



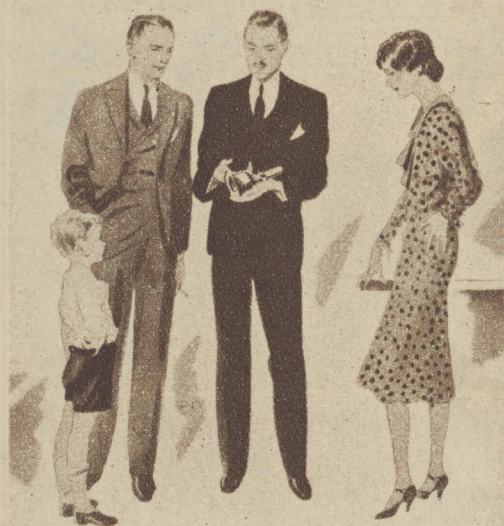
THE MERMAIDS THAT PLAY IN LAKE MICHIGAN'S SURF—Summertime brings vacation time at the Y. W. C. A. camp for business girls at New Buffalo, Mich., where these blithe misses race through the waves. Forty-three acres of beach, dunes, and woods lend their joys to the elaborately equipped retreat.

(Underwood & Underwood photo.)

IF YOU DON'T WANT TO SPEND MONEY ON
EXPENSIVE REPAIRS AND REPLACEMENTS

Look at the vital inner parts

THAT MAKE YOUR PLUMBING SYSTEM WORK...



BELOW—A Kohler efficiency sink with swing spout faucet in the Dynamic design, equipped with Duostrainer—brings new beauty and utility to the kitchen.

LEFT, BOTTOM—Kohler lavatory fittings in the Dynamic design—graceful and symmetrical—rapid and quiet in action.

RIGHT, BOTTOM—The Kohler Duostrainer provides a tight water seal, a five-inch unobstructed draining area, and has a removable strainer cup.

GOOD BUILDERS today are especially careful about plumbing fixtures and fittings and accessories. They have learned that the bathroom will be looked at first . . . that the kitchen is more important than the sunporch . . . that the difference between good plumbing and doubtful plumbing will often make a sale or sign a lease.

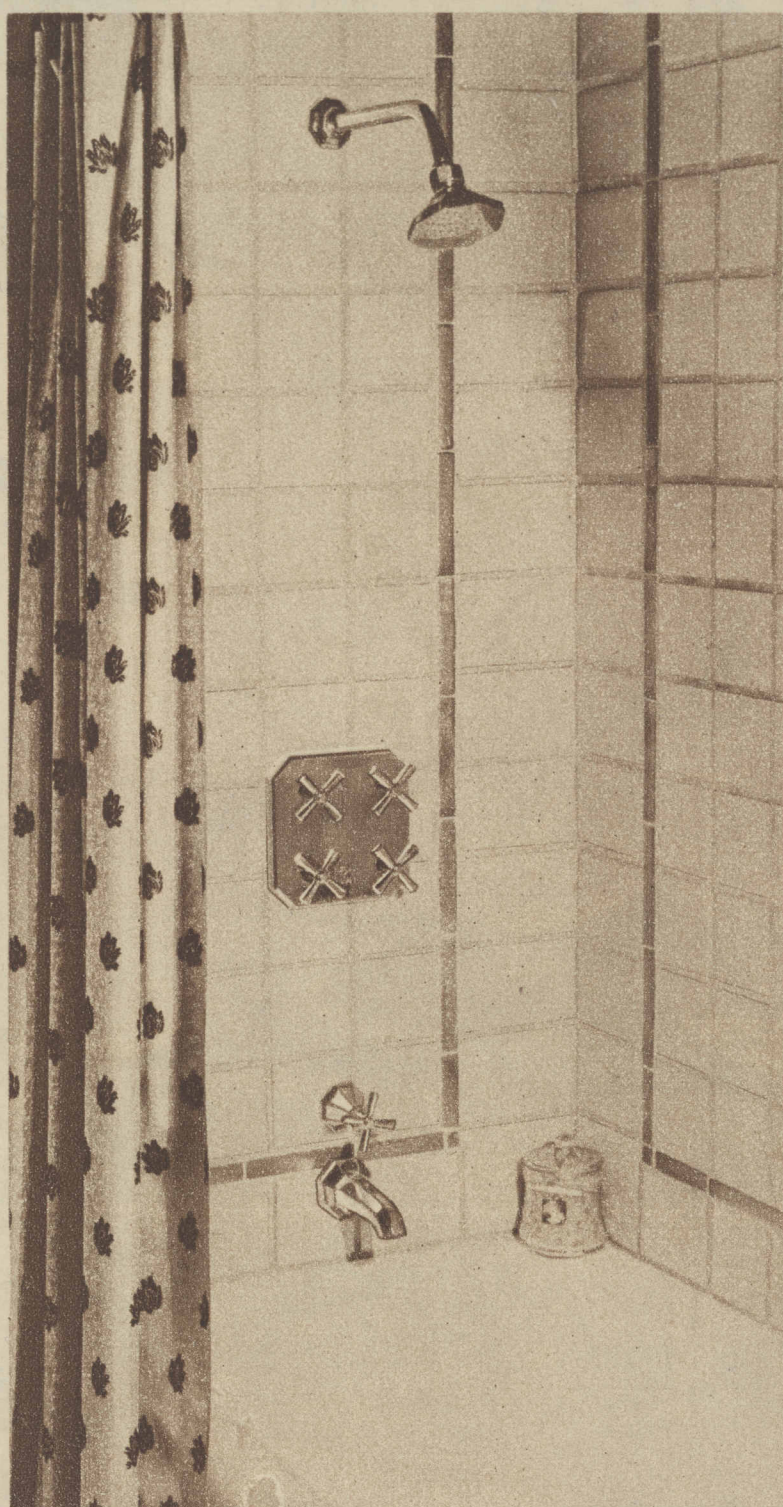
It doesn't take a mechanical engineer to discern that difference. When you look at Kohler fixtures you see their finer design and finish. You notice their clearer, brighter, smoother surfaces—their perfection of detail. Each piece is correctly designed and correctly executed. And the quality goes straight through. The Kohler mark is a sign of careful craftsmanship, inside and out.

