



Your Home is the Index to Your Social Position!

IF you are like ninety-nine people out of a hundred the first thing that caught your eye on this page was the picture of the Living Room above. You've looked at it—now listen to it—for that room is talking—as eloquently and convincingly as ever Demosthenes, Daniel Webster or Wm. Jennings Bryan ever held forth.

You know what the room is talking about, don't you? Yes, of course, of the people who occupy it. It is telling everyone who has eyes to see and ears to hear some substantial facts about the pedigree, breeding, taste and social status of the master and mistress of that home.

Quality folks they are—so the room says—"nice people"—the kind you'd like to know and associate with—friendly, unassuming, hospitable. No swank, no pretense. All of that is told by the homelike, lived-in look of the room—by the furniture which was manifestly selected to be used as well as looked at.

When you go to spend an evening in that room you don't just have to fall back on Bridge to pass the time away, although no

doubt the master and mistress of that house are adepts at the royal game.

But their world is filled with a number of things besides Bridge and Charleston—such things as music, the dramatic productions of the day, football, the league of nations, Iowa's agricultural difficulties, the Exodus to Florida, the latest best seller in books, modern decorative art at the Paris Exposition, and cheerful, friendly small-talk as well. All of which is to say—just what that Living-Room says—that these are people of education, culture and good taste.

They who planned all these things loved color and beauty and life—and they were home lovers as well. When a piece of furniture did not enter into the harmony of the room they did not keep it because of its intrinsic value. They searched for new objects of beauty which would chime into their plan.

Every room is a confession of taste—usually of the mistress of the home. For while it is true that a man is known by the company he keeps, it is equally true that a woman is known by the furniture she refuses to keep.

You may now have the new furniture you have desired so long, without losing what you think your old pieces are worth. Visit the store and select your new group. We will give you a fair estimate of what your old pieces are worth to one who can use them—take them off your hands, place them in our Exchange Department and credit your new purchase.

Or you may use this credit as a first payment on an extended payment accommodation, or cash on a cash purchase.

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