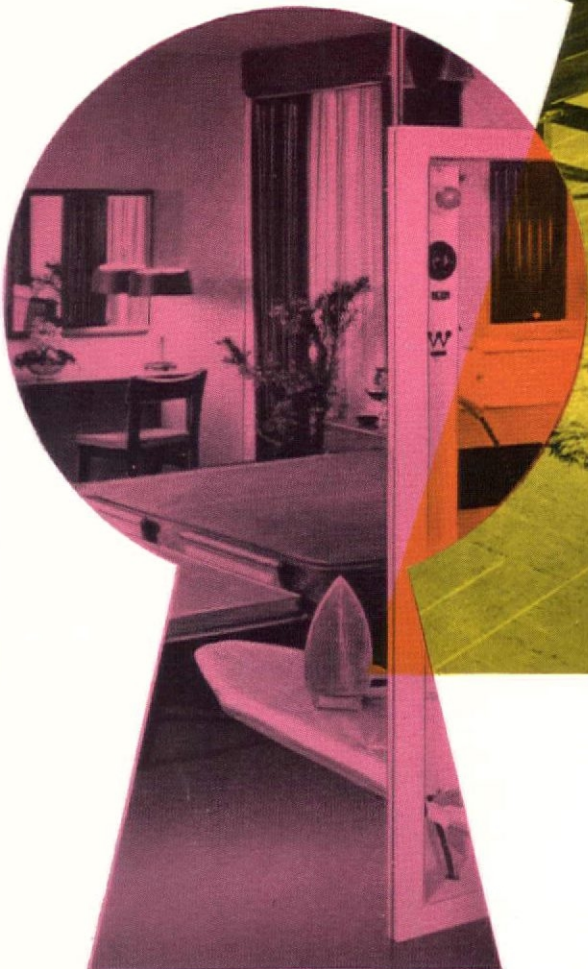


CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • OCTOBER 1962



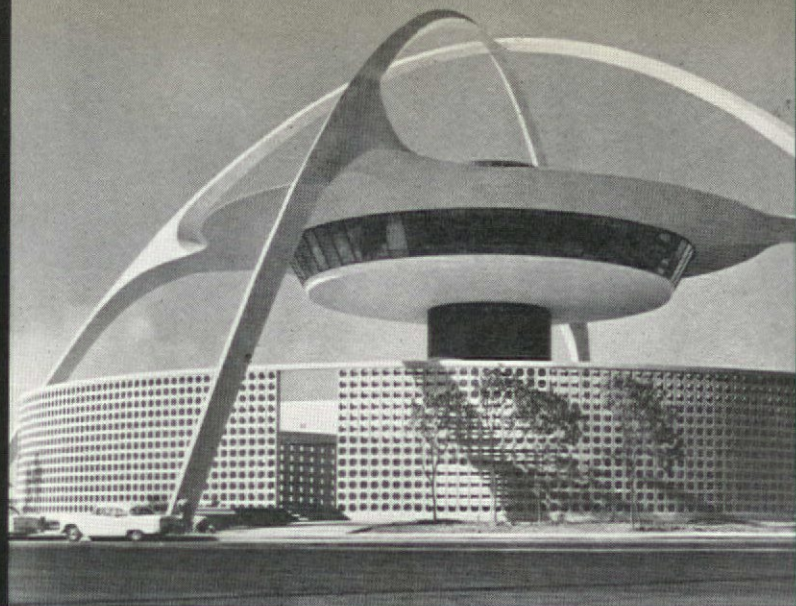
International Hotel Exposition

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the silent  *drapery tracks*



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The most dramatic new drapery track development since the advent of traverse systems



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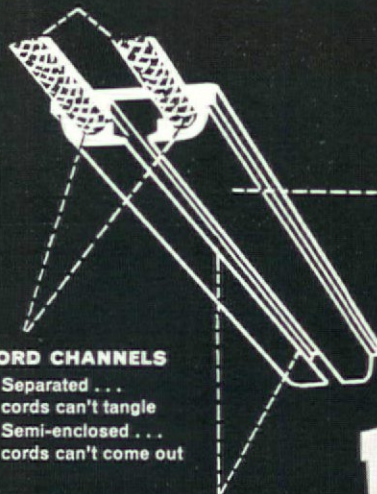
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CONTRACT

The Cover

Three peeks at the Room of Tomorrow, model exhibit at next month's hotel show; for details, see pages 30-33. Cover design by Bert Lester



CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

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COMING IN CONTRACT

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

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

JANUARY—Directory Issue—complete classified listings of products, services and manufacturing sources in the contract furnishings field.

FEBRUARY—New developments in contract carpeting.



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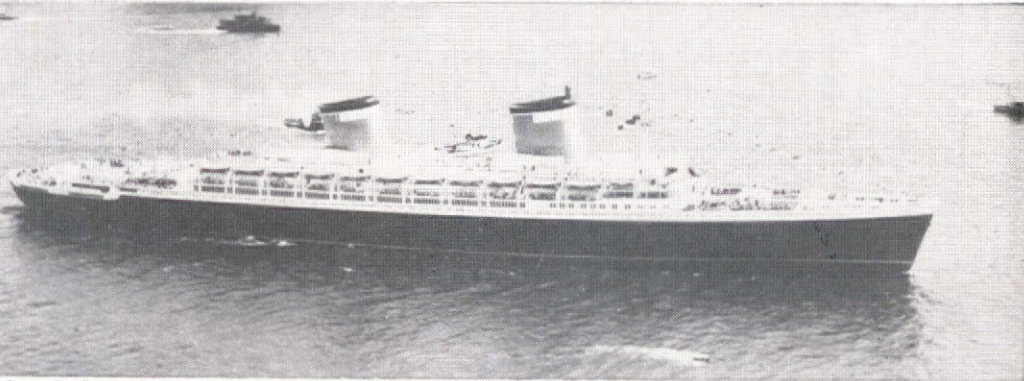
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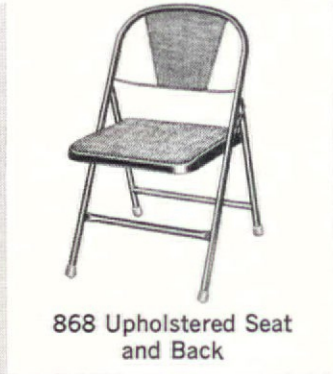
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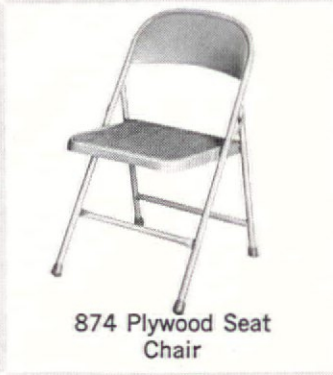
4168 Flexaire Fibreglass Chair



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

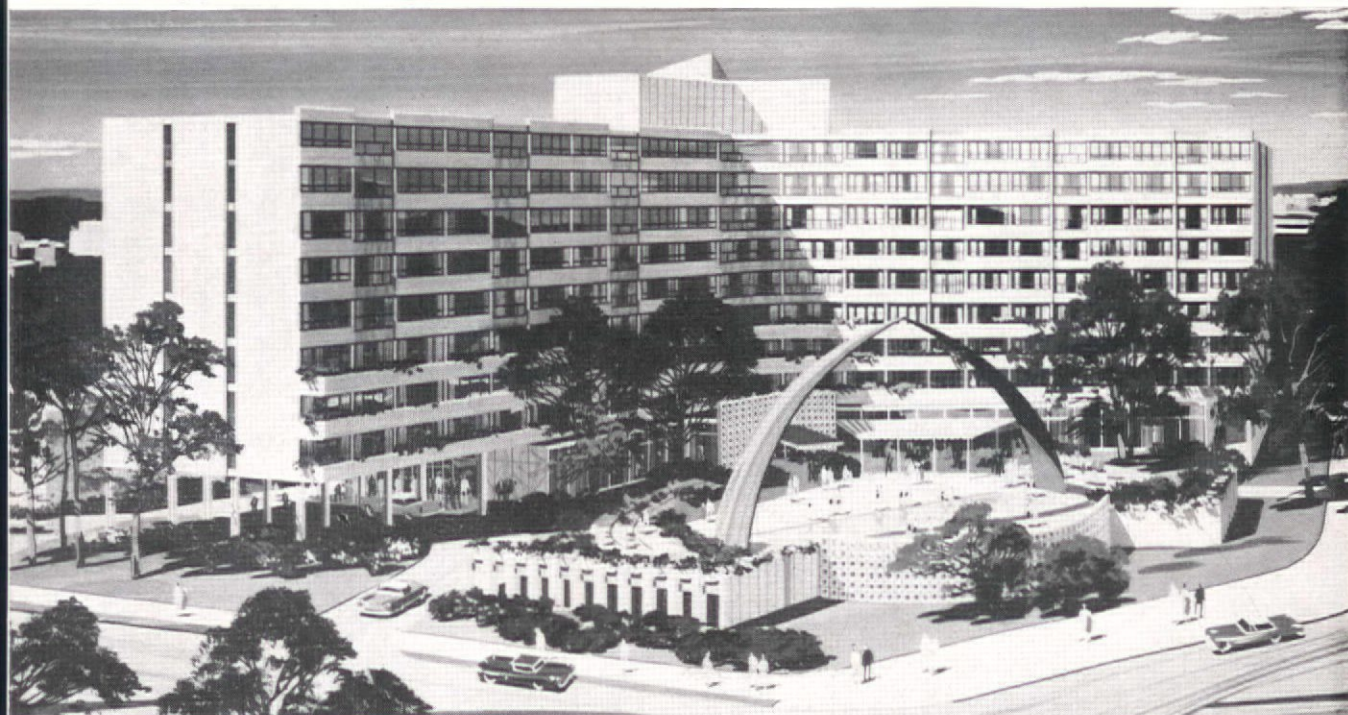
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INTERNATIONAL INN

*Washington's Newest Luxury Hotel
will make its guests more comfortable
with a new type of sponge rubber carpet
cushion . . .*



International Inn nearing completion. Structure in foreground is dome protecting year 'round swimming pool. Architect's drawing below.



Floor coverings by Jack Schwartz Co., Chicago, Ill.

Town House

*The exclusive institutional
carpet cushion material that
delivers a hushed, luxurious
comfort underfoot!*

The first Step toward luxurious surroundings is TOWN HOUSE, by General Tire. And you'll find it's deep comfort in all of the 400 richly appointed rooms of the International Inn, Washington, D. C. TOWN HOUSE was selected because its comfortable, cushioned tread is in keeping with the impressive "feel" found throughout International Inn. Guests who are accustomed to the finest can only be satisfied with the comfort and luxury offered by TOWN HOUSE. This deluxe sponge rubber carpet cushion was developed specifically to combine maximum durability and wear resistance under traffic with softness for personal ease. Remember the name when you're specifying quality . . . TOWN HOUSE.

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All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed unconditionally to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant heated floors and cement floors. Any General Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and re-installed without charge to customer.

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smart lounging and smart housekeeping... by Howell

We call it smart because you provide your reception room or lounge with the big three imperatives in practical contract furniture—style, comfort, and easy upkeep. Howell's new Dividend Group combines walnut finished curved hardwood arm rests with strong steel tubular frames welded together into a

single unit. Molded foam seat cushions are reversible for longer wear and easier cleaning. Laminated plastic table tops with Danish taper edge available in shades of walnut grain or white patterns.

With the Howell Dividend line you'll enjoy dividends more ways than one.

HOWELL

modern metal institutional furniture

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*From the Howell Dividend group.
Write for Brochure with specifications.*

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short on care
Du Pont nylon
with wear to spare**

Leading mills have created a variety of new "501"* carpets for commercial use. In cut and loop pile designs, these carpets offer beauty, ease of maintenance, extra-long wear. The same mills create "501" carpets for use at home. ■ Every day, more and more architects, interior designers and management men consult mills about custom designs. Your company trademark, for example, can be woven into custom carpeting of great distinction. ■ From banks to bowling lanes, from hotels to private offices—"501" carpet is adding a new hush of luxury. Wherever people gather, commercial carpet with pile of Du Pont nylon takes traffic in stride. And it's surprisingly low in cost. ■ For further information and names of mills offering in-stock qualities and custom styling, write *Du Pont Company, Textile Fibers Department, 308 East Lancaster Ave., Wynnewood, Pa.* Ask for American Institute of Architects File 28-E.

The Marine Bank and Trust Co. of Tampa, Florida, chose 1700 square yards of this in-stock commercial quality "501" carpet.



Better Things for Better Living
... through Chemistry

DU PONT
501
N

DU PONT CERTIFICATION MARK FOR CARPETS WITH ALL NYLON PILE MEETING DU PONT QUALITY STANDARDS.

* Du Pont Certification Mark for carpets with ALL NYLON PILE meeting Du Pont quality standards

Circle No. 199 on product information card

D. C. Currently

OUR WASHINGTON REPORT:

- **Carpeting included in FHA financing**
- **Housing for elderly expanding**
- **New contract furnishings awards**
- **Recent federal invitations**

THE federal government presents many opportunities for the floor coverings industry. It also illustrates the need for competing segments of an industry to be aware of what's going on here, because the federal government can issue regulations, or set trends, that can affect the industry far beyond the instant event, and that can mean more to present or future prosperity than any specific contract.

Here are a couple of examples. National Association of Home Builders has decided to keep up its campaign to have the Federal Housing Administration include carpeting in the real estate for FHA single-home mortgages. FHA last fall approved carpeting and draperies for multi-family units on a case-by-case basis.

Competition is given as the reason—that carpeting is increasingly being included in the valuation in conventional financing in many areas of the country.

While FHA now accounts for about only a fifth of the starts, its impact on the entire market is far greater. There's no indication such a radical change would occur soon, but the continuing pressure is worth watching, by all parts of the floor covering industry.

Senior citizens housing

Another example is that of housing for the elderly. This is expanding rapidly. And it is the most popular special housing program among Congressmen. Old folks are popular, and special housing for them is one consequence.

A significant feature of many of the projects being approved these days is "nonslip flooring." Often, this is carpeting. Although this affects carpeting indirectly, its implications are wider—

housing for the elderly can become a pacesetter for general housing features. Safety is growing in importance as a consideration in housing. This could turn into the twist: What's good enough for mom and pop is good enough for daughter and son.

Senior styles

As these approved projects spread over the country, the contract furnishings industry will be benefiting. The new construction consistently includes many areas that will require contract outfitting.

Freedom House in Seattle, Wash., which has the largest direct federal loan in this program so far, \$3,691,000, plans 307 apartments. It will have a dining hall, a first floor lounge, library and office, lounge areas on each floor, non-slip floors throughout, special height kitchen cabinets, built-in ranges and refrigerators.

Baptist Village, Waycross, Ga., will have a cluster of cottages surrounding a core building which includes a dayroom and kitchenette. The cottages will have built-in furniture. Another section will have a dayroom, dining room, lounge, beauty parlor, conference room, offices.

St. Timothy's Manor, Compton, Calif., includes a commons room, hobby shop, wall-to-wall carpeting. Magnolia Manor, Americus, Ga., will have an activities building including an auditorium, library, offices, and activities rooms. Reception and lounge areas are planned. Monsignor Wynchoven apartments, New Orleans, will have an auditorium and dining room. Floors are slip-proof throughout.

Elderly outlook

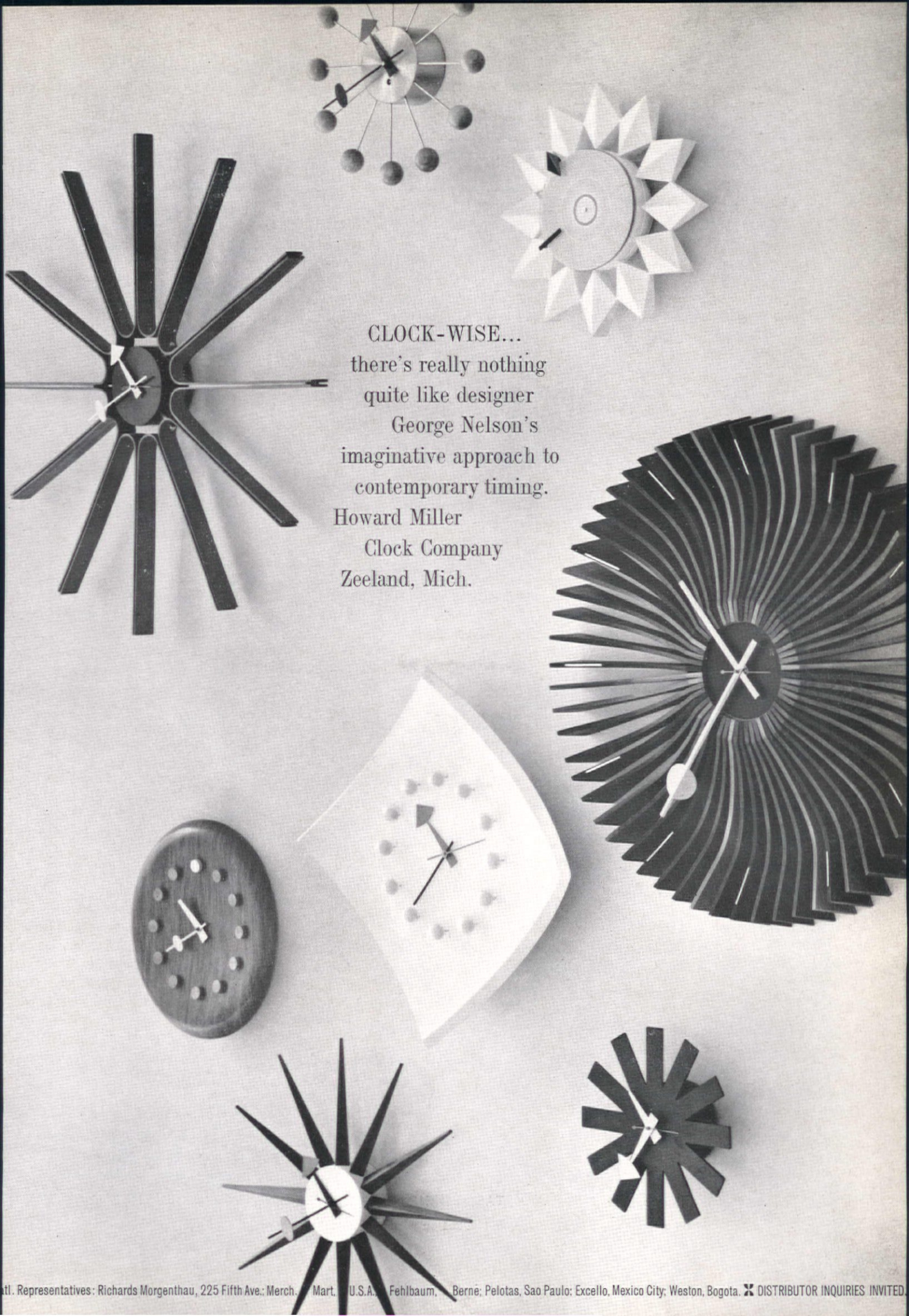
But the activity so far is just a hint of things to come. You'll see this mature into a lusty business-maker. This year, Congress expanded the authorization for the direct loan program for elderly housing by \$100 million. But the pressures exist for far more. Housing and Home Finance Agency estimates the program will be running at a \$140 million annual rate by a year from now.

And Congress next year will be considering proposals, made late in this session, for taking the present budgetary lid off altogether. Instead of figuring the millions in direct loans as a current expenditure, only the estimated net losses from the direct loan program, and from the also-growing FHA insured program for elderly projects, should be figured into the annual federal budget, it's proposed. If this were to happen, the future for old folks' housing programs—and the contract furnishing to go with it—would have virtually no ceiling.

Trickle-down theory

In that light, you can scan the potential impact of an Institute on furniture requirements for

(Continued on page 12)



CLOCK-WISE...
there's really nothing
quite like designer
George Nelson's
imaginative approach to
contemporary timing.
Howard Miller
Clock Company
Zeeland, Mich.

OUR WASHINGTON REPORT

CONTINUED FROM P. 10

older persons, sponsored by the National Council on the Aging. It's underwritten by a Baumritter Corp. grant.

Ease of maintenance, ideas in sizing and styling, and general room decor—these could carry over easily into the general market.

Important point: Many authorities here won't cut off the "aging" as a group starting at age 62 or 65. There are pressures to bring this down to 60. And with early retirement in the military and elsewhere, the group can often include folk in their fifties, too. So it's a big, growing market for the contract furnishings industry.

Pay dirt

Some recent federal procurement awards: Storage steel cabinets, \$27,045, Interior Steel Equipment Co., here, awarded by the Post Office department here.

GSA, New York—Curtains and grommets, indefinite quantity, through Aug. 31, 1963, Jolo Plastics Corp., New York City.

Navy Ships Parts Control Center, Mechanicsburg, Pa.—1207 aluminum straight chairs, \$29,559, Emeco Corp., Hanover, Pa. 156 pedestal chairs, \$25,428, Turnbull Enterprises, Baltimore. 1595 fluorescent lighting fixtures, \$36,844, Wheeler Reflector Co., Hanson, Mass.

Invitation to dig

And some recent federal invitations, to give you an indication of the road, include:

Marine Corps Supply Center, Barstow, Calif.—895 household lamps. 1,533 desk lamps.

Navy Purchasing Office, Brooklyn—shower curtains.

Veterans Administration hospital, Omaha—16 laboratory cabinets with stainless steel tops and birch plywood bases.

GSA, Denver—aluminum, glass and plastic ash trays, indefinite quantity, through Sept. 25, 1963. 991 auditorium chairs.

GSA, Washington—general office wood furniture, through Dec. 31, 1963. 586 quarters floor lights. Rattan household furniture, through Feb. 28, 1964.

Maxwell Air Force Base, Ala.—furnish and install 295 theater chairs.

McClellan AFB, Calif.—library furniture.

GSA, Atlanta—cocoa floor mats.

