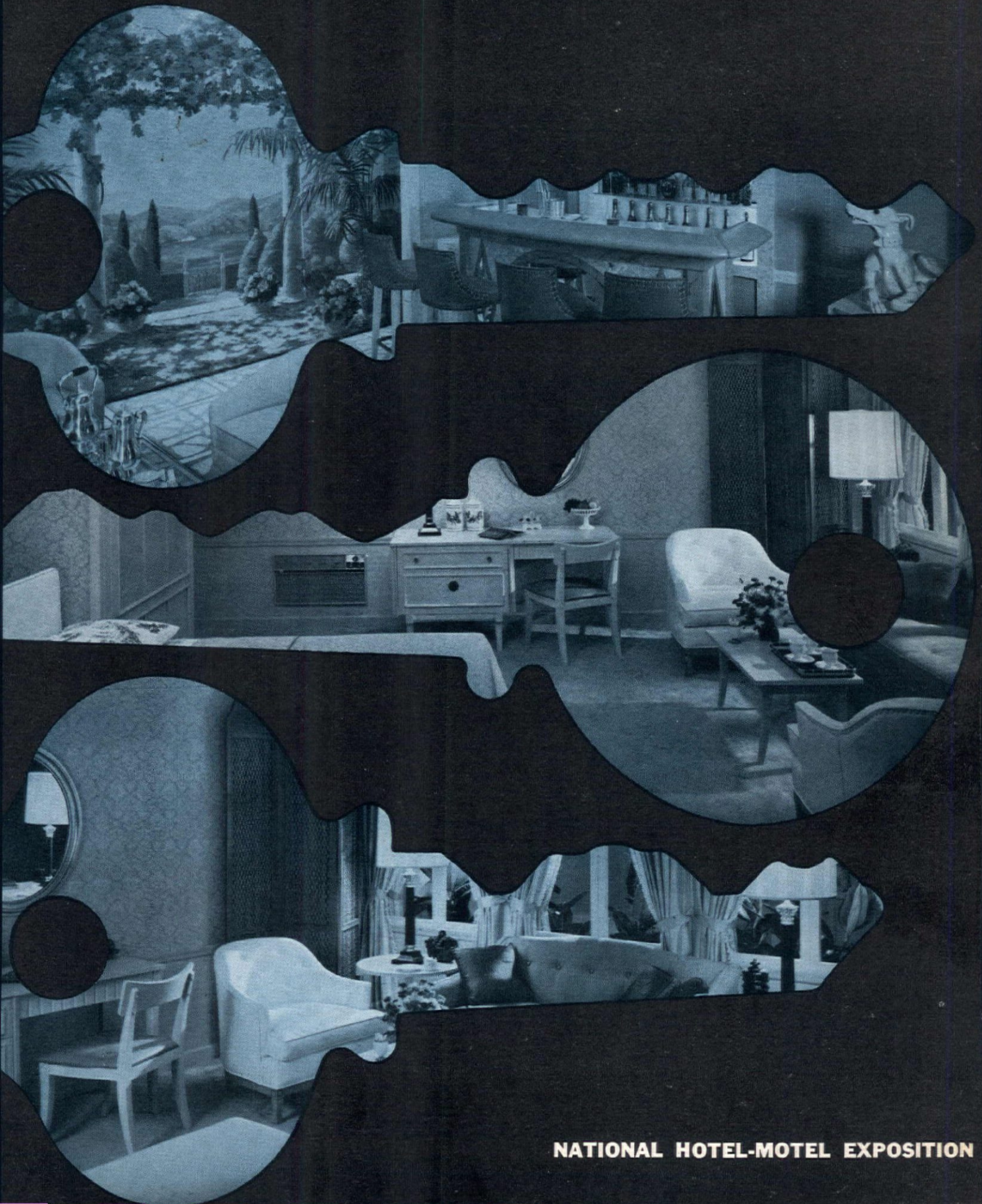
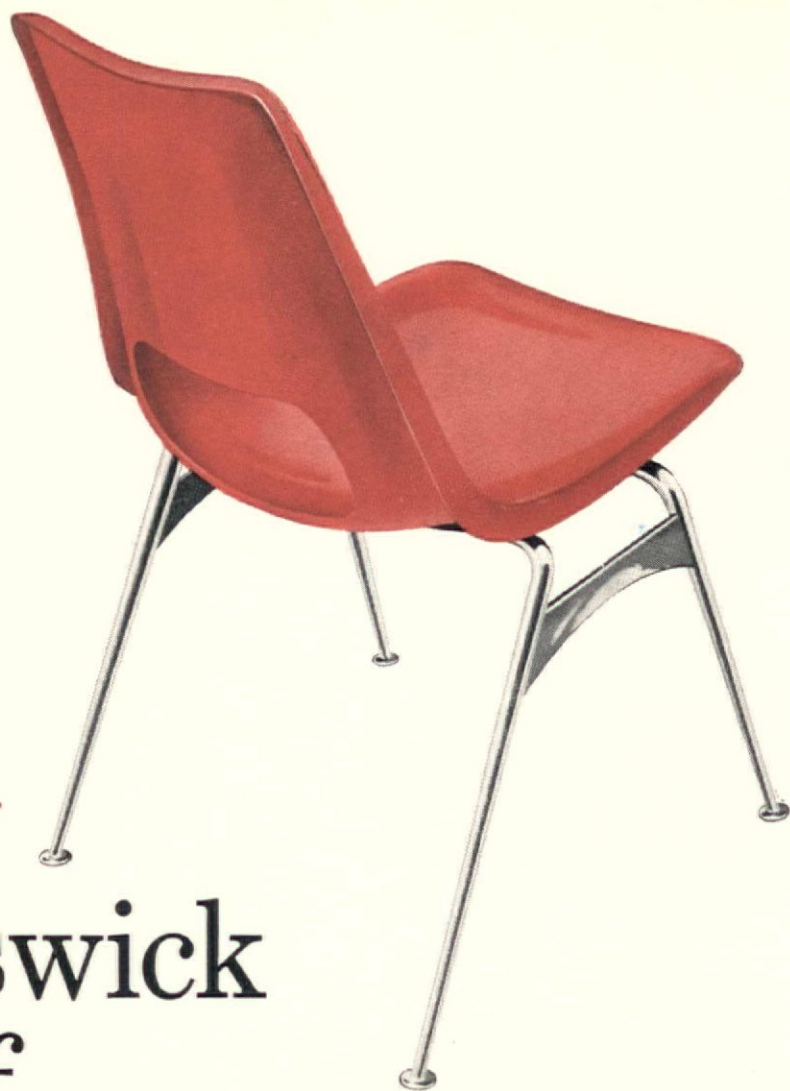


CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • OCTOBER 1963



NATIONAL HOTEL-MOTEL EXPOSITION



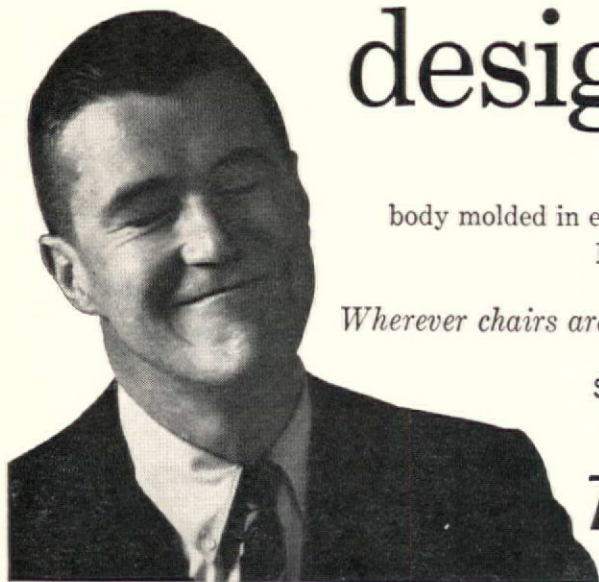
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CONTRACT



The Cover

The keys silhouette a cocktail lounge (top) from Designs for Dining, and two views of Room of Tomorrow, 1964; both exhibits at next month's National Hotel & Motel Exposition. Cover by Peter Harrison.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. IV, No. 10

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COMING IN CONTRACT

NOVEMBER—Fabrics and Fibers for Contract Work, including a run-down of new lines; Trends in Government Specifying.

DECEMBER—Wallcoverings—new developments in the application of wallpapers and wallcoverings to commercial/institutional interiors.

JANUARY—Directory Issue—complete classified listings of products, services, and manufacturing sources in the contract furnishings field; Comprehensive Guide to Contract Merchandise—a thorough tour of contract showrooms and their vast array of products and services for the commercial/institutional market.



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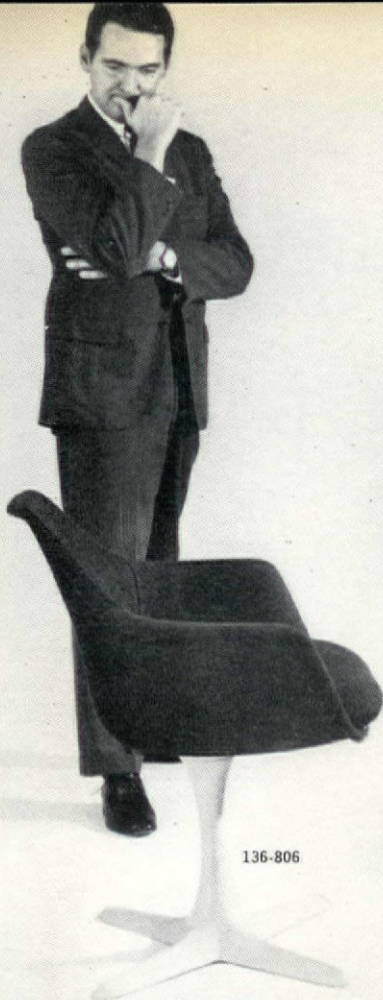
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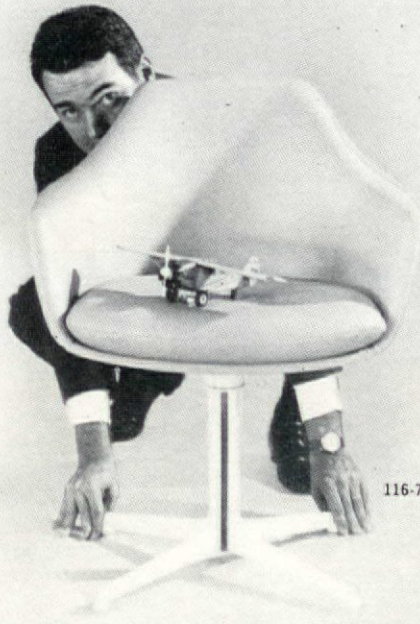


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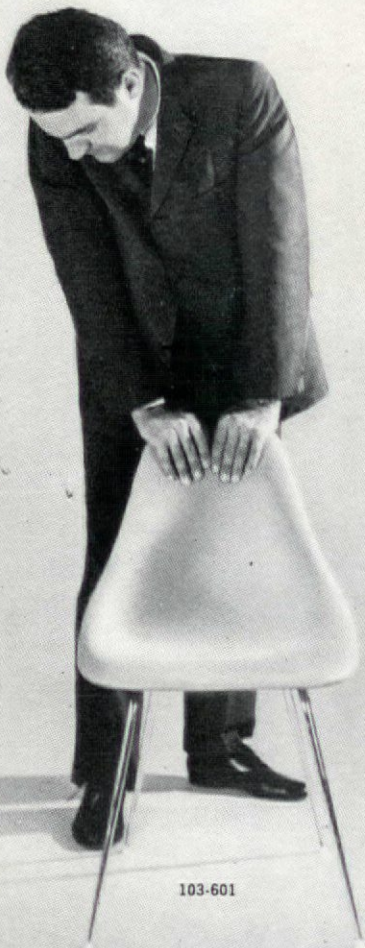
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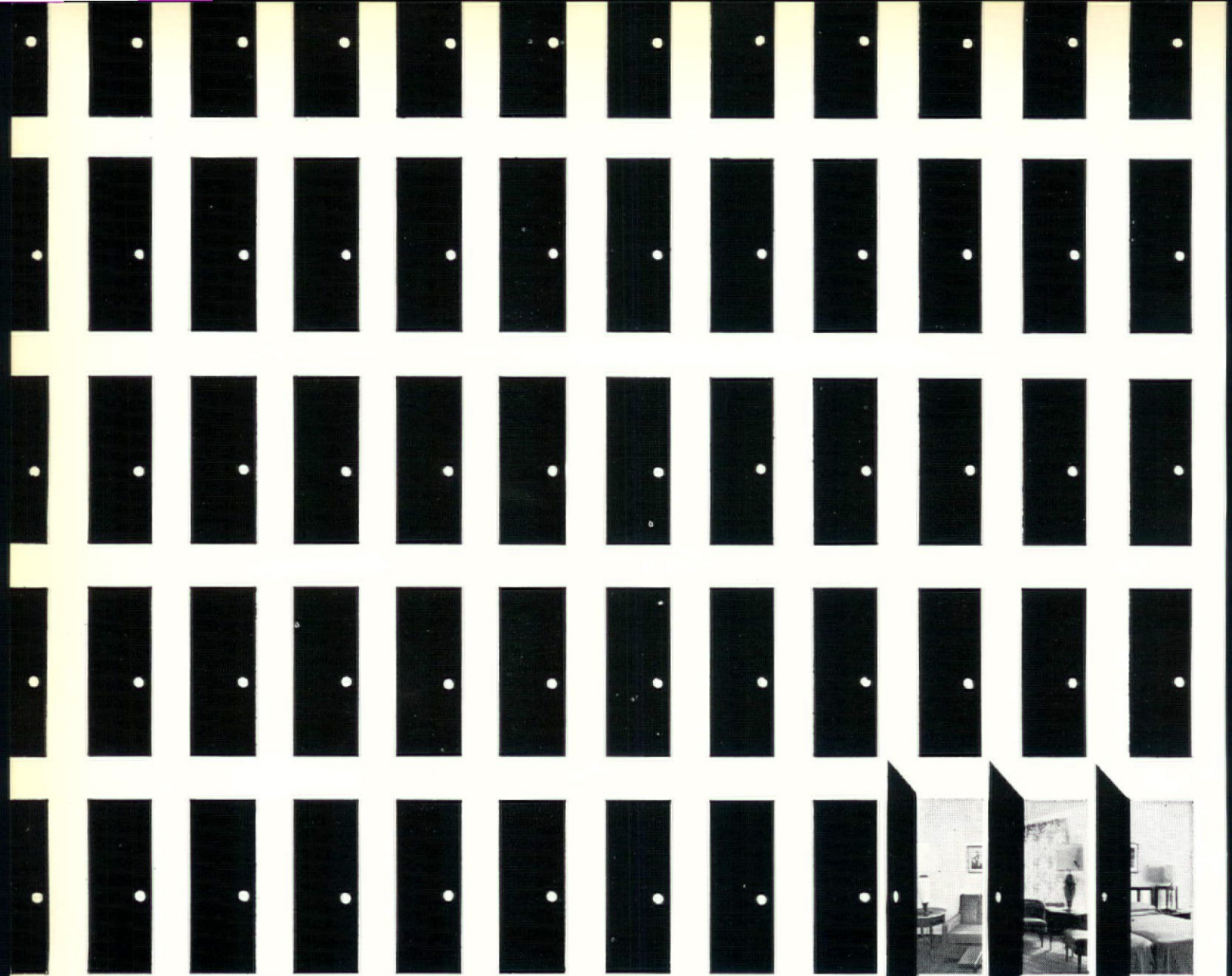
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Edw. Ulrich, Contract Manager

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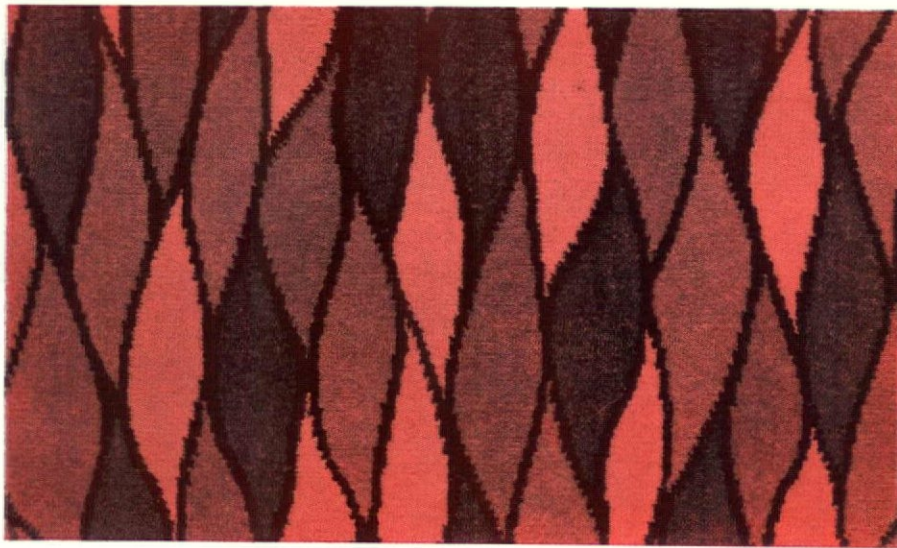
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GULISTAN CARPET adds pizzaz to the



Pizzaz Room of
Designs for Dining
exhibit by
Valerian S. Rybar.

Pizzaz Room at the Show

There's plenty of pizzaz and lots of oomph, too, in this flame design in four shades of red with an accent of black created especially for a supper club setting in the Designs for Dining exhibit. Three other outstanding Gulistan qualities will be seen in Designs for Dining rooms and in the area way where, as a striking innovation, arrows have been custom-inserted in the carpet to direct the flow of traffic through the exhibit. After you've seen these carpets in action, visit the Gulistan exhibit for a close-up view. There you'll see many other new ideas in carpet for today's hotels and motels.

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- See Gulistan Carpet in Gulistan Carpet Space #2030
- National Hotel & Motel Exposition, New York Coliseum, Nov. 11-14, 1963

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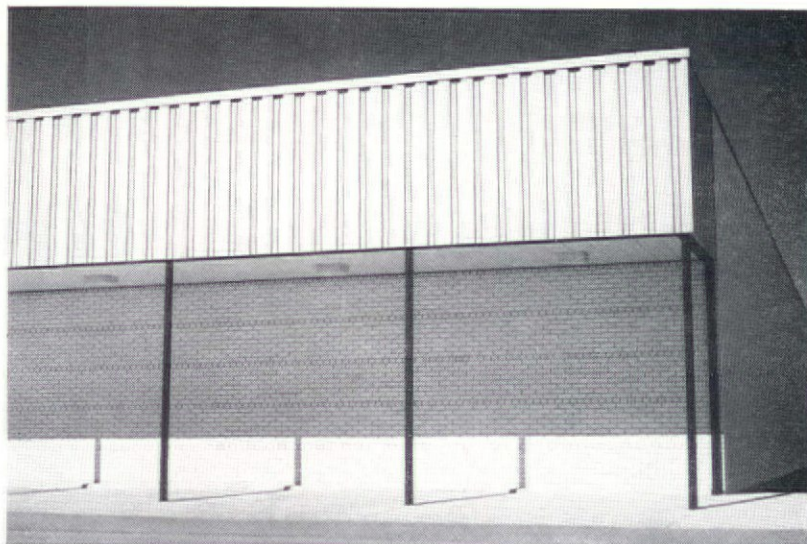
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- 1 **FURNITURE**—seating, sleep equipment, tables, casegoods, desks, construction, uses, maintenance.
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THE COMPLETE GUIDE TO CONTRACT MERCHANDISE

1964 CONTRACT DIRECTORY

The 1964 Directory issue of *CONTRACT*, now being prepared, will offer an even better service package than last year's (shown at the left). In addition to complete classified listings of products, services, and manufacturing sources in every category applicable to the commercial/institutional field, the 1964 Directory will feature editorially a thorough, well-illustrated **Guide to Contract Merchandise**—a full report on the vast array of furniture, fabrics, floor coverings, wallcoverings, accessories, and other products in hundreds of contract showrooms throughout the country, along with detailed reports of the special characteristics of the product lines and services that they offer the commercial/institutional buyer and specifier.

Last year's *CONTRACT* Directory and Buyers' Guide immediately became a standard, constantly used reference manual for institutional buyers and users. Contract furnishers, architects, specifiers, designers, and management purchasing men have been using it as a top-of-desk reference source all year long; they have already turned in more than 10,000 individual product inquiries for more than 125 advertisers, and the inquiries are still coming in. *CONTRACT* circulated more than 15,000 copies of the 1963 Directory, although advertisers paid rates based on a 10,000 circulation guarantee.

Watch for further announcements about the 1964 Directory, which will be published in January. Meanwhile, if you have available or are preparing any fresh product literature suitable for an ad insert, put aside 16,000 copies for use in the January *CONTRACT* Directory. Send for our rate card and booklet on how to use your literature as an ad insert.

DEADLINES: Space Order, Dec. 12. Plates, Dec. 19. Furnished Inserts, Dec. 26.

CONTRACT, 566 Seventh Ave., New York 18, N.Y.

D. C. Currently
.....

OUR WASHINGTON REPORT:

- **Government plans big building program**
- **FDIC furnishings stay traditional**
- **Commerce Dept. construction report**
- **Run-down of recent bids and awards**

THE federal government would like to double the amount of new building for its own uses in the next few years—double, that is, what Congress has been appropriating. If it succeeds, the effect on its procurement of new office furniture and furnishings will be unmistakable.

General Services Administration, the government's housekeeper, buildings superintendent, and chief buyer, estimates that \$4 billion worth of federal office building construction is needed for the next 12 to 15 years. That's equal to an annual rate of \$250 to \$300 million.

