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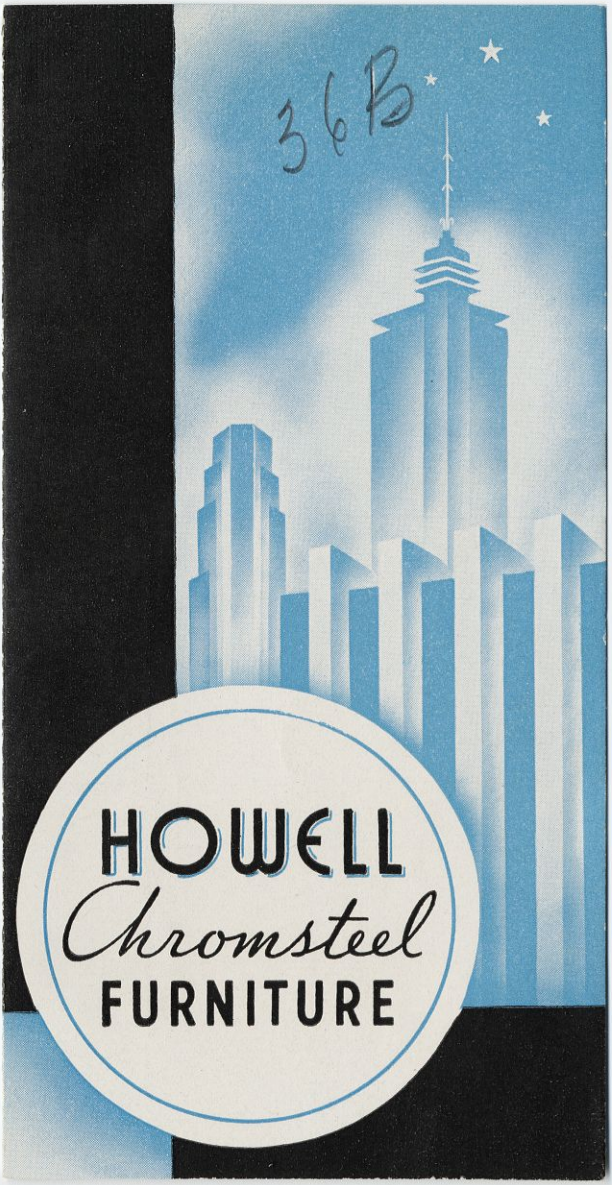


IN THE COCKTAIL LOUNGE

IN THE SALON

IN THE GRILL

HOWELL *Chromsteel* FURNITURE

IMPARTS NEW CHARM AND LASTING BEAUTY

The spirit of the modern age soars on swift wings . . . and always there are those who keep pace. For transportation they turn instinctively to the airplane. And in the furnishing of their homes, shops, offices, etc., just as instinctively do they turn to HOWELL CHROMSTEEL FURNITURE. It is among these ultra smart pieces that they find the most perfect expression of the modern temper. A revelation in practicality and comfort, here is furniture whose lines, graceful strength and refreshing vigor provide the ultimate in decorative beauty that is distinctively of today.

A FEW OF THE WORLD'S FAIR EXHIBITS FURNISHED BY HOWELL

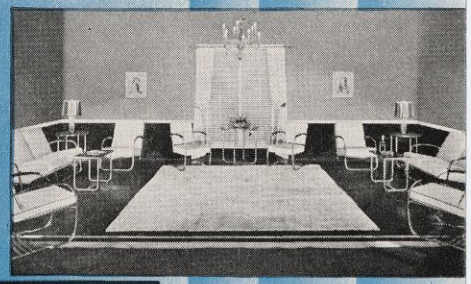
U. S. Federal Building
State of Illinois
General Motors Building
Administration Building
Firestone Building
Ford Motor Building
Goodyear Building
Sears Roebuck Building
Swift and Company
Italian Building

MODEL HOMES SHOWING HOWELL FURNITURE

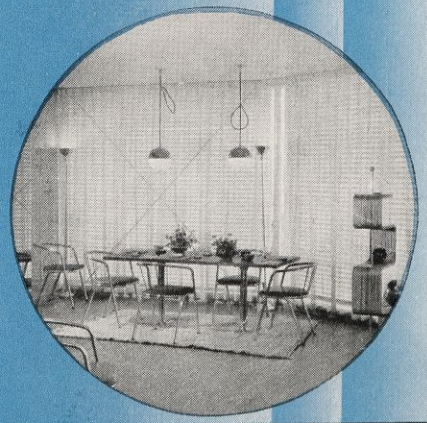
Masonite House
Armco-Mayflower House
Florida House
Rostone House
Crystal House
Brick House

As Modern as Tomorrows Vogue

IN THE RECEPTION ROOM



IN THE SUN ROOM



IN THE DINNETTE

HOWELL *presents a New era in furniture*

As first choice at A Century of Progress it is no wonder that every day more and more modern-minded people are revitalizing their homes, shops, offices, etc. with HOWELL CHROMSTEEL FURNITURE.

