

Interior Decorations
by The Ladies' Home Journal



K NOW

**This Kind of a House
Before You Build**

Built by The Insulated Steel Construction Company, 3000 Woodhill Road, Cleveland, for The American Rolling Mill Company, Middletown, Ohio, and The Ferro Enamel Corporation, Cleveland, Ohio.

A Frameless Steel House Offers You ALL These Advantages ¹⁸

BUILT LIKE YOUR CAR

Your automobile has a strong, compact metal chassis, which supports the body and moving parts during years of hard service. Your FRAMELESS STEEL HOUSE will also have a metal chassis—a new type of structure that replaces the conventional studing, sheathing and joist structures, sub-flooring and sub-ceiling. It also replaces rafters and roof boards, while the finished metal door and window trim are built in solidly and become a substantial part of the house.

To this strong, complete enclosure of metal can be applied, inside and out, any siding and interior finish that you desire. Materials such as porcelain enamel, wood, brick, stone, stucco, plaster, insulation board and plywood are quickly and firmly laid over the metal house chassis in the usual way.

Ordinarily you can build and occupy your FRAMELESS STEEL HOUSE in less than half the time it takes to complete a house built by other methods. Only a few weeks elapse between starting the work and moving in—an important achievement in residential building construction. And once you are in and settled you will enjoy in your FRAMELESS STEEL HOUSE the assurance of full protection for your family against fire, lightning and wind.

METAL HOMES BUILT TO ENDURE

Experience has shown us the rugged endurance and practical value of steel. All about us today are skyscrapers, bridges, ocean piers and countless other applications of this most useful material. Everywhere are examples of its strength, utility and permanence.

It was only natural that steel should one day find its way into home building. The patented frameless steel construction brings you all the advantages of steel in house construction.

When you decide on Frameless Steel Construction you are assured of a home that is—

1. Strongly built
2. Permanent
3. Fire resistant
4. Lightning safe
5. Warm in winter
6. Cool in summer
7. Vermin and termite proof
8. Less costly to heat
9. Comfortable
10. Quiet
11. Economically maintained
12. Valuable as an investment

Besides these advantages, you need have no fear of cracking plaster or falling masonry caused by shrinkage, earthquakes or high winds.

CHOOSE YOUR OWN DESIGN

Architectural flexibility and freedom of design are two of the most attractive advantages of FRAMELESS STEEL construction. Your architect can work unhampered by fixed dimensions and can help you create a home marked by pleasing originality and true architectural balance. Window and door openings, for example, can be placed properly both for convenience and appearance.

In FRAMELESS STEEL construction flat roofs have proved both economical and useful. However, if you prefer a pitched or gabled roof it can be constructed.

Ask your architect and builder about FRAMELESS STEEL construction. If additional information is desired, we will gladly supply it.

INSULATED STEEL CONSTRUCTION CO.

3000 Woodhill Road
CLEVELAND, OHIO

Why This House Was Built at the World's Fair

The Armco-Ferro frameless steel porcelain enameled house was built for The American Rolling Mill Company, Middletown, Ohio, and the Ferro Enamel Corporation, Cleveland, Ohio, first, to demonstrate the outstanding qualities of porcelain enamel as an enduring, paintless exterior siding, and, secondly, to show possibilities of this new method of steel construction to the millions who are visiting the World's Fair.

A NEW USE FOR PORCELAIN ENAMEL

Porcelain enamel is as old as recorded history. Cloisonne, jewelry, and other porcelain enameled bric-a-brac of those ancient times are mute evidence that the art existed. Later it was learned that a porcelain enameled surface could be fused on articles of iron and steel. Since that time, porcelain enamel has found a constantly expanding field of service in ranges, refrigerators, washing machines, table tops, bathroom fixtures, kitchen sinks, and a host of useful appliances where cleanliness, beauty, and durability at moderate cost are desired. Now porcelain enamel is being used as a building material. Several houses with porcelain enamel exteriors have recently been constructed, and many smart shops are modernizing with beautiful porcelain enameled store fronts.

WHAT IS PORCELAIN ENAMEL?

Do not confuse porcelain enamel with baked enamel or paint. Its glass-like surface is actually fused into the pores of sheet metal in special furnaces at temperatures approximating 1600 degrees Fahrenheit.

Porcelain enamel will last forever. It is not affected by quick changes in atmospheric temperatures. Its impervious glass surface sheds water and moisture, and prevents corrosion. For this reason, too, dirt and grime will not easily collect on porcelain enamel walls. It can easily be cleaned with a damp rag or with the garden hose. Porcelain enamel can be secured in any desired color or shade, and its colors will not fade. Its cost is reasonable.

WHY THIS MODERN HOME?

In providing for the cost of this exhibit of a modern home using sheet metal and porcelain enamel in ways new to home construction, both The American Rolling Mill Company and the Ferro Enamel Corporation hope to make a definite contribution to the great housing problem which is demanding better homes at moderate cost.