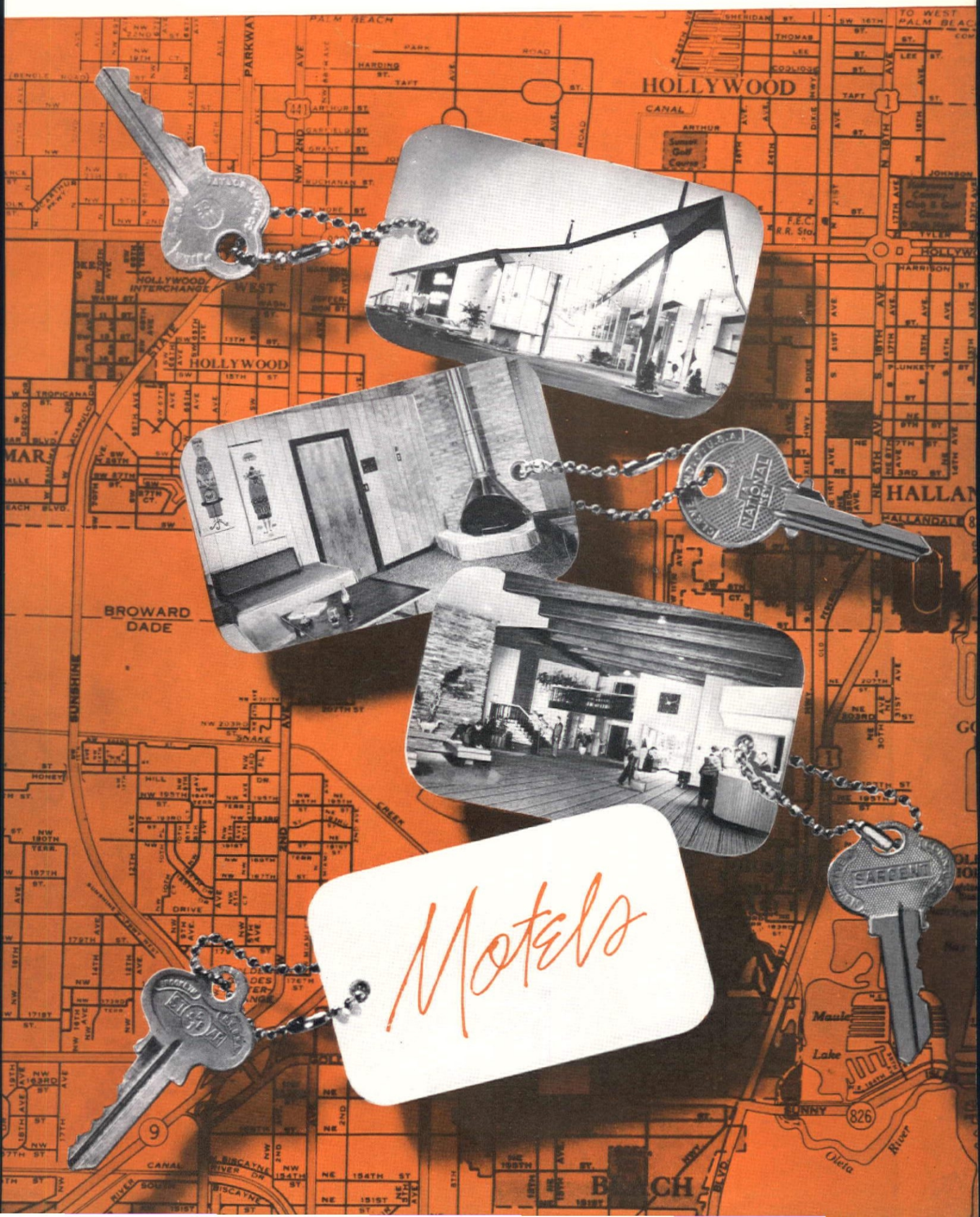


CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • AUGUST 1962

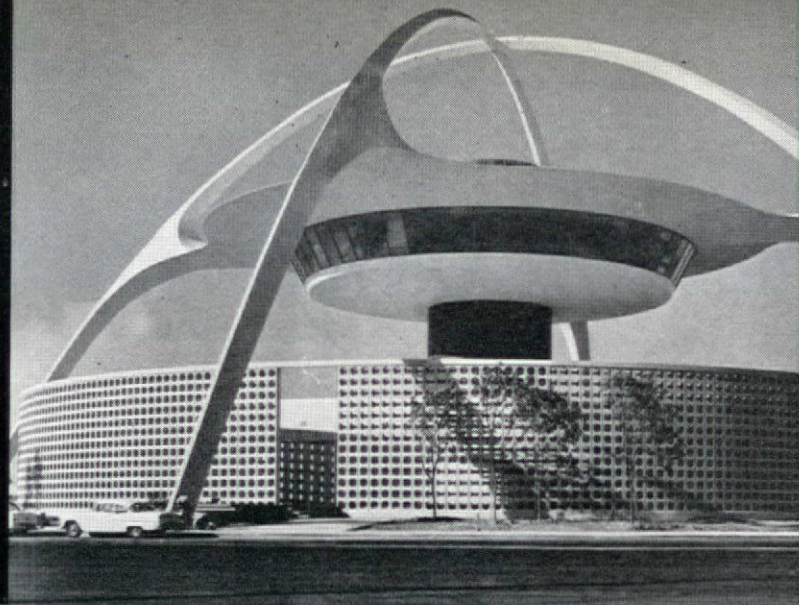


Now! Get the facts on

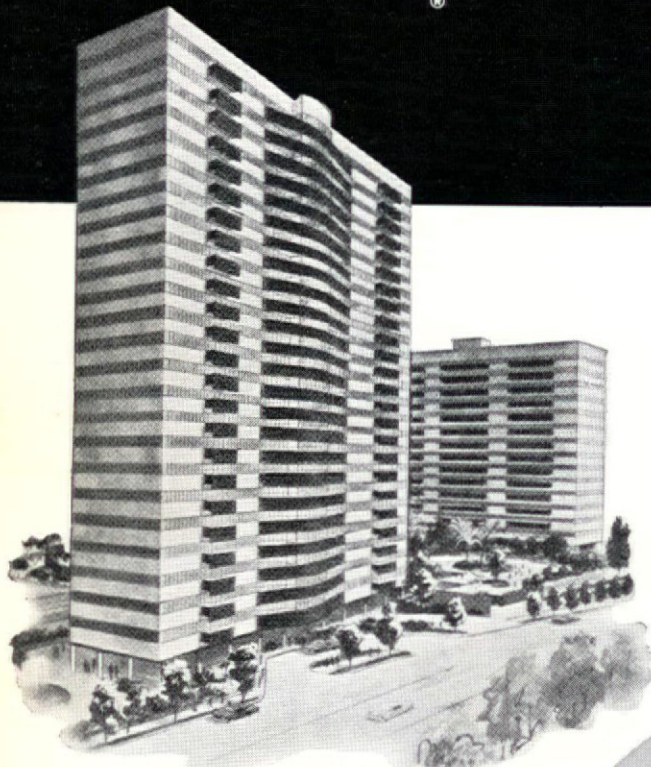


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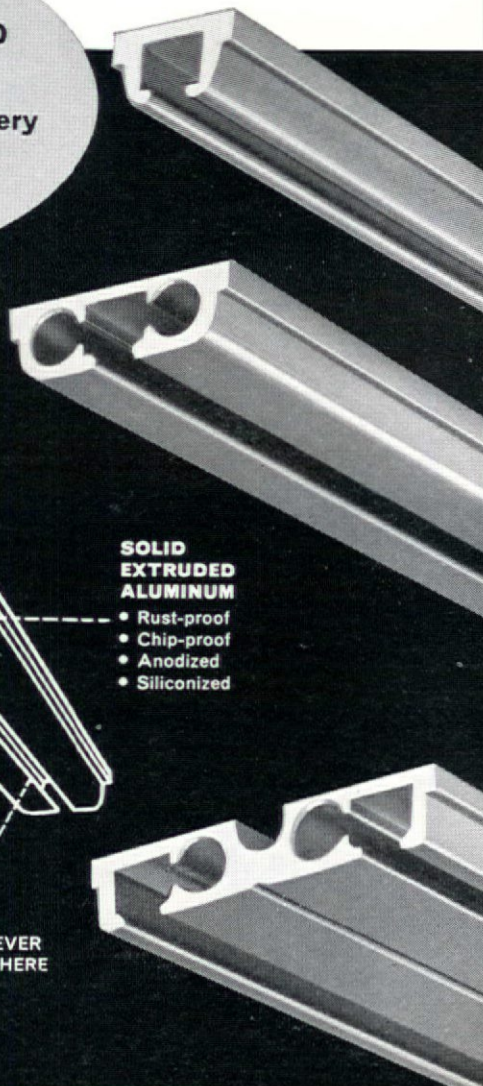
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CONTRACT



The Cover

Rapidly developing new and highly competitive types of hosteleries, the motel industry continues to extend its use of contract furnishings. Cover by Bert Lester.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL II, No. 10

AUGUST, 1962

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COMING IN CONTRACT

SEPTEMBER—Resilient flooring—new products, contract standards, and maintenance procedures.

OCTOBER—National Hotel Show; Furniture review.

NOVEMBER—Fabrics and fibers—a review of natural and man-made textiles and their contract applications.

DECEMBER—Wallcoverings—an examination of a field that has developed a notable group of contract products.

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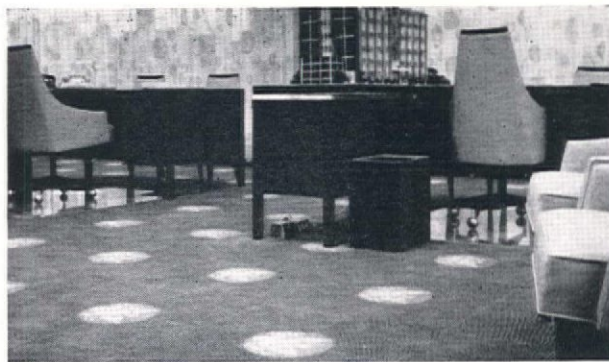


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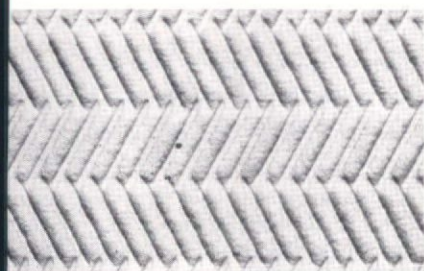
This luxurious, new sponge rubber carpet cushion performs outstandingly in Chicago's Beverly Savings & Loan Co. Building



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D. C. Currently
.....

OUR WASHINGTON REPORT:

- **Motels boosting construction figures**
- **Nursing home programs expand**
- **Opportunities at trade fairs abroad**
- **Recent invitations to bid**
- **Office furniture shipments off**

MOTELS are likely to remain a profitable field for the various segments of the contract furnishings industry for years to come. Even though construction expenditures for new motels are now showing some signs of slackening from the very rapid rate of growth evidenced in the past few years, the prospects are still good.

Expenditures for "nonhousekeeping" private residential construction this year are expected to be about \$1,250 million. This is largely influenced by motels. The figure is about 7% ahead of the 1961 total of \$1,172 million for this category. A half-year ago, Commerce Department crystalgazers had thought the jump might be as much as 11%. Last year, the increase was 27% above 1960—to give you an idea of the giant highway-hopping steps this building has been taking.

There are a number of reasons for optimism about motels. One is the rapid and future growth of the new federally aided interstate system of roads. More byways are becoming highways, up to a projected 1975 adequacy. So far, 7,000 miles. Construction's underway on 4,600 miles, and earlier phases are proceeding for 11,000. Another 5,300 miles are either non-federally aided and okay, or are adequate for today's standards. As this system grows, it means more and better motels, in more places.

Don't overlook the influence of urban renewal, in providing places for motels-hotels and types in-between, opening vistas right under city eyes

for contract furnishing business. An inn opening here in-town (without urban renewal) estimate it's going to use almost 13,000 square yards of carpeting, 19,000 yards of draperies.

The upsurge of the new has its effect on the old. Where competition is growing tougher for motels, who gets the guest's dollar? The new motel. The mama-papa motel must get into a new generation of outlook, operation, and outfitting. Motel furnishing specialists are doing more and more volume, they report, both in furnishing new additions to older installations, and re-doing older rooms. The ticket grows larger. And accessory operations become more prevalent—the coffee shop, various dining rooms, meeting halls, and the like.

Nursing homes

Business, too, where people stay longer to live longer. Nursing home programs of the federal government are catching on, and builder interest in them is increasing sharply.

Figures so far are still small, but they're leaping over past performance, and the outlook is a good one.

One interesting combination is tying in a nursing home with a retirement housing project. Builders who want a long-term steady investment opportunity are doing more with this, and so are the growing number of nonprofit organizations going into senior citizens housing.

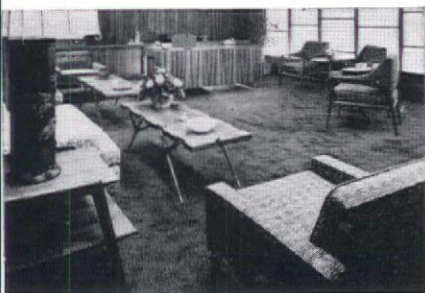
Here's an area of business for old folks which

(Continued on page 8)

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For over 20 years the only custom processor of decorative fabrics devoted solely to your profession

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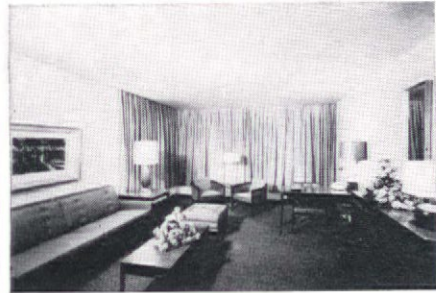
Scotchgard processed by Perma Dry for Mary Luscher, A.I.D.



Scotchgard processed by Perma Dry for Ceil Williams, A.I.D.



Scotchgard processed and flameproofed by Perma Dry: Cafe D'or Sheraton-Dallas



Scotchgard processed and flameproofed by Perma Dry: Pittsburgh-Hilton. Interior design by Ernest Wottitz and David Williams, A.I.D.



Scotchgard processed and flameproofed by Perma Dry: First National Bank, Minn., Delroy M. Stanley, Design Consultant

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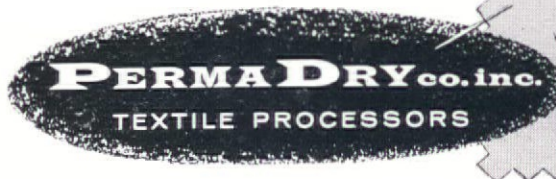
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OUR WASHINGTON REPORT

CONTINUED FROM P. 6

is still in its infancy, and showing signs of a long and busy life.

Overseas opportunities

Manufacturers and distributors of contract furnishings may be able to snag more volume by checking into some of the foreign trade possibilities being turned up by the Commerce Department. Its business divisions are scouring the world for outlets for U.S. goods.

A Nigerian trade fair in Lagos Oct. 27-Nov. 18, for instance, will include equipment for school classrooms, and office furniture and equipment.

