

# CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL FURNISHINGS • JUNE 1961

Hotels Motels





**BURKE DIVISION**

**Brunswick** CORPORATION 

5140 North Westmoreland Road  
Dallas 7, Texas 75247

*HARDLY LIKE HOME... but that's all to the good. Wherever people go—to the corner store or the most fashionable spot in town—they're attracted by an atmosphere of glamor. The Burke Lundquist Collection provides that exciting attraction—and more. Its beauty is combined with a light, strong, easy-to-clean durability which shrugs off the hardest commercial use. Choose, then, from Burke's Lundquist Collection—the practical way to add a magic spark of difference which may prove that—while there's no place like home—it's the very difference which matters most.*

Circle No. 1 on product information card



**MODULUS BY TROY** a new modular furniture collection for lounge seating à discrétion.

Modulus is a new collection combining Troy's traditionally fine contract-rated craftsmanship with a contemporary design flair. True modular components allow space arrangements à discrétion. Blend the perfect grouping of chair units, tables and settees. Curve them, make H-shapes, cartwheels or Z-shapes. Modulus gives you total freedom for creative space utilization. Seats are richly upholstered foam rubber with anatomically curved backs for extra comfort. Ask your Troy representative or write for information.

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

**Troy**®

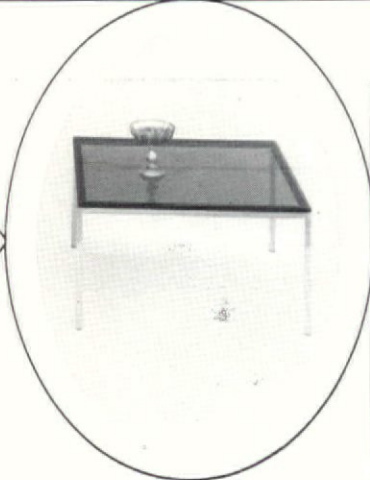
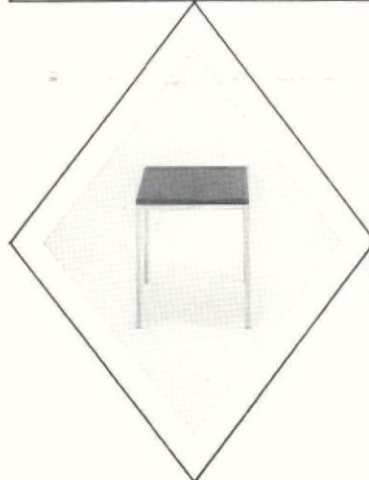
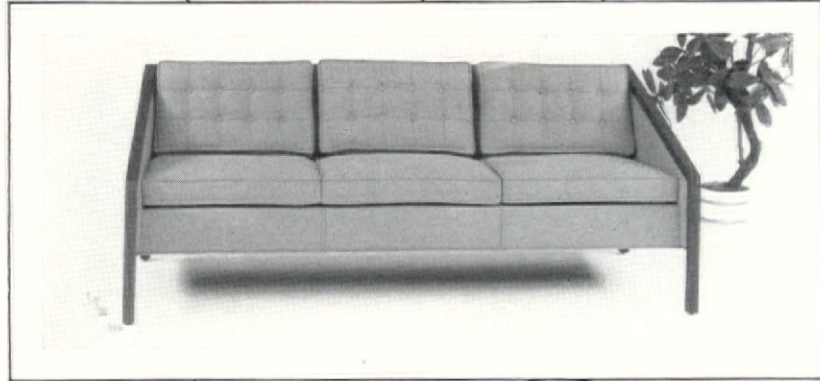
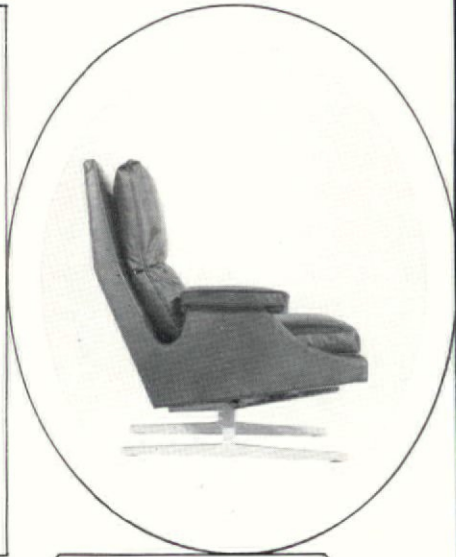
Circle No. 2 on product information card



ne stop shopping for good design

Now it is possible to get the design variety you need for many different commercial interiors from one source. The work of three designers meets your varied needs. Marden one-source-service saves you time and money. This is the pleasant uncomplicated way to work. May we send you our catalogs? A letter or the coupon in this ad will bring them to you.

# MARDEN CONTRACT



**Marden Mfg., Inc.**  
1015 N. Halsted Street  
Chicago, Illinois 60622

*Gentlemen: Please send me your contract catalog.*

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Circle No. 3 on product information card

# CONTRACT

## The Cover

An antique hotel bell, of the sort that used to sit on the front desk, sounds its clear tone for our hotel and motel coverage inside the issue. The cover design is by Bert Lester.



# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. V, No. 6

JUNE, 1964

## PUBLISHER

Ben H. Hellman

## GENERAL MANAGER

Lawrence Gralla

## ADVERTISING DIRECTOR

Milton Gralla

## ASSOCIATE EDITORS

Anne Fallucchi  
Patrick J. Galvin  
Susan Branch

## EDITORIAL CONTRIBUTORS

Ruth Kain Bennett (Chicago)  
Seymour Evans  
Ash Gerecht (Washington)  
Lawrence Lerner  
Vivien Raynor

## PRODUCTION MANAGER

Morton L. Silverman  
Dale Lederer, *Assistant*

## REPRESENTATIVES

### NEW YORK

Frank Rizzo  
Eastern Manager  
Gralla Publications  
666 Seventh Ave.  
Pennsylvania 6-3975

### CHICAGO

Marshall D. Siegel  
Midwest Manager  
Gralla Publications  
6 N. Michigan Ave.  
Dearborn 2-1452

### CLEVELAND

Fred Preyss, Jr.  
Gralla Publications  
3535 Lee Rd.  
21-6860

### ATLANTA

Joe H. Howell  
1776 Peachtree Building  
873-2136

### LOS ANGELES

Wettstein, Nowell & Johnson, Inc.  
2801 W. Sixth St.  
DUnkirk 8-2236

### SAN FRANCISCO

Wettstein, Nowell & Johnson, Inc.  
417 Market St.  
YUkon 2-9537

## 37 Hotels & Motels

38 Peacock Alley, Waldorf-Astoria

38 Cabana Motor Hotel

39 El Conquistador Hotel

40 Penn Harris Motor Inn

40 Wilshire House Hotel

41 Howard Johnson's Motor Lodge

42 Dorado Riviera

## 44 Hotel America, Hartford

## 50 Partitions

By John Anderson

## 56 School Furnishings Market—II

By Ruth Kain Bennett

## 59 Planning the School

## 62 San Francisco Seminar

## 64 The Box Score

By Lawrence Lerner

## 18 People

## 20 Contract Business: Notes and Comments

## 24 Contract News

## 26 Calendar

## 28 Los Angeles Dinner Meeting

## 30 Contract Products and Services

## 82 Manufacturers' Literature

## 84 Classified Advertisements

## 86 Advertisers' Directory

## COMING IN CONTRACT

JULY—Office Planning and Design—theory, techniques, and representative installations, plus a report of NOFA Contract Design Symposium; The Mets' new stadium.

AUGUST—A comprehensive review of new contract products of every type that have been introduced in the past few months. In addition to this all-product coverage, August will contain a special section on Lamps and Lighting, with an analysis of recent developments in that field.



CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 166 Seventh Ave., New York 18, N.Y. Phone PENna 6-3975. Lawrence Gralla, president; Milton Gralla, vice president; B. H. Hellman, secretary. Subscription price: one year, \$5.00; two years, \$9.00; three years, \$12.00 for firms and individuals who specify, design, buy, or replace contract furnishings in the U.S. and Canada. All other U.S. and Canadian subscriptions, \$9.00 per year. All foreign subscriptions, \$9.00 per year. Single copy of this issue \$1.00. Contents fully restricted. Copyright 1964 by CONTRACT. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publication's standards. SUBSCRIBER ADDRESS CHANGES: Please send old and new address to our N.Y. office at least four weeks in advance. Controlled circulation postage paid at Orange, Conn. Other Gralla Publications: BUILDERS' KITCHEN GUIDE, KITCHEN BUSINESS.



Member Business Publications Audit of Circulation, Inc.



**THE 1964 INTERNATIONAL DESIGN AWARD** of the American Institute of Interior Designers has been awarded to Callaway Mills, Inc. for Soft Floor Coverings Manufacture. For the Interior Designer and Architect Callaway style leadership is of obvious importance. Happily, Callaway design excellence is evident over the entire range of commercial carpet requirements in the qualities and prices to fit your needs. The Callaway "XL" program, for example, offers "custom coloring" (some 127,000 possibilities) at stock carpeting prices. For full information write or call Commercial Carpeting Division, Callaway Mills, Inc., 295 Fifth Avenue. Phone MU 9-7800.



**COMMERCIAL CARPETING BY CALLAWAY**

Circle No. 4 on product information card



LA-903-C/S



LA-904-C/S



907-C/S-DT



LA-909-X-DT



LA-90-S-PT



LA-909-TT



1163-DT



LA-909-R/S-DT



S-1188



No. 2000



No. 1200



No. 1250



S-1100



S-1144



S-1155



No. 1020



No. 2304



No. 2300-K



BARON IV DT



BARON II



BARON III

*Gasser*  
**ADAPTABLE CHAIRS**  
 Expressive  
 Impressive and  
 Mighty, Mighty Comfortable

**GASSER  
 CHAIR  
 CO., Inc.**

4136 LOGAN AVENUE  
 YOUNGSTOWN 5, OHIO

LUGGAGE RACK  
 No. LR-2



## WHY DOES GULISTAN CARPET COMPOUND INTEREST IN THE DECOR OF SO MANY BANKS?



To complement the beauty of its magnificent spiral staircase, Parkview Federal Savings Bank, Cleveland, Ohio chose Gulistan Custom Carpet in a specially designed Federal period motif. Luxurious all-wool wilton weave Gulistan commercial carpet surrounds the custom rug. The design is by Frank Stovering, Contract Department, Higbee's, Cleveland.

Nothing else adds so much warmth and friendliness to a public interior as exactly the right carpet. That's why many commercial installations are personalized by Gulistan custom carpet designed to enhance the specific setting.

Gulistan also offers the convenience of the most extensive line of commercial carpet available from stock for immediate delivery. Whichever you choose, the quality is unexcelled. Wearability has been tested and proven for years. All Gulistan Carpet is Performance Rated\* for wear and appearance retention under varying traffic conditions. And the widest range of colors, textures, designs and fibres makes it easy to choose the right carpet for *any* installation. For complete de-

scription and illustration of many Gulistan lines and services, see our full-color catalog in Sweets Architectural File. Or write Gulistan Commercial Department, A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York, N.Y. 10016 \*TM of A&MK, Inc.

# GULISTAN<sup>®</sup> CARPET

Circle No. 6 on product information card



# FLAMETROL "69"

an exclusive  
PERMANENT FLAMEPROOF finish for decorative fabrics

## ONLY FROM PERMA DRY

Can be applied to COTTON, VISCOSE RAYON,  
WOOL and SILK

**FLAMEPROOF** ... fast to dry  
cleaning for life of fabric ... non-hygro-  
scopic... will never become damp in humid  
weather... dimensionally stable... draperies  
will not shrink or elongate... mildewproof  
... odor-proof... germ-proof... water repel-  
lent ... spot, stain and soil resistant

LITERATURE AVAILABLE

### PERMA DRY ADDS

**STERISAN™** TO



**SCOTCHGARD®**  
BRAND

STAIN REPELLER

at **NO EXTRA COST** to make fabrics  
**SPOT • STAIN • SOIL** resistant  
**MILDEW-PROOF • ODOR-PROOF**  
**GERM-PROOF**

Banishes perspiration and musty odors

another exclusive from



3 West 17th Street, New York, N.Y. 10011

Phone: 212-924-0877

Consultants on flameproofing to architects and decorators

Circle No. 7 on product information card

**The place:**



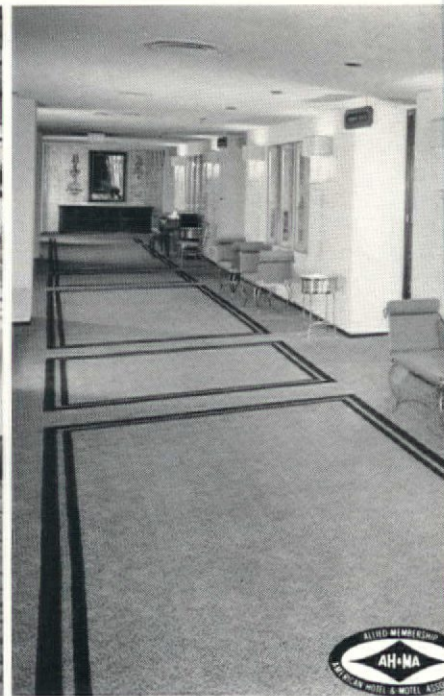
Hartford's distinguished new Hotel America.

**The man:**



Roland Wm. Jutras, N.S.I.D., I.D.I., member of HCA's planning staff and its Director of Design.

**The carpets:**



**Bigelows.**

For the Rib Room: a custom Wilton in black and red. Another special Wilton in gold, black and bronze in the Ballroom Lobby. Bigelow wove these and other custom carpets to Mr. Jutras' own designs and colors. The Hotel America is 100% Bigelow-carpeted, with our closely woven Margate in all guest rooms.

Why do people like Roland Jutras buy Bigelow? Because they know that for every hotel, motel or commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825.

Our carpet counselors will give you all the help you need in solving

any kind of carpet problem—at no charge. Simply call your nearest Bigelow sales office. Or for a colorful free brochure on commercial carpets, write Dept. A, 140 Madison Avenue, New York 16, New York.

Find out for yourself why **people who know buy Bigelow.**

Bigelow sales offices are located in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Seattle

Circle No. 8 on product information card



## *so you gotta upholster it . . . the Woodard way!*

*And my welding has a lot to do with this part of the job too. The frames are all steel, the covers are pre-stitched and put on in one piece.*

*Embassy covers fit and look good for a long time. When the covers go on easy they come off easy . . . Years from now it will cost less to recover. Woodard Embassy is built like a bridge . . . to last a long time. We put a lot of things in Embassy you don't see but they have to be there when you make the best.*

*So . . . the things to look for in Contract are steel, quality and the **Woodard** name (we're the only people who have all three).*



Write for Brochure C202, Lee L. Woodard Sons, Inc., Owosso, Michigan

Showrooms: New York, Chicago, Los Angeles, San Francisco, Dallas.

# Woodard



*Fontaine*  
 ... an elegant collection of furniture  
 reminiscent of the French court

## ...we outdid the king's cabinet makers

We even outdid ourselves when we designed the new Fontaine grouping of coordinated case pieces. We have created a completely versatile group, ideal for new installations or renovations...a group based on Louis XVI design and modified just enough to meet the modern demands of the contract furniture field. Functional and flexible, the Fontaine group blends with any other decor...and the entire group provides complete design harmony. Produced with Beautycraft's traditional fine craftsmanship, the Fontaine grouping is priced well within the competitive range...and delivery dates are faithfully met. With this new grouping the contract decorator is enabled to obtain total room requirements from a single, dependable source. For further information, please mail coupon below to:

### beautycraft

1301 NORTHWEST SEVENTH AVENUE, MIAMI, FLORIDA  
 Factories: Miami, Florida • Princeton, West Virginia • Toronto, Canada



The Courier deucette sleep unit is an unusual, beautiful combination of couch and chest, with Fontaine styling. This deucette adds unlimited versatility to your total room requirements by providing the flexibility of a dual purpose unit.

Beautycraft Furniture Industries, Inc.  
 Dept. C, 1301 Northwest 7th Avenue, Miami, Fla.  
 Please send full information on:  
 Coordinated case goods  Deucette sleep units   
 Custom-crafted furniture

Name \_\_\_\_\_

Address \_\_\_\_\_

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

Circle No. 10 on product information card



**some people know how to live**

They won't settle for second best. They wash with Sherle Wagner bathroom fixtures or they don't wash. With many of these sybarites "Cherub" is a favorite. Like all Sherle Wagner bathroom fixtures, it is hand chased, 24 karat gold plated.

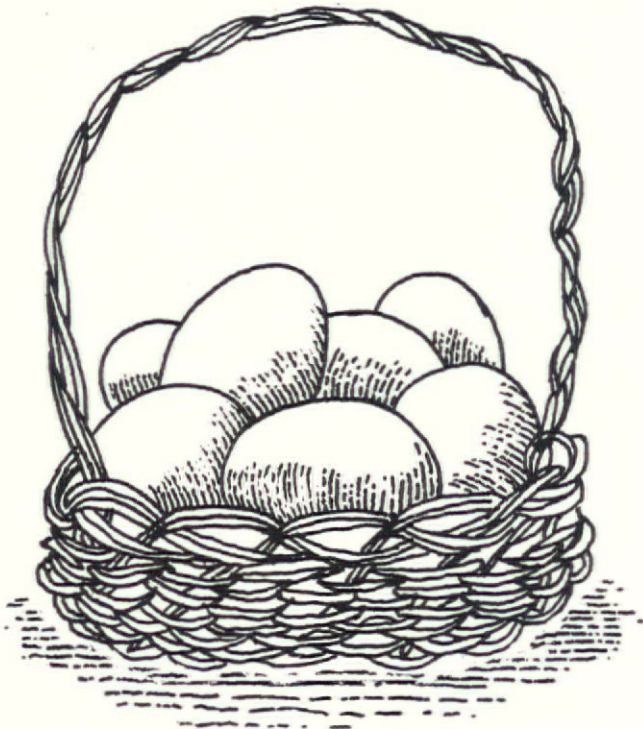
©SHERLE WAGNER CORP., 1964

## Sherle Wagner

125 EAST 57TH STREET, NEW YORK 22, NEW YORK PLAZA 8-3300

REPRESENTED IN LOS ANGELES AND SAN FRANCISCO BY KNEEDLER-FAUCHERE; IN CHICAGO BY S. J. CAMPBELL; IN MIAMI BY A. ROBERT SCHOEN; IN DALLAS BY E. C. DICKEN

Circle No. 11 on product information card



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

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

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

Summer Home Furnishings Market,  
June 29 through July 3rd



WRITE FOR YOUR FREE COPY:  
CONTRACT FURNISHINGS DIRECTORY  
Suite 296, 1355 Market St., San Francisco 3, California  
**WESTERN MERCHANDISE MART**

Circle No. 12 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 18

Circle No. 13 on product information card



## PLAN 36

...Monarch's most versatile collection of chairs. Six distinctive seating units are interchangeable with six base units, offering you thirty-six possibilities. Every combination is a comfortable and well proportioned chair adaptable to any interior. In addition to the many designs of "Plan 36," Monarch offers a complete and extensive selection of covering materials. Possibilities are limitless! Let your layout include Monarch's "Plan 36." Send for our brochure with full details. Write:

**MONARCH**  
FURNITURE COMPANY, INC.  
HIGH POINT, NORTH CAROLINA



Circle No. 15 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.



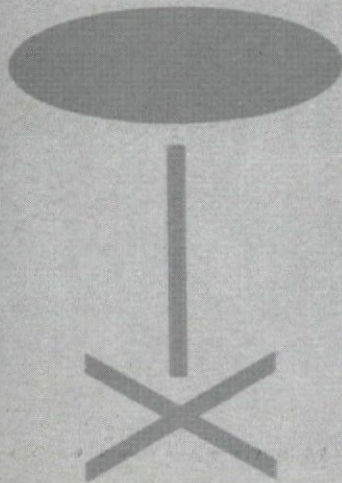
CONTRACT DIVISION

# GOSHEN

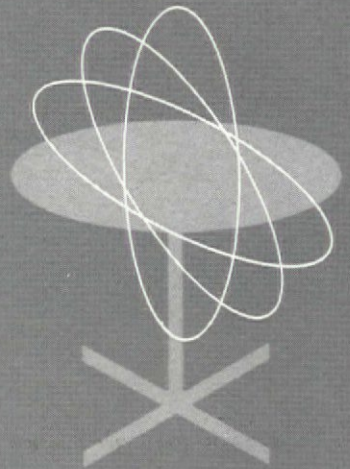
MANUFACTURING COMPANY, GOSHEN, INDIANA 46526



ADJUSTABLES



DETACHABLES



FLIP-TOPS TOO

# CHF

DESIGNER  
TABLES/CHAIRS  
CORRELATED  
ACCESSORIES

CHICAGO HARDWARE FOUNDRY COMPANY • NORTH CHICAGO, ILLINOIS

Circle No. 16 on product information card





Ethan Allen antiqued pine captain's chairs in The Thirsty Pilgrim, Statler-Hilton Hotel, Boston, Mass. Dealer: Becker & Becker Assoc., N.Y.



Baumritter transitional chairs in guest room, Park Arlington Motel, Washington, D.C. Dealer: Revere Furniture and Equipment Company, Washington, D.C.

# Why America's Top Interior Designers Specify Baumritter Commercial Furniture



Purpose chairs in Sundial Restaurant, Mark Motel, Richmond, Va. Dealer: Thalhimers Sales, Richmond, Va.



Viko stacking chairs in The Host Motel, Wilkes-Barre, Pa. Dealer: Washaw Design Co., a division of Watt and Shand, Lancaster, Pa.



Andante in the Eastgate Motel, North Bergen, N.J. Dealer: Ronny-Gerard Sales, New York City.



Ethan Allen in the Viking Motor Hotel, Newport, R.I. Dealer: Betty Teitz Interiors, Providence, R.I.

sically, it's because Baumritter can fill needs with a wider variety of quality furniture and make their job easier and more fun!

Why Baumritter offers so many beautiful pieces for every kind and size of room. There's the ALLEN American Traditional (warm and inviting), ANDANTE (traditional, elegant), ROOMMATES (transitional, space-modular units), VIKO (rugged, care-free, modern)—and Danish-inspired modern too.

By providing so large a variety of choices, Baumritter helps reduce paper work and saves time in coordinating . . . because designers know they can trust Baumritter to deliver as scheduled when they need it, no matter what the order.

Whether the job is furnishing one room or guest rooms, lobbies, restaurants, offices, or hospitals—whether starting

fresh or refurbishing—they know they can depend on Baumritter's uniform high quality.

What's more, with such a wide variety of items in every style, the exact effect desired can be created. And this practical furniture will not go out of style. Prices are moderate, too. Why don't you take advantage of Baumritter's extensive services? Mail the coupon today for more information.

# Baumritter

Mail the coupon now for complete information.

Baumritter Corp., Contract Division CC-64  
145 East 32nd Street, N. Y. 10016

Please send further information to:

Name \_\_\_\_\_

Company \_\_\_\_\_

Type of Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_





**alone...**

in a class by itself. It's from the exciting new collection of Johnson "Table Ideas for '64" ... just one dramatic example of what can be achieved with the right combination of Johnson Plastic Tops and Bases. Featured is the classic simplicity of the Series 5000 Top matched with the J-20 Base.

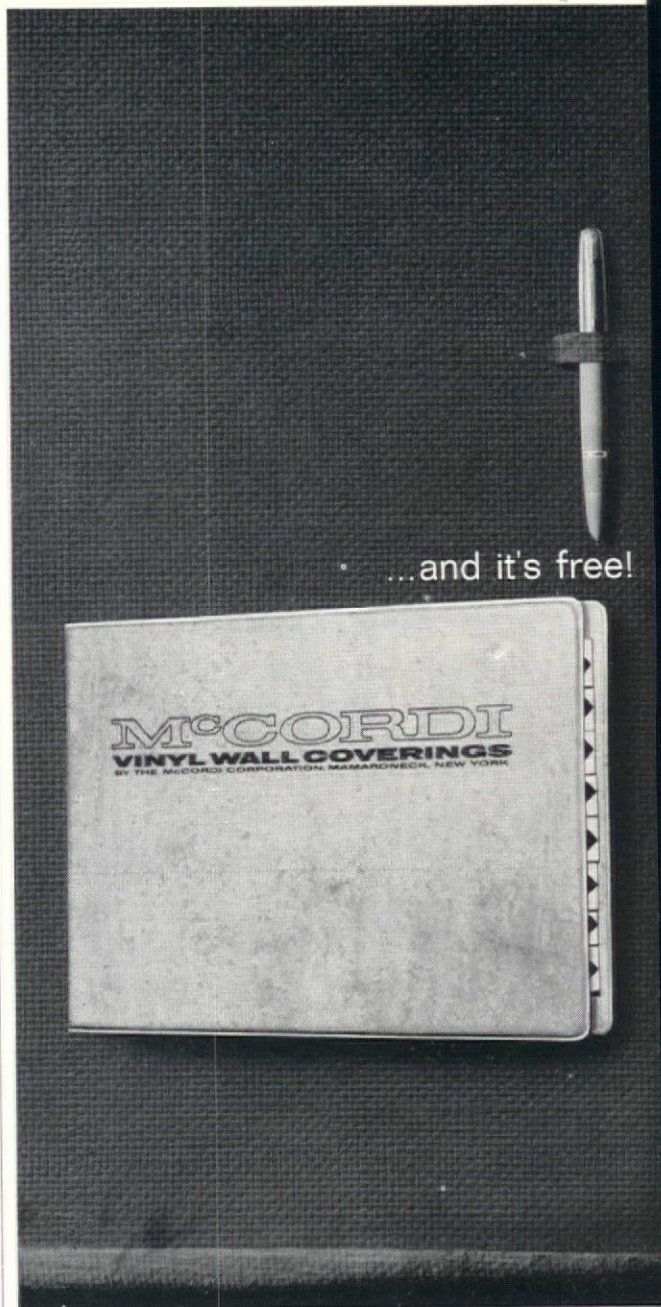
Want other ideas? Write for our '64 Portfolio.



**JOHNSON plastic tops, inc.**  
 ELGIN, ILLINOIS  
 Representatives in all major cities



Circle No. 18 on product information card



...and it's free!

All you have to do is write for the new McCordi Master Swatchbook (there's nothing more to be read on the subject of fine vinyl wall-coverings at  $\frac{1}{3}$  to  $\frac{1}{4}$  the price you're paying now) This hardcover, looseleaf McCordi Master Swatchbook has been specifically designed for professionals and contractors who specify and/or order fine, fabric-backed vinyl wall coverings for contract interiors. It includes everything you need to cover walls efficiently, enduringly at *one-third to one-fourth the price you are presently paying for similar quality fabric-backed vinyl*. It includes all the standard patterns and color ways of McCordi Vinyl Wall available on no-minimum order basis, as well as complete specifications and test findings. If you specify, purchase or approve the purchase of wall coverings for contract and residential interiors, write for your *free copy*...on your professional letterhead, please. THE McCORDI CORPORATION, 707 FENIMORE ROAD, MAMARONECK, NEW YORK, Dept. C6

SEE OUR CATALOG IN SWEET'S <sup>13p</sup> Mc

Circle No. 19 on product information card

# Avanti Latest expression of style leadership by American of Martinsville

Elegant, decorative, Italian-inspired Avanti. The new luxury-look in guest room furniture by American of Martinsville. Walnut—in a brand new bleached finish with hand-stripped gold accents. Rich gunstock shading, beautifully distressed, for that one-of-a-kind look. Even Avanti's functional Tri-Plex Unit goes high fashion . . . with desk dresser, TV area, and a luggage level that doubles as additional seating space. Write for details on Avanti and other contemporary designs in Oriental, French, Spanish and Modern.

