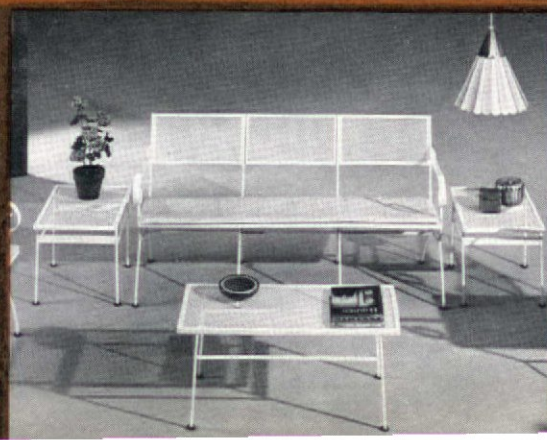


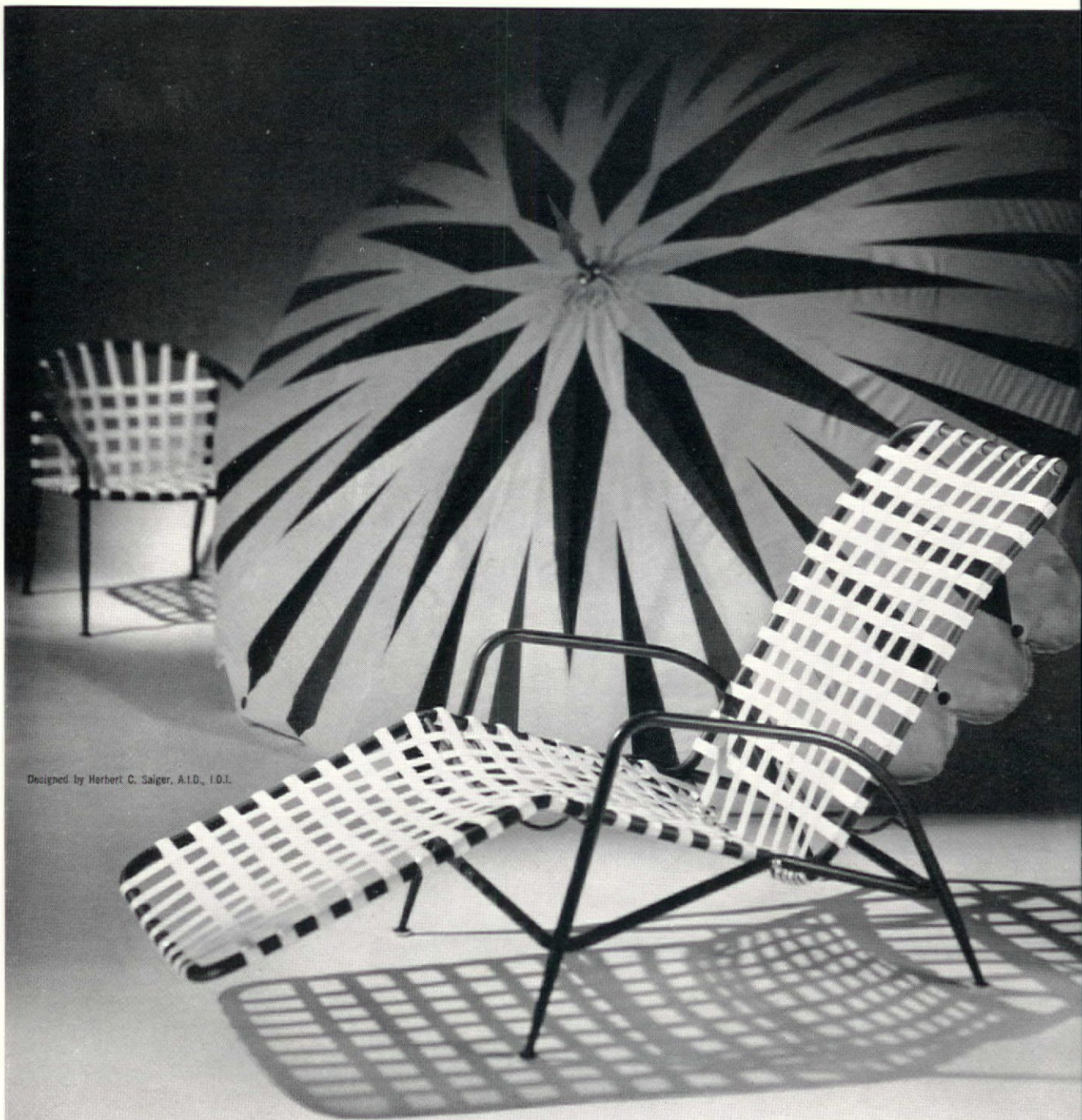
CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • MARCH 1964



OUTDOOR & PATIO FURNITURE





Designed by Herbert C. Saiger, A.I.D., I.D.I.

...Troy's Newest

for Outdoor Contract Installations

Constructed specifically to meet rugged contract standards. Takes to weather crises better than the proverbial duck's back. Note the heavy duty vinyl strapping, comes in a variety of colors. Straps are individually replaceable without tools. That means right-now repair at rock bottom cost. Frames are welded aluminum in a wide color range of baked enamel finishes. Light weight for handling, but withstand rough use like real heavyweights. Designed for uncompromising comfort... in a complete group of chairs, lounges and tables. Priced lower than you would expect. New Harlequin styled umbrella shown... a perfect topping. Write for details. **The Troy Sunshade Company**, Division of The Hobart Manufacturing Company, Troy, Ohio.

Show Rooms: One Park Ave., N.Y. / Merchandise Mart, Chicago / Trade Mart, Dallas / 9100 7th Ave. N.W., Miami / 612 Grant St., Troy, Ohio



Circle No. 1 on product information card

Special Get-Acquainted Offer!

3M Velvet Coating Design Kit

There's a convenient way to test the new glare-free finish from 3M...to check its many advantages over the flat paints you've been using

Nothing beats seeing a beautiful coat of 3M Velvet Coating—and then comparing it with conventional flat paints. Because 3M Velvet Coating is a brand new idea in flat finishes.

Glare-free for life

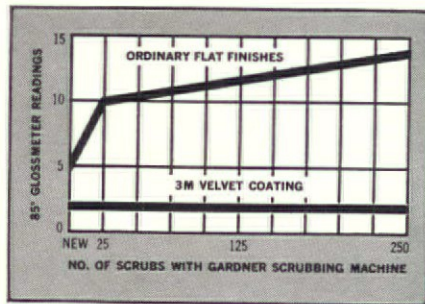
Do you know how a flat paint finish eventually becomes glossy with handling or washing? Not so with new 3M Velvet Coating. A unique process makes it a nearly perfect light-diffusing surface—and keeps it glare-free for the life of the finish.

But, as we said, you should see for yourself. That's why we've put together a special get-acquainted Design Kit—a variety of colors to enable you to give 3M Velvet Coating a thorough evaluation in your own field of work. Compare it, side by side, with the flat paints you've been using. Which gives you the blackest blacks, the whitest whites, the deepest colors?

Check for resistance to burnishing—as we did in a scientific scrub test.

What Scrub Test proved

When subjected to the Gardner Laboratory Scrubbing Machine, conventional flat paints quickly burnished. But even after 250 vigorous scrubblings, 3M Velvet Coating was as glare-free as ever! No shiny spots. No visible change in its original velvet-like texture.



Compare for color uniformity

See how 3M Velvet Coating colors look the same from any viewing angle. Never darker or lighter.

Notice, too, how beautifully 3M Velvet Coating hides surface scratches. And try to fingerprint it!

It's easy to use

3M Velvet Coating comes in 12 standard colors, including metallics, and can be blended into just about any shade. It goes on easily with standard equipment.



Apply it to metal, wood, most plastics, cement, and concrete block for an eye-pleasing, glare-free finish.

Use it for ceilings, appliance trim, instrument panels, optical equipment and darkrooms. It also lends itself to unusual interior effects and outstanding outdoor and indoor displays.

Design Kit contents

At the special money-saving price of \$29.95, the Design Kit gives you 1 qt. of White; 1 pint each of Blue, Yellow, Red, Brown, Black, Metallic Silver; 1 six oz. spray can each of White, Blue, Yellow, Red, Brown, Black, Metallic Brown, Metallic Silver. We pay the shipping charges.

Take a good look at the newest idea in flat finishes. Order out a 3M Velvet Coating Design Kit today!

\$29.95

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PREPAID



Minnesota Mining & Manufacturing Co.,
Dept. RFQ-34, St. Paul, Minnesota 55119

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

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

3M BRAND Velvet Coating

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The touch is Terson . . . the pattern is lively, carefree Putnam. Seems almost prodigal to lavish this much elegance and excitement on "merely" commercial installations, doesn't it? Yet Terson can show you a virtually endless parade of high-style patterns in carefree vinyl, each in its own way as distinctive as Putnam — in dozens of handsome standard or custom colors to match any decor — and all of them bearing the unmistakable touch of Terson: the stubborn resistance to scuffs and stains, cracks and splits . . . the extraordinary 'give' that makes Terson so tailorable . . . in short, the up-to-the-instant sophistication you demand when you specify upholstery. In pattern, in color, in texture, there's always a touch of tomorrow in Terson Vinyl Fabric. And the nice thing about it is you don't have to wait until tomorrow for it. Today would be a very good day for you to send for the complete Terson catalog, samples, and color line. Just write Athol Manufacturing Company, a division of Plymouth Cordage Industries, 120 E. 41st Street, New York 17, New York, or Butner, North Carolina.



Circle No. 3 on product information card

CONTRACT

The Cover

Outdoor and patio furniture is lattice-framed in this treatment by cover artist Phoebe Moore, who combines line and photography to dramatize the new lines for spring.



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CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

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COMING IN CONTRACT

APRIL—Office furniture and furnishings—a comprehensive review of new lines available to the contract specifier; H. Chambers Co., an operational story of a distinguished interior design organization.

MAY—Important new commercial/institutional installations—offices, nursing homes, ships, air terminals, religious facilities, others.

JUNE—Hotels and Motels—business trends and design perspectives; Government specifying and buying developments.



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...but timeless.



A Business Interior Lounge Group from Dux. ☞☞☞ 6197 Lounge Chair, in channeled black leather, polished chrome steel with rosewood arms and stretchers; 28" Width, 30" Depth, 31" Height. ☞☞ 6397 Sofa, in channeled black leather, polished chrome steel and rosewood trim; 72" Width, 30" Depth, 31" Height. ☞☞ 8271 Coffee Table, in rosewood and polished chrome steel. ☞☞ Group also available in walnut, or in walnut and polished chrome steel. ☞☞☞ DUX, 1633 Adrian Road, Burlingame, California.

Circle No. 5 on product information card

D. C. Currently by Ash Gerech

OUR WASHINGTON REPORT:

- **FTC sets practice rules, pricing guides**
- **Homes for elderly rising**
- **Agencies in ordering flurry**
- **Recent contract furniture awards**

THE Federal Trade Commission will be playing a larger role in your future. It doesn't take crystalgazing to make that prediction. The stars are set in the right conjunction in the federal firmament. The only question is the degree of brilliance—how much money Congress will allot the agency to expand its powers. Among the points you can steer by, that have been pinpointed recently, are these:

- Issuance at long last of Trade Practice Rules for the household furniture industry.
- Revision of FTC's Guides Against Deceptive Pricing.
- Increased attention by the Johnson Administration to consumer problems which would give FTC a larger role in policing industry.

The household furniture industry rules, which replace an out-moded 1932 set, are concerned with furniture "in a house, apartment or other dwelling place." But they deserve broader attention than that. The rules themselves are suitable as guides for firms in the office furniture industry, as well, as a sort of posted notice of what FTC considers to be good practice and poor. A perceived infraction of the rules could lead to an FTC complaint, whether or not you're specifically covered.

Take the rule on wood and wood imitations, for instance. Bills on this subject have gone through Congressional hearings, seem stuck at that point. But the FTC rule here seems to indicate just how far FTC could go on policing this subject even without express new Congressional mandate. The rule bars representation or sales methods, in the sale of furniture with exposed wood or wood-appearing parts or surfaces, which are false; which are likely to mislead by telling a half-truth; which may deceive by failure to adequately disclose facts concerning the composition, of plywood appearing



EXAMPLE of an enlarging contract field—the reception area and lobby of a convalescent home, first of a planned group of "Guest Houses" by Crawford Corp., which has switched from home manufacturing to special housing, community development, and home financing. Area above is 1,800 square feet, with conversational groupings of chairs and sofas, with walls done in natural stone, brick and wood paneling.

to be solid wood, or of simulated finishes on wood or wood imitations.

Other rules concern leather and leather imitations, outer coverings, stuffing, deception as to origin; misuse of the term "floor sample," "discontinued model," or the like; bait advertising; deceptive pricing; guaranties or warranties, etc.; imitating or simulating trade marks or trade names; misrepresentation as to the character of the business (a firm's representing itself as producer or wholesaler when it isn't, for example); use of push money; commercial bribery; exclusive dealing; prohibited forms of trade restraints, of discriminatory prices, debates, discounts and the like.

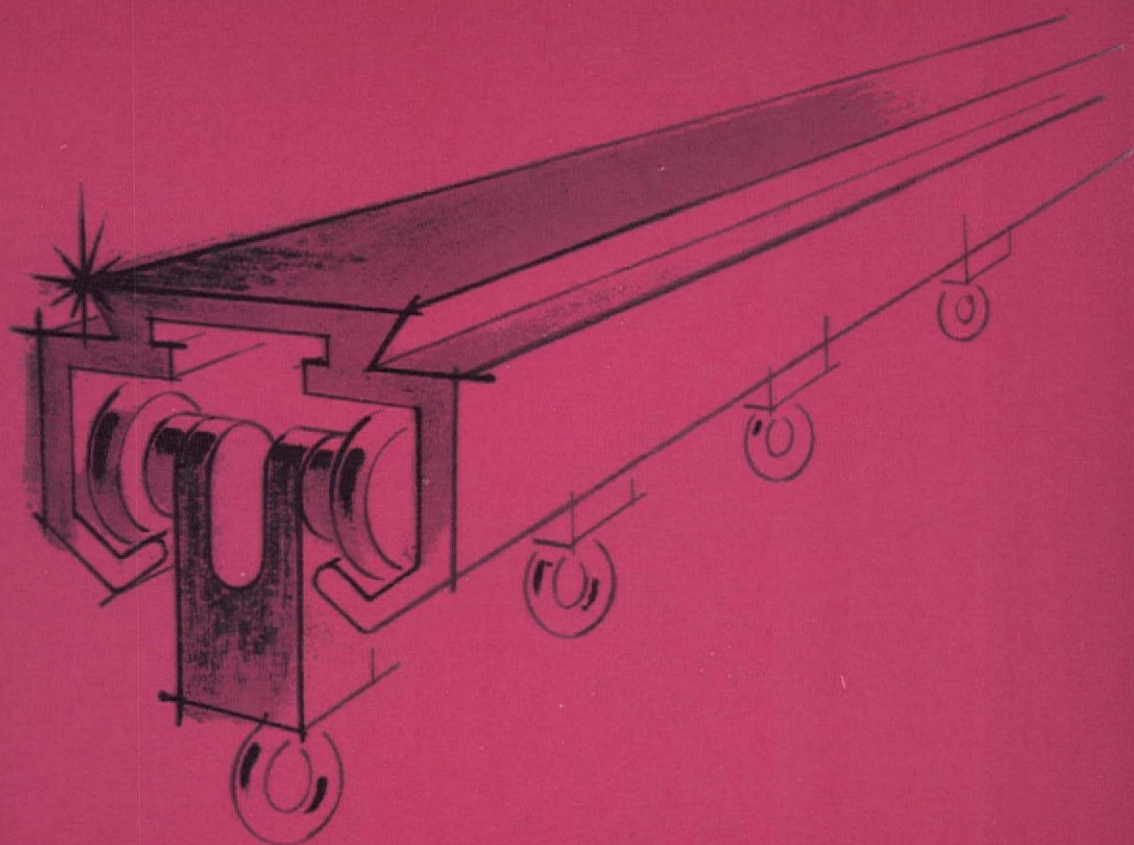
The guides against deceptive pricing discuss former price comparisons, which must be bona fide; retail price and comparable value comparisons; advertising retail prices which have been established or suggested by manufacturers or other non-retail distributors; bargain offers based upon the purchase of other merchandise; other price comparisons, such as advertising a retail price as a wholesale price or factory price.

Elderly and nursing home boom

One area of federal housing programs is sure to grow in the coming years, regardless of the fortunes of the general federal budget, regardless of which party is in power. This one is concerned with additional homes for the elderly, now called "senior citizens," and convalescent or nursing homes.

Indications include: Progress of a bill in the last session of Congress to provide more nursing home care for veterans. The call of a liberal housing group, the National Housing Conference for \$500 million more yearly for direct federal

(Continued on page 8)



An uncomplicated and uncompromising product.

Grant 2200 drapery hardware.

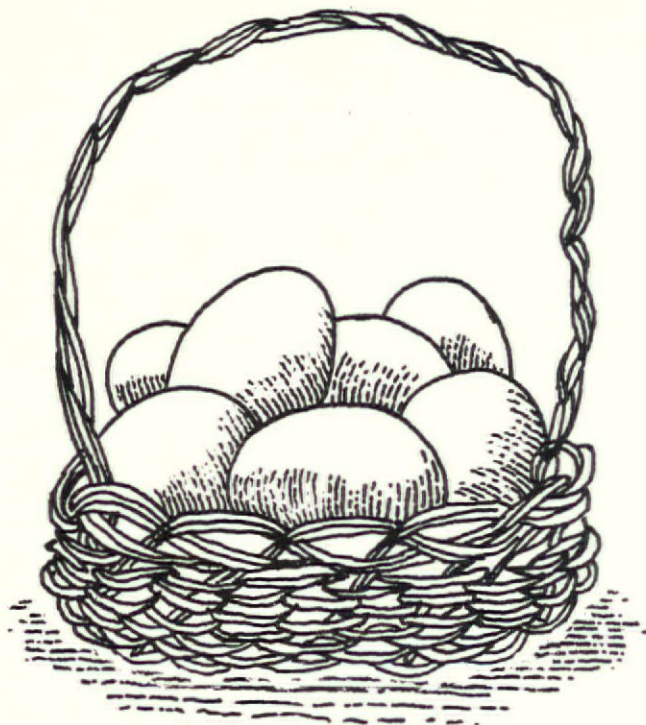
One track fits virtually every physical condition. It can be mortised into the ceiling, attached to the ceiling or suspended from the wall. Its lines are uncluttered with an oversupply of ridges, legs, flanges and what-have-you. Carriers are all nylon. An unusually effective floor pulley keeps the entire installation taut. All parts and accessories are reinforced for heavy duty. There is no metal-to-metal contact.

Grant 2200 has long since proven its long-term mettle.

Complete descriptive literature is available.

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OUR WASHINGTON REPORT

CONTINUED FROM

loans for nonprofit homes for the elderly. The growing private industry interest in providing such institutions as profit-making ventures. In such institutions, these provide additional sources of volume for the contract furniture and furnishings industry.

A current example of the trend is offered by Crawford Corp., a pioneer prefabricated home manufacturer which has just left that field to specialize in large-scale developments, home financing, and special housing. It's opened its first "Guest House," a nursing home, in Baton Rouge, with 52 rooms for 102-person capacity and an 1,800-square foot reception area-lobby.

Recent federal loans for the construction of housing for the elderly include: \$1,625,000 for a 130-apartment unit building in Cleveland, with central dining room, lounge, hobby and craft rooms. \$932,000 for an 81-unit building in Madras, Mass., with central lounge areas. \$1,730,000 for a 141-unit building in Harrisburg, Pa. \$1,050,000 for an 84-unit project in Corvallis, Ore., with central dining facility.

Procurement's a-popping

Spring, in procurement circles, is more than just a season for natural growth. For suppliers in the contract furniture and furnishings field, it is the time when federal agencies begin to bestir themselves about living up to the hilt and letting off their appropriations, and start thinking a little more seriously and eventually frantically about getting their orders for new goods into the procurement stream. For those suppliers who have this year's indefinite-quantity contracts, or who are on the lists for invitations, this can be a lush green period. For those who haven't yet tried now's a good time to start the groundbreaking for cultivation of this market. Recent invitations to bid may give you the needed savoring of what's in store—for someone else by now since these are closed at this date; more are coming.

Defense General Supply Center, Richmond, Va.—3,070 mounted glass mirrors, 12½ inches by 16½ inches, for shipboard use.

U. S. Military Academy, West Point, N. Y.—Breakfronts and bookcases.

General Services Administration, San Francisco—Wood dining hall tables, 4-seat capacity, 156 each. Table and floor lights, quarters use various quantities.

