

Bernard E. Ury Associates, Inc.

208 South LaSalle Street Chicago 4, Illinois

Telephone 726-3560

NEWS

FOR: ARABESQUE
Traverse City, Mich.

FOR RELEASE:
June 17, 1963

MASS, SCALE, AND COLOR ARE MID-YEAR WALL ACCESSORY THEMES

Massiveness, scale, and color in the "weathered look" -- these are the keynotes of the new designs in wall accessories introduced at the summer home furnishings market in Chicago.

"Homemakers and decorators are asking for more boldness and larger sizes to create dramatic effects on otherwise bare walls," reports Mary Ann Wills, decorating consultant to Arabesque, Traverse City, Mich., which is displaying at the market.

The result is an ever-increasing variety of wall accessories -- such as a Ship's Figurehead and pair of Jousting Knights -- 2 feet to almost 4 feet in height. There are also correlated groupings of smaller accessories -- ducks, cats, and butterflies -- which can be stretched out to cover an entire wall.

At the same time, the growing influence of traditional themes is reflected in the introduction of new Cherub accessories and a large-scale plaque depicting the ancient columns of Mediterranean architecture.

-MORE-

ARABESQUE - Add 1

These products and others are being displayed by Arabesque and will be in department, furniture, and gift stores in July and August.

The trend toward massiveness and scale was started at the 1963 winter market with the introduction of the "weathered look." To create it, Arabesque's wood sculptors fashioned original wood carvings, then deepened the grain by a special process. The carving was then reproduced in simulated wood with a charcoal-walnut wood-tone finish which captured all the original details.

Now the weathered look has been expanded in its decorating applications. The addition of muted color tones enhances the "aged" effect. Brilliant Roman Gold applied as an over-all finish complements traditional and formal room decor.

Arabesque's 42-inch-high Ship's Figurehead and pair of 26-inch-high Jousting Knights demonstrate the approach. Each is a simulated wood reproduction of an original wood carving whose grain pattern has been enhanced by a special process.

"Color makes the difference," Miss Wills explains. "With a charcoal-walnut wood-tone finish, the objects retain a natural weather-beaten look which enhances their large size and massiveness of detail.

"The same pieces with a color accented finish become lighter in tone and are perfect complements to Early American and Provincial decorating schemes.

"Finally, with the Roman Gold finish, the accessories immediately take on a formal, classic stance without any loss of texture, and thus become conversation pieces in Traditional settings.

-MORE-

"The authenticity of these accessories is one reason for the popularity they have enjoyed with homemakers," Miss Wills reported. "Another is their compatibility with any type of decor. And a third reason is the reasonable price. Originals of the same quality would cost many times more, running into the hundreds of dollars."

Here are more details on each of the new accessories from Arabesque:

-- Ship's Figurehead (4132), a striking full-scale accessory ideal for an entrance hall, above a low chest, or between two windows. 42 inches high, 13 inches wide, 6 inches deep. Suggested retail price, \$34.95 with charcoal-walnut wood-tone finish, \$39.95 with color-decorated wood-tone finish.

-- Jousting Knights (4133, 4134) look as if they had been wrested from the carved mantelpiece of an old English castle. The reproductions are in deeply-grained simulated wood. Each knight carries a brass-plated lance. The figures are 21-1/2 inches wide, 26-1/2 inches high, sell for \$19.95 each in charcoal-walnut wood-tone, or \$22.95 in Roman Gold or color-decorated wood-tone finish.

-- Trio of Cat and Kittens (4137), gracefully sculptured and faithfully depicted in the "weathered look" medium. The mother cat is 24 inches high, her offspring 12 inches high. Retail price for the set of three is \$19.95 in charcoal-walnut wood-tone, \$22.95 in Roman Gold or color-decorated wood-tone finish.

