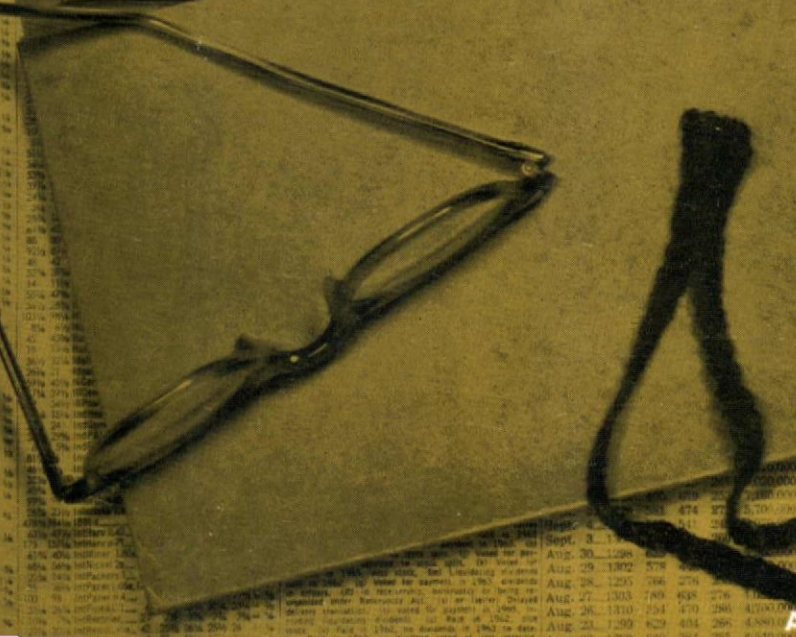
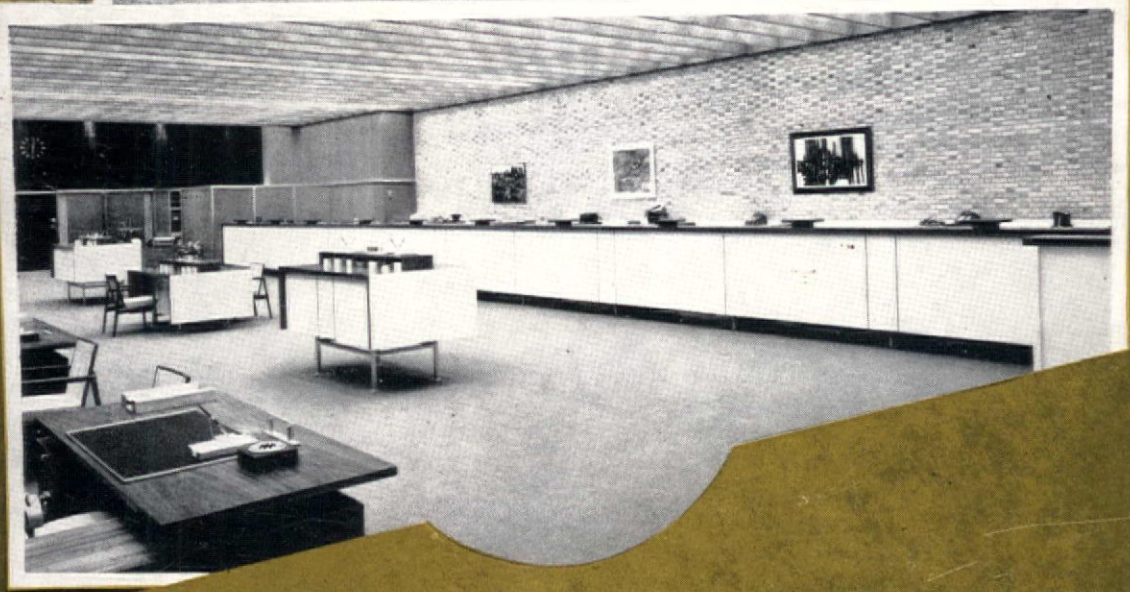
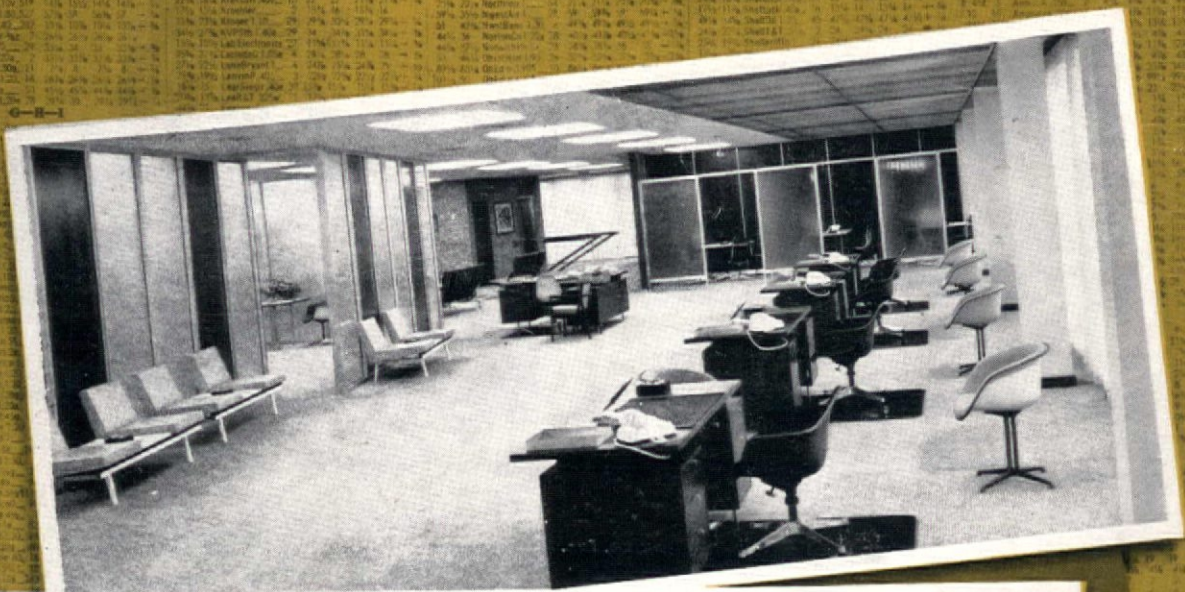


CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • DECEMBER 1963



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A PORTFOLIO OF BANKS • WALLCOVERING

this is
the new
Brunswick
chair of
advanced
design

original designs by Dave Chapman, Inc.

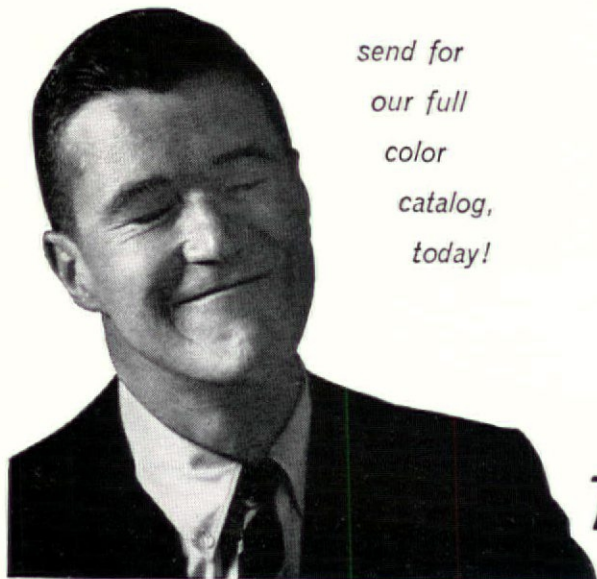
One-piece seat and back. Comfort-contoured
and body molded in exclusive *Lifetime Fiberglass*.

Available in 6 Designer colors . . .

with or without Danish Walnut arms.

*Wherever chairs are needed . . .
you buy better when you buy Brunswick*

*send for
our full
color
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today!*



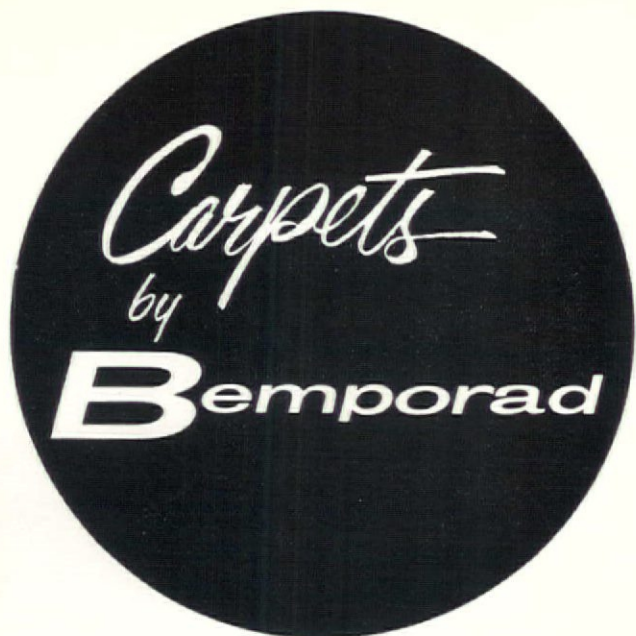
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2005 EAST KILGORE ROAD • KALAMAZOO, MICHIGAN

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What do you look for in Commercial Carpeting?

We know the answer . . .

It's **styling — quality — durability — price**

And we have the answer . . .

in a wide range of fibers, textures, colors and weaves in tufted and woven carpets to fit every need and every budget.

Our mills in Fort Oglethorpe, Georgia are the finest examples of modern and efficient volume production of quality tufted and quality woven carpeting

—and made to sell at a price for commercial use.

Wools, Acrylics, Filament Nylons

take on exciting new looks and wondrous new textures when Bemporad makes them. In addition to a wide range of stock items, we will create special effects designed to your individual requirements.

(Illustrated at right) "Alpha," a tight wool loop pile available in solids and two or three tone tweed; ideal for heavy traffic areas. Inquire for special colors.

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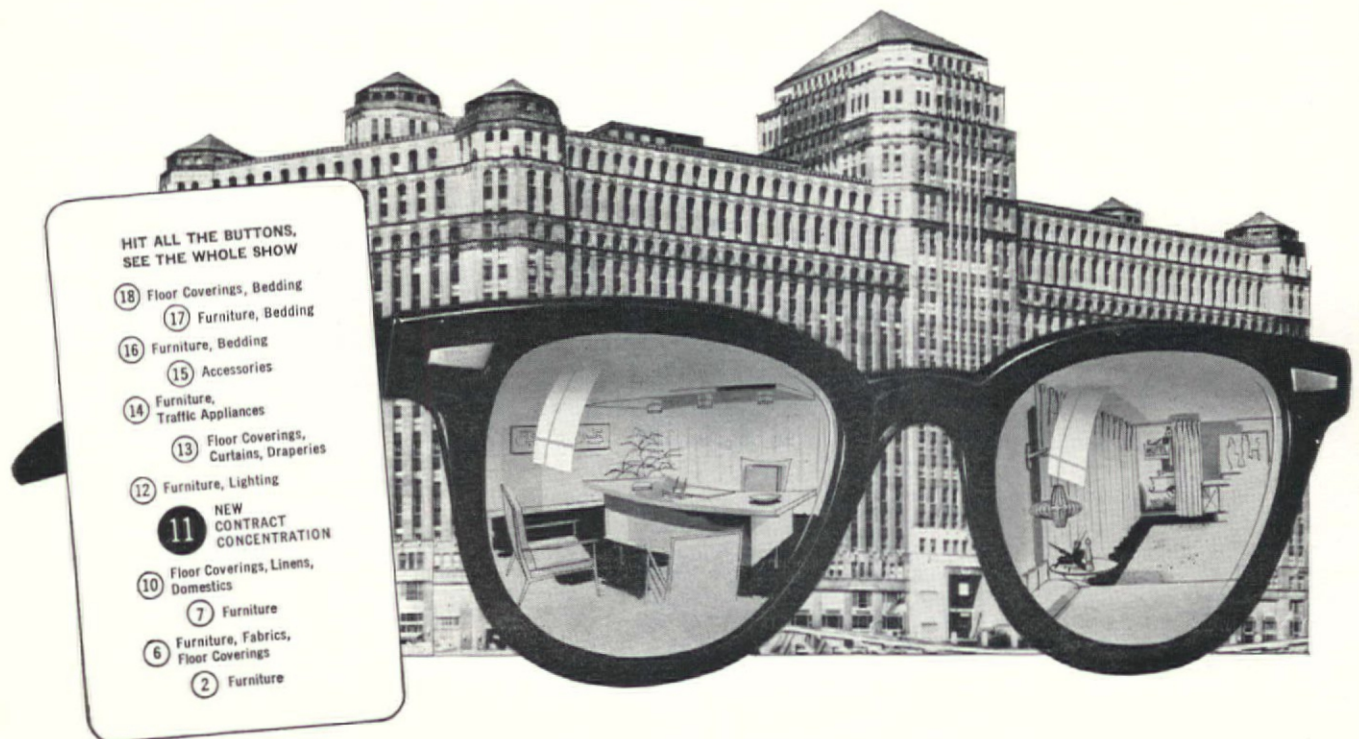
SEE IT FIRST... SEE IT FASTEST... SEE IT ALL...

Now! The world's first COMPLETE CONTRACT BUYING CENTER

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!

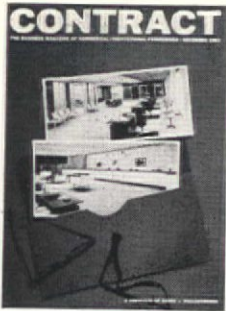
11 **Dynamic new 11th Floor Contract Concentration is the big exciting step that puts the whole show under one roof**

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.



THE MERCHANDISE MART CHICAGO 54,
ILLINOIS

Circle No. 3 on product information card



The Cover

Appropriately, our Portfolio of Banks is introduced by artist Ben Robinson with authentic paraphernalia—manila envelope and executive glasses on a background of daily stock reports.

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CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. IV, No. 12

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COMING IN CONTRACT

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.

FEBRUARY—A review of new developments in carpeting, with picture round-up of new lines; New hotel-motel furniture; Chicago market reports.



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3M announces a flat finish that stays glare-free for life



Handling doesn't burnish it...scrubbing doesn't shine it. Unique process

New 3M Velvet Coating is second only to velvet cloth in its ability to diffuse light and eliminate reflections or glare.

That's because it's the only flat finish with an *optical system* that produces a nearly perfect light-diffusing surface. What's more, this unique process keeps 3M Velvet Coating glare-free for as long as the finish lasts!

Flat, yes. Dull, never!

Although the flattest finish ever formulated, 3M Velvet Coating has a deep, rich beauty. It is soft and easy on the eyes . . . with excellent color uniformity from every viewing angle.

Doesn't smudge or fingerprint.

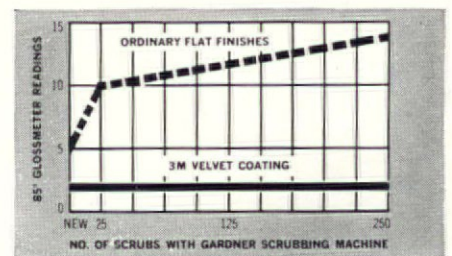
Besides being good-looking, 3M Velvet Coating is a



practical flat finish. It doesn't smudge or fingerprint—as so many conventional flat paints do. Surface marks can be removed with a damp sponge or cloth. And through washing after washing, 3M Velvet Coating keeps its original glare-free appearance.

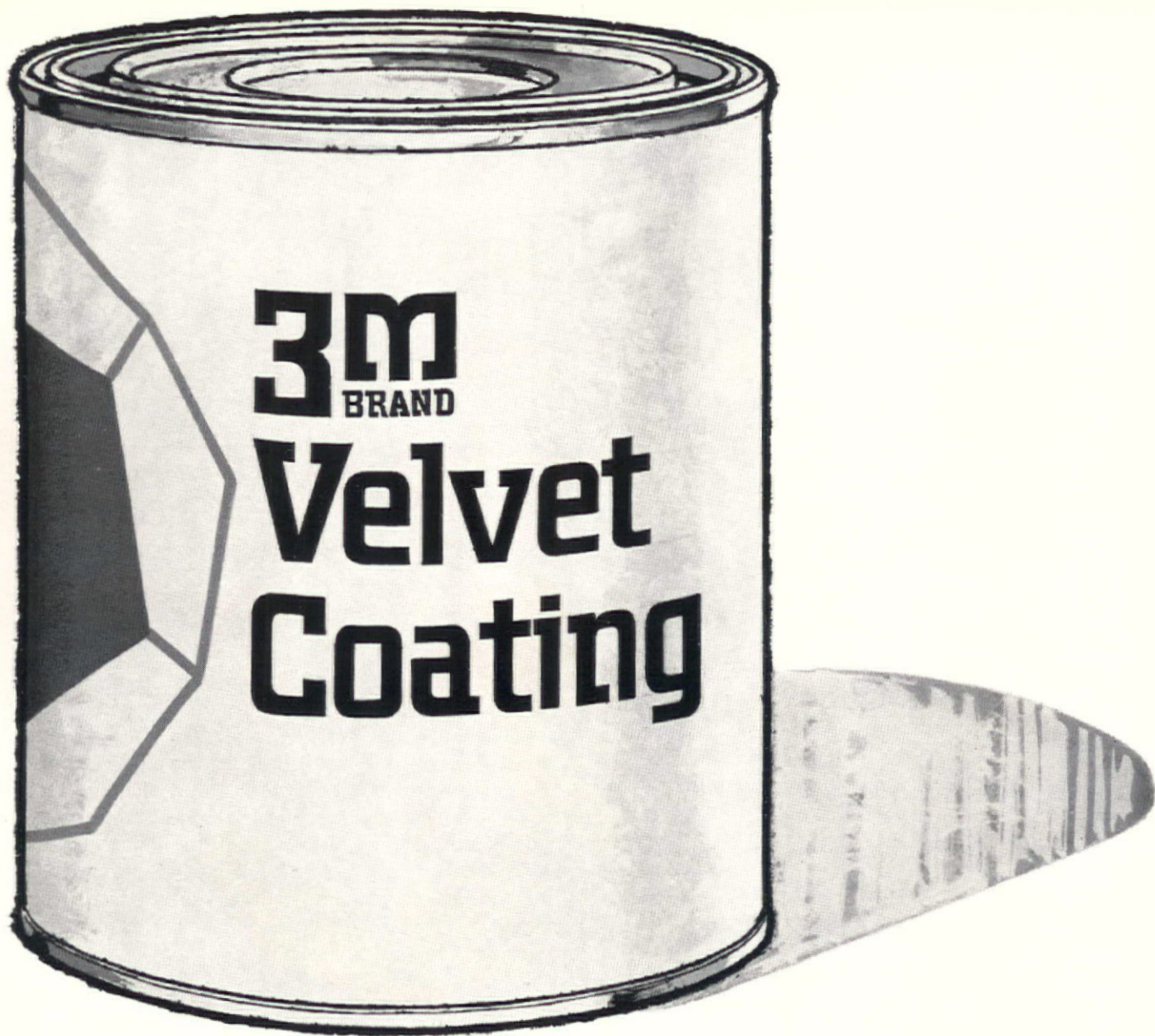
What Scrub Test proved

When put to the test on a Gardner Laboratory Scrubbing Machine, 3M



Velvet Coating was still as good as new after 250 vigorous scrubbings. (See graph above.) Ordinary flat finishes quickly developed glare spots.

New 3M Velvet Coating comes in 12 standard colors, including metallics, and can be blended into just about any desired shade. Both air drying and baking formulas are available.



makes 3M Velvet Coating glare-proof for the life of the finish

Where can you use it?

Wherever eye-pleasing, glare-free appearance is important, 3M Velvet Coating has no equal. Use it on office and laboratory equipment, lighting fixtures, ceiling tile.



Use it for contrast with bright trim. Use it for distinctive effects in interior design and on indoor and outdoor displays. Use it to eliminate the glare from instrument panels and dashboards.

Send for Design Kit

So that you might work with new 3M Velvet Coating and evaluate its advantages yourself, we've put together a special Design Kit. You get 1 quart of white, 7 pints and 8 spray cans of assorted colors—all for the introductory, money-saving price of \$29.95.

If you just want additional information at this time, a 3M Velvet Coating color card is yours for the asking.

Be sure to see the flat finish that stays glare-free for life!

Minnesota Mining & Manufacturing Co.
Dept. RFQ-123, St. Paul, Minn. 55119

Enclosed is check or purchase order for — 3M Velvet Coating Design Kit(s) @ \$29.95 each (shipping prepaid).

KIT CONTENTS: 1 qt. White; 1 pt. each Blue, Yellow, Red, Brown, Black, Metallic Brown, Metallic Silver; 1 six oz. spray can each White, Blue, Yellow, Red, Brown, Black, Metallic Brown, Metallic Silver.

Please send free 3M Velvet Coating color card.

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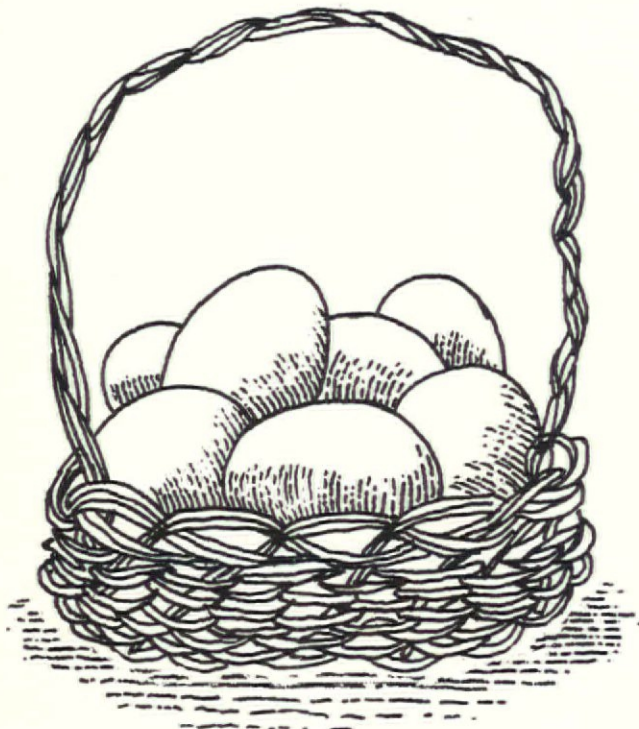
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GET ALL OF YOUR EGGS
OUT OF ONE BASKET...