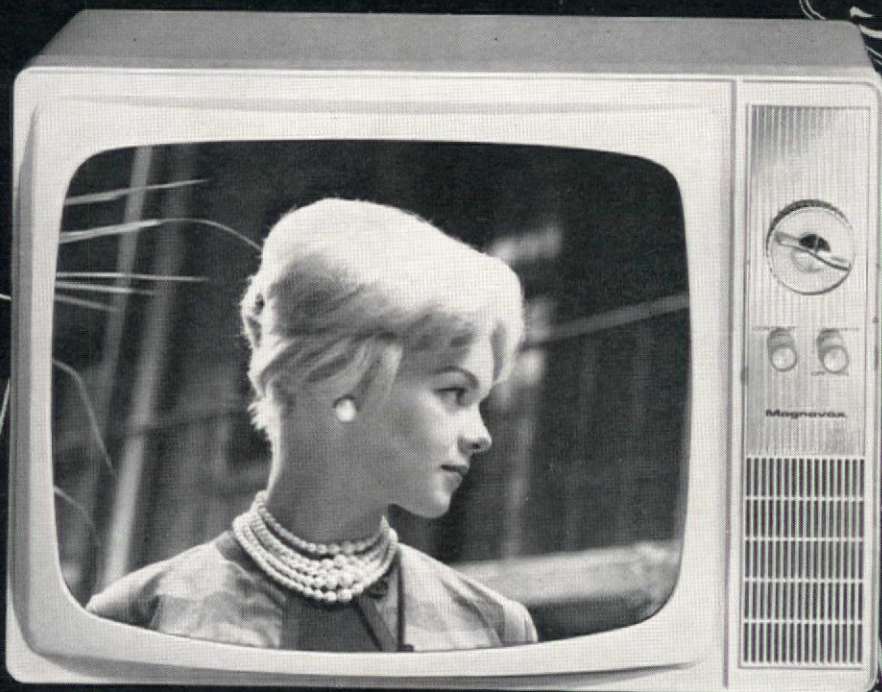
GSC, Denver—Upholstered wood furniture, 1 each.

GSA, Washington—Wood furniture, living room tables, desks, and bookcases, 2,519 each. Upholstered living room furniture, 1,875 each.

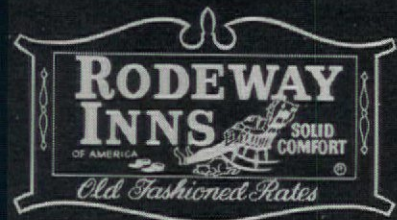
(Continued on page 1)

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Screen size: 19" 23" 24" 27" Television (circle)

Master Antenna Installation Receiver Maintenance

Color Other.....

Please send complete CFA information on guest room furnishings/financing.

NAME.....TITLE.....

HOTEL/MOTEL.....NUMBER OF ROOMS.....

ADDRESS.....

CITY.....ZONE.....STATE.....

the magnificent **Magnavox**

World leader in quality television and stereophonic high fidelity

MEMBER CONTRACT FURNISHERS OF AMERICA, INC.



Circle No. 8 on product information card

OUR WASHINGTON REPORT

CONTINUED FROM P. 8

Post Office Department, Washington—Wood lobby desks, 850 each.

GSA, Kansas City, Mo.—Sofa beds.

Contracting Office, Fort Bliss, Tex.—Furnish and install unlined draperies and matching valances.

Post Office Department Washington—Wood or steel furniture items.

GSA, Washington—Classroom furniture, indefinite quantity, June 1 1964 through May 31, 1965.

Winter harvests in awards

Just to show that federal procurement is a year-round reaping of what's earlier sown, here are some recent awards made by federal agencies for contract furniture:

General Services Administration, Washington—Office furniture, wood and metal, indefinite quantity, through Dec. 31, 1964 (Group 71, Part V, Secs. A-B)—American Seating Co., Silver Springs, Md.; Clarin Mfg. Co., Chicago; Shwyder Brothers, Inc., Denver; Virco Mfg. Corp., Los Angeles; Gingher Mfg. Co., Scranton, Pa.; Reliance Engineering & Mfg. Corp., San Antonio,

Tex.; Cole Furniture & Equipment Co., St. Louis; Deluxe Metal Products Co. Warren, Pa.; Diebold Inc., Hamilton, Ohio; ExCell Metal Products Inc., Chicago; Globe-Wernicke Co., Cincinnati; Hale Industries, Inc., Herkimer, N. Y.; Lycoming Furniture Industries, Inc., Williamsport, Pa.; McDonald Products Corp., Buffalo, N. Y.; Murphy Mfg. Co., c/o Capitol Office Supply Co., Washington; Remington Rand Office Systems, Washington; Shaw-Walker Co., Washington; Stakmo Co., Inc., Oswego, N. Y.; Standard Industrial Products, Co., Peoria, Ill.

Office furniture, metal and wood, indefinite quantity through Dec. 31 (Group 71, part V, Sec. B): Chromcraft Corp., St. Louis; Cramer Pottery Chair Co. M.S. Ginn and Co., Washington; Jebco, Inc., Jonesboro, Ga.

Household furniture (Group 71, Part 1), correlated groups of living, dining and bedroom furniture in ranch oak, early American, Danish Modern, and bedsprings, indefinite quantity from Feb. 1, 1964 through Jan. 31, 1965—A. Brand Co., Fort Worth, Tex.; Taylor-Jamestown Corp., Jamestown, N. Y.; Crescent Bed Co., New Orleans, La.

Household furniture (Group 71, Part 7), metal indoor-outdoor use, hospital and quarters use from date of award through Dec. 14, 1965—Superior Sleeprite Corp., Chicago. (C)

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Contemporary
Line

1017

1114

1025-2

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Fiberglas Beta* is "Top of the Fair"-est of them all!



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 choice for "Top of the Fair" at the New York World's Fair.
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 er and sun-safe. Superb drape and fire-safe.
 l washable and wrinkle-proof and shrink-proof and absolutely,
 tively, no-fooling No-Iron ever. The ultimate in Custom Draperies —
 binning luxury and utility as no other fabric can. Planning new installations?
 ck out Custom Draperies of new Fiberglas Beta. You'll be glad.

ric: "Top of the Fair," by Greeff Fabrics. Interior Design: Chandler Cudlipp Associates.
 en in New York, visit the Fiberglas Fabric Center, 717 Fifth Avenue.

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FIBERGLAS
BETA
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LETTERS

More on net pricing

Dear Sir: I would like to qualify my remark which you reprinted in the November issue on the Net Pricing article. I felt that the article was "great," but I intended this as a congratulatory remark for your editorial coverage of an important issue. I did not intend to give my endorsement to net pricing for all furniture manufacturers.

As a marketing consultant, I am frequently asked for an opinion on pricing policies. I have not found any single policy that can be applied to all manufacturers. Certainly every manufacturer who has a product of interest to the contract market is reviewing his traditional pricing policy and considering the changes he must make in order to reach the professional contract interior designer. I can state with conviction that the professional designer today is confused by the myriad of conflicting policies of net pricing, inflated retail lists and in some cases, prices

not published but quoted only on request. I doubt if there will ever be industrywide acceptance of a uniform trade practice. However, recent rulings and enforcements by the Federal Trade Commission will obviously affect the unrealistic, inflated retail pricing practices.

I would like to see the formation of a contract manufacturers' association. The contract market today is growing fast but the marketing policies are still in the early fermentation stages. Your publication is a great assistance as a forum for discussion of all aspects of the contract market. But it will also be valuable to have an association with the opportunity of face-to-face personal discussion of many aspects of the current marketing revolution in the commercial furnishings industry.

CHARLES S. MILES
Charles S. Miles & Associates
Chicago

Dear Sir: Your September article on Net Pricing drew interesting comments on your November Letters page. We certainly agree that the subject deserves further consideration and with that in mind send along our thoughts.

In our opinion, Herman Miller, in initiating its dual net pricing policy has done an unquestionable disservice to its own dealers as well as to the countless dealers of its competitors. As much as one would like to look at the Miller tactic objectively, when it promises to threaten one's own reputable operation with price confusion and when it further complicates bidding procedures, one cannot help but be subjectively annoyed. The excuse that this move benefits the professional—be he designer, architect, or specifier—does not mitigate our feelings in the least.

We as a dealer maintain our own highly trained design staff and have recently invested several hundred thousand dollars in enlarging our showrooms. We also maintain a warehouse for storing furniture for ourselves and for designers and architects who have no warehousing facilities. So not only are we professionals, but we operate to the benefit of professionals independent of our own organization.

(Continued on page 14)



Decision-maker

Seat a strong-willed captain of industry (or head of state) in this persuasive new chair by Metropolitan. As its tranquilizing comfort envelopes him, you'll see him make a merger or talk a treaty most agreeably. Why? Because A. I. D. award winner Jules Heumann designed it for the particular purpose of molding executive opinion everywhere. Note its international character, its suave cosmopolitan charm, its brushed chrome base. Cover it in top-grain leather, plastic, or fabric. Write for free Contract Division catalog or send \$1 for complete 86-page catalog. File it with your corporate secrets. Inquiries will be handled in strictest confidence by Department T, Metropolitan Furniture, showrooms: San Francisco — 838 Western Merchandise Mart; Los Angeles — 724 Home Furnishings Mart; Dallas — 35 Decorative Center; Chicago — 621 Merchandise Mart; New York (Trendage) — 232 East 59th Street.

METROPOLITAN



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Don't worry about the golf spikes — the carpet's 100% Du Pont nylon. Don't worry about the quality — the carpet's made by Hardwick.

The Thomas W. Walsh Co. of Detroit, Michigan knows Hardwick's adeptness at creating unique designs, and the quality of Hardwick's more than a century of carpeting

experience — no wonder they chose Hardwick to create this custom-made carpet for the men's locker room in Detroit's Red Run Golf Club.

Let Hardwick show you how their carpeting — regular contract qualities PLUS special designs, colors and textures are adaptable to every client's needs.

FREE! Hardwick's new "Carpet Selector"

In Hardwick's "Selector" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities to help you demonstrate carpeting dramatically, professionally and effectively.



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Chicago Dallas Detroit New York San Francisco Los Angeles

.....

HARDWICK & MAGEE CO., 7th & Lehigh Avenue, Phila. 33, Pa.
Gentlemen: Please send me, without charge or obligation, your new "Carpet Selector"... the contract carpet guide prepared as a Hardwick professional service.

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

.....

Circle No. 12 on product information card

LETTERS

CONTINUED

zation, which naturally also benefits our manufacturers.

Your article states that many producers are unhappy with their dealers—that dealers are cutting back from their services of yesterday. Since our policy is progressive, since our services are constantly being increased, since our salesmen are not "order takers," but qualified interior designers, we do not fall into this back-sliding category. We would also like to pay this same compliment to a number of other dealers in the Baltimore area.

We are curious to know how many

other dealers in this country feel as we do about the Miller contribution to price confusion. Is this *really* supposed to be the cure-all for the human tendency to "get it wholesale"? If burying the discount monster was Miller's idealistic aim, then why did Miller not endeavor to influence its sister manufacturers to do likewise instead of throwing a loaded bomb which caught the entire industry off guard? Such a cause deserved an endeavor in this direction, if for no other reason than respect for the corporate image of the furniture industry. A leader leads, but not by surprise attack.

What is so praiseworthy about upsetting tradition in this manner? Where is the loyalty to those who have put Miller where it is? We know something about tradition. We were selling desks along

with quill pens in the early 1900's. We also know that progress and change over time alter the ways of tradition, but to alter is not to upset—to improve is to lend further confusion.

CONTRACT has implied that Herr Miller has single-handedly attempted to tidy up the whole contract industry. Was it single-handedly? Is the answer perhaps that Miller was serving its own particular needs, not those of the industry as a whole? Many of our manufacturers would argue with your inference.

G. ARNOLD KAUFF
Vice President
Lucas Bros.,
Baltimore,

Snow Flake cost clarified

Dear Sir: We would like to correct the cost figure for the Snow Flake Motel signed by William Wesley Peters of Taliesin Associated Architects featured in December 1963 CONTRACT.

The motel cost \$7,900 per unit including cocktail lounge, coffee shop, year-round swimming pool with locker facilities, lounge, conference room seating 100 people, call-boy system, TV, all-season conditioning by heat pump, and ice machine in each room. The total project cost date is \$450,000.

The concept for the motel was that of architect Peters.

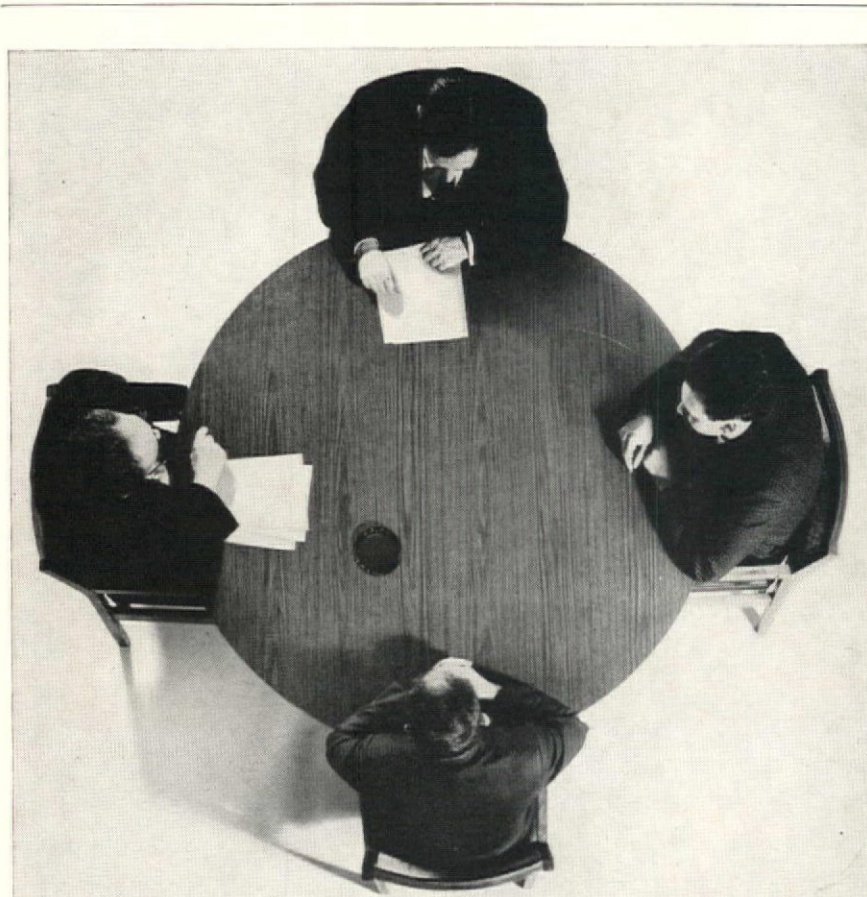
As you may imagine we are adversely affected by such cost stories as you have published. Recently we have produced drawings for the following buildings, all under construction. All buildings came within their budgets and in line with or below our estimates: Grady Gammage Memorial Auditorium, \$17.81 per sq. ft.; Marin County Government Center, \$22.50 per sq. ft.; Ascension Lutheran Church, \$15.57 per sq. ft.; Administration Building for Education Dept., University of Wichita, \$17.96 per sq. ft. (Cost is construction cost exclusive of furnishing, fixtures and site work.)

It might be interesting to compare the cost of the 3,000 seat multi-purpose auditorium with the cost of the celebrated Philharmonic Hall of Lincoln Center.

We are happy to provide facts and figures of any buildings you may wish to publish in the future.

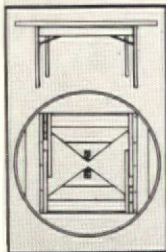
CHARLES MONTGOMERY
Taliesin Associated Architect
Taliesin Valley
Scottsdale, Arizona

The figures used in the article were supplied by the owner of the Snow Flake Motel and include site and other additions to the basic costs.—Ed.



For men with big ideas—and little space

... a new HOWE Folding Table



Cramped for room? Don't let it bother you. To solve your problems, all you need is a little "know how" and this HOWE folding table. It's ideal for converting small areas into conference rooms. Just right, too, for executive dining rooms. Features include handsome, wood-grained plastic tops and square steel legs that fold flat for easy storage. (Choice of finishes: flat black enamel, mirror or satin chrome.) 48", 54" and 60" diameters.

For free literature, write today!

Howe Folding Furniture, Inc., 360 Lexington Ave., New York 17, N.Y.

If it folds—ask HOWE!

HOWE

Circle No. 13 on product information card



Scroll **SOLID** ALUMINUM FURNITURE

in Miami's Cedars of Lebanon Hospital

Chosen for its long life and lasting beauty under heavy usage, with minimum maintenance, Scroll's lightweight, rustproof furniture is used throughout Miami's famous Cedars of Lebanon Hospital: in Entrance Lobby, Coffee Shop, Cafeteria, and Doctors' and Nurses' Lounges. Make Scroll Solid Aluminum Furniture *your* choice, too . . . select from our catalog or let us make custom-adaptations for your particular needs.

SCROLL, INC. 800 N.W. 166th STREET, MIAMI, FLORIDA 33164 A Subsidiary of Air Control Products, Inc., Miami, Florida



Cedars of Lebanon Hospital Lobby, with Scroll LA CLASSIQUE.

Scroll PRESTIGE in Cedars of Lebanon Hospital Cafeteria.



Circle No. 14 on product information card

SCROLL SHOWROOMS

- ATLANTA..... Hersman & Co.
- CHICAGO..... Scroll, Inc., Merchandise Mart
- CINCINNATI..... Murray Showrooms, Inc.
- DALLAS..... Hersman & Co.
- DENVER..... Furniture Galleries
- GRAND RAPIDS..... Wolverine Show Rooms
- INDIANAPOLIS..... Murray Showrooms, Inc.
- LOS ANGELES..... Clark & Burchfield, Inc.
- MIAMI..... Decorators Showroom
- NASHVILLE..... Percy Cohen Furniture
- NEW YORK..... Scroll, Inc.
The Decoration and Design Building
- PHILADELPHIA..... Fancher Furniture Co.
- SAN FRANCISCO..... Knapp and Tubbs, Inc.
- WASHINGTON, D.C..... Decorators Showroom

CONTRACT BUSINESS: NOTES & COMMENTS

Van Luit opens Chicago showroom

Albert Van Luit & Co., west-coast designer and manufacturer of wallpapers and vinyl wallcoverings, has opened new showrooms for interior designers and architects in the Chicago area, Space 11-123 of the Merchandise Mart. The spacious quarters



have better facilities for the display and selection of the vast array of items in the Van Luit lines. In addition to the many folding wings for large samples, there are a number of small vignettes showing scenics and repeat patterns in actual use.

Pahlmann honored by AID

The New York Chapter of the American Institute of Interior Designers (AID) announced last month that its Elsie de Wolfe Award for 1964 was given to William Pahlmann, FAID. Mr. Pahlmann, who has designed hotels, restaurants, residences, and other types of installations in this country and abroad, was most recently identified with the New York Hilton Hotel, for which he created a whole series of restaurants (see Page 30). Shown

below is a private office by Mr. Pahlmann in the Lacey Office Building, Dallas, Texas, which he created recently.

Ford-Earl merger

Merger of two of the country's leading industrial design firms, W. B. Ford Design Associates, Detroit, and Harley Earl Associates, Warren, Michigan, was announced jointly by the presidents of the two companies last month. The new firm will be known as Ford & Earl Design Associates and will maintain offices in Detroit, New York, and Chicago. Headquarters is at 28820 Mound Road, Warren. Present plans for the new firm include the construction of a new office building in downtown Detroit in which the design firm will be the principal tenant. Principals in the new firm are W. B. Ford II, chairman and chief executive officer; James M. Earl, president and chief operating officer; Harley H. Melzian, executive vice president in charge of design; C. Craig Paul, senior vice president in charge of operations.



William Pahlmann, winner of the Elsie de Wolfe AID Award. Below, a recent office design project in Dallas by Mr. Pahlmann.



AH&MA cites year-end figures

Gross income for the nation's 87 hotels and motels dropped \$85 million 1963 from \$2,810,000,000 the previous year. This unfavorable financial picture was reported by the American Hotel & Motel Association in its annual year-end report.

Holiday at the Fair

Five-hundred high-rise furnished apartments, less than one mile from the World Fair entrance in New York City, have been leased by Holiday Inns of America Inc., from LeFrak City Apartments, Queens, N.Y. Holiday will operate Holiday Fair Apartments for a one-month period, covering both six-month sessions of the Fair during 1964 and 1965. All apartments, available for rental on a weekly basis, will have electric kitchen and air conditioning, and will be equipped for light housekeeping. In addition, there will be a coffee shop on the premises, playgrounds, swimming pools, parking

New assignments . . .

