

**T**HIS new house is all sheet steel with porcelain enameled steel exterior. It is warm in winter, cool in summer, because the no-thicker-than-a-dime steel walls are thoroughly insulated.

There are four bedrooms, living room, dining room, kitchen, laundry, garage, two baths and solarium on the roof. All for far less than such a good house usually costs. It is possible to have any combination of dimensions—it is as feasible as a house designed by your own architect, for wood or any other material. People like this house! It is the American Rolling Mill Ferro Enamel Steel House, on Lot Three, Lief Eriksen Drive. Robert Smith, Jr., architect.

All the lovely modern furniture in this house was designed and executed under the supervision of Lois Palmer, of the LADIES' HOME JOURNAL, coöperating with Kroehler Manufacturing Company, the makers, and their designer, Leo A. Jiranek. It is not costly, you will be able to buy it in department and furniture stores all over the country. Well made, nicely finished, comfortable and easy to use with other pieces you may have, this furniture is scaled to fit small spaces, and may be arranged many different ways, attractively, no matter whether you live in house or apartment.



Furnishings, too, are moderately priced, and your local dealer will gladly show them to you. You may identify them to him, by referring to the next page. And if there is any other information you want regarding anything in this house, we'd be glad to supply it, upon request—address Lois Palmer, care LADIES' HOME JOURNAL, Independence Square, Philadelphia, Pennsylvania.

Information concerning the construction, building materials, costs, and so on, will be furnished promptly, upon receipt of inquiry, by the American Rolling Mill Company, Middletown, Ohio.

A cardboard cut-out model of this house, together with floor plan and elevation drawings, and a garden landscape plan and planting

list, are for sale for 25 cents. Ask the Hostess in the house where to buy it.

The colors used throughout the house are red, blue and green, sometimes in tints or shades.

This house was furnished, not to make an impression of showiness, but to give each visitor a homelike feeling—as if it were a place that she, or he, might move into and, by adding a few intimate belongings, settle right down to comfortable living. For it is a comfortable home, with each piece of furniture designed and placed to give the best service. And enough space in the various cabinets, chests, tables and other pieces to provide ample storage for everything that anyone occupying these rooms would be at all likely to have.

Notice, too, that though the furniture is decidedly modern in feeling, it is very conservative, and fabrics, as well as style and treatment of draperies, curtains and bedspreads are adroit combinations of the traditional with contemporary. So that if you decide to freshen up your home by the use of only a few of these ideas, you may do so without fear of shocking any of your family or friends. This is the sort of decoration that will be used more and more. Follow it, if you want to be up-to-date!



These retail prices are conservatively high, as we go to press. But they are only approximate and your own dealer will be able to tell you just what each item will cost you, at the time you are ready to buy.

### LIVING ROOM

700. Three-piece Sofa . . . . .	\$150.00
701. Lounge Chair . . . . .	45.00
703. Barrel Chair . . . . .	55.00
702. Occasional Chair . . . . .	28.50
704. Child's Chair . . . . .	21.00
101. Desk . . . . .	66.00
102. Desk Chair . . . . .	20.00
100. Table . . . . .	45.00
106. End Table (Radio) . . . . .	36.00
105. End Table . . . . .	51.00
107. Book Case, set of 2 pieces . . . . .	55.00
DRAPERIES BY ORINOKA	
3586. Modern Cross Stripe, color 70 red, per yd. . . . .	2.50
3152. Cross Stripe Gauze, color 410 cream, per yd. . . . .	1.65
3353. De Luxe Taffeta, color 10 rose, per yd. . . . .	3.00
BRASS RODS BY KIRSCH, each . . . . .	.60
WALLS BY PITTSBURGH PLATE GLASS—Wallhide paint, per gal. . . . .	2.50
PICTURE FROM RAYMOND & RAYMOND—Winter View of Monhegan, Maine—Kent . . . . .	34.00
LAMPS BY CREST	
4364. Dull Silver-finish Urn, metal shade in silver and blue . . . . .	27.50
4363. Crystal Bubbly Ball, chromium holder, white silk shade, metal trim . . . . .	35.00
RUG BY FIRTH—No. 1236, 9 x 12 . . . . .	39.50