...filled with everything you need for commercial and institutional jobs. Most important Eastern *and* Western furniture, floor coverings, lamps, decorative accessories, china and glass, housewares, wall decor, built-in appliances and sleep equipment factories are here.

The Western Merchandise Mart is the *only* complete furnishings market in the West under one roof...3500 lines...600 showrooms...10 floors. Now air-conditioned, beautifully redesigned and handsomely carpeted for comfortable and pleasant shopping. And, our top-flight Contract Consultant is here every day to help you.

Don't miss the important WINTER CONTRACT MARKET, JANUARY 20-24. Enjoy fun in fabulous San Francisco after hours. Write for reservations: 1355 Market Street, San Francisco 3, California.

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WESTERN MERCHANDISE MART

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D. C. Currently

OUR WASHINGTON REPORT:

- Cuts and boosts for '64
- Area redevelopment funds rejected
- Defense family housing procurement
- \$1.2 billion for colleges

THE contract furniture and furnishings industry can look into the New Year with a split vision, from the federal viewpoint. From the angle of federal procurement of commercial and office items, the outlook is for a steadily increasing volume of business, as more federal buildings near completion and others are put into the construction pipeline, and as agencies update their offices for reasons of fashion or to put more workers into fewer square feet per capita.

The only cloud is the at best uncertain trend of Congress to dictate more economical building. The latest manifestation of this occurred with Veterans Administration hospitals. The House approved \$72,754,000 for 7 hospital replacement projects, 18 modernizations—cutting VA's request by 10 percent. (The Senate came along, raised the figure to \$76,877,000.) The House instructed VA to put up "good, substantial and useful buildings without frills and unessential features." It is praised for actions it has already taken in this respect—reducing total square foot areas; installing vinyl plastic wall covering instead of ceramic tile; using painted masonry walls for research and other selected areas.

From the angle of general industry activity requiring contract furniture and furnishings, the view is mixed. The apartment building boom in 1963 is accounting for 35 percent or better of total housing starts. And many crystal-gazers see this increasing in 1964. But within the federal government there is considerable uncertainty about apartment prospects, stemming from fear of overbuilding. Similarly, views are mixed about new office building. As much as anything, this

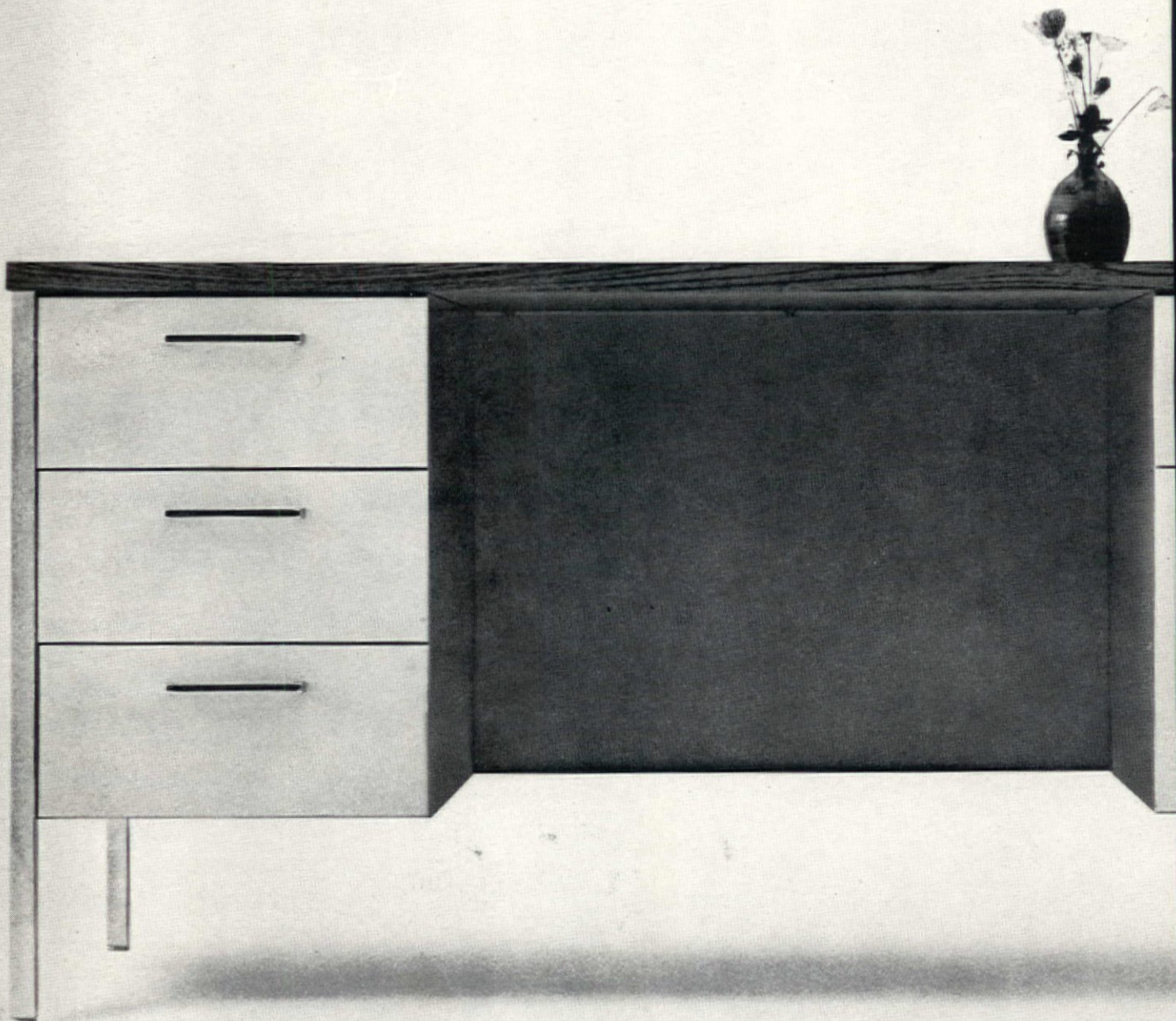
(Continued on page 11)



HEROES

Hurrahs and handshakes seem to go only to the stylists in the high-style arena of today's office furniture business. So it was with the stylists who created the brisk design clarity that became Corry Jamestown's award-winning DORIC line. Now we nominate a new set of heroes, the Corry Jamestown engineers who took DORIC and conjured up the practical refinements exposed on the next three pages.

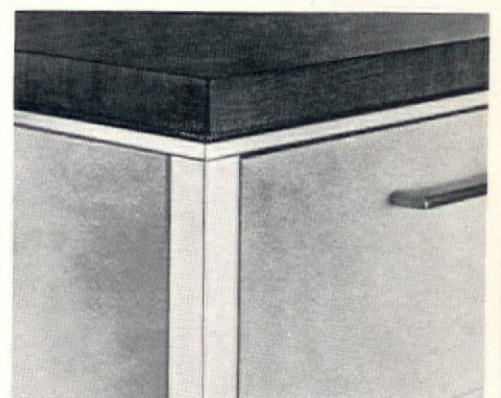
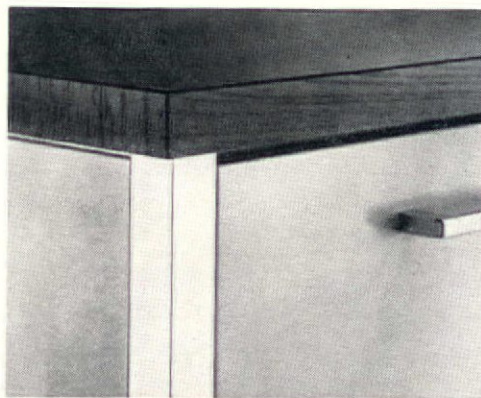
INTRODUCING DORIC II..



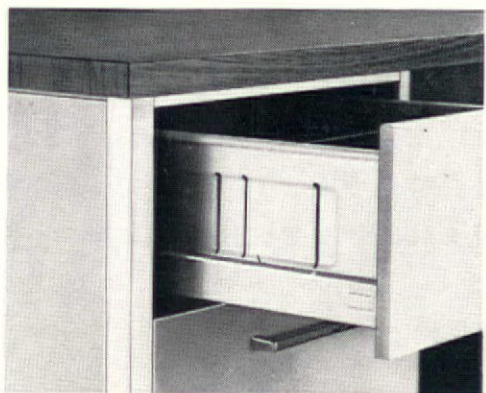
Only the expert eye can spot the refinements DORIC II brings to the DORIC styling concept. Spare sweep of line and plane—the total look—remains the same. Yet, never tampering with the graceful styling, those heroes in the Corry Jamestown engineering ranks changed a part here and there, applied a little engineering magic and gave us DORIC II. They added to function, subtracted from cost to make the beauty of DORIC practical for every corner of any office plan. We'd like to give them a medal. Take a close look at DORIC II. See if you don't agree.



SHH! . . . THERE'S LESS TRIM ON DORIC II. NOT ENOUGH LESS TO SUBDUCE THE BEAUTY, YOU CAN SEE IT STILL RETAINS THE DORIC APPEAL.



A BACK PANEL THAT NEED NOT BE HIDDEN AGAINST A WALL. IT IS DIFFICULT TO TELL THE DORIC II BACK PANEL FROM DORIC. STILL HAS THE CLEAN, FLUSH, MODERN LOOK, ALL THE WAY AROUND.



NO MORE EFFORT, BUT A LOT MORE ECONOMY IN DORIC II. DELRIN, A NEW MATERIAL FROM DuPONT, REPLACES STEEL ROLLERS TO GIVE DORIC II DRAWERS EFFORTLESS GLIDE, NOISELESS OPERATION, YEARS OF FINGERTIP CONTROL. THE LATEST ADVANCE IN DRAWER EFFICIENCY.



Inner sanctum or outer alcove. Clerical corner. Steno pool. Reception room. Now every part of the office gains the smart good looks of DORIC furniture styling. DORIC and DORIC II. The ultimate in styling. The ultimate in function. The precise blend of beauty and utility to fit each individual requirement. Full flexibility to mate good taste to budget. Your local Corry Jamestown dealer has details. Or write Corry Jamestown Corporation, Corry, Pennsylvania.

CORRY JAMESTOWN CORPORATION, CORRY, PENNSYLVANIA

Circle No. 6 on product information card



OUR WASHINGTON REPORT

CONTINUED FROM P. 6

confusion reflects the lack of fully reliable statistics nationwide. And uncertainty over the timing and effect of tax cuts.

Federal uncertainties

One federal program that has opened up some opportunities in the contract field did it with so controversial a bang that its future remains uncertain. That's the Area Redevelopment Administration, which hit the headlines with some of its loans for new motels and hotels in areas that had no great lack of them. More funds for ARA were rejected by the House this year, and the outlook for passage in 1964 doesn't seem too much improved.

Small Business Administration continues with its local development company loans, which may have some impact. One recent loan was for a nursing home in Aberdeen, S.D., for American Nursing Center of Aberdeen, \$344,000.

And the Commerce Department tries to stir up overseas business for you. This fall, it was spreading the word on a new Hilton hotel in Kuwait, Arabia.

Federal construction

The House treated General Services Administration's request for new construction with the same 10 percent-off brush it gave the Veterans Administration's request on hospitals. But that left \$152,540,700, for 27 new buildings, 6 major renovations, and more funding for two projects already under way. It allowed \$75 million for improving public buildings—where the backlog is estimated at \$419 million. Consider that, along with improvement or new quarters comes an agency's desire for new furniture, in an effort to be more modern, usually, or more efficient or both, and the prospects for increasing volume for this industry from actual federal procurement are bright and glowing. (The Senate made this a 5 percent cut instead of 10.)

Defense family housing

For various reasons this program of on-base housing for servicemen's families will add to contract industry volume, but by a lesser figure than for fiscal 1963, which ended last June 30. Procurement by General Services Administration for these units was about \$26 million. It's highly doubtful this will be approached this fiscal year (while procurement of office furniture will top the 1963 score of \$73 million).

(Continued on page 12)

THONET



since 1830 makers of furniture for public use

THONET INDUSTRIES INC.

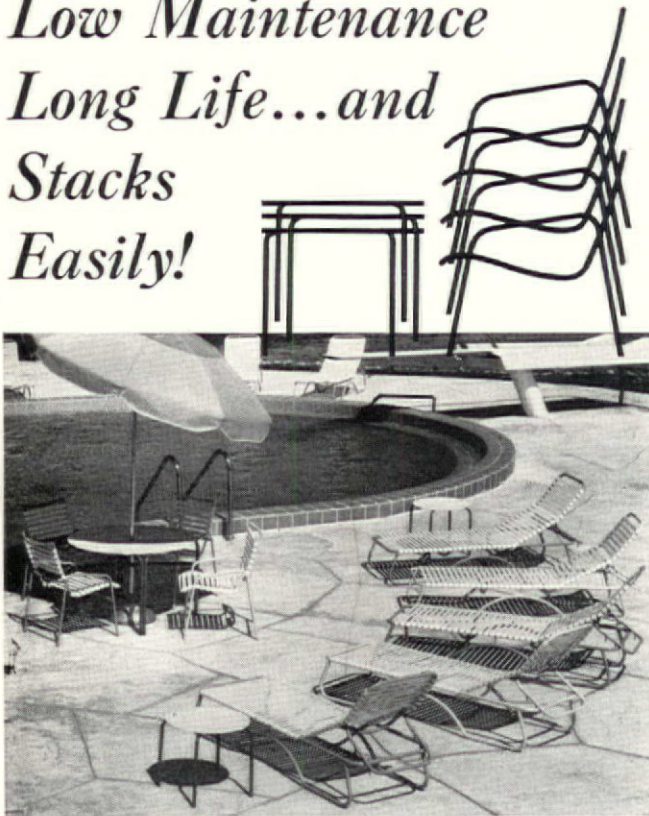
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Area code 212-MU 3-1230

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

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



CONTRACT LINE, SHOWN ABOVE, DESIGNED FOR QUANTITY SELLING TO HOTELS, MOTELS AND CLUBS. ALSO AVAILABLE - BEAUTIFUL PAGODA, LANAI AND LEILANI LINES

DOLLAR VALUE—Where costs must be considered and where wear and tear is greater than in the average home—more and more hotels, motels and clubs are using TROPITONE—the furniture that doesn't have to be pampered. It's rust proof, made of heavy gauge tubular aluminum with baked enamel finish. Vinyl lacing. Guaranteed for one year against defects in workmanship and materials.

TROPITONE TOPS are available only from Tropitone. Especially recommended where freedom from breakage and injury is essential—as in hotels, motels and homes with active children.



Circle No. 8 on product information card

OUR WASHINGTON REPORT

CONTINUED FROM P. 11

The Defense Department has begun a policy of not purchasing furniture for family housing in most areas of the United States. This leaves GSA with procurement responsibilities for overseas housing, and for certain areas in the U.S. where Defense won't ship personal goods, and for replacements on the current \$350 million inventory the Department has in household furniture.

Secretary McNamara feels there's been a tremendous amount of waste in this program, and until the Department can get a better hold on what it has, he strongly urges the clampdown on further furniture procurement for mainland use.

The number of new units the Department is getting funds for is shrinking. It started off, asking for 12,100. The Congress approved authorization for 10,140. But the House allowed it funds for 7,755 units for this fiscal year.

Nevertheless, at least some of the services would like GSA to continue buying their furniture. And they may still obtain it off GSA schedules—the no-buy order mainly affects specific quantity contracts. And certain pressures may be building up for a larger Defense housing program, which could open up the contract field again. This includes Congressional restrictions on an offbase house leasing program, and an offbase private rental construction program. And balance of payments problems will continue to press the Department to buy furniture for overseas use in this country.

College contracting

Another area of great federal impact is the college field. Most notably from the federal angle, this has occurred in college dormitories and college unions and dining halls. But the trend is toward more involvement in other construction. A joint Senate-House conference committee has, at this writing, approved a \$1.2 billion 3-year program of federal grants and loans for construction of college classrooms, libraries, and laboratories. Aid to religious institutions has been the principal deterrent until now. (C)

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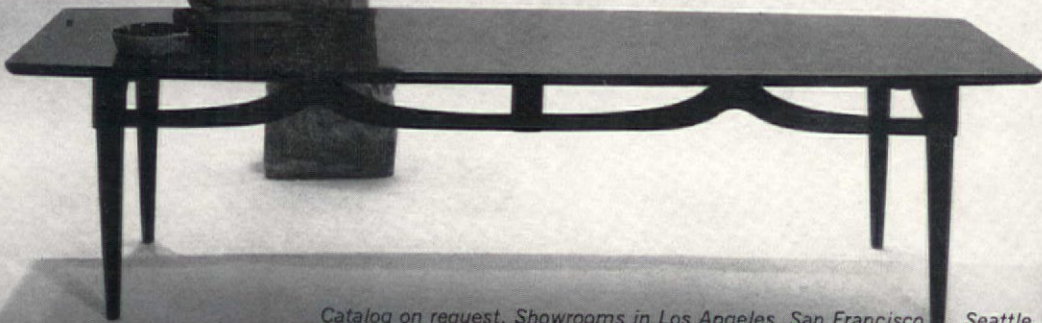
MADISON
FURNITURE INDUSTRIES

Canton, Mississippi

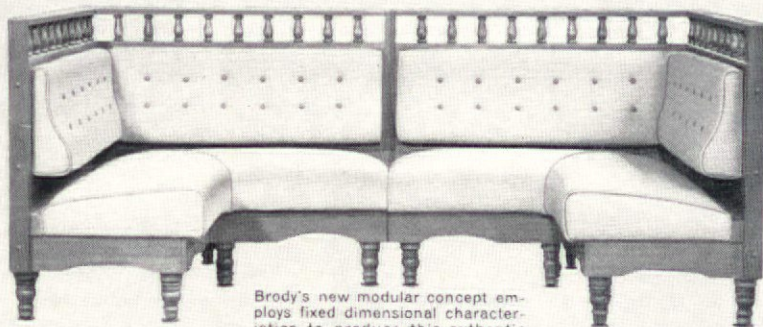
312 SHARON ROAD



S ... as in splendiferous!



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



Brody's new modular concept employs fixed dimensional characteristics to produce this authentic Colonial style in stock booth units. True Colonial hardwood maple finish trim; all foam back contoured for comfort. Full details and quotations available to your specifications.

B. BRODY SEATING COMPANY

5921 W. Dickens Chicago 39, Illinois
Telephone . . . Area Code 312 889-8000

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CONTRACT NEWS

HAYDEN INDUSTRIES, a subsidiary of QUARTITE CREATIVE CORP., New York, has expanded its lighting products production facilities with the opening of a new 60,000 square foot building in Schuylkill Haven, Pa. This marks the fourth plant opened by Quartite since 1951.

ROCKLAND BLEACH & DYE WORKS CO., INC., Brooklandville, Md., has acquired a controlling interest in BAMBERG TEXTILE MILLS, INC., Bamberg, S.C.

PIONEER PLASTICS CORP., Sanford, Maine, has appointed ALLIED PLYWOOD CORP. as New England distributor for Pionite Lifetime Laminates.

NO-SAG SPRING CO., Detroit, has become a wholly owned subsidiary of AMERICAN METAL PRODUCTS Co.

O. AMES CO., Parkersburg, W. Va., has appointed ELLER-FOX ASSOCIATES, 969 Western Merchandise Mart, San Francisco, as northern California sales representative for its Ames-aire casual furniture line.

ROYAL HAEGER POTTERIES, Dundee, Ill., has named RICHARD FLANAGAN, 561 Western Merchandise Mart, San Francisco, to introduce its line of ceramic lamps and related items in northern California.

ALBERT VAN LUIT & Co., Los Angeles, will display its wallcoverings lines at a new Chicago showroom, located in the Merchandise Mart, Space 11-123. Van Luit also announces the appointment of BORLAND TEXTILES as exclusive wholesale distributor in Honolulu, Hawaii.

HEYWOOD-WAKEFIELD Co., Gardner, Mass., will move its Chicago showroom to the Merchandise Mart as of January 1st.

KNEEDLER-FAUCHERE, San Francisco and Los Angeles, has been named by KIESLING-HESS FINISHING Co. as its West Coast representative, providing stain repeller and flameproofing application on custom cut fabric orders.

OMNI DIV. OF ALUMINUM EXTRUSIONS, INC. has appointed two new showrooms to exhibit displays of its furniture groupings: THE ANNEX, INC., Atlanta, Ga., and CONTEMPORARY & TRADITIONAL FURNITURE SHOWROOMS, Minneapolis, Minn.

NATIONAL DRAPERY STUDIO, INC., Philadelphia, recently moved to 1727 North Hancock St.



We Stock Imagination!

Our Contract Division has a special talent to make empty walls become exciting walls. We design wall decor to match your color scheme, theme and budget.

Our techniques are as varied as our skills . . . small picture groupings to wall-size murals created in oils, gesso, stained glass, silk screen and other unique materials.

Our service also includes picture framing to your price and design specifications. Call or write now for a presentation by Goodman Dean Scott.

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New...new designs from the boards of the world's leading designers! Colors, textures and motifs as new and exciting as dawnbreak! All designs meticulously hand screened by expert craftsmen.

Watch—Wait for the introduction of an outstanding new line from



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An exclusive from...

GEORGE 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. 12 on product information card

CALENDAR

1964

January 2-11. Furniture Market, Grand Rapids, Mich.

January 6-11. Chicago Furniture Market. American Furniture Mart, Merchandise Mart, Exhibitors Building, Chicago.

