

A Modern House
Decorated in the Contemporary Manner
by Good Housekeeping Studio
Exhibited at A Century of Progress
Chicago, Illinois



Good Housekeeping—Stran-Steel House, constructed by Stran-Steel Corp.

Price 25 Cents

Good Housekeeping Studio
of
Architecture and Furnishings

Helen Koues, Director

GOOD HOUSEKEEPING, 57th Street at 8th Avenue, New York, N. Y.

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Simplicity and Good Taste in Livable Modern Interiors

Just as the design of this modern house of steel blends the spirit of today with the traditional, which we all love, so the interior decorations, completely planned and carried out by Good Housekeeping Studio, are a blend of traditional and modern. We call it contemporary decorating, which as distinguished from the modern we knew a few years back, has a livable quality that we expect of every house today.

Here is not merely an exhibition house, but rather one planned as a home for an American family with due consideration for the comforts of daily life and for real beauty. All furnishings and decorations were obtained from leading manufacturers of the country. To duplicate these furnishings would cost approximately \$5,000. The Studio will gladly supply further information or advice on contemporary decorating.

The furnishings in the house can be ordered through local retail dealers in any section of the country. Dealers order from manufacturers, whose names are given with each room, and whose addresses will be found on page 16.



A view of the small dining room which adjoins the living room and is really a part of it, though cut off from it. An oval design in white laid in the black marbled linoleum floor marks off the dining space. The general decorative scheme of this room is the same as that of the living room. The broad windows admit all the light and air that could be wished for

Decorating in the Contemporary Manner

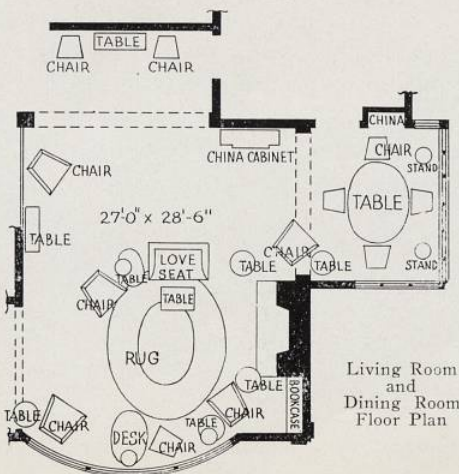
By HELEN KOUES, Director

AS is true today of all smart rooms in good taste this living room and dining room are decorated in a rather simple, direct manner—not in an elaborate or cluttered way. It is the kind of room you would enjoy coming into day after day. In other words the kind of room you would actually want to live in. The colors used are clear and fresh. There is a feeling of spaciousness, with plenty of air and light coming through the large windows, an achievement much to be desired in any small house, and one to the credit of the Moderns.

For style and character the background depends upon the freshness of white walls, a fine black marble mantel trimmed in bronze and with a gold mirror over it, a black marbled floor with white inlays, handsome lighting fixtures of crystal and mirror, Venetian blinds and a blue ceiling. As for the furniture there is nothing extreme or exaggerated about it. Its lines draw their inspiration from the Empire period of a century ago, but they are modified and blended with today's feeling for simplicity and our modern use of fabrics to make something entirely new—contemporary furniture. To put it in another way, it is not the "moderne" of

COLOR SCHEME

Walls—white.
Ceiling—painted three shades of blue.
Floor—black marbled linoleum.
Rug—toast and sand colors.
Curtains—yellow linen.
Upholstery—blue, yellow, white.
Accessories—blue, white.
Furniture—walnut brown.



1924 nor the Empire of 1815, but something which has evolved from them and has some of the good qualities of both. Rosewood, finished in a light walnut tone, and well polished, is the wood used, and trimmings, where they are used, are of polished bronze. Furniture of this kind will fit into many a place and find itself at home, as it is finely proportioned, well-designed, and has that indescribable quality—distinction.

Now to tell you in more detail about this living room and dining room. Beginning with the floor, which is the foundation of any room, it is of marbled black linoleum, with a double border of cream-white, carefully laid out to suit the space and spirit of the room. Under the living group of furniture centered about the fireplace is a large oval rug in two smart new shades—the center of toast color and the outside Lido sand, the deeper shade being in the center. In the dining alcove an oval design inlaid of white linoleum in the black marbled floor marks off the dining space.

Contrasting with this black floor, the walls are white and the ceiling blue, with two planes near the wall, painted three grading shades of blue. Yellow linen curtains are formal in treatment, but at the



same time simply tailored in the spirit of contemporary decorating. In the fireplace group of furniture there is a modern two-seated sofa covered in a deep marine blue homespun edged with yellow moss fringe; a wood frame chair reminiscent of Empire days, covered in striped blue and yellow satin; a comfortable overstuffed chair of modern lines and covered in yellow linen having a floral design in blue, and smart occasional tables to hold lamps and needed accessories. The large sunny bay window is an excellent spot for the handsome oval desk with its fine design, beautiful wood and simple polished bronze trimmings. Before it is a comfortable, leather-covered desk chair and at the other side another comfortable chair matching that at the fireplace.

Not the least important in adding sophistication to the room is the use of white Venetian blinds with straps of yellow to match the curtains.

The room may be a combination living-dining room, or by using a pair of six-foot shutter screens, painted white to match the walls, the small dining room can be completely cut off. The room is so arranged, however, that the living section is as complete in itself as is the little dining room.

The Small Dining Room

The general decorative treatment of the dining alcove is the same as that of the living room. The interior of the built-in china shelves is painted blue to match the ceiling and makes a nice background for the clear crystal on the shelves.

The furniture, in the simplified

A large sunny bay window is an ideal spot for a desk and a comfortable chair. Here the oval desk is in key with the semi-circular effect of the windows. The group is curtained as a single unit adding to the spacious effect of the room





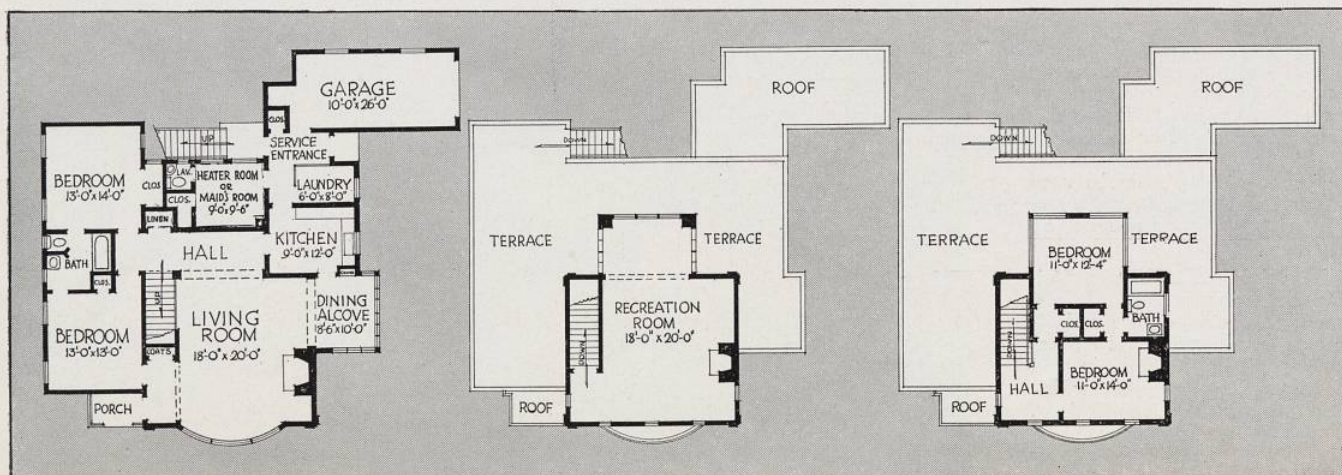
Empire manner, consists of an oval table, four chairs with seats covered in diagonal corduroy, a china cabinet of wood and gold mirror, and two pedestals holding beautiful urns that in turn hold indirect lights.