GSA, San Francisco—household furniture. (C)



ANOTHER NEW DESIGN DEVELOPMENT/NO. 963 ADJUSTABLE TABLE

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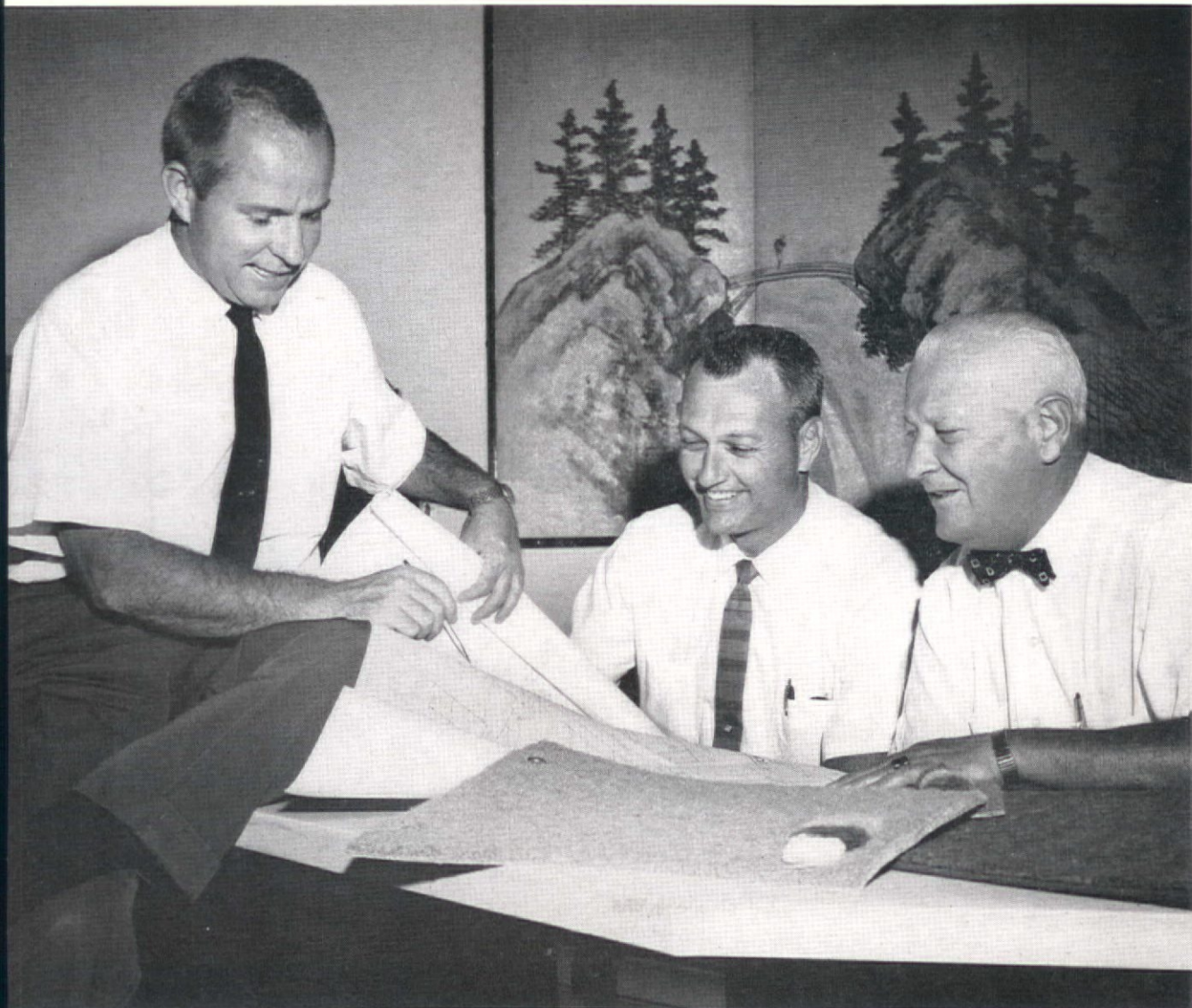
*“What the contract calls for—
Cabin Crafts has!”*

“Cabin Crafts great styling has clinched the sale on our biggest contract carpet jobs. Now with their new expanded contract line, they’re our best source for every type of installation.”

That’s the word from Mr. Aubrey Pettit, manager of the floor covering department of Lou Register Inc. of Phoenix, Arizona, one of the Southwest’s leading furniture stores.



In a new suburban branch of The Arizona Bank, Lou Register Inc. installed Cabin Crafts Glen Strié carpet with Acrilan acrylic fiber in the pile. From the impressive executive office area, shown in the photograph above, this same handsome carpet flows on into the bank’s large conference room.



Executives of Lou Regester Inc. study plans for a new contract installation with swatches of Cabin Crafts carpets to be used. L. to R. : Charles Regester, asst. store manager ; Aubrey Pettit, floor covering mgr. ; Frank Dickey, genl. manager. Among their contract customers : a large cafeteria chain and a number of banks.

Lou Regester Inc. first stocked Cabin Crafts carpets and rugs with Acrilan[®] acrylic fiber in the pile for consumer selling. They soon recognized the adaptability of the regular running line to contract use. Acrilan's superb color performance (essential in the Arizona sun), its resilience under high traffic, its cleanability and easy maintenance are vital to business installations. These same factors will be featured in Cabin Crafts new line of contract-engineered carpets. They mean broader contract business for you.

For all information about Cabin Crafts new Contract Division, write Cabin Crafts, Inc., Dalton, Georgia.

CABIN CRAFTS

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A
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 acrylic fiber
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 AC RILAN ACRYLIC FIBER

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NOW YOU DON'T



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FOR EVERY INSTALLATION...**

Tailored-to-Fit

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Roxbury has more than a century of experience in fine carpet making—ready to serve you, and supply the best carpeting at the lowest price.

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Massachusetts and Chattanooga, Tenn.



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*STREET ADDRESS.....

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CONTRACT NEWS

Shelby Williams forms new contract division

Shelby Williams Mfg., Inc., has disclosed plans for the establishment of a new division especially organized to develop and produce furniture for public areas and guest rooms. The firm plans to introduce a broad basic furniture line to include case goods as well as tables and seating. Louis Diamond is contract sales manager.

Holiday Inns 10th anniversary report

A 10th anniversary report from Holiday Inns of America states that the motel chain is now opening a new inn every 2.4 days. The first motel in the franchise chain opened in Memphis, Tenn., in July of 1952; by January 1, 1963, there will be 362 Holiday Inns in operation. Average cost of a



Holiday Inn is \$1 million. Newest trend is the "vertical" motel, multi-storied hostleries designed for metropolitan locations. Holiday Inns has taken sites in ten major cities for the vertical inns, each to be 13 stories high, each to be crowned with a glass-enclosed revolving restaurant on its roof.

Maxwell Co. expands facilities

The Maxwell Co., contract furnishers, has created a new western division and has enlarged its Los Angeles office to make it regional headquarters for the area west of the Rockies, western Canada, Alaska, and Hawaii. New regional sales manager for the Los Angeles office will be Lee Platt. James Parsons Hartig, NSID, will head the design staff.

Office furniture shipments drop in 1961

A detailed analysis by the 1961 U.S. Bureau of Census shows an over-all decline of 2.8% in 1961 office furniture shipments from 1960. The figures represent an \$8 million drop from 1960's record \$291.6 million to \$283.6 million in 1961. The report also shows a net gain of 3.5% in share of market for wood office furniture in the six-year period, 1956-1961. Shipments of metal office furniture in 1961 totaled \$194.7 million while smaller wood industry shipped \$88.9 million.

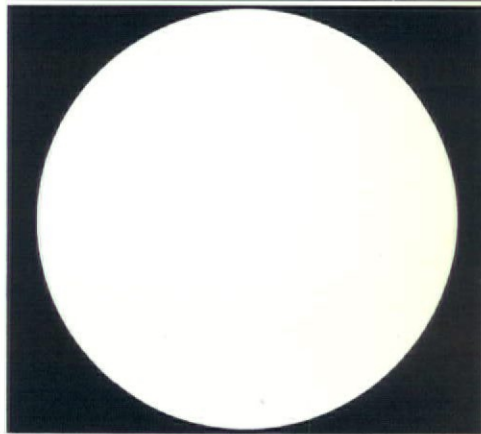
(Continued on page 20)

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NEW EXCITEMENT IN SOLID COLORS!

General Electric puts new life, new excitement into solid-color, high-pressure plastic laminates with an expanded line of 25 Textolite Solids. Note the collection of delicate pastels, plus bold new accent colors. Here is real design latitude. Write now for color samples.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

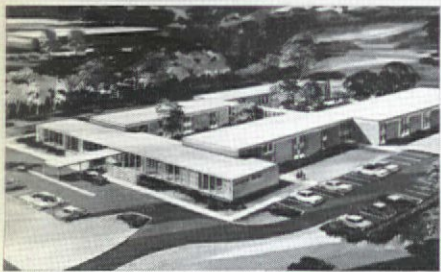
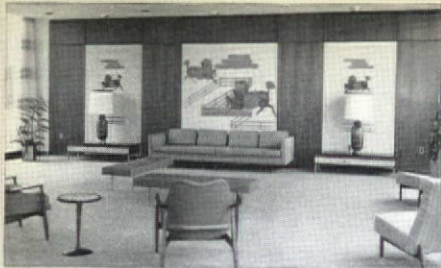


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|--------------|-------------|-----------|------------|-----------|---------------|
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| pumpkin | stone gray | champagne | putty | beige | pale yellow |
| olive | jade green | turquoise | copen blue | lavender | antique white |
| cactus green | ice green | pale aqua | polar blue | pale pink | white |

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 FIRM _____
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When professional decorators specify Resistane for their major projects, you know that it has been proven beyond doubt. Recently, in the interior design of the new Barkley House Hotel at the Greater Cincinnati Airport, Sylvia Interiors, Inc., used Resistaned wallcoverings extensively.

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CONTRACT NEWS

CONTINUED FROM P. 18

Decoration and Design 1963

Sponsored by the New York Chapter of AID and the Resources Council, Decoration and Design 1963 will be held in New York's Seventh Regiment Armory October 12-23. New products never before seen by the public will be shown in 130 full-scale room settings and displays created by nationally recognized designers. The new products will include furniture, fabrics, carpets, flooring, wallcoverings, lighting, accessories, and architectural materials.

All-Steel expands facilities

Construction of a \$2 million headquarters office building and a 510,000 square foot factory addition will more than double the size of All-Steel Equipment's present facilities, permitting the firm to consolidate all manufacturing and administrative activities at one location.

Herman Miller European unit

The formation of Herman Miller A.G., in Basel, Switzerland, was disclosed last month by Hugh DePree, president of Herman Miller, Inc., Zeeland, Mich. The European firm will manufacture and sell Herman Miller furniture in Europe, the Near East, and Africa. The new firm is the result of an agreement between Herman Miller, Inc., and Willi Fehlbaum of Basel, who will be managing director of the new company.

Wool carpet promotion committee formed

Wool Carpets of America has been selected as the organizational name of the Joint Committee of the Carpet Wool Council, Inc., and The Wool Bureau, Inc., set up expressly for the promotion of wool carpets. The committee will develop a substantial program of fundamental and applied scientific research and product development in the field of wool carpets and carpet wools. One of the objectives of the research program is to discover practical methods for producing new and/or improved features in wool carpets.

Interior design assignment

The interior design for the new 250 room luxury motor hotel, the St. Louis deVille, Lindell Boulevard and Taylor, St. Louis, Mo., will be created by Henry End, (AID, IDI). The assignment was made by Paul Kapelow and Associates of New Orleans. In addition to the rooms, Mr. End will design the public rooms, including the dining rooms, coffee shop and the patio and pool areas.

← Circle No. 208 on product information card

Cabin Crafts new contract, custom line

A new, expanded contract-commercial-custom line of carpets and design rugs was presented this month by Cabin Crafts, Inc., New York, after a two-month period of test marketing portions of the contract line in major cities throughout the country. The new line has been specifically engineered and designed to make available through franchised dealers to architects and their clients the advantages of modern chemical fibers such as Acrilan and Nylon. The line will contain eleven different style effects and a broad color range.

American of Martinsville plans new plant

The new American of Martinsville upholstery plant at Redd Level, Va., is expected to go into production in January, 1963, and is reputed to be the largest in the nation, incorporating the latest engineering developments and machinery in assembly production upholstery. Harvey LaFon has been appointed superintendent of the new factory.

L & B new address

L & B Products Corp., chair manufacturer, has moved from its New Rochelle location to: 324 Laconia Ave., Bronx 69, N.Y. New telephone number is TU 2-5400.

Morton to furnish Wisconsin resort

Morton Textiles & Furniture, Chicago, has been awarded the contract to furnish a new \$3½ million, 245-room resort on the shore of Lake Geneva, Wis. The resort, called the Abbey, will be in Fontana, Wis., and will include 90 acres of resort facilities and a private lagoon with a marina for 254 boats, as well as dining rooms, cocktail lounges, and convention facilities.

New Thailand division

Designed Wood Flooring Co. has been designated as the new division of Thailand Industries, Inc., New York City.

ISD moves

Interior Space Design, the contract design division of Perkins & Will, architects, has moved to 485 Lexington Ave., New York City.

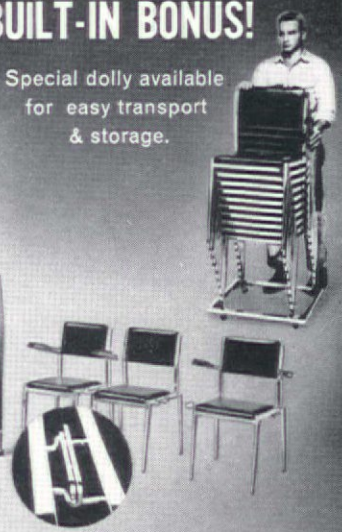
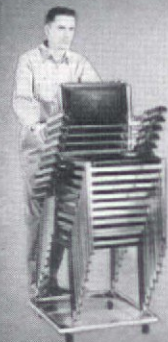
Addendum: Vicrtex wallcovering

The credits on page 28 of our August issue regretably omitted mention of an important manufacturing source. The wallcovering used in the banquet room of Indian Hills Inn, which was shown on that page, was made by L. E. Carpenter & Co. The style was Carpenter's Vicrtex Vienna in antique gold.

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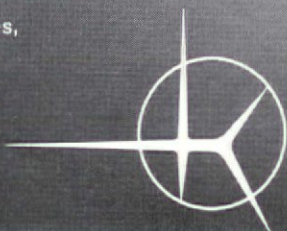


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 lounge chairs & settees bar stools

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Firm Name _____

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Short-Stop Room—a new and compact concept for brief stays—contains many conveniences including refrigerator unit, television, room services panel, valet board, luggage rack, comfortable, colorful furniture, excellent lighting and light controls.



take an Idea Tour through the



Refrigerator with ice-maker and storage space in the foyer bar.

First-of-its-kind "Room of Tomorrow" foyer sets the color theme and features unique guest room attractions: dramatic striped vinyl wall covering, bright laminate doors, mosaic vinyl flooring and mirror-top over spacious refrigerator unit and sink.

1963 "Room of Tomorrow" Sponsors: Amtico Vinyl & Rubber Flooring Div., American Biltrite Rubber Co. • Carolina Mirror Corporation • Cohn-Hall-Marx Division of United Merchants & Manufacturers, Inc. • Deering Milliken, Inc. • Eastman Chemical Products, Inc. • Commercial Carpet Company • Crane Company • Deltex, Inc. • Lightolier, Inc. • Parkwood Laminates, Inc. with Decotone Products Division of Fitchburg Paper Co. and American Cyanamid Company • RCA Service Company, A Division of Radio Corporation of America • Simmons Company • Springer-Penguin, Inc. • Harris G. Strong • Superior Electric Co. • United States Rubber Co. • Westinghouse Electric Corporation (Iron-A-Way).

1963 Room of Tomorrow



This prestige bedroom suite features a king-size bed with vinyl-upholstered headboard that has fold-down panels at each side—wonderful for coffee in bed! Striking ceiling lights have dimmer control for bright or soft lighting effects. Carpet boasts beauty, walking comfort and durability—has integrated sponge cushioning. Television, intercom and lighting control within easy reach.



A practical touch to an elegant room—fold-away ironing and pressing board "disappears" into mirror wall, which reflects wood framed mirrors opposite.

Building new units? Remodeling? Whatever the problem, you will find many practical and attractive ideas throughout the 1963 "Room of Tomorrow"—ideas that can be easily adapted to give your rooms new guest appeal.

New concepts, new furnishings and good space planning provide the utmost in luxurious comfort, livableness and low-cost maintenance.

Unusual color combinations in both the Short-Stop Room and the Room-at-the-Top suite are refreshing, relaxing and elegant.

1963 "Room of Tomorrow" designed by Roy F. Beal, F.A.I.D. See it at the National Hotel Exposition, New York, in November. See "Room" sponsors for product information.



Here's quiet elegance in the Room-at-the-Top living room. The design and decor achieve a spacious and informal feeling. Variety of ideas for walls—plastic-coated woven covering and wood-grained laminate—window draperies flanked by floor-to-ceiling vinyl screens. New flooring treatment in wood vinyl.



Color television with wood-grained laminate wall backdrop, highlighted by strips of ceramic tile. Dramatic lighting has dimmer control at table-side.



Lighting in all rooms features dimmer control.



One of two bathrooms for the Room-at-the-Top suite—or single bath for the Short-Stop Room. Modern bathroom fixtures, sparkling mirror, gleaming vinyl walls and textured pastel floor represent decorative ideas.

PEOPLE

Lawrence Lerner, president of Michael Saphier Associates, New York City, addressed the Mortgage Bankers Assoc. of America at a Michigan State University symposium Sept. 12. Mr. Lerner, whose firm has planned and designed more than 55,000,000 square feet of office and industrial space, spoke on "Physical Office Administration."

Jack Sampson has been appointed director of hotel-motel sales for the Robey Department of Drexel Enterprises, Inc., Drexel, N.C. Mr. Sampson will direct the entire marketing activities of all hotel and motel products.

Daniel C. Delacourt has been promoted to a staff position in American Viscose Corp.'s industrial merchandising department in New York City.

Executive Interiors, Inc., Washington showroom devoted exclusively to office furniture and furnishings, announces the addition to its professional staff of James B. Rome as sales manager. With a background of space planning, design and decorating, Mr. Rome will further develop Executive Interior's clientele among architects, designers, as well as government agencies, institutions, and other qualified contract purchasers.

Ken Watt has been appointed director of marketing for Shelby Williams Mfg., Inc., Chicago, manufacturer of institutional seating, as part of the firm's planned program of expansion.

Nathan S. Ancell, president and treasurer of Baumritter Corp., has been elected 1962-1963 president of the National Association of Furniture Manufacturers, during the association's 34th annual convention last month. Others elected are: J. Raymond Gerken, president, Norwalk Upholstery Co.—first vice president; Herbert Toor, president, Furniture Guild of California—second vice president; Roger Clapp, general manager, Mersman Bros. Corp.—third vice president. Re-elected were: Jerome L. Metz, president, J. L. Metz Furniture Co.—treasurer; John M. Snow—executive vice president of NAFM.

Earl W. Jones has been named as a sales representative by Troy Sunshade Co., for all phases of furniture sales in portions of Kentucky, Virginia, and West Virginia.

WALTER P. BRIGGS

Walter Peter Briggs, 46, vice president of sales Mohawk Carpet Mills division of Mohasco Industries, carpet manufacturer, died last month at his home in Bronxville, N.Y.

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DESIGN: ARNE JACOBSEN, PROFESSOR, ARCHITECT

FRITZ HANSEN INC. • DECORATIVE ARTS CENTER • 305 EAST 63RD ST. • NEW YORK 21

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COMING IN JANUARY, 1963...

THE FIRST
ANNUAL
CONTRACT

directory ISSUE

- 1 **PRODUCT DIRECTORY** The most complete directory of contract furnishing products and services ever published. Included will be thousands of commercial/institutional furnishings items in over 100 categories and sub-categories most needed by and useful to contract furnishers and buyers.
- 2 **PRODUCT ANALYSIS** A feature section consisting of 12 chapters, each an authoritative study of types, characteristics, maintenance, standard and new uses, etc., of a major product category.
- 3 **GUIDE TO LITERATURE** A contract furnisher and buyer's guide to books, manuals, pamphlets and other available literature on contract products, applications, space planning, and requirements of specific institutions such as hotels, motels, schools and colleges, offices, restaurants, hospitals, etc.
- 4 **BRAND NAMES INDEX** A complete guide to hundreds of important brand names in commercial/institutional furnishings.
- 5 **BUSINESS GLOSSARY** A glossary of business, trade, professional and architectural terms used in connection with contract products and planning.

INCLUDE THE JANUARY DIRECTORY ISSUE
OF CONTRACT IN YOUR ADVERTISING PLANS!

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.

COMPLETE CLASSIFIED LISTING OF PRODUCTS, SERVICES, AND MANUFACTURING SOURCES

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CONTRACT MAGAZINE

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A GRALLA PUBLICATION



CONTRACT SHOWCASE:

THE NATIONAL HOTEL EXPOSITION, NOV. 12-15, IS INDUSTRY'S MOST ACTIVE, MOST INCLUSIVE MARKETPLACE, ACCOUNTING FOR MILLIONS OF DOLLARS IN SALES EACH YEAR

BECAUSE the contract market is expanding at a continually accelerating pace, trade interest in a marketplace at which a generous slice of the industry's wares are shown is at an all-time high. To date, the most effective showcase has been the National Hotel Exposition, which takes place annually in November at New York City's Coliseum. Although it is, as its name implies, a hotel show rather than a specialized contract furnishings exhibit, its fourth floor is nevertheless the most wide-ranging show of furniture and furnishings for commercial and institutional interiors of every type, far transcending the requirements of hotels and motels alone.

Basic contract exhibits at the hotel show are the Room of Tomorrow and Designs for Dining, details of which are shown elsewhere in this issue. These feature functional interiors that the

hotel or motel operators can use as sources for ideas and for actual furnishings as well. Many of the products shown in Room of Tomorrow and Designs for Dining will be available, and salesmen from the companies that make them will be on hand to provide information.

By our count, there are approximately 100 sources for contract furnishings represented this year on the fourth floor of the hotel show. The merchandise they will show includes both standard and new items, in virtually every category of interest—furniture, carpeting, fabrics, resilient flooring, wallcoverings, lighting fixtures, partitions, refrigerators, TV and communications accessories, and packaged design and planning services. A list of these exhibitors and their booth numbers is printed here. Each of their exhibits will be staffed by sales personnel who can tell you

what you want to know about the line of products in question. Each of them is also equipped to take your order at the show for immediate or later delivery. Valuable data on quantity prices, specifications, and tests are also available from these sales representatives.

A review of the offerings by exhibitors indicates that not only is every category of furnishings represented but also a broad range of price category. It is possible to outfit everything from a low-budget restaurant to a de luxe hotel from among the products that will be shown at the National Hotel Exposition. The best of the furniture and furnishings shown ranks with the highest-priced "decorator" merchandise available; the difference is in construction, rather than in esthetics, since the contract units are made to withstand more rugged wear and to reduce

maintenance and repair problems. The hundreds of "bread-and-butter" items featured are also designed and built in conformity with contract requirements.

Contract buyers should attend, while touring the fourth floor, the annual Motel and Motor-Hotel Conference, which will take place on November 13 and 14. Motels (see August 1962 CONTRACT) have become an important segment of the contract field, and the conference acts as a workshop providing information on phases of motel operation that will be helpful to the designer as well as to the motel operator.