Mail coupon below for further information—

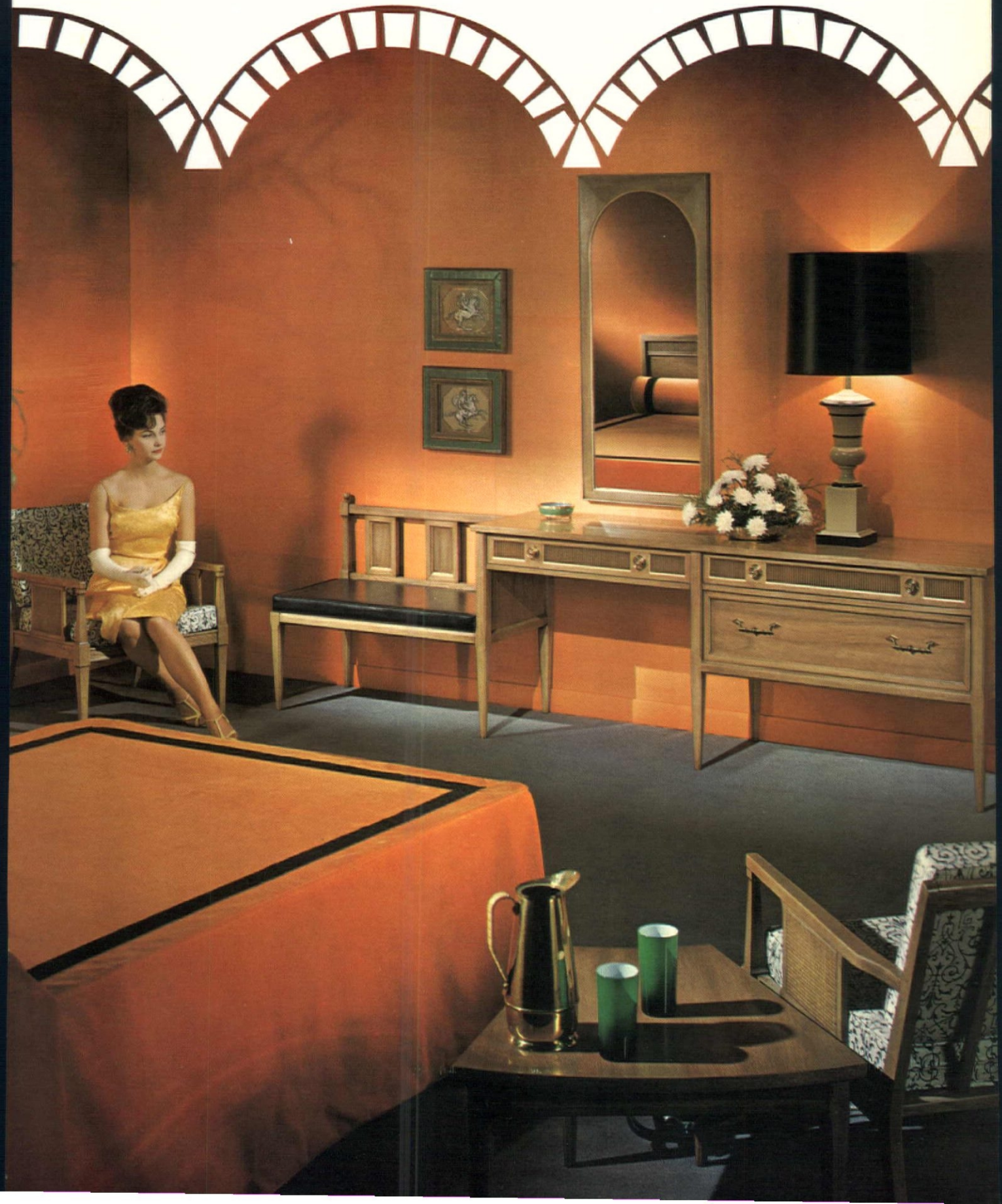
**AMERICAN OF MARTINSVILLE**

Contract Division, Dept. C-764 Martinsville, Virginia  
Please send me brochure on your contract groupings.

Name \_\_\_\_\_

Address \_\_\_\_\_

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



some  
chairs  
just  
fill  
space...

TRI-  
PAR

chairs  
do it  
*beautifully!*



Model 2537  
Arm Chair

Send for Current Catalog

TRI-PAR Manufacturing Co. • 1740 N. Pulaski • Chicago, Illinois 60639

Circle No. 21 on product information card

## PEOPLE

ROBERT BARBER has been elected vice-president of Richard Draper Associates, designers and manufacturers of contract furniture.

WILLIAM H. MAYNARD was elected president of Kent-Coffey Mfg. Co. HAROLD E. COFFEY, president for 21 years, will remain as chairman of the board and chief executive officer. JOSEPH E. HUFFMAN was elected to the new post of executive vice-president.

WILLIAM P. DILLON and ALBERT K. WHIPPERMAN have been named sales representatives for Hardwick Magee Co. Mr. Dillon will cover Bronx, Brooklyn, Richmond, Queens, Westchester County and Long Island; Mr. Whipperman will cover Ohio and Indiana.

ROBERT A. SUTTON has been named director of the Carpet Division of the Wool Bureau, Inc.

JOHN P. CARDY will head all outside decorator and contract sales in metropolitan New York for Albert Van Luit Co.

GRAHAM G. BERRY has been appointed director of sales promotion of Roxbury Carpet Co.

EDWIN L. BELFIELD has been appointed national sales manager of Oxford Mills, Inc.

WILLIAM M. SCHMIDT, Detroit industrial designer, has been appointed to develop new lines of hospital, dormitory, nursing home, and hotel and motel furniture for Simmons Co.

THEODORE "TED" PREYSS, JR., 3535 Lee Road, Cleveland, is this magazine's new advertising representative for Ohio, western New York and Pennsylvania, and eastern Michigan. Continued growth of CONTRACT has made possible this staff addition.



Mr. Preyss will supply research, marketing, merchandising and advertising information, and assistance to manufacturers and ad agencies in the area.

### Correction

Our April column reported that John Cecil is succeeding Sidney Schwartz as manager of the contract sales division of the Baumritter Corp. Actually, Mr. Cecil will continue in his post as manager of the Baumritter modern division, while also assuming the personal responsibility of directing the contract program.

SM-38

SM-32

SM-40

SM-31

SM-41

SM-33

SM-42

SM-34

SM-43

SM-35

SM-44

SM-36

SM-45

SM-37

From United States Rubber, the world's most experienced producer of vinyl fabrics, comes a unique, designers' collection of fabric-backed wall coverings. The line includes 10 distinctly different patterns in a total of 110 coordinated colors and textures... long lasting, permanently colorful and soap-and-water washable. Authentic wood and stone reproductions as well as original and distinctive designs for every decor, including Symmetric shown here and in reception room below.



*For a free 12-page color brochure showing all patterns, colors, specifications and application instructions, write:*

**UNITED STATES RUBBER**  
Coated Fabrics Department  
Mishawaka, Indiana

SM-39

**ew! Naugahyde® Wall Covering specially designed for contract installations**

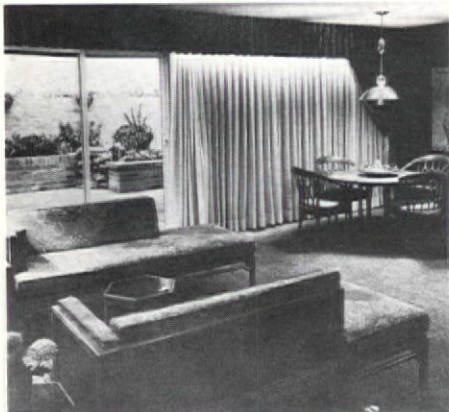


# CONTRACT BUSINESS: NOTES & COMMENTS

## World's Fair notes

Five different series of Scroll aluminum furniture are on display at the New York World's Fair. A new Scroll collection, Facet, custom-designed by George Flemister, is featured at the Florida model home; while Hispana is featured on the model home patio. The Scroll La Classique and Capri series are used in the Governor's Lounge of the Florida State Pavilion. Decorator Marilyn Motto has used new Conquest and Hispana for the Underground Home exhibit.

The 10-room, ranch-style underground home, designed by Marilyn Motto, includes three bedrooms, a living room, a



dining area and kitchen, and a terrace, all artificially lighted and air conditioned. A functioning wood-burning fireplace and real flowers on the "sunny" below-ground terrace are two of the features of the installation. According to the builder, Jay Swayze, three families, including his own, are currently living in underground homes. Other applications for the underground, ship-in-a-concrete-bottle technique of building are planned for churches and hospitals, as well as factories, restaurants, and motels.

Straus-Duparquet, designer and installer of food service facilities and interiors, is responsible for the design of kitchens of seventeen Fair restaurants, including the Aquacade, DuPont Pavilion, Florida Pavilion, International Foods display, Maryland restaurant, Malaysia restaurant, Mediterranean Center, Mexican Pavilion, Missouri Pavilion, Pavilion of American Interiors, Polynesian Pavilion, Texas Frontier Palace, Thailand Pavilion, Top of the Fair, Transportation and Travel Pavilion Galaxy restaurant, VIP Room, and United Arab Republic Pavilion.

Brunswick Corp. has been selected as the exclusive supplier of classroom furniture, cabinetry, and wall-hung chalkboard

teaching aids for the stage demonstration area in the Hall of Education. Brunswick classroom furniture and equipment is also exhibited by General Electric Co. in the model classroom in the Medallion City portion of the G.E. Building.

Royal Vinyl carpeting by U. S. Rubber has been used in a number of Fair Pavilions, including the Pavilion of American Interiors and the Atomec Hospital. All Royal vinyl interior installations at the Fair have been done over U.S. Rubber's 1/4 inch flat sponge Airways Deluxe rug underlay.

## Centralized steam bath

Motels can now economically offer guests their own private Turkish steam baths through the development of a new type of Thermasol steam bath unit which is adaptable to servicing two, three, or four rooms through one single steam generator unit. Thermasol units were previewed last month in New York, with the cast of "This Was Burlesque" for the enthusiastic press. The new unit, similar to centralized heating or air conditioning systems, incorporates easily with the techniques of modern motel construction and can offer the motel owner or builder savings to 50 per cent or



\$200 per room over the old system of individual units in each room. Simply and permanently installed, the steam generator is no bigger than a bread box. It converts any enclosed bathtub or shower stall into a private, individual steam bath. Steam rises gently from 70°F to 130°F in a 20 minute period. The new units are already installed and in use at a number of outstanding motels, including the North Shore Motor Lodge in Long Island which has a number of the 4-outlet units. Manufacturer is Thermasol Ltd., New York City.

## Denst tree sculpture

The Jack Denst sculpture, There Are Four Seasons, an 11 1/2 foot tree of brass and silver was unveiled last month at the artist-designer's studio in Chicago prior to its installation at the First National



Bank of Valparaiso, Indiana. Commissioned by Mark Nielsen, FAID, interior designer planning the bank's new addition, the large sculpture represents Indiana's state tree, the tulip. Viewing the tree (see cut) are Mark Nielsen (l.) and Jack Denst.

## Dealers at synthetics seminar

Representatives of ten contract dealers from all parts of the country attended a Cabin Crafts seminar in Dalton, Ga., and were told by Rol H. Brownlee, executive vice-president for marketing and sales that, "1964 is the fabulous growth year for acrylics in carpet for contract commercial use . . . as a matter of fact, the American Carpet Institute and CONTRACT Magazine have jointly predicted that acrylics will make up 50 percent of the total contract usage this year, contrasted with only about 15 percent last year." Brownlee attributed this increase to what he termed the rising cost of wool and to design appreciation of the merit of high-quality synthetics. The growing rate of non-residential construction, a projected 65 percent from 1959 to 1970, was also cited along with the remodeling and renovating markets.

## Redecoration on Mart's Sixth Floor

Brock Arms, NSID, president of ISD, Inc. and Lucille Knoche, AID, have been selected to redesign the sixth floor of the  
(Continued on page 22)



**Masland prescribed Caprolan nylon for this drugstore.**

he usual floor covering wouldn't do for the new Prescription Center in Holyoke, Mass. The designer wanted to set off the unusual colonial decor. The owner, naturally, wanted something practical.

A tight wire construction of 100% caprolan® nylon was specified for color brilliance and long wear. 215 square yards of deep green velvet "Nylbrook," by C. H. Masland & Sons, was chosen.

The choice couldn't have been wiser, according to the owner, Normand A. LaRoche. "We've been saving about \$25

a week, says LaRoche, "on maintenance alone. No scrubbing. No waxing. No buffing. We just vacuum." (Daily vacuuming and washing every six months keeps Caprolan nylon carpet spotless.)

And Caprolan is as easy on the eye as it is on the upkeep. "Customers seem to feel more at home," says LaRoche. "They browse around more. I'm sure it accounts for many impulse purchases."

Once again, total performance proves the case for carpet of Caprolan nylon. Mail coupon for more information.

Circle No. 23 on product information card

Fill in and send to:

Dept. D-2, Allied Chemical Corporation  
261 Madison Avenue, New York 10016

Name \_\_\_\_\_

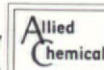
Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

**CAPROLAN nylon by**

Fiber Marketing Dept., 261 Madison Ave., New York 16



## CONTRACT BUSINESS: NOTES & COMMENTS

Chicago Merchandise Mart. Currently the sixth floor is the home of a heterogeneous collection of home furnishings; the task of the designers will be to create a unified relationship between unrelated showrooms and unrelated merchandise through the use of wall, doorway, floor, and lighting treatment. Mr. Arms will contribute his fee to the NSID special projects fund, and Mrs. Knoche will donate her fee to AID for its scholarship fund.

### On the 11th floor . . .

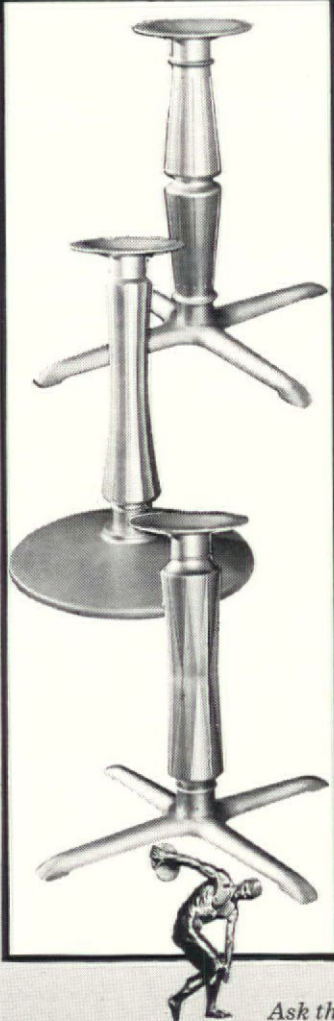
Molla, Inc., Rubee Furniture Mfg. Corp., and Jo Mead Designs will exhibit together under the name of M.R.M. Showrooms at Space 1110 in the Merchandise Mart. Each firm will retain its individual manufacturing and advertising programs, but will cooperate with the others on the promotion of the Chicago exhibits under the M.R.M. name. Molla makes wrought iron and aluminum furniture; Rubee manufactures dual purpose sofa beds, sofa lounges, and

occasional furniture; Jo Mead specializes in decorative accessories. . . . Howell has opened a new showroom in Space 1187. White walls, ceilings, and floors set off by orange woven fabric on chairs and orange Naugahyde upholstery accent the showroom, which exhibits Howell chairs and tables. . . . Maxwell contract design firm, has opened offices in Space 1186. Richard Greene is manager of the office; Ted C. Ritz is head of sales staff. Miss Terry Fine is designer in charge.

### New Assignments

Space Design Associates will renovate 7,000 square feet of the five floors occupied by D'Arcy Advertising Agency at 430 Park Avenue, Manhattan. The job, which will proceed by stages, is scheduled for completion in six to nine months. Space Design Associates is also designing the tower floors in Detroit's Fischer Building for McCann-Erikson Advertising. . . . Walter M. Ballard Corp. has been commissioned to redecorate a group of guest rooms at New York's Harvard Club. The rooms should be completed by mid-summer. Ballard Corp. will also complete the decoration of the Statler-Hilton lobby in New York. A three-year project for redecorating corridors and floor coverings at the Waldorf-Astoria by Ballard is underway. . . . Orus Bash, of Fort Wayne, will design a new office building for the Dunbar Furniture Co. The building, which will cover approximately 9,000 square feet, will be completed by May 1, 1965. . . . Al Parvin & Co. will design and furnish the additional model apartments at the Wilshire-Holmby Building in Westwood, Cal. The firm has already completed the design of the original model apartments. Parvin is also planning one of the largest cocktail lounges in Las Vegas at the Tropicana Hotel. The firm will also redecorate the original rooms in the hotel. The lounge is scheduled for completion by December. . . . Morton Textiles & Furniture, a Chicago-based institutional furnishing firm, will furnish the new Fairfax Geriatric and Convalescent Center, a 106-bed nursing home in Berwyn, Ill. Completion will be sometime in the middle of July. . . . Flannery & Associates, Inc., has named interior designers and store planners for the new Joseph Horne Co., South Hills Village, Pa. The 160,000 square foot store, part of a shopping center, is scheduled to open in August, 1965. This is the eighth Horne location which Flannery has been associated with over the years. (C)

## L & B Presents Sculpture in Plastic!



THE LATEST CONCEPT IN TABLE COLUMNS  
... made possible by advanced  
technological research

### ✓ CHECK THESE ADVANTAGES:

- Acid and Alkali Resistant
- Shatterproof . . . cannot chip, crack or peel
- Maintenance-free durability
- Completely scuff-proof
- Constructed of rigid linear polyethylene material
- Precision-built design beauty
- Balance-weighted with interior 3" steel skeleton
- Greatest impact strength
- Solid color imbedded throughout
- Economy with a carved quality appearance

### SIZES · COLORS · STYLES

ROUND BASES: 15", 17" and 22"

4-PRONG BASES: 18", 22" and 30"

STYLE CHOICE: Three outstanding designs

COLOR SELECTION: Surf-white, Ebony  
Black & Espresso Brown

ALL BASES EQUIPPED WITH WOBBLE-STOPPERS.  
END BASES AND FLOOR-FASTENED BASES  
ARE AVAILABLE.

Acclaimed by BETTER RESTAURANT EQUIPMENT  
DISTRIBUTORS EVERYWHERE.

Ask them to present "Sculpture in Plastic" to you!

## L & B MANUFACTURING CORP.

SANTA MONICA, CALIFORNIA

*Restaurant Furniture For Food Service of Distinction*

Circle No. 24 on product information card



Circle No. 25 on product information card

plexiglas mural  
for  
HOTEL AMERICA  
Hartford, Conn.

decorator  
ROLAND WM. JUTRAS, NSID, IDI

designed by  
Marion Ayres Albright  
for



**SHIRLEY TATTERSFIELD ASSOCIATES INC.**

brochure on request

2047 Cherry St.  
Phila. 3, Pa.

*for...*

- HOTEL
- MOTEL
- SCHOOL
- HOSPITAL
- HOME

*complete  
knock down  
cabinets*



## K-cabinet D-eluxe Wall Furniture

*send for literature*

# Tassell

**HARDWARE COMPANY**

4135 Lake Michigan Drive, Grand Rapids Mich 49504

FINISHED WITH TEXTOLITE LAMINATED PLASTIC  
GENERAL ELECTRIC

Circle No. 26 on product information card

---

## CONTRACT NEWS

---

CABIN CRAFTS, INC., has purchased the plant and facilities of Bemporad Carpet Mills, Fort Oglethorpe, Ga., at a public sale. Cabin Crafts will produce a separate line of carpets at the Fort Oglethorpe facilities, and also supplement manufacturing for Cabin Crafts and its subsidiary, Gordon Mills.

ATHOL MFG. CO. has moved to new offices in the Tripler Building, 366 Madison Avenue, New York City. The firm manufactures Terson vinyl fabrics.

ISABEL SCOTT FABRICS CORP. has moved to the Decoration & Design Building, 979 Third Avenue, Manhattan. The firm's new showroom was designed by George Wright; interiors are by Elisha Prouty.

EMBASSY HANDPRINTS, Inc., has opened a new showroom at 979 Third Avenue. Anne Yukon is showroom manager.

STYLUME, manufacturer of commercial seating, has moved to a new plant and office at 14475 N.W. 26th Avenue, Opa Locka, Fla.

ROXBURY CARPET CO. will close its wilton carpet plant in Worcester, Mass., by the end of July due to the decrease in Wilton business. All current orders of the firm's six Wilton lines will be filled.

JFN Associates, Inc., interior planning and design firm, has moved its headquarter offices to 85 Broad Street, Manhattan.

SHELBY WILLIAMS INDUSTRIES, Inc., has broken ground for a new half-million dollar plant in Morristown, Tenn. The new plant will have a capacity of 32,000 square feet, and can be expanded to 128,000 square feet in the future. The firm is also planning to expand its manufacturing plant in Chicago by 50,000 square feet.

CABIN CRAFTS, Inc., has taken showroom space on the 10th floor of the Atlanta Merchandise Mart. The firm will use the space, which will be decorated and furnished by July 13, the start of the Atlanta Home Furnishings Market, as a showroom and divisional sales office.

JAMES LEES & SONS, Co., will add nearly 60,000 square feet to its plants at Glasgow, Va., and Dahlonedga, Ga. The firm will also renovate its Boston showroom at 38 Chauncy St.

# FLAME-PROOF VELVETS

A new line, in a wide range of colors, weights and qualities.

Flame-proofed to specifications.

Loomed by America's outstanding weavers of velvets.

A refreshing new sample presentation kit is available upon request.



**LA FRANCE** Industries, Inc., 145 East 32nd St., New York 10016, MU 5-1622

Sales Service Centers in 23 principal cities

Circle No. 27 on product information card



## Tip for you from Motelrama Idea Room . . . guests want RCA VICTOR TV!

They've filled this year's Motelrama Idea Room with guest-pleasing features from wall to wall. And in the TV department, there's the latest RCA Victor "Mural TV" specially designed for hotels and motels. You get the message: guests *want* RCA Victor TV! Talk about guest convenience . . . Motelrama Idea Room pampers 'em with two RCA Victor custom-designed television remote control units, one furniture-mounted and the other free-standing. Both have receiver-on pilot light and message-at-desk indicator light.

Smart Idea Room designers also chose from the complete RCA "Full House" accessory line a contemporary TV pedestal stand and an adjustable swivel-mount slide shelf which recesses receiver to wall.

Wise motelmen like you will also specify an RCA Master-Tenna antenna system and RCA Factory Service for *years* of guest-pleasing reception. RCA Lease Plan means no money down. Or purchase outright with convenient payment arrangements available.

**COUPON BRINGS RCA FULL HOUSE  
 DETAILS RIGHT AWAY!**

RCA Service Company  
 Commercial Products Sales Dept. G 77  
 Bldg. 203-3, Cherry Hill  
 Camden, N. J. 08101

Please send information on RCA's Full House Line for motels and hotels.

Name \_\_\_\_\_

Motel \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_



**The Most Trusted Name  
 in Television**

Circle No. 28 on product information card

## CALENDAR

1964

- June 14-20.** International Furnishings Market. American Furniture Mart, Merchandise Mart, Chicago.
- June 21-26.** Los Angeles Furnishings Market. Home Furnishings Mart, Los Angeles.
- June 22-26.** New York Furniture Market. N.Y. Furniture Exchange, National Furniture Mart, 1 Park Ave., 192 Lexington Ave., 71st Regiment Armory, New York City.
- June 29-July 3.** Dallas Furnishings Market. Market Center, Dallas.
- July 6-11.** Southern Furniture Market. High Point, N.C.
- July 12-15.** Northwest Furniture Market. Pacific Northwest Furniture Mart, Seattle.
- July 13-17.** Furnishings Market, Atlanta Merchandise Mart, Atlanta, Ga.
- August 24-27.** American Hospital Association. McCormick Place, Chicago.

**September 9-12.** Boston Furniture Market. Commonwealth Armory, Boston.

**September 20-24.** Furniture Market. Jamestown N.Y.

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

**September 28-October 2.** National Hardware Show. Coliseum, New York City.

**October 12-17.** Casual Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.

**October 19-24.** Fall Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.

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

1965

**March 11. Contract Seminar.** Western Merchandise Mart, San Francisco. The 1965 session will be a morning workshop on contract industry problems, co-sponsored by the Mart and CONTRACT Magazine. For details, write to Robert Zinkhon, Western Merchandise Mart, 135 Market Street, San Francisco 3, Cal.



Designed and specified by  
ALBERT PARVIN CO.

HOUSE OF LORDS — SAHARA HOTEL, LAS VEGAS

SEATING FOR  
**America's Finest**  
HOTELS, CLUBS,  
RESTAURANTS AND HOMES

*Representatives inquiries invited*



3006

*Schafer Bros. INC.*

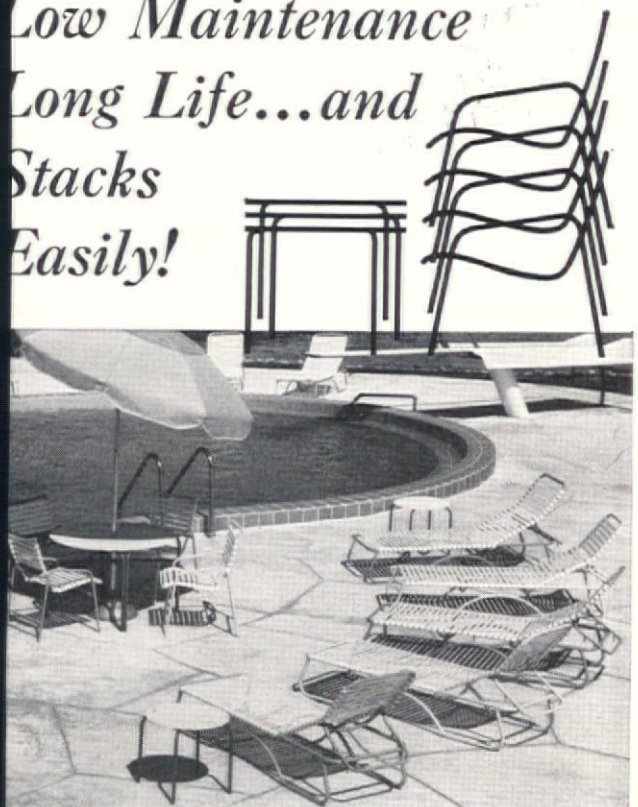
1123 North McCadden Place  
Los Angeles 38, California

Circle No. 29 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

**COLLAR 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.

WRITE FOR BROCHURE.

Showrooms: New York, 425 E. 53rd Street;  
Chicago, 11-122 Merchandise Mart;  
Dallas, 390 Decorative Center.



