

PLACE STAMP  
HERE AND  
MAIL AS  
SOUVENIR



THE HOME OF THE NEW ERA

# Good Housekeeping - Stran-Steel House

## *A Steel House You Would Want to Live In*

A Century of Progress presents among its many wonders the Good Housekeeping-Stran-Steel House. Its simplicity of design and good proportions kindle the age-old love of home, but the difference between this house and many another is its Stran-Steel frame construction, its modern insulation and its fire resisting exterior of Macotta Panels. The house has six rooms with attached garage and with a roof garden over the two wings. It can be built at a cost of from \$8,000 to \$9,000.

Steel framing is the keynote of this modern house.

This is not a house which comes as a unit like a ready-cut house, nor is it pre-fabricated. It must be built just as any house is built, from specifications drawn up by an architect and carried out by a builder, but steel framing is used in place of wood framing. This construction may be applied to houses of quite different design, as well as to this one.

Stran-Steel will be sold by lumber dealers and by building material dealers in all important marketing centers of the United States.

Stran-Steel may replace old fashioned two-by-fours and wooden beams in construction of houses of all types of architecture without change in the architect's plans.

Just as the steel nail replaced the wooden peg a generation ago, carpenters of today can build a better house with brick, clapboard, stone, shingles or stucco exterior by erecting the skeleton frame work of Stran-Steel.

The real secret of this construction,

In July, August and September issues of Good Housekeeping, this house will be *fully explained*.

For complete information regarding purchase of Stran-Steel, address

STRAN-STEEL CO. - - - - - Detroit, Michigan

however, is the nail. The steel has continuous nailing grooves into which the nails are driven.

**1. STEEL CONSTRUCTED**—Can be erected by any carpenter from the usual set of plans for any style house.

**2. FIRE PROOF AND SANITARY**—This fire-resisting construction provides owners with lower insurance rates and offers proof against vermin, termites, fungus and musty odors.

**3. GREATER PERMANENCE**—No major repairs are necessary on a Stran-Steel house for many, many years.

**4. GREATER RESALE VALUE**—Houses built with Stran-Steel frames have greater mortgage and resale value, because they will not settle, plaster does not crack and doors and windows fit as originally hung.

The rooms are arranged so that the living is done on one floor. The living room has a dining alcove at one end. At the left of the entrance are two bedrooms with a bathroom between. The kitchen is found directly in back of the dining alcove, and the laundry and maid's room are at the rear of the house. The most novel feature is an upstairs recreation room that can be used for living or sleeping.

In furnishing the house, Helen Koues, Director of Good Housekeeping Studio, sought both efficiency and beauty. The furnishings are a blending of modern and traditional.

The kitchen and laundry have been planned by Good Housekeeping Institute, and the equipment has been selected by the Stran-Steel Corporation of Detroit, Michigan, from the Institute's list of "household equipment tested and approved."



# Keep Modern *in* Homemaking

GOOD HOUSEKEEPING MAGAZINE is the preferred magazine of modern women who want new and good ideas as to what to read, how to live, how to manage a home, how to stay young and lovely and yet have an active and successful career.

**NOVELS and SHORT STORIES:** Typical of GOOD HOUSEKEEPING serials is "One More River," by John Galsworthy, now appearing. Beginning is a novel by G. B. Lancaster, author of the best-seller, "The Pageant." Its fiction contributors include Kathleen Norris, Edison Marshall, Fannie Heaslip Lea, Arthur Train, Margaret Sangster, Ursula Parrott—and all your favorites.

**FASHIONS:** Good Housekeeping fashions, cabled direct from Paris, give a complete advance showing of clothes that can be depended upon for smartness and economy.

**HEALTH and BEAUTY** (conducted by RUTH MURRIN): GOOD HOUSEKEEPING's Beauty Clinic tests each month new discoveries in cosmetics and recommends those that are safe and effective in enhancing personal charm.

**NEEDLEWORK:** Ann Orr's needlework designs are famous.

**STUDIO of ARCHITECTURE and FURNISHINGS** (HELEN KOUES, Director): The adventure of building or modernizing a house is made easy and safe by the Studio, which each month sets forth the latest approved ideas in building and decorating.

**THE INSTITUTE** (KATHARINE FISHER, Director): GOOD HOUSEKEEPING Institute is the foremost guide for women in the purchase of kitchen and laundry appliances. The Institute is also the leading source of delightful tested menus and recipes.

**THE BUREAU OF FOODS, SANITATION AND HEALTH** (Dr. Walter H. Eddy, Director) is the authority on foodstuffs and nutrition; it also tests and approves cosmetics and pharmaceutical products, advising you as to their safety and effectiveness.

