

This is a blog I wrote for Mathis Brothers introducing “Modernism Week”

The Birth of Modernism

The early 1800's were a kind of catchall for everything that had gone before. From Gothic to Tudor, to Elizabethan, and finally to English Rococo, designers were searching for a style that fit the times. They gradually more or less settled on a new thought in furniture -- design it not to the artisan's tastes, but for the individuals who would be using it. The result was the development of a style that might be informally labeled “Overdone.” Decorated, ornamented, with filigrees, curlicues, and complex shapes and curves.

Since all this done properly was enormously time consuming and costly, the demands of the mass market led to a decline in quality, with showy, hastily and cheaply assembled furniture, using ornament and veneer in an attempt to conceal the lack of quality craftsmanship. This all changed in the wake of World War One.

Not in Kansas anymore, Toto.

Like waking from a fairy tale, after WW1 the world of art and architecture did a sudden about face. Turning away from the “gingerbread” philosophy of the 19th century, in which form was more important than function, artists, writers, and designers began to concentrate on the realities of everyday life. In furniture, function began to dictate form.

A host of new materials were introduced, including chrome, black leather, glass, plastic, and molded woods. The emphasis was on simplified, functional, ergonomic shapes, timeless by definition – with form strictly based on function. By the 40's and 50' Modernism had become much more than a movement; it was a standard, designed by the finest minds, built by the greatest craftsmen, and – due to the modern marvels of the industrial revolution – available to everyone at a reasonable cost.

Modernism

This deliberate rejection of the styles of the past was not limited to objects. Challenging the notion that art must realistically depict the world, artists began moving away from the “unreal” realism of the past, toward innovation and experimentation in forms, materials and techniques.

This movement was expanded dramatically with Freud's concept of the subconscious mind in the late 19th century, challenging artists to explore dreams, symbolism, and their own inner beings to develop a personal iconography on canvas (or other media).

Modernism Week celebrates that movement, in appreciation of the timeless appeal still evident in objects and art created by The Modernists: those who broke from the past to form a new culture of self expression.

The toughest part of designing – where to start

So you have a room, or a set of rooms, or an entire house that needs decorating, redecorating, or refreshing. And you're wandering around wringing your hands wondering where to start. You know that's the most important decision you need to make, because every piece of furniture, every drop of paint, every shape or texture you choose will depend on it. There is a process you can follow to find that starting point, and end up with a look that's uniquely, personally yours. Relax and read.

The key: Find Your Theme

Most designers begin by choosing a central theme, for a single room or one that will carry throughout the home, giving it harmonious balance and rhythmic flow. Some of the most popular themes are: rustic, contemporary, casual, traditional, modern, minimalist, regional, or period décor styles.

To choose yours, open yourself up to what's out there – in home decoration magazines, television shows, and events like the Parade of Homes or Oklahoma City's annual Symphony Show House. Visit home furnishing stores, talk to their design teams – like those in Mathis Brothers' Designer Gallery – until you find a theme that's right for you.

Fleshing out your theme

Once you've decided on a theme, choose your furniture pieces, furnishings, accents and accessories accordingly, but don't be a slave to it. If you find a piece you love, consider it seriously, even though it might be a departure from your central theme. A little contrast is sometimes a good thing.

For small apartments, loft living and tiny homes, consider a maximum of three colors, patterns or styles. A riot of unrelated colors, shapes, and patterns can turn your decorating scheme into chaos. [For more information about color, don't miss our 2013 Fashion Color Report]

Remember to choose the scale of your furniture to fit your room size, door frame size and elevator/stairway access. Buying an armoire that won't fit through your door is not a good thing. Think about versatility, especially in smaller spaces. A chest of drawers can also serve as a countertop or a television stand; an ottoman with hidden storage can make a small space more efficient; some modern chairs can be stacked on top of each other in the corner to make more space when needed.

Be creative: Re-think, Re-do, and Transform

It's amazing what a few simple changes can make. A new, white lampshade... a bit of unexpected color... a picture re-framed and re-hung... new, colorful throw pillows for the sofa... adding a new valance – or taking one away... a small, colorful rug that breaks up the carpet or floor... These are small changes that can make a big difference without breaking your budget.

And speaking of starting points, be sure and check out the Mathis Room Planner and Mathis Room planner iPad app. These state-of-the-art tools will help you plan your space, fill it with the living room furniture and accessories that you like, color it, and even walk through it in 3D. Then move on to designing your bedrooms, kitchen, bathroom, halls, walls and floors. They're free, of course, as is our complementary design service. Start your decorating journey; and know that we'll be there at every step if you need us.

