

Impressively simple modern design makes these fine living room suites



# Wonderful to live w



#### "New Direction"... American Modern Design

Starting with the smooth, sweeping lines that made Scandinavian designers famous, American craftsmen have added ideas of their own in the "New Direction" living room group. Here you find touches of sculptured wood in a variety of finishes, practically placed at wear-points, where they serve as hand-holds when rising or moving pieces around. Units include a long

sofa, lounge chair, armless chair, right and left arm sections, bumper section and new angled corner section. Kiln dried, selected hardwood, doweled, glued and corner blocked plus tempered steel springs are used for sturdy construction. Foam-rubber cushions provide easy comfort and look trim. Available in a wide variety of colors in friezes, tweeds and nubbie fabrics.

Left Arm Section, 48" long, 34" deep. 30" high. Ship. wt. 105 lbs. 147902-14 List price \$160.00 Armless Chair, 25" wide, 34" deep, 30" high. Ship. wt. 64 lbs. 147902-04 List price \$110.00 Angled Corner Section, 74"long, 34" deep, 30" high.

Ship. wt. 123 lbs.

147902-12 List price \$175.00 Right Bumper Section, 53" long, 34" deep, 30" high.

Ship. wt. 104 lbs.

147902-32 List price \$175.00 Extra Long Sofa, 84" long, 33" deep, 30" high. Ship. wt. 148 lbs. 147902-26 List price \$310.00 Arm Chair, 31" wide, 33" deep, 30" high. Ship wt. 85 lbs.

147902-08 List price \$155.00 F.O.B. Chicago or Indiana



#### Here is truly "Fashion" Furniture

These "Fashion" units are the newest Scandinavian touch for your living room. The clean look of the brass-trimmed legs and "new slant" of the graceful arm creates an air of superb styling. Just note the added seating room this group gives you. Kiln dried, selected hardwood, doweled, glued

and corner blocked, are used for rigid frame construction. All cushions are firm density foam rubber and you may select tailored or loose pillow style for the backs. There is a fabulous selection of colors and fabrics to choose from in friezes, tweeds and nubbies. Here is truly fashion furniture. deep, 32" high. Ship. wt. 105 lbs.
148082 List price \$175.00
Curved Corner Section, 72" long,
34" deep, 32" high.
Ship. wt. 115 lbs.
Corner space 50".
148082-12 List price \$190.00
Armless Chair, 24" wide, 34"
deep, 32" high. Ship. wt. 65 lbs.
148082-4 List price \$112.00
Right Bumper Section, 57" long,
34" deep, 32" high.
Ship. wt. 111 lbs.
148082-44 List price \$188.00

F.O.B. Chicago or Indiana

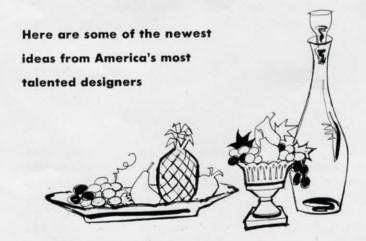


Extra Length and Luxury in "Viewpoint"

Have you longed for a sofa where a tall man could really stretch out? Here it is—almost seven feet of sturdy construction, looking even longer because of its clean, modern lines. Foam-rubber cushion and buttoned foam-rubber back are covered in your choice of exciting fabric selection in friezes, tweeds and nubbies. This will be the most popular piece in your living room, for party groups or comfortable lounging. Kiln dried selected hardwood, doweled, glued and corner blocked, is used for rigid frame construction.



# Elegance belongs in your Dining Room



# Fruitwood is featured in the "Orleans Group"

Genuine cherry, one of the treasure-woods of our land glows warmly in the hand-rubbed surfaces of this friendly Provincial dining room suite, finished in a new shade that adds an unexpected note to its beauty. Notice the beautifully curved, band-sawn tops and matched door panelling. And the dustproof drawers are on hand-fitted guides—the small ones divided and lined for silver. Hardware is authentic Provincial design in brass. With its strong, solid plywood construction, surfaced with select cherry veneers, this suite will give you a lifetime of gracious dining service.

Buffet, top 62" x 20", 35" high. Ship. wt. 160 lbs. 17930 List price \$140.00

Breakfront China, top 47" x 17", 71" high.

Ship. wt. 160 lbs. 17930 List price \$178.00

Table (8 feet), top 60" x 40", 30" high (with three 12" leaves, extends to 96"). Ship. wt. 115 lbs.