## TROPITONE

SUMMER AND CASUAL FURNITURE

**TROPITONE FURNITURE CO.**

6030 GENERAL TINKER AVE. - P. O. BOX 3192  
SARASOTA, FLORIDA

Circle No. 30 on product information card



## ... your Invitation to Comfort



STYLE 3571



STYLE 1043



**Shelby Williams INDUSTRIES, INC.**  
2500 W. OGDEN AVE., CHICAGO, ILL. 60608

Shelby Williams of California, Inc.  
1319 E. Washington Blvd., Los Angeles, Cal. 90021

Shelby Williams of Tennessee, Inc.  
Morristown, Tennessee

Permanent Showrooms: Dallas — 2626 Stemmons Freeway  
Chicago — Space 1131-34 • Merchandise Mart

See the Shelby Williams Exhibit in the Pavilion of American Interiors at the World's Fair  
Circle No. 31 on product information card



## CONTRACT dinner meeting in Los Angeles April 7

Sixty members of the industry attend a cocktail party and dinner given by CONTRACT Magazine at the Sheraton-W Hotel in Los Angeles on April 7. Sir this was the first meeting at which played host to the West Coast trade, B Hellman, publisher of CONTRACT, spoke briefly about the aims of the magazine and the nature of the market in which operates. The contract field is a fairly complex one, Mr. Hellman said, demanding a variety of sales techniques and requiring sales promotion to a diversity of firms and individuals. The rewards can be great, however, he pointed out, since the contract furnishings market is now running at approximately six billion dollars per annum. The high degree of interest in the market on the part of the audience was evidenced by the fact that the discussion and question period following Mr. Hellman's talk lasted for an hour and a half.



Top photo: Publisher Ben Hellman addressing guests during dinner meeting.

First row (l. to r.): Mr. Romberg, Contract Design Associates; Jackson Gregory, Vista Furniture Co.; R. N. Passover, Mrs. Sweeney, Contract Design Associate; Mr. Sheeridan, Harold Dryfus, Dryfus Associates; Harold Murphy, Plasti-Glide.

Second row; Bob Logan, Logan Publishing Co.; Lou Cookler, Gillespie Furniture Co.; Frank Richards, Kay Inouye, K. Christopher Adv.; Mr. and Mrs. C. Bliss, Blisscraft of Hollywood; John Johnson, CONTRACT.

Third row: Lou Ruffalo, CONTRACT; D. de Jong, Elizabeth Hayes, London Lamps; Alan Wolf, Crown Decorative Products; R. P. Wettstein, CONTRACT; Mr. Sam Mallin and Mr. Mallin, Mallin Mfg. Co.; Norman Bates, Costa Mesa Furniture Co.; Jerry Bertram, Sherman-Bertram, Inc.

Bottom row: S. N. Colin, Mr. Siva, A. D. Baltimore, Condi Div., Pacific Furniture Co. Charles Silverman, Ace Diamond; L. B. Nelson, Albert Parvin & Co.



# A pretty face can fool you in carpets, too.

A carpet ought to have a pretty face or why would you want it in the first place?  
But once you do want it, make sure it's going to be faithful over the years.  
Are the yarns great yarns? Can they live through the wilder conventions without dying on the hotel floor?  
Are the dyes great dyes? Can they take the exposure in a motel? The wipe-ups and cleaning in a restaurant?  
Is the back strong so the carpet won't buckle?  
Has the carpet been watched from the time it was yarn, so flaws won't show up a year later?  
There's only one way to tell.  
Find out if the carpet has a good name.  
Lees.  
Lees uses the best kinds of yarns, the tried

and true dyes, durable backs (tightly bonded with latex), and an inspection system that starts with the fiber or yarn and never ends until the carpet is ready to ship.

When a carpet's been through our mill and passed, we print our name on the back, along with a number. Registering another first-quality carpet by Lees.

That's your assurance that a Lees carpet won't fall flat on its pretty face.

Find out about our stock color program from our carpet specialists. (They'll tell you anything you want to know about carpets but keep decorating advice to themselves unless you ask.)

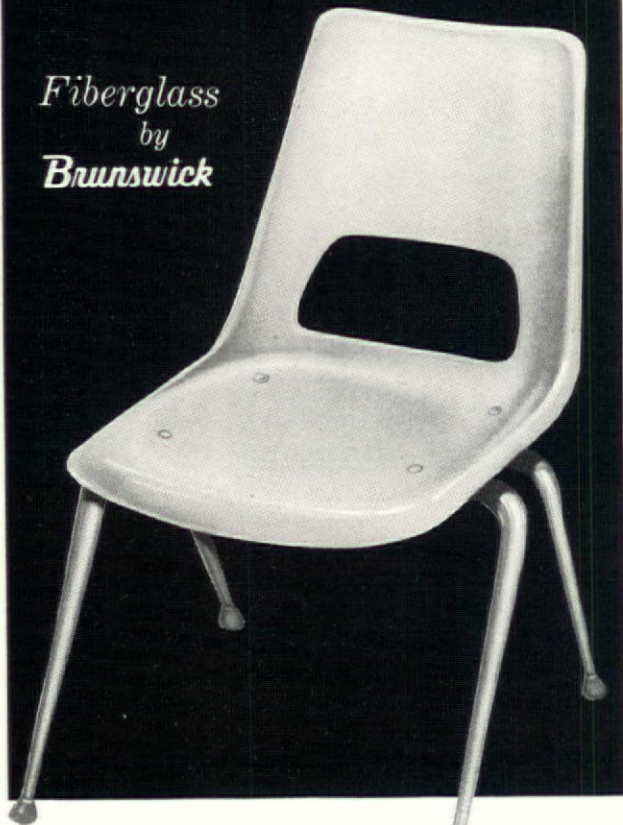
Or write, Commercial Carpet Department, James Lees & Sons Company, Bridgeport, Montgomery County, Pennsylvania.



if you want a stacking chair that's

**REALLY  
RUGGED**

*Fiberglass  
by  
Brunswick*



Functional, versatile,  
comfortable. Available in 12  
"thru 'n thru"  
Lifetime Fiberglass colors.

*You know it's the very best your money  
can buy when it's trademarked*

**Brunswick**



<p>seating</p> <p>of advanced design</p>	CFI
	<p>BRUNSWICK CORPORATION/COMMERCIAL FURNITURE DIVISION 2605 EAST KILGORE ROAD/KALAMAZOO, MICHIGAN 49003</p> <p>PLEASE <input type="checkbox"/> 1964 SEATING CATALOG <input type="checkbox"/> HAVE REPRESENTATIVE CALL</p> <p>Name _____</p> <p>Firm _____</p> <p>Address _____</p> <p>City _____ State _____ Zip Code _____</p> <p>Copyright 1964 Brunswick Corporation</p>

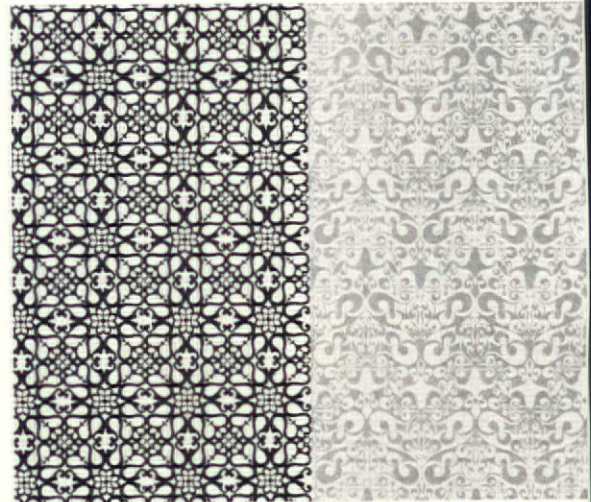
Circle No. 34 on product information card

**PRODUCTS & SERVICES**

CONTINU

**Birge handscreened wallcoverings**

Wallcoverings handscreened on Ford Fabric vinyl are available from the George K. Birge Co. The six prints created for this new line by William Schmidt Associates emphasize depth and dimension. Available initially in 31 colorings ranging from subtle to vivid, the patterns, on flame-



resistant and mildew retardant ground cloth, include Oceana, Batik, Carnival, Stonehenge, Sorrento (left), and Granada (right). Birge Co. also announced plans for a new set of fall designs for the Ford Fabric, in addition to the Birge Passport and Scenics wallpaper lines.

Circle No. 87 on product information card

**Simulated marble on vinyl**

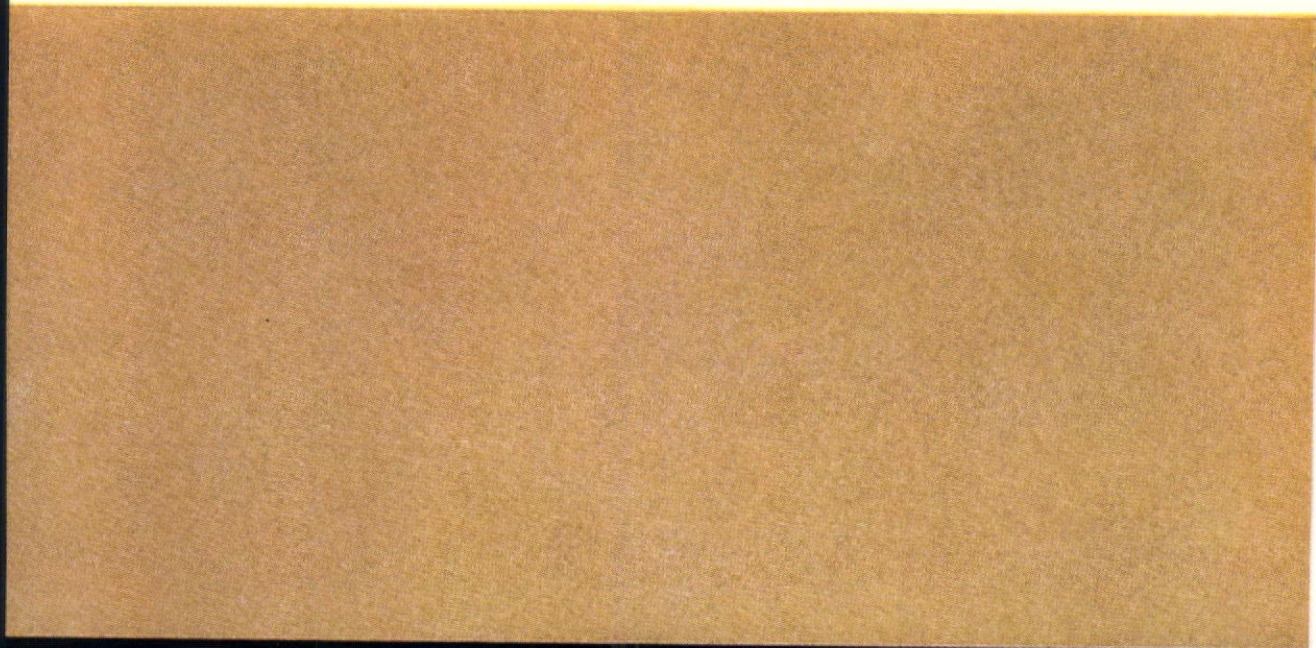
U. S. Plywood Travertine Tapistron, in beige and alabaster, simulates the beauty of travertine marble, favorite building material since the days of the Romans, according to the firm. The vinyl




is embossed with the delicate fissures and distressing found in the original marble, while a slight raised effect on the surface of the vinyl wallcovering corresponds to the surface of unpolished, quarried travertine.

Circle No. 88 on product information card





**Textolite**® LAMINATED PLASTIC For imaginative new ideas in color coordinating commercial interiors, see the more than 85 design-oriented colors and patterns in Textolite laminated plastic—including new Gold Mist solid, Honey Teak, and Champagne Royale shown here. They're durable, beautiful, so easy to clean and maintain. **GENERAL  ELECTRIC**

ANOTHER PRODUCT FROM G-E'S TREND-SETTING INTERIOR SURFACING SERIES



General Electric Company, Coshocton, Ohio, Dept. CT-64  Please send full-line Textolite Samples.

Name \_\_\_\_\_ Firm \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Circle No. 35 on product information card



Sit on... pour with...



Interior decorator: "Hubbuck in Kentucky." Furniture by Murphy-Miller, Owensboro, Kentucky

## soak up... General Tire Luxury

Western Kentucky's most unique new building has been General Tire "luxuriated." From ground floor lobby to roof-top lounge, distinctive General Tire decorator products influence the total effect that makes Gabe's Inn (Owensboro) one of mid-America's most talked about motor inns. Upholstery throughout is glove-soft Vinelle\*, color-keyed in Italian Tan, Black and Turquoise. General Tire's Polyfoam® cushioning, hidden beneath

the "supp-ulent" Vinelle, adds another dimension of luxury to the upholstered furniture. General Tire enhances dining, too, with durable, decorative and design-y Bolta Food Service . . . fully color-coordinated.

Get to know General Tire decorator products. They're lively, long-lived and luxurious! THE GENERAL TIRE & RUBBER COMPANY / CHEMICAL-PLASTICS DIVISION / AKRON, OHIO.

\*General Tire's name for its expanded polymeric upholstery fabric.



## PRODUCTS & SERVICES

CONTINUED

### Provincial dining chair

& B Products' new dining chair, styled to fit provincial decors, is made of fruitwood with a solid wood U brace for sturdiness. The upholstered



by 17 inch seat is available in a wide choice of fabric grades, patterns, and colors. The cane back is contour-shaped to add to seating comfort.

Circle No. 89 on product information card

### Multi-function patio planters

g, colorful planters are available from Hyalyn Porcelain Inc. in matte finish espresso brown, burnt orange, black, white, spruce green, and synthetic green, or with pebble matte finish outside and gloss finish inside in combinations of



own/turquoise, sand/orange, bronze green/yellow, sand/Bahama blue, and black/green. The long, durable porcelain is heat-proof and easy to clean, and may be used for serving a crowd at an outdoor party, or for cooling soft drinks.

Circle No. 90 on product information card

(Continued on page 66)

No. 36 on product information card

what would  
you see if you  
peeked into  
every bedroom  
of the new  
Hotel America?  
IN HARTFORD



**Gold Bond**<sup>®</sup>

**MATTRESSES**

made with famous

**U.S. Koylon**<sup>®</sup>

LATEX FOAM



AND GOLD BOND IS IN THE BEDROOMS OF MANY  
OTHER FINEST HOTELS AND MOTOR INNS

Hotel America  
Houston, Texas

The Plaza  
New York

Mayflower Hotel  
Washington, D. C.

Carlton Beach Hotel  
Bermuda, B. W. I.

Charterhouse Motor Inns  
Kittery, Maine

Lancaster, New York  
Euclid, Ohio  
Braintree, Mass.

and more!

For valuable FREE booklet, "Contract Mattress  
Buying", Write Department C.

**GOLD BOND MATTRESS CO.**

P. O. BOX 89 • HARTFORD, CONN.

Circle No. 37 on product information card



OUT OF THE MANY MOODS OF **MOLLA**

**TEMPORA** . . . to serve those that wait . . . superbly. In Tempora, you find the happy paradox of clean, cool styling and an aura of warmth. A most discerning choice for the contemporary mode . . . and a perfect compliment to streamlined, modern business methods. Write for full details on Tempora, and Molla's many other lines of fine contract furniture. Molla, Inc., 425 E. 53 St., N.Y. Showrooms in Boston, Chicago, Dallas, Los Angeles, Miami, Philadelphia, Providence, San Francisco, Washington, D.C.

**molla**  
FURNITURE

Circle No. 38 on product information card

## AN OVER-ALL INDUSTRY PROGRAM IS BEING DEVELOPED TO COPE WITH THE MASSIVE AND URGENT AGING PROBLEM THAT CONFRONTS THE HOTEL-MOTEL TRADE

The hotel industry has an aging problem of massive proportions. "Our hotels are practically obsolete," architect John H. Brenneman said lately in addressing a conference of hotel men last March.

Author of a survey of hotels in the State of Kansas, Mr. Brenneman summed up his findings in the following eight points: 1. Within 10 to 15 years, three-fourths of the nation's small hotels will disappear; few of these could or should be replaced; 2. Within 10 to 20 years, a majority of all existing motels will be bypassed by new highways; 3. Hotels and motels are becoming more competitive with each other, and by adopting hotel services, motels are also beginning to inherit hotel problems; 4. Motels have acquired the popularity that hotels once had; 5. New hotels will be built where they can take advantage of urban or interchange conditions, and they will represent heavier investments because they will be forced to provide an increasing number of services; 6. There is a surge of hotel building today, but it is nearly all in large cities and resorts; 7. The hotel industry without direction and planning; it operates with expediency from crisis to crisis, always on the defensive, and 8. Most hotel remodeling today ranges from makeshift to bad; in the war against obsolescence, hotel men are still using stop-gaps.

To provide the hotel industry with direction and with an over-all plan for the future, as well as to upgrade its efforts to remodel or to convert older establishments is the aim of a new program that is being developed by the American Hotel & Motel Association (AHMA). Called the "Five Year Plan for Progress," the program starts out with an analysis of the opportunities and the pitfalls that the average hotel-motel operator is likely to face in the next few years. It will provide hotel management with facts on

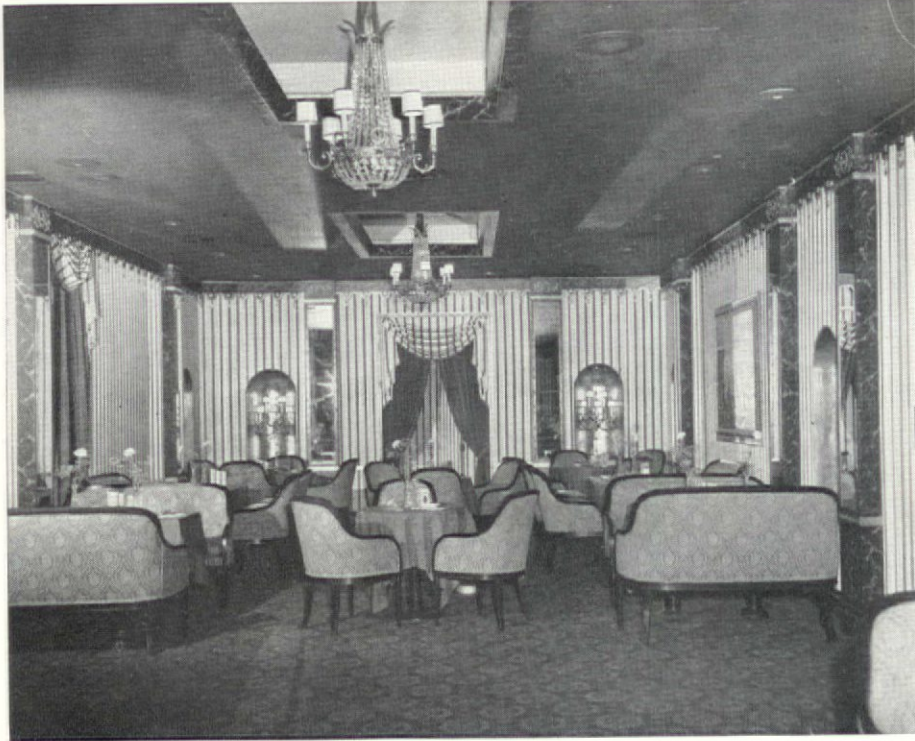
the potential annual volume in his area, the new urban and industrial developments, including highways, that are likely to affect the flow of visitors, the types of competition he can expect to face, and so forth. AHMA plans to meet with government officials in order to see how many older hotels can be converted to government use, and it is also on the alert for opportunities to convert aging properties into school dorms, old age homes, office buildings, and the like.

Most of all, however, the AHMA committee that is developing the five-year plan will try to get the hotel operator to make basic decisions *now* about his business course during the next five years, rather than drifting along and operating from crisis to crisis. Unplanned operation is the more prevalent type in the industry. A particularly good example is the attitude of hotels in New York City at this moment, when they are doing overflow business as a result of the World's Fair. Only the tiniest minority, however, are looking ahead to 1966, when the Fair will be over and new competition will depreciate the value of their properties dramatically.

AHMA is telling its membership very flatly that there are times when competition does not pay—if you feel you can't compete, don't! If management feels a property is worth remodeling, they should do a professional job of it, not a stop-gap one. Correspondingly, if the hotel owner decides to build, he should build not for now but in terms of five to ten years from now. Lastly, the hotel man, according to AHMA, should think himself as someone who can be instrumental in shaping the growth of his community. He is a man with a building or buildings who supplies space, services, and administrative talents needed by his community, and he can help the community and himself by modifying or converting his older establishments to fit its most pressing needs. (C)

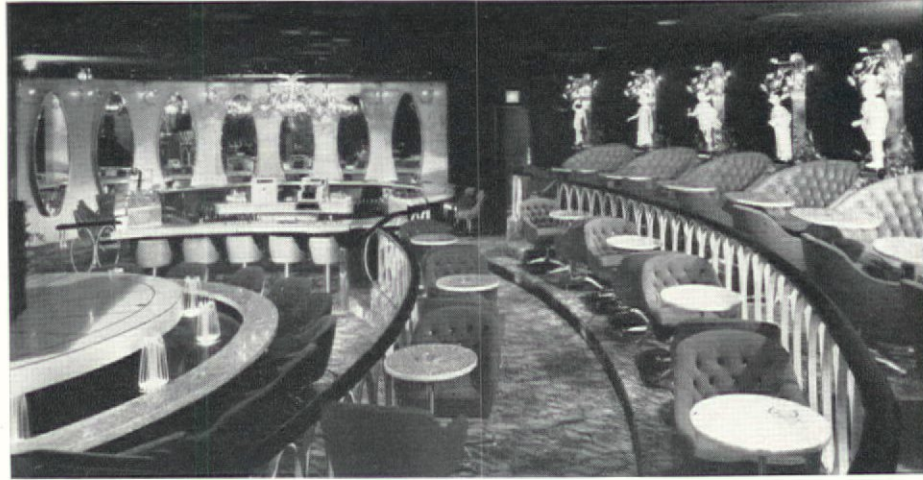
# Hotels & Motels





Peacock Alley, The Waldorf-Astoria

Oliver Smith, noted stage designer, recently completed the renovation of Peacock Alley, one of the most magnificent public rooms at New York's Waldorf-Astoria Hotel. A particularly important change is the new entrance formerly overlooked by patrons and now a gay and whimsical addition to the great reception room. It is a prominent gold and white striped canopy reminiscent of a Regency pavilion. The peacock murals in the foyer of the Peacock Alley suite of rooms have been retained and enhanced by new lighting. Carpeting in the Alley was specially made by Bielew in shades of red, mustard, and gold. Circular divans and chairs are upholstered in a wheat and gold brocade. Crystal chandeliers, designed by Oliver Smith, twelve antique gold sconces, gold-leafed alcoves, and a striking red and white striped wallpaper complete the regal setting of Peacock Alley.



**Cabana Motor Hotel**

The extravaganzas associated with the old Roman Empire were the inspiration for the new Cabana Motor Hotel, evident in the lavishly furnished interiors, appropriately named The Atrium, Circus Maximus, Nero's Nook, and Caesar's Colonnade, as well as on the menu, which announces such drinks as Nero's Nightmare, Caesar's Seizure, and Brutus Brew. Fred Gruen and Bert Franklin of Albers-Gruen Inc. were responsible for translating the ancient Roman motif into modern terms for the 200-room motor hotel in Palo Alto, Cal. It was designed by architect Thomas G. Stanley and built by O. Ames Co. as part of a chain whose principal stockholders include screen star Doris Day. Apparently little was overlooked in the way of luxurious

appointments: Cabana rooms include walls of mirrors, \$150 alabaster lamps, sculptured scrollwork, individual air conditioning and heating controls, quilted bedspreads, and provincial furniture. Luxury is heightened by a 12-acre garden setting with imported Italian marble statuary, an oval theater-restaurant, a glamorous nightclub, swimming pool, championship-size tennis courts, bowling alleys, golf putting greens, and parking space for 600 automobiles. Explains Mr. Gruen: "Our assignment on this \$5,000,000 project was to provide the greatest possible degree of elegance and good taste. We were also challenged with the requirement of creating a private club unequaled even by the sybaritic settings of Las Vegas and Miami."



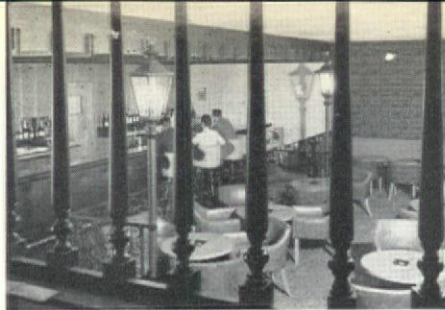
**El Conquistador Hotel**

The interior design of Puerto Rico's El Conquistador Hotel at Fajarda has a refreshing quality—a festive atmosphere in a restrained setting that places it apart from the typical Caribbean hotel. Interior designer Henry End resorted to relatively few Spanish pieces of furniture in achieving an Hispanic flavor. Instead, he concentrated on accessories such as hanging ceramic lamps, bedspreads of Spanish tapestry, and wrought iron. A high degree of sophisticated informality is prevalent throughout, most notably in the lobby, which is devoid of the customary registration desk. In its place is an oversized Spanish antique table of dark oak where guests are received by the host as if in a private hacienda. Guestrooms, each with a private terrace overlooking mountains, sea and nearby islands, are

quietly color-schemed in soothing neutrals, with sparks of greens, blues, and aquamarine echoing the tropical foliage and ocean colors of the outdoors. Among guestroom furnishings specified by Mr. End are: Spanish tapestry bedspreads and carpets by Clavos; domestic carpet, Leo J. Masoud. Beds, chests, and tables by Beautycraft; headboard, chairs by Whitecraft; occasional table by Plame-tron; terrace furniture by Brown-Jordan. Draperies by Decorative Interiors; fabrics by David & Dash. Floorlamps by Quartette. Pictures by Designer's Guild. Lobby and restaurant furniture are by Chequer, Green Metal Works, Brown-Jordan. Fabrics by Boris Kroll; carpeting by Conway Hamilton; wood paneling by Lamtron. Architect for El Conquistador, atop a 280 foot cliff, was Robert J. Alderice.



## HOTELS & MOTELS



### Penn Harris Motor Inn

Walter M. Ballard Corp. planned the program for the new Penn Harris Motor Inn in accord with the owner's concept of focusing attention on public rooms to serve the local business and industrial communities of greater Harrisburg. As a result, the restaurants, cocktail lounge, and banquet rooms form the heart of the complex and are functionally equipped to cater to well over 500 guests. Designed in subdued luxury, the Inn presently accommodates more than 200 persons in graciously appointed guest-rooms, with plans for future expansion carefully incorporated. The spacious lobby is handsomely keyed with rough-hewn black slate floor, Weyerhaeuser cherry wall planking. Carpeting is by Carpets, Inc., furniture by Granick

Upholstery Co.; lighting by Metropolitan Lighting. The Veranda, a small gourmet room with bay windows overlooking the Blue Ridge Mountains, is furnished with Woodard wrought iron chairs, Bigelow carpeting, Metropolitan chandeliers. Golden Key cocktail lounge resembles an old English pub with wrought iron treillage, spindle wood work; chairs and tables are by Chalmers, barstools by Shelby Williams; carpeting by Magee, wallcoverings by Kravet. Flexible banquet rooms, which can be divided to serve smaller groups, are furnished with Magee carpeting, a formal pattern, Adams vinyl wall coverings, Schumacher wall paneling, Metropolitan lighting fixtures, Howell tables, and Howell chairs.