How to jazz up your living room (and wardrobe) for 2016

#ENDLESSPOSSIBILITIES

The gurus have spoken. Dozens of world-class designers and decorators have chosen the ten “in” colors for this year, and given hints on what to mix with what. What will bring your living room into the front line of fashion. What colors will be popping up on famous bodies and in chic homes this spring. Here are the picks for Spring 2016, including what might go best with what.

According to Pantone, the global authority on color, Spring 2016 is a “transporting and transformative canvas of colors that transcend cultural and gender norms. Vivid brights give way to excitement and optimism, though quiet stability prevails in this season’s palette.”

"Colors this season transport us to a happier, sunnier place where we feel free to express a wittier version of our real selves," said Leatrice Eiseman, executive director of the Pantone Color Institute. "With our culture still surrounded by so much uncertainty, we are continuing to yearn for those softer shades that offer a sense of calm and relaxation."

All very nice. But what goes with what? Suppose you find a smashing strapless silk cloqué gown in Rose Quartz. What color should the belt be? The shoes? A scarf? The clutch? And on the home front, if your anchor piece is a Century Leatherstone sofa in Snorkel Blue, what color should the chairs be? The drapes? The rug? The walls? Let us give you a quick guide to what colors the fashion mavens say go together best.

Rose Quartz

A sweet, soft pale pink shade as pretty as a flushed cheek, Rose Quartz is a gentle tone that conveys compassion and a sense of composure.

Pairs with: Peach Echo, Serenity, Lilac Gray

Peach Echo

With a dash of pink, a splash of orange, Peach Echo is a friendly color that emanates friendliness, evoking warmth and accessibility.

Pairs with Rose Quartz, Serenity, Lilac Gray

Serenity

Like a weightless, endless expanse of blue sky, Serenity calms and comforts, even when the world around us in chaos.

Pairs with Buttercup, Snorkel, Peach Echo

Snorkel Blue

Snorkel Blue is unmistakably Navy, but with a happier, more energetic context, implying a relaxing escape in dark blue waters.

Pairs with Buttercup, Iced Coffee, Peach Echo

Buttercup

A rich, buttery color that propels us straight to the first sunny spring day, Buttercup is a shining beacon transporting us to a happier, sunnier place.

Pairs with Snorkel Blue, Serenity, Lilac Gray

Limpet Shell

Evocative of a beautiful shell fragment found off the coral reef, Limpet Shell brings clarity and freshness, imbued with the tranquility of the islands.

Pairs with Iced Coffee, Peach Echo, Rose Quartz

Lilac Gray

You might pass Lilac Gray off as just another neutral until you look more closely with a perceptive eye. Then you'd see the distinctive edge added to this classic gray by the subtlety of the lilac undertone.

Pairs with Fiesta, Green Flash, Iced Coffee

Fiesta

A strong and fiery, yellow-based red, high energy Fiesta is a stark contrast to the calming, softer nature of this season's palette, a harbinger of excitement, encouraging free-spirited exploration to unknown but welcoming locales.

Pairs with Snorkel Blue, Green Flash, Limpet Shell

Ice Coffee

Another neutral? Au contraire. With its natural earthy quality, the softness and subtlety of Iced Coffee creates a stable foundation when combined with the rest of this season's palette.

Pairs with Rose Quartz, Serenity, Lilac Gray

Green Flash

Green Flash brings a radiance that combines with the rest of the Spring palette in unexpected but serendipitous ways, recalling nature's ubiquitous influence even in urban environments.

Pairs with Snorkel Blue, Serenity, Limpet Shell

Now you know the "in" colors, and which ones the "in" people will be using next year. Of course these are only guidelines, and only consider the ten "in" colors for Spring 2016. A Snorkel Blue sofa with Fiesta throw pillows, Limpet Shell chairs, and a Peach Echo rug? Why not? There are no hard and fast rules, because your fashion sense is always your best guide. The possibilities are endless, and the best choices are always what appeal most to you!

Written as a blog article for Mathis Brothers Furniture

Shimmer and Shine

Spring is upon us. When the world shrugs off its winter coat and lifts its head to the warming rays of the sun. Time to take stock and see if we need to add some shimmer and shine in our own little world.

(Shop Accent Chairs)

Take a step out of the ordinary into the eclectic, with pieces that don't need accompaniment to make a statement. A chair framed in gold, with a cloud for a back and the sky for a seat.