In both rooms white predominates in the accessories and what a smart accent it makes. A touch of blue, silver and clear crystal here and there do their part to add the final touch of livableness and charm. The lighting fixtures of gold mirror in a modernized lyre form and with crystal sprays of glass coming up from them are extremely effective at either side of the gold mirror over the mantel.

BUILDING INFORMATION
FOR INFORMATION ON CONSTRUCTION
GOOD HOUSEKEEPING—
STRAN-STEEL HOUSE
WRITE FOR BOOKLET,
"STRAN-STEEL HOUSE," 25c
OR ADDRESS STRAN-STEEL CORP.,
6100 MCGRAW AVE., DETROIT, MICH.
FOR BLUEPRINTS & SPECIFICATIONS
WRITE ARCHITECTS
WIRT C. ROWLAND AND
H. AUGUSTUS O'DELL
90 STIMPSON PLACE, DETROIT, MICH.
House is not sold as unit or pre-fabricated, but may be built from architects' plans by any builder. Approximate cost according to locality \$7,000 to \$9,000

Again in the architectural treatment of the room there is nothing that could not be afforded in an inexpensive house. The lines are clean and simple and without the usual moldings. A flat strip replaces a cornice at the ceiling line. Two flat strips are applied to the ceiling, each strip six inches deep. The first is painted blue in tone with the clear blue used in the bookcase and china cabinet, the second is a tone lighter, and the ceiling is the lightest of all.

In planning the house as a whole, careful thought was given to the comfort of a family. There is this ample-sized living room shown here, and the small dining





The black marble mantel trimmed with bronze and with a simple gold mirror over it lends dignity and character to the background, as well as serving the practical purpose of affording an axis for the important group of furniture about it

This living room and dining room shown here, like all the rooms of the house, were built and furnished in a cooperative way, everything selected by Good Housekeeping Studio from the products of leading manufacturers. Walls and ceiling are covered with Sheetrock from the U. S. Gypsum Co. They are in turn covered with Sanitas canvas, from the Standard Textile Products Co., the canvas having been painted, after it was hung, with "Wallhide" from the Pittsburgh Plate Glass Co. The photo-mural in the hall is from Leize Rose, who also furnished the murals for the recreation room. Floors are covered with black marbled linoleum with inlaid design and border in white, from the Armstrong Cork Co. The fine black marble mantel and the fireplace fittings are from Todhunter, Inc.; the mirror over the mantel is from The Nurre Companies, Inc. Lighting fixtures were made for the room by the Cassidy Co. Completing the background are the Venetian blinds made to the measure of the windows by Columbia Mills. The two-toned oval "Seamloc" rug is from the L. C. Chase Co., and under it is an "Ozite" cushion from the Clinton Carpet Co. Each piece of furniture was made for the room by the Baker Furniture Factories. The striped satin and figured linen upholstery materials, also the sateen curtain lining, were supplied by Marshall Field & Co., Wholesale, while the yellow curtain linen, the homespun and fringe on the sofa, and the corduroy on the dining chairs came from F. Schumacher & Co. Curtain rods from the Kirsch Co. All lamps and shades from Paul Hanson Co. Modern china animals on mantel and desk, indirect lighting urns, small vase and ash trays, from Charles Hall, Inc. Glass and pewter modern ornaments on tables, Pitt Petri, Importer, Inc. Modern picture, John Becker. Glass vases, W. E. Lindemann, A. H. Heisey & Co., Fostoria Glass Co. Flowers, California Artificial Flower Co. Desk Set, Charles R. Yandell & Co. Books, from Doubleday, Doran & Co., Inc.

alcove at one end of it which opens directly off the kitchen and is, therefore, convenient for a busy woman. There are two master bedrooms on the first floor with a bathroom between them. The laundry is back of the kitchen, and the heater room is directly across from the kitchen. On the second floor is the splendid large recreation room shown on pages 8 and 9.

There is no basement in the house. As it is built there is a small heater room for the oil burning furnace across the hall from the laundry. However, the same space could be excavated for a heater room and the first floor space then could be used for a maid's room, lavatory and clothes closet, as indicated on the floor plan.

There is an alternate plan for the second floor. If the family needs required, two bedrooms, a bathroom and clothes closets might be built instead of the recreation room which now occupies the second floor. This arrangement of rooms is also shown on the floor plan at the bottom of page 5.





As shown on the plan on page 5, the small hall illustrated above is at the back of the living room, and leads to the other first floor rooms, while a stairway rising from it leads to the second floor. This hall is really a part of the living room and, therefore, the decorative treatment of it is the same as that of the living room. Photo-mural showing scene of New York in black and white, from Leize Rose. The furniture is in the Empire Feeling and was made by the Baker Furniture Factories. Chair seats yellow



The service china for the house is carefully arranged in the shelves of the closets in the kitchen. Above we show one of the closets with doors open. Very fine white bone china on the top shelf is from Lenox, Inc., and the china with bandings on the lower shelf is from Onandago Pottery Co.

To the left, the built-in china closet in the dining alcove. Its shelves are painted white like the room but its walls are blue matching one of the shades in the ceiling. This blue makes a smart accent and a good background for the glassware. Glass from Fostoria Glass Co. and A. H. Heisey Co.

COLOR SCHEME

Walls—three grading shades of yellow with photo-mural inset panels.

Floor—marine blue linoleum with yellow inlaid border and designs.

Ceiling—yellow.

Venetian Blinds—white with yellow straps.

