The elegance and comfort of these chairs designed by Charles Eames will outlast even the 9 lives of our friend on the ottoman. . . . send 25c to Herman Miller in Zeeland, Michigan for a brochure of suggested room settings or, better yet, see this furniture at any one of the dealers listed. ARIZONA: Phoenix, Warner’s Furniture—CALIFORNIA: Berkeley, Fraser’s; La Jolla, Dean Marshall Interiors; Long Beach, Frank Brothers; Los Angeles, Evans Furniture, Leslie’s; Oakland, Jackson’s; Palo Alto, House of Today; Pasadena, Lane’s; Sacramento, John Breaze; San Diego, Design Center; San Francisco, Jackson’s; Santa Barbara, Henry Levy; Santa Rosa, Sanford Co.; Yreksville, Nut Tree—OREGON: Beaverton, Sieher’s for Modern; Eugene, Rubenstein; Portland, Edwards—UTAH: Salt Lake City, Clark Leaming—WASHINGTON: Seattle, Del Test Furniture; Spokane, John W. Graham; Tacoma, Glasgow Furniture—HAWAII: Honolulu, Theo H. Davies. If your home town is not listed here, write for the name of the nearest dealer: Dept. L95 Herman Miller Furniture Co., Zeeland, Mich.
Ever wondered how something becomes a classic?

We have, and we’d like to share our thoughts with you.

We believe furniture becomes classic when it demonstrates a lasting appeal, an original personality, and a simple, innovative beauty and function. Classics are living proof that good things endure; they have a way of evoking a particular time and making time irrelevant. Committees and corporations don’t design classics. Individuals like Charles Eames and George Nelson and Isamu Noguchi do. Their view of modern design lies at the heart of Herman Miller’s collection of modern classics.
HERMAN MILLER
SLATTED BENCH-TABLE

Important-looking accent in modern decor... wholly functional, yet possessing true grace and elegance. Used as cocktail table, or as bench. Finish: satin ebony, or walnut with natural birch top. Available in lengths from 48" to 102"... from $48

If you're seeking the best in modern... seek no farther. It's at Finger's... in the village... 2438 Rice Blvd. Here is furniture designed for the vitality and mobility of today's living... furniture designed for the greatest usefulness in a minimum of space... furniture as beautiful as it is functional... furniture by the world's foremost designers. Nor do we stop with furniture... you'll find our town's largest selection of eye-appealing, imaginative accessories. Decorating counsel without charge always.
A 1945 *Life* magazine article pictured one of George Nelson’s early designs—the Storagewall. Herman Miller founder D.J. De Pree saw the article and journeyed to New York to convince Nelson to serve as the company’s director of design. The warm personal and professional relationship between Nelson and De Pree yielded a stunning range of products, including the platform bench.

Introduced in 1946 as part of Nelson’s first collection for Herman Miller, it possesses clean, rectilinear lines that have made it a landmark of modern design.
AIRFOAM INSPIRES

New Freedom of Design

and here HERMAN MILLER applies it to the purest functional forms

This easy chair and footrest-stool are by Herman Miller Furniture Company, Zeeland, Mich. Molded units of Airfoam are directly applied to preshaped plastic shells. This achieves the ultimate in scaling grace and long-lasting comfort—without bulky components, without complicated craftsmanship, without costly extra operations.

Such advantages are realized in shops where Airfoam has “graduated” from alternate cushioning to basic component—and that starts right in the designing room! Goodyear, Foam Products Division, Akron 16, Ohio.

Airfoam MADE ONLY BY GOODYEAR
THE WORLD'S FINEST, MOST MODERN CUSHIONING
George Nelson—designer, teacher, author—wasn’t the kind of person to sit still very long. That’s reflected in his 1956 design statement for the Coconut chair, where he wrote that it “was developed to give lounge seating comfort together with great freedom of movement. Many positions are possible in this chair with a maximum of comfort in every case.”