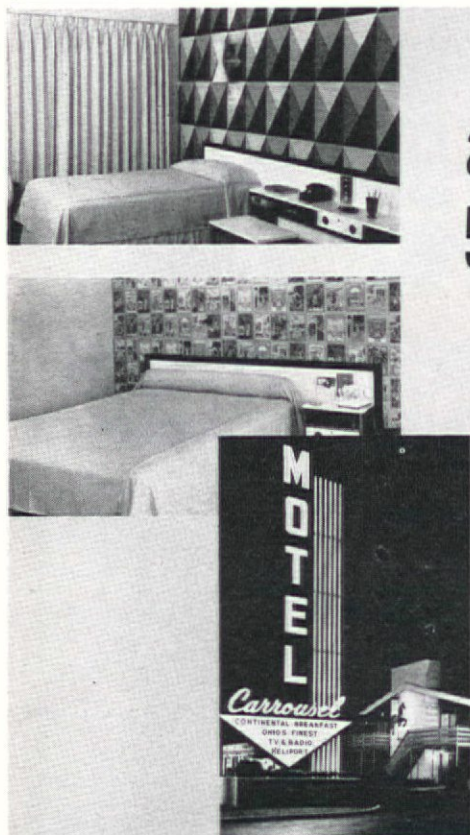
And the Department's Commerce Business Daily in just one issue carries listings of a German importer who wants tables and chairs for restaurants and snack bars; a Northern Rhodesia firm on the search for household furniture purchases; and a German on the lookout for wall-paper specialties. Other German importers want laminated plastic panels, and soundproofing tiles.

Business beginnings

Manufacturers who want to set up new plants in new areas may find the Area Redevelopment Administration helpful. It has been approving a number of loans to help small cities in depressed areas attract plants, either by getting community facilities to serve them or by getting special machinery and equipment for the new venture. An example is the recent loan to help set up Hallmark Industries, to make synthetic marble in Jacksonville, Texas. The product is being used in the furniture industry, as facing and topping for such items of church and household furniture as tables, altars, desks.

Invitations to bid

Even when you follow federal procurement opportunities closely, their scope continues to amaze. Here's a sampling of recent invitations, now closed, that can perhaps stimulate your interest for another time:



a tough 5-year test for RESISTANE

T.M. Reg.

Five years of constant public use are about as tough a test as anyone could devise for Resistane wall coverings. In 1957, Mr. George H. Hofmann, A.I.D., designed the interior of the strikingly modern Carrousel Motel in Cincinnati. He specified genuine wallpaper, and asked us to Resistane every inch of the paper before it was hung. This is what he says about the results:

"I used fine wallpapers in 150 bedrooms of the Carrousel, some custom printed for the job, and quite a few scenics as well as repeat patterns. All were Resistane."

"Both the management and I are very happy with the results, as these wallpapers are still in excellent condition after five years of usage by the travelling public."

"I even used a Resistane wallpaper mural at the landings of two stairways open to the weather, with no exterior doors. Astonishingly, Resistane kept even these murals in good condition through five years of exposure to the great changes in temperature and condensation we have here in the Cincinnati area."

Put Mr. Hofmann's experience to use in your own institutional and private designs. No longer need you resort to imitation wallpapers. The most delicate types of wallpapers, even those printed in water-soluble tempera colors, and other wallcoverings—silk, grasscloth, cellulose and paper weaves and many other kinds—from any source can be highly resistant to staining and thoroughly scrubbable through the custom service of Resistaning before they are hung.

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RESISTANE "the protector of wallpaper" 966 Nepperhan Avenue, Yonkers, N. Y.

Circle No. 197 on product information card

General Services Administration, San Francisco—199 upholstered metal quarters chairs. Patio furniture, including chair, 96 each; 24 tables.

Maritime Administration, New York—150 or 300 movable wooden chair desks for Merchant Marine Academy, Adirondack Chair Co. Model MWD67 or equal, plastic laminated top.

Fort Knox, Ky.—Square tubular steel furniture, similar and equal to Royalmetal Mfg. Co. 69 4-leg chairs. 112 2-leg Add-A-Section. 388 side chairs. 56 side chairs. 28 tables. 14 corner tables. 14 all purpose tables. 14 square game tables.

Defense Supply Agency, Philadelphia—3,785 bed mattress, foam rubber padding.

GSA, Chicago—Shower and window curtains, indefinite quantity, through Aug. 15, 1963.

GSA, Washington—Auditorium chairs, Gallaudet College, Washington. Wood and metal office furniture, indefinite quantity, for calendar 1963.

GSA, San Francisco—Wood bedroom furniture, including 9-drawer dresser with mirror, 250 each, and 6-drawer dresser with mirror, 115 each.

Veterans Administration, Hines, Ill.—Self-leveling laminated plastic top dining tables, 355 each.

Federal procurement

Some examples of recent federal procurement include:

Food and Drug Administration, Washington—Laboratory furniture and equipment at Chicago, Metalab Equipment Co., Hicksville, L.I., N.Y., \$317,011.

GSA, Kansas City—Metal office tables, Art Metal, Inc., New York, \$11,456 est.

GSA, Denver—Nonfolding dining tables, 393 each, Foldcraft Co., Mendota, Minn., \$18,565.

Office furniture shipments

Manufacturers' shipments of office furniture, safes, and chests last year dropped about 2% under 1960, the Census Bureau reports. Shipments were \$422.8 million, down from \$432.4 million in 1960.

Metal office furniture shipments, at \$320.4 million, were about 2% under the \$328.1 million the previous year. Wood office furniture shipments totaled \$88.8 million, off from \$90.5 million in 1960.

Wood modular service units, except desks, increased sharply—from 84,518 units in 1960 to 99,020 in 1961. Also up, in quantity, were all wood secretarial posture chairs.

Metal desks were off from 911,623 units to 811,860.

Wood office furniture producers note their shipments have increased by 20.5% since 1956, while metal shipments have gone up 1.4%. (C)



ADJUSTABLE

Two twirls adjust new CHF Adjustable from coffee table to any-table height! Setting a new trend in motels—leisurely gracious in-room dining for guests!

Also available as a Detachable store-away.

CHICAGO HARDWARE FOUNDRY

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Showrooms in all
principal cities.*

CHF

ANOTHER NEW DESIGN DEVELOPMENT

Circle No. 198 on product information card

CONTRACT NEWS

Nylon makers boost capacity

Carpet makers are expected to use 60 million pounds of nylon this year, up from 45 million in 1961, and only 5 million in 1959. Because of the rising needs of the carpet, sportswear and tire industries, nylon producers will increase capacity across the board this year. Monsanto's Chemstrand division, with a capacity of 150 million pounds yearly, will go up 15%. American Enka is expanding to raise its capacity by 70% to 40 million pounds, while Du Pont, with a capacity of 300 million pounds, continues to add production facilities.

Western Contract opens new branch

Western Contract Furnishers, San Francisco planners and suppliers of contract interiors, has opened its fourth branch in San Jose, Cal. The new branch, headed by Frank Dilg, will serve the area from Palo Alto to the Monterey Peninsula, and will employ a full staff of designers and related operating personnel.

Gallery of furnishings at museum

The Museum of Modern Art, New York City, is planning a permanent home for its architecture and interior furnishings collections. It will offer "for the first time anywhere to museum visitors a survey of the history of design from about 1870 to the present and an opportunity to measure contemporary works against carefully selected examples from the recent past." Philip C. Johnson is the architect for the additions, which will include new east and west wings on 53rd Street and a one-story building on 54th Street. The architecture and design collections include about 1,200 examples of household furnishings, office equipment, textiles, tools, tableware, and electronic equipment. One of the earliest objects in the collection is an 1870 bentwood chair by Thonet.

Peter Pepper moves

Peter Pepper products has moved to larger quarters. Their new address is 22422 South Avalon Blvd., Wilmington, California.

New DuPont distributors

Textiles, Inc., of Birmingham, Alabama has been appointed a distributor for Fabrilite vinyl upholstery material, a product of the Du Pont Co. fabrics division. The firm is located in Birmingham, Ala., at 118 South 22 Street.

Shelby Williams opens Dallas showroom

Shelby Williams will open a new Dallas showroom in a new wholesale trade center at 2600 Stemmons Freeway by August 25. The showroom will feature an extensive display of Shelby Williams' latest chair styles and those chairs that have been the most popular for the past few years. The showroom will also provide a consulting room and complete reference library.

Announcement was also made of the appointment of Norm Rudes as district manager for Texas and the southern territory. He will be headquartered in the Dallas showroom and will be available to assist all customers in the planning of installations and selection of seating to meet specific requirements.

Krueger buys chair producer

Krueger Metal Products Co., Green Bay, Wis., manufacturer of institutional seating, is expanding its folding chair line as a result of the purchase of the furniture and equipment division of Brewer-Titchener Corp., Cortland, N.Y.

Belding Heminway acquiring BoMyte

Belding Heminway Co., Inc. is acquiring the BoMyte Co. of Silverdale, Pa., a producer of industrial and decorative laminated plastics with applications in institutional, commercial and residential furniture. BoMyte will be operated as a wholly owned subsidiary of Belding Heminway.

Firms merge

Two firms, Mosaic House and Greco Marble & Mosaic, have merged and are now presenting their lines at a new showroom, 228 East 51st Street, New York City. Mosaic tile, marbles and furniture are on display.

New process protects flooring

Two new polyester finishes have been licensed for use in the "Finishield" process, researched and developed under direction of the Hardwoods Association, that will help protect hardwood surfaces of furniture. Approved were Polymac, a polyester finish produced by the Lawrence-McFadden Co., Inc., Philadelphia, and Lilly Polyester coating materials, produced by the Lilly Co., at High Point, Indianapolis, and Gardner, Mass.

Bigelow license issued in Sweden

Bigelow-Sanford, Inc., has licensed AB Wahlbecks Fabriker, a major Swedish carpet manufacturer, for the use of Bigelow patents and technology in carpet development and manufacture. The license has been given and will be serviced by Bigelow-Sanford AG of Chur, Switzerland. Licenses have been issued in the past to five other European corporations.

LEGACY REFLECTS AMERICAN OF MARTINSVILLE'S LEADERSHIP IN FURNITURE NOTED FOR STYLE AND GUEST APPEAL



Designed by Merton L. Gershun



American of Martinsville's more than 50 years of leadership in home-furnishings is reflected in the dependable workmanship and quality construction of contract furniture. As with all American of Martinsville designs, the contract groups embody the newest and most exciting contemporary styling. Typical of the wide variety of coordinated groups for guests and public rooms . . .

LEGACY — a distillation of many periods and influences, elegantly classic-contemporary in feeling. Featuring the outstanding Tri-Plex Wall Unit which includes luggage rack, desk dresser and TV area. The Legacy group is fine walnut cabinet woods with top surfaces of hard-wearing Panelyte plastic.

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CONTRACT DIVISION

PEOPLE

Carl B. Menges has been named manager of the decorative textile section of the textile department of Owens-Corning Fiberglas. Also named to a new post is William D. Rader, who will assume complete responsibility for all manufacturer and converter promotion for the decorative textile section.

Rene Carillo, director of merchandising for F. Schumacher & Co., has been elected president of the Resources Council, Inc. of the American Institute of Interior Designers.

Don Karlin has been appointed eastern regional sales director for David & Dash. His office will be at the recently opened New York headquarters, located at 201 East 56th Street.


Adrian S. Pinto and William G. Tanner have been elected vice presidents of Burlington House Fabrics Co., it was announced by Charles A. Crape, president of Burlington House, a division of Burlington Industries, Inc.

Norman C. Casey has been appointed to the sales promotion post in charge of the home furnishings department of Milium, division of Deering Milliken, Inc., New York. Mr. Casey was formerly home furnishings merchandise manager at Courtauld's (Alabama), producer of rayon fibers. Prior to that he was sales promotion manager, decorative division of Hess Goldsmith, a division of Burlington Industries.

Donald R. Barber has been appointed general sales manager of the Howell Co., division of Acme Steel Co., St. Charles, Ill. For the past four years, Mr. Barber has served in the capacity of sales manager of the contract division of Howell. Also announced was the appointment of Frank A. Ross as contract sales manager.

Lee Owens, 22 years with W. & J. Sloane, has joined Western Contract Furnishers in office sales. He will work with Joseph Chvosta, manager of Western's contract office furniture department.

Rex E. Day has been appointed secretary-treasurer of the Standard Furniture Co., Herkimer, N.Y. Mr. Day who has been with Standard since 1951, succeeds A. G. Rhodes, who has retired.



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1407

1406

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Dallas, Miami, Atlanta, Statesville, N. C., Paris, France.

Circle No. 200 on product information card

Edwin J. Heilman has been added to the sales staff of Firestone Synthetic Fibers Co., as a specialist in continuous filament nylon yarns. Robert D. Smith has been named technical sales representative and will be temporarily located at the company's New York sales office at 45 Rockefeller Plaza.

James B. Rowe has been appointed sales representative for Troy Furniture sales division in Colorado and Utah. He will handle contract furniture sales under the direction of "Rick" Trotter, Troy western regional sales manager.

Rita St. Clair, furniture and interior designer, has been appointed as design consultant for Standard Furniture Co., Herkimer, N.Y. and for Emeco Corp., Hanover, Pa., and Baltimore, Md., according to Wilton C. Dinges, president of both companies.

Ted Miller has been appointed general contract manager for the Stephen-Leedom Carpet Co. Inc., it was announced by G. L. Herzfeld, president of the firm. Mr. Miller will make his headquarters at the Stephen-Leedom offices in New York City.

Earl R. Correll, vice president of Steelcase, Inc., has been elected vice chairman of the Office Equipment Group of the Business Equipment Manufacturers Association.

William Pahlmann has been retained by the Ming Man Land Investment Co. of Hong Kong and Singapore to design all interiors and furnishings for the new President Hotel in Hong Kong. The 800-room luxury hotel is now under construction.

Henry M. Jordan, NSID, has been appointed chief interior designer for General Fireproofing Studios and Planning unit. Mr. Jordan holds several offices in the National Society of Interior Designers. He is currently president of the Lake Erie chapter, vice president of the mid-west region, and a director of the national organization.

Marilynn Motto will design the guestroom interiors and public areas of the new Sheraton-Tenney Inn at New York's La Guardia Airport. Adjacent to the New York World's Fair grounds, the new 300-room hotel will open early this summer. Architect is Leo Kornblath.

Mildred Masters, AID, interior designer for the Statler Hilton Hotels since 1937, has joined the staff of Becker & Becker Associates, Designers, New York.

Dede Draper, Shaw & Draper, New York City, has been elected national president of the National Society of Interior Designers.



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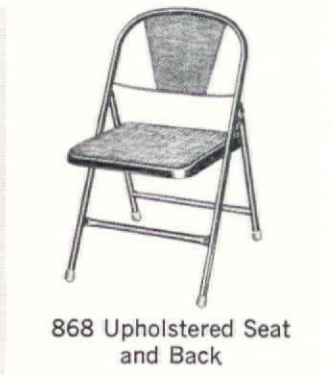
MANUFACTURING CORP., MUNCIE, IND.