The point that should be underlined is that the National Hotel Exposition is a buyer's show, providing in effect the most convenient and most comprehensive marketplace for the purchasing of contract furnishings. (C)

CONTRACT EXHIBITORS AND BOOTH NUMBERS

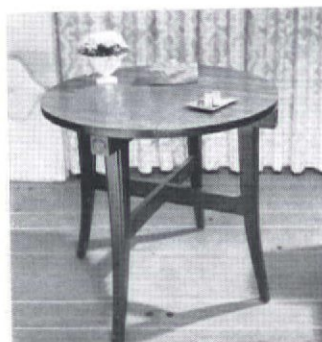
| | | | |
|---------|--|-------------|--|
| 3059 | Acme National Refrigeration Co., Inc. | 1200-01 | L & B Products Corp. |
| 2148-50 | All Mica Fabricating Co., Inc. | 4068 | Lightolier Inc. |
| 4046 | American Biltrite Rubber Co. (Amtico) | 2033-34 | J. Lowenstein & Son, Inc. |
| 4132 | American Furniture Co., Inc. | 4051-52 | Lynch & Bailey Inc. |
| 3036 | Authentic Furniture Products | 2194 | Magee Carpet Co. |
| 1199 | Bassick Co. | 4108 | Magnavox Co. |
| 2025 | Bates Fabrics Inc. | 2163 | Masland Duraleather Co. |
| 2031 | Baumritter Corp. | 2108 | Maxwell Co., Inc. |
| 4088-91 | Beauty Craft Furniture Industries, Inc. | 2050-1/2-51 | McDonald Products Corp. |
| 2120 | Bela Div., J & J Tool & Machine Co. | 4122 | McInnis & Co., Inc. |
| ROT | Bell Telephone System | 4111 | Jo Mead Designs |
| 2082 | Bigelow Sanford, Inc. | 2211 | Morgan-Jones Inc. |
| 2201 | Bonnie Looms, Ltd. | 4069 | Murals, Inc. |
| 2150 | B. Brody Seating Co. | 4057-58 | Murphy Door Bed Co., Inc. |
| 2041-42 | Brunswick Corp. | 1171 | National Store Fixture Co. |
| 4039-40 | Buckstaff Co. | 4113-17 | New England Contract Furnishings Inc. |
| 2215 | Budoff Outdoor Furniture Inc. | 4092 | New York Flameproofing Co., Inc. |
| 4107 | Carroll Chair Co. | 1150 | Ohio Chair Co., Inc. |
| 2085 | Chairmasters Inc. | 4070 | Parkwood Laminates Inc. |
| 4100-01 | Chemstrand Corp. | 4080-81 | Philco Corp. (Tele-Sound) |
| 4059-60 | Chicago Hardware Foundry Co. | 4084-85 | Phil-Mar Corp. |
| 4094-95 | Consolidated Hotel Equip. Div. | 1216-17 | Plastic Pioneers |
| 3250 | Croydon Furniture Co., Ltd. | 1168-69 | Plastics Mfg. Co. |
| 4049-50 | Dagle Seating Co. | 1019-20 | Precision Metal Products Inc. |
| 3061-63 | Eastern Furniture Manufacturers, Inc. | 4031-34 | Quartite Creative Corp. |
| 2061-62 | Empire State Chair Co., Inc. | 2155 | R-Way Furniture Co. |
| 2153 | Englander Co., Inc. | 4112 | Rachlin Furniture Co. |
| 3250 | Exclusive Upholstery Co., Ltd. | 2084 | Radio Corporation of America |
| 1179-80 | Fixtures Mfg. Corp. | 4037-38 | Revere Furniture & Equipment Co. |
| 2179 | Formica Corp. | 4000-04 | Robey Dept. of Drexel Enterprises, Inc. |
| 2126-27 | Gasser Chair Co., Inc. | 3161 | Rolscreen Co. |
| 2216 | General Electric Co. (TV) | 2210 | Sealy, Inc. |
| 4098 | General Tire & Rubber Co. (Textileather) | 2152 | Shelby Williams Mfg. Inc. |
| 4129 | Georgia Company, Inc. | 2164-65 | Simmons Co. |
| 4023 | Georgian Lighting Studios, Inc. | 4093 | Springer Penguin, Inc. |
| 2023 | Gilbert-Jaffe Co. | 1103 | Stakmore Co. |
| 2030 | Gulistan Carpet Co., Inc. | 4125-26 | Standard Coated Products, Inc. |
| 4027-28 | Hardwood House, Inc. | 2181 | J. P. Stevens & Co., Inc. |
| 2088 | Harvard Mfg. Co. | 2199-200 | Straus-Duparquet Inc. |
| 4071-72 | Heifetz Co. | 4127 | Harris G. Strong |
| 2058 | Hercules Seating Co., Inc. | 4086-87 | Stylume Products Inc. |
| 4109 | Heywood-Wakefield Co. | 4078 | Superior Electric Co. |
| 3184-86 | Hobart Mfg. Co. | 4030 | Syracuse Ornamental Co., Inc. |
| 3088 | Holcomb & Hoke Mfg. Co., Inc. | 4098 | Textileather Div., General Tire & Rubber Co. |
| 2122-23 | Howe Folding Furniture Inc. | 2081 | Thonet Industries, Inc. |
| 2086 | Hunt Country Furniture, Inc. | 2159 | Tri-Par Mfg. Co. |
| 2208-09 | Huntington Furniture Corp. | 2076-79 | Troy Sunshade Co. |
| 4103 | Iron-A-Way Co., Inc. | 1001 | United States Plywood Corp. |
| 2030 | A. & M. Karagheusian, Inc. | 2190-91 | United States Rubber Co. |
| 2117 | King Arthur Chair Co., Inc. | 4041-42 | Virtue Bros. Mfg. Co. |
| 3156 | King Refrigerator Corp. | 2172 | Wells Television Inc. |
| 4025-26 | Kroehler Mfg. Co. | 2054-56 | Westinghouse Electric Corp. |
| 4105-06 | Kwik-Wall Co. | 4063-64 | Zenith Sales Corp. |



ROOM OF TOMORROW

Transient and de luxe accommodations shown in 1963 edition designed by Roy Beal



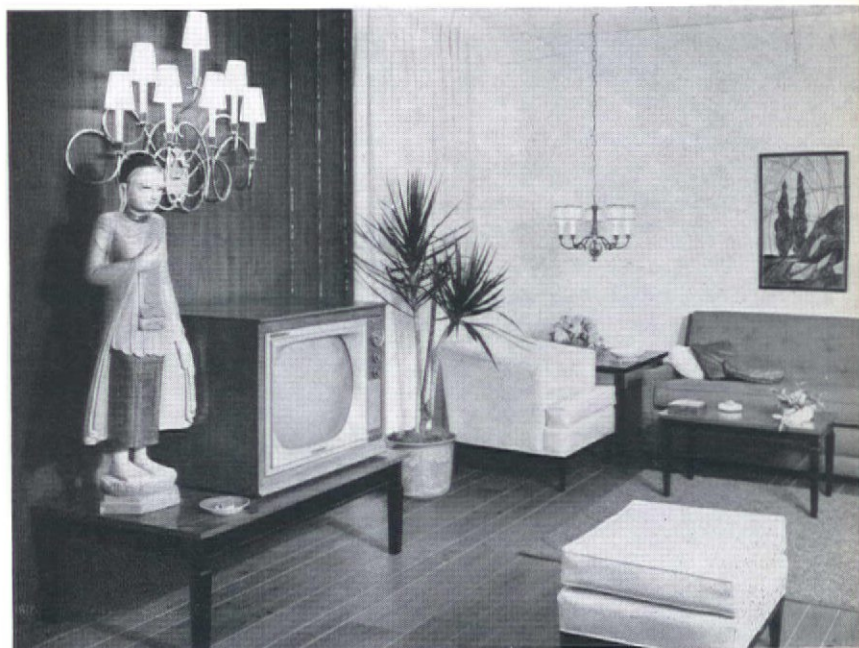


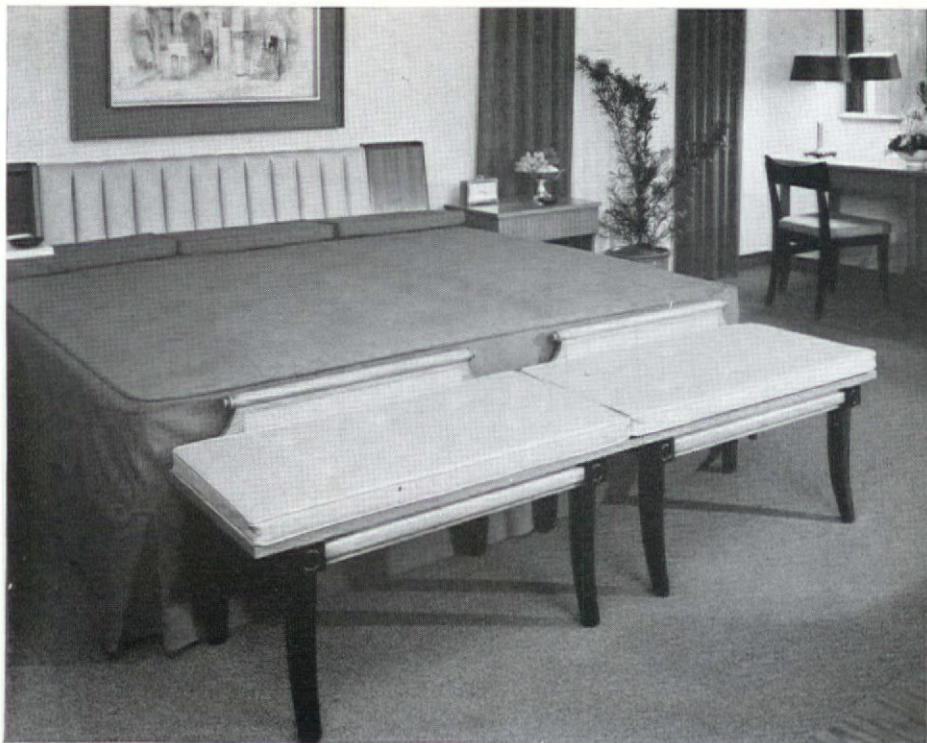
ROOM OF TOMORROW will again be one of the major offerings at next month's National Hotel Exposition in New York City. Created annually by a nationally known interior designer to set design standards for guestrooms, Room of Tomorrow, since its inception five years ago, can measure its success by the increasing number of well-planned and attractive guestroom accommodations springing up throughout the country (see *Motels*, August 1962 *CONTRACT*).

The 1963 Room of Tomorrow was created by Roy F. Beal, FAID, well-known designer from Austin, Texas. For the Room's fifth annual presentation, Mr. Beal has designed and planned two model units—the Short Stop Room, functionally created for the overnight guest, and the Room At The Top, comprising living room, foyer, bedroom, bath-dressing area, and loggia—a spacious executive suite for two to four persons.

As in the past, Room of Tomorrow is sponsored by leading national manufacturers, 19 in all this year, who will contribute furnishings of outstanding quality and design merit. In fact, the 1963 units will contain many specially designed and developed "firsts." In the Room At The Top, Simmons Co. will debut its classic, 19th century-styled InnMaster III line, an actual production group that can be ordered directly from Simmons at the hotel show. New colors, finishes, and effects will be introduced in the wall and furniture laminates, in the vinyl flooring, carpeting, wallcoverings, and upholstery. Lighting will be given a vital role, with many new and unusual lighting

ROOM AT THE TOP is the name of the large sitting-bedroom suite at this year's hotel show exhibit of Room of Tomorrow. On these two pages views of the exhibit show pieces from InnMaster III line by Simmons, carpet by Commercial Carpet Corp., TV by Westinghouse, plus new colors, new furniture finishes, new conveniences.





IN DE LUXE Room At The Top suite wide bed has two upholstered benches at its foot. Below left, lady with an umbrella motif on white vinyl in bathroom. Bottom, automatic buffet range is a new convenience at snack bar.



ROOM OF TOMORROW

fixtures and effects specifically created for innumerable purposes.

Conveniences are plentiful. TV sets, room services panels, light control dials, refrigerator and bar units for ice cubes and snacks will help pamper guests. Tile painting, ceramic strips, bronze castings and casein paintings on masonite and wood panels are but a few of the decorative accessories.

In both rooms, Mr. Beal enhances the spacious and uncluttered look by coordinated color schemes. The compact Short Stop Room (only 10 by 12 feet) uses wood brown and gold tones, highlighted with splashes of brilliant colors and black. Multi-colored striped sheer casement curtains and a vivid accent area rug give added interest to the small room.

Blue and green vinyl flooring and vinyl wall-covering in the foyer set the mood for the Room At The Top. These colors are carried through to the adjoining carpeted bedroom area. White-on-yellow vinyl coated wallcovering and yellow upholstered chairs and screens keynote the living room area, harmonizing with rosewood vinyl flooring, vivid upholstery colors, and black finish on the specially designed furniture. (C)





THE SHORT STOP, designed for overnight guests, includes triple-purpose sofa-bed by Simmons, a wall covered in Parkwood's teak, and Lightolier Lytespan fixture.

SCHEDULE OF MATERIALS

Gilles A. Abriaux: tapestry and two paintings
 American Cyanamid Co.: resins
 Amtico Vinyl & Rubber Flooring: smooth-surface floor coverings and vinyl base
 Beemack Inc.: door hardware
 Bell Telephone System: telephones
 Bigelow Carpet Co.: area rugs
 Borg-Erickson: bathroom scales
 Carolina Mirror Corp.: mirrors
 Cohn-Hall-Marx: drapery, curtain, upholstery fabrics
 Commercial Carpet Co.: carpeting
 Crane Co.: bathroom, plumbing fixtures
 Decotone Products: printed papers for laminates
 Deering Milliken, Inc.: Milium insulation for draperies
 Deltex, Inc.: vinyl coated wallcovering
 Dominion Electric Corp.: 2-burner hot plate
 Eastman Chemical Products, Inc.: Verel modacrylic fiber
 Lightolier, Inc.: lamps and lighting fixtures
 Parkwood Laminates, Inc.: plastic laminates
 RCA Service Co.: TV sets and intercoms
 Seigler Heater Co.: gas infra-red room heater
 Simmons Co.: furniture
 Springer-Penguin, Inc.: refrigerator unit
 Harris G. Strong: ceramic art
 Sunbeam Corp.: coffee maker; electric blankets
 Superior Electric Co.: Luxtrol light dimming controls
 United States Rubber Co.: Naugahyde and Naugaweave upholsteries; Koylon foam cushioning; Kem-Blo sponge rubber carpet backing
 Westinghouse Electric Corp.: Westinghouse Iron-A-Way
 Wil-Last Modular Doors, Inc.: doors (all Parkwood surfaced)



INGENIOUS WALL UNIT, above, combines luggage rack, "valet board" for hanging clothes, plus two-drawer storage section. Below, close-up of Room Span sofa-bed, designed by John Van Koert for Simmons.



NEW CONTRACT FURNITURE

The difference between furniture for commercial/institutional use as against items designed for the home market emerges sharply in the accompanying picture report on recent contract furniture. While it is evident that the pieces shown here have been influenced by important new trends in the general furniture market, there is an enormous contrast in materials and basic construction techniques. The designer of contract furniture today aims at sophistication just as much as his colleague who creates for the residential market, but the demands of the contract installation in terms of wear and of maintenance costs weigh equally in his mind with those of esthetics. This has its consequences in both the look and the functional value of the final product.

1, 2, CRAMER POSTURE CHAIR Co., exclusive distributor for the Radial Office System manufactured by Canadian Office & School Furniture of Ontario, introduces a radically new concept for filing and storage based on the circle. Both secretarial desk and filing cabinet eliminate drawers. Storage areas revolve. Circle No. 254 on product information card.

3, SECURITY UPHOLSTERY Co. has fashioned a heavy duty chair with a sturdy metal and wood frame and covered in a durable yet supple expanded vinyl fabric by Columbus Coated Fabrics Co. Circle No. 255 on product information card.

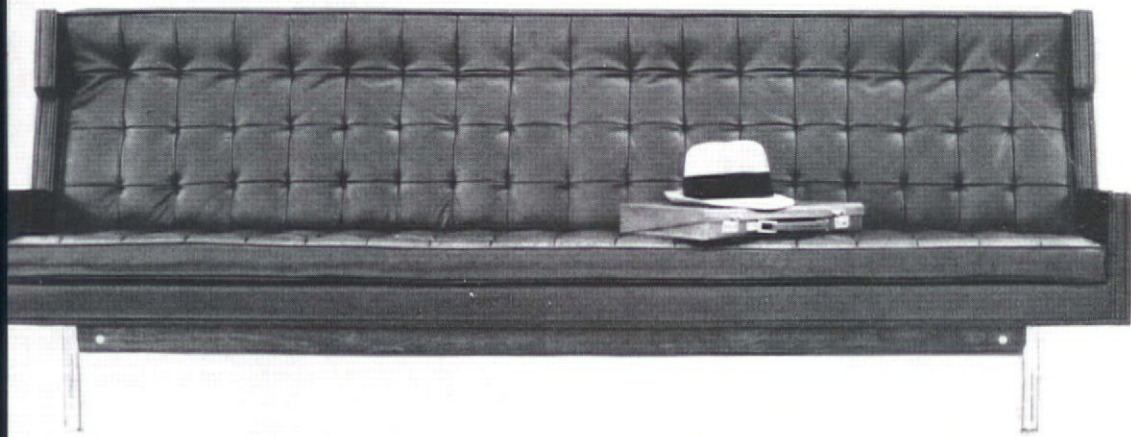
4, METROPOLITAN FURNITURE Co.'s Contract C sofa features walnut and polished aluminum base, tufted wing back and seat, and is available in seven lengths with choice of cover. Circle No. 256 on product information card.

5, FIXTURES MFG. CORP. manufactures Astro, a self-molding chair made from polypropylene that forms to individual body shape, yet is tough, rugged, and has impact resistance. Circle No. 257 on product information card.

6, MYRTLE DESK Co. combines rosewood and burnished gold in the Coronado Classic executive desk. Solid parts, such as Italian chamfered legs and supporting rails, are genuine walnut. Circle No. 258 on product information card.

7, JOHN STUART INC. combines structural stability with a light appearance. The upholstered armchairs are cradled in bases made by laminating a slim aluminum sheet between two layers of solid Bangkok teak. The removable teak table fits firmly over arms. Circle No. 259 on product information card.





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NEW CONTRACT FURNITURE

1. BAUMRITTER has added a stacking-ganging polypropylene chair to its Viko seating collection. The lightweight shells are almost indestructible, require no maintenance. The steel legs are fitted with rubber cushion glides to eliminate floor marring, and inconspicuous plastic buttons prevent scratching when stacked. Circle No. 204 on product information card.

2. STEELCASE, INC. couples a modular desk and filing cabinet from its 3000 series. The new filing cabinet features flush drawer fronts and a new latch that can be operated with only one finger, according to actual tests. Circle No. 260 on product information card.

3. ROYALMETAL CORP.'s new 330 series of lounge chairs and settees is constructed with one-inch square tubular steel, satin or mirror chrome finish, no-sag seat and back. Upholstery is offered in a choice of Naugahyde or Super Tuf-Tex vinyl fabrics, and in several hardwearing woven fabrics. Circle No. 261 on product information card.

4. AMERICAN OF MARTINSVILLE supplied all guestroom furniture for the 2,000 rooms of the new Americana Hotel, New York City. More than 15,000 pieces were produced, each crafted to special designs by the hotel's architect Morris Lapidus. The new furniture incorporates many new applications of plastic laminates and vinyl fabrics. Circle No. 262 on product information card.

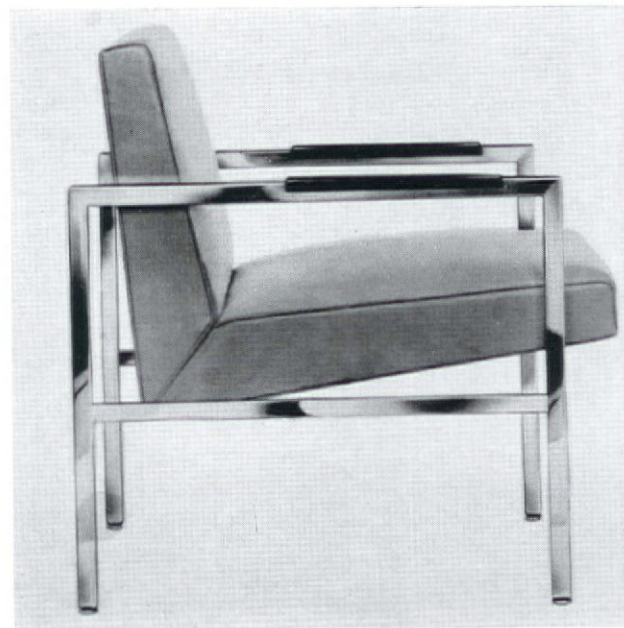
5. JOHN STUART's Danish Craftsmen armchair has the added virtue of being stackable, while providing elegant simplicity, sturdiness, and comfort. The chair has Bangkok teak frame with upholstered seat and back. Circle No. 259 on product information card.

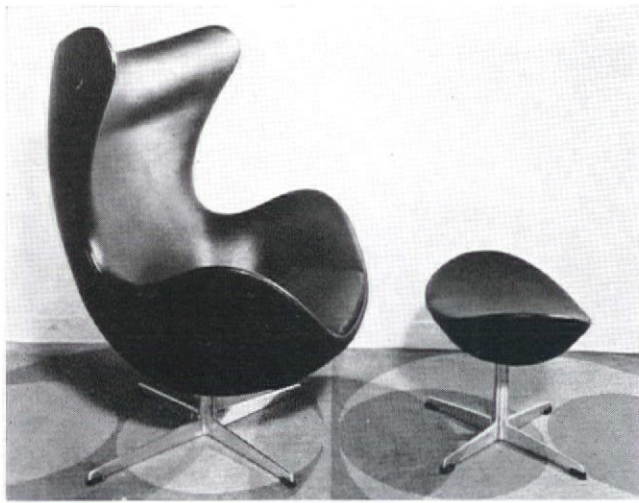
6. FRITZ HANSEN, INC., has added a comfortable foot stool and removable cushion to its well-known Egg chair, designed by Arne Jacobson. The chair is "baked" from a plastic material. The plastic is poured into a mold, heat applied, resulting in a strong and light body ready for upholstering and covering. Circle No. 213 on product information card.

7. MODERNIZE/DEAN INDUSTRIES' Sophisticate sofa, crafted for comfort and commercial service, uses frames of select hardwood, with full contract construction throughout. The reversible cushions are of foam rubber. Circle No. 263 on product information card.

