

THIS PAPER IN THREE SECTIONS

One of the Fairchild Business Newspapers

SECTION ONE

# Home Furnishings Daily®

Vol. 42 No. 2 ★ ★ ★

NEW YORK, N. Y., MONDAY, JANUARY 5, 1970

TWENTY CENTS One Year \$18 Payable in Advance

## IN CHICAGO



the '70s begin

**STRONG GEOMETRICS . . . MOLDED PLASTICS . . . COLOR. DESIGN MESSAGE FOR 1970 AT THE CHICAGO MARKET.**

A V-shaped furrow for magazines in the top of a molded table of reinforced glass fiber is by Cesare Leonardi and Franca Stagi. A little hooded lamp in bright red melamine, essentially a molded S-curve, is by Vico Magistretti . . . both are Italian imports at Moreddi, division of the Simmons Co.

Ben Rose makes a maxi screen print with graphic waves.

Drawing by Richard Nagrodsky

### Wilton Tariff Move Cues Carpet Market

By MARIE McGARRY

CHICAGO. — The winter floor coverings market here set a dramatic precedent for the new decade as it opened Sunday on the heels of Presidential tariff action on wilton carpets.

On Friday, President Nixon took an unexpected split approach to the wilton carpet tariff issue, and proclaimed that the 40 per cent duty for non-Oriental-design imports would be retained, while that for Oriental-design carpets and rugs would be allowed to drop back to 21 per cent. (See story, Page 55.)

The issue of flammability standards for carpets and rugs simultaneously stands anxious, awaiting industry comment that could kick off some heated consumers/Government hearings on the subject in the upcoming months.

Economic predictions for the upcoming year further are sizzling across the market, with everybody running to second guess what direction sales, mortgages, loans (in short, every aspect of the American dollar's affairs) will take this spring, summer and fall.

It is a market filled with speculation, conversation, opinions, counter-opinions, questions and not too many

See WILTON, P. 55, This Sect.

### Cautious Note to Furniture Show Curtain

By HORTENSE HERMAN

CHICAGO. — The first furniture market of the new decade will open on a cautious note.

The show, ushering in what will hopefully be the sensational '70s continues through Saturday at the Merchandise Mart and the American Furniture Mart.

The event promises to be fiercely competitive. This competition could be a preview of what's anticipated this spring at the retail level.

Sluggish retail activity during the past two months and forecasts of a slow first quarter could affect the winter furniture market here.

Retail inventories generally across the country are reportedly heavier than a year ago. With the high cost of money, stores mean to keep a close watch not to have any more of it tied up than is absolutely necessary. Their goal is lower inventories and higher turnover.

See MARKET, P. 34, This Sect.