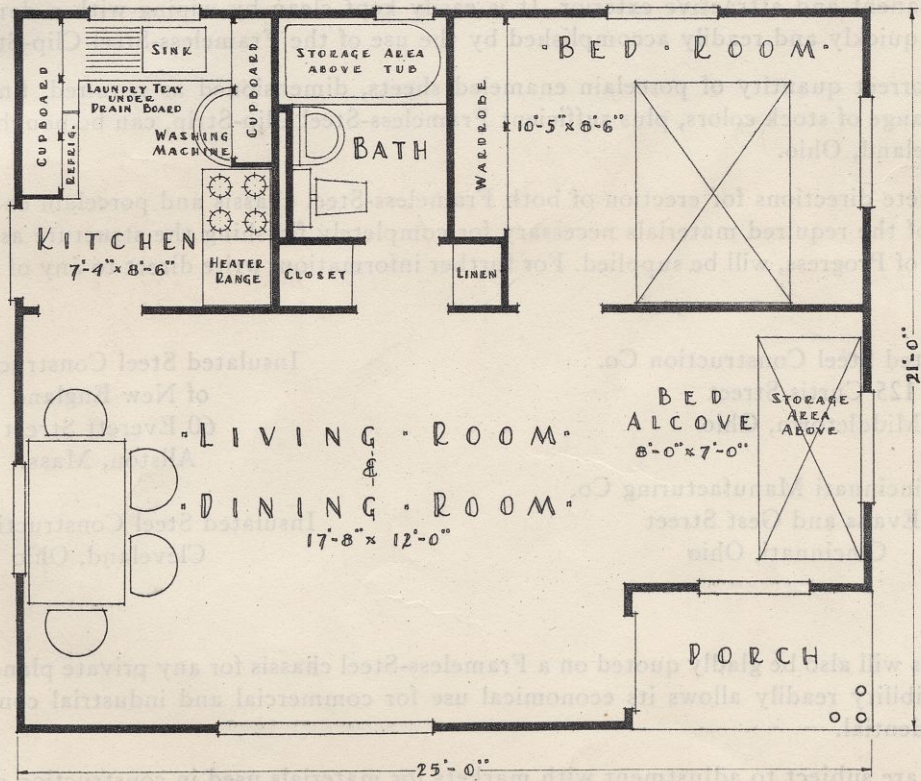


· TYPICAL · PLAN · E ·
 "CENTURY OF PROGRESS" · GUEST HOUSE ·
 "FRAMELESS STEEL CONSTRUCTION"
 · INSULATED STEEL CONSTRUCTION COMPANY ·
 · MIDDLETOWN, OHIO ·



· FLOOR PLAN ·
 0 5 10 15
 · SCALE IN FEET ·

A MODERN FRAMELESS-STEEL COTTAGE

A new feature at the Home Planning Section of the 1934 World's Fair in Chicago in the introduction of a modern "Guest House," which snuggles close by the parent home. This innovation is a part of the Armco-Ferro FRAMELESS-STEEL House display. This complete, modern cottage with a Frameless-Steel chassis and a porcelain enameled exterior, is a duplicate of a small house built at Norris, Tennessee for the Government's T.V.A. (Tennessee Valley Authority) enterprise.

It is a thoroughly modern, firesafe, maintenance-free dwelling, insulated and sound deadened to give maximum comfort and privacy. It contains a large living room with alcove, bedroom, kitchen and bath and suggests an economical and happy way to take care of family overflow, whether temporary or permanent.

FRAMELESS-STEEL CHASSIS

Frameless-Steel differs from ordinary building. Instead of the usual joists, studs, rafters and sheathing, it provides in steel, a combination of them all, in the shape of large sections of semi-finished floors and walls. Ordinary tools and workmen are all that are required. Familiar finishing materials can be quickly applied to both exterior and interior in the usual way by nailing and screwing directly to the steel chassis.

The steel chassis of this modern Frameless-Steel cottage, knocked down, ready for erection can be bought for \$490.00 f.o.b. shop.

Porcelain enamel used on the outside of the Frameless-Steel construction, is a thoroughly practical, permanent and attractive exterior. It is easily kept clean by wiping with a damp cloth and erection is quickly and readily accomplished by the use of the Frameless-Steel Clip-Strip.

The correct quantity of porcelain enameled sheets, dimensioned as required, finished in any of a wide range of stock colors, plus sufficient Frameless-Steel Clip-Strip, can be bought for \$238.00 f.o.b. Cleveland, Ohio.

Complete directions for erection of both Frameless-Steel chassis and porcelain enamel exterior and a list of the required materials necessary for completely finishing the structure as exhibited at A Century of Progress, will be supplied. For further information, write direct to any of the following agencies:

Insulated Steel Construction Co.
125 Curtis Street
Middletown, Ohio

Insulated Steel Construction Co.
of New England
60 Everett Street
Allston, Mass.

The Cincinnati Manufacturing Co.
Evans and Gest Street
Cincinnati, Ohio

Insulated Steel Construction Co.
Cleveland, Ohio

Note:

Figures will also be gladly quoted on a Frameless-Steel chassis for any private plans. Frameless-Steel's flexibility readily allows its economical use for commercial and industrial construction, as well as residential.

Prices are subject to adjustment with markets for materials used in construction of Frameless-Steel houses.