

NEW RUGS FOR OLD!

Aladdin had the right idea. And we adapted it years ago. Any Persian or Chinese rug purchased from our extensive collection will be taken in trade toward the purchase of a new rug at any future date and the full purchase price will be allowed. Of course the rug must not be mutilated or damaged.

Imagine buying an automobile and after driving it for five years trading it in on a new model with full purchase price being allowed.

Our semi-annual Oriental rug sale is now in progress through September 29th, and every rug is marked down 20% or more from its regular price.

The selection is as remarkable as the savings. Two million dollars worth of the finest carpets from the Near and Far East.

Note:

Each rug is registered in your name for future proof of value. Who knows? You might sell your rug to a collector for twice what you paid for it. Or we might.



The Original

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Room for Design

by
Gloria
Cohen



The 1980 story may well be labeled "The Art of Mastering the Mix." There's a fresh current flowing through today's decorating scene, a seemingly effortless blending of period, style, color, texture, pattern, materials.

There is a whole new way to accomplish the mix. First you must break free of all you've been taught about the rules and strike out confidently with a new independence. The mood personifies a new excitement — a relaxed and charming expression of personal taste, one devoid of restrictions imposed by a carefully charted "scheme."

To the eye it should seem unplanned, but keep in mind that it doesn't just happen. Sharpen your instinctive sense of scale and color. Whatever the era, become aware of the mixable timelessness of good design.

THE NEW ROAD to decoration is taking in a world crammed with choices. The hand that rocks the rulebook rules the room. Simply state, quite openly, "This is what pleases me, the owner."

The name of the style is **YOU**. An undaunted individual expression is an emotional break with past intellectual formulae of what goes with what.

THE MIX — this current tenor of interior design, this unexpected teaming up of periods, patterns, forms and colors — is a put-down of the stereotype. It isn't, incidentally, a purely American phenomenon, but an international vogue.

We hail it as an inevitable and wholesome mirror of our time when the beep

of computers and the molds of machinery are stirring human creatures to assert themselves as persons.

With supersonic speed, earth people are saying, "Won't you step into my parlor?" to the solar system.

Such an enormity of beauty and function is available that only mountain-top hermits among us can possibly ignore the riches. The best of all cultures and periods is here to be judged, savored, selected from — and it is a mind-blowing bazaar of limitless choices.

Your tastes may range throughout history. One fine day you may realize that you can appreciate with equal ardor an African fetish, a Plexiglas lamp, a Ming chair, an Indian mirror cloth, and you will in time say, "I like these things, I shall put them together and live with them, they are me."

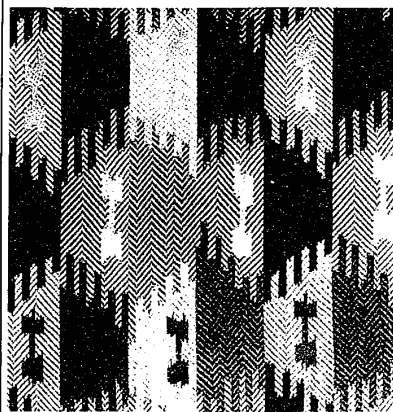
That is the **WHY** of the mix. The **HOW** is something else again. The mix flaunts the established rules of what goes with what — rules formulated in other times and of other attitudes. Anything goes. The catch? There is a discipline to the mix which keeps it from becoming mishmash.

The mix has no formula, it is a matter of varied choices with a simple harmony, unlike an attic piled high with a hodgepodge of memorabilia.

The new look depends for its effectiveness upon a disciplined selectivity. Most rooms are downright sparse in their furnishings, the country French and acrylic bedroom, the safari den, the sitting room that becomes a guestroom, but every element is made to

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Pattern collection draws from history



Fall patterns from Brunschwig & Fils for fabrics, wallpapers and trimmings draw their inspiration from some of the world's master designers — from Afghanistan to California. Above is "Magdalena" which incorporates the quietly brilliant geometries of an Afghanistat ikat silk coat. It is available in natural pastel and rustic tones. Below, in the pattern of butterflies and flowers, this chintz, "Martinique," comes in red, turquoise, cream, peach, mauve and ice blue.



Designer Quality Foliage Plants for Home and Office at Bordine's Greenhouse Prices

You can decorate your home and office with lush foliage plants for much less than you would imagine. How? By buying directly from Bordine's Greenhouses.

Just come to Bordine's and select from over 600 varieties of plants. If you need a planter, Bordine's has them in a quality and design that complements any decor.

So, accent your furnishings with living sculptures from Bordine's.



A. Ficus Benjamina "Weeping Fig Tree" Graceful arching branches of glossy, dark green, pointed leaves. Large 8' to 9' plant \$129.99. 6' to 7' plant \$75.00. 5' to 6' plant \$49.98.

B. Dieffenbachia Striking floor plants that can tolerate brief periods of low light. Tropic Snow - huge, dark green leaves having cream colored markings in the centers. Multiple stems 4' to 5': \$85.00 and \$110.00. Marianne & Bausell Mix - huge, light green leaves having both dark green and cream colored blotches. Multiple stems 4' to 5': \$85.00. Tropic Snow - single stem 2' tall. \$9.98.

C. Ficus Decora "Rubber Tree" Dark green, leathery leaves from multiple branches. 7' to 8' plant \$75.00. 5' to 6' plant \$29.98.

D. Yucca Native to Mexico and Guatemala. Dark green, sword-like leaves from triple canes of different heights. 4' to 5' plant \$19.98.

E. Arecia Palm Graceful floor plants with sweeping 4' to 5' fronds (leaves) from several stalks. \$19.98.

Planters sold separately in Bordine's Garden Store.

F. Zamia, "Jamaica Sago-tree" Palm-like cycad characteristic of the age of the dinosaurs. Tuberos, subterranean stem topped by a luxuriant rosette of rigid, long persistent leaves. \$75.00 - \$150.00

G. Araucaria bidwillii or "Bunya Bunya Tree" Bright green, needle-like foliage. Needs partial shade (diffused sun) and cool temperatures. Good house plant. 2' to 3' plant \$24.98.

H. Dracaena Marginata "Madagascar Dragon Tree" Native to Africa. Heavy trunks topped with dagger-like, green leaves having red edges. Trunks have a unique, aged character. 3' plants (clay pot) \$29.98, (plastic pot) \$19.98.

HOURS: Monday thru Saturday 9 AM to 9 PM; Sunday 10 AM to 6 PM

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Who says house calls are a thing of the past?

We at the Hearthside have made them ever since we began - and continue to make house calls daily! We believe "house calls" are often necessary to perform the service of decorating your home. Our talented professional Interior Designers are always available in the store, at no charge, to answer those all-important questions about furniture selection, room arrangement, and color coordination. If you prefer decorating counseling and planning service in your own home, a small retainer fee is charged but this is returned as a credit on your home furnishings purchased at the Hearthside.

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