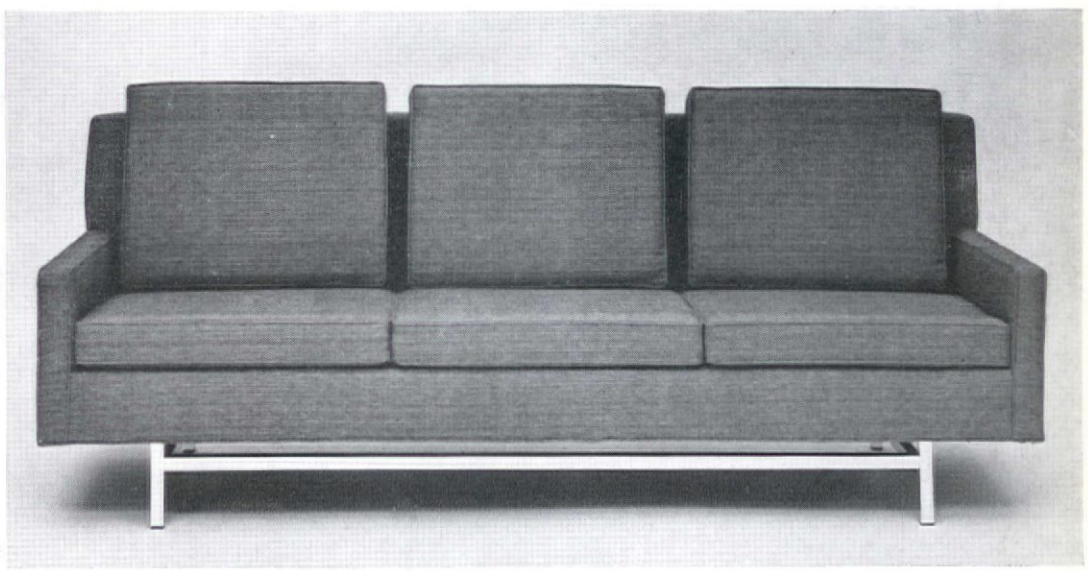


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NEW CONTRACT FURNITURE

1, NATIONAL STORE FIXTURE CO. has designed new cast-iron pedestal bases offered in two sizes to accommodate all styles of National table tops up to 42 inches in diameter. A variety of finishes, including crackle and porcelain, is available. The new bases are style-coordinated with the upholstered side chairs. Circle No. 264 on product information card.

2, McDONALD PRODUCTS CORP.'s new executive planter comes in any size or shape to complement contemporary room settings. The planter is available in black walnut or Formica with aluminum or brass metal urn. Circle No. 246 on product information card.



3, 4, ROBEY DEPT. of Drexel Enterprises has designed Triune, a classic group of new hotel-motel furniture, finished in mahogany with laminated plastic tops. Robey will introduce Triune at next month's National Hotel Exposition, where many items shown on this and preceding pages will be seen for the first time. Circle No. 215 on product information card.



THE EMBASSY COLLECTION

ESPECIALLY FOR THE CONTRACT MARKET

The Embassy Collection of tables and chairs is unique! It was designed specifically to meet the requirements in contract usage. The two primary needs — long life and easy maintenance are built in and assured. A contract group that is truly trouble free.

The chair frame is made of steel, every piece welded in. Drawing on years of experience in wrought iron, weld-

ing and finishing, Woodard presents a chair with quality factors, typically Woodard — the best.

A broad range of seating and dining requirements for clubs, hotels and motels, restaurants, lobbies and reception areas, colleges and hospitals are being met by Woodard. Write for the catalogue and especially the Embassy folder.

Woodard

Write for our new catalogue.

LEE L. WOODARD SONS, INC. OWOSSO, MICHIGAN

305 EAST 63 STREET, NEW YORK 628 MERCHANDISE MART, CHICAGO
320 DECORATIVE CENTER, DALLAS 8951 BEVERLY BOULEVARD, LOS ANGELES
553 PACIFIC AVENUE, SAN FRANCISCO

DESIGNS FOR DINING



IN ADDITION TO VICTUALS, ATMOSPHERE IS "SERVED" IN WALTER BALLARD SETTINGS CREATED FOR HOTEL SHOW

PREDICATED on the assumption that for a restaurant to succeed it must "serve" atmosphere as well as good food and drink, the 1962 edition of *Designs for Dining* will present a livelier than usual group of interiors at the National Hotel Exposition in New York next month. The annual "idea" exhibit, created by Walter M. Ballard Corp., consists of four rooms, ranging from exurban whimsical to Park Avenue solid, with a spectacular conversation piece in between.

Surrounded by a 12-foot decorative wall covered in U.S. Rubber's Naugahyde, *Designs for Dining* will be set up so that the visitor transverses the interiors in order named: Poinciana Patio, Executive Suite, Aqua Lounge, and Cafe Tiepolo. Poinciana Patio has the suburban housewife in mind; a spot to relax at the local shopping center with her children, or even better, without them. The Executive Suite is in sophisticated contrast, with the accent on affluent dignity. Suitable for private functions as well as business

luncheons and gala sales-closing dinners, the suite permits several variations in the use of space, the device being an ingenious folding screen in resplendent topaz and crystal. Repeated reference is made in the room's design to foil and fencing motifs, and lighting fixtures, bar front, carpet, chinaware and glass bear variations on the crossed-swords theme. The Aqua Lounge is described as "an undersea mezzanine" in which the guest finds himself surrounded by twelve floor-to-ceiling columns, each containing more than four tons of water in which brilliantly illuminated tropical fish, air bubbles, and foliage divert the eye. In Cafe Tiepolo, a "name" restaurant ambience is sought after. Named after the Venetian painter of ceilings, the room sports a series of illuminated murals, crystal chandeliers, a tented fabric ceiling, hand-carved baroque dining chairs and settees, and a floor that imitates marble patterns of Venetian palazzi. (C)



EXECUTIVE SUITE, opposite page and above, is a study in affluent dignity that uses variations on a crossed-swords motif in elements throughout the room. Abacus-patterned carpet, above right, was designed especially for Executive Suite by Gulistan.

CAFÉ TIEPOLO, right and below, is jewel-box affair named after the Venetian painter of ceilings and patterned after rooms in that city's baroque palaces.

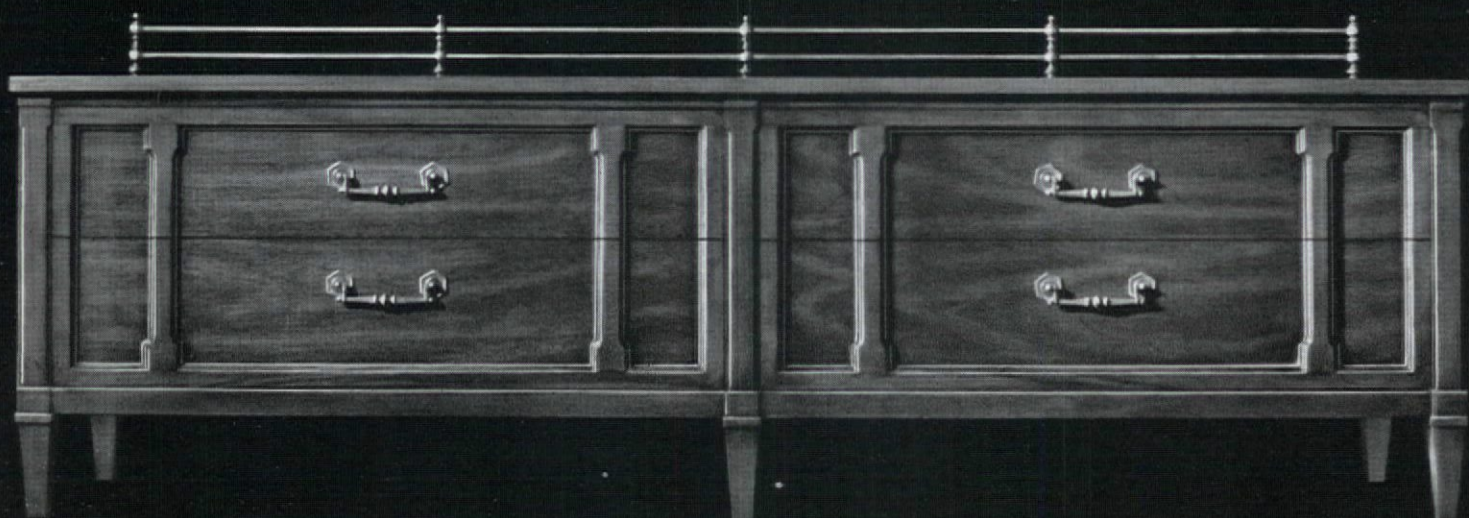


(Continued on page 44)

Introducing...

ROBEY

CONTRACT DEPARTMENT OF DREXEL ENTERPRISES, INC. ✦



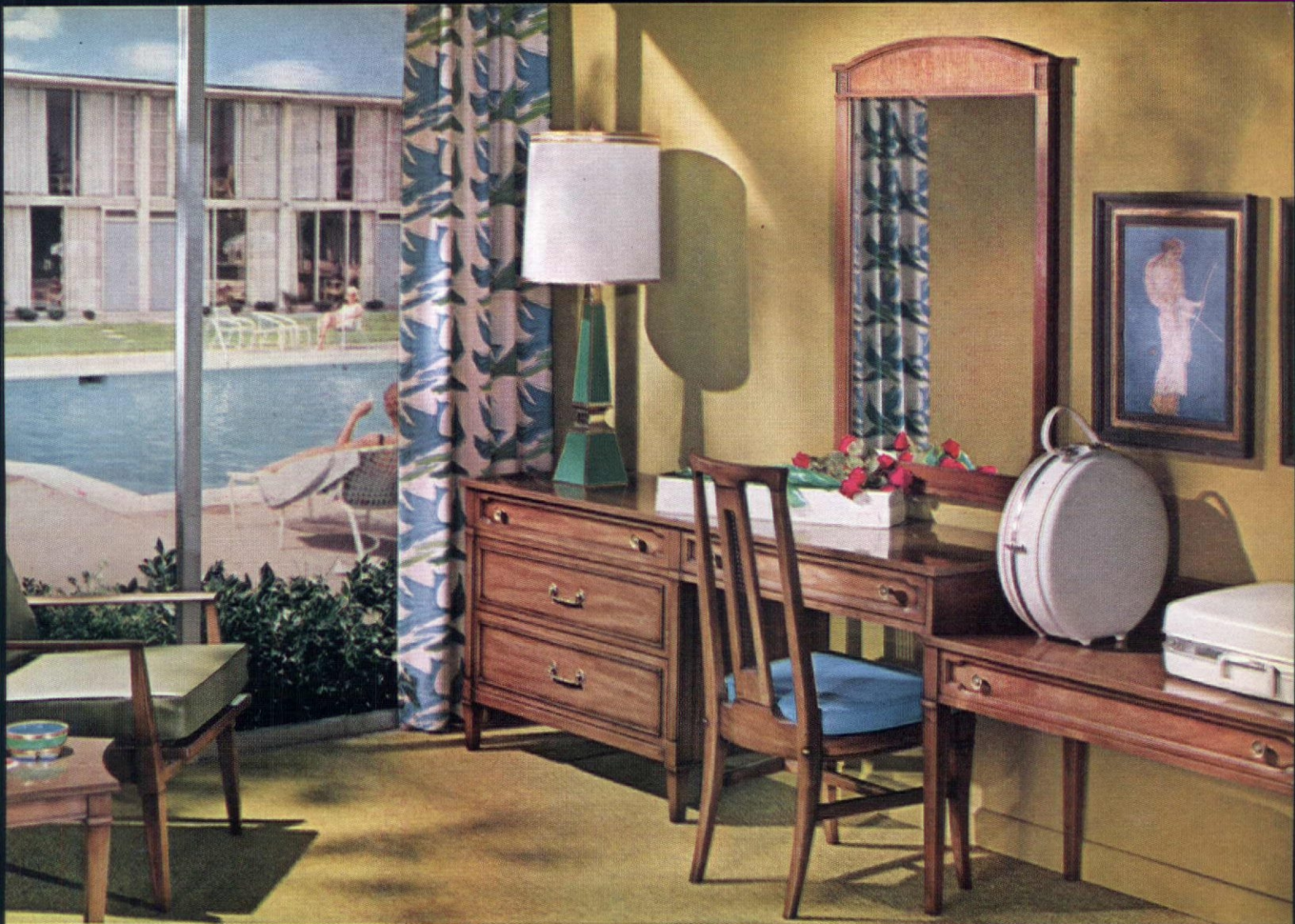
Through Robey Contract and Development Department, Drexel Enterprises now offers fine furniture for hotels, motels, offices, institutions. For its premiere, Robey proudly presents Triune†

Now, furniture made by the outstanding facilities of Drexel Enterprises is available through Robey Contract and Development Department for hotels, motels, offices, schools, and other commercial and institutional interiors. For its introductory presentation, Robey offers furniture created for the better hotels and motels that cater to discriminating guests . . . guests who, in their own homes, are accustomed to furniture of unquestioned quality and styling excellence. When these people travel, they look forward to the same standard of interior furnishings in their "homes away from home." Now you can be sure they will find it! Write to Robey for information, prices, and the contract furniture distributor nearest you.

For its premiere, Robey presents the exclusive Triune design by Drexel Furniture Company . . . a truly extraordinary furniture collection! Triune has set America's all-time record for retail furniture sales. And three times, it has won the Mahogany Association's coveted top award for "the best correlated furniture group in genuine mahogany." Triune has earned not only the unqualified favor of the consuming public, but the critical acclaim of knowledgeable furniture professionals as well. For hotel-motel installations, the Triune design has been adapted to provide the utmost in function and durability that will withstand the most rigorous use. To America's better hotels and motels Triune now brings handsome distinction!

*DIVISIONS OF DREXEL ENTERPRISES, INC.: DREXEL FURNITURE COMPANY, HERITAGE FURNITURE COMPANY, MORGANTON FURNITURE COMPANY, ROBEY CONTRACT & DEVELOPMENT DEPT., SOUTHERN DESK COMPANY.

†T.M. REG. U.S. PAT. OFF. BY DREXEL ENTERPRISES, INC.



Triune has been adapted to functionally serve commercial uses. For example, all tops are durable laminated plastic.



Many pieces are available in the striking Triune White finish. Triune's mahogany finish is elegant in richly-grained sable tones.



Wall-saver chair comes in a wide range of fabrics.



Want more details? Write to Robey directly. Where can you see Triune for contract sales? For the first time ever, you'll see it at the NATIONAL HOTEL EXPOSITION, NEW YORK COLISEUM, NOV. 12-15

ROBEY
Contract and Development *

Drexel, North Carolina

Circle No. 215 on product information card

DESIGNS FOR DINING

POINCIANA PATIO, a watering-place for the suburban housewife, goes in for a certain amount of whimsy. Indoor-outdoor setting is climaxed by artificial tree near bar with variety of foliage.



AQUA LOUNGE, an "undersea Mezzanine," boasts huge aquaria inside twelve clear plastic columns, each containing four tons of water, with tropical fish and foliage brilliantly illuminated from above.



SCHEDULE OF MATERIALS

- American Cyanamid Co.:** Acrylic plastic for pillars in Aqua Lounge.
- Amtico Flooring Div., American Biltrite Rubber Co.:** Vinyl floor and wall coverings in Cafe Tiepolo, Poinciana Patio, Executive Suite, Aqua Lounge.
- Art Upholstery Studios Co.:** Draperies in Executive Suite. Ceiling in Cafe Tiepolo.
- Bead Design Studios Co.:** Bead skirts on tables in Poinciana Patio. Crystals in Aqua Lounge.
- Chairmasters, Inc.:** Chairs, bars, counters, tables, settees, ottomans.
- Cohn-Hall-Marx Co.:** Drapery and ottoman covering, ceiling in Executive Suite and Cafe Tiepolo.
- Corning Glass Works:** Food service center in Executive Suite and Poinciana Patio.
- Design Mirror Corp.:** Mirror installation.
- Facade Papers, Inc.:** Special printing on U.S. Naugahyde.
- Florentine Craftsmen, Inc.:** Fountain in Cafe Tiepolo.
- Formica Corp.:** Wall coverings, bar tops, table tops.
- Virginia Frankel Gallery:** Art objects.
- James G. Hardy & Co.:** Table linens.
- International Silver Co.:** Silver holloware and flatware.
- Jackson Vitrified China Co.:** Chinaware.
- A. & M. Karagheusian, Inc.:** Carpets for Aqua Lounge and Executive Suite.
- Kliegl Bros.:** Stage lighting.
- L & B Products Corp.:** Table, stool, and chair bases.
- Libbey Glass Div. of Owens-Illinois:** Glassware and glass accessories.
- Roy Little:** Painting of murals in Cafe Tiepolo.
- LOF Parallel-O-Plate:** Glass for mirrors.
- Metropolitan Lighting Fixtures Co.:** All decorative lighting. Stage lighting in Cafe Tiepolo.
- Murals, Inc.:** Ceiling covering in Aqua Lounge.
- Parallel Mfg. Corp.:** Room divider in Executive Suite.
- Russell Reinforced Plastic Corp.:** Grand circler Tropical wall in Poinciana Patio, Aqua Lounge.
- Signet Mirrors by Carolina:** Mirrors.
- Superior Electric Co.:** Luxtrol lighting controls.
- United States Rubber Co.:** Naugahyde upholstery, wall covering, ceiling covering. Koylon Laytex foam rubber cushioning.

DESIGNS FOR DINING puts the emphasis on beauty, color and comfort with

U.S. NAUGAHYDE® THE FINEST IN VINYL UPHOLSTERY

U.S. KOYLON® LATEX FOAM RUBBER CUSHIONING

Dining out should be an exciting adventure and the atmosphere of dining decor should be as pleasing, satisfying and important as the service of good food and drink. These concepts are captured in four distinctly different showcase settings created by the Walter M.

Ballard Corporation—Project Designer, William Simmons. Color and comfort are achieved in all cases with the practical beauty of U.S. Naugahyde upholstery and the luxury of U.S. Koylon foam cushioning. All chairs and bar stools by Chairmasters, Incorporated.



A PROFITABLE CHAT, a congenial business lunch or after-work cocktails is the invitation offered by the handsome Executive Suite. Poised and tailored, it's designed to masculine taste with comfortable Koylon-cushioned chairs, lounges and bar stools upholstered with harmonizing shades of beige, gold and crimson Naugahyde. Versatile Naugahyde has also been used as an unusual ceiling cover.

OUT OF THIS WORLD and under the sea the unforgettable Aqua Lounge. Dramatic aquariums swirling with beautifully lit tropical fish set the color theme. The cool blues and sea greens are carried throughout with deep, luxurious channeled swivel lounges upholstered in shimmering, iridescent Midas Naugahyde. Filled sunlight is repeated on the chartreuse Naugahyde bar stools. All, so suitably, washable! All cushioned with Koylon foam.



THE ELEGANCE OF VENETIAN BAROQUE keynotes the luxurious Cafe Tiepolo. The graceful hand-carved dining chairs and settees are cushioned with Koylon and upholstered with white Naugahyde—silk-screened with Venetian-inspired stripes by Facade, Inc. The soft apricots, jades and ecrus are echoed on the walls with murals hand-painted on white Naugahyde. A damp cloth keeps the delicate colors of both walls and furniture fresh and clear.



COME OUT FROM SHOPPING, for lunch or just a cool drink is the irresistible appeal of the Poinciana Patio. This gay and colorful restaurant takes its theme from the delightful Poinciana tree whose hibiscus pinks and bright oranges are repeated in the Naugahyde upholstered chairs and counter stools. All so practical because Naugahyde is so exceptionally durable and its beautiful colors soap-and-water washable. And for perfect relaxation—Koylon-cushioned, of course!



United States Rubber

Coated Fabrics and Koylon Seating Department, Mishawaka, Indiana
In Canada: Dominion Rubber Co., Ltd.

TABLE WITH A VIEW

THERE ARE COMPROMISES IN RECENT RESTAURANT DESIGN, BUT THERE ARE ALSO STRONG NEW IMAGINATIVE IMPULSES, PLUS A REFRESHING PREOCCUPATION WITH THE SITE AS PART OF THE DELIGHTS OF DINING. BY NORMAN KEIFETZ

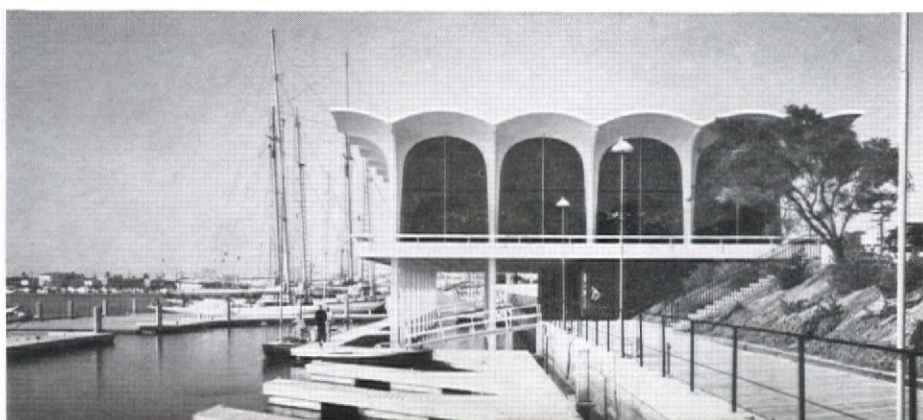


IN restaurant design, more than with most contract work, there is a watering-down process between creative ideas and their application to finished jobs. The reason, of course, is that designers and architects must deal with not one big client but thousands upon thousands of restaurant entrepreneurs, hotel and motel managements and other institutional patrons who may hold an unbending conception here, an inflexible idea there, and headlocks on budgets everywhere. While restaurants make up a tremendous—more—a staggering contract market taken as a whole they break down into individual units, each with its own problems in planning, furnishing, and budgeting. The finished job is not always perfect in the eyes of the designer, but enough of the original creative plan resists client dilution. This hold the creators, is helping to free imagination further and to loosen the purse strings of future clients.

If designers will tell you that imagination has been uncorked in restaurant design, they will also admit (after enough prodding) that what comes out is often a cut-down version of the original plan. For the sake of example, and we are choosing this out of a possibility of hundreds, it is a fact that not very long ago an architectural firm won *Progressive Architecture's* Design Award for a restaurant project, which a jury of respected architects and an equally respected engineer felt was, as one juror expressed it, "something that gives the observer a compelling esthetic



THE STUFT SHIRT: Architects Ladd & Kelsey carried a Venetian theme through this new restaurant in Newport Beach, California, enriching it with wall-to-wall silk curtain, and huge custom chandeliers. The structure, built partly on land and partly on water, offers diners a commanding view of the marina locale.