Glitz and Glitter

Maybe just a touch of glitz or glamour would be the perfect antidote for a dull room. A satiny platinum fabric tufted with rhinestone buttons, framed by a border made of antique mirrors. A little cloverleaf table with a bright, intriguing top made of crushed seashells on tall champagne legs.

Posh and Plush

Maybe there's a hard surface everywhere you look, and something plush or posh would be just the thing to perk it up. In the bedroom that would be the Diva, by Samuel Lawrence, or any other one of our upholstered beds. Check out the button-tufted, padded, upholstered headboard and the shagreen accents. Or add just a touch of posh and plush with a furry bench, or even a sumptuous chaise.

Get a Little Edgy

And if everything's kind of starting to look the same, throw in something a little edgy, like a chair no one's ever seen before. Add an outrageous etagere that will stop your BFF in her tracks, yelling "Where did you get that gorgeous thing?"

No need to think about a total spring makeover. Maybe all you need is a little shimmer and shine to make everything seem like new again.

Our Favorite Spring Picks

The first month of spring in our part of the world, April is a time when all that was shut up for the long winter begins to awaken. Brown begins turning to green, buds of all colors start to appear, and all becomes new again. Every year we feel that pull, that spring fever, and wander through our rooms with an air of discontent, contemplating renewal. Or, at least, thinking about refreshing.

Inevitably our next step is out the door, headed to Mathis Brothers to see what's new for spring. This month we found a lot -- way too much to include in this little article. So since April's flower is the daisy, we'll try to limit ourselves to whites and golds.

Here are ours. Which one is yours?

Of course, EVERYTHING can't just be white or gold. Sometimes you need to throw in something unexpected, like a chocolate chair. Ummm. Kind of like vanilla ice cream with chocolate sauce.

(Ashley Clarinda Gray Accent Chair)

Or with a big scoop of blueberry syrup. A classic combination of white, gold, and blue.

(Jonathan Louis Metro Estate Arm Chair)

For something a little more subtle, we loved this small dining set from Bernhardt. The cashmere finish against the cream upholstery, repeated by the reclaimed brick of our kitchen alcove.

(Bernhardt Marquesa Round Dining Table)

Wandering through Mathis Brothers' huge bedroom department, we realized refreshing wasn't enough. When we rounded a corner and saw Bernhardt's fabulous Salon collection, we knew a total re-do was the only choice. The creamy upholstered bed, the gleaming white dresser, nightstand, wardrobe, and other pieces, with their bright gold accents, the gold starburst mirror, called us like the sirens called the young sailors.

(Bernhardt Salon Upholstered Bed)

(Bernhardt Salon Dresser)

And just when we thought we were all through, we saw the *pièce de résistance*: this brilliant desk and chair to which we've industriously spent hours adding bits and pieces of blue and gold and even a touch of green spring flowers. Drop in a furry throw to soften the formal look, and presto! A perfect still life where we can sit and admire the beauty we've just created. (With a little help from the designers at Mathis Brothers.)

(Bernhardt Salon Desk)

Are we finished? Actually, we're just getting started. We'll be back in a few days with some more ways for you to refresh, revive, renew, or even totally re-do, to cure your own personal attack of spring fever.

Give Your Traditional Home a Facelift

Start with the walls, and think gray; it's the new white, but more elegant and subtle. Bright colors and bold tones that jar the eye on a white wall can look exactly right on the proper shade of gray. Be sure to use a flat gray paint, and quietly contrast and complement it with cream-colored trim. Now, with that neutral but elegant gray palette to work with, you can start on the interior.

Find the magic ingredient...

Biggest things first. Let's think about a new rug. It can be that magic piece that sets the tone for everything else. Give you a place to start, with tones, textures, and colors, and be the glue that ties everything together when all the pieces are in place.

Now about that sofa...

Usually the largest piece of furniture in the room, a sofa can be dominant or domineering, ingenious or invisible. The trick is to choose one that makes a positive contribution to the room's ambiance and at the same time fulfill all the other goals you have for it. Just remember that people are actually going to sit in it, so you need to consider comfort, placement, and durability carefully, as well as style, shape, color and texture. You'll also need to think about additional pieces, like chairs, loveseats, and ottomans.

What about a sectional, instead?

Sectionals are truly unique pieces of furniture. There's nothing like them for get-togethers with friends, family, and guests — where everyone feels like they're part of the group. And the range of sectionals available today is light years ahead of what it was a few years ago. With modular sectionals, for example, you can choose the pieces you want to custom build a sectional that's the perfect fit and function for your space. Think about it.

