

# CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • JUNE 1963



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## CONTRACT

### The Cover

A glimpse of the interior and exterior of Dromoland Castle, Ireland, where President Kennedy will stay later this month on his way to Europe. The Dromoland estate was recently converted into an exclusive resort hotel by Dorothy Draper & Co.

# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

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By Norman Keifetz

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### COMING IN CONTRACT

JULY—Office Planning and Design—a symposium surveying current trends and problems that confront the space planner and designer. Participating will be leading planners and designers.

AUGUST—Products Review—new lines introduced within recent months, plus a special section on lighting.

SEPTEMBER—Furniture Review; Laminated Surfaces.



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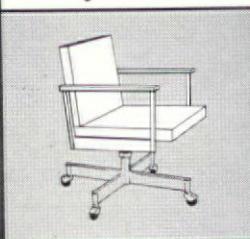
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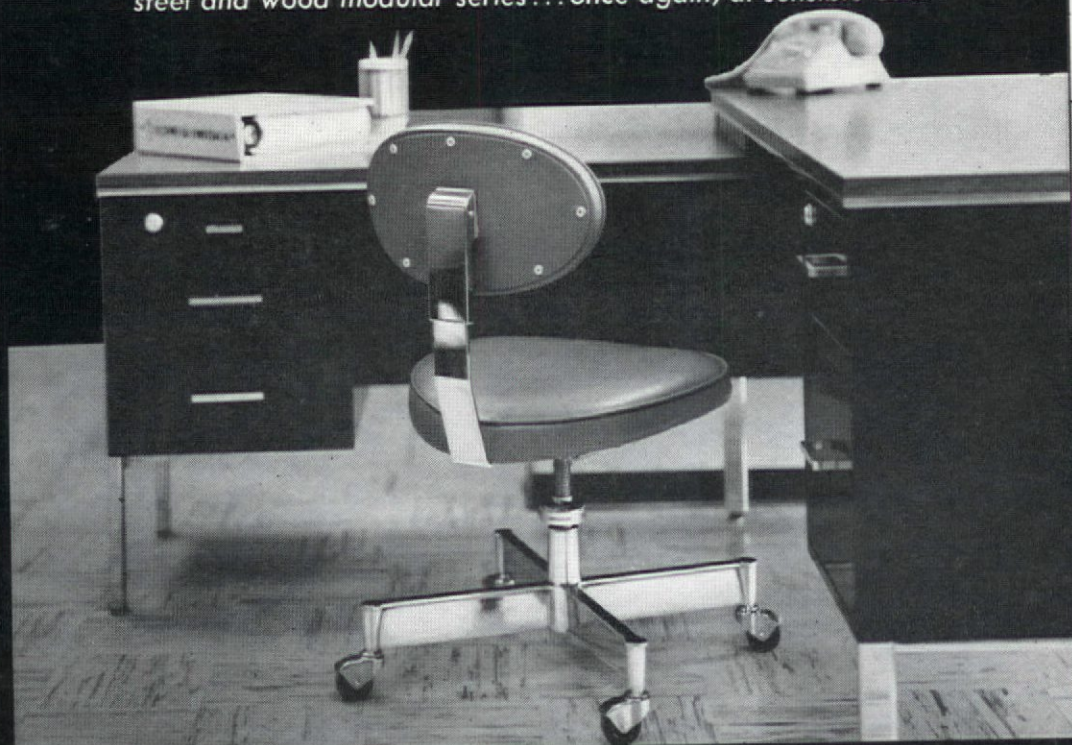
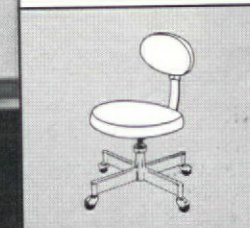
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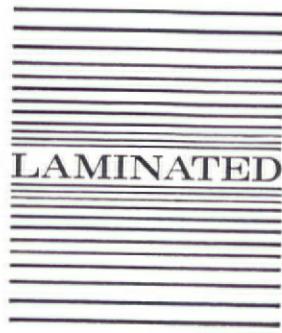
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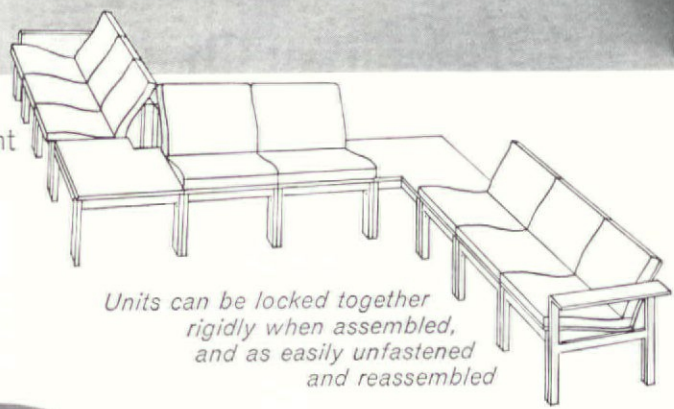
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## LETTERS

### Finds magazine commendable

Dear Editor: Just a few comments about *CONTRACT* that are long overdue.

First, kudos for your January Directory. I have sent copies of this issue to our entire contract sales force. The insight it provides into the various phases of contract furnishing can be valuable for all contract salesmen, and the Directory should be important to sellers and buyers alike.

Second, the general range and quality of your feature articles are commendable. I have found each issue to be interesting and instructive and can only urge you to keep up the good work.

Third, your coverage and participation in the Contract Seminar held at the Western Merchandise Mart in San Francisco. It was a pleasure to have been able to participate, for many reasons. The hospitality of Mr. Adams, Mr. Zinkhon, and the other people at the Mart needs no

elaboration. Meetings with the contract specialists of the caliber of Mrs. Motto, Mr. Greenfield, and Mr. Lerner are always valuable and informative.

Most exciting, however, was the attitude of the Market—the buyers, manufacturers, salesmen, and designers—the genuine interest and enthusiasm in the contract business. These are the people that are bound to improve standards and furnishings.

I think your coverage of the event conveyed much of this atmosphere and attitude. The participation of your publication in ventures of this sort is even more creditable.

Here's for many more of this sort and for more of that spirit that is breathing new life into the dynamics of the contract business.

SIDNEY SCHWARTZ,  
Manager, Contract Division  
Baumritter Corp., New York City

### O'Hare Airport restaurants

Dear Sir: We would like to correct a bit of misinformation in Jo Bull's article, "Planned Maintenance," in the February issue of *CONTRACT*. Under the caption of

the round building photographs at O'Hare Airport in Chicago it was noted that C. F. Murphy designed and furnished the interiors of the restaurants there.

C. F. Murphy & Associates were certainly the architects on this project, but the contract division of Carson Pirie Scott & Co. furnished the areas. This is rather an important distinction, since all of the restaurants are operated by Carson Pirie Scott & Co.

PAUL BISCHOFF  
General Manager, Contract Division  
Carson Pirie Scott & Co., Chicago

### Contract carpeting clarified

Dear Sir: I read with interest your feature story "Carpet by the Acre," in the February 1963 issue. In my opinion the story is very well done and solves a lot of mystery associated with contract carpeting. I feel designers and interior decorators will find this extremely helpful and I hope that you plan more information such as this in the future. This I believe is as significant as is the growth of your book.

WAYNE P. ARIOLA  
National Sales Manager, Contract Carpet  
Callaway Mills, Inc., New York City

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## Do You Know ELSIE CUE?

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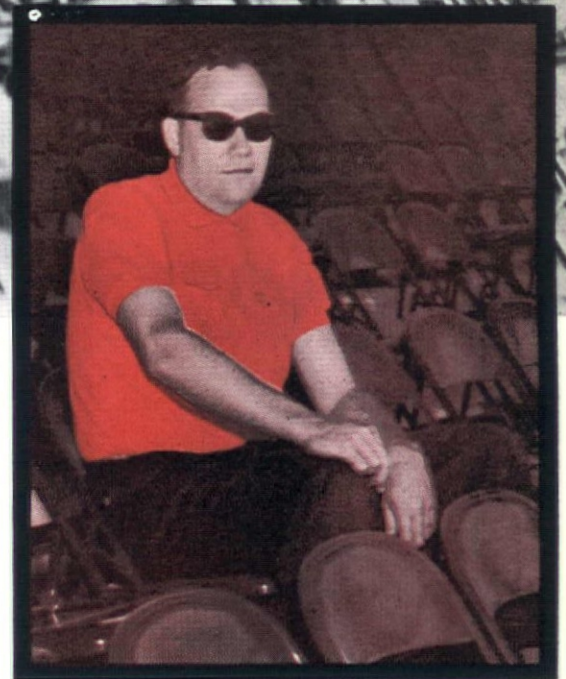
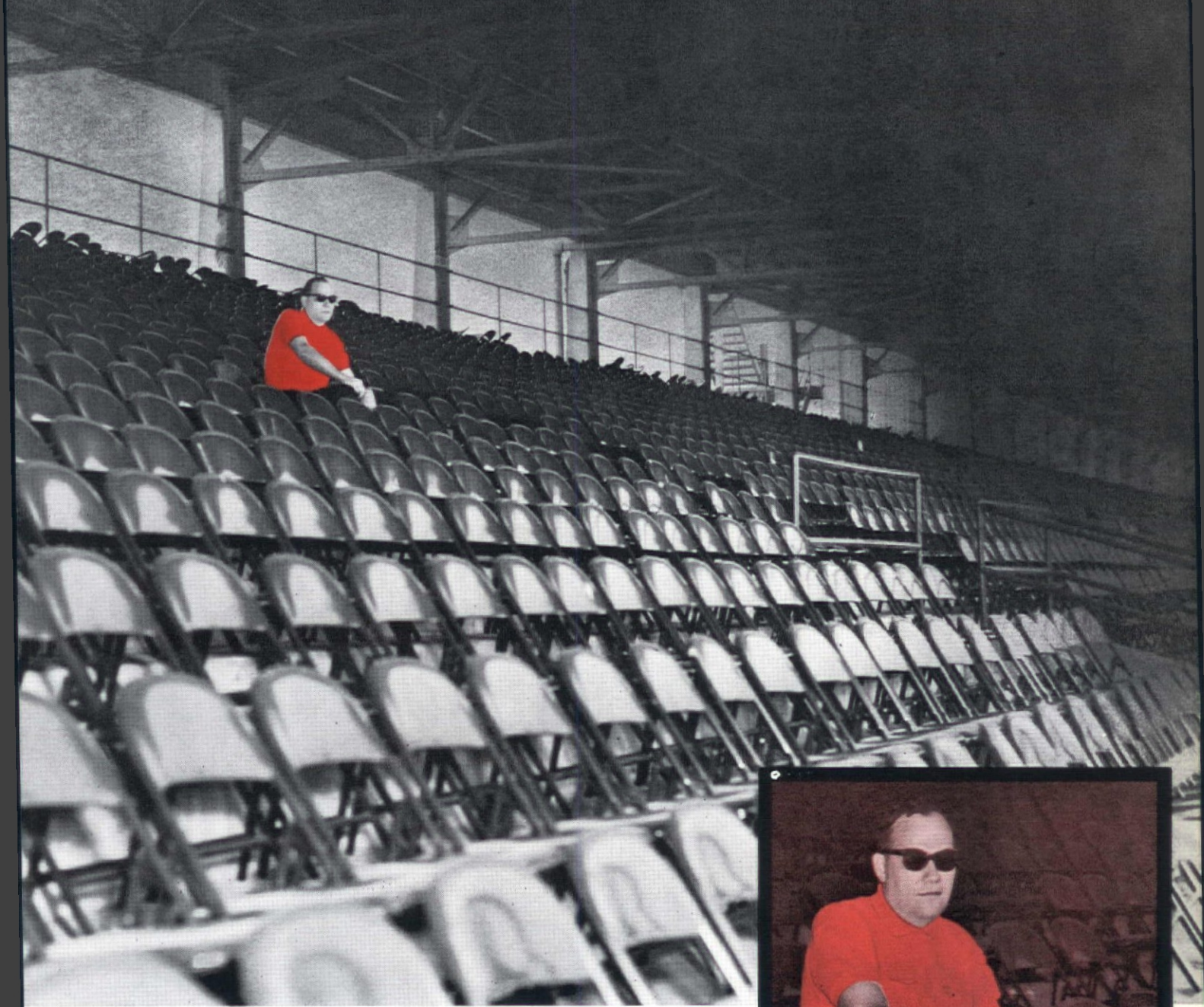
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## **OUR WASHINGTON REPORT:**

- **Hotel-motel overbuilding fears rise**
- **College housing to increase**
- **Federal procurement bids and awards**

**F**EARS that hotels and motels may be overbuilt are rising. But federal forecasters think there'll be a percent growth in "nonhousekeeping" private construction, in which category these two types fall. Federal aids are being given to develop new motels, particularly, in depressed areas, as one means of stimulating local economies and absorbing surplus. Even if there is an easing-off in new construction, contract industry executives can expect an upturn in remodeling opportunities, as installations compete for the consumer dollar by updating their hostelries.

Growth in nonhousekeeping construction in 1962 was about 8 percent, from an estimated \$1,172 million in 1961 to \$1,262 million. The Commerce Department projection so far is for a 5 percent growth in 1963, to about \$1,310 million. The increased tempo in the U.S. interstate highway building program will continue to stimulate construction of new and more attractive motels, officials say. Their facilities grow more elaborate, too. The fight for the tourist market lies behind plans to replace or supplement hotels in many cities. Special attractions help, too—note Seattle's World's Fair last year, and the New York City World's Fair coming up next year.

The spread of optimism in the economy should help this particular sector, too. Talk of the continuing uplift is being projected deeper into 1964, admittedly a far piece out on the limb, by usually conservative analysts. Caution signals are still being flown, however. Mortgage bankers, for instance, talk of a temporary saturation of the need for more hotels, motels, and office buildings, on a spotty basis. The evidence of overbuilding seems widespread enough to indicate, for the U.S. as a whole, a probable slowing down in private non-residential building, their association president says.

A recent study of the industry indicates that both hotels and motels are suffering a profits

squeeze with costs and expenses rising more rapidly than revenues, resulting from declining occupancy trends and rising room rates. Here, where contract furnishings that can clearly outdistance competition in low maintenance costs have a considerable edge.

### **Double meaning to area redevelopment**

Activities of the U.S. Area Redevelopment Administration carry double significance to the contract furnishings industry. On one hand, they provide new areas of service. On the other, they underwrite new competition. Here are some examples.

ARA has approved a million-dollar loan to help Goodman Brothers & Co. build a 120-unit motel in Detroit. Total cost of the six-story structure is \$2,110,000. A \$336,000 loan is going to the \$1,623,579 London Inn Motel, also in Detroit. A 103-room motel, with related facilities. A \$600,000 commercial loan will help establish a sort hotel in Santurce, P.R., to create 302 jobs.

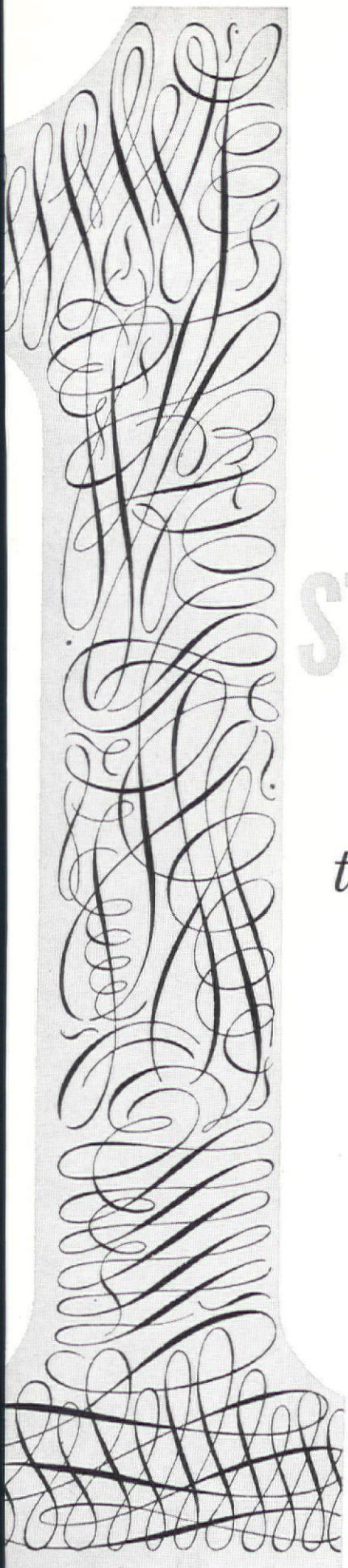
ARA means competition, also. It's made a \$300,000 loan for a new carpet manufacturing plant in Anadarko, Okla., where Sequoyah Mills, Inc. will produce tufted carpeting. It recently made a \$130,000 loan to help Vesco, Inc., establish a furniture plant in Smithville, Tenn.

Small Business Administration also figures in this type of activity. It's approved a \$188,000 local development company loan, to help finance construction of a factory for Croscill Curtain Inc., manufacturers of draperies, curtains and bedspreads, in Durham, N.C.