Tom Lee has been retained by the Shoreham Hotel Corp. to design a luxury ballroom for the Shoreham Hotel in Washington. This new 17,000 square-foot addition to the hotel will be called the Regency Ballroom, and will, appropriately, be designed in a modernized Regency style. Focal point of the room will be five Italian crystal chandeliers, each 12-feet in diameter. Designed for large banquets, conventions, and receptions, the room will seat 1,700 for banquets and will accommodate 2,400 for meetings and receptions. The addition, now under construction, will be completed by this coming fall. J.F.N. Associates has been commissioned to do the Washington offices of International Telephone & Telegraph Corp. New quarters will be in contemporary style, with all design work under supervision of S. P. Filini. . . Emily Malino's firm has been retained by Chemstrand Co. as design consultants. Malino's firm will act officially as general design consultants in the fields of office plant, and home interior decoration and design. Miss Malino will work closely with Chemstrand's home furnishing departments and Chemstrand customers on product development, exhibits, and sales promotions. . . James May Organization has been appointed by the Nevamar Co. to develop and direct the styling of Nevamar's line of high pressure, decorative laminates. (C)

SCHUMACHER

fashions new shape-keeping beauty in

100% "ORLON"®

Dramatic casement fabrics in utterly practical "Orlon"* acrylic are available in a stunning range from Schumacher. Widely accepted in contract installations, this fabric is frequently the recommendation of decorator or designer. Because they are "Orlon", their deceptive soft touch has a strong backbone. Completely washable, they keep their

shape even in humidity. In ten yarn-dyed colors and white (shown in center panel), new lateral stripes, vertical stripes or plaids—some with subtle metallic yarns. 48" wide. F. Schumacher & Co., 58 W. 40th St., New York 18, N.Y. Main showroom: 939 Third Ave., New York, N.Y. Others in leading cities throughout the country.



*DU PONT REGISTERED TRADEMARK. DU PONT MAKES FIBERS, NOT FABRICS. SEE "DU PONT SHOW OF THE WEEK" SUNDAYS, NBC-TV.

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



San Francisco Seminar, April 10, will focus on "Specifying Products for Contract Work"

SPECIFYING products for contract jobs will be the subject of the second annual Contract Seminar, scheduled for Friday, April 10, at Western Merchandise Mart in San Francisco. The trade conference, jointly sponsored by the Mart and CONTRACT Magazine, drew more than 250 people last year, consisting of designers, planners, and manufacturers from all over the West Coast. This year's event, implemented by special exhibits of contract merchandise in the newly refurbished Mart building, is expected to bring a trade audience of 500 to San Francisco. Specialists in various segments of the contract field will discuss their methods, their recurring problems, their recommendations to manufacturers of contract furniture and furnishings for improving the industry product and industry relationships. Heading the list of speakers is Henry End of Miami, Florida, internationally known designer of hotels both here and abroad. Mr. End will trace the procedures entailed in designing, specifying, and installing furnishings on major hotel assignments. Mary Louise Schum, of Hamilton, Ohio, a specialist in planning and designing interiors for religious institutions, women's residences, etc., will discuss the special problems in her field. John Crane, head of the San Francisco office of Saphier, Lerner, Schindler, one of the largest office planning firms in the country, will deal with the intricacies of specifying contract products for business offices. Two manufacturers on the panel—Manfred Steinfeld, head of Shelby Williams Co., Chicago, and Charles Stendig, president of Stendig, Inc., will discuss specifications and marketing problems from the producer's point of view. Ben Hellman, publisher of CONTRACT Magazine, will act as moderator of the seminar. A display of work by members of the panel will be shown following the seminar, and tenants at the Mart are planning special exhibits for the visiting contract designers and specifiers. (C)



End



Schum



Crane



Steinfeld



Stendig



Hellman



meridian by Drexel®

HOTEL/MOTEL FURNITURE

Meridian by Drexel is one of the most popular contemporary furniture collections available today . . . sales to homemakers are in excess of seven million dollars since January 1962. Meridian has now been adapted for hotels and motels by adding such pieces as dresser-desks, consoles and luggage benches with durable plastic tops. In addition, all 50 Meridian living, dining and bedroom items for the home are also available to you. Now you can create warm and inviting guest rooms with the "at home" feeling, using furniture made by Drexel and sold by Robey. Contact Robey today for the name of your franchised dealer.

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

ROBEY
CONTRACT AND DEVELOPMENT
DREXEL ENTERPRISES, INC.
DREXEL, NORTH CAROLINA
Telephone: Area Code 704 437-2311



Designer: Jay Dorf, A.I.D.

General Cigar Company
selects Traditional Furniture by
KITTINGER



President's private conference room

Send for NEW 64-page Contract Furniture Catalog.
Kittinger Company, 1925 Elmwood Avenue, Buffalo, N. Y. 14207



Showrooms: NEW YORK • BUFFALO • BOSTON • CHICAGO
ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO

Circle No. 17 on product information card

CONTRACT NEWS

ROCKLAND INDUSTRIES has been formed as parent company for its four operating divisions—ROCKLAND BLEACH & DYE WORKS, PASTAD MILLS, ROCKLAND MILLS, and BAMBERG TEXTILE MILLS. At the same time, the following executive appointments were made: Gilbert Gardner, executive vice president of Rockland Industries. J. ALBERT ADLER, in charge of the Pastad Mills operation and sales manager for Pastad. WILLIAM S. NEGIN, vice president in charge of Rockland Mills division. GORDON LOEB, vice president in charge of Rockland Bleach & Dye Works division.

SMITH METAL ARTS CO., INC., Buffalo, N.Y., has become exclusive sales representative for SMITH TICON battery operated clocks.

MAXWELL COMPANY, INC., one of the country's leading contract furnishings firm, and A. ANDERSON KARAGHEUSIAN, INC., have mutually agreed that Maxwell will handle Karagheusian's carpet products exclusively and sell them nationally on a contract basis. This marks Maxwell as the largest single contract carpet buyer in the United States purchasing from one major mill.

BJORN SKAALERUD has been appointed manager of the metropolitan New York and New Jersey territory for Dux, Inc. He will be assisted by J. P. PION former assistant plant manager of the Dux eastern plant.

RAUB & ROBINSON was named West Coast representative for the Harvey Probbler, Inc., residential, contract, and office furniture lines.

TICHENOR CARPETS, INC., Dallas, was named distributor for the state of Texas, except El Paso County, for Downs Carpet Co.

Hardwick & Magee Co. has named two representatives: RUSSELL BLOEMKER, responsible for sales and service in Kansas, Missouri, Iowa, Nebraska and CHADWICK SALES CORP., representing the firm in Colorado, New Mexico and Utah.

HAYDEN INDUSTRIES, a subsidiary of the Quartermaster Creative Corp., expanded its lighting production facilities with the opening of a new 60,000 square foot building in Schuylkill Haven, Pa.

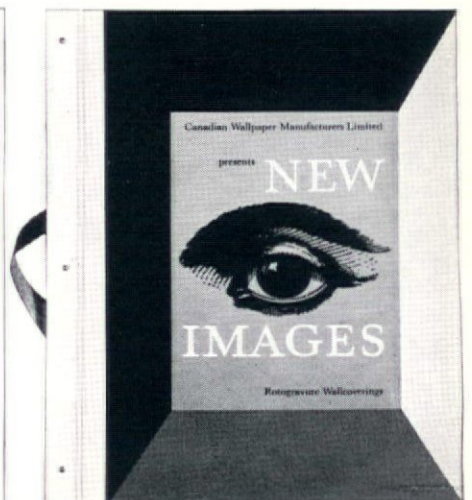
(Continued on page 21)



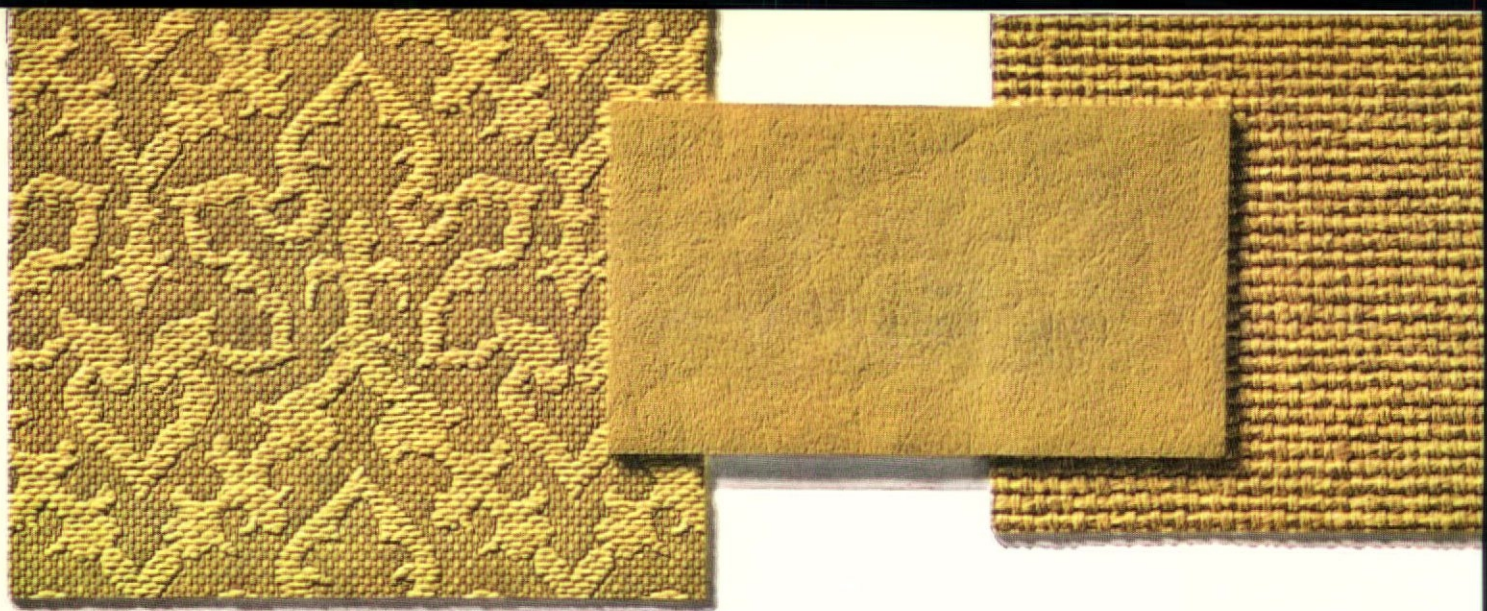
DRAMA in new rotogravure wallcoverings

The "New Images" collection is designed to take full advantage of the unique qualities of rotogravure printing. Rotogravure offers unequalled reproduction of grains and textures . . . making possible a series of unusual designs which have never before been available in moderately priced wallcoverings. From the Renaissance luxury of Venetian Griffin to the pantomime humor of Harlequin Grasscloth, this dramatic new collection features designs which are admirably suited for private homes as well as for offices, clubs, stores, hotels and restaurants. Call your nearest distributor and ask to see them soon. Canadian Wallpaper Manufacturers Limited, 222 7th Street, Toronto 14, Ontario.

Distributors: Atlas Wallpaper & Paint Co., 740-44 South Street, Philadelphia 47, Pa. • B-B Paint Corp., 2201 North Dort Highway, Flint, Mich. • I.S. Crane Inc., 2632 W. Division St., Chicago 22, Ill. • Gilman Wallcoverings Inc., 573 Juniper Street, N.E., Atlanta, Georgia, also at, Chattanooga, Tenn. • Jack Lippman Company, 464 Rockaway Avenue, Brooklyn 12, N.Y. • Sinclair Paint Co., 8151 Beverly Blvd., Los Angeles 48, Calif. • Wallpapers Inc., 276-11th Street, Oakland, Calif.



Circle No. 18 on product information card



The beauty of it all...Federan trio



"Modern" Family Trio Group above by J. L. Chase Chairs; also shown on Karpen Furniture and International Furniture, all divisions of the Schnadig Co.

Our three new exclusives—Frontenac*, Barley Cloth*, and Llama Continental* are now correlated in colors and in textures to blend with each other.

Every designer will respond to the creative possibilities of the FEDERAN TRIO. Each of the TRIO's fabrics features an array of up to the minute decorator colors, that have been enthusiastically accepted by designers throughout the country. If you develop a monochromatic scheme using the TRIO's fabrics the color values will blend impeccably. Analogous or complementary schemes

offer particularly dramatic harmonies. The FEDERAN TRIO opens up exciting design potentials, broadens your selling concept, inspires thrilling color and texture groupings.

FRONTENAC, a classic provincial design is a luxury expanded vinyl—looks almost woven, it's so deep-textured and flexible. (10 colors). BARLEY CLOTH is an original homespun pattern with a real-

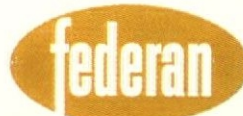
istic, woven-thread design. (15 colors). Completing the TRIO is LLAMA CONTINENTAL, a leather-grained expanded vinyl, with a unique matte finish, that is characterized by exceptional endurance and workability. (18 colors).

FEDERAN TRIO is available nationwide through distributors listed on opposite page. Or, call the man from FEDERAN 212 MU 2-6700.

AIRCO PLASTICS PRODUCTS

A division of Air Reduction Company, Incorporated

150 East 42nd Street, New York 17, N.Y.



*Airco's trademark for its alkene upholstery



Melanie
Kahane

says

Not too long ago your mother's or your grandmother's
interior decorating problem was buying a three-piece
parlor suite and a ten-piece dining set. Other decisions
were easy. Carpet selection was limited to a "taggering"
three colors. The upholstering fabrics consisted of a "dazzling"
variety of velvets or chairs. All curtains were lace, and every kitchen
floor was a printed linoleum. Yes, life was simple, but
how dull!

I just can't think of today's woman living in this
world of vacuum. But then, why should she? Today her
interior can truly reflect her personality. She can
choose from an endless variety of the finest reproductions
of all periods, in any price range. It is the privilege
today to mix periods. These are the means by which she
expresses herself. She has learned to mix periods, fabrics,
textures, and colors, and at the same time, she has
learned to be practical.

The FEDERAN TRIO was created by designers expressly
to help today's woman achieve the effects she is seeking
throughout her home. The TRIO accomplishes this by making
it easy for her to assemble colors and textures. For the
first time, creative designers and decorators as well, can
draw from an exciting, coordinated collection of quality
vinyl fabrics with fascinating textures and beautiful patterns.
At last, vinyl has won its rightful place alongside such
costly fabrics as silk, damask, and brocade.

And the colors are irresistible!

Federan distributors — REESE B. DAVIS & CO., INC. • GENERAL OFFICES: Fort Worth, Texas • SHOWROOMS in: Atlanta • Cleveland • Dallas • Houston • Kansas City, Missouri • Los Angeles • Minneapolis • Philadelphia • San Francisco • Washington, D.C. • SUPPLY COMPANY Skokie, Ill. • ACME UPHOLSTERY SUPPLY CO., Denver, Colorado • CRESCENT TEXTILES INC. Atlanta, Georgia • FEDERAL DISTRIBUTING CO., INC. Erie, Pennsylvania • HERGUILD INCORPORATED New York, New York.



RCO PLASTICS PRODUCTS

A division of Air Reduction Company, Incorporated

150 East 42nd Street, New York 17, N.Y.

Circle No. 19 on product information card

CONTRACT NEWS

CONTINUED FROM P. 20

GENE McDONALD, INC., moved its showroom to 969 Third Ave., New York City. In addition to the McDonald fabrics and wallcoverings, displays will include wallpaper lines from James Kemble Mills and Mitchell-Culross.

EMJAY IMPORTS INC., U. S. sales representative for Ligna bentwood chairs, moved to new offices and showrooms at 270 Madison Ave., New York City.

Paul Kaiser Associates, Miami textile firm, announced the following appointments: NICK KARAS, Merchandise Mart, Chicago, as representative in Illinois, Iowa, Indiana, Michigan, and Wisconsin. ROBERT HARN, Atlanta Merchandise Mart, covering Tennessee, North and South Carolina, Georgia, Alabama Mississippi, and Florida panhandle. HERBERT L. RUBIN, Framington, Mass., servicing office supply and contract fields.

Johnson Plastic Tops, Inc., has appointed the following representatives: ROBERT T. FLATTERY CO., Novi, Mich., for Michigan, Ohio, and Indiana. E. A. HUNT CO., Dallas, covering Texas, Oklahoma, Louisiana, and Arkansas.

Errata—January Directory Issue

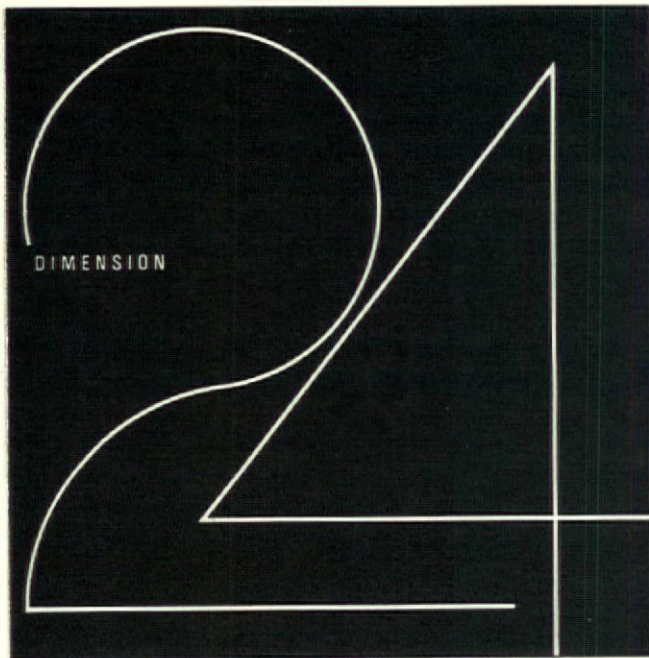
TROPITONE FURNITURE Co., INC., Sarasota, Florida, was inadvertently omitted from the list of exhibitors in the showroom of Midwest Agents, on the 11th floor of the Merchandise Mart, Chicago. Midwest Agents' photo and caption were printed on page 96 of the January Directory Issue.

BERKSHIRE HATHAWAY, INC. was incorrectly listed in the classified listings in the January Directory. Correct address is: 261 Fifth Avenue, New York 16, N.Y.

Address for MADISON FURNITURE INDUSTRIES, in Planters and Seating, Multiple, categories, should be Canton, Mississippi.

RALPH A. MIELE, INC., whose address was incorrect in the advertisement on page 151 of the January issue, is located at 341 East 62d Street, New York 21, N.Y.

THE GREENHOUSE, New York City, specializes in real plants and foliage. The directory omitted to mention the fact that plants are The Greenhouse's main business.



Ad infinitum . . . that's the limitation of this magnificent new modular seating group . . . Dimension 24, designed by Arthur Umanoff. Perfect for commercial or residential application in a wide range of fabrics with bases and trim of walnut wood and aluminum.

MADISON

MADISON FURNITURE INDUSTRIES CANTON, MISSISSIPPI
 DISPLAYS IN LOS ANGELES: SAN FRANCISCO: SEATTLE: CHICAGO: DALLAS

Circle No. 20 on product information card

PEOPLE

Saphier, Lerner, Schindler, Inc., New York space planning and design firm, announced three new staff appointments: ROBERT FRANK, vice president, coordinating all project director activities; CHARLES FLAYHAN, project director in the Los Angeles office, and RICHARD MARSH, project director in Chicago.

JOE GILBERT, appointed new national sales manager for Paul Kaiser Associates, textile wholesaler of Miami.

HENRY NEUMAN, designer and artist, was named vice president of planning and design for Pace Collection, Pace/Jil Associates, Inc.

LEE H. ZOELLER, has been named manufacturing representative for the Omni line of furniture division of Aluminum Extrusions, service areas North and South Carolina, West Virginia, and Virginia.

WALLACE R. JONASON, AID, has been appointed director of design for Design/Planning, Inc.

LOUISE C. CAUFFMAN, AID, has been retained by Hardwick & Magee as color stylist and consultant.

BERNARD USSELMAN will represent Middlebrook Mfg. Co. in Pennsylvania, Maryland, Delaware, eastern Virginia, and south New Jersey.

LAU AABLING has been appointed national sales manager for Royal System and System Cado.

ROBERT L. CORP has been appointed midwest sales manager for Associated Showrooms, 1158 Madison Merchandise Mart in Chicago.

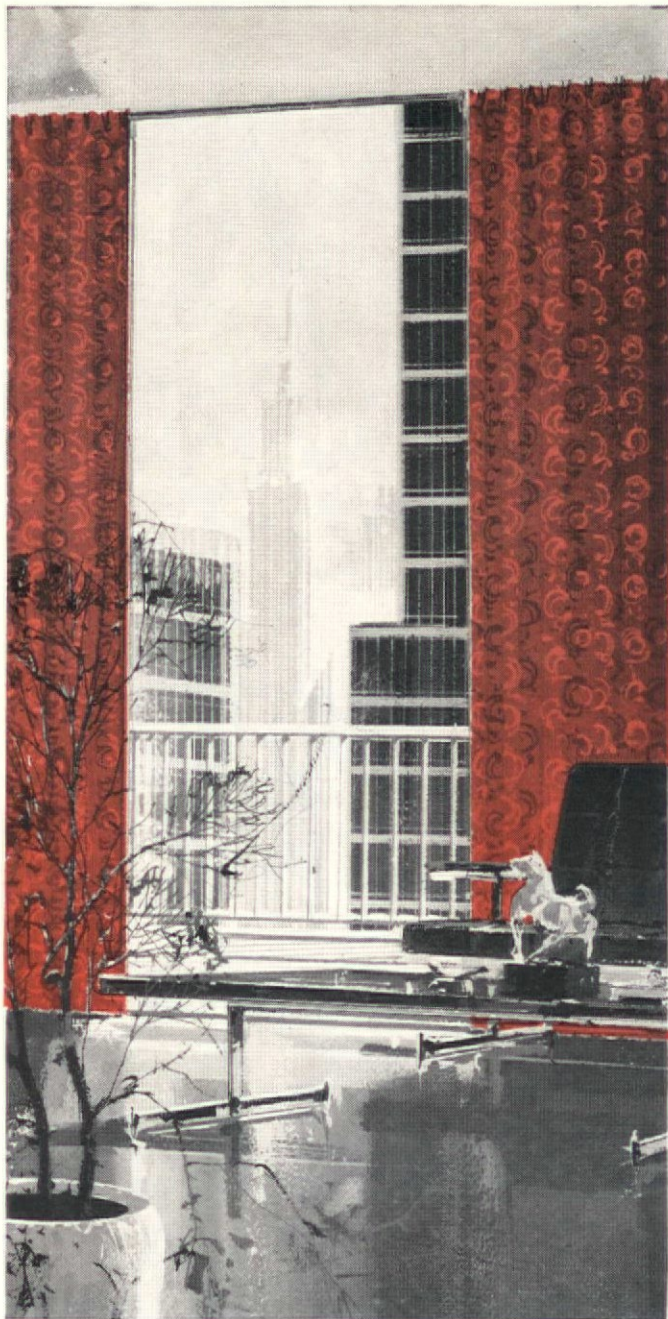
LESTER W. BITNER has been named to the sales staff of C. H. Masland & Sons.

