

THE SEMI-MONTHLY MAGAZINE SECTION

A Magazine for the Library Table

EDITED by HENRY GALLUP PAIN



Do You Live in a House?

IF YOU DO, you will surely be interested in the next number of THE SEMI-MONTHLY MAGAZINE SECTION, which will be an entirely new departure in the Newspaper Magazine Section field. The entire issue will be devoted to the allied subjects of house building and house furnishing. It will be called "The House Building and Furnishing Annual;" for it is proposed to make this a yearly feature of the magazine.

No subject can be closer to the lives of those who read this magazine than that of housing. It takes equal rank with the questions of food and clothing. A roof overhead is as important in this climate and in this age as are food in the stomach and a coat on the back. And it is not a matter of roof only—a mere protection from the weather. The roof must be at least water-tight, and supported by substantial walls, inclosing rooms suited to the needs of those who live within, with adequate provisions for eating, sleeping, bathing, social intercourse, and wholesome entertainment.

What Kind of a House?

BUT A HOUSE can be all of this, and yet fall far short of what a house should be, and that is—a home. A home, even if it be only the single rented room of a bachelor or a bachelor maid, should be convenient and attractive, and should be an expression of the individuality of the occupant. It should not only be attractive, it should be the most attractive place in the world to those who dwell in it. Only under such conditions can it fulfil its complete function as a home.

Of course, much of the attractiveness of a home depends upon the spirit that pervades it. Love, mutual forbearance, and an optimistic attitude can make a home of a hovel or a few bare rooms in a tenement house. On the other hand, nothing is more conducive to the cultivation of the home spirit than a cheerful, convenient, comfortable, and beautiful home-place. And the true home spirit, wherever it exists, will inevitably seek to express itself in home beautification. To assist the expression of this spirit by suggestion and illustration is the object of "The House Building and Furnishing Annual."

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"I don't see how they make them wear so well."
"Nor I, either, Dad—they're so light-weight and stylish."

Holeproof Hose are bought for style, for sheerness and for extra light-weight—simply because they feel good to the foot and because they comply with what fashion decrees. The wear is considered by many buyers as merely an extra advantage.

"Holeproof" are made in cotton for men, women and children—even the smallest infants. You can get them in silk for adults. We get the silk from the north of Japan. It is long-fibered—light-weight but strong—the best silk one can buy for the purpose. There is nothing near-silky about them—nothing makeshift or shoddy. Try a box of the silk. Try a box of the cotton hose, too.

FAMOUS Holeproof Hosiery FOR MEN WOMEN AND CHILDREN

We pay an average of 70 cents per pound for the Egyptian and Sea Island cotton used in the cotton goods. Thus we guarantee every stitch. If a single thread breaks we replace the hose gladly.

We could buy common cotton for as low as 30 cents a pound.

The signature, *C. C. C.*, is on the toe of every pair. And it means the very finest hose in existence. The genuine "Holeproof" are sold in your town. We'll tell you the dealers' names on request or ship direct where there's no dealer near, charges prepaid, on receipt of remittance. Cotton "Holeproof" for men, women, children and infants (six pairs) cost \$1.50 to \$3.00, according to finish and weight, guaranteed six months. Silk "Holeproof" for men and women, three pairs guaranteed three months, cost \$2.00 for three pairs of men's; \$3.00 for three pairs of women's. Write for free book, "How to Make Your Feet Happy."

Holeproof Hosiery Company, Milwaukee, Wisconsin
Holeproof Hosiery Company of Canada, Ltd., London, Can.

Are Your Hose Insured?



(55)

Better to read a thousand advertisements than miss the one you need.

A Novel Plan

IN PURSUANCE of this object a novel idea has been worked out. The cover design will show in colors the exterior of an ideal house of fairly moderate cost within the limits of a large city. Thus the house is not only ideal—it is real, an actual home that has been built and is lived in, and that is not the mere fanciful dream of an architect's imagination. On the cover, and likewise in colors, are shown pictures of the same house as it would appear if constructed of different materials.

* * *

Opening the number, the reader will be shown the living room and the hall, and then will be personally conducted in text and illustration through the rest of the house, precisely as the owner of a new home would take a friend from room to room, to exhibit its beauties and convenient adaptation to his needs. While, to provide for varying tastes, the principal apartments are shown as they would appear if furnished and decorated in different styles. In this way the reader will carry away with him hints and suggestions that will be essentially practical, and not theoretical.

Outside and Inside

WHEN THE VISITOR has inspected the ideal house, he will, on returning to the living room, or to the "den," desire information on special problems that his host has encountered in building, decorating and furnishing, to guide him in the construction or selection of a home for himself, or in the improvement or remodeling of the house he already occupies. Discussion of such points will also have a place in the magazine: whether it is better to have a fireproof house; on the placing of doors and windows; on the desirability of sleeping porches; on the choice of colors for exterior painting, and so on.

* * *

Then there will be interesting talks on subjects pertaining to the interior: the fireplace; substitutes for lath and plaster; what to use on the floors; good taste in hardware; heating and ventilation; new wrinkles in pantries and closets; making the most of very small rooms; and cognate topics. This will be the first time that a "House Building" number has ever been carried out on so comprehensive a basis.