### **College housing**

Another booming source of home-away-from-home business for you may be college dormitories, student unions, and the like. The number of students in institutions of higher learning will

*(Continued on page 13)*



ST *say* **MILIUM**<sup>®</sup>

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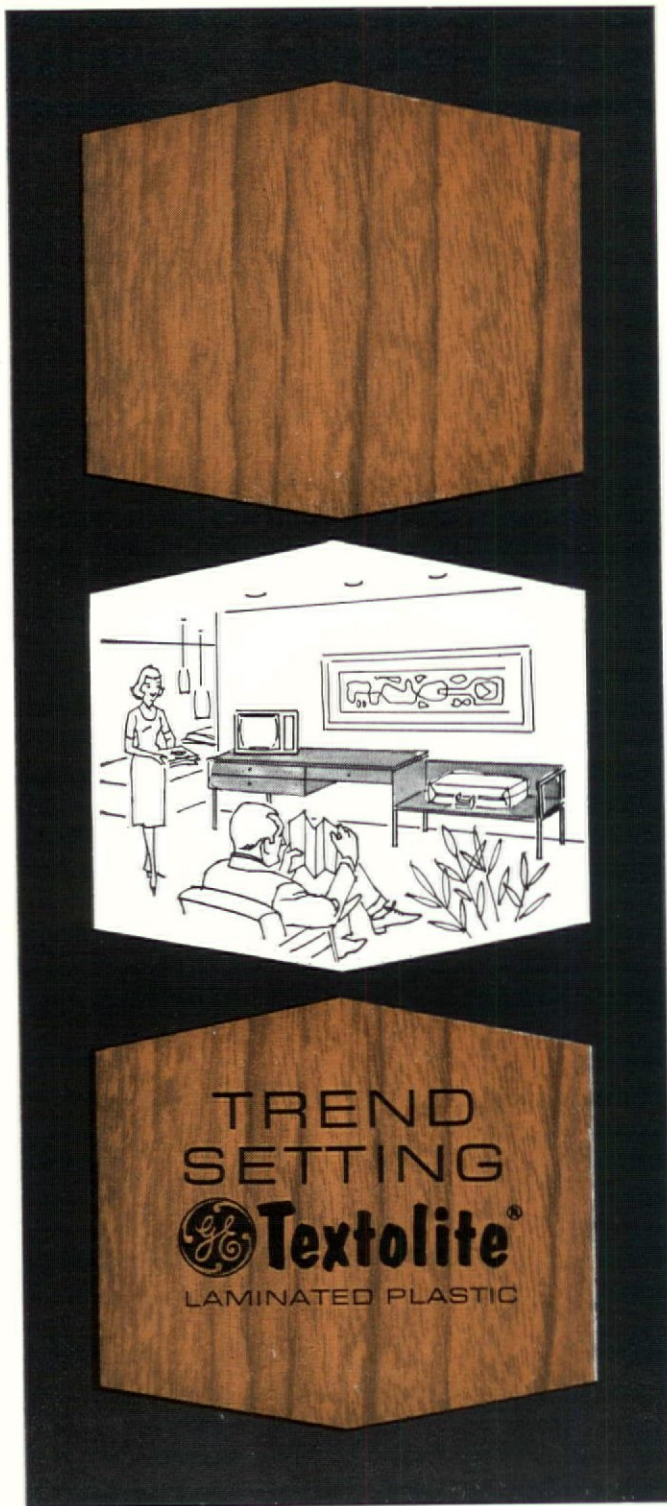
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## OUR WASHINGTON REPORT

CONTINUED FROM P. 3

over 7 million by 1970, almost double the present enrollments.

The Community Facilities Administration's college housing program is rolling along in a good gear. In 12 years, it made 1,861 loans for \$1 billion, and has almost another half-billion spoken for. The program has provided accommodations already for over a half-million students and other and 260 college unions. But—if only one-third the expected increased enrollment must have housing accommodations provided for it, a conservative level, another \$4 billion must be made available by 1970, Commissioner Sidney Woolne says.

Some of the recent CFA loans include: University of Okla., Norman, \$5,400,000 to build housing and dining accommodations for 1004 students; Ohio University, Athens, \$3,600,000 for dormitories to house 572, dining area for 1,600. Gordon College, Cape Ann Mass., \$1,570,000 to house 192, and a college union, with dining for 46; Drew University, Madison, N.J., \$1,650,000, dormitories for 276, and additional dining facilities for 310.

In one recent month, 43 colleges and universities and one hospital asked for \$61 million in college housing loans.

### Post offices planned

The U. S. Post Office has brought its level of new buildings under the lease construction program down from about 2,000 units, the level in 1960, to about 1,000 a year. It plans to stay at that mark for several years ahead, Postmaster General Day tells Congress. It has altogether about 45,000 locations.

### Procurement opportunities

Some of the recent federal procurements may serve as a spur to get you into the field or expand your interest to more procurement offices and items. Your nearest Business Services Center, run by the General Services Administration, is the best bet to guide you properly into the correct channels. But the final bids are up to you. Some typical invitations in the contract furnishing area, closed by now:

GSA, Washington—Dining room and bedroom furniture, early American style, 1065 each. Uniformed steel office furniture, Aug. 1, 1963 through Aug. 31, 1964. Executive type office furniture, Oct. 1 through Aug. 31, 1964.

Federal Housing Administration, Washington—furnishing and installing 9400 square yards of wall-to-wall carpeting and underlayment at Manolia Palms, Riverside, Cal.

(Continued on page



## What's so different about the decor of this cocktail lounge?

Everything. By all the, quote, rules, unquote, a cocktail lounge in the middle of a bowling center should have a bowling-oriented decor. Most do. But William A. Bard, owner of the Arena Bowl in Oak Lawn, Ill., knew that the location would attract bowlers, but the decor had to be the attraction for non-bowlers. That's why the walls are mirrored; the chairs, red upholstered French provincial; the carpeting, an elegant all-wool red Wilton from Masland. It happened that owner Bard found the carpet he wanted in Masland's open line, but Masland stylists could just as easily have created a custom design for him. Whatever you want, you get it... with luxurious, hard-wearing, carefree Masland commercial carpets. They're economical, too.

## *The Magic\* of Masland Carpets*

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Installation by De Sitter Brothers, Chicago, Illinois.



## OUR WASHINGTON REPORT

CONTINUED FROM P. 14

Post Office Department, Washington—975 wood lobby desks, 80 wood lobby bulletin boards. Various furniture items.

Navy Ships Parts Control Center, Mechanicsburg, Pa.—3948 8-watt fluorescent bed lights.

GSA, Kansas City—Metal furniture.

GSA, Denver—Furnishing and installing draperies, curtain rods, tension pulleys, cords, hardware, 2 jobs.

GSA, Seattle—Classroom room-darkening window shades. Tubular metal quarters furniture.

National Park Service, Richmond, Va.—Picnic tables.

GSA, San Francisco—Slipcovers for trailer sofas.

GSA, Chicago—Window shades; cloth for window shades. State Department—2872 lighting fixtures for the American Embassy Office Building, Mexico City.

Veterans Administration, Hines, Ill.—540 steel-frame chrome-plated straight stools.

GSA, New York—Bookcases for judges' chambers.

GSA, Washington—Traditional and modern

bedroom, dining room, and living room furniture, Oct. 1 through Sept. 30, 1964. Stacking chairs. Double writing tables with chairs. Household furniture, metal, for indoor-outdoor use, through Dec. 14, 1963. Modern Danish furniture, 127 each. Modern wood dining room furniture, 400 each. Fluorescent lighting fixtures, 900 each. Cast aluminum and steel sofas, chairs and tables for quarters use. Modern wood bedroom household furniture.

### Contract awards

The prize for the procurement race is the contract, such as the following samples drawn from recent federal procurements and awards:

GSA, San Francisco—Household furniture beds, mattresses, side chairs, lounge chairs, over bed tables, American Hospital Supply Corp., Burbank, Cal., \$26,661.

District of Columbia Procurement Office, Washington—Institutional furniture, Royal Metal Corp., New York; Karoll's, Inc., Chicago.

GSA, Washington—Cabinets, 256 each, Brentwood div., Brunswick Corp., Brentwood, Mo. \$20,288.

GSA, San Francisco—Household furniture Royal Metal Mfg. Co., San Francisco, \$12,010. Bedroom furniture, Pillar Case Goods Mfg. Co. San Jose, Cal., \$24,000. (C)

wall arrangements and room dividers you can move like furniture!

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# master-wall



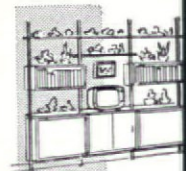
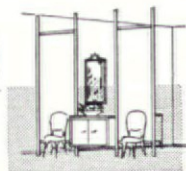
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## se habla Español aqui.

(Spanish spoken here.)

At **Riverdale** you'll find many fabrics speak Spanish fluently. Here are two. 48" Indra, a fiery Montego print. And Prado, 48" of solid nobility. But, these fabrics tell you more. They say they're absolutely color-fast. Proof they're made of bright solution-dyed Avicolor® rayon and acetate. Neither sun, mildew, dry-cleaning—whatever—will disturb their brilliance, smooth hand, shapely drape or vitality. How can you be doubly sure? By the Avisco Integrity Tag. See how quickly you'll pick up Spanish at Riverdale. Also French, Italian, English, Greek, Japanese—you name it. What with all the international traffic at hotels, motels, public rooms today, we all must be men of the world. Riverdale Drapery Fabrics, 295 Fifth Avenue, New York and Merchandise Mart, Chicago.

Living With You Everywhere



"New Generation Rayons"...and Acetate

American Viscose Corporation

350 Fifth Avenue, New York

# CONTRACT BUSINESS: Notes & Comments

## Royalmetal design awards

A total of \$1,000 was awarded last month by Royalmetal Corp. in a student competition for the design of an executive office interior. First prize of \$500 went to Robert Entin of Pratt Institute, Brooklyn, New York. George Lethbridge, Parsons



School of Design, New York City, won the second prize of \$300, and the third prize of \$100 was awarded to R. J. Vesely of Pratt Institute. Honorable mention awards of \$50 each went to Robert E. Heatly, Oklahoma State University, and H. Philip Gabriel of Pratt. Judges were Raymond Loewy, industrial designer; Leigh Allen, New York interior designer, and Carroll Cihlar, managing editor of *Office Design* magazine.

## S.F. mart continues modernization

Albers-Gruen Associates, San Francisco interior design firm, has been appointed to redesign the fourth and sixth floors of the Western Merchandise Mart, San Francisco, according to Mart manager, Henry Adams. The firm will redesign the two floors as part of a long-range modernization program for the benefit of exhibitors and manufacturers' representatives. The program began more than a year ago with the selection and execution of designs for the third floor of the Western Merchandise Mart by Albers-Gruen. Redesigning of the two new areas is expected to be completed sometime during the summer.

## Products for Professionals

The second annual Products for Professionals program will be staged by Trefzger's, Inc. on June 21-22. Designers, architects, and specifiers of contract furnishings are being invited to attend the

program at Trefzger's headquarters in Cincinnati, where they will be able to discuss design and specification problems with key personnel of the manufacturing firms that Trefzger's represents in a five-state area. According to Herbert Trefzger, head of the organization, the working exhibit will be in effect a "seminar for professionals" on basic design, construction and specifications procedures affecting furniture, carpeting, fabrics, and other interior furnishings. A feature of the exhibit will be a continuous showing of color transparencies of the products of the participating manufacturers in contract settings.

## Hans Krieks joins JFN

JFN Associates, Inc., New York space planning organization, and Hans Krieks Associates, Inc., Boston interior design and space planning firm, have combined their organizations to serve the real estate development in Boston. Hans Krieks' first project will be the redesign of the new headquarters at the Boston Five Cents Saving Bank building.

## Certified Products List published

Institutional Research Council, Inc., has completed the 1963 Certified Products List, a purchasing aid featuring brand names and sources for cleaning supplies, textiles, and carpets that meet the standards of quality recognized by the Council. Product classifications include for the first time commercial grade wool carpets, woven glass fiber drapery fabrics, and anti-bacterial compounds. All products listed have been laboratory tested and/or certified to comply with the prescribed standards for 1963, including the newly revised American Standard L24 (Proposed) for Institutional Textiles.

The Institutional Research Council, whose twelve member associations have a total membership of 60,000 hospitals, colleges, schools, libraries, hotels, motels, and YMCA's, also sponsors research and product standards of interest to its members and has established a procedure for their exchange of information among its members.

Copies of the 1963 Certified Products List are available from the Institutional Research Council, Inc., 221 West 57th Street, New York 19, N.Y. at \$1.00 a copy.

## New assignments . . .

Walter M. Ballard Corp., New York, will supervise an extensive face-lifting program for the Nevele Hotel and Country Club, Ellenville, N.Y. The long-range and continuous project will harmonize existing and new buildings, adding luxury features and appointments. . . . Architect Edward Durell Stone has been commissioned by the University of Southern California to design the \$2,800,000 Von KleinSmid Center for International and Public Affairs. Mr. Stone is planning the three-story building with a distinctive tower. . . . JFN Associates de Puerto Rico, Inc. will undertake its first project with the space planning of a new bank and office building for Banco Popular de Puerto Rico in San Juan. The building will contain 45,000 square feet of space. . . . Current assignments by Western Contract Furnishers, San Francisco, include the Beverly Carlton Hotel, Los Angeles, and the Sharon Heights Golf and Country Club, Menlo Park. Wyn Shaffer of Western will design special furniture for the 26-room addition to the Beverly Carlton. The Sharon Heights Club calls for specially woven carpet in all rooms, including locker rooms. . . . L. R. Belmuth & Associates, Los Angeles contract design and furnishing firm, has commissions for several new hotels. Hyatt House, Commerce City, Cal., calls for interior design and complete furnishing of the lobby and 153 guestrooms. The entire contract for Holiday Inn at Los Angeles International Airport includes 350 guestrooms plus all public rooms. The firm will handle all interior design and furnishing for the new 100-room Caravan Inn, Yuma, Ariz. Restaurant contracts include Casa Escobar Restaurant, Los Angeles; Lock & Key Restaurant, Los Angeles; the new Caravan Inn, San Francisco. . . . Saphier, Lerner, Schindler, Inc. spans the country with a number of newly received and in-the-works space planning and interior design projects. For New York City Housing Authority, a new headquarters in downtown area, involving 175,000 square feet of space, including a large department of design as well as a department of construction. Los Angeles Century City, a huge Alcoa-Webb & Knapp complex to be erected on the site of the old Century Fox studios, will be totally space planned by SLS. The job adds up to more than 500,000 square feet of rentable space.



New *Classic* by **KROEHLER**

**amazing blend of luxury, durability and low cost**

From the 5-drawer multi-desk unit to the single and double beds, lavish sophistication is evident in every elegant line. The light and opulent pumice finish (also available in fruitwood finish) with famous "Can't Mar" plastic tops and edges keeps Classic looking young year after year. The beautiful golden moldings are made of tarnish-free anodized aluminum. In addition to Classic, our extraordinary wide range of other designs are available to fit every architectural and decorating plan. Send us this coupon today.

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WORLD'S LARGEST



FURNITURE MAKER

KROEHLER MFG. CO., Contract Division  
666 Lake Shore Drive, Chicago 11, Ill.

Please send me additional information on "Classic" and other Kroehler Contract designs.

name (please print)

address

city

zone

state



## Tom Lee chooses Gasser Chairs











**T**HE beauty, utility and fine craftsmanship that goes into all Gasser chairs has placed them in many fine establishments. The Doral Beach Hotel, lyrically referred to as "The Brightest Star in the Skyline of Miami Beach," is an example.

Mr. Tom Lee, famous interior designer who created its sumptuous interior, chose model No. LA-90, as he said, "To make a major contribution to the over-all beauty of the picture." Much of this chair's charm is in its wrap-around flexible back rest, whose curvaceous arms enfold the sitter in an embrace of tufted elegance and whose deep padded seat spells positive relaxation.

Nice things have been said by many designers of Gasser chairline's affinity for elegant surroundings. They would like to send you their new illustrated catalog if you will request it on your stationery.

GASSER CHAIR COMPANY • YOUNGSTOWN, OHIO

Representatives in: Dallas • Chicago • Detroit • San Francisco  
Washington, D. C. • Boston

 #S-1144 "Princess" Dining Chair will stack	 #711 "Plaza" Dining Chair		 #D-61 Tapered Leg Dining Lounge	 #S-1155 "Duchess" Dining Chair will stack
 #S-89-DH Skyscraper Neater with HANDLE	 #L-90 California Cocktail Lounge Dining Lounge	 Barstools Baron I    Baron II	 #L-90-C Lounge Chair with Gold Ball Casters	 #S-1100 "The Lady" Dining Chair will stack

Circle No. 18 on product information card

## PEOPLE

PAUL DENONCOURT has been named president of JFN Associates de Puerto Rico, Inc., affiliate firm of JFN Associates, Inc., New York industrial space planning organization. Mr. Denoncourt was formerly vice president of Uris Buildings.



GERALD TRAISTER was promoted to the post of national sales manager of Harvey Probber, Inc., New York.

ELWOOD R. BEVAN has been made sales representative in the Baltimore, Washington area for Hardwick & Magee Co.

ETHEL BARON has been named manager of the new Denver branch office of the Maxwell Co., one of the nation's leading hotel/motel contract furnishers.

Stylex Seating Co. two new sales appointments are: BEN HEAD as Georgia and Florida representative; THOMAS A. BRODERICK, Illinois-Indiana area representative.

ROBERT W. CRAIG has been named to direct operations of the expanded commercial interiors division of Barker Bros., Los Angeles. VIRGINIA WHITE was named director of planning and design.

JOHN CRANE was appointed general manager of the San Francisco office of Saphier, Lerner, Schindler, Inc., design firm with headquarters in New York.

