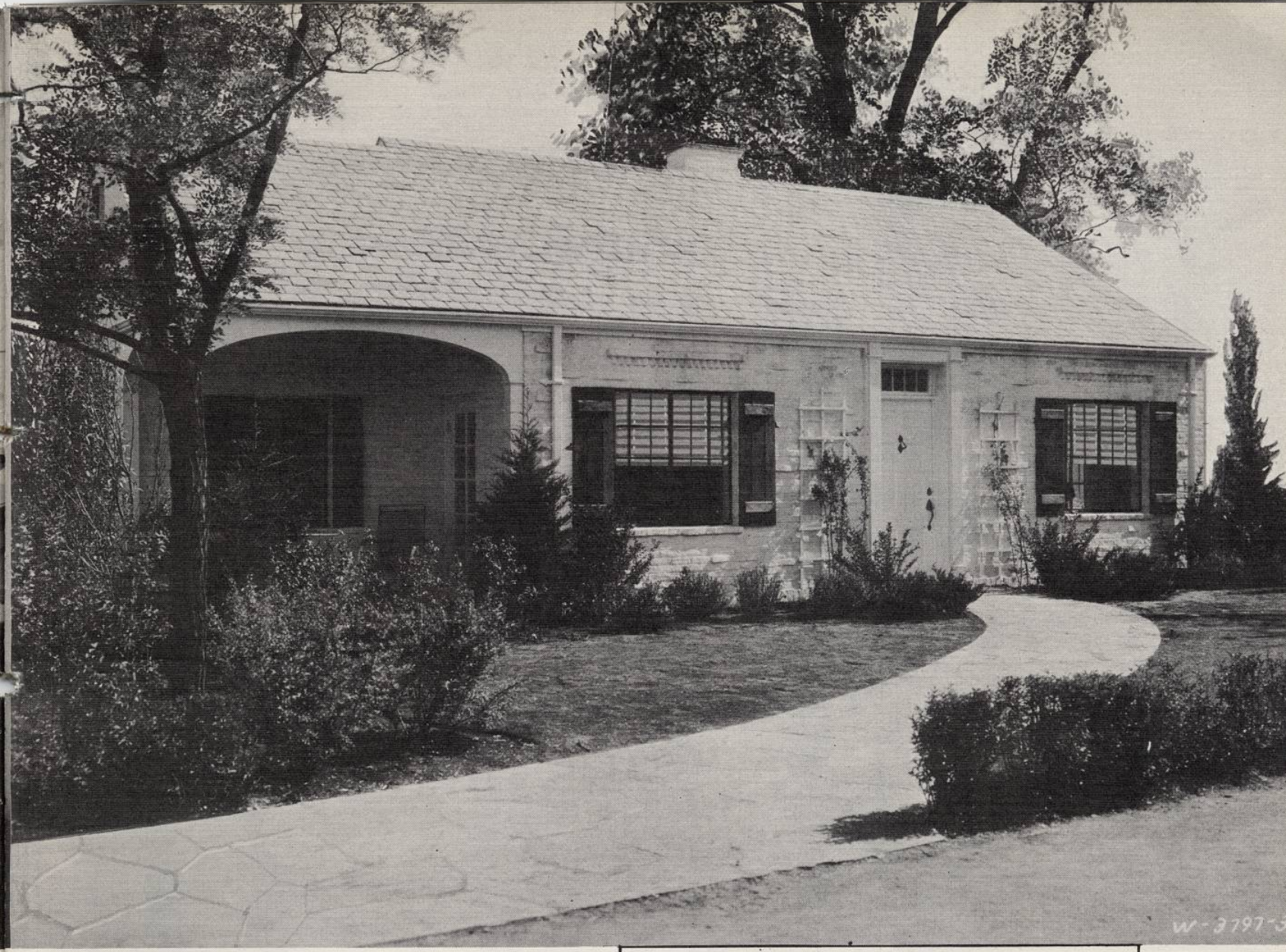
frame about you. Think what it would mean in protecting your home investment against the menace of cracked plaster, warped door and window frames, destructive termites, fire, and the onslaught of weather. ++ You will one day own your own home—perhaps in the near future, for we are entering upon a new era of home construction under wise architectural leadership and with a building material in Stran-Steel that is worthy of confidence—that will protect you against the losses many people have suffered in past years through shoddy construction. ++ Your home will be your castle. Build it as staunchly as castles of old were built. Follow the counsel of the eminent architects who have specified Stran-Steel. Build so that the beauty of your home will not be for a day but for the years.



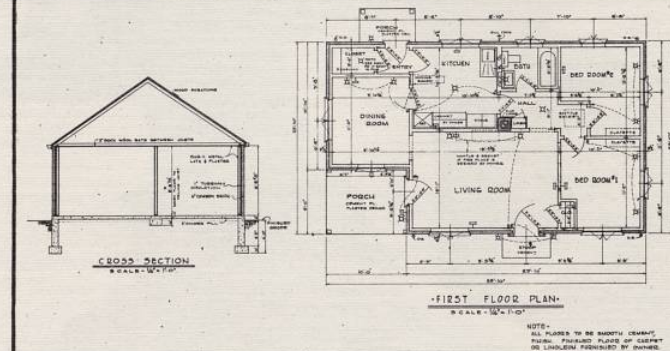
Town House Exterior and Floor Plan

BEHIND the definitely modern architectural style of the Stran-Steel-Irwin Town House on this page and the simple cottage architecture of the lovely Stran-Steel-Irwin Garden Home on the opposite page lies this

message for you. Stran-Steel is not a pre-fabricated steel house of standardized design. You follow no deadly cut-and-dried formula when you employ Stran-Steel, for this unique building material is equally available for ultra-modern or conventional design. If your taste inclines to Italian Villa or French Chateau style, Stran-Steel is still the one material that will give you the permanence and safety you seek. + + Neither does Stran-Steel limit you in your choice of finishing materials inside or out. Ordinary carpenters with no other than the ordinary tools of their trade erect Stran-Steel on the job and apply it to any of the building materials you choose. The difference is that Stran-



Garden Home Exterior and Floor Plan



Steel does not warp or shrink or rot—termites do not attack it—it offers no food to flames, and therefore it insures the utmost permanence of beauty in the materials you choose. † †

As you study the interesting floor plans of these two very different homes you will see that Stran-Steel in no way hampers or limits the designer. No extra work for architect or contractor is involved. No extra cost for construction, either, for welding and clipping do not enter the Stran-Steel picture. Other materials are nailed to Stran-Steel exactly as they would be to wooden framing. † † You will find in this booklet a card which will bring you, without cost or obligation, all the structural data and specifications which support our contention that Stran-Steel should be in the home of every man or woman who believes that safety, permanence and economy are worth building into a home.