LOUIS MALMAN, president of Loumac Supply Corp., has purchased the tooling and inventory of P.H.D. GALLERIES, LTD. New firm name will be P.H.D. Products, Inc., with offices and showrooms at 327 East 103 Street, New York City. Louman and P.H.D. will operate independently of one another.

SEWELL F. WEAVER, has been elected president of Standard Furniture Co. Mr. Weaver is former manager of Hanover Made Furniture Co.

VLADIMIR KAGAN, furniture and interior design consultant has been added to the consultant staff of Standard Mfg. Co.

(Continued on page 25)



Architrac lets you standardize,

lets tenants individualize.

With Architrac® double traverse sets, closing the room-side draperies also closes the outside drapery. (We do this by using ingenious interlocking master slides.) This gives a uniform exterior appearance and still allows tenants individual choice of color and design in room-side draw draperies. Our recessed and ceiling mount Architrac permits another degree of standardization. The extruded track can be installed around the entire building perimeter, regardless of where interior partitions may be placed. After tracks are installed, each unit can be partitioned to tenants' individual requirements. Then the component parts

are inserted in the track. If partitions are moved, the component parts are easily repositioned allowing complete flexibility of office layout.

We supply Architrac in nine styles (cord and hand operated) for flush, recessed, flanged or bracket mounting. For details on our full line of Architrac drapery hardware, see Sweet's, section 18F/K1. For complete specifications covering Kirsch Architrac interlocking master slides and perimeter applications, write us. Ask, too, for our free catalog, price-estimation information and about our nationwide consultation service. Kirsch Company, 335 Prospect Street, Sturgis, Michigan.

Kirsch
 DRAPERY HARDWARE

Circle No. 21 on product information card

TROPITONE CONTRACT

*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. 22 on product information card

PEOPLE

FRANCIS J. LUCAS has been promoted to sales product manager for monofilaments by Firestone Synthetic Fibers Co.

ELMER G. RAHE has been appointed vice president of marketing for the office furniture division of Hamilton Cosco, Inc.

HAROLD LEWIS MALT, designer, has moved his space planning practice to new offices at 410 Bailey Ave., Buffalo, N.Y.

RUDY F. GROFSICK has been appointed northern eastern regional contract sales manager of E. Barwick Mills.

FRANK KESSELEM has been named manufacturing representative for the contract division of the Brody Seating Co., serving Ohio, western Pennsylvania, and West Virginia.

H. E. MITCHELL has joined the Slater Co., Chicago, as a vice president.

BARRY LANE has been promoted to the sales manager of the contract and executive office furniture department of Harvey Probbler, Inc. Probbler has appointed the following contract sales representatives: E. M. STEWART, to cover Texas, Oklahoma, and Arkansas; RALPH BENDER, serving Georgia, North and South Carolina, Tennessee, Mississippi, Alabama, Louisiana, and Florida.

JOHN J. FITZPATRICK has been appointed sales manager of M/H Wholesale Supply Co., a subsidiary of Quality Courts Motels, Inc.

DONALD C. ELIASSEN has been named vice president of design at Duffy Inc., business and institutional interior planners and designers.

ROBERT F. QUAINANCE has been named by Myer Desk Co. as regional sales director, serving offices in Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, North and South Dakota, Wisconsin.

GEORGE L. HART will represent Roxbury Co. as regional sales representative in the state of Iowa, Montana, Nebraska, the Dakotas, and Michigan.

MICHAEL SPIRITO has joined the sales staff of Patterson, Flynn & Johnson, Inc., serving architects and interior designers in Metropolitan New York area.



This van hates crates.

ALMOST ANYTHING COSTS LESS TO SHIP (ALMOST ANYWHERE) UNCRATED

Why? To begin with you'll save the money intended for crate materials and construction, plus the extra shipping weight taken up by the crates themselves. How? In a specially padded North American van. No matter what your shipment is, chances are you can use our fully protected, uncrated door-to-door delivery service and save money. What kind of items can be transported this way? Well, computers, refrigerators, fine furniture, lab and hospital equipment, art collections, household furnishings, washing machines and dryers, flight simulators, nose cones, displays, pianos, you name it. (You can ask people like Burroughs, IBM, Link Aviation, Remington-Rand, General Electric and Fairbanks-Morse about it.)

How To Use
Physical
Distribution
Of Your Product
As A
Marketing Tool

Where can you ship? Anywhere in the United States, Canada, Europe, the Far East. In fact anywhere in the free world. **Free booklet: How To Use Physical Distribution Of Your Product As A Marketing Tool.**

You will want to distribute these helpful booklets to executives in your firm who are involved in sales, marketing, shipping and distribution. Write: Dept. C-310, North American Van Lines, Fort Wayne 1, Indiana.



NORTH AMERICAN VAN LINES
the GENTLEmen of the moving industry

Circle No. 23 on product information card

Coronet
WONDERFOLD



folding

Chairs

... without equal

folding and stacking



in folding sections



with folding arms



with folding kneelers



with folding book boxes



with more
COMFORT and
FLEXIBILITY
than other wood
folding chairs

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



NORQUIST PRODUCTS INC.
JAMESTOWN, NEW YORK SINCE 1881

Circle No. 24 on product information card

CALENDAR

1964

March 31-April 2. Midwest International Hotel Motel Show. Sherman House, Chicago.

April 2-3. Northwest Furniture Market. Seattle Wash.

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

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

April 10. Contract Market Seminar (specify contract products), Western Merchandise Mart San Francisco.

April 17-24. Southern Furniture Markets. Hickory Point, Lexington, Drexel, Thomasville, Lenoir, Hickory, N.C.

April 22. New York World's Fair opening.

April 22-24. Mid-West Hospital Association, 30th Annual Convention. Municipal Auditorium, Kansas City, Mo.

April 26-30. National Society of Interior Designers. First Annual Convention. Waldorf-Astoria Hotel, New York City.

April 29-May 1. Furniture Market. Dallas Market Center, Dallas.

May 17-22. 18th Annual New York Stationery Show. Hotel New Yorker, New York City.

May 21-24. National Office Furniture Association and National Stationery & Office Equipment Association Eastern Convention & Exhibition. New York City.

May 25-28. American Motor Hotel Association and National Restaurant Association combined national conventions, including Motelrama and International Signs For Dining exhibits. McCormick Place, Chicago.

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

August 24-27. American Hospital Association. McCormick Place, Chicago.

September 26-29. National Stationery & Office Equipment Association annual national convention and exhibit. Conrad Hilton Hotel, Chicago.

November 9-12. National Hotel & Motel Exposition. Coliseum, New York City.

**WHERE SHOULD YOU GO
WHEN IT'S SPRINGTIME?**

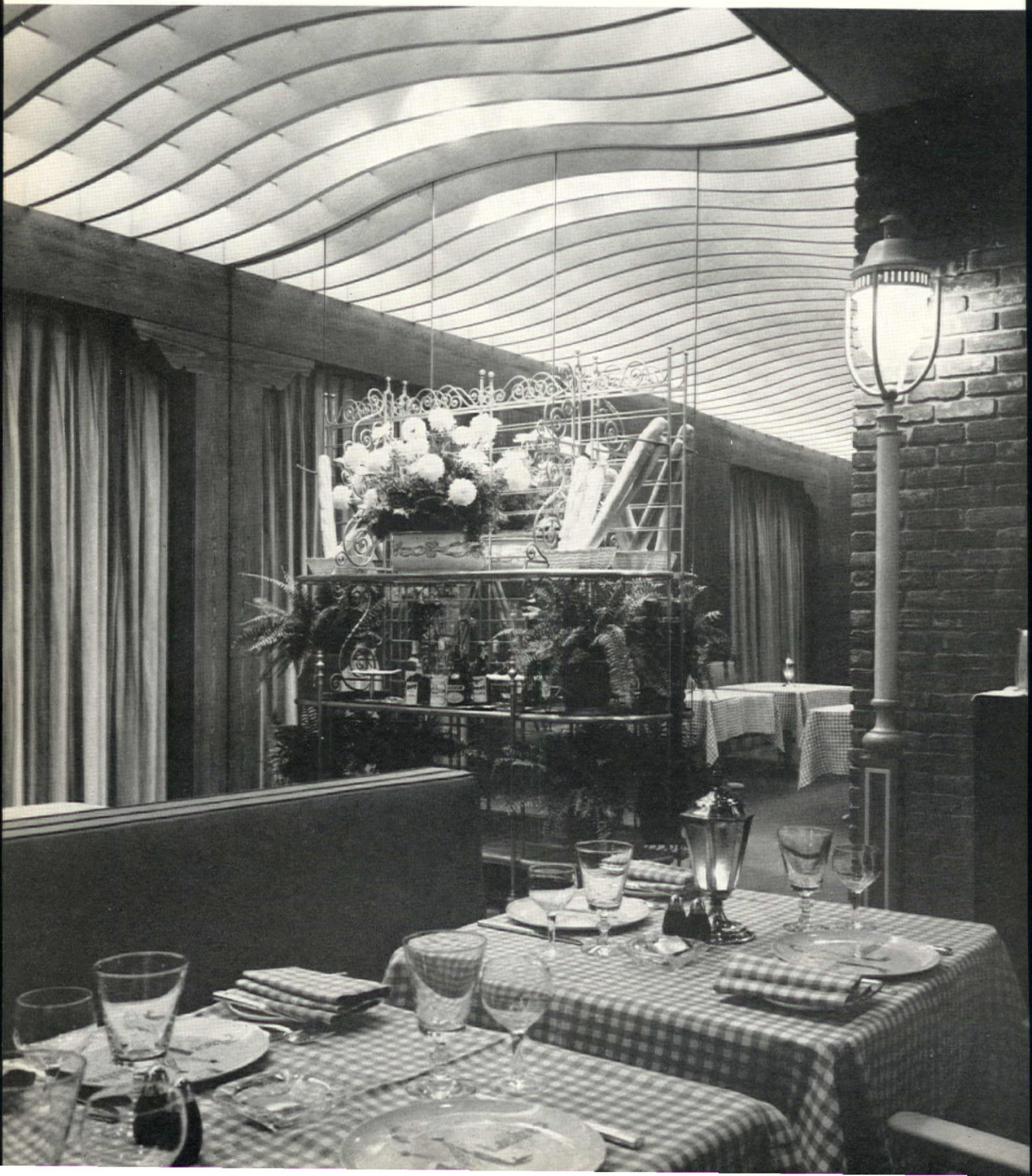
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Circle No. 25 in product information card

ENTRANCE to two restaurants in the New York Hilton Hotel, the Valencia and the Lautrec, is done in a contemporary, sophisticated manner that accents the international aspects of the Hilton organization. Both were designed by William Pahlmann, FAID, who also created a number of other restaurants and cocktail lounges for the Hilton. In the foreground and reflected in the mirrored wall is a glimpse of the Valencia. Banquettes, by Grosfeld House, are covered in a Basque-blue fabric; the oak chairs, by Lehigh, in a gold textured fabric. Upholstery for both is by Collins & Aikman. The Lautrec is shown on page 35.



RESTAURANTS

HERE are restaurants for all kinds of people, accommodating a huge spectrum of tastes in food and an even huger range of pocketbooks. Reasons for restaurant-going are multiple: business, pleasure, necessity, the family "night out," or numerous "occasions." The restaurant-goers are served by a motley crew of restaurateurs, abetted by architects, designers, equipment suppliers, contract finishers, and manufacturers who frequently have few points of contact and little concern about coherent relationships.

Under the circumstances, it would be foolhardy to erect monolithic design standards for all commercial premises that qualify, more or less loosely, as restaurants. After all, the compelling reason for going to a specific establishment may be to save (or squander) money; to see or be seen; or, heaven, lord spare the gourmets, to examine and evaluate the design job. Or, most reasonably, it may be to eat and drink the best victuals available. Gourmets, however, are a vanishing breed, perhaps concurrently with the shortage of old-world chefs. We have the blatant testimony of all too many restaurants that have opened their doors in the past decade that simply serving a good meal will not guarantee success. Design, atmosphere, color, the "theme," or what have you, have become valuable factors in planning and managing successful restaurant operations, a situation that would shock an old gastronome like the compiler of *Le Cordon Rouge*, for example.

A formula for success consisting of good food, good design, and good service, however, is impossible to establish. As any big-city dweller knows, word receipts are often clocked by unlikely means: serving indifferent food at high prices, poorly trained waitresses in attendance, haphazard or downright ugly furnishings for decor. These crowded eateries are, hopefully, exceptions rather than the rule.

In a world where one must always make reservations (both in restaurants and in theory), it is generally acknowledged that there is a relationship between design and the dining-out market. The connection is of immediate interest to everyone concerned with the contract field. Distinctive design does in fact increase the national usage of restaurants, which in turn incites entrepreneurs

to build new ones, thereby happily expanding the market for designers, their sub-contractors, makers and suppliers of furniture and equipment.

The mortality rate of new restaurants is high, however. Of the 35,000 new eateries that open each year in this country, about 29,000 will close or change hands. The well advised restaurateur, therefore can ill afford to overlook the taste of the American public for elegant surroundings when dining out. The National Restaurant Association reports that it's nothing at all for a 100-seat restaurant to cost \$300,000 or more before the first meal is served. Thus the diner sits down, in many cases, in a seat that costs \$3,000. Restaurants, continues the NRA, are probably the most expensive retail establishments in the country, and even cafeterias and coffee shops now have carpeting, draperies, and even chandeliers.

Sometimes, of course, the chandeliers are bright and the food is dim. Though restaurant decorating cannot follow any classic rules of good design, there are all too often breaches of taste, incompatible colors, unhappily married materials, and garish effects created in the name of *ambiance*. On the other hand, it must be allowed that the general level has crept up each year and that good design has a better life expectancy than bad. The restaurateur must consider design one of the key instruments of survival and exploit it to maximum advantage, just as he should serve crisp lettuce and fresh fish if he wants to show a profit.

On the accompanying pages, a sampling of the eateries we've been generalizing about are shown. They fall into many categories, as predicted. Some are "captive," attached to a hotel, motel, or large corporation; others are *franc tireurs*, aiming for business in all directions; others restrict their clientele by demanding an annual fee. Trends discernible throughout seem to be a better use of materials, fewer schmaltzy, showy interiors and greater attention to the relationships between design and function (what the guest is served, how it is served to him, and how his comfort and enjoyment are promoted). Bad marks should be posted, however, for the revival (if one can call it that) of the pseudo-past—decorative styles of never-never lands in which neither we nor our ancestors have ever lived. (C)



THE LOOKOUT HOUSE, Covington, Kentucky, once a gambling den that dates back to the Civil War, recently underwent an extensive face-lifting under the direction of Harry Backus, NSID. Designed to attract "most of the people most of the time," The Lookout House contains a number of dining rooms to suit most occasions. The Music Room (above), for instance, is a private dining room for group banquets. By means of acoustically engineered folding curtains, it can merge with two other private rooms for large gatherings, or can be closed off to accommodate smaller parties. Wallpapers are by

Van Luit; chairs, Empire State Chair Co.; carpeting, Bigelow-Sanford; crystal chandeliers and light brackets, Greene Bros.; built-in lighting effects, General Lighting Corp.

One of the several elegant "mood" rooms in the Lookout House is Grenada (top right), reflecting the light-and-shadow play evident in most Backus interiors, achieved here by ornamental chandeliers. Focal point in the room is the Cherry Pit, a sunken lounge with its own fireplace. Its protective handrail is visible in the center of the photograph. Suppliers for the Grenada: Windsor armchairs, American Chair Co.;

carpeting, Mohawk; bar and table to Formica; ornamental lighting fixtures, Greene Bros.; curtain fabrics and cushions in Cherry Pit, Boris Kroll; seat holsters in Cherry Pit, Naugahyde; U.S. Rubber.

BERNARDO's Restaurant, Los Angeles, combines functional materials with a Roman theme (lower photo, above right). Planned by Max Rincover, project engineer for Barker Bros., the dining spot, popular with executive luncheon crowd, echoes the Italian scene through decorative touches, such as the Roman helmet plaques mounted on the walnut veneer wall.



LONNADES SOUTH (top left), main ballroom at the Hotel Essex, is reminiscent of the elegant era of Louis XV, with crystal chandeliers, mirrors, gilded columns, arched doorways, rich colors of reds and greens, and accents in gold and bronze. Designed and furnished by Raymond Loewy/William H. Miller, the room doubles as a ballroom; most of the carpeting is easily removed, exposing a hard-surface dance floor. The double doors lining the room lead to smaller areas that can be used separately or in conjunction with the main ballroom. Carpeting is by Hardwick-Maxfield; lighting, Century Lighting; vinyl

tile, Kentile; wallcoverings, Murals, Inc.; chandeliers, Chas. Winston.

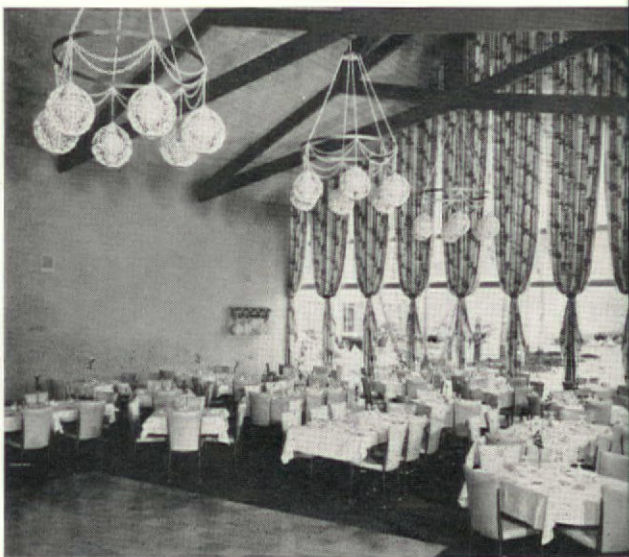
LISBON LOUNGE (lower photo, above left) was designed by Loewy/Snaith for the Savarin chain of restaurants. Located in the TWA terminal at Kennedy International Airport, the Lounge recalls the Portuguese maritime tradition, not only in the sea food served, but also in the furnishings. Dominating the room is an 11-foot finial and pennant based on an old Portuguese architectural device. The bar front is faced with glazed tiles imported from Portugal. Swivel tub chairs, upholstered in Gilford plastic fabric, and Nauga-

hyde-covered bar stools are by Directional Contract Furniture. Table tops are surfaced with Formica; table bases by Chicago Hardware Foundry. All furniture and lamps were designed by Loewy/Snaith.

THE MADISON HOTEL, Washington, D.C., was designed and furnished by Straus-Duparquet, Inc., right down to a subterranean wine cellar (top right) where connoisseurs gather for wine-tasting and to select favorite vintages. Adjoining the Montpelier Restaurant in the Madison is the Montpelier Lounge (lower photo, above right) designed in luxurious detail.



INN-ON-THE-PARK, a new motor hotel in Toronto, is the work of Tom Lee, AID, IDI. Focal point of the Vintage Room (above), the Inn's main dining room, is a columnar arrangement of wine racks extending from floor to ceiling, complete with refrigerated case, ice well, and ladder on rollers for the wine steward. Dominant color, which stresses the wine theme, is Burgundy red, used freely in the carpeting, upholstery, and drapery fabric. Deep green is the contrasting color note. Walls are a combination of mahogany paneling and stretched panels of fabric in a stained glass pattern. For more in-



formal dining at the Inn is the Buttery (top right), shaped like a ship's prow with two enormous walls of glass that offer a panoramic view of the countryside. This multi-purpose room features a sit-down counter, a separate carpeted area with tables and banquettes, and a section devoted to a buffet brasserie. For the Buttery, Tom Lee prescribed a bright, fresh look, selecting fabrics and floor coverings in shades of butter yellow and bronze. Walls are paneled with polished white birch; table tops and counters are made of scrubbed chopping blocks. Light, airy fabrics curtain the window walls.