IRA PALMER has been appointed sales representative for Madison Furniture Industries, Canton, Miss., and will cover states of Utah, Colorado, New Mexico, and Arizona.

GEORGE E. MILLER and his associate SAM L. ROBINSON will represent the folding and stationary chair and table lines for Stakmore Co. in southern California.

DAVID DONNELLY has been appointed district manager for Steelcase Inc. in the Washington, Philadelphia, Baltimore, and Wilmington market area.

The recent promotion of Donald W. Thomas, Jr. to the position of vice president and director of design has been announced by Desks Inc., Chicago.

MELVIN KUYKENDALL has been named manager of the Oakland office of Western Contract Furnishers, San Francisco commercial interior design firm, succeeding the late BARRATT WELLS.

ALBERT E. CHAMBERS has been appointed Assistant to the general manager of Gulistan Customtuft, Inc., subsidiary of A. & M. Karagheusian, serving New York architects and interior designers specifying custom carpet.

HORACE ANDREWS has been named by Mohawk Carpet as eastern regional contract manager, with headquarters in the New York sales office.

BURTON EDDY, architect-designer, has joined the staff of Morton Textiles and Furniture, institutional furnishings firm of Chicago.

JOANN ZIMMERLY has been named a partner of Byers-Clark, interior planning consultants, Sausalito, Cal., and will be in charge of the new branch office in Los Angeles.

HERMAN BATKO has been named a vice president of Contract Interiors for Business, furnishings and interior design firm of Chicago, a division of Criloffice.

JOHN M. GUTHEIL has been appointed director of West Coast marketing services by Burlington Industries Inc., and will be responsible for coordinating customer service activities in eleven western states. The new position was created to support the expansion of Burlington's west coast operations.

JOHN EELLS has been appointed director of architectural services at U.S. Plywood Corp. in New York City national headquarters.

CLAUDE H. TURNEY, president of Turney Wood Products, Inc., was elected the 1963 president of the Church Furniture Manufacturers Association, a division of National Association of Furniture Manufacturers.

ROBERT N. FOSTER has been appointed to manage Alexander Smith's contract sales for the areas serviced from the firm's Philadelphia, Pittsburgh, and Atlanta offices. Headquarters will be in Philadelphia.

ARNOLD STORCH and ARNOLD TEPPER of Storch Tepper Associates, New York City, will represent Benton Mfg. Co., makers of steel office furniture, in the New York City and northern New Jersey areas.

# THONET



6778

since 1830 makers of furniture for public use

**THONET INDUSTRIES INC.**

One Park Avenue, New York 16, New York  
Area code 212-MU 3-1230

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

## CONTRACT NEWS

HUGH ACTON desks, wardrobes, wall systems, and tables, and DUX INC chairs, tables, and modular units, will be carried by LIGHTING ASSOCIATES, INC., recently named distributor for the two firms in New York City.

FEDERAL INDUSTRIES, div. of Air Reduction Co., appointed CRESCENT TEXTILES INC. as authorized distributors of Federal's complete line of Federan vinyl-coated furniture and upholstery fabrics in South Carolina, Georgia, Alabama, Florida, and Mississippi. Sales center is in Atlanta.

SIDNEY BLUMENTHAL DIV. of Burlington Industries, Inc., has sold its Loma Loom contract carpet line to SEAMLOC CARPET Co., Sanford, Maine, according to Robert M. Perry, division president.

ZERMANN ACME-GRANADA SHOPS, INC., Miami, has been appointed distributor for U.S. PLYWOOD's Weldwood movable walls in Florida and Bahamas. The architectural millwork firm will fabricate and install movable walls and partitions according to architect's specifications utilizing U.S. Plywood's new movable wall system.

JOHN STUART INC. and JOHN WIDDICOMB Co. will move late this fall to the new 18-story Decorative & Design Building, now under construction in New York City.

KROEHLER MFG. Co. announced three sales representative territorial changes: Vern Dahlstrom moves from Chicago into area covering part of Wisconsin, Michigan, and Minnesota; Richard Winthers will represent part of northeastern Colorado and eastern Wyoming; Charles Curt reassigned to the metropolitan Chicago area. A representative will represent the firm's Smartset division.

Twelve new exhibitors have signed leases for display space at the INTERNATIONAL DESIGN CENTER in Miami. They include: Continental Lamps, Do Chemical Co., E. I. Du Pont de Nemours & Co., Formica Corp., Geneva Modern Kitchens, P. I. Guerin Co., Charles Harris of Miami, Kavanaugh Imports, Jansco Corp., Plastic Paint Co., Power Printing, Universal Cuisine, Inc.

Fred E. Denzler and John Dresser, designers, have formed a partnership called DENZLER & DRESSER DESIGN. Offices will be located in the new 210 Building, 210 Skokie Valley Rd., Highland Park, Ill.

(Continued on page 2)

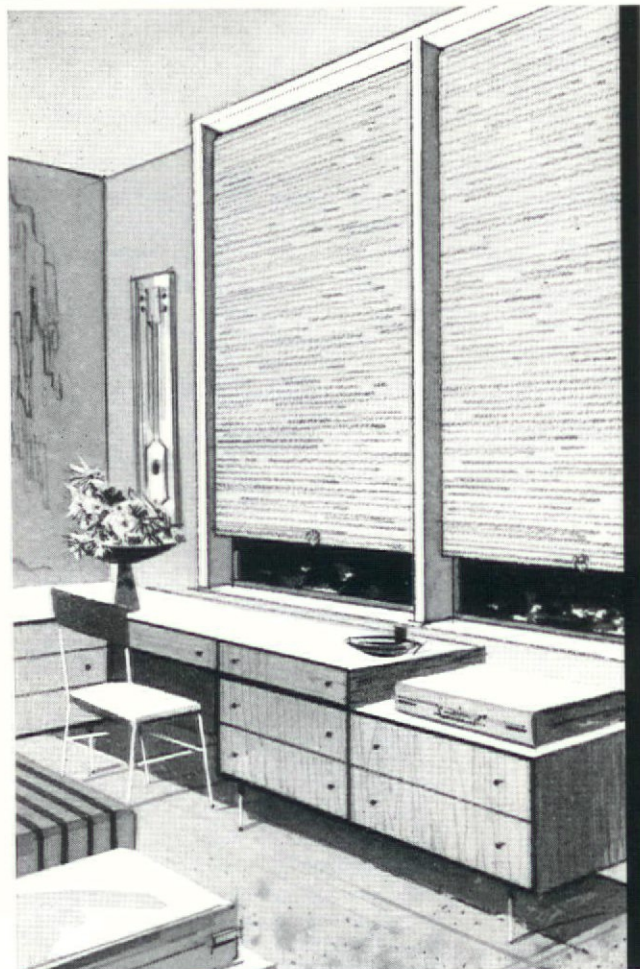
# WINDOW SHADES by JOANNA

give rooms personality  
plus...privacy!

Modern Joanna decorator shades with their smart colors, elegant patterns and rich textures give rooms a distinctive personality... a "home away from home" feel.

They also provide privacy and light control most effectively. You may specify Joanna shades in either room-darkening or translucent qualities depending on each room's light requirements.

A note or phone call to Mr. W. B. Berry of our Contract Department will bring complete information on the beautiful, new Joanna decorator shades especially recommended for hotels, motels, restaurants and institutions.



Circle No. 20 on product information card

### ECONOMICAL

Joanna shades cost less to buy, less to maintain than other types of window coverings. And their insulating qualities help reduce heating and cooling bills.

### EASY TO CLEAN

Washable with soap and water by regular maintenance personnel. No outside specialists needed.

- FLAME-RESISTANT
- STAIN-RESISTANT
- SUN-RESISTANT

Personal Service  
—there's a  
Joanna  
consultant  
near you.

### JOANNA WESTERN MILLS COMPANY

22nd & Jefferson Streets  
Chicago 16, Illinois





STYLE #2100

## ...there's no limit to beautycraft's versatility

Shown above is one of Beautycraft's groupings of exquisite furniture, created to provide full versatility and add a luxury look to the motel and hotel room. Distinctively diverse in design, all case goods groups reflect the superb quality and expert craftsmanship which has made Beautycraft the leader in the contract furniture field. Functional and flexible, each group provides a full line of coordinated pieces which adapt easily to unusual or difficult room conditions, and blend in beautiful harmony with any decor. Beautycraft's utilization of the most modern production methods assures competitive pricing and on-time delivery, with total room requirements available from a single, dependable source. When you buy Beautycraft, you buy the best. For further information, mail coupon below to:

**BEAUTYCRAFT, 1301 NORTHWEST SEVENTH AVENUE, MIAMI, FLORIDA**



dual purpose sleep units are also available in 20 beautiful and functional designs to provide a wide latitude of room arrangements and make the most of the least space. Created to complement case goods units for perfect harmony of complete room decor.

Beautycraft Furniture Industries, Inc.  
Dept. C, 1301 Northwest 7th Avenue, Miami, Florida

Please send full information on:  
Coordinated case goods  deucette sleep units   
Custom-crafted furniture

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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 **Coronet**  
**WONDERFOLD**



*folding*  
**Chairs**  
*... without equal*

folding and stacking



in folding sections



with folding arms



with folding kneelers



with folding book boxes



*with more*  
**COMFORT and**  
**FLEXIBILITY**  
*than other wood*  
**folding chairs**

For Clubs — Conference rooms  
— Clinics — Chapels — Class  
rooms — Auditoriums — Banquet  
rooms — Field houses — Offices  
— Churches — Restaurants —  
Motels — Libraries — Reception  
rooms — Mortuaries — Music  
halls — Art galleries — Board  
rooms — Reception rooms.  
Fifteen stocked models, plus  
variations.



**NORQUIST PRODUCTS INC.**  
JAMESTOWN, NEW YORK SINCE 1881

Circle No. 22 on product information card

## CONTRACT NEWS

CONTINUED

PAUL MCCOBB SHOWROOMS INC. opened a new showroom of contemporary furniture at 425 East 53 Street, New York City, for display of the most recent designs by Paul McCobb, including a new collection by H. Sacks & Sons and the Grand Rapids collection by Widdicomb.

DUNBAR FURNITURE Co. celebrated its 10th anniversary at the Decorative Arts Center, New York City showroom, on May 1st.

LORD & ADAMS, INC. (V'Soske) is exclusive national sales representative for RANCOFAS FABRICS now on display at the Lord & Adams showroom in New York City.

The NATIONAL DESIGN CENTER, New York City will open its midwest design center November 1 in Marina City, Chicago. In addition to home furnishings, the new center will include exhibits of home building materials.

FRANCIS L. WHISLER, AIA, and WALTER H. OLSON have organized a new firm called DESIGN PLANNING, INC., 426 Pacific Avenue, San Francisco, offering complete service from preliminary time and motion studies to planning, design, construction, and furnishings.

INTERCHEMICAL CORP.'S COATED FABRICS DIVISION has appointed MARK PASTEL, INC., Chicago, a mid-western upholstery and wall fabrics distributor for the firm's Coair and Cohyde vinyl fabrics.

MORTON TEXTILES & FURNITURE, Chicago, a leading contract furnishing firm that specializes in refurbishing older hotels and motels, estimates that such establishments will spend \$40 million in 1963 for refurbishing and remodeling. The 1962 tab was about \$25 million, according to Julius Greengoss, vice president of Morton.

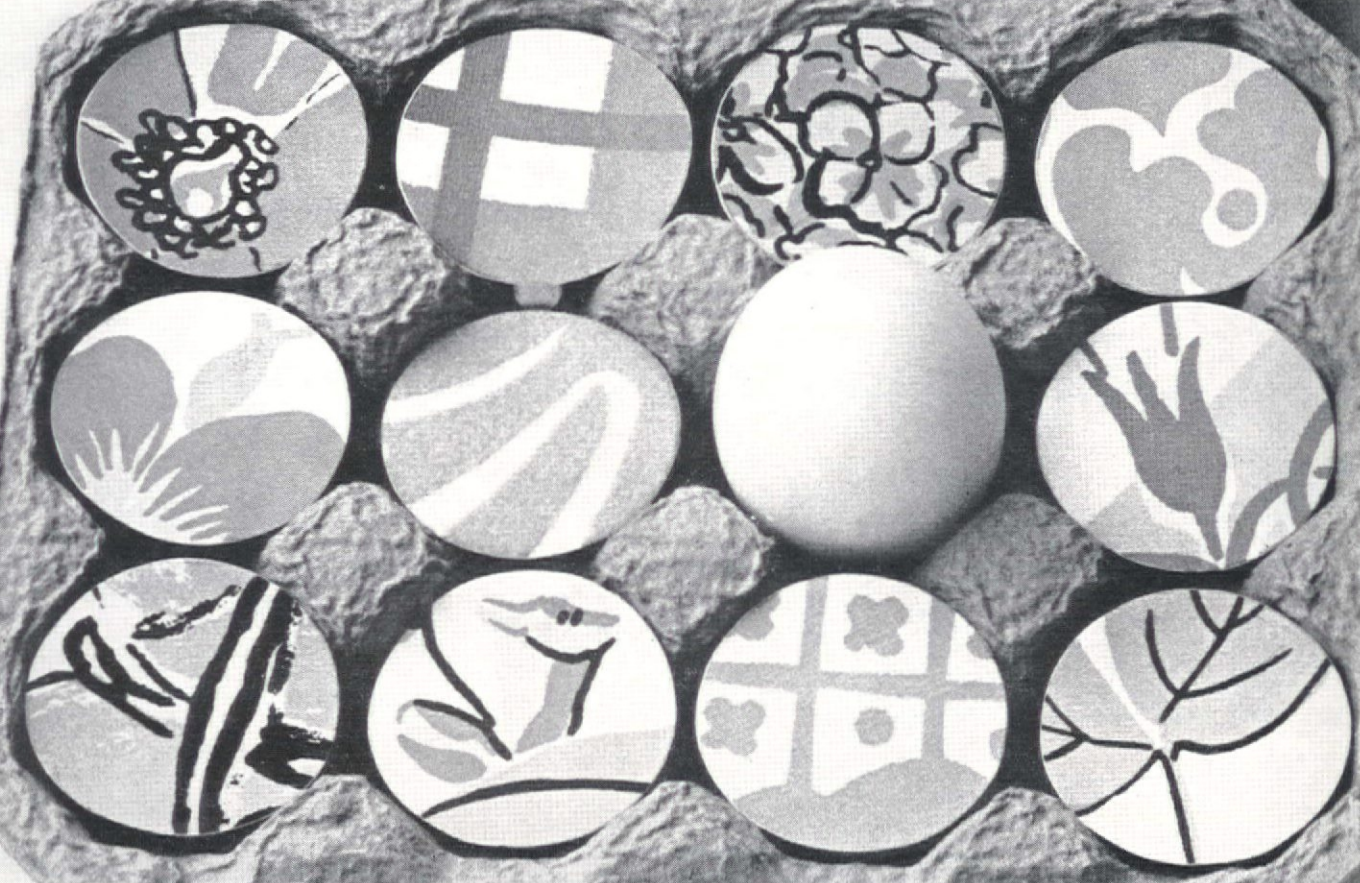
UNITED STATES PLYWOOD CORP. and ROYALMETAL CORP. have jointly announced an agreement for mutual distribution and manufacture of movable partitions for commercial and institutional installations. Under the agreement both firms will continue to manufacture and market their own partitions, but U.S. Plywood now adds to its line Royalmetal's low-rail Partition-ette Design 1 and Royalmetal adds to its line U.S. Plywood ceiling-high movable walls.



### A "DRAPER'S" DOZEN FROM FINE ART

Introducing, "The Portfolio"; a new collection of wallcoverings designed and styled for contract and residential use by Leon Hegwood, AID, and Carleton Varney, IDI, of Dorothy Draper & Co., Inc. and executed by the Fine Art Wallpaper Co. "The Portfolio" contains twelve distinctive designs in an unusually wide variety of colorways on durable vinyl and washable paper grounds. It is available, as shown at left, to the professional designer at a cost of \$18. Write on your professional letterhead to:

**FINE ART WALLPAPER CO.**  
575 Madison Ave., N. Y.; 117 Robertson Blvd., Los Angeles; NE 40 St., Miami



*\*Dorothy Draper & Company, Inc., of course!*



## **HOTEL-MOTEL BOOM: URGENT WARNINGS TO SLOW DOWN HAVE FAILED TO HALT THIS FIELD'S EAGER BUILDERS; CONTINUING INVESTMENT RISE FORECAST FOR THE NEXT FIVE TO TEN YEARS. BY NORMAN KEIFETZ**

**T**HE flood waters of hotel and motel building show little sign of receding in the near future.

It is quite clear that neither continuously falling occupancy figures, nor the ominous sound of the often-heard word "overbuilding," nor even remembrance of the Thirties, when more than 80% of the hotels toppled into bankruptcy, will deter the lodging industry from its task—to keep building.

For the past several years, the American Hotel & Motel Association has been urging people and corporations contemplating construction in the innkeeping field to tread cautiously, to build only where building is needed, to make detailed studies of the need and economic feasibility of new accommodations. For the most part, the warnings seem to fall on unlistening ears. Construction is

on the increase. Last year, the F.W. Dodge Corporation tells us, new hotels accounted for a total value of \$255,894,000. In 1961 the total was only \$168,923,000, an increase in 1962 of \$86,971,000. Motels and motor hotels were reported by Dodge as planning \$351,139,000 in new building where in the previous year the total was \$308,135,000.

