

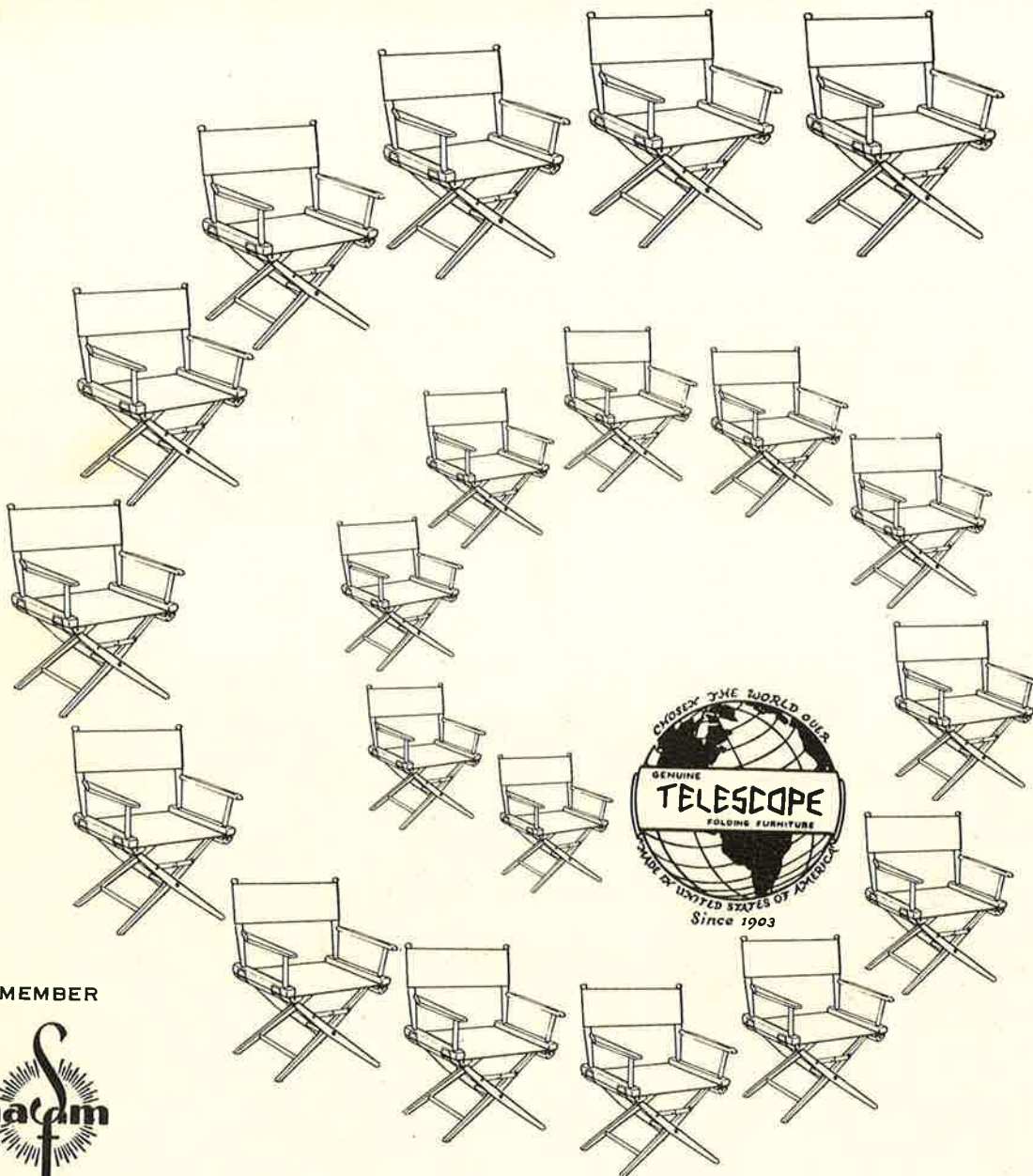
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TELESCOPE