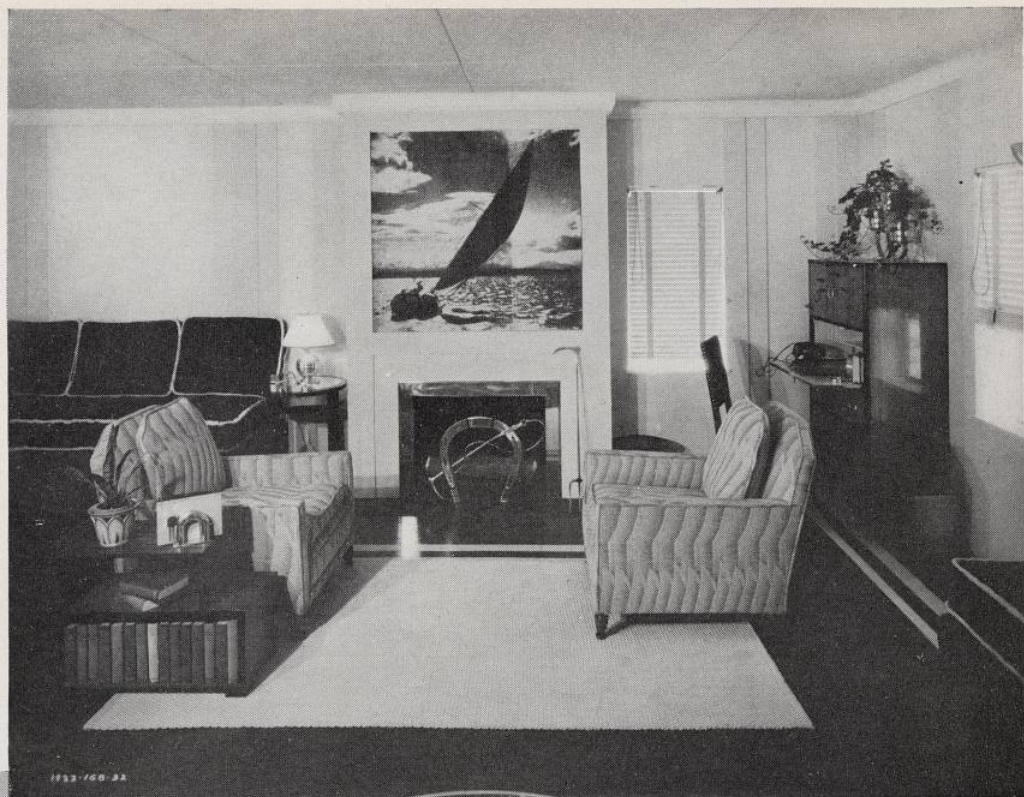
Lighting Fixtures—chromium.

Rug—white.

Furniture—walnut.

Upholstery—yellow, blue, gray and figured chintz.

Accessories—chromium, white, bronze, yellow.

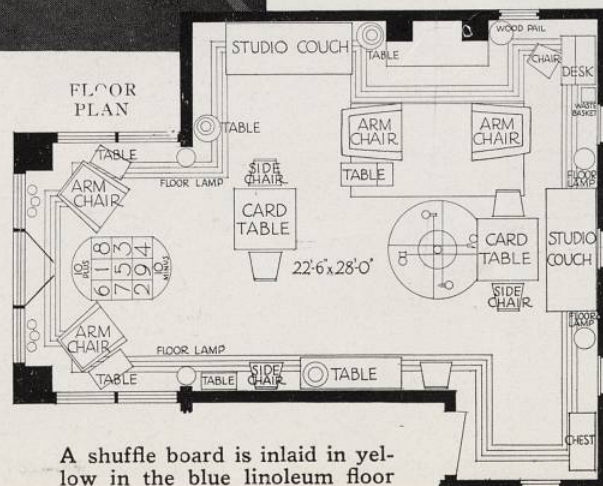


The wall treatment is very interesting and effective. Celotex is arranged in overlapping vertical planes, these being painted in three grading shades of yellow. Sport scenes in the new process photo-murals are set in panels and give a note of sophistication to the room. The floor is covered with a marine blue inlaid linoleum having a stripped-in border, shuffle board and decorative designs in yellow. A white woven rug under the fireplace group of furniture makes a smart accent on the blue floor.

Furnishings and decorations are in the contemporary feeling, and simplicity and good taste are the predominating notes. Two overstuffed, comfortable chairs, the studio couches and the two wood frame

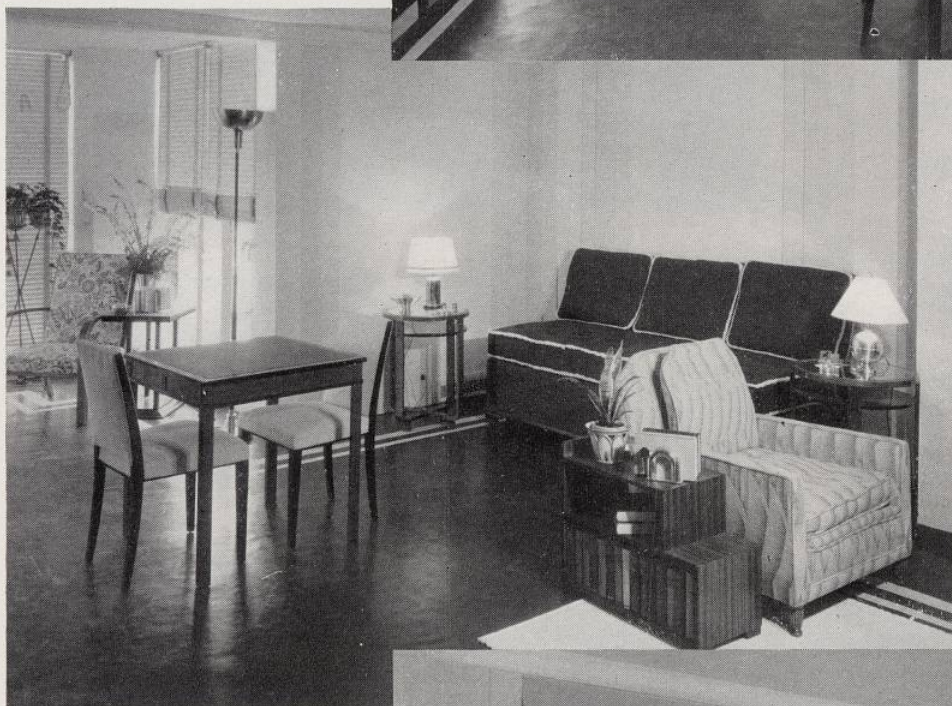
A Modern Recreation Room

This important room, decorated as a recreation room, occupies the entire second floor and is one of the features of the house. It is a spacious room, measuring twenty-eight feet in length by twenty-two feet six inches in width, and it was carefully planned for comfort and relaxation, for games and recreation. As is indicated on the alternate floor plans at the bottom of page 5, this same space could be used for two bedrooms and a bathroom should this arrangement of rooms suit the needs of the owner's family better. However, as the room is decorated now, there are two comfortable studio couches which could on necessity be used for sleeping purposes and there is a commodious chest of drawers that could be used for clothes.