Whatever the reason for the continued increase in hotel and motel building (and there are some good arguments for going ahead; sample: the Federal Interstate Highway System is scheduled for completion in 1972; stiff competition calls for replacement of outmoded accommodations) contract people will be enjoying a juicy peach of a new hotel-motel construction market for the next five and maybe as long as ten years. As long as the building game goes on, the contract fur

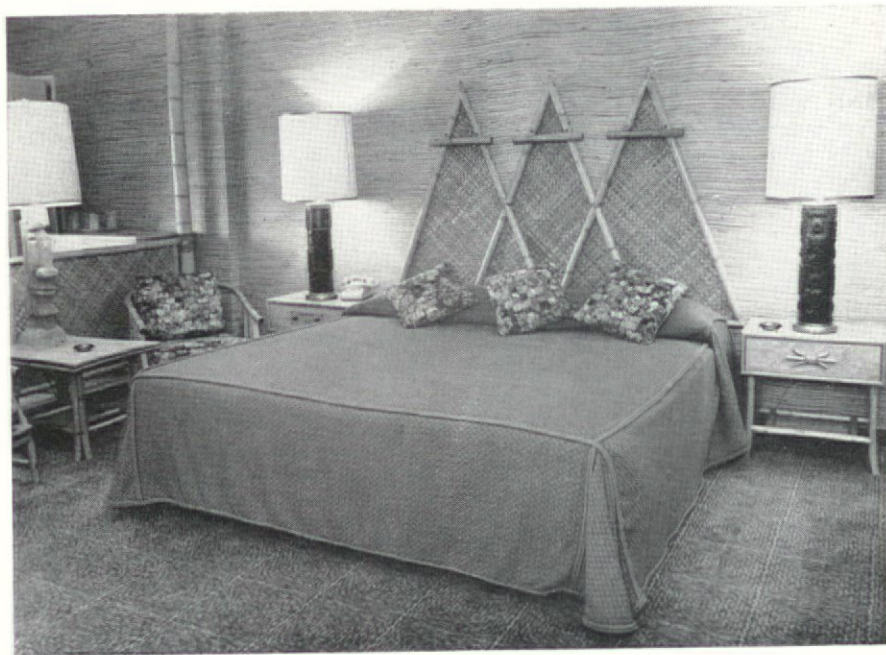


THE KANSAS CITY HILTON INN was designed by David T. Williams with a sense of restraint. These views of the interior space—dining room (above), junior suite (right), studio room (below)—show off a quiet dignity. Dining room tables by Chairmasters. Guestroom carpeting by Bigelow-Sanford; furniture by Armstrong, American of Martinsville, Ames (outdoor).





**TYPICAL ROOM** in the Hillsdale Inn, San Mateo, Cal., designed by Western Contract Furnishers, is built around green and gold carpeting relieved with accents of coral. Naugahyde upholstered furniture by Heywood-Wakefield. Hillsdale Inn is only number two in the new United Inns, Inc., chain.



**TAHITIAN LANAI ROOM** in San Diego's Oceanhouse features king-size bed by Whitecraft of Miami with custom designed headboard. Lamp bases are made from 100 year old wallpaper rollers, each individual in design.

## HOTEL-MOTEL BOOM

nishings field shouldn't be terribly concerned about why the hotel and motel people insist on dealing the cards from a new deck each time. Right now, the most important consideration is the fact that the pot is big and getting bigger all the time. The prudent contract source, however, will be inclined to play each hand as it's dealt, bearing in mind that the tapering off and stabilization, when they come, will mean switching sales emphasis from the new furnishings market to the refurbishing market.

For the time being, of course, the big dollar—and more easily sold market—is in supplying new hotels and motels and additions to existing ones. This is not to say that the refurbishing market today is a lot of chickenfeed. There are over 14,000 hotels in this country with a value in excess of \$6 billion (land, buildings, furniture and

fixtures), comprising some 1,400,000 rooms. A lot of these, as long as they remain standing, will sometimes have to be modernized, refurbished and refurbished.

The statistical breakdown for the far-flung motel operations is a little harder to arrive at, but conservative estimates place the number of motels in the U.S. at 59,000. A refurbishing dollar here is best counted by electronic computers.

In today's hotly competitive market there is a trend toward bigger, better designed buildings which surely means that most refurbishing work will be given over to professional designers and contract firms, ending the day of the small hotel builder-specifier in the lodging business.

With the entrance of professional designers into the innkeeping field, the wide gap which once separated hotels from motels is getting thinner.

*(Continued on page 29)*



**ATLANTA AMERICANA MOTOR HOTEL** in Atlanta, Ga., combining pleasant design with functional practicability, is the work of the Maxwell Co. The bedroom of the two-room penthouse (above left) holds a king-size bed, night tables, and combination vanity-desk by National Furniture Co., carpeting by Mohawk, wall-coverings by Dwoskin, and a slipper chair by Hibriten Chair Co. The room above has Beautycraft furniture and draperies from Maxwell's own shops. Lobby (right) has country club atmosphere, blending spaciousness, soft colors, and wood paneling. Meeting area (below), can be used as one large room or can be divided into three with Modern Folding Screens; chairs by Empire, carpet, Mohawk.



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**AMERICAN OF MARTINSVILLE**

Chatelaine shows off American of Martinsville's flair  
for combining fashion and function. In this new gues





Group an exciting choice is yours. The versatile Tri-Plex  
unit—now with a newer look of last-word decor. Or  
the spacious Cabana wall unit with desk—as elegant as  
furniture in the finest home. Gracious French styling,  
sturdy construction. Antique white finish. Write for  
details on Chatelaine and other contemporary designs  
in Oriental, Italian, Spanish and Modern.

 **AMERICAN OF MARTINSVILLE**

Contract Division, Dept. C-863, Martinsville, Va.  
Please send me catalog on your contract  
groupings. (50¢ enclosed)

Name \_\_\_\_\_

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

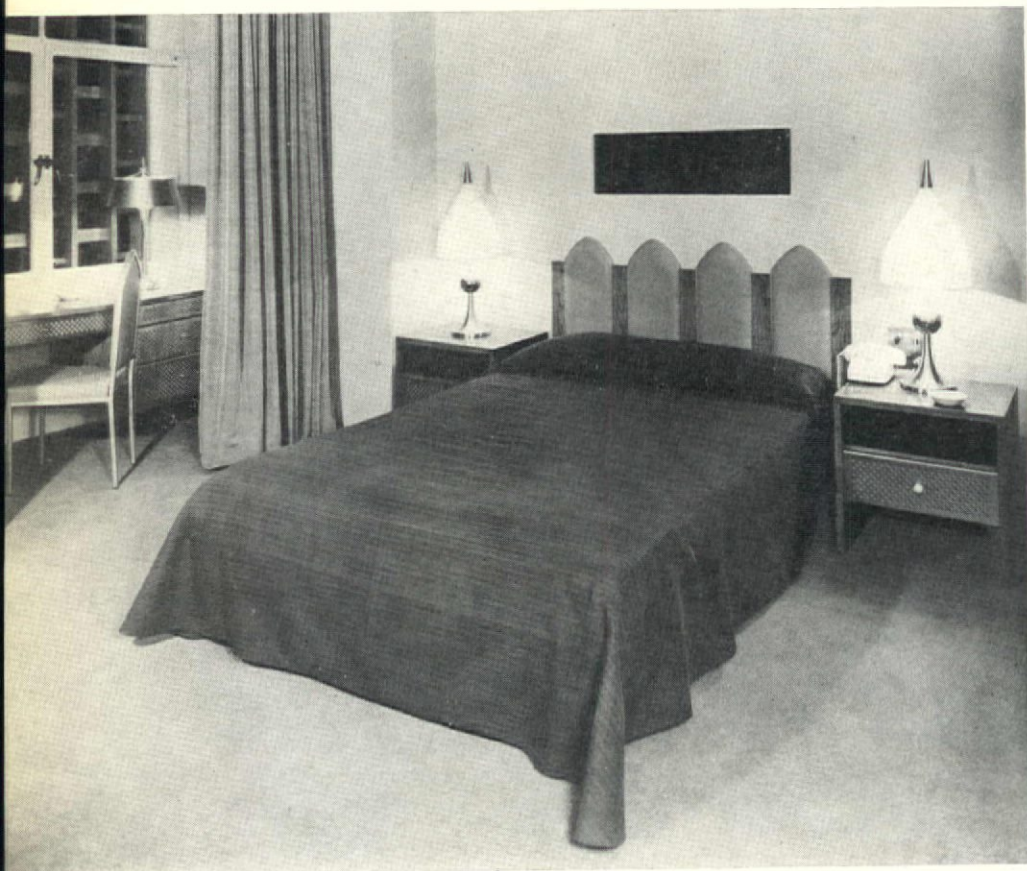


## HOTEL-MOTEL BOOM

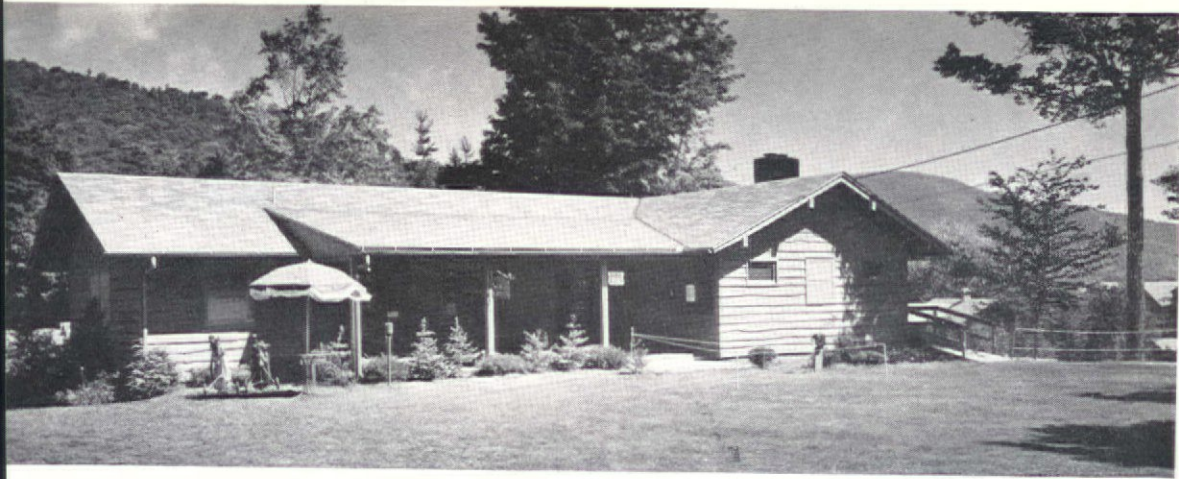
all the time. Motelmen are putting up bigger, more tastefully designed inns, while hotelmen are cross-breeding hotels with motels, creating hostelries called motor hotels. For the most part, the motor hotels are located on choice sites in downtown areas or nearby big-city airports. They are lavishly put together, both inside and out, and have as standard fixtures conference room, swimming pool, and restaurant, all supplemented by a huge garage or parking lot. Exclusive of land, motor hotels cost anywhere from an average of \$11,500 to as high as \$14,000 per room to build. Of course, the per room budget for furniture and

furnishings is reflected in the cost. The almost universal American tendency to build motor hotels and bigger motels is fast erasing the distinction that once separated the lodging industry into two halves. The competitive nature of the field is demanding a better grade of furnishings from all ends of the industry. Nowadays it is futile to build any sort of new facility without some luxury when down the city street or across the highway there stands a monument to fitness and taste, where the new affluent American traveler would be more inclined to spend a night.

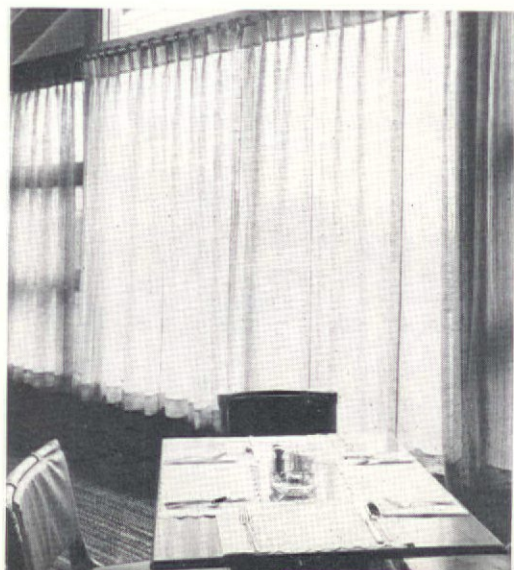
The elegance and grandeur of the Denver

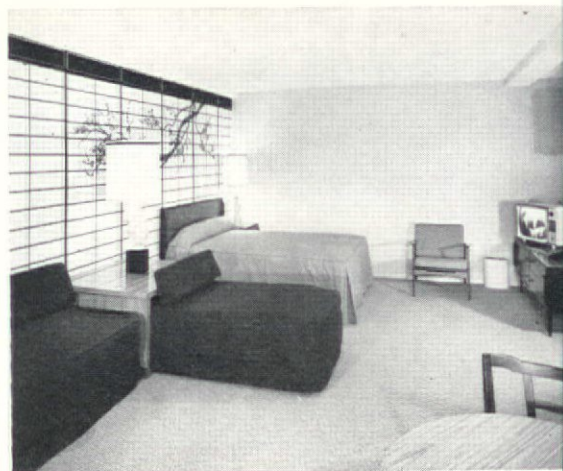


**ROYAL TEHRAN HILTON**, Tehran, Iran, has modern furnishings offset with an Iranian touch, including Persian rugs, beaten brasswork, ceramic tiles, mosaics, and indoor fountains. Typical guestroom (above left) features the oriental arch. Huge brass chandelier, the work of Iranian craftsmen, lights a winding stairway leading to the Persian Room (left), a night club and cabaret.



WHITEFACE INN, Lake Placid, N.Y., golf house was decorated by Eleanor Allwork. The veranda (top), shaded by roof overhang, looks out on the first tee. Men's locker (above) has knotty pine walls, surfboard ceilings, wool carpeting, and rattan furniture by Willow & Reed, Inc. Drapery (right), of Rovana Saran monofilament, is semi-transparent from the inside, and presents an opaque effect to the outside passer-by.





**ROYAL PACIFIC MOTEL**, located in San Francisco's Chinatown, was designed and furnished by Albers-Gruen Associates Inc. Polynesian theme in guestroom (above) is enriched by deep blues and greens and the shoji-like Van Luit scenic. The guestroom (left) captures oriental flavor with a delicate Van Luit mural wallcovering and the use of bold black and Chinese red lacquer finishes on the furniture.



**THE REGENCY HOTEL** in New York City contains elegant suites (left and below) designed by Ellen Lehman McCluskey in the style of Louis XVI. Among custom-made furnishings are mirrors and occasional tables by Palladio Contracts. Other suppliers include Bigelow-Sanford (carpeting); Cohn-Hall-Marx and F. Schumacher (upholstery fabrics); Dazians (curtain fabrics); Scalamandre (striped fabric); Drexel (desk console); John Stuart (armchairs, cocktail table base).



**ROUSSEAU SUITE** in New York's Delmonico Hotel, luxuriously furnished in a traditional theme by designer Henry Sheehan, focuses on reproduction of paintings by Rousseau and a bold print in a similar style to the artist's paintings. Sources include: John Stuart (furniture); Hardwick (carpeting); Clarence House, J. H. Thorp, Arthur H. Lee, Schumacher (fabrics); Stiffel Co., Harold Stiller (lamps).



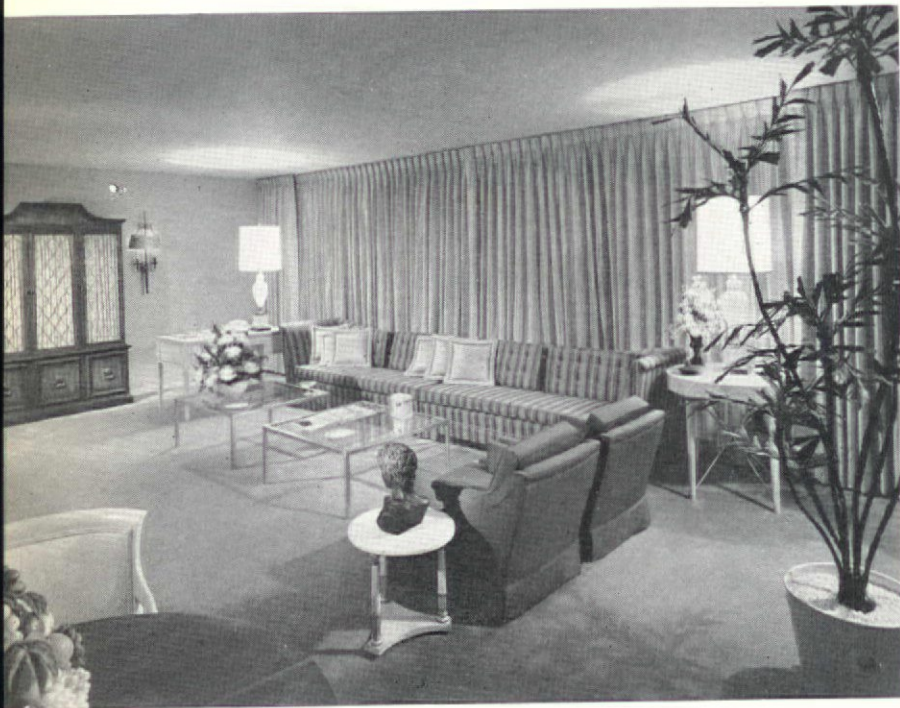
## **HOTEL-MOTEL BOOM**

Hilton, for example, is reflected in its cost per bedroom, which came to something like \$22,000. The bill for furnishing the entire hotel added up to some \$4.5 million. While even Hilton doesn't build the likes of the Denver Hilton on every try (the Pittsburgh Hilton \$14,000 per room, San Francisco Hilton about \$16,500 per room), the era of mail-order type furnishing is being erased from the scene by the style and taste of the professional—Henry End, Dorothy Draper & Co., David Williams, Ken Nahan, Albert Parvin Co., Marilyn Motto, Walter Ballard, Maxwell Co. (the latter, if we could extend it, would exceed our space). Designers, contract specialists, and the big hotel chain's own studios are buying from a broad spectrum of traditional and contemporary furniture. Synthetics in wallcoverings, fabrics, carpeting, and case piece tops are specified more frequently, since these materials were found to

be more easily maintained. Maintenance, of course, is a major consideration in the innkeeping field; as an industry it has the biggest house-keeping job in the world, with roughly 50,000 acres of floor space alone to clean each day.