A HOME IN WHICH MODERNISM HAS AT LAST BEEN MADE LIVABLE

THE efforts of designers and decorators to produce a modern style of furniture and decoration have been, in many instances, so startling in effect, and have departed so broadly from accepted ideas of design as to invite considerable adverse criticism. However, efforts to produce a style of furniture and interior more expressive of our time and mode of living are admirable and should be encouraged. Not to do so would be to admit that we lack the creative genius in the home-making arts that we have developed to so high a degree in science and mechanics. ++ It is not our purpose here to expound any new system of design. If furniture is to be stripped of all human and social values, if design is to be reduced to a mere congestion of lines, cubes and cones, the sole meaning of which lies in mechanical ingenuity, then it is not worthy of serious consideration. We have attempted only to present homes that are eminently livable—that are modern without being bizarre. ++ Too many homes done in strictly modern furniture and in accordance with the ultra-modernist's conception of interior are cold, mechanical looking and uninviting. It was the purpose of Mr. Moore and the Robert W. Irwin Company to create interiors which would be decidedly modern in effect, but which would use traditional furniture so treated as to be new and different in appearance. This was accomplished by the use of new methods of lighting, unusual combinations of color and texture in draperies and furniture coverings, modern hardware and unusual wood combinations. ++ The interior of the Stran-Steel-Irwin House was planned for a Town House, to be somewhat formal and imposing in effect, but comfortable and livable in every detail. It is a house for people of culture, who appreciate the niceties of fine furniture and subtle combinations of color. To J. Stuart Clingman and Ernest R. Cooper, the men who head the Irwin staff of designers, must go the credit for these modern furniture interpretations in which the modern spirit lives happily with the beauty of classical design.





THE LIVING ROOM

WALLS of soft French Grey accented by a flat cornice in two darker shades, classic panels in mauve and grey, a finely curved bay window, and an imposing mirrored fireplace with decorated center panel form the main architectural features of this charming room. The large bay window is treated with curtains of egg-shell taffeta and over draperies of egg-shell silk rep, which have been edged with a fine braided trimming, which introduces the deep petunia color of the carpeting. * * Before the fireplace is a balanced grouping of two quite modern-looking square backed chairs. Upholstered in a small figured brocade, the background of which is a deep lavender, they are piped with a deep plum satin which accents their fine contours. Before the curved bay window there is a rough-textured, silvery grey sofa designed to fit the shape of the window. A curved arm chair, somewhat French in



FOR MODERN LIVING

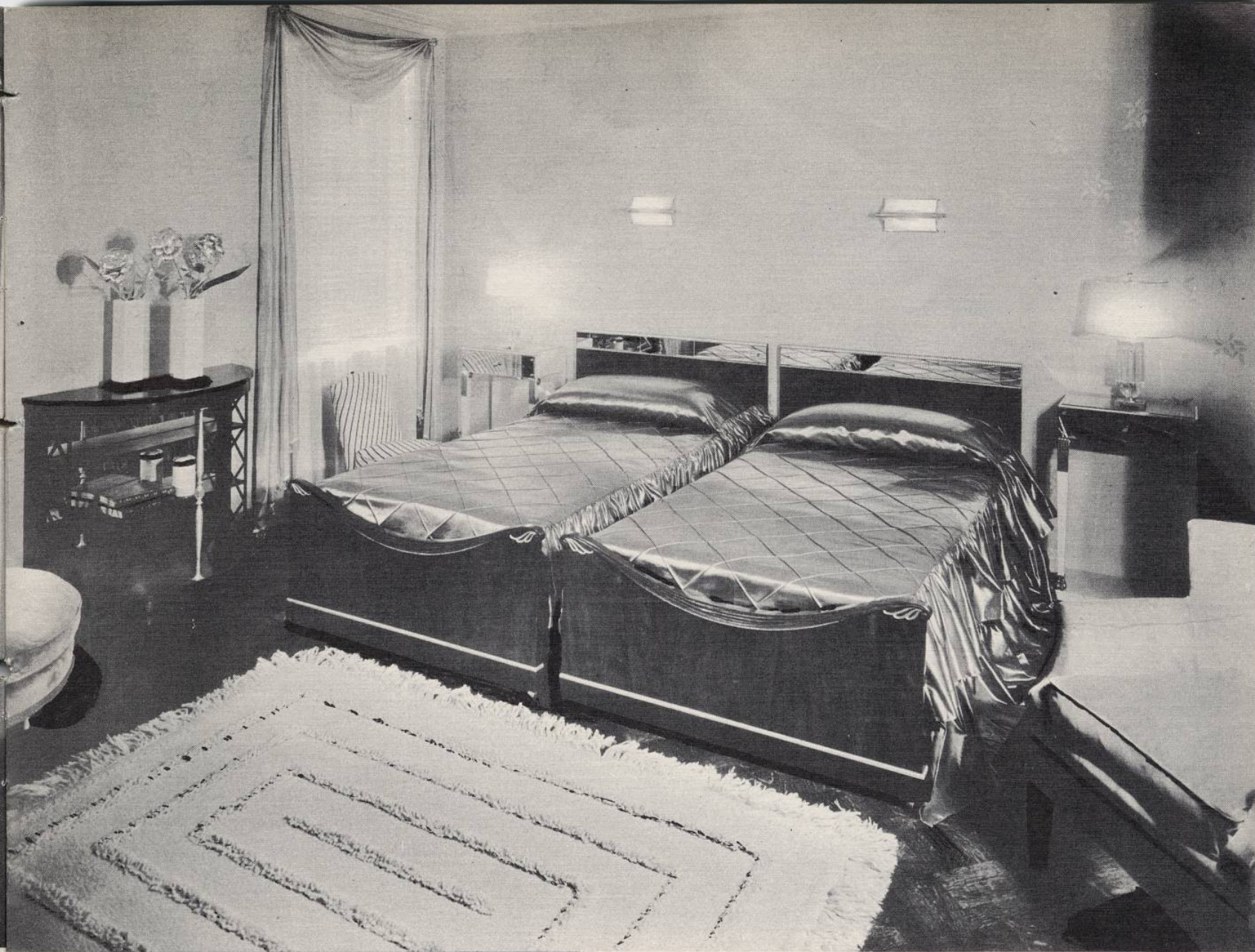
feeling, upholstered in a plum and grey stripe; a small arm chair with tufted back, upholstered in plum satin and a small Regency pull-up chair in black with metal decoration at the back complete with the sofa a conversational grouping around a fine drum table in Fruitwood and black. This method of grouping is quite Continental in manner, but, Mr. Moore feels that it is practical and that more rooms should be so treated. * * A fine breakfront bookcase in deep green, decorated in raised lacquer, carries interest to the

far end of the room. Before it is placed a small Continental settee upholstered in varied shades of plum moire, a kidney desk in beautiful figured Mahogany, and a Regency table for books and magazines. All of the smaller pieces in the room are decidedly Regency in feeling. A pair of pedestals, a pair of XVI Century Italian side chairs, and small lamp tables complete the ensemble.



