

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 furnishing 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 show-room. 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 Bassat hold sway 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.

THEY ALL are scaled to one

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 Stump, hostess for the covered dish luncheon.

Assisting the hostess will be Madames Charles Schneider, Edward Schneider, Joseph Krus, Julius Armbruster, Katherine Almeyer, Josephine Coli and F. A. Landick.

Members with April birthdays who will be honored are Madames John O'Connell, Thomas McCormick, Stelle Wasmann, Orval Hayworth, J. C. Gold, Peter Thomas, Glenn Barnard, John Gedig, Albert Springman, William Lossin, Edwin Kautsky and Anthony Benedict.

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

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Youngstown Kitchens

BY MULLINS



Complete Unit AS PICTURED

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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.

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KIRK
Furniture Co.
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'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 Madames Howard Davison, George Burkett, Nathan Goldfarb, Ray Landers, Vincent Lauk, V. C. Silvers, Harold 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 Gamma Sorority will highlight tomorrow's luncheon meeting of the group. It will be in the 35th St. Branch, Indiana National Bank.

Hostesses will be Madames William F. Hauck, C. R. Federer, Robert Haskins, Mrs. Olivia Mathews and Mrs. LaVonne Gable, also are available.

Decorators always are handy at Adams, Inc., for advice whether the problem is a new ashtray or a room color scheme.

The store is the headquarters for the Grand Rapids Furniture Guild and salespersons are especially trained by guild personnel.

Four decorators, Clyde McKevey, Robert Haskins, Mrs. Olivia Mathews and Mrs. LaVonne Gable, also are available.

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