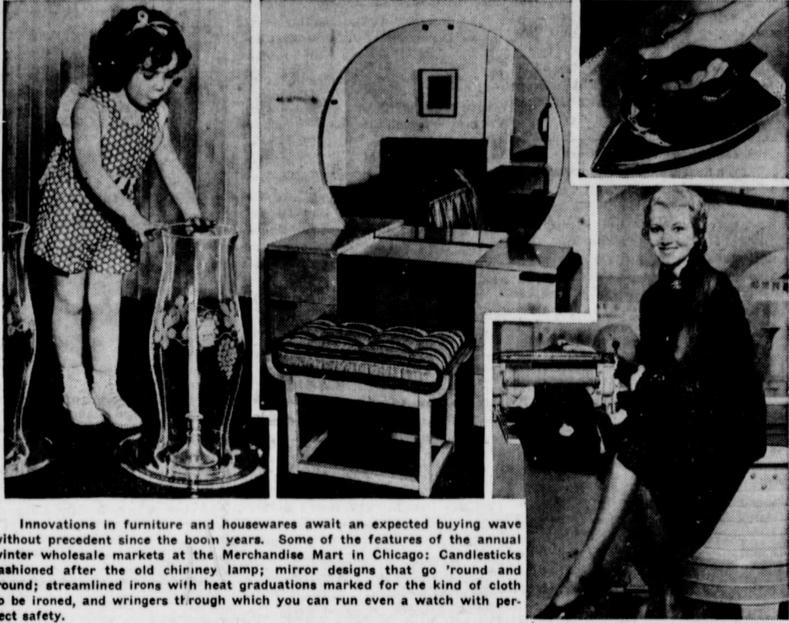


American Home Design Goes Modern



Innovations in furniture and housewares await an expected buying wave without precedent since the boom years. Some of the features of the annual winter wholesale markets at the Merchandise Mart in Chicago: Candelsticks fashioned after the old chimney lamp; mirror designs that go 'round and round'; streamlined irons with heat graduations marked for the kind of cloth to be ironed, and wringers through which you can run even a watch with perfect safety.

By WILLIAM C. UTLEY
THE American home is going "modern." It is right now on the verge of a wave of buying that is to reveal a new beauty in household articles and a new functional philosophy of design in furnishings from living room to kitchen, from basement to attic.

Such is the impression everywhere apparent this year in the several great wholesale furniture and housewares markets conducted annually in the wholesale centers of the United States in January.

In these markets there are actually twice as many buyers as there were last year acquiring stocks for the retail trade. There is little or none of the quibbling over prices which characterized such markets during the lean years after 1929.

Such buying could be laid to two reasons, although it is impossible to say in what degree to either one: That times are actually better, and that the depreciation during years of depression in the American home is no longer to be denied. At any rate, manufacturers, believing that the turn has come, have seized upon the 1936 markets as the opportunity for concentration of new ideas and for the introduction of tempered solidification of trends that, in the extreme forms by which we knew them a few years ago, were little more than bizarre novelties.

Preview of 1936 Homes.
 Although the wholesale markets are not open to the public, the merchandise that is shown and bought in them offers an interesting preview of forces that will influence the American home in the months to come. It is therefore the purpose of this article to set down the trends as accurately as they may be interpreted by the lay observer. Most of the information has been culled from the markets in Chicago's wholesale city under one roof, the Merchandise Mart, where nearly a million and a half square feet of floor space has been occupied by them.

From the nightmare of weirdly cubic and geometrically uncomfortable "modernistic" furniture that was fantastic to look at and even more fantastic to sit on, in penthouses paid for with the paper profits of the boom years, has emerged a new "period" furniture that belongs definitely to the era of recovery. It is known in the trade as "modern."

Buyers estimate that 80 per cent of the new furniture shown to the retail trade this year will be "modern." It makes use of the simple straight lines and departure from elaborate ornamentation that characterized the "modernistic" pieces of a few years back. It stimulates the eye, but not to the point where it leaves you with an artistic hangover. A room full of it does not look like a jigsaw puzzle waiting to be fitted together. It is both comfortable and practical.

In the opinion of E. J. Wormley, one of the most noted of contemporary designers, the simplicity of "modern" furniture makes its manufacture for selling to the middle and low-priced trade possible, and therefore will have a profound effect upon the average home.

Furniture to Be "Styled."
 "People who bought furniture in these price classes used to buy a simple walnut or oak or mahogany, simply because it looked pretty," said Mr. Wormley. "Consequently their homes were conglomerations of many styles without rhyme or reason. Now these same people can obtain definitely styled furniture. I venture to say that 50 per cent of the furniture bought this year will be definitely styled for some particular application."

America prefers blonds this year—at least in furniture woods, according to Mr. Wormley. Most prominent in the markets are bleached mahogany, nutwood, acacia, aspen, English hawthorn, and other light woods. Upholstery and leather coverings are seen in pastel shades. Wool and rough, fur-like fabrics are much in evidence, one of the most popular coverings being of

a material that looks and feels like caracul.

