

Beautiful HOME WEEK



STIMULATING TALK ON INTERIORS

Home Beautiful Week Offers Opportunity for Learning How

Most women are experts in selecting their clothes. They know what clothes are best suited to bring out their particular style of beauty. They know, too, whether the tighter effect of the Empire costume is more becoming to them than the loose clothing of other periods.

American women are most sensitive, too, to the lines of their clothing. One side of their skirt up—the other side down does not please them. How can it be then, that the best dressed of all women—the American women—can so shockingly disregard the simplest rules of decorating their homes—for truly, from the viewpoint of an expert, American home interiors are most inartistic.

Women should study the color scheme of their rooms in much the same manner as they study the colors of their gowns. It is passe to wear white shirt waists and dark skirts. It isn't fashionable, and the vogue will never revert to that combination. The reason is simple: It is bad art to mix colors which contrast so greatly when used in large areas.

Predominating Color
It is the same way with one's rooms, apartment or home. Now-days those well posted on interior decoration do not have the rug one color—the woodwork another and the ceiling a stupid white. What cultivated people strive for is harmony in color—they demand that there be a keynote tone in the room. To illustrate this better assume that the room to be decorated is, for five or six hours of the day, flooded with brilliant sunlight. It would be good art then to use a cool color as the room keynote. Let us assume that green is the color decided upon, so, in selecting drapery, wall paper, paint and rugs each should contain shades of green, varying in intensity from the floor right up to the ceiling. In other words, the rugs should have worked into their design, here and there, a touch of dark green. The woodwork should be tinted with a slightly lighter shade of green—the wall paper a still lighter shade, and the ceiling carrying the lightest tint of all.

Upon entering a room so colored we find it most pleasing to the eye, and harmony is produced which could not be obtained if different and contrasting colors had been used.

The idea of harmony of color can be carried even to the furniture itself. Now-a-days it is possible to purchase furniture ready

to be painted—we can mix our own colors—experiment with them—and do our own painting if we have the leisure.

The "Restful" Room
In order to create restfulness in a room, however, it is not necessary to have the furniture in tone with the keynote color of the room. Walnuts, mahogany or any of the popular woods work well in practically all color schemes, though in very small rooms it is inadvisable to use much red furniture, because red leaps out to meet you, while other colors do not impose themselves so forcibly. If we wish to make a large room appear small we use reds very freely all throughout the room—it we wish to create the idea of great space, yellow and green are the ideal colors.

Starting as we have to create a restful home we should give great attention to the arrangement of all furniture. It is not only unrestful, but extremely bad taste, to have our furniture placed in any other way except flat against the wall. Pieces set in the cater-cornered fashion are confusing to the eye—they create an unrest in us for which doctors find it hard to account. In a celebrated church in New York, a still more celebrated minister found that he could not, for the first time in his life, hold the attention of his congregation. After months of thought, he finally called in an expert on interior decoration. The expert had already solved the problem when he entered the church. He found conflicting lines in the arrangement of the pews and in the arrangement of the other furniture, and he found the color scheme contrary to all laws which would produce a peaceful state of mind. Within two weeks that church had been redecorated—the furniture had been rearranged and for the first time in months our celebrated clergyman was able to hold the undivided interest of his congregation.

Right Angles, Only, Correct
Every line in a room, no matter whether of furniture, pictures, picture wires, drapery or lighting apparatus, should follow the lines of the room. In other words, anything but right angles is bad art. Harmony can only be produced where lines are straight. Apply that principle to hanging your pictures—don't use one nail or one hook and loop your wire over it—use two nails or two hooks, keeping the wires of the picture parallel. Do not let your pictures hang at an angle from the wall—place them flat against the wall—keep either the tops of the pictures or the bottoms an equal distance from the floor. Hang them low—the center of a picture should never be above five feet seven inches from the floor. Do not have the sofa placed at an angle of 45 degrees with the wall

(Continued on page 5)

See Pages 6 and 7 Additional Better Homes ads may be found on pages 6 and 7 of this section.



Distinctive new stucco and tile roof residence of B. E. Edwards nearing completion at 19th and State streets of this city. This home was erected by G. M. Douglass, interior and exterior finish by R. Ritacca, and roofed with red "Water-seal" concrete roof tile manufactured and laid by the Oregon Gravel Company.

HOMES

LET US SHOW YOU A HOME

WE make it a rule to show you homes—not just merely houses. Our homes are a delight to the eye and a joy to the housekeeper.

MOISAN & ULRICH
122 North Commercial
Phone 1254

Living Room Furniture That Is Easy to Live With

If any one room reflects your personality, it is the living room, for there lies the greatest opportunity for the expression of personal taste. The furniture you select here will be irreplaceable in design, quality and color—and as comfortable as living room furniture should be. You may have it as simple or elaborate as you wish, and whether your choice rests on a sober mohair set or a gay tapestry chair, you will find our prices above reproach, as well.