-- Butterfly Trio (4122) combine the intricacy of delicate open work design with the texture of deep-grained "weathered" Arabesquewood. The smallest is 14-1/2 inches wide x 10-1/4 inches high; the large two are 22-1/2 inches wide x 16 inches high. Retail price for the set of three is \$19.95 in charcoal-walnut wood-tone, \$22.95 for Roman Gold or color-decorated wood-tone finish.

ARABESQUE - Add 3

--Duck Trio (4123, 4124) combines contemporary styling with the "weathered look" medium. The result is a happy family of smoothly-contoured ducks that adds a deft touch to any room. The Mother Duck is 18 inches wide x 21-3/4 inches high; her Ducklings are 8-1/4 inches high x 9-3/4 inches wide. Retail price for the set of three is \$19.95 in charcoal-walnut wood-tone, or \$22.95 in Roman Gold or color-decorated wood-tone finish. The Ducklings are available separately as a pair for \$9.95 in charcoal-walnut wood-tone, \$10.95 in Roman Gold or color-decorated wood-tone finish.

-- Corinthian Columns (4121) are a natural accessory in any setting with the Mediterranean -- Spanish, Italian, Grecian -- fashion. The columns are faithful reproductions on a reduced scale of classic Corinthian temple architecture, with a flutter of doves to add life to the scene. The plaque is 11-1/2 inches wide x 24 inches high, retails for \$14.95. Available in Roman Gold or White Gold finish.

-- Cherub Wall Bracket Figurines (4130) meet the consumer demand for the perennially-popular Cherub motif. In this case, the Cherub figures and supporting wall bracket are made in one piece. The Cherub figures are then given an antiqued Roman Gold finish, while the bracket is finished in antique Provincial wood-tone. Each accessory is 10 inches wide x 13-3/4 inches high, and retails for \$24.95 per pair. The Florentine brackets only without figures (4136) are also available for \$11.95 per pair in gold or antique Provincial wood-tone.

MEMO TO EDITOR:

Arabesque accessories, made by Burwood Products Company, Traverse City, Mich., are available in the following retail outlets:

ALABAMA

Birmingham: Loveman Joseph Loeb
Pizitz

ARKANSAS

Fort Smith: Rodgers Furniture
Hot Springs: Bennett Furniture
Little Rock: Pfeifers Home Center

ARIZONA

Phoenix: Barrows Furniture
Diamond's
Tucson: Steinfelds
Sterling Furniture
Mirror & Frame House

CALIFORNIA

Alameda: Barker-Tilton Furniture
Anaheim: J. W. Robinson
Buena Park: Virginias Gift Shop
Chico: Parker Homewares
La Bohna: Santa Fe Furniture
Los Angeles: May Co.
Broadway Dept. Store
Modesto: Terry's Gift Shop
Ontario: Ontario Furniture
Sacramento: Rhodes
Standard Furniture
San Francisco: House of Lamps & Light
Macy's
Santa Clara: Paxton's Gift Store
Santa Rosa: The Stone Co.
Whittier: Henshaw Dept. Store

COLORADO

Denver: May D. & F. Co.
Denger Dry Goods
Homestead House

CONNECTICUT

Bridgeport: American Heritage
Hartford: Sage-Allan
New Haven: Malley
Milford: Wayside of Milford

DISTRICT OF COLUMBIA

Washington: The Hecht Co.
S. Kann Sons
Lansburgh's

FLORIDA

Jacksonville: Burdine's
Modernage Furniture
Maas Bros.
May-Cohen
Pensacola: Jayfers

GEORGIA

Atlanta: Rich's
Davison

ILLINOIS

Aurora: Sencebaugh's
Bloomington: A. Livingston & Sons
Champaign: Robeson's
Chicago: Carson Pirie Scott
Troy Stores
Decatur: Carson Pirie Scott
Peoria: P. A. Bergner
Rockford: Blomquist Furniture
Rock Island: McCabe's
Springfield: John Bressmer Co.
A. Dirksen & Sons

INDIANA

Anderson: U. K. Pottery
Elkhart: Curtis Furniture
East Chicago: Schoenberg's Furniture
Ft. Wayne: Crabill's Furniture
George & Kate's
Gary: The Gift Shop
Hammond: Edw. C. Minas Co.
Karline House
Indianapolis: Wilson Furniture
Colonial Furniture
Lafayette: Loeb's
Muncie: Lawler's of Muncie
Party House
South Bend: Pyke's Admiral Furniture Mart

IOWA

Davenport: Petersen-Harned-Von Maur
Orr's Maple House
Des Moines: Gray's Furniture
Dubuque: Roshek Bros.

