

# For Women



**PROVINCIAL COMFORT**—This new Hide-A-Bed by Simmons has a curved wood edge to achieve its distinctive look. One of the headliners being shown in the Merchandise Mart at the International Home Furnishings Market in Chicago, it's part of a co-ordinated group of upholstered pieces in small-figured prints and checks.

## Practicality Furniture Keynote Say Seven Leading Stylists

By JEAN SPICKLEMIRE  
Times Homes Editor

CHICAGO, Jan. 9—Practicality keynotes today's "designed for living" furniture. That's the opinion of seven of the country's leading stylists in the home furnishings field.

Six of them, who spoke at a press conference here yesterday, agreed that good-looking pieces should be priced to fit the young married couple's budget as well as the sable-clad consumer.

They've not just theorized, however. They've followed through and created such units for more than a dozen different manufacturers.

Keeping the housewife and her desires in the backs of their minds, they've given their furniture an airy, homely aspect, made it water and liquor proof, inserted as much function in traditional lines as in modern ones.

**EACH STRESSED** the new informality being seen here would establish fundamental design principles away from the machine look and toward a softened approach. They explained the popularity of French provincial as the result of mass escapism away from the mechanical life and toward the home.

Paul McCobb, the cover boy for home fashions, and the designer of the successful

group of Young Planners units carried locally, spoke later at a luncheon meeting.

**"DON'T BE AFRAID** to be elegant," he advised. "Choose furniture that will keep quiet and to the background, that won't overshadow the individual in a home or his hobby."

Examples of their opinions are in the showrooms buyers will visit this week and next. These are samples.

After retailers place their orders, the goods will be put into production in plants. They will appear in home store floors in a month to three months.

**ONE LINE** manufactured by Showers includes only three basic pieces. Yet it will make at least 30 different arrangements, at least one flexible enough to fit ultra cramped quarters.

Manufacturers finally have realized it's foolish to change finishes every year. To the homemaker this means she'll be able to count on a plan like the silver companies have used for years now.

**MODERN IS** everywhere. Even traditional firms who've never crossed the fine line are showing freeform pieces. Both American and French provincial are exceptionally strong.

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MESSRS. and Mesdames Anton Sherer, Fisk Landers, Will-

bur D. Peat, Donald M. Mattison, Robert O. Parks, Russell J. Ryan, Edward D. Taggart and Harry V. Wade.

Mrs. Charles Latham and Mrs. Booth Tarkington, Misses Lucy M. Taggart, Blanche Stillson, Helen R. Osborne and Margaret Simonds, Mesdames Albert M. Cole, Robert H. Tyndall and William J. Kothe.

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