### Wilshire House Hotel

An intimate, European atmosphere pervades the Wilshire House, in sharp contrast to the typically American, commercial-type hotels lining busy Wilshire Boulevard in Beverly Hills, Cal. The thematic change of pace was suggested by Richard Kramer, president of Integrated Design Associates and an exponent of themed decor for hotels. The experiment was apparently successful: the \$3 million hotel achieved 90 percent occupancy within the first three months. Wilshire House is Spanish in theme. The lobby is small and typically European in style, and each of the 110 rooms in the new eight-story structure is cus-

tomized throughout, avoiding any suggestion of the usual guestroom locale. Suppliers for lobby and guestrooms include: furniture, Furniture Guild of America; chairs, Interior Crafts, Inc.; Shelby Williams, Lee Woodard & Sons; carpeting, Bigelow Carpet Co.; wall coverings, E. C. Bondy Co.; lamps, Stearns Industries, Chapman Lamps; special lighting, Dornier Products Inc.; mirrors, Aaron Bros.; decorative accessories, Triangle Picture Framing Co., Sholor color Inc. Integrated Design also planned El Gaucho restaurant, furnished with Shelby Williams chairs, Dornier chandeliers and wall bracket lighting.







### Howard Johnson's Motor Lodge, Oklahoma City

A familiar landmark in the east, south, and middle west, Howard Johnson's opened a division for western operations early last year and is now in the process of pushing toward the Pacific with its mushrooming motor lodge franchise. An example of this expansion program is the western-most outpost in Oklahoma City, an elegant, beautifully landscaped, \$1.5 million complex that opened last December. Located on a 6½ acre tract, the 93-unit, two-story motor lodge conforms to the Howard Johnson specifications, and in some cases exceeds the minimum standards. The most obvious addition is the construction of three

deluxe units, the French, Mexican, and Presidential suites. French suite consists of a large combination sitting room-bedroom with French Provincial furniture. Authentic Mexican furniture, cathedral style ceiling, and a striking color scheme of black and red keynote the Mexican Suite. Highlight of the motel is the Presidential suite, which includes a gigantic living area with complete kitchen, refrigerator and bar facilities, two full-size bedrooms, and three baths. Special consideration also extended to the standard rooms: each ground-floor unit has its own private entrance to its own patio; the second floor units have

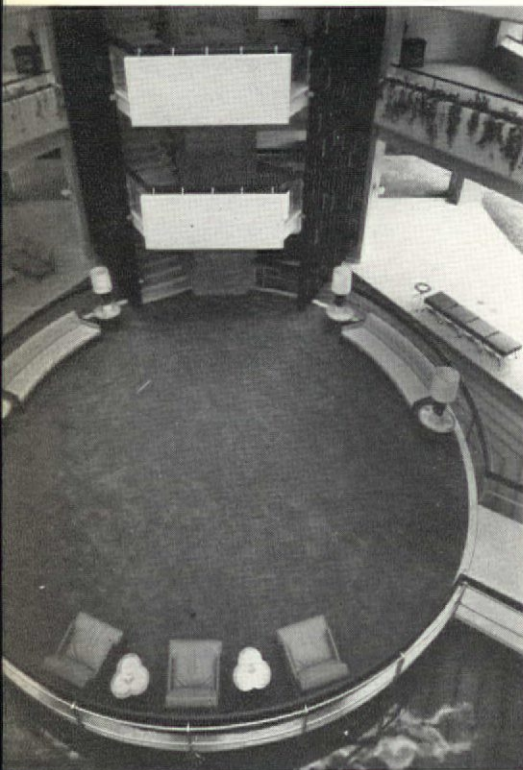
private balconies. One of the most notable features of the motor lodge is the extensive use of Formica plastic laminates, judiciously selected for durability and ease of maintenance, as well as for esthetic appeal. For instance, both horizontal and vertical surfaces of the bar and kitchen in the Presidential suite are in new colors from Formica's Citation series. A number of walls are surfaced with Formica's Vertical Interior Paneling in a teak pattern. Even doors of interconnecting rooms are Formica laminate clad, not to mention the surfaces of bathroom vanities and other guest-room furniture.

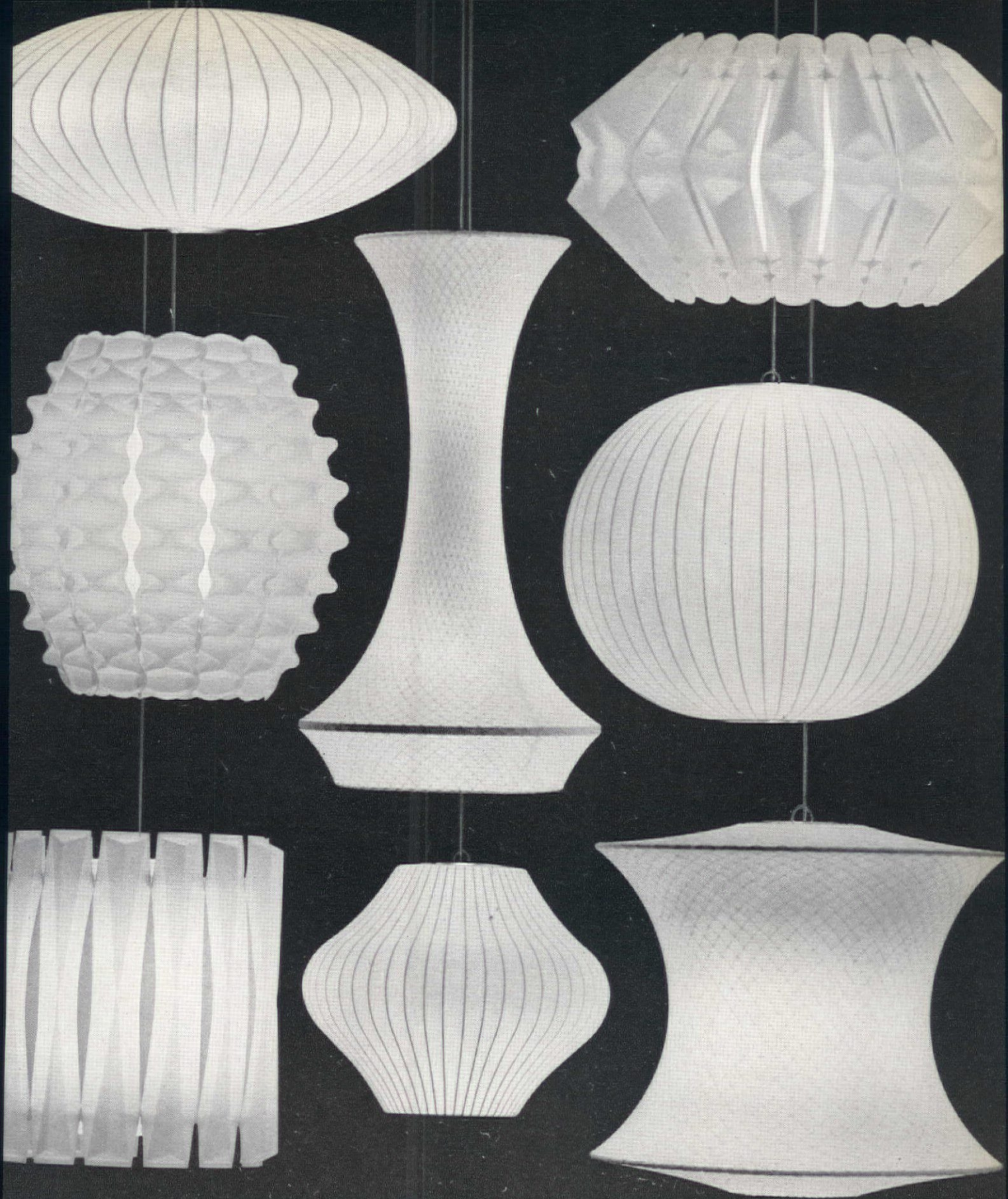


### Dorado Riviera

The 210 guestrooms of the new Dorado Riviera, Dorado Beach, Puerto Rico, are contained in three wings that radiate from a central core. The core rises the full 4-story height of the hotel and is the only portion of the several lobby areas which is roofed. The other lobby spaces are left exposed to the benevolent Caribbean climate, thereby posing special problems to designer Kenneth Hull, NSID, head of Maxwell Co.'s design department. Lobby appointments are luxurious, yet weather was a factor in furnishing the open areas. Here, Mr. Hull specified furnishings impervious to changing weather conditions: Woodard aluminum furniture in matte black finish resembling wrought iron and upholstered with Naugahyde and Columbus Fiber Mills vinyls. For the roofed core lobby, Mr. Hull prescribed lustrous Mohawk turquoise carpeting, Valley chairs and lounges upholstered in durable Boltaflex Vinelle, and blue quartz lamps by Highlights on marble-topped tables. Exterior lobby is patio-styled with Salterini furniture, upholstered in weather-resistant Masland Duraleather. Lamps are by Feldman, lighting fixtures by Metropolitan. The atmosphere throughout most of the interiors reflects a strong Spanish influence. For instance,

the Matador cocktail lounge is vividly colored in oranges and reds; most notably in the Naugahyde upholstery fabric of the Lamtron bar and banquettes, Modern Upholstery chairs, and Empire State stools. The same colors are repeated in Cohama drapery fabrics and Mohawk carpet. Mood lighting in Matador Room is by Metropolitan. Guestrooms in strong reds and oranges accented by matte black, are highlighted by rugs produced in Spain. Case pieces are by Beautycraft, chairs by Modern Upholstery, bedding by Simmons. Other guestroom furnishings include lamps by Hanser Champion, and Edward P. Paul; mirror by Ciment Bros.; bedspreads by B. Lazarus. Less formal but equally colorful cabanas feature rattan furniture by Whitecraft, Lee Harris drapery fabrics, Jordan Mills sofa fabrics, Koroseal chair fabrics, and Charm Tred area rugs. The coffee shop is tropically festive in lemon yellow and white, with cantaloupe accents. Chairs, tables, and stools are by Kessler; counter by Lamtron. Decorative accents are apparent in the Waverly curtains, Raymor lighting fixtures, Columbus Coated wallcoverings and Viertex upholstery fabrics. Architect for the Dorado Riviera was Le Kornblath Associates.





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

# HOTEL AMERICA

NEW HARTFORD, CONNECTICUT, ESTABLISHMENT IS SUPERLATIVE BLEND OF THE BEST POSITIVE FEATURES OF HOTEL AND MOTEL



OPEN less than two months, the Hotel America, Hartford, Conn., is already a huge success. Designed by Roland William Jutras, director of design for the Hotel Corp. of America, the new member of the chain is a remarkably adroit blend of hotel and motel. A sure-handed job of design, it takes maximum advantage of the positive features of both types, at the same time that it carefully avoids the unpleasant and uneconomic characteristics of either. It is spacious without being overwhelming, elegant without being pretentious, and it affords convenient, rapid service without sacrificing the amenities. At its preview, it created such enthusiasm that the public rooms were booked solid for a month on the very next day.

In designing and furnishing the interiors, Mr. Jutras, who is a member of NSID and IDI, was assisted by Frank Nicholson, associate design director for the Hotel Corp., which owns and operates Hotel America, Miss Sandra Erickson, Joseph Almasian, and Miss Connie Foote. A special design credit also goes to Seymour Evans, Seymour Evans Associates, lighting consultant, who is responsible for the excellent standard, or non-decorative, lighting in the hotel. Mr. Jutras and Mr. Evans will again collaborate in the design of the Hotel America in Boston, a 1,000-room hotel now under construction which is to open in June of 1965.

Roland William Jutras, NSID, IDI,  
Director of Design,  
Hotel Corp. of America



**RESPLENDENT MAIN LOBBY** keynotes the elegance that pervades the entire hotel. One of the seating areas (bottom photo) is highlighted with a 13 by 30 foot mural of Renaissance Italy designed by Shirley Tattersfield. Armchairs and sofas are covered in a white textured nylon fabric; coffee tables are antiqued gold metal bases with glass tops. Shades of orange with accents of off-white and black are used in the V'Soske carpet, designed by Hotel Corp. design department. Smaller photo (below) looks past seating area toward front desk.



## HOTEL AMERICA

The new Hartford, Conn. hotel is a part of a new and well-planned complex in that city called Constitutional Plaza. This is an urban redevelopment area consisting of several major office and commercial buildings, in the heart of the downtown business district, with pleasantly landscaped gardens overlooking the Connecticut River. Its interior square is crossed by pedestrian walks only, but at the same time the plaza (and the hotel, too) are just seconds away from a main highway that traverses New England. As the final element in the newly redeveloped area, the Hotel America provides facilities that complement perfectly the requirements of the business community of which it is a part. It offers everything from single room accommodations to facilities that are ample for conventions of several hundred people, as well as for large dinners and other functions.

The America was built at a cost of 5 million dollars, of which \$800,000 was budgeted for all interior furnishings, including furniture, fabrics, carpeting, lamps, cabinet work, wallcoverings, decorative accessories, etc. Twelve stories in height, it is entered (by most visitors) through a three-story garage right off the main highway which has direct access to the lobby. Each of its three hundred guestrooms, consisting of suites, singles, doubles and studio rooms, has an unobstructed view of either the Connecticut River or the gardens of Constitution Plaza. Its public rooms include three special-function rooms, each with advanced audio-visual equipment, a grand ballroom with a capacity of 350, the Plaza Room, available for exhibits, meetings, receptions, etc., with a capacity of 400. Its restaurants include the handsome Rib Room, with an adjacent cocktail lounge, and the Tivoli coffee house. In addition, there are specialty shops and a large swimming pool and terrace area, all on the hotel's plaza level.

Just as interesting as the final product, and very much responsible for both its esthetics and its smooth functionalism, is the design department of Hotel Corp., located at the Boston headquarters of the company, of which Mr. Jutras is the head. The design department begins its work on a new hotel before the architect (who, in this case, was Curtis & Davis, New York and New Orleans, associated with Charles DuBose of Hartford) begins to draw up his plans. In the initial planning stages, the design department works closely with management on just what type of new hotel they want. It then "feeds" the architect operational information and space requirements for the interiors. Under Mr. Jutras' direction the design department then develops, selects and specifies all interior furnishings, color scheme and finishes. It not only specifies furnishings but designs a huge number of architectural details and custom items, including paneling, specialty restaurant entrance doors, bathroom cabinet work, cabinet work for the public space and so forth. The department produced, in the case of the Hartford Hotel America, more than 50 sheets of working drawings for these interior architectural details and custom-built fixtures and furnishings.

Culmination of the design department's work according to Mr. Jutras, is the "Bible," as it is called, in which each area of the hotel is given an alphabetical letter designation, prefixed by a number, the latter indicating the type of article to be purchased. For example, the main lobby has the letter "M" 1000. "M" indicates main lobby "1000" designates the first number in the specifications series, and all additional numbers indicate the item. All lamps are numbered "100" therefore a lamp in the main lobby would have the designation M-1100. Shades, if purchased sep-



CARLTON ROOM (left), hotel's main ballroom, can be divided into four separate function rooms by means of partitions. The room features an elaborate lighting system which provides soft low-level illumination for banquets and can be boosted by dimmer controls to higher intensities for meetings. Here and in other rooms, the specialized lighting systems, created by Seymour Evans, Seymour Evans Associates, enhance interiors in terms of mood and the guests who use the spaces. Ballroom corridor (above) leads to the public rooms.



**TIVOLI COFFEE HOUSE** (above and right), an HCA specialty restaurant, is a particularly colorful room, bathed in brilliant shades of red-orange, fuchsia, and magenta. A gay canopy is suspended from the ceiling over the luncheon counter. Reminiscent of Tivoli Park in Copenhagen, the room blends clean contemporary lines with old-world accessories.



**LIB ROOM** (right), a hearty old English-styled restaurant, contains five individual dining niches divided by dark-stained walnut turned-wood screens. All decorative objects are antiques, some dating back to the 17th century. Striking color scheme of antique brick, barnwood paneling, black and red leather upholstery, and black and red carpeting is carried through to the adjacent cocktail lounge (below).



## HOTEL AMERICA

arately, would be numbered M-1100-A. This indicates that the shade is to be coordinated with the lamp number designation. An index page is prepared for each area, listing the page number, the item, and the assigned control number. This allows any item to be located at a glance in the specification sheets, which for Hartford totaled over 3,000 pages.

Each item is listed on a separate eight by ten page called a control sheet (see below). On this page is given the area, description of the item, control number, revision number if required, date, information for special finishes, flameproofing, etc., date needed method of shipment, source, address, telephone number and contact for source, plus any special instructions. At the bottom of the page is a separate box for quantity, initial budget, unit price, and total price. In the same box is an area for the actual number of units purchased, and final prices paid. This allows the designer to determine at a glance whether he is over or under on each individual item, and adjust the over-all category accordingly.

A purchase order number and date of purchase is added when the item has been processed for purchasing. The budget price and total price are added up each week by the project's purchasing office, and the over-all category is adjusted either upwards or downwards for the final items to be purchased. This allows a job with the scope and complexity of Hartford to be "bought out" with almost complete accuracy, at the same time permitting last minute changes and upgrading of areas where the job dictates such modifications.

Mr. Jutras and his design department have done the complete interior planning, specifying and purchasing for eight of the Hotel Corp. of America hotels during the past five years, plus handling major rehabilitation work on existing hotels and owned by the chain. Mr. Jutras has during this short period, therefore, assumed major responsibilities in some \$25 million worth of new construction and has specified in excess of \$6.5 million in furnishings during those five short years. (C)



**STUDIO GUESTROOM** (above) serves as spacious sitting room during the day, while its two studio sofa-beds with removable bolsters quickly convert the room into comfortable sleeping quarters at night. Powder room-bathroom (below) is one of two in the regal Presidential Suite.



PROJECT: HARTFORD	AREA: SUITE ROOMS	ITEM: NIGHT TABLE	CONTROL NUMBER: 0048
HOTEL AMERICA	ROOM: 0-3	REVISION NUMBER:	DATE: 11-10-60
DESCRIPTION: 2	QUANTITY: 2	UNIT PRICE: \$500.00	TOTAL: \$1,000.00
APPROVED SOURCE:	SPECIAL INSTRUCTIONS:		
TRIPLE FURNITURE CO.	SUBJECT TO FINAL APPROVAL BY SAMPLE UNIT.		
100 W. 42nd St.	NEW YORK		
CONTACT: MR. R. BRONKHORST	PURCHASE ORDER # 0-3-2014		
	PURCHASE ORDER # SP-0743		
	ADDITIONAL QUANTITY THIS CONTROL #		

Typical control sheet for Hotel America.

## HOTEL AMERICA SUPPLIERS

- Carpeting**
  - Bigelow Sanford Carpet Co., Inc.
  - V'Soske, Inc.
- Carpet Padding**
  - Crown Products
- Carpet Installation**
  - All-State Carpet Service
- Case Pieces**
  - Keller Furniture Mfg. Corp. (div. of Grosfeld House)
  - Oxford Kent
  - Henredon Furniture Industries, Inc.
  - Trouvilles
  - Frank B. Curry Co.
  - Artes de Mexico
  - Jens Risom Design, Inc.
  - Parzinger Originals, Inc.
  - C. H. Dresser & Sons
  - D. Colosi & Sons
- Chairs**
  - Charlotte Chair Co.
  - Tri-Par Mfg. Co.
  - Copley Furniture Co.
  - Dante Metal Specialties
  - Wycombe Myer Co.
  - America of Martinsville
  - Oxford Kent
  - Dunbar Furniture Co.





**THE NEW HOTEL AMERICA** has eight luxury suites, each with an elegantly appointed living room (above) and an adjoining sun parlor (to the left of the room). Alternate color schemes were prescribed for the typical twin-bed guest-rooms (right)—some are predominantly in burnt orange, others in antique gold. Mr. Jutras and his staff designed all the case pieces, drapery fabrics, and prints, and worked closely with manufacturers to create special color schemes for fabrics and carpeting.



**ble Bases**  
 D. Colosi & Sons  
 Haasbrock-Sonderguard  
 Chicago Hardware Foundry Co.  
**ble Tops**  
 Pinewood Plastics  
 Pittsburgh Plate Glass, Glass Div.  
**arble**  
 World Wide Marble Importers  
 Walker & Zanger, Inc.  
**bles**  
 Haasbrock-Sonderguard  
 House of Spain  
 Pino de Luca  
 Green Metal Works  
**udio Beds**  
 Richardson-Nemschoff  
**ed Frames, Mattresses**  
 Harvard Mfg. Co.  
 Gold Bond Mattress Co.  
**apery Fabrics**  
 Joseph P. Hoffman, Inc.  
 Boris Kroll Fabrics, Inc.  
 Cohn-Hall-Marx Co.  
 Berkeley Mills  
 Stevens Linen Associates  
 Crompton-Richmond Co., Inc.  
 Lehman-Connor

**Drapery Linings**  
 Berkshire-Hathaway, Inc.  
 Titus Blatter & Co.  
 Deering Milliken, Inc., Milium Div.  
**Upholstery Fabrics**  
 Craftex Mills  
 La France Industries  
 Collins & Aikman  
 Oken Fabrics  
 F. Schumacher & Co.  
**Bedspreads, Headboard Fabrics**  
 Cohn-Hall-Marx Co.  
**Leather Upholstery**  
 Lackawanna Leather Co.  
**Vinyl Upholstery Fabrics**  
 Plymouth Rubber Co.  
 U. S. Rubber Naugahyde  
 Herman Miller, Inc.  
 Ford Motor Co., Vinyl Fabrics Div.  
 Interchemical Corp., Coated Fabrics Div.  
 Aircro Plastics Products Div.  
**Vinyl Wallcoverings**  
 Murals, Inc.  
**Wall Sconces**  
 Pino de Luca  
 Greene Bros., Inc.  
 New Metal Crafts  
 Altamira

**Lamps**  
 Chapman Mfg. Co.  
 Norman Perry Lamp Co.  
 Lange & Williams  
 Royal Haeger Lamp Co.  
 Stiffel Co.  
**Chandeliers**  
 New Metal Crafts  
**Surface-Mounted Lighting**  
 Lightolier, Inc.  
**Prints & Pictures**  
 J. Pocker  
 Harry Prince & Sons  
 Aaron Ashley  
 Palladio  
**Lobby Mural**  
 Shirley Tattersfield Associates, Inc.  
**Mirrors**  
 J. Pocker  
 Falconer Plate Glass  
 Gold Eagle Antiques  
 Reale Mirror Mfg. Co.  
 Harry Prince & Sons  
**Decorative Accessories**  
 Pino de Luca  
 Yale Burge  
 Olivieri  
 Camilla Lucas

Luten-Clarey-Stern  
 Karl Mann Associates  
 Interiors Import Co.  
 Bloomingdale Bros.  
 Robert Herman  
 Lloyd Hathaway  
 Glenn Antiques  
 Rosalyn Rosier  
 Sidney Friedman  
 Clavos  
**Folding Walls & Partitions**  
 Industrial Plywood Co.  
**Refrigerator/Bars**  
 Springer-Penguin, Inc.  
**Blackboards, Corkboards**  
 Gotham Materials  
**Bathroom Accessories**  
 Rubbermaid, Inc.  
 Para Mfg. Co.  
**Bronze Letters, Numbers**  
 Spanjer  
**Ash Urns**  
 McDonald Products Corp.  
 Haasbrock-Sonderguard  
**Basin Sets, Soap Dishes**  
 Sherle Wagner  
**Lounge, Pool Deck Furniture**  
 Troy Sunshade Co.

## **PARTITIONS: FLEXIBLE MEANS OF SUBDIVIDING SPACE GROW IN IMPORTANCE AS PERSONNEL INCREASES AND COSTS RISE. BY JOHN ANDERSON**

**T**HE essential problem of the contract industry, even before the selection and specification of furnishings and materials, is a spatial one: How to organize a given amount of space to serve a given purpose; how to plan and subdivide a space to make it work as efficiently, comfortably, and economically as possible. "Permanent" walls are only one way to subdivide space, but what they maximize in the way of solidity, privacy and an air of substantialness they minimize in the way of adaptability. A more flexible, and increasingly popular, way to subdivide space is the use of movable partitions and other types of space dividers that offer the opportunity of easy readjustment.

The desirability of movable partitions is growing, especially in the area of office design, as a consequence of trends in American economic and business life today. More and more people are leaving factories for offices as automation takes over in one production line after another and as a growing majority of the working population engages in distributive and service functions as opposed to manufacturing. The national economy this June is enjoying its fortieth consecutive month of growth, with no end in sight—an invitation to more investments, more risk-taking, more new businesses, and with every new venture comes a new need for office space. With the increased demand for office space, and growing construction costs for new buildings, rents per square foot go up. Higher rents necessitate a more economical use of space; space must be expertly planned in order to get the highest productivity out of it.

Even as a space is being organized to meet the present needs and present mode of operation of a business, a thought must be given to the future. More and more planners and designers approach a contract assignment with an effort not to find a final answer to a rigid set of circumstances but to provide a flexible framework which will aid and assist a changing business; an office, a restaurant, a school, a hotel, is conceived as a living thing in a perpetual state of flux. If one thing is sure about the way an office works today, it is that it won't work quite the same next year. A new inter-office communication system will be introduced, perhaps; the private secretaries will be replaced by all-purpose machines of one unimaginable kind or another

(heaven forbid!); or it may be a simple matter of the business expanding. In any case, there is bound to come a time when the space could well profit by a readjustment of the walls.

It is at just this time—the time when the walls are first rearranged—that the savings in movable partitions is realized. At the time of purchase, a partition system is more expensive than plaster-and-gypsum block, which is the usual kind of permanent office wall and costs around \$10 a lineal foot. But the savings in labor costs when it comes to the relatively simple operation of moving the partitions as opposed to reconstructing whole new walls (not to mention the cost, noise, dirt and general annoyance of demolishing the old ones), generally more than covers the difference in initial outlay.

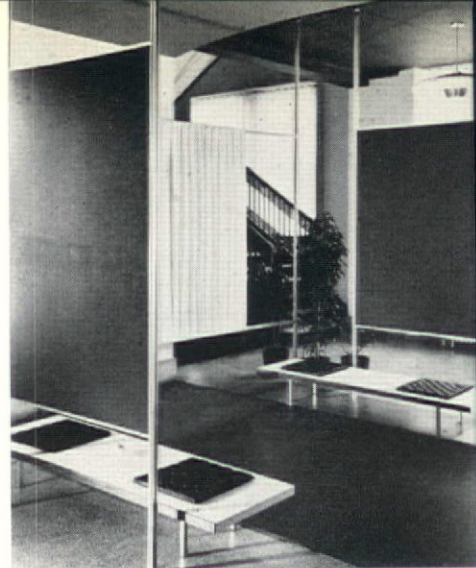
Even the difference in original cost is claimed to have been substantially reduced with the introduction of two new partition systems which are priced so low that they are said to almost match the initial cost of gypsum block and plaster. The two systems are E. F. Hauserman Co.'s Co-ordinator Double-Wall, and U. S. Plywood Corp.'s Designer Wall/6 system. The Hauserman Co-ordinator, introduced to the market last fall, achieves its low cost through standardization of parts and maximum use of mass production techniques. It is designed with a minimum number of highly versatile components which can be adapted to meet a wide variety of building conditions. Panels, which are composed of two sheets of steel sandwiched over a gypsum core, can be cut at the job site with an electric saw to the exact height required—thus eliminating the costly pre-engineering and manufacturing expenses required to produce panels to the exact measurement of building interiors. The 40-inch-wide panels snap into place on either side of steel posts, which are the structural support for the system. The panels are shipped with baked-on prime and are finished painted after installation. Other wall surfaces such as woods, vinyls, and other covering materials may also be applied.