Add brilliance to your new gray wall.

Abstract art is definitely "in." It's a huge, diverse category you can use to complete your room, show off your artistic taste, add a conversation piece, or subtly change a room's "feel." The right painting can add texture or be a dramatic focal point. And with today's advanced reproduction methods, you don't need to buy an original to get the original's full beauty and texture for a fraction of the cost.

Let there be light.

Time to rearrange and/or rethink your light sources, too. No matter how elegant, subtle, and attractive gray is, remember it's also a shadow color. So go easy on the overhead lighting and concentrate on sconces, floor lamps, table lamps, and hanging lamps (rather than extensive overhead/ceiling lighting.)

A bonus step: consider adding an OMG factor...

OMG, what is that cute thing? OMG, that's gorgeous. OMG, look at this! OMG, is that an alligator smoking a cigar? Finding an extraordinary piece of whimsy, or beauty, or creativity, in a room is fun for everyone.

Lastly, remember you don't have to run all over town shopping for the perfect pieces to give your home a facelift. Not when everything is all right here in one place at the guaranteed lowest price. With the added benefit of free professional decorators and Style Advisors who will help you at every step of the way, from bright ideas to the finished product.

Giving your traditional home a facelift? We're eager to start, and ready when you are.

How A Payday Loan Works: The Day The Light Went Out

It started at 2:31 a.m. on Tuesday the 24th. Marcello woke up to the sound of his stomach growling, checked the time on his smart phone, and remembered he had skipped dinner. He got out of bed, walked into the kitchen, yanked the refrigerator door open and recognized something was different. The light didn't come on. He reached his hand inside and touched the leftover taquitos from lunch at El Pollo Loco. They were definitely not cold. He checked the outlet. The refrigerator was definitely plugged in, but it wasn't working.

It wasn't a huge surprise. The last time the repairman fixed it he had told Marcello it was on its last legs. Groaning, he went to his laptop, fired up Google, typed in "Refrigerators" and clicked on the website of a big Toronto appliance store. The results were not encouraging. Prices started at just under seven hundred dollars, and went up from there. He didn't need to look at his checking account to know that after paying the utilities and rent there wouldn't be that much left. He'd never have bought that new 4D TV if he'd known this was coming.

Well, there was no way he could wait until payday. You can't get along without a refrigerator. He slammed the laptop closed, then opened it up again when he remembered Rosa's story about getting emergency cash when her car broke down. A payday loan, she said. What was the name of it? Pay something. Oh, yeah. Pay2Day. He sat back and thought about it. For some reason he had always thought payday loans were not a good idea. But Rosa had said how easy it was, and how much it had helped her to get the money right away, when she needed it.

Marcello shrugged and typed "Pay2Day" into the Google search bar. Relief flooded over him as he saw the results. "Get up to \$1500 cash on the spot," he read on the screen. "If you're looking for a payday loan in the Greater Toronto area then Pay2Day is the cash advance place for you!" There was even a special offer for new customers. And he could even fast track his loan by getting pre-approved online! He got busy filling out the online form.

Two days later he was opening the door of his brand new refrigerator, paid for in full with the \$775 he'd received from Pay2Day. The light went on. The taquitos were cold. It was a lot of money, but he worked up a repayment plan that he could handle it with his next few paychecks. It would just mean cutting down on some unnecessary expenses. A small price to pay for solving a big problem. And it was good to know if he ever needed cash for another emergency Pay2Day would be there to help.

Dreaming of a Man Cave

So we're sitting around the kitchen table having a quiet supper after work. The boys have gone to the library to play video games. We're chatting about the weather, and the lasagna, and she's in the middle of giving me a report on the boys' school day, when (wham) she gives me one out of left field.

"Honey, what would you like for Christmas?" she asks me.

The question took me totally by surprise (as her questions sometimes do.) My first thought was "a day of peace and quiet," but somehow I didn't think that was what she was wanting to hear. So I stared off into the distance and scratched my brain for a moment. Finally, probably unwisely, I said "A Man Cave! I would like a Man Cave."

She laughed. Then she realized I was serious. "What? You mean like a bat cave?"

"No, not a bat cave. A Man Cave. It's more like a sanctuary. It's a place where a man can go and not be disturbed. He can decorate it the way he wants. He can sit and think. He can watch sports all day if he wants. Stuff like that."