A shuffle board is inlaid in yellow in the blue linoleum floor

The background of this recreation room was carried out with the cooperation of the following manufacturers: Walls are of Celotex arranged in vertical planes, from the Celotex Co., and they are painted in three shades of yellow, using "Wallhide" from the Pittsburgh Plate Glass Co. Ceiling fixture and indirect light standards from Cassidy Co. Photomural panels set on walls, from Leize Rose. Mantel and fireplace fittings, Todhunter, Inc. Covering the entire floor is an inlaid linoleum, the body of plain marine blue and the stripped-in border and designs in yellow, from Congoleum-Nairn, Inc. White Venetian blinds from Columbia Mills



Cooperating with Good Housekeeping in furnishing this recreation room: White woven rug from T. J. Breslin & Sons Co. The studio couches are from the Simmons Co. Overstuffed chairs and wood frame arm chairs are from the Mueller Furniture Co. Side chairs from Grand Rapids Chair Co., and the tables are from The Mersman Brothers Furniture Co. and Imperial Furniture Co. "New Deal" card table from the Bentley Furniture Co. Wood frame chairs covered with chintz from F. Schumacher & Co. All other fabrics used from Marshall Field & Co., Wholesale. Radio from Philco Radio & Television Corp. Accessories, Paul Hanson Co., Pitt Petri, Importer, Inc., Mitteldorfer Straus, Chase Brass & Copper Co.

arm chairs provide for lounging and rest, while card tables and chairs provide for games, and a desk in good light in one corner of the room, allows for serious thoughts and work. Chair frames, chest, desk and tables are made of walnut finished in a medium dark brown. The two large overstuffed chairs are upholstered in a blue and gray modern fabric and the couches are covered with a dark blue homespun material edged at the seams with a yellow wool fringe. Two of the straight chairs are covered in this same homespun, the others in a yellow cotton rep. The arm chairs at the end of the room have backs and seats covered in a natural colored chintz with blue and a touch of red in the design.

Accessories in this room are in the modern feeling. Light is supplied by ceiling lights and four tall indirect light standards.



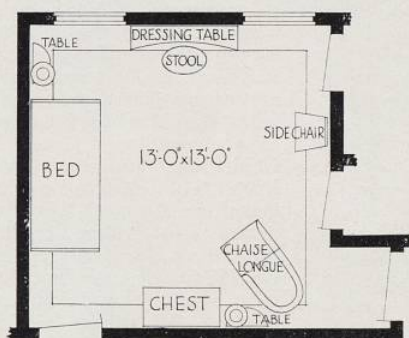
A Smart Bedroom Reminiscent of Empire Period

Here is a small room, in good taste, simply appointed, with a formal air, that should satisfy the most discerning critic of contemporary decorating. The furniture was made specially for the room, the lines and hardware of the pieces following those of the Empire period, simplified. The wood is dark walnut and the simple polished bronze trimmings make a smart accent against its rich brown tone.

The color scheme of the room is worked up from a smart striped wall paper alternating three shades of gray with a stripe of American Beauty rose. The rose-red of the paper is repeated in the draped valances, side curtains, and bedspread of American Beauty rose taffeta. Long curtains of white organdie with fluted ruffles reach to the floor, and look very crisp and smart. The straight chair and dressing table bench are covered in a blue damask with a silver star design, and a chaise longue has a chintz cover of ivory and blue. There is a hardwood floor and over it a rug of gray having a striped-in border of rose-red. White is used to good effect for most of the accessories. Indirect lighting is arranged under the cornice that reaches across the windows and the space between.

As in all the other rooms there are Venetian blinds at the windows. Here they are white with straps dyed to match the rose-red of the curtains.

It would make a delightful room for a girl, or it could be used as a guest room equally well.



The color scheme of the room is gray, American Beauty rose, with a little blue and ivory. The combination of fresh white organdie curtains, the crisp taffeta of the draperies, and the subtle gray tones of the paper makes a room that would be comfortable to live in at all seasons. The floor plan to the left shows the placement of the furniture in the room, with all the important pieces properly placed for convenience, real comfort and good balance. The door at the top of the plan leads into the bathroom. The second door opens into a clothes closet, and the third door on that wall leads to the hall. Door at the left opens into the front hall.



Walls are of Sheetrock from the U. S. Gypsum Co. covered with wall paper from the Imperial Paper & Color Corp. The trim is painted with "Wallhide" from Pittsburgh Plate Glass Co. Oak parquet floor, E. L. Bruce Co. Gray and rose "Seamloc" rug from the L. C. Chase Co. and under it is an "Ozite" cushion from the Clinton Carpet Co. Indirect lighting cove by Cassidy Co. White Venetian blinds with red straps from Columbia Mills. Furniture made by the Baker Furniture Factories. Mirror from The Nurre Companies, Inc. All fabrics from F. Schumacher & Co. Beautyrest mattress and spring from The Simmons Co. "Kenwood" blankets from F. C. Huyck & Sons Co. Quilted throw, Anne Orr. Curtain rods, the Kirsch Co. Radio, Philco Radio & Television Corp. Silver, The Gorham Co. Accessories: Charles Hall, Inc., W. E. Lindemann, Paul Hanson Co., Mitteldorfer Straus, California Artificial Flower Co.

Cooperating with Good Housekeeping Studio in building the background of this bedroom are the following firms: Walls of Sheetrock from the U. S. Gypsum Co. are covered with green self-striped "Mayflower" wall paper from the Star-Peerless Wallpaper Mills. The trim is painted white, using "Wallhide" from Pittsburgh Plate Glass Co. An oak parquet floor was installed by the E. L. Bruce Co. It was stained a rich brown and waxed. White Venetian blinds with white straps were made to the measure of the windows by the Columbia Mills. Rose glass lighting fixtures were made to match the rose mirror of the dressing table by the Cassidy Company



The furnishings and decorations of this bedroom were assembled with the cooperation of the following manufacturers: Green scatter rugs from the L. C. Chase Company are protected from slipping on the floor by the use of Kork-O-Tan from the Behr-Manning Corporation. All the furniture was newly designed and specially made for the room by the Baker Furniture Factories. The mirror over the dressing table is from The Nurre Companies. The batiste used for the draperies came from Marshall Field & Co., Wholesale, while the moire, and the chintz used on the chaise longue and chair, are from F. Schumacher & Co. Beauty-rest mattresses and springs from The Simmons Co. "Esmond" blankets and "Stevens" spreads from Clarence Whitman & Sons, Inc. Curtain rods from the Kirsch Co. Quilted pillow and throw for the chaise longue, Anne Orr. Dressing table silver came from The Gorham Co. Accessories and lamps from W. E. Lindemann, Paul Hanson Co., Charles Hall, Inc., Fostoria Glass Co., California Artificial Flower Co.

A Bedroom in the Modern Manner

This master bedroom is definitely modern insofar as the furniture is concerned, though there is no exaggeration of lines, color or form. It is a comfortable room, and a room with a great deal of style, but it is not an expensive room, nor is it a room that is too extreme for a house of more conventional or conservative architectural style. The wood pieces of furniture are extremely simple of line, and depend for their effectiveness for the most part on the beauty of the graining and finish of the chestnut brown olive-wood used in them. An interesting piece is the all-mirror dressing table made of rose-colored mirror over wood, the lighting fixtures at either side of the mirror over it matching in color.

The walls of the room are covered with a self-striped green paper, and the trim is painted white. Curtains are of white batiste finished with a green and yellow ball fringe, the same fringe being used on the draped green moire valances over the windows. A chair and chaise longue are covered in a green and yellow figured chintz. The hardwood floor has small scatter green rugs over it.

