

COLORS "BRING SPRING INTO YOUR HOME"

Period Furniture Still Holds Sway In Review of Styles for 1940

More than in any spring in a score of years, America is conscious of the glory of its home, as the second quarter of 1940 gets under way.

Merchants home from their tours to the great home furnishings market centers bring with them news that motion picture influences will be felt in the home furnishings of 40.

While "Gone With the Wind" hasn't actually created any new style of furniture, it has revived interest in Victorian styles. Low seats upholstered in gay red satin, sofas covered in green and white stripes...

Shoes Add Much To a Man's Height

Ever since the first short man wished he was taller, so he would not be looked down upon by the lady of his choice, effort has been made to add stature by means of specially constructed shoes.

Strangely enough, the problem of adding height to abbreviated stature has been solved by a six-foot-two New York shoe maker, Joseph Burger. So generously endowed, Mr. Burger decided to choose as his life's work the designing and turning out of shoes designed and built by a six-and-a-quarter inches to the height of any man who feels cheated by Nature.

Because Mr. Burger's shoes improve posture as well as add height, they are appropriately called Staturade. The secret of their concealed build-up is an inner construction of cork, which is light-weight and therefore comfortable.

"Strictly confidential" Mr. Burger's client-list numbers people from coast to coast, important in business, professional, film, stage, orchestral and other fields. They receive the shoes he makes for them by mail, about 10 days after their order is received...

When the shade has been thoroughly dusted it is ready for the actual washing. Use a large tub or basin and fill it with mild foamy soapuds. Dip the shade in and wring. If it still remains unwashed, use a second thick lather of soda. Rinse in clear lukewarm water and dry near an electric fan with or without an air conditioner.

Local furniture merchants have sampled this type of furniture generally, but the bulk of their purchases for 1940 will be of type more generally accepted in this community: 18th Century mahogany, modern walnut, Eased American maple; with some influx of French styles noticeable.

Outdoor furniture, gayer and brighter than ever, suitable for lawn and porch, is making a spring debut. Gliders, portable hammocks, love seats, and wrought iron chairs will augment the tea carts, umbrellas, and glass-top tables. Covering fabrics are now available in water and sun repellent finishes.

One interesting development is that the 18th Century English or Colonial furniture which formerly was available only in the higher priced brackets, is now within the range of all. Volume production, furniture merchants say, has brought down costs to a point where it is possible to sector furnishing of these styles in price levels which once were possible only in simpler modern art deco designs.

Modern styles are still holding their own in public fancy. Smooth lines and rounded corners are combined with compartments and convenient features which make for more efficient living, particularly in metropolitan apartment centers. Early American maple and mahogany finishes to richer tans. More and more young people are finding the tailored style well suited to the smaller simpler home.

French styles have even invaded the richest of all home furnishings available. Less ornate carving and less blatant contrasts in colors make this a pleasant change. The gilded French mirror frame adds a note of grandeur to most rooms, and local merchants will show more of this style this season than ever before. Delightfully fresh, without exotic attempts to be "different" the furnishings of 40 promise to serve homemaker with comfort and for a long time. They are not advanced beyond consumers' ability to pay; the whole home furnishings array brings an enticing picture of the home-making shopper who fares forth intent on making her American home a more delightful place in which to live this year.

SHADES SHED DRABBNESS

Put your silk lampshade to a wash and water tubbing and watch it perk up right under your eyes. First remove all lace and metal trimmings, ribbon rosebuds, and so on. Give bindings should be taken in place.

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Room and Floor in Perfect Harmony



Graciel is the word for Modern, in new furniture contours and in the soft colors and pleasant textures of carpets and rugs. Above, textured floor coverings and modern furniture for dining room. Below, the fitted surface of the carpet shown. Above, repeated in the texture of the interesting chair in the left foreground.

Small Dining Suites For Smaller Homes

The home with dining room too small for a regulation large-size suite, but too large for a dinette, may now be equipped with an outfit tailor-made to its dimensions. The "junior" dining room set, a product of the past year, is the furniture designers' answer to reduced scale in room sizes.

CALL FOR COMFORT

Lighter weight fabrics are the trend in men's spring underwear. Plain or ribbed lisle shirts are sheer as a woman's hose, and shorts are comfortably cool. Added conveniences such as gripper fastenings, roomy seat construction and adjustable waist bands make for a life of ease. Pastel colors lead in popularity, but hold patterned and dry near an electric fan with or without an air conditioner.