The Administration proposes, but Congress disposes. Its appropriations for this purpose have been running at about \$125 million a year. And actual expenditures, because of the natural lead time in construction and the natural lag in the way big government works, have been at about \$75 million a year for the past few years. The trend appears slanted in one way, however—upward.

In Washington, for example, the U.S. leases about 5½ million square feet, or 17½ percent of what it occupies here—37 million square feet of office space. But it aims to reduce that percentage to 10 percent, by erecting more of its own buildings. New programs, however, play hob with such ambitions — one new space program alone is taking up 175,000 square feet here as this year ends.

At the same time as it expands, the government is trying to use space more efficiently. It's trimmed the space per employe from 153 square feet in 1961 to 151 this year, hopes to hit 149 next, and get to 140 by 1968.

Put all the trends together, though, and the outlook for the contract furniture firm, in relation to the needs of the U.S. government, seems a good one.

Opportunities for all

New federal buildings don't necessarily mean the business for contract furniture firms will go only one way—modern. Not, if you look at the new Federal Deposit Insurance Corporation's building here, by a long shot. Of course, this is the outfit that insures savings accounts in banks. Its furnishings don't belie its reputation. As an agency that doesn't tap the U.S. Treasury—the premiums banks pay for deposit insurance pave FDIC's way and provided the building—FDIC had a relatively free hand in its interior decoration. Its clerical office arrangements look routine, however. For its sixth floor executive offices, it tapped the services of two General Services Administration decorators — Eleanor Hupp (now with Federal Aviation Agency) and Helen Ginberg — in a GSA unit which handled special jobs for federal installations, on request, but which has now been disbanded. GSA now has a decorator staff, including Miss Ginberg, in its Federal Supply Service, working with furniture and furnishings which are in GSA schedules, instead of roaming the field.

FDIC started out wanting Williamsburg colonial, but shied from that idea as work proceeded, shading into a bank furniture aura that gives off faithful emanations of unchanged and unchanging citadels of high finance.

Almost none of the executive office furniture or furnishings was from GSA schedules. Carpeting throughout was from Spinning Wheel. Most of the case pieces are from Kittinger, desks as well as conference tables. Larger seating pieces came from Erwin-Lambeth; a number of lounge chairs from Statton; pull-up armchairs from Cocheo and Kittinger; a number of endtables from Saybolt & Cleland.

Most definitely the powers that watch the
(Continued on page 21)



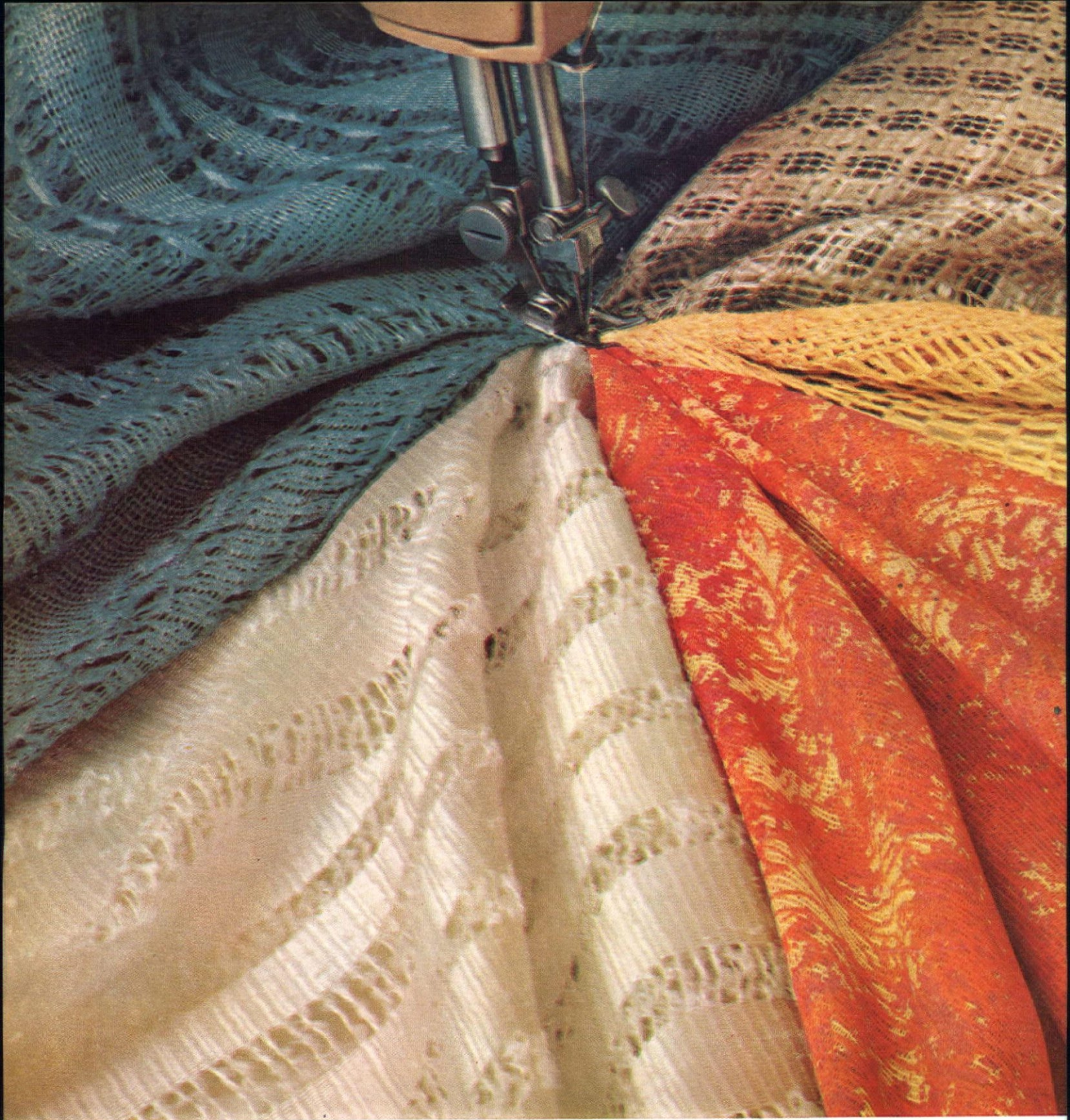
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HOTEL/MOTEL FURNITURE

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Robey is the Contract and Development Department of Drexel Enterprises, Inc. which includes Drexel Furniture Company, Heritage Furniture Company and Southern Desk Company.

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Better Things for Better Living . . . through Chemistry



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OUR WASHINGTON REPORT

CONTINUED FROM P. 16

nation's banks knew what they didn't want—they didn't want modern.

Contracts are coming

Opportunities are abounding for contract furniture and furnishings firms, in the latest review of the construction industry for this year by the Commerce Department.

Apartment houses are accounting for an ever-greater number of residential starts—nearly 40 percent of starts in the first half of this year were 2-or-more family structures. Structures of 5 or more units are expected to account for 35 percent of starts this year, or about 525,000 of the 1,500,000 private nonfarm units projected. About 30,000 public housing units may be built this year.

Expenditures for motels, hotels, and college dormitories may hit \$1,250 million. This would be about 1 percent under the 1962 figure of \$1,262 million. The ongoing highway program, and Community Facilities Administration's loans for dormitories and other college structures, are helping to keep this figure high.

Office building is continuing at a boom rate despite reports and fears of overbuilding in some areas. Expenditures for this construction may top \$2.6 billion, 4 percent above a year ago. But the department now expects that spending for construction of stores, restaurants, and garages will come in at a \$2.1 billion level, 12 percent under 1962.

Spending for hospital and institutional buildings, in the private sector, may end at 8 percent above last year, about \$1 billion. For religious buildings, the drop may be 4 percent, to \$950 million.

Spending for educational buildings will increase about 4 percent, it's expected, to \$640 million.

Public construction of educational buildings may advance 1 percent to \$3 billion, of hospital and institutional structures 13 percent to \$450 million, and of administrative and service buildings 7 percent to \$720 million.

Procurement potentials for you?

The delay in Congressional action this year on a number of appropriations bills for fiscal 1964 promises a greater jam-up than usual in departments' and agencies' spending during the last months of the fiscal year. Still, procurement goes on, as the following invitations to bid will testify. They're closed, now, but they provide an indication of what can be sought and what can be won, in the contract field.

General Services Administration, San Francisco

—100 percent fiber glass nubby weave drapery

(Continued on page 24)

a real

sleeper



Model No. 638

not this executive chair, but Armstrong's contract division

We've been making contract furniture for 18 years but we've never told anyone except our customers. This chair is just one of many, many different models in Armstrong's contract line. Write for brochure.

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SHOWROOMS: CHICAGO, 325 North Wells
DALLAS, Decorative Arts Center • DENVER, 375 S. Colorado Blvd.
HIGH POINT, 144 South Main • ATLANTA, Decorative Arts Center
Circle No. 18 on product information card



EASY LIVING IN THE 1964



CONTRACT DIVISION - MERCHANDISE MART - CHICAGO 54, ILLINOIS
 "Room of Tomorrow" designed by Barbara Dorn, A. I. D.
 Simmons Furniture designed by John Van Koert, A. I. D.

Here's easy living for your guests—and for you. See it in the way a Simmons innovation turns a delightful living room into a comfortable bedroom. Observe how Simmons furniture helps create new life and glamour in a Renovated room. Discover how Simmons furniture in the Executive room helps you meet the special needs of business travelers. All so easy to care for, too.

See Simmons at the National Hotel Exposition in the "Room of Tomorrow" and Booth 2164-65

From old to refreshingly new with Simmons InnMaster furniture. Renovated room features contemporary WallMaster Console and exciting new Beautyrest® Adjustable Beds with upholstered headboards.

New Simmons Wall-A-Beds—easily fold up by day, down by night. Free-standing or built-in cabinet, takes minimum space; variety of styles.

Simmons Room Span furniture and Hide-A-Bed sofa are combined to give businessmen an "office" as well as comfortable sleeping quarters. New features: Simmons Shirt-Bin, everlasting Sim-Clad furniture surfaces.





“ROOM OF TOMORROW”

U.S. NAUGAHYDE® is the world's most luxurious vinyl upholstery and the world's most wonderful answer to day-in, day-out guest-room use. Versatile Naugahyde with its hundreds of patterns, colors and textures is ideal for furniture—beautiful as well as practical for headboards, room dividers, wallcovering. So easy to keep clean. And Naugahyde is at its best over the come-back-again comfort of U.S. KOYLON® latex foam rubber cushioning.

See U.S. Rubber at the National Hotel Exposition in the "Room of Tomorrow" and Booth 2190



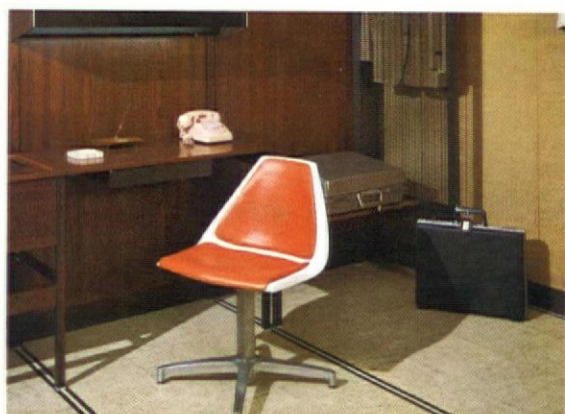
**UNITED STATES
RUBBER
COMPANY**

Coated Fabric Department
Mishawaka, Indiana
In Canada: Dominion Rubber Company, Ltd.

Richly textured Cameo U.S. Naugaweave®, the breathable vinyl, makes a carefree, beautiful wallcovering. Chair in Chromata Naugahyde makes snowy white practical.

Exclusive U.S. Raval® upholstery process creates a masterpiece of smooth shaping, flawless covering. Raval upholsters cushioning units to any shape, size, contour. Chair in smooth Chromata Naugahyde.

Bright, beautiful color—without a care in the world—these chairs are upholstered with Premier U.S. Royal Naugahyde, the super-soft, self-expanded vinyl—washable, amazingly durable.



OUR WASHINGTON REPORT

CONTINUED FROM P. 21

cloth, similar and equal to Pattern Colombo, Consolidated Textile Corp.

GSA, Seattle—4 settees, S. J. Ostrom or equal; Naugahyde upholstery chairs. Dark mahogany wood occasional tables.

GSA, Washington—Modern bedroom wood furniture, 900 each. Composite metal and wood quarters furniture, 1148 each. Rugs, 13,652 each. 9,609 each, additional, set aside for small business. Fluorescent fixtures, recessed, 260 each. Upholstered molded plastic office chairs, 1333 each.

GSA, Kansas City—Unitized hospital furniture.

GSA, San Francisco—Foam rubber mattresses, 38 by 75 inches, 4½ inches thick. Mahogany color dressers.

GSA, Denver — Wood storage cabinets and wardrobes, 72 each.

Veterans Administration Hospital, Long Beach, Cal.—Bed lamp, 34 inch extended arm length, Swivelier No. 7305 or equal, 420 each.

Actual awards

Federal procurement awards range over the entire field of contract furniture and furnishings. Government is not simply offices, with office needs

— but hospitals, schools, other institutions, as well. Recent awards made by various contracting offices indicate this:

General Services Administration, Atlanta, Ga. — Classroom furniture, Arlington Seating Co., Arlington Heights, Ill. \$26,722.

GSA, Auburn, Wash.—Quarters furniture, Sanford Furniture Co., Sanford, N.C., \$27,989. Furniture, 300 pieces, Portland Furniture Mfg. Co., Portland, Ore., \$38,925.

GSA, Washington, D.C.—Unitized steel office furniture—Desks, 3323 each; L-units, 2908 each; L-unit tables, 81 each, The Globe-Wernicke Co., Cincinnati, \$422,419.

Danish modern upholstered wood living room furniture, Business Furniture Wholesalers, Dallas, Tex., 583 each, \$44,513; Colonial Chair Co., 950 each, \$64,081; Colonial Furniture Co., High Point, N.C., 542 each, \$40,679.

Upholstered living room furniture, Denney Mfg. Co., Gardner, Mass., 1624 each, \$124,626.

Table and floor lights, Mario Mfg. Co., Washington, D.C. \$32,723.

Upholstered living room wood furniture, Levin Bros., Inc., Minneapolis, Minn., 1343 each, \$108,842.

GSA, Denver—Furnishing, installing, and repairing venetian blinds, through April 15, 1964, Hollywood Venetian Blind Co., Denver, Col. (C)



When you want more than just a space divider

... think "Airwall" Pneumatic Partitions for extreme design flexibility, eye-appealing beauty and excellent sound retarding qualities. While completely portable, "Airwall" Partitions offer a rich, genuine appearance with none of the flimsy, temporary feeling created by many space dividers. "Airwall" Partitions can be used anywhere and moved at will . . . just set the panels in place, add air and for all practical purposes you have a movable wall that looks and functions as a permanent wall. Write for complete information.

*Drake Oakbrook Hotel • Oak Brook, Illinois
Interiors: Robert Steffel, A. I. D.*

Air Wall Inc.
16714 SO. GARFIELD AVE., PARAMOUNT, CALIF.
A SUBSIDIARY OF
RICHARDS-WILCOX MFG. CO. • AURORA, ILLINOIS

Circle No. 22 on product information card

← Circle No. 21 on product information card (Simmons)
← Circle No. 19 on product information card (U.S. Rubber)

Circle No. 23 on product information card



Room designed by Barbara Dorn, A.I.D. for 1964 "Room of Tomorrow"

From plain to fancy "room of tomorrow"

Cohama shows you how to reconvert a plain room into a luxurious, functional setting. Cohama's custom-designed print, "Pavanne," sets the scene on bed and at the window. The draperies are Milium® lined to provide a radiant heat and light barrier. Temperature loss in winter and heat increase in summer are substantially reduced. So are heating and air conditioning bills again, thanks to Milium. Cohama creates this hand-screened floral print with 50% Avril® rayon/50% cot-

ton... with Avril strength to withstand wear and repeated dry-cleanings. The luxurious combed look, the brilliant, lasting colors are more Avril contributions. Cohama offers an exciting variety of colors, weaves or patterns in drapery, bedspreads and upholstery fabrics... and specializes in individually created designs.

See the 1964 "Room of Tomorrow" at the National Hotel Show November 11 through 14, 1963. Visit Cohama at booth #2090.



RAYON

Registered trademark of FMC Corporation

COHAMA
Contract fabrics



Registered trademark of Deering Milliken, Inc.

CONTRACT BUSINESS: Notes & Comments

New look for S. F. Mart

A new elegance pervades the remodeled floors of the Western Merchandise Mart in San Francisco. The redesigned interiors, resplendent with carpeting and crystal chandeliers are part of the Mart's re-furbishing program, designed, as Mart director Henry Adams puts it, "to keep them coming to San Francisco." Mr. Adams called in Albers-Gruen Associates of San Francisco, a contract-furnishing and interior design firm. With the aid of Bert Franklin, designer for Albers-Gruen, the confusing maze of showrooms on the remodeled floor of the Mart were magically transformed into a harmonious series of settings. The designer turned the old corridors (cream colored walls and brown linoleum floors) into a "garden path" that recreates the charm of old San Francisco. On the sixth floor, buyers step out of the elevator to find themselves in an old turn-of-the-century park (see cut) with octagonal benches forming the base for old fashioned street lights rising from the center. Navy blue walls quiet the profusion of olive foliage on the carpet, which was custom-loomed by Archibald Holmes from Franklin's stylized leaf design. "Foot traffic," Mr. Adams explains, "is now much slower. Buyers pause at showrooms which flank the corridor and the bright lights of the room settings contrast invitingly with the dark quiet of the hall. The stark, institutional nature of the hall and the elevator lobby area has now

been transformed into an atmosphere conducive to browsing and buying."

FSA opens Chicago branch

FSA Inc. (Freidin Studley Associates), New York City architectural and design firm, has opened a Chicago office to serve Midwest firms. The office is located at 520 North Michigan Ave. Alan Briskman, New York projects manager, has been appointed Chicago director of projects and will be in charge of the new office.

Hudson's opens contract floor

The Contract Division of J. L. Hudson Co., Detroit, has updated its showroom facilities, making available for the first time in a single location the full range of equipment and services offered by the division. The 16,000 square feet of space on Hudson's 13th floor Downtown includes display units for business and institutional needs. Models of hospital rooms, motels, building lobbies, reception areas, conference rooms, and offices are displayed, along with fabrics, furniture, and accessories.

Troy's mobile school showroom

In a novel move to expand its marketing program for the institutional markets, the Troy Sunshade Co. has created a mobile showroom, christened "Campus Cruiser," that brings student and lounge furnish-

ings direct to the college and university purchasing director's door step. Campus Cruiser is a special panel truck that has been outfitted with Troy's newest lines of student study desk chest, a variety of student and lounge chairs. Fabric and finish samples are displayed in vibration-proof racks. The Campus Cruiser is currently touring Ohio, Indiana, and Michigan. While sales figures have not been released, Paul C. Buchanan, Troy's sales manager, states that the response has been "better than gratifying," and that if the concept continues to be as popular as this pilot unit indicates, the idea will be incorporated for Troy's other lines of contract furnishings.

New contract showrooms on Chicago Mart's 11th floor

Forty showrooms exhibiting more than 80 major furnishings and equipment lines was the count, as of mid-September, on the new Contract Manufacturers' Center, 11th floor of the Merchandise Mart, Chicago. Among the latest exhibitors are:

- J. G. Furniture Co., Space 11-118, displaying wood and metal office furniture and multiple seating units for auditorium and public areas;
- Brown-Jordon Co., Space 11-112A, previewing new furniture lines for 1964 in cast and tubular aluminum;
- Madison Furniture Industries and Condit Div. of Pacific Furniture Mfg. Co., Space 1166;
- B. L. Marble Co., Space 11-113A, office and institutional furnishings;
- Milwaukee Chair Co., Space 11-111B, marking the firm's first midwest showroom;
- Albert Van Luit & Co., Space 11-123, wallcoverings for both residential and contract use;
- Imperial Desk Co., Space 11-124, first Chicago showroom;
- Associated Showrooms, Inc., Spaces 1157-58-59, representing Rowen, Inc., Design Technics, and Stendig, Inc.;
- Peerless Steel Equipment Co., Space 11-119;
- Royalmetal Mfg. Co., Space 1122;
- Richard Winter Co., Space 1149, displaying restaurant furnishings by Chicago Hardware Foundry, Tri-Par Mfg., and Edelman Jankow;
- Midwest Agents, Inc., Space 11-122, representing Empire State Chair, Astra Bentwood Furniture, Victory Upholstered Seating, Johnson Plastic Tops, Charlotte Chair, Horness Metal Furniture.

(Continued on page 28)





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.

YOU CAN BE CONFIDENT WITH

KROEHLER

WORLD'S LARGEST



FURNITURE MAKER

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

C-10

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

name (please print)

address

city

zone

state

CONTRACT BUSINESS: Notes & Comments



Armstrong Furniture's contract operation

By no means a newcomer to the field, Armstrong Furniture Co., Martinsburg, Va., has been supplying institutions and places of business with fine furniture since 1945. But it was not until this year that

Fred E. Gates, president and founder, decided on a national promotion and advertising campaign that would broadcast the firm's solid record in the contract field. Armstrong has concentrated on well-styled pieces for the public areas of colleges, universities, hospital lobbies, etc.,

where furniture a few cuts above the utility level is a desideratum. Armstrong, which specializes in upholstered chairs and seating, has placed its furniture in such prominent institutions as Johns Hopkins Hospital; Presbyterian Hospital, New York City; State universities in Ohio, Maryland, Colorado, Pennsylvania, Kansas, and Indiana, as well as Harvard and American University; the Hilton Hotel, Kansas City, and the Holiday Inn in Frankfort, Ky. Armstrong, according to Mr. Gates, specializes in supplying quality furniture at sound dollar values. Armstrong, incidentally, is a member of the Resources Council of AID. The photo shown here is of McDowell Hall at American University, Washington, D. C., designed by Ken White Associates, Westwood, N. J.

