

Contemporary Furnishings Show Ingenuity of American Designers

While "contemporary" is no longer news, "real modern" is being talked about, more and more. "A light look" is in the limelight. Bulky seating areas are supported on slim, trim legs. Seats and backs show a "tight" silhouette, and loose cushions rest against exposed frames of metal or wood.

Even in the traditional field, the sofas meticulously adhering to the original lines, have taken on the same light and graceful qualities so significant of contemporary form. The stress on comfort is consistent in both

exhibiting added novel, useful features.

Countour Is News

A scientific approach to the chair design promotes good health and posture, and has brought the "countour" chair into being.

The old fashioned "sleepy" traditional and contemporary styles.

Chairs are conforming to the "light look," too, and showing new silhouettes and decided comfort. Some of the chairs are

hollow," appearing in a modern version, is one example. The countour rocker and oversized countour chaise, are other examples.

Double Features

Double features come into play where chairs serve two-fold functions. There's the chair which has magazine space allocated to it. There's the chair with a wide slab arm that serves as a writing or dining surface . . . especially appreciated by television fans who dine and watch television at the same time—as so many are doing.

Television is also responsible for the increasing use of the so-called occasional chair, which is suitable for both the dining and living room use.

The formal hostess chair is assuming greater silhouette interest and more distinctive lines.

Contributing to ease in upkeep, is the trend to styling which makes the problem of upholstering less involved and less expensive. Excellent examples, in this case, are the loose cushion construction, for one; and chairs where slip covers are used for backs, another.

The ingenuity of manufacturers and designers, can be counted upon to supply furniture styles consistent with the popular demand for good, functional design.



A Rich Demi-tone Brown with blue overtone on American walnut comprises the "heather" finish on this new modern bedroom suite. Chests have straight top and bottom drawers, but center drawers are concave and recessed between moulding.

Get Curtains With a View

Have you ever dreamed of replacing the view from your window of the neighbor's clothesline or garage, or alleyway, with a view of peaceful valleys, majestic trees, and lofty mountains?

It's possible! The curtain with a view panels feature a new photographic process — prints on opaque rayon broadcloth in monotone shades of sepia, green,

charcoal, and brick. Colors are absolutely fast.

Floor Scrubbers Get a Real Lift

Now, floors can be scrubbed with no danger of getting housemaid's knees. The new plastic puffy cushion is a device made of all-vinyl plastic, that can be easily blown up to a 17 inch square. It is a boon, not only for floor-scrubbers, but also to gardeners, beachgoers, and to fans sitting on hard bleacher benches.

Try Blue Magic In Your Kitchen

New practical salt and pepper sets are available, with removable glass tops full of Blue Magic crystals. These crystals absorb moisture that would otherwise cause salt to cake.

The crystals turn pink as they gather moisture. Drying in the oven restores them to their original blue color.

Authorities point out that a wise man will budget his suit-buying so that he will have the greatest number of suits his income and needs will allow.

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Plywood Has Many Uses 'Round Home

The homemaker who likes to do his own work, will find in plywood a versatile material that has practical value and decorative possibilities. It is easy to handle and a good material to use for remodeling, finishing, and making built-ins.

Nails and screws can be put in right near the edge of a panel without danger of its splitting. It presents a good surface for any decorative finish—paint, wallpaper, enamel or woodstain.

Plywood is not a synthetic or makeshift material, but real wood. Very thin layers of wood are bonded together in such a way that the directions of the grain in each layer is perpendicular to the grain in the layer next to it. This cross-lamination is designed to give it increased strength. It actually becomes stronger than natural wood. The cross-banded panels won't split or scuff. Their rigidity, flat smooth surfaces, and their retention of the natural wood grain gives plywood the qualities required for both building and finishing.

For the home fixer, plywood is a material that affords great satisfaction. It makes all the beauty and richness of natural woods available for home decor, and can be applied by other-than-expert carpenters.