**CARE of BABY.** DR. JOSEPHINE H. KENYON gives invaluable advice to mothers and mothers to be.

For a complete description of the Good Housekeeping—Stran-Steel House . . . read July, August and September

# Good Housekeeping

## EVERYWOMAN'S MAGAZINE

GET THESE ISSUES FROM YOUR NEWSDEALER OR MAIL THE ENCLOSED CARD TODAY.

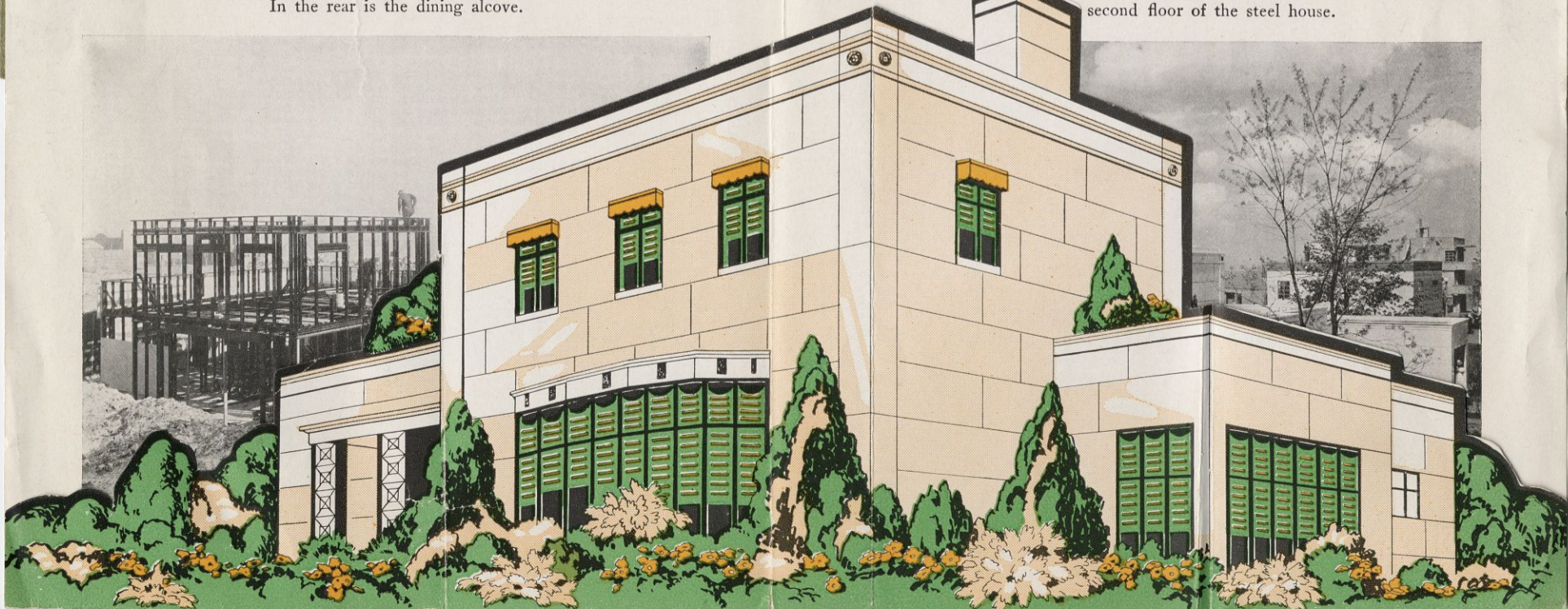
*Send the Postcard*—It cuts down Your Household Expenses and Keeps Your Home Modern.



A view of the living-room looking toward the fireplace.  
In the rear is the dining alcove.



The main recreation room, which with terrace occupies second floor of the steel house.