The shades of green in the color scheme are graded so they give a smart effect. The green moire is darker than the green of the paper, and the green of the rugs is darker than the shade of the moire.

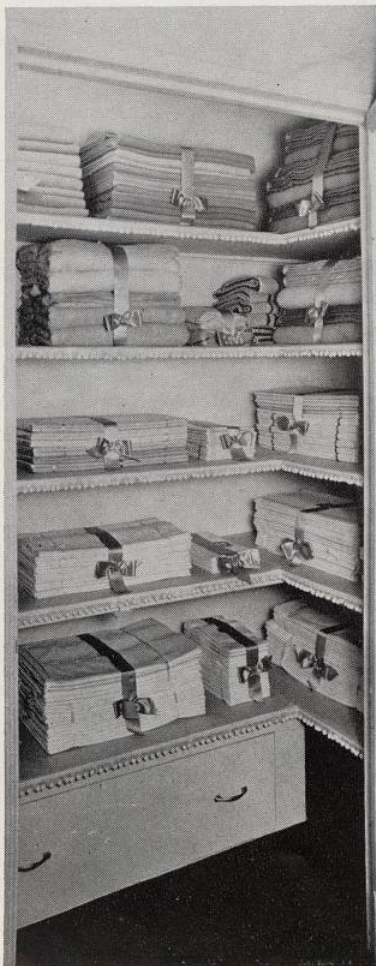


The Bathroom and Closets

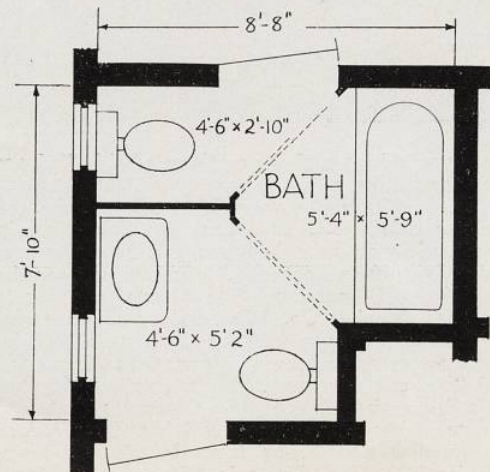
Between the two bedrooms is a bathroom—with a new idea. Here the comparatively small space of 7'10" x 8'8" has been turned into three rooms for the greater convenience of the family. By placing two doors, as shown by the dotted lines on the room plan illustrated below three compartments are given complete privacy. One encloses a bath tub, another a toilet, and a third a wash basin and toilet.

Like everything else in the house this room is entirely practical. The walls and floor are of linoleum. A linoleum wall covering in a marbled soft gray-blue effect is used for the walls, above a dado of black and white marbled linoleum, which in turn is joined to the floor by a cove base. There is a black marbled linoleum floor with a band of off-white linoleum stripped in. Fixtures of the newest and most modern type are ivory enamel and consist of a built-in-tub, a pedestal lavatory and two toilets.

Cooperating with the Studio in the well-equipped closets shown below: Shelving for both closets, F. Schumacher & Co. Linen closet: Blankets and Linen: F. C. Huyck & Sons Co., Pepperell Mfg. Co., Wellington Sears Co. Clarence Whitman & Sons Co., Utica & Mohawk Cotton Mills, Pequot Mills. Clothes Closet: "K-Venience" hardware, Knappe & Vogt Mfg. Co.; Fittings, Hammacher, Schlemmer & Co.; "Eveready Wallite," Union Carbide Co.; Toilet articles, Elizabeth Arden; Sewing Machine, Singer Sewing Machine Co.; Cotton in workbasket, The Spool Cotton Co.; Shelves, Hoegger, Inc.



Cooperating in building the bathroom illustrated on this page are the following: The walls are of Sheetrock from the U. S. Gypsum Co. Walls are covered with "Sealex" wall covering and floors with "Sealex" inlaid linoleum, from Congoleum-Nairn, Inc. The ivory enamel fixtures are from the Crane Co. Trim painted ivory to match fixtures, using "Wallhide" from Pittsburgh Plate Glass Co. Lighting fixtures made for the room by the Cassidy Co. White Venetian blinds with white straps and yellow organdie tieback curtains from Columbia Mills. Curtain rods from the Kirsch Co. Wall cabinet with sidelights from Capital City Electric Co. Chromium fittings and glass shelves from Hoegger, Inc. "Martex" towels from Wellington Sears Co. "Old Bleach" towels from Clarence Whitman & Sons, Inc. The dotted lines indicated on the floor plan below show where doors would be installed between the three compartments



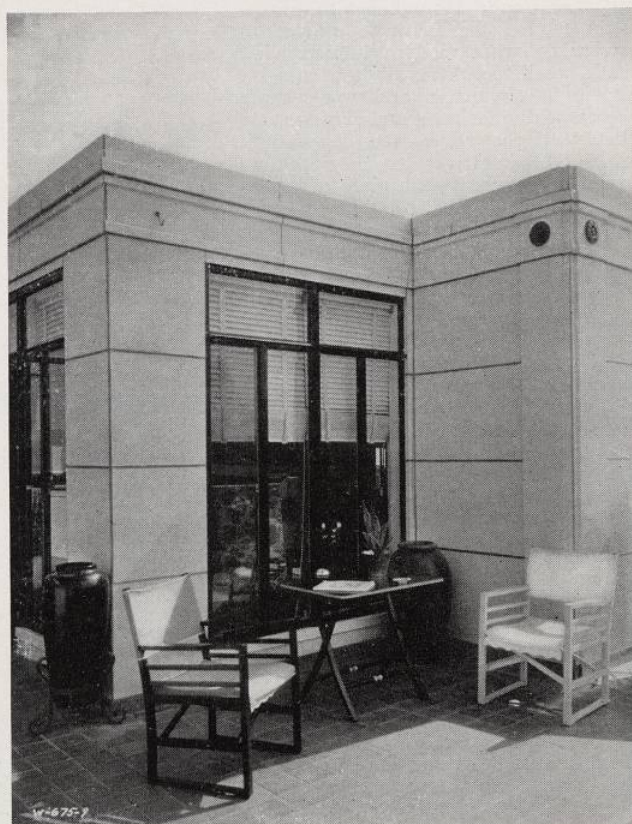


A red tile floor and the creamy enamel of the house are the background for this roof-garden-terrace. Against this the furniture in white, yellows, and black makes a smart gay color effect. In these pictures important groupings of furniture are illustrated—the main sitting group in the top picture, a secluded group for two in the second view, and at the bottom a table and chairs for informal dining or for card playing