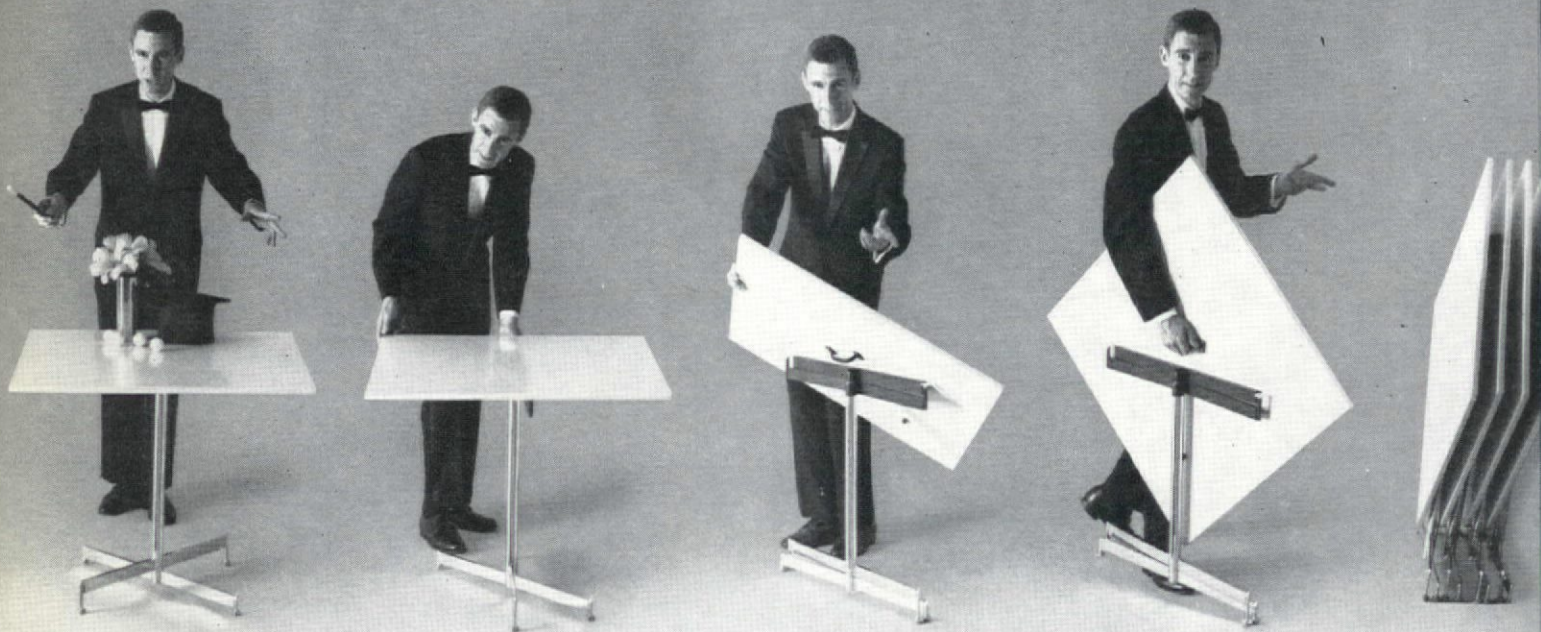
Seating contract to American Desk

American Desk Mfg. Co., Temple, Texas, has been awarded the seating contract for the new Brownwood (Texas) Coliseum, the initial order calling for 2,000 of the firm's new Spectator Series 2300 uphol-

(Continued on page 30)

Circle No. 29 on product information card

*1963 AMERICAN IRON & STEEL INSTITUTE DESIGN AWARD



disappearing act . . .

the hugh acton folding pedestal table*

PAT. PENDING

The trick is in the mirror chrome steel self-leveling base. Just give it a turn, flip the top, grab the handle and store!

Available in conference sizes, round and rectangular. Write for the free Hugh Acton 1963 catalog. Hugh Acton, 588 Brookside Drive, Birmingham, Michigan. **hugh acton**

An open letter to the

CHAIRMEN OF THE BORED

Dear Interior Designer:

If you're tired of having to choose from the same old seat-coverings you've seen these many years, won't you consider

NYLON SUPREME

#42341 — 54" WIDE



One of 9 Terrific Colors

PS. 100% High Tensile-Strength Nylon.

Has more picks than the minimum GSA requirements.

80 hours or better in Fadometer Color-Fastness tests--
Double minimum GSA and ordinary trade requirements.

It is dimensionally stable and acrylic backed for ease in cutting and handling.

It will wear out--pardon--out-wear the sitter-inners.

It has the appearance of wool. . .but no irritation.

PPS. It is being specified by leading architects and used for public and private auditorium installations all over the country. We think it's TOPS for BOTTOMS!

d
dazian's inc.
EST. 1842

142 WEST 44th STREET
NEW YORK 36, N. Y.

PPPS. A color card is yours
for the asking.

420 Boylston Street	•	Boston 16
400 North Wells	•	Chicago 10
2014 Commerce St.	•	Dallas 1
318 So. Robertson Blvd.	•	Los Angeles 48

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CONTRACT BUSINESS: Notes & Comments

stered chairs. The die-cast aluminum auditorium units will be supplied in six fabric colors—the fabric 100% nylon.

New assignments . . .

In an unprecedented move, the New York City Board of Education has retained Saphier, Lerner, Schindler, Inc., New York, to plan and design its new offices in Long Island City. This marks the first time the Board, which maintains its own design division, turned to an outside firm for planning work. Another municipal branch, the New York City Housing Authority, has commissioned SLS to plan and design its new quarters to occupy

eight floors, a total of 175,000 square feet, in the new 29-story office building at 250 Broadway. The Housing Authority will have a private entrance with private escalators leading to its 2nd floor reception area. . . . Marilyn Motto, New York and Florida, is currently completing design installations for three new co-operative apartment houses in New York City and Yonkers and the renovation of 500 rooms and public areas at the Diplomat East and West Hotels, Hollywood-By-The-Sea, Florida. In addition Mrs. Motto is also consultant for the Carriage House Motor Lodges and Ben Gain's Holiday Inns. . . . Seven new suburban stores are new being designed and planned by Ray-

mond Loewy/William Snaith, Inc. These include Lord & Taylor branches in Paramus, N. J., and Jenkintown, Pa.; Woodward & Lothrop, Annapolis; William Filene's Son Co., Natick, Mass.; John Wanamaker, King of Prussia, Pa.; Sibley, Lindsay & Curr Co., Rochester; F. & R. Lazarus Co., Northland, Ohio. Five modernization projects now on the boards are L. S. Ayres & Co., Indianapolis, two floors of women's apparel; G. Fox & Co., Hartford, Conn., women's and junior's ready-to-wear floor, and intimate apparel and home furnishings floor; Famous-Barr Co., St. Louis, picture and mirror and boy's departments; Famous-Barr Co., Clayton, Mo., children's and women's apparel floor, new basement store, cafe-cocktail lounge; J. L. Hudson Co., Detroit, children's clothing floor. . . . Integrated Design Associates, Beverly Hills, has created all interiors, furnishings, food facilities, and graphics for public areas and guestrooms at the Hilton Inn, Milwaukee. For two Del Webb TowneHouses—one in Phoenix, the other in Fresno—Integrated is designing guestrooms, food facilities, and graphics. Chicago's Sheraton O'Hare Hotel involves interior design of public rooms and 150 guestrooms. . . . Betty B. Teitz, NSID, Providence, R. I., has been appointed design consultant for the auditorium, Rhodes on the Pawtuxet, site of all state affairs, exhibits, and presidential campaigns during the last fifty years. The Teitz office is also scheduled to create new interiors of the Viking Hotel & Motor Inn, Newport; Castle Hill Hotel, Newport, which will be the residence for contenders of the English-American yacht races in 1964; public rooms for Wayland Manor Hotel, Providence. . . . Cushing & Nevell, New York City, is creating a series of exhibits for Merrill Lynch, Pierce, Fenner & Smith's downtown Manhattan offices and for use in various bank locations. . . . Morton Textiles & Furniture, Chicago furnishings firm, is completing interior design and furnishings on three sizable contracts: a 119-room addition to Executive Inn, Dallas; Aspen (Colorado) Inn addition containing 16 three-room apartments; new 180-bed addition to Chicago's Northwest Hospital, including lobby, offices, and patients' rooms, the latter to be furnished in classic traditional design, avoiding traditional hospital furniture except for the beds. . . . New York's Peacock Alley at the Waldorf-Astoria is slated for renovation by Oliver Smith, famed stage designer.



**Adds
Subtracts
Divides
Multiplies**

Add, subtract, multiply and divide offices by using HOWE CustomLine Folding Tables like this one to make multi-purpose use of space.

Multi-purpose space usage cuts operating costs. It also boosts efficiency. Little wonder: one multi-purpose room houses as many activities as three, four—even five—single-purpose rooms!

HOWE CustomLine tables' folding feature insures the flexibility and handling ease needed for multi-purpose room arrangements. In addition, they incorporate the modern, decorator styling and structural sturdiness of fine office furniture.

For more information on how to add, subtract, multiply and divide office space by using HOWE CustomLine Folding Tables, write for our booklet, "Making multi-purpose use of space." It's free.

HOWE FOLDING FURNITURE, INC.

360 Lexington Ave., New York 17, N.Y.

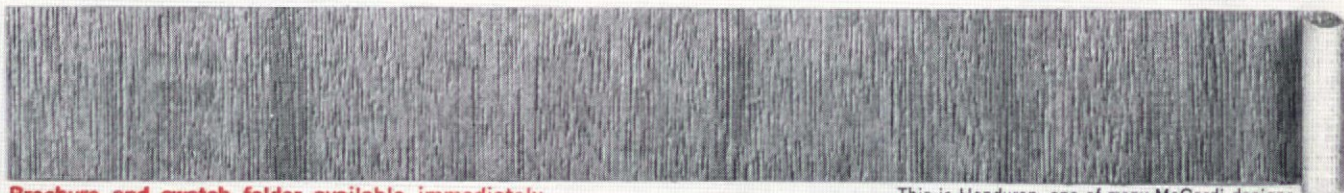
If it folds — ask HOWE!

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DID YOU
JUST WASTE
\$1,000 ON
AN AREA
LIKE THIS?

YOU DID IF YOU DIDN'T SPECIFY NEW **McCORDI VINYL WALL** THE FIRST HIGH-ADHESIBLE FABRIC-BACKED VINYL IN THE UPPER QUALITY BRACKET. McCORDI Vinyl WALL is the only one in its quality class specifically engineered to cover walls. It gives ALL the wear you want... without the excess weight you've been paying for up to now. McCORDI is fabric-backed vinyl wall covering, streamlined to the finest quality performance—fully textured, with unique HIGH-ADHESIBLE fabric backing for an ease of installation unheard of in any other vinyl wall covering. McCORDI takes to walls smoothly, evenly; hugs corners in a sharp even line and seams without a fingernail space. All without high adhesive and installation expense. Installed, McCORDI takes all the wear you can give it: it washes, holds off stain, scuff, fade, and flame-spread, with a resistance that matches that of the most costly vinyl money can buy. THE PRICE: ONE-QUARTER TO ONE-HALF! Write for samples and specifications, now. ■ McCORDI Vinyl WALL is a product of The McCordi Corporation, Mamaroneck, New York.



Brochure and swatch folder available immediately.

This is Honduran, one of many McCordi designs.

REAL
LUXURY
BEGINS
WITH

General Tire

Air-Step installation by
Bernard-Fain Carpets, Dallas, Texas



At the ARISTOCRAT MOTOR INN

Hot Springs, Arkansas has a new luxury inn . . . with more than 3,000 square yards of Air-Step brand sponge rubber carpet cushion by General Tire to make guests feel truly in the lap of luxury. Employees like the foot-saving walking ease it supplies. Guests remember its heavenly comfort. And the inn's management takes dollars and cents pride in the care-free life it leads!

Guaranteed Unconditionally

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant heated floors and cement floors.

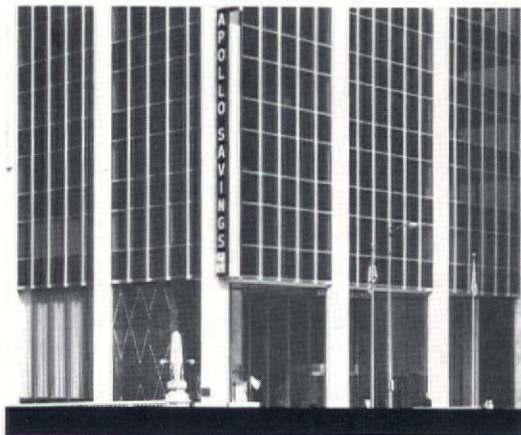
Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.



Sponge Rubber Cushion



White Way Supreme installation by
Slater Company, Chicago



At APOLLO SAVINGS AND LOAN

Chicago's famous North Michigan Avenue is the site of this modern architectural beauty... and the biggest point of interest is the step of luxury provided by the White Way Supreme sponge rubber cushion by General Tire in the building. Customers like the feel of success underfoot. Employees find work becomes more pleasurable. And the institution's management finds this is the carpet cushion that pays off in comfort dividends that make for a more profitable business!



NATIONAL AGENTS:

AIR CREST PRODUCTS

2301 S. Paulina Street, Chicago 8, Illinois

CROWN PRODUCTS

2121 E. Wheatshaf Lane, Philadelphia, Pa.

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PEOPLE



ROY P. ROSSER, JR., has been appointed vice president—marketing of the Brunswick School Equipment Division, and will be responsible for activities of school, commercial and Burke divisions.

JOSEPH R. LAKE has been appointed vice president of the National Design Center's newly formed Architectural and Building Products Division at the Center's Midwest headquarters in Chicago.

WILLIAM JUSTEMA, well-known designer of wallpapers, fabrics, and other materials, has opened a New York City studio at 170 Lexington Avenue. His emphasis will be on designs of quality, and he plans to concentrate on creations for the contract market. Mr. Justema's latest commercial assignment was a large rotogravure collection, called New Images, for the Canadian Wallpaper Manufacturers, Ltd., of Toronto.

PAUL C. BUCHANAN has been named vice president—furniture sales for The Troy Sunshade Co., and will cover all areas of sales, advertising, product development and direction of the sales force.

LUCIE J. LYONS has been appointed director of the Wallpaper Information Bureau, which is under the direction of the Wallpaper Council, New York City.

DICK MARSH has been appointed contract furniture account executive, eastern division, Hooker Furniture Corp., Martinsville, Va. Also joining Hooker's contract division is RICHARD WAGNER as midwestern sales representative based in Kansas City.

LEDGER D. FORD, vice president and director of research of Kirsch Co., has retired after nearly half a century in the drapery hardware industry.

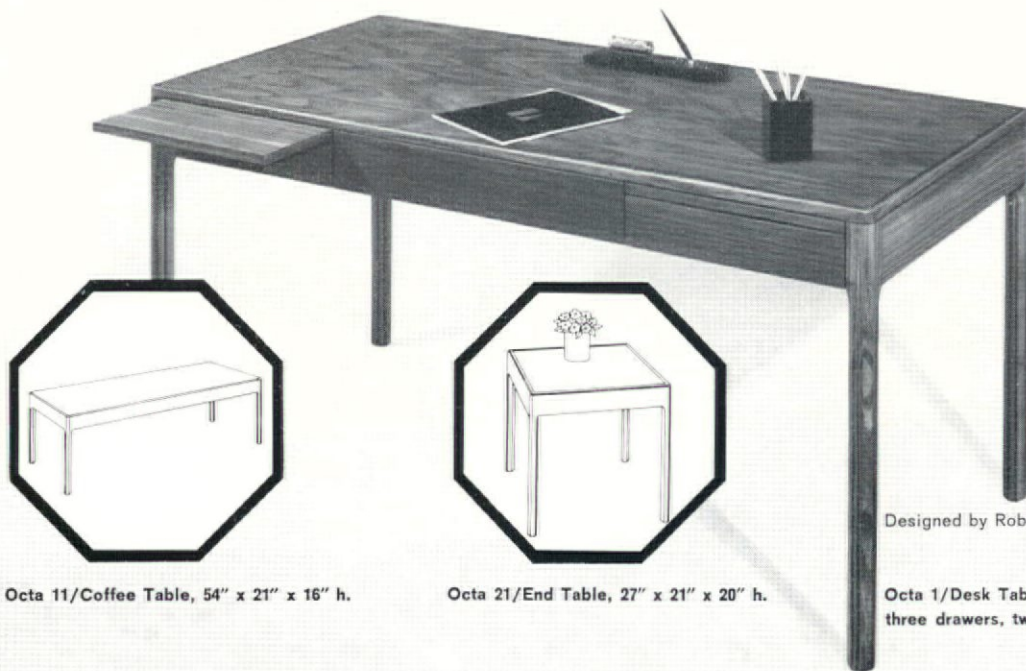
LEE NETHERSOLE has been appointed to represent Kent-Coffey Mfg. Co. in the West Virginia and Virginia areas.

GENE KAUFFMAN has been appointed sales manager for hospital and nursing home division of National Hospital Supply Co., Inc.

CHARLES PAYNE has been named sales representative for L&B Products Corp., covering Kansas, Missouri, Arkansas, and Louisiana.

OCTA SERIES BY HELIKON

Heavily grained walnut oil tables of contemporary design, with octagonal legs and softly beveled top edges, to achieve the classic elegance that blends with any interior.



Designed by Robert Benham Becker

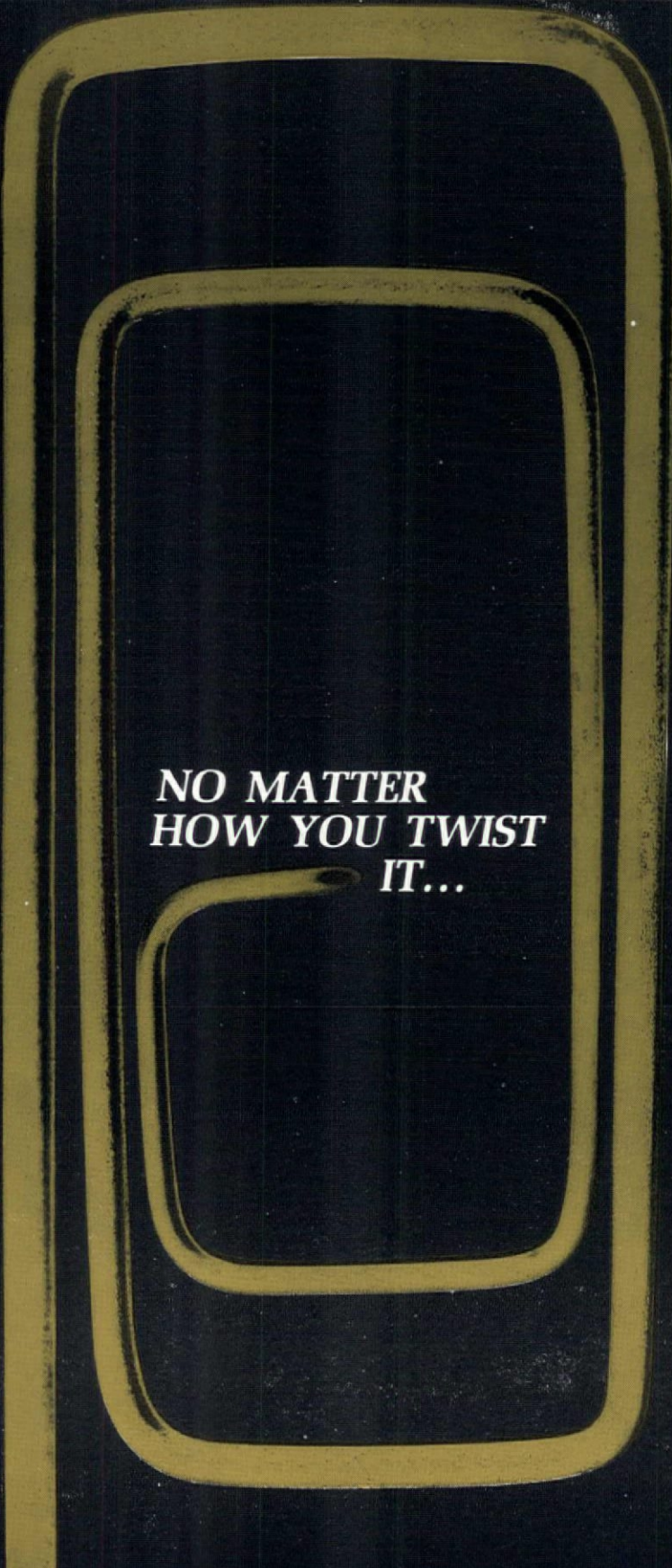
Octa 11/Coffee Table, 54" x 21" x 16" h.

Octa 21/End Table, 27" x 21" x 20" h.

Octa 1/Desk Table, 60" x 30" x 29" h,
three drawers, two dictation slides.

Write for free catalog and price list: Helikon Furniture Co., Inc. • 315 E. 62nd St. • N. Y. 10021 • MU 8-3210

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**NO MATTER
HOW YOU TWIST
IT...**

4 BILLION, 200 MILLION FEET

OF AMERICAN STEEL MAKES A LOT OF NO-SAG SPRINGS!

