

From Public Relations Department

VINYL PRODUCTS OF FORD MOTOR COMPANY
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Ford vinyl fabrics will be used on Simmons Hide-A-Bed and Thonet furniture in the lounge area of the Simmons Beautyrest Center at the New York 1964 World's Fair. Mr. John Walker, Product Planning Manager of the Simmons Company, announced that Ford fabrics would become standard on the Simmons Hide-A-Bed line. The vinyl coverings were displayed on the furniture lines during a preview of the Center September 17.

The wear resistant, easy-to-clean qualities of vinyl coverings have made them popular with furniture manufacturers, according to C.M. Scholz, general sales manager for Ford fabrics. The Simmons Hide-A-Bed, for example, serving the dual purpose of couch and bed, has to take even more rough usage than a regular sofa, he said.

The vinyl used on the Simmons Hide-A-Bed was developed especially for Simmons in a soft Ford Crush finish in eight colors. The fabrics will be supplied by the C. V. Dehner Company, Ford vinyl fabric distributor located in Chicago.

The Ford vinyl furniture now includes color co-ordinated fabrics in a variety of design, textures and finishes. Ford fabrics, manufactured at the Ford Vinyl Plant in Mount Clemens, Michigan, are designed by William Schmidt and Associates of Harper Woods, Michigan.