



SIMPLE, comfortable furnishings add to the appeal of any home. In this family room, a fibre rug combines warmth and softness with a pattern that ties together all the room's decorative elements. Fibre rugs are lowest in cost of all woven rugs.

## Color Is Big Force In Family Harmony

"Show me the colors a family has in its home, and without seeing the family, I can give you a fair estimate of how well it is adjusted to modern living."

That's the opinion voiced by Sylvia Harmon, color consultant for the Insulating Siding Association.

"Color plays a more important part in people's lives than they realize," Miss Harmon said. "Certainly, no one claims it can alter a normal person's personality, but it can be a source of irritation or a tranquilizing influence that affects his enjoyment of life."

"PEOPLE like harmonizing colors. They like colors in sponges. They like them in electrical appliances. They like them in automobiles. I'm glad we've at last freed ourselves from the old-fashioned idea that almost everything had to be white or black."

"The best thing you can do with color you don't like, is to get rid of it. A Chinese red on the walls of a small room, for example, might be all wrong. It may cause a subconscious irritation that will plague you as long as you are in the room. So paint the walls a

different color," Miss Harmon advised.

SHE POINTED out that the proper use of color brings psychological benefit by adding variety to day-to-day living.

In the city, liberal use of green paint in decorating makes up for lack of foliage on the outside. But in the country, a little red on the house or barn provides relief from

the green surroundings.

"In outside decorating, I especially like the pastel shades developed by the manufacturers of insulating siding. When I see a house finished with this siding in one of those pleasant green, buff, gray or coral shades, I get the feeling that there is contentment and harmony on the inside."

"A HOME that presents a warm, colorful face to the world can't help but house friendly people," Miss Harmon said.

So look at the colors in your life. Perhaps they're a bigger influence than you realize. Even if you like the colors you now have on your walls, you might like a change even better. It doesn't cost much to try a new color.

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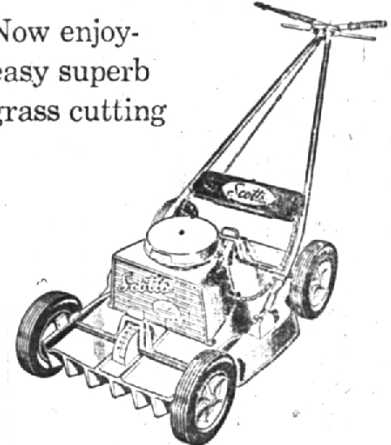
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