931 List price \$112.00

Set of 6 Chairs, 2 arm, 4 side. Ship. wt. 100 lbs. 17930 List p

30 List price \$144.00 F.O.B. Chicago or Virginia

#### Designed for young moderns and the young in heart

Whether your dining area is small or large, this new, smartly designed Danish modern set will serve you well. The table with its three 12" leaves, buffet and china combination, six comfort curved chairs answers all your dining needs. The construction is sturdy, yet the beautiful veneer finish in a new Mellow Walnut tone will be a joy to own.

Table, top 40' x 60" (with 3—12" leaves extends to 96"). Ship. wt. 101 lbs. 344-104 List price \$160.00

Buffet, top 60" x 19", 31" high. Ship. wt. 158 lbs. 344-102 List I

List price \$185.00



#### Classic Design in Rich African Mahogany

You will find no lovelier wood for dining room furniture than genuine African mahogany. Cut flat with the grain, as in this traditional "Monticello Group," African mahogany possess rare warmth and richness. Here this choice wood is used for surfacing, over seven and nineply laminated plywoods. Curved front drawers, trimmed with rich Windsor

brass hardware, and curved glass of the breakfront door enhance the elegance of this classic 18th Century suite. The small top drawers of the buffet and breakfront are lined and partitioned for silver. All enclosed pieces are of absolutely dustproof construction and each piece is finished with two coats of hand-rubbed lacquer. Buffet, top 63" x 22", 33" high. Ship. wt. 165 lbs. 3610 List price \$145.00

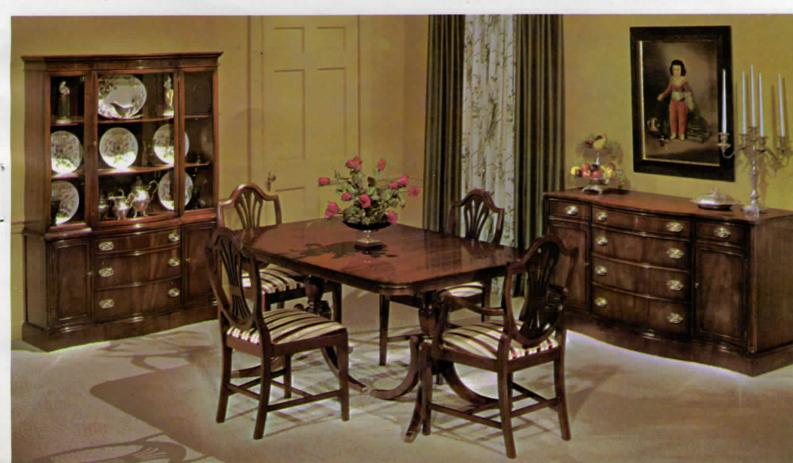
Breakfront, China, top 49" x 16", 69" high. Ship. wt. 165 lbs. 3610 List price \$190.00

Table (8½ feet), top 66" x 42", 30" high, (with 3—12" leaves extends to 102"). Ship. wt. 145 lbs.

3611 List price \$140.00 Set of 6 Chairs, 2 arm, 4 side.

Set of 6 Chairs, 2 arm, 4 side. Ship. wt. 95 lbs. 3612 List price \$144.00

F.O.B. Chicago or Virginia



# for the Beautiful Bedroom

Choose one of these luxurious suites,
expertly crafted in traditional design

#### 18th Century Georgian Mahogany

Typical of the gracious elegance of the Georgian era is this handsome bedroom suite, with its shaped tops, curved-front drawers and graceful aprons and feet. Rich African mahogany veneers provide the glow, warmth and color that only fine wood can give. Yet beneath this colorful surfacing is to be found the strength and durability of rugged laminated plywoods, which provide structural strength that assures you of long and satisfactory service. The dovetailed, dustproof drawers are trimmed with handsome brass hardware in the Windsor design. Each drawer is carefully mounted on its own hand-fitted center guide, for easy operation. One drawer of each chest is fitted with dividers for shirts.

Double Dresser, 8 drawers, top 56" x 19", height 33", Plate mirror, 40" x 26". Ship. wt. 195 lbs.