A chair designed to look like the fragment of a coconut shell wasn’t a stretch for someone who said, “Total design is nothing more or less than a process of relating everything to everything.”
AMERICA'S MOST FAMOUS
MODERN CHAIR CAN NOW
BE YOURS FOR ONLY $25*

EVERY HOME CAN USE ONE OR MORE OF THESE FAMED
MOLDED PLYWOOD CHAIRS, DESIGNED BY CHARLES EAMES.
THEY OFFER A RARE COMBINATION OF CRISP, CLEAN
LINES AND OUTSTANDING COMFORT.

*See your nearest store dealer for details.
Kazam! Charles and Ray Eames used a little magic and a whole lot of work to perfect their plywood-molding technique. In the early 1940s, Charles and Ray worked through the evenings in their small Los Angeles apartment molding plywood in what they called the “Kazam! machine.”

This device was their version of a curing oven. It let them create their own plywood and give it shape by using a bicycle pump to inflate a rubber membrane that pushed glued plies of wood against a curved, electrically heated plaster mold. The humble machine eventually allowed the Eameses to manufacture their molded plywood chair, named the Best Design of the 20th Century by Time magazine.
Have you ever wondered why beds always have to look like Lenin's tomb on casters? If you have, George Nelson's elegant, super-comfortable design is for you. Ideal for the bedroom that has to double as a sitting room. Tailored slipcovers are available too.

There are probably more forgeries of sculptor Isamu Noguchi's famous coffee table than any other furniture design in existence. The original is still good and we still make it.

For a startling conversation piece that is also a joy to sit on, the "Marshmallow" sofa (OK, you can lie!) represents a completely new and radical concept in upholstered furniture. On view at all our showrooms and selected dealers.

A ring and a book ($5.00 for the complete catalog) are all you need to start furnishing with Herman Miller. If you lack a decorator, architect or dealer, call our nearest showroom for the names of dealers in your area.

HERMAN MILLER FURNITURE CO., ZEELAND, MICH.

The Suspended Vanity is the thing that converts your bedroom storage from functional to luxurious. Available in two case lines, shown here in natural rosewood. Write us for further information.

We like to think that the lazy Susan table is the most elegant medium-size table anywhere, particularly in the all-white version. Four-foot diameter, plastic top, cast aluminum base, seats four generously and will take up to six. George Nelson's design. The upholstered wire chairs are by Charles Eames.

Showrooms: New York, Boston, Chicago, Dallas, Grand Rapids, Kansas City, Los Angeles, Pittsburgh (Trend-Tex), Minneapolis (Midwest Furniture Showrooms), Philadelphia (Robert LeFort Co.), San Francisco (K.L.P. Showrooms), Dallas (Robert Bush Antec, Vancouver and Toronto)
For Isamu Noguchi, there was no line between art and furniture. Noguchi was a sculptor by vocation, a world citizen who lived in Paris, Japan, England, China, and New York City. His 1947 table design for Herman Miller, with its three-quarter-inch-thick plate-glass top, is a triumph—a balance of sculptured form and everyday function.

It’s little wonder that Noguchi’s table evokes the grace and strength of a dancer: From 1942 until his death in 1988 he designed all of choreographer Martha Graham’s sets.
Even if you don't have two o'clock feeding at your house, we think you will appreciate the deep comfort of this rosewood and leather lounge chair designed by Charles Eames for Herman Miller.
The Eames lounge chair’s development dates from 1940, when Charles Eames and Eero Saarinen submitted a prototype to the Museum of Modern Art’s “Organic Design in Home Furnishings” competition in New York City. Thirty-three years later, MoMA would make the chair part of its permanent collection.

The intervening years saw the lounge chair’s introduction in 1956 on the “Today Show” and its transformation into a modern design icon, a lofty achievement for a chair that Charles hoped would simply have the “warm receptive look of a well-used first baseman’s mitt.”
BEWARE OF IMITATIONS

ENJOY THE COMFORT OF THE REAL THING

Designed by Charles EAMES for HERMAN MILLER, Inc.

These are the ORIGINALS! Accept no substitutes.

ZEELAND, MICHIGAN

1963 Advertisement and poster
True originals are rare.

All the furniture in this Herman Miller collection is original, authentic, fresh, and timeless.

*We’re happy to present these modern classics to you.*
Who would say that pleasure is not useful?
—Charles Eames

The single common element in all man-made things is that they are *designed*.
—George Nelson