WHERE DINING BE- COMES AN EVENT

RECENTLY introduced into modern decoration is a new style which has gained considerable vogue, known as Modern Chinese. It retains the traditional lines of Chinese Chippendale furniture, but the treatment of the individual pieces in color and texture of fabrics is decidedly modern. ++ The dining room is practically all windows, lending an outdoor feeling to the room. These windows are treated with shades of reeded bamboo and a cornice of open fretwork. ++ The most interest-compelling feature in the entire room is a ceiling of painted glass, the background of which is painted a chocolate brown with fine design in the best Chinese tradition in greens, lavenders and soft henna reds, all painted on the black of the glass. ++ The walls and cornices are French Grey, repeating the living room tone, and the entrance to the dining room is curtained with draperies of egg-shell taffeta, which may be drawn together. The floor is of plain black linoleum, which acts as a splendid accent for the painted furniture. A wall cabinet with mirrored back, a unique light fixture, a fountain of silver reeds decorated with crystal complete the background of the dining-room. ++ The furniture in the Modern Chinese manner, uses traditional Chinese Chippendale form, painted chocolate brown, the frets of the chair backs being done in Fruitwood. The color of this wood in the frets is excellent in combination with the chocolate brown of the chair frames and the yellow velvet used in upholstering. The table is long and narrow with straight legs. The frets are ornamented in silver. One of the unusual features of the room is that all arm chairs are used. A pair of finely carved pedestals with pots of ivy complete the outdoor effect.



THE MASTER BEDROOM BLENDS CLASSIC WITH MODERN STYLE

WALLS papered in soft blue with sprays of silver, filmy white curtains with over-draperies of silvery grey, edged with crystal, a dressing alcove with the entire back wall of mirror. Before this mirror is placed a dressing table with wall lights, behind fluted pilasters. The beds in mahogany and silver have low headboards, decorated with a banding of mirror. Lamp tables have mirrored tops and drawers and are painted Regency white. The dresser is heavy and dignified with a finely shaped front. A chaise lounge in grey velvet, a slipper chair in striped moire, a dressing table bench in blue satin, a wool fringed carpet in soft blue, and bedspreads in blue satin, sewed in a lozenge design.





A COMPLIMENT TO THE OVERNIGHT GUEST

A ROOM of feminine appeal done in a most unusual combination of colors. The room is papered in a grey, silver and yellow modern stripe with curtains and bed drapery of white embroidered organdy. The bed, which is Classic in design, has a high head and footboard and is placed immediately against the wall. Painted soft grey with the decorations in white, the bed is covered with a spread of white antique satin with round bolsters at each end. The dressing table is painted grey, ornamented in silver. It is used with a folding mirror of modern design and a dressing table chair finished in burnished silver and gilt. A fine Regency commode in Sunfade mahogany, and a drop leaf Regency table which may be used as a desk, a small arm chair painted grey and covered in white and yellow are other interesting pieces.

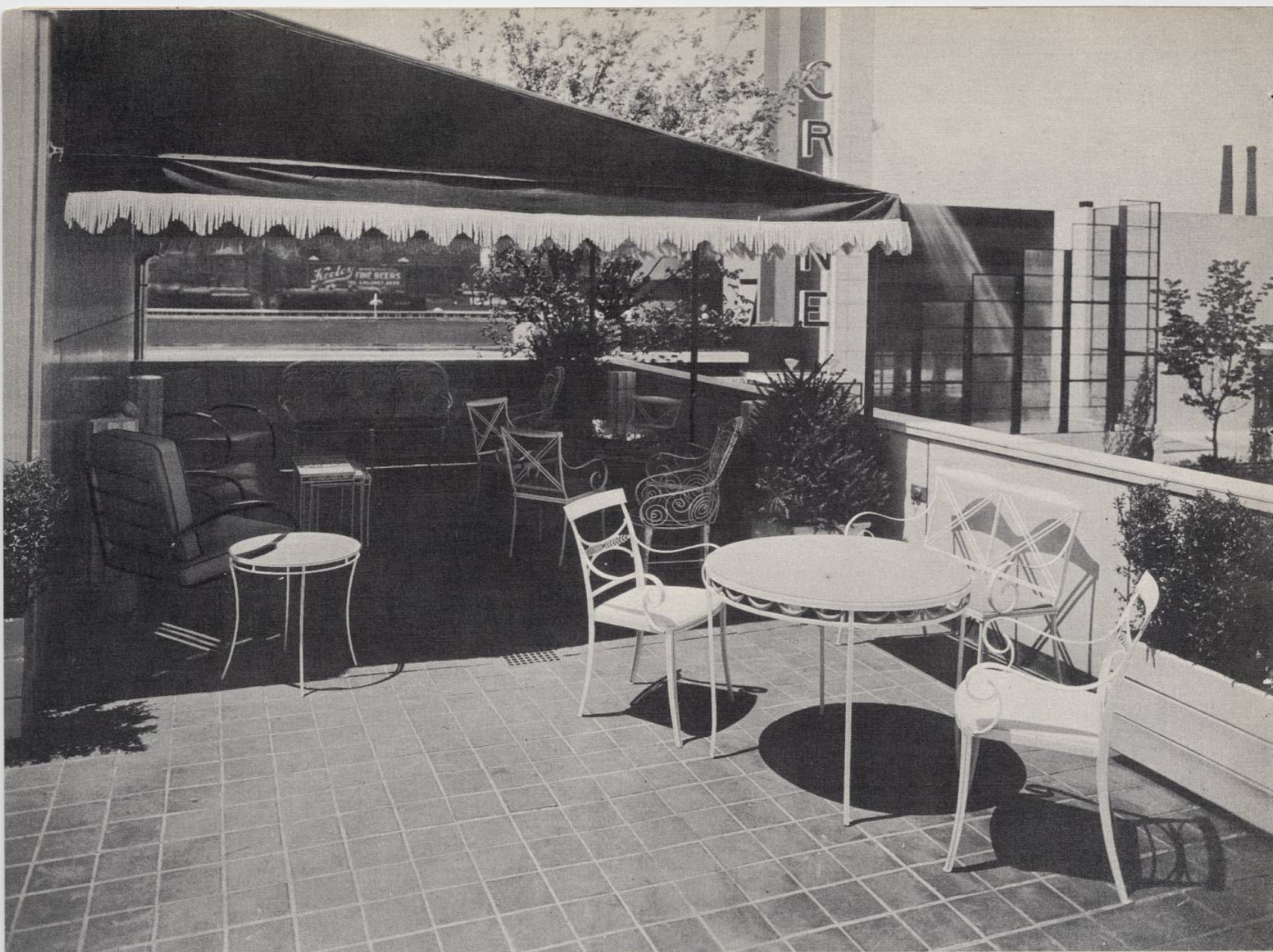


THE UPSTAIRS LOUNGE—A HOME IN ITSELF

THE walls are done in three shades of sage green in lateral panels, relieved with Modern wallpaper panels on which are hand-blocked designs of charging grenadiers. A floor of black and green striped linoleum, Venetian blinds painted soft green, a fireplace with a large mirrored panel complete the architectural background. This room serves the purpose of a recreation room, lounge room, and can be called into service as a guest room. The furniture is comfortable and informal.