January 9-10. National Office Furniture Association Designer/Salesman Symposium. Sheraton Hotel, Chicago.

January 12-17. Lamp and Furnishings Show. Hotel New Yorker and Trade Show Building, New York.

January 12-17. Winter Market. Los Angeles Home Furnishings Mart, Los Angeles.

January 13-17. Winter Furnishings Market. Dallas Market Center, Dallas.

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.

April 5-9. Jamestown Furniture Market. Jamestown, N.Y.

April 6-9. Boston Furniture Market. Commonwealth Armory, Boston.

April 13-18. Spring Furniture Market. American Furniture Mart, Chicago.

May 21-24. NOFA-NSOEA Eastern Convention & Exhibit. New York City.

May 25-28. American Motor Hotel Association and National Restaurant Association combined national conventions and Motelrama. McCormick Place, Chicago.

June 29-July 3. Dallas Furnishings Market. Market Center, Dallas.

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

Albert Parvin Co. chooses



for famous Sahara Hotel, Las Vegas.

Virtue commercial dining furniture meets the most exacting requirements of the nation's finest clubs and restaurants. Satisfaction is guaranteed and backed by an organization noted for performance and ability to deliver on schedule. Send for full line catalog as well as information on custom service.



Competitive Prices

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Virtue Bros. Mfg. Co.
Commercial Furniture Division Dept. 1
5701 West Century Boulevard
Los Angeles 45, California

Rush me your free catalog:

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Custom Orders to Design Specifications

Circle No. 13 on product information card



Interior designed for Du Pont by Emily Malino, A. I. D.

DAVID and DASH present the first fishnet drapery fabric of 100% **"ORLON"**®

Stunning new evidence of the fashion importance of Du Pont fibers in the decorating world—this fishnet is characteristically "Orlon"* acrylic in performance. It has outstanding resistance to sunlight; keeps its shape even in sea spray; washes beautifully; needs little if any ironing. Moths and mildew will have none of it. Your clients will. The handloomed look is interpreted

many ways. In twenty-two solid colors. And in vertical or lateral stripes or plaids. 48" wide. Beautifully adaptable in many interiors for homes, offices, buildings—jobs big and small. A beautiful answer to your contract needs. **DAVID and DASH**—your contact for Contract. Write John Ericson for Catalog #6326—c/o David and Dash, 201 East 56th Street, New York, New York.

Branches: Los Angeles • San Francisco • Denver • Washington • Miami • Atlanta • Chicago • Minneapolis • St. Louis • Cleveland • Philadelphia • Dallas • Toronto



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

*Du Pont registered trademark. Du Pont makes fibers, not fabrics. See "Du Pont Show of the Week" Sundays, 10 P.M. New York time, NBC-TV

CONTRACT BUSINESS: NOTES & COMMENTS

Seating created for the aged

An important step has been taken in the field of geriatric furniture, a specialized area that has been long neglected despite the rising population of the aged (see "Geriatrics: Prescription for Old-Age Furniture," February 1963 CONTRACT). Recognizing the need for this type of furniture, Nemschoff Chairs, Inc., conducted a research and field testing program for four years which resulted in a new group of geriatric seating expected to help fill the health, comfort, and emotional needs of retired people. According to Nemschoff, there are 21 million retired in the country today, and an average of 400,000 turn 62 each year. The new seating group includes several styles of armchairs with upholstered seats and backs in a medium-price range. Nemschoff describes the chairs as "appliances," although they are carefully designed not to appear as such. Unusual proportions, such as higher chair arms and adjustable seating depths, are not visually apparent. Seating depths are adjustable to four positions by an easily manipulated, totally concealed mechanism. A support for the lower spine is subtly integrated in the design. All upholstery is a premium grade Vinelle in a dozen color choices. Frames are walnut with a catalyzed lacquer finish resistant to scuffing and stains. Two variations of one design are shown here—one with a high back and modified wings, the other with a low back and modified wings, the other with a low back. Working closely with Nemschoff in the four-year development of this new program were the design firm of Allen Bushnell & Donald Hay, for product development, and Will Ross, Inc., to serve as sales distributor.



Part of Nemschoff's new geriatric seating group.

NDC plans Chicago opening

The new midwest headquarters of the National Design Center, now nearing completion in Chicago's Marina City, will herald



its January opening with a "month of previews." The program will include special tours and programs, seminars and workshops for both consumers and architects, designers, and builders. Located in the Marina City Office Building (see cut), the Center will occupy 35,000 square feet of exhibit space on three floors. Permanent but constantly changing exhibitions will focus on new concepts and trends in interior design and architecture. One of the Center's features will be an information bureau which will supply complete information and reference material on all items and products exhibited.

Nylon—25 years old

It was 25 years ago this past October that Du Pont announced "a new word and a

new material"—nylon. Today, the United States nylon industry produces nylon at an annual rate of 600 million pounds, at a value of almost \$900,000,000. And it is still growing, with new variations and types constantly being developed for new consumer uses. Nylon was developed by Du Pont after investing almost eleven years and \$27,000,000, the result of fundamental research by Du Pont chemists. Its impact on industry and the public was tremendous, and the importance of the new fiber, one of the first true synthetics, mushroomed. Basic research resulted in other advances in fibers, plastics, and synthetic rubber. Du Pont now markets 44 different types of nylon for apparel, home furnishings, industrial, and military uses, includ-




ing five types of Antron nylon. In the illustration, each of the 1100 bobbins represents a different type of nylon that Du Pont makes, each differing in denier, size, twist, brightness, or number of filaments.

S-D forms billiard branch

There's a resurging popularity in that ancient game of billiards, according to Straus-Duparquet, Inc., and to keep pace with the sporting world the firm has established a new subsidiary that will design and furnish complete "billiard lounges." The new Duparquet Billiards Mfg. Co. will provide a complete package from the billiard table to the financing. Morton Nash, a director of Straus-Duparquet and vice president of Duparquet Billiards, said the first four centers the firm will design, build, and install (under contract from operators), will be in White Plains, Middletown, and the Bronx, New York, and Menlo Park, New Jersey. At these new centers Duparquet

(Continued on page 20)



Do you want our orange,
avocado, gold and brown carpet
in turquoise, aqua, plum
and fresco blue?

Or in poinciana, tange-
rine, magenta and maroon?

Or in hemlock, olive,
Roman green and white?

Or in anything else?

Tell Lees.

You'll be the color de-
signer, we'll be the carpet-
maker.

We'll send you a carpet
specialist. He'll bring you
a Color Ring like the one
on the left.

You can blend colors.
You can match them to
fabrics or walls. You can
try new combinations. You
can do it all on the spot.

You'll have 100 plus
colors to pick from (figure
the total combinations in
that) and when you pick:
surprise. Lees has every
single color in stock.

We never have to spe-
cial order these colors.

Meaning, there's no
extra charge for making up
a carpet in the colors you
want. No long waits either:
we've cut normal custom
delivery time in half. And
our minimum yardage re-
quirements are the lowest
in the business.

Our color and fabric
selections are the biggest
in the business.

Our Wiltons, velvets; all
our patterns and designs;

our workmanship and our
solid reputation are about
the best in the business.

Our specialists are prob-
ably the most helpful in
the business. They know
carpets like the back of
their hands and they'll be
honest with you about what
will work and what won't.

Decorating advice?
They'll keep it to them-
selves unless you ask.

Are you specifying car-
pet for a hotel, motel, res-
taurant, school, church,
bowling alley, theatre, air-
line, ocean liner or office
building?

We'll show you our true
colors.

Write: Commercial Car-
pet Department, James
Lees and Sons Company,
Bridgeport, Montgomery
County, Pennsylvania.

For a lot of good down-
to-earth reasons, "those
heavenly carpets by Lees."



CONTRACT BUSINESS: NOTES & COMMENTS

will introduce the first of new billiard tables now in production. Mr. Nash explains that the billiard lounges will be a far cry from the stereotyped pool rooms of the past. The new centers will be bright and cheerful in design, furnishings, color, and lighting.

Flame-retardant fabrics program

The U.S. Public Health Service has planned a full-scale safety campaign to call the public's attention to flame-retardant fabrics. The first step in the program was an exhibit of flame-retardant fabrics and textile products displayed at last month's annual meeting of the American Public Health Association.

New assignments. . .

J. Gordon Carr & Associates, New York City, has been awarded one of the largest single office planning contracts on record—800,000 square feet of new office space for J. C. Penny in New York City. Carr office is also modernizing office

areas at Young & Rubican advertising agency, part of a continuing program. For Sullivan, Stauffer, Colwell & Bayles agency, Carr is creating new offices in existing area plus remodeling older offices. . . . Copeland, Novak & Israel, New York City, has been commissioned to act as interior design consultant for Army & Navy Stores, Ltd., in London, involving 300,000 square feet of new space on four floors, mostly selling areas including shopping arcade at grade level and 141 departments. The \$8 million project is part of the Greater London reformation program. . . . Planned Office Interiors, New York City, was just assigned three new space planning and interior design projects: 6,000 square feet of new office space, in new quarters, for Council on Student Travel; new offices in a new building for Cahners Publishing Co.; American Pulpwood Association's new offices. The firm was also responsible for the Encyclopedia Exhibit at the recent Decoration & Design show, and is preparing other display work for them, presently developing a portable, self-con-

tained display unit for the New York district office. Nearing completion is the New York sales and servicing office for Consorcio, Pesquero del Peru, a newly organized fish meal export firm. . . . Contracts received by Albert Parvin & Co., Beverly Hills, include interior design for two new Los Angeles Banks—The American City Bank and the Continental Bank. In Las Vegas, Parvin will redesign and redecorate the interiors of the main branch of the Bank of Las Vegas. . . . Marilyn Motto, New York City and Florida, has been appointed to design guestrooms, dining and lounge areas, and public space facilities for the New Carriage House Motor Lodges being built at Greenville, S. C., and at Houston. . . . Morton Textiles & Furniture, Chicago, undertakes a major remodeling job to convert the Sherry Hotel into an apartment hotel; 600 guestrooms will be converted into 300 apartments. . . . Nance Fain, commercial interior designer of Martinsville, Va., has been retained as design consultant by Quality Courts, with headquarters in Daytona Beach, Fla. (C)



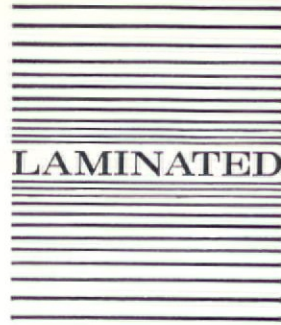
Conversation Piece

Our new Contract E sofa will be subject to many lengthy discussions—it comes in 2, 4, 5, 6, 7 (shown), 8 and 9-foot lengths. Jules Heumann designed it to look beautiful with one arm, two arms, or none at all. Attached foam and dacron seats and backs. Countless fabrics, vinyl coverings or top-grain leather. Did you notice the legs? They're aluminum, polished or anodized, with adjustable glides. Write for free Contract catalog, or send \$1 for the complete catalog. Dept. C24, Metropolitan Furniture Corporation, 950 Linden Avenue, So. San Francisco, California.

METROPOLITAN 

Circle No. 16 on product information card

DO NOT CONFUSE WITH ORDINARY LAMINATED PLASTICS



ANY WAY YOU LOOK AT IT:

fiberesin
IS **SOLID**

Of course it's Fiberesin

DEVELOPED AND PIONEERED BY



OCONOMOWOC, WISCONSIN

Fiberesin meets or exceeds all pertinent commercial standards for melamine high pressure decorative laminates. Fiberesin meets all specifications and requirements of Federal Specification L-T-0041c (GSA-FSS) Type III.

Protect your investment
in Contract Furniture —
SPECIFY FIBERESIN

Circle No. 17 on product information card

FOR SALE



An Original Work of Art . . .



Series 200

by **Armstrong**

This is one combination of Armstrong's assault on modular seating. There are over one thousand more. There must be some for you. Send for our catalog.

Armstrong furniture co
BOX 636 • MARTINSBURG • WEST VIRGINIA

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

PEOPLE



A. W. BAKER was elected president of Chicago Hardware Foundry Co., at the October board of directors meeting. Mr. Baker was a vice president prior to the new appointment. Other officers named include: HAROLD J.

TALLETT, vice president; ROBERT SEDGWICK, re-elected secretary and treasurer; F. J. SHERWIN, SR., chairman of the board. In addition, FRANK H. TIERNAN and EDWARD J. JENKINS were elected assistant secretary and assistant treasurer, respectively.

MAURICE E. ASH has been elected president and chief executive officer of Straus-Duparquet, Inc. Mr. Ash was formerly president and chairman of FWD Corp.

GEORGE B. TAPNER has been named a manufacturers' representative for office furniture group by The Worden Co. in the states of Iowa, Kansas, Missouri, Nebraska.

ROBERT H. CARRUTHERS, JR., has been appointed director of advertising and public relations of American Furniture Co., Martinsville, Va.

ROYAL P. TUTHILL has been appointed sales product manager for Nyloft, Firestone Synthetic Fibers Co.

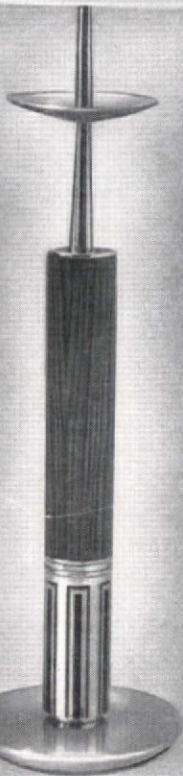
EDWARD E. RANAHAN has been named general manager of the contract division of the Simmons Co., succeeding ROGER C. WILDE who is retiring.

Lehigh Furniture Corp. has named the following sales representatives: EDWARD J. POLATSEK, northern New Jersey and New York City area; EDWARD C. LEMAN, New York City, Long Island, Westchester and Fairfield Counties; JENS OLSEN, Michigan, Ohio, Kentucky, and western Pennsylvania.

STUART G. KEILLER has been named vice president of sales for Plastic Woven Products, Inc., Patterson, N. J.

ARNOLD H. MUNDELL has been appointed mid-west regional sales manager for Commercial Carpet Corp. in Chicago. RICHARD H. McCLURE takes over Mr. Mundell's former post as district sales manager in Detroit.

ROBERT PORTER has joined the sales staff of John Strauss, furnishings showroom, covering twelve states in the Midwest territory.



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

Circle No. 19 on product information card







folding
Chairs
. . . without equal

folding and stacking



in folding sections



with folding arms



with folding kneelers



with folding book boxes



with more
COMFORT and
FLEXIBILITY
than other wood
folding chairs

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



NORQUIST PRODUCTS INC.
JAMESTOWN, NEW YORK

SINCE 1881

Circle No. 20 on product information card

**IN CHICAGO:
THE ASTOR
TOWER HOTEL**

Installer:
Polk Brothers, Chicago, Ill.



Real Luxury Begins with . . .

General Tire Sponge

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.

The 30-story, four million dollar Astor Tower Hotel, located on Chicago's celebrated Gold Coast, is an international showplace. Dedicated to the fine art of gracious and good living, tuned to the taste and tempo of continental service, this is the "dernier cri" in luxury living. No wonder, then, over 8,000 yards of famous White Way Supreme, by General Tire, was the Sponge Rubber Carpet Cushion selected for installation in this elegant establishment!



**IN OKLAHOMA CITY:
THE OKLAHOMA
PUBLISHING CO.**

Installer:
Bentley's Carpets, Oklahoma City, Okla.



Rubber Carpet Cushion

When a progressive publishing house undertakes a complete modernization program—including the construction of a new five-story building—great care and consideration is given to every detail, including carpet cushion. It must be care-free . . . long-lived . . . and give the maximum amount of comfort. That's why Oklahoma Publishing Company, of Oklahoma City, Oklahoma, chose White Way Supreme Sponge Rubber Carpet Cushion to cover the more than 7,000 yards of new office space in their new building!

Circle No. 21 on product information card



NATIONAL AGENTS:

AIR CREST PRODUCTS
2301 S. Paulina Street, Chicago 8, Illinois

CROWN PRODUCTS
2121 E. Wheatshaf Lane, Philadelphia, Pa.

WALLCOVERINGS

COMMERCIAL wallcoverings volume should increase tenfold within the next five years, according to trade observers. New materials with low-maintenance characteristics, plus the universal interest in well-styled commercial and institutional interiors, have already generated astounding growth in wallcoverings. In large part, the development of this expanded usage has been due to the development of vinyls, but there is a great variety of other materials being specified by the commercial/institutional market. Wallpaper, for example, has been found thoroughly usable in areas of light wear, such as walls that are out of traffic and harm's way. Grasscloths, burlaps, synthetics, and cork are among the materials in active use for contract work. Mural designs, formerly restricted to wallpaper grounds, are now available on almost every material mentioned, including the most rugged laminates.

Vinyls themselves have changed rapidly in the past two years. Specifiers are saving money by using more of the light-gauge vinyls above dados, on guestroom walls, in smaller offices, and so forth, or wherever the traffic problem is not critical. Like the heavyweight materials, lightweight vinyls are stain-resistant, scrubbable, and fade-proof, but less expensive because of their lower vinyl content.

A consequence of this trend is that many producers who started out as specialists in heavy-duty wallcoverings are expanding their lines to include light and medium weight goods, which contain from 5 to 15 ounces of vinyl per square yard, approximately. The Hilton Hotel in New York, which opened this year, used hundreds of thousands of square yards of vinyl wallcoverings in public rooms and corridors, all of it light-gauge. Savings effected by specifying this class of vinyls brings the wall finish within competitive range of paint, at the same time that it provides the surface with a longer-lasting, more decorative ma-

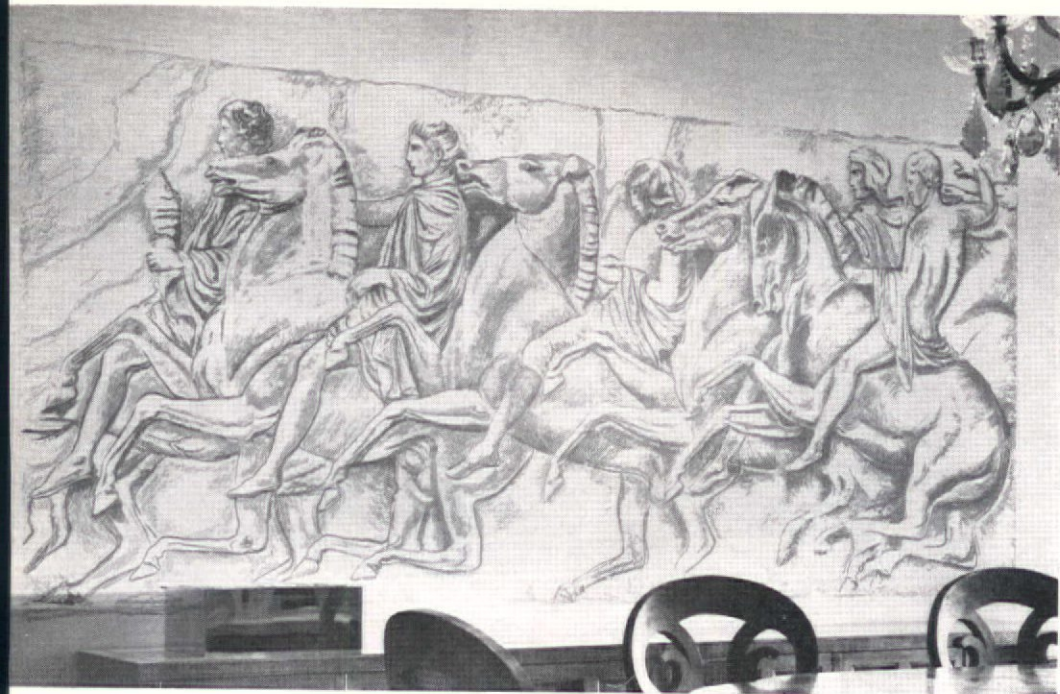
terial, with marked maintenance advantages.

One of the most notable recruits to wallcoverings producers in recent months in Ford Vinyls, a division of Ford Motors Co. George K. Birge Co. will be the exclusive manufacturer of handprints on Ford vinyls, thus making the entire G. K. Birge collection of scenics available on an ultra-rugged cloth-backed vinyl, specifically engineered for contract use by the Ford Co. Mr. Birge's family began doing business' in wallpaper in the early 1800's, when designs were printed on paper sheets about 12 inches square. The Birge name has been continuously prominent in wallcoverings for four generations, and now it becomes associated with the most advanced materials available and the most modern manufacturing techniques.

In process of development also is a new wall-covering line by U.S. Rubber Co., which will be ready for the market in the first half of 1964. Addition of a wide range of textures, to be made available in both light and heavy gauges, is being planned by Athol Manufacturing Co., producer of the Terson line of vinyl wallcoverings.

