Mart to Be Opened to Public for Affair; World's Largest Building

history, the doors of the American Furniture Mart, 666 Lake Shore drive -the world's largest occupied building-will be thrown open to the home makers of America.

700 furniture manufacturers, permanent tenants of the Mart, have agreed to disclose the hitherto mys-

plete lines of modern decorative day period is due to two definite hand to a disclosure of what can be products.

1930, and the event will be known as have lashed themselves unsuccessfully the American Furnture Style show, against the Mart's doors in an atconducted by a not-for-private-profit tempt to "crash the gate" of a build-

Vast Floor Space

An idea of the vastness in the floor spread of the decorative exhibits may. For the first time in its fire year be gleaned from the simple recital ognition by tenants of the tremendous that were a visitor to spend ten min- strides made in the movement for utes in each one of the 700 exhibits- better homes and more intelligent use and work ten hours a day with-out of decorative furniture. meals in this inspection—it will require 11% days for an individual to complete the tour of the Mart's furniture exhibits.

exhibits of manufacturers in the would at the Court of St. James and

causes. The first is the ceaseless The dates are February 1st to 9th, storm of women who for five years association of the tenants themselves. ing devoted by policy exclusively to retail furniture dealers and distribu-

The second basic cause is the rec-

Satisfies Housewife

Thus the American Furniture Style show in one sweep expects to satisfy the appeals of the housewife who has The contemplated opening of the sought entrance as persistently as she terious beauties contained in the com- American Furniture Mart for the ten- at the same time lend its friendly

done to better the home with modern American furniture.

Nothing will be sold at retail during the February period of this seasonal preview exposition and thereafter the building will return to its rigid trade restrictions.

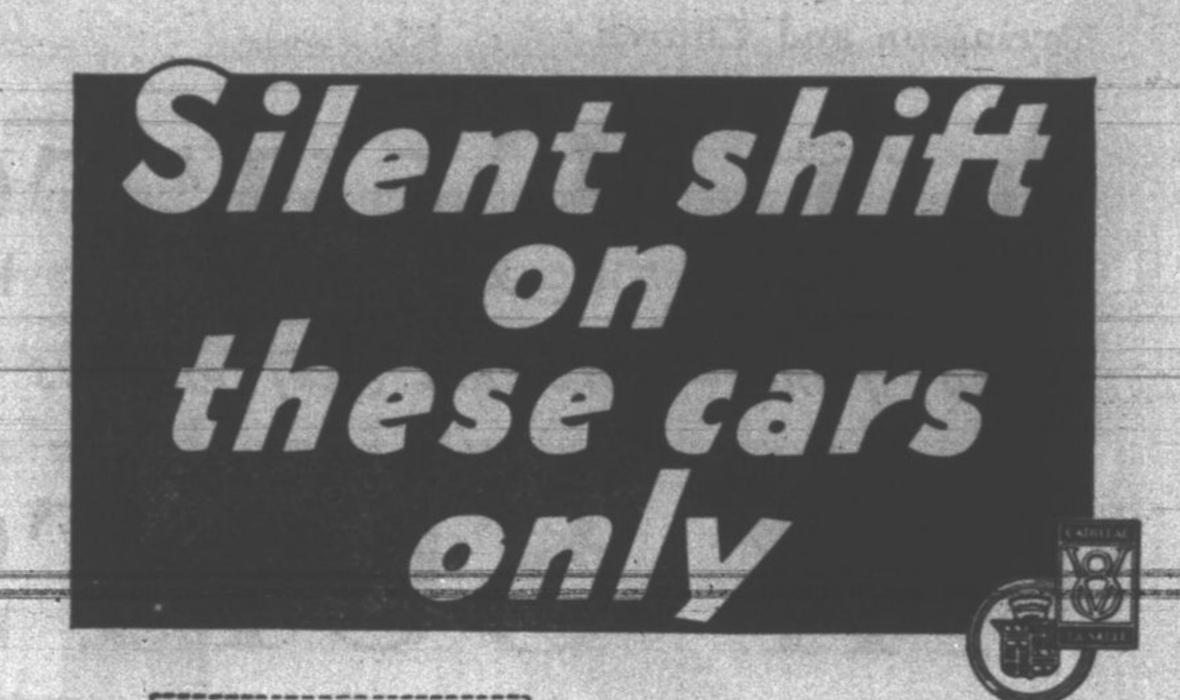
The exhibits of furniture will comprise the largest industrial exposition ever given under one roof in the history of America. Two million square feet of furniture and home decorative products will be shown, ranging from furniture to tapestries and decorative accessories.

Wide Scope

Set down in the loop, the exposition would occupy approximately 23 square city blocks of space. All of the exhibits will be assembled for the mid-winter dealers' market in January and unlike most trade expositions the "show" will be moved in and set up months in advance.

Mr. J. M. Nurre of Snowers Brothers company, Bloomington, Indiana is chairman of the American Furni ture Style show committee. The experiment, which is revolutionary in the policies of the American manufacturer of furniture, has been under written by 108 of the industry's lead ing firms and any surplus will be spent for the favorable exploitation of Chicago as a furniture marketing center.

Executive headquarters are in the Tower of the American Furniture Mart, Chicago.



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