KANSAS

Kansas City: Falconer Furniture
Prairie Village: Pilgrim House
Wichita: Laughlin Furniture
Hellums Furniture

KENTUCKY

Louisville: Stewart Drygoods

LOUISIANA

Alexandria: Wellan's
Baton Rouge: Hemenway's
New Orleans: Maison-Blanche
Shreveport: Rubenstein's
Selber Bros.
Hemenway's

MAINE

Portland: Porteous Mitchell & Braun

MARYLAND

Baltimore: Hochschild, Kohn
Hecht-May Company
Stewart & Company

MASSACHUSETTS

Boston: Jordan Marsh
Springfield: Forbes & Wallace
Worcester: Denholm & McKay

MICHIGAN

Detroit: J. L. Hudson
Grand Rapids: Wurzberg Co.
Muskegon Heights: Vandervelde's Furniture

MINNESOTA

Grand Rapids: Kordel Furniture Mart
Hibbing: Ace Furniture
Minneapolis: Dayton's
Powers
Walden Furniture
Moorhead: Plunkett Furniture
St. Paul: R. N. Cardozo & Bro.
Swenson Bros.
Henly's Furniture
Mankato: Landkamer Bros.

MISSISSIPPI

Jackson: The Emporium
Meridan: Marks-Rothenberg

MISSOURI

Brentwood: Schenks Maple Land
Kansas City: Emery Bird Thayer
The Jones Store
St. Louis: Stix Baer Fuller
Famous Barr
Berger Furniture
Keifer Jewelry

MONTANA

Great Falls: Town & Ranch Furniture
Missoula: Missoula Mercantile

NEBRASKA

Lincoln: Miller & Paine
Gold & Co.
Omaha: J. L. Brandeis & Sons
Scottsbluff: Economy Furniture

NEVADA

Las Vegas: New England Shop
Sparks: Baker's Furniture

NEW HAMPSHIRE

Manchester: Germana

NEW JERSEY

Deal: Jamian
East Orange: Hostess House
Ann A. Phillips Gifts
Motor Club of America
Hackensack: Huffman & Boyle
Irvington: Flusser's Maple Shop
Jersey City: Rosen Decorators
Kearney: Mace Bros.
Keyport: West's Furniture
Newark: L. M. Bamberger
Royal House Furnishers
Paramus: The Cottage Beautiful
Hostess House
Paterson: Nuzzo & Smith
Rahway: Koos Bros.
Ramsey: Hostess House
Ridgefield: Maple House Furniture

NEW MEXICO

Albuquerque: American Furniture
White Stores
Heath Furniture
Deming: Western Furniture
Las Cruces: Las Cruces Furniture

NEW YORK

Buffalo: Hens & Kelly
Slattlers
Wm. Hengerer & Son
Catskill: Orea's Furniture
Monticello: Joseph Rosenberg & Son
Nannet: Cartoons Furniture
Newburgh: Newburgh Furniture Mart
New York City & Suburbs: Macy's
Abraham & Straw
Niagara Falls: Jense Bros.
Poughkeepsie: Quality Furniture
Rochester: McCurdy & Co.
Candlelight Shops
Syracuse: Dey Bros.
E. W. Edwards & Sons
Tonawanda: Jense Bros.