**ALUMINUM
FURNITURE**

1957

and



MEMBER



Millions of folding wood chairs and cots have rolled off the Telescope assembly lines in the 53 years of our pioneering history. While expanding our facilities for greater production of wood furniture, Telescope is proud to announce the introduction of our first group of aluminum chairs. This is an event of prime importance to those buyers who have made the Telescope brand a symbol of quality and value in summer and casual furniture. Telescope's wood and aluminum summer and casual furniture is on display at the following permanent showrooms:

NEW YORK 16, N. Y.
New York Furniture Exchange
206 Lexington Ave.
Space 512

CHICAGO 11, ILL.
American Furniture Mart
666 Lake Shore Drive
Space 1603

SAN FRANCISCO 3, CALIF.
Western Merchandise Mart
1355 Market St.
Space 884

HIGH POINT, N. C.
Southern Furn. Exp. Bldg.
2nd Floor
Spaces 210-212

THE TELESCOPE FOLDING

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THE TELESCOPE FOLDING FURNITURE CO., INC.
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GRANVILLE,

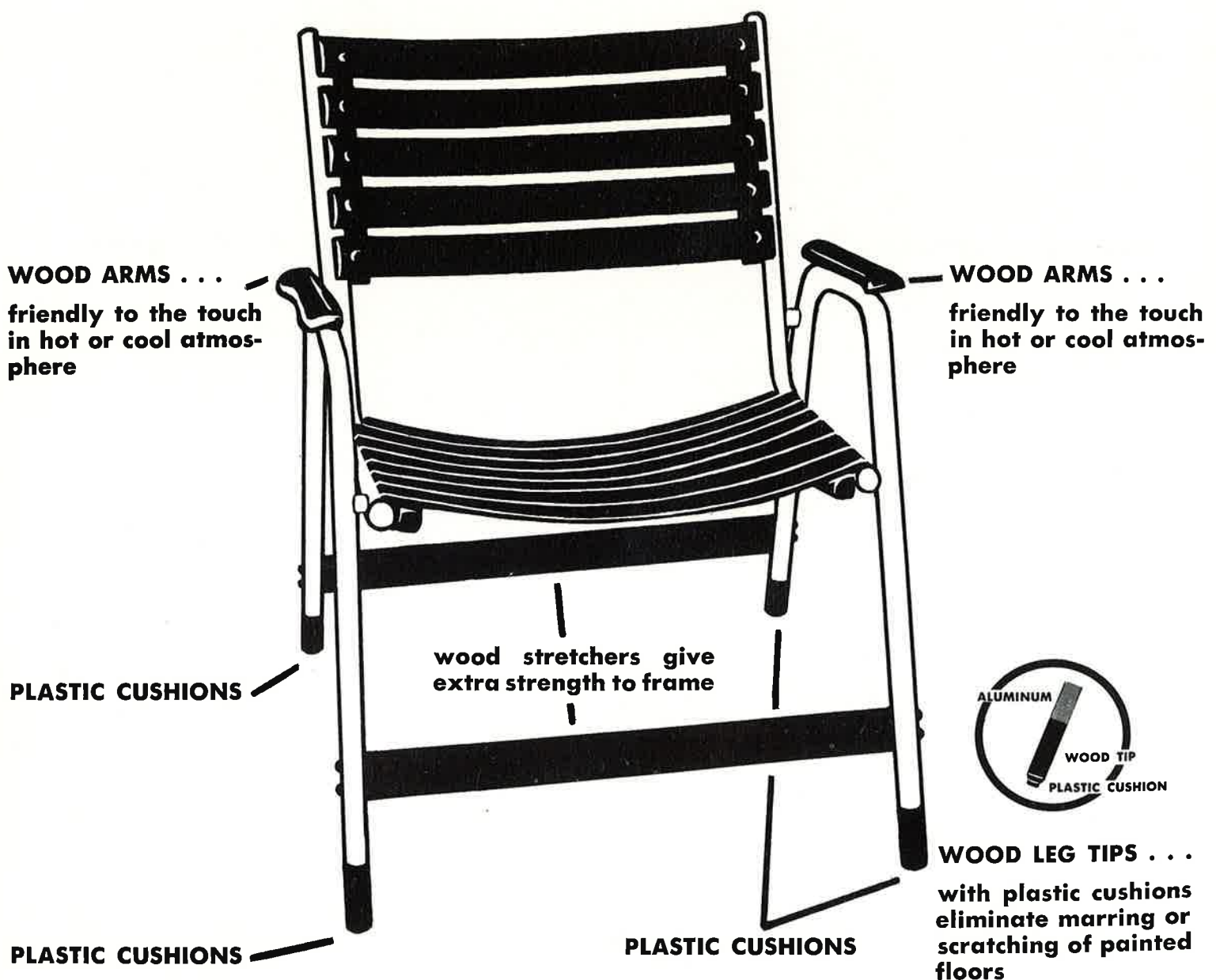
now ... ALUMINUM



FURNITURE CO. INC.
NEW YORK, U.S.A.

WHY ALUMINUM

... all Telescope Aluminum Chairs embody these great features



FROM TELESCOPE

BEAUTY

Now designed with colorful bentwood or fine weave velon webbing seats and backs, sculptured wood arms, stretchers and wood tips for exclusiveness, style and beauty. Telescope furniture is highly compatible with contemporary decor.

COMFORT

Telescope aluminum furniture styled with hardwood is friendly to the touch and at first sight looks comfortable. Scientifically constructed for the utmost comfort, Telescope aluminum products will not tip easily and complete relaxation is assured.

QUALITY

Only the finest aluminum, hardwoods, fabrics and hardware obtainable are used in the manufacture of Telescope aluminum furniture. These materials, coupled with over a half-century's skill and experience in the manufacture of summer and casual furniture, make these products of the highest grade.

DURABILITY