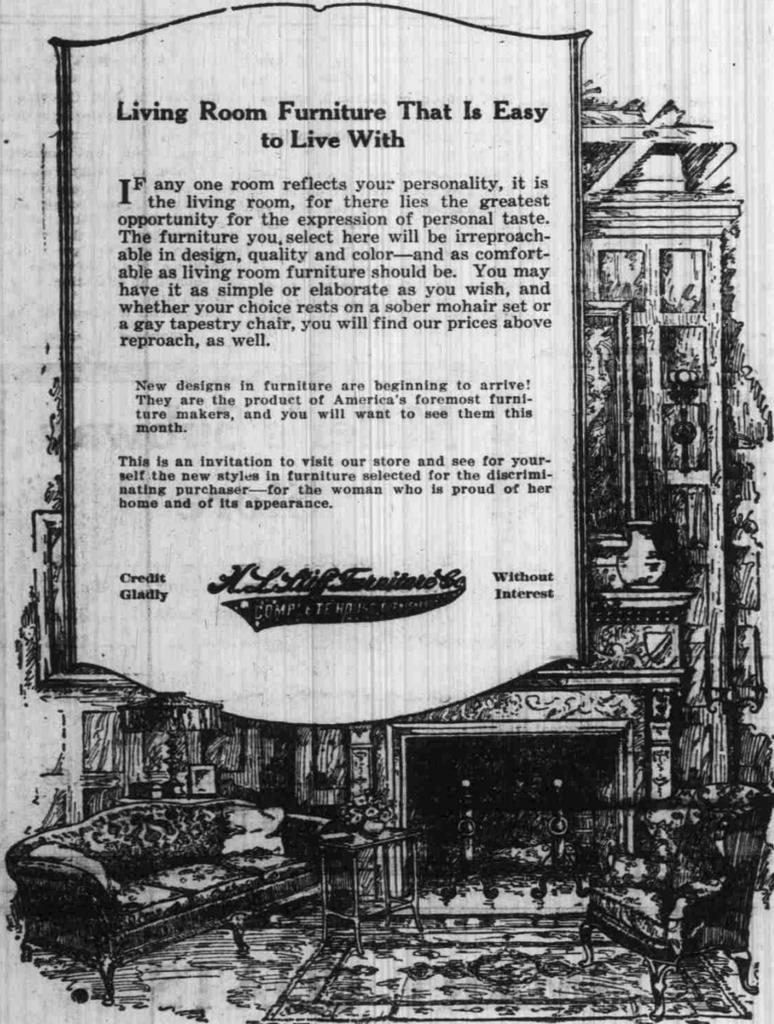
New designs in furniture are beginning to arrive! They are the product of America's foremost furniture makers, and you will want to see them this month.

This is an invitation to visit our store and see for yourself the new styles in furniture selected for the discriminating purchaser—for the woman who is proud of her home and of its appearance.

Credit Gladly



Without Interest



MUSIC IMPROVES "ANY HOME"



"Sherman Clay & Co. Pianos"

The average "HOME" is not a real HOME without MUSIC. The part—the important part—which MUSIC plays in the improvement of the HOME can never be too much stressed. If there is in your home, that household book labeled "BUDGET," in it should appear the item of MUSIC. Because it is an asset to, and very necessary in every well organized HOME. There surely is, or should be, in that book a provision for the things which make for culture and refinement. Unquestionably music is at the head of this list.

MOORE'S MUSIC HOUSE
409-415 COURT SALEM



It's a wonderful thrilling show The best you've ever heard. The scientific radio. Come in—don't take our word.

COME in and listen to a demonstration. You should know more about the radio. It is taking up its place in the affairs of men and a set belongs in your home. We'll furnish you with a set and guarantee results.

Radio Headquarters

291 N. COM'L.

PHONE 1935



Better Fuel Makes Better Homes

WE CARRY ALL SIZES OF COAL from the large furnace to the smallest nut size. Tell us for what purpose the coal is required and we'll point out the proper size to use. But although we carry all sizes, we handle only one quality, the very best coal from the very best mines. Our coal service is yours to command.

Prices range from \$10.00 to \$15.00 Also handle the best Diamond Briquettes \$15.00

PHONE 930

Larmer Transfer & Storage Co.

Be Prepared for the Long Winter Indoors

Cozy comfort is yours during the long winter evenings in the home if you profit by the marvelous showing of fine new furniture at Hamilton's, featured now at strikingly low prices! Here indeed are furnishings of luxury and good taste that will make you proud to entertain guests and work a transformation in home life during the coming season and for a whole generation to come. A host of wonder values for living room, bed-room, dining room and kitchen, have been especially assembled to help you "cozy up" your home. Choose while selection is at its very best—tomorrow; Our convenient terms, as usual, help you save now—and pay later!

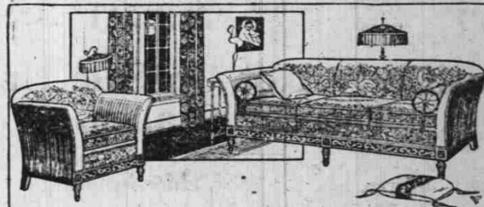
Ready for Winter Entertaining! 8 Pieces



Here's furniture of the sterling character that will make yours a better home this winter, and for years to come! The table has a 42 inch by 54 inch, genuine walnut veneer top and extends to 6 feet. Included also is a large buffet, five chairs and host chair with imitation leather seats. A real value in beautiful walnut.

Odd Beds Tomorrow brings a wonderful opportunity to secure a full size, bow-end bed at a decided saving! Beautifully finished in ivory.	Comforters There is comfort and warmth in these heavy comforters, which go on sale tomorrow at a very special price. Be early!	Tea Wagon Drop leaf style, with rubber tired wheels and richly finished in mahogany. Just a few—they'll sell fast!	Spinet Desk Lends a touch of distinction. Neatly turned legs, walnut or mahogany finish.
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There Is Real Comfort in This Suite



This is living room furniture of the finer sort that will give you a thrill of pride when you see it in your home! Two handsome pieces are included in this attractive knife arm suite—a luxurious davenport and arm chair with removable spring cushions and coil spring construction throughout. In attractive mohair.

Your Credit is Good Here We Charge No Interest



Your Used Goods Taken In Exchange