

# Wish you could work such magic in your home?

Learn what you can from Clara Dudley, Alexander Smith's famous color consultant here in person at



## JOSSE'S HOME FURNISHINGS

Thursday & Friday, Sept. 8th & 9th

LET CLARA DUDLEY HELP YOU, TOO

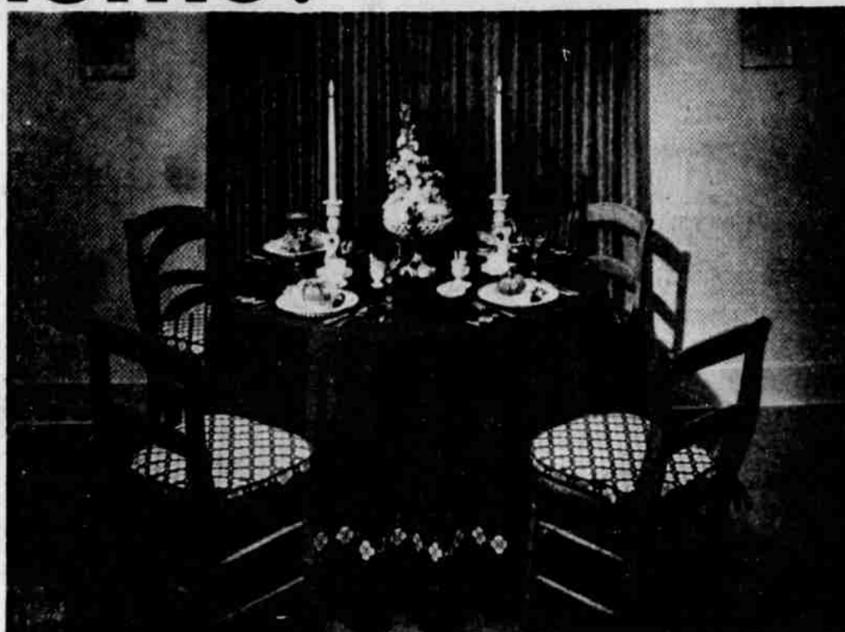
Meet her, talk to her, get her advice—Thursday and Friday of this week at Josse's. At the Civic Room of the Hotel Umpqua, 10 A. M. each day for a very interesting program. Her services are FREE!

Clara Dudley, nationally known color-scheme consultant for Alexander Smith & Sons Carpet Company.

See Clara Dudley's FREE TECHNICOLOR MOVIE "Before And After" TIME: 10 A. M. at the "CIVIC ROOM," Hotel Umpqua

Hear Her Free Illustrated Talk on "How to Decorate on a Low Budget"

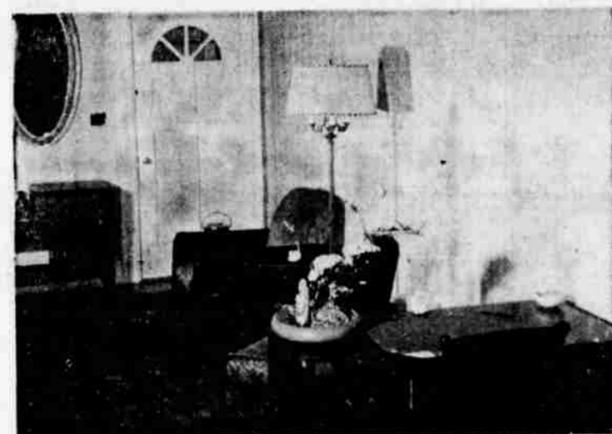
Get your FREE copy of Clara Dudley's color-idea book "COLORAMA."



A view of Grace and Dick Mattocks' dining room AFTER it was redecorated, and featuring a rug from Alexander Smith (LIVING For Young Homemakers, September-October, 1949).

### RIGHT FROM THE START

The Mattocks began their re-decorating with Alexander Smith Floor-Plan Rugs. They chose three rugs in soft, glowing Platinum Beige twist weave. For their color plans they got help from Clara Dudley, Alexander Smith Color-Consultant. Choose YOUR Floor-Plan patterns from a choice of multicolors, tone-on-tone, textured, sculptured patterns, and plain colors.



A view of Grace and Dick Mattocks' living room BEFORE it was redecorated (LIVING For Young Homemakers, September-October, 1949).

### BEFORE THEY RE-DECORATED

Living and dining rooms were dreary, dingy, dull. The Mattocks decided their old furnishings could never get well again—auctioned most of them off for \$300, which they applied to cost of refurnishing. "LIVING" photographer took this dismal picture before the auction.

### TODAY THE MATTOCKS LIVE

In a setting designed for young homemakers . . . charming, inviting, gracious. Following Clara Dudley's color plan, they repainted, repaired, made draperies, slipcovers. Their new furniture included a sofa, lounge chair, two end tables. For other views of this lovely room, see LIVING For Young Homemakers.

### IT CAN HAPPEN TO YOU!

See how Grace and Dick Mattocks re-decorated 2 rooms for \$516, starting with Alexander Smith Rugs and a Clara Dudley color plan . . . in September LIVING For Young Homemakers.



A view of Grace and Dick Mattocks' living room AFTER it was redecorated, and featuring Alexander Smith rugs (LIVING For Young Homemakers, September-October, 1949).

### IT'S SO EASY . . . IT COSTS SO LITTLE

Are you living with patchy rugs, a 1924 color scheme? Are YOU eager for a prettier living room? The pictures above show you how little it costs to revive a room. You start with a new rug. You follow a decorating plan, worked out just for you by Clara Dudley—your home-decorating consultant at Alex-

ander Smith. Clara Dudley, in person, will be available for individual consultations without charge in JOSSE'S Rug Department before and after each lecture. Those desiring additional help will be provided with a specially prepared questionnaire which they can send to the Clara Dudley Workshop. Also ask for Clara Dudley's color-scheme booklet "COLORAMA."

HEAR CLARA DUDLEY in the "CIVIC ROOM" at the HOTEL UMPQUA, THURSDAY & FRIDAY, 10 A. M., SEPTEMBER 8th and 9th.

Miss Dudley will speak on "How to Decorate on a Low Budget" and Technicolor Movie, "Before and After," will be shown. It's FREE, of course!



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