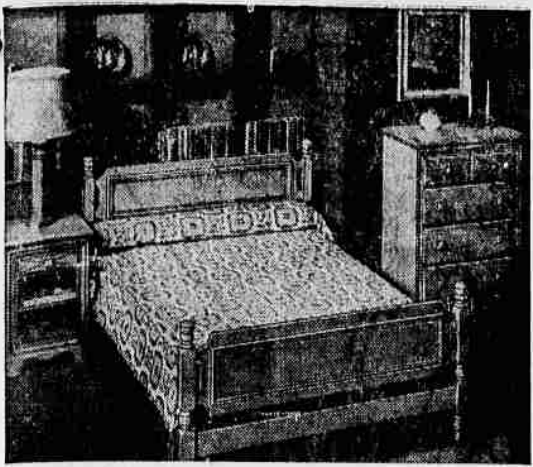




Early American with a modern sparkle is this "country-side" line in honey-colored Pilgrim finish on hard-rock maple. It is ideal for ranch type homes.

## Coordination of Color, Design And Texture Create Well Furnished, Harmonious Home

Fashion is playing an increasingly important part in home furnishings. Coordination and design are the keynotes of the new trend, and the results will be a greatly increased number of harmoniously furnished homes.

Because of the stress of our times, and due to the influence of American ways, homemakers are seeking to bring into their homes, more casual, informal comfort, and simple, honest design.

Of course, there's no predicting what changes the allocations to defense production will bring about. Home fashions will undoubtedly be affected, but not restricted. For no single material or product is essential to good design.

American manufacturers and designers will have the problem of producing well designed merchandise of materials that are available. Fortunately, there's no restriction on good taste. Whatever changes are forthcoming, they will have to meet the challenge of whether they fill a need satisfactorily.

Coordination is showing up in related designs in living room groups. The legs of the sofa, in some cases are repeated in the legs of the table—end or coffee. Fabrics, floor coverings, lamps, and accessories are conforming to create a greater feeling of unity and harmony.

TV Changes the Scene  
Television influence is bringing greater mobility into the home picture. Wheel-like casters are being concealed beneath low skirted bases.

Upholstered pieces are inclined to be less upright and more comfortable for those long evenings of television viewing. Ottomans and lightweight chairs are being used to increase seating capacity.

Contemporary design continues to gain in popularity, with greater emphasis on light wood finishes. The wood used must necessarily have a fine surface quality, an added feature of enhancement.

American Provincial lines are coming to the fore, in well

### Use Wallpaper For Smart Accent

Wallpaper serves several purposes, the first and foremost, being to complete room furnishings, harmoniously. It's a good means of covering up imperfections in the walls. And not least in its services, is the way it adds depth and color to a room.

When selecting color in wall paper, it is wise to keep in mind the character of the room for which it's planned.

The naturalistic group of colors, now so popular, are spring green, sky blue, and bark moss—all as refreshing as a garden.

For a woman's bedroom, pinks and pale blues are most appropriate.

Where dramatic effects are desired, look to elegant chartreuse, sharp greens, black backgrounds with lipstick red, gold or silver.

If a mood of quiet repose is sought, use beige and tans that offer an unchanging, antique quality.

### Food Fresh Longer

The new vacuum sealed refrigerator jar keeps food fresher—ten times longer than the average containers.



A Five-piece Game-room ensemble for dining room, entertaining and games. Plastic top.

## Invest in Good Accessories to Be Smart and Good Looking

By LEE AMES

'Round the season and 'round the clock, smart women find accessories a smart investment in chic and fashion know-how.

Good-looking, versatile accessories are the background and basics for every woman's budget, no matter how limited or how extensive.

All accessories should be related in mood and type to the costume for which they are intended.

The separates and individual notes of any ensemble, such as sweater and skirt... blouse and skirt... are the better coordinated when brought together for smoother harmony with a match-in-mood, smart belt.

Complete your own fashion picture from the host of new, wonderful and exciting accessories. Spark your wardrobe with fashion interest from the new trends in accessories, and you'll find that your wardrobe will wear a right, bright look for fall!

### HANDBAGS

Choose a smart, large carry-all with a soft look for your casual and sports ensembles.

With tailors, you'll want neat, boxy shapes in polished leather. Dressmaker suits and coats will be brightly punctuated by soft, trimmed bags in suedes and fabrics. And for the cocktail hour and after, the "buy-word" is—the more elaborate, the better.

Handbags, too, show important texture contrasts... suede with calf, grained leather with polished calf, fabric with leather... polished or patent leathers, many in reversible styles.

Key colors are polished black, sophisticated browns, greys and deep reds, tawny spice shades and royal purple in all variations.

### GLOVES

Fingertip fashions for fall go to all lengths in smooth leather, suede, pigskin and a multitude of fabrics.

From one-button mannish gloves to 8-button long gloves, glove fashions for a day and evening have trims and accents of contrasting fabrics, braid, bead and jet trims.

Satin trims the fabric gloves, as does velvet. Choose string and pigskin for tweedy fabrics... leather in polished tones with tailored ensembles and velvet, taffeta and soft-as-butter suede in elegant glove dress-ups.