Bearing in mind the competitive nature of the market and the need for speedy completions, the designers are creating some appealing and inviting interiors—remarkable, really, for tasks so hastily fulfilled. Hardware, case pieces, wallpaper, murals, lamps, and furniture are bought in large quantity, but much of it of discriminating quality. In the same breath, of course, one cannot deny that in some cases taste is being smothered in flashiness and fake-elegance. But as the intensity of the competition is lessened and the market begins to stabilize itself, trade observers say, over-dressing will recede.

Meanwhile new facilities, whether done with



**HOTEL CONTINENTAL**, opening in Chicago this fall, will provide guests with luxurious accommodations designed by Albert Parvin & Co. To preview the guestrooms, Parvin furnished an on-site pavillion of model rooms, designed exactly as the suites and guestrooms of the hotel will be executed. All furniture is custom-designed by Parvin in contemporary styling blended with traditional pieces. In the three-room suite shown here, over-all color scheme is a blend of soft golds and yellows, with accents of moss green. Natural deep walnut woods predominate, offset by painted accent pieces. Carpeting throughout is all wool in warm gold; walls covered in champagne colored vinyl.





JAMES SEEMAN STUDIOS created an original wallcovering that is used throughout the Americana Hotel in New York City. Shown here installed in a corridor (left) and elevator area (above), the original design is a high-pressure laminate mounted on Pionite panels. Called Contessa, it represents a gold-on-white pattern silk screened by a special process.

V'SOSKE wall-to-wall custom carpeting covers expansive area of lobby at the Beverly Hotel (below). Elevator lobby (bottom) uses decorative hard-surface flooring. Beverly designer was Henry End.

## HOTEL-MOTEL BOOM

nesses or flash, add to the demand for contract furnishings of all kinds. Office furniture and store fixture and furniture suppliers will find more outlets for their wares in the lodgings market, especially in the remodeling phase. The hotel chains, faced with rising operating costs, falling occupancy rates and room rates already boosted to their maximum, are looking for alternate sources of income, which many are finding by converting hotel space to office and store use. The future will bring more of this kind of remodeling, industry spokesmen say.

But given the rising costs and falling occupancy figures, there is still some magical lure to build more. The announced plans of the industry's giants underscore the furious activity in the field. By 1965 Sheraton will have 6 new locations, Hilton over 11,000 more rooms, while Knott is committed to at least 2 new locations, Hotel Corp. of America 4, Travelodge a staggering 350 locations, Holiday Inns a somewhat less staggering 100, Hyatt House 125, and Ramada 100 new locations. It goes without saying, of course, that the chains are big and growing bigger all the time. Even foodmen—Howard Johnson, Stouffer's, Schrafft's, Marriott, et cetera—have followed the lure and are hooked by the bait. There is hardly room in the geography for the independent operator, who more and more gets claimed by bankruptcy. The lodging industry is a game that only the giants seem to have learned to play with deftness. The contract market, of course, is sure to find the events rewarding. (C)



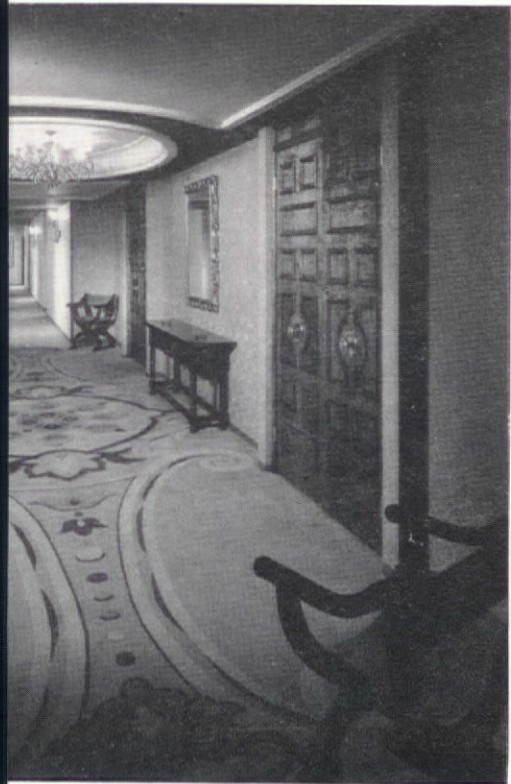


## DORAL BEACH HOTEL

**W**ET bathing suits are definitely not *de rigueur* at the Doral Beach Hotel in Miami Beach, Florida. We presume that one leaves the bathing suits in the cabanas around the pool before one enters these splendid precincts. Designed by Tom Lee, the Doral Beach is svelte and international, with a Majorca Room, a coffee shop that "simulates an ancient Spanish cafe," a shopping arcade with

touches of the Spanish baroque, as well as chandeliers, salons, and grand staircases worthy of Fontainebleau. We can't vouch for the authenticity of it all (especially the ancient Spanish cafe—a breed with which we are totally unfamiliar)—but we can say that Mr. Lee has brought it off with a sure hand and good taste, achieving interiors that are congenial rather than awesome.





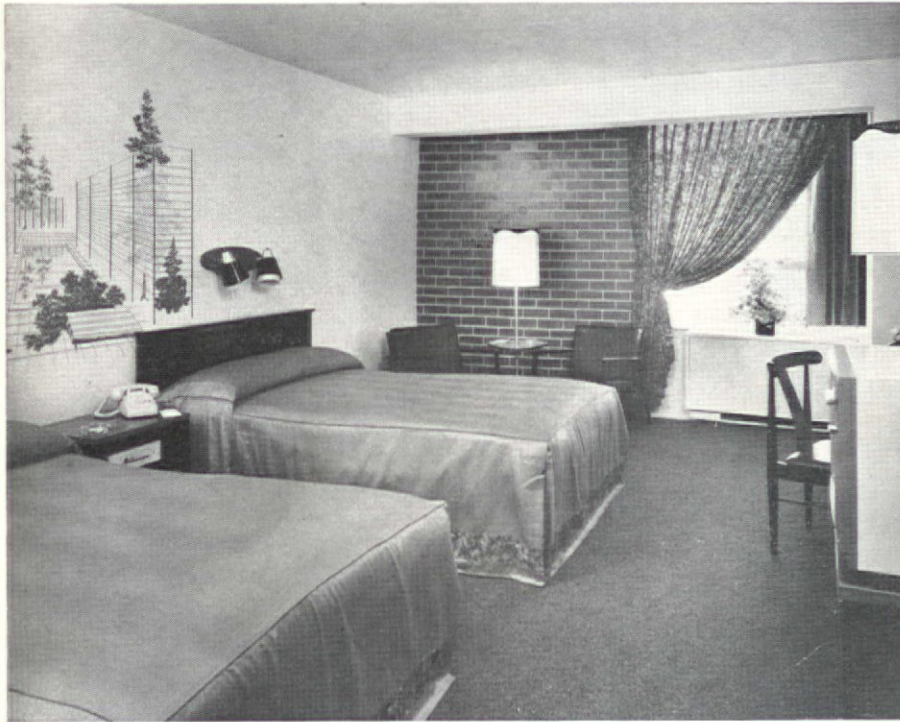
**DESIGNER TOM LEE** carries Spanish motif throughout the Doral in public areas and guestrooms alike. Opposite page: Entrance lobby (top left) is distinguished by huge crystal chandeliers made in Spain. Brown-Jordan wrought-iron furniture picks up Mediterranean theme in Majorea Room (top right). Coffee shop (bottom left) simulates an ancient Spanish cafe. Grand staircase (bottom right) uses floating stairs in formal Spanish manner. On this page: Main lobby (above left) is pure Renaissance Spanish. Corridor (left) is appointed with lighting fixtures, chandeliers, and furniture imported from Spain. The shopping arcade (above) has terrazzo flooring bordering on Spanish baroque. Guestroom (below and detail at right) is elegantly furnished with added feature of storage closet and TV set.



Despite all the elegance. Architect of the Doral is Mal Grossman. Suppliers include: Virtuosos (tables); Fenix Imports (Spanish furniture); David & Dash (fabrics); Karagheusian (carpeting); Armstrong Cork (special ceilings); Brown-Jordan (metal furniture). **C**

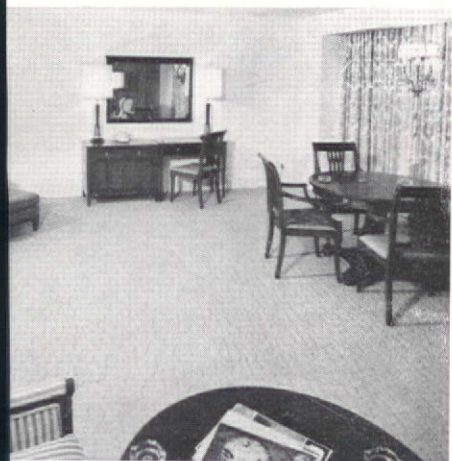
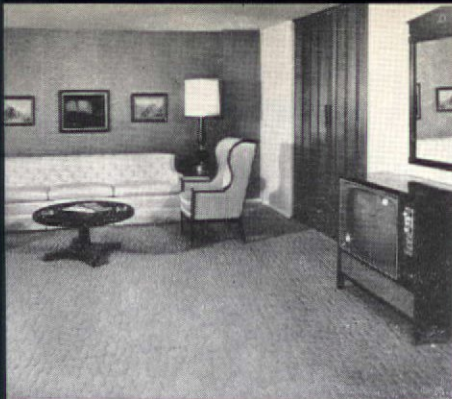


**THEME & VARIATIONS: THE WORLD'S FAIR,  
FIORELLO LA GUARDIA, AND A HARMONIOUS TRIO OF ROOM SCHEMES ALL  
CONTRIBUTE TO NEW SHERATON-TENNEY, DESIGNED BY MARILYN MOTTO**

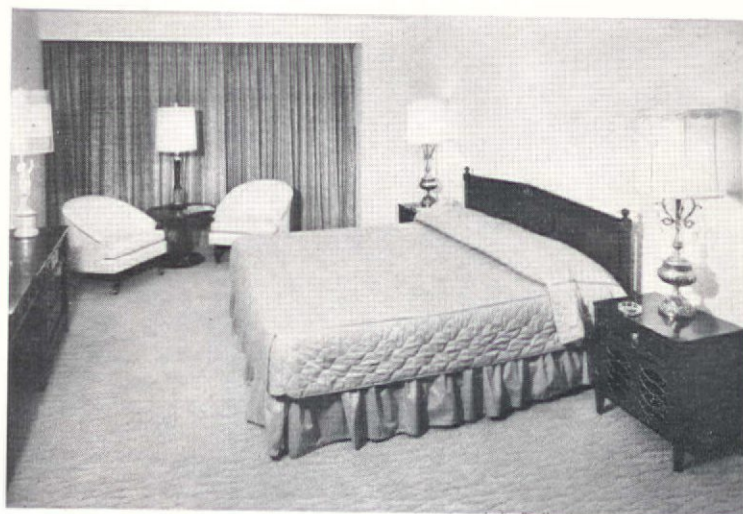
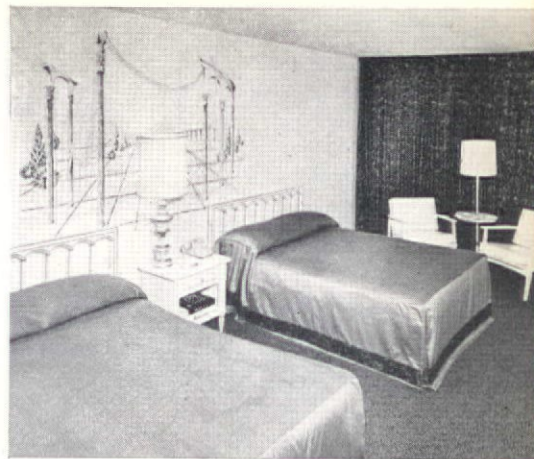


ALL GUESTROOMS at Sheraton-Tenney, La Guardia Airport, New York City, have feature wall in finished blue tile brick, a determining factor in the pleasant sequence of room schemes created for the hotel by designer Marilyn Motto.





**THREE-ROOM SUITE** offers guests spacious accommodations (photos left and below), designed by Marilyn Motto, who selected bedroom furniture from American of Martinsville, living room furniture from Century Furniture Co. At right, typical single room is furnished with white French provincial furniture. Mural wallcovering, Kalflex.



**T**HE "theme" of a new hotel is always a specific problem, determined largely by budget, by the architectural plan, by the particular environment in which the projected establishment will function, and by the type of guests it will seek to attract. The designer, once the theme is decided upon, must develop it into a furnishings scheme consonant with the central idea, at the same time that he must observe the other salient conditions named above.

Exactly how a designer works in such a situation, which, paradoxically, involves both a wide latitude of choice and the most stringent responsibilities, has unusually competent documentation in the case of the Sheraton-Tenney Hotel, which was recently opened at La Guardia Airport in New York City. Marilyn Motto, a designer who specializes in hotels, describes the way in which the project was handed over to her:

"Upon being retained by the Tenney-Broff Corp. to design the 300-room Sheraton-Tenney (architect, Leo Kornblath), I was given the following prescription by the owners: 'Our hotel is to be located immediately adjacent to the 1964 World's Fair grounds. We want you to put into our hotel some of the color and excitement of the

Fair, to make our guests as enthused about staying in our hotel as they will be about viewing the Fair.'

"These were the only instructions I was given, and I considered them a challenge I was delighted to meet."

Mrs. Motto encountered in the Sheraton-Tenney a building with a unique architectural feature. Mr. Kornblath had used a brick tile as the finish of the exterior of the building, and had also used the same tile as part of the window wall in each guestroom interior. This tile was of a semi-matte finish and of varying shades of blue. Given this architectural feature, Mrs. Motto recognized it as the major design problem in the guestrooms, but one that could be exploited to advantage. To revert to her report:

"I approached the blue tile wall by changing its status from design problem to design feature or focal point of the room. Its place in the scheme for each room became that of common denominator. The design technique was that of using color, in this case a range of blues, in the following ways: Scheme A—as a saturation in a monochromatic scheme of shades of one color effectively blended together; Scheme B—as a contrast,



**PUBLIC ROOMS** draw upon New York City's history for major motifs. The Nieuw Amsterdam restaurant (above) is furnished with Naugahyde covered chairs by Chairmasters, carpeting by Magee, U. S. Plywood's Flexwall wall paneling (installed by Kalflex), Metropolitan Lighting Co. fixtures. In the two photos at the right, the plush gaiety of a past era is recaptured in the Lillian Russell room. Terrasje Huis coffee shop (below) has white wrought-iron chairs, tables, and counter stools.





**LOBBY CORRIDOR**, left, leads to Diamond Jim Brady room. Below left, elevator landing provides waiting comfort with Naugahyde covered seating units. Drapery wall is by Cohama; flooring, Matico; Frederick Cooper lamp on table. Lobby (below) is situated along window wall. Curved carpeting controls traffic flow.



## SHERATON-TENNEY

employing a color directly opposed to the range of blues—in this case a rich red; and Scheme C—is a closely related scheme using colors in or near the blue family—in this case orchid.”

Out of these variations there developed three different types of guestrooms for the Sheraton-Tenney in which the tile, because of its important structural place, served as the basis for color treatments that enhanced the natural material. The furniture was varied in accordance with the type of color treatment, the monochromatic rooms containing the bulkiest group, in woods (walnut, pine) that blended with the all-blue scheme. In the contrasting color scheme, Mrs. Motto used a more dramatic furniture grouping in ebony black with teak that set off the brilliance of the reds and blues. In the orchid scheme, an antique white Italian provincial group acted as a more subtle foil for the blues and shades of purple. All bedroom furniture was by American of Martinsville.

Each of the three room schemes also included a mural wall that was varied in both color and subject-matter, Scheme A using greens and blues as the predominant tones in a quiet landscape. Scheme B's mural is contemporary and linear, carried out in blues and black, and Scheme C uses a classic landscape of great depth, in blues and

white. Similar variations were used in selecting the drapery and upholstery materials.