19042 List price \$158.00

Chest, 6 drawers, top 36" x 19", height 45". Ship. wt. 130 lbs. 19040 List price \$118.00

Panel Bed, full size, 4' 6", height 41". Ship. wt. 70 lbs. 19041 List price \$68.00

Panel Bed, twin size, 3' 3", height 41". Ship. wt. 60 lbs. 19043 List price \$68.00

Night Table, top 19" x 16", height 26". Ship. wt. 35 lbs. 19040 List price \$48.00

F.O.B. Chicago or Virginia



## you've always dreamed about



#### 18th Century Hepplewhite Mahogany

If you have ever seen the 18th Century homes which stand as landmarks in our eastern states, this group of bedroom furniture will strike a familiar note. Based on traditional English designs, it came to America early and has lived happily with Americans ever since. The beauty and warmth of African mahogany veneers conceal the sturdiness of modern plywood construction.

with their spacious, serpentine front drawers, each moving easily on its own center guide. They are completely dustproof to keep your lovely possessions clean and the chest has a shirt divider. In every line and structural feature, this group suggests the kind of a craftsmanship that comes high, yet costs so little.

You will love the roominess of these large chests,

Double Dresser, 6 drawers, top 53" x 22", height 34". Mirror, 34" x 30". Ship. wt. 195 lbs. 3402 List price \$166.00

Chest, 5 drawers, top 36" x 21", height 49".

Ship. wt. 140 lbs.

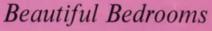
3400 List price \$124.00
Panel Bed, full size, 4' 6", height 37". Ship. wt. 70 lbs.
3401 List price \$68.00
Panel Bed, twin size, 3' 3", height 37". Ship. wt. 55 lbs.
3403 List price \$68.00

Night Table, top 20" x 16", height 27". Ship. wt. 40 lbs. 3400 List price \$48.00

F.O.B. Chicago or Virginia









#### The "Torino" group...modified modern

Nowhere will you find a bedroom suite in which the simplicity of modern design blends with the elegance of traditional so well. The African mahogany surfacings over the strong plywood under-construction have a charming "pumice" finish, protected by hand rubbed lacquer and wax. Case pieces are completely dustproof, drawers be-

ing of dovetail construction, with smooth sanded mahogany bottoms, run on hand fitted center guides and waxed to stay clean. Notice the brass ferrules on the legs, which harmonize with the handsome hardware on the drawers. The chest is fitted with one drawer divided for shirts. This is truly a bedroom suite of rare beauty.

Double Dresser, top 54" x 19", 32" high. Plate mirror 40" x 28". Ship. wt. 190 lbs.

19062 List price \$144.00 Chest, top 36" x 19", 45" high. Ship wt. 95 lbs.

19060 List price \$108.00 Panel Bed, full size 4' 6", 36" high. Ship. wt. 60 lbs.

19061 List price \$68.00 Panel bed, twin size 3' 3", 36" high. Ship. wt. 50 lbs.

19063 List price \$68.00 Night Table, top 20" x 15", 25" high. Ship. wt. 30 lbs.

List price \$45.00 F.O.B. Chicago or Virginia



# Danish Modern design... for clean sculptured beauty

For that smart new look of today this Danish modern bedroom suite should be your choice. Throughout each piece, sturdy construction underlies the beautiful walnut veneer. The finish is Mellow Walnut, a rich new tone, created for contemporary styling. Just look at that drawer space, big ones and small ones, each drawer fitted with center guides and completely dust-proof. Look, too, at the bookcase headboard, one of the best ideas of today's furniture designers. Here is a group that will please your eye and serve you well.

Triple Dresser, 12 drawers, top 66" x 19", 31" high. Plate mirror, 50" x 32". Ship. wt. 246 lbs. 344-14-16 List price \$295.00 Chest on Chest, top 38" x 19", 44½' high. Ship. wt. 154 lbs.

344-22 List price \$156.00 Bookcase Bed, full size 4' 6". Ship, wt. 67 lbs.

344-40 List price \$128.00

Bookcase Bed, twin size 3' 3". Ship, wt. 52 lbs.

344-44 List price \$128.00 Night Stand, top 22" x 15", 253/4" high. Ship wt. 36 lbs.

344-60 List price \$64.00

F.O.B. Chicago or Virginia

Panel bed, available full size and twin size (not shown). 344-32-34 List price \$78.00 each



### Italian Provincial...for lasting beauty

American designers bring you this happy combination of the old and the new in a bedroom group that "belongs" in either traditional or modern homes. This is a generously proportioned set, with plenty of drawer space, a divided drawer for shirts in each chest, and completely dustproof

drawers run on hand fitted center guides. Here the fine African mahogany surfaces are treated in a new soft beige tone, coated with lacquer and hand rubbed with protective wax. Rugged plywood construction underlies the outward delicacy and beauty of this fine set.

Double Dresser, top 56" x 20", 33" high. Plate mirror 40" x 28". Ship. wt. 170 lbs.