Two studio couches, with covers in green, blues and yellows deeply fringed, may serve as guest beds. A roughly fringed rug of green and beige is placed before the fireplace and a balanced grouping of lounge chairs and reading table with lamp completes the setting. A small sideboard holds bottles and glasses for entertaining.



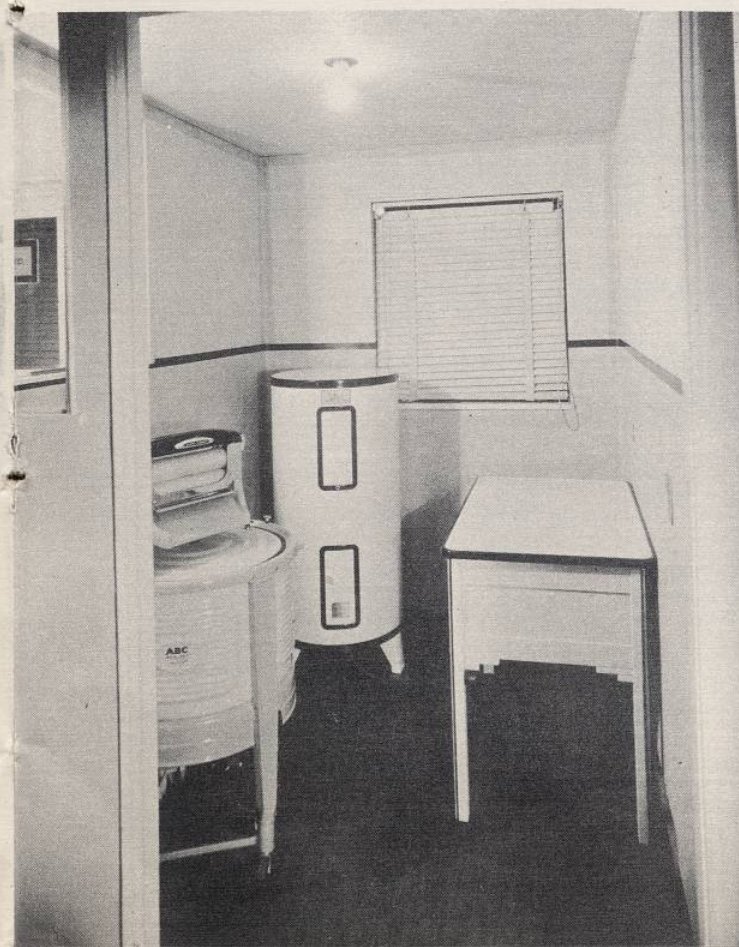


A TERRACE OF GRACIOUS CHARM WHERE INDOORS AND OUTDOORS MEET

NO FEATURE of the Stran-Steel-Irwin Town House more quickly appeals to the visitor than the spacious second floor terrace where the owner and his guests may enjoy the freedom and healthfulness of open air and still retain a sense of comfortable seclusion. ++ Restrained simplicity marks the flowing lines of the graceful metal furniture in conversational grouping of table and chairs, supplemented by an inviting settee and cushioned lounging chair. Colorful awning, boxed shrubs, the warm tones of the floor tiling contrive a coolness and ease which are the essence of hospitality. The terrace of the Stran-Steel-Irwin Town House brings within the reach of city dwellers the atmosphere which has previously been exclusively the property of suburban garden homes and great country estates. Its second floor location and parapet treatment lend a seclusion no lawn, however spacious, can give in town, and the possibilities for utilizing this area are limitless.

A BATHROOM WITHOUT APOLOGY

THE walls are plain white with a double cornice of Greek key moulding. The floor is of plain black linoleum with strips of polished steel. ++ The bath niche with shower is particularly interesting, being lined with polished stainless steel. The wash basin is placed before a large paneled mirror, on which classic fixtures in chrome are directly applied. Upon either side of the mirror is a small window, treated with a white taffeta curtain, scalloped at the bottom and ornamented with clusters of white cotton balls. ++ A most delightful corner-cabinet in black and silver is handily placed.

