



NOT THE MAN ON THE FLYING TRAPEZE, nor a flagpole sitter in action. Instead this is Dan McLean, highclimber for the Pacific Telephone and Telegraph company, about to prove that the Wylar is truly an unbreakable watch. Wednesday at 7:45 p. m., he will throw the watch from the top of KRNR's radio tower above the Umpqua hotel. Lawson's Jewelry store will give \$100 to the person who returns the watch to the judges—if it's broken, that is. If it's in perfect running order, and they say it will be, the watch will be given to the finder. McLean, the 250-foot tower and the watch's downward descent will be spotlighted by equipment donated by Copco.—(Pictures by Master Photo Studio).



Textured Carpeting Popular

Newer Textures Now Are Easier On Your Budget

Texture continues to be the darling of the wool floor-covering scene in your home, this fall.

Where formerly, you were able to obtain luxurious texture, only in the more expensive floor coverings, it is now available at budget-comfortable prices.

In the lower price levels, you can easily find, not the simulated carpet texture of a year ago, nor the cleverly executed textures achieved by optical illusion, but real texture weaves that can stand on their own in competition with the luxury weaves without a single blush.

It is interesting to note that there are several new textured Axminster carpets which have the characteristics of more expensive weaves, such as actual carved effects achieved by pulling rows of wool into the back, and by combinations of hard twist and straight yarns.

Exciting news for you whose home is in the Provincial theme, is the introduction of three appealing Provincial carpet styles. None of these three new presentations have the slightest resemblance to the traditional block hooked designs. These new Provincial designs are beguiling interpretations of documentary Pennsylvania Dutch motifs, with a wonderful hand-loomed appearance.

There is a continuing color supremacy of rose, grey, green and beige for carpeting this fall. However, the rose tones are definitely in the mutation group, showing decided copper, peach and burnished tones rather than a pinky rose.

Powder colors in green, grey and beige are to be found. Rich greens are still very good and some have even a rather sharp parrot green tone.

Many reds are losing their bluish cast while preserving a high, bright tone.

In two of the three new Provincial carpet mentions, particularly, the colors are all muted and rather dark with a slight "weathered" look. However, there is not the slightest hint of dullness.

Room Planning Of Furniture Advice Given

When planning the furniture arrangement of a room, there are several basic principles to remember which will guide you in the right direction.

One of the first points to consider is balance, which means the proper distribution of weight and the best possible use of space. To achieve the proper distribution of weight, place the heavy pieces as far away from each other as possible. If all the heavy pieces are on one side of the room takes on a top-heavy appearance.

Never furnish a room with all large pieces as this will result in an overcrowded room and one that is difficult for people to get around.

Arrange your important pieces such as sofas, pianos, console radios, large chests, or desks parallel with or at right angles to the wall. Never cut off the corner of a room by placing a large piece catty-cornered.

If you have a sofa on one wall, balance it with an important piece or grouping such as two armchairs with a table between them, on the opposite wall.

Arrange the furniture so that several people may carry on a conversation without shouting.

If you have a fireplace, plan a grouping in front of it by flanking it with two chairs and a coffee table between them, or a loveseat on one side and a chair on the other.

Make the most of your windows by arranging a group of two chairs with a large lamp table between them, or you might fill that space with a decorative, permanent card-table set.

Place your major seating pieces so that the person sitting in them will have adequate reading light, and a table within reach for smoking accessories, refreshments, etc.

Keep an open traffic-lane to the doorway so that it isn't necessary for one to run an obstacle race to enter or leave the room.

Early American Best For Young Homemakers

Early American furniture, which has retained its popularity for generations, is an ideal style for newlyweds who are furnishing their first home. Improved Styling and Finishes Lighthearted in feeling, simple in design, and sturdily constructed, it reflects the young American spirit. In recent years, the styling has been refined, and the soft, caramel or honey-color finishes have been substituted for the harsher, reddish finishes which used to be associated with Early American.

And, there is a far wider selection of upholstery fabrics than ever before—charming Provincial and Documentary prints, or smart textured weaves in decorator colors are seen in all of the new designs.

Simple Inexpensive Accessories Made of native American maple or cherry, this style is well within the reach of young budgets and by virtue of its simplicity, inexpensive accessories including cotton draperies, braided or cotton rugs, decorative pieces of brass, copper, or pewter may be used with it to create a completely charming room.



A CAMPUS PREVIEW of what the co-eds will be wearing this fall, (and what the lucky College Joes will be dating) is modeled here by Betty Agee. Found in Montgomery Ward's fashion department, this Sanforlan sweater combination in beige and corduroy skirt with large side pocket effect in green promise to be campus favorites—no matter what your school colors may be.—(Picture by Master Photo Studio).

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Arbuckle's

Right on Jackson