

Fall Home Fashions Festival

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Special Furniture Section

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Fall Home Fashions Festival Inaugurates Wolf's Grand Opening

15,000 Sq. Ft. of Floor Space Added to Huge Barnesboro Establishment

The latest in home furnishings will be presented in special settings and displays by the Wolf Furniture Co. in Barnesboro in observance of the Grand Opening of their new department in the third floor of their huge store at the corner of Philadelphia Ave. and Tenth St. in that community. Opening day will be Friday of this week, October 1.

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Last year the concern took over the second floor, and today this Grand Opening inaugurates the acquisition of the third floor for purposes of furniture display.

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Robert "Bob" Struble, general manager of the Barnesboro Store, announces that the Wolf Furniture Co. has fought and won a hard battle with rising costs to make the new lines of merchandise fit the average budget.

Every style and price bracket is represented in this home furnishings festival. Read all four pages of this special furniture section for details of some of the fine values to be obtained at Wolf's in Barnesboro.

See the show right away! No obligation to buy anything. You'll find new ideas on how to arrange your home and how to increase the beauty and comfort of your surroundings. The whole family is welcome.

The Grand Opening is featuring the slogan, "Enjoy Living—At Home!"

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Wolf's salesmen are required to be authorities on color and room balance as well as on construction and woods and finishes.

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FALL IS SEASON TO CHECK UP ON NEEDS OF HOME

Winter, Holiday Parties Are On Their Way! Time To Think of Rejuvenation

The house really comes into its own during the fall and winter months just ahead, for the family puts its play clothes in moth balls and begins to make plans for indoor entertainment.

Keeping the house in tune with the changing seasons is really lots of fun, because a few changes or additions will do much to create an atmosphere of comfort and congeniality.

As winter activities draw closer, your house will be scrutinized with increasingly critical eyes, by both your family and friends.

During the summer holidays your house or apartment may have "gotten by" because the family was outdoors most of the time and didn't bother to notice the shabby carpet or the drabness of the living room.

Very often a little money will go a long way. A critical survey will reveal that changing the position of the sofa, reupholstering a lounge chair, the acquisition of new draperies, a handsome lamp or ornamental table will do wonders to revitalize an "old and tired" room.

Just the addition of another comfortable chair will make a big difference—and happy indeed is the home in which every member is provided with his or her own individual nook—easy chair, reading lamp, table!

Right Care Makes Furniture Last—

There is nothing that gives a woman the satisfaction that comes with knowledge that her home is furnished in good taste.

Will you be as proud of your furnishings five years hence as you are now. Or will you try to cover the scratches and mars, and laugh off the ugly spots that have appeared? Even if you are a busy housewife, you'll find it well worth while to devote a few minutes to keeping your furniture in good condition.

The furniture salesman can give you any number of helpful hints on how to care for the wood you have selected. He'll be glad to tell you what wood it is, some of its characteristics and how you can best take care of it. Very often the wood has a well-rubbed wax or oil finish and this covering should be renewed periodically.

Daily dusting and regular cleaning are important factors in your furniture's welfare. A varnish, a lacquer or shellac finish needs to be protected from extremes of weather and exposure to the sun.

A reliable furniture oil or wax will do the trick by keeping the surface from chipping or cracking. Either a paste or liquid wax may be used on almost any furniture, but where paste wax is used, it is well to wash the surface of the piece with tepid water and a mild soap. It should be wiped dry and rubbed dry with a clean damp cloth. Where liquid wax is used, it is not necessary to wash the piece first. Only a very thin coating of wax should be applied.

Junior Dining Sets Gaining Popularity

A new addition to the furniture family is the junior dining room suite, designed to replace the full size dining room suite in apartments and smaller houses. Manufacturers, realizing that the essential pieces must be made on a correspondingly small scale since America has moved to smaller quarters, have developed this innovation in stream-lined living, and the "baby" groupings have found and will no doubt continue to find popularity.

The drop leaf extension table is one of the most important pieces in this group. When closed, one table measures 24 by 38 inches. When the two leaves are added, it expands to a convenient 38 by 52 inch size. Such a table comfortably seats eight persons, with three on each side and one on each end.