Synthetics Used Widely in Home Fabrics

Fashions for fall in decorative textiles for home furnishings, point up new uses of synthetics for greater texture interest. Noteworthy in this category is the increasing use of rayon, nylon, orlon, and cotton, instead of wool.

While the use of these fibres does not cause deviations from the general trend in texture treatments, some differences do occur.

Both rayon and cotton take on color so much clearer and truer than wool does. And where various fibres are mixed, design effects never before possible are obtained for use in draperies, upholstery, and carpeting. This is due to the fact that the different fibres take dyes differently.

Textural interest, always foremost in home decor, has been tremendously increased in its scope of decorating possibilities. The sheen of rayon forms a clever motif for cotton grounds. Cotton and pile fabrics are used to produce a three-dimensional sculptured effect of great beauty.

The Prettier Look
This feature which characterizes the new trend to softer contemporary fashions, is also effective in carpeting. Flower motifs are appearing in both wool and cotton carpets, which have a delicacy and softness reminiscent of the romanticism of the 19th century.

But the colors are used in a decidedly different way. White and red on speckled black; chalkwhite; deep gold on soft green; and a soft blending of ombrés to form patterns.

These are typical of the way in which color is used to create a "prettier look."

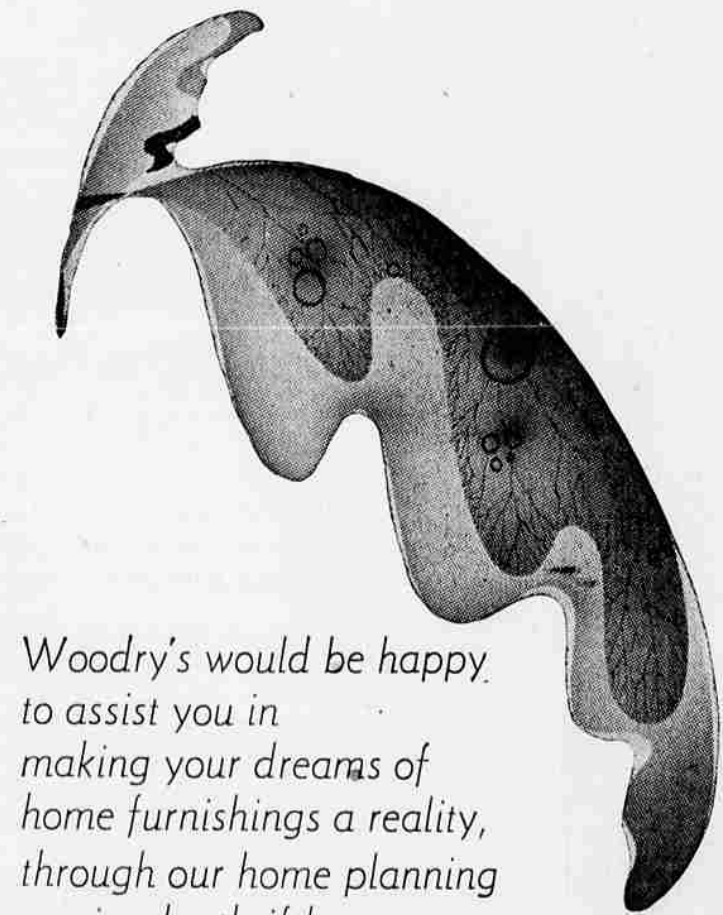
Provincial Is Contemporary
Though provincial patterns, from ranch-type to modified modern, differ, they have a decided contemporary look. The popular ranch house influence can be seen in the look of hand-made tweed effects.

Colors in drapery, coverings, and carpetings are mixed in salt and pepper combinations . . . cinnamon, brick red, and beige . . . soft greens . . . and brown tones that have a warm comfy feel to them.



A Well-Designed, Modern Lounge Chair, smartly covered in a variety of new-as-tomorrow-fabrics.

fall 1951



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