(con't. over)

NORTH CAROLINA

Charlotte: Belk Bros.
Greensboro: Ellis Stone
Raleigh: Hudson-Belk
Wilmington: Belk-Berry
Winston-Salem: Thalheimer's

NORTH DAKOTA

Fargo: Bergstrom-Crowe Furniture
Grand Forks: Bill Larson Co.

OHIO

Akron: M. O'Neil Co.
Canton: Schmidt's Gift Shop
Cleveland: The May Co.
Columbus: F. & R. Lazarus

OKLAHOMA

Oklahoma City: Borthick Furniture
Barnett's
Tulsa: Meek's Furniture
Mayo Furniture

OREGON

Portland: Meier & Frank Co.
Rhodes Dept. Store

PENNSYLVANIA

Allentown: Hess Brothers
Erie: Boston Store
Trask Prescott & Richardson
Palace Hardware
Philadelphia: Lit Brothers
Strawbridge and Clothier's
Gimbel's
Pittsburgh: Kaufmann's
Gimbel's
Jos. Horne Co.

RHODE ISLAND

Pawtucket: Shartenberg's
Providence: Shepard Co.

SOUTH CAROLINA

Charleston: Kerrison's
Jas. L. Condon & Sons
Columbia: Belks
Greenville: J. B. Ivey Co.

SOUTH DAKOTA

Aberdeen: Malchow Co.
Rapid City: Midwest Furniture
Jack Smith Studio
Landstrom Jewelry
Sioux Falls: Johnson Furniture
Donahue Furniture
Fantles

TENNESSEE

Chattanooga: Loveman's
Knoxville: Millers
Memphis: Goldsmith's
Nashville: Cain-Sloan
The Harvey Co.

TEXAS

Austin: Gage Furniture
E. M. Scarbrough & Son
Yarings of Austin
Corpus Christi: M. Lichtenstein & Sons
Braslaw Furniture
Dallas: Freed Furniture
Sanger-Harris
Rick Furniture
Fort Worth: Goldstein Bros.
Leonard's
Monnigs Dry Goods
W. C. Stripling
Houston: Foley's
Finger Furniture
Finger Gift & Drapery
Hart Furniture
Joske's of Gulfgate
Palais Royal
Suniland Furniture
Star Furniture
San Antonio: Joske Bros.
Karotkin's Furniture
Waco: Aronson Furniture

UTAH

Salt Lake City: Auerbach's
Granite Furniture
Holiday House
Southeast Furniture

VIRGINIA

Richmond: Miller & Rhodes
Roanoke: S. H. Reironimus

WASHINGTON

Bellevue: Woerner's Furniture
Burien: Rainier Furniture
Seattle: Rainier Furniture
Hi-Line Furniture
Spokane: Burgans Furniture
Self Service Furniture
Tacoma: Rhodes Dept. Store

WEST VIRGINIA

Charleston: Freeland Furniture
Huntington: Anderson-Newcomb

WISCONSIN

Beaver Dam: Newton-Wnz
Madison: Manchester's
Manitowoc: Johnson-Hill's
Milwaukee: Gimbel-Schuster
Oshkosh: Johnson-Hill's
Sheboygan: H. C. Prange

WYOMING

Casper: Welsh Furniture

CANADA

Hudson's Bay Co.
T. Eaton Co., Ltd.
Woodward Stores Ltd.
Robt. Simpson Regina Ltd.
Atwood's Colonial House
Ogilvy's Ltd.
Fraser Bros.
Star Furniture
Coulter's Fireside Furniture
The T. Eaton Co., Ltd.



FROM: Bernard E. Ury Associates, Inc.
208 S. LaSalle St., Chicago 4
Tel: 726-3560

FOR: ARABESQUE
Traverse City, Mich.

You can almost imagine hearing the sound of hoofbeats, the roar of the tournament crowd, and the trumpet blare when viewing this pair of jousting Knights by Arabesque. The reproductions are in deeply-grained simulated wood. The lances are brass-plated. Based on original wood carvings, this knightly duo adds a classic medieval accent to any form of decor. Suggested price of each 21-1/2 inch x 26-1/2 inch figure is \$19.95 each in charcoal-walnut wood-tone, \$22.95 in Roman Gold or color-decorated wood-tone finish.

