

HAPPINESS BEGINS AT HOME IN AMERICA



Furniture Adopts Contemporary Style

Styles in furniture don't just "happen"—they grow as a result of careful planning on the part of manufacturers and merchants, based on the desires and pocketbooks of the consumers. This doesn't necessarily mean that there is little variety in the furniture being shown today, for never before has such a concerted effort been made to eliminate monotony, repetition and poor design, and substitute smart styling, to have greater appeal to the American homemaker.

In a recent survey, it was found that modern styles reign supreme in the average living room today. The path definitely leads away from the bulky, boxy pieces in evidence only a few years ago, and in their place have come functional contemporary pieces to which have been added the simplicity of traditional styles. The change is noted especially in the smaller apartments and homes where space is at a minimum, and where chairs and sofas are called upon for daytime as well as night-time duties.

Modern once was synonymous with "unstyled" or "commercial" but more and more it is being called "contemporary," as it gracefully fits into a modern room or equally well into the room of mixed period and contemporary pieces. With the change have come more inlays, trimmings and designs to add a touch of luxury. Interesting to note also are the new materials—plastics, metal, glass, leather, lacite, etc., which are combined with wood for variety.

18th Century Popular
Modern is the choice in the greater percentage of the nation's bedrooms also. The breakfast idea in chests and dressers, heretofore associated with period pieces lends itself to sleek flowing modern designs in the bedroom pieces.

It is second choice for the dining room, accounted for especially by the increasing number of suites made to fit into small rooms.

The 18th Century period designs have filtered into the medium and lower price brackets, noticeably so in the room furniture. This change undoubtedly will win over to its side the housewife Regency tastes run toward the traditional styles but who until now felt they were beyond the reach of the family budget. Poster and open headboard beds, chests on chests, and well-trimmed dressers and vanities bring these styles into second place prominence in the bedrooms.

Regency Favored
The traditional styles definitely are first in the dining room, where Duncan Phyfe, Hepplewhite, Sheraton, and Chippendale are favored for their authenticity and beauty of design.

No alarm needs to be felt that America's own traditions are being lost, for in Early American and Colonial styles more effort is being made to copy the unique hutch cabinets, corner cupboards, and other pieces which even when they were crudely made, held an important place in the early homes of the nation.

Regency is enjoying enough attention to warrant its appearance in period surroundings. The furniture trade has been timid about going too strongly toward Regency but has hinted its popularity with new dining room pieces, and has stressed Duncan Phyfe styles with metal grille and screen inserts on beds, over mirrors, and in cabinets.

IN FASHION NOW
The Fall season is starting off with more color than is usually being shown at first, and these colors have a newness about them that will appeal to women.

For instance, khaki is golden green while the biggies carry a note of gold.

There are some lovely new colors shown in woollens and crepes for the Fall.

Wool jersey and rayon crepe are popular materials for dresses.

Fence Choice
Whether the fence is intended as a complement to an attractive home or as a thing of utility to mark boundaries, provide privacy, and restrict dogs and children, the home owner should consider the architecture of the house in choosing the style of the fence.

Desirable

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INTERESTING WINDOW TREATMENT is seen above. Simple, carefully chosen draperies hold the decorative units of this room together. Teamwork as the furnishings combine a blending of periods, the simple straight-hanging drapes are correct.



AN EFFICIENT LINEN CLOSET. To find the size sheet she needs, the housewife has only to thumb through indexed tabs marked for the five standard bed widths.



MODERN SPINET-TYPE electric organs can be placed in almost any apartment today. This one has been flanked by two windows, a proportionately large picture above.

HABERDASHERY New Furniture 'Grows' With Child

(Continued from Page 8) in the western part of the United States, notably by the Indians in Santa Fe, New Mexico.

These ties come in soft, solid colors, in two-color stripes and in a variety of plaids. The softness of the colors makes them particularly suitable with almost any type of suit, whether it be country town or sport. This year there will be wool paisies, stripes and other designs, which form an almost endless assortment of patterns.

