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

MODEL HOMES SHOWING HOWELL FURNITURE

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

As Modern as Tomorrows Vogue
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
LIVING ROOMS
RECREATION ROOMS
OFFICES
APPAREL SHOPS
LOUNGE ROOMS
SHOW ROOMS

BEAUTY PARLORS
DINETTES
COCKTAIL ROOMS
RESTAURANTS
SHOE STORES
CLUBS
BARS

A MODERN LIVING ROOM

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.
THE MODERN VOGUE
The Furniture of Today and Tomorrow

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