# Trends seen at Chicago

Neither blizzards nor snowballs kept me from attending the Mid-Winter Furniture Stow in January. Thought and the Mid-Winter Furniture Stow in January. Thought and the Mid-Winter Stown of the Mid-Win

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taigic feeling, natural fabrics and finishes abound.

Within these broad categories there are multi-functional and modular units, wicker and bamboo (real and imitation), lots of pillows, breas infinishes, is of pillows breas (and the pillows breas (and the pillows breas) and the pillows of the pillows breast pillows (and pillows breast pillows and an abundance of printed cotton upholstery fabrics. There were grays, perked-up rists, lively navies, and generally clear colors with the dust of the past years removed. It is fine to talk about trends like eclecticism, nostalgia or ethnic, but when the customer walks into a store with some pre-concived idea in her head and then sees the displays in model

little angels shoppe

**ALL WINTER MERCHANDISE**  rooms which may be different from her objective, confusion sets in.

A customer in a department store may walk in set on Mediterranean although that style is no longer considered important by the store buyer who has been exposed to more up to date styles at markets.

It is up to the salesperson to convenience the customer that there are ready options and that one of these ready options and that one of these that Mediterranean may be all right if you already have it, but if you are refurnishing today, you don't want to start there.

Model rooms are a good tool in such an instance. I always tell people, whether they are working with an instance. I always tell people, whether they are working with an instance. I always tell people, whether they are working with an instance. I always tell people whether they are working with an instance. I always tell people whether they are working with an instance. I always tell people whether they are working with an instance. I always tell people whether they are working with an instance. I always tell people whether they are working with an instance. I always tell people whether they are working with an instance. I always tell people whether they are working with an instance. I always tell people whether they are working with an instance. I always tell people whether they are working with an instance. I always tell people whether they are working with an instance. I want to be a support to the third working with an instance in the people with the people with

West Coast? Several years ago West Coast designers began using homespun textures, natural woods, log-type furniture in all avenues of design. That look began moving east and customer appetites were whetted. Thus the full-fledged natural trend was created. Although all design categories are important, contemporary/modern is bound to be the strongest selling style. W. & J. Sloane in New York, known for traditional reproductions of the strongest selling style. We should be the strongest selling style. We should be the trongest selling style and the strongest selling style. We should be should be strongest some strongest selling style to the strongest selling style. We should be strongest some strongest selling style to the strongest selling style should be strongest some strongest selling style strongest selling style s

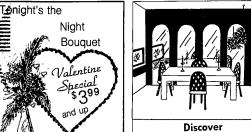
Dors.

In Atlanta, "Rich's" is no longer totally 18th century. In keeping with his new celecticism, you will find groups from contemporary manufacturers scattered here and there or confined to one area. Wall units and stack units, modular and wicker are now acceptable in these fine stores where once upon a time the store owner would shudder at the thought.









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Randall Cronwell, son of Ronald and Ra Jean of Ronald and Ra Jean Cronwell of Farmington Hills, won a \$200 scholarship presented by the Michigan Restaurant Association. A student at the Oalinary Institute of America, Cronwell was among S Michigan Students awarded \$4,400 indexed by the association which represents 1,600 restaurants in the state.

1,600 restaurants in the state.

The scholarships are given twice yearly by the association. The group will be receiving new applications until June 1, for its next grants to be made for the fall semester.

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