The low price of U. S. Plywood's Designer Wall/6 is also achieved by minimizing the number of parts and designing them to be flexible enough to serve a wide variety of installations. The system consists of only six basic metal parts as framing members for a wide range of

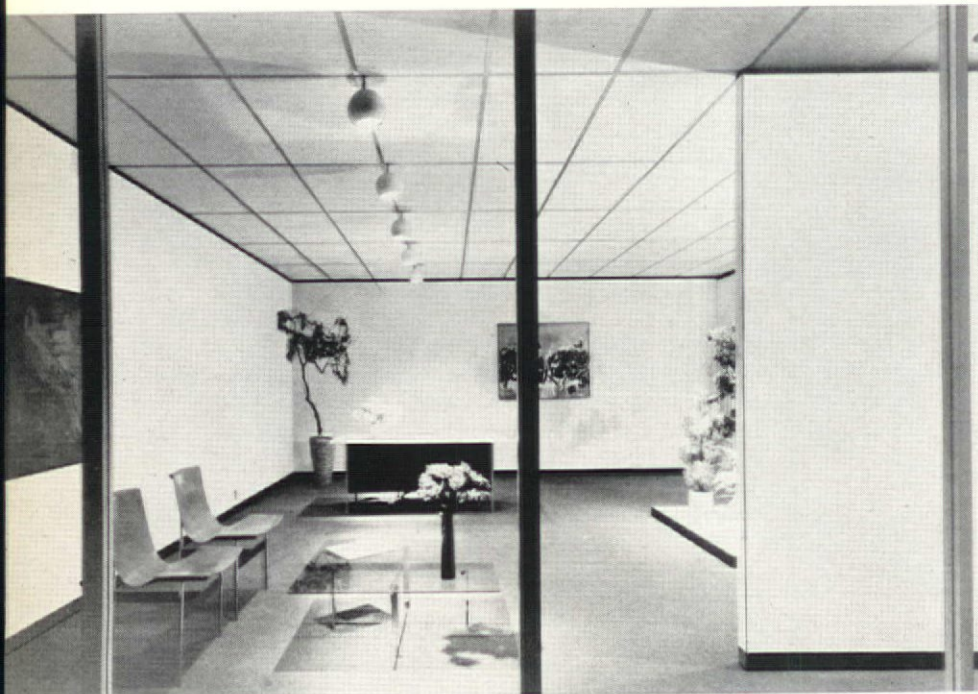


MODERN Partitions, Inc. "M" Series Ful-Lite partitions (above) feature glass panels with finished framing. Glass may be transparent or translucent, and a variety of decorative glass treatments are available. Contempo-Wall, from National Gypsum (below) combines glass panels with satin-finished anodized aluminum. Contrasting panels are used inside the office.





U.S. PLYWOOD's Designer Wall/6 partition system (above left) is used here in a bank. Panels in this installation are Glasweld, permanent-color, incombustible U.S. Plywood product. Omni poles (above) of solid extruded aluminum are spring-loaded and provide portability and flexibility; dividers and screens can be repositioned and moved easily. E. F. Hauserman's new low-cost Co-ordinator Double-Wall (left) sets the background for this suite of offices. Hauserman's low-cost partition systems are also extremely adaptable to schools and other institutions.



## PARTITIONS

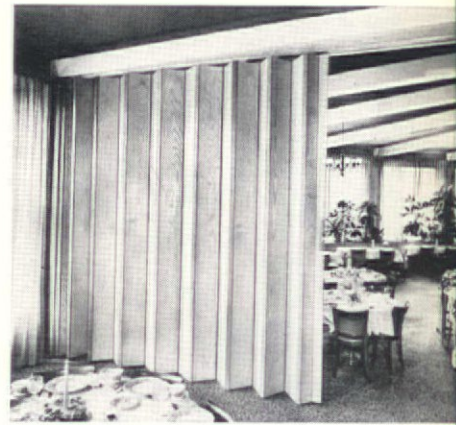
panel materials. The six framing parts are: an H-shaped post; a half-post used as a ceiling channel, starter, or railing for a low-rail bank screen; an insert for glass; floor channel; panel support; and painted steel base covers. Panels for the system may be fashioned from a wide range of stock products such as Hardply, Glasweld, fiber glass, prefinished plywood, or Micarta-faced panels. U. S. Plywood says it can furnish Designer Wall/6 at an installed base price starting at \$16 per lineal foot, as compared to \$25 and up for most other movable wall systems.

Even before these low-cost systems were introduced, partition systems had a lot to recommend them, esthetically and functionally as well as for their movability. From an esthetic standpoint, the neat regularity of a series of floor-to-ceiling panels can't help but impose an order

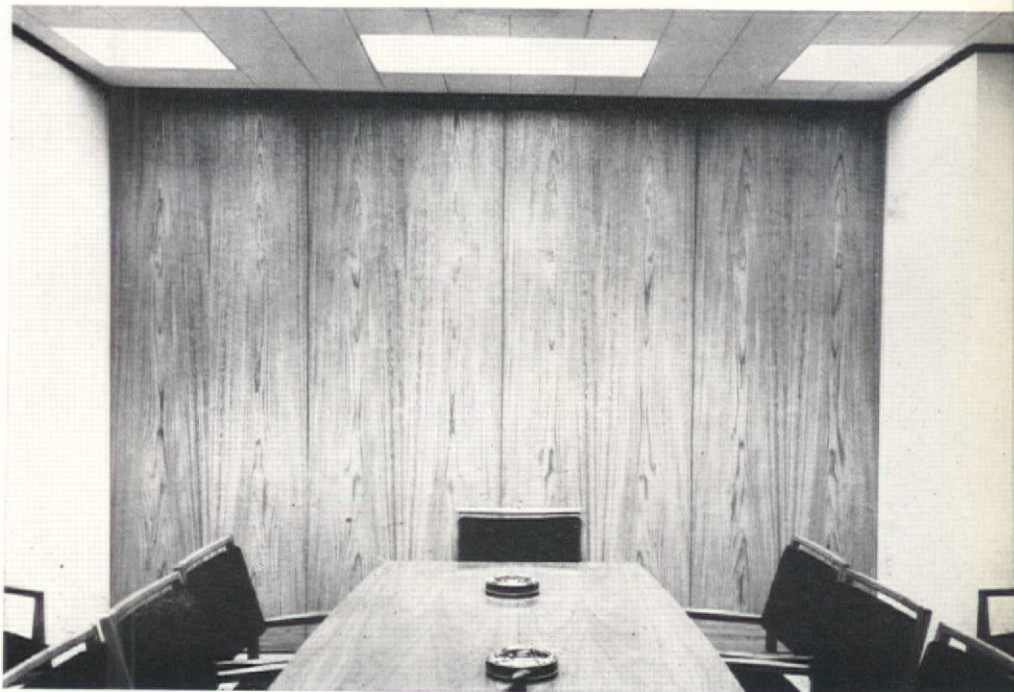
and rhythm on a space. Panels can be faced with any material that a permanent wall can, from the lushest rosewood or fabric to the most serviceable vinyl or paint. Variations in the coverings on a series of panels can add a welcome variety in decor, especially down such areas as long corridors. The use of clear or translucent glass can bring daylight into windowless interior rooms, creating a sense of spaciousness as well.

Partitions offer functional benefits, too. Partition walls are filled with sound absorbent materials for acoustic control, and if all available systems don't quite achieve the silencing that plaster walls do they can come pretty close. The posts in partition systems hold electric outlets, bringing this necessary facility along whenever the wall is moved.

The standard lines of movable partitions on the market offer a fairly wide variety in appearance and special features, and the choice of



SCULPTURAL pierced walls from Arts and Architecture (above) are repeats of a full-scaled module of molded gypsum, designed as a decorative divider. Drapery walls by Pacific Fence & Wire Co. (above right) is actually 300 square feet of 18-gauge aluminum anodized bronze mesh. Pella wood folding partitions (above far right) made by Rolscreen accent massive beams in California night club. Harvey Design Workshop (right) offers a variety of Sculpta-Grille decorative divider units, prefabricated to custom requirements. The sculptured screen of particleboard (below) is one of several in various filigree patterns made by Crown Decorative Products for the Coconut Grove night club in Los Angeles. Fairhurst Unitslide sliding wall of Burma Teak (below right) from Technoply Corp. can fold away out of sight in this conference room, adding space beyond the wall to form one large room.



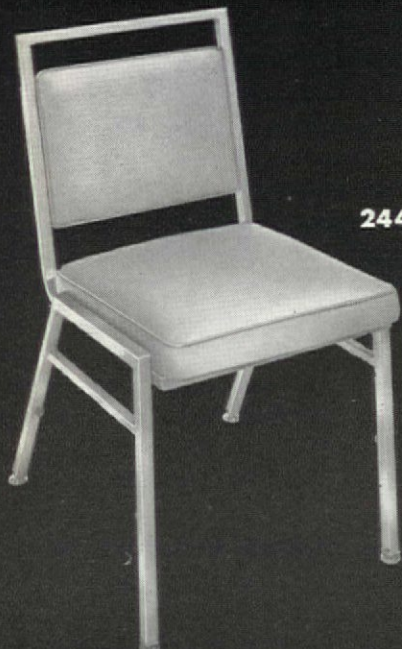
"For your dining pleasure"



2441



2440



2443

# STACK CHAIRS

Write for latest illustrated catalog.

**carroll chair co., inc.**  
1508 west carroll street  
CHICAGO 7, ILLINOIS • TA 9-3396

## PARTITIONS

particular system depends on the primary requirement for a certain interior. Where noise reduction is important, systems should be examined for the degree of sound control they provide, and special attention should be paid to the tightness of the seal at floor and ceiling because the slightest opening can destroy the effectiveness of the most perfect acoustic material. Where elegance in a smart contemporary manner is desired, there are systems such as Hauserman's Delineator and Modern Partitions' H Series, both of which have recessed feature strips between panels to create a crisp, trim appearance. Aside from floor-to-ceiling partitions, lower versions, often of steel with clear or corrugated glass "windows" at the top, have been used to organize general office areas for years. Where noise reduction is not a heavy consideration, these are still a practical and economical way to subdivide a workaday space.

Not only offices, but many new schools, hospitals, banks, libraries, dormitories and other types of contract installations are employing movable partitions to permit space revisions they may become necessary. Partition manufacturers point with special satisfaction to the products increasing acceptance in schools and hospitals, those most budget-minded of building types, as evidence of the long-range economy of movable walls.

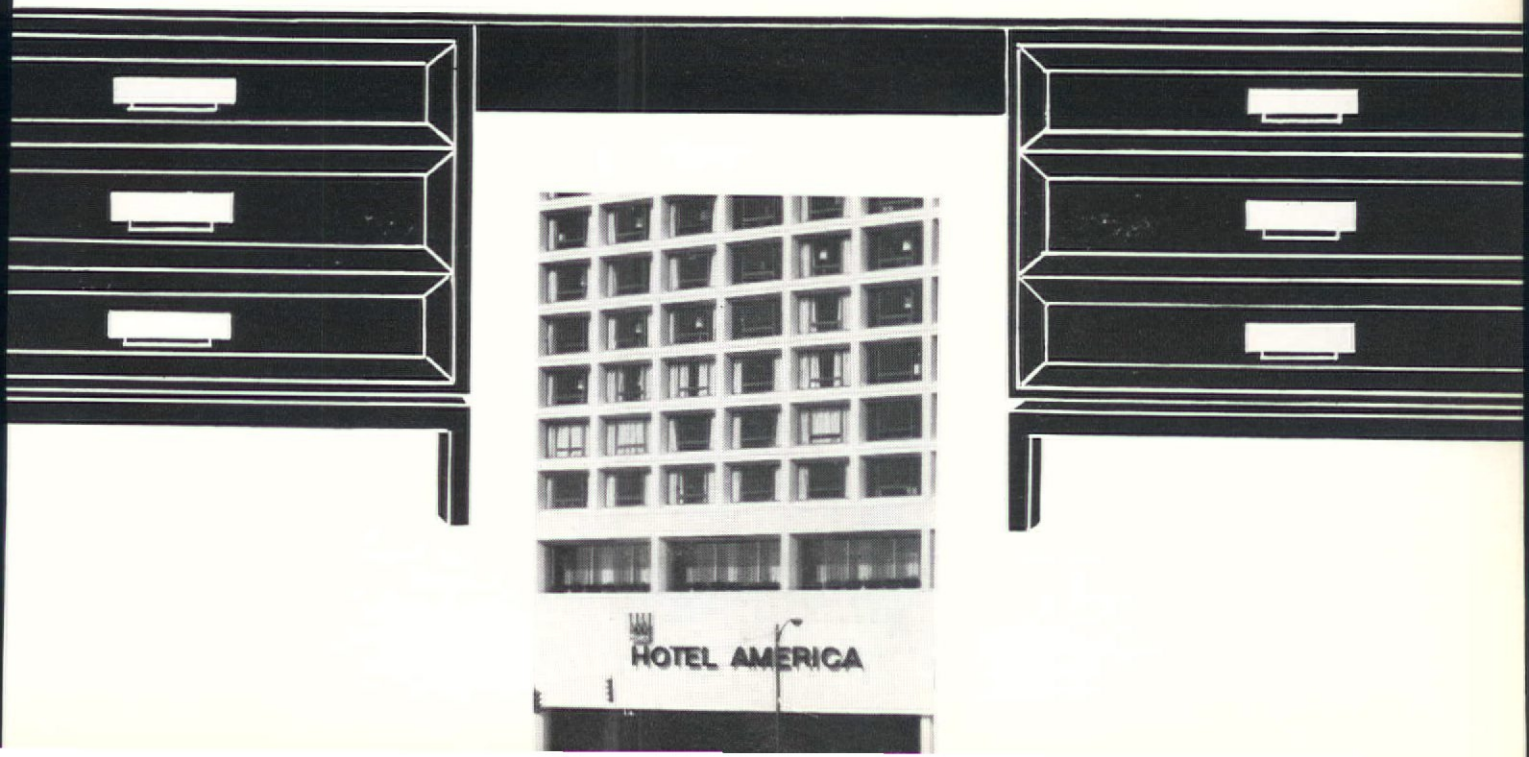
Besides movable partitions, there are a number of other commercial and custom space divider techniques that a designer can use to increase the versatility of a space as well as enhance its beauty. Folding walls, of wood or metal or other material, are often used in classrooms, conference rooms, hotel meeting rooms, restaurants and cafeterias, auditorium gymnasiums, etc., so the space can transform a minute from one large room into two or more separate, smaller spaces. Free-standing partitions, of any degree of elegance, can perform a great variety of spatial tricks, from creating nooks with a semblance of privacy to reception areas or conference rooms, to guiding theater patrons to their seats. In plush interiors such as restaurants, nightclubs, and public areas of hotels and motels, space dividers are often more suggestive than real, with the use of such elements as sculptured grilles or decorative see-through screens to create a backdrop, set a traffic pattern, or establish an intimate mood while maintaining a sense of the festive space as a whole. Even in these sumptuous establishments our point holds true: Contract interiors are being planned and equipped less for eternity than for flexibility, adaptability, and sensitivity to the changing times. (C)

← Circle No. 40 on product information card  
Circle No. 41 on product information card

# WELCOME

ospitality in the style of Hartford's new Hotel America is designed by **Roland Jutras**, N.S.I.D., I.D.I., Director of Design, Hotel Corporation of America. Designs for headboards, night tables, dresser-desk-dressers, dresser-desks, desks, tables, end tables and brass tables for all three-hundred-and-ten guest rooms of the hotel... and in the banquettes and loveseats of the cocktail lounge, Rib Room and Tivoli Room... were executed, with characteristic fidelity to the designer's requirements by

**KELLER FURNITURE MFG. CORP.,**  
ONEIDA, N.Y., CONTRACT DIVISION OF  
**GROSFELD HOUSE**  
OF NEW YORK



# THE SCHOOL FURNISHINGS MARKET—

*An analysis and a projection. By Ruth Kain Bennett*

**A** DEBATE is in progress among school planners and architects regarding the environmental advantages of flexible vs. committed space. In large-scale, ample-budget projects it is possible to commit space because of the size and character of the institution, such as the Air Force Academy in Colorado Springs. On the other hand, many educators and planners favor the new concept of free-flowing, flexible space that serves rather than dwarfs the individual.

Fortunately we live in an age when space can be divided and redivided without the use of a sledge hammer and hours of costly labor. It is now possible to achieve a highly flexible situation within a reasonable financial framework: space can be rearranged within a few minutes, over a weekend, or between terms, depending on the need and the system.

Until recently, operable walls solved the problem of visual separation, yet failed to achieve adequate acoustical performance. There are now more than a dozen firms manufacturing operable partitions that are capable of stopping sound to any degree. New advances in technology have provided the materials and methods needed to create the kind of uninterrupted loft space that can be altered at will by merely shifting the arrangement of partitions. As a result, a large auditorium can now be divided into smaller spaces by the flick of a switch; a "cafetorium" can be converted into seminar rooms or lecture halls where kitchen noise is effectively blocked; a team teaching unit can be opened up for large group instruction or divided according to need. (A complete discussion on partitions and their application is contained elsewhere in this issue.)



**DINING HALL** (left) at Air Force Academy shows use of committed space when budget allows. Office dining area (foreground) overlooks cadet dining hall, in contrast to growing trend for smaller, more homey dining units. Above, architect Nicol & Nicol designed Glenbrook South High School with flexible space that can be divided by use of folding doors into six classrooms, or that can be used for large groups.



One of the most notable discoveries in recent years is that acoustic damping of the classroom floor has positive effect on the learning mood of the students. In hallways too, where the sound of shuffling feet and ordinary conversation echo and re-echo, acoustic damping can be a key factor in creating an attitude of respect and discipline. One answer is carpeting, used with more frequency now that experiments have shown it to be practical and economical in terms of maintenance cost and time, despite the initial installation expense.

The case for carpeting can best be illustrated by studies of the high school in Andrews, Texas. Reports indicate that the higher initial cost of carpeting will have been cancelled in 4½ years by reduced maintenance, that in ten years savings will have been accrued to replace the carpeting, and that the school district has a twenty-year bond on the carpeting. It is harder to put a number on other favorable factors: reduction in fuel consumption, possible reduction in number of partitions, increase in level of light reflecting from non-acoustic ceilings, and reduction of airborne dust particles carrying cold viruses and other micro-organisms. An increasing number of educators maintain that an acoustic floor cover-

ing will help children act, see, hear, and feel better and consequently learn more. What carpeting does for the tone and spirit of the environment can be seen in any business office, hotel, or other building where management knows that human comfort and a sense of identification with the good things of life attract people and profits.

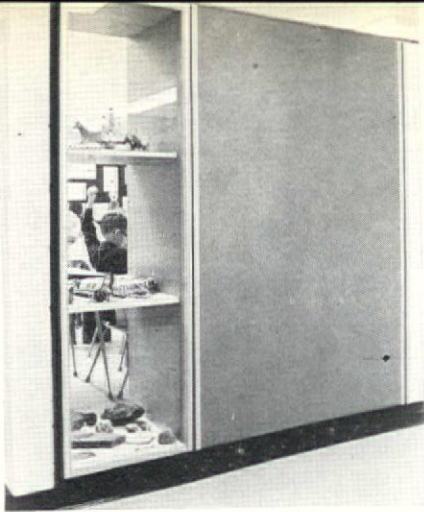
To the interior designer, probably the most significant change in the entire school picture is the swing to "humanized" or "de-institutionalized" environment. This is not only a matter of shaping space in terms of anticipated use, but also integrating land, building, and furnishings. If good educational environment is to be achieved, architects and interior designers will be relying on the ability of the manufacturer to produce furnishings which satisfy these psychological needs.

The increasing emphasis on the amenities in the design and furnishing of teachers' offices can be partially attributed to competition for professional workers, particularly at the community-commuter college level. One college administrator stated that an attractive office is worth close to \$1,000 salary in terms of attracting teachers.

As a result of this humanizing trend, many furnishings not originally designed for school or institutional use are being specified for campus



**FLEXIBILITY** of classroom space at the University of Denver Law School (left), allows for modern teaching techniques. Classes can be held in small seminar rooms or large lecture rooms. Designed by architect Perkins & Will. Lounge area at the same school (above) was planned by Perkins & Will and Buell & Co., to reflect a relaxed, less institutionalized look.



**NEW SURFACING** (above) for schools is General Electric's Flame-Bar, a fire-rated, colorful plastic laminate. Durable and easy to maintain, it is available in many colors and patterns, in both satin and textured finishes. Above right, John Crerar Library at Illinois Institute of Technology provides space for counselors. Students studying at the library can stop by at the counselors stations without inconvenience. At right, the administrative center for Midlothian, Ill., high school district, designed by Nicol & Nicol, shows a high degree of architectural sophistication, especially for a publicly supported school building.



## SCHOOL FURNISHINGS MARKET

buildings in non-teaching situations. Dormitories, student unions, and dining areas seek a more relaxed, homelike atmosphere; even in cases where bidding is tight and margins are low, these areas sometimes provide a less stringent market.

"Schools must have specialized equipment to support the teaching function," says Dave Chapman, Chicago industrial designer, "and you can't design the product without knowing the work situation and the teaching function." Mr. Chapman, whose firm, Dave Chapman, Goldsmith & Yamasaki, designed the Brunswick line of school furnishings and produced ETV (a study of spaces and furnishings for educational TV) for EFL, is convinced that the designer or manufacturer who is involved in the school furnishings field must become a competent educational counselor to the school board in order to succeed.

How does one become an expert? The work of Educational Facilities Laboratories, so often mentioned as a source of information, makes available an enormous amount of basic research information through their publications on the physical facilities of education. Specifically, EFL,

established in 1958 by the Ford Foundation, assists schools and colleges in three ways: by supporting research on educational facilities; by supporting experimentation in regard to school and college facilities; by making available information on facilities.

According to Jonathan King, secretary of EFL, designers and manufacturers can contribute to the program by developing new products and services which improve education either by doing things not now possible, by doing them better or by doing them more economically. For example, the School Construction Systems Development in California, an EFL project, is bidding components on performance specifications for about 2 million square feet of secondary school building for 13 California school districts. The industry has been active in taking these performance specifications and turning out products to meet them.

Designers and manufacturers can also benefit by EFL's program, points out Mr. King, by keeping an eye on EFL projects and reports to see what products education needs and wants, and then devising means to make them better and cheaper—education is always short of money and it is a highly competitive market. (C)

# PLANNING THE SCHOOL: AN INTERVIEW WITH FRANK CARIOTI OF EDUCATIONAL FACILITIES LABORATORIES ON SPECIFYING THE JOB

How does a school administration approach the most complex job of planning a new school or campus? Who undertakes the coordination of this bewilderingly complex task? To find the answers to these questions, we interviewed Frank Carioti, school planning consultant to Educational Facilities Laboratories and author of a new EFL publication, *Relocatable School Facilities*, scheduled for spring publication. "School planning," said Mr. Carioti, "begins with educational specifications." With this basic premise, the interview progressed as follows:

**What are educational specifications and who prepares them?**

Before undertaking any assignment, an experienced architect or space planner will quite naturally seek first to answer the questions: "Who is going to use the building? How will the building and its spaces be used? What must the building and its spaces do for the tenants?"

Educational specifications are basically a detailed account of the current and future needs of the tenants in a school plant or complex of buildings. It is encouraging to find that an increasing number of school administrators in recent years are recognizing their responsibilities to detail their educational building needs *before* they call in the architect. Carefully drawn educational specs assure the detailing of areas of specialized need and provide concise guide lines for buildings that will be educationally useful not only in the first five or ten years of life, but for the full life span of structures that may stand for forty, fifty, or sixty years.

The basic outlines of educational specs are normally drawn up at the direction of the school administrator or his appointed planning staff. They naturally begin with the most basic details of physical need—an estimated number of spaces of varying sizes to accommodate a certain number of students and faculty with an anticipated curriculum at suggested schedules. How many special purpose rooms, lab spaces, seminar or counseling spaces, etc.? Where is the student's home base—a residence hall, locker, study carrel? What type of library or other resource center, auditorium, large lecture hall? What are physical education needs?

Next may come the listing of spaces for auxiliary areas—administration, faculty, health services, recreation, lounges, teaching resources facilities, dining spaces, etc. Then come lists of types of equipment and/or furnishings assumed necessary to complement each area—types of seating, storage facilities, special demonstration and project equipment, laboratories and the like.

With these preliminary notes at hand, it is at this point that many administrators call in the independent consultant (or staff specialist, if the district or school is large enough to utilize full-time personnel). It is still too early in the game for the architect to be invested with responsibility for designing a building when only half the details of need have been drawn up. The critical questions must yet be clarified. How do the variety of spaces and buildings relate to each other educationally? Classrooms near faculty offices? Near the library or other resource center? Near large lecture rooms? Are traditional or advanced teaching techniques to be anticipated? Team teaching? Televised supplementary instruction? How does the school complex relate to the community? Adult education? Shared facilities? What about parking, delivery areas, transportation facilities, bus docks and the like? Are there existing attitudes toward needs in heating, ventilation, building materials? What about future enrollments?

School buildings are much more complex in their interrelationships of spaces, equipment, furnishings and programs of activity than most commercial buildings—thus the need for the educational specialist in drawing up the specifications. Such a specialist may be on the school staff, an independent counsellor, or a part of the staff in a large architectural office. Wherever his services may originate, he has become a key figure in drawing up concise educational specifications to precede the first stage of architectural work at the drawing board. Thus the resultant buildings will



FRANK CARIOTI,  
school planning consultant  
for Educational Facilities  
Laboratories

## PLANNING THE JOB

be permissive of the most foresighted educational programs we can conceive.

***We hear a lot about space planning these days. Will you define the role of the space planner in school planning?***

I assume when we refer to "space planner" we mean the person who provides liaison between the client and the architect, responsible for proper allocation of space to meet the needs of the task, proper environmental controls (lighting, acoustical, and thermal as well as color, texture, and finishes), and coordination of furnishings and equipment in the total scheme.

By this definition it is clear that the space planner can fill a distinct need that for years has gone begging for attention in the educational field. In school design the space planner faces a distinct challenge in defining facilities in which students can see and hear with maximum ease and comfort, and in which the teachers can teach with a minimum of distractions from the physical surround.

The skills of the "interior designer," as they are more superficially defined when dealing with visual amenities, are important and useful, but distinctly secondary to the consideration of traffic patterns, relationship of people and equipment, sight lines, acoustical balance within and between areas, lighting controls, the effects of thermal environment on physical and mental response, etc.

***Are you suggesting that the space planner pre-empt much of the architect's responsibility?***

No. As a matter of fact, an effective blend of (1) the recommendations of an educational space planner with (2) a set of concise educational specifications would provide the architect with a rare opportunity to superimpose his own creative talents over a clearly defined blueprint of building needs—which he rarely receives.

Some of the most successful architects in the school field have been trying for years to involve someone other than the school purchasing agent in the selection of furnishings, equipment, and fixtures in the buildings they are commissioned to design. Most architects are responsive to any effective design counsel that will enhance their structural designs. Sometimes the architectural staff has itself fulfilled the service of the space planner. But only a few offices have managed this without skimming the costs from a set architectural fee.

***At precisely what point does the space planner enter the planning program?***

As soon as the preliminary notes have been organized for the educational specs, the space planner should be involved. In fact, he would ideally be on hand to help formulate the questions to be answered in preparation of the educational specs.