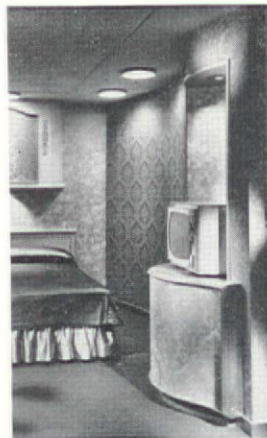
The guestrooms have a freshness and appeal that arouses positive reaction among guests. Some show strong preference for the monochromatic scheme, others for the contrasting or analogous schemes, but there have been no negative reactions, according to the hotel management. The guests seem to recognize immediately that special care has been taken to avoid design clichés and to create guestroom interiors that will contribute to the pleasure of staying at the Sheraton-Tenney.

In the public areas, several of which are shown here, Mrs. Motto worked in terms of giving the hotel an identity and a distinct personality appropriate to the environment of the hotel and its clientele. Consequently, the thematic material for the public rooms is drawn from New York City and its history. There is a Fiorello Bar, named after colorful Mayor LaGuardia, a Diamond Jim Brady room, a Lillian Russell room, a Nieuw Amsterdam restaurant, and a Terrasje Huis coffee shop. Each is planned and furnished in a style appropriate to its name, but at the same time each avoids the hackneyed design elements and the standardized furniture supposedly associated with the periods and places involved. (C)

# MOTELRAMA IDEA ROOM 1963

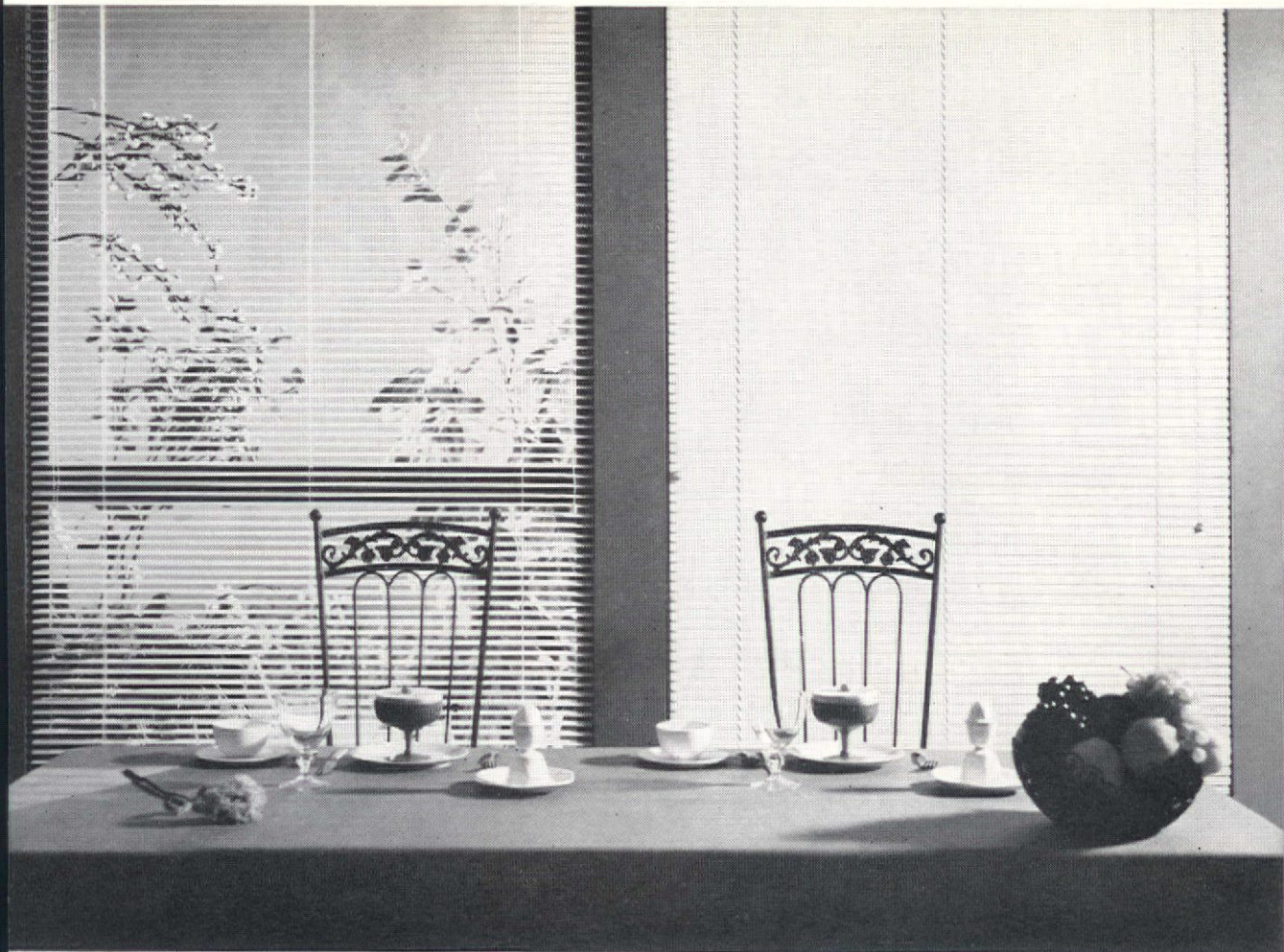
**A**RTHUR P. SWANSON, AIA, has created a distinctively styled motel guestroom unit that contains a bedroom, bath/dressing room, and patio, all furnished on a tight budget, proving that quality and esthetics need not be sacrificed when working within the confines of limited funds. The guestroom was featured as the Motelrama Idea Room 1963 at last month's combined National Restaurant Association and American Motor Hotel Association Exposition in Chicago. The Idea Room incorporates new architectural and interior design ideas, at the same time previewing new furniture and furnishings lines of its many sponsors.

Mr. Swanson accomplished a restful yet elegant atmosphere in a minimum of space by the choice of white and gold French Provincial furniture, showcased in background tones of blues and greens that are deftly used in the wall and floor coverings, draperies, bedcovering, and upholstery. Contrasting textures and architectural details add dimension, making the room appear larger. (C)



AMONG THE PRODUCTS showcased in Motelrama Idea Room are: American of Martinsville's Chatelaine bedroom furniture; wallcoverings by Columbus Coated Fabrics; Invincible Caprolan nylon carpet by Commercial Carpet Corp.; bedframes, Harvard Mfg. Co.; Spring Air Sleep Products' mattresses and box spring; folding door by Hough Mfg. Corp.; Florentine Group patio furniture by Lee L. Woodard Sons; lighting fixtures by Lightolier Corp.; TV base, swivel chair and base, table base, Middletown Mfg. Co.; Panelyte furniture tops and shower walls; Silent Gliss drapery track; drapery and bedspread fabrics by J. H. Thorp; dressing area coat rack, Vogel-Peterson.





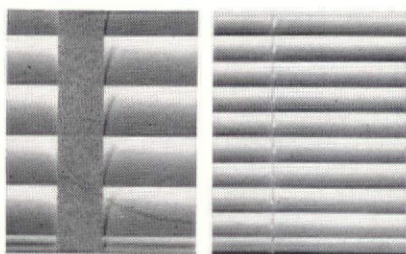
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*wide slats, broad tapes vs. narrow slats, invisible tapes*

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# L. A. DESIGN CENTRE

**NEW SHOWCASE WILL HAVE AN ENTIRE FLOOR  
DEVOTED TO CONTRACT FURNISHING LINES**

**BY HENRY END**



**T**HIS country's population explosion has brought with it not only an urgent need for better than a million homes a year, but also corresponding pressures for new hotels and motels, restaurants, schools, hospitals, offices, institutions, nursing homes, and other types of public, nonresidential establishments, each with the huge requirements for interior furnishings that such facilities entail.

The mushrooming growth of the contract market is a happy result that has at the same time created new and serious marketing problems for contract planners. These are essentially problems of time and coordination. There are budgetary conferences, staff administration, endless discussions with clients, and so forth. Then follows those exhausting searches from showroom to showroom to locate precisely the products that one sees clearly in one's mind but which are so elusive to find. The showrooms are often widely scattered, the products include not just furniture, floor coverings, or draperies, but also wall tiles, lighting fixtures, accessories, glassware, and linens. No one who has not been personally involved in the complex demands of planning a new hotel or restaurant or office building can possibly grasp to the full the time-consuming, exasperating pressures such a project always brings with it.

The Design Centre concept is tailored to alleviate such problems. Just as it has performed admirably as a centralized super-service for the homemaker and decorator, so the same concept

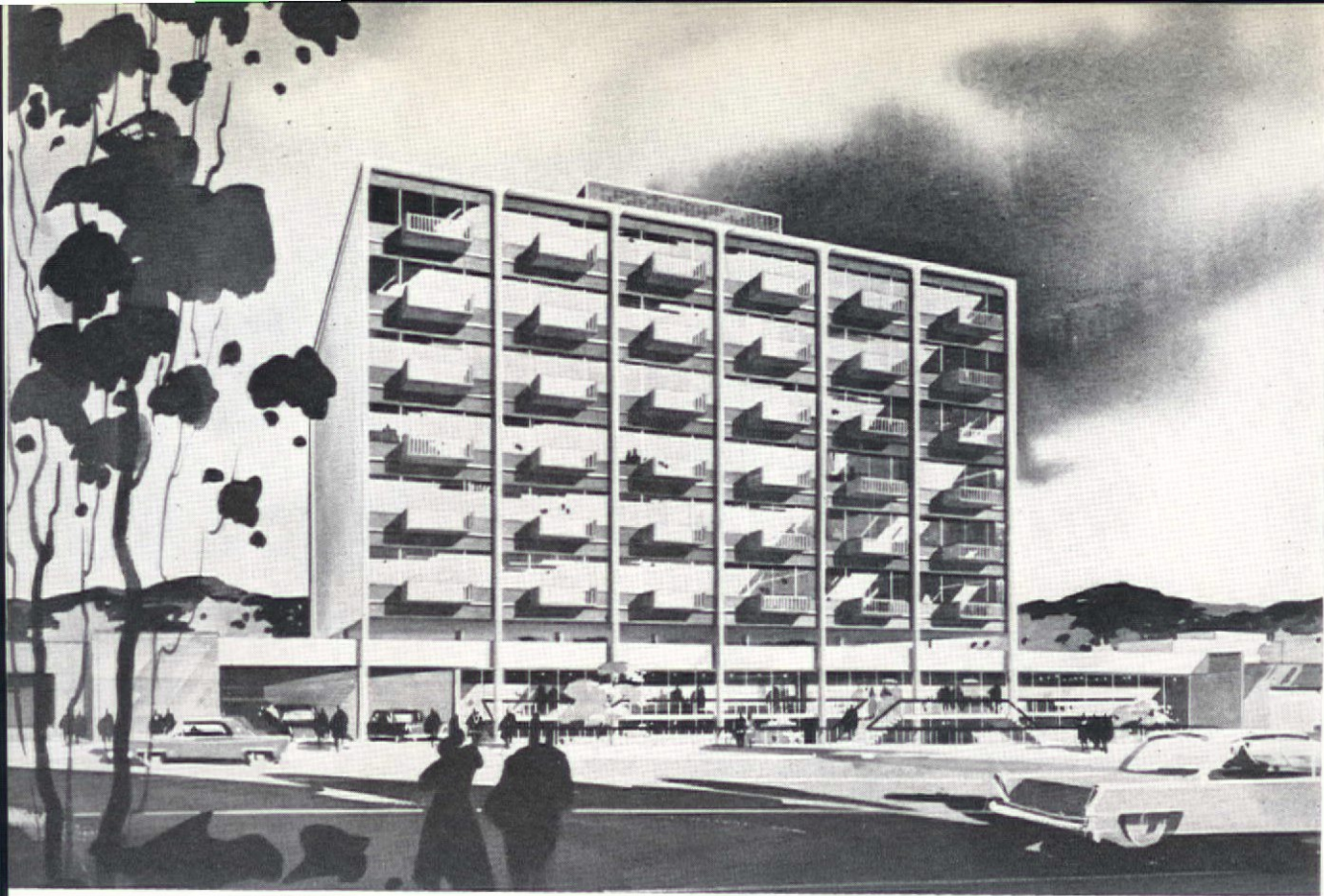
can be shaped to fill the needs of those professionals engaged in planning public interiors, a field in which the scope of the project is much greater, the sums involved much larger, and for those very reasons the pressures to save time and meet deadlines much more persistent and vital. Obviously, if design centers have proved to be a sound and salutary force in helping homemakers concerned with redecorating a residence, they should prove to be just as beneficial—and possibly even more so—to those involved in undertakings much larger in scale.

It is because of this that we are setting aside an entire floor exclusively for contract furnishings in the International Design Centre now under construction in Los Angeles and scheduled to be opened in November of this year. Here, in a concentrated area, professionals on non-residential projects will find presentations of products and services specially designed to meet the rigorous specifications of contract jobs. Every conceivable type of product will be exhibited within the confines of this floor—new designs, new technical developments, new methods of dealing with com-

---

*Henry End, well-known designer of hotels, offices, and other public interiors, is the head of the new International Design Centre in Los Angeles. There, he is setting aside an entire floor for the presentation of products manufactured specifically for the contract market. Mr. End has also operated a Design Centre in Miami for more than a year.*





Architect's rendering of the new 9-story Los Angeles Design Centre.

plex problems. It may be that in some instances the exhibits will essentially function as outposts for more extensive presentations in a manufacturer's own showroom nearby, but even under these circumstances, the Design Centre will have accomplished its purpose: saved time by bringing a designer and a needed product into contact. Here, indeed, is a development which should prove a boon to the harassed, overburdened professional who would prefer to devote more time to creative matters and reduce the time now consumed in going through showroom after showroom.

#### Why Los Angeles

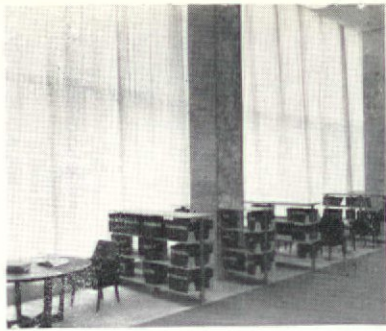
What influenced our decision to erect our second International Design Centre in Los Angeles in preference to any other location? Los Angeles is already established as the key metropolis of the West. It has the largest population and is growing faster than any city in the United States, or for that matter, the world. Its facilities and services are so expensive that it functions as the hub of the wheel in any Western undertaking as complex as planning large public interior.

The West itself is growing  $2\frac{1}{2}$  times as fast as the rest of the country. California is already State No. One in terms of population. One-sixth of our total population is now residing in the West and the figure will be higher in the next decade. Almost 8,000 architects, designers, and retail merchants with contract operations are now

active in the West. Department of Commerce estimates for the year 1963 place new construction in the West at \$14 billion as contrasted with \$36 billion for the country as a whole.

California has for a considerable number of years been the most design-minded, design-oriented state in the Union. It has initiated and influenced more trends than any other state. By 1980, California's population will have increased by 45 percent, to total over 28,000,000. California leads the country not only in population but also in housing starts, in total retail sales, and in home furnishings sales. It follows that its contract needs are also pre-eminent. In the first two months of 1963, there were 35,000 new building permits issued in Southern California, as compared with 24,000 for the same period in 1962.

About the new Los Angeles International Design Centre: It will be located in the heart of Robertson Center, already the mecca for designers and decorators for hundreds of miles around. It will be the only high-rise building in the area and will dominate it architecturally. It will have facilities for parking 350 cars. There will be a de luxe restaurant, as well as conference rooms for professionals and their clients. It is a building conceived from the very start to serve the purpose for which it is destined, rather than merely a structure altered to serve that purpose as well as alterations will permit. Its contract floor is certain to prove a powerful force in speeding the development of this dynamic territory. (C)



## CONTRACT FABRIC: ROVANA OWES ALMOST AS MUCH TO GOOD COMMUNICATIONS AS TO ITS SUPERIOR PHYSICO-CHEMICAL PROPERTIES

**W**hat goes into a new contract fabric? In these days of sophisticated synthetics, one must not only draw on the resources of chemistry and physics to create a new textile, but equally important, one must accomplish feats of communication almost as elaborate and as carefully planned as the process of creating the fabric itself.

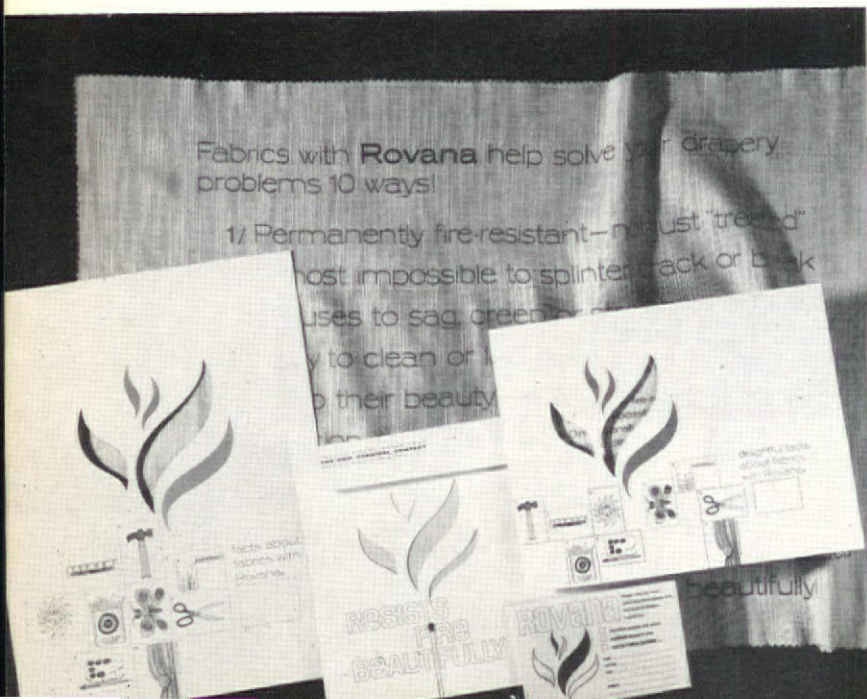
In developing Rovana, the textile fibers department of Dow Chemical Co. felt that it had solved the major problems that have "bugged" other contract fabrics, combining in one material all of the positive requirements and no drawbacks. Rovana is, among other things, permanently fire-resistant; almost impossible to crack or break; dimensionally stable; easily laundered or dry-cleaned; non-fading in the strongest sunlight, as well as colorfast by commercial specifications; mildew and moth proof; virtually immune to chemicals; easy to cut, sew, and pleat; as drapable as any natural fiber.

