

A New Idea in HOME CONSTRUCTION!
THE FRAMELESS STEEL HOUSE

THE FRAMELESS STEEL HOUSE

A STEEL home without a frame, yet far stronger and more permanent than a frame house . . . a truly revolutionary contribution to the art of building!

For years the building industry had dreamed of a home which would be fire-resistant . . . which would be well insulated against heat or cold, and not only more comfortable, but would require less fuel . . . which would be lightning proof . . . which would be highly wind-resistant . . . which would not shrink and cause plaster cracks . . . which would be sound and vermin proof . . . and, most important, which could be built at a moderate cost. All of these desirable characteristics are provided by the frameless steel method of construction which offers "more home for the dollar" than any of the conventional types of construction.

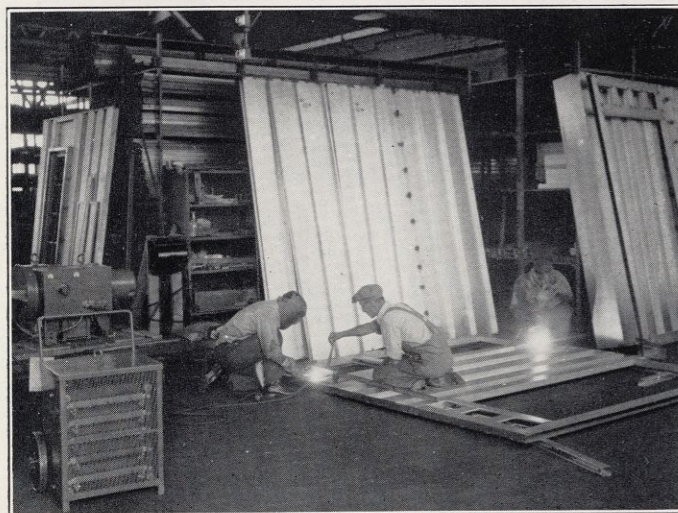
This new and revolutionary method of construction is attuned to this modern age. It is

largely factory-built, and that is why these additional values can be obtained at no extra cost.

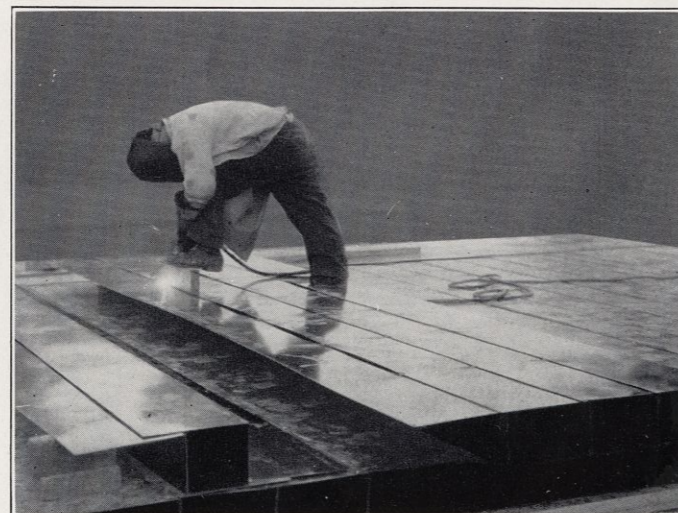
The steel used in this house was manufactured by The American Rolling Mill Company of Middletown, Ohio. Armco products are widely used the world over, and the Armco trademark insures a material of the highest quality. The American Rolling Mill Company has helped to make possible the development of the frameless steel house, and its cooperation is gratefully acknowledged.

