

## Stores Offer Home Advisory Services

Expert Guidance Increases Satisfaction  
And Cuts Expenses in Decorating Rooms

By JEAN TABBERT

HIGH COSTS today mean that a decorating mistake severely damages a home furnishings budget. There's a way to avoid this pitfall, though. It's a practical and easy advisory system offered free of charge by almost every store that sells merchandise for the home.

At Ayres, for example, a complete new service for the shopper has been devised. The elaborate set-up includes 19 decorators. Each has his own office as well as the use of a customer showroom. This space is equipped with a special cork face fixture for wallpaper and fabric showing. The rooms also hold a folding card table, special aluminum drapery rack and upholstered chairs.

Decorators work with all income brackets, but there is another department, the home advisory service, which is even more widely used. Mrs. Rose Chard and Mrs. Barbara Bassett hold away here to give advice to the customer.

THEY help crystallize nebulous ideas, color schemes and furniture arrangements. The department carries house plans, reference copies of home decoration magazines and an extensive file of clippings from all the decoration publications. These latter are carefully indexed so the homemaker may quickly find the type of room she wants to decorate, then thumb through at her leisure to uncover the plan she thinks will meet her needs.

One of the most well-planned services at Ayres' is a special interior decoration and home advisory questionnaire. The housewife fills out a blank on which she must list family and home data, building plans, color and style preferences, present furnishings to be used and current needs. After this is done the homemaker is sent a portfolio of decorating hints and a suggested guide for planning and room layouts. With this go three sheets of average furniture pieces from kitchen cabinets to pianos and radios. There's even a table tennis table for a recreation room.

### Easter Theme Of Guild Meeting

The Easter theme will be carried out in the all-day meeting of the St. Francis Hospital Guild Tuesday in the hospital. Mrs. Fred Koch will be officer of the day and Mrs. Walter Stumpf, hostess for the covered dish luncheon.

Assisting the hostesses will be Mesdames Charles Schneider, Edward Schneider, Joseph Krug, Julius Armbruster, Katherine Alameyer, Josephine Coll and F. A. Landick. Members with April birthdays who will be honored are Mesdames John O'Connell, Thomas McCormick, Stella Wasmuth, Orval Hayworth, J. C. Gold, Peter Thomas, Glenn Barnard, John Gedig, Albert Springman, William Losen, Edwin Kautsky and Anthony Benedict.

Final plan will be made for the spring dance to be held Apr. 25 in the K. of C. Hall. Mrs. Edward Trimpe will preside. Wednesday the group will hold a rummage sale in the hospital.



Miss Dorothy Benson, director of Ayres' interior decorating studio, helps Mrs. Roscoe Stevens select the drapes she is planning to buy for her bedroom. The consultation takes place in one of the new customer showrooms of the store.

### Kindergarten Club To Meet Tuesday

The Prospect Kindergarten Mothers Club will entertain members of the Woodside Kindergarten Club at the 1:30 p. m. meeting Tuesday in the kindergarten, 1128 Spruce St.

Mrs. Bert C. McCammon, newly elected president of the Indianapolis PTA Council, will be guest speaker.

### For a Lovelier You—have your Hair Cut and Styled



By Paul  
Now is the time for your scalp treatments.

**PAUL'S Beauty SALON**  
"Where the Finest Beauty Service Costs No More"  
105 N. Penn. Ground Floor  
★ FR. 2637 ★

**DO YOU KNOW?**  
Why we have grown to be the largest re-upholstering firm in the State?  
**WE DO!**  
It's quality work  
Plus high dollar value!  
**SHELBY UPHOLSTERING CO.**  
3631 Massachusetts Ave.  
CHerry-6717

### 'April Shower' Meeting Set

Mothers to Bring Gifts for School

An "April Shower" meeting will be held by the Fall Creek Kindergarten Mother's Club at 1:15 p. m. Tuesday in the kindergarten.

Mothers will bring some useful gift for the school which the children will open the following day.

Miss Blanche Young will speak on "Radio, As It Influences Children." She is director of the department of radio education, Indianapolis Public Schools. The ways and means committee will give a financial report.

Hostesses will be Mesdames Howard Davison, George Burkett, Nathan Goldfarb, Ray Landers, Vincent Lauk, V. C. Silvers, Halford Thornburgh, Clifford Luke and Frank Dickie.

### Tri Kappas to Show Antiques at Parley

An exhibition of the favorite antiques of the members of the Indianapolis Associate Chapter of Kappa Kappa Kappa Sorority will highlight tomorrow's luncheon meeting of the group. It will be in the 38th St. Branch, Indiana National Bank.

Hostesses will be Mesdames William F. Hancock, C. R. Federman, D. C. Hess, John L. Waller, V. K. Stoelting and F. R. Baker.

### Designing Woman—What to Do With Tiny Windows

By ELIZABETH HILLIER  
JUST WHY there sometimes are two little windows hanging high in the dining room wall no one seems to know.

If that's your problem it really is a problem but you can solve it beautifully like this.