3422 List price \$154.00 Chest, 5 drawers, top 38" x 20", 48" high. Ship. wt. 130 lbs.

3420 List price \$118.00 Panel Bed, full size 4' 6", 36" high. Ship. wt. 65 lbs.

3421 List price \$74.00 Panel Bed, twin size 3' 3", 36" high. Ship. wt. 55 lbs.

3423 List price \$74.00 Night Table, top 21" x 16", 26" high. Ship wt. 35 lbs.

3420 List price \$48.00 F.O.B. Chicago or Virginia

# sets the tone for your home

#### "Stone Hill"

Up-to-the-minute style and colors go hand in hand with wonderful wearing quality in this new, all-wool, 3-ply highpile twist carpeting, from one of America's most respected manufacturers. Many decorators who favor the modern manner find it an ideal background. Others find it equally at home with traditional settings. Widths, 9', 12' and 15'. F.O.B. Chicago.

List price, \$18.00 per sq. yd.

#### "Argyle"

All wool in this high and low loop pile carpet produces a random surface which decorators call a tree-bark effect. New, smart and richly beautiful, it is particularly appropriate with contemporary furnishings. It has extra wear and springiness because of the closely woven backing. Widths, 9', 12' and 15'. F.O.B. Chicago.

List price, \$15.90 per sq. yd.



Beige



Green





Blue



Sandlewood



Rose

#### "Prim Point"

Plan your home decorative schemes from the floor up. This is the new and practical concept you've often read about. Start with the right carpeting and you are building on a foundation that will make all your furnishings look better. "Prim Point", an all-wool, gracefully-scrolled Wilton, with high and low loop pile, goes well with modern or period furniture. Widths, 9', 12' and 15', F.O.B. Chicago.

List price \$17.20, per sq. yd.



Beige



Grey





Red



Grey



Green



Shell Beige

### For today's Informal Dining

Light, airy modern metal furniture Ideal for the breakfast area or in the kitchen



Elsinor Group. Here is true luxury in modern furniture for informal dining! With its Scandinavian flair, the Elsinor group blends beautifully with other fine contemporary furnishings. The 36" x 48" table top, made of highest grade laminated plastic in authentic wood grains, has two 12" leaves extending table to 72". Table, settee and chairs have bright brass accents on black baked enamel legs. Chairs and settee have padded cushions and backs in contrasting colors.

Set, Table and 4 Chairs.

Ship. wt. 167 lbs. 1542-442

List price \$274.00

Extra Chairs. Ship. wt. 22 lbs.

442 List price \$35.00 each

Settee. Ship. wt. 47 lbs.

482 List price \$70.00

All Sets F.O.B. Chicago or Central III.



Brass-n-Black. Gleaming brass and black satin finish combine to provide a striking modern effect in this sturdy breakfast group. Plastic table tops, 30" x 40" (with one 8" leaf extends to 48") are in beautiful wood-grain patterns. Wire-back chairs have comfortable, fabric-covered seats.

Set, Table and 4 Chairs. Ship. wt. 97 lbs.

1202-222

List price \$99.50

Extra Chairs. Ship. wt. 17 lbs.

222

List price \$17.50 each

Shining Chrome. Truly outstanding quality and value are represented by this bright chrome-finish set for your kitchen or breakfast nook. The 30" x 40" Princess table tops (with 8" leaf extends to 48") are of high-grade vinyl. Available in a variety of contrasting or matching colors.

Set, Table and 4 Chairs. Ship. wt. 97 lbs.

1204-264

List price \$110.00

Extra Chairs. Ship. wt. 17 lbs.

4

List price \$20.00 each



### Smartly styled Occasional

#### Tastefully chosen accessory furniture

#### adds grace and charm to your home



Cocktail Table, top 17" x 64", 151/2" high. Ship, wt. 55 lbs.

3418

List price \$94.00

Step Table, top  $20'' \times 29''$ ,  $23\frac{1}{2}''$  high Ship. wt. 35 lbs.

3414

List price \$62.00

Drum Table, 28" diameter, 26" high. Ship. wt. 40 lbs.

3404

List price \$87.00

Commode Table, top 23" x 23", 231/2" high. Ship. wt. 45 lbs.

3408

List price \$87.00

Cocktail Table (not shown) top 21" x 43", 15\(\frac{1}{2}\)" high. Ship. wt. 38 lbs.