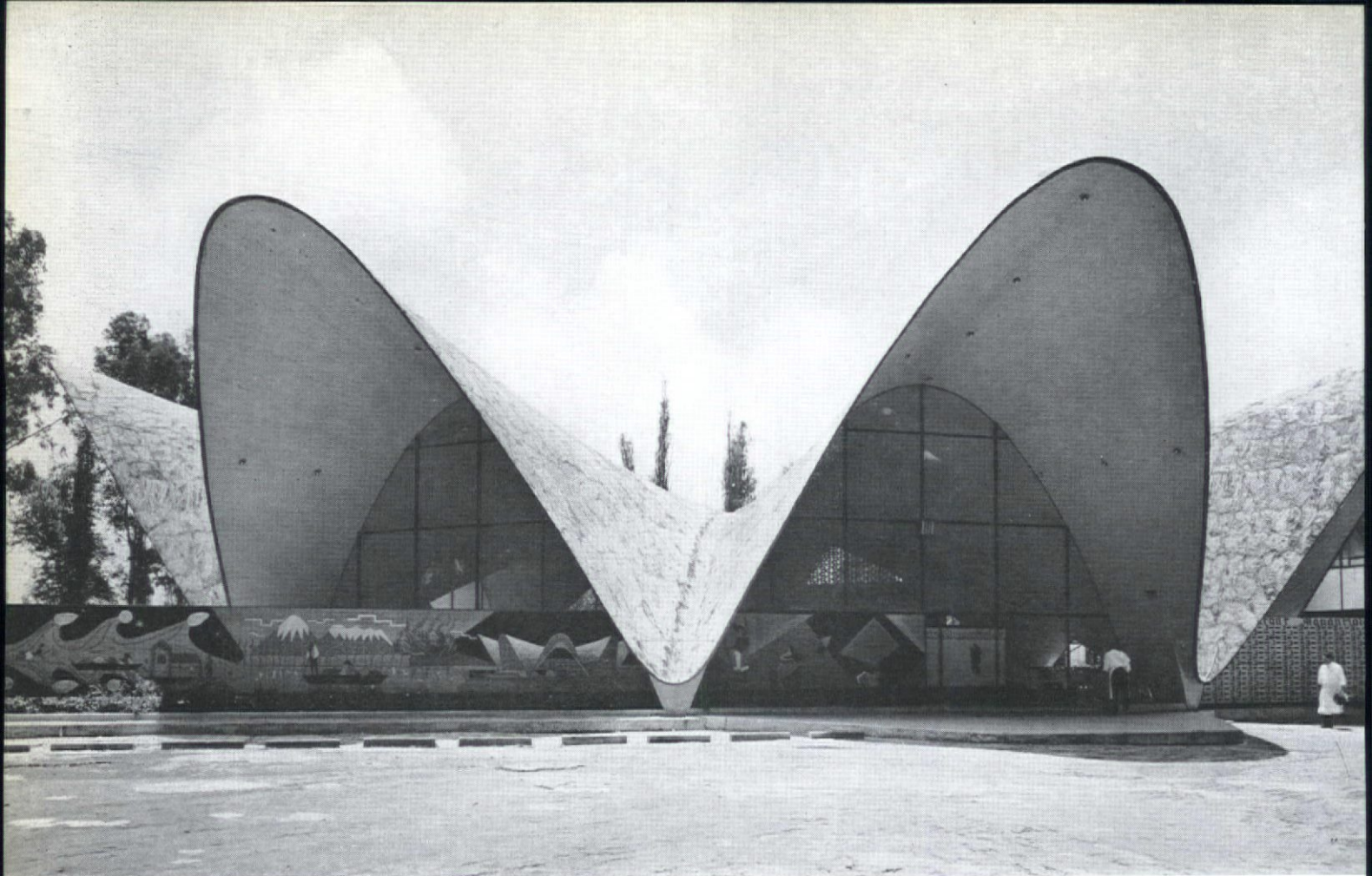


TABLE WITH A VIEW

experience.” The client can still not totally agree with the jury. The plans of the design award-winning restaurant are still being revised under coercion, after being haggled over after almost four years. Names, of course, are being withheld for the sake of decorum. This is not an attempt to chide any one client, but rather a hope, at the risk of being considered naive, that the telling will release the client’s grip and thus help begin a new vocabulary of imaginative expression in restaurant design.

Where there has been a reasonable “hands off” policy on the part of the client, new restaurants that are not only inviting dining spots but spatial experiences have resulted.

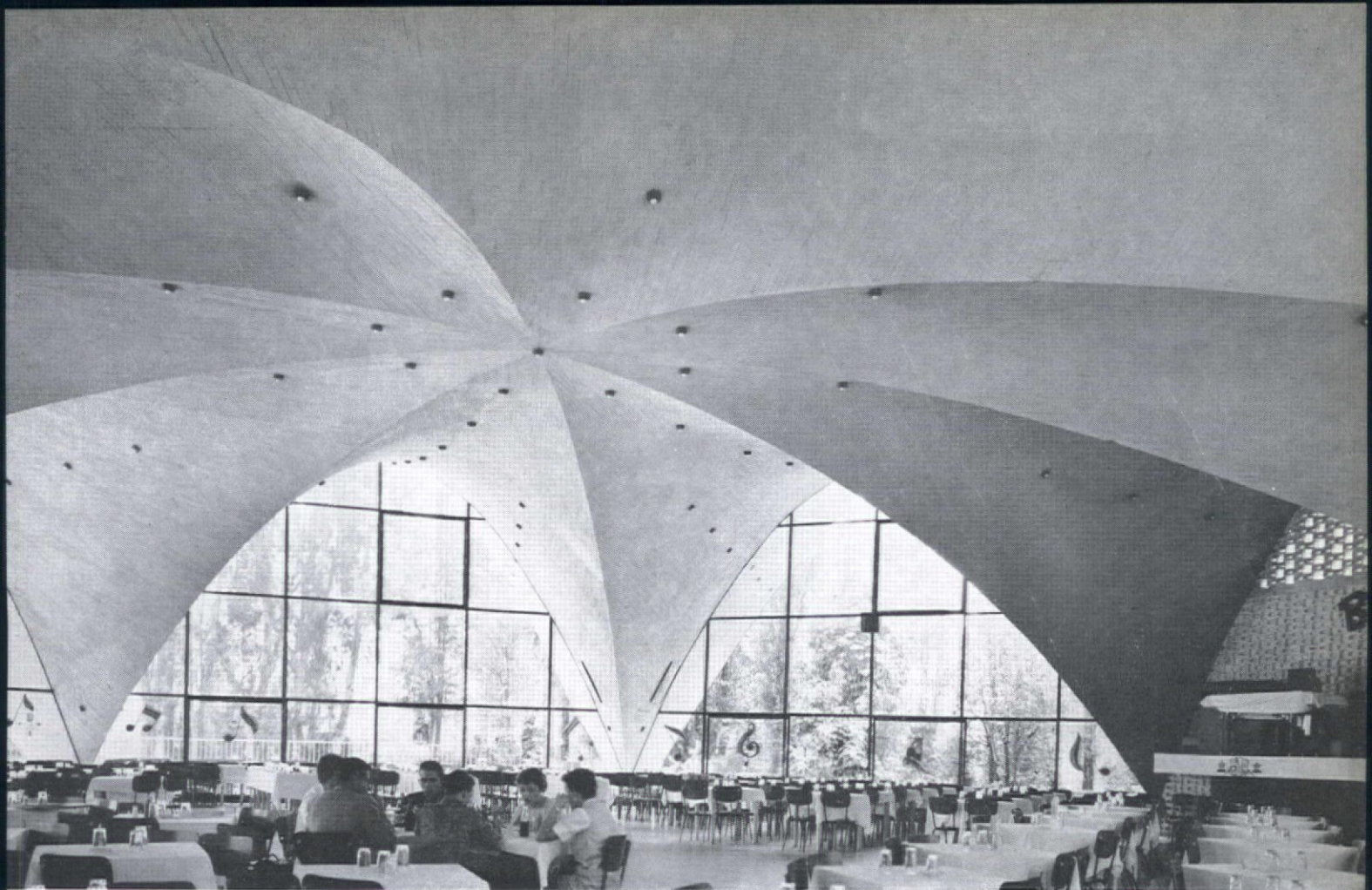
The newest of what might be termed “client-permissive” restaurants are structurally progressive and unique and internally unusual. They are, in fact, creating such a sudden burst of dining interest they are beginning to set a trend. What is presently emerging is a restaurant that not only provides the diner with interior conversation pieces built into the decor, but external conversation pieces as well—a look at the landscape, the table with a view.

Architects have already exploited dining on

water, on the brow of a mountain slope, on revolving building tops, dining even while suspended in space. And in Xochimilco, Mexico, the hungry can eat under a “brutalist” expression, a form composed of radiating, parabolic, concrete shells, designed by Mexican architect Joaquin Alvarez Ordoñez, under consultation with Felix Candela, the well-known structural innovator.

Nothing to do with imagination

But while the occasional innovator is allowed to take hold of the bit, many more restaurants are put up for all sorts of reasons that have nothing to do with imagination. They are a response to a demand like any other commercial product and it would be unfair, when discussing restaurants as a contract market, to discount the many restaurants designed by fourth-raters or those who know next to nothing about design. The simple fact, no matter how unhappy it may make qualified designers, is that all new restaurants add appreciably to the demand for contract furnishings, even if the finished project is the result of a total lack of interest in the visual outcome. Because most serious designers are convinced that the country’s restaurant output that



"BRUTALIST" expression in Xochimilco, Mexico, is a domical form composed of radiating, parabolic shells, designed by Joaquin Ordoñez, under consultation with Felix Candela. Photographs by Jane Davis Doggert, Architectural Graphics Associates, Inc.

can be described as being impelled by imaginative force will eventually lead to a demand for better dining spots and an even bigger contract market, we will endeavor to pay attention to a sampling of these in this article.

Stuff Shirt a la Venice

Although the Stuff Shirt is the name of a new restaurant in Newport Beach, California, there is no pomposity about it, save the suggestion in the name. Actually, it is a significant contribution to restaurant design both inside and out. Architects Ladd & Kelsey carried a Venetian theme throughout the restaurant's decor, enriching it with silk curtained walls, with sparkling 7 foot diameter chandeliers hanging from the center of the restaurant's many domes. At capacity, the Stuff Shirt can accommodate three hundred people. Built partly on water and partly on land, its structure makes exciting use of reinforced concrete pilings which rise out of the water and stretch gracefully into quatrefoil arches capped with thin-shell concrete domes. The dining room is 16 feet above the water, providing diners with a broad view of the harbor with its large yachts moored at the site.

The restaurant is not without an uncstly interior, but when one considers this in terms of long-run maintenance it is not as expensive as very many less costly interiors. The carpet, for one, blends a balance of luxury and economy. By making use of dark colors and a big pattern, spillage and stains can remain hidden in the hues until the cleanup crew arrives. Designers, incidentally, will most often specify all-wool or predominantly wool carpets, since weaves of wool are said to hold a firmer shape longer, wear well, and generally have a better resistance to fire.

A strong and yet graceful effect is generated by the restaurant's chairs, upholstered in an easily cleanable material, patterned after wood grain. There is a string of tufted banquettes along one wall similarly upholstered. Small incandescent table lamps and the big custom chandeliers candle most of the light during evening dining. For luncheon, the restaurant relies on the abundant daylight which comes through the big windows. Structural overhangs and luxurious curtains filter out the glare, while good air conditioning is provided to cut down the heat gain from the direct sunlight. Fluorescent lighting, of course, is rarely used in restaurants, since the blues in the light



LA RONDE, a rotating restaurant by John Graham & Co., perched atop the Ala Moana Building in Honolulu, Hawaii. Interiors were done by Charles Heen, AID, for the contract division of C. S. Wo & Sons, Ltd. Mural is the work of Marilyn McLean.



GALLEON: Layout and decor follow the nautical theme. Interior, planned by Peter Rocchia, is furnished with pedestal-based, wood-topped tables, folding captain's chairs covered in olive green and orange Naugahyde, and an orange carpet.



have a way of playing havoc with the food on the table and for that matter, one's dining partner's face. Designers insist that fluorescent lighting can make a steak look frightening. Whenever possible they will specify dimmers for the incandescent fixtures. The use of natural daylight is gaining in popularity.

The revolving concept

Lighting in La Ronde, a restaurant perched atop the twenty-three story Ala Moana Building in Honolulu, Hawaii, was very carefully designed to provide enough illumination for eating and yet eliminate reflections in the glass that might detract from the view. The view of La Ronde was, in fact, the object whereby the owners hoped to win the attention of the diners. To accomplish this, they set John Graham & Co., architectural and engineering firm of Seattle and New York, to work on a restaurant that would offer the patron a new experience. The firm came up with a bold concept—a circular dining room that actually revolves a full circle once an hour, giving the diner a panoramic view of the city, Waikiki, Diamond Head, the mountains, and the sea. There were, of course, no rules to guide the planning of this concept, and each problem that arose had to be solved in a fresh way. The kitchen is divided into two sections with food storage and basic preparation on the floor below the dining level. Final preparation is done in the core of the restaurant itself which does not rotate. The decor contrasts red carpeting with black vinyl leather upholstery. A mural by Marilyn McLean, painted all the way around the core, is an interior conversation piece. The decor was designed and coordinated by Charles Heen, AID, for the contract division of C. S. Wo & Sons, Ltd.

Since La Ronde was opened a year ago, it has become a kind of communicable prototype for a rash of rotating restaurants in the round. Some observers are feeling a touch of anxiety that they may soon be caught up in a dining merry-go-round that never stops.

As a tranquilizer, and to attract those diners who shy away from all things which remotely suggest vertigo, the owners of La Ronde operate a non-rotating restaurant three floors below, called Le Salon Rouge, a plush semi-private dining and cocktail area, and a short-order coffee shop on the third floor of the Ala Moana building, L'Omelette.

The Galleon, on the island of Alameda, near San Francisco, combines the new idioms of "in the round" dining with marina scenery. Architects Campbell & Wong of San Francisco made strong use of glass, steel, and redwood to effect the nautical theme which is carried out in both decor and layout. Inside the marina touch is emphasized with a triple-decked dining area, folding captain's chairs, bright orange carpeting, mahog-

any wall dividers, and many-colored banners hung on bars from the ceiling, symbolizing the sun, the moon, the oceans, and the seven seas. The Galleon's graphic art was the work of David Osborn and Charles Woods.

Specialty food rooms appear to have very definitely caught the diner's fancy. Restaurant entrepreneurs and hotel managements, who are quick to latch on to a good thing, are calling for more and more specialty restaurants each year. The demand, of course, is fattening the contract furnishings field. The Wing & Sabre, for example, is the new dining room in the Gunter Hotel, San Antonio, Texas, designed and created by Honigblums' contract division, Designs for Business. It features bright red carpeting and red chair seats, balanced by imported rosewood paneling that is accented by brass strips on the columns and corners. Three walls are covered in gold bur-lap. Pictures of period swordsmen and horsemen, emphasized by special lighting, adorn the walls.

A background for antiques

Authentic Irish dishes are served in Seattle's Dublin House, a new restaurant in Clark's chain, built in a very small space and located in the center of the city's Metropolitan district. The restaurant was literally created around rare antiques from Ireland, offering luncheon clientele and dinner crowds a glimpse of the way of life and design of the Regency Period.

Although essentially a high-style solution, the interior achieves a friendly and relaxed mood as well. Throughout, however, the aim has been to create the perfect background for the great variety of antiques, arts and crafts, expressly imported for Dublin House.

While only two specialty food rooms have been sketched in this article, one need only amplify this in terms of thousands of restaurants of this kind to grasp the meaning in dollars and cents to the contract furnishings field and to recognize that the specialty food room is a trend.

Sizable dollar allotments are also being spent on restaurant expansion, remodeling, and refurbishing. The Pen & Sword, for example, occupies



DUBLIN HOUSE was built around Regency antiques. Below, view of Wing & Sabre, designed by Honigblum's contract division.



TABLE WITH A VIEW

the space formerly used by the Veranda Room of Washington's Statler Hilton, a long time favorite among Washingtonians and hotel guests. So popular was the old restaurant that the hotel was continuously faced with the problem of turning away guests.

The problem facing the designer, Becker & Becker Associates, was not only to develop a new and different room which would result in making an already famous eating spot more in demand, but design a room so that it could accommodate at least 50% more guests within the same space allotted to the Veranda Room.

The first objective was resolved by evolving a unique design and method of preparing food (a large modern island kitchen which can be seen from every corner of the room). The latter, an even more difficult task, was accomplished by an ingenious arrangement of tables and chairs and the effective use of glass and wood panels, which ironically has resulted in a more spacious, airy and open looking room. The renovation, which took nine months to complete, costs \$100,000 plus.

A touch of Paris in Detroit

The second floor of Little Harry's in Detroit formerly used as the restaurant's office, has been completely reconstructed into the Impresario room, designed by Andre deGrohe. M. deGrohe had to work within a 120-year-old Georgian man-

sion, with a kind of Tour D' Argent type of *milieu*. The solution for the addition was Classic 18th Century French and Italian decor. The walls are white, accented with black and gold column *decoupage*, heightened with a gold and white *canapé* ceiling design. There are several original oils, historic portraits of the period, two original baroque, five foot high, wood-carved statues against the dividing grill screens and, finally, a mural after "The Forger of the Vulcan," which M. deGrohe acquired from Italy, along with the sculpture. The artwork alone could perhaps support the construction of a moderate new restaurant, to say nothing of the cost of reconstruction and redecorating.

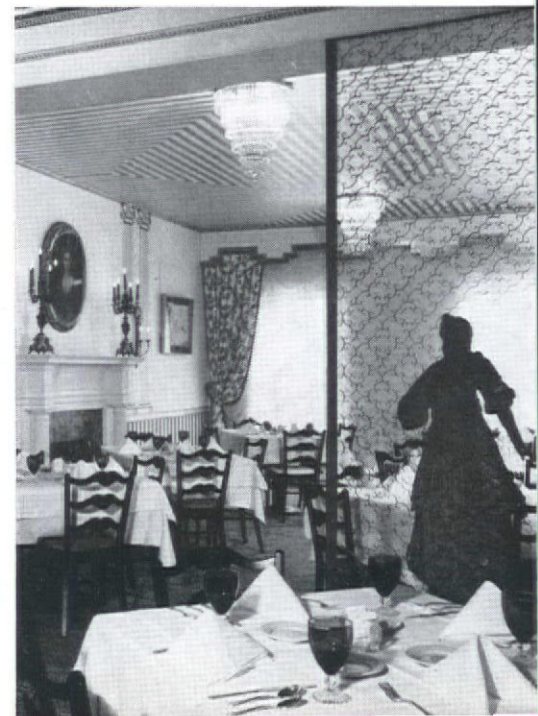
Industry glamorizes

The red carpet treatment may not be given to industrial employees as yet, but the days of the company lunchroom with a scattering of old tables and chairs is fading fast. Forward-looking, progressive companies began, several years ago, accepting the responsibility for creating pleasant, relaxing surroundings for their employees.

Glamorization of institutional restaurants and cafeterias are very much a trend, according to Brock Arms, president of ISD, Inc., interior space design division of Perkins & Will, architects. "Many of our clients have transferred their operations to suburban areas," he said. "This had made it doubly important to plan facilities for employees to make the luncheon break as pleasant as possible. In the downtown office building,



IMPRESARIO ROOM in Little Harry's, Detroit, is a reconstruction of the restaurant's second floor offices, done in the style of Paris' Tour D' Argent. Sculpture and grillwork carry out the classic 18th Century French and Italian decor.

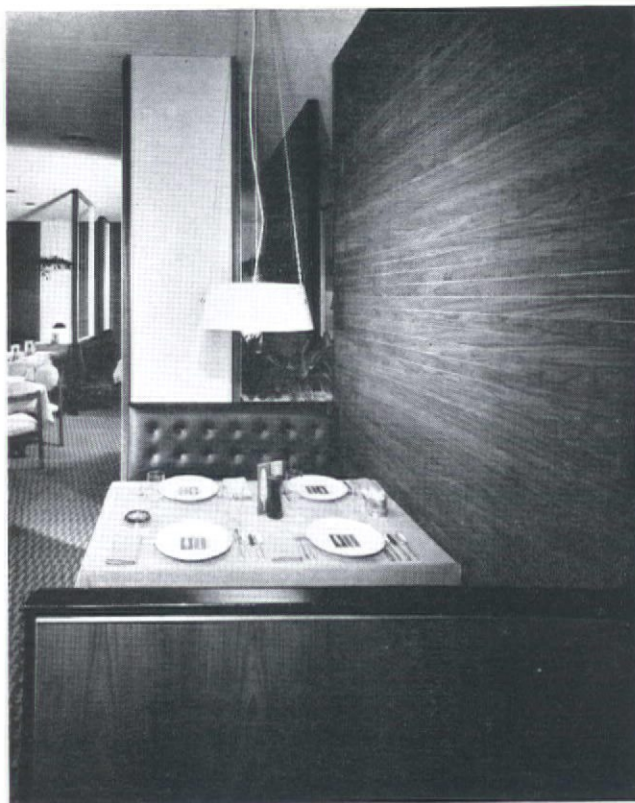


luncheon is a total break away from the office. With proper planning, the facilities within the company headquarters building can give the same psychological effect."

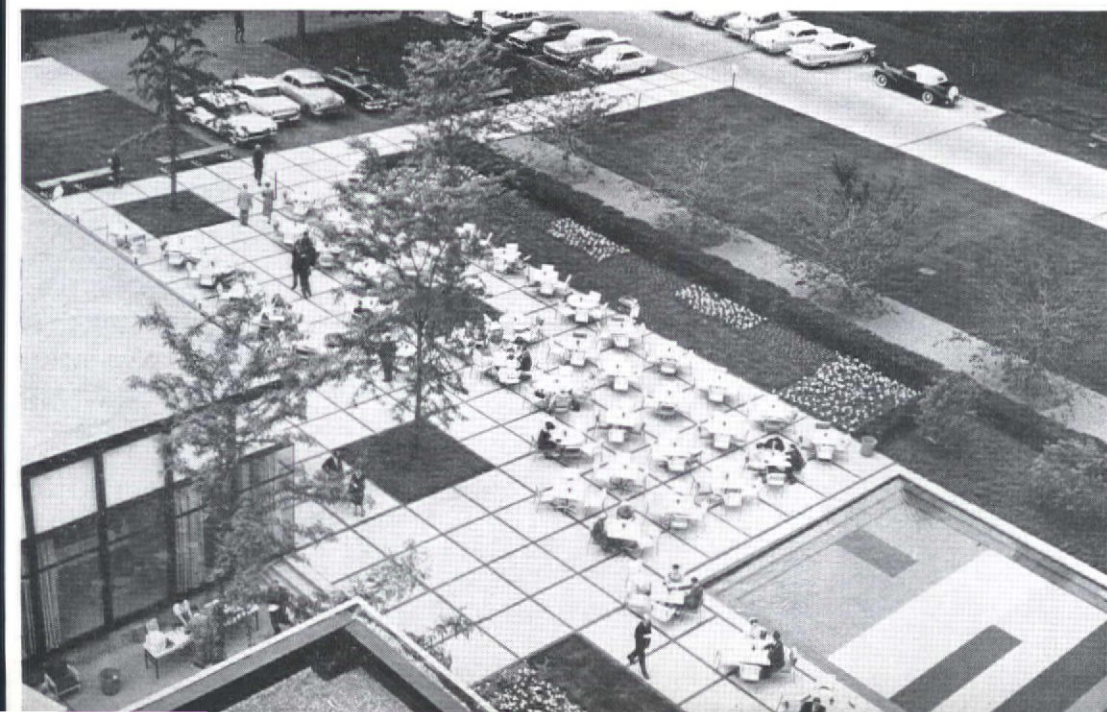
Two cases in point, both ISD, Inc. projects, are International Minerals & Chemical Corp. headquarters building and the Pure Oil Co. building, both of suburban Chicago.

At International Minerals & Chemical, the black and white corridor, surrounding the employees' lounge and repeating the colors of the exterior, leads past a wall of ebony to the food serving area of the cafeteria. As a repeat of the elevator lobby pattern, a striped design has been carried through. But in this case color has been used to diminish confusion and stimulate circulation in the food serving area. Soft grays and white punched with vivid stripes of cobalt blue were selected. The cafeteria, directly adjacent to the food serving area, has great splashes of color on a basically white scheme. While the total character of the room is one of softness, achieved by color and lighting, an accenting sparkle from two chandeliers representing atoms, plays on the walls.