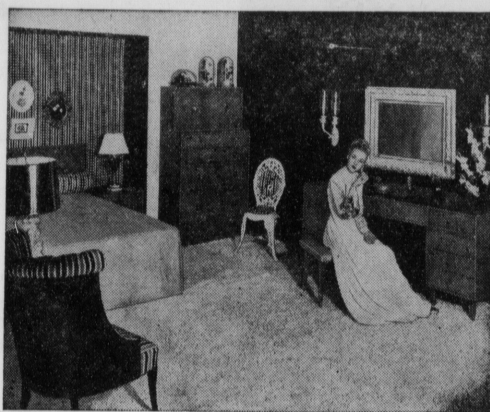
Mealtime over, the table can become an attractive part of the living room.

To keep company with the table, midge china and buffet cabinets have been introduced. They are offered in light harvest tones to harmonize with modern furniture or in the darker colors of walnut and mahogany to match the surrounding pieces of the 18th century home.

That the junior dining room sets are taking the place of the regular dining room suites in the small homes was revealed in a survey made last summer among manufacturers.



French provincial chair—this style is constantly winning new friends.



The new flexible unit-type furniture can be used in any room throughout the home. The bed is the only item of furniture in the room above that could not be used with equal charm in the living room.



There's more to this small upholstered love seat than meets the eye. In one quick and easy operation, it opens into a comfortable bed. This and other styles in dual purpose sleep equipment are adequately solving many a sleeping problem during the continued housing shortage.



Tables add that "extra-special" touch to a room. As shown above, the proper placement of small tables fill out the empty spaces and give the room an air of gracious hospitality.



Juvenile furniture—gay, colorful, and practical—has been designed to make baby's life just as happy and pleasant and comfortable as possible.

Plan Now For 'Home Of Future'

First Purchases Can Serve As Nucleus of Complete Ensemble Purchased Later

Long-range planning is now being advocated by leading interior decorators, who point out the visibility of buying with an eye to the future.

Today, manufacturers of home furnishings have endorsed a plan wholeheartedly and are producing co-ordinated furniture that may be acquired item by item as family needs grow.

Crafted in the modern design, this furniture is available in stores all over the country, and it embodies the trends of today with the needs of tomorrow.

The new functional furniture combines attractiveness and practicality for example, there are several different ways it can be used. In a large room, it can be used as a single seating unit.

There are even functional tables which can be extended to serve 6 or 10, and then rolled up again as neat and compact as a card table.

And, of course, the great beauty of all this furniture is that most of the pieces are interchangeable in any room and can be added to as needs grow.

Veneer Furniture Thing of Beauty

Too often homemakers think "veneer" and "poor quality" are synonymous terms.

Nothing could be farther from the truth. The chipped and peeled veneer furniture of a generation ago is definitely a thing of the past. Science has made remarkable advancement in the development of plywood construction.

Processes used in manufacturing have been perfected to the extent that good quality veneer affords the shopper a fine combination of beauty and utility.

In plywood construction, the surface layer is the veneer. This is a layer of wood with an especially attractive grain pattern.

Regardless of type of wood used, there are certain well-defined veneer cuts. There is the creck wood cut taken from the trunk just below a division of two large branches. The stumppwood cut comes from the region just above the roots where it takes up the pattern of the grain made by the outward spread of the tree.

The most costly grain pattern is the burl, which comes from the abnormal outgrowths or knobs on the trunk. The scarcity of this pattern makes it valuable. Similar to the burl is the swirl, which is taken from the regions near the burl and stumppwood patterns.

Veneering is not a new art. It was used in the Egyptian, Babylonian, Greek and Roman empires. In the 18th century, the golden age of veneer, George Heppel, white became the master designer of veneers. Sheraton, Chippendale and Duncan Phyfe were also experts in veneering.

When the industrial revolution took place in the furniture industry, every craftsman wanted to produce more, and intense competition developed. As prices came down, many craftsmen cut corners on materials. Cheap glues, wrong kinds of plywood and poor designs marked much of the furniture produced after 1850. These veneers are ones that peeled, causing homemakers today—who remember 19th century veneers—to believe erroneously that veneer furniture is cheap furniture.

