

## FURNITURE STYLE SHOW IN FEBRUARY

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

For the first time in its five year 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 mysterious beauties contained in the com-

plete lines of modern decorative products.

The dates are February 1st to 9th, 1930, and the event will be known as the American Furniture Style show, conducted by a not-for-private-profit association of the tenants themselves.

#### Vast Floor Space

An idea of the vastness in the floor spread of the decorative exhibits may be gleaned from the simple recital that were a visitor to spend ten minutes in each one of the 700 exhibits—and work ten hours a day without meals in this inspection—it will require 11½ days for an individual to complete the tour of the Mart's furniture exhibits.

The contemplated opening of the exhibits of manufacturers in the American Furniture Mart for the ten-

day period is due to two definite causes. The first is the ceaseless storm of women who for five years have lashed themselves unsuccessfully against the Mart's doors in an attempt to "crash the gate" of a building devoted by policy exclusively to retail furniture dealers and distributors.

The second basic cause is the recognition by tenants of the tremendous strides made in the movement for better homes and more intelligent use of decorative furniture.

#### Satisfies Housewife

Thus the American Furniture Style show in one sweep expects to satisfy the appeals of the housewife who has sought entrance as persistently as she would at the Court of St. James and at the same time lend its friendly

hand to a disclosure of what can be 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 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 exhibitions 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 Furniture Style show committee. The experiment, which is revolutionary in the policies of the American manufacturer of furniture, has been underwritten by 108 of the industry's leading 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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