All Telescope aluminum chairs combined with wood give extra strength to frame. All metal parts have been selected for optimum rust resistance. All fabrics have been specially obtained to meet rigid strength requirements, and to resist deterioration.

STYLED FOR YEAR-ROUND SELLING

This is full mark-up furniture! Mass production techniques and volume distribution insure lowest possible prices. Carefully controlled marketing prevents "footballing."

RIGHT-WEIGHT

Not too light and certainly not too heavy, Telescope aluminum furniture is engineered to perfection, won't tip over easily, provides secure seating, easy carrying, folding, stacking and storing.

NON-TIPPING TELESCOPE STACK CHAIRS



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with bent hardwood seats and backs, sculptured arms, stretchers and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5060

MAHOGANY STAINED HARDWOOD PARTS WITH
VARNISH FINISH

No. 5050

VARNISH FINISH HARDWOOD PARTS

Specifications on above chairs:

- Polished 1" aluminum special alloy-high strength frame
- Non-rusting, stainless steel and aluminum hardware-fastenings throughout
- Stacks 4 high
- Seat depth and width — 16¼" x 19½"
- Height of back from ground — 29"
- Bent Hardwood Seats and Backs

STANDARD FEATURES ON ALL ALUMINUM CHAIRS

wood leg tips with plastic cushions eliminate marring or scratching of painted floors.



NON-TIPPING TELESCOPE STACK CHAIRS



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with bent hardwood seats and backs, sculptured arms, stretchers and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5020

GREEN ENAMELLED HARDWOOD PARTS

No. 5010

RED ENAMELLED HARDWOOD PARTS

Specifications on above chairs:

- Polished 1" aluminum special alloy-high strength frame
- Non-rusting, stainless steel and aluminum hardware-fastenings throughout
- Stacks 4 high
- Seat depth and width — $16\frac{1}{4}" \times 19\frac{1}{2}"$
- Height of back from ground — 29"
- Bent Hardwood Seats and Backs

STANDARD FEATURES ON ALL ALUMINUM CHAIRS

wood leg tips with plastic cushions eliminate marring or scratching of painted floors.



