

CO-OP FURNITURE CENTER

335 EIGHTH AVENUE
at 26th Street, New York, New York

CO-OP FURNITURE CENTER MOVES TO NEW EIGHTH AVENUE LOCATION

About July 1st the Co-op Furniture Center will be moving to its new street level location at 335 Eighth Avenue at 26th Street. This is only three blocks from its previous location on 23rd Street. The new showroom however will serve consumers more conveniently because it is all on one level. At 23rd Street the Co-op's main showroom was on the second floor and a smaller one on the first floor.

The space previously occupied on the first floor at 309 West 23rd Street by the Furniture Center will be utilized as the applications office for Co-op City. The showroom on the second floor will be converted to offices by the engineering firm for Co-op City.

The new location of the Co-op Furniture Center is still in the ILGWU Cooperative Houses. The 23rd Street stop of the Eighth Avenue subway has an exit at 25th Street only one block from the Furniture Center. The 7th Avenue IRT subway has a stop at 28th Street.

The Center is open from 10 A.M. to 6 P.M. daily, except Sunday when it is closed, and on Thursdays when it is open until 9 P.M.

Purpose of Co-op Is Quality Furniture at Lowest Possible Prices

New York City's first cooperative furniture store was established to provide working people with well-made and handsomely styled furniture at prices they can afford.

The new consumer-owned enterprise, called the Co-op Furniture Center, was sponsored by the United Housing Foundation for the benefit of members of housing cooperatives, labor unions, and other organizations as well as for consumers in general.

The purpose of the Center is to help consumers get the best value for the money they spend on furniture.

The Co-op was not organized to provide "cheap" furniture, but to secure good construction and styling at the lowest possible prices. Because all transactions are in cash, because it is a nonprofit organization, and because of the know-how of the management, the Co-op often offers unusual savings.

Every effort is made to price items lower than they could be purchased anywhere else. Customers are invited to "shop around" so they can find out what other stores are charging and dis-

cover for themselves how the co-op's prices compare.

The co-op offers another savings because it has arrangements with credit unions to provide low cost loans for those who wish to finance their furniture purchases.

The multiple savings offered by the Co-op Center are significant because the average family does not buy furniture very often, but when the time comes it usually involves spending a lot of money. And often the quality of furniture is not worth the price.

A cooperative assures the purchaser of getting value for his money. It means quality and workmanship in furniture. In cooperative supermarkets, it assures truthful labels as to quality, weight and contents. In co-op stores the owners are the shoppers, and why should consumers deceive themselves?

Co-op Furniture Center Pays 4½% Patronage Refund

After completing its first year of operations on March 19th, 1965, the Board of Directors of the Co-op Furniture Center has declared a 4½ percent patronage refund to its members. The co-op had sales for the year of \$242,560.

ANYONE CAN SHOP AT A CO-OP

Many people have the idea that they cannot shop at a co-op because they are not members. This is not true. Anyone, anytime may shop at a co-op, you do not have to be a member to buy at a co-op market, a co-op pharmacy or at the Co-op Furniture Center.

Furniture is something the average family does not purchase very often. When they do buy furniture, however, the expenditure is apt to be large and and it is essential that they get the best value for dollars they spend. This was the reason the United Housing Foundation sponsored the Co-op Furniture Center.

Anyone can help and benefit himself by using the facilities of the Co-op Furniture Center.



WALL OF BEAUTY — For living room or foyer this is an outstanding value at the Co-op.

New

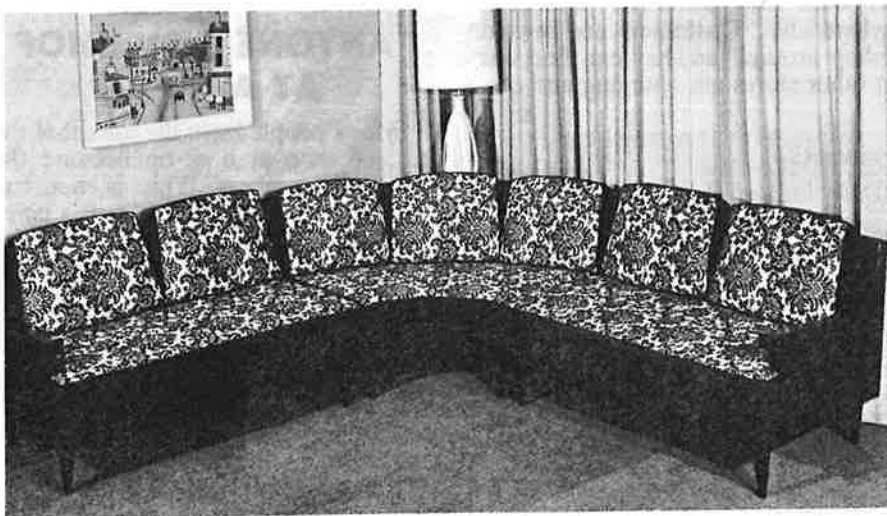
Now is the time to visit the store where the finest furniture is available in a variety of styles including French Provincial, Scandinavian and Oriental. Furniture in choice teak, by Christensen, is on display from 10:00 A.M. to 6 P.M. daily and is available for purchase. Take advantage of this special offer. 335 Eighth Avenue