Along with the changes in materials and the invasion of new areas by wallcoverings there have been significant changes in distribution patterns. Specialized services to the contract trade have been on the increase, both by manufacturers with salesmen and detail men in the field and by wall-covering distributors who concentrate on commercial/institutional customers. Both the producers and the sales agencies are equipped nowadays to give precise specifications to the contract designer or specifier, and their brochures tend to emphasize fadeometer and tunnel tests and to de-emphasize the conventional advertising claims. Literature from these manufacturers can be very useful in selecting wallcoverings for specific contract situations, especially if the performance ratings are compared with the standards laid down by the federal government. (C)

LOW-MAINTENANCE CHARACTERISTICS PLUS GOOD DECORATIVE QUALITIES HAVE ACCELERATED USE OF WALLCOVERINGS IN COMMERCIAL/INSTITUTIONAL INSTALLATIONS, ESPECIALLY OF NEW, IMPROVED LIGHTER WEIGHT VINYL MATERIALS



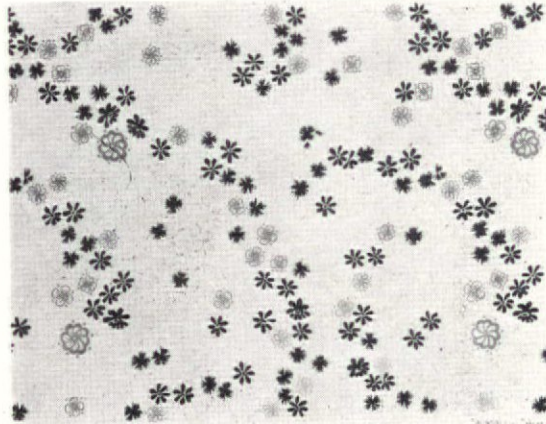
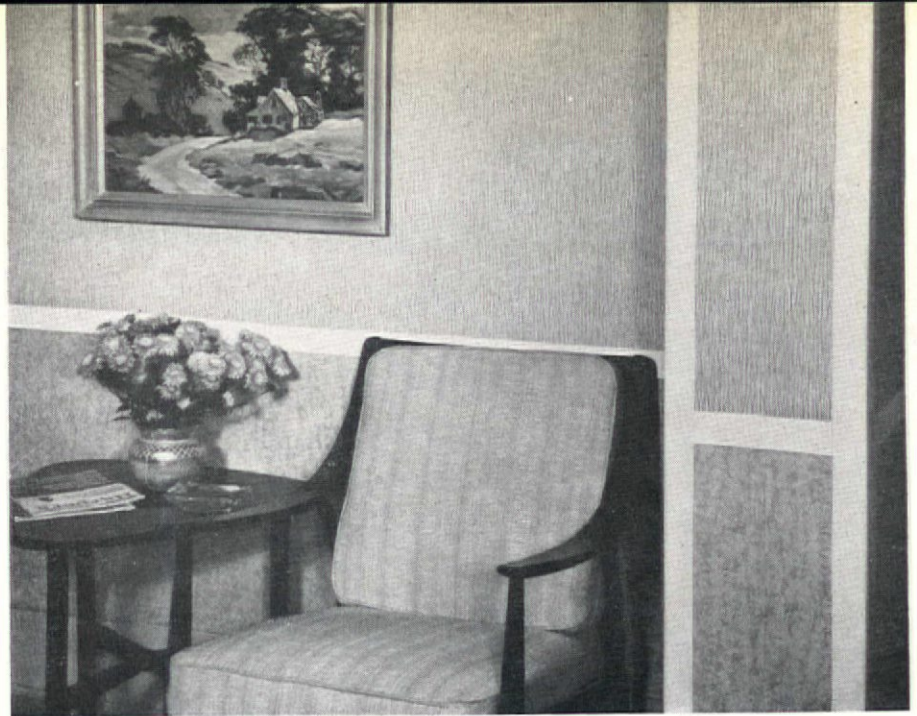
ALBERT VAN LUIT & CO. borrows the theme of Parthenon Riders (left) from the frieze of ancient Athens' Parthenon. Each set of the classic scenic consists of four 27-inch vinyl panels plus a three-roll bolt of the matching textured background. Raised 36 inches from the bottom, the design is 50 inches at highest point. Another Van Luit scenic, October (below left), is richly colored in autumn tones. Circle No. 47.



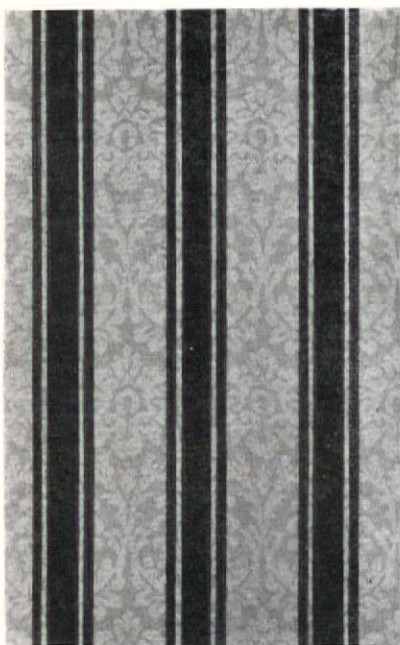
SCALAMANDRE SILKS: Chiswick (far left) is a light and airy damask design, printed on the firm's new paper-backed Cork Wallcovering. Nuvole (near left), a series of billowing clouds with emerging diagonal rays, creates an over-all textured pattern. Circle No. 48.

WALLCOVERINGS

STANDARD COATED PRODUCTS, INC. has developed a pressure sensitive plastic molding to protect walls and corners from abusive wear in heavy-traffic areas. Made of vinyl and foam, the moldings are applied by simply removing the paper lining, placing the molding in position, and then applying pressure with a seam roller to assure proper adhesion. Chair rail moldings and inside and outside corner moldings come in eight washable colors. The two wallcoverings above and below chair rail molding are also by Standard. Circle No. 49.

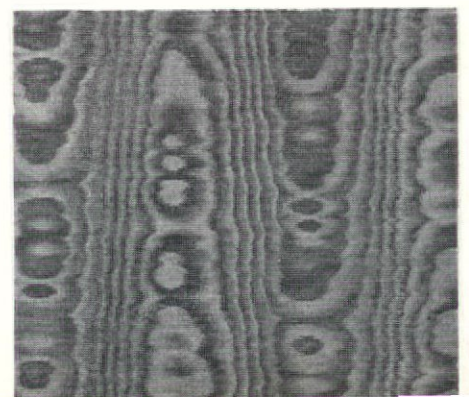
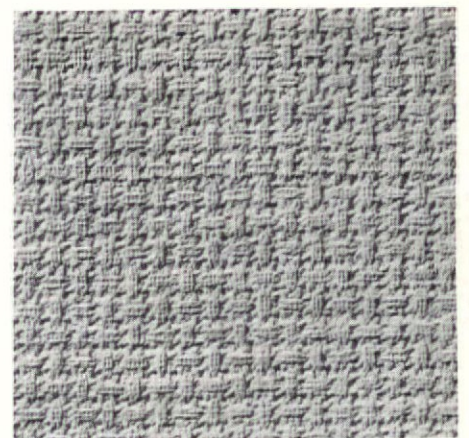


FACADE PAPERS, INC.: Jardin Japonaise (far left) a large-scale hand-print in three colors, is printed on Naugahyde. Largest flower measures 15 inches across. Windblown (near left), a two-color print, has 24-inch repeat, trims to 48 inches wide. Circle No. 50.



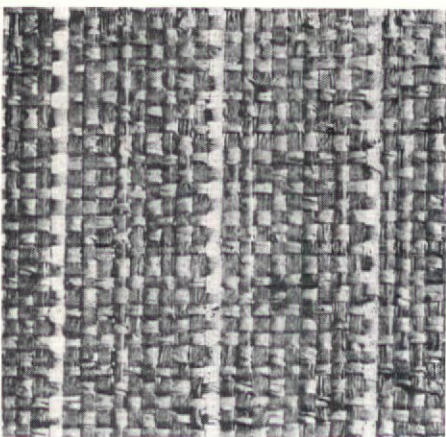
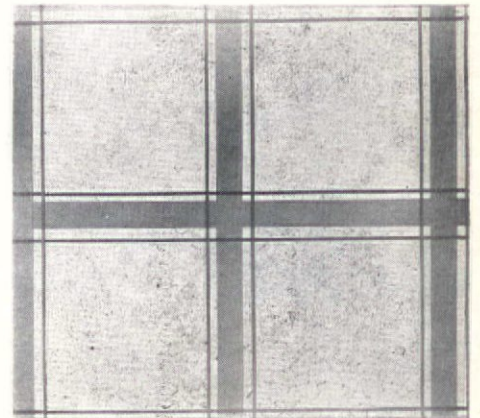
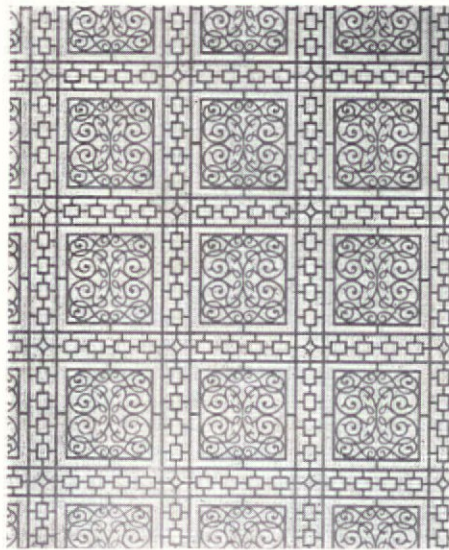
VERDE WALLPAPERS' D'Orsay stripe (left) consists of a damask design with a two-color striped overprint panel on vinyl. D'Orsay was designed specially for main dining room of the Princess Hotel, Bermuda, and will be installed early in 1964. Circle No. 51.

McCORDI CORP. adds two new patterns to its extensive line of vinyls. Crash (top right) simulates a textured weave fabric; Duchess Moire (below right) has a textured silk-like surface. Both patterns come in 54-inch wide fabric-backed vinyl. Circle No. 52.





JAMES SEEMAN STUDIOS: Two outstanding designs from the firm's elaborate Scenic Collection. Garden Ornaments (left) is printed with vinyl inks on vinyl, measures 28 inches wide, ten feet high. Acacia (above) has delicate sprays of mimosa traversing the 28-inch width. Matching grounds are available for each pattern. Circle No. 53.



Diversity of design, material, and texture is apparent in this group, described clockwise, starting from lower left.

KALFLEX: Flora (below left) is a delicate pattern of ferns and leaves on unbleached linen, over which is laminated a sheet of washable vinyl. Circle No. 54.

F. SCHUMACHER has added a new line of woven wallcoverings to its collections—shown here (upper left), Deltex Inc.'s Chalkstripe, a woven textured straw cloth, one of 16 patterns. Circle No. 55.

BIRGE CO.'s new vinyl Textil wall cloth collection includes Alexandria (above) an over-all print combining vinyl, nylon, and Dacron. Circle No. 56.

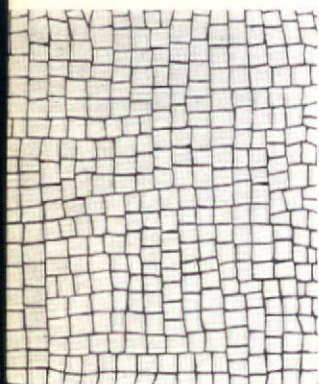
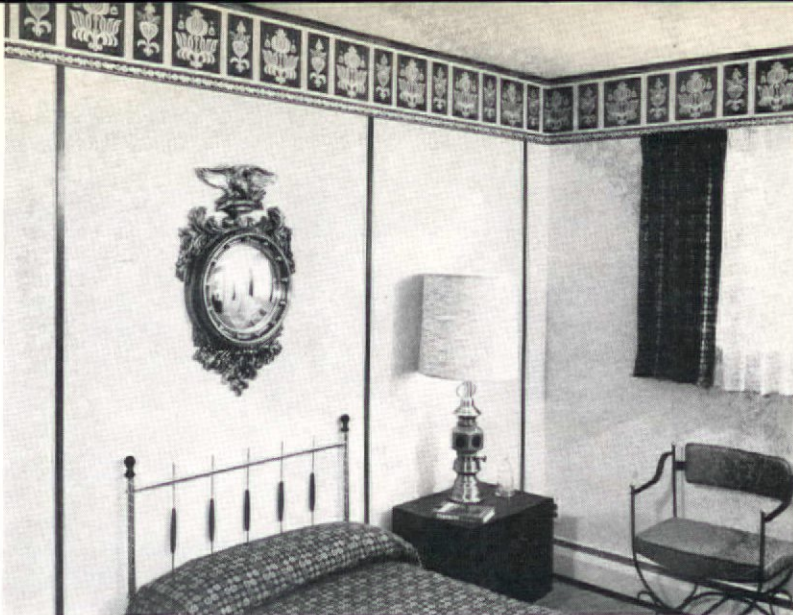
FINE ART WALL PAPER: Highland Plaid (upper right), a bold pattern designed by Dorothy Draper & Co., has 28-inch repeat. Circle No. 57.

DURAWALL: Wood Grain (lower right), from the Vyndura collection of vinyl wall fabrics, captures the swirl effect of highly grained woods. Circle No. 58.

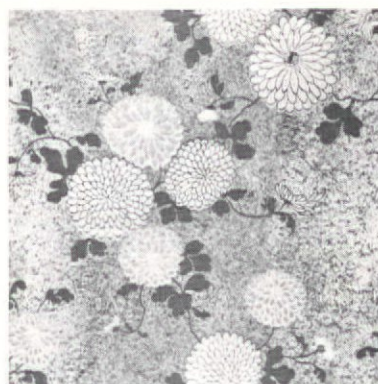
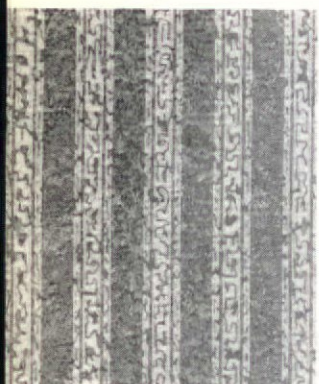


WALLCOVERINGS

MICHEL'S DESIGNS: A multi-color flock border highlights traditional guestroom setting. From the firm's Vel-Vette line of pre-trimmed borders, Butternut Border (right), is printed on choice of vinyl or any other material specified and comes pre-trimmed. Circle No. 59.

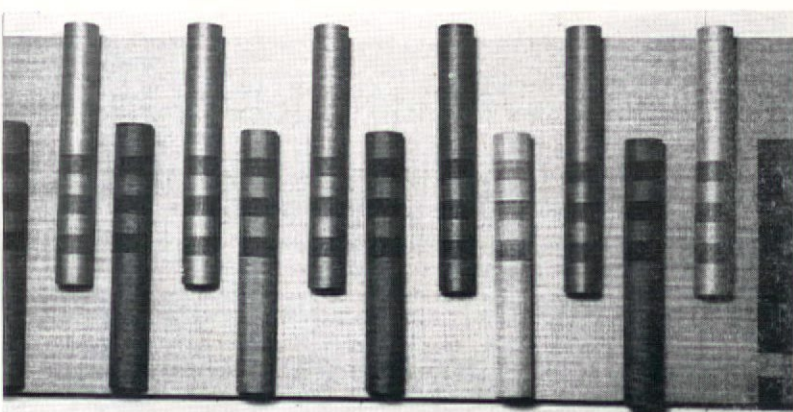


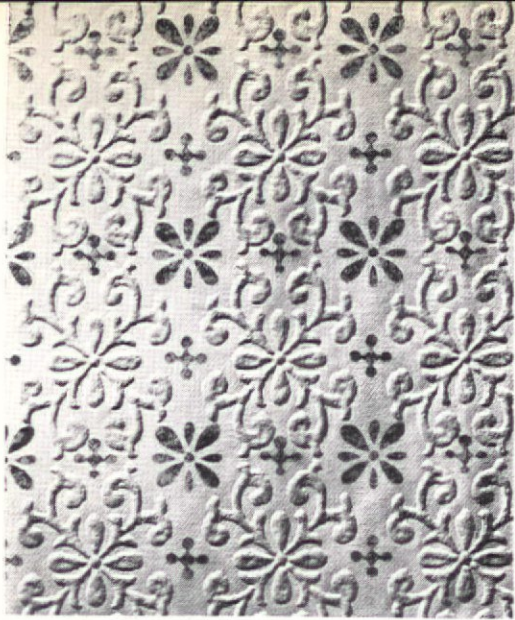
FLEX-A-TILE CORP. patterns are printed on backgrounds resembling leather, have durability of vinyl. The three on the left—a mosaic, a delicate floral, and a pebbled effect—are stock designs; Flex-A-Tile also offers custom design service, duplicating insignias, trademarks, etc. Circle No. 60.



THOMAS STRAHAN handprints (left) include a subtle vertical stripe, a bold, over-all traditional pattern, and a delicate floral on a mottled background. The wallpapers come in a wide color range. Circle No. 61.

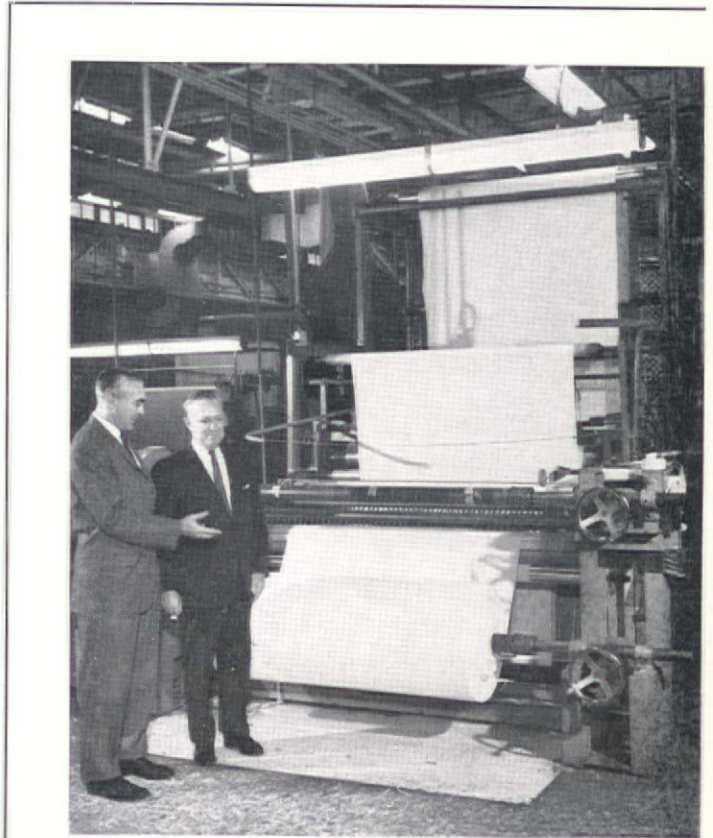
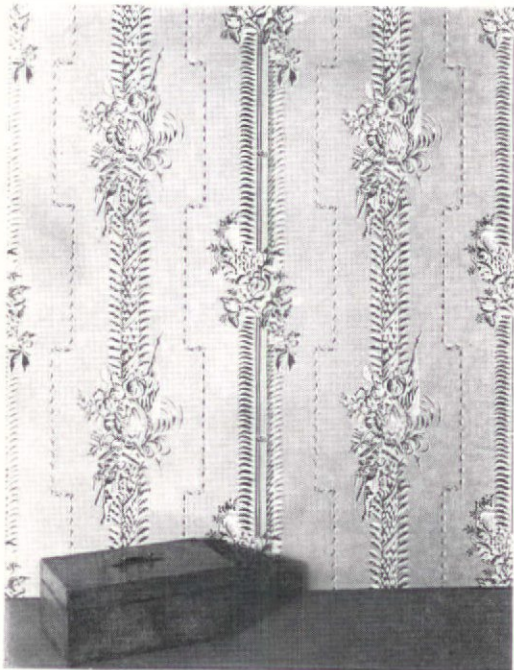
DOW CHEMICAL CO.'s Rovana, a textile fiber with high performance rating, is used in the Vanaweve collection of wallcoverings. Illustrating its versatility (right) are the various combinations that can be evolved with stripes and solids. The Vanaweve collection was styled by Remy Chatain in collaboration with textile designer Marianne Strengell. Circle No. 62.



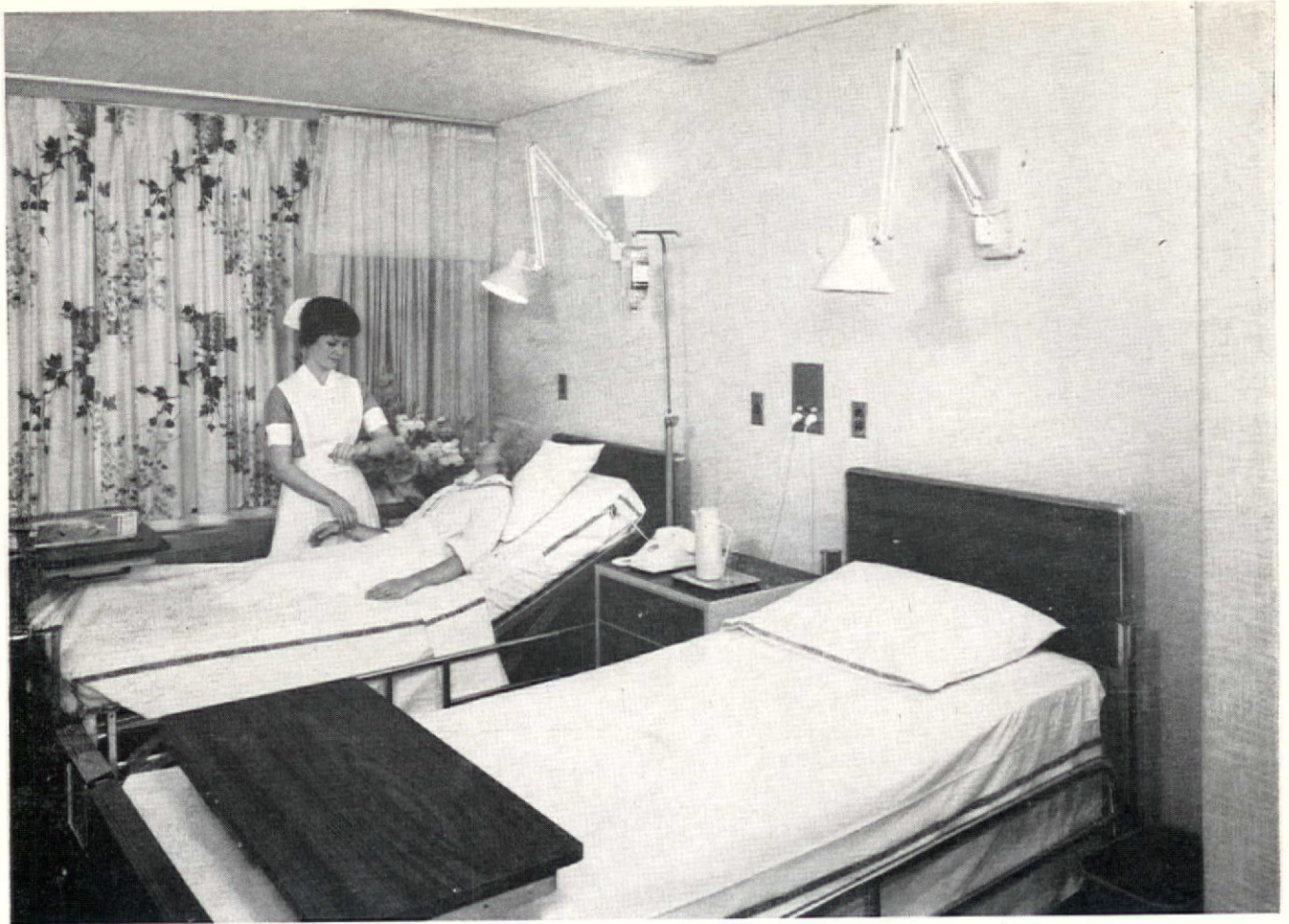


COLUMBUS COATED FABRICS' Wall-Tex patterns, Edgemont (above) and Lafayette (above right), are both deeply embossed vinyls with 18½-inch vertical repeats in 27-inch widths. Circle No. 63.