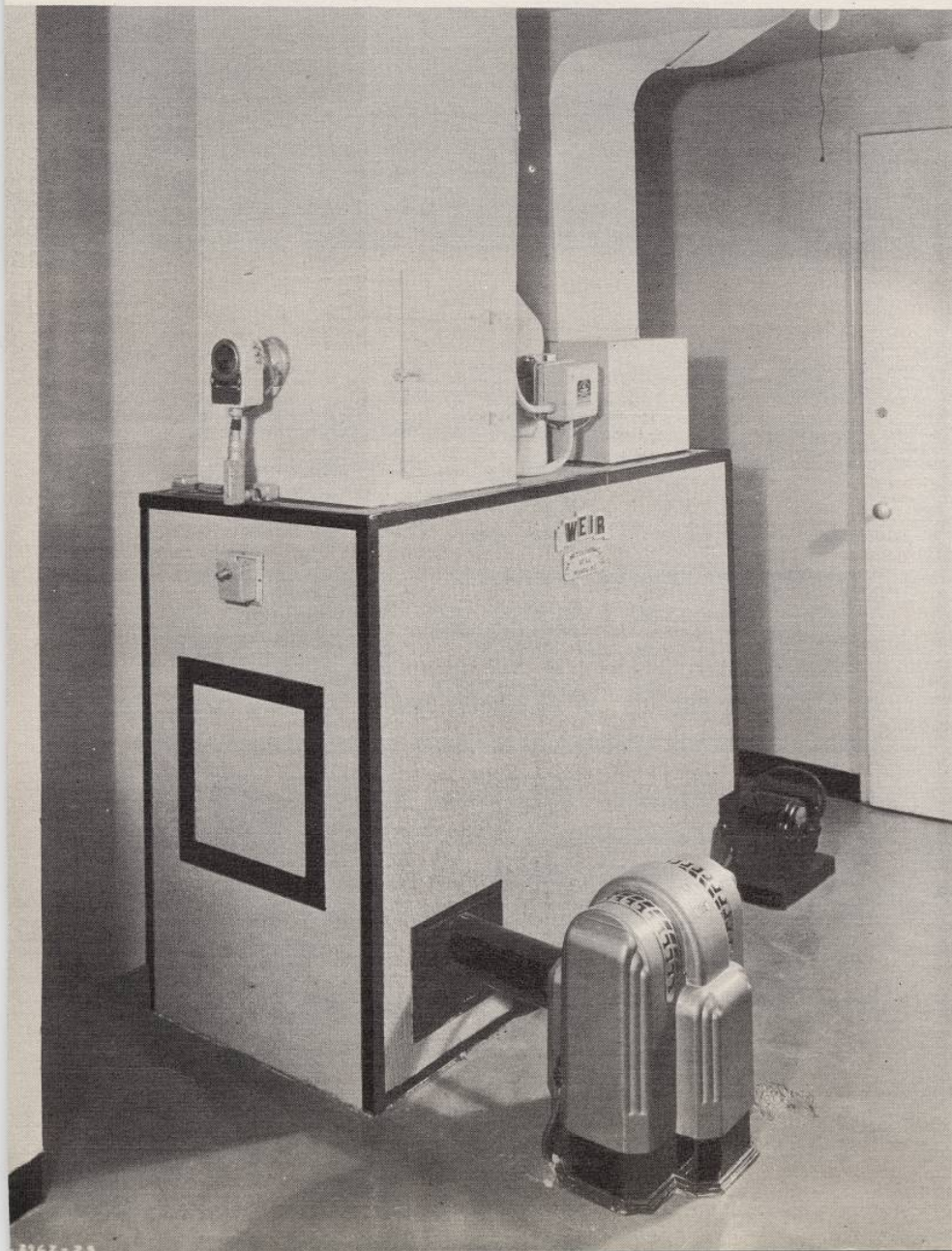


EVEN A LAUNDRY MAY BE LOVELY

LET no one think that the service rooms of a home are unimportant from the standpoint of design, for it is here that hours may be saved from drudgery and given to joyous living. In this laundry room convenience, cleanliness and efficiency come to their highest expression. Fine examples of the most modern labor-saving devices are placed where their use is simplest. Necessary household labors take on a note of pleasantness amid such surroundings, and it is comforting merely to feel that nowhere in your home is any room into which you would not care to have a visitor glance.

THE HEATER ROOM—A MODEL OF COMPACT DESIGN, EFFICIENCY AND CLEANLINESS

*Y*OU find in the Stran-Steel-Irwin Town House heating system exactly what you would expect—the most modern oil-burning equipment installed in the most scientific manner and with the utmost conservation of space. The home owner's investment in decorations, in draperies, rugs and furniture is protected from the dust and dirt and gases that once worked havoc in the average home. Completely automatic, completely silent—your heating system serves and saves for you. Designers today realize what handicaps were imposed by the older methods of heating and have taken full advantage of the amazing progress made in heat engineering. While such a heating room as this is not designed for any social purpose, modernism is as obvious in its lines and decoration as in the living rooms.



MODERNISM MEANS AIR CONDITIONING

*H*OW refreshing to step into your home and know in advance that the temperature and humidity will be just right for your comfort. Air conditioning as presented in the Stran-Steel-Irwin Town House guarantees this benefit. Always the right relation to the temperature outside—never any sense of shock. New comfort and new protection to health are natural components of our new scheme of living. And this is only another aspect of the complete modernism which is evident throughout this home. It is not wise to build without an eye to the future.

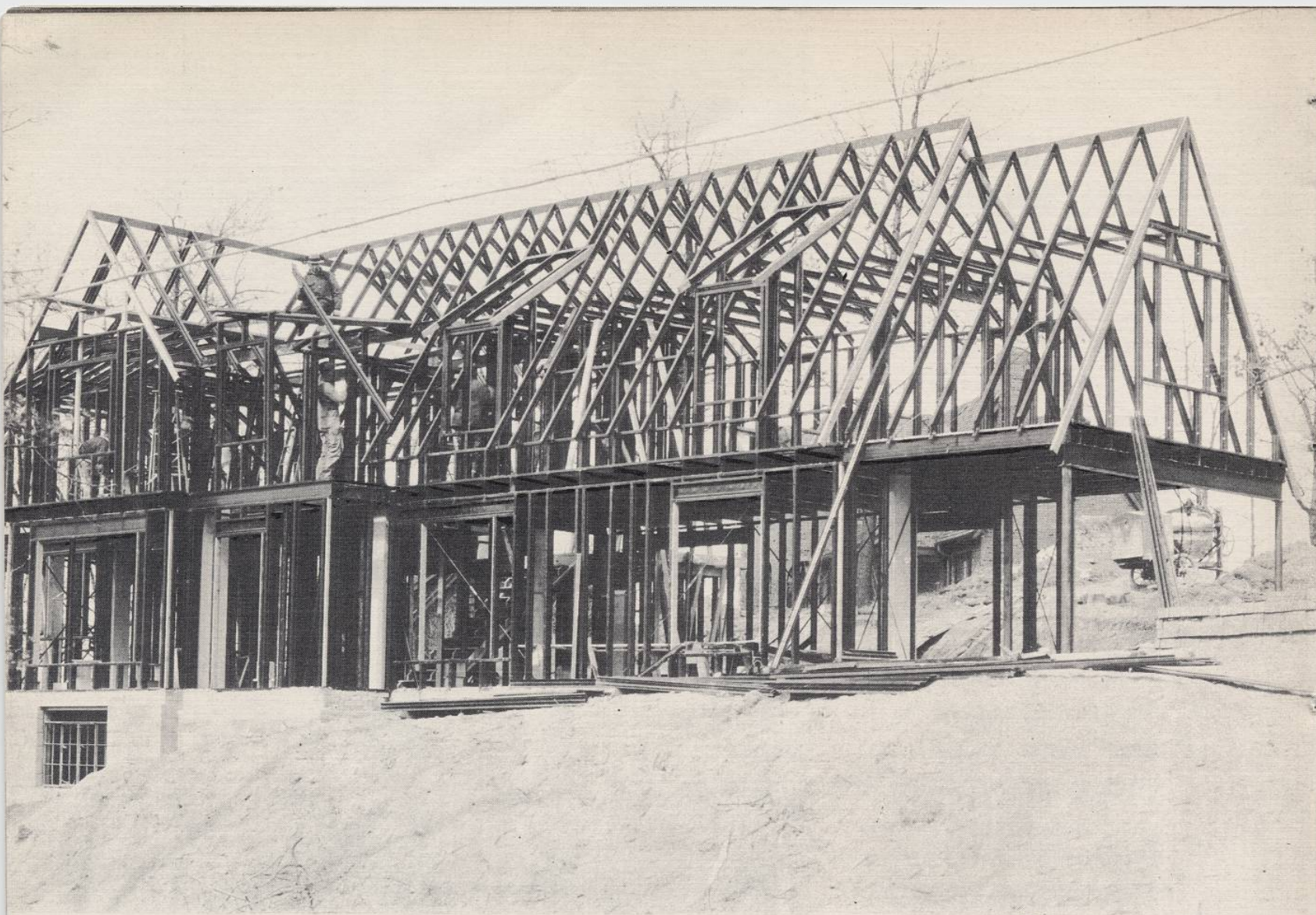
A KITCHEN WITH AN IDEA...

