



heart of the country

Made in America

New York's Telescope Casual Furniture celebrates a star-studded century.



Telescope Casual Furniture's sun chaise, \$99; telescopecasual.com for stores

In 1903, Henry J.W. Vanderminden Sr. left real estate to establish a folding cot company in Manhattan—dubbing it Telescope Cot Bed Co. because of the product's collapsible construction. Here's what happened next:

1909 Former president Teddy Roosevelt packs a Telescope cot on his famous African safari.

1917–1918 Sales boom during World War I, as the army buys cots for soldiers.

1921 Vanderminden moves his factory to a larger space 200 miles away in Granville, New York—90 years later, production continues at the same location.

1953 The brand introduces a director's chair with a replaceable seat and back; that style soon becomes a fixture on movie sets.

1980 Telescope starts burning wood scraps to heat its facility, saving around 800,000 gallons of fuel oil each year.

1986 The company debuts a new name: Telescope Casual Furniture.

1993–2001 While at Camp David, President Bill Clinton lounges on the maker's deck chairs.

2001 Vanderminden's great-granddaughter becomes CEO.

ONE GOOD DEED

“Taking reusable totes to the grocery store is a great first step—but why not cut out those small plastic produce bags, too? Ecobags.com sells mesh cotton sacks tailor-made for holding fruits and veggies.”

—Beth Terry, founder of myplasticfreelife.com

PHOTOGRAPH BY ERICKA MCCONNELL; STYLING BY PHILIPPINE SCALI