(No. 4133, 4134)



FROM: Bernard E. Ury Associates, Inc.
208 S. LaSalle St., Chicago 4
Tel: 726-3560

FOR: ARABESQUE
Traverse City, Mich.

In days of sailing ships, figures like this lass were carved on the prow so that the ship would "see" its way safely to port. Today, this authentic reproduction is a conversation-piece in any type of home decor. Among the 1963 mid-summer additions to Arabesque's "Weathered" collection, this "Ship's Figurehead" is 42 inches high, 13 inches wide, and 6 inches deep. The deep-grained texture mirrors in exact detail the features of the original wood carving on which the figure is based. Suggested retail price is \$34.95 with charcoal-walnut wood-tone finish, \$39.95 with color-decorated wood-tone finish.

(No.4132)



FROM: Bernard E. Ury Associates, Inc.
208 S. LaSalle St., Chicago 4
Tel: 726-3560

FOR: ARABESQUE
Traverse City, Mich.

For a light-hearted decorating touch, these "weathered wood" figures by Arabesque are the cat's meow. Fashioned in simulated wood, the feline trio reproduces the texture and weather beaten effect of the original wood carvings. The mother cat is 24 inches high; her offspring are each 12 inches high. Retail price for the set of three is \$19.95 in charcoal-walnut wood-tone, \$22.95 in Roman Gold or color-decorated wood-tone finish.

(No. 4137)



FROM: Bernard E. Ury Associates, Inc.
208 S. LaSalle St., Chicago 4
Tel: 726-3560

FOR: ARABESQUE
Traverse City, Mich.

To meet decorator demand for Cherubs, Arabesque is introducing this pair of Cherub Wall Brackets at the 1963 summer market. The figures are authentic reproductions of painstakingly hand-carved originals. Cherub and supporting bracket are made in one piece, 10 inches wide x 13-1/4 inches high. The Cherub figures are finished in Roman Gold, the bracket is antique Provincial wood tone. Retail price is \$24.95 per pair. The Florentine brackets only without figures are available for \$11.95 per pair in gold or antique Provincial wood-tone.

(No. 4130, 4136)