*K*ITCHENS of old were lacking in design—often a sort of forgotten room. Now the kitchen is two things—both of them important. Your modern kitchen, as exemplified here is a scientific workshop—a kind of home laboratory where steps are saved and tasks simplified. And beyond that the kitchen must be livable—appealing to the eye—bright and orderly. Functional design comes to its highest expression in the equipment, decoration, and design of this ideal kitchen from which all hint of ugliness has rigorously been excluded.



WORK BECOMES PLEASANT IN SUCH SURROUNDINGS

*D*ARK linoleum floor covering, gleaming porcelain and white enamel, expanses of chrome finish and gleaming stainless steel—neutral walls and matching draperies—these are the background of this wholly modern kitchen with its array of up-to-the-minute equipment. ++ It is the sort of kitchen into which you may proudly introduce anyone—the sort in which a good bit of the life of the household will naturally center, for it is pre-eminently modern and livable.



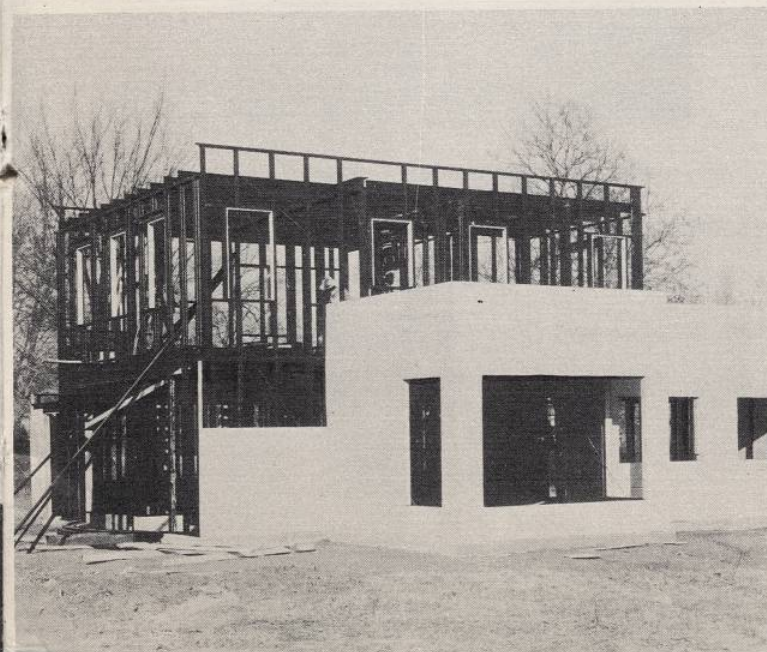
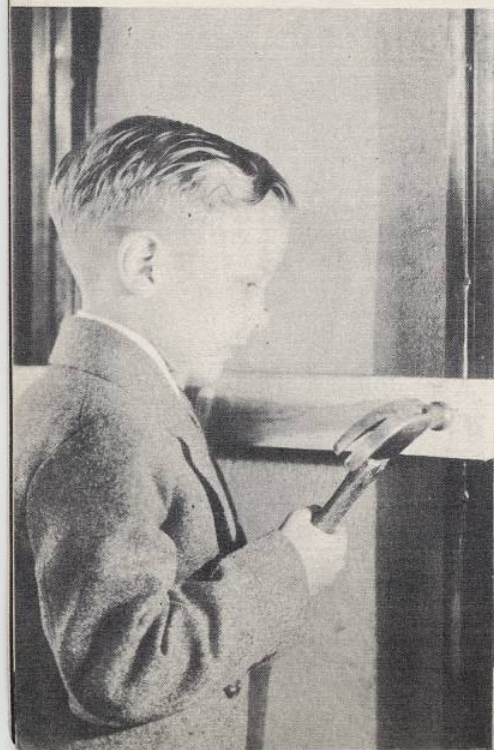
MARVELOUS as our strides have been in the art of home construction, it is only with the advent of Stran-Steel that we have come to anything like an adequate framing material in keeping with the progressive trend of American life. ++ On these facing pages are the Stran-Steel framing and the completed building on a typical Stran-Steel job.

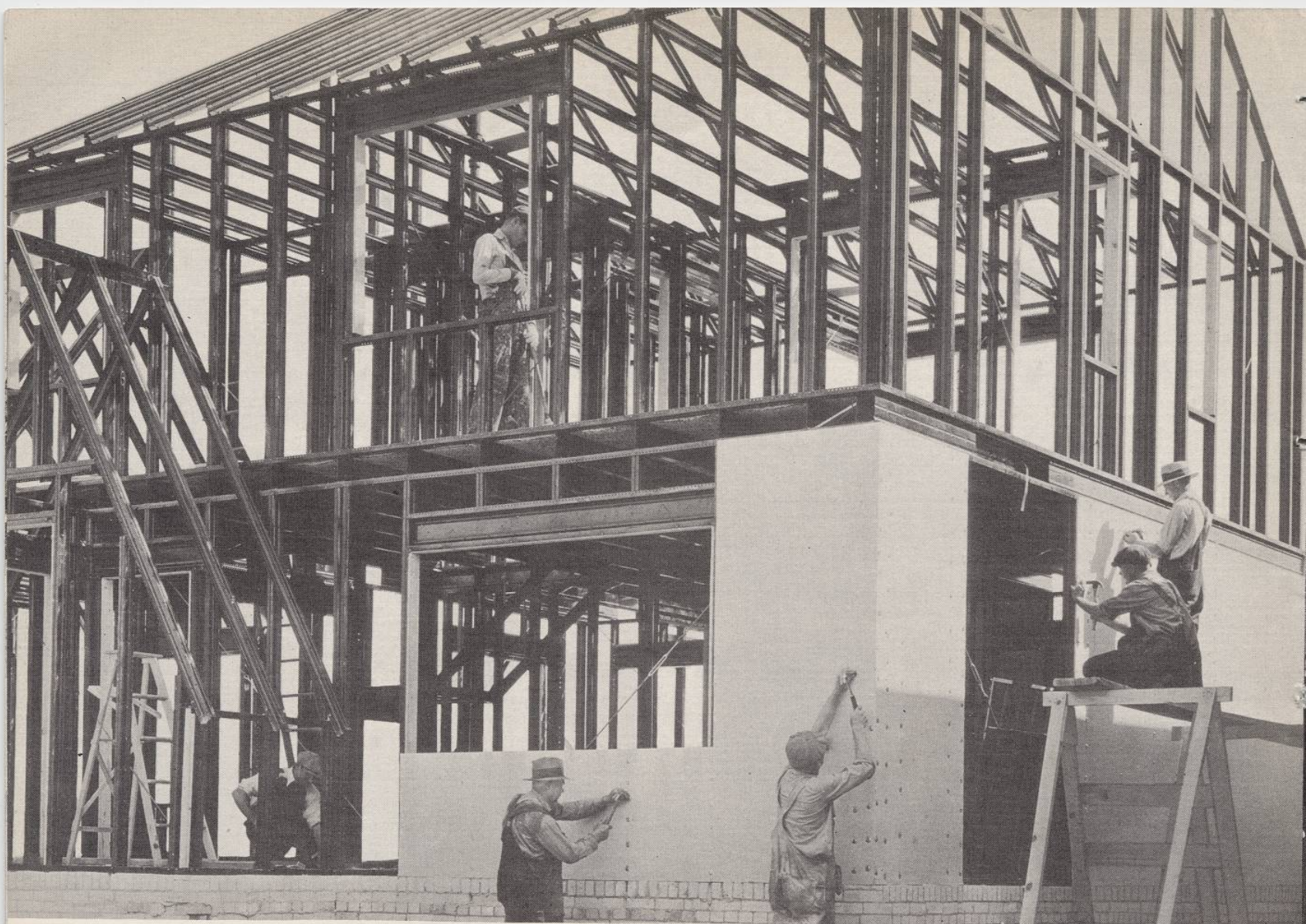
Do you see now why Stran-Steel makes for permanence, for crack-resistance, for safety against fire, lightning, tornado? Naturally, you feel safer with a roof like this over your head—with walls like these about you. ++ And notice how beautifully Stran-Steel framing construction lends itself to brick and masonry finish, to the permanence and fire-safety of slate roofing. Stran-Steel imposes no limitations—no more limits you than ordinary, impermanent or temporary con-



