

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 dealer customers, we recognize that there is a market and a need for less expensive furniture also.

"I have no quarrel with the right of manufacturers and retailers to offer furniture made of less expensive woods and even printed grain, as long as they are not represented to be of a hardwood species which they are not.

#### **Honesty Would Pay Off**

"We feel the American housewife should be enabled to pick and choose among these types of furniture but with full knowledge of which are genuine and which are imitation. The labels and accurate advertising called for by this bill would accomplish that purpose.

"The consumer will reap the greatest benefit from this legislation but it is my opinion that all elements of the furniture industry will also benefit from the restored confidence it will bring about."

Kling employs about 500 persons.