Steel piled up to you-know-where? Nope! As fast as it came in, we turned it into genuine No-Sag Springs! Over the last 10 years, in North American plants alone, we've used over 4 BILLION, 200 MILLION FEET OF AMERICAN STEEL! And why American instead of cheaper stuff? Because American made wire is the only wire completely quality controlled and tested. Best springs and best steel give double quality assurance. Isn't that what you really want? The best possible quality base for your furniture design . . . and your reputation! Why not make the switch today to genuine No-Sag Springs with American made wire?

no-sag SPRING COMPANY • 124 W. STATE FAIR • DETROIT 3, MICHIGAN

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CONTRACT NEWS

SHELBY WILLIAMS INDUSTRIES last month announced completion of its second installation where the whole concept of one manufacturer was employed. Shelby Williams supplied the room furnishings plus all seating and tables for public spaces at the Sheraton-O'Hare, Chicago, and the Hilton Inn, Milwaukee. INTEGRATED DESIGN ASSOCIATES of Beverly Hills was designer for both projects.

METROPOLITAN FURNITURE CORP., South San Francisco, will display its furniture at a new showroom opened last month by TRENDAGE FURNITURE, LTD., at 323 East 59th Street, New York City.

CUMBERLAND FURNITURE CORP. moved to a new and larger showroom at 40 East 49th Street, second floor, New York City.

MARILYNN MOTTO, contract designer with offices in New York City and Miami, has opened a new studio in Fort Lauderdale, Florida, at 931 North Atlantic Boulevard.

J. H. THORP & Co. INC. has opened a new decorator fabric showroom at 1616 Walnut Street, Philadelphia. W. H. S. LLOYD CO., INC., wallpaper distributor affiliated with Thorp, will share the showroom.

SCOPE—PLANNERS & DESIGNERS, INC. has opened a new office for the practice of interior design and product design and development, 333 East 46th Street, New York City, according to Edward F. McGuiness, president.

JENS RISOM DESIGN, INC., New York furniture designer and manufacturer, has formed a new manufacturing facility, PRODUCTS BY RISOM, INC., Bridgewater Massachusetts. This is the second plant; the original, Risom Manufacturing Corp., is located in North Grosvenordale, Connecticut.

INTERIOR DESIGN BUILDING, 306 East 61st Street, New York City, is now ready for occupancy. The seven-story and basement building has been completely renovated and modernized to house firms specializing in furniture, draperies, fabrics, antiques, lighting fixtures, rugs and carpets, flooring materials, and bath accessories.



Tom Lee
A. I. D., I. D. I.

CHOOSES
CHAIRS BY

Virtue[®]
For The Magnificent
Doral Beach Hotel

In leading hotels and clubs from coast to coast, Virtue furniture is the first choice of leading Interior Designers, such as the renowned Mr. Tom Lee. Mr. Lee's talents, as exemplified by the Starlight Room of the Doral Beach Hotel, have brought him world-wide recognition.

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Commercial Furniture Division
5701 West Century Boulevard
Los Angeles 45, California

Rush me your free catalog:

Name _____

Address _____

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Utility
Patent Pending



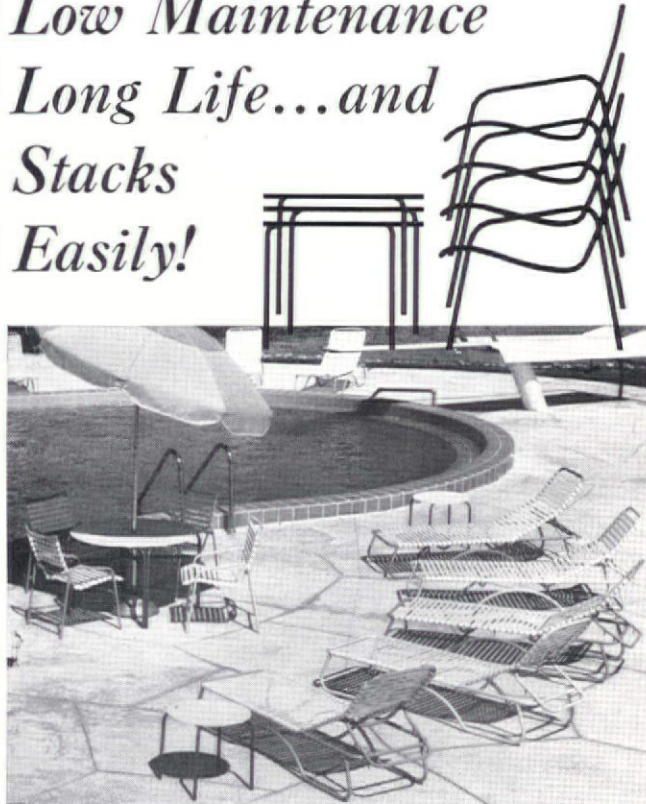
Competitively Priced • Custom Orders to Design Specifications

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TROPITONE CONTRACT

*Low Maintenance
Long Life...and
Stacks
Easily!*



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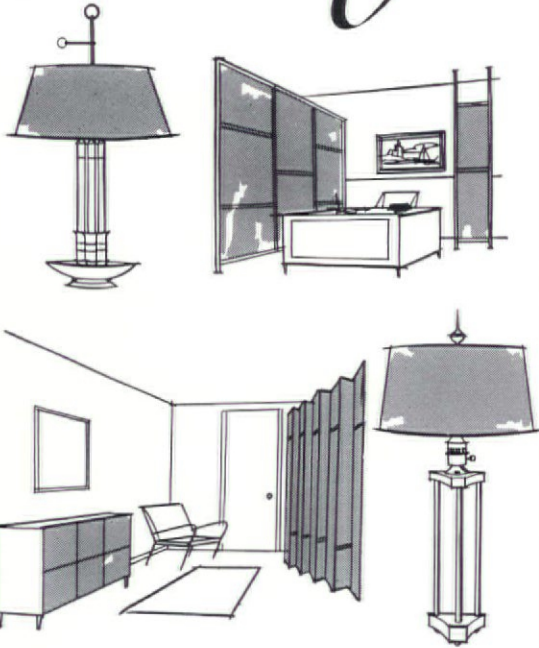
1963

- October 12-20.** National Decoration and Design Show. Coliseum, New York.
- 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.** Business Equipment Exposition. New York Coliseum, New York City.
- 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.

1964

- January 2-11.** Furniture Market, Grand Rapids, Mich.
- January 6-11.** Chicago Furniture Market. American Furniture Mart, Merchandise Mart, Exhibitors Building, Chicago.
- January 12-17.** Winter Market. Los Angeles Home Furnishings Mart, Los Angeles
- January 20-24.** Winter Market. Western Merchandise Mart, San Francisco
- January 20-24.** Southern Furniture Market. High Point, N.C.
- March 31-April 2.** Midwest International Hotel Motel Show. Sherman House, Chicago.
- May 21-24.** NOFA-NSOEA Eastern Convention & Exhibit. New York City.
- May 25-28.** National Restaurant Convention and American Motor Hotel Convention & Moteltama. McCormick Place, Chicago.
- June 29-July 3.** Dallas Furnishings Market. Market Center, Dallas.

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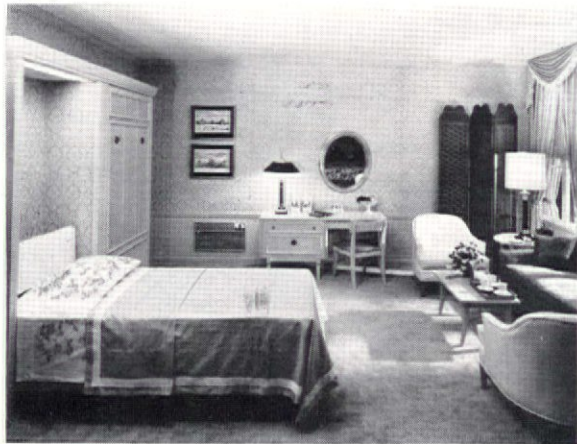


ROOM OF TOMORROW—1964





THE MIDAS ROOM, a luxury living room, combines elegant wall beds and a delightful conversation area in relatively limited space. When the two, folding double beds are concealed behind the breakfast units, the room is transformed into a spacious sitting room. Color scheme is soft grays and whites with cerulean blue and black and gold accents.



THREE SETTINGS, THE RENOVATED ROOM, THE LUXURY LIVING ROOM, AND THE EXECUTIVE TRI-PURPOSE ROOM, DESIGNED BY BARBARA DORN, ARE PLANNED TO FILL BASIC HOTEL-MOTEL NEEDS AND SOLVE PRESSING PROBLEMS FOR INCREASING TRAFFIC IN TODAY'S MARKET



TRI-PURPOSE ROOM: After questioning a number of executives, Miss Dorn incorporates three prime requisites for the traveling businessman in a hotel room that serves as office and conference room, a place for small-group entertainment, while providing comfortable sleeping facility. Masculine color tones are used throughout, and all furnishings and materials stress work efficiency and easy maintenance.



ROOM OF TOMORROW—1964

PROBLEM-solvers, not dream rooms, is the platform of the 1964 Room of Tomorrow. The institutional display, now in its sixth year, will be on view next month at the National Hotel-Motel Exposition in New York City. Designed by Barbara Dorn, who enjoys a nationwide reputation for her extensive work in commercial interiors of all types, the three rooms that comprise the 1964 group have been conceived in terms of the business and traffic problems that confront the hotel man daily.

There are three settings: the Midas Room, a luxury living room; the Tri-Purpose Room for fast-moving executives, and the After Room, a thorough-going but practical renovation of the type critically needed in older hotels and motels.

The Midas Room is a combination of bed-and-living area that sleeps two in wall beds that are both elegant and easy to operate. The beds are concealed in a paneled breakfront of French gray laminate with cane inserts. The interior of the breakfront is lined with damask-like wallcovering, and built-in warm fluorescent lighting is provided for reading.

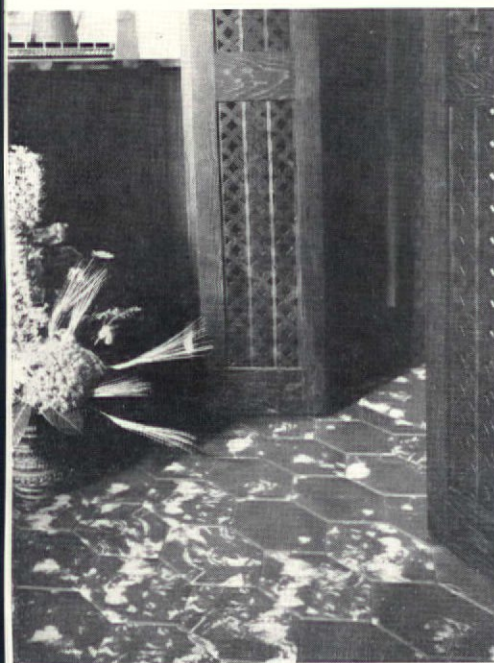
The Tri-Purpose executive room has been planned for the businessman who travels a great deal and who must use his hotel room as a business office. It provides for a day-time office and conference room, as well as for displays and interviewing; a place to entertain in the late afternoon and evening, and a lodging for the night.

Its style is contemporary, a blend of masculine tones of brown and olive green, in easy-maintenance materials—vinyl flooring, a wallcovering of Rovana laminated to paper, plus a wall covered in teak laminate, furniture in wood and steel with non-corrosive surfaces. A sitting-work area combines a sofa bed, work table, and lounge chairs, while the desk incorporates a series of drawer units and luggage shelves.

The After Room is a try at a complete restyling and upgrading on the limited budget available to the average older hotel for such purposes. Major changes include air conditioning, a textured synthetic wallcovering to hide an old, patchy wall and vinyl flooring to accomplish the same effect with worn flooring. Most of the new look is attributable to the furnishings, consisting of contemporary modular units in a chestnut laminate, twin beds with upholstered headboards on the opposite wall, floor-to-ceiling draperies in gold, black, and white that cover an entire wall and hide old-fashioned windows.

Bathrooms, as the photos on these pages demonstrate, were given very special attention in Miss Dorn's trio of rooms. In one, fixtures are citrus yellow, with yellow and white ceramic tile used for floors, walls, and counter top. In another, a bath-dressing room, the predominant material is deep blue vinyl tile on the floor, with a matching laminate on the counter top, walls in white onyx vinyl, and fixtures in tan. (C)



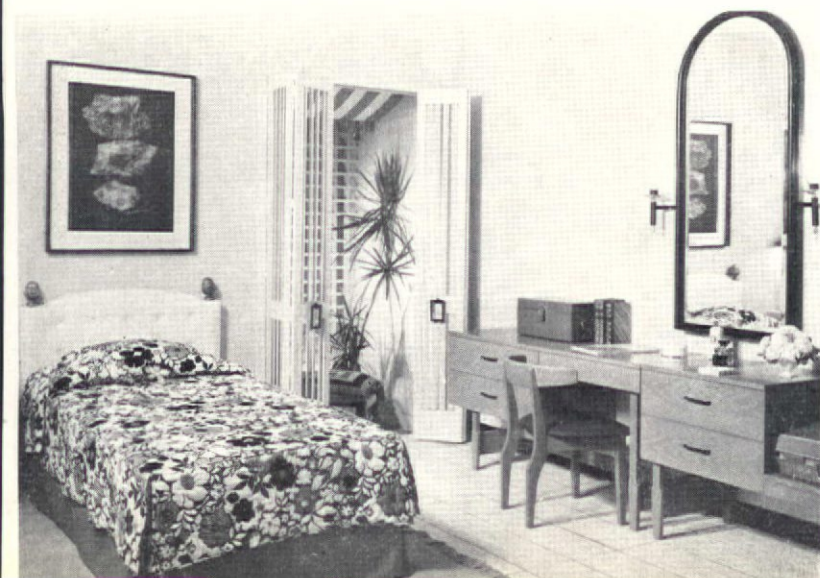


BATH-DRESSING ROOM (left) is separated by sliding door, insuring complete privacy and allowing dressing area to double as bar when entertaining. Of special design interest is the blue vinyl tile floor and sturdy walnut Fillagree accordion door of the clothes closet.

LUXURY BATHROOM (right) focuses on use of ceramic tile to create an architectural feeling. A variety of tile shapes and sizes are used on floors, walls, and counter top. Color scheme is predominantly yellow and white.



AFTER ROOM: Here Miss Dorn attacks the perennial problem facing older hotels across the nation: renovation on a limited budget. Updating is accomplished by covering up old walls and worn floors, selecting contemporary furnishings for both esthetic and functional qualities, providing adequate lighting, and installing air conditioning. Room's color scheme is black, white, and gold.



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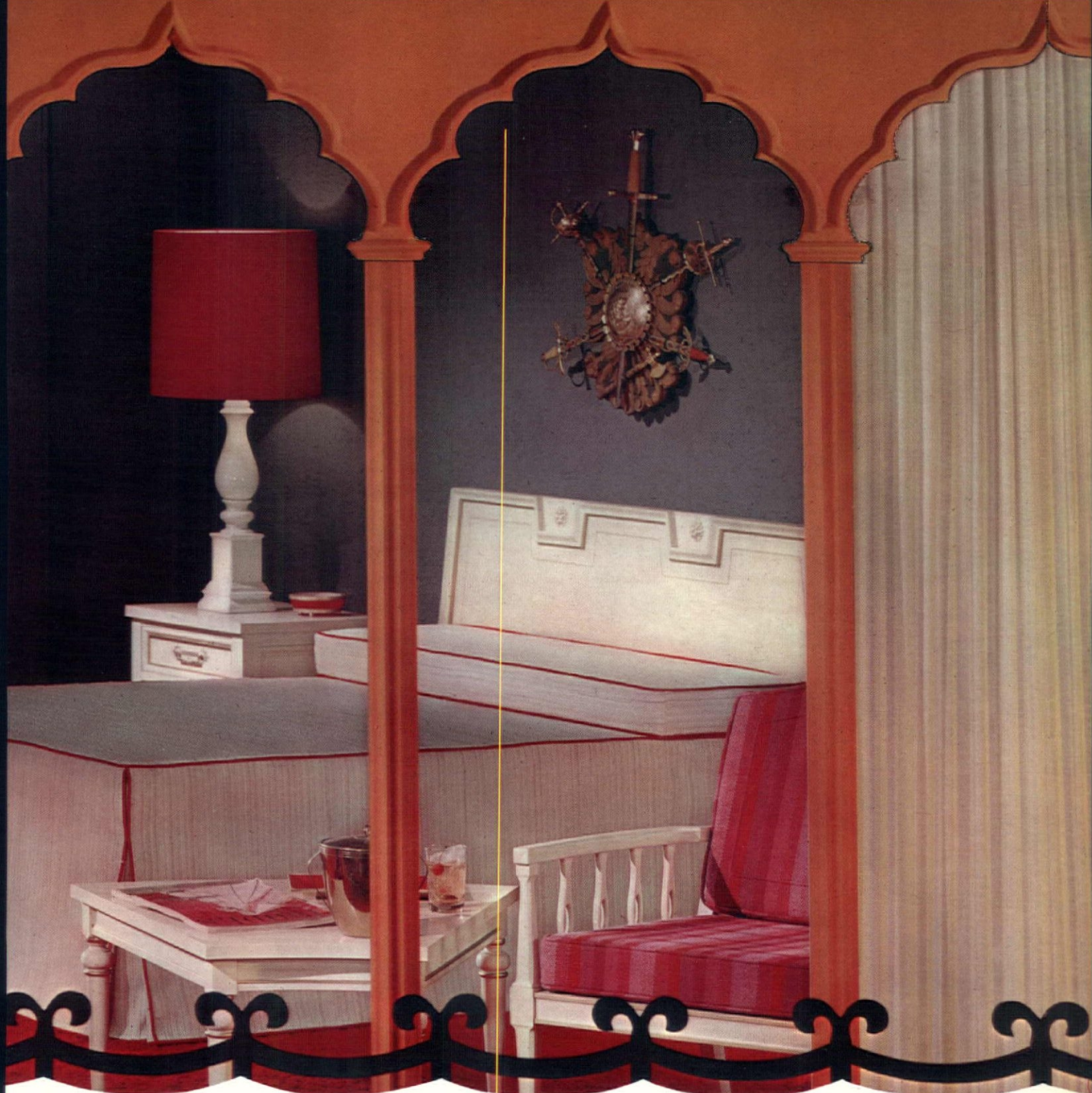
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DESIGNS FOR DINING: A QUINTET OF SETTINGS BY VALERIAN S. RYBAR THAT OFFER THEMES RANGING FROM A NAPOLEONIC FIELD TENT TO A SPACE-AGE COFFEE SHOP



KEEP them coming back is the dictum that motivated Valerian S. Rybar to compose a quintet of restaurants and cocktail lounges for this year's Designs for Dining display, which will be exhibited at the National Hotel & Motel Exposition, November 11-14 at New York's Coliseum. Convinced that patrons become repeat customers only when there is a harmonious blending of both *haute cuisine* and *haut decor*, Mr. Rybar translated this precept into five distinctive

mood rooms that run the design gamut from a far-out Napoleonic field tent to the sleek, uncluttered motif of a jet-age cafe. Each of the interiors is easily adapted to practical use and features design innovations as well as new uses of materials and furnishings. The five settings, a marriage of commercial feeding utility and "elegance on a budget," are previewed on these three pages, along with a list of contributing sponsors. (C)



A LA CARTE: The style of Louis XIV was selected to complement the *haute cuisine* French menu, the mood heightened with a collection of Delft garniture, a pair of paintings, and an antique chandelier. Chairs and banquettes, by Chairmasters, are special Rybar designs; the banquettes are trimmed with Scalamandre fringe. All seating upholstery is U.S. Rubber's Naugahyde, with suede-like flocking by Facade. Wallcovering (below) is U.S. Rubber's Naugahyde, first printed in antique design and then flocked by Facade Papers, Inc. Formica is used to simulate a Delft tile design in the dado. Tray ceiling combines Amtico's natural travertine vinyl with rosewood beams; the flooring, Amtico's brick-like tile and a custom-designed Gulistan rug by Karagheusian. Table setting (below left) features table napery by James G. Hardy & Co. All spot fixtures by Kliegl.



JET CAFE: Stressing simplicity of design, this airport dining facility provides fast food service at counter and tables. Utility is reflected in use of vinyls for floors (Amtico), upholstery (Naugahyde), walls (alternating panels of Formica and Naugahyde), tables and counter surfaces (Formica). Counters and tables are by Chairmasters. Mirrored wall, creating illusion of complete counter, is by I. Schwartz; lighting by Kliegl; placemats by James G. Hardy & Co.



BIVOUAC: A militaristic departure in design is this bar for men, reminiscent of a campaign tent in use during the Napoleonic wars. The martial theme is reflected in the Formica-surfaced bar, resembling stacked campaign chests, kettle-drum tables, and Naugahyde-covered campaign chairs, all by Chairmasters. Flooring is combination of Amtico's petite pebble vinyl, creating a sand effect (detail below), and Gulistan's heavy-looped carpet in green. Two colorful murals by Robert Walker complete the theme.



DESIGNS FOR DINING

PRIMAVERA: The charming leisure of the continent is evoked in this cocktail lounge catering to both men and women. The theme: the illusion of a villa overlooking Italian lakes. Italian Directoire furniture was designed to resemble residential furniture, yet is constructed for heavy contract use. The sofa and chairs are covered in Naugahyde and Naugaweave for added durability. Other easy maintenance features: Formica bar surface; Naugahyde walls, trimmed with Scalamandre braids; ceiling design combining Naugahyde and Amtico vinyl. The mural is by Robert Walker.