MAIN DINING ROOM of the Causeway Inn, Tampa, Florida (lower photo, above right), has a striking, tremendously vaulted ceiling which designer Marilyn Motto treated with antique blue stair wood, against which are silhouetted exposed rafters finished in a deep smoke orchid tone. The room overlooks the promenade and pool area and opens onto an outdoor dining terrace. Furnishings include an orchid and blue carpet by Bigelow, blue moire vinyl covered walls by Columbus Coated, orchid satin pre-drapery flounces by Cohn-Hall-Max, furniture by Virtue Bros., and lighting by New Era.



TULOUSE-LAUTREC (top left), another New York Hilton restaurant designed by William Pahlmann, recreates an outdoor cafe, complete with square canopied tables, street lanterns, and carpeting tiled after paved terra-cotta tile. Dominating the room are two walls hung with original Toulouse-Lautrec lithographs. Striped canopy wallpaper is by Carl Mann; carpeting by Stephen Lee; banquettes, Grosfeld House; chairs, net Rosenblum; lighting, Wagner Reg.; upholstery vinyls, DuPont.

SERVICEABILITY was of prime importance in the Chuck Wagon Buffet (top right) at a Chicago race track.

Serving 250 diners in quick order along with the traffic demands of a heavy turnover dictated functional, hard-wearing materials. To meet these demands, architect Charles Klopp specified sturdy Shelby Williams tables and stacking chairs, the chairs covered in durable and easily cleaned vinyl fabrics by the Vinyl Products Div. of Ford Motor Co.

ELEGANT ITALIAN STYLE is the decorative motif of the new Florentine Bar (lower photo, above left) in the Furniture Club at the American Furniture Mart, Chicago. Designed by Richard Himmel, the lounge is keyed in rich golds and mustards, trapunto cloth wall

panels and glittering Italian chandeliers.

THE VICTORIAN RESTAURANT is the total concept of Lynch & Bailey, Inc., responsible not only for the interior design and furnishings, but also for the location within a motel complex. The room is situated under a cantilevered wing, providing convenient facilities for guests while allowing the owners to make maximum, and profitable, use of the site. The Victorian-inspired room has one long window wall, cherry paneling by U.S. Plywood, and black-and-gold marbled wallcoverings. Carpeting by Roxbury is a black and red tweed; chairs by Howell have gold finished frames.



BROWN-JORDAN's Compact collection includes this small tubular aluminum table with baked enamel finish and two Tamiami side chair that can conveniently fit into a space as small as 2 by 5 feet—a problem-solver for postage-size gutter room balconies. Circle No. 30.

TROPITONE's low-maintenance and hardwearing furniture was specified for the poolside of the exclusive Gulf and Bay Club in Sarasota. The rustproof line is constructed of heavy gauge tubular aluminum with baked enamel finish and vinyl lacing. Chairs and tables stack for storage. Circle No. 22.



**OUTDOOR & PATIO FURNITURE: VERSATILE,
 HARD-WEARING CHAIRS, TABLES, RECLINERS, AND UMBRELLAS OFFERED IN
 CONTRACT LINES FOR SPRING, 1964; TEMPERED GLASS NEW FEATURE**



TELESCOPE's lightweight folding arm-
 chair (above) has mahogany-stained
 hardwood arms and crossbars, frame of
 polished alloy aluminum, and vinyl cord
 seat and back. It is part of a folding
 group that also includes a chaise, otto-
 man, and high-back rocker. Circle No. 67.



OLD MEDAL club chair (above cen-
 ter) folds flat in one motion, making it
 easy to transport and store. The acrylic
 striped cushion is optional. Another
 Old Medal hardwood chair (above, far
 left) features a swivel back. Matching
 ottoman and tray table top complete
 the group. Circle No. 68.



AMES' Cabana Star (right) is nota-
 ble for its swivel chairs and modern
 pedestal bases. This new Ames Air
 group, contour-cradled for maximum
 comfort, comes in 16 color combinations.
 An important feature of the line is a
 new tempered rough-smooth glass top,
 now specified for all Ames' tables. Cir-
 cle No. 33.



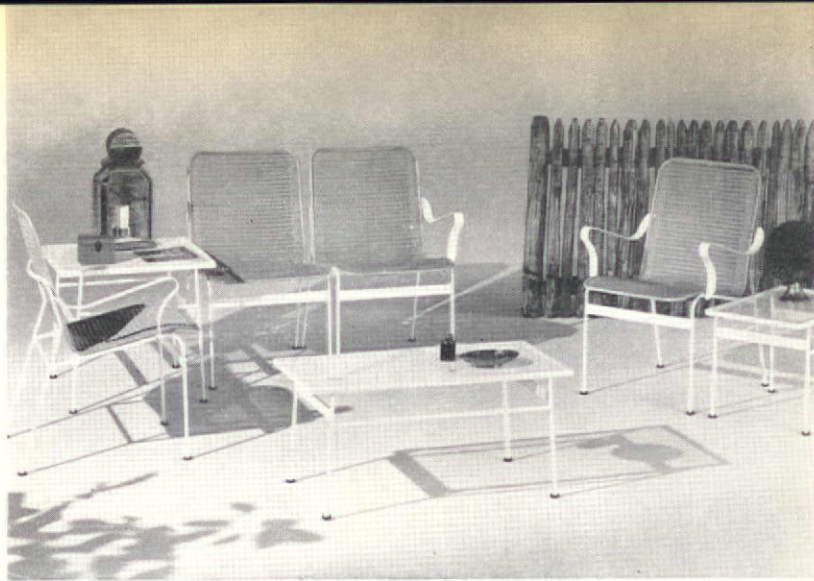
OUTDOOR & PATIO FURNITURE



SALTERNI's Tempo group (above) was designed by Maurizio Tempestini in clean simple lines. Wrought-iron frames, available in a choice of 12 colors, are treated with the firm's Neva-Rust process. Back splats, arms, and table stretchers are of Appalachian oak, finished in a warm brown tone. Circle No. 72.

TROY SUNSHADE CO. supplied the patio furnishings for this delightful setting at the El Convento (left), a famous landmark in the old quarter of San Juan, Puerto Rico, noted for its old Spanish architecture. The building was once a convent and is now a popular resort hotel. Troy's Pavilion tables and chairs are made of extruded aluminum welded square frames to withstand the balmy tropical climate; striped Carousel umbrellas protect visitors from the strong midday sun. Below is Troy's Compass line, made of hard-wearing materials in a light and airy design by Herbert C. Saiger, AID, IDI. The versatile line also includes Troy's new Aztec umbrella, umbrella table, stacking adjustable chaise, and reclining loafer. Circle No. 1.





YD MFG. CO., a division of Heywood-
 field, includes this contoured lounge
 as Fibercraft furniture group. The
 e tilts back, while the stationary frame
 ular steel provides a sturdy base. The
 on headrest is removable. Another
 craft design is Sea Breeze (above
), framed in white square wrought
 with the seats available in yellow,
 , turquoise, beige, and in matching
 . Built-in versatility is accomplished
 e removal of the arms from the chairs,
 at a variety of sectionals may be
 ed. Circle No. 73.



LA, INC. carries a number of decora-
 items in its metal outdoor and patio
 ture lines. Tables and chairs from the
 cian collection (two photos above
) are distinguished by the sculptured
 aette of the table bases and chair
 es. The Thistle group (right) is made
 ely of a new material—Alumaloy—
 weight and completely rustproof and
 ationproof. Its textured finish has a
 tured grape-and-thistle motif. Another
 opment by Molla is a new type of
 ctive cushioning, Weatherated, which
 cts the cushion filler by means of an
 lining that seals the interior from
 nness, stains, and rain. The process
 e applied to any fabric normally used
 outdoor furniture. Circle No. 74.





HYACINTH



RED APPLE



TIGER LILY



SEASAND



LEMON PEEL



N



CROCUS



CORAL



SUNFLOWER



SANDALWOOD



CURRY



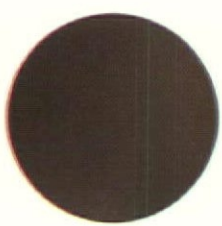
SAG



LOGANBERRY



JAVA BROWN



ESPRESSO



MUSHROOM



MIMOSA



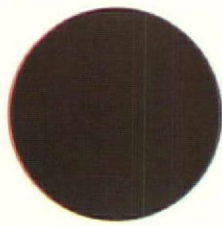
EBON



BURGUNDY



TITAN



ITALIAN BROWN



OTTER



PASTEL CITRON



SHERWO



RASPBERRY



AMBER TAN



GINGERSNAP



BUTTERSCOTCH



CAMEL TAN



BLACK



CYCLAMEN



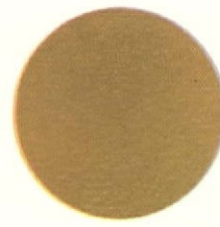
BITTERSWEET



SADDLE TAN



ANTIQUE GOLD



MAPLE SUGAR



GREC



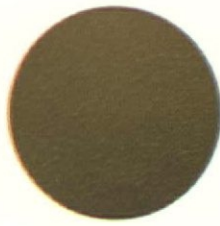
SWISS ROSE



MANDARIN ORANGE



BEESWAX



PALM LEAF



SMOKESCREEN



WINT

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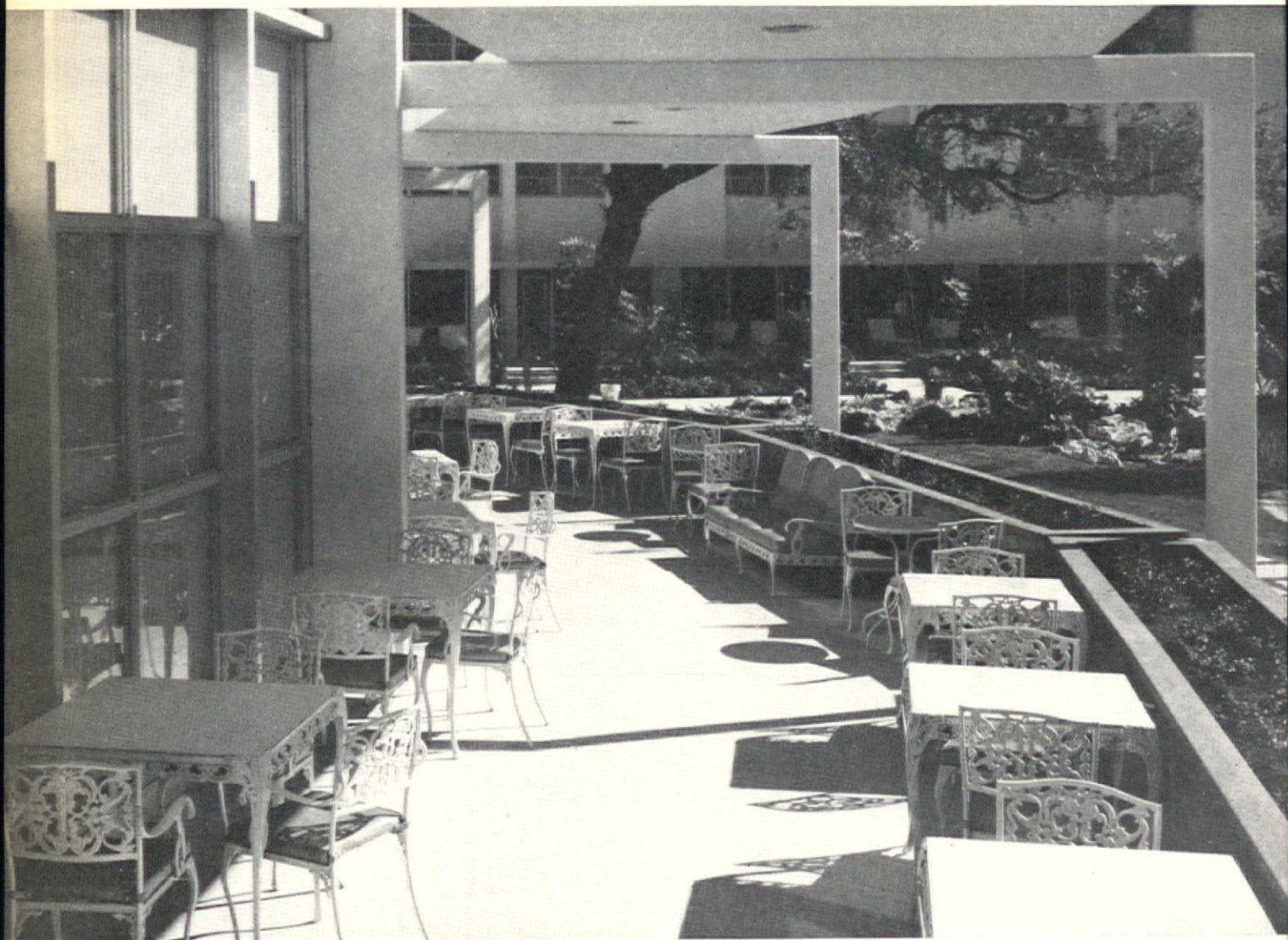


Decor '64 is a self-expanded Royal Naugahyde®... softer, suppler, richer, with extra seating comfort built right in. Because its surface is specially treated for extra durability and scuff resistance, it is also ideal for contract installation. Its smooth, subtly grained finish and its magnificent range of colors make it the one upholstery ideal for every style and period of furniture.

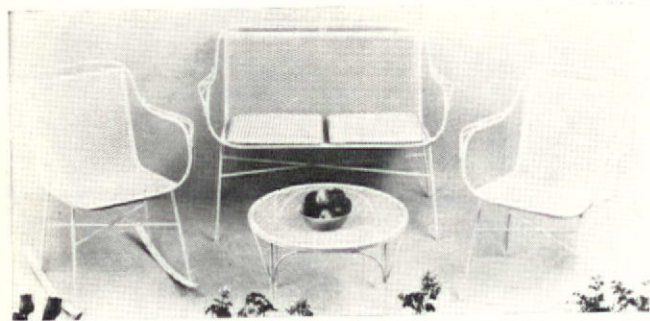
Decor '64 has, of course, the "plus" advantages of all Naugahyde... soap and water washability, amazing durability, colors that are *permanently* beautiful. And because of its flexible elasticity, it conforms easily and tailors perfectly to the most intricate designs. Decor '64 is *the* upholstery news of the year.

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In Canada: Dominion Rubber Company, Limited

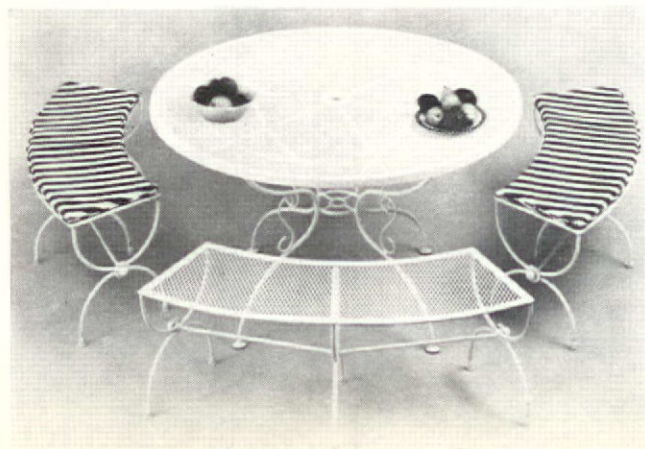
OUTDOOR & PATIO FURNITURE



SCROLL, INC.'s LaClassique tables and chairs add a graceful note to the outdoor dining area at the International Inn, Tampa, Florida. Features of the line include one-piece welded construction; rustproof solid aluminum; special Perma-Bond finish that resists chipping, scratching, and general abuse. Circle No. 14.



GALLO's Rain or Shine collection (two photos left), which includes a variety of seating and outdoor dining pieces, is sturdily constructed of expanded wrought-iron mesh, flame sprayed with molten zinc for long-lasting weather protection. A choice of 18 colors is available for the furniture, along with vinyl seat pads in a wide range of colors and patterns. Circle No. 69.



Circle No. 27 on product information



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New York . . . Jamestown Veneer & Plywood Corp., Jamestown
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 White Plains
Ohio Pease Woodwork Co., Hamilton
Pennsylvania . . . National Wood Products Company, Cheswick
 Oxford Plastic Products Co., Oxford
Tennessee . . . J. E. Chilton Millwork & Lumber Co., Nashville 9
Texas Hawn Sash & Door Co., Corpus Christi
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Wisconsin . . . Hardwood Products Corp., Neenah

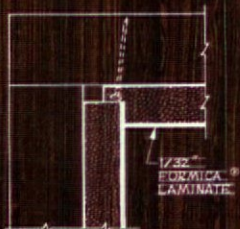
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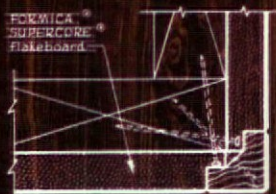
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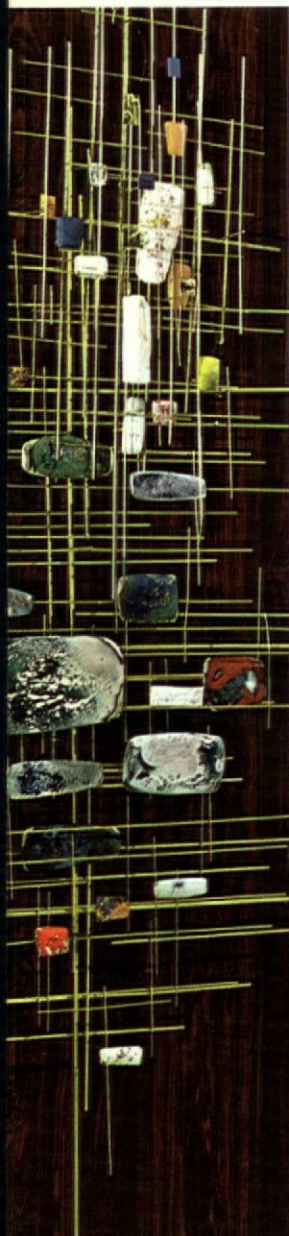
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V.I.P. pattern illustrated:
CLASSIC ROSEWOOD

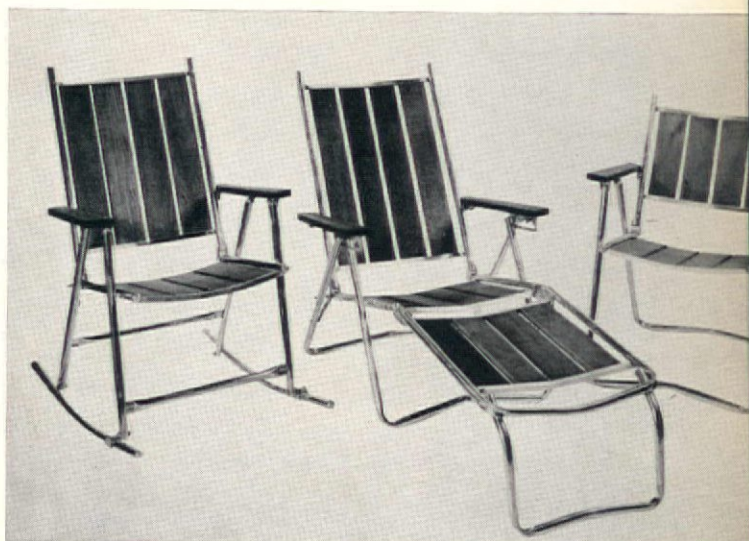
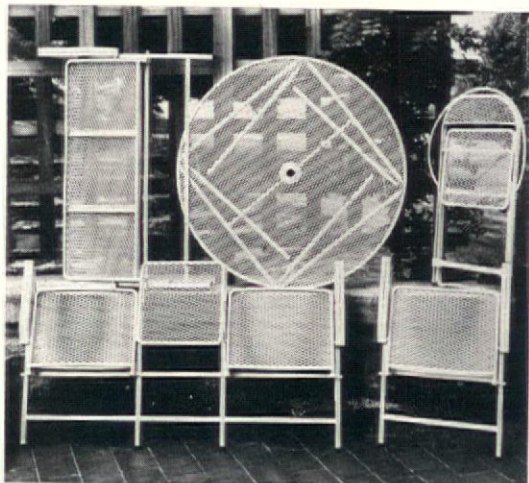


OUTDOOR & PATIO FURNITURE



BIRMINGHAM's metal Meadowcraft group (above) is gracefully designed in an airy, latticework motif. Circle No. 70.

HAMPDEN dramatizes the storage aspects of its five-piece Convertible Collection (above right) which folds down to approximately 14 inches flat. The expanded steel mesh units are finished in white baked enamel. Hampden's American Suburban (right) is a combination of weather resistant redwood slats and tubular aluminum. Circle No. 71.



WOODARD's newest contribution to outdoor furniture is shatterproof tempered glass in all its tables, an added protection against the vagaries of weather and the hard-wearing requirements demanded of commercial use. Andalusian (below) is Woodard's decorative terrace group in wrought iron, incorporating a delicate Spanish lace design on the chairs. Outdoor dining terrace at Joske's Post Oak Heritage Room (below right), in Houston, is enhanced with Woodard's Florentine line. Circle No. 35.