### DINING ROOM

485. Table . . . . .	\$45.00
485. Chairs (2 arm and 4 side) . . . . .	108.00
485. Chest . . . . .	55.00
130. Card Table . . . . .	30.00
130. Chairs (set of 4) . . . . .	72.00
DRAPERY AND CURTAIN BY MARSHALL FIELD (Wholesale) each window TRAVERSE BRASS RODS BY KIRSCH, three feet . . . . .	18.75
WALL PAPER BY WARNER—No. 91, Hunken's, The Yacht Race per set . . . . .	3.75
SILVERWARE, CHINA, CRYSTAL BY ONEIDA	
Silverware, set of 6 . . . . .	25.25
China, set of 6 . . . . .	14.00
Crystal, set of 6 . . . . .	10.00
RUG BY OLSON—Broadloom velvet, sq. yd. . . . .	2.95

### MASTER BEDROOM

500. Bed. . . . .	\$31.00
500. Vanity Set . . . . .	12.00
500. Night Table . . . . .	22.00
501. Man's Chest . . . . .	47.00
502. Ladies' Chest . . . . .	47.00
708. Occasional Chair . . . . .	38.00
707. Easy Chair . . . . .	42.50
DRAPERIES AND BEDSPREADS BY J. H. THORP	
Desley Fabric No. 2275 Chrysanthemum, per yd. . . . .	.50
Blue Cord de Lys, per yd. . . . .	\$.69 to .75
CURTAINS BY SCRANTON LACE, per pair	2.95
CURTAIN RODS BY KIRSCH, each . . . . .	.60
WALL PAPER—MAYFLOWER BY STAR-PEERLESS, No. 5128, per roll . . . . .	.90
PICTURES FROM RAYMOND & RAYMOND	
Cezanne—L'Estaque . . . . .	2.25
Hodler—Lake Geneva . . . . .	2.25
Colored Woodcuts, each . . . . .	15.00
LAMP BY CREST	
4365. Aluminum base with white pleated shade . . . . .	17.50
BED SPRING, MATTRESS BY SIMMONS—Beautyrest, each . . . . .	37.50
BLANKETS BY CHATHAM	
Ramsey mahogany, 72 x 84, each . . . . .	6.95
RUG BY FIRTH—New Plaza Vel., sq. yd. . . . .	2.35

### GUEST ROOM

140. Studio Couch (including cabinets) . . . . .	\$130.00	
705. Two-piece Chaise Longue . . . . .	55.00	
706. Sewing Chair . . . . .	22.00	
142. Vanity Set . . . . .	105.00	
146. Sewing Cabinet . . . . .	42.00	
143. End-Table Set . . . . .	29.50	
141. Chest . . . . .	47.00	
DRAPERIES, CURTAINS, CUSHION COVERS, CHINTZ BEDSPREAD BY SCHUMACHER—Waverly, per yd. . . . .		.45
CURTAIN TRIMMING BY MANSURE		
160. Curtain Heading, per yd. . . . .	.25	
4788. Ball Fringe, per yd. . . . .	.08	
IVORY RODS BY KIRSCH, each . . . . .	.60	
WALL PAPER—MAYFLOWER BY STAR-PEERLESS, No. 5166, per roll . . . . .	.65	
PICTURES FROM RAYMOND & RAYMOND—Colored Woodcuts (oval frames), each. . . . .		15.00

### LAMPS BY CREST

2362. Adjustable Reading Lamp . . . . .	27.50
4366. Lenox Ivory Porcelain with stretched cream shade. . . . .	18.00
BLANKET BY CHATHAM	
Monticello Orchid Shadowtone, 72 x 84 . . . . .	6.95
SHEETS BY URICA, each . . . . .	2.15
RUG BY OLSON, re-made, 9 x 12 . . . . .	20.00

### BOYS' ROOM

505. Bed (each) . . . . .	\$29.50	
505. Chest . . . . .	56.00	
505. Desk . . . . .	58.00	
505. Desk Chair . . . . .	17.00	
707. Easy Chair . . . . .	47.00	
CURTAINS, BEDSPREADS BY FOSTER		
920. Lomond Plaid (curtains), per yd. . . . .	.49	
1271. Mesa Cloth (bedspreads), per yd. . . . .	.79	
CRANES BY KIRSCH—No. 5170, 2 prs., per pr. . . . .	.90	
WALLS BY PITTSBURGH PLATE GLASS—Wallhide washable paint, per gal. . . . .		2.50
PICTURES FROM RAYMOND & RAYMOND—F. Marc (animals) each . . . . .		5.00
CURTAIN TRIMMING BY MANSURE		
5748. Cor-Val, per yd. . . . .	.29	
5184. Braid, per yd. . . . .	.15	
SPRINGS, MATTRESSES BY SIMMONS—Beautyrest, each . . . . .		37.50
BLANKETS BY PEPPERELL		
Essex (all wool) 66 x 80, per pair . . . . .	6.00	
LIGHTING FIXTURES BY SAFETY CAR HEATING AND LIGHTING		
CS-1010-A Twin Light with L'Image Mirror. . . . .	3.50	
RUG BY OLSON—9 x 12 re-made . . . . .	20.00	

