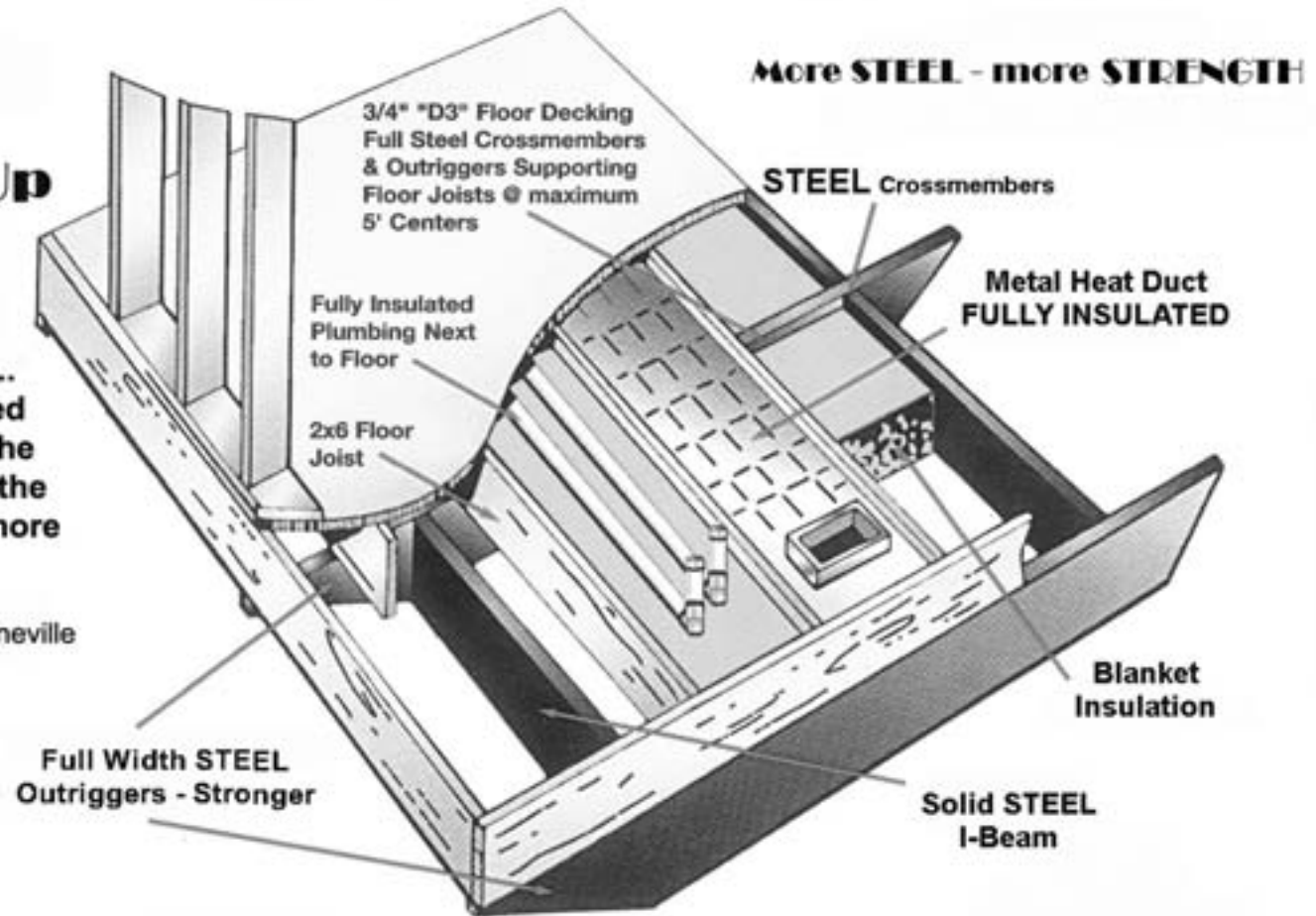


THE LONGITUDINAL FLOOR SYSTEM

**We Start
from the Frame Up**

"The LONGITUDINAL floor... offers significantly improved thermal performance - for the same nominal R-VALUE of the floor insulation - over the more common transverse floor"

(Excerpt from special report - Bonneville Power Administration)



BENEFITS:

--MORE STEEL - MORE STRENGTH means
MORE SUPPORT for your home.

--We BUILD IN - do not HANG ON heating
and water systems.

--Lifetime STRENGTH with Heavy-Duty
STEEL I-Beam Construction.

--QUALITY starts from the FRAME UP.