KATZENBACH & WARREN: Lordly Mansion (below) is reproduction of 18th century wallpaper. Aviary (bottom) is coordinated with a Schumacher fabric. Both wallpapers are vinyl-finished. Circle No. 64.



GEORGE K. BIRGE CO., New York City, has just completed a manufacturing agreement with Ford Vinyls, a division of Ford Motor Co., under which G. K. Birge will have exclusive manufacturing rights for all hand-prints and scenics to be printed on Ford's vinyl materials. In photo, Charles Scholz, left, shows Ford plant facilities to George K. Birge, head of the wallcoverings firm. Mr. Birge is the fourth generation of his family in the wallcoverings manufacturing business in this country, one of his ancestors having started the firm back in the 1830's, when wallpapers were printed on sheets of paper about 12 inches square and then pieced together on the wall like a jigsaw puzzle. Circle No. 65.



WALLCOVERINGS

PERTH AMBOY HOSPITAL: NEW WING USES 140,000 SQUARE YARDS OF VINYL WALLCOVERINGS, MADE TO RIGID SPECIFICATIONS

DEDICATED in October, 1963, the new South Wing of Perth Amboy General Hospital represents a notable advance in hospital design. Perth Amboy General, which is located in Perth Amboy, N. J., is a voluntary, general-care hospital which, with its new annex, has 550 beds and cares for some 25,000 in-patients and 20,000 out-patients annually.

There has been an urgent need for expanded facilities at the hospital since the 1950's as population in the area more than doubled. In addition to regular community service, hospital history was made in 1950-51 when two of the country's major disasters occurred nearby—the explosion of a munitions barge in the Raritan River and the wreck of "The Broker" commuter train in Woodbridge. In each case the staff was called upon to care for 200 or more victims without warning. Stretchers and beds were set up in corridors, dining rooms, and even in an unfinished lobby.

For its new South Wing, Perth Amboy General

planned in terms of the most modern facilities and equipment available. The addition, six stories high, includes a 15-bed intensive care unit; a 14-bed surgical recovery unit; 10 operating rooms; six 12-crib nurseries; four emergency rooms with complete sub-surgery; a rapid-process X-ray department; a cafeteria and dining room for hospital personnel.

The building was designed by Ferrenz & Taylor, a foremost architectural firm in the hospital field. The task of expansion, without any land on which to build, was indeed an architectural design feat. Old and new had to function side by side through demolition and construction while hospital activities continued day by day. The job of designing the interiors of this entire edifice was given to the firm of Dan Ferziger, Inc., New York City, a young but experienced organization in hospital interiors, which worked closely with Anthony W. Eckert, chairman of the hospital's board.

Occupancy in the entire hospital has averaged

USE OF WALLCOVERINGS in patients' rooms (opposite page and right) rid's hospital of drab institutional look, creating a pleasant and warm environment for patient, hospital staff, and visitors. The delicately shaded, textured vinyls serve as backgrounds for colorful print draperies and help soften severe lines of metal furniture. All wallcoverings were specified not only for their esthetic qualities, but also because they met the stringent hygienic standards demanded by hospital regulations. Public areas as well make optimum use of vinyl wallcoverings, such as the employee cafeteria (below), enlivened with a large-scale mural.



WALLCOVERINGS: PERTH AMBOY HOSPITAL

more than 80 percent of capacity annually, and the average length of stay is 7.5 days. With a case-load of this magnitude in a rapidly growing suburban area only 30 miles south of New York City, the board of governors at Perth Amboy General set high performance standards for their new facilities. They sought to develop a hospital environment that would enhance the comfort of the patient, speed his recovery, and at the same time reduce operating costs for the hospital.

One of the important departures in designing the new wing was the use of bright, attractive wallcoverings instead of the plain walls that have been used in the establishment's older buildings. In order to create a restful and at the same time cheerful atmosphere, the hospital decided to apply 140,000 square feet of vinyl wallcoverings. Made by Galon AB in Sweden and distributed through its own U. S. subsidiary, the wallcoverings selected offer a combination of qualities that any institutional management will look on with favor—they are stainproof, scrubbable, fireproof and resistant to chemicals. They conform to the stringent hygienic standards that are mandatory for hospital work, but at the same time they are made in a range of delicate colorings that enable the designer to bring a warm, human touch to his interiors and to avoid that unfortunate "institutional look." The Galon wallcoverings are extremely hard wearing, but lightweight and easy to apply, thus enabling the establishment to effect

a saving in application costs, right at the outset. Use of this wall material also guaranteed little or no inconvenience or disturbance in future re-decorating and a minimum of maintenance charges during the extended life of the wall-covering. The Galon line is distributed in the New York area by Leatherguild, Inc. Ben Ruskin is sales manager of Galon Fabrics.

Coordinated colors in several designs were chosen to clothe the walls of the hospital rooms and corridors. Variations of mild grays, bieges, yellows, greens, and blues predominate, in effects that include textured leather, linen, woodgraining, woven grass, and stripes. In the maternity section, pinks and blues coordinate with blue furnishings.

Throughout the new South Wing, contemporary furniture with good clean lines has been employed. The wallcoverings act as background for sturdy, well-designed seating pieces, tables, and counters in the public areas. Table-tops and counters are of plastic laminates for easy maintenance. Floors are mottled or striped resilient tile. Beds are equipped with the newest types of adjustment mechanisms, and their painted metal components have been given a matte finish. In the private rooms and wards, the patterned wallcoverings do a particularly effective job of softening the hard lines of the beds and other metal furnishings, while providing handsome backgrounds for draperies and pictures. (C)



GALON textured vinyl surfaces columns in lobby, complementing wood-grained counter and walls.



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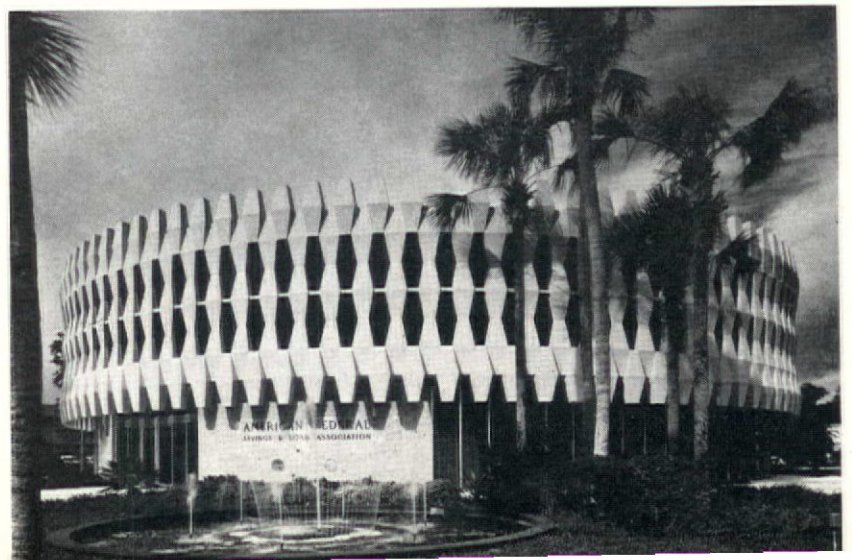
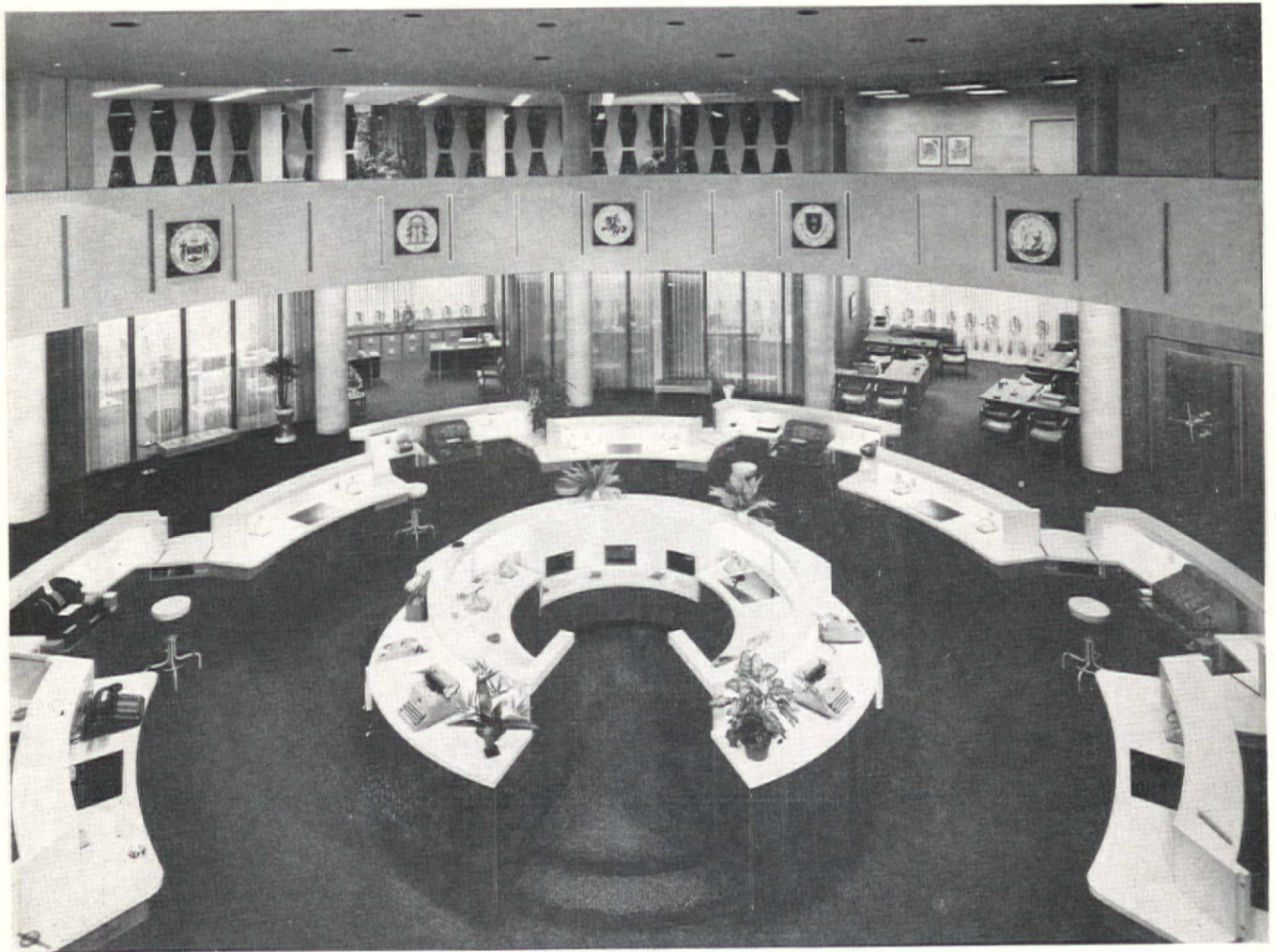
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Circle No. 22 on product information card

A PORTFOLIO OF BANKS

EVERYONE has observed the new competitiveness of banks, their intensified "merchandising" of services, their ads in the public press and on TV. To carry through to their premises, banks are now in a continuous sprucing up and refurbishing process that has radically changed their appearance in the past few years. Of necessity, they have developed a good many special design features related to banking services and to movement of traffic on the main banking floor. In a few cases, like the Orlando, Fla., bank on this spread, the build-

ing itself has been shaped to the demands of the banking facilities. Most of the time, however, even the banker has to work and live with an existing building in premises originally intended for a cafeteria, a supermarket, or what-have-you. Use of good construction materials, well-styled furniture, and low-maintenance surfaces has brought a congenial feeling not formerly associated with financial transactions. Some of the happier examples, plus one architect's analysis of the problems of bank designing, are presented here.



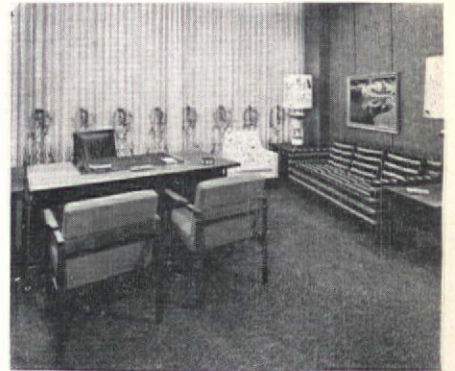


American Federal Savings & Loan Association

An exceptional feature of this Orlando, Florida, bank is the circular teller counter in the center of the lobby directly beneath a large plastic dome. It was stipulated by bank officials for reasons of customer efficiency, and architect Robert B. Murphy, AIA, based the entire building on the circular design. For the functional interior, Vern Currie, AID, of Richard Plumer Business Interiors, Inc., borrowed local color to highlight the Americana theme, specifying Seminole red for the broad expanse of specially woven carpeting, shades of blue

for most upholstery, and white wall-coverings to complete the tri-color motif. Desks and other wood furnishings are of oiled, hand-rubbed walnut; paneling in lobby is highly grained, light colored.

Suppliers: Furniture—Taylor Chair Co., Dunbar Furniture Corp., Robert John, Stow & Davis, Jens Risom, Gunlocke, General Fireproofing, Woodard Furniture Co. Draperies—Charles Bloom; special color, Scalamandre Silks. Carpeting—Bigelow Carpets. Wallcoverings—Viertex. Lamps—Chapman Mfg., Marshall Studios, Warren Kessler.



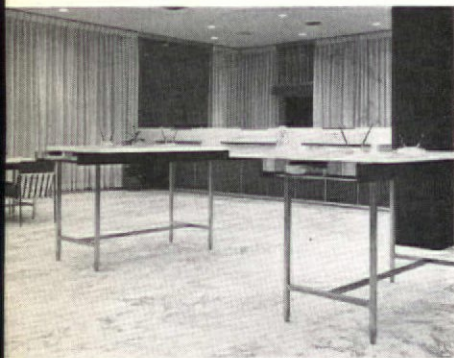


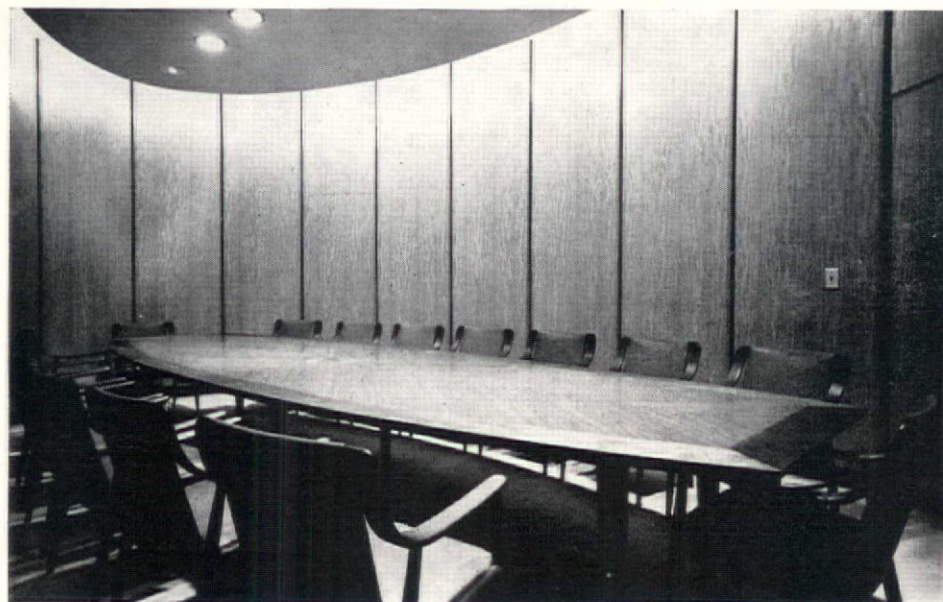
Loyola Federal Savings & Loan Association

Architect and designer collaborated to provide Loyola with a splendid example of taste and efficiency in its new building in Towson, Maryland. Architect was Wilson & Christie; Donald D. Potter, Jr., project captain. Responsible for the well-executed interiors is Charles F. Zimmerman, AID, of The H. Chambers Co. The inviting openness of space in the banking and special service areas is immediately apparent. The reception area contains an informal seating arrangement, while officers' area in main banking room is enclosed with a low, open railing. Teller counters and check desks are light in scale, purposely avoid-

ing a heavy, cumbersome look. Greens and oranges dominate the color scheme, in the green-and-black tweed rug, green veining in white marble floor, orange upholstery on chairs. Draperies, by contrast, are off-white. Counters combine white laminate with rosewood.

Suppliers: Furniture—Jens Risom Design, Inc., Lehigh Furniture Corp., Edgewood Furniture Co. Drapery Fabrics—Greeff Inc. Carpeting—V'Soske, Inc. Upholstery Fabrics—Knoll Associates, Rowen, Inc. Accessories—Hugh Acton, Inc., Jens Risom, Architectural Pottery.





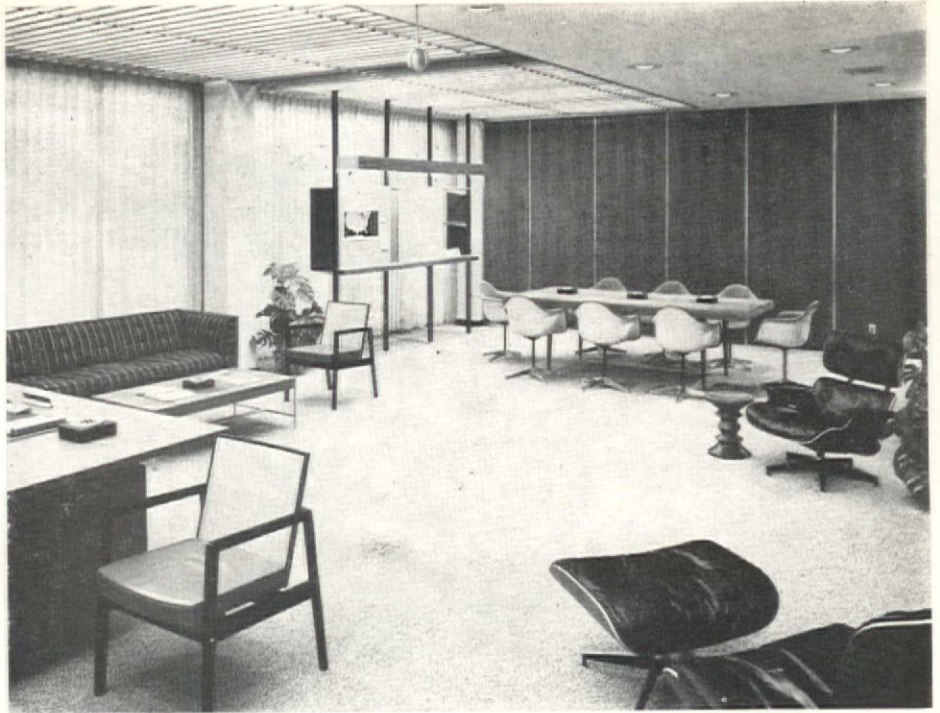
Miami National Bank

To expand its banking facilities and enlarge its office areas, the Miami National Bank commissioned architect Rene Brugnoli to design an addition to its existing building. Brugnoli created a new facade and expanded the original structure not only horizontally, but vertically as well, providing exterior continuity of design. Brugnoli was also charged with the execution of the interiors—both the offices and the main banking floor. To dispel the awesome aura that has so often surrounded banking institutions in the past, he designed in terms of warm, restful colors, and contemporary furniture informally disposed. The main

banking area is softened with yellows, whites, and greens, set against teak paneling. The president's office has a quiet color scheme of muted blues and white, with one wall and part of the ceiling in wood paneling. The oval conference room is dramatically paneled in curved sections, each of which is gracefully angled to provide high acoustical efficiency. Furniture throughout is walnut.

Suppliers: Furniture—J. G. Furniture Co. Carpeting—Firth Carpet Co., Callaways Mills. Drapery Fabrics—Maharam Fabric Corp. Wallcoverings—Viertex. Lighting Fixtures—Century Lighting.

A PORTFOLIO OF BANKS



Northwestern Bank of Commerce

"Humanized" banking by Herman Miller, Inc.'s planning department. The interior design branch of the furniture firm undertook to scale the interiors to the individual through the use of simple materials, informal furniture arrangements, and sunny bright colors. The bank, located in Duluth, Minnesota, has two main floors, interconnected with a staircase which leads from the main banking floor to the second level, the latter housing special departments, executive offices, and conference room. Off-the-stair landing on the second floor is an attrac-

tive waiting area that doubles as an art gallery, displaying paintings and sculpture by local artists. Architect Melander, Fugelso & Associates, who designed the new building, also designed the teller counters and checkwriting tables. Photos on front cover show two other views.

