STANDARD SANITARY MANUFACTURING

The Standard Sanitary Manufacturing Company was an American manufacturer of bathroom fixtures, formed in 1899 by the merger of Ahrens & Ott, Standard Manufacturing and Dawes & Myler, together with six other companies. The Company quickly dominated the enamelled cast-iron plumbing industry by staying out in front with new developments and processes. In 1929, Standard Sanitary joined forces with American Radiator to battle the Depression.
Luxury unites with economy, and radiant beauty with healthfulness in "Standard" Porcelain Enameled Baths and One-Piece Lavatories.

Each piece of "Standard" Ware is the most beautiful—the most economical and satisfactory for whatever purpose it is designed.

"Standard" Ware adds a distinctive note of good taste to the home—brings the self-gratification of owning the best and the keen satisfaction of lasting service. Its hard, smooth, china-like surface is sanitary perfection, yet underneath is the durability of iron. "Standard" Ware is a modern home necessity—indispensable to the health, comfort and convenience of every family. Its always moderate cost is only true economy when measured by the service test.

Our book "MODERN BATHROOMS" tells you how to plan, buy and arrange your bathroom and illustrates many beautiful and inexpensive rooms, showing the cost of each fixture in detail, together with many hints on decoration, tiling, etc. It is the most complete and beautiful booklet on the subject and contains 100 pages.

CAUTION: Every piece of "Standard" Ware bears our "Standard" "Green and Gold" guarantee label, and has our trade-mark "Standard" cast on the outside. Unless the label and trade-mark are on the fixture it is not "Standard". If ware, refuse substitutes—they are all inferior and will cost you more in the end. The word "Standard" is stamped on all of our nickeled fittings; specify them and see that you get the genuine with your bath and lavatory, etc.


Offices and Showrooms in New York: "Standard" Building, 35-37 West 31st Street.
The modern housewife wants her bathroom to be the cleanest, brightest, healthiest spot in her immaculate home.

"Standard" Porcelain Enameled Ware carries with it a constant assurance of health. Its pure, snow-white, non-porous surface, and the total absence of cracks and crevices are a protection against dust and dirt, and make it the cleanest, brightest, and most healthful ware for the modern bathroom.

THE COST IS MODERATE

The fixtures shown in this illustration are Lenox Lavatory, "New Favorite" Bath and "Eden" Closet. The cost complete is approximately $101, not counting piping and labor.

Whether you want an entire bathroom equipment, or only a lavatory, you will find our handsome book "MODERN BATHROOMS" of the greatest assistance. It shows many simple, inexpensive interiors as well as luxurious ones; gives expert advice, suggestions for decoration and approximate cost of each fixture. Sent on receipt of six cents postage. (100 pages.)

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Offices and Showrooms in New York: "Standard" Building, 25-37 West 33rd Street
In London: 22 Holborn Viaduct
“Standard” GUARANTEED PLUMBING FIXTURES

A bathroom equipped with “Standard” Guaranteed Plumbing Fixtures makes the “luxury of the bath” a reality. They impart an atmosphere of refinement which reflects perfect sanitation, comfort and health. “Standard” Bathroom Fixtures are not an expense but an investment in permanent satisfaction and service.

All genuine “Standard” fixtures for bathroom, laundry and kitchen are identified by the Green and Gold Label with one exception. There are two classes of our Guaranteed Baths, the Green and Gold Label Bath and the Red and Black Label Bath. The Green and Gold Label Bath is triple enameled. It is guaranteed for five years. The Red and Black Label Bath is double enameled. It is guaranteed for two years. If you would avoid dissatisfaction and expense install a guaranteed fixture. Guard against substitutes trading on our name and reputation. All fixtures purporting to be “Standard” are spurious unless they bear our guarantee label.

Send for a copy of our beautiful book “Modern Bathrooms.” It will prove of invaluable assistance in the planning of your bathroom, kitchen or laundry. Many model rooms are illustrated costing from $7.50 to $60. This valuable book is sent for $2, postage.


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PITTSBURGH, PA.

Send for a copy of our beautiful book “Modern Bathrooms.” It will prove of invaluable assistance in the planning of your bathroom, kitchen or laundry. Many model rooms are illustrated costing from $7.50 to $60.00. This valuable book is sent for 60c postage.

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"Standard" One-Piece Lavatories are eminently desirable for bedrooms and dressing chambers as well as bathrooms. Their beauty of pattern and chaste design—fitting harmoniously to any scheme of decoration; their pure-white, non-porous surface, and freedom from joints where dust and dirt can lodge, render them far more sanitary than old-fashioned washstands.

Write for our special lavatory booklet, showing many beautiful new patterns, free on request. Also our elaborate catalogue—"MODERN BATHROOMS"—showing many complete interiors with approximate costs in detail.

