

MAKE YOUR HOME SING IT'S SPRING!

Home Furnishing For 1941 Centers About Two Styles

Home furnishing styles of 1941 have crystallized into two distinct groups.

The best interpretation of contemporary or modern, since that style was introduced in this country in 1925.

A crisper, smaller-scaled type of 18th Century mahogany, and Early American maple.

These are the conclusions reached following an inspection of the new furnishings as received in the stores, following visits of buyers to the nation's home furnishings centers in February.

The "modern" furniture of today had lost the arcs and angles which characterized the first modern design, and the waterfall type which was greatly over-done, is gradually giving way to a streamlined architectural type.

There are three distinct types of finish being used on the modern: a bronzed, jetted stripe walnut; a bleached finish for both mahogany and walnut—and some maple—and a dark Korolian or oak-blood red tone.

Every type of furniture is getting modern treatment. The old-fashioned cedar chest has a modern counterpart in a storage console, which may be used with decorative success in any room in the home.

It's distinctly American-modern, unrelated to earlier European styles. Its closest counterpart is the "Swedish modern" of a year or so ago, but all agree that the new flavor is distinctly "United States."

The traditional furniture of period design has taken on a more elegant note. Chippendale is giving way to Sheraton and Hepplewhite, with bowed fronts and attractive antiqued gold finish hardware pulls.

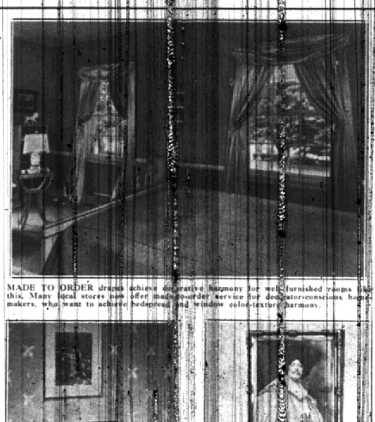
Early American furniture is holding its own in popularity. The reddish brown finish prevalent for a number of years is showing some variation—a lighter note here, a darker note there, and here, too, the selection is more complete than formerly.

So far as upholstered furniture

New Furniture Is Scaled to Modern Living



REAL LILY DESIGN, important and distinctive, particularly called for here, designed from formal living room because of its striking jet black or soft-brown, framed with realistically styled flowers. C. G. Galtman.



MADE TO ORDER design achieved decorative harmony for well-furnished home like this. Many local stores now offer immediate service for decorator-recreation buyers. Make your home as modern, beautiful, and business-satisfying as yours.

Here's New Idea For Youth's Room

Boys and girls alike seem to share enthusiasm for aerodynamic motifs, and there is no need for them to be disappointed for new bedroom suites have been styled after youth's favorite mode of travel—airplanes.

Buy Made Easy. Wholesale selling of home furnishings has reached the point where no woman needs to become confused in the selection of furniture for her home.

Information on this page prepared after consultation with the Home Furnishing Industry Committee.

MEN'S AT HOME is the product of every modern woman's dream. It is a complete bedroom set, an ideal for the modern home of today.

LAMPS ARE UNUSUAL. Lamps have attracted everyone with their fluorescent bulbs that fit unobtrusively under standard size shades.

Blonde and dark mahogany, white birch, and stained birch are the increase in popularity for juvenile furnishings.

Opening Paragraph to Spring

WHEN the first of the balmy afternoons inspires you to be in accord with the 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, when Spring comes, 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.

There's a sparkling new freshness about the things we 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
157 West Maple
"Birmingham's Shop of Gifts and Books"

Food Freshness Guarded by Glass!

Only Kelvinator Gives You this New "Cold-mist" Freshener with All-Glass Shelves... and SEPARATE COOLING COILS IN THE WALLS!

This Kelvinator Moist-Master Model brings you a revolutionary new principle of refrigeration that gives controlled humidity, keeps foods fresher, longer. And that big, all-glass Cold-mist Freshener with two glass doors, provides the super-point moisture that most vegetables and leafy greens need—preventing precious vitamins, preventing drying out, and eliminating the need for covering dishes. See the big 6 1/2 cu. ft. model, \$179.95. Only \$149.95 in your kitchen with 5 Year Protection Plan. See and Get Yours Now.

See the revolutionary, new construction of the Kelvinator Moist-Master Model. In addition to the coils that freeze in the walls of the food compartment, there's a separate set of cooling coils concealed in the walls of the freezer compartment—maintaining correct temperature and humidity throughout.

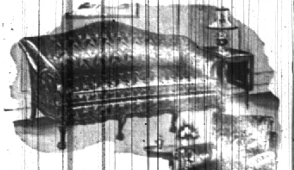
Get More Kelvinator MILKS' Auto Supply
186 South Woodward
Across from Birmingham Theatre Phone 1030.

Furniture Values TO MAKE YOUR HOME SING... IT'S SPRING!

Live smartly in an attractively furnished home you're proud to bring people into! Refurnish this spring, with these out-of-the-ordinary values.

STYLE and QUALITY. Whether you wish formal 18th Century grouping, or the conventional matched living room suites: They are all here for Spring.

A CUSTOM SERVICE affords you the choice of many types of upholstery, fabric in newest shades and colors. We will help you refurnish your living room at a saving that only a neighborhood store could offer on a very convenient budget plan.



Authentic 18th Century Duncan Phyfe Davenport with rich brocade cover guaranteed innerbuild construction. \$85.00 value \$69.00 Spring offer

A Modern Classic BED ROOM

The beautiful Zephyr, styled in light bleached Mahogany, streamlined with graceful curved fronts, unbroken by handles, drawers are easily opened by finger groove in front.

Bed, chest, vanity, \$119.00 bench, (dresser) Worth Coming to See! Levels Modern Bedroom Suite, Spring Special \$59.95 Quality Davenport and Chair in Value, Spring Special \$59.95

You Owe Yourself the Best In Rest Buy a GOOD Innerspring MATTRESS

When you buy a GOOD Innerspring mattress, you really buy proper rest, sound sleep, better health.

THE SUPER JUMBO with 225 specially tempered coils, priced for Spring \$15.95

FULL 6 CU. FT. CROSLEY PLUS AN EXTRA FOOT IN THE NEW SUPER SHELVAIOR (PATENTED)

WERS now showing the season's greatest refrigerator bargain—the 1941 Crosley with the new Super Shelvaior—that places extra as much food as your fingertips and doubles the refrigerated space for bottles. Only Crosley offers this sensational feature because the Shelvaior is patented. Other great features to thrill you! New 4-door cabinet, easier-to-use, all-steel cabinet.

Separate FREEZOROLD compartment for frozen-food storage. Extra deep cold storage drawer for meats. Sliding crisper. Storage for extra storage. And every other modern household convenience—at a very best. Come in today and see this exciting new refrigerator. It's a full 6 cu. feet plus the Shelvaior—it holds more food than any other refrigerator of the same size!

Buy Your CROSLEY On Easy Term Payments

Har-Trom
Hi-Way Furniture Mart
1532 So. Woodward Ave. Birmingham, Mich.
Member Birmingham Retail Merchants Assn.

Porcelain & Chrome KITCHEN SET \$29.95
Solid Hard Rock Maple DINETTE SET \$26.00
SPECIAL 9 x 12 Axminster Rugs \$29.95
New Spring pattern of Alexander Small (see in Rugs)

TRY OUR Credit WAY