Suppliers: Furniture—Herman Miller, Inc. Area Rug — V'Soske. Carpeting — Magee Carpet Co. Drapery Fabrics — Herman Miller. Accessories—MacDonald Products Co.; Howard Miller Clock Co. Acoustical Ceiling Tiles — Armstrong Cork Co.





BRANCHES ON A BUDGET

THE BANCO DE PONCE, PUERTO RICO,

STANDARDIZES ITS DESIGN PROGRAM FOR THE MAINLAND

By ALBERT BARASH, AIA

WHAT are the problems in designing a branch bank on a budget, particularly a branch whose home base is in the tropics? Recently I had to face this problem which, like so many others in life, grew like Topsy, but fortunately so.

The parent bank is the Banco de Ponce, of Ponce, Puerto Rico, which has branches located in all the key cities of the island. A decision was made to expand even farther by establishing a branch in the New York City area to serve the needs of a large and growing Spanish-speaking public.

The design program as set forth by the client was as follows:

A. Design a branch on a budget using not the most expensive materials available, but, rather, materials that will give the appearance of cost. Primarily, they must have high serviceability with low maintenance characteristics.

B. Plan the space to obtain not only a feeling of spaciousness, but actually utilizing every square inch of space. The budget does not allow the rental or purchase of overly generous quarters.

C. Create an atmosphere of welcome and of the color of the islands, and let it reflect in the furnishings and decor.

To date three branches have been established. The first branch, located in the Bronx, New York City, was primarily a problem of "creating an atmosphere of welcome and color." Because of the over-all drabness of the neighborhood and the visual conflict with adjacent electric signs, a light-color background was designed and specified for the porcelain enamel panels of the facade. To insure my concept of a "white" facade rather than a dark green facade originally contemplated by the client, I journeyed to the porcelain enamel factory and personally worked with the factory foreman to create a white speckled granite in porcelain enamel. By the use of color, on a practical, reasonably priced material as compared with marble or granite, the facade of the first branch was made to stand out clearly amidst all the clutter.

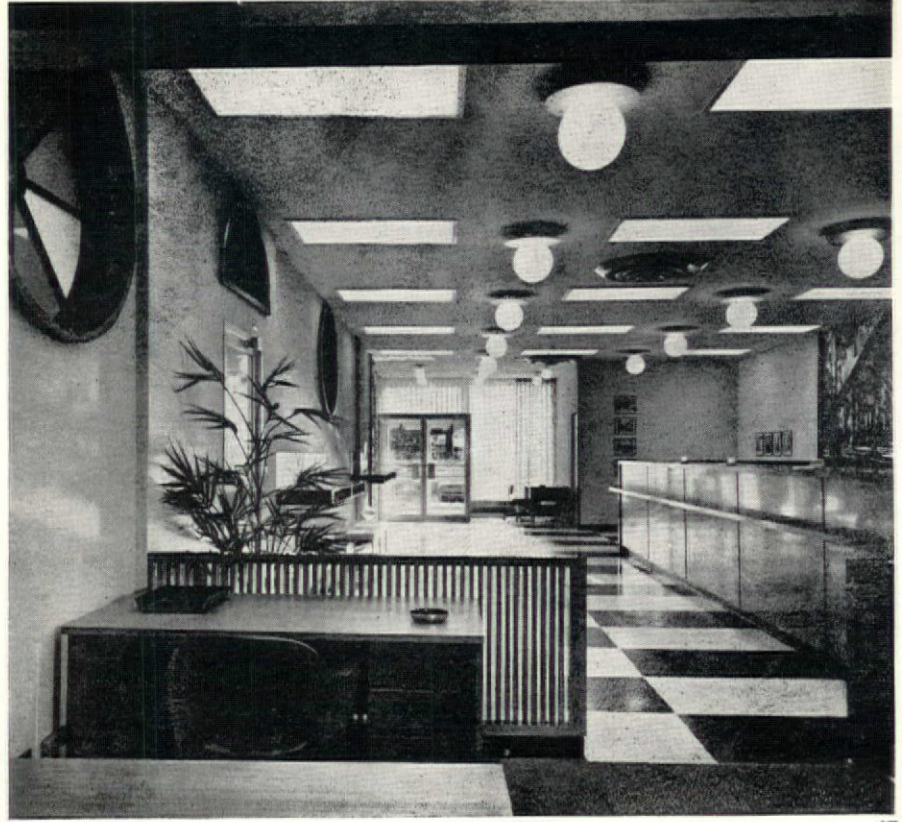
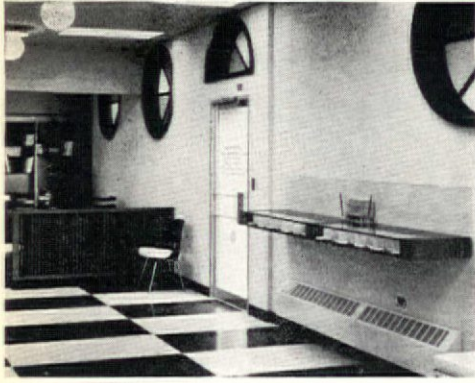
The problems of the interior furnishings, finishes, and decor were solved by the strict adherence to the ABC design program outlined by the bank; and this program has been consistently followed in the succeeding two New York City branches, in Manhattan and Brooklyn respectively.

In the Bronx branch, and therefore setting much of the pattern for Manhattan and Brooklyn, vinyl wallcoverings in tropical textures, such as bamboo and grasscloth were used throughout. These practical materials were given additional impact by the judicious use of color. Caribbean blue was used to accent the vault, flamboyant red brightened an otherwise dark corner of a work area, and lemon yellow highlighted the wall of the checkwriting desk. These colors were then repeated in a large painted mural of Caribbean landscape complete with palms, plants, and flowers. The mural, right behind the working tellers, was painted directly on the vinyl wallcovering. Later, when more space was taken by the bank, it was necessary to break through a doorway adjacent to the finished mural; the contractor was able to peel back a portion of the wallcovering (including the mural) and then rehung it as though nothing had been disturbed. This was a feasible and economical solution to an otherwise awkward problem.

Laminated plastic, matching the wood grains and color of furniture tops, was used for rails, teller counters, and trim, thereby unifying the furniture with the interior architectural design. The same laminated plastic was used for the facing of columns in the Manhattan branch, and for grille-type railings in the Brooklyn branch.

The problem of flooring, subject to heavy traffic loads, spiked heels, and scuffing by children, was solved with vinyl asbestos. It was also necessary to create a strong design in the floor pattern to give visual width to the confined banking areas. To recall the black-and-white tile floors of the islands, I created an elongated checkerboard pattern in black and white terrazzo vinyl asbestos, relieved with a divider strip in lemon yellow run-

A PORTFOLIO OF BANKS



Banco de Ponce, Brooklyn Branch Working on a tight budget and adhering to a strict design program outlined by the client, architect Albert Barash successfully transforms a small, awkward space into a handsome, functional interior.



BRANCHES ON A BUDGET

ning crosswise the length of the room. This was considerably cheaper than tile or marble, but just as effective in creating the atmosphere.

Three important design features were incorporated in the second installation, the Manhattan branch. The first involved the building itself—a long narrow structure with the narrow end facing the busy shopping street. An existing stairwell, which provided access to a necessary storage area in the basement, paralleled the long wall, making the space narrower than dictated by good planning. The stairwell was not only convenient, but also too costly to relocate. Therefore, to allow light, color, and air—namely space—to flow through, I omitted all solid bank rails and instead specified aluminum metal grilles. Together with the elongated pattern of the vinyl asbestos floors, the 30-foot-wide space seemingly doubled in appearance.

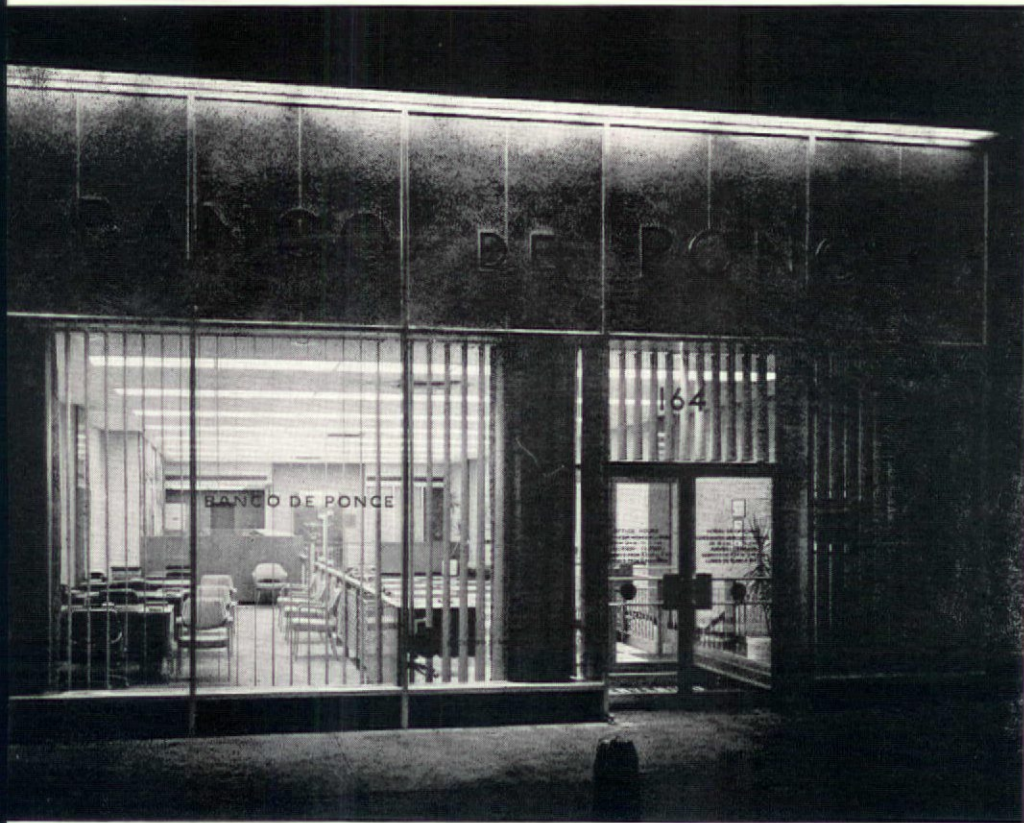
Second design feature was the installation of large-scale photo murals behind the teller counter. The photographs, a combination of landscape, architecture, and aerial perspectives of San Juan and the island, were black-and-white prints mounted on homasote and fitted into the archi-

tectural trim provided. The cost proved slightly less than the painted mural, and the black and whites resulted in an articulate and visual symbol of the homeland. Decoratively, they served as an excellent foil to the dramatic colors—flamboyant red on vault wall and carpet; Caribbean blue, the work area; and lemon yellow, the check-writing wall.

Third, original artwork, prints, and paintings by native Puerto Rican artists, of sophisticated quality, were included in the original budget estimate. Scenes of San Juan and the island, architecture, and human figures were subjects. The styles ranged from realism to the abstract, and from color to black and white. The cost of the pictures, including framing, was extremely reasonable in the over-all budget, and it proved to be one of the most valued assets in terms of total design and public relations. Pictures are now a permanent part of the budget.

Lighting and the control of light were one of the major budget and design problems in each of the three branches. The Bronx branch and the Manhattan branch employed mainly fluorescent lighting, flush recessed mounted or installed for

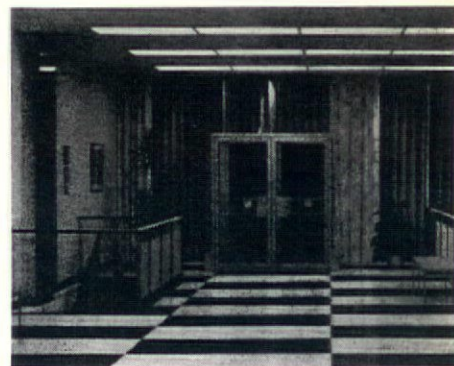
(Continued on page 44)



Banco de Ponce, Manhattan Branch

The atmosphere of the Caribbean pervades this branch, one of three established in New York City boroughs by the Puerto Rican parent bank. As in the Brooklyn branch, shown on opposite page, bright colors, visual symbols of the homeland, and tropical accents welcome customers of the Spanish-speaking community. The problems encountered by architect Albert Barash, AIA, and his subsequent solutions for three Banco de Ponce branches in New York City are

described in the accompanying article, which begins on page 41. Suppliers: Furniture—Art Metal Co., Knoll Associates. Draperies—Creative Looms. Carpeting—Magee Carpet Co. Flooring—Kentile Corp., Armstrong Cork Co. Wallcoverings—Viertex. Wood Veneer—Formica Corp. Lighting—Century Lighting Co., Gotham Lighting Co., Legion Lighting Co. Vertical Blinds—Du Pont. Accessories—Loumae Supply Co., Howard Miller Clock Co., Architectural Pottery.



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BRANCHES ON A BUDGET

good over-all lighting with economy. Murals, vault, and window area however were accented with spots, hi-hat recessed, or hi-hat downlite. Strong sun loads in the Bronx and Brooklyn branches were controlled by wide vertical blinds on traverse. The colors of the canvas and Tontine became an important design element for the exterior as well as for the interior, with lemon yellow for the Brooklyn and Bronx branches, and blue for the Manhattan branch. In addition the vertical blinds, architecturally decorative in themselves, obviated the necessity of expensive curtains and draperies. Instead, colorful prints in fixed panels were used to cover awkward column conditions and give height and color to the interiors.

Departing from the standard lighting of Bronx and Manhattan, I decided to enhance the more restricted and awkward space of the Brooklyn branch with dramatic incandescent globes surmounted by colorful disks. My purpose was to mix incandescent with fluorescent to allow for use of one or the other depending upon strong sunlight conditions on the south and west side of the building. In addition, the globes or spheroids repeated the design theme of the Brooklyn branch, namely the colorful circular windows executed in colorful sheets of heavy plastic. The lighting became one of the most important eye-catching features for all three branches, for the exteriors were lighted by a canopy of double rows of exterior fluorescent washing the facade with light and lighting the stainless steel and porcelain enamel letters of the bank sign. The interiors were lighted at night, and prospective customers window-shopping at night and attracted by the bright colors and forms of the interior, together with the tropical accents of plants, actually became customers of the bank the following morning. The circular windows, by the way, were existing openings in the long brick wall of the Brooklyn branch. They had been blocked up, creating a dark, gloomy warehouse look to the side elevation of the building. With the use of heavy wood frame, mullions painted black, and insets of colorful plastic panes (less dangerous in a rock-throwing area), an ugly wall became a joy and delight. The cost was negligible in comparison to the public relations value.

Selection of furniture—desks, chairs, benches, etc.—was generally limited to two companies, both having complementary lines of metal and vinyl upholstered furniture. All finishes were teak and ebony, combined with chrome. All upholstery vinyls were in Caribbean colors or in black. Furniture can be switched and changed from branch to branch if necessary; it is interchangeable and this has proved economical. (C)

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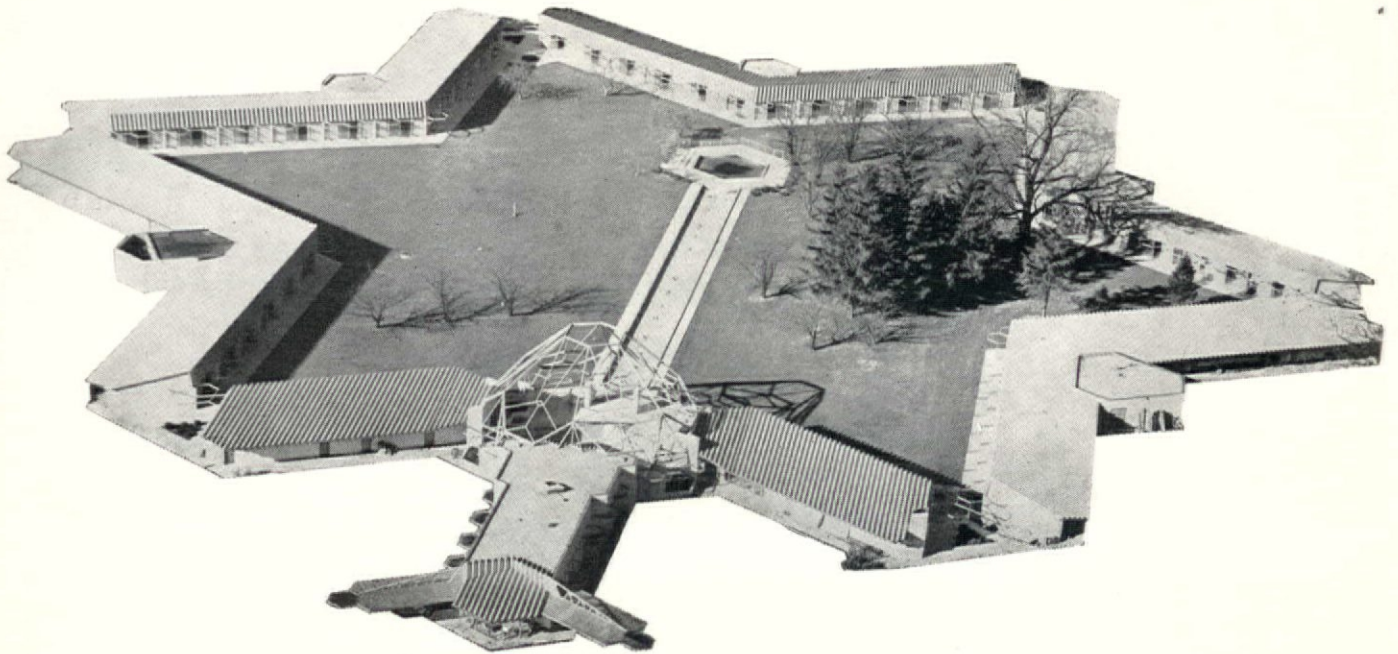
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MOTEL IN THE WRIGHT TRADITION: THE SNOW FLAKE, MICHIGAN, IS BRINGING ITS OWNER THE ESTHETIC REWARDS AND FINANCIAL HARDSHIPS ASSOCIATED WITH THE MASTER'S WORKS. BY RUTH KAIN BENNETT

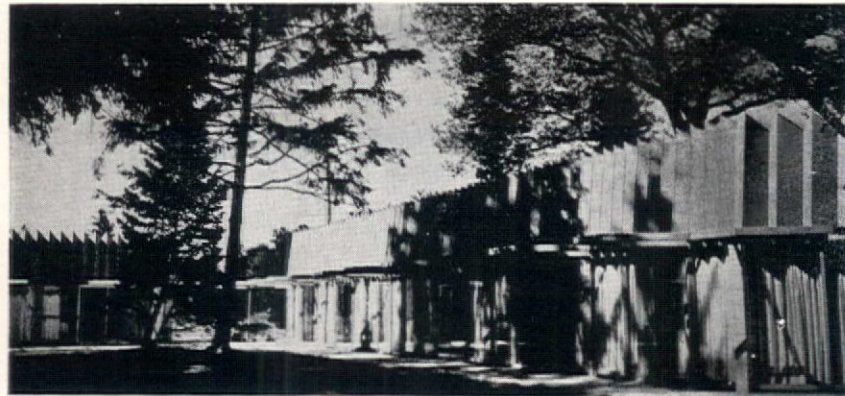
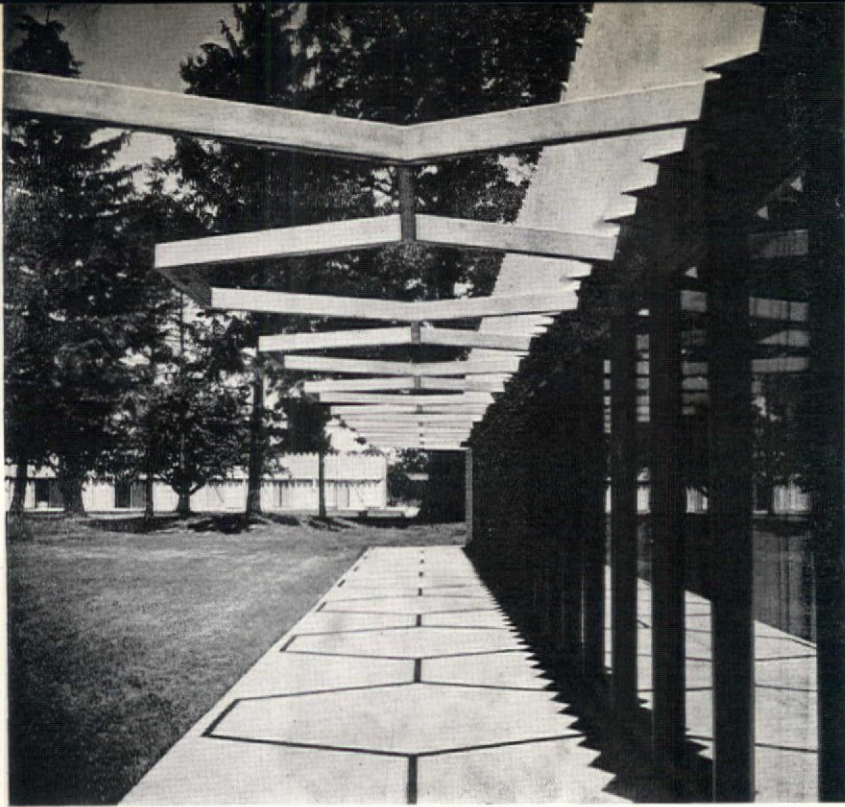
WITH giant motel-hotel chains crowding the lodging industry and with increasing warnings of overbuilding and falling occupancy, it is surprising to find a lone entrepreneur painstakingly constructing a highly individual motel in St. Joseph, Michigan. When completed, the Snow Flake will contain 100 guestroom units, swimming pool, restaurant, coffee shop, cocktail lounge, and conference room. At present, 57 units, coffee shop, cocktail lounge, and swimming pool are completed and in use. Cost to date is approximately \$1,500,000.