Its properties derive partly from Rovana's yarn construction. A synthetic made from salt and petroleum derivatives, it is formed into a continuous plastic film and folded flat into a thin, ribbon-

like yarn. This yarn, called a monofilament, provides enormous strength and stability in relation to weight. Used by itself or combined with other fabrics, it affords new possibilities in color, textures, and styles.

Within three years, Rovana has achieved broad currency in the contract field; there are now better than 35 converters who feature the textile in their lines. However, the feeling at Dow was that only a fraction of the market potential was being tapped because the converters and distributors were taking Rovana's characteristics more or less for granted. The problem, declares Charles Goulekas, Dow's home furnishings merchandising manager, was to bring those features right out front, in a form that would make *all* the advantages of Rovana unmistakably apparent.

Working with Mr. Goulekas, Salesmakers, Inc., a New York sales promotion firm, conceived and designed a kit (illustrated on this page) that is a model for the specifications trade. Loud and clear, it enumerates the ten salient features of Rovana in short-hand form on a piece of the fabric itself, then goes on to explicate these features inside the folder. More than 2,000 of the kits were mailed to distributors as a selling aid. A smaller version of the kit was then mailed to 20,000 designers, architects, space planners, etc., in the contract field. These designers and specifiers, asked to fill out and return a postcard, have replied at the rate of 15 to 20 percent so far, according to Mr. Goulekas, proving that Dow's communications program has been a very effectively motivated campaign, essential to the marketing of a contract fabric. (C)



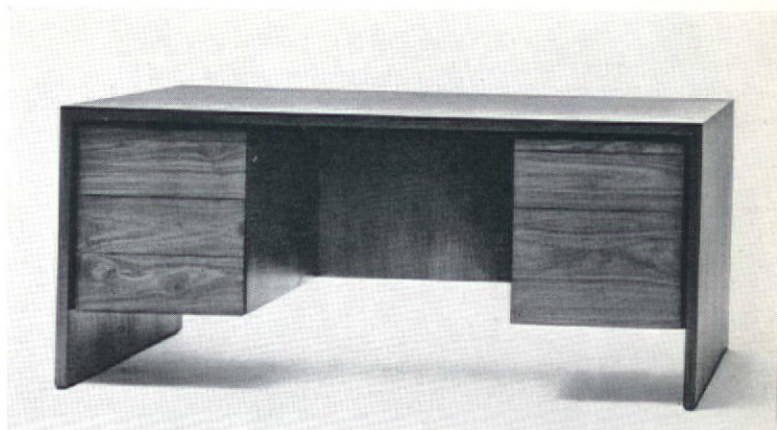
**SALESMAKERS, INC.**, New York City, is responsible for this well-designed promotion kit that tells the Rovana story simply and effectively to a broad range of contract buyers and specifiers. Top of page, some contract applications of Rovana.

# CONTRACT PRODUCTS AND SERVICES

## Lehigh desk, cabinet group

Lehigh Furniture Corp. has introduced a new all-wood desk and cabinet group featuring continuous matched grain on top and sides. The double-pedestal desk is available in oiled walnut, rosewood, or teak, or with complementing black oil pedestals and back panel, which is recessed 6 inches top and sides to permit full knee room. The cabinets come in same woods and finishes as the desks, and may be constructed in two, three, or four sections with any of eight different units, allowing an almost unlimited combination. The continuous grained top and sides are standard Lehigh stave core construction, and the V groove edge all but eliminates chipping.

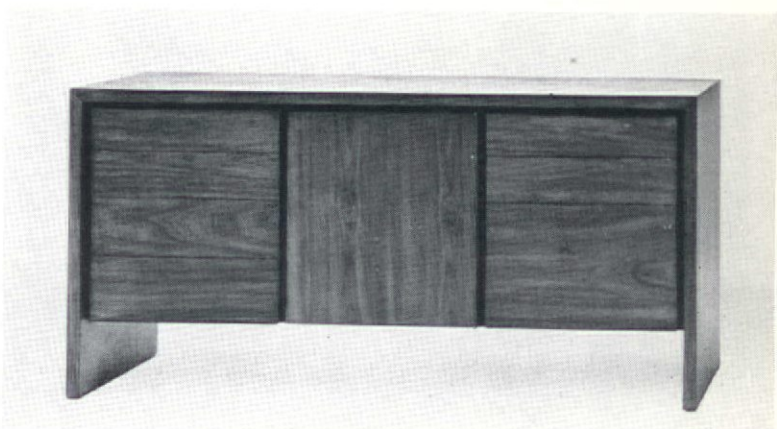
Circle No. 55 on product information card



## Howell introduces new designs

New design of multiple seating, stacking chairs, and folding base tables were shown by the Howell Co. at the recent NOFA show. The new stacking chair has a fiber glass base upholstered with Naugahyde washable vinyl and padded with firm density polyether foam. The square tubular frame enables the chairs to stack on top of each other for storage, or a side gang attachment is available to allow the chairs to be hooked together. The folding base tables come in six sizes of tops, five colors of laminated plastic, and two colors on tubular steel base. The multiple seating units are modular, allowing units to fit around corners or to be free standing. One piece molded fiber glass or Naugahyde upholstered seats and occasional table spacer units can be placed on the same frame in harmonizing or contrasting colors.

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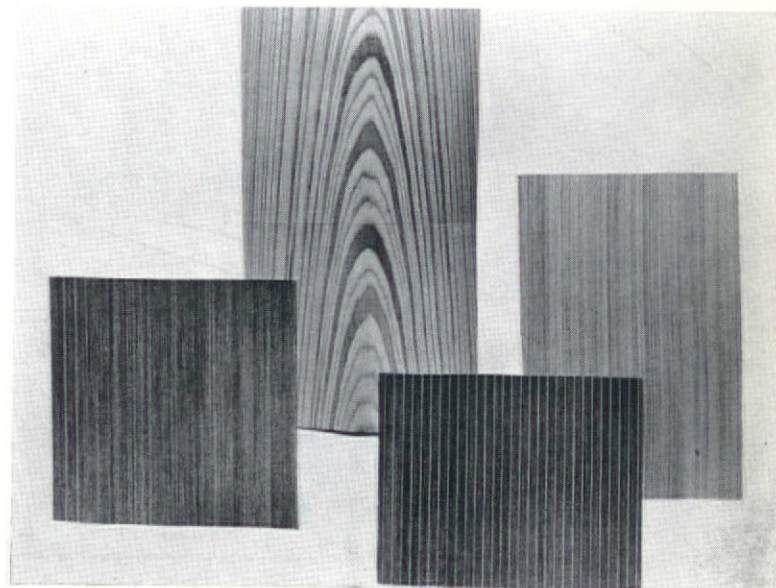
Lehigh Furniture Corp.

## Fineline controlled veneers

Patterns and colors can be predetermined and controlled in the new Fineline veneers by William L. Marshall, Ltd. The patterns are made by building up a laminated block of different woods, arranged in layers to produce the desired effects. The so-called "log" that results is then sliced at right angles to the layers, and veneers emerge with prearranged stripes. For arched or swirled effects, the log is sliced at various diagonals and slanting angles. The Fineline stripes may be used either horizontally or vertically, and squares placed with alternating pattern directions, produce attractive marquetry. The veneers shown here are, left to right: walnut in two-tone random stripes; arched pattern in Sierra that combines the heart and sapwood; walnut evenly striped with Sierra, and birch in a multi-toned uneven combed effect.

Circle No. 57 on product information card

William L. Marshall Ltd.



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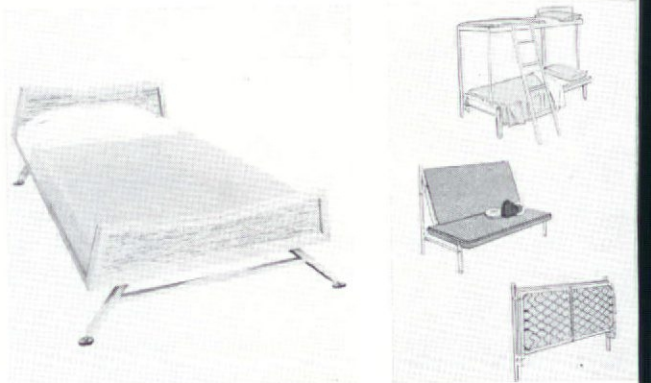
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## PRODUCTS & SERVICES

CONTINUED

### No-Sag sleep units

No-Sag Spring Co. introduces two new bedding units for contract use—the Continental and the Bunkie. Continental comes with butterfly headboard and sloped legs, shown at left, or with rectangular headboard and straight legs. Higher



legs and thinner base construction facilitates cleaning around and under, while the No-Sag spring support creates a lightweight unit. It is available in 10 enamel colors or in walnut, cherry and antique finishes. At right is No-Sag's Bunkie—a double bunk bed and day lounge combination for use where space is limited. By pivoting the top bunk into a dropped position, forming the back of a comfortable sofa, the unit converts into a day lounge. It folds and stores compactly in only 6 inches of space.

Circle No. 58 on product information card

### Convention Chairs by American Seating



A new folding chair which raises easily to facilitate passage are connected in sections of two, three, or four by cross stretchers of cadmium plated steel tubing. Developed initially by American Seating Co. for heavy-duty use at Atlanta City's Convention Center, 2,890 of the units will be installed there this month. The new models have

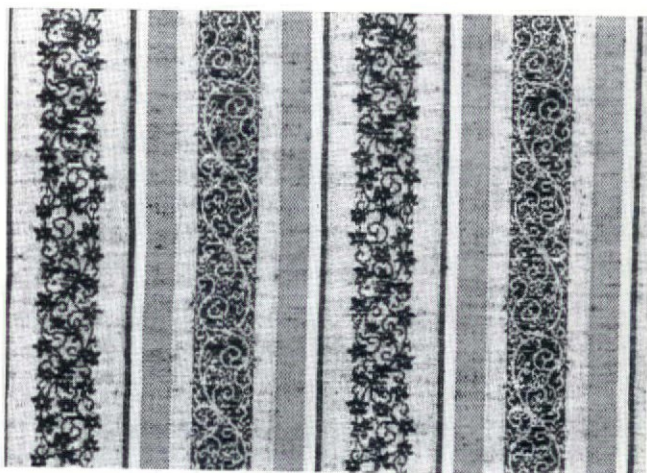
steel seat-bottoms and chair-backs padded with two inches of polyurethane foam covered in tangerine supported vinyl upholstery over the 3/4 inch, 7-ply wood frames. The steel surfaces are protected by wood-grained polyester film.

Circle No. 59 on product information card

### The Brandywine Collection

Glen, Tracery Stripe, and Bouquet are three upholstery fabrics in the Brandywine Collection designed by Isabel Barringer, AID, for Stroheim & Romann. Consisting of four prints and five textures in 60 different colorings, the collection is traditional in flavor, but uses contemporary techniques in construction and color. Slub, chenille, and spun rayon yarns accent a three-dimensional feeling, with contrasting warps increasing the depth of design. Glen, a large-scale repeat scenic, uses colors tuned to the seasons of the year. Tracery Stripe, inspired by wrought iron porches in the Brandywine River (Delaware) area, after which the collection is named, is 100 percent spun rayon in several colorings. The third handprint in wood tones, Bouquet, is a more stylized interpretation with an oriental flavor. Additional patterns include Rose, Flower Song, Brandywine, Reflections, and Leaves of Brandywine.

Circle No. 60 on product information card



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Circle No. 29 on product information card

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VOLUME 24

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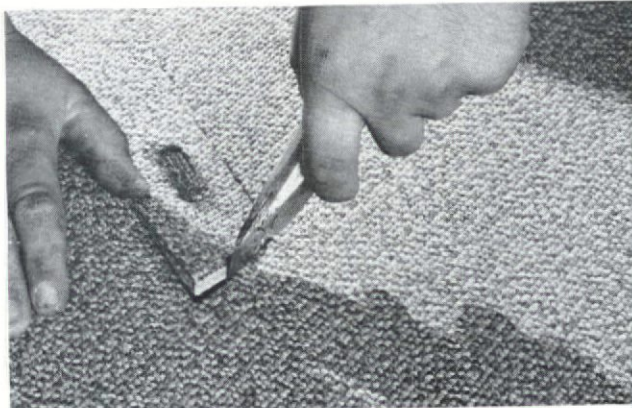
Circle No. 30 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Duraweave by Commercial Carpet

Commercial Carpet Co. states that its new Duraweave carpet can be swept clean with a broom, or when necessary, made new-looking with a wet



mop. The secret, says Commercial, is in the manufacturing process which produces a tightly pulled-down construction, combined with a high density continuous filament nylon yarn. The carpet is bonded to a 3/16 sponge rubber backing. Spot repairs can be made by ordinary maintenance personnel, according to Commercial.

Circle No. 61 on product information card

### Robert John upholstered arm chair

Sloping arms, designed low enough to slide under almost any desktop or table, are a feature of the new Robert John Co. chair, designed by William Sklaroff as part of a new FX group of upholstered chairs. Legs are tubular steel in satin or polished chrome finish, with another version available in



wood, in oil walnut or black matte. A wide selection of upholstery materials includes expanded vinyl or top grain. The chair is available in regular seat height or lower lounge height.

Circle No. 62 on product information card

### Ceramic tile/vinyl flooring

Composed of ceramic tile and vinyl, a new product, Vinylbond Ceramic Tile produced by Stylon Corp., is said to combine the best features of cera-

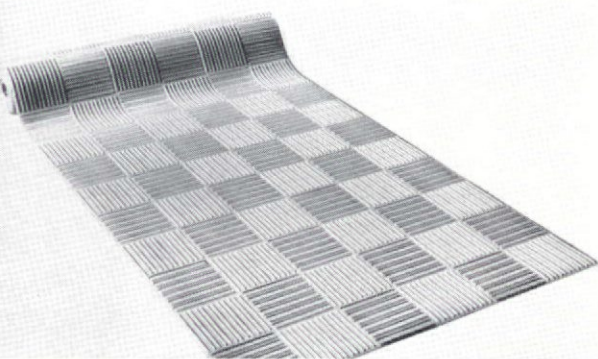


mic and vinyl and can be installed in a fraction of the time required for ordinary ceramic tile. No special preparation of the subfloor is required and regular Stylon waterproof mastic can be used. The new flooring will be available in 12-inch squares, composed of one inch square ceramic tiles grouted and underlaid with vinyl. Features of the flooring, according to Stylon, are its resilience and easy maintenance, and it will not crack, chip, peel, absorb liquids, or fade.

Circle No. 63 on product information card

### Vinyl entrance matting by Musson

All vinyl, the new lobby and entrance matting by R.C. Musson Rubber Co., is intended for heavily used passageways and is virtually unaffected by



solvents, grease, acids, chemicals, and flames. The Vinyl-Bloc matting incorporates a criss-cross design of alternating 6-inch blocks, creating a wiper action which cleans shoe soles without catching or tripping. There are no press marks or overlapping seams. Vinyl-Bloc is 1/4 inches thick, 36 or 48 inches wide, and can be furnished in any length in six-inch increments. Fade resistant colors are red, green, gray, beige, brown, and black.

Circle No. 64 on product information card

Circle No. 32 on product information card →



"The Swan", easychair with laminated teak legs (4325) or on a swivel base in aluminium with (3322) or without (3320) heightadjustment. Design: Arne Jacobsen. Fritz Hansen Inc., Decorative Arts Center, 305 East 63rd Street, New York 21, N.Y. Templeton 8-3225. Division of Fritz Hansen, Copenhagen.



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## PRODUCTS & SERVICES

CONTINUED

### Palladio's decorative panels

Soldiers of the American Revolution compose a set of eight decorative panels in wood from the Palladio collection of Interiors' Import Co.; panels



measure 7 inches wide by 21 inches high. Figures are hand painted in soft natural colors on off-white background, enhanced by antique brass ornamental hardware.