DANISH SHOWROOM

HANS WEGNER'S DISPLAY TECHNIQUES

REFLECT ARCHITECTURAL INTERESTS



WEGNER'S popular Windsor chair, a combination of teak, ash, and fiber cord, is accented in a well-defined display by means of a portable wall, the rest of the group by an area rug.

IN two important respects, the Johannes Hansen furniture showroom in Soborg, Denmark, differs from its U.S. counterparts. For one thing, the showroom is "architect-centered" (in Denmark the distinction between architect and interior designer is said not to exist). For another, the showroom itself and the display techniques it employs reflect the personality of one designer rather than a group—Hans J. Wegner, internationally famous for "The Chair" and for many other furniture designs, has been the sole designer for Johannes Hansen Mobelsnedkeri for the past 25 years.

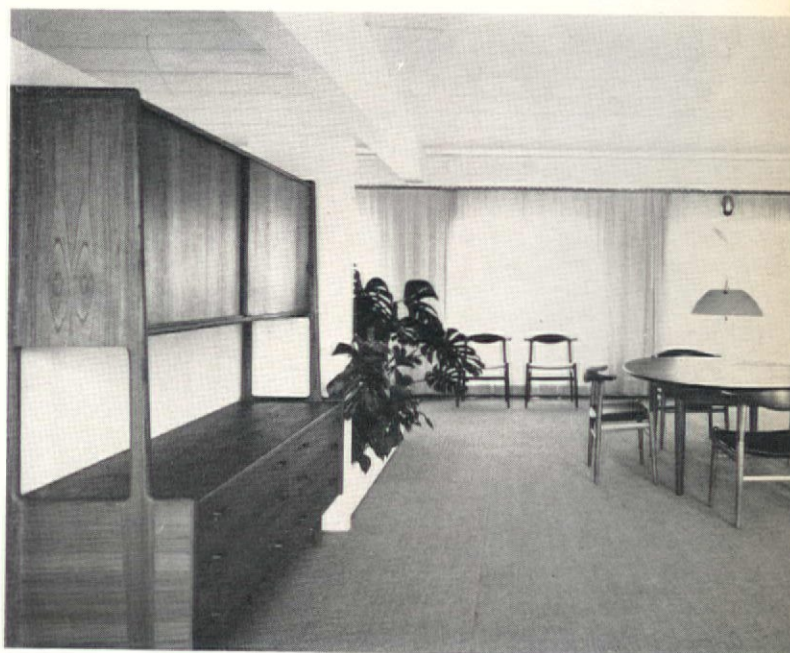
Wegner is an admitted master in combining the materials that make up a piece of furniture. Whether it be wood and cane, two woods in contrasting colors, leather or fabric used to complement the wooden frame, the disparate materials in his hands, become part of an integrated design in which the relationships between materials are enhanced by Wegner's virtuosity in moving from point to point in the design. Instead of being balked by joints, for example, Wegner fashions from them new decorative forms without impairing their functional value. A classic instance is the "finger-joint" on the wooden chair-back shown at the top of the opposite page. His use of wood is remarkable in other respects, and always scrupulous; for example, in one chair, made of oak, Wegner actually uses wood that has grown in the same curve as the chair.

Wegner, who was trained as an architect himself, deploys his furniture within the showroom space to suggest architectural settings. Actual room arrangements for specific buildings are reproduced in various areas of the showroom, and the furniture is used in conjunction with photography that shows it *in situ*, as in the conference room on the page opposite. There is a very practical reason for this, since in Denmark, we were told by Poul Hansen, an official of the company during a recent visit to New York, furniture is often specified at the very outset of a job, simultaneously with the filing of the plans, in fact. Mr. Hansen added that the firm expedites these specifications by making available a whole range of furniture to the architect, from budget items to the hand-made chairs shown in this article. Wegner, he said, has a great sense for the low-cost chair, and likes to take advantage of every machine operation available to him. What emerges is usually an inexpensive piece that has the cachet of a high-cost one, e.g., the wishbone chair.

The Johannes Hansen firm, one of the large producers of quality furniture in Denmark, started exporting to this country in 1949. Today, 80 percent of its production is sold here, Frederick Lunning representing them in the eastern half and Sven Wohlert west of the Mississippi. (C)



WEGNER CLASSICS, left to right, the first tricked out in deliberately incongruous accessories.



COMPLETE DISPLAY of modular shelf line is disposed along wall of showroom, top. Above, photo provides excellent illustration of Wegner chair in use around conference table.

GROUPINGS in Johannes Hansen showroom are notable for the way space is used to define and dramatize furniture. Actual room arrangements for specific jobs are often reproduced.

GENERAL CIGAR: A FLAVORFUL BLEND OF EIGHTEENTH CENTURY AND CONTEMPORARY MARKS FIRM'S NEW CENTRAL OFFICES IN NEW YORK CITY

THIS company's image very appropriately includes wooden Indians, owls, memorabilia of Robert Burns, and splendid modern reproductions of traditional furniture. There is, in addition, a historic collection of prints in full color, the originals of which were printed about 1830 when all Indian chiefs attended a meeting in Washington called by the President.

The reason for this rather unusual combination of objects is that the firm is General Cigar Co., and the collections of art objects, the graceful furniture and the cigar-store Indians are related to its product. General Cigar makes Robert Burns, White Owl, Shakespeare, and other good smokes named after poets and wild life. Having leased two floors in an ultra-modern steel-

and-glass skyscraper at 605 Third Avenue in New York City, General Cigar proceeded, with the help of designer Jay Dorf, to install resplendent eighteenth century accoutrements associated with the lore of tobacco.

A staircase patterned after one in the Winterthur Museum connects the two floors, while the window embrasures are disguised—and punctuated—with specially designed arches from which figured drapery materials are hung. The furniture, by Kittinger, the fabrics, by Greeff, and the carpeting, by V'Soske, create a congenial, elegant environment, but do not inhibit the high-powered, centralized operation of a company which at the moment is riding high on the air-cigarette wave. (C)



DUPLEX offices of General Cigar in ultra-modern office building on New York's Third Avenue are connected by a grand staircase modeled after one in Winterthur Museum, Delaware.





SMALL CONFERENCE ROOM, above, hallway and staircase at right, and larger conference room below are all characteristically elegant and traditional, recalling tobacco's associations with the early history of America. Designer of the new General Cigar headquarters is Jay Dorf, AID.





**GENERAL
CIGAR**



VIEWS OF OFFICES of president of General Cigar and other officials show specially luxurious appointments. All furniture reproductions are by Kittinger, fabrics by Greeff, carpet by V'Soske. At lower left, a view of corridor which features rare collection of prints of Indian chiefs as they appeared at a conference called by the President in 1830; costumes are resplendent and their addiction to tobacco conspicuous in elaborately carved pipes.





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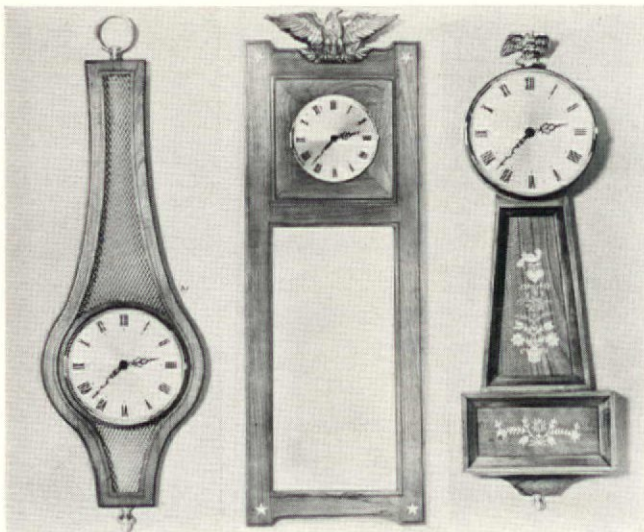
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CONTRACT PRODUCTS AND SERVICE



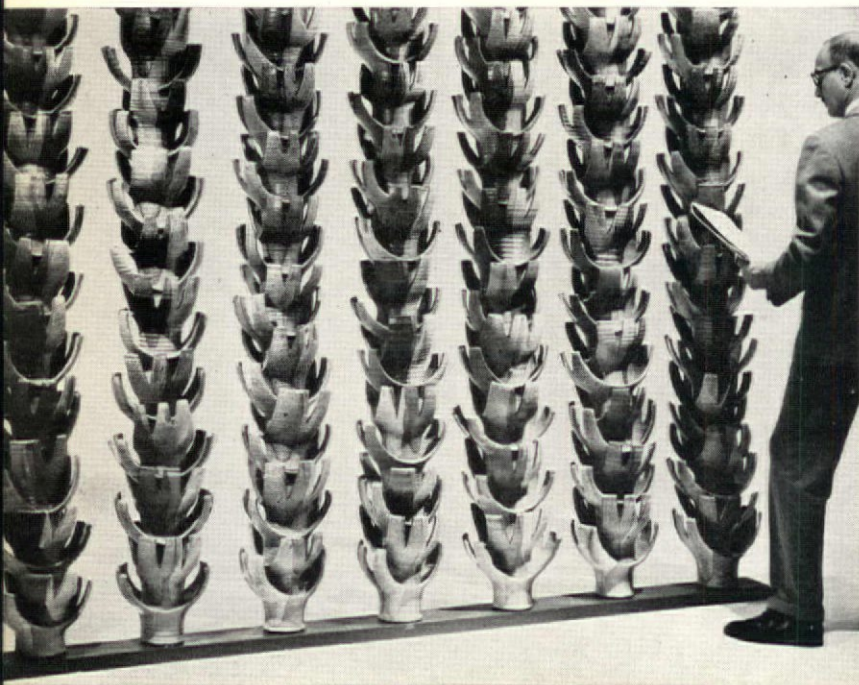
Americana clocks by Miller

A new group of traditional clocks by How Miller Clock Co. accents Early American and Federal styles. The period clocks are part of the Barwick Collection. Shown here, from left to right: Teardrop Clock combines natural fruitwood-finished cherry case with a brass grill and trim. It is also available in walnut finish with brass grill. Federal Mirror-Clock adds stars at corners and eagle on top for authentic touches. The clock panel and vertical mirror are framed in cherry with fruitwood finish. Banjo Clock is embellished with silk-screened designs on a natural fruitwood finish, with a traditional brass eagle perched above the silver dial. All Barwick clocks are available with electric or battery precision movements.

Circle No. 75 on product information card



Two designs by Architectural Pottery: Earth Cells (left) and Earth Flora (below).



Sterisan, new fabrics finish

Perma Dry Co., textile processor, has announced a new fabrics finish called Sterisan which combines with Scotchgard stain repeller to make fabrics germproof, odorproof, and mildewproof. Sterisan, an exclusive product of Perma Dry, is added to Scotchgard at no extra cost. The addition meets all requirements of the Food and Drug Administration, and is registered with the Department of Agriculture under its chemical name.

Circle No. 4 on product information card

Artist-in-residence collection

Through its newly instituted artist-in-residence program, Architectural Pottery is able to supply sculpture, screen walls, lanterns, fountains, planters of museum quality to designers, architects, and space planners. Nationally known ceramic sculptor David Cressey, with Architectural's vast technical facilities at his disposal, create designs in high-fired stoneware to suit specific area and theme requirements. Illustrated here are but two of the designs created by sculptor Cressey for the artist-in-residence collection. Earth Cells disposes cellular shapes in an interesting arrangement, a further dimension added to textured forms by the cut-away view of "cells." Earth Flora is composed of individual flared forms in a columned arrangement, serving well as a decorative room divider. A color catalog and graphic price list of prototypes is offered.

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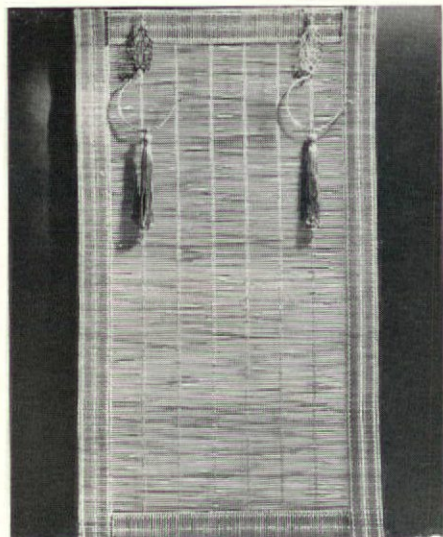
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PRODUCTS & SERVICES

CONTINUED

Tropicraft's Temple Blind

Temple Blind Design, by Tropicraft, is authentically constructed entirely of reeds, in natural color with overtones of gold and Chinese red filtering through the border binding. It is supplied



ready to install, with all hardware and Oriental hooks and tassels included. The blind, which may also be used as wall tapestry, is hand-operated.

Circle No. 78 on product information card

New construction feature in Brunswick chair

A new version of the Designer Walnut Chair has been introduced by the commercial furniture division, Brunswick Corp. The chair now incorporates an improved technique for mounting the back which adds strength and stability without detracting from the clean, lightly scaled design, according



to company engineers. The chair is available in two models—as a side chair and as an arm chair. Both feature contour-molded seat and back of rich walnut veneers bonded under high pressure, one-piece chrome plated understructure completely independent of seat and back, and waver saver legs.

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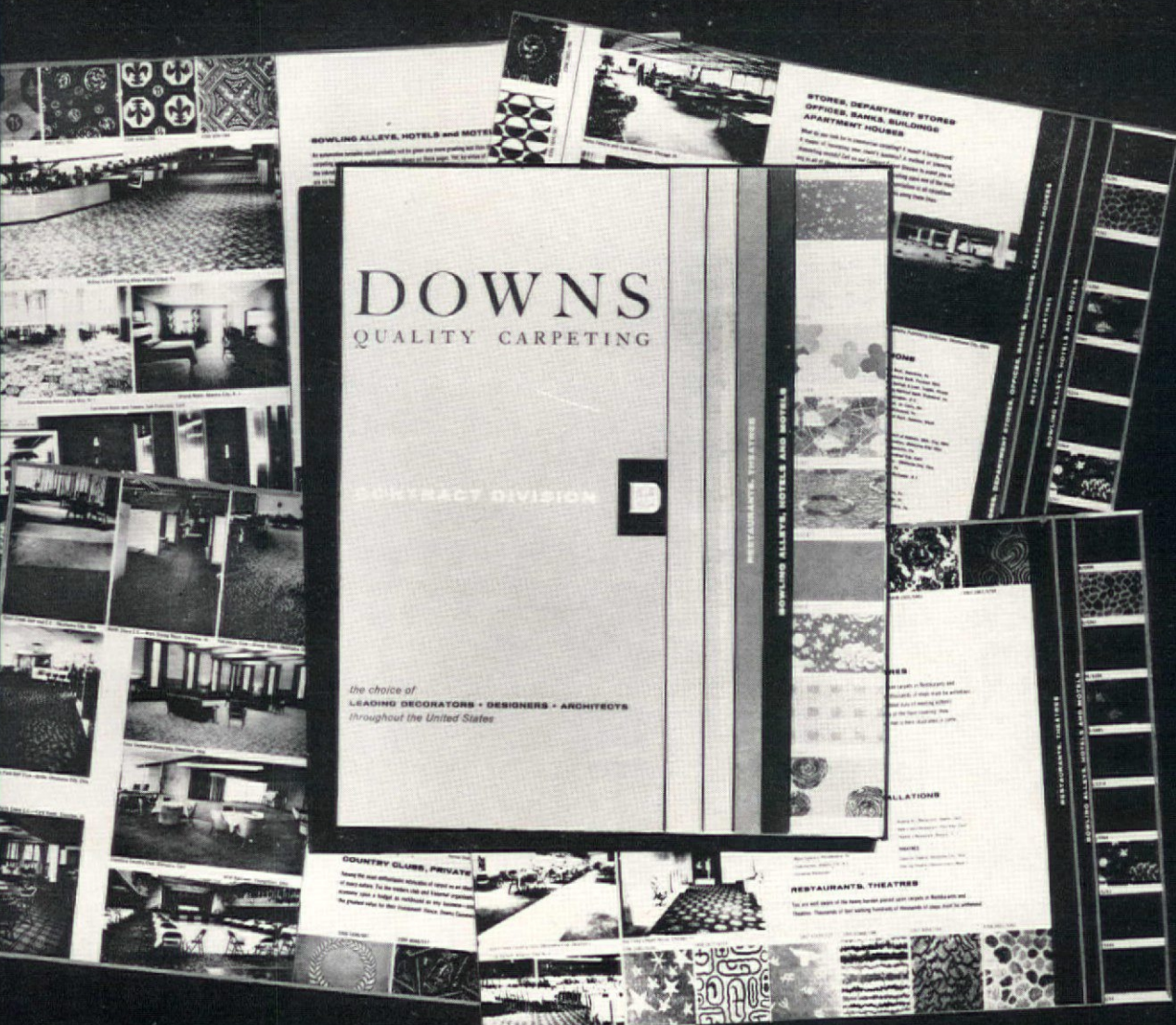
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PRODUCTS & SERVICES

CONTINUED

Dual lighting by Nessen

A new Nessen design is this twin reflector lamp, an ideal accent light for desk or bedside table. Each lamp may be used separately, for the unit contains individual switches, conveniently located



in the weighted base. Part of a new collection, the lamp is available in standard Nessen brushed brass, polished brass and satin chrome over brass. In addition, special metal and enamel finishes may be had on special orders.

Circle No. 80 on product information card

Federal's Frontenac pattern

A new french-inspired vinyl jacquard-type pattern by Federal Industries captures in depth the classic qualities of the fleur-de-lis design. Called Frontenac, the textured expanded vinyl pattern has a deep woven appearance, produced by a new manufacturing technique which actually creates f



separate shades of color in the material. The sturdy upholstery fabric is jersey-backed. Its soft and supple hand permits easy tailoring, pleating and gathering, as shown in the illustration. The chair is by J.L. Chase Chairs, a division of Schnadig Corp.

Circle No. 19 on product information card

THE "LIVING CHAIR"

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Circle No. 34 on product information card



PRODUCTS & SERVICES

CONTINUED

Museum replicas by Austin

The Minuteman is the second in a series of Early American and Colonial reproductions marketed by Austin Productions, producers of museum-piece



replicas. Twenty-inches high, Minuteman comes in a weathered green bronze finish and retails at \$20. Other pieces in the wide collection also depict scenes and themes of Americana.

Circle No. 55 on product information card

Stambaugh Table System

Stambaugh Table System is a new contract furniture group notable for the design of the metal legs. The legs are fabricated of cold roll steel



stock (not steel tube), in square styling, with mirror polished chrome or matte finish enamel. Available in five heights. Combined with the sturdy tables are table tops of melamine plastic surfaces in suede or satin finish in a lively color palette. Wood patterns are also available. Dick Stambaugh, Inc. guarantees against breakage of concealed welded leg from the heavy-duty square flange.

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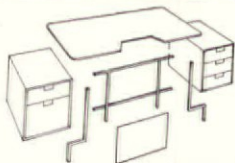


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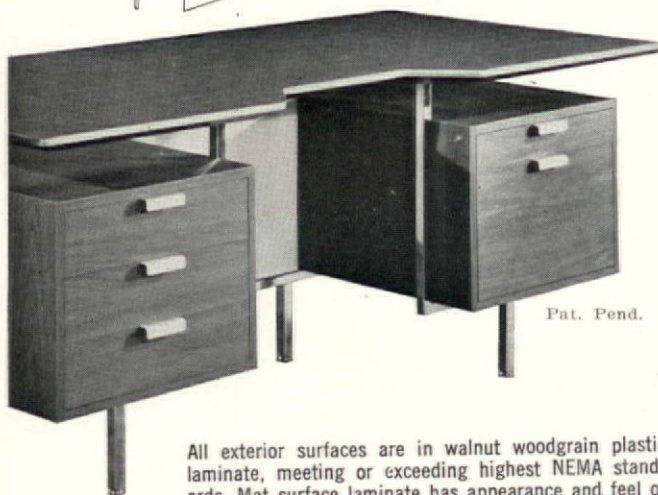
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PRODUCTS & SERVICES

CONTINU

Textured wall tiles

Ceratile Marble Colors is a new glazed wall tile from the Cambridge Tile Mfg. Co. that has a subdu



texture and pattern suggestive of the soft veining of marble. Color styled by noted color authority Faber Birren, the tiles are produced on a background of white in soft shades of green, beige, sand, gray, pink, blue, azure, gold, and lilac in 4 inch square size.

Circle No. 83 on product information card

Functional table lighting

Excel Mfg. Corp. offers a series of table lamps ruggedly constructed for institutional use. Shapes and materials are available in white toyo cloth laminated to Fiberglas in several white or beige styles. Edges are finished in white shantung ta



with waterproof adhesives, and all are completely washable. All woods are ash filled American walnut, hand rubbed. Transparent baked enamel protects bases of satin brass or satin aluminum finish. Shown here are two models, No. 6164, 28 inches high, and No. 6168, 34 inches.

