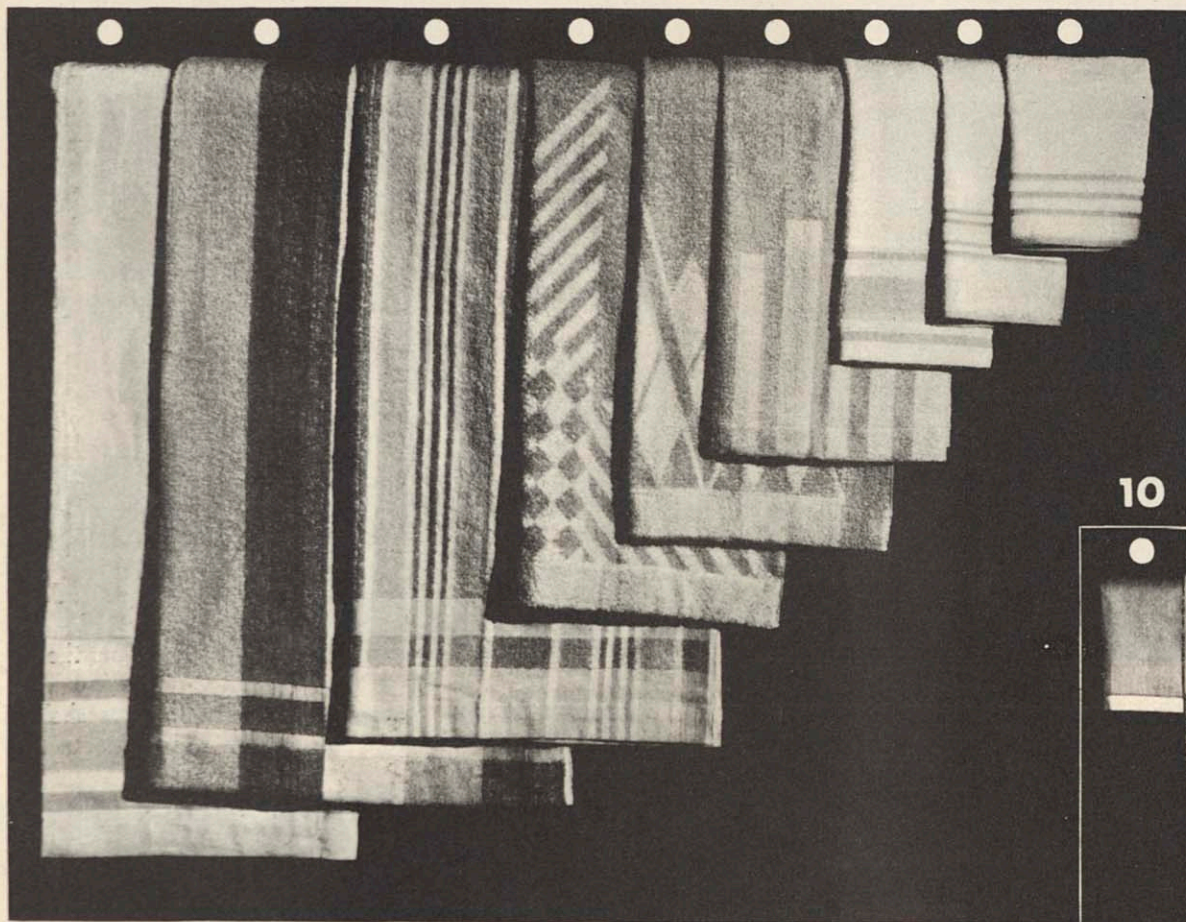


BATHROOM TOWELS — WHAT SIZE?

BATHROOM BOTTLES — WHAT KIND?