PIZZAZ: A supper club interior designed to attract the smart set in the community, the Pizzaz is boldly conceived in strong red and black and keeps illumination level intimately low. Drapery is a special red-flocked Naugahyde; wallcoverings and stage curtain in charcoal black Naugahyde. Flame design of the Gulistan carpet (below) again repeats red-black scheme, as does the Chairmaster banquettes, upholstered in red-flocked Naugahyde, and chairs, in black Naugahyde.



SPONSORS

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Corning Glass Works: Corning Food Service Center in Pizzaz, Bivouac

Fomica Corp.: wallcoverings, bar tops, counter tops, table tops, rolling cart, kettle drum tables, server

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THE 48th ANNUAL SHOW, WHICH WILL TAKE PLACE THIS YEAR FROM NOVEMBER 11 TO 14, WILL FEATURE HUNDREDS OF EXHIBITS, AS WELL AS TWO MAJOR INSTITUTIONAL DISPLAYS, ROOM OF TOMORROW AND DESIGNS FOR DINING. A LIST OF CONTRACT FURNISHING EXHIBITORS FOLLOWS.

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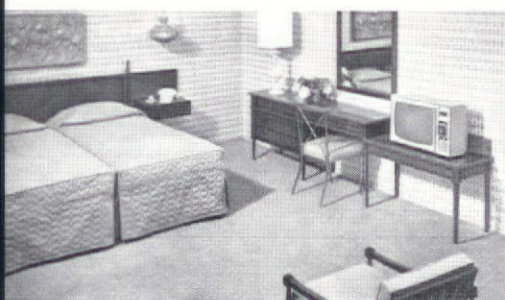


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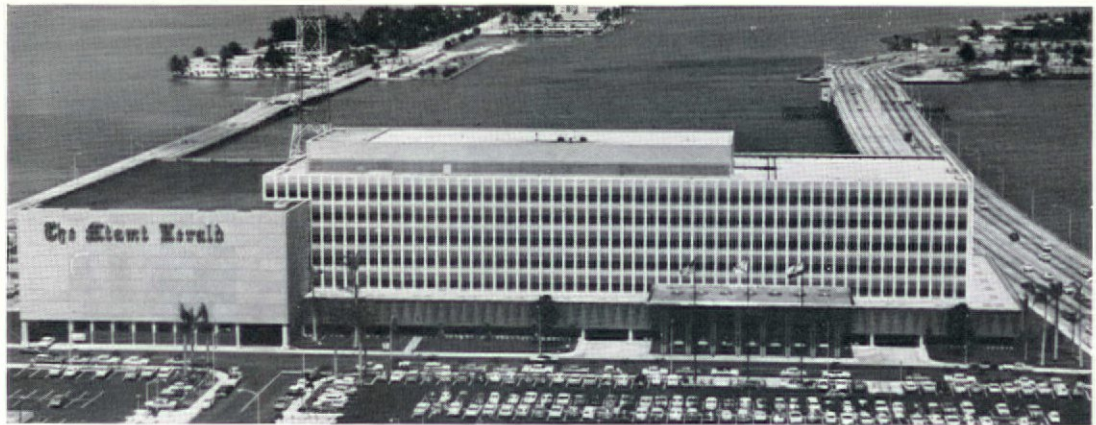
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NEW LOOK IN NEWSPAPERS: THE MIAMI HERALD MOVES TO WELL-PLANNED PLANT THAT MAKES ADROIT USE OF TWO DIVERGENT FURNISHINGS STYLES



EXECUTIVE DINING ROOM is elegantly furnished with traditional pieces and carries the theme in walnut paneled walls, beamed ceiling. Kittinger supplied dining tables and dining armchairs, in black tufted leather and in antiqued red leather. Two other armchairs are red lacquer with antique gold leather, by Grand Ledge. Tangerine, red, and gold carpeting is by V'Soske, Inc.

PLANTED in rock on a nine-acre site between two causeways to the beach stands the new Miami Herald building, a massive structure dominating Biscayne Bay in Miami. The new home of one of Florida's established newspapers is actually two buildings in one: a three-story structure for the presses, and an adjoining and larger five-story building housing everything else in the newspaper's complex operations. Architects Naess & Murphy, Chicago, separated the press plant from the rest with an air space to absorb the vibration of the rolling presses, and sealed it off against the weather.

Because the location bares the building to the merciless beatings of hurricanes and flood tides, unusual care went into its planning to make it as stormproof as possible. The building stands on thousands of pilings driven into coral rock at depths ranging from 45 to 106 feet, elevating the structure eight feet or more. Windows are of stormproof glass, half an inch thick; a seawall, 638 feet long, 4½ feet thick, 7½ feet deep, is bedded on steel and anchored with cables to another underground wall 40 feet inland.

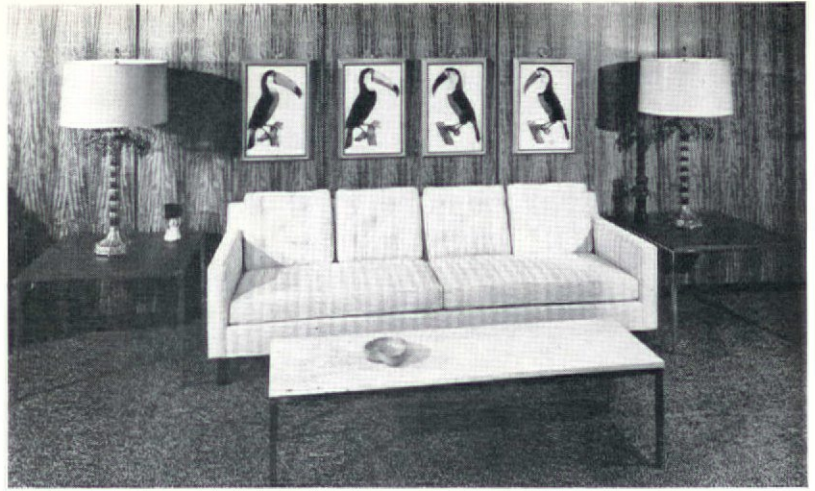
Verne Currie, AID, of Richard Plumer Business Interiors, Inc., Miami, planned and designed two executive offices, two private dining rooms, lounge and foyer, handling layout of floor areas, design of walls, flooring, ceilings, lighting and air-conditioning outlets, as well as furnishings. The offices are located on the second floor of the building, just off the general office area. The dining rooms, lounge, and foyer are on the third floor next to the employee cafeteria, all overlooking Biscayne Bay between the two causeways.

The two executive offices, quarters for *The Miami Herald's* president and vice president, successfully combine high-style, contemporary furnishings with the functional requirements of the

PRESIDENT'S OFFICE is spacious, comfortable, and efficiently arranged. At one end, grouped around a marble-topped table, is an informal cluster of lounge chairs, upholstered in orange nubby fabric and supplied by Woodard. At far end, placed under a bank of fluorescent fixtures, is a handsome Stow & Davis rosewood desk, accented with mirror chrome legs, and beyond that a credenza for extra storage space and work surface. The desk chair is upholstered in sunny gold leather and fabric; the Dunbar sofa in stripes of mocha, brown, and beige. Wall treatment combines butternut paneling and grasscloth in beige and brown complementing the black, brown, and gray loop pile V'Soske carpet.



NEW LOOK IN NEWSPAPERS



VICE PRESIDENT'S OFFICE is in warm woodtones—in the Paldao paneling installed on all wall areas and in the custom-designed credenza that spreads across one wall under the curtained window. Oiled walnut again is used in the Stow & Davis desk and in the tables flanking the Dunbar sofa. Color notes are shades of yellow: the sofa a nubby weave in lemon; the desk chair in gold leather; lamp shades in citron. For contrast, the armchairs in front of the desk are in black leather with chrome bases.



two officers who help guide the complex operations and policies of the newspaper. A huge bank of recessed fluorescent fixtures is main source of illumination in each office. Basic to the color scheme is beige, with black, browns, and bright colors—orange and gold in the president's office; lemon, citron, gold in the vice president's office—providing contrasting notes. Walls in the vice president's office are paneled, while the president's office combines one paneled wall with others in grasscloth. Each office has a large, curtained window wall and the same wall-to-wall carpeting of black, brown, and gray loop pile. Informal seating arrangements accommodate group meetings.

Sharply contrasting with the contemporary design of these offices, the dining rooms, lounge, and foyer hark back to traditional themes. The designer's aim was to bring to comparatively young Miami the fine, old English style restaurants of northern cities to show that Miami is "maturing and becoming more cosmopolitan with such period rooms." But whatever the reason, the introduction of two divergent styles in the executive quarter is interesting. It allows a change of pace for the executive who is able to leave his crisply styled office and the daily pressures inherent in his business for a relaxing lunch in the atmosphere of quiet elegance accomplished by the traditional furnishings. (C)

IN THE PRIVATE DINING ROOM (right and below right) and adjacent lounge (below), as well as in the executive dining room shown on the preceding spread, designer Verne Currie abandoned the contemporary motif of the executive offices in favor of traditional. The aura of old English style restaurants is reflected in the beamed ceilings, brass coach lamps, paneled doors, distressed chestnut dining tables, feudal oak corner tables. Except for the sofa in the lounge, all chairs are upholstered in leather.



SUPPLIERS

Interior Designer: Verne Currie, AID, Richard
Lerner Business Interiors, Inc.

Architect: Naess & Murphy

VICE PRESIDENT'S OFFICE

Furniture: desk, credenza, desk chair, tables,
Stow & Davis Furniture Co.; armchairs, Dux,
and Woodard Furniture Co.; sofa, lounge
chair, Dunbar Furniture Corp.; low table, Knoll
Associates

Lamps: Samuel L. Dinkelspiel

Curtains: Webb Textiles

Carpet & Padding: V'Soske, Inc.

PRIVATE DINING ROOM

Furniture: desk, desk chair, tables, Stow &
Davis Furniture Co.; sofa, Dunbar Furniture
Corp.

Lamps: Warren L. Kessler, Inc.

Curtains: Arthur H. Lee & Sons

Carpet & Padding: V'Soske, Inc.

EXECUTIVE DINING ROOM

Furniture: dining tables refinishing, Zermann
Acme-Granada Shops; armchairs, wing chairs,
Bernard & Simmonds; sofa, Schoonbeck Co.;
corner tables, bunching tables, Jamestown
Lounge Co.

Lamps: Chapman Mfg.

Curtains: Stroheim & Romann

Carpet & Padding: Kent-Bragaline, Inc.

LOUNGE

Furniture: sofa, lounge chair, Schoonbeck Co.;
low table, Jamestown Lounge Co.; corner and
end tables, Henredon Furniture Industries

Lamps: Chapman Mfg. Co.

Carpet & Padding: V'Soske, Inc.

LOUNGE

Furniture: dining tables, armchairs, dining
chairs, credenza, Kittinger Co.; armchairs,
Grand Ledge Chair Co.

Carpet & Padding: V'Soske, Inc.

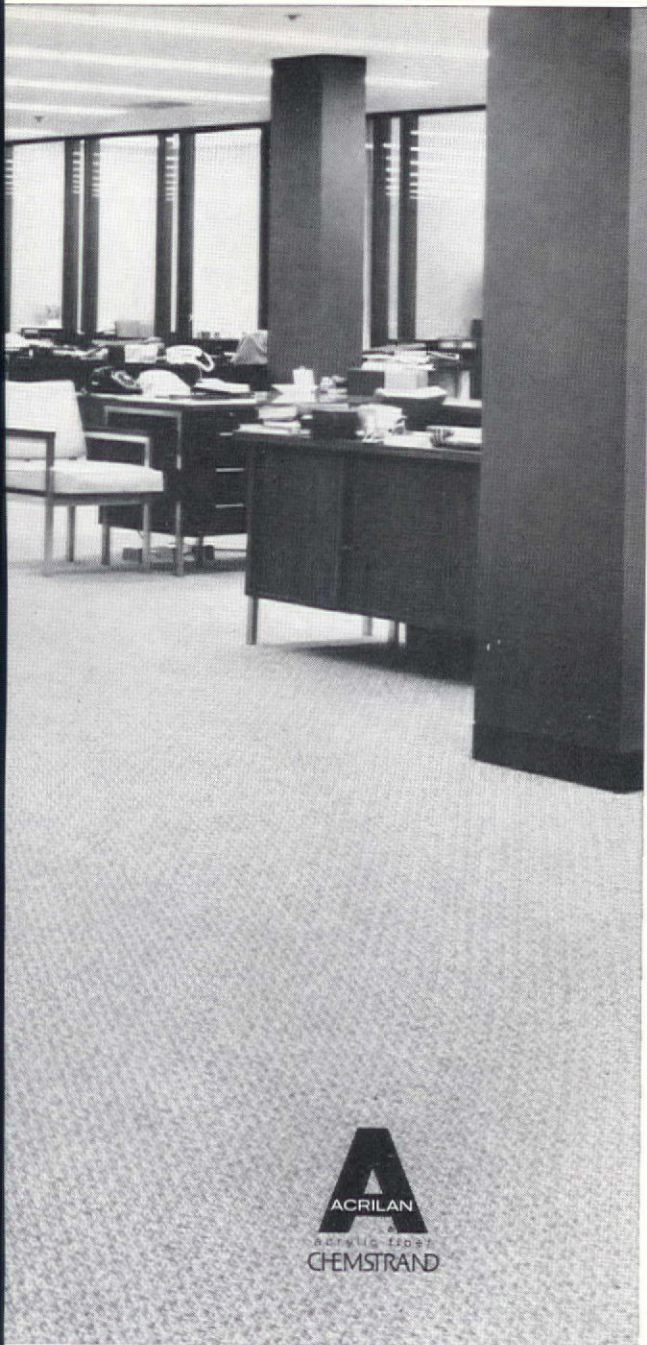


Cabin Crafts carpet with Acrilan looks luxurious in Alderman Studios' new offices, provides the quiet atmosphere essential to good working conditions.

Alderman Studios, specialists in home furnishings photography



Alderman Studios' new 3-acre plant in High Point, North Carolina.



Heavy traffic on this staircase to offices calls for carpet with Acrilan's resilience, long wear, ease of cleaning. Cabin Crafts carpet fills the bill!

Black carpet by Cabin Crafts—specialists in carpets with Acrilan

Outside of Hollywood, there's nothing to compare with Alderman Studios. Their new 3-acre studio in High Point, North Carolina, is so vast that golf carts are used to cover the distances. Famous for photography in the home furnishings field, they think nothing of building a whole house right in the studio. And they have a full-time staff of twelve interior designers.

Small wonder, with their experience, that the people at Alderman know what's what in carpets! And what they want! Choice for their spacious new office area: Cabin Crafts handsome carpet with Acrilan acrylic and modacrylic pile.

Custom-colored to their specifications, it presents visitors and clients with an impressive expanse of wall-to-wall luxury. It has Acrilan's resilience to keep it looking new despite heavy traffic—Acrilan's remarkable cleanability to cut down maintenance—plus all the advantages of Cabin Crafts knowledgeable handling of Acrilan. For carpets geared to the requirements of your special projects, contact the Contract Department, Cabin Crafts, Inc., Dalton, Georgia.



CABIN CRAFTS

Circle No. 41 on product information card



SCULPTURED CHAIR (left), a British design constructed of two glass fiber shells with an air space between, the inner shell forming armrests. Also from Britain, swivel chair (above left) features detachable headrest. In Dutch swivel chair (above), U-frame forms outer contour, is upholstered in black vinyl. Leather and chrome is used in English occasional chair (opposite page), enhancing its trim styling.

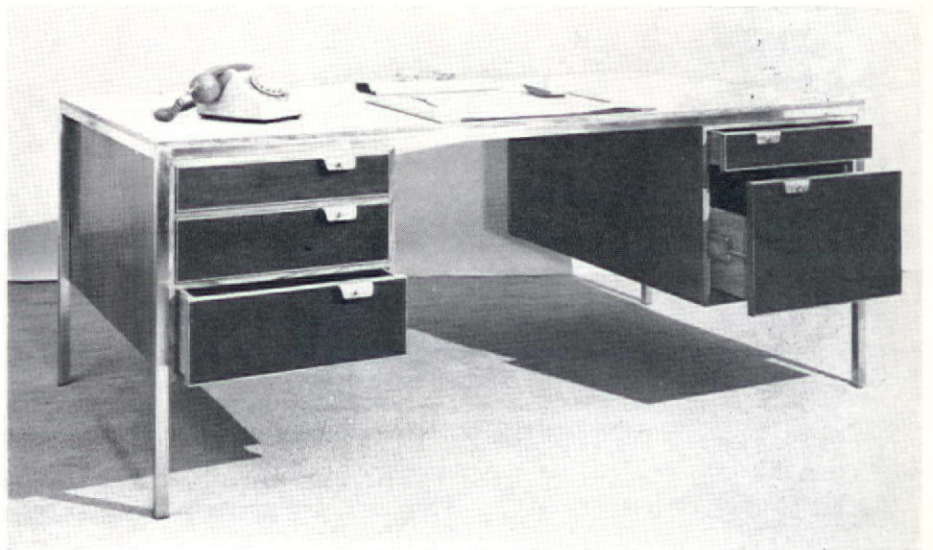
NEW EUROPEAN CONTRACT FURNITURE

THE development of the common market and the generalized prosperity that has prevailed in Western Europe for the past five years or more has given rise to a contract industry of a fairly advanced character. Manufacturers in England, France, Italy, and Germany now have contract divisions that produce merchandise comparable in quality to furniture made in this country for the commercial / institutional market. Along with a specialized manufacturing industry, there has grown up a formidable array of distributors, showrooms, and contract dealers. There are even a number of trade publications, some of which, such as England's *Contract Furnishing & Interior*

Design, provide excellent coverage of trade developments. Some of the more recent productions of the European contract manufacturers are shown on these four pages; they indicate, by and large, a sophisticated sense of design and a knowing use of materials, influenced to some extent by American merchandise but contributing its own distinctive elements as well. Noteworthy, for example, are the worktables and desks shown here, with their application of inexpensive materials to create pieces that possess design distinction. Equally interesting are some of the stacking chairs and multiple seating units, visually pleading besides being compact and efficient. (C)



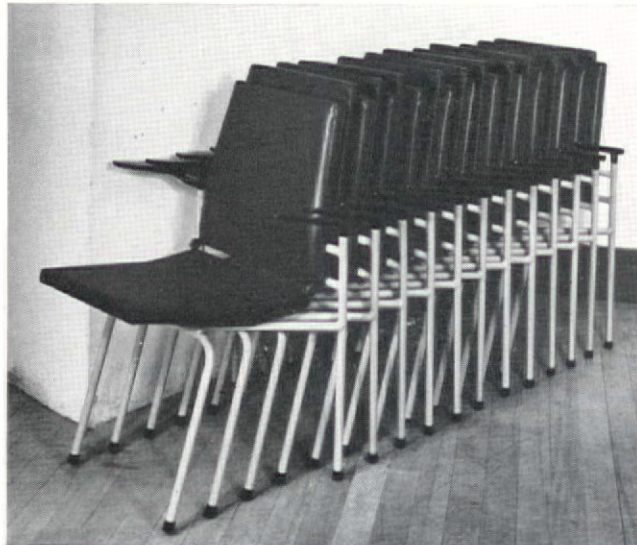
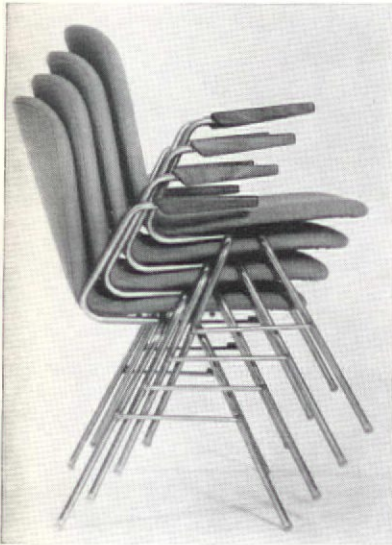
DANISH elegance is exemplified in teak desk (top right), its lightweight scaling further accented by the cantilevered pedestals, each containing three slim drawers. The matching chair, with cane seat, also comes with swivel base. Ambassador's desk (center right) was purchased by Britain's Ministry of Works for government use. It features white top surface, metal frame, and ample drawer space. Typing desk (bottom right) was designed specifically for London's IBM Ltd. to hold electric typewriters which require lower desk level than usual. Robust construction is of blockboard and metal channel.



TWO SECRETARIAL posture chairs (below), one with upholstered seat and backrest, the other of sculptured wood. Both are products of British manufacturers.