Let me offer an example of the many needs the space planner can anticipate for effective space design and utilization. In a review of preliminary listings of needs for lecture spaces for English history and social sciences, a space planner might uncover the possible scheduling practicality of a large group lecture space, designed, furnished, lighted, and equipped as a full-scale audio-visual installation. Are the teaching techniques and tools of English, history, etc., the same as those of the natural sciences, or language department, art department? Are there overlaps? Could a basic lecture facility be modified to serve all, even if the groups vary from 50 to 100 or 150 students at a session? Or should several completely different facilities with different equipment and furnishings be installed? Could movable walls, revolving demonstration platforms, preparatory rooms adjacent, tiered floors and variable lighting be planned for a high degree of flexibility in scheduling and space utilization? On the other hand, might the use of televised lecture techniques suggest that smaller and separate areas would work to better physical and economic advantage?

***In this case is the space planner a member of the school district's administrative staff, the architect's office, or an independent consultant?***

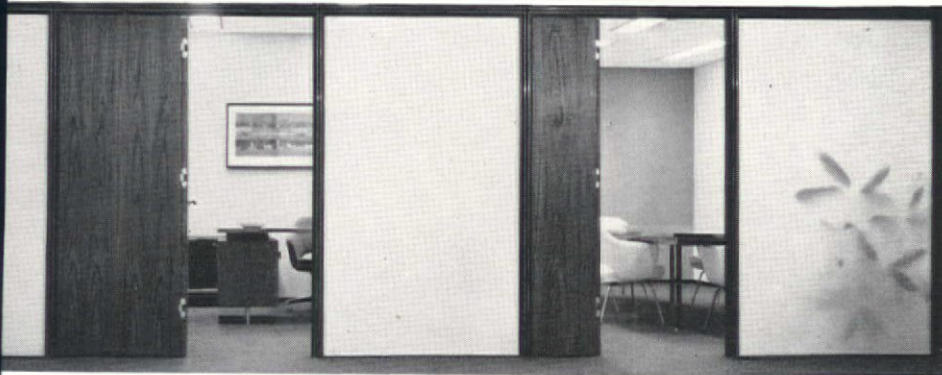
Like the educational specialist who prepares the specs, the school space planner could quite logically be a member of the school's administrative staff, assuming a district of sufficient size to warrant full-time assistance. Since such skills are comparatively rare at this time, it is more likely that the space planner would be an independent consultant or a member of the staff of a large architectural firm.

There is a distinct need in the field today for more professionals capable of relating function to design, and costs to the field of educational space planning. This field will also grow as educational administrators learn to design and furnish the schools according to sets of performance specifications rather than by preconceived structural specifications and cost factoring. The school space planner will have to sell himself and his value to the school administrator, convincing him that there is validity to design and installation that meet performance standards—particularly since the majority of schools (especially public elementary and secondary) have long been used to purchasing with great emphasis on low-bid, low-cost factors.

School space planning services might also be offered by a dealer, manufacturer, or coalition of dealers or manufacturers in the school field. However, to date there has been only spotty evidence of such services by these sources, most logical because the tight margin of operation and competitive situation has not left much fat on the budget for "free" counseling. (C)

# Glass by ASG... handsome aid to office design

Consider the many roles of glass in dividing office space efficiently and attractively. Glass separates work areas without isolating workers. It reduces visual distraction and noise, yet shares and controls light. It is easy to install, never needs painting, cleans easily and always looks new. □ ASG glass is available in dozens of handsome variations—patterned and plain, clear and obscure, subtle and sparkling—to help the designer translate his vision into glowing reality. ASG, in fact, is the *only* U. S. producer of all three major types of flat glass—plate, sheet and patterned. Within this broad and beautiful family you'll find just the right glass for *your* next contract assignment. □ Let us show you what we mean. Send for ASG's complete catalogue of decorator glasses. Write: Dept. X-6, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee 37662.



*STARLUX® polished plate glass (top) opens dentist's waiting room to corridor of Chicago's Golf Mill Building. Starlux is twin ground and polished to the highest degree of clarity and visual fidelity.*  
© 1964 American Saint Gobain

*HUEWHITE® panels alternate with richly grained wood doors to form serene pattern in new IBM building in Minneapolis. Huewhite's high degree of obscurity insures privacy, while its light diffusing qualities help share illumination.*

*BEADEX® MATTE patterned glass forms attractive backdrop to sample display in Charles Pfizer Company's New York offices. Matte finish on one side makes glass more obscure without detracting from the Beadex pattern.*

*The complete glass line for contract interiors!*

**AMERICAN SAINT GOBAIN**

Circle No. 42 on product information card



# SAN FRANCISCO SEMINAR: 250 ATTEND SECOND ANNUAL SESSION STAGED BY WESTERN MART AND CONTRACT MAGAZINE

**A**MID specially designed displays of the newest contract seating (see facing page) the second annual Contract Seminar at the Western Merchandise Mart, San Francisco, went off with great *éclat* on Friday, April 10. A luncheon meeting, the seminar attracted an audience of 250 designers, contract dealers and manufacturers, drawn from a radius of 400 to 500 miles.

Continuing their collaboration in the annual event, the Western Merchandise Mart and CONTRACT Magazine acted as co-hosts for the three-hour seminar, just as they had in 1963. Ben Hellman, editor and publisher of CONTRACT, moderated the session, which featured talks by several experts in the fields of contract design, specification, and manufacturing.

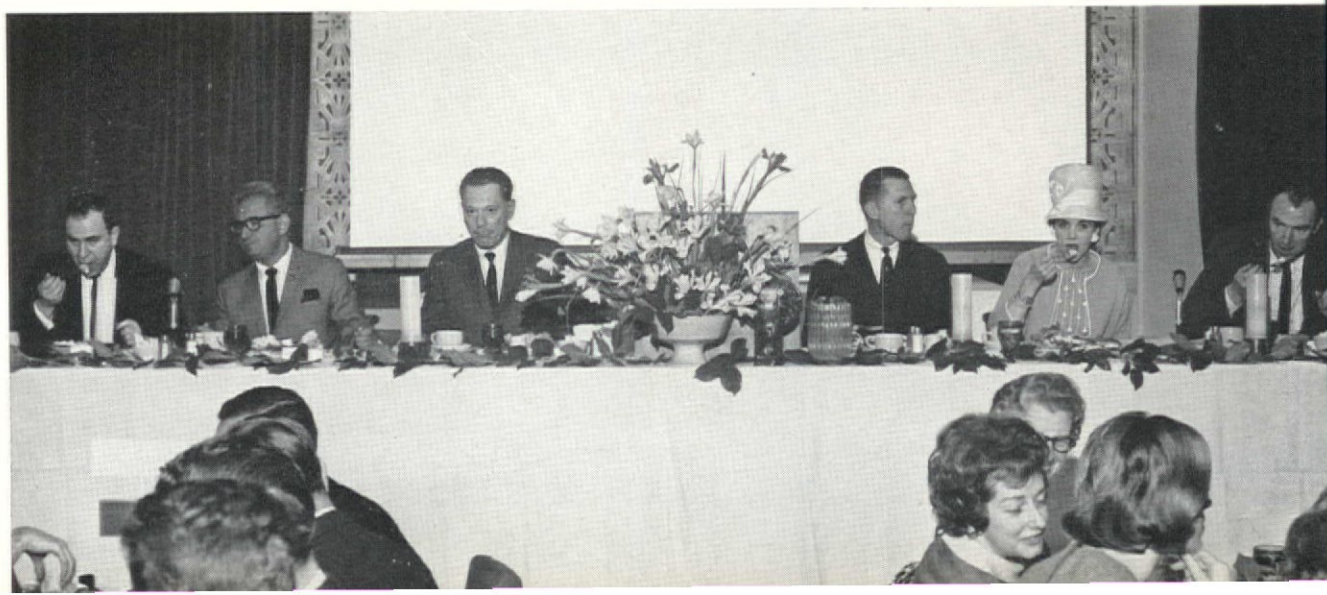
Henry End, internationally famous designer of hotels and restaurants, who also heads the International Design Centres in Miami and Los Angeles, gave the audience a step-by-step description of the planning and designing techniques used in the new Lucayan Beach Hotel, a luxury establishment which Mr. End recently completed in Grand Bahama, B.W.I. Mary Louise Schum, AID, presented a very informative account of the methods her firm, which is located in Hamilton, Ohio, employs in designing and furnishing religious institutions.

John Crane, head of the San Francisco office of Saphier, Lerner, Schindler, Inc., leading space planners and office design firm, told how his or-

ganization specifies furnishings for commercial interiors, with particular emphasis on the relationships between the independent designer, the manufacturer and the dealer in the office furniture field. Manfred Steinfeld, president of Shelby Williams Co., Chicago, and an authority on contract seating, explored the characteristics of new materials available to the contract manufacturer and predicted a vastly expanded use of stainless steel in all contract seating within the next few years. Charles Stendig, manufacturer and importer of business furniture, was scheduled to speak on the pricing problems that have developed within the contract market, but was unable to be present because of illness in his family. His talk will be published in a forthcoming issue of CONTRACT. Bert Franklin, display designer, constructed a handsome set of displays of new contract seating, which the audience had an opportunity to examine before and after the seminar.

In conjunction with Henry Adams, president of the Western Merchandise Mart, and Robert V. Zinkhon, its advertising director, Mr. Hellman announced that the next Contract Seminar would take place on March 11, 1965. This is being planned as a morning workshop and round-table clinic on contract market problems. Information concerning the 1965 session may be obtained by writing Mr. Zinkhon at the Western Merchandise Mart, 1355 Market St., San Francisco 3, Cal. (C)

At head table: Manfred Steinfeld, Henry End, Ben Hellman, Robert Zinkhon, Mary Louise Schum, and John Crane.





**PANEL MEMBERS** of the three-hour seminar at the Western Merchandise Mart: Henry End, Mary Louise Schum, Manfred Steinfeld, and John Crane.



**EXHIBIT** of new contract seating attracted considerable attention both before and after the luncheon meeting. Shown at the displays are: Above left—Mrs. Rude, president of National Executive Housekeepers Association; Joyce Keiper of San Francisco's Hilton Hotel purchasing office; Brandt Brereton, Van-Dyver-Witt Co. Above—Jay Heumann, Metropolitan Furniture Corp.; Henry Adams, president of the Mart; Syl Heumann, Metropolitan. Left—Mr. Adams with Bert Franklin of Albers-Gruen Associates, designer of the seating exhibit.





By Lawrence Lerner

## THE BOX SCORE: staggering number of dollars spent on office furnishings in past 15 years

**T**HE contract industry is one in which a twenty million dollar a year manufacturer is a giant. This unspectacular fact, however, cannot be used as an accurate barometer of the size of the present contract market, or of its potential. It seems that we have all been quietly nurturing a major industry. We have planned, programmed, merchandised and manufactured into being a whole new way of business life. We have been witness to and participant in a revolution in management procedure.

Have you ever wondered what thoughts go on in the corporate mind when it contemplates business expansion? Have you ever wondered how that high and mighty business brain contemplates its forthcoming need for your own personal service or product as part of the contract industry? Just what visual images, motivations and conclusions flash across its consciousness and, hence, across the directors' tables, into treasurers' directives and office services managers' memos when a large organization knows that it must get itself set under a new roof?

Generally, the initial mental process involves daydreams of lofty new towers topped by great illuminated cryptic messages—PAN AM, SAT. EVE. POST, AMF, IBM, 95°, 9:00 A.M. Impact, selling force, an aura of successful expansion, well-being and confidence. The first thought, of course, is of the collective conclusions: what will the public see? Then, the down-to-earth work must be undertaken and, almost as surely as night follows day, the top men assign the responsibility of creating new quarters among those who must go forth and create the more vital organs of the new structure—the over-all concept, and then the details of the lighting system, telephones, intercoms, desks, chairs, files, carpets, draperies, blinds, lamps, tables, sofas, paintings and accessories.

The numbers of dollars involved is staggering. During the past fifteen years, almost sixty million square feet of new office space have been built in New York City alone. Statistics on other types of buildings are not readily available. Dealing with office space only, we have the expenditure of approximately \$1,500,000,000 for the buildings themselves. The landlord generally supplies most of the fixed improvements to the tenant as part of the lease

agreement. The tenant who wishes to do a complete furnishing job must then spend ten to twelve dollars per square foot. Quick multiplication indicates that almost \$700,000,000 has been spent on furnishings in New York City in the recent past. Another \$150,000,000 has been spent to furnish thirteen million feet of new postwar offices in Chicago and about half that in Philadelphia. The total spent throughout the United States is limited only by your ability to add zeros at the right.

An analysis of the refurbishing procedure followed by major corporations at the time of relocation divides itself into three classes; first there is the shoestring budget group, who, for various reasons of economy, must move with an absolute minimum of expense. Every intelligent businessman recognizes that he cannot do the job for absolutely zero dollars. A minimum of two dollars per square foot must be spent to cover moving costs, telephone installation, designers' fees and just a tiny bit of new carpeting, draperies and furniture to replace the ever present ancient file and desk which just will not survive any further inertia. The second group involves the companies who plan a program of complete replacement of all furnishings, but whose capital resources cannot support the investment at the time of the move. These companies spend an average of five dollars a square foot for furnishings at the time of the move and the balance of from five to seven dollars per square foot additionally during the following five years. The third group, of course is the one in which new furniture and equipment throughout is made part of the program.

The climate of American business at present shows every indication of continued bullishness. The population is expanding at approximately the predicted rate. The United States balance of foreign payments is definitely stabilizing itself. There is reason to believe that our industrial community can look forward to a forthcoming renaissance of American exports to the rest of the world. These general economic perspectives will demand continued growth of the corporate plant, which, in turn will require new buildings to be freshly stocked by the contract industry at the rate of three to five hundred million dollars a year. Not a bad picture to look forward to. (C)





It  
Can't  
Happen  
With

  
*Opaqueen*

Opaqueen, from the Berkshire Hathaway royal family of drapery linings, has been installed in all the guest rooms and suites at the beautiful new Hotel America in Hartford, Conn. Insuring guests the utmost in privacy, Opaqueen is completely opaque, provides excellent insulation, helps to deaden sound. From management's point of view its virtues of washability, flameproof finish, and resistance to mildew and sun rot make it the perfect answer to long term satisfaction for institutional installations. A patented product of the Home Fabrics Division of Berkshire Hathaway, its quality is, of course, Laboratory Controlled.

**BERKSHIRE  HATHAWAY, Inc.**

HOME FABRICS DIVISION - BOURNE LININGS - HATHAWAY CURTAIN FABRICS  
261 FIFTH AVENUE, NEW YORK 16, N.Y. OR 9-8626

Sales Offices: BOURNE MILLS OF CALIFORNIA, 3028 East 11th St., Los Angeles  
BOURNE MILLS OF CANADA, LTD., 100 Wellington St. W., Toronto

Circle No. 43 on product information card

## PRODUCTS & SERVICES

CONTINUED FROM P. 35

### General Tire on Safari

General Tire's new Safari collection features new multi-color effects on expanded vinyl materials. Included in the collection are a traditional floral, Mangrove; a floral abstract, Jungle Flower;



Savanna, a primitive floral; Rain Forest; and Zambesi, an exotic floral outlined with strong brush technique. All designs are embossed with linen-like texture and have added Vinelle softness to permit deep button tufting and quilting effects.

Circle No. 91 on product information card

### Palladio Spanish sconce

A three-light sconce with a Spanish flavor is available from Interior Imports Co.'s Palladio collection. The 42-inch hand-wrought iron wall fixture has antique gold-leaf details on its grillwork, de-



rived from a window grate of the seventeenth century. According to the firm, the sconce will accent traditional decor or add a striking contrast to a modern setting.

Circle No. 92 on product information card



Circle No. 44 on product information card

1925 WASSILY lounge chair

designer: Marcel Breuer

A Bauhaus classic, circa 1925. (Named for Wassily Kandinsky who bought the first chair.)

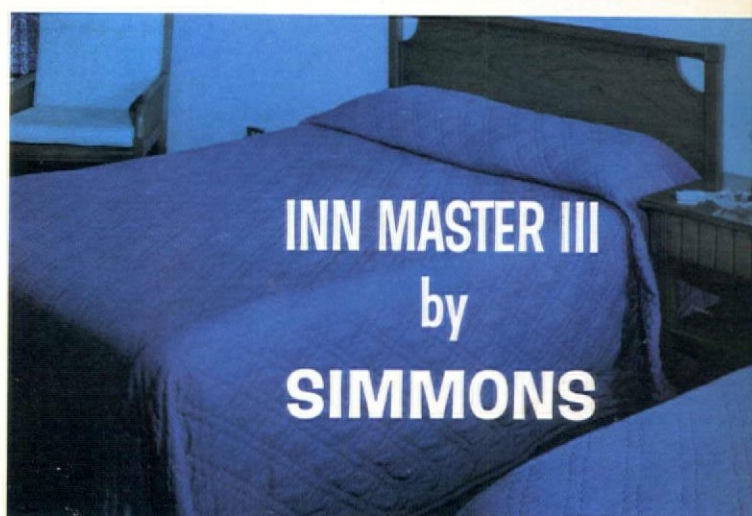
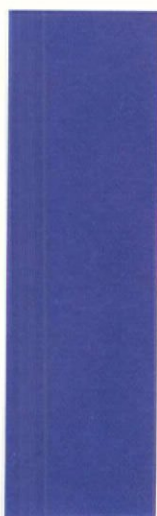
Frame: mirror polished chrome steel tube. Leather straps in selection natural, dark

Italian brown or black. Net cost \$210. Write for new catalogue.

STENDIG Incorporated / 487 Park Avenue / New York City 10022 / ELdorado 5-5165

# FOR MANY HAPPY RETURNS

(at the Capri, for example)



Every room at the Capri Motel, Atlanta, offers the luxury and comfort of InnMaster III by Simmons. This group, styled in the classic revival manner, was selected by the Interior Designer Joseph P. Hardy, Jr., A.I.D., because of its generous dimensions, graceful lines, rich fruitwood finish and fine cabinet detail. Convenience touch: the dramatic WallMaster unit, combining desk, luggage bench and dresser. As if this weren't enough, Capri President and Manager J. Wade Linder pampers his clientele still further with Beautyrest® Long Boy mattresses (double-bed size). No wonder travelers in Atlanta head for the Capri. That Simmons-style hospitality is too good to pass up. More details? Write for your InnMaster III brochure today.



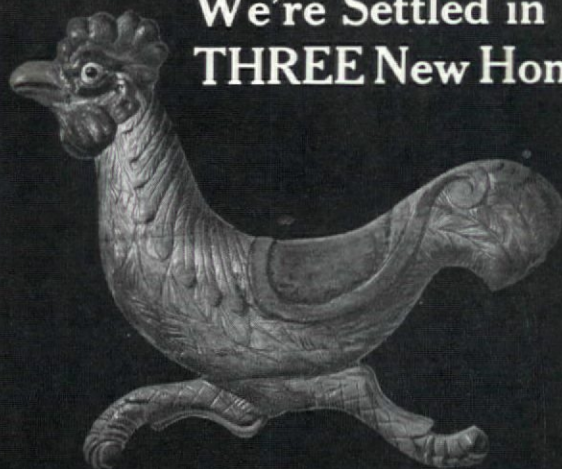
## SIMMONS

CONTRACT DIVISION • MERCHANDISE MART • CHICAGO 54, ILLINOIS

# Moving?

Not Us...

We're Settled in  
THREE New Homes



NEW SHOWROOM  
M.R.M. Space 1110  
Merchandise Mart  
Chicago, Ill. 60654



NEW SHOWROOM  
Decorator's Walk  
160 East 56th St.  
New York, N.Y. 10022



NEW FACTORY

## Jo Mead Designs

17 N. ELIZABETH ST. • CHICAGO, ILL. 60607

Circle No. 46 on product information card

## PRODUCTS & SERVICES

CONTINUE

### Goshen patio furniture

A new umbrella table with matching chairs and benches is available as part of Goshen Manufacturing Co.'s Hospitality Collection. Other pieces

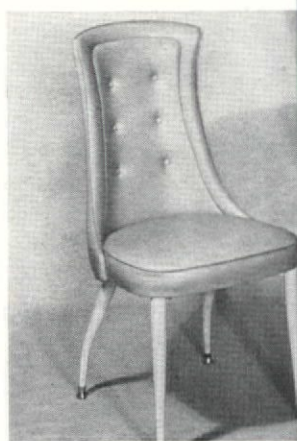


in the 10-piece collection are a settee, a chair table, cocktail table, and a tete-a-tete ensemble. The pieces are finished in cinnamon spice or a variety of weather-resistant enamels.

Circle No. 15 on product information card

### New products from Brody

Among the new products by B. Brody Seating Co. are a metal-framed knock-down booth; five new chairs, including a high back stack chair and two swivels; and a full line of table bases to handle all top sizes. The booth, available in 30, 45, and 60-inch widths, can be set up in ten minutes, and



According to the firm, and is available in a wide choice of upholstery material. The new chairs include oiled-walnut and fully upholstered swivel chairs; a button tufted-back dining chair; a metal-framed bentwood chair with a 2-inch foam rubber seat; and high- and channel-backed stacking chairs.

Circle No. 94 on product information card

# WIRE US COLLECT

Just phone Western Union and send this collect message:  
KROEHLER CONTRACT DIVISION, 666 LAKE SHORE DR., CHICAGO.  
RUSH COMPLETE INFORMATION CONTRACT FURNITURE.  
(Be sure to include your address with your name.)

Carpeting by Lees



The Riviera Collection (above) is a classic Italian Provincial design with a beautiful fruitwood finish and cherry plastic tops. Note the luxurious, gold-fluted top drawer treatment. Also available in soft, brushed-white finish.

## 6 reasons why you do better when you do business with Kroehler:

- 1.** You get quick understanding of your specific problem (whether it's refinishing or complete furnishing) because we have longer contract experience than any other source (since 1893).
- 2.** You get maximum selection of styles, sizes, colors, etc., because we are the world's largest furniture maker.
- 3.** You get low initial cost because we buy materials with

the major cost advantages of big-volume production.

- 4.** You get lower transportation costs because we operate our own fleet of almost 300 over-the-road trucks.
- 5.** You get low maintenance cost and long service because we manufacture to the most rigid quality control standards.
- 6.** You get a choice of excellent financing plans (up to 5 years to pay). **Call Western Union now—wire collect.**

From the Ming Collection



You do better when you do business with

# KROEHLER

world's largest



furniture maker

From the Riviera Collection



Circle No. 48 on product information card

**COLUMBIA OFFICE SUPPLY, INC.**

growing with America's leading  
Architects and Interior Designers  
offers one-stop service  
for wood and steel office furniture.

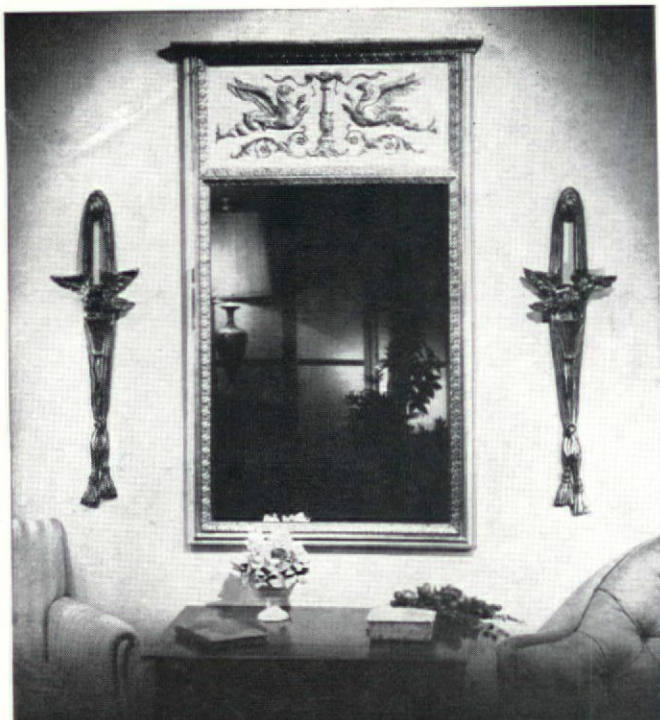
We are franchised dealers for:  
All-Steel • Designcraft • Lehigh • Royalmetal



Sample Room designed by  
Griswold, Heckel & Keiser Associates, Inc.,  
George F. Grimshaw, Project Manager  
for McCampbell Graniteville Co. . . and furnished by—

**COLUMBIA OFFICE SUPPLY, INC.**

296 Broadway • New York 7, N. Y. • WOrth 4-3320  
For further information write or phone our Contract Dept.



**FROM ITALY.** A striking ensemble from our Firenze Collection.  
Hand-carved mirror (1463) finished in antique gold and white,  
flanked by hand-carved eagle sconces (5W) in gold and silver  
leaf. Handcrafted for us in Italy. Write for prices.

**LaBarge Mirrors inc.**

THE LOOK OF QUALITY / HOLLAND, MICHIGAN

Circle No. 49 on product information card

**PRODUCTS & SERVICES**

CONTI

**Woodard at World's Fair**

This seating arrangement by Lee L. Woodard Sons, Inc., is currently on display at the Missouri Exhibition Pavillion at the New York World Fair. The sofa, a two-seater, and matching chair

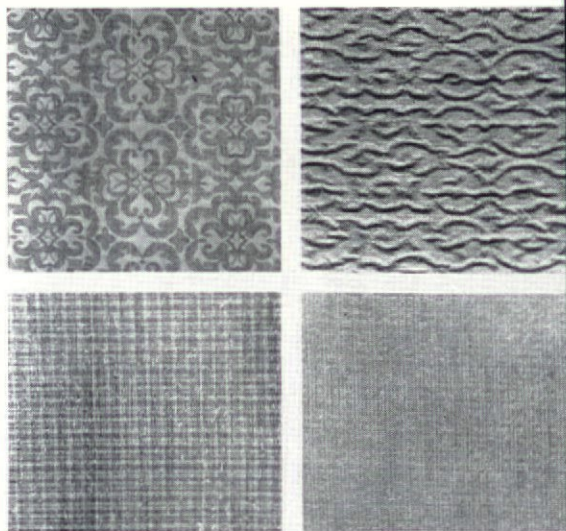


were chosen for their beauty and durability. The end table, model 801-1, also by Woodard, has legs which harmonize with the legs of the seating pieces.

Circle No. 9 on product information card

**Collins & Aikman upholstery fabrics**

Collins & Aikman contract upholstery fabric ranges from pile friezes and velvets to those with decorative styling. In the firm's current collection are, top left, a 3-tone viscose damask in three colors; top right, a matelasse in grillwork pattern.



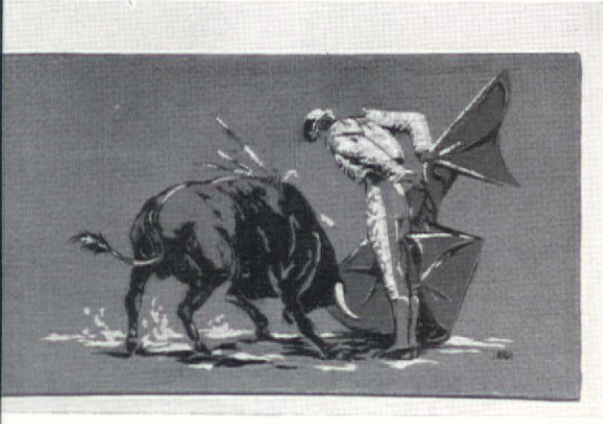
in 14 tone-on-tone and two-tone combinations of cotton, rayon, nylon, and velon; and, on the bottom, multi-colored and plain textured tweed fabrics which color-complement each other in several combinations of cotton-acetate blends.

