The Stran Steel-Irwin Houses at "A Century of Progress"

Even before civilization the home was held in high regard by tribal people. Through the pages of history man's love of home and his desire to beautify and make it more comfortable has been an outstanding characteristic of all races.

Two model houses—a Town House and a Garden Home—were built by The Stran Steel Corporation of Detroit, specialists in all-steel construction for houses.

All the furniture in both of these houses was designed and built by the Robert W. Irwin Company of Grand Rapids, for half a century makers of America's finest furniture and ranking today as the nation's largest producer of furniture in the better grades.

The decorative schemes incorporated in these Houses were planned and executed by William R. Moore, internationally famous decorator of Chicago.

A Modern Conception of a Town House

In the Stran Steel—Irwin Town House will be found an excellent example of modernized decorative treatment and interior furnishing, showing contemporary art at its best as applied to the modern home.

The furniture in the Town House represents a careful selection of period models in modern treatments with a variety of rare woods and interesting finishes which blend beautifully to form a distinctive ensemble.

A Quaint Garden Home

The Stran Steel—Irwin Garden Home is an example of the New England cottage type of architecture. It is furnished and decorated in the more simple and unpretentious style of the Eighteenth Century but done in modern manner. Everything, including the house, its furnishings and its decorative accessories are conceived to achieve a charming and artistic effect well within the limitations of the average income.

Furniture for America's Finest Homes

With a background of a half century of devoted purpose, the Robert W. Irwin Company ranks today as America's largest producer of truly distinguished furniture. Irwin designs—the result of years of appreciative study of the great decorative styles—express in terms of real craftsmanship the character of the finest of old work, faithfully and spiritedly interpreted.

Designed and created without restriction, correct to the most inconspicuous detail, Irwin furniture for the living room, dining room and bedroom satisfies the most critical and cultured taste.

Irwin models are not confined to a few of the periods. In fact the line comprises the most extensive and most varied assortment of fine furniture in America. Irwin's own wholesale showroom displays occupy 98,000 square feet of floor space, and practically every historical period is represented with fine reproductions. In addition are many interesting original creations of the modern school.

Leading Dealers Display Irwin Furniture

Irwin furniture is sold only through furniture dealers. Leading furniture stores in all the larger cities display a comparatively wide range of Irwin creations—in many decorative styles and moderate in price—and they have full information concerning the entire line. Some of these dealers are listed on the following pages.
WHERE IRWIN FURNITURE MAY BE SEEN AND PURCHASED IN LARGER CITIES

ALABAMA
Birmingham
Hawkins-Jordan Co., Inc.
Leeman, Joseph & Co.
Machinist
Mack Furniture Co.

ARIZONA
Phoenix
Dorris-Heyman Furn. Co.

ARKANSAS
Fort Smith
Red Rooster Furn. Co.
Little Rock
Arkansas Cty. & Furn. Co.

TAKOMA
Beach Furn. & Carpet Co.

CALIFORNIA
Fresno
California Drapery House
Los Angeles
San Francisco
Oakland
The Tucker Shops, Inc.
San Diego
H. B. Burchett, Co., Ltd.
San Francisco
City of Paris Dry Goods Co.
Santa Barbara
Henry Uzy

COLORADO
Denver
C. W. Daniels Home Furnishings
Dynamics
Furniture Stores Co.
Howard Larion, Inc.
Paula
Oakland White Bros. Furn. Co.
Franz Fryer Furn. Co.

CONNECTICUT
Branford
D. M. Read Co.
Hartford
The Flint-Brooke Co.
Milford
Woodside Furniture Shops
New Britain
Petersson's Bros.
New Haven
H. M. Wallace Co.
South Manhasset
Westlake Bros.
Waterbury
Hampson, Minette & Abbott

DELAWARE
Wilmington
Wilmington Furniture Co.

DISTRICT OF COLUMBIA
Washington
Dulles & Martin Co.

FLORIDA
Jacksonville
John A. Cunningham, Inc.
Miami
E. & T. Shapero
St. Petersburg
Evel-O-Kyle Furn. Co.
Tampa
Seminole Furniture Co.
St. Petersburg
West Palm Beach
Palm Beach Mers. Co.

GEORGIA
Atlanta
Augusta
Alex. E. Edelbush Furn. Co.
Macon
Dalmenbury Co.
Savannah

IDAHO
Boise
Standard Furn. Co.