Since World War I, veneers have improved in quality. It must be remembered that plywood has been used extensively in boats and aircraft. This type of construction was found to meet all of the rigorous requirements of battle.

Today those same processes are used in making plywoods for the veneer furniture.

FURNITURE MUST HAVE PRACTICAL UTILITY

Furniture must have practical utility. It may possess every decorative asset for which the homemaker has longed, but unless it serves a useful purpose, it should not be given house room. A buffet, for instance, must hold table silver and glassware, and if it lacks justification, the well-furnished home is not a museum.

Size Also Must Be Considered
Standard sizes have been produced to meet the typical modern house or apartment need. An interesting modern development is the production of period furniture scaled down to the small room.

Arrangement of furniture accordingly must be accomplished with the least possible compromise between the maximum use and beauty. As a matter of fact, furniture should always be placed where it will provide the most comfort and use. Useless pieces are far better placed in the store where they impede essential execution of household tasks and obstruct the traffic lanes so essential in any well arranged home.



Modern Furniture Totals 50% Sales

Modern living room furniture, slow to catch popular approval when it was first introduced a few years ago, is now preferred by the nation's homemakers, and accounts for 50% of all living room suites sold, according to a survey made by the National Retail Furniture Assn.

The preference for modern upholstered furniture runs as high as 60% in California, where it reaches its peak of popularity. Even in New England, which has shown strong preference for traditional 18th century design, modern accounts for 39.3% of the sales.

Rose was the most popular color last year, leading in all sections of the country. Wine, beige and blue were other popular colors. There is a current trend toward green, which was far down the list last year, an association spokesman said.

Modern bedroom furniture also leads the style parade. Nearly 75% of the bedroom furniture sold in California last year was modern in design, while New England still clung to the elegant, traditional 18th century bedroom suite. Thirty-five percent of sales in the United States were traditional and only 26% modern.

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For families with smaller dining areas, the 5-piece dinette suite in small-scale modern design is greatest in demand. Oak or mahogany, room arrangement, styles in furniture, and similar subjects have comprised the curriculum. The courses have been augmented by color films designed by the National Retail Furniture Assn. in cooperation with leading stylists and consultants.

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Wolf's Salesmen Given Training

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New Card Table

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Eureka Cleaning System Free to Lucky Visitor

Wolf's are proud of this grand opening, and want to come. We make the invitation worth your while, too, in offering a grand door prize.

To the visitor attending our Grand Opening, who holds the luck ticket, Wolf's will award absolutely free, an Eureka Complete Home Cleaning System.

This System is complete with Upright and Tank, with Attachment. The Retail Value of the Prize is \$149.95. It's worth winning!

MOST MODERN OF HOME FURNISHINGS

Home furnishings in fashion-right colors and the latest decorator designs have been assembled from all parts of the country and will be unveiled for view to the public by the Wolf Furniture Co. in Barnesboro, on Friday.

Model rooms and coordinated groupings have been set up to highlight the great strides made by the home furnishings industry in this first post-war presentation.

A chair, sofa and table are no longer regarded as independent, separate pieces of furniture, as in the past, but as part and parcel of an integrated, harmonious group.

Wolf's in Barnesboro has planned attractive, coordinated displays to demonstrate the comfort and beauty of related items. You are invited to visit the Wolf Store and investigate for yourself all the fine new items just received there.

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"BOB" STRUBLE

COLOR MAGIC

Color is the magic ingredient in home decoration. Used effectively it can make small rooms seem more spacious, high ceilings lower, low ceilings higher, large rooms cozier.

There are no hard and fast rules about color, but with a little experiment you can make rooms informally cheerful or formally austere.

If rooms are sunny, use colors that are cool, blue, green or violet. If the rooms get little sun, red, yellow and orange will give them warmth, hospitality and cheer.

Black suggests solemnity, white suggests purity, and gray is for softness, neutrality and serenity.

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