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, 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 Koutes, 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.”

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**
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.


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.

For a complete description of the Good Housekeeping—Stran-Steel House... read July, August and September.
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NOVELS and SHORT STORIES: Typical of Good Housekeeping serials is ”One More River,” by John Galworthy, now appearing. Beginning is a novel by G. B. Lancaster, author of the best-seller, ”The Pageant.” Its fiction contributors include Kathleen Norris, Edson Marshall, Franzi Headley, Lea, Arthur Train, Margaret Sangster, Ursula Parrott—and all your favorites.

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Good Housekeeping
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A view of the living-room looking toward the fireplace.

The modern recreation room, which is the entire second floor of the steel house.

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

The Good Housekeeping—Stran-Steel House modern in building but retaining the fine traditions of architecture.
A Century of Progress presents among many wonders the Good Housekeeping Steel House. This house is a century ahead in appearance, construction, and convenience. It is a building that will be worth its cost, even if it is doubled. The beauty of the house, the comfort of the rooms, and the convenience of the surroundings make it an object of admiration to all who see it.

The house can be built at a cost of from $3,000 to $5,000. This cost includes all materials necessary for the construction, including the frame, roof, windows, doors, and plumbing. The price is based on a standard plan, but can be varied to suit individual requirements.

The steel frame of the house is designed to provide maximum strength and durability. The frame is made of high-quality steel, which is resistant to corrosion and will last for many years. The insulation of the house is also very effective, providing excellent heat retention and energy efficiency.

The house is designed to be completely accessible to handicapped individuals. All areas of the house are designed to be easily navigated by those with mobility challenges. The layout of the house is also designed to be efficient and convenient, with well-planned spaces for cooking, eating, and living.

The Good Housekeeping Steel House is a wonderful example of the latest in housing technology, and is sure to be an inspiration to many who see it. It is a testament to the ingenuity and creativity of the designers and builders who worked on its construction, and is a symbol of the progress that is being made in the field of housing.

The home of the new era.