Always the new furniture looks first to comfort and practicality. The sharp corners of "modern" furniture are gone now, and more pleasing rounded ones have taken their place. For homes where space is important, the come-apart sofa which breaks down into three comfortable chairs is being seen more and more. This idea has carried over into dining room furniture, too, and this year there are wall benches offered which break down into dining room chairs.

"Modern" in Bedroom.
 More than anywhere else the "modern" note is evident in bedroom furniture, which is now extremely simple in design. There are striking applications of English hawthorn, prima vera and myrtle wood. But perhaps the most notable trend is that of bedroom glassware. Modern mirrors, like modern music, are "going 'round and 'round." Everywhere are round, unframed mirrors, much larger than before.

With repeal of prohibition has come a new article of furniture, the cellarette. This is a sort of traveling bar, containing glasses of various kinds, shakers, ice-bowls and bartenders' tools. The cellarettes fold up into other pieces of furniture, such as radios, desks and bookcases, when not in use. Perhaps the most unusual—not to say incongruous—combination was a sewing machine which could be turned into a fully equipped cellarette at a moment's notice.

Asked where in the house a cellarette could be placed to the greatest advantage, one exhibitor replied that he had his in his "rumpus" room—and never batted an eye. To the parlor, bedroom and bath trade this was something of a jolt, but the dictionary revealed that "rumpus" meant "disturbance; wrangle; row." If you must have these things it is probably a good idea to have a separate room for them, and maybe a cellarette would help.

Floor Coverings This Year.
 Relinquished the large, gay patterns, and have shown up in more small patterns and plain colors.

Linen Rugs Are New.
 Among the new departures were rugs and carpets of linen and linen-and-cotton, which are practically fire-proof and moisture-proof. Also there are reversible floor coverings, containing a distinct and different pattern on each side, which can change the character of a room if the rug is turned over. Texture weave rugs that look very rough, some of them like homespun, but are not really that way, were shown.

Manufacturers of housewares, it is said at the markets, have laid low during the depression years and, rather than spend a great deal of money on sales promotion when there was little chance for large volume sales, directed their efforts to the field of research, and now that the tide has turned, or shows signs of turning, are releasing many new perfections of household utensils. Two facts may be said to be true about these: They have fallen into the present-day fashion of streamlining to the "nth" degree; and they are characterized by the ultimate in functionalism in design. While the modern streamlining gives them a new unusual beauty, the insistence on functionalism assures that this beauty of design will help to increase the efficiency of a utensil, rather than detract from it.

An example of both the new characteristics was a chrome pitcher shaped like the funnel of the Normandie. Asked just why a pitcher, of all things, SHOULD be shaped like the funnel of the Normandie, the manufacturer's representative explained, "Why, so it will pour better." If you can follow that (this writer couldn't) you will be interested to know that he also said, "It can pour through the eye of a needle." That is, of course, if you should ever want to pour anything through the eye of a needle.

The pitcher was one piece in a matched set of utensils. That is one of the big things about utensils now. They come in matched sets; and in the most vivid pastel shades; you can fry herring (DO you fry herring?) in a frying pan of shell pink or Alice blue.

Cooking at the Table.
 For years the electrical appliance manufacturers and the public utilities have been trying to "educate" the public into cooking right at the table, and the trend is more plainly to be seen this year than ever. There are chrome-plated ovens that plug into any outlet, electric tea kettles with trigger spouts, and all sorts of new gadgets for table use. One of the most practical is a device which keeps dishes warm, without overheating them, until they are ready to be served; one variation of this idea will also keep cold dishes cold in hot weather. There are toasters now which ring bells, light signal lights and in other ways warn you that the toast is ready; they do everything but scrape the toast.

To use in cooking right on the range are some more articulate affairs. There is a tea kettle which sings when the water boils. And an egg cooker (they say eggs should be cooked, not boiled—boiling makes them tough) with a baby chick sitting on top of it; the chick peeps when the eggs are ready.

Manufacturers of cooking ranges have discovered that when all the burners are located in a square on one side of the range the housewife has to reach over a front burner to attend to anything on a rear burner. So the 1936 ranges will have two burners on each side, with a table top in between, or four burners at the back of the range, with the table top in front.

Streamlining has reached even electric irons. And this year they will have several graduations of heat, as before, but instead of being marked Hot, Medium and Warm, these graduations will be plainly marked with the kind of materials for which they are used: Linens, Woolens, Silks, etc.

Streamlining is by no means the only feature the 1936 vacuum cleaner has borrowed from the automobile. It has headlights, gear shift and even floating power, with the mechanism cradled in vibrationless mountings. And talk about pickup! It's in the bag.

Some More Trick Gadgets.
 There are other innovations, too numerous to catalogue here, awaiting the 1936 homemaker. Among them are card tables that won't tip even if a 200-pounder stands right on the edge of them; washing machines with wringers through which it is safe to run a 21-jewel watch (not MY watch, thank you); an electric percolator with a dial device for weak, medium or strong coffee; a heat-regulated frying pan guaranteed not to burn or scorch food, and a cooker in which you can cook onions, chocolate pudding, cauliflower, chicken and last night's potatoes, all at once, without having any of the tastes or odors mix. Or, you can simply cook hash.