Circle No. 97 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.

**Later burlap paintings**

Burlap paintings with the look and feel of original works are available from Richter Artcraft. Each painting, like the matador shown, is hand-screened and highlighted with the artist's wash. Paintings are available in sizes from 18½ inches by 33 inches to 34 inches by 63 inches in

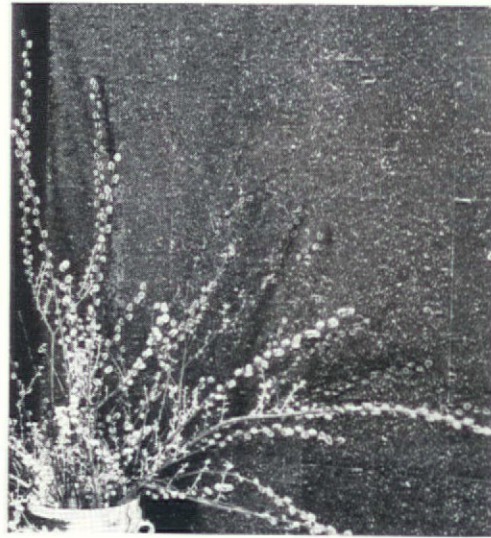


modern, classical, and abstract styles. The burlap of the paintings is stretched on wooden frames to resemble an artist's canvas, and can be hung with or without additional framing. The standard designs are also available on textured cardboard.

Circle No. 71 on product information card

**New Armstrong cork wallcoverings**

Mediterranean, a new wallcovering by Armstrong Cork Co., is made from virgin cork, the first cut of the cork oak trees. The natural-colored cork is applied over colored backing sheets, for a design



effect harmonious with both contemporary and traditional interiors. Cork Stripe and Shaded Cork, both made of more mature, finer-grained cork, are two other available patterns.

Circle No. 99 on product information card

**ITALIAN PROVINCIAL . . .** imaginatively interpreted . . . and crafted with the inimitable SCERBO touch . . . to bring Old World charm and elegance to the office interior of today.

#35TT Telephone Table

#P3 Chippendale Revolving Chair

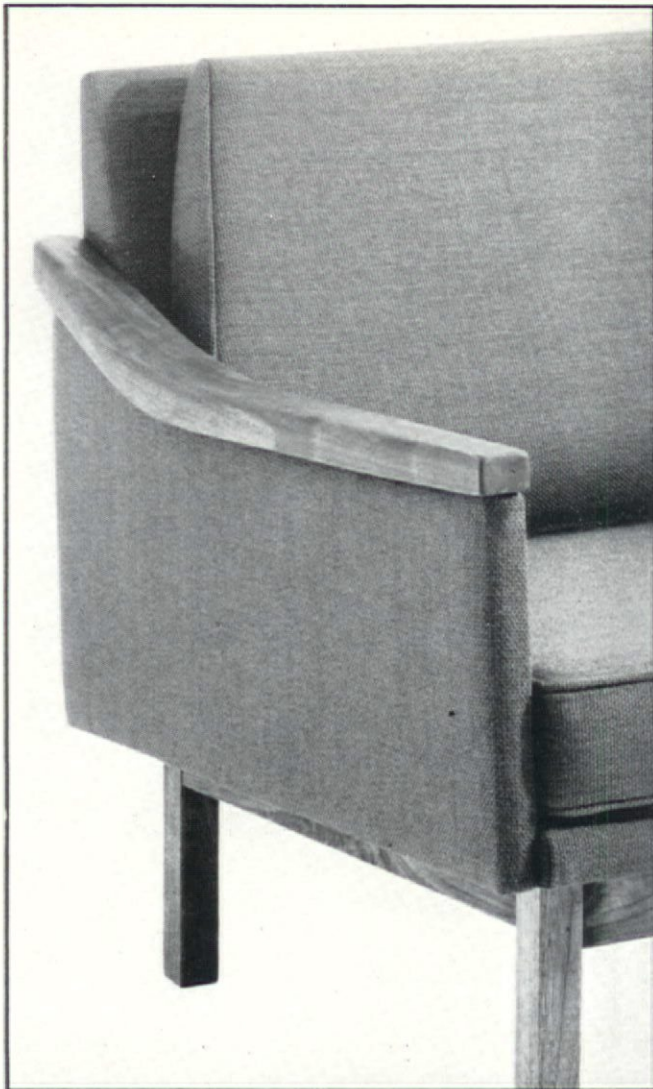
#35SD Sliding Door Cabinet

#35WB Waste Basket

#3560 Desk

Catalog available upon request.

**Frank Scerbo & Sons, Inc.**  
 140 PLYMOUTH STREET, BROOKLYN, N. Y. ■ ULster 2-5959



*From the Madison walnut collection, a reflection of craftsmanship from design to tailoring. See this in our showrooms or write for catalog.*

**MADISON**  
FURNITURE INDUSTRIES

*Canton, Mississippi*

DISPLAYS IN LOS ANGELES: SAN FRANCISCO: SEATTLE: CHICAGO: DALLAS

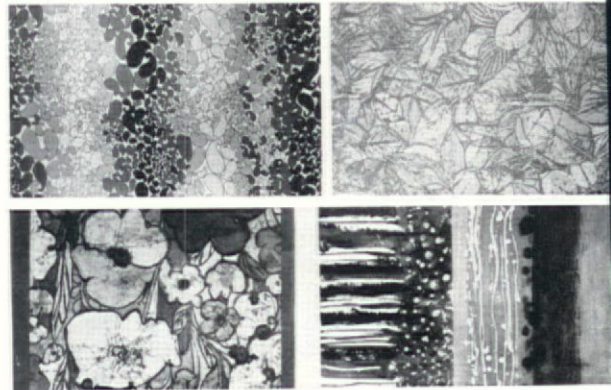
Circle No. 51 on product information card

## PRODUCTS & SERVICES

CONTIN

### Jack Lenor Larsen's Win Anderson fabrics

Four of the new fabrics in the Win Anderson Fabrics collection by Jack Lenor Larsen: Thousand Islands, a paisley design; Eden, a floral; Arboretum, a leaf pattern; and Precipice



large scale linear print. The new fabric line includes popularly priced prints, casements, and plain upholstery fabric. Print and the solid are cotton; casements are Fortrel.

Circle No. 100 on product information card

### Romany-Spartan matte tile

A new line of matte glaze wall tile in 19 sub-colors is available from the United States Ceramic Tile Co. Designed for institutional use, the sub-colors were selected to create proper environments in different settings. The tiles are also intended to cut glare on walls, ceiling, and floors. Colors include shadow blue, dusty jade, mistletoe, rose seda, bamboo, beach tan, rose beige, rosewood, dogwood pink, alabaster gray, and driftwood.

Circle No. 101 on product information card

### Howe round tables

Two new groups of round-top folding tables for small conference areas and executive dining rooms have been introduced by Howe Folding Furniture, Inc. The tables feature concealed leg braces

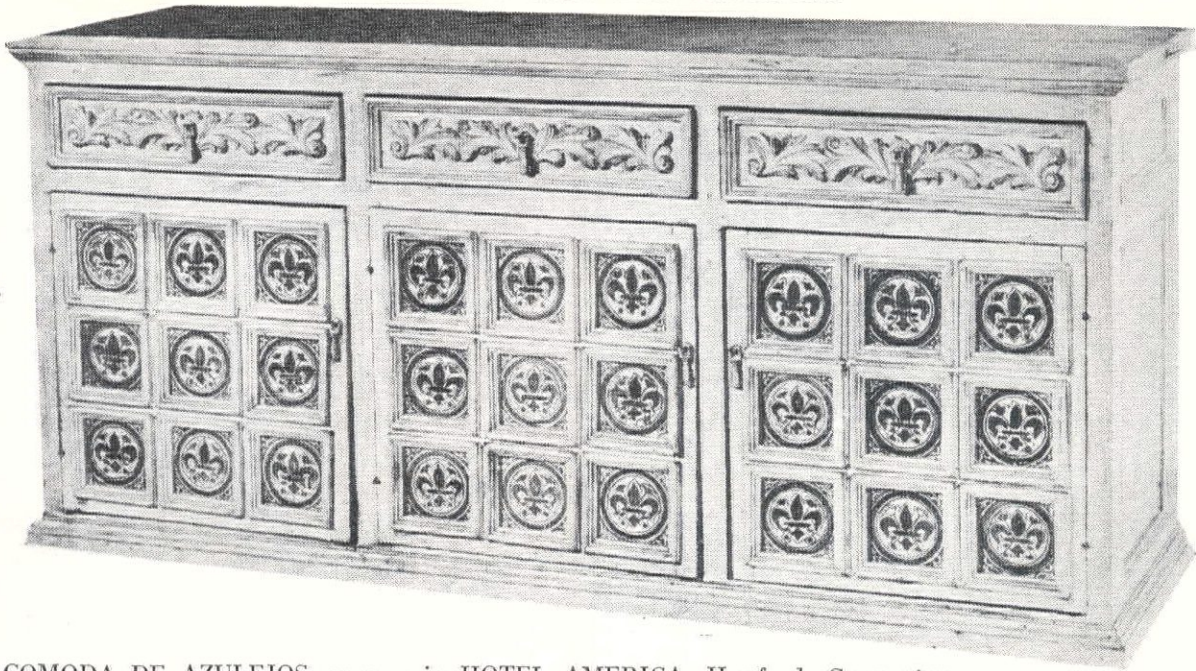


tops and edges of marproof plastic laminate, and square steel tubing legs finished in bright satin chrome or flat black baked enamel. Tables come in 48, 54, or 60 inch diameters.

Circle No. 102 on product information card



Circle No. 52 on product information card



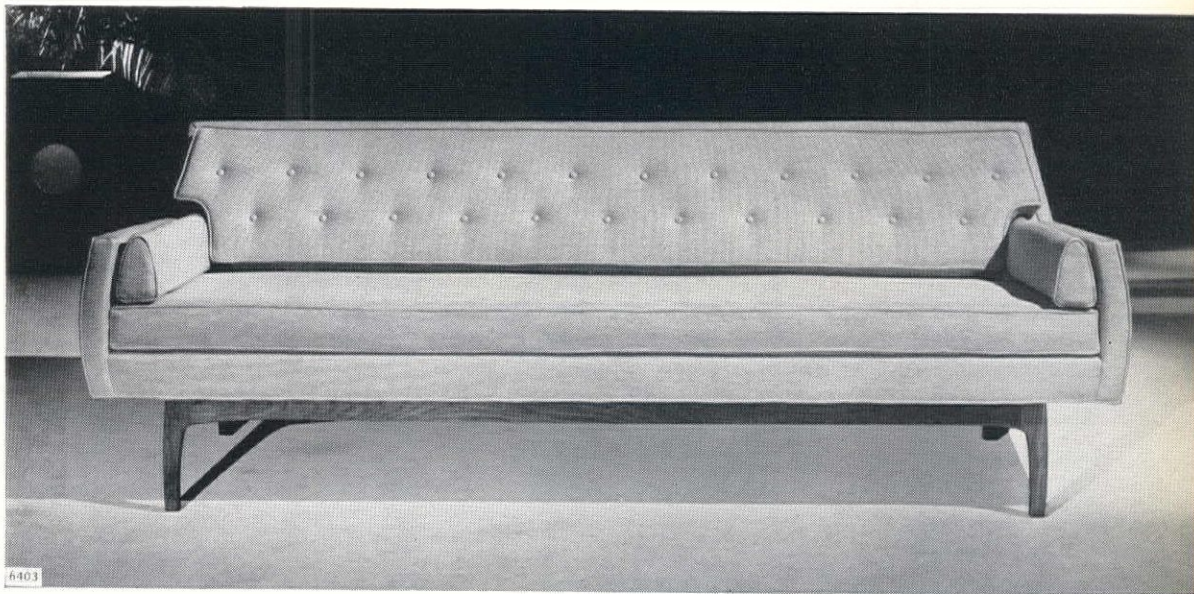
COMODA DE AZULEJOS as seen in HOTEL AMERICA, Hartford, Connecticut

One of many Artes de Mexico chests selected by Roland William Jutras, NSID, IDI, Director of Design, Hotel Corp. of America

**ARTES DE MEXICO**  
INTERNACIONALES, INC.

Offices and Warehouse — 163 Pittsburg St., Dallas Texas 75207

**you won't see armstrong  
furniture at the world's fair**



6403

**unless you visit  
the executive offices**

Circle No. 53 on product information card

**armstrong  
furniture**

**CO**

**Box 636**

**Martinsburg**

**West Virginia**

**SHOWROOMS:**

**DALLAS**

**HIGH POINT**

**CHICAGO**

**DENVER**

**ATLANTA**

Circle No. 54 on product information card

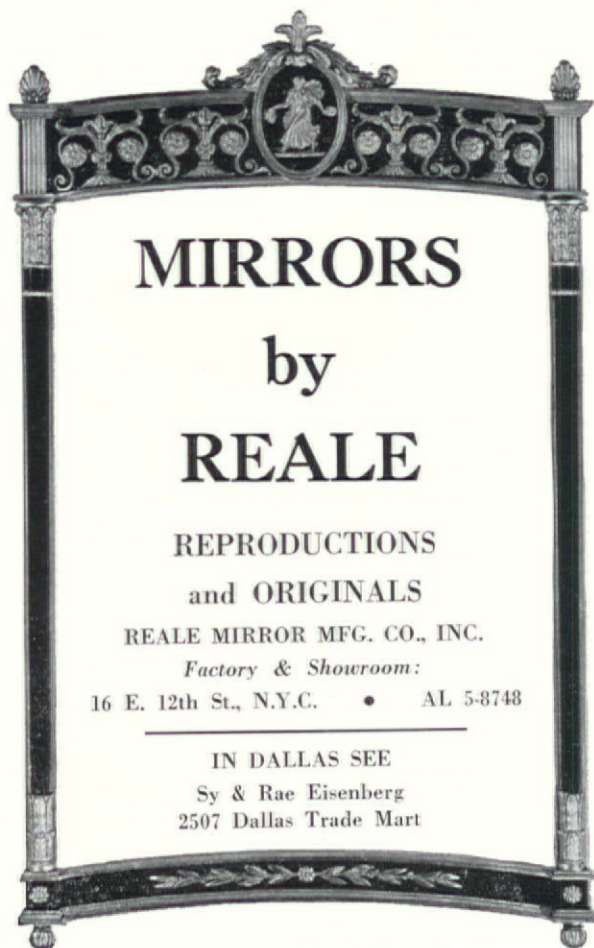
## MULTIPLE LOUNGE SEATING SERIES II



A VERSATILE GROUP OF SEATING COMPONENTS CONSISTING OF VARIED BASE LENGTHS; SEATS; TOPS; PADS AND OPTIONAL ARMS • COMPLETE BROCHURE AND SPECIFICATION AVAILABLE ON REQUEST.

**W O R D E N**  
of  
holland michigan

brochure  
on  
request



Circle No. 55 on product information card

## PRODUCTS & SERVICES

CONTIN

### Kirsch master slide

Double traverse sets featuring a newly designed master slide by Kirsch allow office tenants a choice of drapery within the building while assuring a uniform appearance from the outside. Street-side curtains of identical design are selected for the entire building, while individual tenants can choose their own draperies. The master slide prevents the draperies from being closed while the exterior curtains are open. The Architrac extruded track can be installed around the perimeter of the building before partitioning. Components, which can be installed after partitions are erected, can be repositioned if the partitions are.

Circle No. 103 on product information card

### Period dining chair

A period armchair is available from the American Chair Co. The chair, which matches a side chair, is suggested for dining by the firm. The



tufted back and seat are accented by a carved wood frame. Foam rubber padding is said to make the chair more comfortable and longer-wearing.

Circle No. 98 on product information card

### Roberts carpet seaming cement

Anchor-Weld carpet seaming cement, from Roberts Consolidated Industries, is said to be able to recover full adhesive strength after repeated freezing and thawing. Fast-drying, the seaming cement can be used to seal raw edges, secure binding, and strengthen worn edges. Excellent aging properties are said to increase bond strength after application.

Circle No. 104 on product information card

### Textolite goes to school

General Electric Co. is featuring Textolite decorative laminates for desk tops, bookcases, cabinets, and other school furniture and fixtures. The laminate, available in more than 80 solids, wood-grain patterns, mists, abstract designs, and desk patterns, is scratch and stain resistant. Also suggested for school use is Textolite 1000 for high-traffic surface applications. The two laminates are recommended for corridor and room wall paneling, since the textured finishes of the surfaces are said to have no objectionable glare and eliminate most finger and water marks.

Circle No. 105 on product information card

### Three new Crown mat sizes

Three new sizes of carpet-cover mats and matting are now available from Crown Rubber Co. The new sizes are 4 by 6 feet and 4 by 8 feet for the mats, previously available only in 3 by 4 and 3 by 6 foot sizes. The mats are available in beige tweed with light accent strip and brown vinyl border; grey tweed with light accent stripe and black vinyl border; and red-black tweed with black vinyl border. The carpet cover is 6 feet wide in the red-black tweed pattern; the 3 and 4 foot widths come in all three patterns.

Circle No. 106 on product information card

Chakra  
Kandashi  
Mahratta  
Jumma  
Narbada  
Samar

These are a few of the names of our new Indian textures, woven under our close supervision. It is difficult to describe them. Come and see these and other fabrics in our new Manhattan showroom, 969 Third Avenue at 58th Street. They are better than anything we can say.

**Trailok**

Circle No. 57 on product information card



*Brand New Beauty*  
*Time-Tested Construction*



**Faultless**  
*Royal Roll*  
TRADEMARK  
**Caster**

Patent  
Pending

You add a smart and functional touch to furniture with the new Faultless Royal-Roll Caster. Faultless famous double ball bearing swivel construction—the result of almost three quarters of a century of caster making experience—is combined with a new design concept to give a caster that responds to the slightest touch, saves floors, gives furniture a new distinction. The Royal-Roll is available with a choice of 3 stem types and 5 finishes.

NOELTING  
**Faultless**  
Casters

Write for full particulars

**FAULTLESS CASTER CORPORATION**

Evansville 7, Indiana

Circle No. 58 on product information card

KCT54 Conference Table designed by Hans Krieks. 54"d x 29"h. Bent T-Bar steel base. Available from 48" to 72" in diameter. **Helikon Furniture Co., Inc.** 315 East 62 St., New York, N.Y. 10021



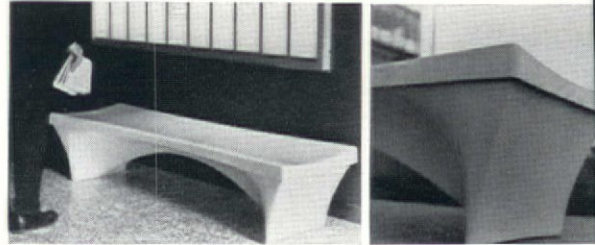
Circle No. 59 on product information card

## PRODUCTS & SERVICES

CONTIN

### Lightweight, low-cost bench

Architectural Fiberglass' new bench is said to incorporate the light weight, integral color, permanence, low cost, and low maintenance of fiberglass reinforced construction in a seating piece for parks, street corners, or interior waiting rooms. The top of the bench, designed by Douglas Deere, is concave, sloping toward the ends to take care



of rain run-off. The 50-pound bench will not sag under the weight of an individual sitting on one end of it, it is said, due to the arch form of the bench and the leg placement. The hollow shell of the bench may be filled with sand or cement to give it added weight; or the bench may be mounted where fixed placement is desirable.

Circle No. 107 on product information card

### Rattan chairs from World Wide Design

A new line of contemporary rattan chairs is available from World Wide Design House. The chairs, made in Europe from Indonesian rattan, are produced with electronic equipment which



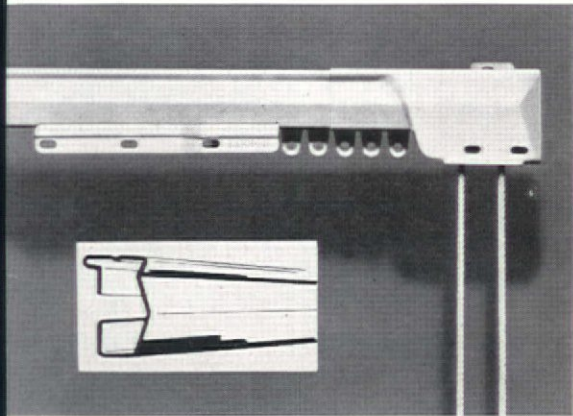
eliminates burnt spots, obviating the need for heavy finishes. The chairs are available in natural rattan. A complete range of styles, from high backed lounge on a chrome base to a straight backed side chair to an armchair, is available.

Circle No. 108 on product information card

Circle No. 60 on product information card

### New Kirsch traverse rod

Kirsch's new traverse rod, New Superfine, shows a horizontal V-profile, allowing the carrier to run under the face of the rod. The draperies hang almost perpendicular, while the center support



stirrups are recessed back from the face of the rod to prevent snags. The rod also features a fast-lock cam action supports. Available in a variety of lengths for windows up to 224 inches.

Circle No. 109 on product information card

### Rockland drapery fabrics

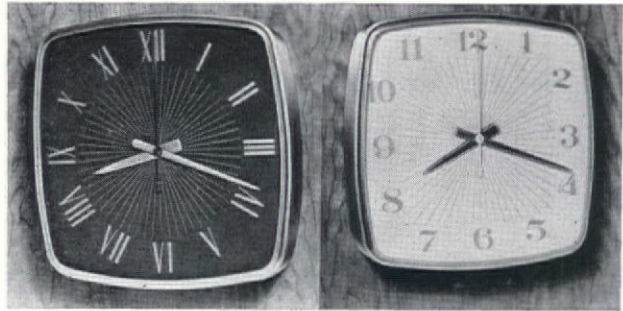
Decolonized drapery fabrics in an antique satin and a nubby textured material are available from Rockland Mills in six colors, as well as through Titus Blatter & Co. The fabrics, woven

to Rockland Mills specifications to improve delivery and obtain better quality control, said to eliminate the need for a separate lining while offering full insulated protection against heat and cold. Chemicals are completely bonded to the fabric, increasing tensile strength, weight, and opacity, while allowing washing and dry-cleaning.

Circle No. 110 on product information card

### New Edwards clock line

A variety of clocks is available from the Edwards Co., whose new line includes illuminated-face clocks as well as special-purpose clocks. Shown at left is a clock with black dial and Roman



numerals. At right is the same clock with an egg-shell white face, gold Arabic numerals and gold hands.

Circle No. 111 on product information card

## WALL PANELS BY TECHNOPLY GO HIGH WITH GUESTS AT HOTEL AMERICA IN HARTFORD

Technoply architectural panels are designed for exceptional stability, manufactured in an infinite variety of exotic and domestic finishes on a variety of cores. They are produced in regular or fire-resistant grades to meet the rigid requirements of the Building Code of the City of New York and other codes. WRITE DIRECTLY FOR COMPLETE INFORMATION.

TECHNOPLY CORPORATION Dept. A

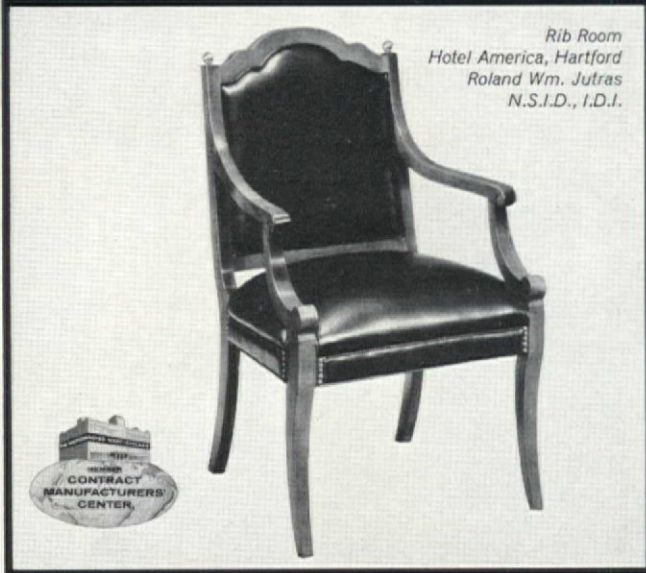
**Fairhurst** DIVISION  
TECHNOPLY CORPORATION

Manufacturers of Folding Walls and Architectural Plywood  
22-20 Liberty Avenue, Jamaica 33, New York

Technoply Corporation is the sole manufacturer of architectural plywood used in the moving doors, and partitions produced under the mark of the John T. Fairhurst Co.

WORLDWIDE BANK GROUP PAN-AM BLDG., NEW YORK, NEW YORK





Rib Room  
Hotel America, Hartford  
Roland Wm. Jutras  
N.S.I.D., I.D.I.

## HOW FITTING

... that Roland Wm. Jutras, Director of Design for Hotel Corporation of America, should turn to Charlotte Chair. A very special chair was required for the exquisite setting that was to be the Rib Room of the Hotel America, Hartford. Charlotte designed and produced that very special chair. Charlotte can design that very special chair for you too. Send for our contract catalog today.

**C**  
**C** **Charlotte chair company**  
**C**  
CHARLOTTE, MICHIGAN

Circle No. 61 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Burlington's classic Charleston Collection

A luxurious collection of fabrics, authentically styled to recreate the tradition and elegance of historic Charleston, South Carolina, was recently introduced by Burlington Mills. The collection was developed after more than three years of research and design work by Burlington under an exclusive licensing agreement with the famous Charleston Museum. Called the Charleston Collection, the new group consists of 15 drapery and upholstery fabric styles. Woven in synthetic fiber



and cotton blends which can be fire retarded for commercial installations, the new fabrics include damasks, brocades, pocket weaves, and prints in coordinated patterns and colors inspired by the actual design motifs of early 19th century Charleston. Shown here are two styles: Margault Damask, a formal floral pattern, and Dog Street Scroll, a triple-toned brocade of an intricate floral pattern. Both are 54 inches wide; the damask is available in 9 colors, the brocade in 12 colors.

Circle No. 112 on product information card

### NO. 22—SMOKE STAND

Height 21"; Diameter 7" (top)

- Sand Urns
- Costumers
- Smoking Stands
- Umbrella Stands
- Waste Receptacles
- Wall Ash Receivers
- Waste Baskets
- Wardrobe Racks
- Planters
- Ash Trays

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

Catalog on Request

**LOUMAC SUPPLY CORP.**

Manufacturers and Distributors

327 East 103rd St., Dept. C, N. Y. 29, N. Y.

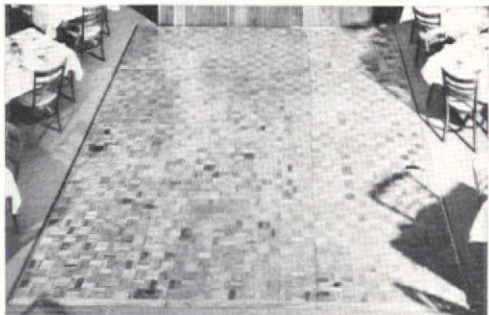
ATwater 9-5374-5

Circle No. 62 on product information card



### Portable dance floor

Dancing problems can be simplified with Sico's new portable dance floor, designed for over-carpet use and simple storage. The floor, composed of parquet wood units in 12 and 18 inch square



blocks, can be laid in any size desired. The blocks have subflooring of exterior gray fir, bonded to finished oak. A specially designed metal tongue couples the units.