ILLINOIS
Bloomington
Howard-Kirkzirkich Hg.
Champaign
C. A. Klier Furn. Co.
Chicago
Schroeder Furn. Co.
Marshall Field & Co.
and other leading furniture stores
Dannals
Sandusky Furn. Store
Peoria
F. A. Bergner & Co.
Quincy

IOWA
 Cedar Rapids
Cedar Rapids Furniture Co.
Council Bluffs
Continental-Keller Co.
Davenport
Younger Bros.
Davenport Furniture Co.
Dubuque
Younger Bros.

LOUISIANA
New Orleans
L'Hermitte's, Inc.
Slidell Furniture Co.

MICHIGAN
Ann Arbor
Doherty & Co.

Detroit
E. H. Holland Co.

Flint
Geo. W. Galey Furn. Co.

Saginaw
Taylor-Yawkey Shops

MINNESOTA
Duluth
Enger & Olson

Minneapolis
Kalland Bros., Inc.
B. S. Cleveland Co.

St. Paul
Schumann & Mahaner

MISSISSIPPI
Jackson
Mississippi Furniture Co.

MISSOURI
Joplin
Christian Dry Goods Co.

Kansas City
Robert Keith Furn. & Carpet Co.

St. Louis
Warren & Wall Dry Goods Co.

St. Louis
LeMestier Furniture Co.

NEBRASKA
Lincoln
Hardy Furniture Co.

Omaha

NEW JERSEY
Calden
J. D. Van Sier Co.
East Orange
St. Alonzo & Co.
Elizabethtown
McKee Bros.
Newark
Ludwig Baumann & Co.
Salem & Co.

Patterson
Quinlan-McNelly Co.

Trenton

NEW YORK
Albany
Mr. E. Reinhart's Sons
Johnstown
Traffic Co.

Lancaster
Vander & Shank

McKensett
Steele Furniture Co.

New Castle
The J. H. Free Co.

Ole City
Psyche, J. Vecht

Reading
Joseph W. Reinhart

Rochester
Reading Furniture, Inc.

Syracuse
Terrier & Fister

Tyrone

Tunkhannock Co.

Wilkes-Barre

SOUTH CAROLINA
Charleston
Kenyon Dry Goods Co.

Charleston

TENNESSEE
Chattanooga
Clemens Bros.

Henderson Bros. Store, Inc.
Nashville
Anderson-Dulin-Yarnell Co.

Knignt Maud & Furn.

Memphis

Stoner Furniture Co.

C. D. Coleman Co.

Nashville

Period Furniture Co.

TAXAS
Austin

C. C. Dahlish

Dallas

Simpson-Marcus Co.

Fort Worth

Hilton Furn. & Carpet Co.

Palmer & Co.

Houston

Geo. A. Stowers Furn. Co.

Wagner-House Furniture Co.

San Antonio

W. T. Young Co.

Waco

Wieland & Harris

North Texas Furniture Co.

UTAH
Salt Lake City

J. B. Brown Furniture Co.

WYOMING

Williamson-Neil Co.

Virginia

Williamsburg

Norfolk


North Carolina

Charlotte

Fordyce

GREENSBORO

OHIO
Akron
P. O'Neil Co.

B. H. M. Bruch Co.

M. H. Younger Co.

Canton

Clay's Furniture


C. A. Clines, Jr. Co.

THE MORTON-HAEBER CO.

Tampa

2111 Woodward Ave.

Vermilion


Macon, Ga.


In Chicago, the Irwin Showroom is located on Michigan Boulevard near the Blackstone Hotel. Here may be seen the largest display of fine furniture in the middle west. No direct sales are made, but visitors are always welcome and desired purchases can be arranged through dealers.

ROBERT W. IRWIN CO.
Manufacturers of Fine Furniture for Fifty Years

GRAND RAPIDS, MICH.

-send 25c for the fully illustrated 32-page book of the STRAN STEEL IRWIN HOUSE AND GARDEN HOME.

* Denotes stores which have installed special Irwin Rooms and Galleries

That You May Know IRWIN FURNITURE

In addition to Irwin furniture being on sale in the leading stores, the company has also established in a few of the larger cities its own wholesale showrooms for the display of its finer Custom models. Visitors are welcome. Sales are made only through dealers.

CHICAGO SHOWROOM - 608-610 So. Michigan Ave.

NEW YORK SHOWROOM - 745 Fifth Ave.

BOSTON SHOWROOM - 495 Albany Street

DETROIT SHOWROOM - 2111 Woodward Ave.

FACTORY SHOWROOM - Grand Rapids, Mich.