The Lavatory shown in this bedroom is our exclusive "Coplay" design.

CAUTION—Every piece of "Standard" Ware bears our "GREEN and GOLD" guarantee label, and has our name "Standard" cast on the exterior. Unless the name and the label are on the fixture it is not "Standard" Ware. Refuse substitutes. They are all inferior and will cost more in the end.

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"Standard" Ware received the Grand Prize—the highest award for plumbing materials and modern sanitary equipment—at the World's Fair at St. Louis.

When you write advertisers please mention Good Housekeeping.
AMERICAN RADIATOR

The Company was established in 1892 by the merge of a number of North American radiator manufacturers. Its predecessor companies included Michigan Radiator & Iron, Detroit Radiator, Pierce Steam Heating and Standard Radiator. In 1929, American Radiator joined forces with Standard Radiator to battle the Depression. (The story of American Radiator is told on the CIBSE Heritage Group website).
American Radiator bas-relief at the St Louis World Fair of 1904
Winter's Dread

is the bed-time thought of rising, dressing, bathing and breakfasting in cold rooms. There's a way out.

AMERICAN & IDEAL RADIATORS

keep the house uniformly warm in the morning — all day — any kind of weather — without attention to the fire during the night. When you recall the fuel needlessly burned or the discomforts caused last winter by old-fashioned methods, why wait longer to ask about our way of steam or water warming your home? The fuel saving — the cleanliness — absence of repairs — pay in time for the outfit. Family health is protected.

Simple to put into old cottages, houses, buildings, etc. Easy to run as a parlor stove. No street water supply required. Put in now at summer prices by best mechanics. Ask for booklet.

AMERICAN RADIATOR COMPANY

CHICAGO

Dept.
AMERICAN RADIATOR & STANDARD SANITARY

These companies operated together from 1929, throughout the Depression and World War II, forming American Standard in 1951.

Many a heart is yearning

Many are the hearts that are yearning for loved ones far away — in service somewhere — on land, in the air, on the sea, or underneath. It becomes the patriotic duty of every American without exception, to work unceasingly, to contribute without stint, to sacrifice without restraint, to pray fervently for our righteous cause, to the end that complete victory be achieved and lonely hearts be reunited in a Lasting Peace.

The above message was published in full color in December 26 Saturday Evening Post and January 9, 1943 Collier's Also in 297 daily newspapers and as a lithographed poster in full color. Circulation in excess of 24,000,000 copies.
AMERICAN STANDARD

During the 1950’s, American Standard became one of the world’s leading manufacturer of plumbing and heating equipment, as well as making refrigeration units, kitchen appliances, automatic controls and classified products for the military.
WESTINGHOUSE AIR BRAKE COMPANY

Westinghouse was acquired by American Standard in 1968. (A biography of George Westinghouse and information on the Westinghouse Company is given on the CIBSE Heritage Group website).

Illustration of the Westinghouse Locomotive Air Brake in action
THE TRANE COMPANY

The Trane Company, a leading manufacturer of heating and refrigeration equipment, established in 1885, was acquired by American Standard in 1968. (A biography of Reuben Trane and a history of the Trane Company is given on the CIBSE Heritage Group website).

Trane CenTraVac water chillers, introduced in 1939, being manufactured in 1955
AMERICAN STANDARD

The years 1960 to 1970 have been called a “Decade of Expansion” for the Company. The success continued through the 80’s and 90’s, although American Standard had to fight off a hostile takeover bid from Black & Decker in 1988. Then in the early 1990’s, while debt-laden, the Company introduced a manufacturing initiative called Demand Flow Technology to turn the business around. The result was that in 1997, American Standard achieved a turnover of $6 billion in sales.
Beauty and the Beast

Tell your story with traditional farmhouse aesthetics from the Oak Hill collection. Just one of many carefully curated design movements from the 150-year design anthology that is DXV. To learn more, visit dxv.com.

DESIGN CONSULTANT: Holley Hollingsworth Phillips
Great Expectations

As told by DXV

Every home has a story. Tell yours with the anthology of kitchen and bathroom products from DXV. Culled from 150 years of pivotal design movements, each piece tells a distinctive story. What will yours be?

Visit dxv.com to find your local showroom.
Our designs can be found in the MoMA (down the hall and to the left).

We're worthy of the Museum of Modern Art, we're worthy of our space. Consider our Murray lavatory and High Hamilton toilet. Their useful styling makes them remarkably elegant. Their universal ADA design makes them remarkable, period. American Standard.

For more information call 1-800-424-0500 or 277.
The Plumber Protects the Health of the Nation

A portrait in American Standard Headquarters
REFERENCES

1998 The History of American Standard, Jeffrey L Rodengen, Write Stuff Enterprises, Fort Lauderdale, Florida

------ A variety of advertisements, spanning the American Standard Family, is available on the internet