Examine the working parts

The heart of your plumbing system is hidden. Here of all places, highest quality is vital—special attention on your part will be well repaid.

Kohler metal fittings are made of fine brass . . . designed as precisely as a piece of jewelry . . . cast, machined and polished with extreme care. They have fewer parts, simpler mechanisms, noticeably heavier valves, drains and connections. All these things mean easier, quieter and more positive action. All these things work for continued good service, for security.

Prevention of plumbing troubles costs far less than cure. Years of usefulness are added by an extra eighth inch of metal at the right place. Whether you plan to build or rent, an hour spent in getting inside information will show clearly why Kohler fittings avoid discomfort and even danger . . . and how they reduce up-keep to the irreducible minimum.



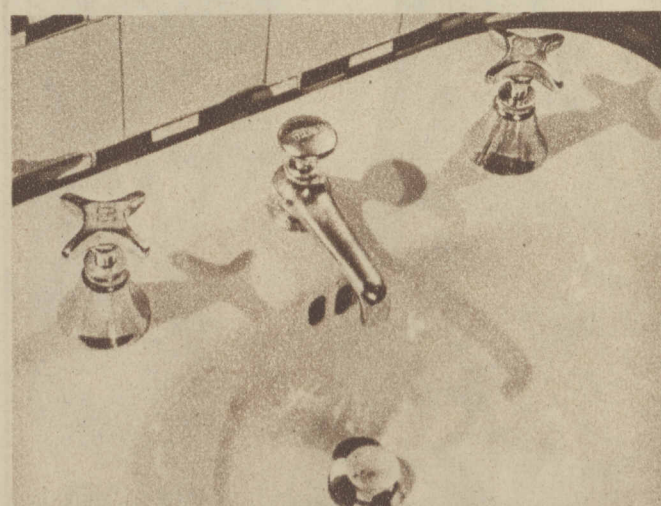
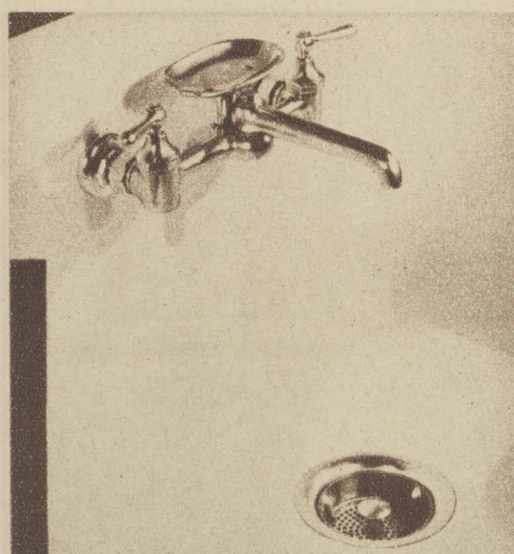
A Kohler four-valve shower with an engraved plate over a built-in bath—a charming and practical installation. In the Octachrome design.

Here, quality is the best possible investment! All-Kohler installations cost no more to put in, add to property value and save money in the end. If a million home builders were to broadcast advice about plumbing, their one major point would be—*Avoid second-rate fixtures and fittings. It pays to have the best!* Kohler quality is an economical luxury—one that brings yearly dividends of satisfaction, as long as you live.

A visit to the nearest Kohler showroom will give you a wealth of new ideas on fixtures and fittings. Any one who plans to build or remodel should discuss this important subject with his architect and plumbing contractor. Meanwhile, write for free Booklet H-7, which illustrates attractive groupings and suggests modern ideas about home plumbing. . . Kohler Co. Founded 1873. Kohler, Wisconsin. CHICAGO SHOWROOM: Tribune Tower, 435 N. Michigan Avenue.

ELEVEN IMPORTANT POINTS ABOUT PLUMBING

- 1 Kohler designs are decorative, purposeful, correct.
- 2 Kohler enamel is made by an exclusive formula, fused with an everlasting bond and keeps its smooth, glistening surface.
- 3 Vitreous china pieces are sculptured for beauty and service . . . thoroughly vitrified at high temperatures and armored with a smooth, lustrous, lasting glaze.
- 4 Kohler colors are soft, livable pastels . . . the white is a perfect white . . . the black a clear, brilliant black.
- 5 Kohler metal fittings are engineered for efficiency . . . heavily plated with chromium, nickel or gold. They match the fixtures in style, character and quality.
- 6 Materials are the finest—manufacture is most particular. All Kohler products show craftsmanship and care.
- 7 This company pioneered many of the big advances in plumbing. This year's Kohler products are next year's new ideas.
- 8 Kohler quality extends to the kitchen and laundry—for every plumbing need.
- 9 Kohler quality costs no more . . . and saves money later.
- 10 Kohler fixtures and fittings are handled and installed by qualified plumbers.
- 11 Back of the Kohler trade-mark are the traditions and spirit of an entire community . . . beautiful Kohler Village.



KOHLER OF KOHLER

LOOK FOR THE KOHLER MARK ON EVERY FIXTURE AND FITTING



THE DANCE—The beauty of rhythm, expressed by Misses Billie Kilpatrick, Lucille Hepner, and Meryl Russell, appears in a theater of nature at the Y. W. C. A. camp.

(Underwood & Underwood photo.)

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