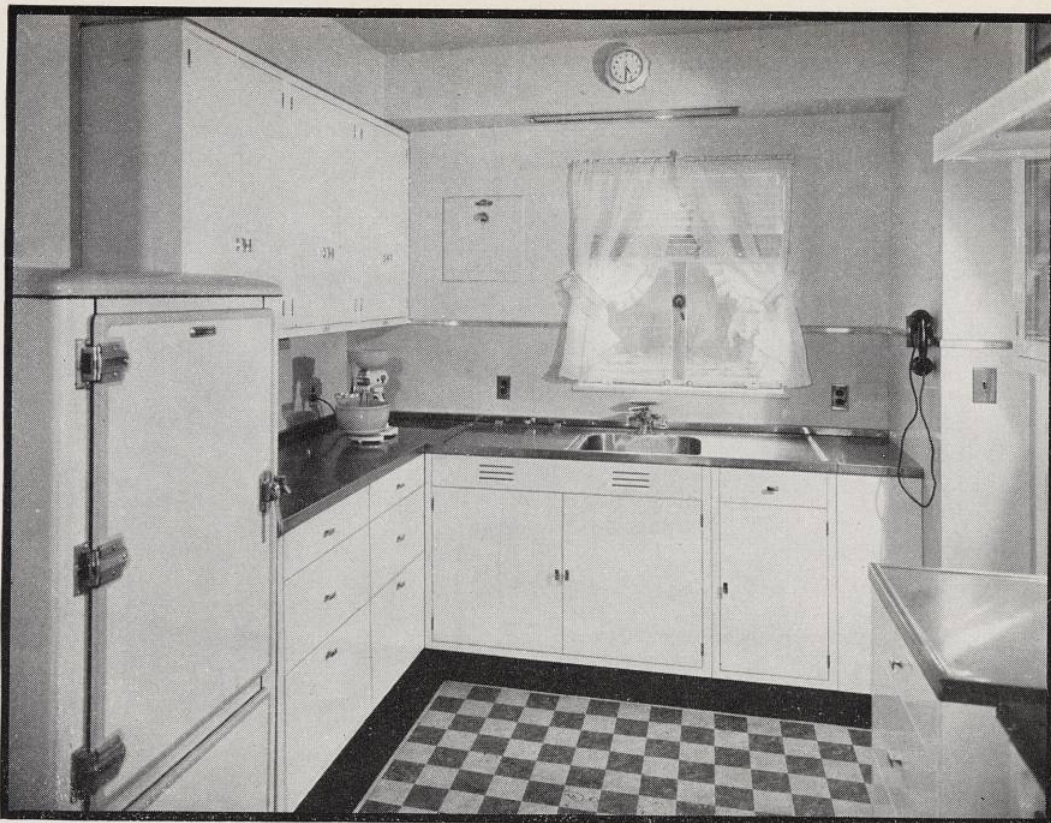
A Colorful, Comfortable Roof-Garden-Terrace

A roof garden—that modern attraction of the very modern pent house apartment—was provided for on the roof of this modern house. Of course, many old houses have had second story porches, but the spacious new roof garden and terrace for the small private house is a new idea worth reckoning with. Breezes would sweep across it in the cool of the summer evening, and it would be a charming place in the open for warm spring and autumn days. It can be gay and colorful, too, a delightful place to sit and sun oneself, a place for summer dining out-of-doors, or just a quiet place to rest. We used tubular metal furniture and folding wood chairs. The colors used are white, yellow and black, and the whole effect is one of smartness, coolness, and comfort, which we all expect today.

This roof terrace is easily reached. You step out of the double French doors at one end of the recreation room to it.



The red tile floor on this terrace-garden was laid by the Ludowici-Celadon Co. Plant holder lighting fixtures from Todhunter, Inc. Cement flower boxes, tree jars and pots, from Galloway Terra-Cotta Co. Two woven rugs are from T. J. Breslin & Sons Co. and the same firm supplied the two tubular framed chairs shown in the upper picture. Lawn lounge and rocking chair with duck seats shown in top picture, two chairs with duck seats, and a green duck seated settee not shown here are from the H. C. White Co. Chromium and metal furniture from The Lloyd Mfg. Co. and Florentine Craftsmen. Cock garden faucet from Pitt Petri, Importer, Inc.



In planning the kitchen and laundry of the Good Housekeeping—Stran-Steel House, the Institute utilized to advantage what modern industry has made available. The kitchen cabinets providing cupboards and work space are carefully designed and arranged, so that with the range, the dishwasher, sink, and the refrigerator, they form an ensemble in which each piece of equipment has a definite relation to every other. The working surfaces, that is, the table space, the sink, and the surface at the range, are all the same comfortable working height, forming one continuous level of work space in the room.

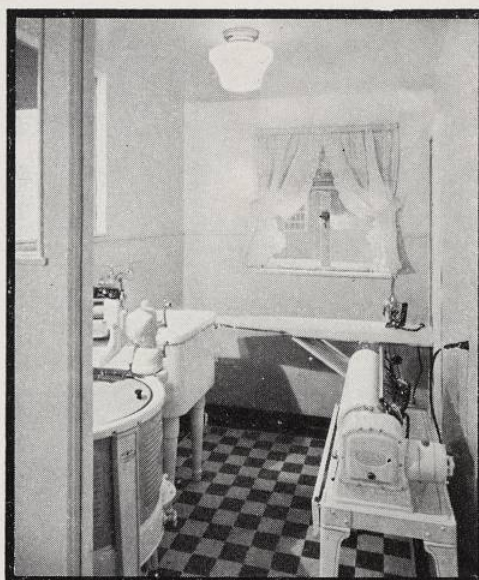
A glance at the floor plan will show how this kitchen ensemble provides step-saving and convenient working conditions. Food delivered through the rear entrance is stored in the refrigerator and in the cupboards of the adjacent cabinet. The work table, four feet in length, with the refrigerator and the cupboards, forms a generous but compact food-preparation and food-storage unit. It is just a step to the sink and dishwasher, and also to the range; and just beside the range is a table for setting foods hot from the range and foods ready to serve. This keeps the work table clear for work at any time. Above and below this table is cupboard space for china, glass, linen, and other supplies. Just beside the door to the dining alcove is table space for setting the soiled dishes, ready to be put into the dishwasher.

The cabinets have flush fronts, without protruding moldings. All details are carefully refined, making the cabinets good-looking and exceptionally easy to care for. The doors and drawers are easy to operate, and toe-room is provided below so that one can stand close to the cabinets without discomfort or without marring the cabinet front.

The table tops of Monel metal have a silvery sheen that is easy to keep bright. The wall finishes in both kit-

The Kitchen and Laundry

Planned by
Good Housekeeping Institute
KATHERINE FISHER, Director



The laundry is conveniently located next to the kitchen. It is compact but complete with electric washing machine, ironer, heat-controlled smoothing iron, and laundry tray of new design

chen and laundry are particularly suited to these work rooms, being resistant to moisture and simple to care for, as is also the linoleum on both floors.

Being a modern kitchen, of course it has an electric dishwasher as an integral unit with the sink and permanently plumbed in for maximum convenience. The electric automatic refrigerator and the gas range with oven heat control not only provide for proper food preservation but also for uniform success in cooking the food.

The hood with the built-in fan over the range and the ventilating fan in the wall beside the window help to keep the kitchen comfortable and free from cooking odors.

