

# Cloth Window Shades Are Selected For The New Rockefeller Apartments

By BETTINA J. VIGLEZE

These new Rockefeller apartment houses, each having six-room duplex apartments, are one of today's outstanding examples of modern architecture.

Designed by the noted firm of architects, Harrison & Fouilhoux, they extend from fifty-fourth to fifty-fifth streets, between Fifth and Sixth Avenues—almost directly across the street from the homes of Mr. John D. Rockefeller, Sr., and Mr. John D. Rockefeller, Jr.

You will notice that the stark simplicity of the building has been relieved with four columns of bay windows. These semi-circular bays, almost entirely enclosed in glass, serve as solariums and as dining rooms.

Bay window lend themselves most perfectly to cloth window shades, and if you will observe the photograph carefully you will see that almost every window is hung with white window shades.

Mr. J. André Fouilhoux is a great advocate of effective color in window shades as part of the decorative ensemble of the building. Witness the fact that the News Building which he designed in conjunction with the late Mr. Hood has bright organdy red shades; the McGraw Hill building, another of his, has green and tan window shades; and the third, the Chicago Tribune building, has window shades striped in grey blue to accent the verticality of the building.

When so brilliant an architect recognizes and stresses the decorative importance of color in cloth window shades, it is time for those of us who have our own homes and apartments to sit up and take notice.

Larkspur blue is an outstanding new color in cloth window shades and while it looks very magnificent with white Colonial houses, it looks equally well in summer bungalows; in the kitchen of your own town apartment; in the bathroom and in the bedroom. For it is a beautiful cool blue tone that keeps out the glare of summer sun and makes your rooms look cool and restful.

Blue as you know is one of the outstanding colors in home furnishings this summer, and this particular blue cloth shade is a perfect tone, neither too light, nor too dark. It is again appropriate for nurseries, for it softens the light, and any doctor will tell you how important it is that glaring light be kept from the eyes of sleeping children.



(Courtesy Rockefeller Center)

There are other soft tones for summer shades; a cream with a touch of rose in it. A No-lite shade that lets in absolutely no light and may be ordered from any department store or window shade shop in a single color or in a duo-tone, one tone facing the interior of the room, the other facing the street.

Pastel tones and the soft lovely willow greens; peachskin, that has a touch of pink; cornflower blue; Colonial gray; a tone called old red or poppy that is actually a lovely rusty rose; coppertone that goes perfectly with beige, yellow and brown; lavender; delft blue and a great many more.

## "Treat Children As Grownups" Says Grandmother

By MRS. PENROSE LYL

"Whenever I hear of bad children, I can never believe it's not the parents' fault. Intelligent parents don't have bad children, except once in a million."

Such is the opinion of Marie Belloc Lowndes. Safely past the meridian of her life, a grandmother, a noted author of book (and this should bewilder you) in which horror is the popular theme, sister of the internationally known essayist, Hilaire Belloc, and wife of a London newspaperman, Mrs. Lowndes has seen life pretty fully and with calm and appraising eyes.

"Yes, I think life is a balanced ration," she says "a bad youth usually gives one a good old age, long periods of trouble seem to be followed by days of pleasant calm, sorrow and happiness, tragedy and romance—they all get mixed up over the course of years and the result is a balanced ration which seems to keep the soul fairly healthy."

"You ask me what I would say to young mothers. Well, first, don't talk rubbish to your children. Reason with a child when possible. And don't, above all things, say to him 'I'm your mother, therefore I am right'. Treat those little children much as you would treat grownups. They are reasoning human beings, even though they are small. They respond to decent and understanding treatment."

Marie Belloc Lowndes smiles with



MARIE BELLOC LOWNDES

the quiet grace of an older woman who has tasted deeply of life. "Tell them this—my best advice about children is have 'em, love 'em, and leave 'em alone".

Mrs. Lowndes does not believe marriage is a natural state. "No, people confuse marriage with mating. Mating is natural, but staying with a man years after the first glamour has faded is not natural."

"To make a marriage last through a lifetime, a man or woman needs all the help heaven and human decency and a sense of values can give. I think the French idea actually works out best. If parents are intelligent and unselfish, they usually can select a husband for their daughter and a wife for their son who will fit best into the marriage span, a partner who brings them qualities most needed to carry the unnatural state of being married into a higher and more permanent human companionship.

"And of course, there must be children. Please tell your readers for me—and I am old enough to have some experienced judgment—that these women who are waiting until it is convenient to have babies, will find that it is never convenient. And in the end they will only be cheating themselves."

## Likes to Travel, Makes It Pay

So you want to travel? Then listen to Viola Shefer. She just took to the air with one of the smartest fashion shows of the year.

Miss Shefer started in Winnipeg, grabbed an education at Savage School of Physical Education and Columbia University.

Miss Shefer thinks she has the fashion angle right. "Airplanes are the right answer the seasonal fashions," she says, "Modern women want things at once, not in a few weeks or a month. Put the newest and smartest clothes aboard a plane, fly around the country showing women everything new within a few days of its appearance in New York, and they'll thank you and pay you for the fun."

"The American woman understands such things these days. She's an active type, alert, likes to go places and do things herself, has a passion for sports and health, and admires new ideas and fast moving changes."



VIOLA SHEFER

## Flower Borders Improve Gardens

That path leading up to the house would look lovelier with a flower border. How about a combination of dwarf scarlet sage edged with blue ageratum, or perhaps scarlet sage edged with coleus?

Of course, only the larger and wider borders should be planted with two or more kinds of flowers of similar or different heights. When the heights differ, the taller ones should be given central rows, while the dwarfs should form the edge.

What flowers are best? A matter of taste, but David Burpee has a few ideas. "Try these combinations petunia alderman with phlox Isabelline, lilliput chlosia, fire feather with sweet alyssum, or rose of heaven petunia with sanvitalia."

For the very narrow border it is wiser to use only one kind of plant. "Select flowers which will, bloom continuously until frost," Mr. Burpee advises. "Try petunia, portulaca, scarlet sage or zinnia."