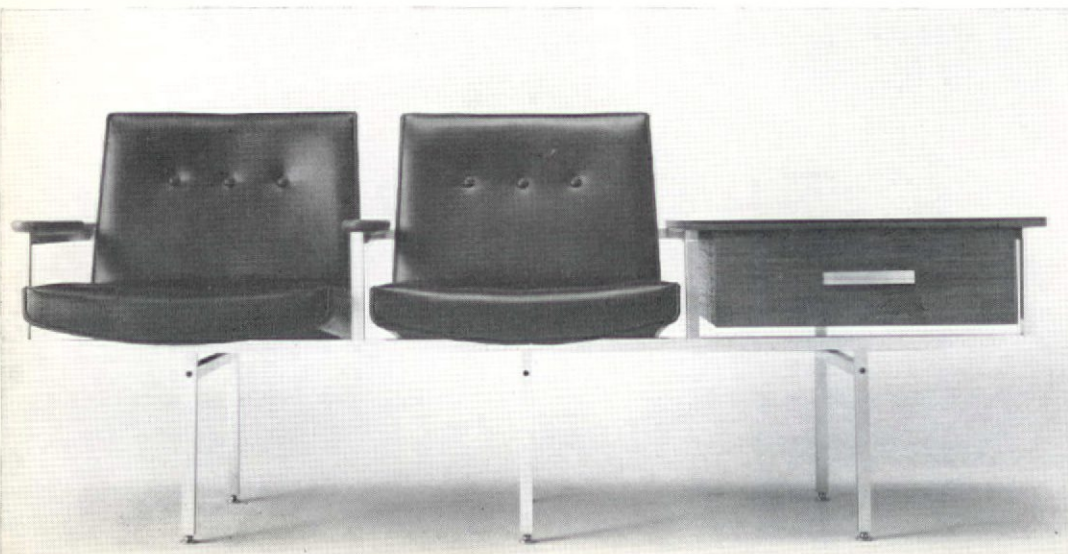
EUROPEAN CONTRACT FURNITURE

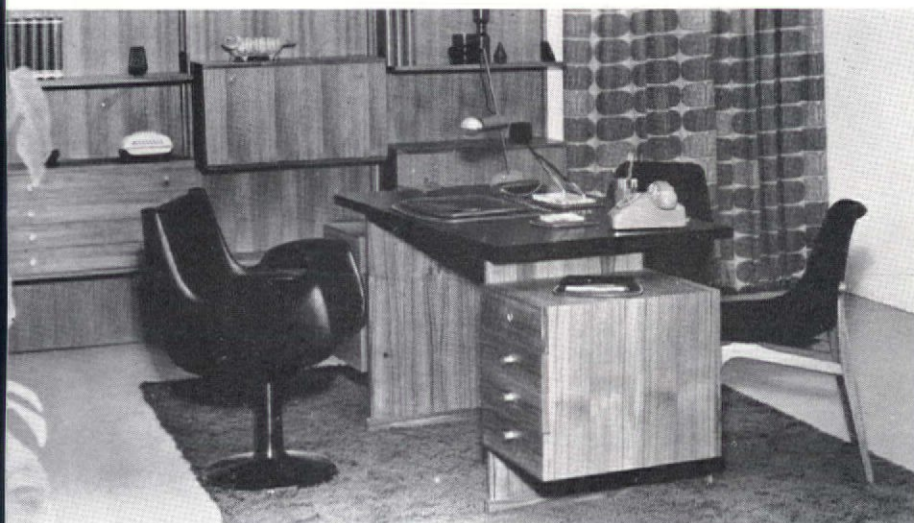
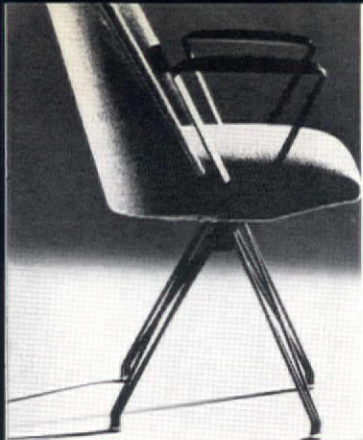


STACKING CHAIRS: Beech bentwood back (above left) highlights this English design framed in steel tubing; seats in veneered teak or beech, or upholstered in fabric, leather, plastic. French model (above) has curved seat and back, tubular frame. Back legs continue upward forming modified armrests and support for backrest. Upholstered Norwegian chair (far left) applies foam rubber over molded plywood shell, has teak armrests, tubular frame. English-designed chairs (near left) can be used individually or linked; for storage, they can be nested as shown, or stacked.



VERSATILE public area seating unit is a West German product. Basic to its construction is the horizontal crossbar which can be specified in linear dimensions to suit particular space requirements for mass-seating areas such as auditoriums, lecture halls. With table unit added, it provides custom styling for reception rooms, lobbies.

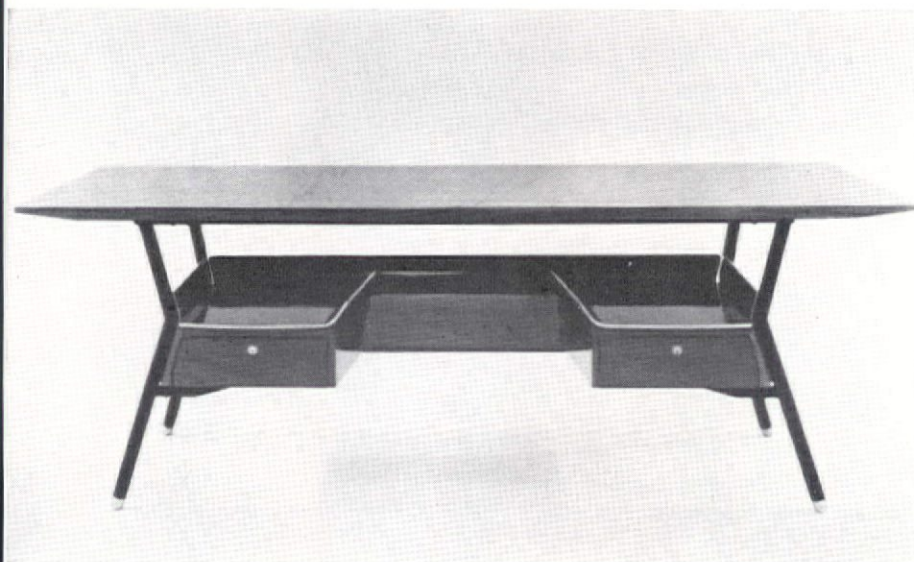




ITALIAN furniture on this page exhibits the softer lines evident in most south European styling. Curved-back desk chair (far left, above) is engineered with a mechanism that permits it to revolve. Arms are black metal topped in black leather. Lecture-room chair (above center) is structured with one-piece, upholstered seat and back, elongated metal legs, and extended writing tablet. Upholstered armchair (above) rests on a metal construction revolving on a pivot with automatic return. Office group (left) has built-in look. Six-drawer desk has two pedestals, top in either wood or plastic. Components in coordinated wall unit are interchangeable.



LONG worktable/desk (far left) is unadorned except for molded top rear edge. Three drawers fulfill storage requirements, while simple metal base permits ample leg room. A space-saver for guestrooms, desk/vanity (left) opens to reveal mirrored interior for dressing table items and closes for writing surface. Unusual desk (left), its angled legs supporting a large work surface, is unencumbered with customary drawer pedestals. Instead, it is fitted with two single drawers with a tray mounted on each.





an **OPEN** and **SHUT** case
for a dramatic new blind

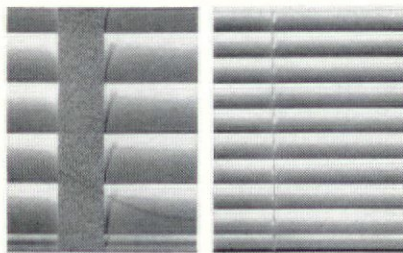
Introducing the delicately beautiful BALI BLIND . . . first new blind design in 30 years. In the months to come you'll be hearing a lot about a slim and elegant new window covering called Bali Blind. It's quite an improvement over the old venetian blind.

For one thing, its light and delicate look is so much more attractive. Gone for good are wide slats and broad tapes. It's a clean, functional blind that blends beautifully with any decor. And it's a lot easier to see through, too. The narrow slats and invisible tapes don't get in the way. In fact, when Bali Blind is open you hardly know it's there.

And Bali Blind is so easy to care for. The slim slats catch hardly any dust and there are no wide tapes to get soiled.

All in all, Bali Blind presents a unique new decorating opportunity for homes as well as commercial and institutional buildings. Choose from a complete range of stylish slat colors, made to measure in any size. Bali Blind is another fine product from B/H . . . your best single source for window shades, venetian blinds and woven woods.

BRENEMAN-HARTSHORN INC. Cincinnati 10, Ohio
 window shades . . . venetian blinds . . . woven woods



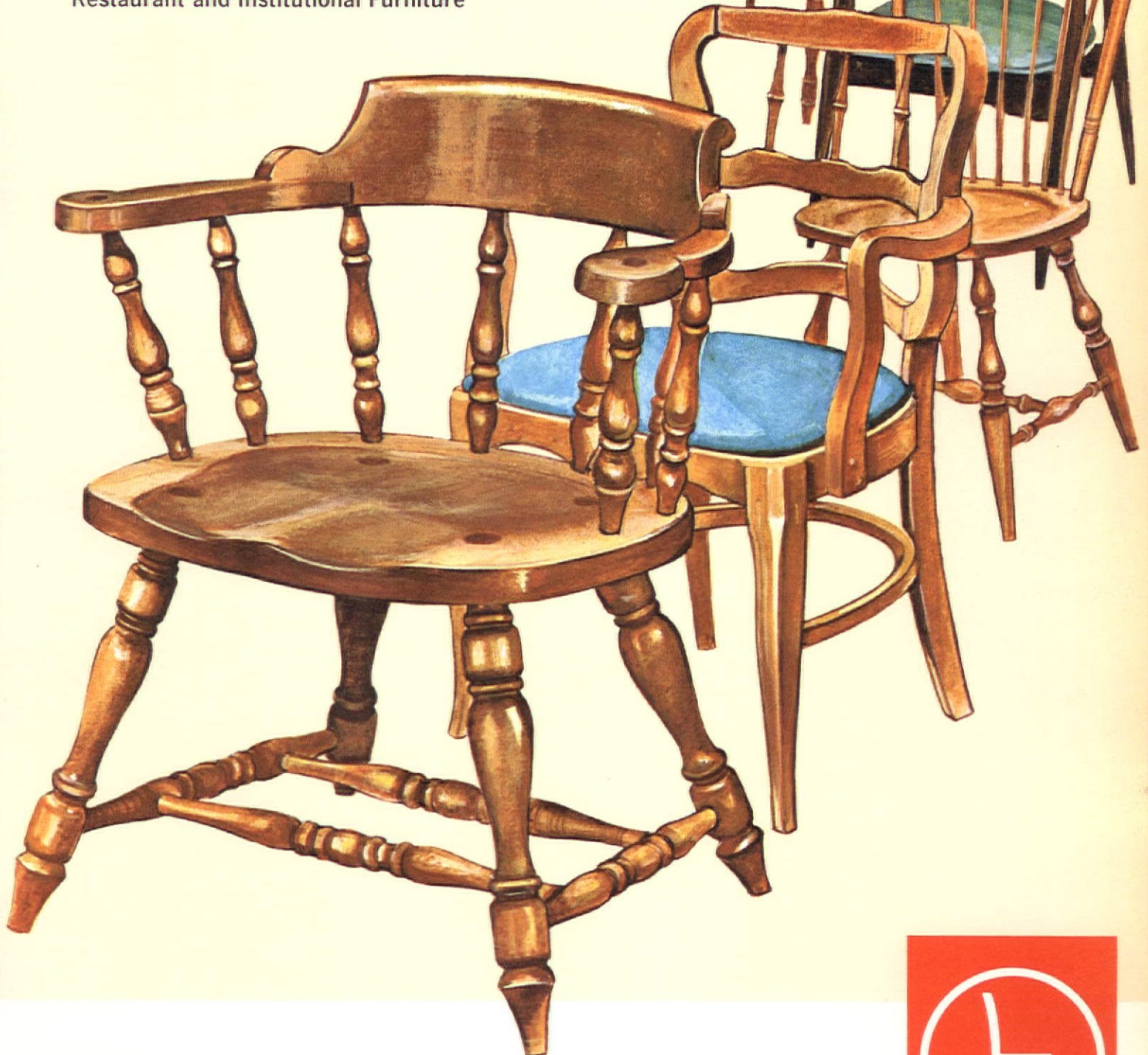
wide slats, broad tapes **vs.** narrow slats, invisible tapes

Circle No. 14 on product information card



ASTRA

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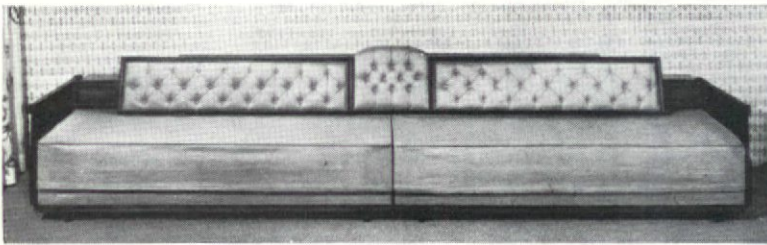
Astra chairs look great — and they'll stay that way, year after year. Thousands of users can testify that. Since 1905, Vermont craftsmen have been fashioning rugged, northern-grown hardwoods into handsome, durable furniture for hotels, restaurants, and institutions. Here is warm-hearted styling that says, "Welcome"; quality that doesn't take time off for maintenance. You'll find in our line just the Astra style to make itself at home in your decor, and in your budget. Send for free brochure.

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Circle No. 20 on product information card



CONTRACT PRODUCTS AND SERVICE



Dual-purpose unit by Beautycraft

The Dauphine is a new dual-purpose unit manufactured by Beautycraft Furniture Industry. By day it is a large and comfortable seating unit; by night, a bed which may be made up as a double or a pair of singles. When both units are in use, the couch glides out, the bolster ends hinge downward forming a pair of night tables. The Dauphine is accented by tufted backrest, caning, and wood framing, is designed to complement Beautycraft's coordinated line of dressers, chests, desks, tables, and chairs.

Circle No. 40 on product information card

Wallcoverings by Facade

Facade Wallpapers, New York City, is showing an extensive new collection of wallcoverings including vinyls, burlap, and paper, as well as special finished designs and corduroy papers. Facade created and printed the wallcoverings used in Designs for Dining, the institutional exhibit that is featured elsewhere in this issue.

Circle No. 95 on product information card

New heavy-duty carpets by Lees

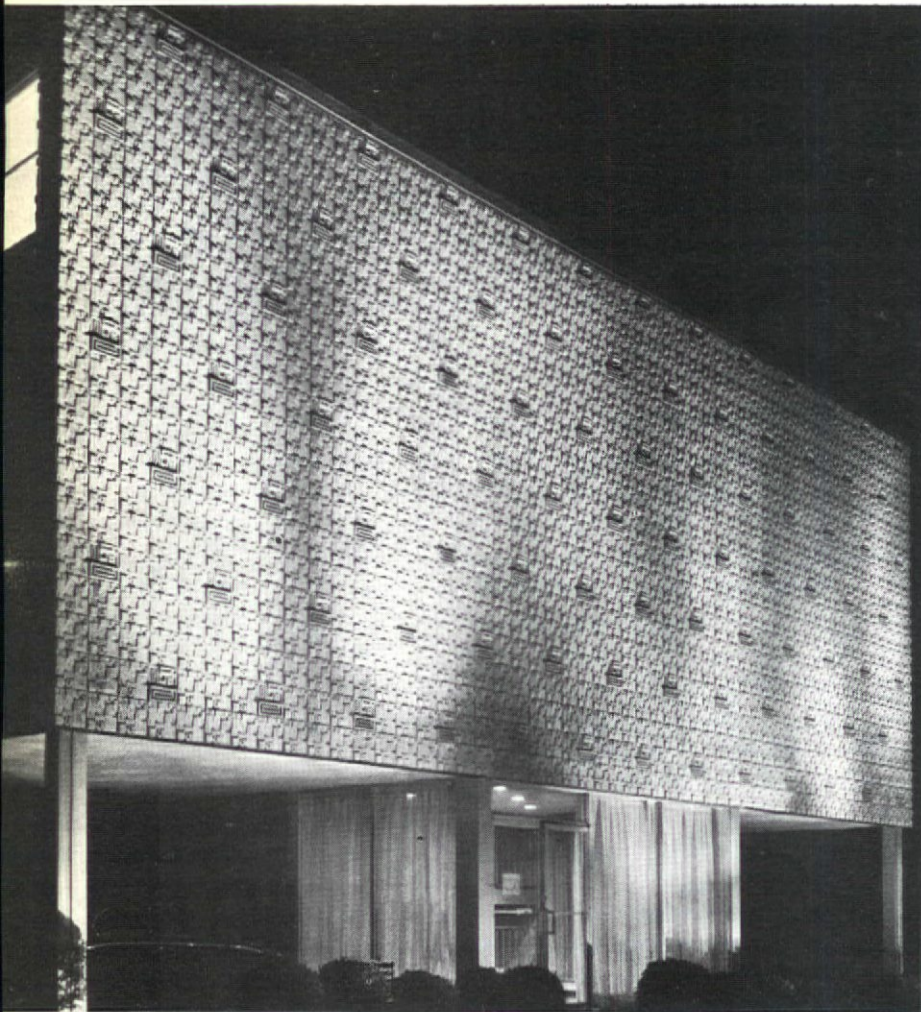
A series of extra heavy-duty commercial carpets specifically designed for high traffic areas. James Lees & Sons, includes four quality patterns: Crusader, Lancelot, Charger, and Vanquisher—all wiltons. The carpets are available in any two- or three-color wilton patterns. Hard twist yarn can be combined in the face yarn content to introduce textured variations.

Circle No. 96 on product information card

Cast concrete sculptured blocks

Facade of sculptured stone adds distinctive architectural interest to this office building in Long Island, New York. The ornamental facade from Arts for Architecture, Inc., is created by joining 12-inch square blocks of cast concrete, each block sculptured in individual design. The blocks used here are adaptations of stone carvings from ancient Mexican cultures. Designed by James S. Suman, president of Arts for Architecture and a well-known artist and engineer in his own right, these patterns, as well as a score of others, can be utilized to make it possible for architects and designers to interrelate, arrange, and rearrange the wall facade to their own patterns and to any height and length desired, providing sculptured walls of original design without prohibitive cost.

Circle No. 97 on product information card



Barwick does an elegant job of solving carpet problems!



When leading hotels and motels are looking for a carpet that's both elegant and practical . . . they look to Barwick's famous carpets made from 100% Du Pont carpet nylon . . . the longest wearing of any carpet fiber on the market today . . . the carpet that cleans easily and takes to traffic beautifully! ✓ Barwick proves its popularity as well as its performance in its choice for 1964 "Room of Tomorrow" created by Barbara Dorn, A.I.D. and carpeted in luxurious nylon. ✓ It's no wonder that Barwick is the first choice every time of so many hotels and motels. Let Barwick do an elegant job of solving your carpet problems. For information and samples write our **CONTRACT DEPARTMENT.**

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PRODUCTS & SERVICES

CONTINUED

Dazian's Nylon Supreme

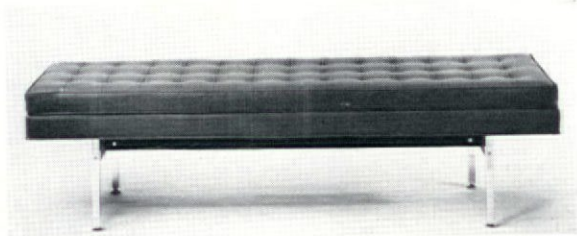
Nylon Supreme, a new upholstery fabric in nine vibrant colors by Dazian's Inc., is a 100 percent high tensile-strength nylon that has the appearance and hand of wool, but none of its irritation. Highly durable, Nylon Supreme has withstood more than 80 hours in Fadeometer color fastness tests, double the minimum GSA and ordinary trade requirements, according to Dazian's, and has more picks than the minimum GSA federal requirements. The fabric, which comes in 54 inch width, has been specified by Edward Durrell Stone and other leading architects throughout the country. Dazian's will supply a color card on request.

Circle No. 25 on product information card

Metropolitan's new bench and sofa

Two trim new designs are included in Metropolitan Furniture Co.'s contract series of furniture, both designed by Jules Heumann. The Contract D Series bench shown here is six feet long and has foam seat, aluminum legs, and walnut rails. It also comes in lengths varying from four to eight

feet. Base, too, varies with choice of legs either brushed and anodized or with polished aluminum finish on either all-walnut or all-aluminum base. The Contract E Series sofa, with foam and dacron attached seat and back, is upholstered here in full top-grain leather, with choice of plastic and fabrics also available. Its length varies from two



to nine feet. Special features include polished aluminum legs recessed into the arms and fitted with adjustable glides.

Circle No. 98 on product information card



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COMPANY, INC. 111 West 22nd Street New York, N. Y. 100

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In Hardwick's "Estim-Aider" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities. No matter what your decorating project, if it includes carpeting, the "Estim-Aider" will help you demonstrate carpeting dramatically, professionally and effectively.



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Decorators with contract clients will find much of interest in the scale and profile as well as the new colors of our mid-year design additions



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Circle No. 45 on product information card

PRODUCTS & SERVICES

CONTINUED

Shadow Prints on foil

A new series of wall foils by Winfield Design Associates is descriptively named Shadow Prints



because of the varying elusiveness of design according to colorway. One of the five Shadow Prints patterns is Leaf Column, a delicate design in 18 colorways. Coordinated plain textured foils are also available.

Circle No. 99 on product information card

King to carry imported refrigerator

King Refrigerator Corp. has announced exclusive national distributorship of an imported refrigerator. Imported from Japan, the new two-cubic foot compressor model will be marketed by King under the name of Kold King Model NR-60A and will retail at approximately \$100. In square-look styling, the refrigerator is equipped with two ice cube trays and a 1/12 horsepower compressor. It measures 20 $\frac{1}{8}$ inches wide, 20 $\frac{1}{2}$ inches high, 21 $\frac{1}{4}$ inches deep. The interior is plastic, with removable shelves; the exterior cabinet is finished in beige.

Circle No. 82 on product information card

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Here is mastery of comfort by craftsmanship. The depths of its heavily padded, low-slung swivel seat . . . the floating wrap-around back rest that "gives" and the difficult-to-produce diamond tufted upholstery create an experience in *complete comfort*. The LA-909 is really something to look at and sit in. Send for our 1964 illustrated catalog.