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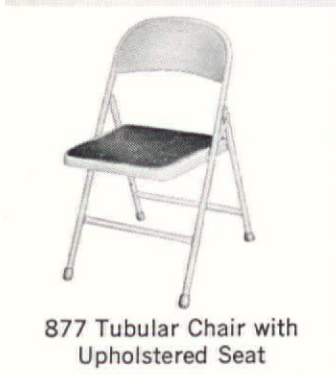
868 Upholstered Seat and Back



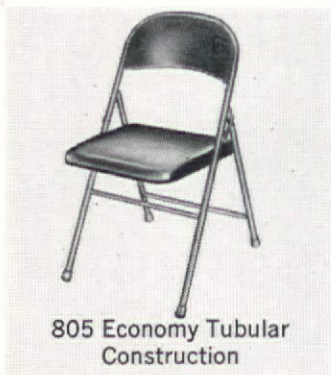
875TA Tubular Steel Tablet Arm Chair



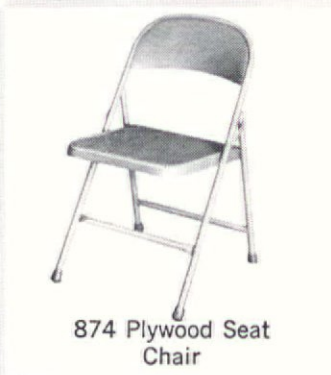
4168 Flexaire Fibreglass Chair



877 Tubular Chair with Upholstered Seat



805 Economy Tubular Construction



874 Plywood Seat Chair



418 Ultra-Upholstered Comfort... it folds



902 Ladder Back Chair with Kneeler



605R All-Steel Channel Chair



527 Channel Construction Upholstered Seat



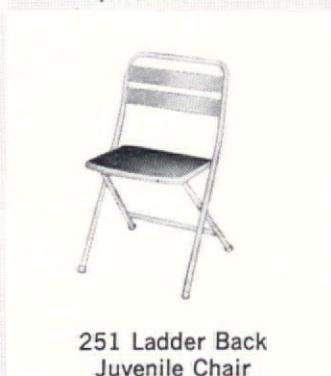
429 Early American Style Folding Chair



555 Vinyl-Laminated Stack Chair



845 Tubular Juvenile Folding Chair



251 Ladder Back Juvenile Chair



305-J All-Steel Channel Juvenile Chair

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CALENDAR

August 27-30. Western National Restaurant Show, San Francisco.

September 15-18. National Association of Furniture Manufacturers' 34th annual convention, and 8th annual Supply, Equipment & Fabric Fair. Conrad Hilton Hotel, Chicago.

September 16-22. American Hotel Association, Seattle, Wash.

September 23-26. National Institute of Governmental Purchasing, 17th Annual Conference & Exhibit, Edgewater Beach Hotel, Chicago.

September 23-27. Jamestown Fall Market. Furniture Mart, Jamestown, N.Y.

September 27-28. Michigan Motel & Resort Association Annual Convention and Trade Fair, Lansing.

October 12-23. Decoration & Design, 1963, sponsored by The Resources Council, AID. 7th Regiment Armory, New York City.

October 15-17. American Motor Hotel Assn. Annual Convention. Hotel Hilton, Denver.

October 15-17. Fall Furniture & Home Furnishings Show, Atlanta Merchandise Mart.

October 15-19. Summer & Casual Furniture Manufacturers Association Show. Chicago.

October 19-26. Fall Furniture Market. High Point, N.C.

October 26-28. Western National Office Furniture Association, Convention-Exhibit. Ambassador Hotel, Los Angeles.

November 1-2. Furniture Market. Dallas Market Center.

November 12-15. 47th National Hotel Exposition. New York Coliseum, New York City.

1963

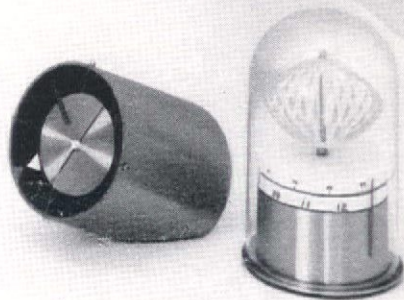
January 7-12. Winter International Furnishings Market. American Furniture Mart and Merchandise Mart, Chicago.



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Kasparians adds the elegant touch to public seating. Designed for comfort, durability and ease of maintenance, the back-to-back Multalum units pictured here are available in standard six, eight and ten seat units and in other sizes on special order. A specially designed floor insert allows seating of the legs on terrazzo and similar flooring and may be removed for polishing and resurfacing operations. The center table is available in walnut or formica and is optional on all units. Multalum back-to-back seating is designed for the special needs of airports, bus terminals, train stations, lobbies and department stores. Write on your letterhead for Multalum catalogs 1 and 2 and get the complete picture of this versatile furniture line. Kasparians — 7772 Santa Monica Boulevard, Los Angeles 46, California. ■

BACK TO BACK

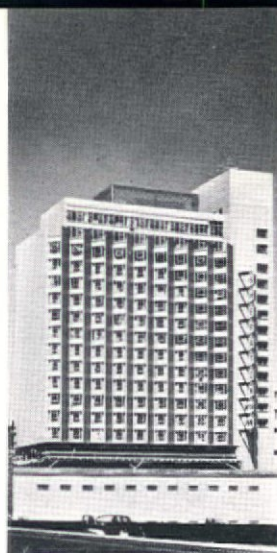


KASPARIANS



MULTALUM®

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MOTELS

FLEXIBLE, AGGRESSIVE, FAST-GROWING, THE MOTEL INDUSTRY HAS HAD PROFOUND EFFECTS ON CONTRACT FURNISHINGS; NEW UNITS USING BROAD SPECTRUM OF PRODUCTS

MOTELS are a puzzling phenomenon to the business economist. They have achieved, in recent years, the almost unique feat of combining a record rate of bankruptcies with a constantly accelerating pace of new construction. They are exerting tremendous competitive pressure on the old-fashioned hotels, and at the same time their own rate of obsolescence is far greater than that of the traditional hostelries.

To quote some statistics: between 1950 and 1960 the number of motels doubled from 30,000 to 60,000. New motels were bigger, enabling the U.S. industry to accommodate 800 million guests in 1960. Total income for that year was \$3.5 billion, as against \$747 million a decade earlier. Total capital invested in motels hit \$8.8 billion by 1960. Add to this an estimated 200,000 new motel rooms built last year, according to the *Wall Street Journal*, or the equivalent of 100 new hotels the size of New York's Waldorf-Astoria! One major chain alone, Holiday Inns, is said to have opened a motel a week during 1961, and other chains such as Howard Johnson, TraveLodge, Quality Courts, Hyatt Corp., and Marriott have swelled the number of guestrooms enormously during the past year. Simultaneously, the older, smaller motel, the "Ma and Pa" operation, has been losing out. Bankruptcies in one state, Florida, hit an estimated 250 during 1961, as compared with 150 in 1960 and 125 in 1959.

Nevertheless, the motel is an aggressive, flexible, and highly competitive instrument. It shifts its ground and changes its character (in ways that its competition finds most disconcerting) when reaching out for the consumer dollar. Old motels, in hundreds of instances, have refurbished and refur-

MOTELS

nished, while new ones have developed a whole new bag of tricks. Besides getting bigger and flashier, the most recent crop of motels have new and highly ambitious goals. They aim at erasing the distinction between hotels and motels, taking over the most attractive features of both, and then adding some of the atmosphere and flavor of the resort hotel into the mixture. This formula is being applied both inside the big cities and on the highways as well.

The new Sheraton Motor Inn in downtown New York City, for example, has 20 stories, topped by a swimming pool on the roof, with 450 bedrooms and suites, parking for 300 cars, four restaurants and bars, no less than four "function" rooms, with capacities ranging from 200 to 500 persons, and eight "hospitality" suites, for smaller gatherings—12 to 35 persons. Out beyond Chicago's O'Hare Airport, the Sahara offers similar facilities, but all distributed on the same level rather than stacked as in the new Sheraton. Situated in the midst of a large tract of barren, unoccupied land but on the highway and near the airport, the Sahara attempts, and to some degree succeeds, in capturing that resort-hotel look we mentioned earlier, offering its guests a huge swimming pool, patios and terraces, and bars with Bikini-clad waitresses. Both the Sahara and the Sheraton, of course, offer the usual motel advantages—they are drive-in motor inns that expedite arrivals and departures, as well as reducing expenditures and tips, with ice-making machines, vending machines, and luggage carts, among other guest facilities. There are scores of motels like these two, many with comparable facilities, opening in the downtown or outlying areas of communities throughout the country. A few boast the additional lure of golf courses and heliports, and at least one, in downtown Vancouver, B.C., has moorings for yachts and seaplanes on its private waterfront.

Effects on contract furnishings

Every new motel adds, of course, to the demand for contract furnishings. Today's motel guest-room requires case pieces, seating, tables, luggage racks, beds, carpeting, draperies and/or curtains, lamps, mirrors, and such accessories as framed pictures. Because of the industry's competitive character, the grade of furnishings being purchased today is far better, on average, than it



DECORATIVE HEADBOARDS at Meridian Lodge, Indianapolis, are maintenance-free, screen-printed vinyls by Interchemical Corp. Chair upholstery is in matching fabric. Room gains through use of brick wall background, natural bamboo blinds.

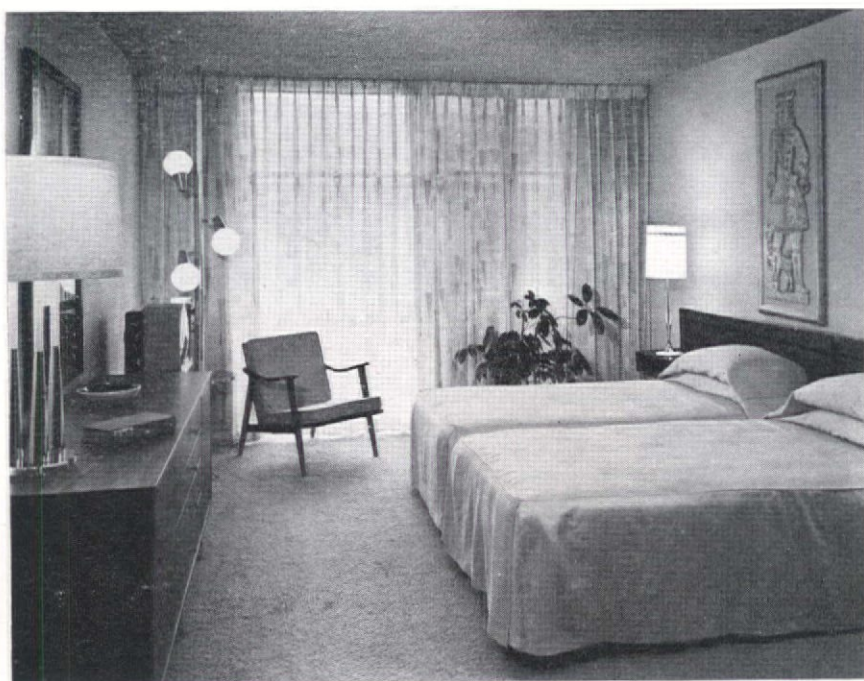
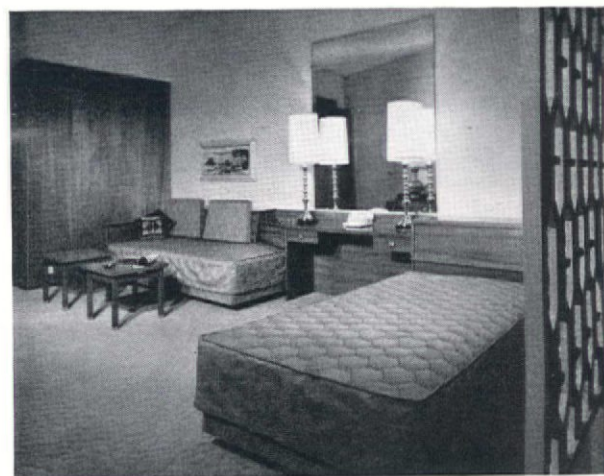
SPECIALLY OUTFITTED CONFERENCE ROOM at new Dolphin Motel, Chicago, uses Du Pont Tontine vinyl draperies; material is flameproof and enables room to be fully darkened for daytime film screenings. Areas between Tontine draperies are rectangles of Fiberglas in beige with brightly reflective aluminum on outer side to deflect heat or cold outside.

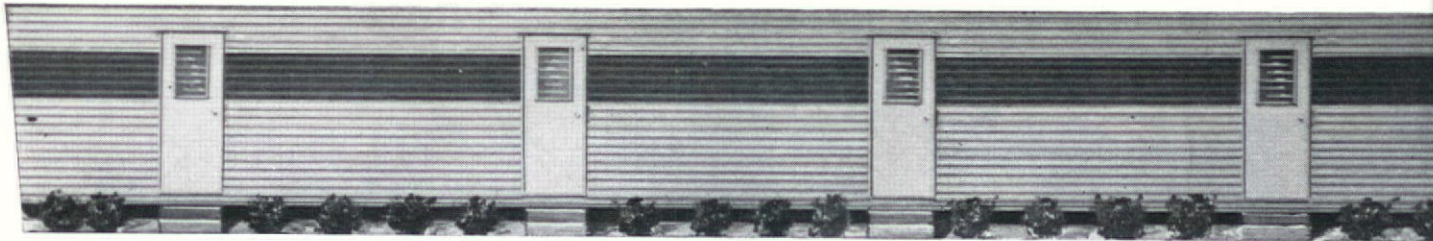




CABERFAE LODGE, near Cadillac, Mich., offers guest accommodations that echo northwoods environment. Corner fireplace is supplied with cherry wood logs, walls are random birch planking and natural pink brick. Other Caberfae features are Finishield furniture tops ("you can press your dress on the coffee table"), TV, radio, background music, and automatic coffee-makers.

SEDATE EXECUTIVE SUITE, right, at Tropicana Lodge, Fresno, Cal., was designed and furnished by Maxwell Co. with furniture by Vista, tables by Crestwood, carpet by Mohawk. Another Maxwell installation, below, is Fenway Motor Hotel, Boston. Informal guestroom is furnished with Lane Co. casegoods, Cohama fabric, carpet by Mohawk, wall decor by Donald Hansen Co.





MOTELS

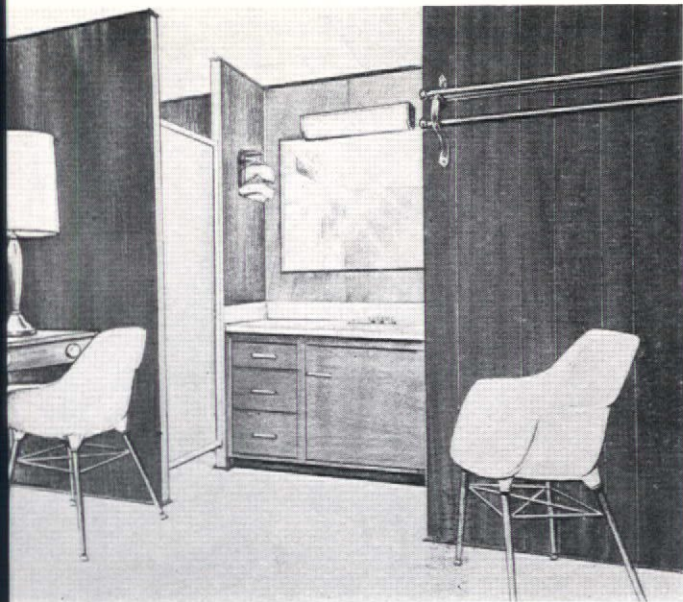
was even a few years ago. Not only are the essential pieces superior, but many "decorative" details, such as wallpaper murals, elaborate lamps and ornate hardware, which were all deemed unnecessary frills in former years, are now in sharp demand. As a consequence, the average per-room budget for furniture and furnishings has risen steeply.

