

Room and Floor in Perfect Harmony



Graceful is the word for modern, in new furniture contours and in the soft colors and pleasant textures of carpets and rugs. Proving that textured floor coverings and modern furniture are natural roommates, the tufted surface of the carpet shown above, is repeated in the texture of the interesting chair in the left foreground.

Influence Of History Seen In Furniture

Modern Versions Unite Room Harmony with Diversity in Color; Gay Outdoor Tints Reflected in Arrangements.

More than in any spring in a century of years, America is conscious of the glory of its homes, as the spring quarter of 1940 gets under way. As soft spring colors come into their own, gay outdoor tints are new with the reflected in the housework. America, proud of her homes, will do well by them this year.

Men come home from their tours to the great home furnishings market, and bring with them new ideas, new pictures, new influences that will be felt in the home furnishings of 1940. "Come With the Wind" will reflect the delightfully languorous old South. Colonial New England will be reflected in the drawing room. Northwest Passage, the many drawing room drapes of the penthouse school will carry modern furnishings.

With "Come With the Wind" line, notably created by new style of furniture, it has revived interest in Victorian styles. Love seats upholstered in gay red satin, sofas covered in green and white striped, and the old-fashioned rocking chair with button tufted seat and back will be seen here and there.

Local furniture merchants have adopted this type of furniture generally, but the bulk of the purchase for 1940 will be of a type new, generally accepted in this community. 19th Century mahogany, modern mahogany, Early American mahogany, with some influx of French styles noticeable.

Priced Within Reach Outdoor furniture, gay and cheerful, more than ever, suitable for lawn and porch, is making its 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 in the fact that 19th Century English or Colonial furniture which formerly was available only in the higher priced brackets, is now within the range of all. Volume production of furniture merchants says, has brought down costs to a point where it is possible to secure furnishings of these styles in price levels which once were possible only in simpler modern and maple designs.

Modern styles are still holding their own in public favor. 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 has moved from run-around finishes to rich, warm tones. More and more young

Go Out to Play



That old favorite, denim, is now this season, sanforized shrink for washability. Ready for all sports, in the pocket equipped skirt and shirt outfit above, combining striped denim with plain.

people are finding this tailored style well suited to the smaller, simpler home.

So Simple Simplicity has even invaded the French styles which are still among the richest of all home furnishings available. Less ornate carvings and less blatant contrasts in veneers 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 home-makers of this community.

for a long time. They are not faddy; prices for them have not advanced beyond consumers' ability to pay; the whole home furnishings array brings an enticing picture for the home-making shopper who faces forth intent on making her American home a more delightful place in which to live this year.

Softer Details Noted in Spring Sportswear

Classic fashions continue as sport leaders, with a trend toward softer dress details. In classics, convertible collars can be worn open or closed. Skirts have tailored pleats. Sleeves are simple, and long sleeves are growing in fashion acceptance, particularly for golf.

There are new spun rayon flannels and gabardines for sportswear, which are perfect weights to wear from now through summer, as they combine spun rayon with just enough wool.

YOUTH GETS IN SHAPE

Even teenagers wear a junior braform, devised of dress shields permanently attached to a little bathrobe bra; to be worn with a two-way stretch cowl which may be purchased, like the braform, in actual dress sizes.

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Corset Wardrobe Practical Economy

By ALICIA HART NEA Service Staff Writer It is a practical idea, for every woman to have a corset wardrobe. This simply means choosing foundation garments as she does dresses or suits—with an eye to suitability.

For instance, the smart lover of the shirtwaist type of dress wouldn't dream of buying six cotton shirtwaist dresses to wear at every hour of the day throughout a season.

She buys perhaps two cotton shirtwaists for morning or for golf or for country week-ends, probably two simple silk ones for luncheons, shopping or general, casual afternoon wear and, of course, two much more dressy types for dress-up occasions.

Because she is chic and practical, too, she has at least one sturdy, although light and comfortable foundation garment to wear under the morning dress. It might be a pantie-girdle. Anyway, it allows her plenty of freedom for bending over to dust under a chair or to reach the top shelf of the linen closet, yet it does support her figure properly.

Even Girdles Need Vacations

For afternoon and semi-formal day functions, she has some kind of girdle of all-in-one that may not allow for quite as much vigorous

bending and stretching but which is essentially comfortable. It probably is a little prettier than the morning garment.

For evening, she has a fine corset in which she can dance without getting tired and go on to have scrambled eggs at four in the morning without wishing to goodness she could go home and take off her girdle.

Her corset wardrobe is perfect if she can have two foundations of the first type mentioned, two of the second and one of the third. The way to make a corset give excellent service is to wash it after every six days of wearing, then put it away for six days of rest. Frequent washing, providing rinsing is thorough and the water is squeezed—not wrung—out, with rest periods between washings, will prolong the life of any foundation.

Bridal Gowns Will Be Quaint With Lots of Frills

Smart young brides-to-be are selecting heirloom silks, often in sentimental patterns, made with yards and yards in the skirt!

Bodices are modeled in basque silhouettes, which may be fitted with pointed front and collar, but tucking down the front, and accented with a little poppin. Skirts may be of gathered flounces.

Shepherd hand fronts are as young—as are lace fichu effects, gathered petticoat fronts, redingote fronts, and leg o'mutton sleeves. Exaggerated.

Following the trend in evening

gowns, bosoms are draped in criss-cross, knot, surplice and shirred bra arrangements, while hips are dramatized with tucks, drapes, pleated ruffles or frills.

1940 brides are adopting bonnets with veils or snoods, although the long veil is still the traditional favorite, giving way here and there to the short circular veil worn with flower toque or orange blossom cluster.

Native Sports Togs Offer Chance to Show Ingenuity

America's native costume is a sports costume—and the American woman's favorite pastime is assembling her sports wardrobe from a galaxy of jackets and skirts, sweaters and slacks, blouses and accessory gadgets.

This spring's jackets concentrate on pockets, of saddle bag or cash and carry size, a la Schiaparelli. They will be worn with skirts that match; with skirts that contrast; over dresses; and with slacks. The chief silhouettes are classic hip length, the collarless cardigan, and the very new longer torso type.

Skirts have much new detail for 1940. In gored and swing construction, particularly interesting in striped fabrics. Pleats give rhythm to your walk, and the peg top style is the skirt's big bow to pocket influence!

Show your ingenuity—mix your plaids and checks and plaids; your pastels, neutrals and darks; or match them to fashion contentment!

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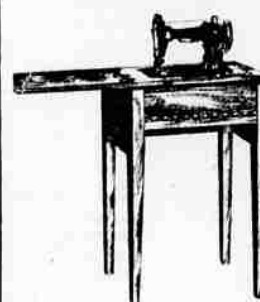
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