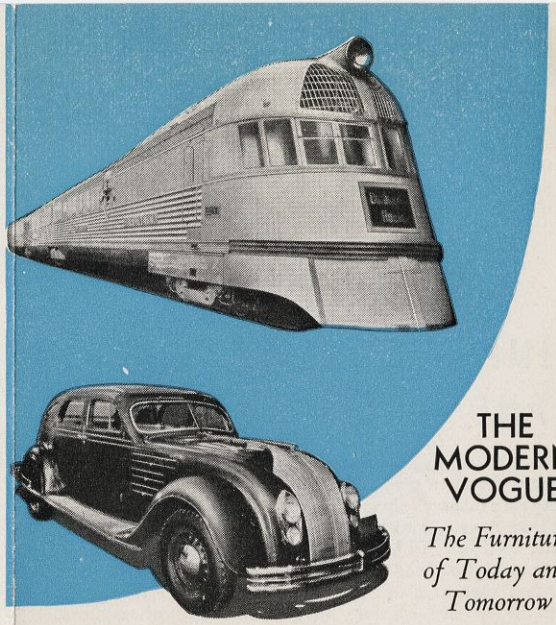
The reasons for such fast-growing popularity are not far to seek; unrivaled practicality and comfort, distinctive and decorative beauty, substantial economy—and above all a clean cut architecture that *expresses the spirit of today as no other type of furniture can.*

USES

You will find HOWELL CHROMSTEEL FURNITURE appropriate for:

SUN ROOMS	BEAUTY PARLORS
LIVING ROOMS	DINETTES
RECREATION ROOMS	COCKTAIL ROOMS
OFFICES	RESTAURANTS
APPAREL SHOPS	SHOE STORES
LOUNGE ROOMS	CLUBS
SHOW ROOMS	BARS

A MODERN LIVING ROOM



THE MODERN VOGUE

The Furniture of Today and Tomorrow

HOWELL CHROMSTEEL FURNITURE furnishes the most perfect expression of the modern vogue. The choice of outstanding decorators, architects, and stylists in the country. Has been viewed by the millions of visitors at A Century of Progress and **can be selected with confidence.**

If you are contemplating the purchase of new furniture, investigate this ultra smart and modern line. The catalog and complete information on prices, etc., are available from your **local furniture or department store dealer.**

THE HOWELL CO.

GENEVA, ILLINOIS

Showrooms:

CHICAGO
American Furniture Mart

NEW YORK
185 Madison Ave.

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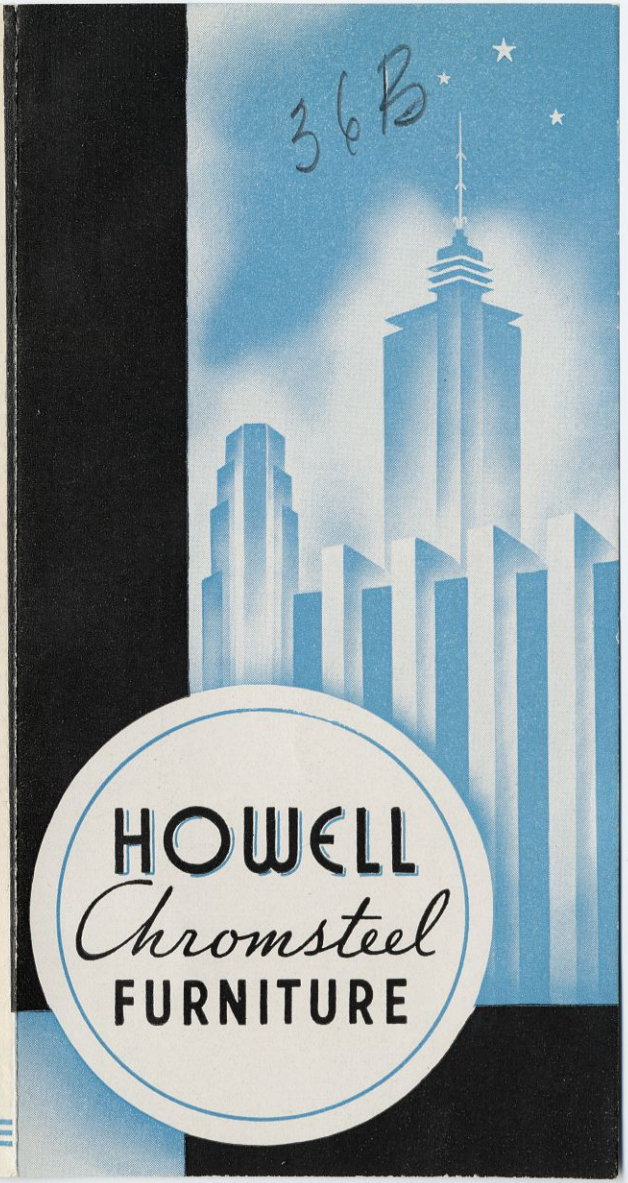

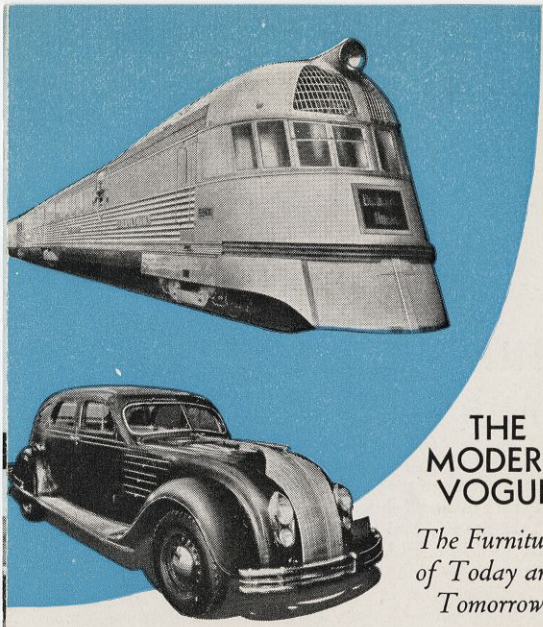

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