NON-TIPPING TELESCOPE STACK CHAIRS



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with bent hardwood seats and backs, sculptured arms, stretchers and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5020

GREEN ENAMELLED HARDWOOD PARTS

No. 5030

YELLOW ENAMELLED HARDWOOD PARTS

Specifications on above chairs:

- Polished 1" aluminum special alloy-high strength frame
- Non-rusting, stainless steel and aluminum hardware-fastenings throughout
- Stacks 4 high
- Seat depth and width — $16\frac{1}{4}" \times 19\frac{1}{2}"$
- Height of back from ground — 29"
- Bent Hardwood Seats and Backs

STANDARD FEATURES ON ALL ALUMINUM CHAIRS

wood leg tips with plastic cushions eliminate marring or scratching of painted floors.



NON-TIPPING TELESCOPE STACK CHAIRS



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with bent hardwood seats and backs, sculptured arms, stretchers and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5040

BLACK ENAMELLED HARDWOOD PARTS

No. 5000

WHITE ENAMELLED HARDWOOD PARTS

Specifications on above chairs:

- Polished 1" aluminum special alloy-high strength frame
- Non-rusting, stainless steel and aluminum hardware-fastenings throughout
- Stacks 4 high
- Seat depth and width — 16¼" x 19½"
- Height of back from ground — 29"
- Bent Hardwood Seats and Backs

STANDARD FEATURES ON ALL ALUMINUM CHAIRS

wood leg tips with plastic cushions eliminate marring or scratching of painted floors.



NON-TIPPING TELESCOPE STACK CHAIRS



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with fine weave velon webbing seats and backs, sculptured arms, stretchers and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5121

GREEN ENAMELLED HARDWOOD PARTS WITH GREEN VELON WEBBING PATTERN SEATS AND BACKS

Specifications on above chairs:

- Polished 1" special alloy-high strength aluminum
- Cadmium plated and aluminum hardware-fastenings throughout
- Stacks 4 high
- Seat depth and width — 17¼" x 19½"
- Height of back from ground — 33"

wood leg tips with plastic cushions eliminate marring or scratching of painted floors.

No. 5111

RED ENAMELLED HARDWOOD PARTS WITH RED VELON WEBBING PATTERN SEATS AND BACKS

- Fine Weave Velon Webbing 2-5/16" in width
- Aluminum clips permanently fastened to webbing. Aluminum clipped webbing may be removed from frame.

STANDARD FEATURES ON ALL ALUMINUM CHAIRS



NON-TIPPING TELESCOPE STACK CHAIRS



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with fine weave velon webbing seats and backs, sculptured arms, stretchers and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5101

WHITE ENAMELLED HARDWOOD PARTS WITH BLACK VELON WEBBING PATTERN SEATS AND BACKS

Specifications on above chairs:

- Polished 1" special alloy-high strength aluminum
- Cadmium plated and aluminum hardware-fastenings throughout
- Stacks 4 high
- Seat depth and width — 17¼" x 19½"
- Height of back from ground — 33"

wood leg tips with plastic cushions eliminate marring or scratching of painted floors.

No. 5141

BLACK ENAMELLED HARDWOOD PARTS WITH YELLOW VELON WEBBING PATTERN SEATS AND BACKS

- Fine Weave Velon Webbing 2-5/16" in width
- Aluminum clips permanently fastened to webbing. Aluminum clipped webbing may be removed from frame.

