

Gold fever spreads to home furnishings

By DANIEL C. CLANCY

Gold fever is causing an epidemic in the home furnishings industry. Gold as gold, gold as a color, gold as an accent to add sparkle and richness, gold in any medium is catching on in home fashions.

It started building up steam a few years back when shiny brass lamps and tables started taking over from chrome. These days brass tables outsell chrome four to one.

One of the important new looks to emerge in china and glass is gold. Elaborate gold borders are showing up on

china and glass in all styles from traditional to Art Deco. Gold on black and gold on white for china is especially important.

Brass serving pieces that look very akin to gold are catching on rapidly. As well as their fashion appeal to the trendy, there is an easy care advantage.

BRASS GIFTS OF all kinds are considered by department stores as one of the biggest successes in recent history. Gold mylar place mats have been very successful in table top fashions and gold mylar threads are appearing in more place mats, tablecloths and napkins.

The gold influence is responding to the sensational spiraling price of gold on the international market. The higher the price the more precious it looks psychologically.

Several of the major museums across the country are also reacting to "gold fever" by mounting lavish exhibitions. The gold of El Dorado exhibit at New York's Museum of Natural History and the New York Metropolitan Museum's costume exhibit of the Hapsburg era are already effecting trends.

THE INFLUENCE of these two exhibits is being seen in home fashions. For instance, at the last lamp market,

gold trim was the big news. We can expect to see upholstery and other home textiles in richly embroidered patterns reminiscent of the Hapsburg era.

During times of economic retardation the fashion industry traditionally has turned to an affluent look. It seems home furnishings are now following suit, to "think rich" may just be what we all need in the months ahead.

As Americans change their buying attitudes toward buying for investment rather than replacement, gold seems like a good direction.

Daniel C. Clancy, special writer, is a member of the American Society of Interior Designers

CMU has new Snow Queen

Lynn Keen, a 1976 graduate of Farmington High School, reigns as Snow Queen over Central Michigan University's Winter Carnival. She is a senior, majoring in broadcasting, who will graduate in May. At CMU she is a member of Zeta Tau Alpha social sorority and of Alpha Epsilon Rho, a profession fraternity.

Winter Carnival was re-created this year at Central for the first time since 1969. All proceeds from the week-long celebration with snow sculpture contests, cross country and downhill skiing competitions, a hot air balloon rally and a polar bear swim, are earmarked for charity.

Money raised this year will go toward supporting the winter Special Olympics, set for March on Central's campus.



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