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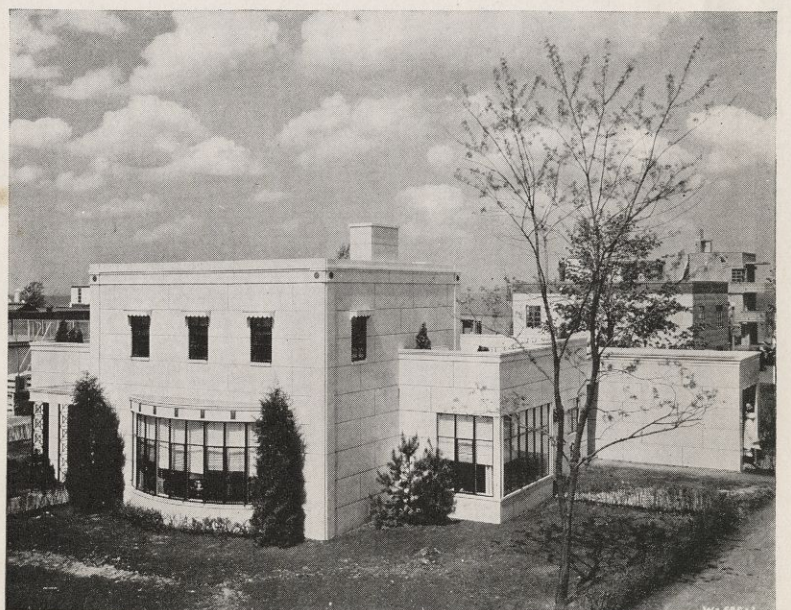
A view of the living-room looking toward the fireplace. In the rear is the dining alcove.



The modern recreation room, which with terrace occupies the entire second floor of the steel house.



In this frame of steel is a new romance in building. The steel framework is put together with nails by carpenters.



The Good Housekeeping—Stran-Steel House modern in feeling but retaining the fine traditions of architecture.

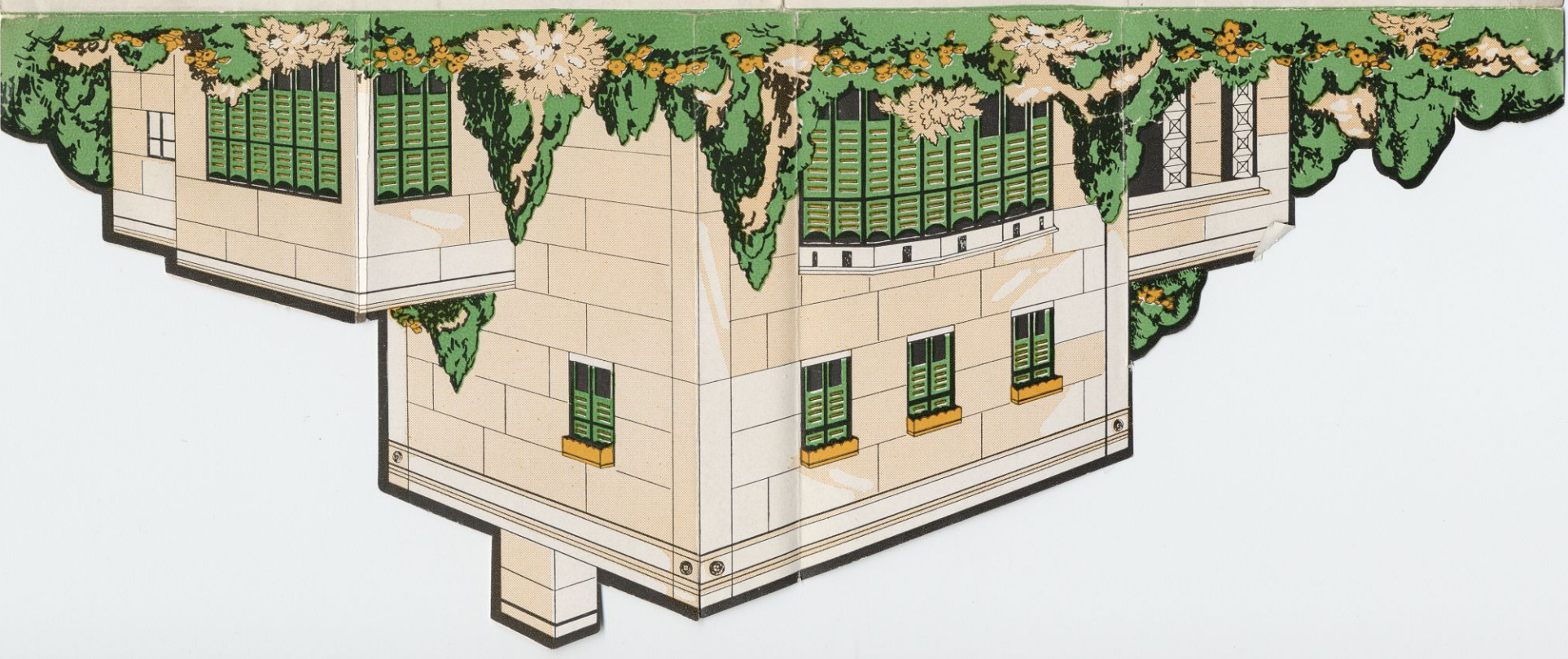
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Patent No. 1841042  
MOORE PRESS, INC.  
NEW YORK, N. Y.



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