At Pure Oil Co. pleasant dining is provided in the cafeteria with one wall almost completely glass, looking out on attractive open fields. Separating the cafeteria serving line from the dining area is a plastic sliding framed in walnut. Adding interest to the decor is the tile pattern of the draperies embedded in this plastic screen. Decorative beams of walnut, characteris-



TWO VIEWS of dining: Pen & Sword, designed by Becker & Becker, right and above, and the garden dining and entertaining facilities of International Minerals & Chemical Corp., created by Interior Space Designs, Inc., division of Perkins & Will, architects.





HOFBRAU HOUSE in Seattle's World's Fair is a low-cost contemporary vault structure, reminiscent of Bavarian Rathskellers. Building is bolted together and can be moved.

TABLE WITH A VIEW

tic of the complex, create a suburban flavor in the dining area. Giving contrast to this treatment are the sparkling off-white walls and ceilings with recessed lights.

Most companies aim at creating warm, relaxing atmospheres—a break from work—rather than high elegance and luxury, which psychologically has a way of detracting from work. Non-institutional cafeterias and coffee shops make use of strong rather than subtle lighting, since they are fast-service operations which have no wish to cater to delayed dining or psychological well-being of the patrons for that matter. But all cafeterias and coffee shops, whatever their operational intent, add to the demand for more and more contract materials and, in fact, make up a good chunk of the market.

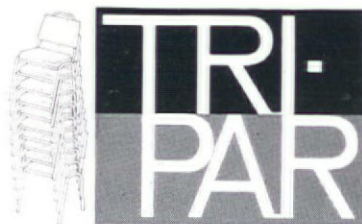
With World's Fairs, Disneylands, Freedomlands, *et al.*, popping up all over the country, a kind of nomad restaurant might yet become the popular new form.

The Hofbrau Haus in Seattle's World's Fair, for example, was a challenging problem. It had to take advantage of every bit of usable space and still be inexpensive because of its short life (restaurants at fairs go with the fair). John Graham & Company solved the problem with a contemporary vault structure, reminiscent of Bavarian Rathskellers, that moves. The vaults of the building are made of thin shell plywood; since the building is bolted together, it can be moved and re-erected after the Fair closes, requiring only a new foundation. Textured plaster was used to finish the interior surface, decorated with authentic designs from Bavaria. Large glass areas offer a spectacular view of the fair's International Fountain. Entire cost went for under \$100,000.

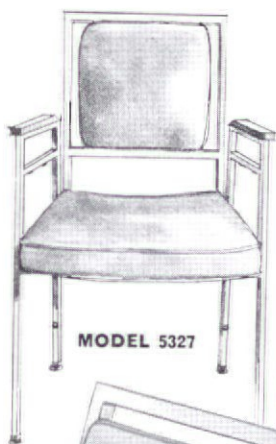
Whether a restaurant costs under \$100,000 or over \$100,000, whether it is stationary or moves, there is one obvious and inescapable certainty: all are helping to fatten the Strasbourg Goose which, of course, is the contract market. Most concerned architects and designers are hoping that their clients will be more inclined to let them turn out a better grade of paté. (C)

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1740 N. Pulaski Rd., Chicago 39

Circle No. 217 on product information card

Multi-service Host system by Westinghouse

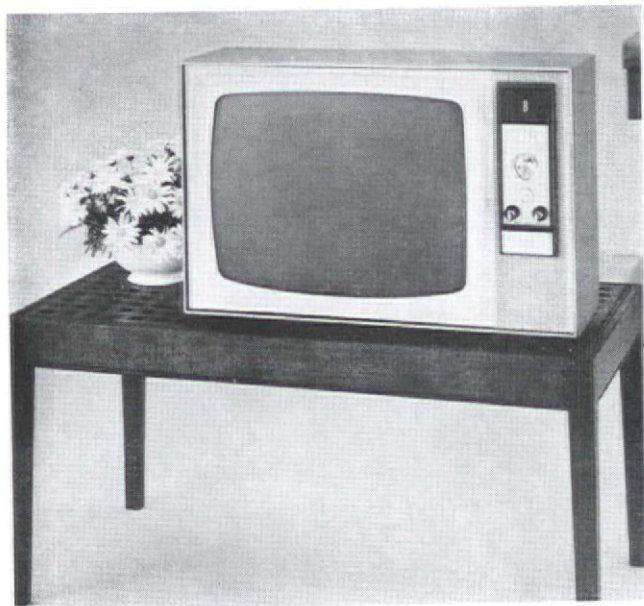
COMMUNICATIONS are just as much a part of today's hotel/motel installations as furniture or carpeting. The right communications system provides, at one and at the same time, an entertainment unit and cost-saving features for management.

The most comprehensive package to date, to the best of our knowledge, is the Westinghouse communications package being offered to hotel/motel management. Designed for easier guest operation, it also assures maximum parts reliability, high fidelity sound and picture projection.

Called the Host TV system, the Westinghouse system provides television reception, background music, maid call, and message-at-desk signals. In addition, closed circuit TV can be added to the system if required, as it often is in the cases of conventions and conferences.

Automatic gain control cuts down signal variations in the Host system and allows for sudden weather changes or the presence of aircraft in the vicinity of the set. A special electronic circuit, called D.C. Restoration, prevents pictures from appearing too washed out; guests who watch old films with extreme contrast will appreciate this feature. The rejection of unwanted signals, longer life of components, better fringe area reception, and a stable channel connection are all achieved in the Host TV set, because of three-stage I.F. amplifier. Two optional additions that have been installed by Westinghouse in a number of hotels and motels are an automatic on-off timer which may be set by the guest for controlled viewing up to three hours, and an instant-on control that eliminates tube warm-up, providing a picture with a click of the switch.

The 1963 Host line will be shown by Westinghouse for the first time at the National Hotel Exposition, November 12 through 15, at the New York Coliseum. (C)



fyi

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gan Chandelier Co. Flint: Royalite Co. Grand Rapids: Purchase Elec. Sup. Co. Lansing: Electric Living, Inc.

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Q. How many of your guests cut themselves shaving because their bathrooms are poorly lighted?



Q. When a conventioneer breaks lights will you be able to replace them rapidly and economically?

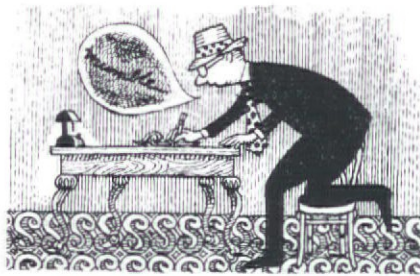


Q. Does your lighting make your guests feel "at home" when they want to feel like they're in a hotel?

MOTELS



Q. Does the approach to your motel look inviting, or do the lights that make it visible also make it look gaudy?

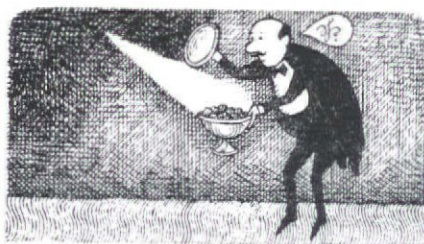


Q. Can a salesman write up his orders by the lights on your desk?



Q. Could you be sued by a guest because he can't see clearly on your dark walks?

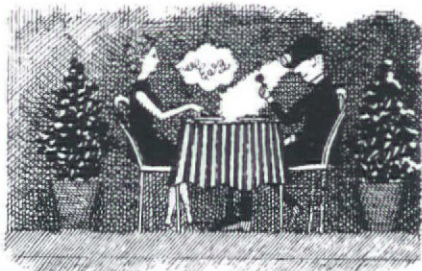
RESTAURANTS



Q. Does your lighting make your food look as good as it tastes?



Q. Does your lighting make your ladies room look like a friendly lounge or just a lavatory?



Q. Does your lighting resolve the battle between women who like subdued lighting and men who like to see what they eat?

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Circle No. 218 on product information card

CONTRACT PRODUCTS AND SERVICES



Formal line office furniture

The new Formal line by Peerless Steel Equipment Co. is characterized by I-shaped mirror-chrome legs and horizontal cross bars. Pedestals are 24 inches deep, adding to the slim modern effect of the units. The complete line includes a single pedestal executive modular desk with runoff; two and four unit credenzas; office table, and the double pedestal executive desk illustrated. All tops are natural wood self-edged and come in a wide range of natural wood finishes or plastic laminate coverings.

Circle No. 265 on product information card



New adjustable table by CHF

A new multi-purpose table, designed by Chicago Hardware Foundry Co., is instantly adjustable to any table height from 18 to 29 inches. This patented feature allows table to be converted from dining table to coffee table or cocktail table by a twirl of the top. The adjustable tops are supplied in a variety of finishes—wood grains, solid colors, or white. Tops are round or square, up to 48 inches in size. Pedestal bases come in a choice of finishes.

Circle No. 201 on product information card

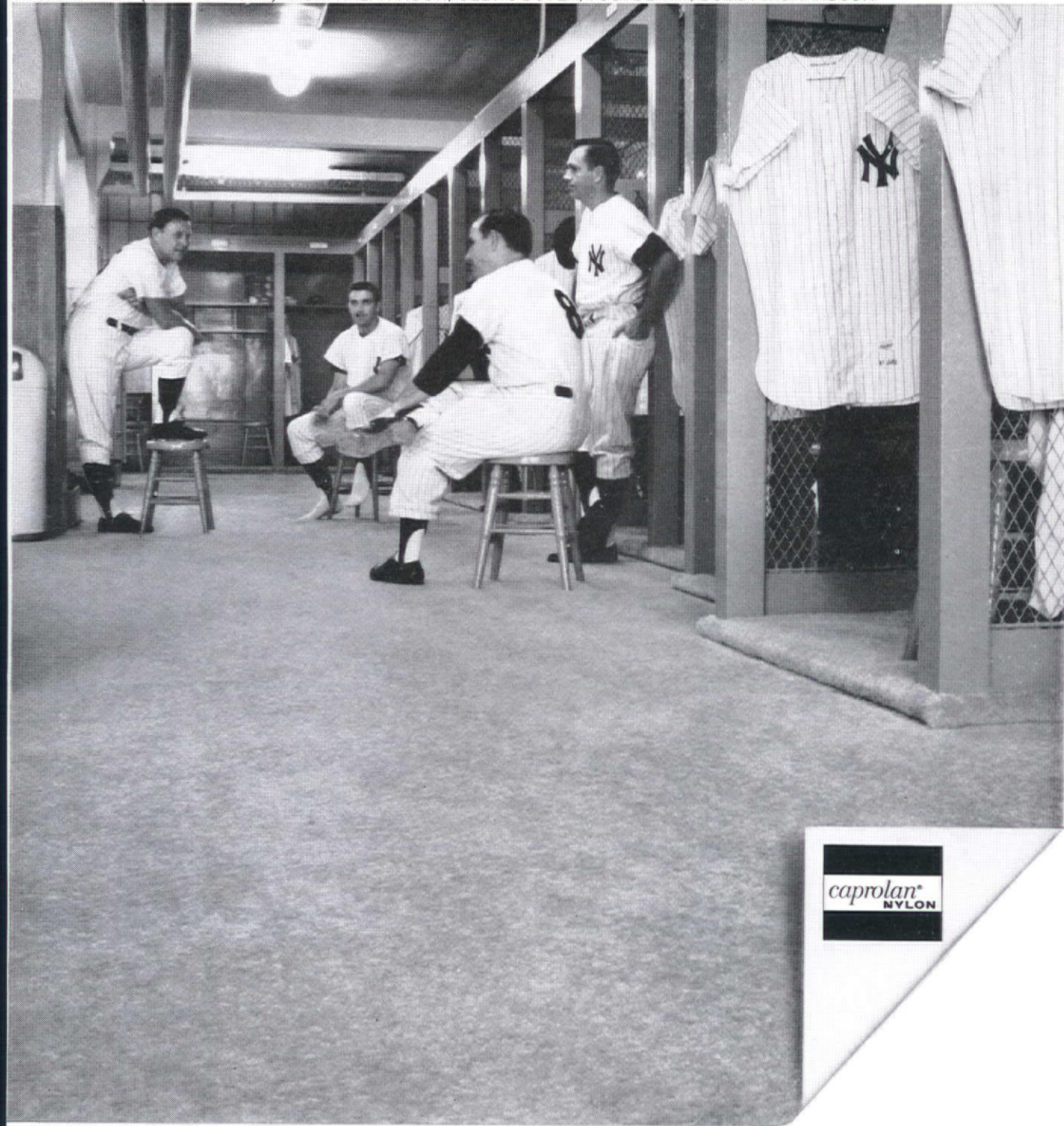
Kent-Coffey's flexible hotel-motel units

The telescopic aspects of Kent-Coffey's Impresa Contract hotel-motel group permits adaptability to meet any space specifications by adding units as needed. The multi-purpose wall unit expands from a minimum of 90 inches to a maximum of 108 inches. So designed as to receive detachable luggage/TV benches, the Impresa can cover a wall space from 90 inches to 12 feet. By a mere switch of a special adjustable leg, the desk area can be either on the right or left side. The dresser desk is equally versatile: luggage benches can be added to either or both sides. The Impresa series is finished in warm fruitwood tones with a matched finish on the Panelyte plastic laminate tops and edge banded surfaces. The bases are coordinated in antique white. This extensive grouping includes panel headboards, nightstands, three sizes of dressers, mirrors, lounge and side chairs, dresser desks, luggage benches, and the multi-purpose wall unit.

Circle No. 270 on product information card



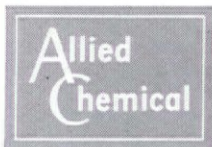
N. Y. YANKEES (LEFT TO RIGHT): MGR. RALPH HOUK, CLETIS BOYER, YOGI BERRA, BOBBY RICHARDSON



Caprolan nylon carpeting scores at Yankee Stadium

... proves it wears better, cleans easier. Just look at the record: 533 sq. yds. of beautiful Callaway carpet, with 100% Caprolan[®] nylon in the pile, were installed throughout the Yankee clubhouse, players' training and recreation rooms and the manager's office. But despite such daily rigors as spiked shoes and the dirt of the ball park, continuous filament Caprolan is wearing magnificently. Cleaning easily? On the double—to look fresh as new,

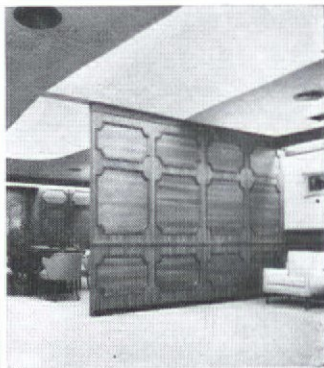
day in, day out! Championship performance is yours with every carpet of Caprolan. Take advantage of it. Your choice of a handsome range of contract styles—rich textures and glorious colors fashioned by Collins & Aikman, Commercial Carpet Corporation, and C. H. Masland. Fiber Marketing Department, 261 Madison Avenue, N.Y. 16, N.Y.



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AIRWALLS offer an entirely new and extremely flexible method of dividing large areas to meet everchanging space requirements. AIRWALLS are completely portable . . . may be moved at will, in a matter of minutes . . . no floor or ceiling tracks are required. Just set each panel (36" wide, heights to 12') in place, add air and the patented AIRWALL telescoping cap is raised firmly against the ceiling. AIRWALL's tight seal at the floor and ceiling levels and unique construction features offer a sound control quality never before possible in a portable wall. Available in a wide range of facing finishes to provide fresh and dramatic interior decorations. AIRWALLS are economical—require no installation or erection costs. Ideal for Hotels, Restaurants, Offices, Funeral Parlors, Schools, Churches, Commercial Buildings, etc.

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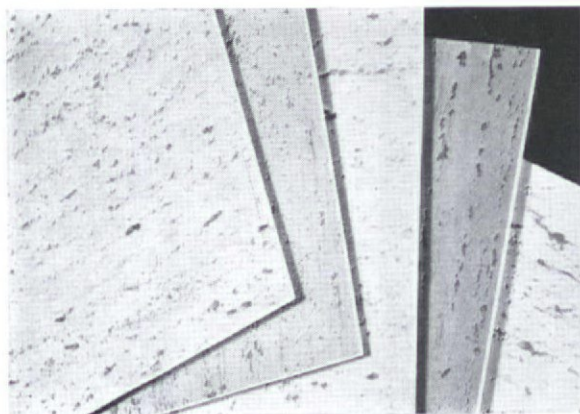
AURORA, ILLINOIS

Circle No. 220 on product information card

PRODUCTS & SERVICES

CONTINUED

Marble-like travertine flooring



Kentile, Inc., has simulated natural marble in its vinyl travertine flooring material. The textured tile features subtle tone variations with the dimensional cavities of natural marble. The vinyl travertine has high resistance to wear, cleans easily, and never requires waxing. Six color styles include off-white, natural beige, Aventine red, old ivory, moss green, and forum gray. The new style is available in regular-edge tile of 1/8 inch and 0.80 inch thickness, as well as beveled tile in 1/8 inch thickness, and in standard and special tile sizes.

Circle No. 266 on product information card

FiliGrille room divider



The FiliGrille room divider is engineered for simple and economical installation and provides a decorative wall that is functional and easy to care for. Produced by Holcomb & Hoke Mfg. Co., the FiliGrille is fabricated of 3/8" thick polystyrene and comes in standard designs in a variety of complete framing systems. A wide choice of colors, both metallic or regular, makes painting unnecessary. It is available for use on exteriors as well as interiors.

Circle No. 267 on product information card

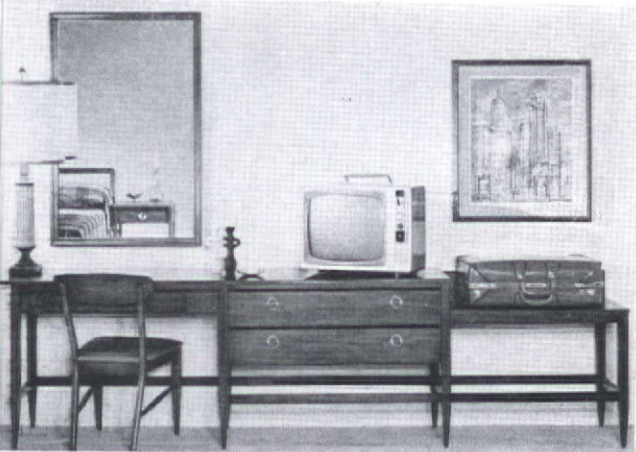
Bentson steel desk



A six-shelf, slide-out stationery tray is the new feature in Bentson Mfg. Co.'s Signature secretarial desk, displayed at last month's NSOEA convention in Chicago. The contemporary styling of the modern steel desk is enhanced by the walnut and gold finish. Other groups shown included an executive modular group in mist green, two executive flat top desks with rolled and square edge tops, and filing cabinets.

Circle No. 268 on product information card

Hotel-motel units by Willett



Two hotel-motel groups by Consider H. Willett include the Attache, shown here, and the Oxmoor units. Contemporary-styled Attache is made in solid cherry with satin-finish plastic tops available in matching cherry grain or plain plastic. In contrast, the Oxmoor group is in the style of the 18th and 19th centuries, also supplied with wood grain plastic tops. Both groups have been constructed to meet the demands of contract use. All internal parts are of hard woods; cases have mortise and tenon construction with dust proofing throughout. Drawers are dove tailed front and back and have center drawer guides and drawer tilts with plastic glides.

Circle No. 269 on product information card

DUX designs for contract! Folke Ohlsson and Sven Dysthe have designed a new collection of conference tables, conference chairs, visitors' chairs, lounge chairs and sofas, modular seating groups, and occasional tables—for contract use. For a free DUX Contract Series catalog and a listing of contract dealers, write to: *Contract Section, DUX Incorporated, 1633 Adrian Road, Burlingame, California.*

DUX DESIGNS FOR CONTRACT



Circle No. 221 on product information card

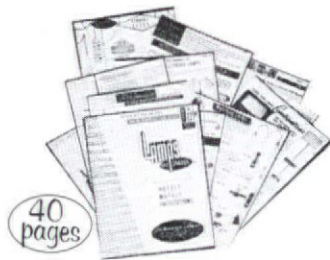
Circle No. 272 on product information card

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THIS CATALOG IS A **must!**

or **shades** for

**HOTELS-MOTELS
INSTITUTIONS**



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We welcome your requests for SPECIAL DESIGN and will submit price quotations and samples PROMPTLY.

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INQUIRIES FROM ARCHITECTS, DECORATORS AND CONTRACT DEALERS ESPECIALLY INVITED.



Coronet **WONDERFOLD** by **NORQUIST**

Coronet-WONDERFOLD brings comfort with versatility to folding chairs . . . full-size comfort in a wide choice of distinctive styles, wood finishes and upholstery colors.

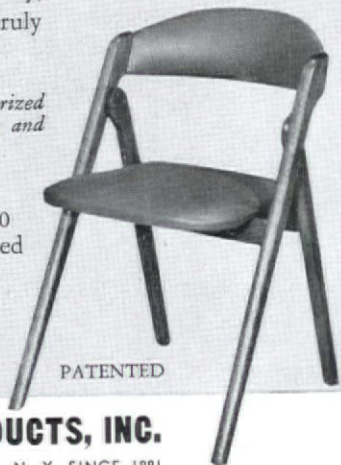
Only chairs that say, "Come again!" are truly economical.

Available through authorized dealers. Ask for catalog and list of suppliers.

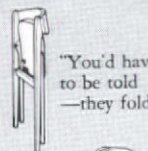


Choice of 12 styles

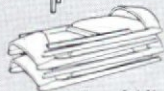
No. 320 illustrated



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"You'd have to be told —they fold!"



Easy folding
Safe stacking
Compact storage

NORQUIST PRODUCTS, INC.

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Circle No. 223 on product information card

PRODUCTS & SERVICES

CONTINUED

Compact refrigerator by King

King Refrigerator Corp. has a new compact refrigerator specifically designed for hotel-motel needs. Model AM-2 is small enough to fit under a vanity or ledge, yet contains three ice cube

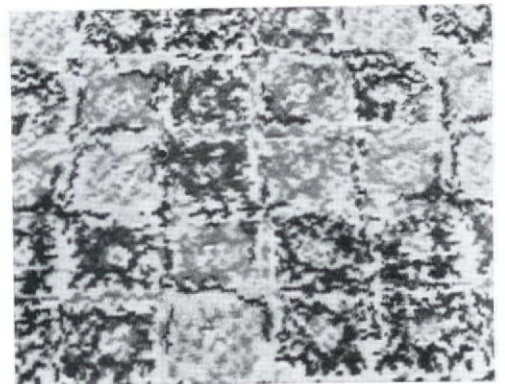


trays, space for bottles, plus extra storage space. To prevent pilferage, shelves and trays are non-removable. A special defrost device eliminates the need of periodic defrosting; the door is designed to close automatically when not in use. This model has been included as standard equipment in every room at the newly opened Americana Hotel in New York.