The lamp markets presented so many individual styles produced by different manufacturers that it is difficult to pick any definite trends from them. Here are a couple of random tips, though: Shades of rough, coarse-woven fabrics will be good, as will parchment shades with designs punched in them.

The situation in the chinaware market was, to the lay eye, much the same. Looking at some new Japanese dishes, decorated with a brilliant plaid design exactly like some of the new tablecloths, one couldn't help speculating upon the embarrassment of some day discovering his elbows to be right on his plate, instead of just on the tablecloth, though.

And to conclude on a happy note: For the bathtub vocalists—recognition at last! The new shower curtains have the music printed right on them.

Wrap-Around Makes Good Utility Frock

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Does household routine demand that you be the first downstairs in the morning? Then here's a frock that makes it possible. A jiffy wrap-around, with smart shirtwaist air, is grand for general utility wear from early morning until you've time to change. Easy to make, it slips on as smoothly as a coat, opens out flat for ironing, and no petticoat is necessary with it due to the generous over-lap in front. Unequaled for comfort and slenderizing effect.

Pattern 2539 is available in sizes 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46 and 48. Size 16 takes 3 1/2 yards 36-inch fabric. Illustrated step-by-step sewing instructions included.

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coins or stamps (coins preferred) for this pattern. Write plainly name, address and style number. BE SURE TO STATE SIZE.

Address orders to the Sewing Circle Pattern Dept., 243 W. Seventeenth St., New York City.

All Around the House

Keep the temperature of the room in which house plants are grown at 60 or 65 degrees. They do not thrive in a room that is too warm.

Sprinkle a cake with cornstarch before icing to prevent icing running off.

To clean a white fur carriage robe heat sawdust in the oven and when very hot rub well into the fur. Several applications may be necessary before it is clean. Brush in the open air until all the sawdust is removed.

Slip several slices of bread under the rack on the bottom of broiler pan when broiling steak. The juices drip down and when meat is done the bread is toasted a delicate brown. Serve with the broiled steak.

Before washing colored handkerchiefs for the first time soak them for ten minutes in a basin of cold water to which a tablespoon of turpentine has been added.

Indestructible garden labels may be made during leisure hours in the winter. Use tin or copper scraps cut the size of a small paper tag and mark with india ink.

Sprinkle cocoa stains on table linen with borax and soak in cold water. This will remove the stains.

Accord a Royal Welcome to Present, Our Princely Guest

The Present is our time—yours and mine; the Past is with death, the Future is with God. The Present is a princely guest; let us give him a royal welcome, and make glad his stay.

If well entertained, he will leave us a precious legacy in his will; but if ignored and slighted he will rob us of our peace, and send the ghost of Regrets to haunt us in after years.

A Three Days' Cough Is Your Danger Signal

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled.

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Wonderful, thousands say, how the soothing penetration of CUTICURA Soap and Ointment helps banish ugly skin irritations due to external causes. Wonderful, how this mildly medicated Soap cleanses and soothes—how the Ointment relieves and helps heal! Wonderful, you'll agree, as even the first application aids and comforts.

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DICK GETS A NEW PARTNER

WHAT? RETURN THAT DRESS? I SHOULD SAY NOT! THINK WE'RE IN BUSINESS FOR FUN?

TELL HER YOU'LL BET SHE'S WORN IT A DOZEN TIMES! AND ASK HER HOW ABOUT PAYING HER BILL!

JOHN, WE'VE SUNK EVERY PENNY WE HAD IN THIS STORE! AND NOW YOU'RE SO IRRITABLE YOU'RE DRIVING CUSTOMERS AWAY!

OH, YEAH? THAT'S JUST LIKE YOU, DICK...BLAMING ME BECAUSE BUSINESS IS TERRIBLE!

WHAT'S HE CRABBING ABOUT? ALL HE'S LOST IS MONEY...YOU'RE LOSING YOUR MIND!

THE BANK WON'T LEND US ANOTHER DIME! WE CAN'T HOLD OUT MUCH LONGER. IT'S GOT ME WORRIED!

I'M MORE WORRIED ABOUT YOU, DEAR! DR. RIPLEY IS COMING TO SEE THE BABY...LET'S ASK HIM ABOUT YOU.

WHAT DOES SHE THINK THAT DOCTOR CAN DO...LEND YOU SOME MONEY, OR BUY OUT THE STORE?

SO YOUR HEAD ACHES AND YOU CAN'T SLEEP—SOUNDS LIKE COFFEE-NERVES! WHY NOT QUIT COFFEE AND SWITCH TO POSTUM?

OH, ALL RIGHT! I CAN'T FEEL ANY WORSE THAN I DO NOW! CURSES! POSTUM ALWAYS WRECKS MY PLANS!

LATER

—NEW CAR FOR YOUR BIRTHDAY, DARLING! WE CAN AFFORD IT, TOO...BUSINESS IS GETTING BETTER EVERY DAY!

—AND YOU'RE GETTING SWEETER EVERY DAY, JOHN... SINCE YOU SWITCHED TO POSTUM!

TAKE A TIP FROM ME...IF YOU'VE GOT COFFEE-NERVES... SWITCH TO POSTUM!

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