STANDARD FEATURES ON ALL ALUMINUM CHAIRS



NON-TIPPING TELESCOPE FOLDING ARM CHAIRS



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with fine weave velon webbing seats and backs, sculptured arms, stretchers and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5221

GREEN ENAMELLED HARDWOOD PARTS WITH GREEN VELON WEBBING PATTERN SEATS AND BACKS

Specifications on above chairs:

- Polished 1" special alloy-high strength aluminum
- Cadmium plated and aluminum hardware-fastenings throughout
- Folds Compactly to 31" x 25" x 7"
- Seat depth and width — 17¾" x 18½"
- Height of back from ground — 33"

wood leg tips with plastic cushions eliminate marring or scratching of painted floors.

No. 5211

RED ENAMELLED HARDWOOD PARTS WITH RED VELON WEBBING PATTERN SEATS AND BACKS

- Fine Weave Velon Webbing 2-5/16" in width
- Aluminum clips permanently fastened to webbing. Aluminum clipped webbing may be removed from frame.

STANDARD FEATURES ON ALL ALUMINUM CHAIRS



NON-TIPPING TELESCOPE FOLDING ARM CHAIRS



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with fine weave velon webbing seats and backs, sculptured arms, stretchers and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5241

BLACK ENAMELLED HARDWOOD PARTS WITH YELLOW VELON WEBBING PATTERN SEATS AND BACKS

Specifications on above chairs:

- Polished 1" special alloy-high strength aluminum
- Cadmium plated and aluminum hardware-fastenings throughout
- Folds Compactly to 31" x 25" x 7"
- Seat depth and width — 17¾" x 18½"
- Height of back from ground — 33"

wood leg tips with plastic cushions eliminate marring or scratching of painted floors.

No. 5201

WHITE ENAMELLED HARDWOOD PARTS WITH BLACK VELON WEBBING PATTERN SEATS AND BACKS

- Fine Weave Velon Webbing 2-5/16" in width
- Aluminum clips permanently fastened to webbing. Aluminum clipped webbing may be removed from frame.

STANDARD FEATURES ON ALL ALUMINUM CHAIRS



NON-TIPPING TELESCOPE CHAISE LOUNGE



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with fine weave velon webbing covering, sculptured arms, stretchers, and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5421

GREEN ENAMELLED HARDWOOD PARTS WITH GREEN VELON WEBBING PATTERN COVERING

Specifications on above chaise:

- Polished 1" special alloy-high strength aluminum
- Cadmium plated and aluminum hardware fastenings throughout
- Extra large Chaise — 24" in width x 80" in length
- Fine Weave Velon Webbing 2-5/16" in width
- Aluminum clips permanently fastened to webbing. Aluminum clipped webbing may be removed from frame.

STANDARD FEATURES ON ALL ALUMINUM CHAISES

COMPLETE COMFORT . . .

3 positions from upright to full reclining while seated



wood leg tips with plastic cushions eliminate marring or scratching of painted floors



NON-TIPPING TELESCOPE CHAISE LOUNGE



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with fine weave velon webbing covering, sculptured arms, stretchers, and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5411

RED ENAMELLED HARDWOOD PARTS WITH RED VELON WEBBING PATTERN COVERING

Specifications on above chaise:

- Polished 1" special alloy-high strength aluminum
- Cadmium plated and aluminum hardware fastenings throughout
- Extra large Chaise — 24" in width x 80" in length
- Fine Weave Velon Webbing 2-5/16" in width
- Aluminum clips permanently fastened to webbing. Aluminum clipped webbing may be removed from frame.

STANDARD FEATURES ON ALL ALUMINUM CHAISES

COMPLETE COMFORT . . .

3 positions from upright to full reclining while seated



wood leg tips with plastic cushions eliminate marring or scratching of painted floors



NON-TIPPING TELESCOPE CHAISE LOUNGE



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with fine weave velon webbing covering, sculptured arms, stretchers, and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5441

BLACK ENAMELLED HARDWOOD PARTS WITH YELLOW VELON WEBBING PATTERN COVERING

Specifications on above chaise:

- Polished 1" special alloy-high strength aluminum
- Cadmium plated and aluminum hardware fastenings throughout
- Extra large Chaise — 24" in width x 80" in length
- Fine Weave Velon Webbing 2-5/16" in width
- Aluminum clips permanently fastened to webbing. Aluminum clipped webbing may be removed from frame.