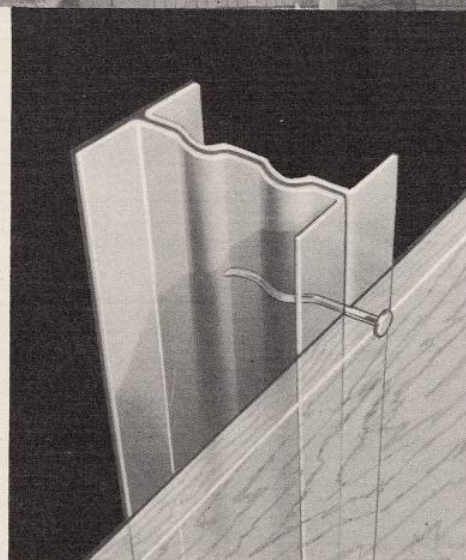
struction. It brings you priceless advantages without a single drawback. If your favor leans to wide clapboard, to shingled exteriors, or to stucco on metal lath you find Stran-Steel just as simple to use. ++ You see—Stran-Steel was no accident—the design of Stran-Steel incorporates practical building principles of economy in handling on the job. It needs no special crew or tools. Stran-Steel can be nailed to more easily and more securely than wood. It is cut in standard lengths like lumber, coated with rust-resisting enamel and is

erected at the building site precisely as lumber is in ordinary construction. ++ A home is only as substantial as its framework—when you build with Stran-Steel you build for permanence. You build so that the new, attractive smoothness of your walls and ceilings will be preserved, the structural strength of your entire home maintained indefinitely.





THE purpose of this book is to show you as a prospective home builder what truly amazing forward steps in home construction have been made possible by a unique material—Stran-Steel. It is not our desire to bore you with technical details, with statistics, tables, or charts. We want only to impress upon you the high esteem in which Stran-Steel is held by architects and contractors and to show you in word and picture the simplicity of Stran-Steel's application to modern home construction. ++ There is nothing that has been or can be done with wood frame construction that cannot be better done with Stran-Steel members. Note how the carpenters are nailing exterior sheathing and wall board directly to the Stran-Steel framing. Study the detail phantom photograph of a nail through wood trim entering and being gripped by Stran-Steel, more convincing than a page of explanation. ++



Observe the manner in which metal lath is applied directly to Stran-Steel members for plastering, how non-sagging, non-warping window and door frames are formed. And finally, how sturdy Stran-Steel rafters rise to a Stran-Steel ridge plate that will never get out of true. ++



These pictures dramatically tell the story of Stran-Steel permanence, of beauty in walls and ceilings protected, of life insured against natural hazards of fire and storm. And, above all, do not get the idea that Stran-Steel is expensive—that its use is limited to costly types of homes, for Stran-Steel belongs in any home and can be fitted to the modest building budget. If you want construction data—it is free. You have only to mail the enclosed postal. Stran-Steel is eager to coöperate with you—your architect, or contractor.



THE GARDEN HOME

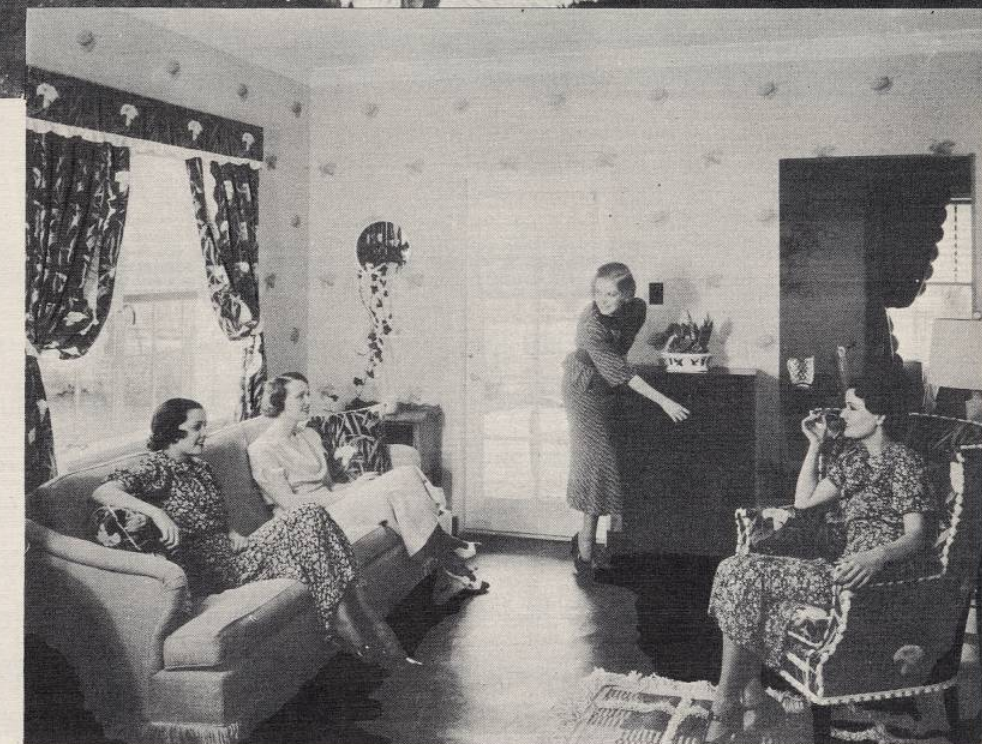
—Done in the Informal Manner of a New England Cottage

THE Stran-Steel-Irwin Garden Home has been built to exemplify the use of Stran-Steel in combination with other high-quality fire safe building materials, in moderately priced construction. The exterior follows very closely the lines of the original cottages found in the vicinity of Cape Cod, and the interior, while retaining the traditional appearance, is done in a decidedly modern conception. The home is a typical informal type, suited to comfortable living, amazingly spacious and convenient for the area it occupies. It can be duplicated for approximately \$3,000 to \$4,000, depending on geographical location and equipment.