### NURSERY

152. Crib . . . . .	\$47.00	
150. Corner Chest . . . . .	64.00	
151. Chest . . . . .	53.00	
153. Table . . . . .	35.50	
154. Chair (small side) . . . . .	9.00	
155. Chair (small arm) . . . . .	12.50	
156. Chair (nurse's) . . . . .	10.00	
WALLS BY CONGOLEUM-NAIRN—Sealex, sq. ft. . . . .		.16
CRANES BY KIRSCH, No. 5170, 2 prs., per pair . . . . .	.90	

### SPRINGS AND MATTRESS BY SIMMONS—

Beautyrest, each . . . . .	37.50
BEDSPREAD AND CURTAINS BY COLUMBUS COATED FABRICS	
Col-o-Tex Stainproof 54-inch square . . . . .	1.25
LIGHTING FIXTURE—SAFETY CAR HEATING AND LIGHTING	
CS-1014-A Bull's-Eye Light . . . . .	4.30
RUG BY FIRTH—9 x 6 . . . . .	20.00

### Closets by Knappe and Vogt and Marshall Field

K-V No. 1. Clothing Carrier 12" to 60", each . . . . .	\$1.50 to \$ 9.75
K-V No. 2. Extension Rod 18" to 48", each . . . . .	\$.75 to 1.50
K-V No. 3. Stationary Bracket 10", each . . . . .	.75
K-V No. 4. Adjustable Shoe Rack 18" to 32", each . . . . .	.90
K-V No. 5. Trousers Hanger, each . . . . .	.25
K-V No. 6. Hat Holder, each . . . . .	.75
K-V No. 7. Necktie Rack, each . . . . .	.50

### CEILING—LIVING ROOM AND KITCHEN, CEL-O-TEX

ALL OTHER ROOMS, NU-WOOD	
RUG CUSHIONS BY OZITE, 9 x 12, each . . . . .	9.60
SEWING MACHINE BY SINGER, No. 40	

### KITCHEN

STEEL CABINETS BY DIETERICH	
36". Sink Inclosure . . . . .	\$ 19.90
18BD. Base Cabinets. . . . .	24.70
Ra-69W. Wall Cabinet . . . . .	40.70
3630W. Wall Cabinets. . . . .	30.00
36BD. Base Cabinets. . . . .	46.30
CHIME DOORBELL BY NATIONAL SIGNAL SYSTEMS . . . . .	9.75
ELECTRICAL EQUIPMENT BY WESTINGHOUSE	
Range . . . . .	\$195.00
Refrigerator . . . . .	214.00
Spinner Washer . . . . .	120.00
Ironer . . . . .	89.50
Water Heater . . . . .	90.00
Food Mixer . . . . .	18.95
FLOORS BY LUG-LOX FLOORING COMPANY—in all rooms except	
Baths, Garage, Kitchen—by HELIOPORE LABORATORIES	
BATHROOMS BY CRANE (fixtures)—LAWSON (cabinets)—CONANT (towel racks, etc.)	



The following items were omitted from the price list on the inside front cover of this booklet:

**MASTER BEDROOM—**

Sheets by Pequot, each . . . . . \$1.45

**BOYS' ROOM—**

Sheets by Pequot, each . . . . . 1.35

**NURSERY**

Sheets by Pequot, each . . . . . 1.20

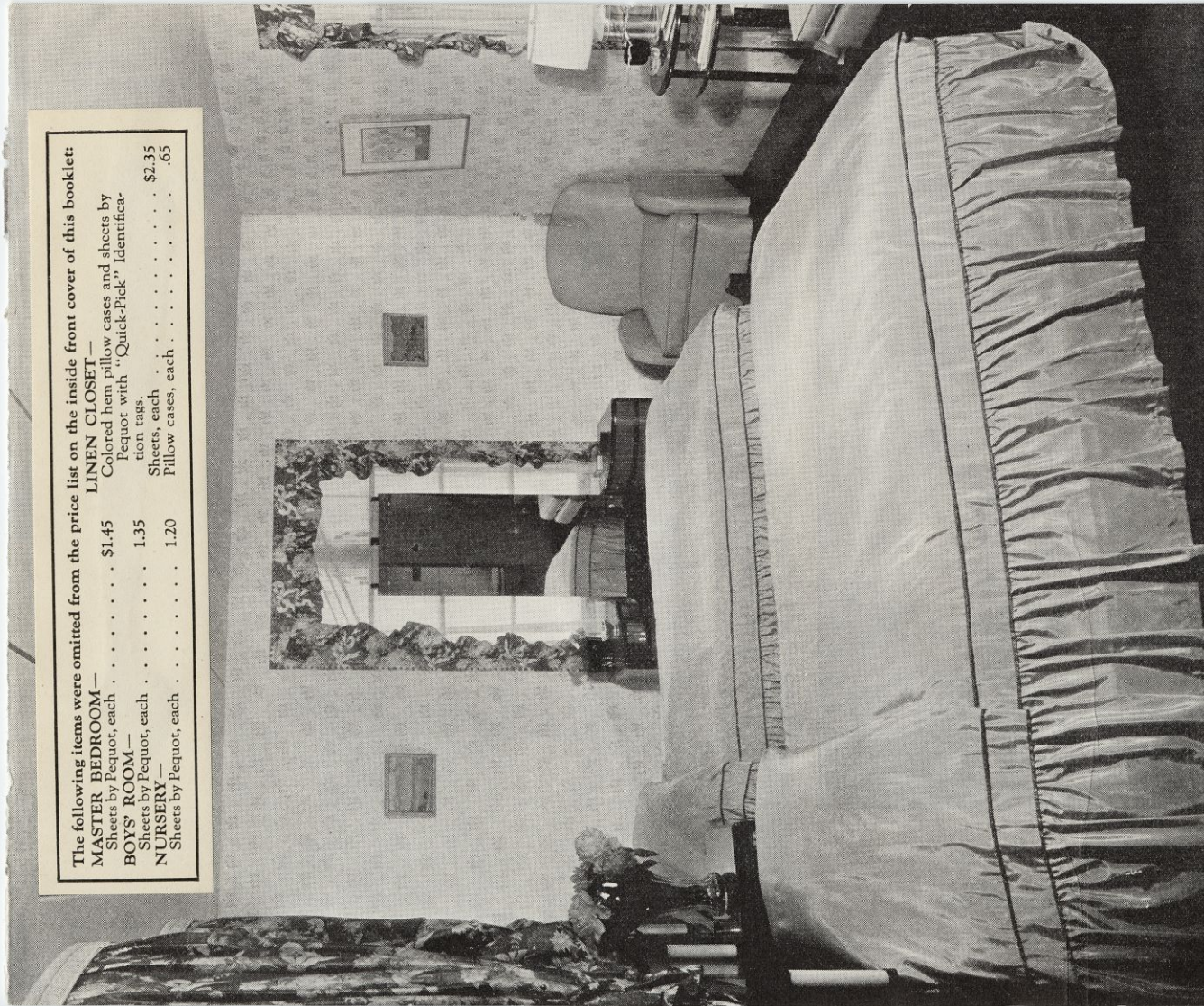
**LINEN CLOSET—**

Colored hem pillow cases and sheets by

Pequot with "Quick-Pick" Identification

tags, each . . . . . \$2.35

Pillow cases, each . . . . . .65



● this room is luxurious, partly because of the fine quality rug cushion under its gray-blue, attractive rug. these rug cushions help also to deaden sound and were used throughout this comfortable house. pretty with the rug, are the ciel blue rayon spreads, corded with burgundy to match the ground color of drapery chintz, and tying up with the blue bow-knots in it. while its chrysanthemum pattern blends with the rust-peach of the wall paper—the latter used on three sides, with plain paper back of the beds matching the background of the figured, its border framing doorways and finishing the bed-drapery cornices. drapery in all rooms had to be kept flat to the walls, to help the room seem more spacious, here, lace curtains are smartly modern, the built-in lights are most convenient, and furniture has many trick sliding shelves, oodles of space for clothing, and, as in each room, was designed to fit its own space. color prints add interest and life to the walls.





● a double row of tan trimming, finished with blue and lavender ball fringe, frames the blue-figured, yellow voile glass curtains, delightfully. the vanity has space for everything you don't want in the pair of chests—each with twelve trays of graduated depth! made of white maple, trimmed with brown.



● back of the screen, is a sewing nook. wall paper, on three sides, is pink, orchid and gold plaid, charming with re-made rug in pink-beige and tête de nègre. cocoa cotton covers the chaise longue, beside modernized M. W. sewing cabinet.