Good general lighting is provided from the central ceiling fixture, while a built-in soffit light over the sink and dishwasher lights up the work done there. The work table and the serving table beside the range are also well lighted by fixtures placed below the upper cabinets, and there is a light in the range hood.

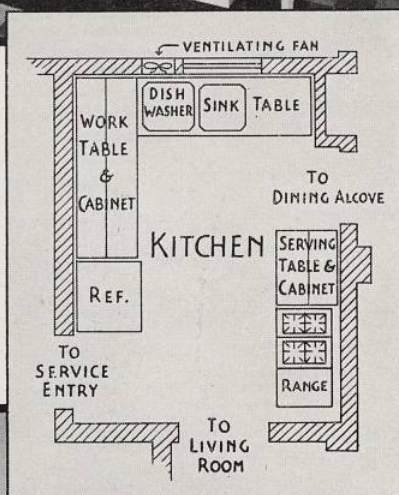
Electricity has made possible what we consider such necessary helpers as the electric food mixer and the automatic toaster, and it has also assured accurate time. The kitchen is not only convenient, it is a pleasant place to work. The bright blue of the linoleum, the gay curtains, and the ivory tones in the wall make a cheerful background.

From the kitchen it is just a step to the laundry, compact but complete, with electric washing machine and ironer and a heat-controlled smoothing iron. The laundry tray, of a comfortable working height, is of a new design, the most noticeable feature of which is the absence of the sloping front.

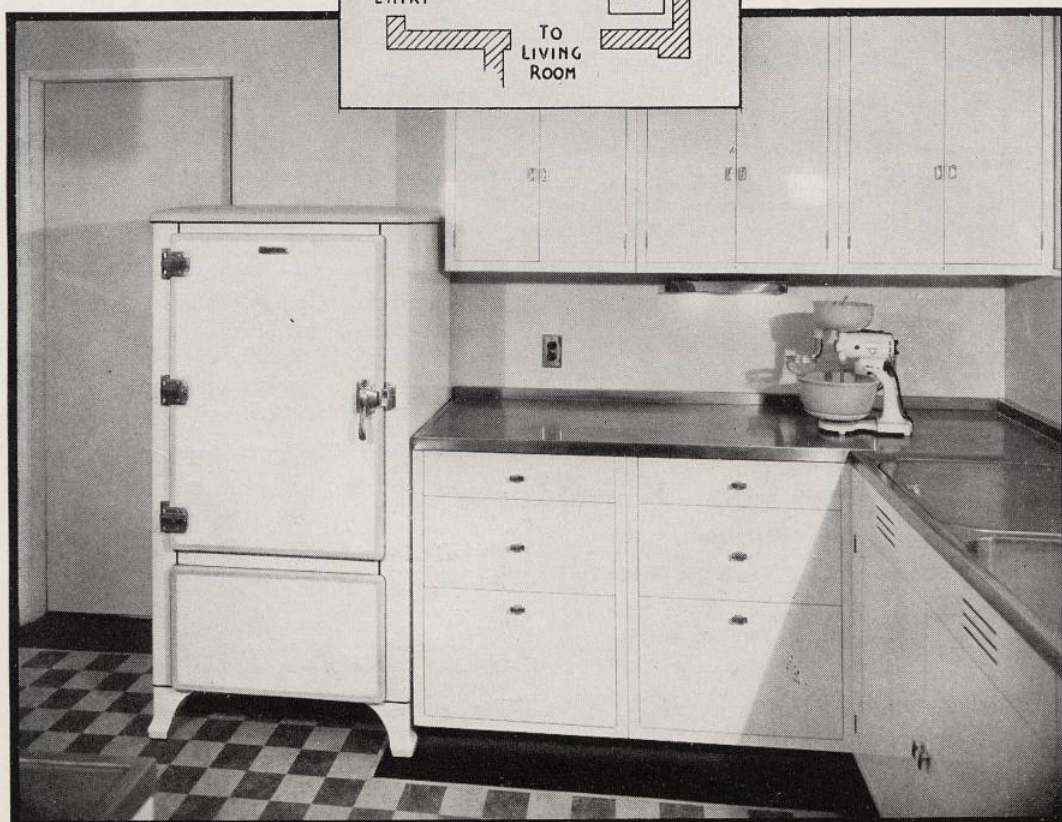
The kitchen and laundry equipment was selected by the Stran-Steel Corporation from the Good Housekeeping Institute list of "Household Equipment Tested and Approved." This list will be sent free on request



These three views of the kitchen and the floor plan show clearly the arrangement of the equipment. On the opposite page we look into the kitchen from the door leading into the living room, and face the dishwasher and sink below the window. To the left of the window is the built-in ventilator, and above the window is the concealed soffit light. There is space beside the sink for setting the soiled dishes



The serving table beside the range is very convenient for setting foods hot from the range and foods ready to serve. The cupboards above and below provide storage space for china, etc. Below is shown the refrigerator beside the rear entrance; next to it is the work table of generous length. The cupboards and drawers above and below provide storage for staple groceries and for utensils



Cooperating in the Building and Furnishing Of the Good Housekeeping—Stran-Steel House

Cooperating with Stran-Steel Corporation

Celotex Co.—“Celotex,” Outside Sheathing, Recreation Room Walls, Insulation in Flooring—Chicago, Illinois
U. S. Gypsum Co.—“Sheetrock,” Interior Walls, First Floor—Chicago, Illinois
Libbey-Owens-Ford Glass Co.—Window and Interior Glass—Toledo, Ohio
Detroit Steel Products Co.—“Fenestra” Windows, Frames and Screens—Detroit, Michigan
Porcelain Enamel Mfg. Co., Baltimore, Md.; Wolverine Porcelain Enameling Co.—Enamel for Glasiron Macotta—Detroit, Michigan
Maul Macotta Co.—“Glasiron Macotta,” Exterior Surface of House—Detroit, Michigan
Republic Steel Co.—Stainless Steel Base of Macotta—Detroit, Michigan
Great Lakes Steel Co.—Steel for Studding—Ecorse, Michigan
Kelsey-Hayes Wheel Co.—Steel for Framework—Detroit, Michigan
The Barrett Co.—Roofing—New York City
Overhead Door Corp.—Garage Doors—Hartford City, Indiana
Milcor Steel Co.—Metal Trim—Milwaukee, Wisconsin
The Fox Furnace Co. a Division of American Radiator & Standard Sanitary Corp.—Air Conditioning System—Elyria, Ohio
National Brass Co.—Hardware—Grand Rapids, Michigan
James W. Owen Nurseries—Landscaping—Bloomington, Illinois
The Ludowici-Celadon Co.—Roof Tile—Chicago, Illinois
Illinois Bell Telephone Co.—French Telephones: Three Permanent Instruments; One Portable—Chicago, Illinois
General Electric Co.—Wiring Plan—Cleveland, Ohio
Haskelite Manufacturing Corporation—Haskelite Phenaloid Compound Lumber—Fire Resistant, in Garage—Chicago, Illinois