Narrow crocheted ties in silk or wool also promise to be popular, both in stripes and solid colors.

There will be the usual assortment of foulards with small patterns predominating. The large over-all design is less prominent, and conservatism in both design and color will be a noticeable feature in all ties for fall.

Say Vest on Way Out

The vest, on the wane for several years, now seems to be definitely on its way out and there is a growing demand on the part of college students and business men to substitute the sleeveless "V" neck wool pullover in its place. These come in a variety of weights, and in almost all cases in solid colors with blue, gray and tan predominating. Materials are varied including camels hair, cashmere and angora, and in some cases the weaves offer variety.

For the younger man, pullovers can be either round or crew neck, and many of them have sleeves so that they can take the place of a coat for sportswear around the campus.

Despite alarm over the reduction of foreign imports, the sweater market, at the present time, is booming and many of the American manufacturers are offering excellent buys in a wide range of prices. Several of these same mills are turning to the woolen ties as well.

Plaids and stripes lead in design of socks for the younger man, although solid colors in blue, gray and maroon, are still favored by those in business.

Costume jewelry is as popular as ever because of its effective attractiveness with dark frocks. The American eagle is a favorite design and is used in a variety of ways.

Mothers who have looked longingly at juvenile furniture, yet had to forego buying because Junior or little Sally Jane would outgrow those pieces in just a short time, are going to have a sigh of relief when they see what's in store for them.

Furniture manufacturers, in cooperation with child development agencies, schools and universities, have been working for some time on furniture that will "grow with the child," designed for use from babyhood to adolescence, yet appropriately styled for the home. Brought up in a home where good furniture is as important as good manners, a child who has his own room, furnished in keeping with his tastes, will develop a sense of pride and ownership in his surroundings.

A trend in this direction has

been seen already in the bunk beds, popular for boys' rooms, which may be broken down into twin beds to fit in with an early American or Colonial bedroom style. Likewise, when the side rails of a juvenile bed are removed the little girl's bed of yesterday is an attractive unit in young Miss America's modern bedroom.

Dressers and chiffoniers have been scaled to a size appropriate for either the child's room or as more adult pieces for the young modern. One of the newest improvements here is a chiffonier with storage space convertible at a later date to serve the wardrobe needs of the growing person.

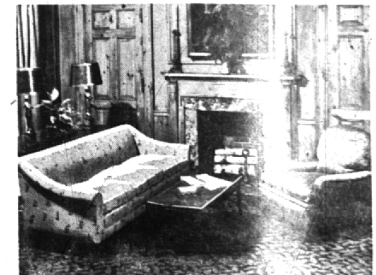
Another item is a utility cabinet with drawers, compartments and open shelf space which fills the child's requirements from toddling stage through adolescence, first as

a place for his toys and other needs, and then as a combination bookcase and desk. In fact this piece has been meeting with such acceptance that even adults are finding in it an answer to their needs for such a piece in modern styling.

Dark walls absorb light just as a sponge soaks up water. A room with dark-colored walls which is not exceptionally well illuminated by daylight requires more artificial light in the evening. With dull dark walls light is dim and struggling. With clean light walls both electric bulbs and daylight spread their radiance to better advantage.

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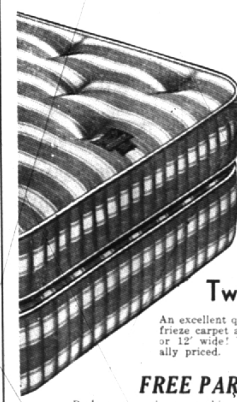
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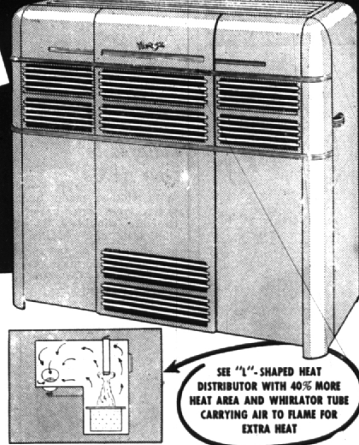
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