The addition of such new types of facilities as ballrooms, convention rooms, restaurants, pools, bars, and coffee shops has stepped up demand for furniture appropriate to these areas. In the main, this consists of a wide range of specialized seating, from outdoor chaises and chairs for poolside use to elaborate sofas for the front lobby and stacking chairs for meeting rooms. Dining tables, coffee and end tables in respectable quantities are also required, and fabrics, wallcoverings, and elaborate lighting fixtures are standard items in the public areas of the motel.

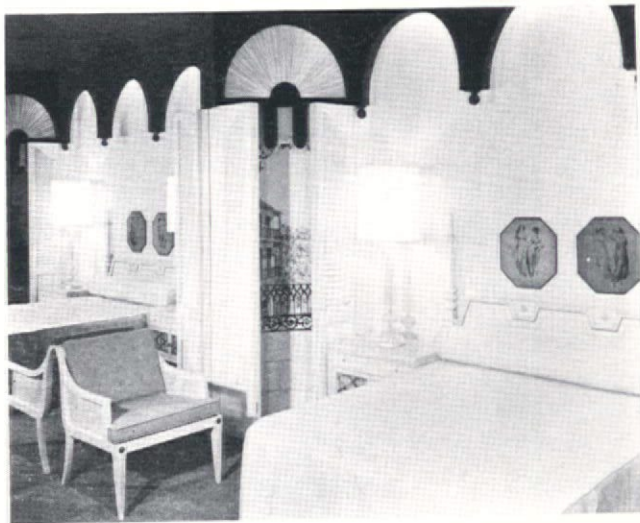
In their zeal to be different from the old-line hotel as well as from other motels nearby, motel operators have been compelled to widen their horizons as regards both styling and coordination. Ten years ago, the selection of furniture and furnishings for the average motel was a hit-or-miss affair, carried out by the owner, who had no notion of either interior planning or of what the market had to offer in the way of merchandise. The results were characterless guestrooms that contained stripped-down "modern" furniture of questionable design, or at best, a few pieces in what was hopefully called Early American. Today, on the other hand, both the planning and furnishing of motels are very precisely organized, either by the design studios of the motel chains themselves or by such contract specialists as Morton Textiles & Furniture in Chicago, Maxwell Co., Miami, or Walter Ballard, New York City. The entrance of professional planners and designers into the field has simultaneously created more appealing interiors and broadened the range of styles, so that today a broad spectrum of both period and contemporary furniture is being specified and purchased for motels. That it is not always used with discrimination and that there are far too many gimmicks and "display items" in the new motels is also undeniable. However, the flashy, over-dressed phase will be short-lived, in the opinion



MOTEL IDEA ROOM exhibited at recent show in Chicago featured full bathroom plus lavatory facilities in a dressing area. Designer, Arthur A. Swanson. Fixtures by Kohler.



MOTEL IN A TRAILER: New Cabana Rooms, opposite page and at left, being produced by Holiday Inns, can be transported to the site complete; they are ready for business immediately after they are put into position on pre-built concrete aprons.



MARILYN MOTTO created the Riviera Suite at right for special Chemstrand exhibit of new textiles. Below, view of lobby at Morris Inn on Notre Dame University campus was designed and furnished by Yale R. Burge. Traditional pieces in color scheme black, red, and olive are congenial change in otherwise modern building.



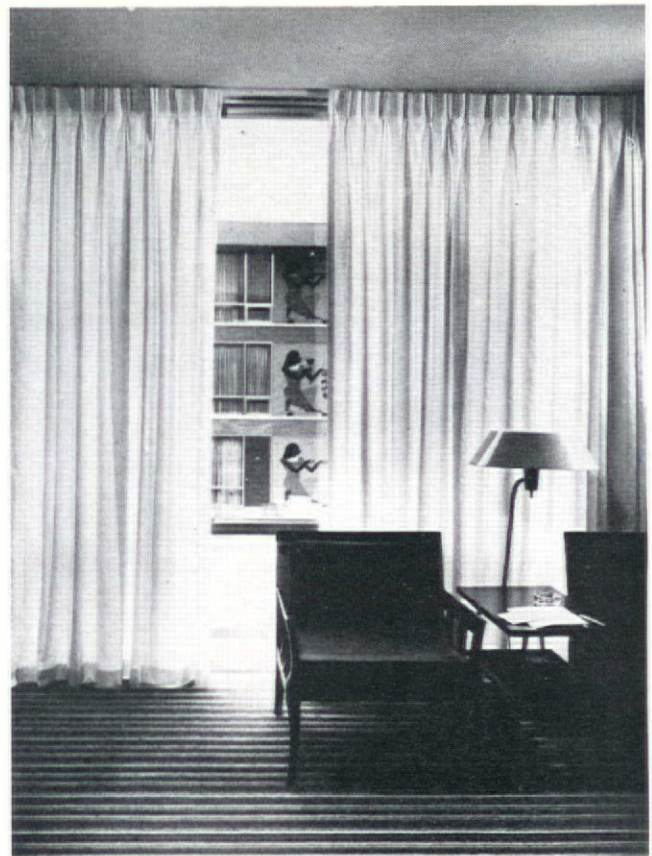
MOTELS

of trade observers, and meanwhile the search for novelties has opened the motel door for manufacturers of every imaginable type of contract furnishing, as well as amplifying the range of prices that motel operators are willing to pay for these products. The motel is in the market, as a result, not only for bread-and-butter items, but for everything up to and including the best and most expensive furniture being made today.

The reaction among manufacturers of furniture and furnishings has been to offer more developed and more carefully designed and constructed lines for motel applications. Naturally, there has also been a fresh influx of manufacturers into the motel furniture field, but until now the market has developed at such a rapid pace that there seems to be room enough for everyone. Some of the companies making furniture specifically designed for motels are: American of Martinsville, Baumritter, Beautycraft, Burton-Dixie, Englander, Drexel, Duo-Bed, Griggs, Heywood-Wakefield, Kent-Coffey, Kroehler, Kuehne, R-Way, Simmons, Stanley, and Consider Willett. Some of the larger firms, such as American, Baumritter, and Simmons are in the fortunate position of being able to offer the motel furniture for both guestrooms and for various types of public facilities. And in addition to all that manufacturers have to offer in the way of stock items, the more style-conscious motels usually order a certain number of custom-made pieces for special treatment areas.

Continuing market for furnishings

Although, as we intimated at the beginning of this article, there are strong indications that the motel boom won't last indefinitely, its effects have very definitely been to open an enormous and continuing market for contract furnishings. Its positive repercussions in the hotel industry are just beginning to be felt, for example. The motel has given the old-line hotel the competitive stimulation it needed to refurbish and refurnish, and the older hotels will be important customers for contract furnishings for years to come, as a result. That there is a great surplus of room space—hotel occupancy hit a 20-year low of 63% last year—is undeniable. On the other hand, as William Walton, vice president of Holiday Inns, points out, "In most cities, if you take out the old, tired, depressing hotel rooms, there is no over-capacity." The American public demands newness, convenience, and a fair price, and it is in these terms that the motel is giving the public what it demands. (C)



WINDOW TREATMENTS in bed-sitting rooms at Sahara Motel, Cleveland, assure privacy and good light diffusion with generous use of flame-resistant Rovana, by Dow Chemical.

MODEL MOTELRAMA ROOM is furnished with pieces from American of Martinsville's Host group in conversational arrangement. Window wall slides back to permit free access to terrace.





HUGE BANQUET FACILITIES, above, are provided by Colony Motor Hotel, Cranston, R.I., underlining trend to "special function" rooms, Chairs are Howell's bronzetone stacking model. At right, a tester bed, no less, for guest who insists on looking up at a canopy. Fabric is a Colonial print by David & Dash.



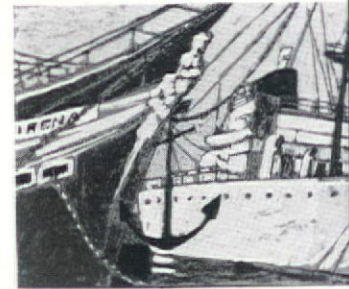
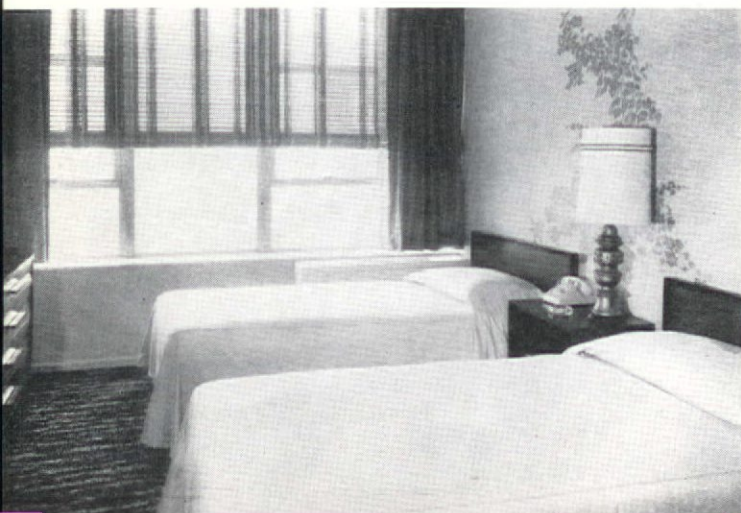
CRYSTAL DINING ROOM at Downtowner Motel, Kansas City, hits new heights of elegance with heavy overdraperies of cardinal red velvet, combined with Dacron batiste casements. Both fabrics by David & Dash.



MOTELS



SHERATON MOTOR INN is shaped to its location—20 stories high in midtown New York City. Swimming pool on roof affords views of encircling skyscrapers—see photo above left. Facilities include ballrooms, conference rooms, multi-story garage. Furniture and furnishings are by American Chair Co.; American of Martinsville; Dunbar; Murals, Inc.; Mohawk Carpets; Karl Mann; Denst & Miles (murals); Nessen Studios (lamps); Winfield Designs (wallcoverings), among others. Shown are some of the interiors, including a custom-designed mosaic mural by Anton Refregier, above, and two of the framed paintings from Karl Mann, below.





THE FLYING CARPET: Persian themes prevail at this new motel, designed and furnished by Morton Textiles & Furniture and located close to O'Hare Airport, Chicago. A latticed pavilion situated in center of the lobby, above left, sets the style for wood treatments and colors, which are echoed in restaurant, bar, and other public areas. Other photos on page show variety of guestroom facilities. Decor of each guestroom varies—note round bed, headboard treatments, dining corners, and unusually elaborate upholstered furniture.





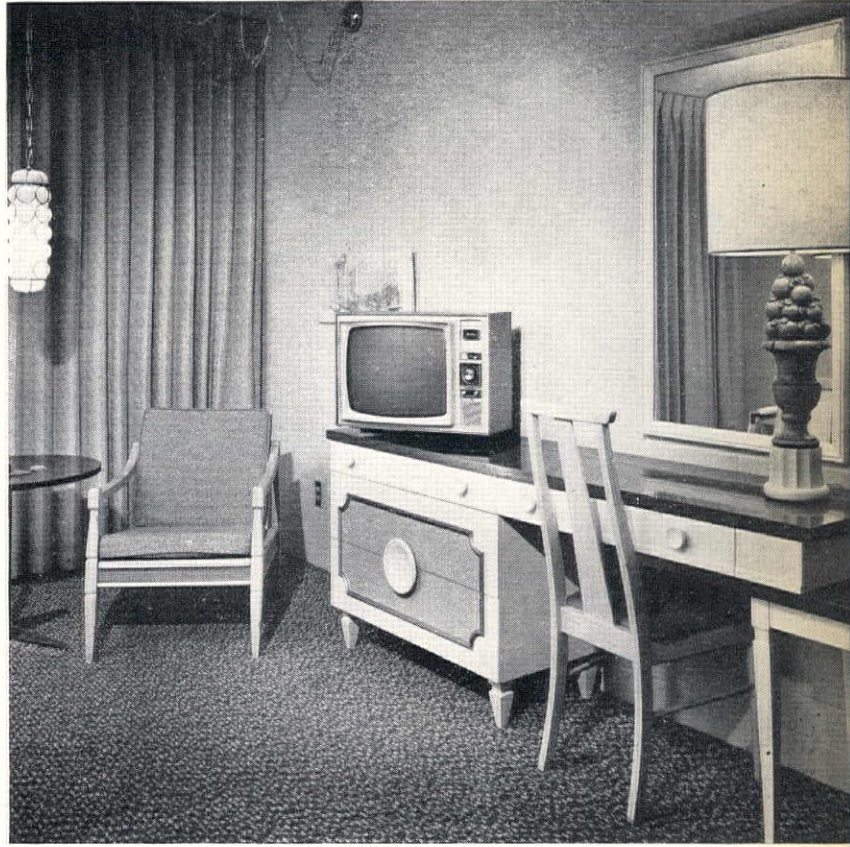
SCHIMMEL'S INDIAN HILLS INN: Designed by Richard Kent, Inc., this Omaha, Neb. motel includes a number of distinctive features, many unusual furnishings. Banquet room, above, divides by means of Fairhurst folding doors. Curtains by Thorp are correlated with carpet and upholstery of stack chairs by Tri-Par. Dining room, right, uses tables by L & B Products, with tops in rosewood Formica, patterned acoustical ceilings by U.S. Gypsum, curtains by Thorp, and wall-coverings by Gilford. Backstage Bar, below is carried out in turn-of-century style, with walls in turkey red, carpet in red and purple, and interesting tete-a-tete chairs with connected tables by Thinline.



MOTELS



EDGEWATER INN MOTOR HOTEL: This Oakland, Cal., establishment was designed and furnished by Maxwell Co. of Miami, one of the largest contract furnishers of hotels and motels in the country. Interiors are notable for their clean use of natural materials, such as the brick wall backgrounds shown here, as well as the free blending of traditional and contemporary styles of furniture. The guestrooms are unusually spacious, and the general effect is one of restraint and comfort, rather than a striving for effect. An interesting and useful innovation in the Edgewater is the Westinghouse "Host" TV and communications system which is installed throughout the motel and which supplies television, background music, radio, and an intercom system for calling guests or staff members.



Now rooms can be st



"ROOM SPAN" FURNITURE BY SIMMONS COMPANY.

Avisco® fibers bring you carefree beauty!

These rooms are dramatic proof that after you choose fabrics featuring today's Avisco rayon and acetate fibers, there are absolutely no limitations of color and comfort.

CANNON MILLS "THEME" BEDSPREADS spotlight an Avisco rayon and cotton blend that brilliantly interprets the tone on tone color blocks, accentuated with geometrics. Available in 4 color combinations that Avisco rayon helps make exceptionally lint resistant and easy to wash. From Cannon Mills, 70 Worth Street, New York.

BOSS COMPANY'S CARPETING from the magnificent "Windswept" collection is made to custom sizes, can be

closely color keyed by using any of the 32 vivid hues, alone or in mixtures. Deep piled 100% Avisco rayon face provides sink-in luxury underfoot. Resists soiling, presents no care problems. From the Boss Company, 295 Fifth Avenue, N.Y. **PINNACLE DRAPERIES** from the "Excellence of Texture" group are not frightened into fading by sunlight. The colors are actually sealed into the very heart of the Avicolor® rayon fibers when they are made. The entire collection is in bold and dramatic blends of Avicolor rayon and Avisco acetate. Eight easy to coordinate boucle patterns to work with, each in 11 decorator colors. Self lined, satin backed. From Pinnacle Fabrics, 261 Fifth Avenue, N.Y.



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BEDSPREADS BY CANNON MILLS; WINDSWEEP CARPETING BY BOSS COMPANY; DRAPERIES BY PINNACLE FABRICS.

Simmons brings you functional drama!