STANDARD FEATURES ON ALL ALUMINUM CHAISES

COMPLETE COMFORT . . .

3 positions from upright to full reclining while seated



wood leg tips with plastic cushions eliminate marring or scratching of painted floors



NON-TIPPING TELESCOPE CHAISE LOUNGE



Aluminum indoor-outdoor chairs that can sell year around to institutions, homes, offices, resorts and cottages. Styled with fine weave velon webbing covering, sculptured arms, stretchers, and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5401

WHITE ENAMELLED HARDWOOD PARTS WITH BLACK VELON WEBBING PATTERN COVERING

Specifications on above chaise:

- Polished 1" special alloy-high strength aluminum
- Cadmium plated and aluminum hardware fastenings throughout
- Extra large Chaise — 24" in width x 80" in length
- Fine Weave Velon Webbing 2-5/16" in width
- Aluminum clips permanently fastened to webbing. Aluminum clipped webbing may be removed from frame.

STANDARD FEATURES ON ALL ALUMINUM CHAISES

COMPLETE COMFORT . . .

3/positions from upright to full reclining while seated



wood leg tips with plastic cushions eliminate marring or scratching of painted floors



TELESCOPE FOLDING ALUMINUM COT



Extra long folding aluminum cot styled with attractive hardwood ends and colorful saran plaid cover.

No. 5655

VARNISHED HARDWOOD ENDS

Specifications on above Cot:

- Polished 1" aluminum special alloy-high strength frame
- Cadmium plated steel hardware-fastenings throughout
- Folds Compactly to 38" x 28" x 3 $\frac{3}{4}$ "
- Opens to 79" long x 28" wide x 16" high
- Extra strong colorful saran plaid cover

TELESCOPE FOLDING ALUMINUM COT



Competitively priced aluminum folding cot with attractive colorful saran plaid cover.

No. 5575

Specifications on above Cot:

- Polished 1" special alloy-high strength aluminum
- Cadmium plated steel hardware-fastenings throughout
- Folds Compactly to 36" x 28" x 3 $\frac{3}{4}$ "
- Opens to 75" long x 28" wide x 16" high
- Extra strong colorful saran plaid cover

NON-TIPPING TELESCOPE CHILD'S ALUMINUM COT



No. 4775

Child's aluminum non-folding cot with colorful Saran plaid cover.

Specifications on above Cot:

- Polished 1" special alloy-high strength aluminum
- Cadmium plated steel hardware-fastenings throughout
- Multi-stacking
- Size of cot 54" long x 25" wide x 11½" high
- Plastic tipped legs
- Extra strong colorful Saran plaid cover

NON-TIPPING TELESCOPE FOLDING ARM CHAIRS



These chairs are styled with bent hardwood seats and backs, sculptured arms, stretchers and wood tips for exclusiveness, beauty, style, comfort and extra strength.

No. 5360

MAHOGANY STAINED HARDWOOD
PARTS WITH VARNISH FINISH

(Chairs available in
other colors.)

5300 — white enamel
5310 — red enamel
5330 — yellow enamel
5340 — black enamel
5350 — varnish finish

No. 5320

GREEN ENAMELED HARDWOOD PARTS

Specifications on above Chairs:

- Polished 1" special alloy-high strength aluminum
- Non-rusting stainless steel and aluminum hardware-fastenings throughout
- Folds compactly to 32½" x 24¼" x 8"
- Seat depth and width 16½" x 19½"
- Height of back from ground, 29¾"
- Bent hardwood seats and backs

STANDARD FEATURES ON ALL ALUMINUM CHAIRS

wood leg tips with plastic cushions eliminate marring or scratching of painted floors.





order your boatload of
TELESCOPE ALUMINUM FURNITURE . . .
TODAY!