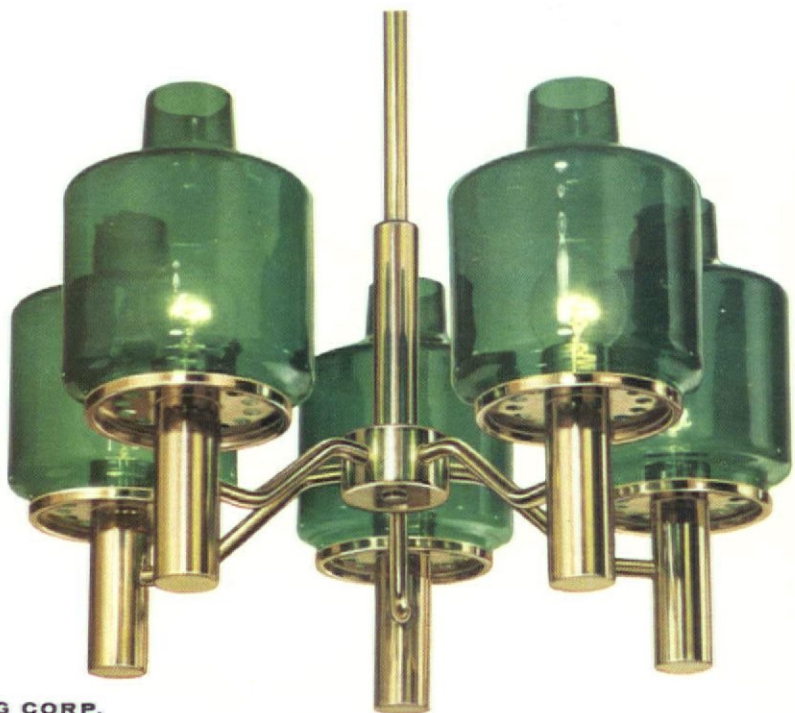
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PRODUCTS & SERVICES

CONTINUED

High-back chair designs by Tri-Par

Tri-Par Mfg. Co. has added a high square tubular steel arm chair and two companion side chairs to its extensive line of commercial/institutional seating designs. The high-backed armchair is notable for its gently arched high back and square tubular



steel frame. It is available with either a plain or channel back, and has foam rubber cushion and back. The companion side chairs are similar in style and construction. Shown here are the armchair with plain back (model No. 9040) and side chair with channel back (model No. 9035).

Circle No. 85 on product information card

Berkshire develops two new drapery linings

Berkshire Hathaway's Home Fabrics Division has introduced its new Milium-insulated Militone and Miligard drapery linings, making available for the first time Milium backings in white and decorator colors. The two new linings achieve maximum insulating efficiency and act as radiant heat barriers. Perfection of a white insulated lining now permits the lining of pale-colored and lightweight draperies without unattractive show-through and "silver ghosts." In addition, a brilliant color range including rich greens, blues, red, gold, tangerine, turquoise, and olive, is also available. All shades are color-fast to light. Exclusive with Berkshire Hathaway, Milium-backed Militone is a fine cambric in white and 12 colors in standard 48-inch width. Miligard is Milium-backed sateen in the same colors, available only on special orders.

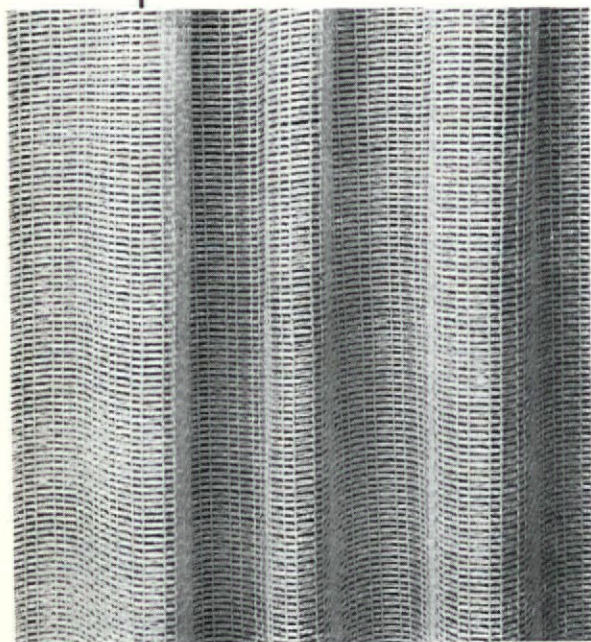
Circle No. 86 on product information card

New laminate styles

Encore and White Linen are two new additions to the Pionite Lifetime Laminates line of high pressure plastic laminates, a product of Pioneer Plastics Corp. Pionite Encore is a subtly textured non-directional pattern in monotone, offered in cantaloupe, sunset yellow, autumn beige, and Al-pine white. Pionite White Linen embodies a rich linen-weave in all white. Samples are available

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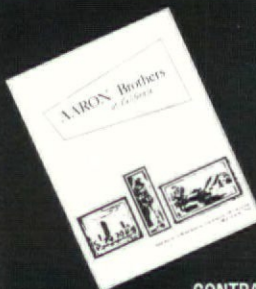
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turn to pg. 68

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Circle No. 44 on product information card

PRODUCTS & SERVICES

CONTINU

R-way guestroom suite

The Fjord Suite, a contemporary setting for guestrooms, is one of four new lines exhibited by R-Way Furniture Co. at this year's National Hotel & Motel Exposition. Fjord Suite consists



of a compact unit incorporating a desk/vanity storage space, and TV bench/luggage rack; a desk chair; a lounge chair and end table. Other styles displayed are Fontenay, in French Provincial; Taiway, Far Eastern; Amalfi, Italian Provincial.

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Globe's Valmont lighting fixture

Clear crystal and translucent gold rods add hand-
someness to Globe Lighting's new fixture while emit-
ting a sparkle of light. It may be had in matte

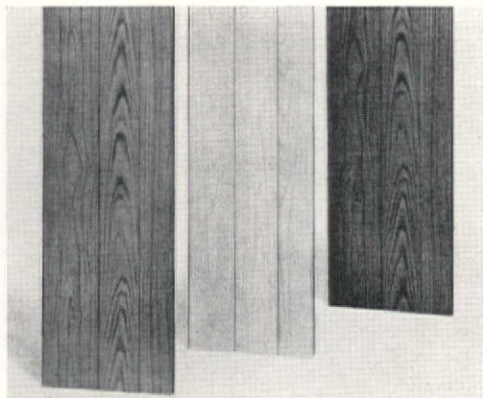


black or white finish. The ceiling-mounted fixture is
one from the comprehensive new Valmont col-
lection, which includes pendants, pulldowns, wall
sockets, ceiling squares and rounds.

Circle No. 92 on product information card

Three new teak woodgrains in Panelboard Plank

Three new teak woodgrains have been added to Panel-
board Plank, a line of decorative malamine-coated
panelboard wall paneling by Panelboard Mfg. Co.
The new styles are Teak, Americana, and Future,



They come in color-coordinated V-grooves that
create a natural plank effect. The Panels are 16
inches wide, 96 inches high, 1/4 inches thick.

Circle No. 93 on product information card

Prefinished exterior doors

The latest addition to U.S. Plywood's line of
maintenance-free exterior building products is its
new prefinished exterior doors. Weldwood PF-15
doors, surfaced with Du Pont's Tedlar, are de-
signed for residential installations or commercial
installations where heavy traffic is a factor. They
clean easily with cloth.

Circle No. 94 on product information card

Circle No. 46 on product information card →

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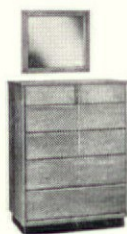
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scaled proportions, or oversize drawer space.



We know dorm furniture has to take more punishment than any other kind.



That's why we make it the way we do. That's why Hooker is your

leading source for movable dorm furniture.



For catalog and prices, write Dormitory Division, Hooker Furniture Corp. Martinsville, Va.

HOOKEER

Circle No. 43 on product information card

PRODUCTS & SERVICES

CONTINU

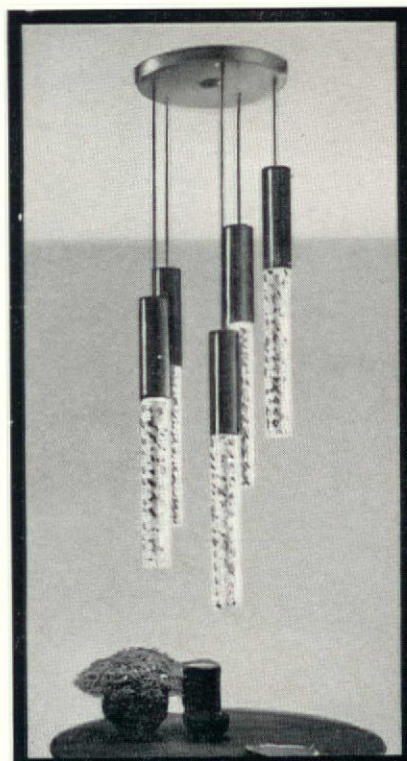
Caned-back chair by American

Gently flared legs and scooped arm design permit American Chair Co.'s new design to fit comfortably in either contemporary or traditional settings. Accenting the design is a cane inlay on the



contoured backrest. A wide choice of durable fabrics may be specified to upholster the foam rubber seat and to complement the various wood finishes.

Circle No. 45 on product information card



A tasteful, mobile sculpture of sparkling crystal pendants cut in an authentic beautiful 18th century Waterford design. A decorative lighting device that provides a subtle play of light and shadow. Dramatic emphasis for an off-center setting, a contemporary touch to a traditional room. Available in three, five, and ten lights. If you like this lighting effect, turn to Lightolier. If you'd like to see another,

turn to page 70

LIGHTOLIER®

Jersey City, N. J. 07305; Showrooms: 11 East 36th St., N.Y. 16; 1267 Merchandise Mart, Chicago 54; 2515 So. Broadway, Los Angeles 7; 1718 Hi-Line Drive, Dallas 7

Circle No. 41 on product information card

Tanglewood art service expanded

An art service, operated by Tanglewood Gallery of New York City, is now expanding to the hotel and institutional fields. The service was established a year ago to provide original prints for executive offices. Representing a number of the country's outstanding printmakers and a selected group of European artists, Tanglewood Gallery personally delivers a portfolio of prints to the client for study and selection, supplementing these with additional works to meet individual needs and tastes. The gallery also supervises framing of prints to the specifications of architect or interior designer. Prices of the original prints available are established by the artists, and range from \$40 to \$100. The gallery also handles banners, a new art medium meeting the need for large, colorful works in public rooms at prices more moderate than for oil paintings.

Circle No. 95 on product information card

Steel frame chair design by Griggs

Griggs Equipment's newest development in its contract chair line combines the sturdiness of



steel frame with the comfort of full cushion seat and back. Of particular interest to commercial and institutional users is the unique design feature which permits easy and economical reupholstering.

Circle No. 96 on product information card

New tweed fabrics

A new collection of heavy-weight, textured tweed upholstery fabrics has been developed by Collins & Aikman's Stead & Miller Division. Called Texura, the collection is made up of ten different fabrics each available in seven to twelve color combinations. Fabrics are yarn-dyed and styled in early American, contemporary, provincial, and traditional.

Circle No. 104 on product information card

This chair doesn't recline, swivel, roll, rock, tilt, vibrate, or make into a bed.



IT JUST SITS.
BEAUTIFULLY.

Careful about shipping dates.
We always meet them.

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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. 49 on product information card

Circle No. 41 on product information card



Lightolier's specially engineered Optic Lights set new standards of quality and flexibility in furniture and shelf illumination. Attach them to the underside of shelves and cabinets with simple concealed clips. Sit them unmounted on top of mantles, buffets, or consoles. Set them on end in scores of hard-to-light places. Available in satin brass or satin chrome, in one, two or three-lite sizes, these attractive plug-in units can provide the efficient, effective light needed to solve many of your lighting problems. If you like this lighting effect, turn to Lightolier. If you'd like to see another,

turn to pg. 79

LIGHTOLIER®

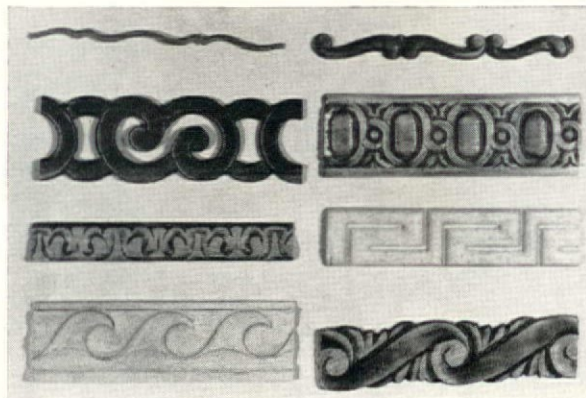
Jersey City, N. J. 07305; Showrooms: 11 East 36th Street, New York 16; 1267 Merchandise Mart, Chicago 54; 2515 So. Broadway, Los Angeles 7; 1718 Hi-Line Drive, Dallas 7

PRODUCTS & SERVICES

CONTINUE

New designs from Bendix Mouldings

Bendix Mouldings, Inc., has created new patterns of mouldings—three in contemporary, five in classical style—for furniture application. The



mouldings, most of which are deeply embossed, come in several woods and finishes. Both samples and catalog are available from the manufacturer.

Circle No. 97 on product information card

HANDSOME and HARDY

INDOORS - OUTDOORS

Hospitality by GOSHEN



Goshen, leader in the field of fine, leisure furniture for 75 years, presents the Hospitality Collection. Four of the ten pieces, in Cinnamon Spice, are illustrated here. All are also available in striking enamels for indoor and outdoor settings.

Write for new full-color catalog illustrating Goshen's complete offering of leisure furniture.



CONTRACT DIVISION

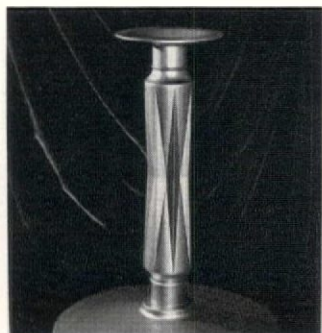
GOSHEN

MANUFACTURING COMPANY, GOSHEN, INDIANA 46526

Circle No. 50 on product information card

Pedestals of sculptured plastic

Sculpture in Plastic is how L & B Manufacturing Corp. describes its new series of sculptured pedestals for tables and counter stools. Constructed of rigid linear polyethylene material, the pedestals are shatterproof, will not chip, crack, or peel, and



are reinforced with an interior structure of three-inch 16-gauge steel for stability and strength. Each of the three new designs come with round or 4-prong bases, in surf white, ebony black, and espresso brown. Illustrated here is Galaxy.

Circle No. 90 on product information card

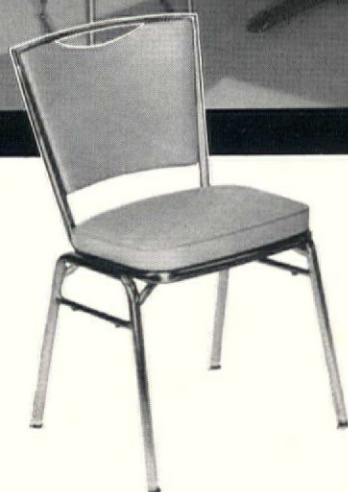
Scanmark 1964 rug collection

The 1964 Scanmark collection of authentic Scandinavian area rugs, recently previewed by Scandinavian Marketing Associates, represents important rug weavers in Scandinavia, among them Marianne Richter, Ingrid Dessau, Mary Dromberg, Lisette Norlander, Monalill Larson, Aappo Harkenon, and Bittan Valberg. The collection is vast, encompassing a number of designs, sizes, colors and unusual color combinations. A reversible flat weave, growing in popularity because of its hard-wearing qualities, was used in Ruter, a basic geometric design in six color combinations and five sizes. Of the new rya rugs is Starnorp, a 100 percent virgin wool pile in fresh hexagon and abstract shapes. Two new designs shown for the first time in this country are Borgholm and Gripsholm. Borgholm is a rya woven, 100 percent virgin wool in a dense pile, with alternating squares of light and dark colors highlighted with abstract lines. It comes in five bold color combinations in three sizes. Gripsholm is also a rya woven, 100 percent virgin wool in deep pile. Vertical waves of color graduate from light in the center to dark on the sides. Three sizes and seven color combinations are available.

Circle No. 89 on product information card

For additional information on the products displayed in these pages, use free inquiry card bound into issue. Be sure to circle the corresponding number on the inquiry card and mail it to Contract Magazine.

Circle No. 58 on product information card →



Howell **MAKES** the dining room

- Makes it inviting
- Makes it quick to clean

A wide choice of chair styles includes the popular stacking chairs that solve storage problems. Gleaming tables have tops of rich wood-grained plastics which add an air of elegance to the dining room or cafeteria. (They clean up quick as a wink, too!) Howell furniture **makes** the dining room . . . makes it much nicer for everyone.

*Write for free catalog
and specifications.*



HOWELL



MODERN
METAL FURNITURE

436 So. First St.,
St. Charles, Illinois



Circle No. 66 on product information card

ff

specialized fabrics for your installations

FUNCTIONAL *ff* FABRICS, INC.
261 FIFTH AVENUE NEW YORK 16

OFFICES THROUGHOUT THE COUNTRY

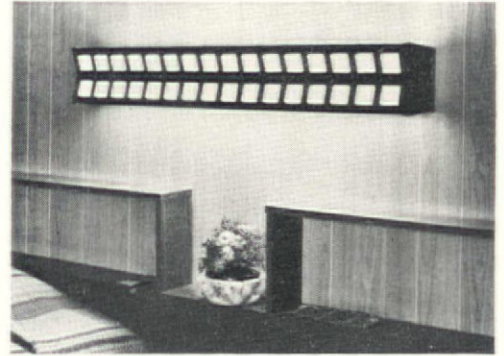
SEND FOR INFORMATION

PRODUCTS & SERVICES

CONTINU

Fluorescent lighting in color

Prescolite Mfg. Corp. is offering for the first time decorative fluorescent lighting in colors. Call Colorescent, the fixtures come in amber, blue, green diffusers in wood and metal cases which transform ordinary strip and island fluorescent



into decorative kits. A low actual light output makes use of supplementary lighting advisable where good illumination levels are required. Illustrated is a wall-mounted unit in a motel guest room setting.

Circle No. 38 on product information card



VERSATILE MODULAR SEATING BY



STYLED RIGHT...BUILT RIGHT...PRICED RIGHT

Interchangeable chairs, settees, tables and benches

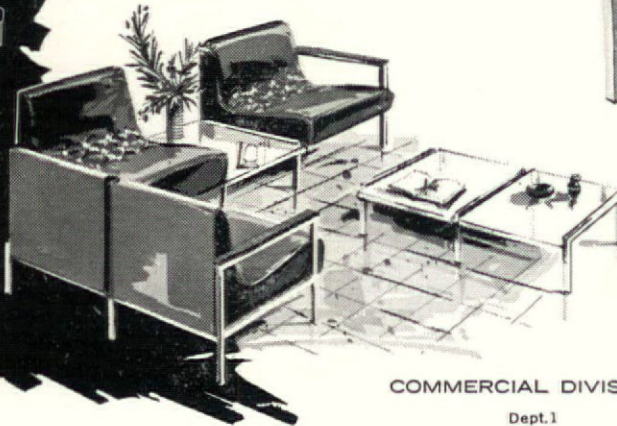
that combine to fit any lounge, office or waiting

room area. The Virtue tradition of fine materials

and craftsmanship is your assurance of beauty

that will endure. Send for illustrated catalog

and quotations on your requirements.



COMMERCIAL DIVISION
Dept. 1

Virtue
VIRTUE BROS. MFG. CO.
5701 W. Century Blvd., Los Angeles 45, Cal

Circle No. 52 on product information card

Admiral's chair

Authentic Furniture Products has produced new Admiral's chair, part of its Regal Scale line which also includes a smaller version, the mate's chair, and a matching barstool. Engineered for rugged



For institutional use, the three designs are finished in maple, are generously proportioned, and incorporate sturdy hardwood construction. Main feature of the chairs is the oversize wood turnings. Each chair is also available with upholstered seat, upholstered seat and back.

Circle No. 48 on product information card

Stoneware lamps

Horizon West, a new line of table and floor lamps, features stoneware textured bases with matte glazes, trimmed with oiled walnut, and topped with natural linen on fiber glass shades. All have three-way switches. The stoneware and oiled wal-



The floor lamp shown here stands 60 inches high and comes in a wide range of glazes. Shade is natural linen on fiber glass. National distribution for Horizon West collection is handled by Marvin Levine Associates.

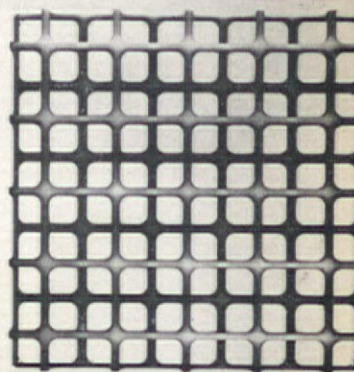
Circle No. 101 on product information card

Circle No. 53 on product information card →

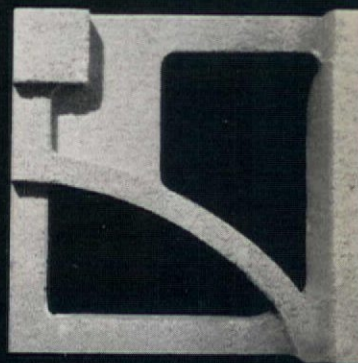
arts for architecture products at the new york world's fair



Design #10
U.S. Patent
2,891,397
Hauer acrylic sculptured wall module as used on the exterior walls of the Coca-Cola Pavilion, Welton-Becket, architects.