HOW IT IS CONSTRUCTED

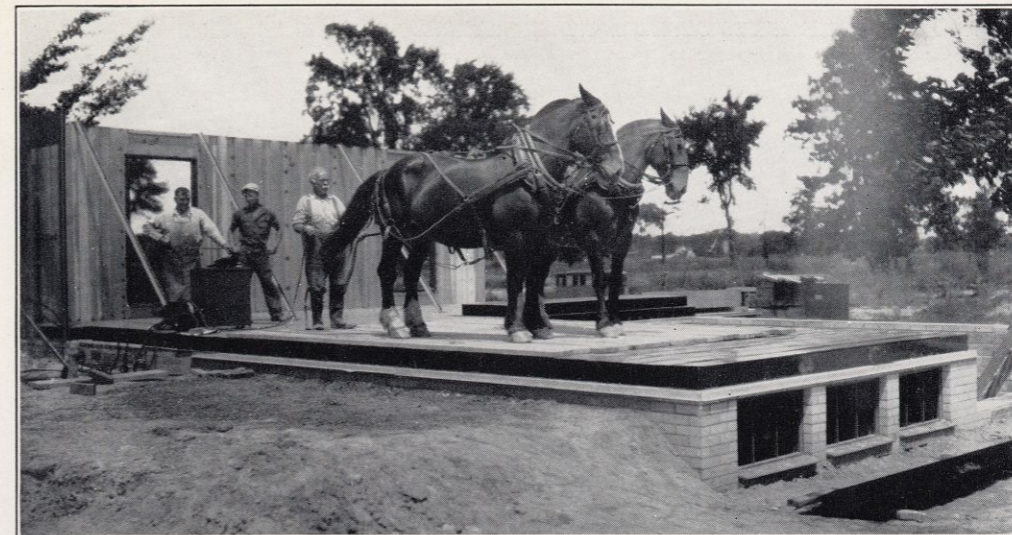
The walls are of 20 gage steel sheets into which box-like corrugations, or channels, are pressed for strength and rigidity. The window frames are likewise of sheet steel with casement sash. Large sections of wall are assembled in the factory and transported to the building site. Because of their comparatively light weight, transportation is not a difficult problem.



The glare of the welder's torch lights the "house factory" as the large wall sections of the frameless steel house are assembled.



The cellular construction, though light in weight, provides a floor of unusual strength.



The floors are light in weight, yet possess great strength. Long sheets of 18 gage steel are formed into a longitudinal "Z" shape. These "Z's" are then butted together and welded, forming a series of long metal boxes. Engineers declare this method of floor construction represents one of the most efficient utilizations of material the world has ever seen. These floors can be installed in dwellings and apartments of all kinds, whether brick, or stone, or frame.

The field erection of the house is very rapid. Those long, trying periods of waiting while the home is being built are no longer necessary. The factory-welded sections of both floors and walls are easily set in place and joined together. The union of such floors and walls forms a structure of exceptional strength and rigidity.

When the steel "chassis" is erected, workmen apply a thick overcoat of insulating material over all the exterior of the structure, including the roof. Further insulating value is obtained through blocking the channels in the steel walls to prevent the movement of air.

A HOUSE THAT NEEDS NO PAINT

Over the insulation goes a covering of porcelain enameled metal. Porcelain enamel is one of the most enduring of materials, and may be secured in any color you desire. It does not fade, so a house finished in porcelain enamel will never require painting.

The porcelain enamel exterior is optional. Other exterior sidings may be applied, such as brick veneer, stucco, or even wood.

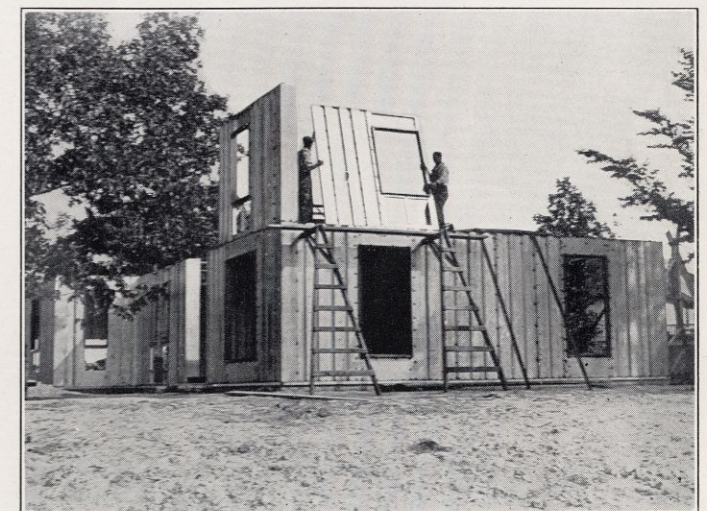
ANY WALL FINISH MAY BE SELECTED

Plaster-board is used on the interior side of the wall. The rooms can be plastered, papered, or finished with linoleum. Here again, the owner's desires may be fully expressed, for any conventional wall finish or covering may be applied.

Is it strong? Some one asked that question and in answer a team of stocky Percherons was driven on the floor. However, the floor could safely have carried the weight of twelve additional teams.

The ceilings are of acoustical tile cemented to the steel, which acts as a sound deadener, and is used wherever there is any possibility of sound reverberations.