Circle No. 113 on product information card

### New Naugahyde patterns

Ten vinyl textured patterns, correlated to the Naugahyde line of upholstery fabrics, are now available from U. S. Rubber. The vinyl U.S. Rubber's entry into the wall-covering field, also bears the Naugahyde name. The vinyl is offered in 13-ounce medium and 18-ounce heavy weight. Patterns are available in up to 15 colors.

Circle No. 114 on product information card

**THE LARGEST SELECTION of ONYX, MARBLE & ALABASTER**  
 From Every Corner of the World  
 Over 400 types and colors to choose from.  
 Table Tops - Inserts - Lamps  
 "If W & Z Doesn't Have It, It Hasn't Been Quarried"  
 Call or write for prompt Quotations and Samples

**WALKER & ZANGER, INC.** 100 Hudson Street, New York 13, N. Y.  
 Chicago • Miami • Los Angeles • Montreal • Carrara • Lisbon • Nagoya  
 PROTECTED SALES AREAS AVAILABLE FOR REPRESENTATIVES

Circle No. 63 on product information card

### ROLAND WM. JUTRAS NSID, IDI

Director of Design, Hotel Corp. of America

selected

### ALL STATE CARPET SERVICE

to install all carpeting in the new

### HOTEL AMERICA

Hartford, Connecticut

All State Carpet Service, Inc.

1036 North Miami Ave., Miami, Florida

Circle No. 64 on product information card

## Reporting for Contract Work



## COLLINS & AIKMAN

has been reporting for contract work for only a few years.

But behind us are 100 years of know-how in upholstery fabrics for home and industry.

Here is just a partial list of our contract clients:

- Holiday Inns (Walt Lemm), Palmer House (David T. Williams),*
- Hotel America, Hartford (Roland Jutras),*
- Lincoln Center Philharmonic Hall (Harrison & Abramovitz)*
- and N.Y. State Theater (Philip Johnson),*
- The Greenbrier (Dorothy Draper & Co. Inc.),*
- Marriott Hotels (Don Malmquist and Henry End),*
- AT&T World's Fair Exhibit Hall (Harrison & Abramovitz),*
- American Seating Co.*

**Upholstery, Draperies, Curtains, Bedspreads, Rugs**  
**Collins & Aikman, Contract Dept.,**  
**210 Madison Ave., New York 16, N.Y.**  
**Tel: MURRAY Hill 9-3900.**

Circle No. 65 on product information card

# NEW

ALL PLASTIC  
LAMINATED GROUP  
BY DAYSTROM



**Florentine**... in the classic tradition of the 18th century, is now ready for hotel and motel installation.

Daystrom, style leader in the field of practical furniture, makes use of more than twenty-five years' experience in producing laminated plastic case goods to provide hotels and motels with the very finest quality furniture.

Send for brochures:

- "Florentine, Hotel/Motel Group,"
- "Furniture for Public Dining,"
- "The Corporate Group for Executive Offices."



**DAYSTROM**  
FURNITURE, COMMERCIAL DIVISION  
SOUTH BOSTON, VIRGINIA

## PRODUCTS & SERVICES

CONTINUE

### Wood cats for wall

Weathered wood figures by Arabesque include this trio of cats. The mother cat is 24 inches high; the kittens each 12 inches high. These figures, and others in Arabesque's collection of wall



hangings, are made of simulated wood treated to reproduce the texture of original wood carvings. The set comes in charcoal-walnut wood-tone, Roman gold, or color-decorated wood tone.

Circle No. 115 on product information card

### Mosaic Tile ceramic line

Interlude, a new line of ceramic mosaic tile from Mosaic Tile Co., has 8 unglazed stock patterns which complement the firm's coordinate Harmonotone line. The firm will also manufacture any combination of standard colors as special order. The new line is available glazed or unglazed 1 inch by 1 inch module and can be combined with 6 by 4 $\frac{1}{4}$  or 8 $\frac{1}{2}$  by 4 $\frac{1}{4}$  inch wall tiles.

Circle No. 116 on product information card

### Acrilan carpet by Roxbury

A random sheared, embossed surface effect is the dominant feature of Roxbury's newest 100 per cent Acrilan carpet, Exquisite. Available in 12 and 15 foot widths, Exquisite comes in luminous



shades of jade green, Spanish olive, fawn, golden bronze, parchment, pistachio, oyster white, antique gold, honey beige, avocado, java brown, and maple sugar. Retail price is approximately \$9.95 a square yard.

Circle No. 117 on product information card

← Circle No. 66 on product information card



Circle No. 67 on product information card

CALIFORNIA  
CWI  
WROUGHT IRON

**LAGUNA** CWI's fast moving outdoor group . . . built for hard wear and minimum care . . . welded heavy gauge tubular aluminum with durable vinyl lacing. Dining chairs have sturdy cross bracing at base for heavy use and are designed for stacking. 42" round table has double leg support for wobble-free extra strength, top is mottled glass cushioned at eight points with Neoprene. Added to this group is the new adjustable-back chaise, 24" round cocktail table, and (not shown) lounge chair and ottoman. All in a choice of Grass Green, Sky Blue or Black finish with white lacing.



CALIFORNIA WROUGHT IRON / a division of Brown-Jordan Company / shipped from two factories . . . Newport, Ark. or El Monte, Calif. SPACE 1168 — L.A. HOME FURNISHINGS MART, LOS ANGELES / SPACE 566 — WESTERN MERCHANDISE MART, SAN FRANCISCO SHOWROOMS: 11th Fl., Merchandise Mart, Chicago...also Los Angeles, San Francisco, Dallas, Atlanta, Miami, Scottsdale

The SATURN stacking chair

featuring a 2" thick foam padded seat



# 24



#241



#243



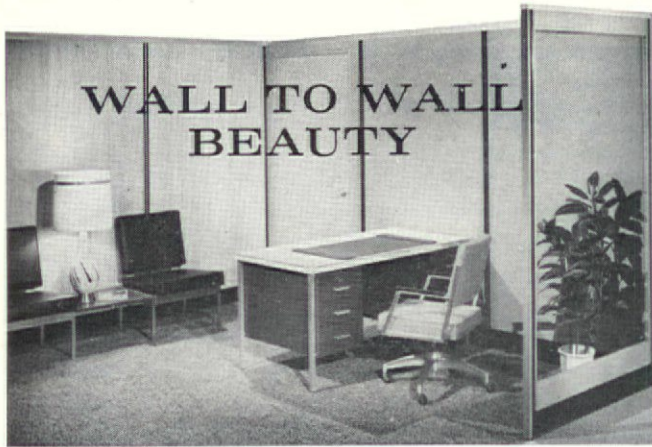
**fixtures Mfg. Corp.** / Commercial Furniture In Advanced Design

1641-6 Crystal • Kansas City, Missouri 64126 • area code 816 • telephone CH. 1-4500

Write for FREE DESIGNER-ARCHITECT Catalog and price sheet

Circle No. 68 on product information card

Circle No. 69 on product information card



## H-SERIES

the "Design Line" Wall System

It looks like a custom job. It looks like a decorator's dream. It looks like much more money than it really is. It's Modern's new H Series partition. A variety of finishes—wood veneers, colors, Hushwall, noncombustible Fire-X. Easy to install, move.



NEW 12-PAGE  
CATALOG  
WRITE FOR  
YOUR COPY



## MANUFACTURERS'

### LITERATURE

A classified directory of contract furnishings and equipment manufacturers has been published by the Merchandise Mart, according to W. O. Ollman, Mart general manager. The directory, free to architects, interior designers, specifiers, and contract purchasers, lists in alphabetical form the more than 2,000 contract lines shown in the Mart. A classified breakdown will augment the list. The furniture category will be subdivided into 5 classifications including hospital, nursing home; office; hotel, motel, and dormitory; restaurant; and school and library. Other major categories will include wedding; china, glassware and decorative accessories; draperies and fabrics; electronics, radio and television; floor coverings; food service equipment and appliances; lamps and lighting; pictures and wall decor; textiles; and wall and window coverings. The pocket-sized directories may be ordered from the Merchandise Mart, Buyer Service Dept., Room 1060, Chicago, Illinois 60654.

Circle No. 120 on product information card

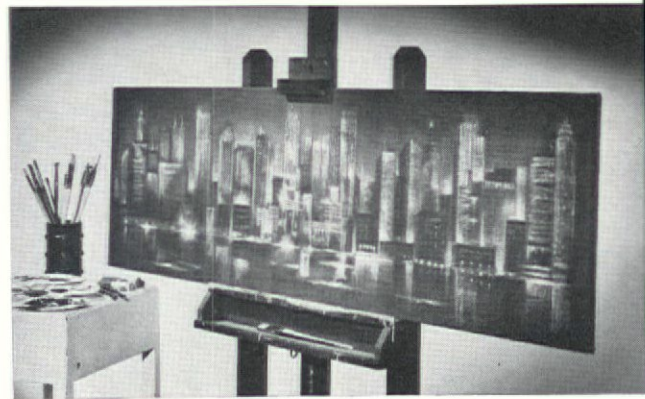
Designed for maximum durability, Excel lamps are available in a wide range of styles and sizes—or custom-made to your specifications. Write for catalog.

EXCEL MANUFACTURING CORP. Muncie, Indiana

*Highlight  
the beauty  
of it all  
with Excel  
lamps*



Circle No. 70 on product information card



### EXCITING NEW BURLAP CREATIONS FROM RICHTER

These unusual burlap paintings are hand-screened and highlighted with the artist's brush on decorator-colored burlap. Stretched on wooden frames as a painter's canvas, they look and feel remarkably like original paintings. Only their price gives them away.

FREE CATALOG. Send for our catalog describing these and other Richter creations. On your letterhead, please.

Write Contract Department.



**Richter Artcraft, Inc.**

1105 DORR ST. • TOLEDO 7, OHIO

Circle No. 71 on product information card

new display kit from La France Industries shows the entire collection of 54-inch width velvet fabrics at a glance when unfolded, but folds up conveniently when not in use.

Circle No. 121 on product information card

brochure from U. S. Plywood Corp. gives the properties of Micarta high-pressure laminated plastic, and explains the details of Oil-Rub, a special finish for Micarta wood grains which reveals a high clarity of grain design when rubbed with oil.

Circle No. 122 on product information card

new booklet on case histories of reasons for purchasing nylon contract carpet, and revisions of the maintenance manual and commercial carpet booklets are available from DuPont. The Maintenance Manual was designed to help carpet salesmen explain the newest data on soiling, soil retardants, spot cleaning, static, and vacuum cleaning, of nylon carpets. The Commercial Carpet Manual includes a complete table on nylon carpet costs, including the cost of minutes per year of spot-cleaning.

Circle No. 123 on product information card

Chairmasters, Inc., manufacturer of contract seating, has published a catalog which illustrates its full line of seating, table bases, table tops, banquet tables, head-waiters' desks, and serving carts.

Circle No. 124 on product information card

Master Wall, a new catalog from Tassel Industries, Inc., illustrates installation, construction, components, and specification of Tassel modular wall furniture systems.

Circle No. 125 on product information card

Institutional Research Council has published its 1964 Certified Products List, a purchasing guide featuring brand names and sources of supplies that meet standards of quality. The newly revised standard for institutional textiles is included in the brochure.

Circle No. 126 on product information card

Downs Carpet Co. has issued a new contract presentation folder, illustrating in four colors 15 different patterns of contract carpeting appropriate for installations such as churches, restaurants, bowling alleys, hotels, and motels.

Circle No. 127 on product information card

Gold Bond Mattress Co., which supplied the mattresses used in the Hotel America, Hartford, Conn., has just issued an informative booklet called "The Contract Mattress Buying Guide." The booklet is available free from Gold Bond, which is one of the largest independent mattress manufacturers in the country.

Circle No. 128 on product information card

Circle No. 72 on product information card →

## ROLAND W. JUTRAS

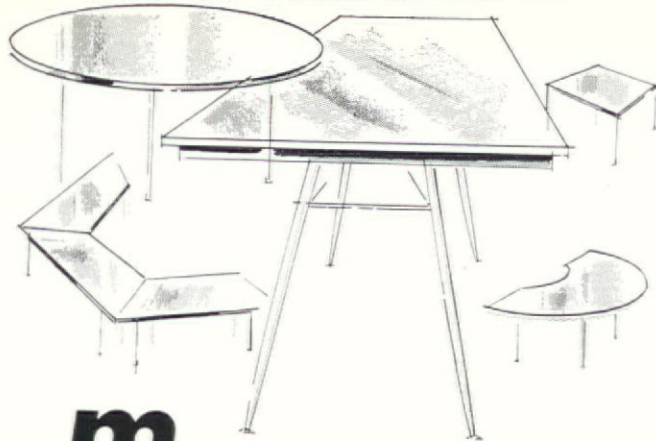
NSID, IDI  
DIRECTOR OF DESIGN,  
HOTEL CORPORATION OF AMERICA

SELECTED  
MOST  
OF THE  
WALLCOVERINGS  
BY  
JAMES  
SEEMAN  
STUDIOS  
FOR THE  
HOTEL AMERICA,  
BOSTON, MASS.

JAMES  
SEEMAN  
STUDIOS,  
INC.

FACTORY AND MAIN OFFICES  
50 ROSE PLACE  
GARDEN CITY PARK  
LONG ISLAND  
NEW YORK 11041

Circle No. 73 on product information card



# M/H FOLDING TABLES for every purpose

Rectangular—square—trapezoidal—circular—half-round folding tables for banquets, meetings, classrooms, offices or homes, are built by Metwood/Hanover. Handsome in appearance, superior in construction, and economical to use, M/H Folding Tables are easy to store, quick to setup and lock automatically, providing a table as rigid as a regular table.

Write for catalog.



FOLDING TABLES • BENCHES • STAGE UNITS

Spruce St., Hanover, Pa.

Announcing  
A New and Lavish Showroom  
of  
Exclusive Wallpapers



## MICHEL'S DESIGNS

490 ROCKAWAY AVE., VALLEY STREAM, N. Y.  
516 LO 1-0644

R.S.U.P. Interior Designers Exclusively

Circle No. 74 on product information card

## CLASSIFIED ADVERTISEMENTS

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

**REPRESENTATIVES WANTED:** High-quality decorative line of brazed metal sculpture (wall and standing abstracts, figures, florals). Established business catering to Interior Designers, architects and contract. Stock and custom designs. Will supply selling aids, portfolios, brochures, etc. Please reply listing qualifications and present lines handled. Write: Box A-159, CONTRACT.

**MANUFACTURER'S REPRESENTATIVE WANTED:** To call on architects, designers, builders, and painting contractors with top line of vinyl wallcoverings from Sweden. Commission basis; protected territories. Write or call: Galon Fabrics, Inc., 281 Fifth Ave., New York City, MU 6-7544

**SALES REPRESENTATIVES:** Wanted for highly competitive and fashionable stock line of vinyl upholstery and wall covering fabrics ideally suited for the commercial contract market. Catalogues available. High commission. Many areas still open. Write: Box A-158, CONTRACT.

**OPPORTUNITY FOR SALES REPRESENTATIVES:** Contract Furnishings division. Steady, fully experienced only. Organization with unlimited future. Replies confidential. Send résumé to A. Bronton, c/o Albert Pick Company, Inc. 2447 W. Roosevelt Road, Chicago, Illinois.

## House of Spain, Inc.

NEW YORK—CHICAGO—MADRID



From a group of fabulous  
**SPANISH ANTIQUE REPRODUCTIONS**  
on display at our showrooms

New York: 54 EIGHTH AVENUE  
Chicago: 533 NORTH WELLS ST.

Phone: CH 3-4075  
Phone: 943-6968

For catalog and information — write to  
Home Office: 34 GANSEVOORT ST., N. Y., 10014

Circle No. 75 on product information card

**REPRESENTATIVE WANTED:** Well established contemporary tapery and upholstery firm, catering to architects, interior designers, office furniture dealers and contract departments seeks representatives, with or without showrooms, in Atlanta, Boston, Dallas or Houston, Miami, Philadelphia and Washington, D.C. Write: Box A-156, CONTRACT.

**NE WANTED:** Wholesale fabric showroom—58th St. & 4th Ave., NYC desires to represent fine line of rugs, furniture, wallpapers, lamps or accessories. Write: Box A-157, CONTRACT.

**NE WANTED:** Lamp, furniture, wallpaper or accessory wanted by representative with established wholesale fabric showroom—6th Floor Merchandise Mart, Chicago. Write: Box A-155, CONTRACT.

**BUSINESS OPPORTUNITY:** In Philadelphia (2nd largest market in East) for company or progressive representative—Wholesale showroom (wallpaper, fabric, furniture) decorated and equipped (wings, shelving, office equipment etc.). Prime trade location with line available to qualified party. Replies strictly confidential. Write: Box A-160, CONTRACT.

Circle No. 78 on product information card



# Primitive man had a way with a wall. Civilized Mann has a way with a wall.

For extraordinary wallpapers, unhackneyed paintings, quaint & curious gizmos (and nowhere a cliché) send for the catalogs of

## KARL MANN ASSOCIATES

677 Fifth Avenue, New York 22

Color catalog of 99 paintings on request. Wallpaper sample books \$15 per volume; set of 3, \$35.

**HAASBROCK-  
SONDERGUARD**

**FOR CONTRACT  
spanish  
iron  
leg  
brackets  
for  
tables and  
benches**



**MOROCCO #4** Leg bracket is 14" wide x 14" high, width of strapping 1". Thickness of metal approx. 1/4". Wt. 10 lbs. These brackets are easily screwed to a plywood or directly to the underside of a plastic or wood table top. Two or three brackets could easily hold up a 60" x 18" marble top or an upholstered bench. (Send for free brochure.)

**HAASBROCK-SONDERGUARD** P.O. Box 69764, L.A. 69, Calif.

Circle No. 76 on product information card

**ROLAND WM. JUTRAS**  
NSID, IDI

Director of Design for  
Hotel Corp. of America

**SELECTED PICTURES & FRAMING**

AT  
**J. POCKER**

for the new

**HOTEL AMERICA**

in Hartford, Connecticut

**J. POCKER**

Pictures & Frames

824 Lexington Ave., New York, N.Y. • TE 8-5488

Circle No. 77 on product information card

# ADVERTISERS' DIRECTORY

	Page		Page
Allied Chemical Corp. (Caprolan nylon)	21	Gasser Chair Co. (chairs)	
All State Carpet Service Inc. (carpet installation)	79	General Electric Co. (Textolite division)	
American of Martinsville (furniture)	17	General Tire & Rubber Co. (vinyls)	
American-Saint Gobain Corp. (glass doors, partitions)	61	Gold Bond Mattress Co. (mattresses)	
Armstrong Furniture Co. (furniture)	73	Goshen Mfg. Co. (furniture)	
Artes de Mexico (furniture)	73	Grosfeld House (furniture)	
Baumritter Corp. (furniture)	15	Haasbrock-Sonderguard (urns)	
Beautycraft Furniture Industries, Inc. (furniture)	10	Helikon Furniture Co., Inc. (furniture)	
Berkshire-Hathaway Inc. (fabrics)	65	House of Spain (furniture)	
Bigelow Sanford Carpet Co. (carpeting)	8	Johnson Plastic Tops, Inc. (plastic tops)	
Brown-Jordan Co. (aluminum furniture)	81	A. & M. Karagheusian, Inc. (carpeting)	
Brunswick Corp. (chairs)	32	Kroehler Mfg. Co. (furniture)	
Burke Div., Brunswick Corp. (chairs)	2nd Cover	L. & B. Products Corp. (chairs)	
Callaway Mills (carpeting)	4	La Barge Mirrors, Inc. (mirrors)	
Carroll Chair Co., Inc. (chairs)	54	La France Industries, Inc. (fabrics)	
Charlotte Chair Co. (chairs)	78	James Lees & Sons Co. (carpeting)	
Chicago Hardware Foundry Co. (furniture)	14	Loumac Supply Corp. (ash receivers)	
Collins & Aikman (fabrics)	79	Madison Furniture Industries (furniture)	
Columbia Office Supplies, Inc. (furniture)	70	Karl Mann Associates (accessories)	
Daystrom Inc. (furniture)	80	Marden Manufacturing, Inc. (furniture)	
Excel Mfg. Co. (lamps)	82	McCordi Corp. (vinyl wallcovering)	
Faultless Caster Corp. (casters)	75	Jo Mead Designs (art objects)	
Fibersin Plastics Co. (plastic panels)	3rd Cover	Metwood Hanover (tables)	
Finesse Originals (sculptured wall decors)	86	Michel's Designs, Inc. (wallcoverings)	
Fixtures Mfg. Corp. (chairs)	81	Howard Miller Clock Co. (clocks)	
		Modern Partitions, Inc. (partitions)	
		Molla, Inc. (outdoor furniture)	
		Monarch Furniture Co., Inc. (furniture)	
		Norquist Products, Inc. (folding chairs)	
		Perma-Dry Co., Inc. (fabrics finishing)	
		J. Pocker (pictures & frames)	
		Radio Corporation of America (TV sets)	
		Reale Mirror Mfg. Co., Inc. (mirrors)	
		Richter Artcraft, Inc. (paintings)	
		Frank Scerbo & Sons, Inc. (furniture)	
		Schafer Bros., Inc. (furniture)	
		James Seeman Studios, Inc. (wallcoverings)	
		Shelby Williams Mfg., Inc. (chairs)	
		Simmons Co. (furniture)	
		Stendig Inc. (furniture)	
		Synthetics Finishing Corp. (fabrics finishing)	4th Cov
		Tassell Hardware Co. (hardware)	
		Shirley Tattersfield Associates, Inc. (mural designs)	
		Technoply Div., Technoply Corp. (partitions)	
		Thaibok Fabrics Ltd. (fabrics)	
		Tri-Par Mfg. Co. (chairs)	
		Tropitone Furniture Co., Inc. (furniture)	
		Troy Sunshade Co. (outdoor furniture)	
		U. S. Rubber Co. (Naugahyde)	
		Virco Mfg. Co. (chairs)	
		Sherle Wagner (decorative bathroom fixtures)	
		Walker & Zanger (marble tops & parts)	
		Western Merchandise Mart	
		Lee L. Woodard Sons, Inc. (furniture)	
		Worden Co. (furniture)	



Catalog with over 100 subjects available to the trade.  
Write Dept. C on business letterhead

## **F**INESSE **O**RIGINALS

35-11 9th street, long island city 6, n.y., yellowstone 2-4466

### **WALL SCULPTURE**

- DEEP DIMENSION
- HAND FINISHED
- FIBRE GLASS CONSTRUCTION

Write on business letterhead to Finesse Originals for attractive catalog.

DO NOT CONFUSE WITH ORDINARY LAMINATED PLASTICS



■ FIBERESIN IS A SOLID PLASTIC . . . . THE PERFECT MATERIAL FOR BEAUTIFUL, VIRTUALLY INDESTRUCTIBLE TOPS AND COMPONENT PANELS

fiberesin  
IS **SOLID**

*Of course it's Fiberesin*

DEVELOPED AND PIONEERED BY

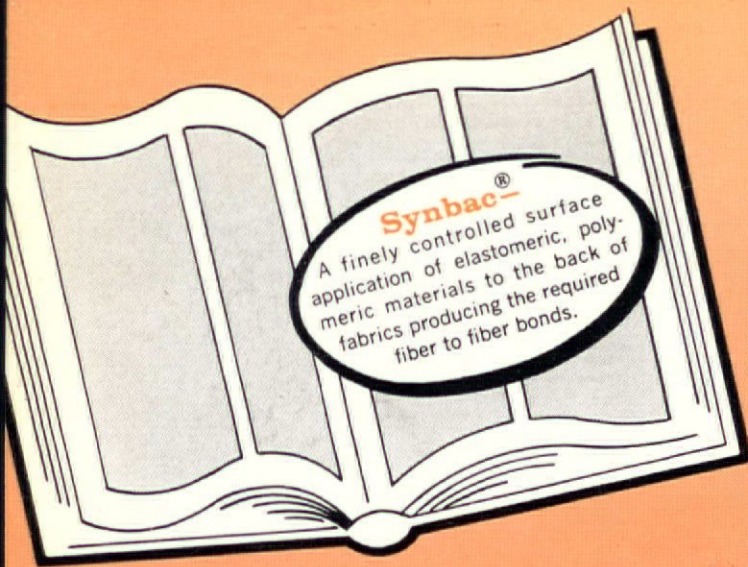


OCONOMOWOC, WISCONSIN

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

Protect your investment  
in Contract Furniture —  
**SPECIFY FIBERESIN**

Circle No. 79 on product information card



# new word for versatility in fabric finishing ...

**SYNBAC®**— Provides a broad area of "end use" potential. Every Synbac modification gives your fabric these welcome properties: improved ravel-resistance, improved seam strength, better "hand", improved curl resistance, easier cutting because of improved weave stability, increased abrasion resistance, and prevention of yarn slippage. All these without change in texture or color. Odorless.



## SYNBAC FABRIC BACKINGS PROVIDE A MULTIPLICITY OF USES FOR ALMOST ANY FABRIC

Specification	Application
<b>SPRAY BACKINGS</b>	
SYNBAC BA*	A general purpose backing especially suitable for matelasses, brocatelles, and other fabrics with irregular surfaces.
SYNBAC CBA*	Same as above without framing to provide maximum relaxation.
SYNBAC SA*	For fabrics containing temperature sensitive fibers. Excellent for canes and speaker grill cloths.
<b>ROLLER BACKINGS</b>	
SYNBAC RGW	A backing designed for fabrics containing bulky, textured yarns. Provides excellent binding qualities and dimensional stability.
SYNBAC RR	Developed for specialty fabrics such as shoe linings, shade cloth and handbags.
SYNBAC RA	For luggage, handbags and automotive seat covers.
<b>KNIFE BACKINGS</b>	
SYNBAC KA*	Designed for automotive body cloth, institutional fabrics and other fabrics requiring maximum binding properties.
SYNBAC FA	A unique backing for furniture upholstery, providing good binding power with a soft hand.
SYNBAC FR**	Effective on fabrics with open constructions requiring a higher degree of opacity.
SYNBAC KN	A special upholstery backing with flame extinguishing properties to satisfy FAA Aircraft Specifications.
SYNBAC WP	A new backing that makes a wide variety of fabrics usable as wall coverings.
<b>ROTOPRINT BACKING</b>	
SYNBAC TK	A backing developed for fine, delicate fabrics such as silks, satins, shantung and other hard to handle constructions.

\*Available in five weights  
\*\*Available in tan, white and black

All of the above may be combined with other finishes such as **Scotchgard®** for other desired effects. YOU CAN RELY ON AMERICA'S OLDEST AND MOST EXPERIENCED CUSTOM FINISHERS.



### SERVICE FOREMOST

Meticulous handling of your order combined with absolute quality controls . . . to make maximum satisfaction ordinary and outstanding service usual! Entrust your next finishing job to us . . . you'll find it a refreshing experience!

**SYNTHETICS FINISHING CORP.**  
462-70 N. 8th St., Philadelphia 23, Pa. • MArket 7-8282

Registered T.M. of Synthetic Finishing Corp.



MAIL COUPON FOR FREE FILE CATALOG

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

**SYNTHETIC**  
FINISHING CORPORATION

Circle No. 80 on product information card