You're invited
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& MOTEL EXP.
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Gasser **CHAIR CO., Inc.**
Logan Ave.
YOUNGSTOWN
5, OHIO

Circle No. 48 on product information card

PRODUCTS & SERVICES

CONTINUED

Cocktail table by Tri-Mark

Individual "pods," held together by a tubular steel base in polished chrome, form the new Zig Zag cocktail table by Tri-Mark Designs. The indi-



vidual tables are 12 and 18 inches in diameter, and the over-all dimensions come to 22 by 60 inches. Taking the same space as conventional tables, the new unit allows more diversity, with pods available in one color or any combination of white, black, walnut, or rosewood.

Circle No. 100 on product information card

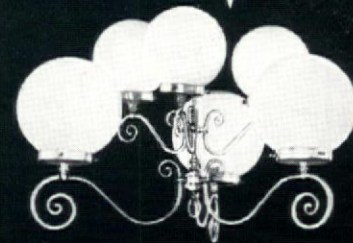
See a thousand samples from ARCO's exclusive designer collection of hand-crafted lighting fixtures, including rare imports and creative reproductions of originals. Our staff of lighting experts will welcome you and offer consultation on lighting design and custom work at the elegant new ARCO showrooms, 1010 Third Avenue and 60th Street.



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Circle No. 49 on product information card

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The Mart's making contract buying history. And you're part of it. Now for the first time anywhere, you can shop *all that's new in contract furnishings right under one roof*. No more cab pilgrimages all over town. No more nerve-wracking delays. Now a single trip to The Mart makes every hour productive. Furniture, bedding, floor coverings, draperies, fabrics, institutional merchandise, lighting and fixtures, accessories, kitchen machines and equipment, you-name-it... *everything* is just an elevator button apart!

11 Dynamic new 11th Floor Contract Concentration is the big exciting step that puts the whole show under one roof

The entire 11th Floor is being converted into a spectacular showplace for contract merchandise! Many of the biggest names are already located here and are doing a booming business. Others are eager to join them. No wonder. The brand-new 11th Floor is the talk of the town. And the toast of the contract buying world.

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SEE THE WHOLE SHOW

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- 17 Furniture, Bedding
- 16 Furniture, Bedding
- 15 Accessories
- 14 Furniture, Traffic Appliances
- 13 Floor Coverings, Curtains, Draperies
- 12 Furniture, Lighting
- 11 **NEW CONTRACT CONCENTRATION**
- 10 Floor Coverings, Linens, Domestic
- 7 Furniture
- 6 Furniture, Fabrics, Floor Coverings
- 2 Furniture



THE MERCHANDISE MART CHICAGO 54,
ILLINOIS

Circle No. 50 on product information card



Stacking chair 3100: chromium-plated steel, oak, beech, teak, palisander, black. Alignment device. 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.



PRODUCTS & SERVICES

CONTINUED

Expanded vinyl upholstery pattern

Jacqueline is a new mattelasse-type design created by Columbus Coated Fabrics Co. for its Colovin Designer series of expanded vinyl upholstery fabrics. The embossing gives the effect of quilting on a textured fabric. It is available in



eight colorways —bronze green, Mandarin rust, black, oyster, peacock, Java brown, white pearl, and antique gold.

Circle No. 101 on product information card

Walnut floor smoker

McDonald Products Co.'s new floor smoker takes the form of a rectangular walnut column, using



a top frame of solid cast aluminum with heavy stainless steel blades supported by stainless steel bearing plates. The top action empties debris into a large capacity removable aluminum inner bucket. A polyethylene bag is included and can be filled with sand to increase weight. Finishes in Formica or oiled rubbed or lacquered walnut are offered, as well as two different sizes: 5 by 9½ by 22 inches high, and 7 by 14 by 22 inches high.

Circle No. 78 on product information card

← Circle No. 51 on product information card

Circle No. 52 on product information card



These are lighting fixtures designed by George Nelson for Howard Miller ✕ For complete information, write Howard Miller Clock Co., Zeeland, Michigan... National Distributor: Richards Morgenthau, 225 Fifth Ave., New York, Merchandise Mart, Chicago, Illinois; Fehlbaum, Berne, Switzerland; Pelotas, Sao Paulo, Brazil; Excello, Mexico City, Mexico; Weston, Bogota, Colombia.

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chairs
just
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space...

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Send for 1963 Catalog

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Circle No. 53 on product information card

PRODUCTS & SERVICES

CONTINUED

Habitat planters

A new line of planters designed by Paul Mayen for Habitat is constructed in combinations of wood and Trexiloy. Trexiloy is an aluminum alloy



formulation developed by Habitat to resist corrosion and produce quality finishes. The planters come in walnut, with teak, rosewood, ash, etc., available on special order. Planter shown here, one of approximately 50 different styles, is 15 inches high, 19 inches wide, and 47½ inches long.

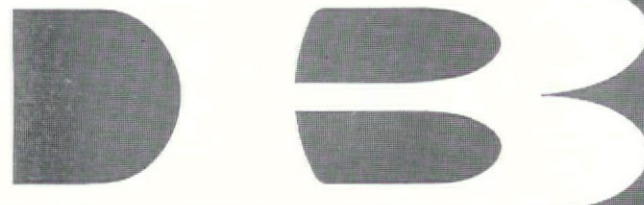
Circle No. 102 on product information card

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contract design and furnishing

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Circle No. 54 on product information card

Circle No. 55 on product information card

Pssst . . . Your leg's showing!

That's perfectly all right—it belongs to a CHF table. CHF puts exquisite craftsmanship from table-base to table-top, and wins design awards for its freshly different stylings made to match any decor.

It's a shame you can't see the rest of the table. But you can in CHF's beautifully illustrated literature.

CHF

**CHICAGO HARDWARE
FOUNDRY CO.**

North Chicago, Illinois

NEW SCENICS from

Wall coverings of charm and imaginative beauty

Thruway



ATTRACTIVE GKB SCENIC HAS BEEN DESIGNED ESPECIALLY FOR CONTRACT USE—HOTELS, MOTELS, OR ANY BUILDING. THE FIVE PANELS IN THIS DESIGN, HAND-COLORED, MEASURE 11'8" IN LENGTH, WITH THE HIGHEST POINT OF DESIGN 53". COLORWAYS INCLUDE DEEP BLUE, PASTEL SANDALWOOD AND DOVE GRAY.

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G. K. BIRGE CO., INC. 120 EAST 56th ST., NEW YORK 22, N.Y. • NEW YORK DECORATOR'S SHOWROOM, RM. 820, 515 MADISON AVE., NEW YORK 22, N.Y.



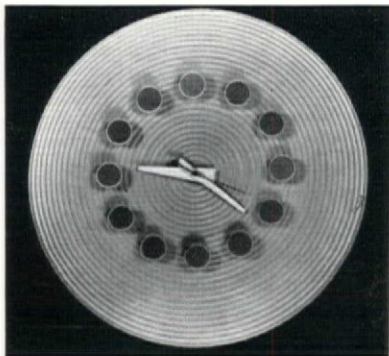
Circle No. 56 on product information card

PRODUCTS & SERVICES

CONTINUED

Ceramic wall clock by Howard Miller

Closely set concentric scorings on the putty-beige face of Charmed Circle, a ceramic wall clock from the Meridian collection by Howard Miller Clock Co., provide the background for orange and pink disks which replace conventional digits. The hour



hands are in white; the second hand is black. The 14-inch diameter clock is available in both battery and electric models.

Circle No. 133 on product information card

New Krueger sidechairs

Krueger Metal Products Co. has added a matching armchair to its Continental line of fiber glass sidechairs. The new chair utilizes the basic side chair design of sculptured fiber glass shell, in Mandarin red, ebony black, or pearl white, mounted on slim-line, chrome-plated tubular



steel legs or brushed aluminum swivel pedestal base in two adjustable height sizes. The cast aluminum free-form arm is rigidly unitized with the shell, and armrests are padded and upholstered in the same textured fabrics of the poly-foam seat cushion, which is easily reversed.

Circle No. 62 on product information card

Advertisement for La France Industries, Inc. featuring two men examining fabric samples in an oval frame.

**Quality
control makes
better fabrics**

You get *more* than beauty when you specify La France fabrics! Over 10 tests are made during every La France run. It is this maximum quality control that assures you of the *finest* fabrics available.

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Circle No. 67 on product information card

Wall accessories by Myrtle Desk

This weather-vane wood horse is part of a new line of decorative wall accessories by the interior design division of Myrtle Desk Co. The figure

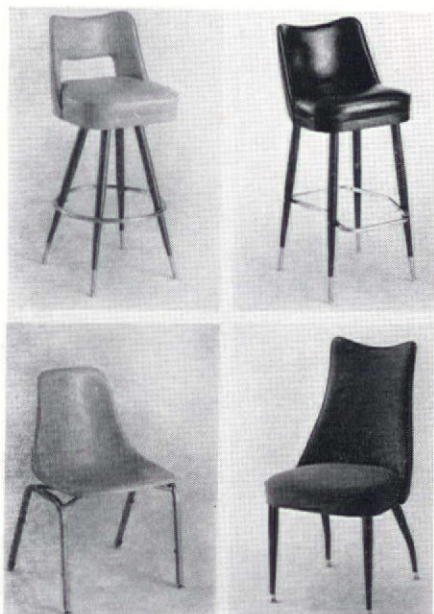


is in weathered gray driftwood finish and also comes in a smooth nut-brown finish. The line also includes a variety of other animal and object figures.

Circle No. 103 on product information card

Four chair styles by Brody

Two bar stools, a plastic shell stacking chair, and a dining chair are the latest products by the contract division of B. Brody Seating Co. The two bar stools have tapered tubular steel legs in chrome, black, or bronze finish with adjustable glides and optional brass ferrules. Footrails are brass plated. Seats and backs are foam-padded and upholstered in choice of materials. The stacking chair has a suspended look through placement of the plastic shell between the squared tubular steel legs. These chairs can be linked together by an optional ganging feature. Plastic shells come

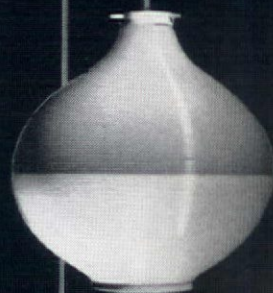
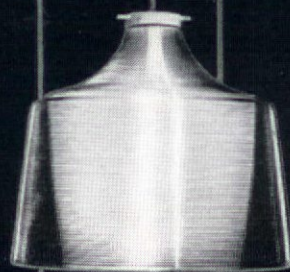


in a choice of seven colors, the frames in four finishes. The dining chair is designed with a high back, either plain, as shown, or in channel back style. Frames are sturdy tubular steel in black or bronze finish with adjustable brass glides. Back and seat are polyurethane foam-padded and come in a variety of upholstery materials.

Circle No. 73 on product information card

Circle No. 58 on product information card →


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multiple lights,
in many forms,
colors and
color combinations . . .

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NEW! "SEQUENCE" Multiple Seating Units

Here is the new, attractive answer to efficient, custom-like public seating...Howell's versatile, new multiple seating. Chairs of colorful molded fiberglass or Naugahyde upholstered over foam. Bases in satin chrome or Bronzite finish. Tables in white or woodgrain laminated plastic. Table units fit between seats or turn corners attractively, as shown.



New full-color brochure giving full details on Howell Multiple Seating available on request.

HOWELL

Circle No. 84 on product information card

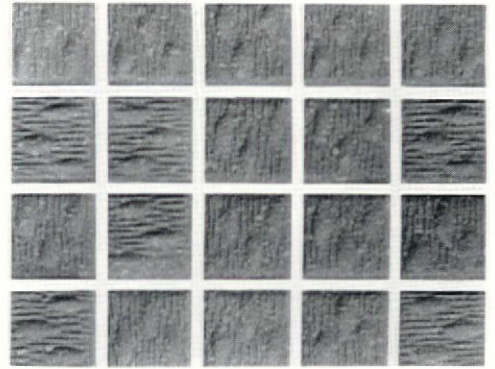
425 First Street
St. Charles, Illinois

PRODUCTS & SERVICES

CONTINUED

Soft-colored ceramic tiles

Amsterdam Corp. has developed Vico glazed Nuvo-Tex ceramic tiles that contain "just a hint of color." Soft in appearance the tile has a finely textured, striated surface. The one inch square stones are random mounted on each tile, and are



available in ten pastel colors. Nuvo-Tex can be used as interior or exterior tile, is impervious to water, moisture, and extremes of temperature.

Circle No. 105 on product information card

McCobb-designed modular storage units

A new line of matched modular storage units, designed by Paul McCobb for commercial and institutional interiors, has been introduced by Mutschler Bros. Co. Called Coordinates, the units are made in three to nine foot widths, in one foot increments. Proportioned and crafted from north-



ern maple with walnut or maple veneers, the assemblies are vertically defined by structural anodized dividers and legs. Variables include many types of drawers, doors, shelving and interior fittings, and tops, as well as a wide choice of enamel and natural wood finishes.

Circle No. 104 on product information card

Circle No. 34 on product information card

wall arrangements and room dividers you can move like furniture!

TASSELL master-wall



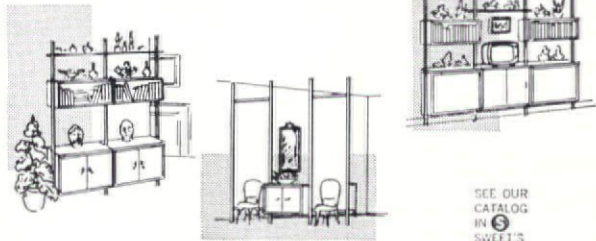
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NOW you can set your table with FESTIVITY—true elegance that belies its cost!

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SPECIAL ORDERS can be yarn-dyed to your color specifications. No additional charge for creasing.

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Finest Value Line in
the Industry!

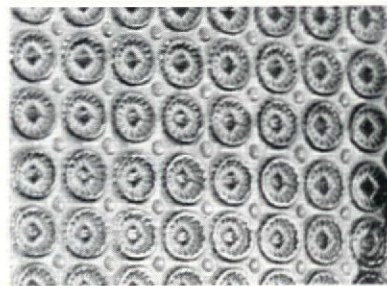
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PRODUCTS & SERVICES

CONTINUED

Decorative translucent sheets

Bot-L-Glas translucent plastic sheets are pattern molded in heavy relief and come in panels approximately 2 by 6 feet. Manufactured by Carlton Products in six colors, the new material can be used as inserts for panels of windows, doors,



room dividers, and sunscreens. Thickness varies from $\frac{1}{8}$ inch to $\frac{5}{8}$ inch. Bot-L-Glass can be used indoors or outdoors and is dimensionally stable.

Circle No. 107 on product information card

Matte finish leather-grained vinyl

Federal Industries has created a leather-grained expanded vinyl that combines a matte finish with a new range of solid colors. Called Llama, the



upholstery vinyl features a soft supple hand, marproof finish, and elastic backing for easy tailoring. It is soil resistant and can be easily cleaned with a damp cloth. The matte finish colors are green, ebony, tan, blue, Chinese red, coffee, and tobacco. The Simmons Co. lounge chair shown here is upholstered in Llama, in tan with blue trim. The chair's metal legs are color coordinated to match the trim.

Circle No. 108 on product information card

← Circle No. 61 on product information card

Circle No. 62 on product information

Cooper

Elegance

brings to the world of lamplight these traditional adaptations that capture the gracious charm of times past. Frederick Cooper's unerring touch for elegance dramatically demonstrates a mastery of the lamplighters' art—design . . . texture . . . and color. It is no wonder that for nearly a half century America's foremost interior designers have selected the Lamps of Elegance by Frederick Cooper. Wherever elegance is at home . . . the finest hotels, executive suites, embassies, universities . . . you'll find Frederick Cooper Lamps.

Write for catalog "F".

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Lamps of

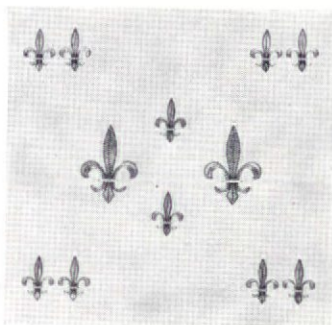
Elegance

over-all height of the base to either 8 or 10 inches. Besides the white enamel finish, the pedestal base also comes in black, flame red, blue, mustard and sandalwood as well as in brushed aluminum, brass or copper, Swedish brass, and antique copper. Stemlite lamp, manufactured by Design Sales, is nationally represented by Richards Morgenthau Co.

Circle No. 110 on product information card

Flex-A-Tile custom service

Flex-A-Tile Corp. has introduced dramatic new techniques to the wallcoverings field in the past few months. Working on backgrounds that closely resemble leather and foil, but that have all the durability of vinyl, the firm will make any custom design—patterns, insignia, trademarks, etc.—submitted to it at per-yard prices that are very close to those of mass-produced wallcoverings in similar materials. The custom designs can be executed in engraving colors or in 24-karat gold on pre-cut panels 12 or 24 inches wide. In addition to the custom design service, Flex-A-Tile is offering a series of designs, with motifs such as fleur-de-lis, cobblestones, pagoda, checkers, fleur-ettes, and columns. These can be ordered in a number of combinations and variations for customized effects. The simulated leather back-



Three Flex-A-Tile patterns: Checkers, above left; Fleur-de-lis, left; Pagoda, above.

grounds are available in the following stock colors: maroon, pastel green, tempo brown, ginger, forest blue, red, ivory, pastel blue, palomino, country rose, town gray, black pinseal, and sun-tan. A catalog with actual samples is available upon request.

Circle No. 111 on product information card

THONET



1420



1419

since 1830 makers of furniture for public use

THONET INDUSTRIES INC.

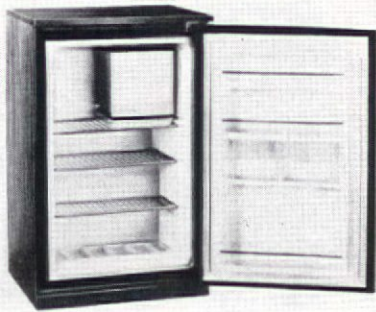
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Area code 212-MU 3-1230

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

Circle No. 68 on product information card

Compact refrigerator by Morphy-Richards

Imported English walnut wood, with stain-resistant satin finish, surfaces the exterior of



Grenadier, a compact refrigerator manufactured by Morphy-Richards, Inc. for hotel-motel guest-rooms. The interior, in decorator pastel, provides ample space and has four ice cube trays. The free-standing electric model compactly measures 20½ inches deep, 21⅝ inches wide, and is 34½ inches high. Other features include fully magnetic door hold, thermostat control, minimum of maintenance. Complete silence and no radio or television interference are guaranteed, according to Morphy-Richards.

Circle No. 131 on product information card

Circle No. 59 on product information card



IN OUR NEW
VOLUME 12 WALLCOVERINGS

WE'RE COMPETING WITH THE SUN IN BRILLIANCE
• 19 DESIGNS IN 80 STRIKING COLORWAYS • SEND FOR FREE BROCHURE.

DENST AND MILES, INC

THE JACK DENST DESIGNS
7355 S. EXCHANGE AVE., CHICAGO, ILL., 60649



No. 788 Bar Stool. Foam padded seat and back. Brass footrest and ferrules. As shown, in 10-50 quantity, upholstered in Grade 5 fabric. \$53.38 list.

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Circle No. 73 on product information card

Circle No. 113 on product information card

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PRODUCTS & SERVICES

CONTINUED

New vinyl upholstery pattern by DuPont

Dunellen is a new fabric-like vinyl upholstery pattern, small in scale and non-directional in de-



sign, produced by DuPont's Fabrics Division. The new material is a vinyl reproduction of a matalasse pattern and comes in nine color-coordinated shades in Jeweltone finish. Dunellen sponges clean with soap and water and has a high-slip finish which prevents dirt from becoming embedded permanently.

Circle No. 112 on product information card

Circle No. 74 on product information card



NOTHING DAMAGES

NEW *Diamond*  *Edge* TABLE TOPS

by **JOHNSON**

a table edge that can't be hurt!

Shown: diamond-hard edge table top teamed with new 3-prong pedestal base (J-203)



Write for complete line catalog

JOHNSON PLASTIC TOPS, INC.
ELGIN, ILLINOIS

"For your dining pleasure"

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2441



2440



2443

Write for latest illustrated catalog.

New Cosco 77 Series desk

Presentation of the Cosco 77 Series desk at this month's NSOEA show marks Hamilton Cosco, Inc.'s entry into the full line metal office furniture field. The new double pedestal desk includes an optional center drawer, a cord channel, interchangeable drawers, a lock for each pedestal, and a glare-proof textured Textolite top. The tops come in tan, green, gray, or gunstock walnut; pedestal and modesty panels in blond, green tint,



gray, brown tint, or ebony enamel. Other items in the new line will include credenzas, tables, and files in a wide variety of sizes.

Circle No. 114 on product information card

Belvedere group by Standard Furniture

The Belvedere executive desk and library is by Standard Furniture Co. Richly grained woods, architectural lines, and a free-floating desk top



are further enhanced by panels of black leather and slim strips of brass. Although fabricated in its custom department, the group is being presented as one of Standard's regular lines. It was designed jointly by Eugene Smith Associates and Standard's staff designers.

Circle No. 115 on product information card

Circle No. 75 on product information card →



carroll chair co., inc.

1508 west carroll street

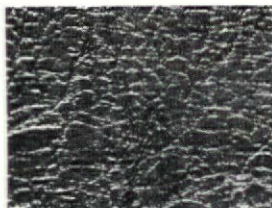
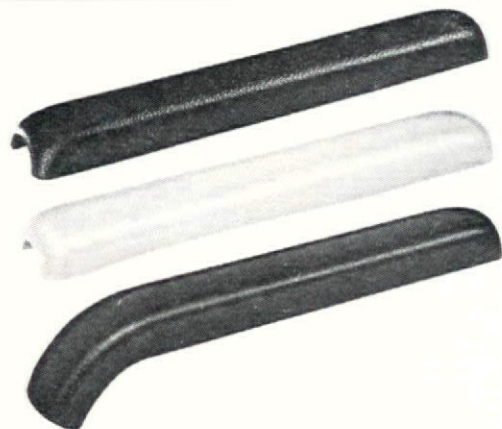
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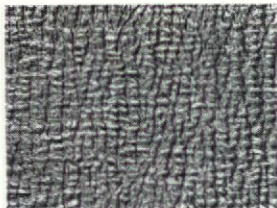
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ARM RESTS

in textured
patterns and colors!