### STOLES

Stoles, which stole the spot-

light through the spring and summer showings, continue to be a peak trend. Your best bet continues to be the long, straight stole and huge triangle shawl... to give that extra fillip to your costume.

### SHOES

Pumps ride high in the shoe picture this fall... and they are higher-riding pumps, too, with little resemblance to the deep-cut shell pump of previous seasons.

The number one shoe for fall will be smart and simple, with rounded throatline and delicate yet restrained trimming on the vamp.

Gracing your ankle this fall will be backless treatments with over-the-Instep strap or straps... halter slings... the broadly-

opened toe for frivolous occasions and a wonderful lineup of oxfords with side ties and pump variations.

The polished look in soft leathers, sparkle trimly for your accessorizing in black, brown, grey and purple. Patent is your target for attention to complement your luxury look. Suedes will glow softly with corduroys, tweeds and velvets.

The look... the feel and the smart fashion of the accessory picture presents opportunities unlimited for fashion this fall.

### Scarf Tricks

This season your scarf may be much more than a decorative accent... it may, in fact, be the keynote of your ensemble.

The new scarf fashions lend themselves to sash ties, serape drapes, ascot ties, buttonhole adornment and a host of other tricky accents.



The Turtleneck, one of the season's most popular necklines, takes top honors when dramatized with jewelry, scarfs, or stoles.



Big, Bold Earrings, gold-knot clips, and link bracelet add emphasis to dark colors.

## Corduroy Becomes New and Exciting In Fall Collections

There's an opulent look to corduroys! Never before have there been such interesting variations to this smart fabric!

Considered for so long as a sturdy basic for "hard-knock" apparel, corduroy has at long last lost its "bread and butter" look, to wear a sophisticated, elegant air.

From woven plaids, pin checks, tweedy looks, wide wales with the look of rich velvet, corduroy is the newest fabric sensation.

It has been specially processed to lose its tendency to shine in wear spots and is more crease-resistant and durable than ever.

You'll find exciting corduroy versions in sheer-weights, medium-weights and the usual standby heavyweights.

Fur for Accent  
A tiny choker of real, precious mink at the neckline... a wide band of fox, above or below the elbow... (on coats, dresses, suits and even blouses)... little fur collars on elegant frocks... huge fur muffs and lavish fur stoles are the fashion accents in fur for fall and winter.

**Accent shoes**

**DOUBLETONS**

make fashion news! Smoothness and softness, calf and suede... combined in a group of day and afternoon designs that are slim and slender, fitted to perfection by Accent.

Come see them soon!

**Miller's**

as seen in September 15 Vogue

# ELFSTROM'S Fall Furniture Showing

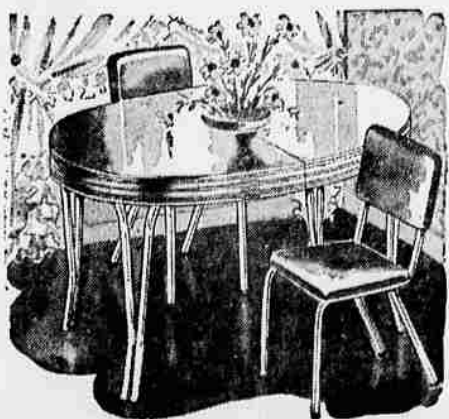
Featuring Outstanding New Styles, Exceptional Values!



GOOD QUALITY! LOW PRICE!

## CHROME DINETTE SETS

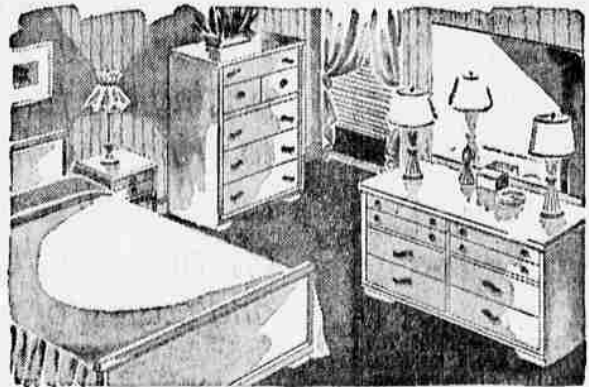
Designed in the modern manner. Decorative, colorful laminated table tops and matching plastic chairs. So practical and easy to keep clean. Red, yellow, blue or green.



With fall, comes the perennial yen to fix up the house. Now is the right time to do it, too... with this opportunity of making your selection from the best group of new fall furniture styles... at unusually low prices.

## STRIKING MODERN SOFAS, CHAIRS

Two pieces with the grace and artistry that will enhance your home for many years to come. Constructed of high quality materials throughout. The type of styling that will blend equally well with contemporary or traditional. Upholstered in fabrics with new fashion interest in lovely textures, striking colors, and artistic design.



## LUXURIOUS BEDROOM SUITES

With trim modern lines—contemporary at its best. Blond, mirror surface wood. Large mirror, and double Mr. and Mrs. dresser. Roomy chest. Fine construction, throughout.



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