Design a window treatment not for the little windows alone but for the whole wall. Treat the two little windows as one and enclose them in a shadow box-like frame. Set plants on the sill—they'll add good looks and they're right up there where they get plenty of sun.

BUILD the frame wider than the windows and widen the window treatment even more by hanging draperies on the wall. Swoop the draperies down to the floor and the two little windows float no more.

With a wide cornice over the whole window group you have style worthy of the nicest dining room furniture and your loveliest decorating ideas.

There's a piece of furniture at your house which would be twice as nice if the finish were beautiful. Send for Elizabeth Hillier's booklet, "Furniture Refinishing—How to Do It Yourself," and learn how to bring out good looks you never knew your furniture had. Address Miss Hillier at The Indianapolis Times and enclose 15 cents in coin, please, with a stamped, self-addressed envelope.



### Mary Doesn't Lose Her Head

NEW YORK, Apr. 2.—In the new musical, "South Pacific," star Mary Martin has a big scene where she takes a shower as she sings "I'm Gonna Wash That Man Right Outa My Hair." Shudders ran through the beauty world when this news came out, the idea of soaping a head of lovely auburn hair once a day—and twice on matinee days.

But serene little Mary called up her hairdresser, who rushed into her laboratory and out to the rescue with a completely new formula which contains special oils and a detergent, the stuff that makes bubbles.

During rehearsals the shampoo seems actually to have improved the texture of Mary's short curly locks and her hairdresser is so pleased with her discovery that she plans to put it on the market.



Hey, Kids  
LOOKIT!

Real Live TURTLE  
Turtle Bowl  
Turtle Food  
Colored Chips  
Grass

ALL FOR 99¢  
Get Your Turtle Now  
Limited Offer



15 West 22d St. VA. 2000

**\$ave! \$ave! \$ave!**

THE "wash" word IS  
**Laundromat**

FAMOUS Westinghouse AUTOMATIC WASHER WITH THE



\$299<sup>95</sup>

**Exclusive WATER SAVER**

that saves up to  
10 gallons of water per load

Measures water to the size of the load. All you do is set a dial.

LAUNDROMAT is a Trade-Mark, Reg. U.S. Pat. Off.

Look at these Features! Only Laundromat has them!



**Slanting Front...** For Easy Loading, Unloading. No awkward bending or stooping. When loading washer... or taking clothes from it... you'll find the convenient loading shelf a time and work saver.



**Inclined Basket**  
This exclusive, patented washing action is an improvement over all known washing methods. The Inclined Basket, rotating on an angle, gives a washing action that is amazingly efficient.



**Single Dial Control**  
Set Control Dial. All operations are performed automatically: Starting, stopping, filling, water temperature, washing, rinsing, damp-drying... all controlled automatically with one dial setting.



**Self-Cleaning**  
The Laundromat automatic washer is self-cleaning. It has no lint trap to require periodic emptying. The wash and rinse waters keep the Laundromat's interior sparkling clean.

INSTALLS ANYWHERE!

No bolting to the floor... No Vibration!

You can be **SURE**... if it's **Westinghouse**

SEE YOUR WESTINGHOUSE DEALER TODAY

TUNE IN TED MALONE... every morning, Monday through Friday... ABC Network

**L. S. Ayres & Co.**  
MAJOR APPLIANCES, 1TH FLOOR—DOWNTOWN

**BENNER EQUIPMENT CO.**  
SOUTHPORT, INDIANA

**CHANDLER ELECTRIC CO.**  
405 E. 30TH ST.—NORTH

**COLONIAL FURNITURE CO., INC.**  
47 S. MERIDIAN ST.

**DRAKE'S APPLIANCE CO.**  
237 N. HIGHLAND AVE.—EAST

**JARRETT'S APPLIANCE STORE**  
2417 STATION ST.—BRIGHTWOOD

**WEBBER APPLIANCE CO.**  
2740 MADISON AVE.—SOUTH

**PEARSON ELECTRIC CO.**  
4730 EAST 18TH ST.—EAST

**PEOPLES OUTFITTING CO.**  
145 W. WASHINGTON ST.—DOWNTOWN

**PAUL RICH REFRIGERATOR SERVICE**  
8336 GUILFORD—NORTH

### Now You Can Enjoy This

**Youngstown Kitchens**  
BY MULLINS



Complete Unit AS PICTURED  
\$269<sup>95</sup>  
\$27 DOWN  
\$7.77 a MONTH

- Plenty of Handy Drawer and Shelf Space
- White Acid-Resisting Porcelain Sink-Top
- Sound-Deadened Drawers and Doors
- Convenient Recessed Door and Toe Space
- High Quality Gleaming Chrome Hardware
- Designed for Easy, Economical Installation

**KIRK Furniture Co.**  
215 W. WASH. ST.

THE KIRK CO.,  
215 West Washington St.,  
Indianapolis, Ind.

Please send me the exciting, 20 page booklet featuring beautiful Youngstown Kitchens in color with complete details on Youngstown units and tips to help me arrange my own dream kitchen.

NAME .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....  
PHONE No. ....