LITTLE LEAGUE BASEBALL FIELD IN GRANVILLE, NEW YORK

Pictured above is our Little League Team practicing for a big game.



BOOST LITTLE LEAGUE IN YOUR TOWN OR CITY



TELESCOPE'S LITTLE LEAGUE BASEBALL TEAM

The team above is coached by Albert Caiazza, a foreman at Telescope. Charles Richards, also a foreman at our plant, who has been employed by us for over 40 years donated the property for the Little League field and spent all his spare time getting the field in shape for the first Little League game. He continually puts in a lot of time improving and keeping the field and grounds in A-1 condition.



BOOST LITTLE LEAGUE IN YOUR TOWN OR CITY

TELESCOPE ADVERTISING AND PUBLICITY

*a comprehensive program devised to
help you sell more Telescope
Aluminum Furniture*

TELESCOPE



ALUMINUM
FURNITURE 1957

CATALOGS

Colorful multi-page catalogs and brochures are regularly supplied to Telescope dealers to make ordering easier and to show the consumer how attractively Telescope Aluminum Furniture can be used.

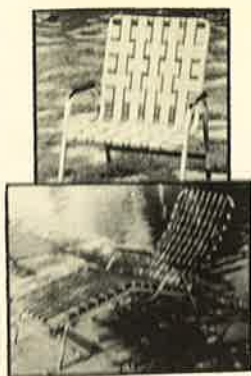
NEWSPAPER MATS

All items shown in this catalog are available in Mat Ad form for use in your local newspapers. These ads are in one- and two-column sizes and are obtainable without charge on request.



GLOSSY PHOTOGRAPHS

Reduction prints of all pieces have been made for your use in catalogs, advertising or display. Request them by piece number.



ELECTROTYPES

Metal cuts of individual pieces of furniture, already mounted, may be ordered for use in catalogs and and other printed-by-letterpress media. Simply state approximate size and screen required.



ENCLOSURES

Free on request . . .
A supply of Telescope catalog pages in full color for use as envelope stuffers, counter pick-ups, or for direct-mail.

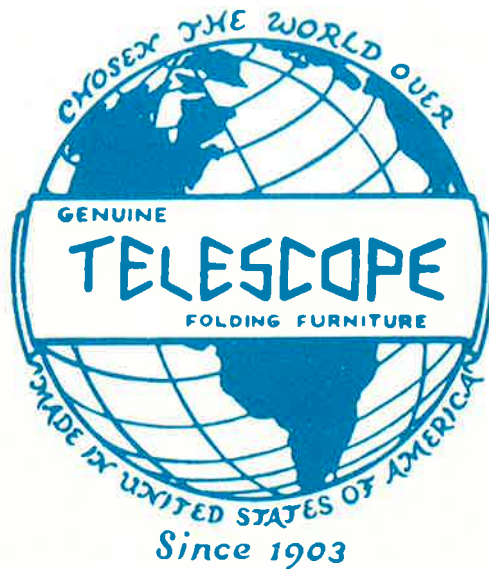


HANG-TAGS

As a sales aid to you, we attach informative tags to all Telescope Aluminum Furniture.

PUBLICITY

News of modern Telescope Aluminum Furniture will be seen in newspapers, consumer magazines and on TV by millions of prospective customers.



THE TELESCOPE FOLDING FURNITURE COMPANY

Factory and Executive Offices, Granville, New York, U.S.A.

Permanent showrooms:

N. Y. Furniture Exchange, 206 Lexington Avenue, New York 16, New York
American Furniture Mart, 666 Lake Shore Drive, Space 1603, Chicago 11, Illinois
Western Merchandise Mart, 1355 Market Street, Space 884, San Francisco 3, California
Southern Furniture Exposition Building, 2nd Floor, Spaces 210-212, High Point, North Carolina

Export department, sales office and showroom:

372 Broadway, New York 13, New York, U. S. A.

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