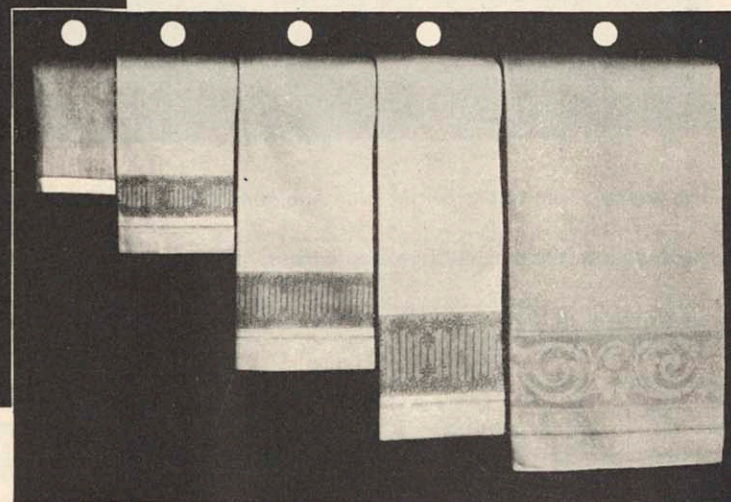
BATHROOM TUMBLERS — WHAT COLOR?

1 2 3 4 5 6 7 8 9

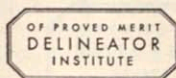


- 1 Bath sheet . . . 44 by 76 inches
- 2 Bath sheet, beach cape. . . 38 by 72 inches
- 3 Bath sheet . . . 35 by 60 inches
- 4 Bath towel, large size . . . 24 by 48 inches
- 5 Bath towel, large size . . . 24 by 46 inches
- 6 Bath towel, standard size. . . 22 by 44 inches
- 7 Face towel . . . 20 by 40 inches
- 8 Hand towel, guest towel. . . 18 by 32 inches
- 9 Hand towel, guest towel. . . 16 by 28 inches
- 10 Finger-tip towel . . . 10 by 18 inches
- 11 Guest towel . . . 15 by 24 inches
- 12 Hand towel . . . 18 by 32 inches
- 13 Face towel . . . 20 by 36 inches
- 14 Face towel, generous size. . . 27 by 43 inches

10 11 12 13 14



BATHROOM NEWS



HOW definite are you about the sizes of bathroom towels? Do you know the name of each size . . . the use for each size? Do you know what the standard size of a bath towel is?

Let's chat about representative sizes, taking as our examples the Cannon towels shown above.

The first group of three are bath sheets, bath sheets that have gone to great lengths to be luxurious. The white expanse of the first, its border blue striped, makes a leviathan towel, 44 by 76 inches. The second one . . . 38 by 72 inches . . . has a double life, and, as you see by its flamboyant Basque stripes, a gay one: indoors, it's a bath sheet; and outdoors, clasped with two rings which fit into eyelets at the side, it disports itself as a beach cape. The third bath sheet, also gaily striped, is smaller, but still a capacious affair of 35 by 60 inches.

The next group of three are bath towels of varying sizes. Especially popular with men are the two larger sizes: one, 24 by 48 inches (shown here in "Chevrons" design); and the other, 24 by 46 inches (shown in "Backgammon" design). The last of this group ("Statistical Columns" design) is of the standard size for a bath towel — 22 by 44 inches.

In the last group of three, the first towel is the face towel, 20 by 40 inches. The next two towels, the smallest in our photograph . . . 18 by 32 inches and 16 by 28 inches . . . have traditionally been referred to by manufacturers as "guest towels," but, more appropriately, are usually referred to in a home as "hand towels."

In the linen towels ("Old Bleach"), the first one is the new and very convenient "finger-tip" towel, 10 by 18 inches. The center group of three are the conventional sizes

for a guest towel (15 by 24 inches); a hand towel (18 by 32 inches); and a face towel (20 by 36 inches). The last is the face towel of aristocratic size, 27 by 43 inches.

Smartly tailored, and glistening in their immaculate frostiness are the Owens-Illinois bathroom bottles below. The forthright lettering of the silver waterproof labels is easy to read.

The Beetleware tumblers . . . at the top of the page . . . made of a new composition, are unbreakable. Gay they are, in pastel shades to give a bright accent in any bathroom color scheme.

HELEN UFFORD, Hostess Editor

The bath towels on this page were graciously loaned us by Cannon Mills, New York. The linen towels, by The "Old Bleach" Linen Company, Ltd., New York. The bathroom bottles, by Owens-Illinois Glass Company, Toledo, Ohio. The Beetleware tumblers, by Beetleware Corporation, New York.

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