Specially designed sculptured concrete wall module on the exterior of the remodelled New York City Building, Daniel Chait, architect.



Write on your letterhead for brochures of the complete Arts for Architecture line. Copyright 1964,

arts for architecture, inc.

Factory and Main Offices: 50 Rose Place, Garden City Park, L.I., N.Y.; New York Showroom: 16 East 53rd Street, N.Y., N.Y.; Los Angeles Showroom: 107 South Robertson Blvd., L.I., Cal.; Dallas Showroom: 220 Decorative Center, Dallas, Texas; San Francisco Showroom: 553 Pacific Avenue, Cal.; Architectural Interior Materials Co.: 228 West Kinzie St., Chicago, Illinois; Walls Unlimited: 123 Newbury Street, Boston, Mass.



Distinctive imported chandeliers
by *Elite*

A diversified line of lighting fixtures. Artistically designed for decorative and functional requirements.



Elite COMPANY, INC. 111 West 22nd Street
New York, N. Y. 10011
Long a leader in the field of imported chandeliers.

Largest Collection of
MUSEUM AND CONTEMPORARY SCULPTURE



Austin
Productions

1615 62nd STREET,
BROOKLYN 4, N. Y.

Write for new 88 page catalog

SHOWROOMS: NEW YORK, THE BURKHARDTS, ROOM 408, 225 5th AVE.
DALLAS, TRADE MART, ROOM 1515, 2100 STEMMON FREEWAY
LOS ANGELES, BURTON S. KLEIN, 310 SO. ROBERTSON BLVD.

Circle No. 55 on product information card

PRODUCTS & SERVICES

CONTINU

Molded Fiberglas chairs

Douglas Furniture Corp.'s Fiberglas chair combines a one-piece molded seat and back with foam padding and Naugahyde upholstery. Eighteen c



ors and designs in Naugahyde and breathal
vinyls are available. The chairs come with eith
tapered tubular legs or steel pedestal bases wi
self-adjusting glides.

Circle No. 100 on product information card

The "No Experience Necessary" Drapery Plan

AVOID THE FUSS and
"LEAVE THE DRAPERIES TO US"
LET ASSOCIATED WORK FOR YOU

The nation's leading suppliers to /Architects/Designers
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CLIP COUPON TO BUSINESS CARD OR LETTERHEAD FOR
"FREE DRAPERY YARDAGE ESTIMATOR & SAMPLE PLAN"

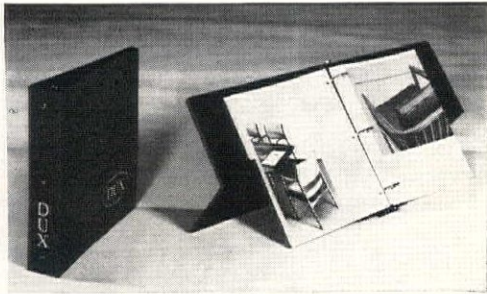
Your Name
Address Home Business
City State Phone
Type of Business

Circle No. 47 on product information card

MANUFACTURERS'

LITERATURE

The new 1964 Dux, Inc. furniture catalog and price list is now available in an attractive, olive green binder.



The binder is an easel type which allows the catalog to be used for display purposes while the price list is contained in a separately bound section.

Circle No. 5 on product information card

On-line styling is the design feature of an extensive line of contemporary furniture manufactured by Frederick Weinberg Co. Illustrated in a two-page, full-color brochure, the furniture includes a wide range of table and chair groups for conference and reception rooms and lounges; single and dem chairs for reception areas; settees and sofas; swivel office chairs. Furniture accessories are also shown, such as architectural dividers, screens, and murals. Color guide of Naugahyde upholstery is included.

Circle No. 105 on product information card

Photolier introduces its new Collector's Group of decorative lighting fixtures in a special supplement (AIA-31-F-23) to its style book catalog. The wall and ceiling mounted fixtures are categorized in Early American, Mediterranean, Contemporary and Scandinavian styles.

Circle No. 41 on product information card

The Taylor Chair Co. has issued a new binder containing the complete catalogs, brochures, and price lists of both Taylor and Moselle Meals chair collections. Also included are swatch cards of upholstery leathers, fabrics, and vinyls.

Circle No. 106 on product information card

American Desk Mfg. Co., specializing in school equipment and public seating, has issued a full-color brochure of classroom desks and chairs, set armchairs, instructor desks, all in a number of styles. Also shown are tables for libraries, cafeterias, classrooms, and science rooms, along with a full range of auditorium and theater seating. Specialized equipment includes Permalab control consoles and student booths equipped with headphones, microphones, and volume controls.

Circle No. 107 on product information card



HOSTESS "CONTRACT" TABLE ARM (Model HC-304)
...foam-cushioned seat and backrest, 6 colors in silk-textured vinyl, also available without table arm

*Contemporary classic...
with a world of seating comfort*

KRUEGER

Hostess

oval tubular steel folding chairs

With "Decorator" and "Contract" Chairs, Krueger offers both quality and economy models to fit your clients needs — distinctive designs which meet today's demands for comfort, durability, and functional flexibility. Krueger "Hostess" Chairs feature the sound engineering of X-frame construction, fold-away convenience for easy handling, and generous upholstered comfort in backrest and seat. Select from a wide range of mix-or-match colors that blend so well with the five frame colors — truly a decorator's delight.



HOSTESS "DECORATOR" (Model HD-404) ... foam-cushioned comfort ... smart texture-woven fabric in eight colors.

Write for complete line catalog.



KRUEGER

METAL PRODUCTS COMPANY • GREEN BAY • WIS

Circle No. 56 on product information card



Eighteenth Century Elegance styled by Everett Brown, F.A.I.D.

Decorator Data. Design #6416 from the Haeger New York World's Fair Collection. Group includes the Eighteenth Century Classic column, Urns, Pineapple and Palm in most-wanted sizes. Exclusive neutral glazes are Pewter Lustre, Copper Lustre, Porcelain White. Shades are French re-created 18th century, book linings in Sienna, Malachite and Porphyry, sophisticated gloss black or white. Interchangeable shades provide wide decorating latitude. Double-cluster lighting and mountings of compatible quality. Now on display in all Haeger Showrooms.



**FILE-SIZE
DECORATOR
FOLDERS**

Available on professional letterhead. Requests to: Haeger, 7 Maiden Lane, Dundee, Ill. 60118. Contains full color illustrations. All decorator data including pricing and discount policy.

HAEGER—THE GREAT NAME IN AMERICAN CERAMICS

Circle No. 57 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

Rodisco, Inc., division of Heifetz Co., catalogs Rotaflex lighting in a colorful brochure (AIA-F-2.3) illustrating a new series of ceiling-level fixtures in jewel-tone colors, new pendants, and suspension devices. Designed for ease of reference, the brochure contains full product information in the form of illustrations, drawings, light transmission data, and color specifications.

Circle No. 108 on product information card

Shade Toppers, decorative shade cloth valances to go with Joanna window shades are shown in a full-color brochure by Joanna Western Mills.

Circle No. 109 on product information card

Lenoir House, contract division of Broyhill, catalogs its entire line of guestroom furniture in an impressive, hard-bound loose-leaf binder. The wide style range runs from contemporary to provincial and each style contains all items necessary to furnish a guestroom—chairs and sofas, table headboards, dresser-desk/luggage rack multipurpose units, mirrors. The brochure also contains 100 10 inch samples of various Panelyte finishes plus swatches of upholstery fabrics.

Circle No. 110 on product information card

The 1964 FolDoor catalog (AIA-16M) contains comparative information and illustrations to permit selection of accordion-typing folding partitions to suite specific application. Complete technical specifications and drawings are included. Built on steel-frame construction and heavy vinyl-fabric covering, the models range from light-weight closet doors to heavy-duty, sound-retarding operable walls.

Circle No. 111 on product information card

Recessed modular fluorescent lighting fixtures Lightolier are shown in a new catalog available from the firm, AIA File No. 31-F-23.

Circle No. 41 on product information card

Tempered glass tops provide an extra-plus weather protection for outdoor tables manufactured by Lee L. Woodard & Sons. Woodard's hardbound catalog of contract furniture depicts these wrought-iron tables along with coordinated chairs and related items in a number of decorative styles. The catalog also tabulates sections of indoor contract furniture, including tables, chairs, sofas, benches, a series of installations, swatches of fabrics and laminate finishes, as well as a price list.

Circle No. 35 on product information card

Circle No. 51 on product information card



No. 470 Architecturally designed for dining or other public seating. Channeled pillow seat and contour channeled pillow back. As shown in mirror chrome, 24-99 quantity, \$64.88 list. In enameled finishes, 24-99 quantity, \$53.75 list.



B. BRODY SEATING COMPANY

5921 W. Dickens Chicago 39, Illinois
Telephone . . . Area Code 312 889-6000

Castro's New 'Ready Lady' Chair

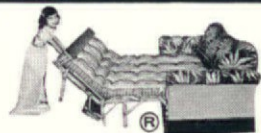
Contains a Deluxe Steam Iron • Ironing Board • Hair Dryer

- Space Saving
- Step Saving
- Convenient
- Efficient
- Comfortable
- Economical
- Beautifully Styled

Castro's "Ready Lady" Chair eliminates damage to furniture surfaces in hotels or motels by occupants not having proper ironing equipment. Chair available in wide choice of fabrics. Coin Box, Hair Dryer, and Steam Iron are optional. Write for descriptive folder!



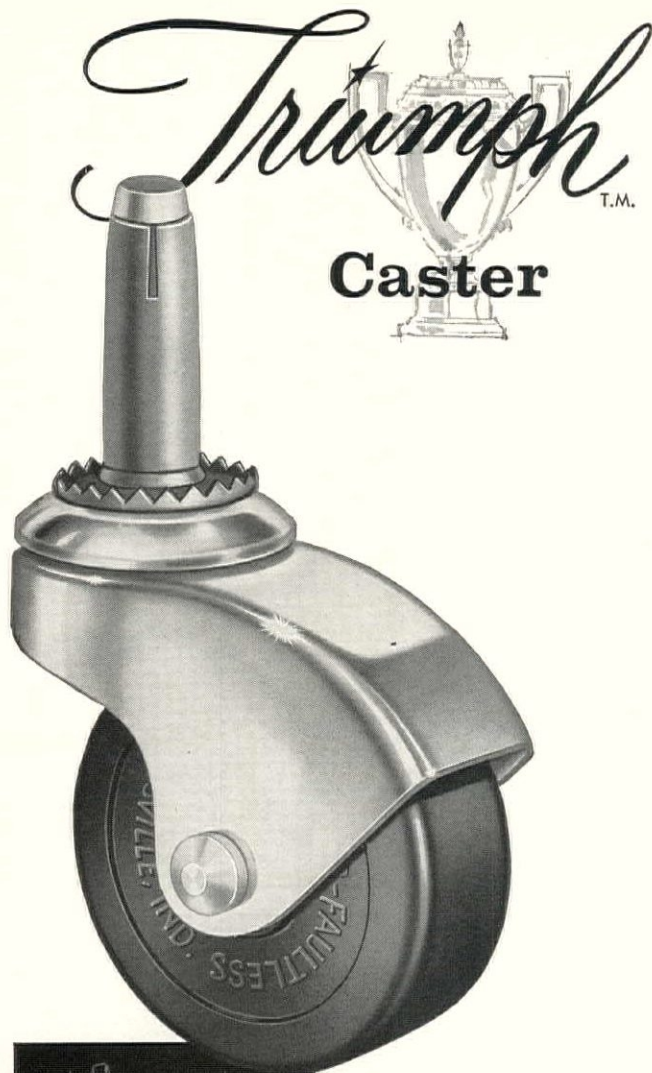
Castro Convertibles



CONTRACT DIVISION. 519 8th Ave., New York, N. Y., LO 5-8968 (Area Code 212)

Circle No. 125 on product information card

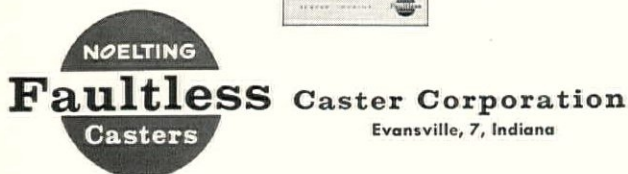
The NEW Faultless



Even the most casual observer will notice the distinctive, softened contemporary lines of the *NEW Faultless Triumph Caster...on your furniture.*



Write for Faultless Office Furniture Caster Brochure.



Branch Offices in principal cities, see the Yellow Pages of the telephone book under "Casters". Canada: Stratford, Ontario.

Circle No. 59 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

Edwin Raphael Co. has prepared a new catalog of Infinity drapery fabrics for institutional application. Specifications and samples for specific drapery needs are contained in four sections: dormitories; classrooms, offices, and public rooms; audio-visual purposes; stage curtains. Fifth section illustrates a cross-section of fabric designs.

Circle No. 118 on product information card

One hundred contemporary paintings are shown in a full-color catalog available from Karl Marx Associates. The subjects are specifically designed for use in contract interiors and range in style and technique from impressionistic florals to abstract collages. Special colorings are available and custom motifs can be rendered in any quantity, framed or unframed.

Circle No. 119 on product information card

Telescope Folding Furniture Co. pictures a comprehensive range of casual and outdoor furniture in a full-color catalog. Particularly noteworthy are the chair groups, each one containing a folding armchair, folding rocker, and folding chaise. They vary according to frames, either square or round tube, and seating materials, which include plastic webbing, vinyl bands, vinyl tube, and vinyl covered. Completing the outdoor lines are coordinated Berglas end and cocktail tables, umbrella tables and matching umbrellas, padded chair cushions, rattan furniture, plus other related items.

Circle No. 120 on product information card

A four-page, color brochure by International Pictor & Ceramics Corp. describes and illustrates Francisco Hermosa Mammoth Tile for countertop. The large-size tiles are 6 by 12 inches and come in six mottled-textured glaze shades.

Circle No. 121 on product information card

Stylume's lines of California redwood outdoor and indoor furniture, shown in a full-color catalog, are constructed of either round or square tubular aluminum frames. All chairs are compact stacking. In addition, Stylume shows its Vinylum group of chairs, chaises, and tables, as well as an upholstered chair line.

Circle No. 122 on product information card

Harvardorm Sleeping Equipment is an informative 16-page booklet of product photos, technical data and suggested applications of Harvard Manufacturing Co.'s expanded contract line of dormitory units.

Circle No. 123 on product information card

CLASSIFIED ADVERTISEMENTS

es: \$10.00 per column-inch, payable with order. No
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ANTED: MANUFACTURERS REPRESENTATIVES to promote
sell a new exclusive drapery and cubicle track line to
chitects, Interior Designers, and Contract accounts.
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Please write giving full details regarding clientele and
sent lines carried, background and references. All
lies kept confidential. Write: Box A-135, CONTRACT.

REPRESENTATIVE: wanted by manufacturer of quality line
contract furniture to call on architects and interior
designers in Illinois, Michigan, Minnesota and Wiscon-
sin. Write full details of lines carried and area covered.
Box A-136, CONTRACT.

NE WANTED: Wholesale fabric showroom—58th St. &
Ave., NYC desires to represent fine line of rugs,
furniture, wallpapers, lamps or accessories. Write: Box
A-137, CONTRACT.

REPRESENTATIVES WANTED: Manufacturer of freestanding
modular wall systems, desires persons calling on Institu-
tions, Schools, Hospitals, Hotels, Motels, and Contract Fur-
nishers. This is a complete line with shelving, cabinets,
desks, partitions, and planter boxes. Nationally advertised.
Send all particulars in first letter. Write: Box A-138, CON-
TRACT.

BINESS OPPORTUNITY: In Philadelphia (2nd largest
market in East) for company or progressive representa-
tive—Wholesale showroom (wallpaper, fabric, furniture)
decorated and equipped (wings, shelving, office equipment,
etc.). Prime trade location with line available to quali-
fied party. Replies strictly confidential. Write: Box A-
139, CONTRACT.

NE WANTED: Lamp, furniture, wallpaper or accessory
wanted by representative with established wholesale
fabric showroom—6th Floor Merchandise Mart, Chicago.
Write: Box A-140, CONTRACT.

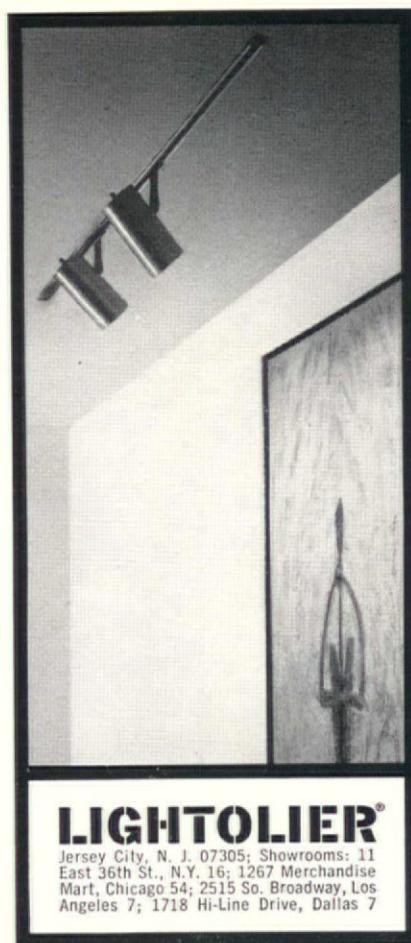
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If you want us to include your name in a confidential
list of reps, which we supply to manufacturers on request,
write to the publisher of CONTRACT Magazine. State your
name, address, and area covered. This is a free service.
Write to: Publisher, CONTRACT,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

ANTED: EASTERN CONTRACT MANAGER to supervise en-
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turer. Present man retiring due to poor health. Must be a
"pro" in contract field. Write or phone: Wm. J. Clancey,
P., R-Way Furniture, 440 Park Ave., So., NYC, MU
424.

Circle No. 41 on product information card



Just the proper amount of light to make a painting look its best, focus interest on a display, highlight an area. A flexible, movable source that adapts to suit your every purpose. It swivels, turns, and can slide back and forth on a special recessed, surface mounted or suspended electrified track. Gives you all the light you need where and when you need it. And because there's a Multi-Groove Baffle, no uncomfortable internal brightness occurs. If you like this lighting effect, turn to Lightolier. If you'd like to see another,

**turn
to pg.
64**

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

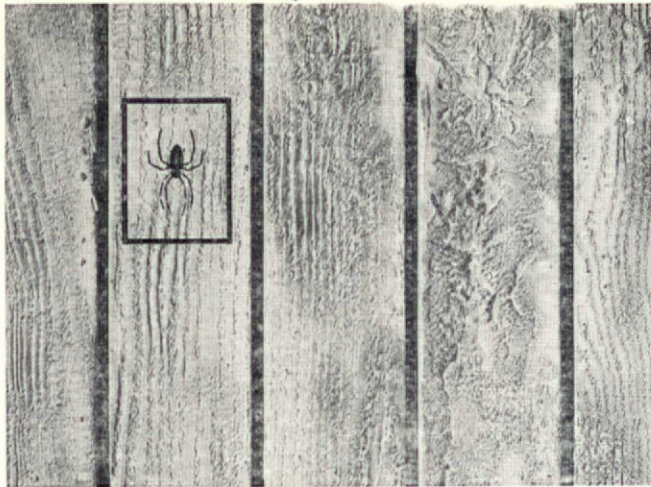


S. Christian
OF COPENHAGEN, INC.

225 POST STREET, SAN FRANCISCO 8, CALIFORNIA

Circle No. 60 on product information card

Circle No. 61 on product information card



**WEATHERED WOOD
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A new dimension for interiors, a move from the antique accent to the antique background... it's Webb's new weathered wood paneling. An aged wood that applies easily to any surface, available by the lineal foot, and custom-finished in your choice of related colors. Installations include: Miramar Hotel, Santa Monica; Sheraton-West at Marina Del Rey; Gateway West, Century City; The Emporium, San Francisco and Dayton's, Minneapolis. Samples upon request.



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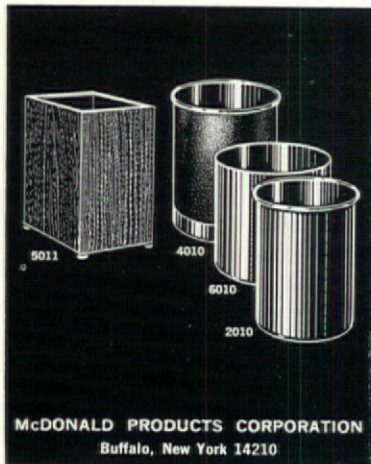
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