Top o' the Season



BEAUTY IN HOME BEGINS AT FLOOR

Clearer, more subtle, generally lighter color. This is epitomized the rug and carpet story for Spring 1940. Matching the fast growing color interest of America's home-makers is the most abundant assortment of colorful rug and carpet fabrics that has ever been presented in any single season in this country.

Opening Paragraph to Spring

WHEN the first of the balmy afternoons inspires you to be in accord with a new season; when you are busily lending a new freshness to your attire; and taking another look at the old car (wondering if the time has come to let the epidemic of "newcaritis" get you!)—in short, with the coming of Spring-time, think also of your HOME.

As is true in life itself, it is the little things which are so important in your home—a moment's reflection will convince you of it. A new vase, a new leather wastebasket for the living room, a beautiful new lamp to replace the one you have been looking at long enough. New things, big little important things; they work magic in a room.

There's a sparkling new freshness about those who have for your home this Spring—and it will be a pleasure to have you come in early. Remember that in gifts for the home, just as in new fashions in clothes, half the joy is in having them early!

La Belles

137 West Maple

Color Harmony in Men's Wear

Colors in men's apparel during 1940 will take the form of mixture, blends and off-shades in fabric. This means that men's accessories—belts, braces, neckwear and hosiery should reflect either the dominating shade or the accent colors or that fabrics themselves.

The fashion horizon is strongly striped. That is to say that in every classification of fabrics and accessories, stripes lead by a very wide margin. More and more men are learning that their natural conservatism can be served by wearing clothing that is relatively subdued in nature and that the fashion trend toward color can be catered to in a dignified manner by the addition to their wardrobe of colorful accessories.

The fashion-first ideas being shown in accessories for men this season are authentic Regimental brass, braces with matching garters, a new color—Colonial tan—in belts and in belts, elastic poplin belts in solid color as well as in Charvet patterns, hand-branded-leather belts in blue, green, Colonial tan, etc., all will be very prominent in the well-dressed man's wardrobe.

As a matter of fact, when it comes to belts, there is an entirely new classification known as Spring-tones. These belts ingeniously designed, are being shown in off-colors of staple black and brown, as well as in the high colors—green, blue, etc., and no Spring wardrobe is really complete without an assortment of these Spring-tone belts to be harmonized with the more subdued types of suiting.

BLUE AS NIGHT

The midnight blue dinner jacket retains its popularity for spring and summer wear, although there promises to be certain innovations for warmer weather.

WELCOME Spring in Your Home with NEW FURNITURE

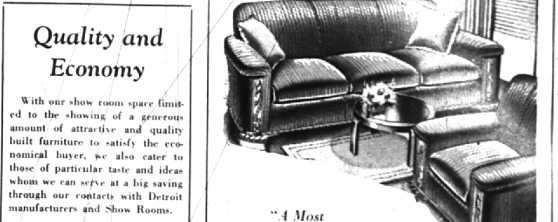
Bring spring into your home, and enjoy its lightness and cheer for many years by reformulating now, from these quality suite values.

A Personal Message to Eccentric Readers

Many Birmingham residents do not know about our store. Right here in your midst is a store ready to serve you most economically and genuinely.

We are located in Birmingham on the HI-WAY where low retail offers values to customers not possible in a larger city, also affording our customers easy accessibility from all points in this area.

Two Piece Mohair Suite



Quality and Economy. With our show room space limited to the showing of a generous amount of attractive and quality built furniture to satisfy the economical buyer, we also cater to those of particular taste and ideas whom we can serve at a big saving through our contacts with Detroit Manufacturers and Show Rooms.

Studio Couch Value



A comfortable type which makes into Twin Beds, all pillows inner spring filled and supported by back, cushions of inner spring construction. Can be had in Green, Rust and Blue.

A 3-Piece Bedroom Suite



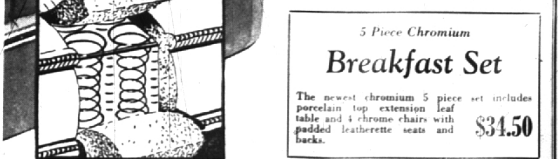
Quality built of walnut veneers and other cabinet woods—attractive burl walnut markings on front—dust proof construction throughout, center drawer guides.

Inner Spring Mattresses



A special purchase enables us to offer 50 free inner spring mattresses at a big saving. Constructed of 2 1/2 Inner Spring Units and "sagless edge," has reinforced pre-built border, heavy cotton felt padded top and bottom. Full or twin size.

5 Piece Chromium Breakfast Set



The newest chromium 5 piece set includes porcelain top extending leaf table and 4 chrome chairs with padded leatherette seats and backs. \$34.50

Har-Trom HI-WAY FURNITURE MART