See what a dramatic lift a guest room gets from furniture that joins new functional utility with great elegance of styling. Room Span® designed by John Van Koert, A.I.D., is as practical as it is beautiful.

NEW IDEAS AND DEPARTURES HERE. The stow-away shirt bin replaces unhandy cabinets and drawers—conceals roomy storage space under an easy-sliding top opening. No more stooping! Handy “floating” shelf adds an extra convenience.

The new design of Room Span combines the warmth of wood

tones with the sturdiness of steel. Unique laminate “Span” strips are inlaid in the chrome-plated frames—a handsome, wear-defying design. Wood-toned laminates on tops and sides add to the pleasant feeling.

The Room Span line includes desk units, storage units, luggage stands, tables, chairs and upholstered or expanded metal headboards.

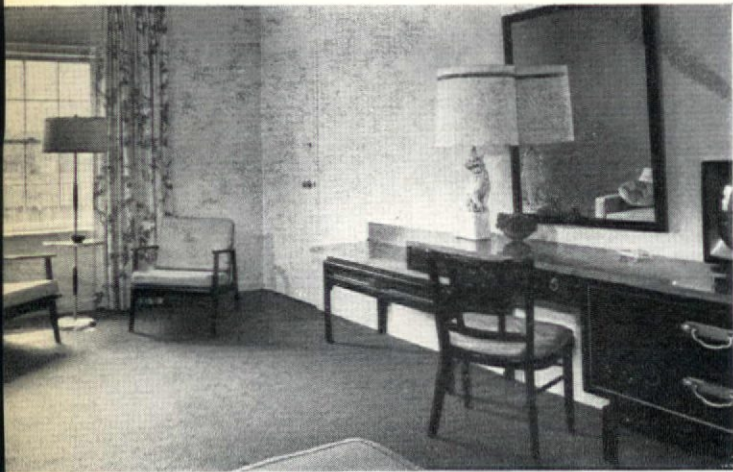
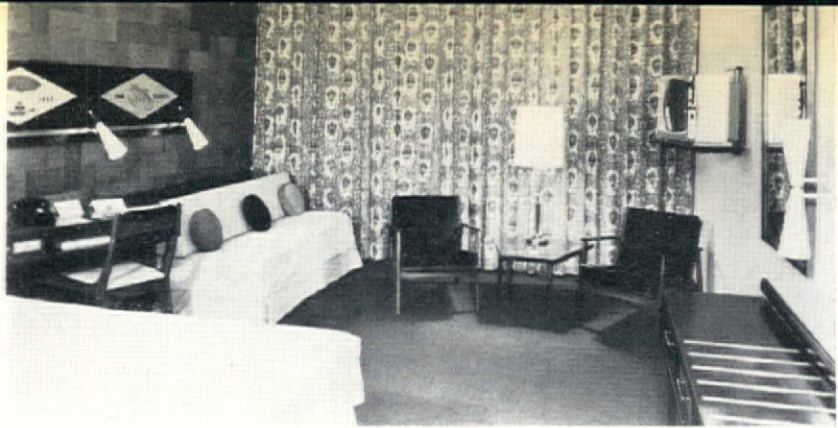
DISPLAY ROOMS: Chicago • New York • Atlanta
Columbus • Dallas • San Francisco • Los Angeles

SIMMONS COMPANY, CONTRACT DIVISION, Merchandise Mart, Chicago 54, Illinois



MOTELS

BIRMINGHAM AIRPORT MOTEL: Cork wall, red carpet, draperies, and space-saving furniture by American of Martinsville are featured in guestrooms of new air terminal motel. Below right, dramatic wall treatment in red and purple adds dimension and sophistication to open lobby space. Below, bar copes successfully with difficult problem of peaked window, using translucent fabrics in sunburst arrangement. Designer, Marilyn Motto.



FAIRFIELD MOTOR INN: Guestrooms of Connecticut motel achieve uncrowded look with American of Martinsville Accord and Manchu groups, at the same time allowing for conversational grouping at window. Lobby, below, is wood-paneled and furniture is grouped around wallpaper mural with rural feeling. Designer, Marilyn Motto.

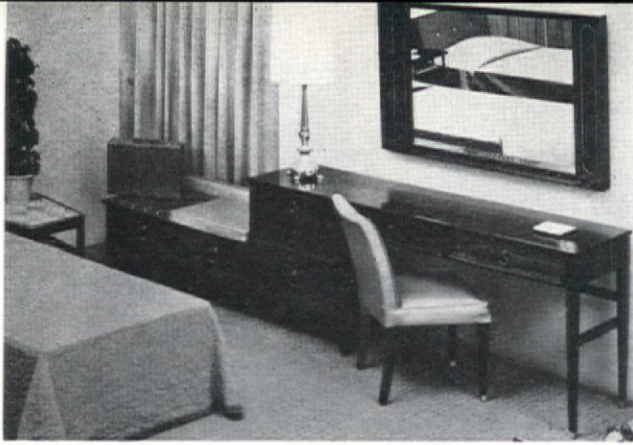




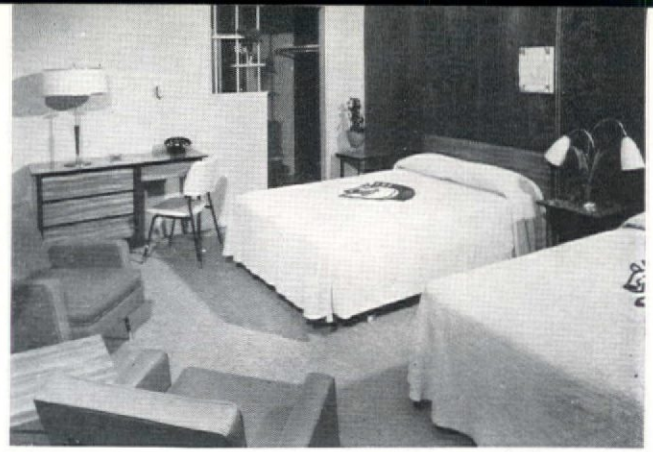
NEW MOTEL FURNITURE

CONTEMPORARY STYLING marks the Ultima series, above, of Griggs Equipment Co.'s practically maintenance-free furniture of tubular steel frames, plastic surfaces, and removable cushions. For poolside and patio, Robert Supply Co. combines aluminum tubing and stainless-steel hardware in its folding deck chair, left. Molla, Inc. patio group, below, is made of lightweight tubular steel frame with weatherproof cushions. For the space-conscious guestroom, Simmons Co. provides a compact unit, below left, that combines dresser, luggage rack, and valet board.





PERIOD TABLE, INC.: New motel line features surfaces that are said to be heatproof as well as stain-resistant. Contemporary and traditional styles are included in the new Period groupings.



TROY SUNSHADE CO.: Contract-Americana group, above, offers complete range of case pieces, lounge chairs, tables, step tables, desks, etc. Furniture tops are solid plastic, not veneers, so edges are seamless and flush.



BAUMRITTER CORP: Ethan Allen Tri-Way unit, left, employs early American styling, measures 102 inches long.

BARLER CO.: Quadrelle, a new bench-chest-desk combination in contemporary styling from the firm's Titan division.



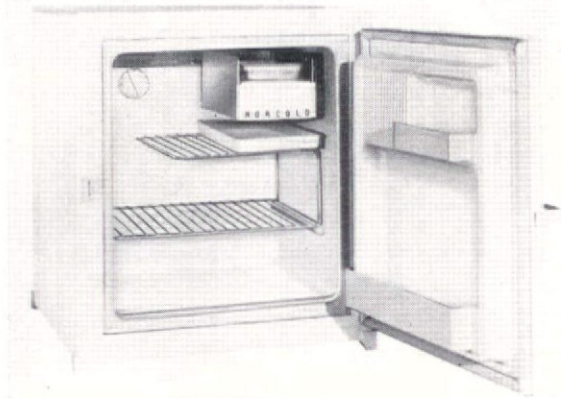
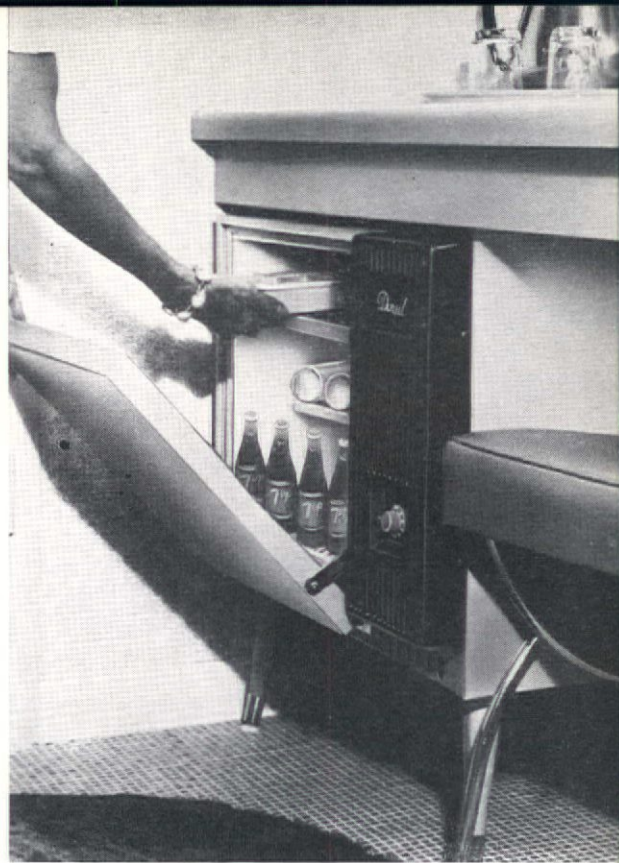
NEW MOTEL FURNITURE



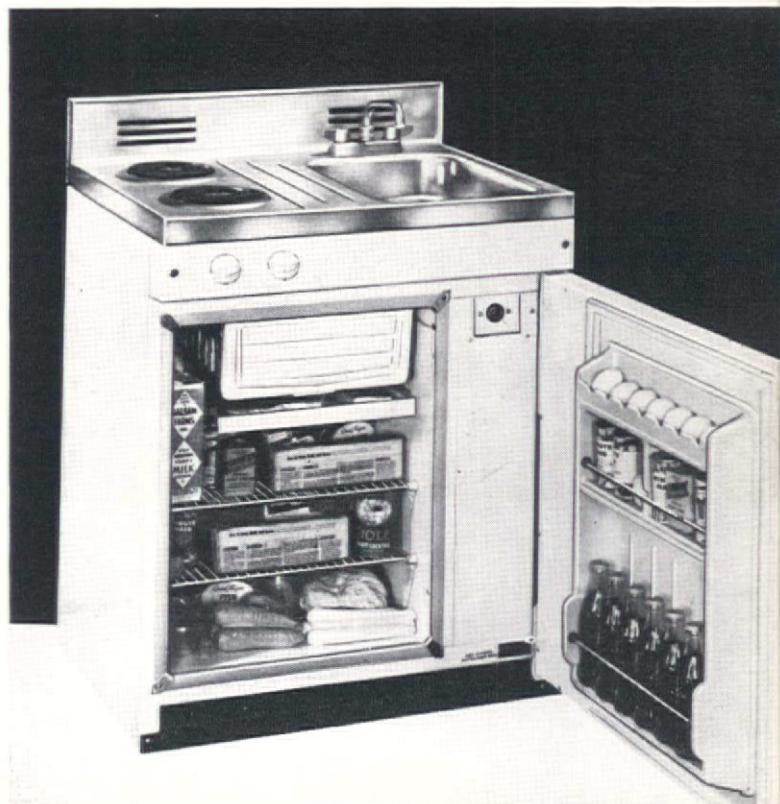
HEYWOOD-WAKEFIELD: Esquire Studio group, below, is designed for maximum flexibility. Full-size bed nestles under four-drawer studio dresser; bed acts as sofa during day. Note cocktail table and lounge chair, also from Esquire group.

KROEHLER MFG. CO.: Classic Collection is in distressed pumice over cherry, with gold-anodized aluminum moldings on drawer panels and headboards. Classic is one of several new guestroom lines by Kroehler.





REFRIGERATOR UNITS are appearing more and more in motels to provide guests with extra conveniences. The units shown here are compact, come in various styles and finishes to blend unobtrusively with guestroom decor. Nestled inconspicuously under table unit, Acme-National's Hostess, above, has hermetically sealed insulation, makes ice cubes quickly. Legs are optional. Shown opened and closed, above left, is Morphy-Richards' Astral portable unit in chip-resistant walnut finish. The Norcold Pixie, shown opened at left, has capacity of approximately two cubic feet. Attached to wall in recessed space is cold-storage unit by Springer-Penguin. General Electric's Refreshment Center, opened and closed bottom left, provides hot and cold water, two trays of ice cubes. Longer staying guests enjoy King's all-in-one kitchen center, below, with its two cooking units, stainless steel sink, and refrigerator and freezer compartments.



GROWTH AT THE AIRPORT:

**INTERNATIONAL HOTEL AT IDLEWILD, NEW YORK,
EXPANDS FACILITIES TO ACCOMMODATE GROWING TRADE**

Designs in Motion is the way Dorothy Draper & Co., Inc., characterizes the design concept it evolved for the new wing of the International Hotel, located at International Airport, New York City. Under the direction of Leon Hegwood, AID, the Draper organization developed a unified interior plan for the hotel's new public areas that combines vibrant color with unique movement in decor. The public spaces created by the interior design firm include a flight bar-cocktail lounge, a ballroom seating up to 600, and a reception lobby area.

The ballroom, called the Starlight Gardens, is actually three rooms in one. Folding doors, installed on sliding tracks and closeted in wall pockets, can be pulled across to divide the 100-foot long room into two or three rooms for smaller functions. Each room, however, retains a portion of the 80-foot oval dance floor, which will accommodate 200 persons. Colorings in the ballroom are vibrant emerald greens, cerulean blue, and white. Nineteen illuminated wall panels, 7 feet in height and constructed of laminated plastics on white Plexiglas, were specially designed for International Hotel by Dorothy Draper & Co. Each panel depicts a Mediterranean palm tree, in cerulean blue and earth green. A ceiling of twinkling star "high-hat" lights combines with the palm trees to carry out the Starlight Garden theme.

All wallcoverings are in white vinyl by Gilford Leather, with a horizontal "movement design" of blue waves handprinted on the vinyl. Chairs in the ballroom, in gold anodized frames and beige upholstery, are by Shelby Williams.