ITALIAN PROVINCIAL bedroom in lovely Fruitwood finish. Nine-drawer 75" triple dresser with one horizontal or twin mirrors. Handy door chest and roomy night tables (below) enhance simple but elegant head board.



Our bedding is made to Co-op specifications by a national manufacturer. Also available in Queen or King size.

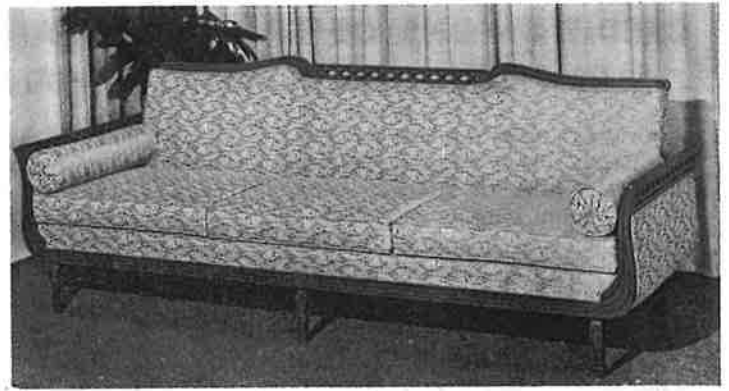


THREE PIECE sectional living room suites in Modern, French or Italian Provincial designs. In the new 1965 fabrics. All with zippered rubber cushions. Plain or tufted backs. Fruitwood frames. Illustration shows loose pillow backs. Also on display are sofas with latest trapunto or embroidered backs.

practical Marbleized Formica tops. They are available in a variety of colors.

Showings

Co-op Furniture Center. Special values are
 ety of styles — Contemporary, Italian Provincial,
 idinavian, Early American, Spanish
 We carry a complete line of imported Danish
 such well-known designers as
 ach, Ottervig, and Koefoed. We're open from
 1 Saturday and until 9 P.M. on Thursdays.
 ur free Decorating and Free Delivery Services.
 nue at 26th Street in Manhattan.



LATEST DESIGNS . . . Large assortment of period sofas —
 Italian, French and Contemporary. Plain, tufted, channel
 backs. Zippered rubber cushions. Platforms covered
 in same fabric. Finest construction.

ADDITIONAL VALUE exclusively for Co-
 op customers. Regulation full or
 twin size. Save \$20.00 on
 this innerspring mattress
 with all expensive fea-
 tures found in high-
 er-priced bedding.



Reg.
\$59.50

Now

\$39.50

ifications by famous
 sturer. All guaranteed.
 innerspring poly foam or rubber.



LAMPS to suit
 every taste.

Pottery, brass,

glass, wood bases. Table, floor
 and pole styles.



IMPORTED TEAK dining tables and
 and upholstered chairs. Wide selection
 of round, square, oblong tables.
 Other Danish pieces on display.



DISTINCTIVE new Italian-
 inspired collection
 of tables. Superb

Fruitwood finish with
 can with a damp cloth.
 ced at a big saving. Your choice

\$24.95



OIL FINISH Walnut veneered
 dinette in Contemporary design.

Glass door china cabinet. Upholstered seats. Plastic top table measures 35" x 48".
 Extends to 60 x 72. Many other styles to choose from. Perfect for apartment living.

CREDIT UNIONS OFFER CONSIDERABLE SAVINGS IN FINANCING FURNITURE PURCHASES

Consumers often fall into the trap of "Easy Credit" when they buy furniture. This is the kind of financing that is easy to get and hard to pay back. To help people avoid this pitfall, the Co-op Furniture Center has arranged with credit unions to help consumers get low-cost loans to finance the purchase of furniture.