Since these figures exceed the per-unit cost of most luxury hotels and motels, it is obvious that a motive other than immediate financial success is responsible for the existence of the Snow Flake. That motive is the life-long dedication of Sahag Sarkesian to the works of Frank Lloyd Wright and his determination to build something of lasting value.

The architectural design, said to be based on a

concept by Mr. Wright, was undertaken by Frank Lloyd Wright Foundation in 1959, the year of Mr. Wright's death. Designed by William Wesley Peters and originally called the Snow Crystal, it closely follows the intricate, hexagonal forms of the snowflake which is remarkably suited to the purpose. Guestrooms and public rooms are grouped into six wings which are laid out in a snowflake pattern. The hexagonal form is repeated in the shapes of the swimming and reflecting pools and the five service stations nestled in the angled corners of the wings, and again in the dome over the swimming pool, the roadside sign, the lighting standards spotted throughout the grounds, and the steel-tube trellis over walkways. A driveway surrounds the motel so that each room is easily accessible to guests from their cars.

When the plans were complete, construction bids proved to be considerably beyond the original estimate and financing was impossible to obtain. Undaunted, Mr. Sarkesian determined to do his



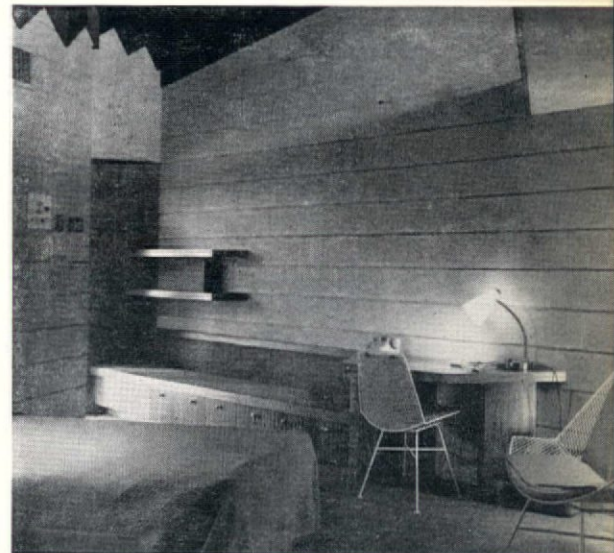
own contracting and finance the first stage with his own money, gained in the rug importing business. Construction was begun in July 1961 and the first 36 units were in service sixteen months later. By spring of 1963, 57 units, conference room, and the swimming, wading, and reflecting pools were completed.

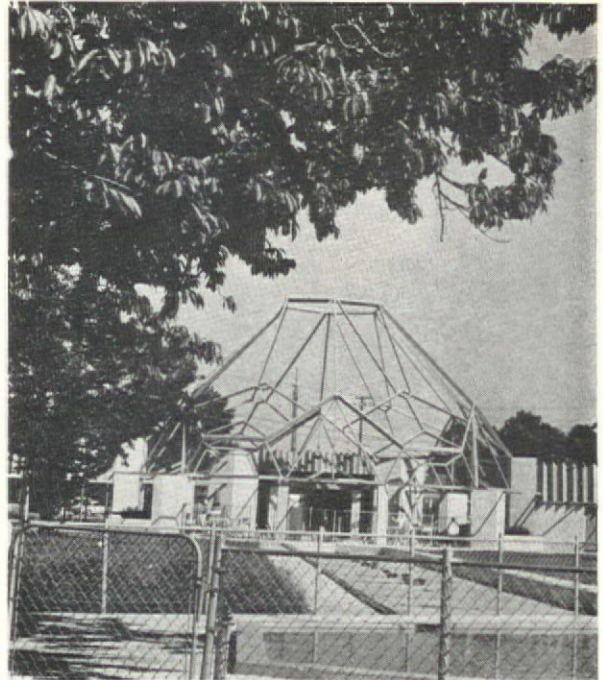
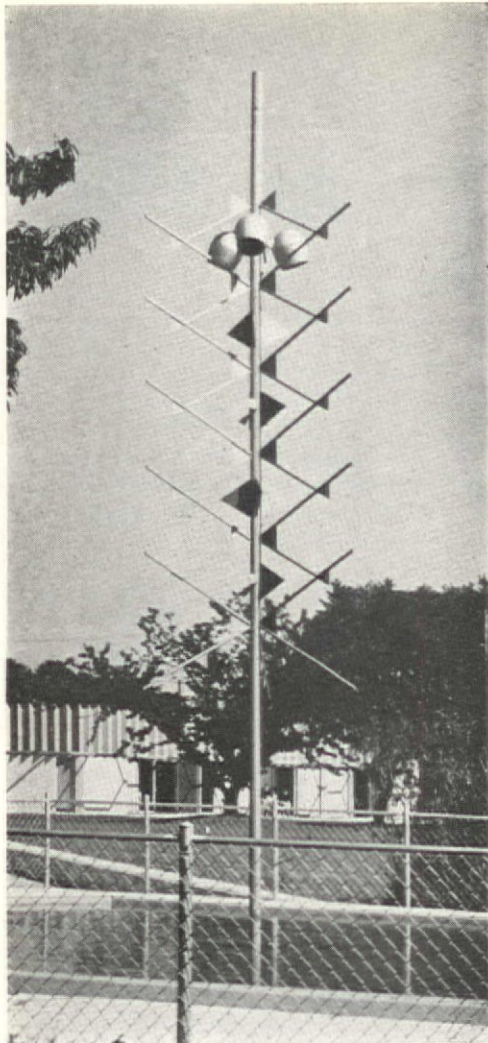
The problems in constructing a Frank Lloyd Wright building have always been myriad and the Snow Flake was not exceptional. Steel and wood members were all cut on the site to such complex angles that engineers and mathematicians from nearby Immanuel College were brought in to work with local Seventh Day Adventist craftsmen. Concrete blocks were poured to achieve special angles and finishes. In this day of prefabrication and standardization, this was indeed a handcrafted structure.

The roof of the motel is covered with terne metal, an alloy of lead and tin on a base of steel sheeting, in a sawtooth pattern. The strips of

SHADOWS of steel tubing trellis over walkway and metal sheathed folded board roof form constantly changing patterns on walkways (left). Sawtooth pattern of the roof (below left) deflects the sun's rays. Where feasible, existing pine and fruit trees were preserved; others to be planted later.

INTERIORS (two photos below), in typical Wright fashion, have built-in units, rely on natural construction materials for design elements, and use architectural forms for dramatic interest. Wall unit is Philippine mahogany with nylon carpet covering seat/luggage rack. Lighting over loft illuminates the pitched ceiling formed by interior of roof structure. Wright Foundation specified all furnishings, including nylon twist carpet and expanded metal chairs.





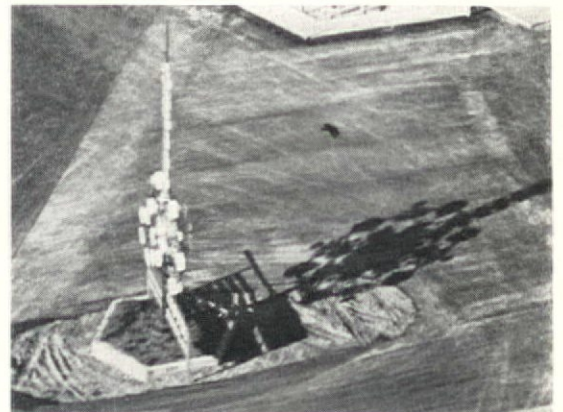
LIGHTING STANDARDS, such as the one at pool-side (left), dot the motel's landscape. Dome over swimming pool (above), a structural series of hexagonal forms, will be covered with translucent plastic sandwich material for year-round protection. Road marker (below), a striking snowflake motif that quickly identifies the motel for arriving guests, throws a long shadow on ground.

MOTEL IN THE WRIGHT TRADITION

metal act to deflect the sun's rays from the roof and at the same time throw a constant pattern of shadows around the motel.

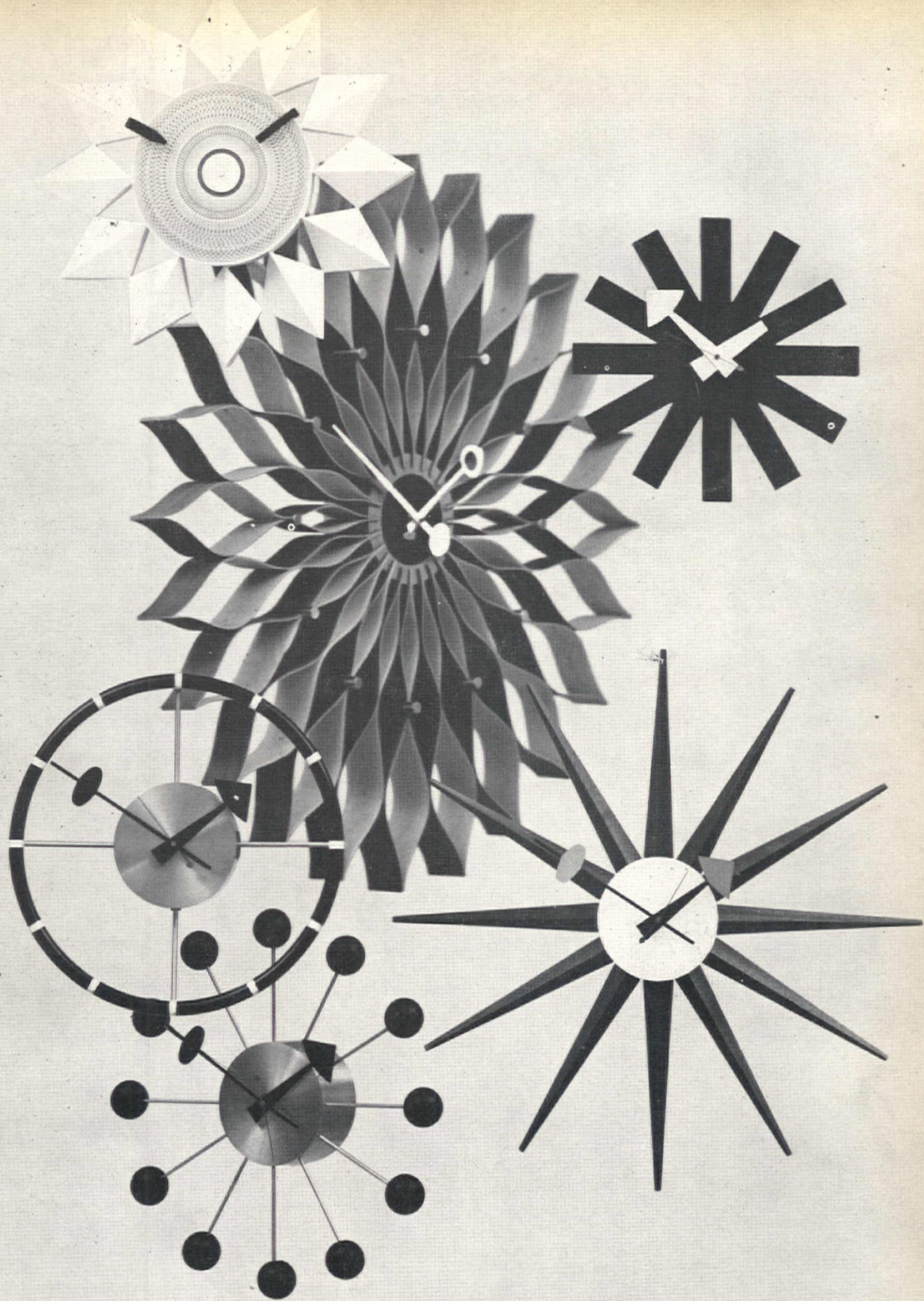
That the Wright name has great drawing power is demonstrated by the popularity of the motel even before completion of cocktail and dining facilities. Close to 500 architects have visited the site during construction. According to owner-manager Sarkesian, occupancy has run 70 to 75 percent since the units were completed; he considers 70 percent his break-even point. Until recently guests were able to take advantage of the excellent Schulers restaurant located directly across the highway. However, it burned to the ground this past July, making it essential that the Snow Flake dining facilities be rushed to completion.

The location of the motel has the double advantage of being close to Lake Michigan and in the heart of a booming industrial area. (C)



Schedule of Suppliers

Metal Furniture in Guestrooms: Da Vinci.
Conference Room, Coffee Shop Chairs & Tables: Parrish Equipment.
Coffee Shop & Cocktail Lounge Fixtures: Baker Ward, Inc.
Carpeting: Beverly Carpets.
Draperies & Upholstery: Riverdale Fabric.
Bedspreads: Bates Fabrics, Inc.
Mattresses: Serta Mattress.
TV Sets & Ice Makers: R.C.A.
Thermo Pane & Mirrors: Pittsburgh Plate Glass Co.
Floor Tile: Armstrong Cork Co.
Tiles: Mosaic Ceramic Tile.
Translucent Panels: Filon Plastic Corp.



These are clocks 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.

CONTRACT PRODUCTS AND SERVICES

Herman Miller's Catenary Group

Two important new furniture groups, designed by George Nelson & Co., have been introduced by Herman Miller, Inc. The Catenary Group, shown here, comprised of a chair, ottoman, and coffee table, is based on a system of identical polished steel structural parts which can be assembled in minutes, with epoxy-glued joints, similar to aircraft construction techniques. The chair's upholstered cushions, covered in leather or fabric, are suspended on concealed cables. The coffee table is available with clear or amber glass top. The Sling Sofa Group consists of a large leather and chrome-plated steel sofa and a steel-based granite-topped coffee table. The sofa frame is constructed simply of a hoop, bar, and two H-frame legs; seat of down and foam rubber cushions is held in a resilient suspension system. As in the Catenary Group, steel parts are joined by strong, invisible epoxy adhesive. Sofa is available in 87 inch or 112 inch widths, in black or tan leather upholstery.

Circle No. 66 on product information card

Herman Miller, Inc.

Dependable's Design 64 series

A comfortably upholstered executive chair, part of Dependable Furniture Mfg. Co.'s new Design 64 series, combines plastic covering on outside surfaces and headrest for durability with fabric upholstery on the seating surfaces for comfort. The walnut-trimmed, all-steel pedestal is equipped with a torsion bar and adjustable chair control. Other items in Design 64, designed for Dependable by Henry M. Conversano, include sofas, benches, tables, as well as other executive chairs. A variety of leathers, plastics, or fabrics are available for the upholstered furniture.

Circle No. 67 on product information card

Urethane formulated for rug backing

A new urethane rug backing, designed specifically for the floor coverings industry, has been developed by Scott Paper Co. after two years of research. Called Scott Securi-Tee the material has increased tensile strength, withstands laundering and drying methods, and shows superior wearing characteristics, according to Scott, while retaining a soft drapable hand. It will not chip, crack, or peel with age. In developing Securi-Tee, Scott worked with Burkhart-Schier, supplier of latex backings, and together developed a technique for adhering Securi-Tee. Gray goods are

Circle No. 26 on product information card →

Dependable Furniture Mfg. Co.



roller coated with a modified latex foam adhesive. Then a 3/32 inch thickness of Securi-Tee is applied to the foam latex through combining rolls, and the material is heat-cured for a permanent bond that withstands extensive testing. Because it is adhered rather than flame laminated, none of its thickness is lost. Marketing and performance tests have proved successful, and approximately twenty-five manufacturers are offering Securi-Tee on area rugs in sizes up to 6 by 4 feet. Scott is now planning to introduce Securi-Tee in widths suitable for tufted or broadloom carpeting in both 9 and 12 foot widths.

Circle No. 68 on product information card

New Goodyear vinyl pattern

Gold metallic veining characterizes Romanesque, a new pattern in the Cloisonette series of textured vinyl floor coverings by Goodyear Tire & Rubber Co. Background colors include plain white, white swirled with beige, tawny beige, silver beige, and pale turquoise. The moderately priced vinyl is available in 12 by 12 inch tiles or in 72-inch wide rolls.

Circle No. 69 on product information card

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

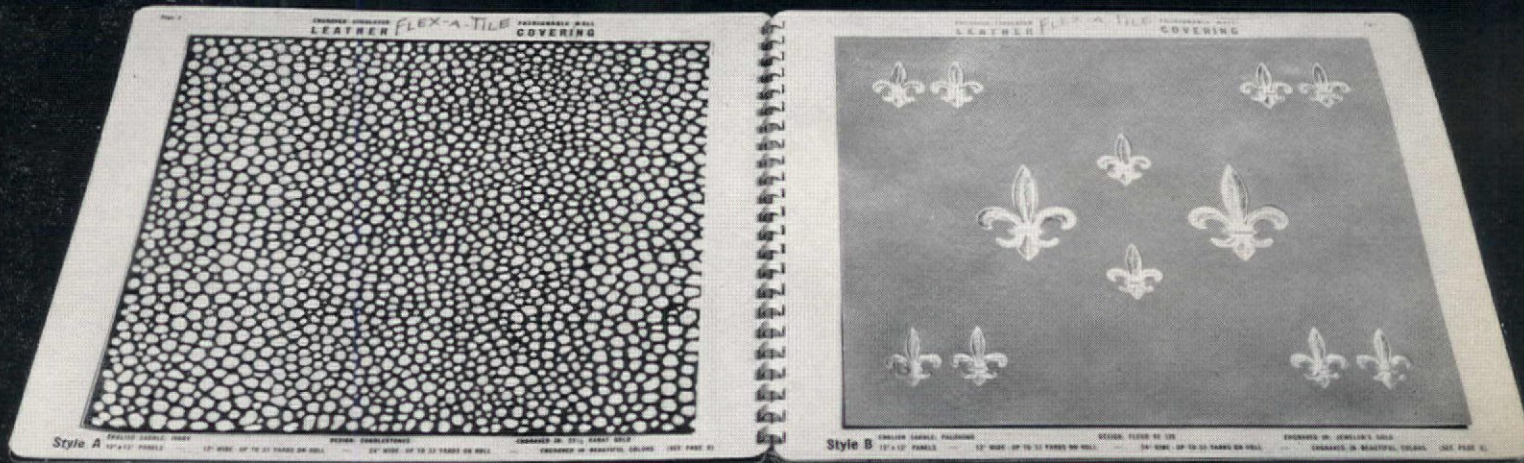
Naugahyde-covered chair by Krueger

A molded opening at the lower back, providing ventilation and sitting comfort, is the design feature of Krueger Metal Products Co.'s new fiber glass side chair. The one-piece seat and back is padded in thick foam molded to the chair's



contours and is covered by the U.S. Raval mechanical upholstery process in U.S. Rubber's Naugahyde Chromata, a sturdy and flexible material resistant to stains. Wide color range of designer colors include opal white, vermillion, black, azure blue, antique gold, and bronze green.

Circle No. 70 on product information card



don't send for our latest catalog of decorative wall coverings

It shows 6 new patterns, available in 360 color and background combinations, all engraved on beautiful, washable, durable FLEX-A-TILE*. But it's obsolete . . . because our very latest pattern is one you're going to design. We'll custom engrave to your specifications of color and pattern at about what you'd

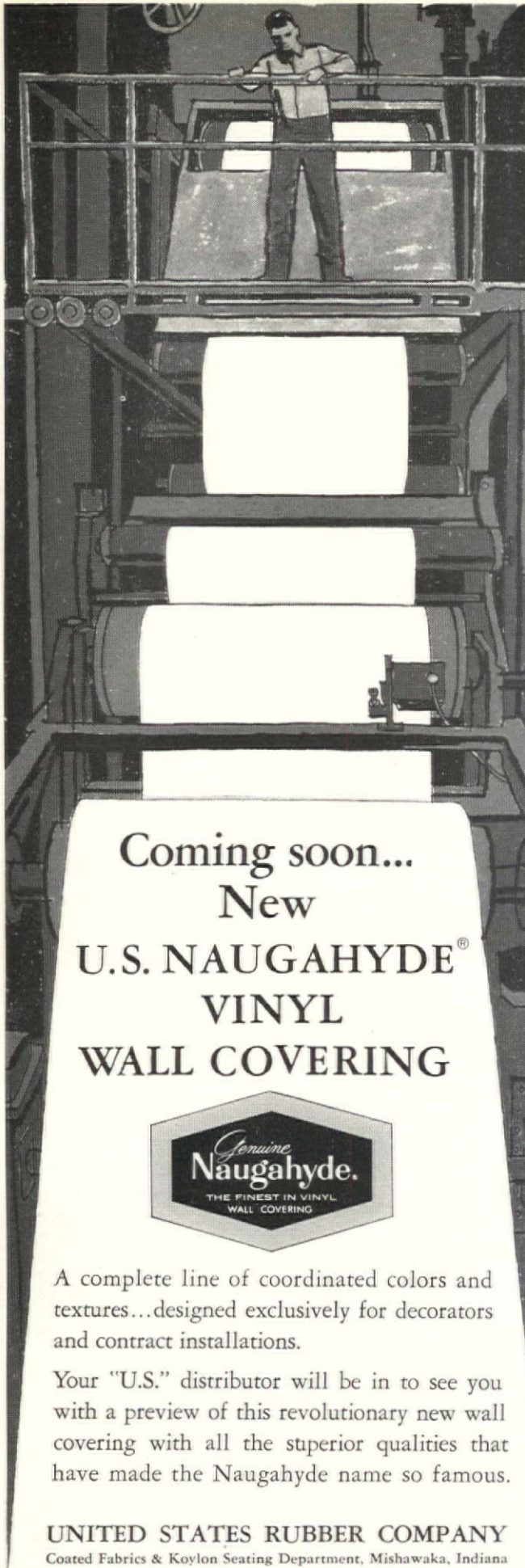
FLEX A TILE CORPORATION

expect to pay for a standard line. Unbelievable? Write for details . . . we'll send you the catalog, too!

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*TRADE MARK

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VINYL
WALL COVERING



A complete line of coordinated colors and textures...designed exclusively for decorators and contract installations.