LEATHER
(light grain)



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A DESIGN REVOLUTION IN DECORATIVE ARM RESTS!

- UNBREAKABLE
- NO SHARP EDGES
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- WARM TO THE TOUCH

At last...plastic arm rests in stock colors and patterns designed to give your furniture new concepts in styling. Strong and durable, yet resilient and warm to the touch, Plasticushion Arm Rests are low cost... easy to install. Available in a wide range of sizes to fit round or square tubing or rod. Call or write for complete information... Today!

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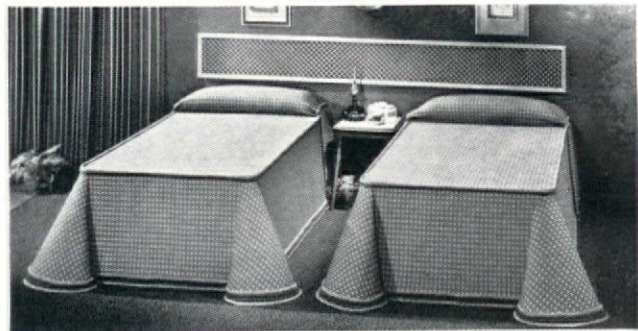
Circle No. 76 on product information card

PRODUCTS & SERVICES

CONTINUED

Wicker pattern bedspread

Clean-cut geometric design forms the basic pattern of Wicker, a new bedspread for hotels and motels by Morgan-Jones. The pattern is augmented with two rows of contrasting shag at the mattress outline and finished with a border of four rows of contrasting shag at the hem. In



sizes 96 by 110 inches, 81 by 110 inches, and 120 by 120 inches, it comes in a number of colors—curry, antique white, beige, carnation, copper, jade, cornflower, cranberry, avocado.

Circle No. 116 on product information card

Contract Chair

New item. Afro-teak frame. Quilted upholstered seat in backed, black plastic. Sturdy—comfortable—imported. From a complete collection.

Catalog—\$1.00 credited

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Circle No. 77 on product information card



Planters for every Decor

Lobby
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in metal, hard woods, formica.



Write for catalog of planters, wall urns, and floor stands

DUK-IT McDONALD PRODUCTS CORPORATION

274 DUK-IT BUILDING • BUFFALO 10, NEW YORK

Circle No. 78 on product information card

Eight-piece lounge group by American Chair

A new lounge group by American Chair Co. has a comfortable low look and slat-back detail on the



chairs. Wood armchairs and open-end settees in one, two, or three cushions combine with four occasional tables to form seating arrangements to suit specific space requirements. Over-all height of chairs is 30 3/4 inches. Reversible seat and wedge-back cushions are in foam rubber, upholstered in choice of fabrics.

Circle No. 117 on product information card

**PYREX GLASS
UMBRELLA STAND**

No. 1050-U 7 openings for umbrellas
12" Dia., 18" High.
No. 850-U 4 openings for umbrellas
8 3/4" Dia., 18" High.

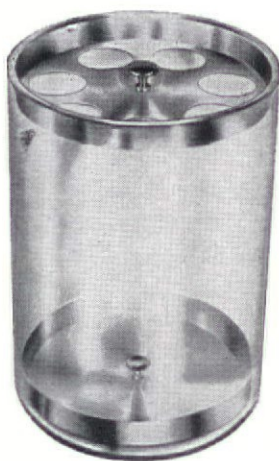
- sand urns
- wall ash receivers
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Catalog on Request

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Circle No. 79 on product information card



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chair model no. 90-1
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Circle No. 81 on product information card

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Circle No. 80 on product information card

MANUFACTURERS'

LITERATURE

M. G. Wheeler's Sight Light series of desk and floor lamps, illustrated in a new brochure, is designed to reflect and diffuse light for maximum glare-free eye comfort through the specially engineered cup and top reflector. The slim-lined lamps come in a number of finishes and colors.

Circle No. 118 on product information card

Joanna Western Mills has developed a striking line of colored window shades, designed specifically for classroom use. Described in a colorful folder, the shades allow color coordination in classrooms while maintaining the functional, sturdy, and long-wearing qualities of other Joanna shades.

Circle No. 88 on product information card

Stark Carpet Corp. has prepared a 50-page color brochure showing a cross section of carpets and floorcoverings in traditional and contemporary designs and qualities, collected over a period of years from leading world sources.

Circle No. 119 on product information card

A 184-page guide to specifying architects, designers, and engineers, the Builder Products catalog by Emerson Electric Co. contains a comprehensive collection of electrical products for heat, light, air, and sound, each complete with technical data. Heat products include portable, built-in, and baseboard units. A wide array of lighting fixtures ranges from surface mounted fixtures, to wall, ceiling, and garden fixtures, to luminous ceilings and recessed fixtures. Other items illustrated are ventilating, blower, exhaust units, and intercoms and chimes.

Circle No. 120 on product information card

Kentile's new full-color brochure presents its latest, complete line of vinyl asbestos tiles, ranging from textured mosaic patterns to marbled and metallic styles. A special section is devoted to tiles designed for heavy traffic, commercial use.

Circle No. 121 on product information card

Jabon Studios' catalog shows and describes ornamental items that are made of lightweight fiber glass, the textures and finishes duplicating carved wood and stone. The wide line includes waterfalls, fountains, water displays, screen panels, animal figures, Tiki heads, etc., for either indoor or outdoor use.

Circle No. 122 on product information card

for greatest economy,
efficiency, individuality and deadline
control . . . choose ONE integrated
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Design • Modernization • Furnishings

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Circle No. 83 on product information card

An illustrated 12-page brochure describes the complete line of movable wood partitions and walls by Modern Partitions, Inc. Details of design, construction, and installation are given for each of three major types—Hushwall, Design Line, and low divider wall.

Circle No. 123 on product information card

California Wrought Iron's catalog shows its lines of outdoor/indoor metal furniture in both wrought iron and cast aluminum, and some in combinations of both. The patterns include Sea Grape, Orange Blossom, Pomegranate, Daffodil, Coronado, Madeira, Laguna, and Sunset.

Circle No. 124 on product information card

Vina-Lux Pebbled Terrazzo, newest vinyl asbestos tile by Azrock Floor Products, has a textured surface achieved by encasing chips of actual marble in translucent vinyl. Large size samples are included in the brochure introducing the product.

Circle No. 125 on product information card

The handcrafted Heritage Collection of chandeliers, wall brackets, indoor lanterns, and outdoor lanterns, is illustrated in a new brochure by Prescolite Mfg. Corp. Styles include Colonial, Alexandria, Regency.

Circle No. 126 on product information card



ONLY 30 INCHES WIDE!

2 full-size gas or electric burners plus 17" stainless steel sink above ... with a 5 cubic foot refrigerator below. Also available with oven.

Manufacturers of a complete line of space-saving appliances ... air conditioners, refrigerators, freezers and Combination Kitchen Centers for hotels, apartments, motels, boats, offices, dens, trailers.

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Here's the chair designed for designers and architects who like auxiliary seating that's as modern as their own planning ideas. **SCULPTURA** is Clarin's molded fiber glass **QUALITY** chair in a variety of models—magnificently upholstered in richest decorator materials. Also available without upholstery.

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THE LOOK OF QUALITY / HOLLAND, MICHIGAN

MANUFACTURERS'

CONTINUED

LITERATURE

General Electric wall panel systems, surfaced with textured Textolite laminated plastic, are described in a new eight-page brochure. Typical spline, batten, and tongue-and-groove installations are shown in cross section. The new standardized wall systems are available in 18 woodgrain patterns, 24 solid colors, and 10 mist solids.

Circle No. 127 on product information card

Modern and traditional lamps, with crystal, alabaster, and carved wood bases, are shown in a new catalog by Safran & Glucksman. Several pages are also devoted to decorative accessories, such as smoking stands and pedestals, Florentine tables, lanterns and sconces.

Circle No. 128 on product information card

Sample albums of Amtico Promenade and Onyx vinyl floorings from Amtico Flooring Div. contain 12 by 12-inch samples, reproductions of colors of the complete line, full-color room settings, and detailed product information.

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MADISON
FURNITURE INDUSTRIES

Canton, Mississippi

310 SHARON ROAD

M . . . as in magnificent!

Catalog on request. Showrooms in Los Angeles, San Francisco, Seattle, Chicago and Dallas.

Circle No. 86 on product information card

Flexibility of Sequence, a new designers series of multiple-seating units by Howell Co., is shown in an informative pamphlet. Correlated form-fitting Fiberglas seats in five colors or foam-padded with Naugahyde upholstery, bench units covered in Naugahyde, and laminated plastic table tops can be assembled in an unlimited choice of seating arrangements, for either straight-line or corner requirements. The sections are held together by slim-line metal pedestal base units which bolt-lock securely.

Circle No. 84 on product information card

Outstanding feature of American Seating Co.'s new all-purpose Bodi-Rest chair, as described and illustrated in a 4-page folder, is the air cushioned seat and back, accomplished by resilient Amerflex polymer plastic, blow-molded so that a layer of air is captured between two layers of plastic. The chair stacks, gangs, and is practical for areas requiring multi-purpose, portable seating.

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For additional information on the products advertised in these pages, use free inquiry card bound into issue.

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or **shades** for
HOTELS-MOTELS
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AND CONTRACT DEALERS
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Let versatile
JOANNA DECORATOR SHADES
solve your
window covering problems



Exlite Shades with Holiday Stripe Shade Topper

Here, two Joanna decorator shades are installed "sunny-side up." This particular method provides needed privacy while letting in light and air from the top.

A Shade Topper, Joanna's new decorative shade cloth valance, gives the windows a finished look and eliminates need for costly dust-catching curtains or draperies.

Write or phone Mr. W. B. Berry of our Contract Department for complete information on the many ways of using modern Joanna decorator shades in hotels, motels, restaurants and institutions.

Flame-resistant • Stain-resistant • Sun-resistant

See complete line of Joanna decorator shades at Booth 4103-A, National Hotel and Motel Exposition, November 11-14.

JOANNA WESTERN MILLS COMPANY
22nd & Jefferson Streets • Chicago 16, Illinois

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48th **NATIONAL HOTEL & MOTEL EXPOSITION**

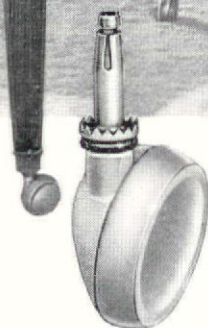
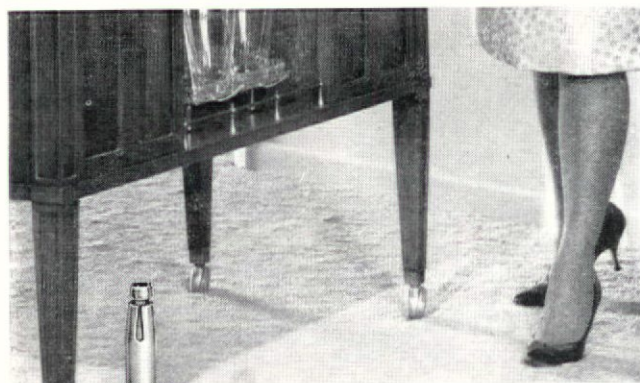
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NOV. 11 THRU 14, 1963
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Give your designs an added touch of eye-appeal plus unequalled mobility. Incorporate the smart 2 1/4" Meteor, a new concept in casters. It's molded of tremendously tough DuPont Delrin®, highly resistant to impact, fatigue, abrasion—guaranteed for the life of the original furniture! Other spherical casters available in plated finishes, wheel sizes 1 1/2" to 5", fastenings to suit your requirements.

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 In Canada: Shepherd Casters, Ltd. 23 Rainside Road, Don Mills, Ontario

Circle No. 90 on product information card

CLASSIFIED ADVERTISEMENTS

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

WANTED—NATIONAL COMMERCIAL FURNITURE SALES MANAGER: To head sales staff of Midwest-based leading national manufacturer of complete line of commercial furniture, including chairs, tables, stools, etc. Must call on and demonstrate to architects and specifiers as well as ultimate consumers and dealers in such fields as office, school, church, hospital, interior design, etc. Must be experienced and ambitious. If you're the right man, we'll come up with the right incentive. Our staff knows of this ad. All replies will be held in strict confidence. Write: Box A-106, CONTRACT. We will contact you.

LINE WANTED: By experienced sales representative with established showrooms in Chicago (6th fl. Merchandise Mart) and New York (3rd Ave. at 58th St.) Write: Box A-107, CONTRACT.

CONTRACT SALESMEN WANTED: By well-established manufacturer of complete line of contract furniture. Must have experience calling on contract dealers, architects and institutions in established territories. Give complete resume, age, present income bracket, etc. in first letter. All replies strictly confidential. Write: Box A-108, CONTRACT.



ACTUALLY FOLDS!

Public Seating at its best . . .

Durham's unusually comfortable, posture perfect, foam cushioned No. 1113 Chair is another reason why more and more institutions and homes are looking to Durham for seating needs. The 1113 chair *actually folds* and can be stored away when out of use or left set up for permanent installation. Durham produces a wide range of folding metal chairs, folding banquet tables and chair trucks to meet your every need.



Complete information and prices upon request

Durham
 MANUFACTURING CORP. • Muncie, Indiana
 Subsidiary of
 National Union Electric Corporation

Circle No. 91 on product information card

REPRESENTATIVES WANTED: For contract division of old and respected furniture manufacturer. Following with contract dealers, contract accounts, interior designers. Broad line of hotel-motel and institutional stock groups as well as manufacturing to specifications. Several territories open: Southwest, Middle Atlantic, others. Give full details including lines carried, territory presently covered, etc. Write Box A-109, CONTRACT.

LINES WANTED: By manufacturers representative calling on decorators, architects, furniture stores, office equipment contract departments and contractors. I am traveling, West Texas, Southern Wyoming, Colorado, New Mexico, Arizona. Write: Mr. F., Drawer 9456, El Paso, Texas, 79985.

CREATIVE SALESMEN wanted for all major territories to represent new contract division of established better line modern and traditional imported lamps and accessories. Write: Safran & Glucksman, Inc., 8 West 30th St., New York, N.Y. 10001.

INTERIOR DECORATION HOME STUDY: Announcing new home study course in Interior Decoration. For professional or personal use. Fine field for men and women with talent and aptitude. Practical basic training. Approved supervised method. Low tuition. Easy payments. Free booklet. Chicago School of Interior Decoration, 835 Diversey Parkway, Dept. 4716, Chicago 14.

FOR RENT: Philadelphia Walnut St. Wholesale Showroom for rent-key location-two entrances-north light. Decorated and equipped with display wings, lighting and carpeting. Ground floor 1,200 feet-basement (can be used as showroom) 1,200 feet. Light-heat-air conditioning-water (private lavatory) included—\$325.00 a month. Jackson-Cross, Philadelphia Bank Bldg., Phila. 7, Pa., LO 7-1505.

WANTED: MANUFACTURER REP ORGANIZATION to sell the only commercial furniture of its type in the United States. BORGRANITE, a special material developed by Borg-Warner Research Laboratories and made into low cost, maintenance free, indestructible, indoor-outdoor chairs and tables. All areas open. Write for brochure, giving complete information in first letter on your area, types of accounts, other lines now handled, and number of salesmen. Doug Wilkings, Vice-President, FIBERMOLD CORP., Div. of BORG-WARNER, 2321 Abalone Ave., Torrance, Calif.

ATTENTION: REPS
REGISTER WITH US!!

Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line.

If you want us to include your name in a confidential list of reps, which we supply to manufacturers on request, write to the publisher of CONTRACT Magazine. State your name, address, and area covered. This is a free service. Write to: Publisher, CONTRACT, 566 Seventh Ave., N.Y. 18, N.Y.

REPS WANTED: Manufacturer of free-standing modular wall systems and decorative wall partitions, desires representatives calling on the interior decorators, interior space planners and contract furnishers. This line is complete with shelves, cabinets, desks and planter boxes. Send all particulars in first letter. Write: Box A-110, CONTRACT.



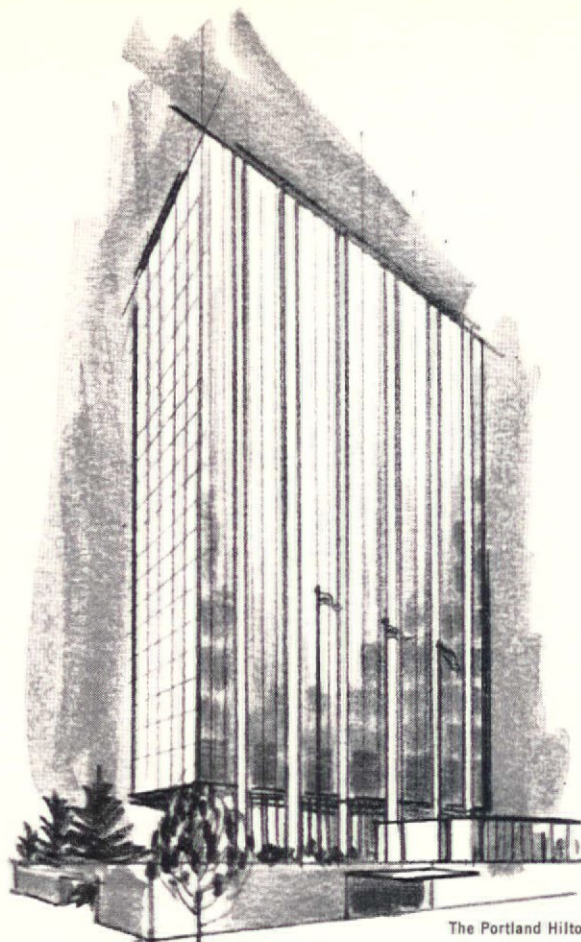
UNMISTAKABLY STIFFEL... and a shining example of the quality and calibre of the entire Stiffel line. A glance through the pages of our catalog will verify our reputation for sensitive design, integrity and pride of craftsmanship. For complete information, address Contract Division, The Stiffel Company, 525 W. Superior St., Chicago 10, Ill.

STIFFEL
The Royalty of Lamps

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The Portland Hilton, Portland, Oregon

FOR NEW CONSTRUCTION  OR REPLACEMENT 



The Country Motel, Lake Geneva, Wisconsin

THE REMARKABLE WESTINGHOUSE HOST 9301 TV-FM RADIO COMBINATION

512 - 9301's chosen by Hilton Hotels Corporation for installation in each guest room and public space areas of the trend setting new Portland Hilton.

10 - 9301's have been selected by Mr. A. N. Zagotta, Manager of the Country Motel, Lake Geneva, Wisconsin, to replace his outdated, costly-to-repair TV's; and to upgrade and meet

competition from newer motels in his area.

The 9301 - the most advanced concept in hospitality TV-Radio combinations available at any price . . . Full band wide range tuning . . . Magnificent tonal quality . . . Static free reception.

You can be sure...if it's Westinghouse

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PRODUCTS



For specifications, color photos and prices on the 1963 Host TV please write Martin A. Lappin, General Manager, Commercial-Institutional Products Div. Westinghouse Electric Corp., 353 Park Ave. S NYC-10

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no sweat, Mr. Barron

Barron Studios

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206 EAST 58TH STREET
NEW YORK 22, N. Y.
PLAZA 9-4862
May 3rd 1963

Associate Designers
ELISEO LISI
EMIL MONTUORI
NORMAN BERG

Synthetics Finishing Corp.
462-70 North 8th St.,
Phila. Pa.

Gentlemen:

About April 19th 1963... Jack Lenore Larsen (Fabric) shipped to you: (8) yds. Doria II # 320 Grape (Fabric)

for Scotch/garding.
After which, to be reshipped to: Selig Leominster Co.,
Leominster, Mass.

For upholstery of Chair & Ottoman...
For our client: KRIEDEL

We understand that you have already shipped the scotch/garded fabric to Selig.

Since shipment we have received (2) invoices on above order...
(1) dated April 20th 1963... # P-3071... Amount: \$10.07
(1) dated April 30th 1963... # P-2798... Amount: \$9.01

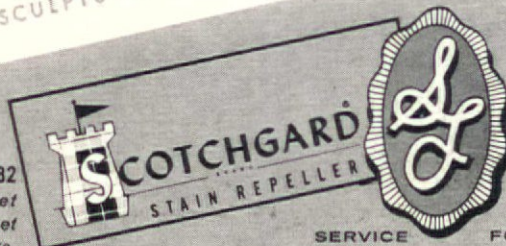
We believe the first invoice must have been an error, as it is dated 4/20/63... You couldn't have had the fabric scotch-garded, within one day of delivery from Larsen.

The second invoice dated April 30th 1963... sounds more logical and we believe this is the correct invoice.
Please explain and advise on above AT ONCE.

Very truly yours,
Barron Studios
Eugene Barron

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FINISHING CORPORATION

SERVICE FOREMOST

AMERICA'S OLDEST AND MOST EXPERIENCED CUSTOM TEXTILE FINISHER

Circle No. 94 on product information card

"The invoice was not in error
—your fabric was Scotchgard®
processed within 24 hours—
This is our usual service!
You can continue to expect
the same service in the future."

5-5-63