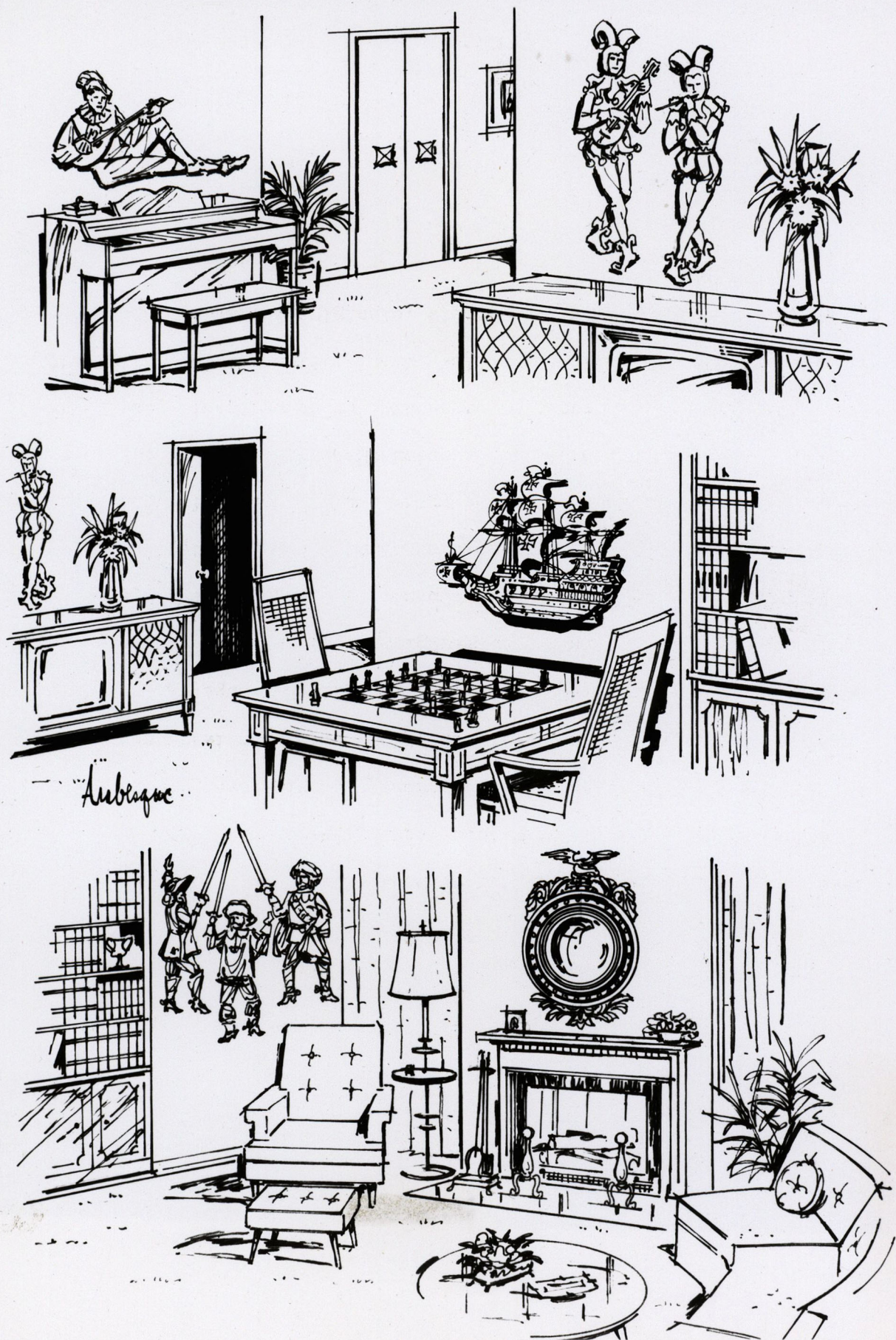


FROM: Bernard E. Ury Associates, Inc.
208 S. LaSalle St., Chicago 4
Tel: 726-3560

FOR: ARABESQUE
Traverse City, Mich.

Smooth and sleek, yet with the deep-grained texture created by Arabesque, this waddling family of ducks adds a lively note to room decor. Each figure is reproduced in simulated wood, based on an original wood carving. Retail price for the set of three is \$19.95 in charcoal-walnut wood-tone, \$22.95 in Roman Gold or color-decorated wood-tone finish. The Ducklings are available separately as a pair for \$9.95 in charcoal-walnut wood-tone, \$10.95 in Roman Gold or color-decorated wood-tone finish.

(No. 4123, 4124)



FROM: Bernard E. Ury Associates, Inc.
307 N. Michigan Ave., Chicago 1
Tel: 726-3560

FOR: ARABESQUE
Traverse City, Mich.

Considering the multitude of activities that go on in the average family living room, decorating consultant Mary Ann Wills suggests that furnishings and decorative accessories be arranged to function. For music-and-entertainment area (top), she recommends appropriate simulated wood plaques by Arabesque. Reclining troubadour, 40-inches wide, balances bulk of spinet piano at left; harlequin figures with mandolin and flute complement horizontal lines of a phono-TV console. Above a game table (center), she hangs an authentic rigged Spanish galleon in color-accented smoked walnut tone finish. Natural choice for a library corner (bottom) is a trio of dimensional plaques depicting the "Three Musketeers" of Alexandre Dumas fame. An elaborate convex mirror, inspired by an 18th century museum piece, hangs above the mantel to reflect the entire room. Wall accessories are all exacting reproductions of hand-carved originals, widely available through furniture, department and gift stores.