Your "U.S." distributor will be in to see you with a preview of this revolutionary new wall covering with all the superior qualities that have made the Naugahyde name so famous.

UNITED STATES RUBBER COMPANY
 Coated Fabrics & Koylon Seating Department, Mishawaka, Indiana

Circle No. 27 on product information card

PRODUCTS & SERVICES

CONTINUED

New Alum-A-Lite chair

L & B Products Corp.'s newest addition to its Alum-A-Lite chair line features sturdy, wobble-free construction. The contemporary-designed frame is available in tarnish- and rust-free mirror polished aluminum, in 24-K gold plate, or in



statuary bronze. Seat and back are foam padded and upholstered in Lionhyde fabric, self-welted, in a choice of seven colors. Legs have rustproof glides.

Circle No. 71 on product information card

Octa 1 desk table by Helikon

Clean lines and light-scale styling serve to emphasize the heavily grained walnut oil top and legs of Helikon's Octa 1 desk table. Yet for all



its simplicity, the unit contains three drawers and two dictation slides. Octa 1, so named because of the octagonal shape of the legs, was designed by Robert Benham Becker, measures 60 by 30 by 29 inches high. Other sizes and top surfaces are also available.

Circle No. 72 on product information card

Bamboo motif in Miele armchair

Finished in white and covered with a brilliant yellow and sharp pink flowered cotton, Ralph. A. Miele's armchairs, in carved wood bamboo motif,

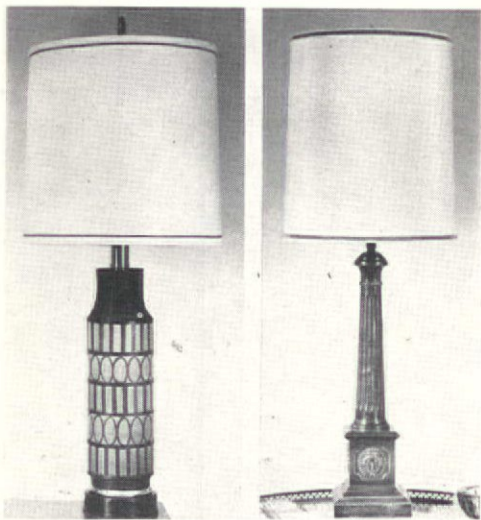


were selected by Barbara Brown and Claire Eggleston Morrow for I. Miller's new boutique department. Upholstery fabric by Falconetto of Italy is repeated in lamp shade.

Circle No. 73 on product information card

Lamps by Cooper

Frederick Cooper's new lamp collection, extensive and varied in styles, includes these two table models. On the left is a handcrafted Italian cer-



amic lamp, a contemporary design in glazed mustard and dull blacks. Shade is white linen, trimmed in dull gold and black. Lamp height measures 37 inches; the shade is 15 by 16 by 16 inches. On the right is a reproduction of a traditional lamp, its column gracefully fluted and finished in old wormwood with old brass plinth. The handmade shade, 12 by 13 by 15 inches, is of beige silk trimmed with metallic gold braid and self folds. Lamp height is 36 inches.

Circle No. 74 on product information card

Circle No. 28 on product information card →



STONE SCULPTURAL FACINGS

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arts for
architecture, inc.
16 east 53rd street
new york, n. y.
write for a brochure

PRODUCTS & SERVICES

CONTINUED

Viertex pattern in vinyl upholstery fabric

Mozambique, a popular Viertex wallcovering pattern by L. E. Carpenter, is now available as a stretch-back upholstery fabric. In a 17 color range, Mozambique, a woven texture, is made from deermolded, three-dimensional vinyl combined with

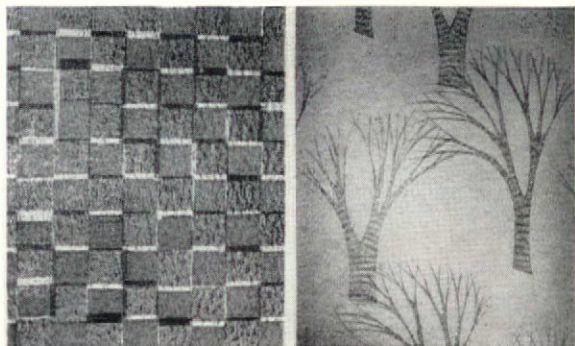


stretchable knit jersey. The fabric requires no backing, will not crack, chip, peel, or scratch, and can be cleaned with a damp cloth.

Circle No. 75 on product information card

Acrylic plastic panels

New textures, patterns, and colorings highlight American Cynamid's Compass Collection of Acrylite acrylic plastic sheeting. The translucent pan-



els, lightweight, yet able to withstand heavy impact, have good resistance to stains. Two of the many patterns in the collection include Tivoli (left), a basketweave in lemon and lime, lemon and gold, turquoise and blue, red and pink, or blue and violet, and Sherwood (right), a stylized tree pattern in olive and charcoal or green and turquoise against textured clear. Acrylite panels come in five sheet sizes. Standard thickness is $\frac{1}{8}$ inch, with thicker quantities available on special orders.

Circle No. 76 on product information card



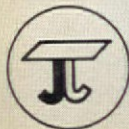
NOTHING DAMAGES

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

Amos molded plastic chair

Molded contoured chair, designed and produced by Amos Molded Plastics, div. of Amos-Thompson Corp., has been standardized by Holiday Inns of America, Inc., for use in the chain's motels throughout the nation. The chairs will be standard pieces for guestrooms, dining rooms, conference rooms, and poolside. In white, black, or beige, the chair is a one-piece molding, without separate fibers, in pebble grain plastic surface resistant to most stains, acids, alkalis. Brass legs are inserted into special molds which are integral parts of the seat.



Circle No. 77 on product information card

Brown-Jordan dining chair

Granada, a dining side chair of aluminum all-welded construction by Brown-Jordan, creates design interest with a double-faced cast aluminum



decorative back set into the round tubular frame. Enamel finish is sprayed on and baked for durability. Two-inch thick polyfoam on plywood forms the seat, which is covered with plastic fabric or bourette with top welting. Also available in the Granada design are round and rectangular tables.

Circle No. 78 on product information card

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

← Circle No. 29 on product information card

FOR DECORATIVE AND CONTRACT HOME FURNISHINGS

HOME FURNISHINGS MART

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MAY, 1964

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This addition to the New York Furniture Center, adjoining the new successful NATIONAL FURNITURE MART, will also benefit from the thousands of home furnishings buyers who visit the Center during regular markets.

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Circle No. 30 on product information card

Circle No. 31 on product information card



SCOTCHGARD[®]
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CUSTOM PROCESSORS**

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Basic
Component of good
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Continental
Fiberglass Chairs by Krueger

It shows remarkable good taste . . . in its design, comfort, and durability. Sculptured shell in Mandarin Red, Ebony Black or Pearl White on tubular chrome legs or brushed aluminum swivel base. Reversible cushioned seat upholstered in wonderful choice of eight texturized fabric colors.



KRUEGER
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Free Complete
Line Catalog.

Circle No. 32 on product information card

PRODUCTS & SERVICES

CONTINUED

The office host

Jens Risom Design, Inc.'s office bar unit is a handsome walnut cabinet when closed, concealing a practical and neatly compartmented interior. A drop lid section, finished in white laminated



plastic, provides working space. Other conveniences include a recessed ice bucket, a vinyl covered shelf for glassware, a wine rack for a dozen bottles, and an open storage compartment. The unit measures 44 inches wide, 55 inches high, and 19 inches deep.

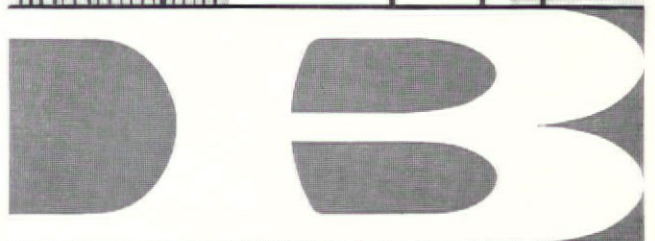
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* * * * * TELEPHONE 878-5432

Circle No. 33 on product information card

Dazian's Beta casement

A wide and varied collection of new casements by Dazian's includes Queen, a coarse lofted fishnet



with off-balanced weave adding dimension. Made of Owens-Corning's Beta yarn Fiberglas, the casements come in a striking color range.

Circle No. 80 on product information card

Resistane's new release paper

A new release paper, said to make possible instant removal of wallpaper from the wall without tools, scraping, soaking, steaming, or any other preparatory steps, is being introduced by Resistane Corp. According to the firm, which is well-known as the producer of Resistane protective coating for wallpapers, the new release paper enables the paperhanger or consumer to peel a strip from the wall at any time. Thus, if a seam needs adjusting or bubbles have to be removed, or if any defect on the wall detracts from the final appearance of the paper, the strip of wallpaper can be peeled off, then re-hung by simply wetting the pasted side with water. Resistane Corp. states that its new paper will adhere indefinitely and that it is unaffected by conditions of temperature and/or humidity.

Circle No. 81 on product information card

Papier-maché sculpture



Reviving the art of sculpturing in papier-maché, Karl Mann Associates presents its first collection of six whimsical figures. The group includes a Punch figure, an Early American cigar store Indian, two 19th century ship mastheads, a bas-relief crest of the Middle Ages, and a seated lion.

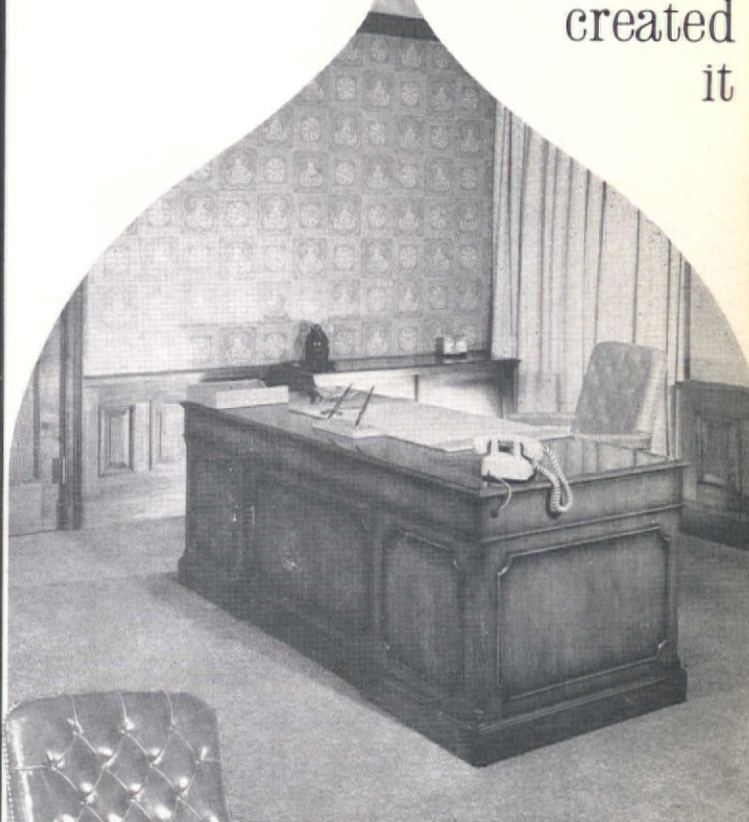
Circle No. 82 on product information card

Circle No. 34 on product information card →



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Thomas
CHIPPENDALE
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45 Desk with Special Molding



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Revolving
Chair

Scerbo recaptures the
characteristic charm and
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so cherished for today's
office.

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Frank Scerbo & Sons, Inc.

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ULster 2-5959

Circle No. 35 on product information card

Thoroughbred dining chairs by Moller out of Denmark. In Bangkok teak or rosewood, oil finish. Braided or upholstered in oxford, imitation leather or muslin. For Designer's Folio, write Dept. 20. In U.S., exclusively at



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OF COPENHAGEN, INC.

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VOLUME 12 WALLCOVERINGS

WE'RE COMPETING WITH THE SUN IN BRILLIANCE
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THE JACK DENST DESIGNS

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Circle No. 36 on product information card

MANUFACTURERS'

LITERATURE

A revised edition of its comprehensive vinyl wall-covering specification guide has been issued by L. E. Carpenter & Co., manufacturer of Viertex vinyls. Primarily designed for use by architects, designers, engineers, and contractors, the guide details physical characteristics such as weights, thicknesses, tensile and tear strengths. Full data is included on UL ratings and fire hazards, installation instructions, wall preparation, and testing procedures.

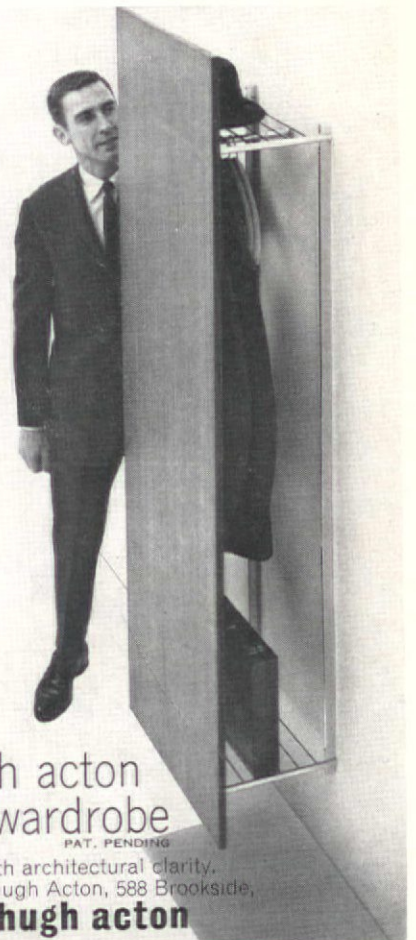
Circle No. 83 on product information card

Vanaweave wallcoverings and coordinated drapery fabrics woven with Dow Chemical Co.'s Rovana saran flat monofilament are now sampled in a comprehensive book for architects and interior designers. Fire-resistant, Vanaweave comes in solids, damask patterns, textures, and stripes in a wide range of colors.

Circle No. 84 on product information card

Marshall Studios, Inc.'s lamp catalog illustrates its wide collection of stoneware table lamps, walnut and teak table lamps, and floor lamps.

Circle No. 85 on product information card



hugh acton
wall wardrobe

PAT. PENDING

Precise performance with architectural clarity.
Write for free catalog. Hugh Acton, 588 Brookside,
Birmingham, Michigan.

hugh acton

Circle No. 37 on product information card

Superb engineering enhances the fine design of the lamps and lighting fixtures in the *Lunning* Collection, illustrated in a new catalog. The majority are hanging fixtures, all Scandinavian imports in a variety of materials. Each is designed to cast a soft yet effective light with a minimum wattage, at the same time providing a decorative feature.

Circle No. 86 on product information card

Heywood-Wakefield Co. has cataloged its entire contract lines in a new 64-page brochure. It is divided into special sections—the first five devoted to hotel and motel furniture, followed by sections on seating and occasional pieces; dining, restaurant, and grill furniture; dormitory and nursing home furniture, and metal frame specialty chairs.

Circle No. 87 on product information card

Inn Keepers Supply Co. is distributing more than 25,000 copies of the 1963-64 catalog to the motel-hotel industry. Catalog includes 5,000 items, representing the 480 manufacturers supplying the company. The new edition also outlines Inn Keepers' new complete package service, from its design department and service facilities to inside-construction items and maintenance materials.

Circle No. 88 on product information card



Circle No. 89 on product information card

An 8-page color brochure illustrates Franciscan Hermosa Tile's new range of colors, shapes and designs, manufactured by International Pipe & Ceramics Corp. The booklet contains a complete color guide to each of the 40 glazed wall tiles which include contours, decoratives, solids, and textures.

Circle No. 90 on product information card

U. S. Rubber introduces Kent, a new pattern in its self-expanding Naugahyde line, in a pamphlet containing a sample swatch to demonstrate its soft, pliable hand. Colorfast, easily cleaned, Kent comes in a 10 color range.

Circle No. 91 on product information card

When Perth Amboy General Hospital wanted wallcoverings specifically designed for institutional use, they specified—



Scandesigns Vinyl Wallcoverings

Made by Galon Fabrics, Inc.

Long-life Scandesigns vinyl wallcoverings are easy to hang, maintenance-free, fadeproof, fire-resistant (tunnel-test approved, flame spread rate less than 5). Available in a wide,

handsome, high-style range of colors, textures and patterns. Made in Sweden, with the superb taste and craftsmanship for which Scandinavia is famous. May we send you our catalog?

GALON FABRICS, INC. 281 Fifth Avenue, New York 16, New York, MU 6-7544

Circle No. 38 on product information card

Circle No. 32 on product information card

Sensible Seating...
Elegant Design!



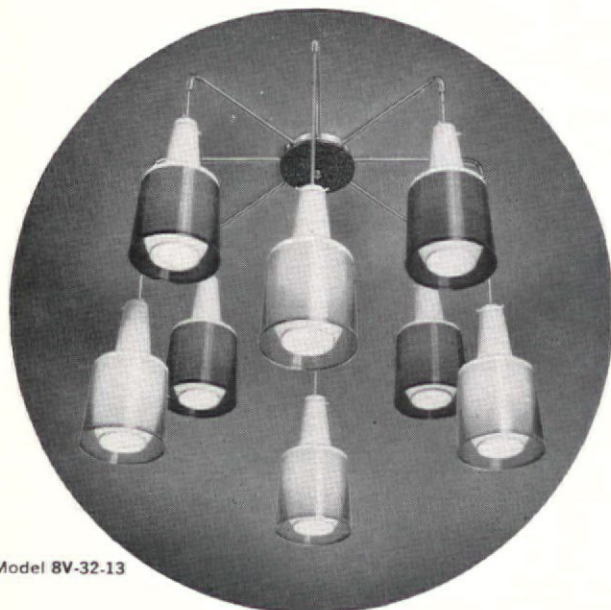
HOSTESS DECORATOR

Upholstered Fold-away Chairs

Auxiliary seating with a designer's flair . . . sturdy, rigid, slim-line X-frames in five muted colors, with cushioned seat and backrest upholstered in a heavy texture woven fabric . . . in eight decorator colors to mix or match seat and backrest.

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METAL PRODUCTS COMPANY • GREEN BAY • WIS



Model 8V-32-13

NEW "V" SERIES (3, 4, 6 OR 8 LIGHTS) AVAILABLE WITH ANY OF THE 64 ROTAFLEX® FORMS IN THOUSANDS OF COLORS AND COLOR COMBINATIONS.

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NEW YORK SHOWROOM 16 EAST 53RD ST.

REQUEST FOLIO 63-2 ON PROFESSIONAL STATIONERY.

Circle No. 39 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

A four-page brochure from the import division of Habig Mfg. Co. gives full information on the complete line of upholstery webbing made by Dunlop Rubber Co., for which Habig is exclusive importer. Brochure features both the nylon reinforced upholstery webbing and the natural rubber webbing offered by Dunlop.

Circle No. 92 on product information card

Desquire, a new office furniture line by Thomas-Davis Mfg. Co., was designed on a modular system that offers a number of combinations for maximum space use. A new brochure illustrates the desks and credenzas and diagrams their components.

Circle No. 93 on product information card

A new commercial catalog by Stoneware Techniques shows a number of distinctive floor pottery for use in motels, hotels, offices, and institutions. Each item comes in choice of three traditional potters' colors: sandstone, quince, and golden poppy.

Circle No. 94 on product information card

Circle No. 40 on product information card

WALL SAND URN # 250

Solid brass construction. Available in satin brass, satin chrome or satin aluminum (solid).

Diameter of wall plate 13 1/4"

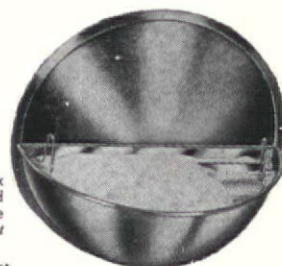
Depth of quarter sphere 6"

- Sand Urns
- Smoking Stands
- Waste Baskets
- Umbrella Stands
- Desk Appointments
- Costumes
- Waste Receptacles
- Planters
- Ash Trays
- Wardrobe Racks



also featuring the pyrex glass sand urn selected for good design by the Museum of Modern Art of New York.

Free Catalog on Request



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TOKYO, SEOUL, SAN FRANCISCO

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Circle No. 41 on product information card

CLASSIFIED ADVERTISEMENTS

Rates: \$10.00 per column-inch, payable with order. No extra charge for box numbers. This section closes on the 15th of preceding month.

REPRESENTATIVES WANTED: Must have following with architects and interior designers. Manufacturer of upholstered furniture making all their own frames. Three full-time staff designers. Located in East. Give full details of lines carried and territories covered. Write: Box A-118, CONTRACT.

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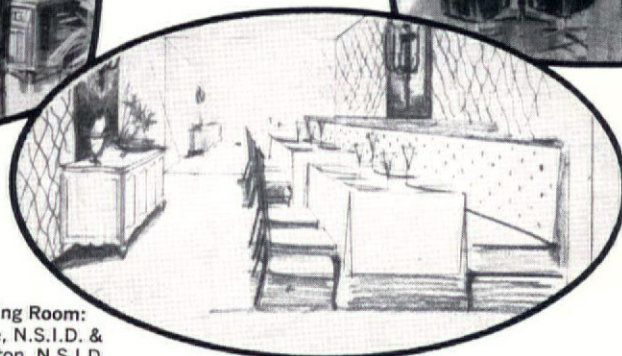
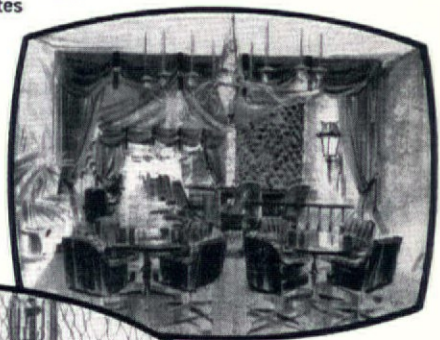
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