3402

List price \$62.00

F.O.B. Chicago or Virginia

# The Far East inspired Gleaming Brass on Charcoal Mahogany

The rich beauty of mahogany takes on new and startling beauty in this deep-toned charcoal finish. With decorative strips and ferrules of gleaming brass, these tables have a hand-crafted, custom look which belies their moderate price. Choose one of the four styles shown for that sharp, decorative accent to enhance your living room.





### Convenient contemporary desk and chair set

Every member of the family needs a desk of his own. Here is the answer for the children and the parents. This handy modern desk set, with surfaces of laminated plastic comes in a choice of four wood grains. Suede Walnut (as shown), Blond Walnut, Silver Walnut and Cherry Birch. Legs and matching chair are finished in baked black enamel.

Desk, top 40" x 22", 28" high. 2042 List price \$87.50

Chair, with padded seat and back. 402 List price \$27.50 Ship. wt. 70 lbs. for set.

F.O.B. Chicago or Central Illinois

### Furniture of Distinction

#### Working wonders with Tables

Tables have taken on a new significance in living room decor. Just look at what you can do with this varied group of contemporary occasional pieces, all designed to make your living room more comfortable and inviting. Handsome parquetry tops, inlaid with fine veneers, in Lime Oak, with slim brass legs-for that "new look" in your home.

Corner Table 1416



Step Table 1414

Corner Table, top 36" x 36", 23" high. Ship. wt. 48 lbs.

1416

List price \$94.00

Step Table, top 18" x 28", 23" high. Ship. wt. 25 lbs.

1414

List price \$62.00

Cocktail Table, top 21" x 43", 151/2" high. Ship. wt. 43 lbs.

1402

List price \$62.00

Book-lamp Table, top 18" x 26", 23" high. Ship. wt. 31 lbs.

1404

List price \$62.00 F.O.B. Chicago or Virginia





### **Dream Chests**

# to protect your household treasures

Have you seen what has happened to cedar chests? Every one of the beauties on this page is fully lined with genuine Tennessee aromatic red cedar—but you'd never know it from the outside! These chests are, first and foremost, fine furniture, with drawer compartments, lift-out trays and other features modern tastes demand. You may choose a design and finish that looks well in any environment whether modern or traditional.

Limed Oak Drawer Chest, SUPER DEEP, 44" long, 22" high, 171/2" deep. Ship. wt. 77 lbs. 670 List price \$99.50

Pearl Grey Mahogany Chest, SUPER DEEP, 44" long, 20\(\frac{1}{2}\)" high, 17\(\frac{1}{2}\)" deep. Ship. wt. 75 lbs.

662

List price \$92.50

Cordovan Console, SUPER DEEP, 40" long, 30" high, 17½" deep. Ship. wt. 94 lbs.
692 List price \$125.00

Deep Limed Oak Chest, SUPER DEEP, 47" long, 22" high, 18" deep. Ship. wt 85 lbs.
List price \$105.00

Limed Oak Chest, 44" long, 19½" high, 17½" deep. Ship. wt. 75 lbs.
652 List price \$80.00

F.O.B. Chicago or Tennessee

These chests are the ONLY nationally advertised cedar chest which exceeds U. S. Government requirements. Lined with SOLID Tennessee aromatic red cedar. A full 3/4" thick.





(A) Ambassador Innerspring Mattress. 180-coil unit with heavy wire border. Thick sisal insulation and layer-cotton-felt upholstery. Woven quality ticking in gray, gold and black. Strong, tape reinforced seams. Taped strap handles. Matching cover box spring. Twin (39") or full (54") size.

Matt., 54", 60 lbs....Retail \$49.50
Matt., 39", 47 lbs....Retail 49.50
Bx. Spg., 54", 75 lbs. Retail 49.50
Bx. Spg., 39", 55 lbs. Retail 49.50

FOAMEX

(B) Ortho-Smooth Tuftle's Innerspring Mattress.
Deluxe quality! 252-coil reinforced unit. Inneroll construction. Channel stitched border. Turquoise and silver royon damask cover. Cord handles. Plastic vents. Matching box spring, strap handles. Twin (39") or full size (54").

Matt., 54", 60 lbs.... Retail \$79.50
Matt., 39", 47 lbs.... Retail 79.50
Bx. Spg., 54", 75 lbs. Retail 79.50
Bx. Spg., 39", 55 lbs. Retail 79.50



© Super Level-Rest Mattress. 510 coils. Best inneroll construction, extra firm. 2 rubberized hair pads, 2 flexolator pads, and buoyant cotton felt, Heavy waven gray and white ticking. Pre-built. channel stitched border. Plastic handles and vents. Deluxe box spring. Twin (39") or full (54") size.