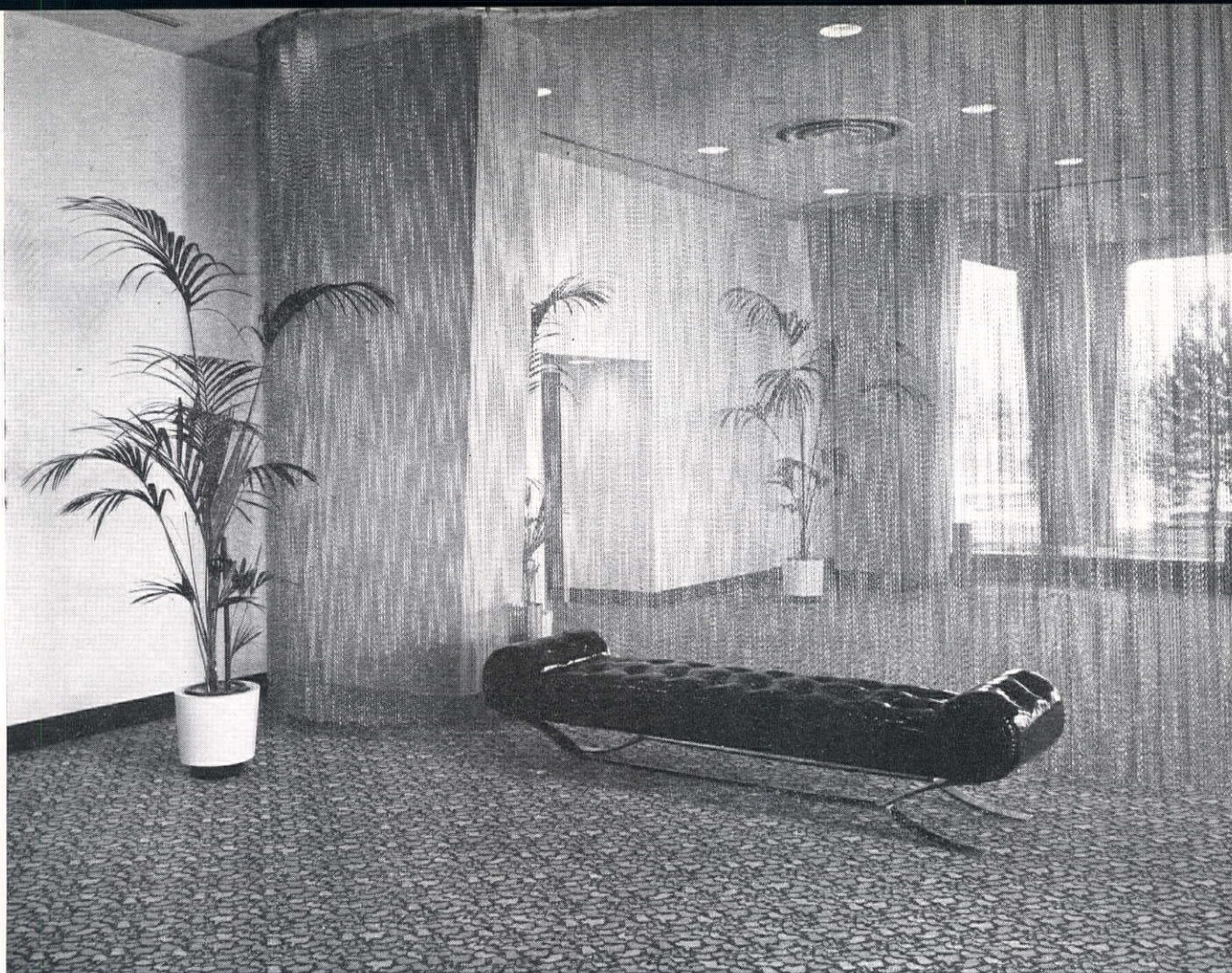
In the reception areas, lustrous chain screens act as space dividers. Each 12-foot screen carries 900 feet of gold-anodized aluminum chain, free hanging on a heavy-duty inset ceiling track. The chain screens can be drawn manually to create a separation of areas for reception space for special functions. Furniture in the reception area includes three black patent leather sofa benches, with low rounded arms in the same material but without backs, resting on a curved metal cradle.

The Flight Bar-Cocktail Lounge uses a scheme of pumpkin, white, blue, and emerald green. Cocktail tables are topped in shiny brass, reminiscent of French cafe tables, and the chairs are teakwood finished. Armchairs are covered in sky-blue vinyl, and carpeting throughout the room is a special design in forest green, blue, and emerald.

Guestrooms, corridors, and guest-floor elevator lobbies in the new wing were designed by Chandler Cudlipp Associates of New York City. Chandler Cudlipp created special furnishings for 10 luxury suites, five standard suites, and 150 single rooms. Furnishing for the luxury suites alone totaled \$90,000 (C)

HUGE COCKTAIL LOUNGE and bar is one of several facilities in International Hotel's new wing.

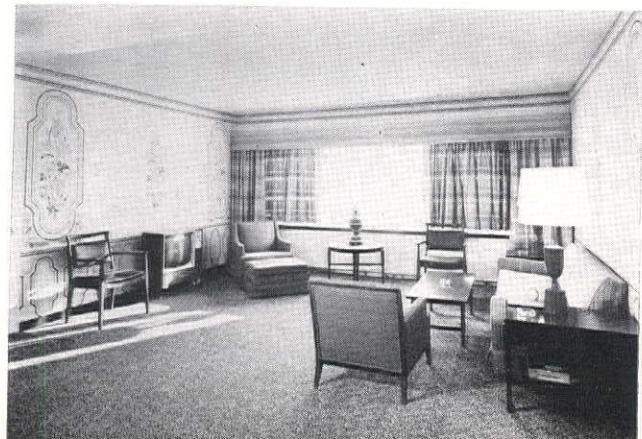




GOLD-ANODIZED ALUMINUM CHAINS act as space divider in new lobby, can be drawn manually to create special reception areas. Three black sofas in patent leather, like one shown, were designed by Draper & Co. for the lobby.



BACKLIT WALL PANELS punctuate new ballroom, above, furnished with gold-anodized chairs, carpet in blues and greens. Below, living room of luxury suite by Chandler Cudlipp; suites have two bedrooms, three baths. Cost of furnishings for ten luxury suites was \$90,000.



SCHEDULE OF MATERIALS

Cocktail Lounge

Kravet Fabrics, Inc.: draperies in persimmon and white stripe.

L. Jones & Co., Inc.: carpeting in cerulean blue, forest green, emerald.

J. G. Furniture Co.: bar stools with walnut base, black leather tops / cocktail tables with brass tops / bar chairs covered in cerulean blue vinyl from Lawrence Plastics.

Serge Cinquini: white Formica planters / lighted Plexiglas bar panels.

Multiplate Glass: triangular pattern dividers, gold under glass.

Assembly Area

Gilford Leather Co., Inc.: walls covered in white vinyl / tapered columns covered in cerulean blue vinyl.

Edwin Jackson, Inc.: gold anodized chain divider, screen curtains.

P. Nathan, Inc.: settee, a Dorothy Draper Co. special design, covered in black patent vinyl.

Serge Cinquini: white Formica planters.

L. Jones & Co., Inc.: carpeting in cerulean blue, forest green, emerald.

Ballroom

Don Tucker Plastics: Plexiglas panels: palm trees, in cerulean blue and green, a Dorothy Draper Co. special design.

Shelby Williams Mfg. Co.: ballroom chairs with gold anodized frames and beige fawn upholstery.

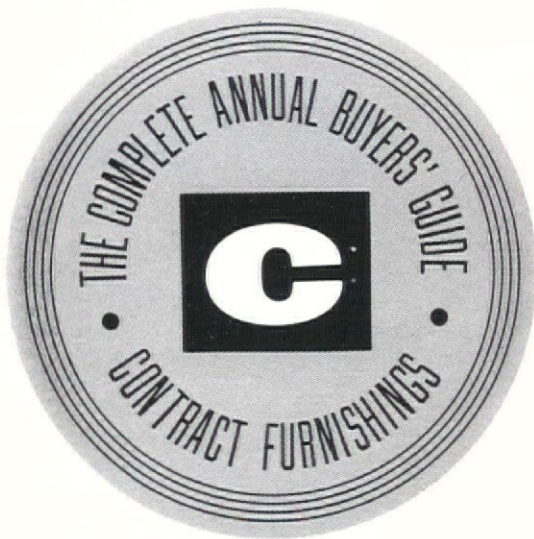
Guestroom

Murals, Inc.: mural wallcovering.

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ANNUAL
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CONTRACT CONTRACT CONTRACT CONTRACT CONTRACT CONTRACT DIRECTORY



- 1 **FURNITURE**—seating, sleep equipment, tables, casegoods, desks, construction, uses, maintenance.
- 2 **CARPETING**—weaves, constructions, fibers, design development, varieties of contract applications, maintenance.
- 3 **RESILIENT & HARD FLOORING**—vinyl, vinyl asbestos, asphalt, rubber, linoleum, wood, tile, marble, stone, terrazzo, etc.; applications and maintenance.
- 4 **FABRICS**—upholstery, draperies, bedspreads, linings, finishing, related products and services; maintenance.
- 5 **WALLCOVERINGS**—vinyl, wallpaper, cloth, paint, paneling, finishes, treatments, maintenance.
- 6 **LIGHTING**—Fixtures (ceiling, wall); lamps (floor, table, desk, special types).
- 7 **SPACE DIVIDERS**—Partitions, movable walls, glass, folding doors, screens, installation and maintenance.
- 8 **WINDOW TREATMENTS**—Shades, blinds, louvers, shutters, screens, related products and accessories; installation.
- 9 **ACOUSTICAL MATERIALS**—Mineral fibers, cork, fiber glass, metal, spray-on materials.
- 10 **PLASTIC LAMINATED SURFACES**—Furniture tops, vertical areas, counters and other applications.
- 11 **ACCESSORIES**—Pictures, art objects, ceramic decorations, mirrors, ash receivers, planters, desk accessories, etc.
- 12 **BIBLIOGRAPHY**—A guide to books, manuals, articles, specifications, and other literature on contract planning and furnishing.

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ON-LOCATION CARPET CLEANING:

TESTING PROCEDURES FOR RUG SHAMPOOS ESTABLISHED BY INSTITUTIONAL RESEARCH COUNCIL NOW ACCEPTED BY WIDE SPECTRUM OF INSTITUTIONAL USERS

CARPET testing and research of the type described in the following article is one of several types of coordinated programs developed by the Institutional Research Council, Inc. IRC is a nonprofit membership association of institutional consumers of supplies and materials, which was jointly organized by American Hotel Association, Hospital Bureau, Inc., American Library Association, and American Motor Hotel Association. Its current membership also includes American Hospital Association, Association of College Unions, American Osteopathic Hospital Association, Catholic Hospital Association of the United States and Canada, National Association of Hospital Purchasing Agents, and YMCA National Board.

IRC's objectives include a coordinated research program, the development of product standards, and the sponsorship of the Certified Products Program, formerly operated by the American Hotel Association. It also serves as a clearing house for the results of research conducted by its individual members, as well as selecting and sponsoring research projects of mutual interest. IRC's Certified Product List has been distributed by Council members as well as other trade organizations since the inception of the list in 1959.

The IRC program provides the manufacturer of products designed for the institutional market with the opportunity of qualifying his products to meet one widely accepted set of standards, rather than having to seek approval repeatedly from different organizations with varying standards.

Carpet shampoos, sometimes called on-location cleaners, were a subject of recent tests performed by a recognized testing laboratory under contract to IRC. As a general rule, a well-balanced carpet shampoo has been found to be composed of a blend of synthetic surface-active agents rather than a single detergent base. While all the ingredients serve a useful cleaning function, it is likely that at least one of the components will be specifically included for its "high foam" properties, while another will serve as a foam booster and stabilizer. Soaps, it has been found, create undesirable odors and increase the re-soiling rate of the carpet.

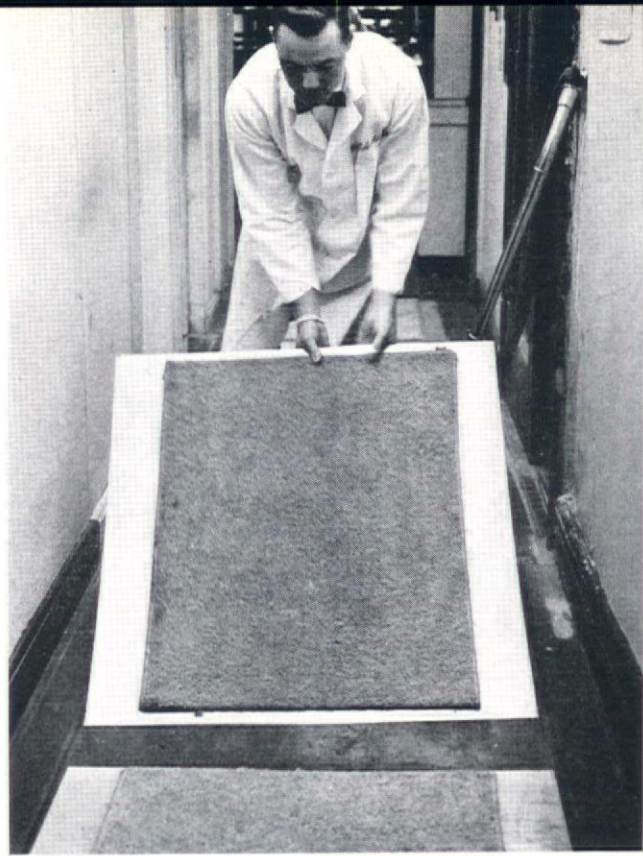
A carpet shampoo must satisfy a number of general performance requirements in order to be considered acceptable by modern standards: 1. it must readily produce foam with water of varying degrees of hardness; 2. the foam should be stable in the presence of soil; 3. it should effectively clean the carpet; 4. it should have sufficient lubricity to minimize frictional wear from the brushes; 5. it should have no deleterious effect on the various carpet components; 6. be relatively mild, as measured by pH; 7. leave no soil-attracting residues; 8. have no effect on regular carpet dyes, and 9. should not cause excessive wetting of the backing.

Extra values that are sometimes incorporated in carpet shampoos include: mildew-proofing agents, moth-proofing ingredients, germ-proofing substances, optical brighteners, anti-soil additives, and corrosion-inhibitors.

Expenditures for carpet run to about 30% of the average contract furnishings budget, underlining the need for efficient, appearance-retaining maintenance. A list of carpet cleaning products for institutional use is given in the Certified Products List published by Institutional Research Council, Inc., 221 West 57th Street, New York 19, N.Y. A newly published booklet, called *The Selection and Maintenance of Commercial Carpet*, is available from Cornell Hotel Administration Quarterly, Statler Hall, Ithaca, N.Y. for \$2.

Evaluation of carpet shampoos

In Fig. 1, a technician installs a test carpet in a hallway in preparation for a cleaning study. The carpet is one that is known to soil readily under normal pedestrian traffic. The carpet is attached by tape to a metal plate to facilitate handling and to allow its position to be shifted on the floors as well as to be rotated 180 degrees to get uniform soiling.



1

Fig. 2 shows more of the carpets in the soiling area. Not shown, but important to the tests, are the buffer rugs that bear the brunt of the heavy soil deposits. Tests were conducted by Foster D. Snell, official testing laboratory for Institutional Research Council.



2

These test swatches are vacuumed daily, Fig. 3, with a light-duty machine to remove loose surface dirt and prevent rapid soil build-up. Certified Products Program runs continuing tests on carpets and carpet cleaning preparations.



3

IRC test procedures for determining the effectiveness of floor polishes will be described and illustrated in our September issue.



4

Once a week, the piles are given a heavy vacuuming, Fig. 4, with an industrial-type unit. If the surface is stained or spotted, special treatment is given at that time. As a rule, however, as soon as a spot is discovered, prompt remedial action is taken in order to make complete and easy removal of the stain. Many stains, if allowed to age, will become increasingly difficult to remove.

