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

YOU NAiled OTHER MATERIALS RIGHT TO THE STEEL FRAME!

GREAT! NO MORE CRACKED WALLS AND CEILINGS!

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

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

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, valuable 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 in many instances is offset by the increased value of the home, the freedom from repair, and the extra margin of safety which only Stran-Steel makes possible.
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

STRAN-STEEL CORPORATION
6100 McGraw Avenue, Detroit, Mich.

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

☐ Planning to build ☐ Builder
☐ Lot Owner ☐ Dealer
☐ Architect ☐

Name _______________________________________

Street No. ___________________________________

City or Town ___________________________________

County ___________ State ___________

PRINTED IN U.S.A.