Circle No. 65 on product information card

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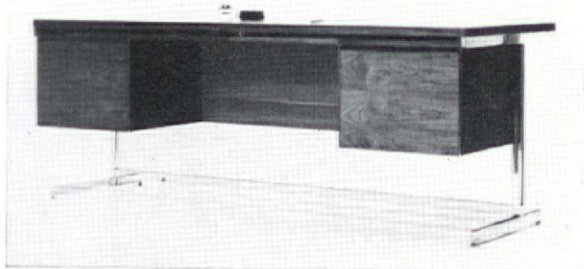
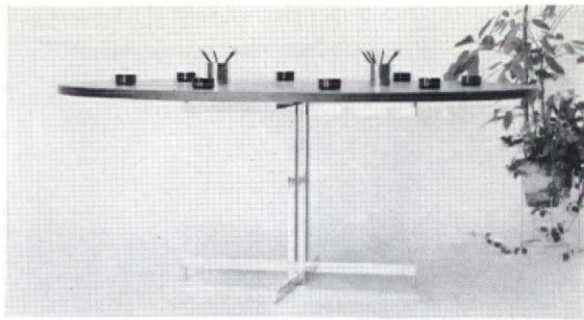
ULster 2-5959



Circle No. 34 on product information card



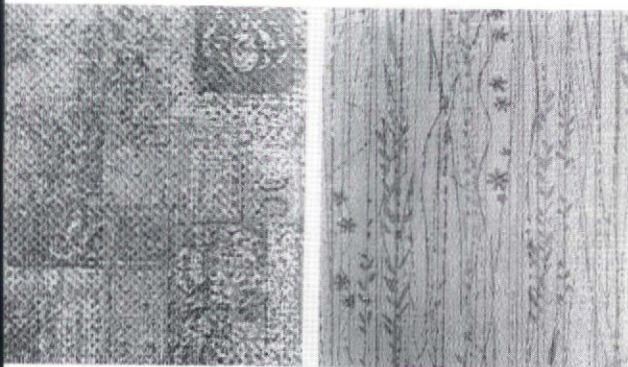
### Hugh Acton executive line



New designs from Hugh Acton include a pedestal conference table and an executive desk. The conference table is available up to 8-foot diameter circle or oval top set upon a mirror chrome steel pedestal base. An interesting feature of the desk, on mirror-chrome steel leg framework, is the drawer system. As many as 14 drawer trays can be used, all suspended on steel glides. The file drawer tilts out for easy access to reference material. The door of the drawer cabinet through panoramic arms swings down underneath the cabinet, and papers may be slipped into them through a front access detail without pulling out drawer. Each drawer has its own individual stop and a universally compartmented interior. Companion pieces to the desk include an auxiliary file and storage cabinet, and an executive table.

Circle No. 85 on product information card

### Textured vinyl wallcoverings



Two textured vinyl wallcovering designs have been created by Columbus Coated Fabrics Co.: Kashmir, on the right, from the Satinesque line, and Willow-on-White in the Wall-Tex collection. Both are scrubbable, have cloth backing to eliminate repriming walls, and are pretrimmed and pre-cut for ease of installation.

Circle No. 66 on product information card



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Circle No. 35 on product information card



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Circle No. 36 on product information card

**PRODUCTS & SERVICES**

CONTINUED

**Terra cotta planters**

The shapes of these rough-textured, sculptured terra cotta trees are suggestive of a traditional topiary garden in Italy. Designed as planters they may also be used for other decorative pur-



poses, indoors or out. The trees range from 2 to 5 feet in height and come in buff, red, gray-brown. They were designed by Lewis Krevolin and Elizabeth Constantine and are available at the Virginia Frankel Gallery.

Circle No. 67 on product information card

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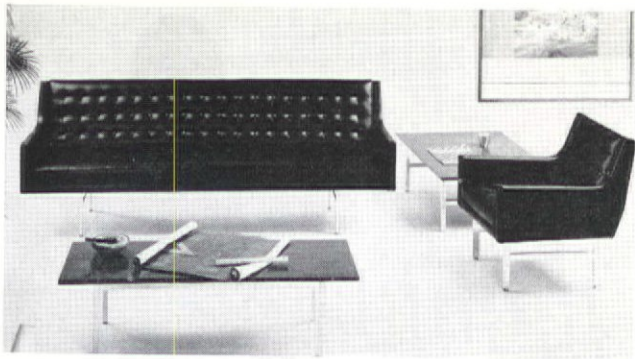
\*Reg. U.S. Pat. Off.

Circle No. 37 on product information card

Vis Booth #6  
 WESTERN HOTEL & MOTEL SHOW  
 June 12-14  
 Fairmont Hotel  
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#### Monarch chair and sofa group



Handsomely covered in black vinyl, the new Blue Print Group chair and sofa by Monarch Furniture Co. is tufted on backs and seats with hand-tied nylon thread, eliminating the conventional button. The base, which is light weight in feeling, is steel with a chrome finish.

Circle No. 68 on product information card

#### Beautycraft enters new field

Beautycraft Furniture Industries, Inc. is introducing the first of an extensive line of compact sleep units for dormitory and other institutional use. The new design is a tri-unit consisting of a couch which converts to a bed with three large storage drawers beneath it, and a built-in student desk flanking one end.

Circle No. 69 on product information card

#### Silk screen upholstery fabric

Louis Quinze, a silk screen print in Trilon, Guilford Mills' upholstery fabric of 100 percent Caprolan nylon produced by Allied Chemical Corp.,



was adapted from the original wallpaper in a 17th century Loire chateau. Resembling a silk damask, the pattern is available in monochromatic variations of single colors: dark on light ivory, sand, ice blue, gold, mocha, and royal blue. The fabric is 54 inches wide, quilted or unquilted.

Circle No. 70 on product information card



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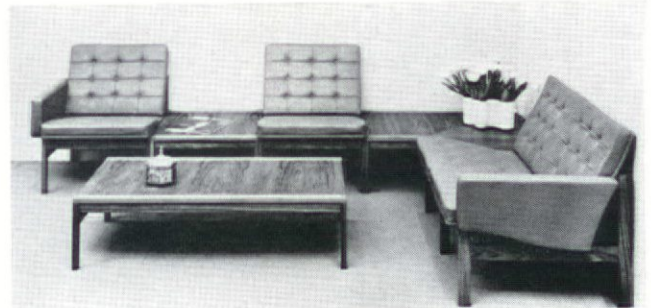
Circle No. 39 on product information card

## PRODUCTS & SERVICES

CONTINUED

### The John Stuart modular group

John Stuart's new modular furniture adaptable to varying space arrangements is especially suitable for public seating areas or for office use where either permanent or semi-permanent arrangement is wanted. One single chair is the



basic component out of which can be built a variety of seating arrangements. Chair variations include models with no arms; with upholstered arms; with wood arms; with right or left arm only. Cushions are either plain or biscuit tufted. Units can be locked together rigidly when assembled, and are easily unfastened and reassembled.

Circle No. 71 on product information card

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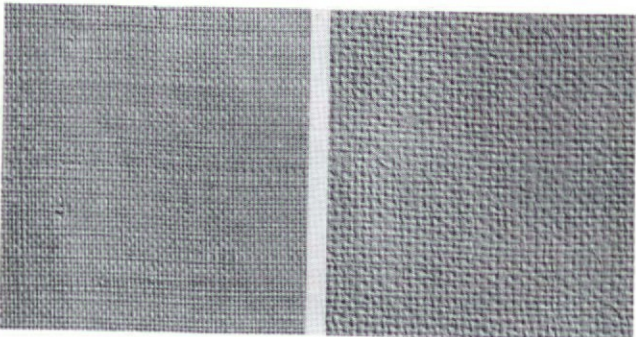
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Circle No. 40 on product information card

**Two Athol patterns**

Athol Mfg. Co. has developed two patterns in vinyl for upholstery and wallcovering application, according to Christopher Pappas, manager of con-



tract sales. The first is Sarawak, a Pandanus-type weave on an elastic back, available in 12 solid colors and 17 tone and print colors. The second Palruba, is a burlap-type weave on a knit back, and comes in 17 colors in a tone finish.

Circle No. 72 on product information card

**Upholstered executive chair**

The contemporary new Champion chair series by Western Mfg. Co. is highlighted with an executive chair featuring tilting seat with arms and upholstered in Naugahyde and Grospoint in combinations or single material over 3 1/2 inch foam seat



and heavily foam padded back and arms. Smooth, square heavyweight tube frame and heavy steel angle seat frame are welded into a single unit. The seat tension and height are easily adjusted. Frames are furnished in five colors to harmonize with the seven Naugahyde and five Grospoint colors and to complement the natural brushed aluminum base.

Circle No. 73 on product information card

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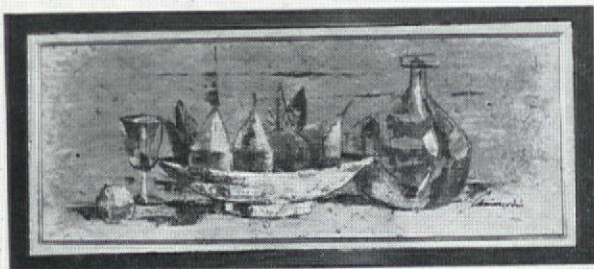
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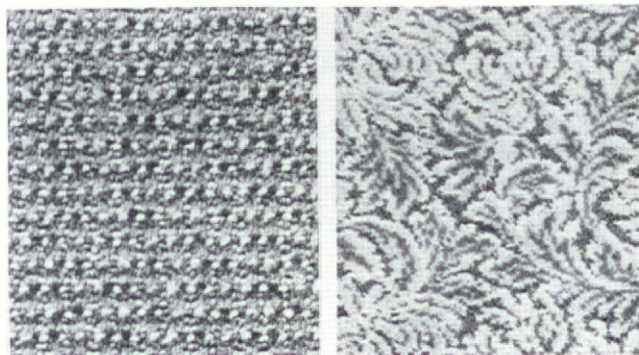
Circle No. 43 on product information card

**PRODUCTS & SERVICES**

CONTINUED

**Two Roxbury textured carpets**

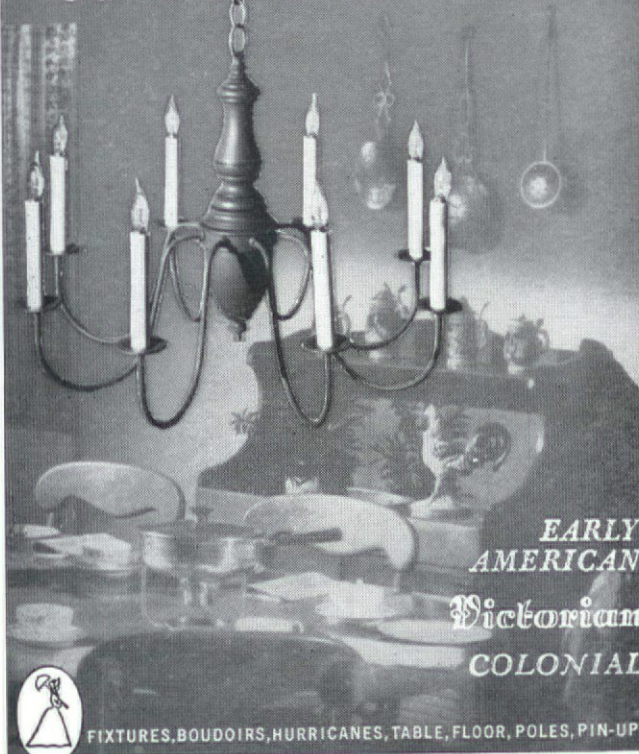
Two new Roxbury Carpet lines concentrate on unusual texture effects. Hunting Hill, a contemporary all-wool wilton, has a multi-textured surface flecked with correlated colors. Permanently



mothproofed, it comes in 12 and 15 foot widths in 12 color patterns. The second is a traditional all-wool axminster, Castle Royal, designed with sweeping leaves and chrysanthemums in a tone-on-tone effect. It comes in six colors in 12 and 15 foot widths.

Circle No. 74 on product information card

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 Dallas Show: July 8-12, Market Center Rm. 2711.

Write for new catalog

Circle No. 44 on product information card

## CALENDAR

- June 17-22.** International Furnishings Market. American Furniture Mart and The Merchandise Mart, Chicago.
- June 20-30.** Chicago International Trade Fair. Chicago.
- June 24-28.** N.Y. Furniture Market. New York Furniture Exchange and 71st Regiment Armory, New York City.
- July 8-12.** Southern Furniture Market. High Point, Lexington, Drexel, Thomasville, Lenoir, Hickory, N.C.
- July 8-12.** Southwest Furniture Market. Market Hall, Dallas Market Center, Dallas.
- July 14-19.** Furnishings Market. Los Angeles Home Furnishings Mart, Los Angeles.
- July 15-19.** Summer Furniture and Furnishings Market. Atlanta Merchandise Mart, Atlanta.
- July 22-26.** Summer Market Dates. Western Merchandise Mart, San Francisco.
- August 26-29.** American Hospital Association Convention. Coliseum, New York City.
- September 29-October 2.** National Institute of Government Purchasing, 8th Annual Conference and Product Exhibit. Hotel Shoreham, Washington, D.C.
- September 30-October 4.** National Hardware Show. Coliseum, New York City.
- October 3-13.** National Decoration & Design Show. New York City.
- October 5-9.** National Stationery and Office Equipment Association Convention and Exhibit. Conrad Hilton Hotel, Chicago.
- October 14-19.** Chicago Casual Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.
- October 18-25.** Furniture Market. High Point, N.C.
- October 28-November 1.** New York Outdoor and Casual Furniture Show. N.Y. Furniture Exchange, National Furniture Mart, One Park Avenue, 92 Lexington Avenue, New York City.
- October 30-November 1.** Furniture Market Days. Dallas Market Center, Dallas.
- November 3-8.** Association of School Business Officials. Municipal Auditorium, Denver.
- November 11-14.** National Hotel & Motel Exposition. New York Coliseum, New York City.
- December 5-7.** American Hotel and Motel Association, Annual Convention. Roosevelt Hotel, New Orleans.

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Circle No. 46 on product information card

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## MANUFACTURERS'

### LITERATURE

Howell Co. introduced a full line of modern metal furniture for hospitals, offices, schools, and churches at this month's Catholic Hospital Show. A brochure on the new collection is available.

Circle No. 75 on product information card

A new air conditioner, designed exclusively for the hotel-motel industry by the commercial-institutional products division of Westinghouse, is rust resistant, compact, and contains a permanent washable filter and a wide range adjustable thermostat. A specially prepared specification sheet outlines the features of the unit.

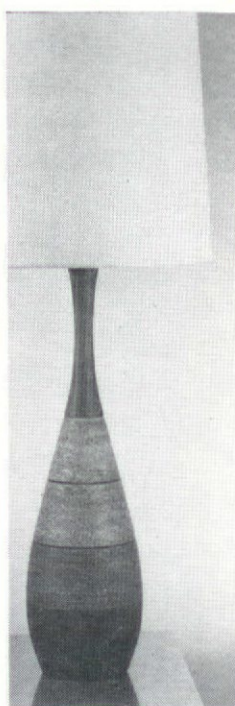
Circle No. 76 on product information card

A wide collection of porcelain decorative accessories, illustrated in Hyalyn Porcelain Inc.'s new brochure, ranges from bowls, containers, candleholders, vases, and patio planters, to smoking accessories and sculpture, all in a variety of styles such as classic, contemporary, and oriental in choice of many colors.

Circle No. 77 on product information card

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in the looks of a motel room . . . far greater than the money invested.



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Circle No. 48 on product information card



Large size photos in color depict the wide range of Steelcase Inc.'s Coordinated Offices line. The modular pieces come in many colors in all-steel construction and include executive and general office desks, chairs, files, and related pieces, plus reception and conference room chairs and tables. Upholstery materials are color-coordinated with the furniture.

Circle No. 78 on product information card

A new, condensed catalog describes and illustrates commercial and industrial lighting fixtures manufactured by the Benjamin div. of Thomas Industries, with emphasis on Benjamin troffers, and the triple-shell Lumi-Flow air handling units. Also issued by Thomas' Moe Light Div. is a 40-page catalog offering complete information on 23 different recessed and surface incandescent lighting lines.

Circle No. 79 on product information card

House of Italian Handicrafts Inc. has available a 2-page illustrated catalog of chairs, benches, stools, etc. The brochure is available to the trade only and costs \$1, which is refunded after order is placed.

Circle No. 80 on product information card

An illustrative brochure explaining the features of portable seating for multi-purpose rooms has been published by Fixtures Mfg. Corp. It includes pictures, brief case histories, and other explanatory information.

Circle No. 81 on product information card

Aluminummetal Corp.'s new catalog describes the new discount 65 free-form seating line of lounge seating that permits multiple seating arrangements ranging from curves to convex and concave shapes, and a variety of angles.

Circle No. 82 on product information card

Card Fabrics introduces its newest design in vinyl, Bucks County, 26 ounce, 54 inches wide with heavy knit backing, in a loose-leaf folder that includes a large sample swatch plus smaller ones in each of the nine available, non-fading colors. Bucks County pattern was adapted from old button molds.

Circle No. 83 on product information card

Formica Corp. announces its Citation Series of decorative laminated plastics, offered exclusively through specifiers, with the publication of its Citation Series brochure. The new group has 28 solid colors and 28 silkscreen patterns, available in color or woodgrain combination for background or overprint. The brochure contains color swatches of the complete line.

Circle No. 84 on product information card

A 12-page executive office furniture catalog contains detailed illustrations of the complete line manufactured by Hiebert, Inc., including executive and secretarial desks, storage units, corner and conference tables, executive and side chairs.

Circle No. 86 on product information card

Furniture for Business, a new catalog by Blair Aluminum Furniture Co., illustrates office chairs, lounge groups, library furniture, tablet arm chairs, and multi-purpose chairs, all with anodized aluminum frames.

Circle No. 87 on product information card

A new condensed catalog of the firm's extensive line of architectural metal components is now available from Julius Blum & Co. The coverage includes handrailing components, pipe railing components, Curtainscreen applications, expansion joint and trench cover sections.

Circle No. 88 on product information card

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Circle No. 52 on product information card

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- Robey Dept., Drexel Enterprise, Inc. (furniture)
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