Cooperating with Good Housekeeping Studio

Background

Pittsburgh Plate Glass Co.—“Wallhide,” All Paint—Milwaukee, Wisconsin
Star-Peerless Wall Paper Mills—“Mayflower” Wall paper, Back Bedroom—Chicago, Illinois
Imperial Paper & Color Corp.—Wallpaper, Front Bedroom—Glen Falls, N. Y.
Standard Textile Products Co.—“Sanitas” Wall Covering as Lining in Living Room, Halls, Kitchen and Laundry—New York City
Formica Insulation Co.—“Formica” in Kitchen—Cincinnati, Ohio
Columbia Mills—All Venetian Blinds and Organdie Curtains—New York City
Cassidy Co.—Lighting Fixtures—New York City
The Nurre Companies, Inc.—Mirrors—Bloomington, Ind.
Todhunter, Inc.—Mantel and Fireplace Fittings—New York City

Floors

Armstrong Cork Co.—Linoleum Floors in Living Room, Halls, Kitchen and Laundry; “Linowall” Covering in Laundry—Lancaster, Pennsylvania
Congoleum-Nairn, Inc.—“Sealex” Linoleum and Wall Covering in Bathroom; “Sealex” Floor in Recreation Room—Kearny, N. J.
E. L. Bruce Co.—Wood Flooring, Two Bedrooms—Memphis, Tennessee
L. C. Chase Co.—“Seamloc” Rugs—New York City
Behr-Manning Corporation—“Kork-O-Tan” Rug Holder—Troy, New York

Furniture

Baker Furniture Factories—All Living Room, Dining Room and Bedroom Furniture—Allegan, Michigan
Imperial Furniture Co.—Tables, Side Chairs, Recreation Room—Grand Rapids, Michigan
Mueller Furniture Co.—Overstuffed, Chairs, Recreation Room—Grand Rapids, Michigan
Grand Rapids Chair Co.—Chest, Desk and Chair, Recreation Room—Grand Rapids, Michigan
The Mersman Bros. Corp.—Two small tables, Recreation Room—Celina, Ohio
The Simmons Co.—Bedding, and Studio Couches in Recreation Room—Chicago, Illinois
The Lloyd Mfg. Co.—Terrace Furniture—Menominee, Michigan
T. J. Breslin & Sons Co., Inc.—Terrace Furniture and Rugs—New York City
H. C. White Co.—Terrace Furniture—New York City
Bentley Furniture Co.—“The New Deal” Card Table—Villa Nova, Pennsylvania
Florentine Craftsmen, Inc.—Garden Furniture—New York City
Singer Sewing Machine Co.—Electric Cabinet Sewing Machine—New York City

Fabrics

Marshall Field & Company, Wholesale—Fabrics in Recreation Room—Chicago, Illinois, and New York City
F. Schumacher & Co.—Fabrics in Living Room, Both Bedrooms and Recreation Room—New York City

Closet Accessories

Knap & Vogt Mfg. Co.—“K-Venience” Closet Hardware—Grand Rapids, Michigan
Haskelite Manufacturing Corporation—“Plymetl Moth-Proof Vault”—Chicago, Illinois
Hammacher, Schlemmer & Co., Inc.—Boxes, Hatstands, Hangers—New York City

Linen, Blanks, Bedspreads

Clarence Whitman & Sons, Inc.—“Esmond” Blankets, “Stevens” Spreads and “Old Bleach” Towels—New York City
F. C. Huyck & Sons Co.—“Kenwood” Blankets—Albany, N. Y.
Pepperell Mfg. Co.—“Pepperell Peeress” Bed Linen—Boston, Mass.
Pequot Mills—“Pequot” Bed Linen—Salem, Massachusetts
Utica & Mohawk Cotton Mills, Inc.—“Utica” and “Mohawk” Bed Linen—Utica, N. Y.
Wellington Sears Co.—“Martex” Towels—New York City
Anne Orr—Quilted Pillow and Chaise Longue Throws—Nashville, Tennessee

China, Silver, Glass Accessories

The Gorham Co.—Sterling Silver on Bedroom Dressing Tables, Sterling Table Service—Providence, R. I.
International Silver Co.—Sterling Table Service—Wallingford, Conn.
Oneida Community, Ltd.—“Community Plate” Table Service—Oneida, N. Y.
Lenox, Inc.—China, Trenton, New Jersey
Onondaga Pottery Co.—Table Pottery—Syracuse, N. Y.
A. H. Heisey & Co.—“Heisey” Glassware—Newark, Ohio
Fostoria Glass Co.—“Fostoria” Glassware—Moundsville, West Va.
Chase Brass & Copper Co., Inc.—Accessories in Recreation Room—New York City
Elizabeth Arden—Cosmetic Accessories in Bedroom—New York City
Paul Hanson Co.—Lamps in Living Room and Back Bedroom—New York City
Charles Hall, Inc.—Lamps and Ornaments in Front Bedroom, Ornaments in Living Room, Urns in Dining Room—New York City
Union Carbide Co.—“Eveready” Walllites for Closets—New York City
Pitt Petri, Importer, Inc.—Accessories in Living Room—New York City
W. E. Lindemann—Accessories in Bedrooms, Living Room—New York City
Galloway Terra Cotta Co.—Terrace Jars, Flower Boxes, Sundial—Philadelphia, Pennsylvania
Philco Radio & Television Corp.—“Philco” Radios in Recreation Room and Front Bedroom—Philadelphia, Pennsylvania
Kirsch Co.—All Curtain Rods—Sturgis, Michigan
Spool Cotton Company—Sewing Cotton in Workbasket in Back Bedroom—New York City

Bathroom Equipment

Crane Co.—Bathroom Fixtures—Chicago, Illinois
Capital City Electric Co.—Bathroom Cabinet—Des Moines, Iowa

Equipment for Kitchen, Laundry and Care of the House selected by Stran-Steel Corp. from Good Housekeeping Institute's List of Equipment Tested and Approved

Dieterich Steel Cabinet Corp.—Kitchen Cabinets—Chicago, Illinois
Kelvinator Sales Corp.—“Kelvinator” Refrigerator—Detroit, Michigan
American Stove Co.—“Magic Chief” Range—Cleveland, Ohio
General Electric Co.—“General Electric Dishwasher-sink,” Kitchen Clock—Cleveland, Ohio
Diehl Mfg. Co.—“Wind-O-Vent” Fan—Elizabethport, New Jersey
Chicago Flexible Shaft Co.—“Sunbeam” Automatic Toast Witch, “Sunbeam” Mixmaster; “Sunbeam” Smoothing Iron in Laundry, Chicago, Illinois
The International Nickel Co., Inc.—Monel Metal Surfaces in Kitchen—New York City
Universal Blower Co.—Stove Canopy—Birmingham, Michigan
The Hoover Co.—“Hoover” Vacuum Cleaner—Chicago, Illinois
Altorf Bros. Co.—“A.B.C.” Ironer & Washing Machine—Peoria, Illinois
Peoples Gas, Light & Coke Co.—Water Heater—Chicago, Illinois
Crane Co.—Laundry Tray—Chicago, Illinois