WHERE LIVING HAS CHARM

THE living room wall paper is a reproduction of soft green with sprays of leaves in beige and tan, the woodwork and fireplace are in chalk white. A floor of plain black linoleum accents the soft tone of the walls and the informal fireplace rug of tan and beige ornamented with deep fringe border repeats the soft color of the figure in the wall paper. ++ Draperies of black and green chintz, with white ruffles, combine the room colors. A low, loungy sofa in a rough textured beige fabric, an interesting barrel chair covered in the same chintz which are used for the draperies, a comfortable fireside chair with a loose cushioned back, covered in plain green, a roomy mahogany secretary desk and well placed tables, also in mahogany, constitute the most interesting pieces in the room.





QUAINT, INFORMAL—HOSPITABLE

REVERSING the ordinary procedure in decorations, this charming room uses walls of plain white with a ceiling in deep shutter green. ++ The plain green chintz draperies with scalloped bandings in bright yellow are emphasized by a fine vine wall paper border in deep green, which follows the window and door opening. ++ The floor in plain black linoleum balances the heavy colored ceiling. ++ The furniture is of a quaint informal type, with a chest cabinet and table in a bleached pine color. ++ The chairs are painted a soft green and have striped coverings in a deeper shade. There is an airiness about this scheme of colors and pieces that manages to convey an impression of much greater spaciousness than the room actually possesses—a true triumph of thoughtful treatment.



GARDEN HOME MASTER BEDROOM

THE master bedroom is done in shades of green, cream and rose, with wall paper of cream with green polka dots. ++ The floor covering of green striped linoleum is repeated in the ceiling of green in a lighter shade. The doors and windows are painted the same shade of green as the ceiling. ++ Draperies of interesting toile, in shades of green and rose on cream background, are ruffled with three bands of rose, green and yellow. ++ The furniture in this room is a combination of pieces in maple, mahogany and soft painted shades. The bed is particularly interesting, being an adaptation of an old New England piece and has an interesting headboard of bamboo-shaped splats. A commode in mahogany and maple, and a small desk complete the furnishings. ++ Lamps are in white pottery and wall fixtures are reproductions of fine old New England types.



WHERE ANY GUEST COULD REST

WHILE the guest room confines itself to two colors, soft shades of cream and tan, the masterly handling of these colors makes the room particularly attractive. ++ The walls are covered with a dotted tan paper which is divided into lozenges by a design in cream. ++ The floor covering is of a deeper shade of tan linoleum, which contrasts with a bedside rug of cream with fringe in tan and cream. ++ The draperies are a plain cream broadcloth, as are the glass curtains with lateral stripes in a deeper shade. ++ The furniture is painted a light cream and is striped in tan. It is of an interesting provincial type which is particularly in keeping with the style of the house. ++ The fixtures are a reproduction of old oil lamps placed before mirrored reflectors and the lamps are of cream-colored pottery with tan shades.

A DELIGHTFUL MODERN KITCHEN

NO WOMAN could resist a spontaneous enthusiasm upon viewing a kitchen into which so much of plan for use and design for beauty have gone. The floor of marbled black linoleum, the white enamel of the walls and ceilings, and the gleaming white porcelain of the electric refrigerator and the electric stove are set off by polished stainless steel in the sink and by chrome finish in the appliances. Scientific—no end! And as truly livable as a service room could possibly be.

THE BATHROOM is a delight—cream colored, waterproof linoleum walls extend to the ceiling. Contrast is secured in the black linoleum flooring and the glossy white of the plumbing fixtures. A convenient medicine cabinet has sheer bevelled glass mirror. The tub is of the attractive and practical built-in type.

THESE FIRMS COOPERATED IN CONSTRUCTION OF STRAN- STEEL HOMES—A CENTURY OF PROGRESS

California Stucco Products Co. of Chicago, Chicago, Ill.	Portland Cement Stucco
Celotex Co., Chicago	"Celotex"
Consolidated Expanded Metals Co., Chicago	Metal Lath
Crane Co., Chicago	Plumbing Fixtures
Detroit Steel Products Co., Detroit, Mich.	Steel Windows
Dieterich Steel Cabinet Corp., Chicago, Ill.	Kitchen Cabinets
Flint-kote Company, Chicago	Asphalt Shingles
General Electric Co., Cleveland	Kitchen Equipment
Hess Warming & Ventilating Co., Chicago, Ill.	Medicine Cabinet
Johns-Manville Corp., New York, N. Y.	Rockwool Insulation
Lehon Company, Chicago	Roofing Felt
Libbey-Owens-Ford Glass Co., Toledo, Ohio	Glass
Maul Macotta Co., Detroit	"Glasiron Macotta"
Milcor Steel Corp., Milwaukee	Corner Beads and Metal Trim
National Brass Co., Grand Rapids, Mich.	Finish Hardware
Overhead Door Corp., Hartford City, Ind.	Garage Doors
Pittsburgh Plate Glass Co., Milwaukee, Wis.	Wallhide Paint
Republic Steel Corp., Youngstown, Ohio	Stainless Steel and Toncan Iron
Rising-Nelson Slate Co., Chicago, Ill.	Slate Roof
Robert W. Irwin Co., Grand Rapids, Mich.	Furniture
Samuel Cabot, Inc., Boston	Double White Paint for Exterior Woodwork
Sisalkraft Co., Chicago	Sisalkraft Paper
Southern Cypress Mfrs. Assn.	Pecky Cypress Blinds
Steel & Tubes, Inc., Cleveland	Steel Tubes; thin wall conduit for wiring
Stran-Steel Corp. (Subsidiary of Kelsey-Hayes Wheel Co.), Detroit	Steel Framework
Tamms Silica Co., Chicago	White Cement Paint
The Barret Co., New York City	Built Up Roofing
The Ludowici-Celadon Co., Chicago	Roof Tile
Thermax Corp., Pittsburgh	Fireproof Insulation Board
Tracy Manufacturing Co., Pittsburgh	Stainless Steel Sink and Kitchen Cabinet Tops
U. S. Gypsum Co., Chicago	"Sheetrock"
Vermont Slate Flooring Corp., Poultney, Vermont	Vari-colored Slate Flagstones



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6100 McGraw Avenue

Detroit, Michigan



STRAN-STEEL CORPORATION

6100 McGraw Avenue, Detroit, Michigan

I am interested in receiving the further information checked on this card:

- ☐ Complete architectural and structural data (no charge)
- ☐ Complete plans for the Town House at \$15
- ☐ Complete plans for the Garden Home at \$5
- ☐ Name of your nearest representative

Name _____ Address _____

City _____ County _____ State _____

Also send free data on Stran-Steel to

Mr. _____ Address _____

who is considering building.