Financing through a credit union offers several savings. Purchases are for cash, which allows the Center to offer a good price in the first place.

Next, it means that credit charges may be half as much or just slightly more than half of those charged by most furniture stores.

In the third place stores which offer so-called easy credit often charge more than the furniture is worth. Many people are so relieved to secure credit "with no questions asked" that they pay inflated prices for shoddily made furniture.

BUYING FURNITURE IS A SERIOUS BUSINESS CO-OP INSURES VALUE

A careful housewife has some guidelines to go by in making most of the purchases for herself and her family. If she reads the tags and labels on clothing, and examines the seams and general workmanship, she can pretty well know whether she is getting value for her money.

When it comes to style, she is exposed to the latest clothing trends through advertisements and articles in magazines and newspapers. She sees on television what the well-dressed woman is wearing. So she's a pretty clever buyer when it comes to clothes, and this is also true in varying degrees when she buys food, household aids, and other items purchased regularly.

Men are knowledgeable when it comes to sizing up things they buy frequently — clothing, tools, sports gear and the like.

But when a family gets into larger items which they buy infrequently and which involve large outlays of money, it becomes increasingly hard to assess quality and value.

Furniture is not something the average family buys very often. When they do, it is likely to represent a major expenditure. On top of this, it is not easy to judge quality and workmanship unless you are experienced, unless you know what to look for in construction and materials. How many people do

Because of the diverse and frequently misleading ways in which charges for credit are stated, even the highly educated consumer has difficulty knowing which set of terms is most economical.

Most credit unions charge less than 1 per cent per month on the unpaid balance, whereas on a revolving credit account it is 1½% per month on the unpaid principal balance and slightly higher under a retail installment contract.

The United Housing Foundation has organized a credit union to serve people who do not belong to their own credit union, either at their housing cooperative, labor union, fraternal organization, etc. This is the Consumers Cooperative Credit Union located in the offices of the United Housing Foundation at 465 Grand Street, Manhattan.

you know who have bought furniture, and not at cheap prices, which looked good when they first got it but just didn't hold up. Before too long, springs in the sofa began sagging, foam rubber cushions developed unsightly hollows, tables became tippy. Maybe it's happened to you.

Unless you study books on the subject, spend hours examining very expensive furniture for comparison purposes in the few stores which carry such lines, and generally prepare yourself to be an expert, you can't be sure of what you're getting just by looking.

That's why the average consumer depends on the reputation of the store and/or the product. Generally the names of furniture manufacturers are not household bywords like the makers of automobiles or major appliances. Therefore it is even more important to trust your dealer.

At the co-op, management and staff have had many years of furniture experience. They know construction, materials and styling and what is a fair price for value received. Additionally, there is the built-in feature of cooperatives, whether housing, food, drugs, or any other kind, which insures quality and value at fair prices.

The consumers own the business. The co-op is open to all for the *benefit* of all.

WHAT'S AT THE CO-OP

The Co-op Center does not specialize in any particular style of furniture. There is a wide selection of living room, bedroom, dining and dinette furniture in a variety of styles, makes, finishes and fabrics.

On the floor you will find Contemporary, Italian Provincial, French Provincial, Scandinavian and imported Danish. Early American, Spanish, and Oriental styles also may be secured.

Variety of Sofas

For the living room there are all types of sofas — including sectionals — upholstered chairs and numerous tables, including console, end tables, coffee tables, step tables, etc. There is also a large selection of convertible sofas and chairs as well as reclining chairs upholstered in various covers.

The co-op also handles desks, bookcases (both free standing and wall units), breakfronts, side tables, wall pieces and mirrors. There are lamps to suit every taste.

Dining sets are styled compactly, but most open out to a much larger area. They come in walnut, teak and other finishes. For more informal dining, there are dinette sets with formica and other plastic tops in a variety of colors and styles.

Correlated Groupings

Bedroom suites come in all the styles mentioned above. Correlated groupings consist of single, double and triple dressers; desks, hutches, bachelor chests, chairs, book shelves, mirrors, etc. They come in various finishes. The Center can assure the availability of extra pieces for at least a year.

There are catalogues from which customers can order if they don't see what they want on the floor. Also, the management has access to certain showrooms, which ordinarily do not make retail sales, where customers can arrange to buy lines not carried by the Center.

The Center is always open to suggestions from customers as to items they would like to see carried, and will make every endeavor to help shoppers find what they want.