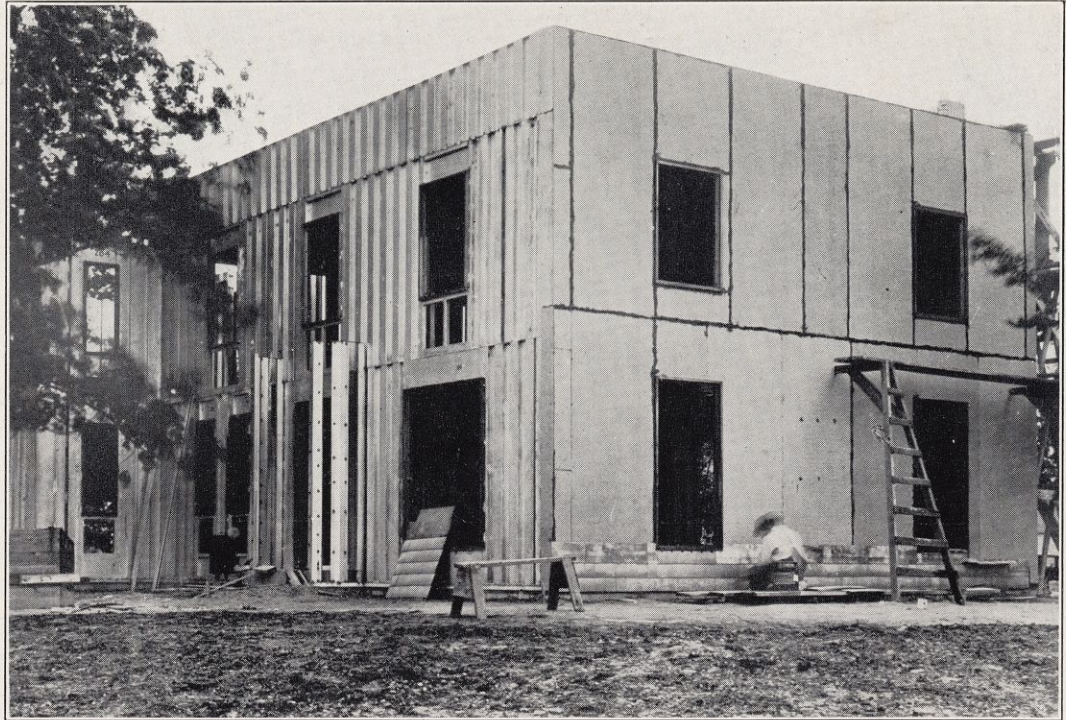
The finished floors can be of any specified material, such as wood, linoleum, rubber, or cork. They are fastened to the steel sub-floor with a special adhesive cement which deadens sound and firmly and permanently holds the flooring in place.



With surprising speed the large factory-built wall sections are set in place and welded. The union of the floors and walls makes a structure of great strength and rigidity.

THE ROOF IS UTILIZED

The flat roof of the frameless steel house is utilized as a porch and playground. Well flashed to prevent leakage, it is entirely floored with slate or other suitable material. An attractive solarium graces one wing of the roof. This unusual feature provides a sun-room at small additional cost.



NO ARCHITECTURAL LIMITATIONS

Flexibility is one of the greatest assets of this new method of home construction. In planning a frameless steel house the architect can work unhampered by fixed dimensions, and can retain architectural balance. The window and door openings can be located where they should go for convenience and appearance. The flat roof is desirable from the standpoint of economy and utility, but a gable roof may be used, though the cost of the house would be increased by the same proportionate amount as it would be for any other type of construction.

NOW YOU CAN HAVE A FRAMELESS STEEL HOUSE

The license and patents of the frameless steel house construction are controlled by Insulated Steel, Incorporated, 308 Euclid Avenue,

The metal "chassis" is receiving its overcoat of insulation and the exterior finish of porcelain enameled metal. On the left the steel walls are still visible.

Cleveland, Ohio. Almost any type of architecture may be reproduced with frameless steel construction. Insulated Steel, Inc., will work with architects and builders and undertake to furnish the all metal "chassis" of homes, small apartment buildings, or of complete housing developments in accordance with the architect's plans and specifications. If desired, this company will submit an estimate on the completely finished home.

You can have a comfortable, enduring frameless steel house which is fire-resistant, sound and vermin proof, cool in the summer, easily heated in winter, and lightning proof, at surprisingly low cost.

Regular production for all types of buildings will be under way some time during 1933.

INSULATED STEEL, INCORPORATED

MILLS G. CLARK, President

308 EUCLID AVENUE

- CLEVELAND, OHIO