"And when did you come up with this idea?"

"Remember last weekend when we were at Mathis Brothers buying the new living room furniture? While you were checking out the sofas and a loveseats I wandered over to the entertainment center and started looking at the La-Z-Boy recliners, especially the ones with the power add-ons, like drink holders and motion sensors and USB ports so I don't have to get up to plug in my new iPad."

I could feel my heart beginning to pound a little faster.

"They had a whole row of big, comfy recliners in front of these great big TV's and I started thinking 'Wow, how special it would be to take all that stuff and create my own Man Cave.'"

She nodded at me skeptically. "Your own 'Man Cave,' she said, making the quote sign with her fingers.

"Yeah." The words were tumbling out now. "I pictured a large screen TV in the middle of one wall with four smaller screens, two on each side, in front of a long sofa with two power recliners so I could invite a couple of friends over and watch the games."

"Or your wife, perhaps," she murmured.

"And along one wall, painted in hunter green and decorated with golf memorabilia, would be the mini-bar. And on the far back wall would be my indoor golf simulator with 1400 world famous courses programmed into it so on rainy days I could still play golf. And then of course I'd also have a quiet area with my new computer desk, dual monitor computer, and a laptop."

She looked at me in silent contemplation for a few moments, making me think perhaps I had gone a bit overboard. Then her eyes lit up like Tiffany diamonds.

"That's a great idea!" she said.

"What? Really?" I almost fell out of my chair. "You really think so?"

"Oh yes, I can see it now. We could knock out that wall over there and build an addition to the house. And we could make it big enough to add an extra sleeper sofa. And then I can ask my mother to come spend the summer with us. Wouldn't that be great? I'm so excited I'll start drawing out some plans right away."

And she walked out of the room.

As I watched her leave she began to fade away, and as I pondered this I felt someone shaking me and a familiar voice in my ear. My eyes opened, and as my head cleared I realized I had fallen asleep on our new living room sofa watching Leverage re-runs. My wife was sitting expectantly next to me.

“Huh? What did you say dear?”

“I said: Honey, what would you like for Christmas?”

I looked at her and smiled.

“How about a new tie!”

(Written as a blog article for Mathis Brothers Furniture)

5 Secrets For Refreshing Your Living Room This Spring

Thinking about re-doing your living room?

Think about refreshing it instead. It's tons cheaper and easier, and the results may surprise you. For example...

If you're happy with your living room right now, but would just like to freshen it without spending a ton of money, think small. Start by taking a good, unbiased look at your room. Try to see it with fresh eyes. Perhaps you can add a new focal point that draws the eye or changes the room's context.

Think simple

It's amazing what a few simple changes can make. One new accent chair. A new white lampshade... a bit of unexpected color... a picture re-framed and re-hung... new, colorful throw pillows for the sofa... adding a new valance – or taking one away... a small, colorful rug that breaks up the carpet or floor... a larger one that brings everything together... These are small changes that can make a big difference without breaking your budget.

Think lighting

Lighting is also an important factor. Think about arranging your lighting, even if it's just table and floor lamps, to create context. A room that's evenly lit from wall to wall can be boring. You might want to subtly highlight your anchor piece with lighting. You might want to replace a table lamp with a taller one, to make the room feel bigger and brighter. Or add a floor lamp to give a brand new kind of light to your walls and ceiling. Maybe all your room needs is the perfect finishing touch... exactly the right vase, bowl, floral, tray, candlestick or statuette to bring new life to a dull corner.

Consider an accent wall

You might consider creating an accent wall. Simply paint it an interesting color to give more flavor to your room. Or add one or more paintings, in a formal pattern or more randomly, depending on your theme. Use one as a new focal point to extend and amplify your room's personality, or shock a wall with dramatic new shapes and colors. Mirrors can make a huge difference, too, adding an impression of increased size and light, framed in a huge variety of sizes, shapes, and materials — from wood to metal to leather.

So. Re-do or refresh? That's up to you. But whatever you decide, remember we have a team of talented professionals whose only wish is to help you get the look you're looking for at a price you can afford. You may be on your own, but you're definitely not alone.

Written as a blog article to introduce a new furniture collection from Hooker.

Imagine yourself in a swanky Wall Street bar at 5 p.m. on a Friday, surrounded by young, upwardly mobile and fashionable professionals and the beautiful polished wood of a grand and elegant bar. That's the high-style drama of Skyline, a 55-piece collection that captures the big-city excitement and energy of Manhattan, LA and Chicago.