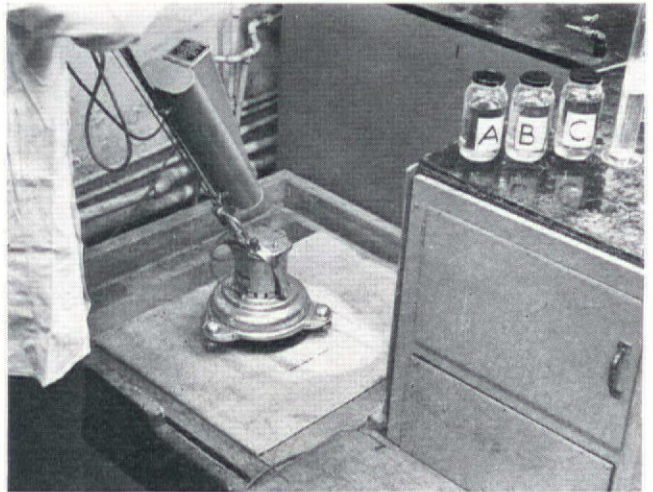
The test carpets are examined, Fig. 5, periodically in order to determine when they are ready to be removed from the traffic area. Criteria for test readiness or "ripeness" are surface appearance, traffic level, amount of soil buried in the pile, and uniformity of color. Fig. 5 shows one of the tools used to judge color changes in the carpet, a portable reflectometer that estimates color changes from light beige to brownish-black. When the carpet is sufficiently "ripened," it is cut up into smaller pieces, marked for future identification, and stockpiled for later test use.

Fig. 6 shows one of the soiled swatches, installed in a special buffer unit, being wet-shampooed with a power brush. In order to minimize variations in results, the laboratory regulates the amount of detergent used, the number of passes over the rug, the time of each pass, and the brush pressure.

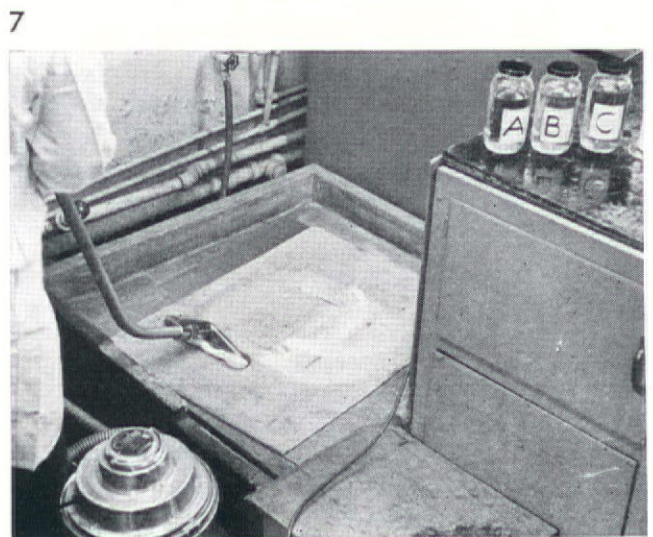
Immediately after shampooing, the carpet is wet-vacuumed, Fig. 7, using a commercial unit. This operation, like the shampooing process, is also controlled. This photo shows the relative size of the test insert as compared with the buffer rug. To reduce variations that may be contributed by unknown residues, each buffer rug is cleaned and dried before use.



5

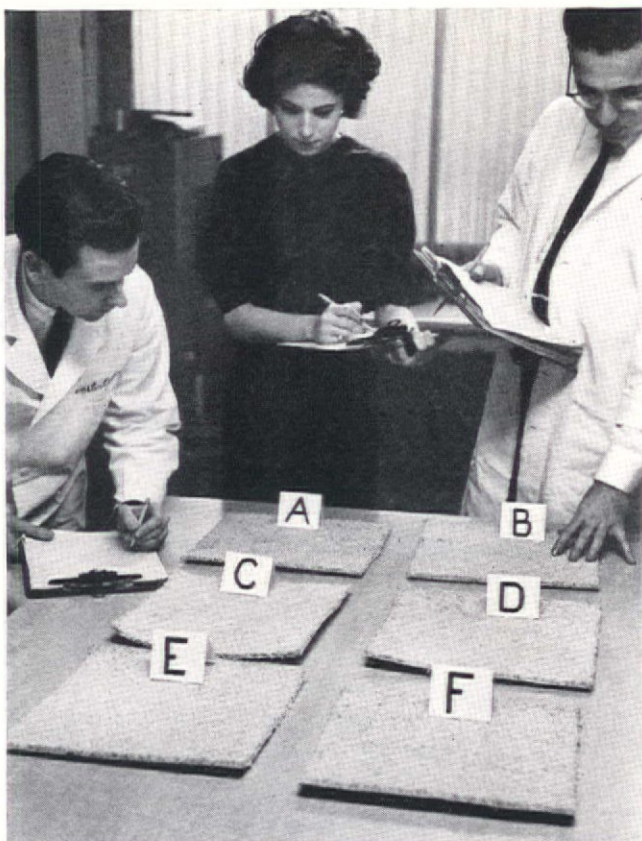


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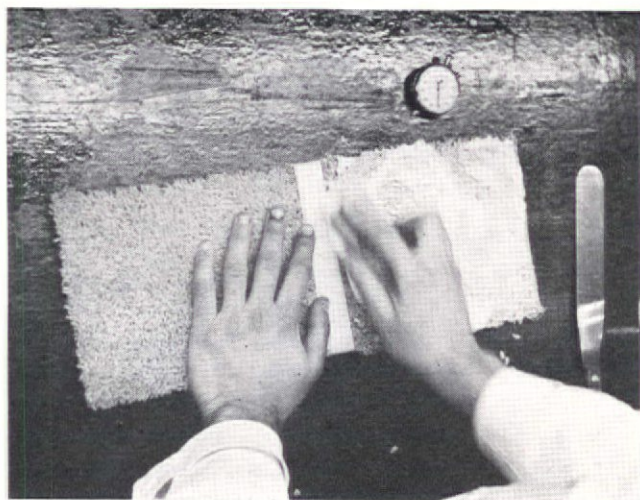


7

ON-LOCATION CARPET CLEANING

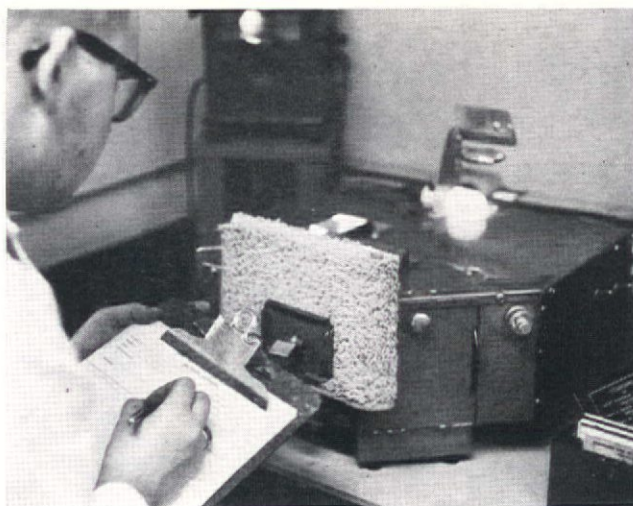
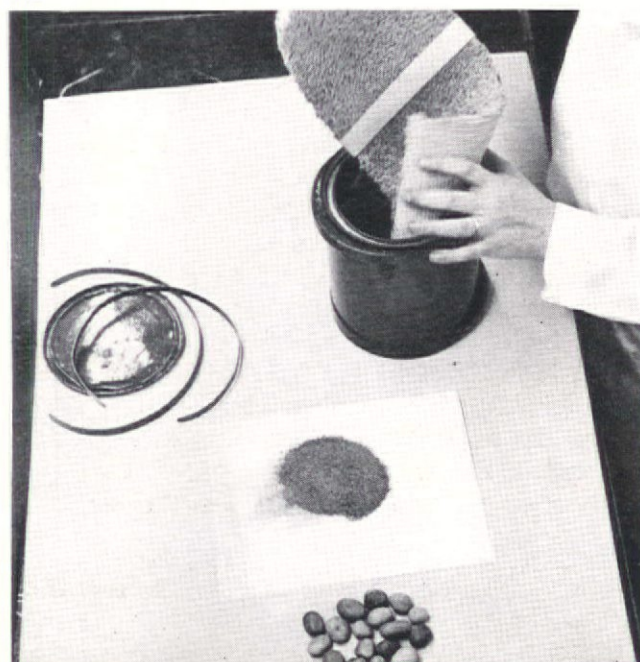


8



9

10



11

The shampooed and wet-cleaned swatches are then allowed to dry in a constant temperature-humidity room. They are then dry-vacuumed to remove loose soil and any residual dry shampoo. Prior to being evaluated by a jury of observers, the swatches are brushed to raise the tufts and to "lay" the pile in one direction. Fig. 8 shows a panel examining the swatches under standard light, comparing the appearance of a cleaned swatch to that of a swatch taken from the same soiled specimen and cleaned with another shampoo. The specimens are rated for general appearance, color, relative degree of soil left in the pile, and change in surface texture. The control specimen is coded to avoid any unintentional bias on the part of the group.

Meanwhile, a separate evaluation is made of the relative re-soiling tendencies of the shampoo. In Fig. 9, a special swatch is being hand-cleaned on a bench. The swatch is divided in half by tape to permit application of the test cleaner on one side and the comparison cleaner on the other half. The method of applying shampoo is controlled according to an established procedure. More than the usual amount of detergent is used for this test, and the foam is merely scraped off the surface rather than wet-vacuumed.

When the swatch has been dried, it is placed in a "soiling" can, Fig. 10. The metal bands are used to hold the swatch in position during the period of exposure. After the swatch is mounted, a pre-weighed quantity of synthetic soil is added together with assorted pebbles. The soil is specially prepared for this test and comprises 16 individual components, intimately blended together. The soiling unit is placed on rollers and allowed to rotate at a constant speed for a pre-set period. The half-moon attachment on the can forces the pebbles to traverse the width as well as the length of the swatch.

After this accelerated soiling process, the swatch is removed from the soiling can and vacuumed. The two halves are photometrically evaluated for color differences, and the re-soiling rate of the candidate shampoo is estimated, Fig. 11.

CONTRACT PRODUCTS AND SERVICES



Inner Office series by Protter

The new contract division of Harvey Protter, Inc., is presenting an unusually complete line of executive office furniture called the Inner Office series. The group includes desks, swivel and arm chairs, cabinets (wall-hung or free-standing), and upholstered hassocks. A representative example is the "winged" desk shown here; it is 82 inches long, with walnut top, double pedestal base of walnut, and legs of mirror-finished stainless steel. Behind the desk is a comprehensive storage unit of walnut, topped with white marble, and designed to accommodate dictating equipment and files. High-backed swivel chair is channel-upholstered in leather with polished aluminum base, and the guest chairs combine walnut, leather, and stainless steel.

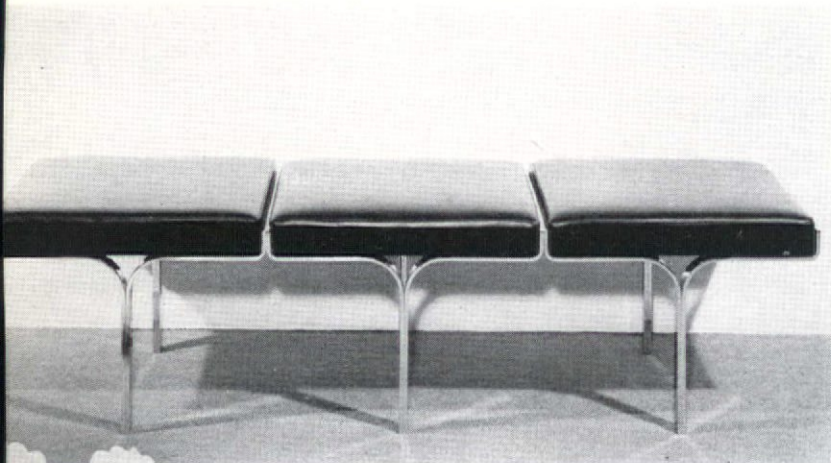
Circle No. 227 on product information card



New Denst & Miles vinyls

A new collection of vinyls by Denst & Miles, Inc., is expressly designed for dual use as upholstery and wallcoverings. Called Departure II, the collection makes use of a new process, printing with transparent inks on vinyl to achieve a true fabric color quality. Ten designs are included in the collection, their realistic effects heightened by the use of new vinyl texturings that include cut velvet, brocade, linen, and hopsacking effects. Denst & Miles states that the new vinyls are as washable and as durable as the older varieties that have objectionably slick, shiny surfaces. Patterns included traditional styles like Oakbrook, April 12th, and Challis, contemporary treatments such as Lazy Afternoon (shown), Windmills, and Periwinkle.

Circle No. 228 on product information card



Flexible Link Bench by Duplex

Designer John Behringer has created a new concept in contract furniture by building in flexibility and adaptability in the new Link Bench manufactured by Duplex Furniture Co. Depending on requirements, the Link Bench can be expanded or taken apart into as few as two of its component seats, for every unit is built to stand by itself or linked in large groups. The bench is made of highly polished chrome plated steel, cradling the upholstered seat. New chairs and tables are planned to complement the bench and create a new group.

Circle No. 229 on product information card

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PRODUCTS & SERVICES

CONTINUED

Triplex unit for hotels and motels

Basic-Witz Furniture Industries, has incorporated plastic surfaces to resist stains and scratches in this contemporary classic design by Sanford Wallack, called Basicourte. The triplex unit, for use in hotels and motels, combines a two-drawer luggage chest, desk-vanity and luggage bench. The



three-drawer wall unit (right) also has a plastic gallery rail so that it can serve as a double-duty luggage and storage chest. Metal strips on top are optional.

Circle No. 230 on product information card

New Gene McDonald line



Although the new wallpaper panels and borders by Gene McDonald, Inc. were designed originally as a nursery line, the big, simply colored motifs have already found favor as wall decorations for stores, supermarkets, and other contract installations. Hand-screened, washable, and flexible in their design elements, the new collection includes McDonald's Farm, a panel of farm animals and tulips; fruit-laden apple trees; a narrow panel of floating toy balloons; and two borders—Sillies (clown heads), and Four Licks (ice cream cones). Some of these motifs are combined in the setting shown here, with furniture by designer Lawrence Peabody.

Circle No. 231 on product information card



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DESIGNER: EDWARD DON CO.



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PRODUCTS & SERVICES

CONTINUED

Royalmetal's Viscount 65 line



Serpentine arrangement of multiple seating is a feature of Royalmetal's new Viscount 65 line. Tripod legs are interconnected by stretchers that permit them to be expanded in wide angles. At extreme left is ottoman; at right, table top to hold accessory items.

Circle No. 232 on product information card

Floor stand by McDonald



A large capacity heavy service floor stand, by McDonald Products Corp., has a tip action top that opens wide to handle paper cups, ashes, and other litter. The top ring with stainless steel blades removes readily. Inner bucket, easily emptied, is aluminum and the stand and base are available in black wrinkle finish or chrome. The top comes in solid bronze or steel finished in chrome. Over-all height is 25½ inches high; weight, 28 lbs.

Circle No. 233 on product information card

New Stephen-Leedom carpets

Stephen-Leedom Carpet Co. recently introduced five new Wilton qualities in wool—Bolero, a two-tone modified leaf pattern; Antibes, nubby textured plains and tweeds; Windsor, textured in plain and moresque colors; Carioca, a texture

with brightly colored accents, and Tudor, a stylized plume design in five plain and two tweed colors. The firm is also showing a varied new line of tufted carpets in continuous filament nylon and all-wool.

Circle No. 234 on product information card

Pedestal table by L & B Products

Shown at the National Restaurant Show in Chicago, this pedestal table by L & B Products Corp.



is made of heavy cast iron. It will support tops to 60 inches when used with three columns. Available in various finishes, the table is equipped with wobble-stopper glides and nylon caps.