Circle No. 270 on product information card

Lees adds four new styles

Products presented by James Lees & Sons Co. at the recent Chicago markets included four new qualities and the addition of 23 color and pattern numbers. The new qualities include three with face yarns of selected wools and one continuous filament textured nylon tweed. Shown is one of the patterns, Textured Tiles, added to the Star-



fire series. Starfire carpets are made of virgin nylon face yarns in beige tones, accented with green and bittersweet.

Circle No. 271 on product information card

street lamp reflector fixture



City Knickerbocker, Inc., has taken the early street lamp reflector and modernized it by using a melon-ball globe. The upper side of the reflector comes in colors to match room design; the underside and globe are in white.

Circle No. 272 on product information card

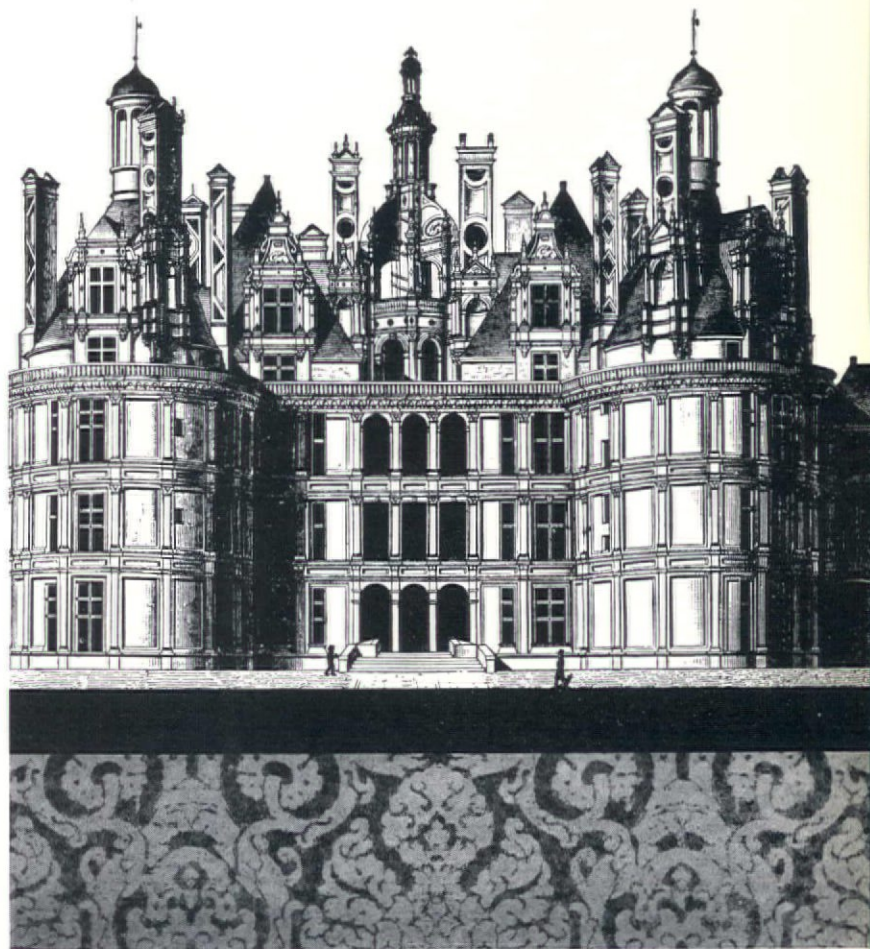
Belaire stacking chair



A new model stacking chair, the Belaire #700S, will be exhibited at the National Hotel Exposition in November by Bela Div., J. & J. Tool & Machine Co. The square tubular construction makes it possible to stack the chairs ten high in only 21½ square feet of floor space. Foam cushioned seats and backs are upholstered in a choice of Naugahyde, nylon, or grospoint. The frame is of special alloy steel and comes in a choice of nine enameled colors plus chrome or gold bronze plating.

Circle No. 273 on product information card

“I’d have Winfield on the walls...”



☒ ☒ Wherever the walls, in a hotel or a hermitage, they receive a well-considered compliment from Winfield wall coverings — their excellence assured beautifully and practically. ☒ ☒ Damask I, above, from the Winfield Screen Print Collection, is hand made in seven colorways on VinyLock Foil. ☒ ☒ Like all Winfield wall coverings, it is waterproof, washable, and adheres precisely to specification. Winfield Design Associates, Inc. ☒ ☒ ☒ ☒ 674 South Van Ness Avenue, San Francisco 10 Circle No. 224 on product information card



Bedroom features luxurious new king-size Beautyrest® by Simmons, bed with mint green U.S. Naugahyde upholstered headboard and fold-down panels. InnMaster III dresser and luggage units designed by John Van Koert, A.I.D.

practical
prestige
IN THE
1963 room
of
tomorrow

In this 1963 "Room of Tomorrow" Simmons presents new furniture that achieves a look of elegance for compelling guest appeal. There's utmost practicality here, too — versatile furniture units that serve in large or small areas — upholstery, fabrics and furniture construction that defy time and hard use.

See Simmons in Booth 2164
at the National Hotel Exposition.



SIMMONS COMPANY
CONTRACT DIVISION

Merchandise Mart • Chicago 54, Illinois



▲ New Simmons valet board in the "Room of Tomorrow" Short-Stop Room provides closet convenience and room divider attractiveness. Valet board attaches to Room Span luggage stand.

1963 "Room of Tomorrow" designed by Roy F. Beal, F.A.I.D.; coordinated by Karl Steinhauser, A.I.D.

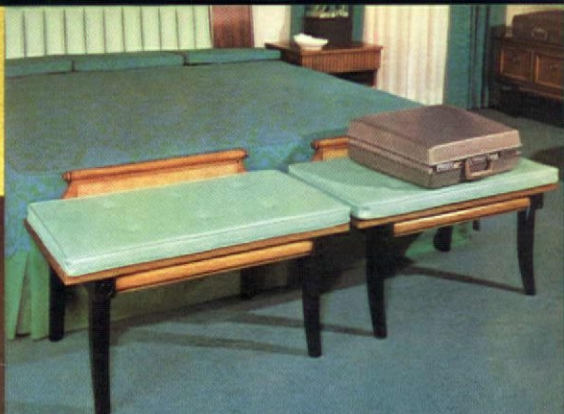
◀ Living room suite sleeps two on Hide-A-Bed® sofas. Conversation area includes comfortable upholstered chairs and elegant round table.



The luxurious texture of Madras Naugahyde is chosen on the arm chairs upholstered in cool mint green. Beautiful, colorful, carefree — the ideal upholstery for day-in and day-out wear.



Short-Stop Room features Simmons sofa bed covered with U.S. Naugaweave in gold Monticello — the deep dimensional vinyl with look and feel of soft woven fabric. Damp cloth cleans!



Luggage benches look glamorous, too, when they're topped with smoothly tailored cushions of mint green Madras Naugahyde. No worries about wear and tear with this most durable of vinyl upholstery fabrics! Luggage is made of U.S. Royalite.



for bright, beautiful comfort

and complete practicality, it's

U.S. NAUGAHYDE® The finest in vinyl upholstery

U.S. KOYLON® Genuine latex foam rubber cushioning

U.S. RAVAL upholstery is the only process that could shape this shell chair with such perfection. RAVAL mechanically upholsters complete furniture cushioning units...contoured and tufted...sculptured and shaped. Shown against a wall of silk-screened Naugahyde.



Colorful comfort makes this chair and ottoman a wonderful invitation for feet-up relaxing. Both in sunny yellow Citadel U.S. Royal Naugahyde, the new super-soft, super-plump self-expanded vinyl. Versatile Naugahyde is also used in the studded wall panels.

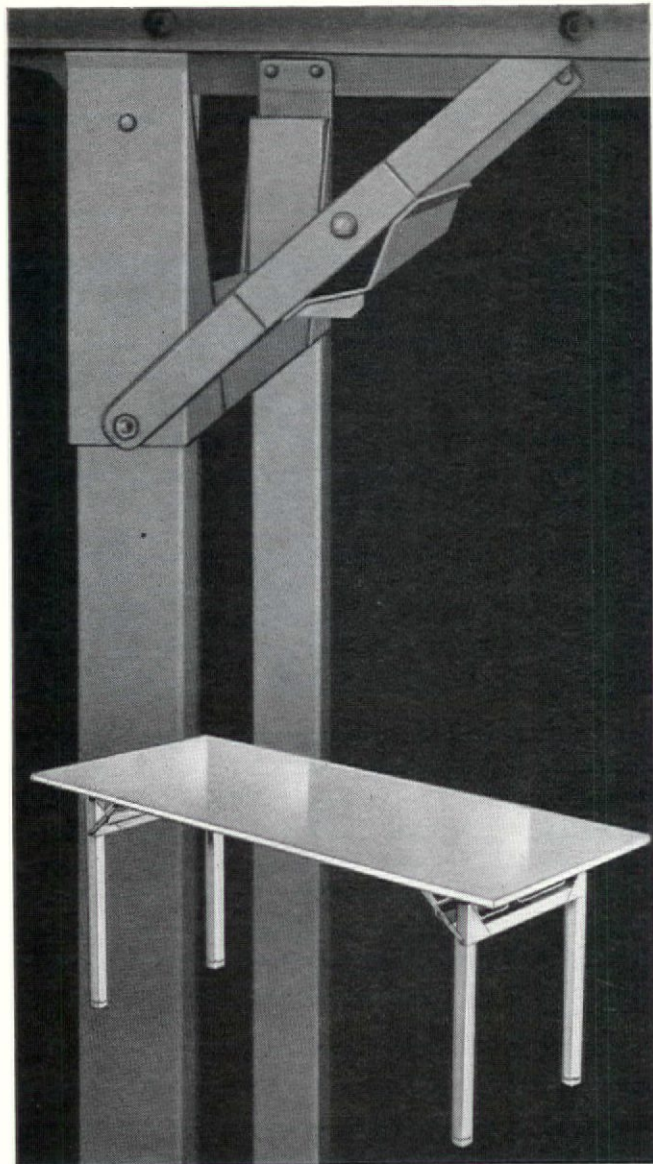
Silky textured Madras Naugahyde in tangerine makes a welcome punctuation point of color. Completely practical, too, because like all Naugahyde upholstered furniture, this chair needs only a damp cloth to keep it bright and fresh.



Visit "US"—Space 2190-91
at the National Hotel Exposition



Coated Fabrics and Koylon Seating Dept.
Mishawaka, Indiana
In Canada: Dominion Rubber Company, Ltd.




THIS MECHANISM DOES AMAZING THINGS FOR YOU!

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HOWE folding tables provide all the advantages of a good cafeteria-dining room table plus one important extra: *they fold!* HOWE folding tables' mechanism insures the set-up flexibility needed to accommodate maximum or minimum traffic around the clock. Folded and stacked on a HOWE truck, these tables are easily moved to any point in the plant. Get the facts. Write for free, illustrated catalog now.

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Circle No. 225 on product information card

← Circle No. 216 on product information card

PRODUCTS & SERVICES

CONTINUED

Folding luggage rack



The Golden Traveller aluminum luggage rack is durable, lightweight, and able to support 400 pounds in weight, according to manufacturer Gasser Chair Co. It is available in five models, featuring various wall protection rails and sizes. Optional with plastic webbing or cloth strap webbing, the rack has a gold anodized aluminum tubular heavy-wall frame and folds for storage.

Circle No. 274 on product information card

Astra Bent mate's chair

Coordinated with a captain's chair, Astra Bent Wood Furniture's mate's chair is hand-crafted of solid hard rock northern maple, with deeply



saddled, hand-pegged seats and steam-bent backs. In addition to the captain's and mate's chairs with upholstered seat or back rail, both models come in all-wood, mellow hand-rubbed finish. Coverings for the upholstered chairs are durable, washable leather-like vinyl upholstery.

Circle No. 251 on product information card

Circle No. 226 on product information card



Globe has everything you need in contract furniture.

For complete catalog, write GLOBE FURNITURE COMPANY, Contract Division, High Point, North Carolina



An important
RAILROAD
chose this
LA FRANCE
contract
FABRIC



This is but one of the many "engineered" fabrics in the wide La France Contract line. Like all our patterns, it possesses the styling required by high decorative standards. In addition, it provides the essential physical characteristics of long life and easy maintenance.

If you have a project on the boards, ask us to submit sample swatches for your consideration. Address your request to Mr. Harold Hafner, Vice-President.

Illustrated: No. 3536. NYLO TEXTURE,
43% Nylon, 34% Cotton, 23% Rayon

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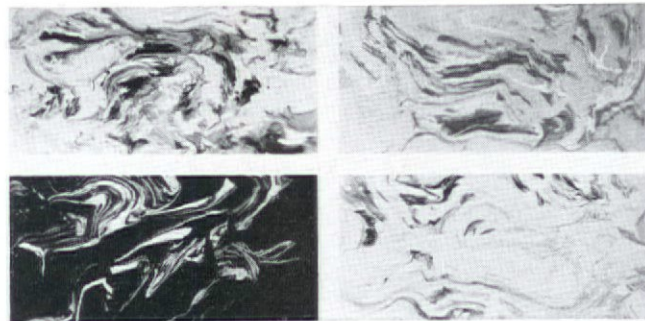
CHICAGO: American Furniture Mart
LOS ANGELES: Los Angeles Home Furnishings Mart
CHARLOTTE, N.C.: 2036 S. Tryon Street

Circle No. 227 on product information card

PRODUCTS & SERVICES

CONTINUED

Marbelon, a man-made marble



Standard Steel Cabinet Co. has developed a new cast process called Marbelon — a man-made marble said to be stronger and more resistant to stains than natural marble. Available in slab form, tile-size squares, or field squares, Marbelon tops can be used for table tops as well as for flooring tiles. Six standard color combinations include: beige and white, pink and white, black and white, black and gold, white and gold, white, gold and black. Standard thickness is $\frac{3}{4}$ inches.

Circle No. 275 on product information card

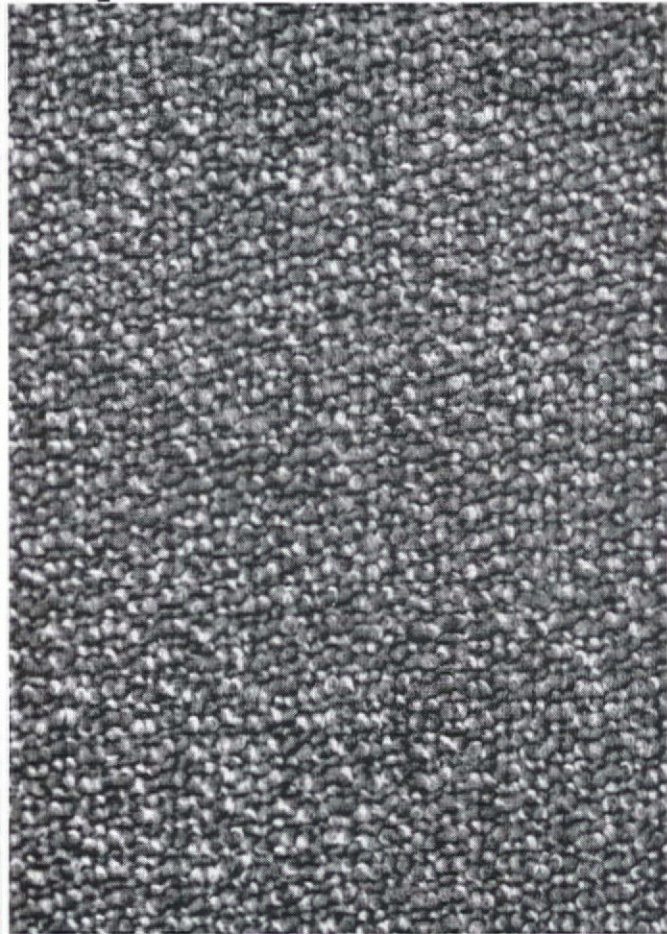
New lateral Fabry chair



Specially designed for the new contract department of Fabry Associates, Inc., by designer Ed Secon, is the new lateral chair, made of $\frac{3}{4}$ " steel tubing. The frame appears to give the foam-rubber upholstered part a floating appearance. The chair is offered in different versions, including box tufted, French pleated, Channel pleated, or plain upholstery. A companion loveseat is also available.

Circle No. 276 on product information card

These two contract carpets are identical



This one (↑) was selected for the Hotel Room of Tomorrow!



Reason: (→)

This carpet is bonded to U.S. Kem-Blo® sponge cushion. It will wear longer...needs no restretching...won't show seams... can be patched by a hotel maintenance man to eliminate bad stains and burns... keeps its luxurious, bouncy feel underfoot...reduces heat loss over radiant-heated floors...reduces installation expense and time over plywood, concrete, tile, terrazzo and linoleum flooring. Ask your supplier about carpet cured to U.S.

Kem-Blo
SPONGE



United States Rubber

Ensolite and Kem-Blo Products Dept., Naugatuck, Conn.



DEXTEROUS

FLEXIBILITY

in Seating



Scerbo's
smartly designed
seating



offers an
endless variety
of flexible
arrangements
for the
office
or reception room.



FRANK SCERBO & SONS, INC.

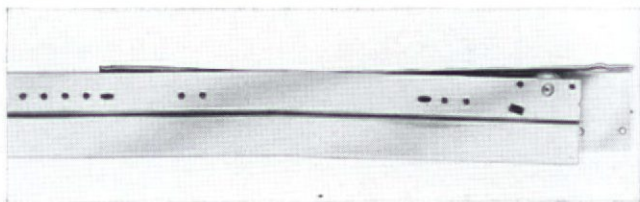
140 PLYMOUTH STREET, BROOKLYN, N. Y.

Circle No. 228 on product information card

PRODUCTS & SERVICES

CONTINUED

New Grant drawer Auto-Slide



Grant Pulley & Hardware Corp. has developed an automatically closing drawer slide, called No. 340 Auto Slide, that enables a drawer to gently shut itself after the slightest push. The slide requires only 1/2 inch at either side of the drawer and will support up to 100 pounds. Operation is quiet and smooth, aided by large nylon outer race ball-bearing rollers. Auto-Slide is available in lengths from 14 to 28 inches.

Circle No. 277 on product information card

Pella wood folding partition

Rolscreen Co.'s Pella wood folding partition has been designed for installations requiring a substantial closure or divider to meet demands of



hard use and imposing architectural proportions. The 10 3/8 by 1-1/16 inch panels are constructed with solid wood cores, laminated with plastic glue to prevent warpage. The patented spring hinging system keeps panels aligned. Suspended from a steel track at the head, the partitions roll on ball bearings, requiring only one pound of pressure per panel to operate.

Circle No. 278 on product information card

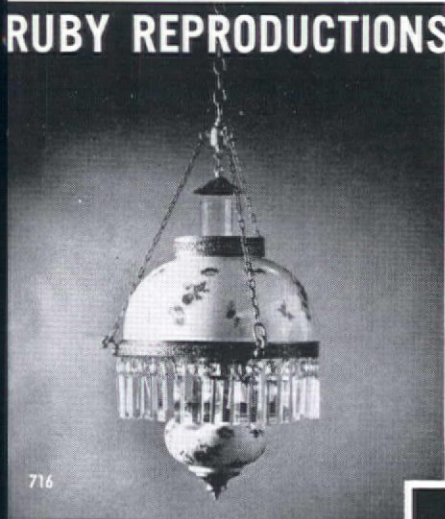
Ten by Callaway Mills

Ten new carpet lines were recently presented by Callaway Mills, Inc., all emphasizing American themes; all are wool and of tufted construction, in 12 and 15 foot widths. Among the styles are Grand Canyon Suite, Evangeline, Folkways, and Hearthstone.

Circle No. 279 on product information card

CONTRACT

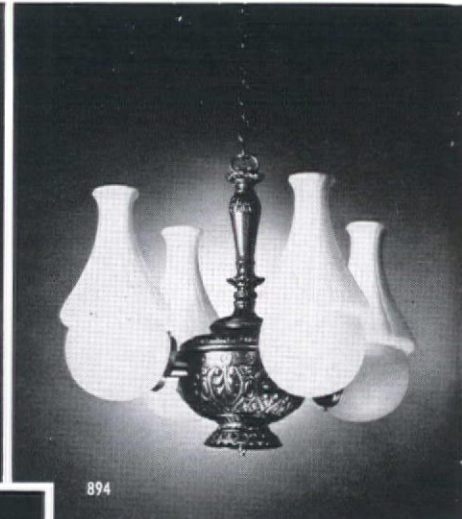
RUBY REPRODUCTIONS ARE AUTHENTIC...*



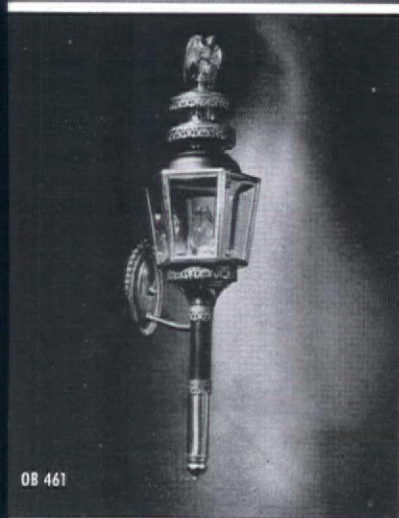
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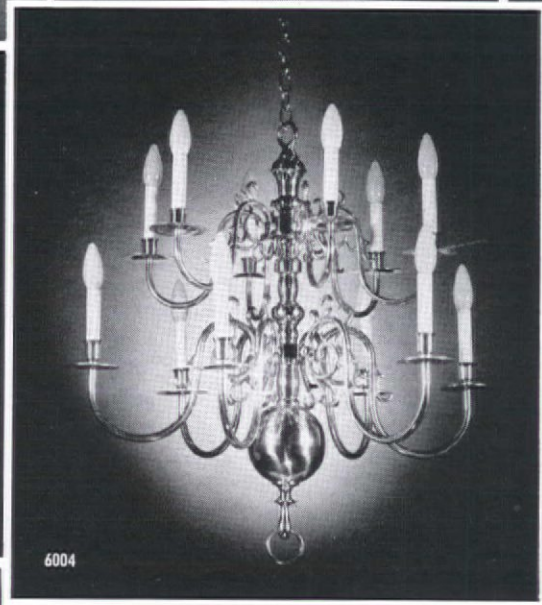
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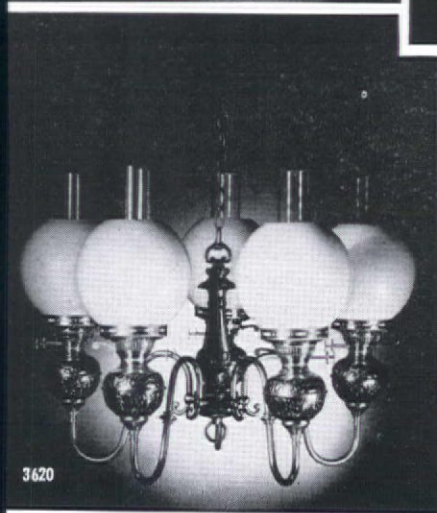


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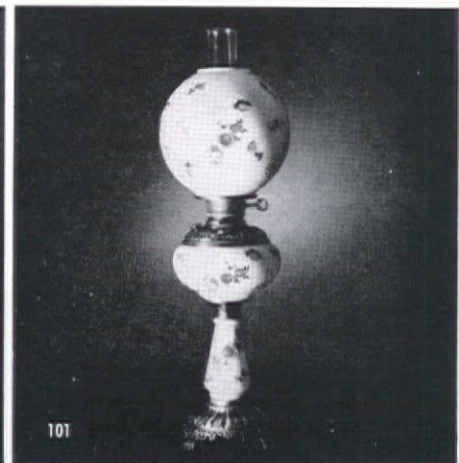


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3620



101



686



7623

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AND MOULDS**

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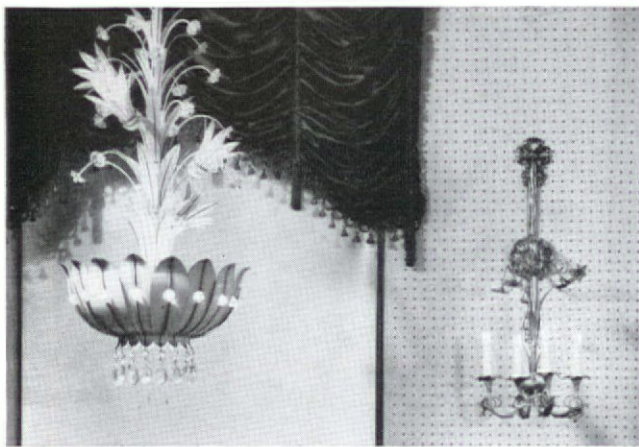
Circle No. 230 on product information card

PRODUCTS & SERVICES

CONTINUED

Specialty lighting by Yorkhaven

Yorkhaven Galleries, Inc., lighting designers, created special showroom exhibits and vignettes in conjunction with the fourth annual National Interior Design month, Sept. 18-Oct. 18. Two of the custom-designed lighting fixtures by Frances



Bershon were used in settings designed by Marion Florsheim. The ceiling fixture nestles four lamps in the flowers, with three lamps in the bowl for indirect and direct light through the frosted glass bottom.