● the rails of day-bed hook securely into end tables. they have compartments for books, and things, and bed turns into twins, at night. fine quality ivory and gold lamps have silk shades bound with cocoa. chintz cover is orchid figured on pale green, bound with heliotrope.





● entering this house, you find the living room at the left. soft beige paint, which can really be washed, blends with the sound-absorbent ceiling. both are pleasing with the rich black of the rugs, which have a simple modern design in opposite corners, in chartreuse, blue-green and mustard. warmth is given by the rich American Beauty red of the drapery, next to which is a width of semi-translucent rose-red taffeta, then horizontal striped gold gauze. against all of which the three pieces of the davenport, in midnight blue welted with jade, are as harmonious as they are comfortable.



● linoleum makes a splendid finish for the stair wall. at the other end, a beautiful crystal-and-chromium lamp, white silk shade banded with chromium, is happy on the charming little desk of rosewood, trimmed with black. both serve the middle section of the davenport, and the little desk chair is as comfortable as any occasional chair. this is a most homelike, livable room.



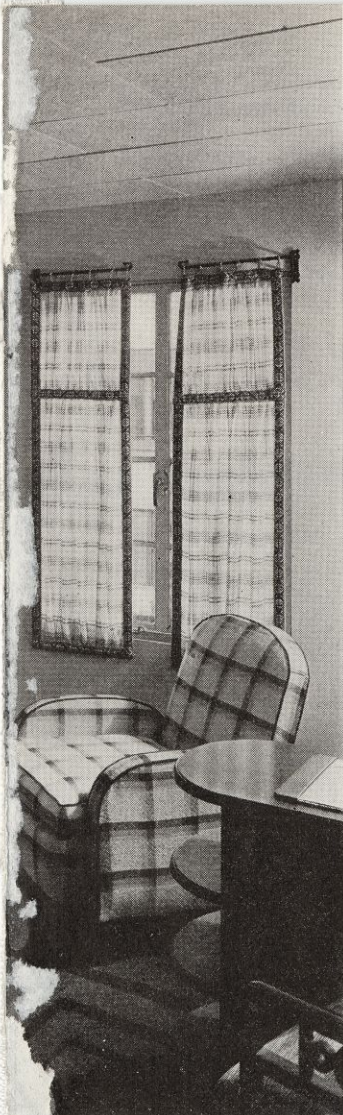


● setting the dining-room table off-center, gave space for a permanent card-table group. and gives everyone a chance to look out, or into the sea of the scenic wall paper. below the red rope mold, (painted to match the floats on the seine-drapery), and on the other wall spaces, is plain paper to match the lightest tone of the scenic. refectory table is soft gray oak. matching chairs have washable green seats.



● lighting fixtures show further nautical influence. as in the living room, the rug (lovely dark blue, here) gives depth, and the mirrors are placed to gain an effect of greater width. commodes are smart substitutes for a sideboard, and have sliding shelves for extra serving space. it's a gay nautical room for games, and dining.






● bears balance on the bull's-eye lights, in pine-color linoleum to contrast with light yellow of surrounding linoleum walls. a dull finish white oilcloth tablecloth, splir and laced with red oilcloth, curtains the windows. the little electric clock is built into the chest.

● putty-gray washable paint contrasts pleasantly with the black-and-sand trimming bands which enclose cross-bar mesh of red, black and tan washable cotton curtains. the same colors occur on the comfortable chair, while desk-chair seat is covered to match practical blue spreads. notice the shelves for books at side of blue stained oak desk, which matches other furniture in this boys' room. above, note built-in wall lights, port-hole mirrors, and commodious chest with sliding mirror just above its top door at the right. up the steps and so to bed, says the bookcase-with-drawer, at the beds' end.


● dark blue, contrasting with lighter bands of a blue mixture, make an attractive rug for this tailored room. and is found also in the four unusual animal color-prints by Franz Marc, with yellows and some red. red closet accessories provide additional color contrast.







• here's one of the finest electric refrigerators, fully automatic. framing the window, is red oilcloth, bound with cream, and the inside scalloped strips are cream, bound with the red. this clean electric range (right) is insulated to keep the kitchen cool, and never, never makes pot nor pan dirty, and may be set to cook a big dinner while Mother plays bridge, goes shopping or rests.



• what a joy these cabinets are! made of the best quality furniture steel, with rubber-cushioned, adjustable shelves—no vibration, no upsetting of glassware. chromium-plated hinges and hardware give them style, too. all floors in the house are resilient and easy to walk on. the floor here is a new kind, black in color, which was used also in the baths and garage. you can get any combination of colors, and any pattern, with it.