





1966. HAMMOCK OF LINDSEY WOODEN WHITE COTTON STRING, WHICH COMES FROM YUCATAN CUSTOMS A SIMPLE DESIGNER DESPITE ITS TRANSPARENCY

## Lazy Hammock Lolling

**A NOSTALGIC SWING  
HAS BRIGHT REVIVAL**

Forty years ago hammocks were as much a part of the American summer as heat, flies and lemonade. Then, mysteriously, they lost favor. Now a big effort to bring back the nostalgic hammock, one of the only pieces of furniture native to the Americas, is being made by Harry Jackson, president of Jackson furniture stores of California. Mr. Jackson figures that the hammock, in which it is impossible not to relax—sedentary laborers soon give way to sloth—is just what fast-paced America needs. One hour in a hammock, he says, is roughly equal to one tranquilizing pill.

To launch the revival of the hammock habit, Harry Jackson traveled through Central America and Mexico buying up native hammocks, all without stretching legs so they can be really soothing. On sale at his stores at prices ranging from \$11.95 to \$30.95, they may swing to action the almost dead U.S. hammock industry and bring a note of color to U.S. backyards.



SIT-UP SWING is enjoyed by girls in Ecuadorian grass hammock above, Colombian hammock below.



ONE OF HAMMOCKS OPPOSITE: MAKES CROWN

**LAZY SWAY** is indulged in by man in loop net-hammock and girls below in large and comfortable cotton string hammocks. All hammocks are from Yucatan. One at top is most like string native one.