Circle No. 280 on product information card

Kroehler's companion chair



A companion to three new sofas recently introduced for contract use by Kroehler's contract division is a new lounge chair, covered in glove-soft, easily cleaned vinyl. For durability, the chair has five rows of springs in the seat deck, plus extra padding in its outside back and arms. Rounded wooden arm overlays are offered optionally to prevent elbow wear. In addition to the vinyl upholstery, the chair is available in a wide range of decorator fabrics.

Circle No. 281 on product information card



4728

Also available without arms.

THONET INDUSTRIES INC.
One Park Avenue, New York 16, N. Y.

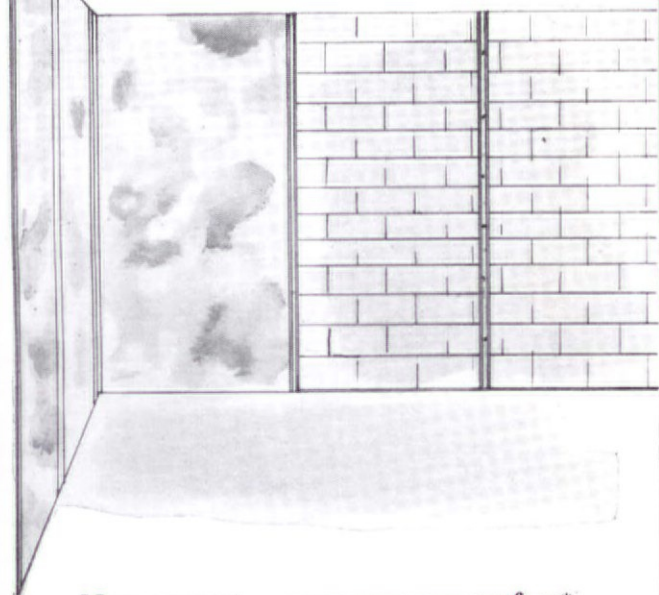
THONET

Since 1830 makers of furniture for public use

Showrooms: New York, Chicago, Detroit, Los Angeles, San Francisco
Dallas, Miami, Atlanta, Statesville, N. C.

Circle No. 231 on product information card

NEW WALL SYSTEM

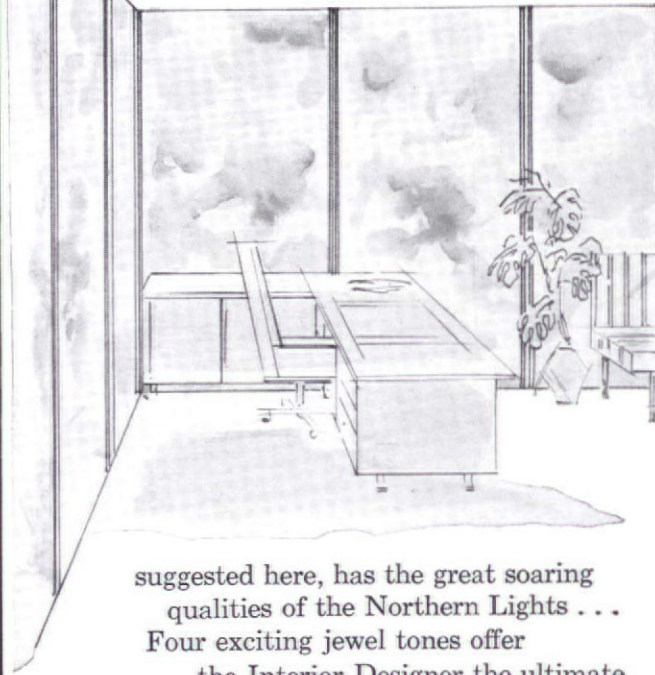


New concept... goes over any surface*...
beautiful... easy to install
and economical.

Designed by John van Koert, A.I.D.

**shown here over cinder block.*

NEW AURORA



suggested here, has the great soaring
qualities of the Northern Lights...
Four exciting jewel tones offer
the Interior Designer the ultimate
in vibrant amorphous texture.

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HOTEL ROOM OF TOMORROW

by ROY F. BEAL, F.A.I.D.

PARKWOOD LAMINATES is again
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NEW WALL SYSTEM... NEW AURORA
... and Some of the A.I.D. INTERNATIONAL
AWARD SOLID COLORS... Be sure to see
ALL these exciting PARKWOOD FIRSTS
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INTERNATIONAL



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Circle No. 232 on product information card

Lighting News ★ ★ ★ ★ ★
 AT THE **NATIONAL HOTEL
 EXPOSITION**



*...another
 installation
 by Kliegl*

Aqua Lounge

The Walter M. Ballard Corporation, developed the "DESIGN FOR DINING" exhibits for the National Hotel Exposition. Technical assistance and execution of the lighting for the Aqua Lounge, Poinciana Patio and the Executive Suite were supplied by Kliegl.

No matter what your lighting problem may be, Kliegl can provide a solution. Over 50 years of experience in the field of optics, reflector and control design can be easily applied to your lighting problem, whether the job be large or small. Kliegl recommendations are based on thousands of successful installations developed for the nation's leading architects, designers and engineers. For assistance with your lighting project, call your Kliegl representative or write us, direct, today.



Kliegl Pinhole Downlights provide unobtrusive and inconspicuous lighting with startling dramatic effect.

Our lighting advisors will be pleased to assist in the planning of any installation, using standard or special units to meet your requirements. Full details on request.

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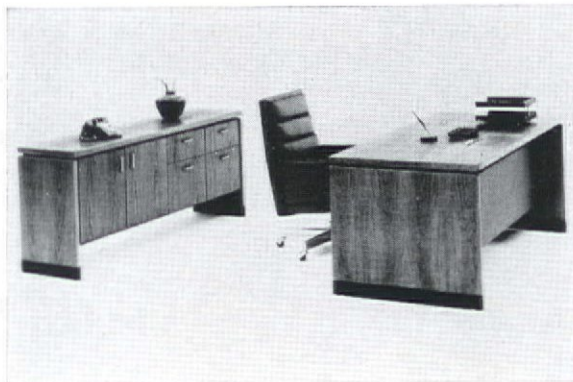
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Circle No. 233 on product information card

PRODUCTS & SERVICES

CONTINUED

Executive desk and storage unit



Manufactured by Brown-Saltman for the F & D Collection is this executive desk and storage unit, both available in American black walnut or teak. The desk, available in several sizes, has a modesty panel, suspended pedestals, and various arrangements of file, box and pencil drawers. Unit can also be ordered with different combinations of shelves, bookcases, drawers, and dictaphone slide. The synchro-tilt chair, by Condi Co. is leather upholstered.

Circle No. 282 on product information card

Cast aluminum secretary chair



An all-aluminum frame has been incorporated into the design of a new secretary chair, with foam-filled back and seat, by Seaboard Products. The multi-adjustment chair tilts and swivels; the seat slides back and forth and can be raised and lowered. A spindle cover hides the threaded spindle. Budget-priced, the all-aluminum chair is available in a wide choice of colors.

Circle No. 283 on product information card

LEADING INTERIOR DESIGNERS IN THE CONTRACT FIELD USE

Chairmasters

COMPLETE SERVICE

"Chairmasters has satisfied completely our most discriminating requirements for DESIGNS FOR DINING as well as our other installations in which their products have been specified," states Robert P. Herzog, President, The Walter M. Ballard Corp.



Robert P. Herzog, A.I.D. As President of The Walter M. Ballard Corp. he directs one of the oldest interior design organizations specializing in the contract field. Ballard designed interiors help merchandise the public spaces of leading hotels, restaurants, motels, throughout the world. His company has created the 1962 edition of DESIGNS FOR DINING to be premiered November 12-15 at the National Hotel Exposition, New York Coliseum.



CAFE TIEPELO

The designer's impression of a 'name restaurant' for the patronage of discriminating customers who seek an evening out in an elegant decor with excellent cuisine. Chairmasters has been specified exclusively for all chairs, bars, stools, banquettes, counters and ottomans throughout DESIGNS FOR DINING.

Chair #3018—hand carved hardwood frame, foam rubber seat and upholstered back, available in a wide variety of wood finishes and upholstery coverings.



Write for catalog and details on Chairmasters complete service.

Chairmasters

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manufacturers of fine furniture designed for dining

CHAIRS

TABLES

BANQUETTES

BOOTHS

BARs

STOOLS

Visit our booth #2085, National Hotel Exposition, November 12-15, New York Coliseum

Circle No. 235 on product information card

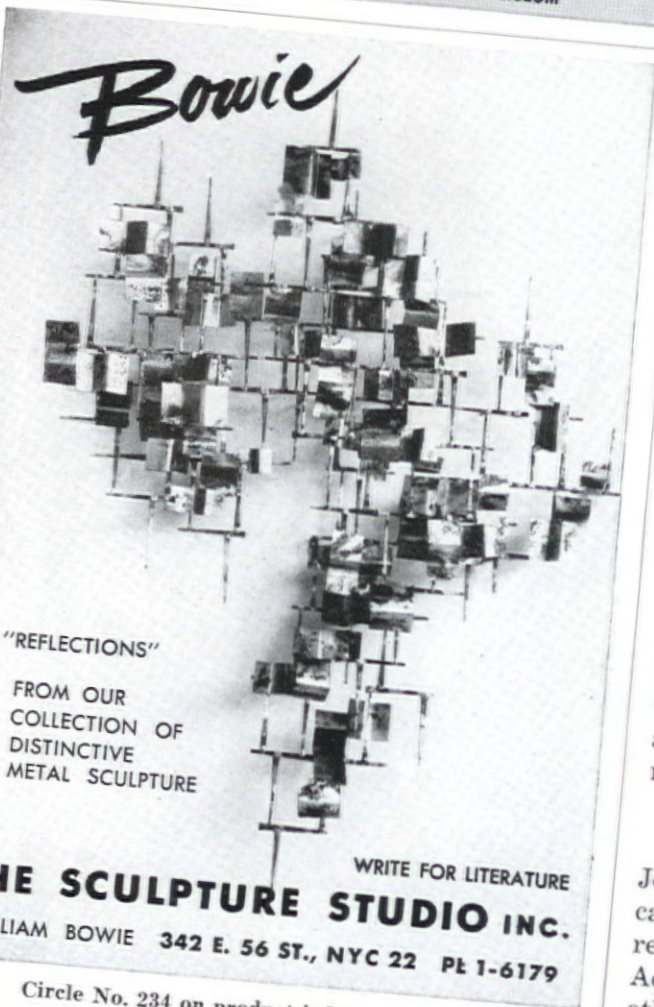
Circle No. 229 on product information card



Looking for something new—from hide-away ironing boards to modern kitchen equipment to make a chef happy. You'll find them at the 47th National Hotel Exposition. On all four floors of the Coliseum there are scores of new products, ideas and services. Come and bring the members of your operating and purchasing departments. It's one of the greatest, event-packed shows you've ever seen.

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For free Admission Badges (to the trade only)
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DISTINCTIVE
METAL SCULPTURE

WRITE FOR LITERATURE

THE SCULPTURE STUDIO INC.

WILLIAM BOWIE 342 E. 56 ST., NYC 22 PL 1-6179

Circle No. 234 on product information card

MANUFACTURERS' LITERATURE

An 80-page, hard-cover catalog, printed on double weight enameled stock, presents the collection of Cumberland Furniture Corp. Illustrated in full-page photos are more than 75 pieces, including seating, occasional tables, benches, desks, cabinets, conference tables. Price of catalog, \$4. A separate 64-page price list is included.

Circle No. 284 on product information card

Some pieces can be "personally designed" from the Erwin-Lambeth collection of upholstered sofas and chairs, by choosing from interchangeable arms, legs, and backs. The company has also evolved its own family of fabrics to include a collection of about 450, with broad coverage of textures, silks, and prints. Catalog available.

Circle No. 285 on product information card

Style & Security is the name of a new brochure by Yale & Towne Mfg. Co., which manufactures locks and hardware. The brochure also contains an interesting synopsis of the history of locks over the past 4,000 years, along with illustrations of some fascinating museum pieces.

Circle No. 286 on product information card

Heavy-duty lamps and shades, designed and manufactured exclusively for hotels, motels, and institutions by McInniss & Co., are illustrated in the firm's loose-leaf catalog. Detailed information is included for the wall, ceiling, floor, or desk lamps and shades that come in a wide choice of styles, colors, and materials.

Circle No. 222 on product information card

A new brochure by Geneva Casework, division of Acme Steel Co., illustrates its newly developed line of Impasto-finished steel casework, marking Geneva's entrance into the contract field.

Circle No. 287 on product information card

Various functions and arrangements of the Omni modular component system are described and illustrated in a brochure distributed by the manufacturer, Structural Products, Inc.

Circle No. 288 on product information card

John Scalia, Schmieg & Kotzian has issued a new catalog of its furniture collections, which include re-creations of famous pieces by the Brothers Adam, Chippendale, Hepplewhite, Sheraton and others.

Circle No. 289 on product information card

The new Embassy collection of tables and chairs, designed specifically for contract use by Lee L. Woodard Sons, Inc., is illustrated in a newly issued brochure. The modular units may be attached to one another to meet specific space requirements by the use of attaching clamps. A specifications chart listing materials and sizes is also included.

Circle No. 214 on product information card

The Management 1800 Series of office furniture by Alma Desk Co. consists of conventional double pedestal desks and cabinets and modular components. Companion chairs and lounge seating are also shown in Company's new Catalog. Rounded corners on all tops, wood veneer and wood-grained plastic, are some of the engineering features of this series.

Circle No. 290 on product information card

New Castle Products, Inc., describes in its brochure an all-wood folding partition which weighs only two pounds per square foot and comes in heights up to 16 feet.

Circle No. 291 on product information card

A line of movable steel partitions in various colors is shown in Virginia Metal Products' catalog called Mobilwalls.

Circle No. 292 on product information card

Circle No. 237 on product information card

"MARINER" MURAL



"Mariner"...a wall mural 9' 4" wide and 4' 1" high at topmost point of design is printed in *permanent* polyvinyl colors on wet-strength paper. Extremely durable and easy to clean. Perfect for use in home or club. This superb hand-print wall mural covers the cruising area represented by U. S. C. & G. S. Charts Nos. 1209 and 1210, extending from Nantucket Sound to Newport, R. I. The three groups of yachts shown are "Twelve Meters"... sailed in the America Cup races, Lightning sloops and the International Class... all from original racing photographs by Morris Rosenfeld.

"Mariner" comes four panels to a set, which includes 32' of plain matching background. Additional background color available. Offered in three color combinations, one of which is the original chart colors. Send for free line folder. Full color section. 25 cents each. Write to:

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Decorator Showroom, 515 Madison Ave., N.Y., N.Y.

SCANDIA CRAFT



Inspirations from Scandinavia

BUSINESS, INSTITUTIONAL, CHURCH, SCHOOL FURNITURE...

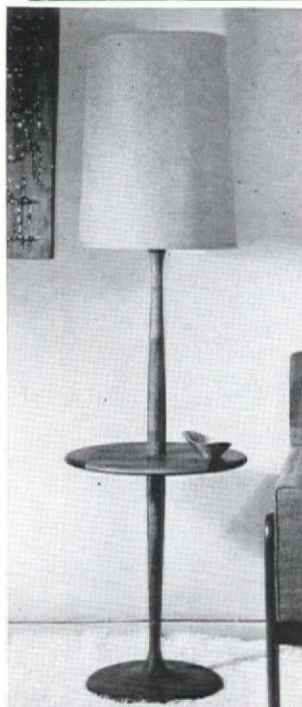
Direct imports from the foremost Scandinavian manufacturers. The Unicum seating shown, in moulded teak or fine vinyl in multiple or single units, is typical of the extraordinary versatility of Scandinavian designers. Accredited decorators, contract architects and business planners are invited to visit our new showrooms. Our own staff and original Scandinavian factory designers offer cooperation. Exclusive distributorships in a limited number of cities still available.



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Circle No. 238 on product information card

Circle No. 239 on product information card
for the Small Motel Room



**Beauty in
Simplicity . . .**

Oiled Walnut, well-weighted Lamp Table Combination in contemporary style. Height 59"; tray 18" dia. Also available with plastic tray in various sizes and decorator colors.

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Los Angeles 34, Calif.

Circle No. 240 on product information card

MANUFACTURERS'

LITERATURE

A brochure from Andrew Stephens, Inc., features sundry selections from its line of contemporary furniture, ranging from a dresser unit to a three-seated sofa/table unit designed for contract use.
 Circle No. 293 on product information card

The 1962 Fall collection of London Lamps is shown in a 4-page brochure illustrating 29 styles each accompanied by dimensions and full description.
 Circle No. 239 on product information card

A six-page catalog containing complete specifications on the new Foldoor X12 line of 12-inch profile doors and partitions is available from Holcomb & Hoke Mfg. Co., Inc., manufacturers of a comprehensive line of folding doors and partitions.
 Circle No. 267 on product information card

The Decibel and You is a brochure from Modern Partitions, Inc., describing how Hushwall partitions control office noise.
 Circle No. 294 on product information card

It Can't Happen With *Opaqueen*



There is no other black-out lining like OPAQUEEN. Unique in its field, this Queen of linings comes with either silver or white backing. A patented product of the Home Fabrics Division of Berkshire-Hathaway, it has every quality (Laboratory Controlled) essential to hotel, motel and institutional service:

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American-Saint Gobain Corp. has available a 16-page booklet entitled To Capture, Control, or Create an Environment: With Glass.

Circle No. 295 on product information card

Cleveland-Detroit Corp.'s new brochure covers information on office partitions in birch, mahogany, walnut and oak.

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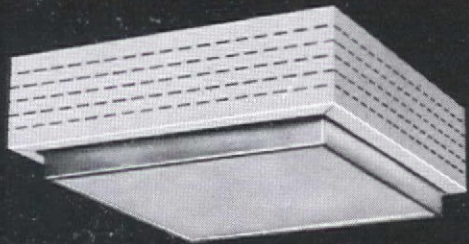
A revised and enlarged edition of the Knoll Furniture Guide has been issued by Knoll Associates, Inc. The 35-page brochure contains 84 photos, supplemented by scaled line drawings of individual pieces. Twelve pages are devoted to office furniture, with pieces shown individually and in office interiors.

Circle No. 297 on product information card

Greene Bros., manufacturer of decorative lighting fixtures, has just issued an unusually comprehensive catalog of its merchandise, with a full page devoted to each fixture shown. The firm specializes in producing these and other models to custom specifications, so that chandeliers, sconces, etc., can be ordered in any size, color or finish.

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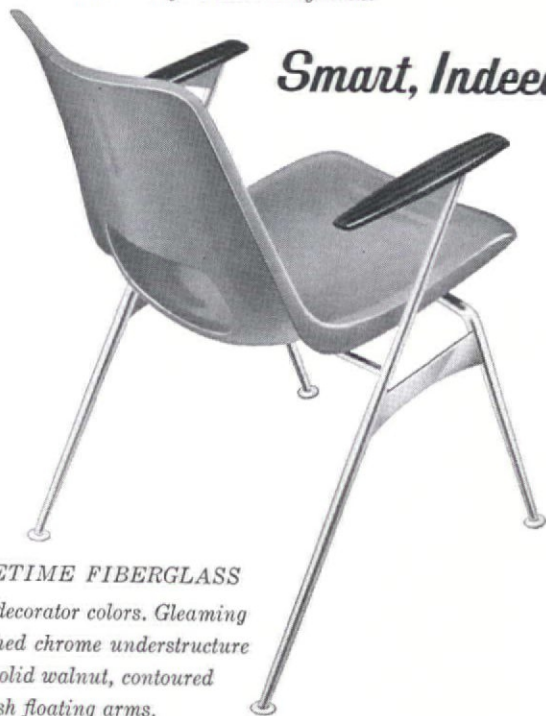
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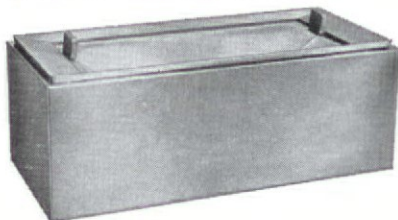
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October 15-17. American Motor Hotel Assn. Annual Convention. Hotel Hilton, Denver.

October 15-17. Fall Furniture Show. Atlanta Merchandise Mart.

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October 16-18. Mid-South Restaurant Show. Buena Vista Hotel, Biloxi, Miss.

October 16-18. Indiana Restaurant Show & Convention. Agricultural Bldg., Indiana Fairgrounds, Indianapolis.

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

1963

January 3-12. Winter Furniture Market. Grand Rapids, Mich.

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

January 14-18. Winter Furniture Market. Market Center, Dallas.

January 14-19. Winter Furniture Market. Atlanta Merchandise Mart, Atlanta.

January 20-25. Winter Market. Homefurnishings Mart, Los Angeles.

January 21-25. January Furniture Market. High Point, N.C.

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