

# Helgran Asks Labeling Of All Hardwoods

JUN - 8 1960

## House Committee Urged To Act On Furniture Quality

(Special To The Post-Journal)

WASHINGTON—Chester E. Helgran, vice president-treasurer of Kling Factories, Mayville, N.Y., ~~urged the House~~ Interstate and Foreign Commerce Committee yesterday to require labeling of hardwood furniture as to whether it is genuine or imitation.

The committee continued hearings today on several proposals for requiring labeling of furniture products.

The Helgren-backed bill would require a label on each piece of furniture revealing the material used for the exposed surfaces. Retailers would be forbidden to remove the labels.

### To Eliminate Confusion

"What a mountain of confusing and deceptive practices currently being perpetrated on the American consumer would be eliminated by this legislation," Mr. Helgran told the committee.

"There can be no question of the fact that the public has lost confidence in the furniture industry. And no wonder.

"Hundreds of thousands of American housewives have been sold furniture with printed grain as 'genuine walnut, mahogany, cherry' or other fine woods and have later discovered the deception after a little wear reveals that the supposed wood grain only consisted of a layer of ink under the finish.

### Stained Process Revealed

"They have been sold millions of pieces of furniture in a less expensive wood stained to resemble a more expensive wood and advertised and labeled by the more expensive wood name.

"Although the Kling factories choose to make only top quality genuine fine hardwood furniture, accurately represented to our deal-