[Shop Skyline]

The large collection has stunning new designs for living room, bedroom and dining room. Unexpected shapes and surfaces abound: a demilune server with a black granite top, a display cabinet with an eglomise back panel, convex and concave curves, gold metal ferrules, quatrefoil hardware, and inviting soft fabrics, are all wrapped in a 1930s and 40s Art Décor motif, adding to the swanky sophistication.

Quality through and through, Skyline is crafted in a unique combination of highly-figured cathedral cherry with walnut stringer inlays and African rosewood borders. The deep finish, resulting from a multiple-step process of up to 16 steps, feels as good as it looks, with unsurpassed depth, color richness and durability, and a smoothness that is delightful to the touch. Through hand craftsmanship such as rubbing and padding, the beauty of the underlying wood is revealed with brilliant finish clarity.

Adding the shimmer of metal in a champagne finish, gold eglomise surfaces, and dramatic color variations such as gold leaf back panels in lighted display cabinets is simply a masterstroke.

Hooker suggests this brilliant new collection offers "a fresh and unique look that is perfect for all ages and stages of life." We couldn't agree more. Come see it on display right now, ready for immediate pickup or delivery, at the guaranteed lowest price.

These are the ten essential ingredients of a winning brief. It must be:

Focused. Thurgood Marshall once said that in all his years on the Supreme Court every case came down to a single issue. The winning brief presents that main issue and drives it home, word by word, citation by citation, without the clutter of extraneous arguments.

Simple. Judges are people first and judges second. The winning brief is written in simple, direct language that explains the argument and sticks to the point.

Clear. When reading a winning brief, the judge never stops and asks “What do they mean by this?”

Compelling. The winning brief presents the argument by building fact on fact, proof on proof, so that the conclusion is inescapable.

Persuasive. Of course you need solid arguments, case law, and citations. But you also need to present them in a clear, compelling, persuasive way that leads the judge inescapably to your point of view.

Accurate. It should go without saying that facts, figures, and citations must be 100% accurate. They must also be literate. Many an argument has been denied because of sloppy grammar, punctuation, and spelling in the brief.

Consistent. The winning brief gives the impression that it is the product of a single mind – even when many minds have worked on it.

Appropriate. The winning brief is written specifically for the circuit in which it will be presented and the judge who will rule on it. Has the judge, for example, already written on the issue?

Precise. The winning brief establishes its argument precisely, telling the judge exactly what the issue and the argument are, with no wasted words and therefore less opportunity to disagree.

Provocative. The winning brief is a “page turner,” drawing the judge into it, encouraging him/her to read it thoroughly and consider it carefully.

WHICH IS THE BETTER VALUE?

4 Air Tractor 802F's.

Cost: about \$4 million
Ferry speed 185 mph (3.08 miles per minute)
Loading time: 2 minutes
Capacity: 800 gallons

With four AT-802F's you can drop:

- 800 gallons every 5 minutes on a fire 30 miles away
- 800 gallons every 2.9 minutes on a fire 15 miles away
- 800 gallons every 1.7 minutes on a fire 7.5 miles away
- 800 gallons every minute on a fire 3 miles away

One Bigmutha

Cost: about \$22 million
Ferry speed 200 mph (3.3 miles per minute)
Loading time: 4 minutes
Capacity: 1600 gallons

With one Bigmutha you can drop:

- 1600 gallons every 22 minutes on a fire 30 miles away
- 1600 gallons every 13 minutes on a fire 15 miles away
- 1600 gallons every 6.5 minutes on a fire 7.5 miles away
- 1600 gallons every 6 minutes on a fire 3 miles away

On a fire 7.5 miles from base, in a 10-hour period the AT-802F's will drop 282,353 gallons of retardant.

On a fire 7.5 miles from base, in a 10-hour period the Bigmutha will drop 14,769 gallons of retardant.

Considering purchase price only, cost of each gallon dropped by the four AT-802's is \$14.17.

Considering purchase price only, cost of each gallon dropped by the Bigmutha is \$1489.60.

Over time, of course, the cost per gallon would drop – *but the ratio would remain the same.* If over their lifetimes each dropped 50 million gallons of retardant, again considering purchase price only, the cost of each gallon dropped by the AT-802F's would be \$0.08 (eight cents); the cost of each gallon dropped by the Bigmutha would be \$0.44 (forty-four cents).

This does not consider the many other advantages of the AT-802, such as greater maneuverability, lower operating costs, less maintenance, etc.