

NEWS FROM GOOD DESIGN

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Chicago, November 14 --- An increasing similarity between consumer and buyer tastes in home furnishings was evidenced in the top selections of both groups in the recent poll of visitors to Good Design.

This poll is conducted semi-annually in connection with The Merchandise Mart's Good Design exhibition, sponsored jointly by The Mart and the Museum of Modern Art. Consumers and buyers were asked to make their selections among the 474 different home furnishings items which are currently displayed in the 1951 exhibit.

Number one choice of consumers in the current poll was George Nelson's executive walnut desk, which buyers previously had selected as first choice. This time the buyer favorite was the natural cherry wood desk designed by Edward J. Wormley.

The Wormley desk was the second choice of consumers, ranking the same as it had in the spring poll of that group. Wormley's oval drop leaf table was runner-up among buyers in the current poll.

In the third place among consumers was Chambers' pale gray range with chrome broiler and locking gas handles, which previously had ranked first in that group's spring poll. Buyers picked the Nelson executive desk as third place winner.

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Langbein's low-fold wicker chair with storage space remained the fourth choice of consumers, while Wegner's oak frame chair with woven reed seat ranked fourth among buyers. This reflects no change in fourth place among consumers since the previous poll.

In fifth place among consumers was Guy Barker's glass top table with wooden legs, and among buyers there was a fifth place tie between Finn Juhl's dining chair in natural finish woods and the English walnut and mahogany floor model radio from Murphy Radio Ltd.

Consumers ranked George Nelson's round white plastic top table with lazy susan center as sixth (previously in fifth place among that group). Buyers dropped the Nelson table from its earlier sixth position among that group to twelfth, and chose his white lacquer open arm chair with ash slabs and foam rubber, and Ben Seibel's buffet server with black wrought iron frame, porcelain containers and aluminum covers as sixth place tie.

Murphy's English walnut and mahogany floor model radio was the seventh choice among consumers, moving up from eighth in the previous poll, and buyers listed Raymond C. Sandin's Hotpoint sink dishwasher in white enamel with pull-out front as number seven.

The only lamp selected among the top ten Good Design items by consumers was the metal tripod floor lamp designed by Gilbert A. Watrous, which ranked eighth. Tied for eighth place among buyers were Nelson's oak table with chrome finish, Ron Fidler's lounge chair with black steel frame and saddle leather seat and back (previously second in the buyer group) and Ossia J. Arkus' lounge chair and Ottoman with rustproof black metal frame and three loose cushions.

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Number nine among consumers was the contour chaise longue of handwoven split oak on a solid oak frame, designed by Ed. Stone. Ninth choice among buyers was a three-way tie: a sterling knife in Contour design by John Van Koert, Wormley's upholstered chair and a small catch-all in steel frame and mesh by Sol Bloom.

Fransiska Hosken designed the consumers' tenth place choice, a group of four knock-down square stacking stools in natural, black, red and yellow. There was a ten-way tie for tenth place among buyers. Items selected were Wormley's convertible sofa-bed with back and one arm (which previously ranked fourth among the buyer group), a chest cabinet with metal angle frame and varied colors by Charles Eames, three Van Koert sterling Contour designs for fork, salad fork and butter spreader, Margaret G. Dana's extension floor lamp in polished brass and white marble with straw shade, Finn Juhl's French walnut chair, Sol Bloom's four troughs of steel frame and mesh, a nest of three stacking tables designed by Richard Stambaugh, and a shrimp set of grainware and lucite designed by Charles McCrea.

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TABULATION OF CONSUMER BALLOTS

<u>Item</u>	<u>Designer</u>	<u>Distributor/Manufacturer</u>	<u>Rank</u>
Walnut executive desk	George Nelson	Herman Miller Furniture Co.	1
Natural cherry desk	Edward J. Wormley	Dunbar Furniture Corp.	2
Chambers range	Chambers Staff	Chambers Corp.	3
Low-fold chair with storage space	Ed. E. Langbein	Langbein-Giftwares Div.	4
Glass top table with wooden legs	Guy Barker	Richards Morgenthau Co.	5
Round table with lazy susan center	George Nelson	Herman Miller Furniture Co.	6
Walnut and mahogany floor model radio		Murphy Radio Ltd.	7
Metal tripod floor lamp	Gilbert A. Watrous	The Heifetz Mfg. Co.	8
Contour Chaise lounge	Ed. Stone	Waldron Associates	9
Four knock-down stacking stools	Fransiska Hosken	Hosken, Inc.	10

TABULATION OF BUYER BALLOTS

<u>Item</u>	<u>Designer</u>	<u>Distributor/Manufacturer</u>	<u>Rank</u>
Natural cherry desk	Edward J. Wormley	Dunbar Furniture Corp.	1
Natural walnut oval drop leaf table	Edward J. Wormley	Dunbar Furniture Corp.	2
Walnut executive desk	George Nelson	Herman Miller Furniture Co.	3
Oak frame chair with woven reed seat	Hans Wegner	Johannes Hansen	4
Walnut and mahogany floor model radio		Murphy Radio Ltd.)
Dining chair in natural finish woods	Finn Juhl	Baker Furniture Co.)--5
Open arm chair with ash slabs, foam rubber	George Nelson	Herman Miller Furniture Co.)
Buffet server with porcelain containers	Ben Seibel	Henry & Miller Industries)--6
Sink dishwasher with pull-out front	Raymond C. Sandin	Hotpoint, Inc.)
Chrome finish oak table	George Nelson	Herman Miller Furniture Co.	7
Lounge chair with saddle leather seat and back	Ron Fidler	Ron Fidler Assoc.)
Lounge chair and Ottoman with three loose cushions	Ossia J. Arkus	Arbuck, Inc.)--8
Sterling knife in Contour design	John Van Koert	Towle Mfg. Co.)
Upholstered chair	Edward J. Wormley	Dunbar Furniture Corp.)
Small Catch-All with steel frame and mesh	Sol Bloom	Designed for Moderns)--9

TABULATION OF BUYER BALLOTS (Cont'd.)

<u>Item</u>	<u>Designer</u>	<u>Distributor/Manufacturer</u>	<u>Rank</u>
Convertible sofa bed with back and one arm	Edward J. Wormley	Dunbar Furniture Corp.)
Chest cabinet of metal and wood	Charles Eames	Herman Miller Furniture Co.)
Sterling fork in Contour design	John Van Koert	Towle Mfg. Co.)
Sterling salad fork in Contour design	John Van Koert	Towle Mfg. Co.)
Sterling butter spreader in Contour design	John Van Koert	Towle Mfg. Co.)--10
Extension floor lamp of brass and marble	Margaret G. Dana	Mutual Sunset Lamp Mfg. Co.)
French Walnut chair	Finn Juhl	George Jensen, Inc.)
Flour troughs of steel frame and mesh	Sol Bloom	Designed for Moderns)
Nest of three stacking tables	Richard Stambaugh	Richard Stambaugh Assoc.)
Shrimp set of Grainware and lucite	Charles McCrea	Bolender and Co.)