Circle No. 235 on product information card

Gasser's Luana model



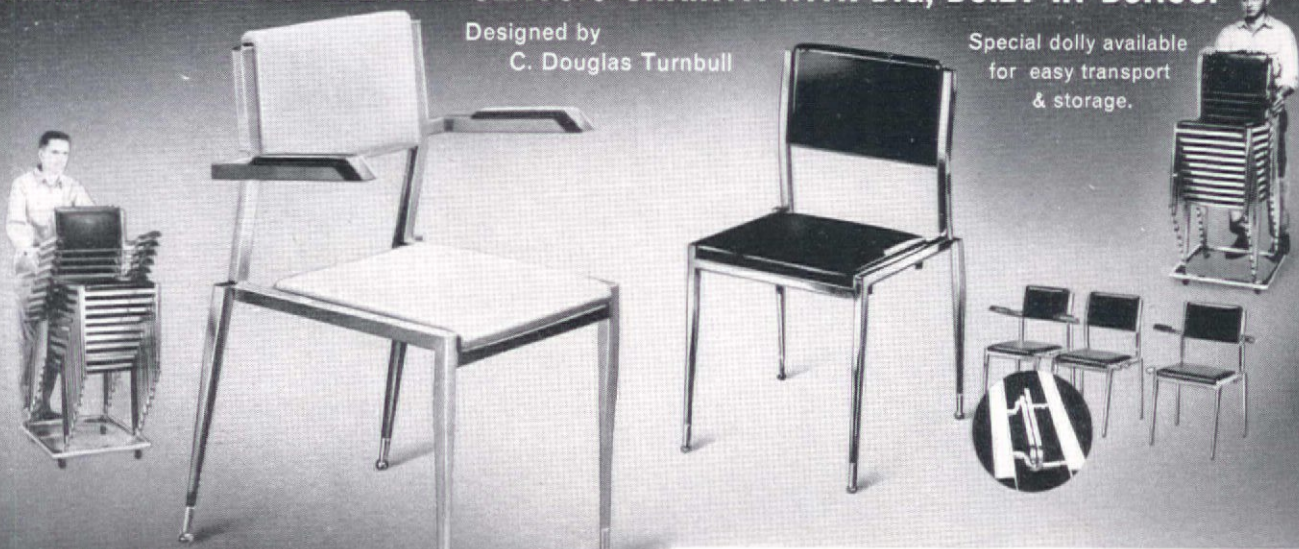
Gasser Chair Co. contributes to the high-back chair trend with a new model identified as the Luana. Shown here with breathable cane back panel, it is also available with tac-tuft and pipe-tufting upholstery on the back rest. Swivel seat and Shepherd ball casters are optional; all available without arms. The frame is walnut brown, gold, or black color-anodized aluminum, and a full range of vinyl and cloth upholstery is available.

Circle No. 236 on product information card

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PRODUCTS & SERVICES

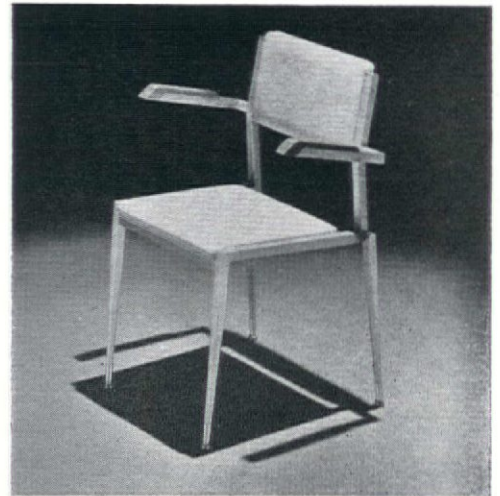
CONTINUED

New Parkwood wall system

A break-through in the use of decorative laminate surfaces for walls is reported by Parkwood Laminates, Inc. The firm will shortly debut the new Parkwood Wall System, which officials of the firm believe to be the answer to the high costs and installation problems that have up to now limited the use of laminate wall systems. The new system is said to offer an easy, non-sophisticated installation that can be accomplished by maintenance crews of hotels, motels, office buildings, etc., without the help of high-priced contractors. Components of the system include a basic panel, end caps, divider and corner moldings. A decorative strip that snaps on afterward and is positioned with a rubber mallet completes the installation. Further details and photographs of the new Parkwood wall system will be shown in the September issue of CONTRACT.

Circle No. 238 on product information card

Stacking-ganging armchair



A stacking-ganging armchair for institutional use has been added to the new seating line of Kuehne Mfg. Co., as part of its expansion into the contract furniture field. The chairs are of heavy-gauge square tubular steel, with urethane foam backs and seats, solid walnut arm caps, and supported vinyl upholstery. A stack of ten chairs is only 4 feet, 1½ inches high, according to the manufacturer, in spite of the chair's unusually large seat area; to facilitate stacking and transport, a chrome-plated dolly is available. The ganging device, made of square wire rod, is said to be so strong that a row of 100 chairs can be turned on an axis without separation. The chairs are made in eight finishes, and the upholstery is available in a wide range of colorings.

Circle No. 239 on product information card

Kwikwall movable wall partitions

A movable wall partition with the appearance of a permanent wall, manufactured by Kwikwall Co., requires no special tools or skilled workman for installation or handling. A simple crank operation expands an aluminum trim cap on top of section; on end partitions, an expandable side member fits to the wall. Rubber gaskets at all contact



points aid sound retardance efficiency and damage-free pressure to ceiling, walls, and floors. A large selection of natural prefinished wood grain surfaces are available in sections of 48 inches in width to 12 feet in height.

Circle No. 241 on product information card

Hand-sculptured chair



Sculptured by hand to bring out the unusual graining of the wood as well as to create a smooth flow of forms, this armchair is a product of the architectural and design service of America House. The chair, which combines walnut and black leather, was designed by Phillip Lloyd Powell. A broad range of custom designs, made to the exact size and material specifications of the customer, is available from the design service of America House, which produces, in addition to furniture, a great variety of decorative accessories for contract work.

Circle No. 242 on product information card

Circle No. 214 on product information card



number 155

In the dining room, reception room or executive office, this chair would be at home. Rugged and highly versatile, this chair is but one of the many fine pieces offered in the Madison collection to make the decorator's task an easier one. Write today for illustrated catalog.

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Circle No. 215 on product information card

PRODUCTS & SERVICES

CONTINUED

General Tire carpet cushion

Town House is the name of the new sponge rubber carpet cushion developed by The General Tire & Rubber Co. after studies and tests determined a "comfort" gauge to eliminate muscular fatigue, while a new herringbone surface design lowers the cushion profile for walking ease. According to General Tire, additional tests showed that the cushion's full thickness and flatter surface give



complete support to carpets even under constant heavy traffic. Town House is moth and vermine proof, non-allergenic. Dirt, dust, and lint are neither formed nor filtered by the cushion.

Circle No. 243 on product information card

kitchen space savers

30" Combination Gas or Electric with a 17" Stainless Steel Sink and a 5 cu. ft. Refrigerator that has a horizontal Freezer with ice cube trays and frozen food storage. Plastic inner door designed to hold bottles, eggs, fruit and dairy products. Magnetic door gasket to insure tight seal.

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Metal side chairs

A side chair and an armchair have been added to the Symmetry line of National Hospital Furniture division of National Store Fixture Co. Both chairs



are constructed of seamless one-inch steel tubing, with available finishes in satin chrome and baked enamel in beige, black, white, gray, or gold. The 3-inch-thick foam seats and padded backs are upholstered in Naugahyde Doe-Vin in a wide choice of colors. The arm rests are Nevamar laminated plastic in wood grains to match other pieces.

Circle No. 244 on product information card

Globe-Wernicke Design Guild

A coordinated package for business office interiors, embracing not only desks and chairs, but upholstered pieces, casegoods and anteroom furniture is being offered by the new Design Guild division of Globe-Wernicke Co., well-known manufacturer of office furniture. Associated with Globe-Wernicke in the Design Guild are two other producers, Orsenigo Co., and Fleetline Co. Together, the three firms are offering a comprehensive first collection engineered to supply all the necessary furniture for an entire office, from the top-level executives down to the secretarial pool, as well as lounge and lobby areas. Shown here are two pieces from the Design Guild group, a small walnut chest and a trimly tailored executive swivel chair. The chest, by Fleetline, has

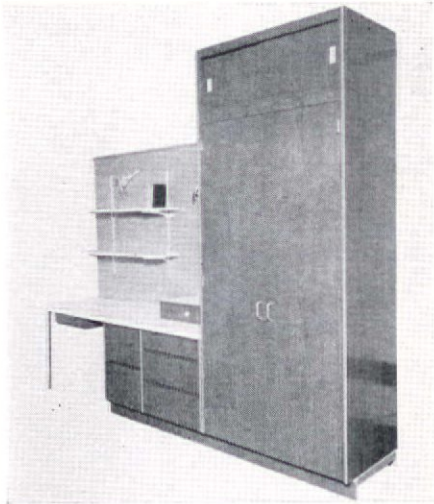


cane-paneled doors that open on concealed hinges in two-fold accordion style. The swivel chair is pleated, with roll armrest, walnut base, and steel ferrules on ball-bearing casters.

Circle No. 245 on product information card

New dormitory furniture

Melamine plastic covers all surfaces of the new dormitory line produced by Desks of America, which specializes in manufacturing furniture to the architect or designer's specifications. The unit shown here features self-closing drawers and hermetically sealed doors and drawer faces. The units never require waxing or refinishing, ac-

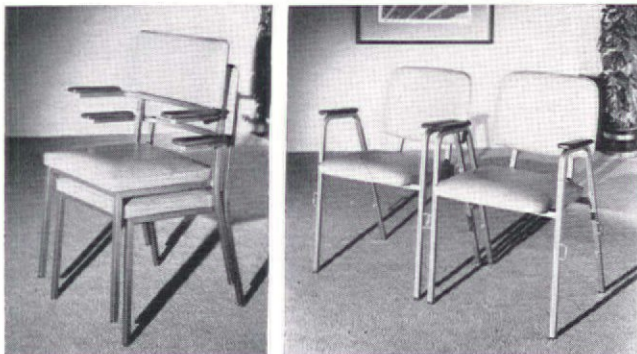


ording to Desks. Single room assembly, as shown, is part of an installation recently completed at Briarcliff College, Briarcliff Manor, N.Y.

Circle No. 246 on product information card

Two Baumritter Viko chairs

Baumritter has expanded its Viko contract collection with two new chair styles. Shown at left is a stacking chair with hardwood arms. The all-welded square-tube steel frame is finished in platinum, walnut, or gold, protected by clear Epoxy



coating. Angled legs have rubber-cushioned, nickel-plated glides. The chair is cushioned on the seat and back with urethane foam and upholstered with supported plastic covers. The other stacking armchair, at right, has a simple ganging device to clamp chairs into a semi-permanent position. Plastic buttons keep metal parts from contact when chairs are stacked. The chair features square-tube steel construction with rubber-cushioned and nicked-plated glides, thick foam cushioning in seat and back, plus wipable fabric-backed plastic upholstery. Chair is also available without ganging device.

Circle No. 247 on product information card

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MANUFACTURERS'

LITERATURE

A portable carpet kit by Mohawk Carpet Mills contains large-size samples of a dozen carpet grades, plus more than 60 swatches of pattern and



color recommendations in 3 by 4-inch size. The kit, 13½ by 18 inches, is available through Mohawk or one of its franchised dealers.

Circle No. 248 on product information card

The research and development laboratory of Thomas Industries, Inc., has issued a brochure of its research findings in connection with its Lumi-Flo heat removal troffers.

Circle No. 249 on product information card

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Circle No. 219 on product information card

The Contract Division of Simmons Co. has issued a new catalog, Office Span Equipment, illustrating standard and modular office units designed by John Van Koert. The new line includes desks, chairs, bookcases, files, wastebaskets. According to Simmons, office equipment is a new venture of the company.

Circle No. 250 on product information card

A pocket-size slide-rule chart, developed for Vinyl Plastics, Inc., provides complete estimating information on floor tile installations. By setting the length and width of the area to be tiled on the tile chart scale, the square footage, number of 9 by 9 inch tiles, over-all cost, and per square foot cost are shown at a glance.

Circle No. 251 on product information card

The lantern collection by the Howard Miller Clock Company is shown in a two-color, four-page brochure. The illustrations show all 21 styles in four models—ceiling, wall, table and floor, and include the large fluorescent wall or ceiling unit designed primarily for contract installation. Each is accompanied by dimensions and price.

Circle No. 252 on product information card

A new catalog of Steelmaster office equipment has been issued by Art Steel Co., Inc., illustrating and describing the firm's lines of chairs, desks, partitions, cabinets, storage systems, and accessories.

Circle No. 253 on product information card

In an 8-page, full-color brochure, General Electric shows its line of Textolite laminated surfacing. Illustrated are woodgrains, solids, mist solids, and abstract patterns. Installation data and specifications are also included.

Circle No. 254 on product information card

A new contract furniture catalog, with price supplements, has been issued by Buckstaff Co. Unusually comprehensive, the catalog presents each of the company's lines in a series of 25 folios, each folio being 4, 8, or 12 pages. The folios are combined in a looseleaf binder with a hard-wearing plastic cover. The format allows the user to add new folios as Buckstaff releases them, at the same time that it provides him with a sectionalized catalog. Each folio has its own price list, giving the selection of lumber, wood finishes, metal finishes, upholsteries, and miscellaneous optional features, all of which are normally heaped into one huge price list. The Buckstaff lines include office furniture, wood armchairs, side chairs, captain's chairs, conference chairs and tables, stools, table tops, etc., all neatly classified in the 25 folios contained in the catalog.

Circle No. 255 on product information card

A new folder of facts designed to provide all the information required to specify carpets of nylon for commercial or contract use has been published by Du Pont. The nine-part folder covers properties and performance of Du Pont nylon, planning and purchasing considerations, cost experience, maintenance, and technical analysis of actual installations.

Circle No. 256 on product information card

Cal-Craft offers three illustrated brochures on its line of shojis and shutter panels, draperies and dividers, and custom window shades. Sizes, colors and types are given for the various items in each line.

Circle No. 257 on product information card

A new architects' brochure is offered by Pioneer Plastics Corp. for vertical and horizontal installations of Pionite and Glamor Board plastic laminates in homes, institutions, and offices. The eight-page brochure also illustrates more than fifty woodgrain, solid, and decorative patterns in full color, and gives complete information on properties, sizes, and grades of Pionite and Glamor Board.

Circle No. 258 on product information card

CLASSIFIED ADVERTISEMENTS

Rates: \$10.00 per column-inch, payable with order. No extra charge for box numbers. Forms close 5th of each month.

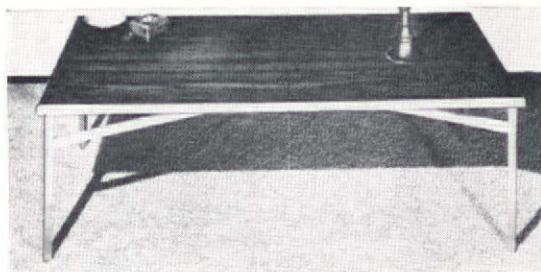
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Circle No. 221 on product information card

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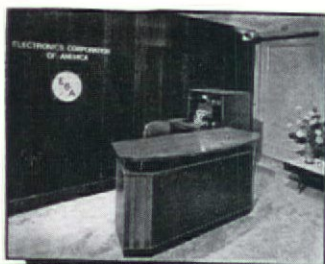
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