Matt., 54", 79 lbs. . . Retail \$99.50 Matt., 39", 58 lbs. . . Retail 99.50 Bx. Spg., 54", 91 lbs. Retail 99.50 Bx. Spg., 39", 74 lbs. Retail 99.50

## World Famous, Exclusive

(ii) Firestone Foamex Foam Rubber Mattress and Box Spring Ensemble. Full 6-INCH THICK foam latex for the most relaxing sleep every known. Light as air, cool as a breeze! Its form-fitted construction gives you "balanced" sleep... firm support under heavier mid-section; lighter, sure comfort under head and feet. Heavy woven ticking in gray, pink and white. Metallic gold thread accent. Special, handied coil construction matching box spring. Twin (39") or full (54"). Also available in 4½-inch core with extra deep box spring.

#### Luxury Comfort with Economy in These Hollywood Decorator Bed Ensembles!



E Firestone Foamex Hollywood Decorator Bed Ensemble. Complete with 4½-inch Foamex form-fitted mattress, extra deep matching box spring, deluxe headboard, steel bed frame. Extra heavily padded and deep tufted headboard covered in beige color, texture finished plastic. Also available with 6" deep mattress. 39" width. (4½" Ens) 148 lbs. Retail \$169.50 (6" Ens) 148 lbs. Retail \$184.75

G Deluxe Innerspring Hollywood Ensemble. Finest in every detail! Deep tufted headboard in turquoise plastic. Tuftless mattress in imported turquoise and silver rayon damask ticking. Inner-roll construction. Metallic taped seams and cord handles. 8 plastic vents. Matching box spring. Strap handles. All steel bed frame. 39" width.

39", 150 lbs..... Retail \$139.95

F Hollywood Ensemble. A real value in appearance and serviceability. Button tufted headboard upholstered in beige basket weave textured plastic. Innerspring mattress with fancy woven stripe ticking in black, tan and gold. Black taped seams and strap handles. All steel bed frame gives solid support and lifetime service. 39" width.

39", 140 lbs..... Retail \$89.95



(B) Versatile Trio-Bed. 8-pc. outfit of 2 innerspring mattresses, 2 sturdy steel springs, 2 handsome beds (30" or 39" width), guard rail and ladder. Red, gray and black woven plaid mattress ticking. Sturdy steel construction in ebony black finish that will withstand years of the hardest service. A real value!

Trio-Bed, 30" width, 210 lbs. . . Retail \$114.95 Trio-Bed, 39" width, 245 lbs. . . Retail 134.50



J Hollywood Fold-A-Bed.

Use as a chaise!

Real versatility! Use it as a bed or in two lounge-back positions. Metal mesh headboard folds underneath innerspring mattress for lounging; between mattress ends for compact storage. Gray, blue, and black pattern ticking. 30", 39" or 48" width.

30", 80 lbs	\$46.95
39", 91 lbs Retail	56.95
48", 104 lbsRetail	62.95

Relaxes Tired Muscles...Eases Nervous Tension...

#### RELAX-IT ROLLER VIBRATOR

Handy — Portable









Roller Vibrator. When you're tired, nervous, and jumpy, just a few minutes' use relaxes and revitalizes you! You'll feel like a new person! Sponge rubber rollers for rolling application over back, hips, legs and shoulders. Foam pillow pad for stationary application in any position desired. Complete with plastic belt for self massage. 60 cycle, 115 V., A. C. motor. No oiling required.



Tension in Comfort in Your Own Home with RELAX-IT VIBRATOR CHAIR

Relieve Tiredness and

(L) Sectionette Convertible. Save money and space! A pair can be used as an armless 80" sectional sofa, a corner sectional, or conventionally on opposite sides of a lamp table. Yet in seconds they become full length twin beds designed for sound sleep. The steel framed platform spring pulls out easily; the plump cushion becomes a resilient innerspring mattress. Complete with matching bolster and back rest. Smart modern upholstery in choice of blue, pink, lime or red.

M Vibrator Chair. Just lean back and relax! The chair adjusts automatically! Provides all-over massage that relaxes you in minutes. Penetrating pulsations of the built-in electric motor stimulate circulation, relieve tension and tired feeling from head to toes. Finest quality construction with luxury comfort cushioning. Upholstered in choice of ivory, green or brown elastic-back Boltaflex. Operates on 60 cycle, 115 volt, alternating current. Never requires oiling.