

CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL FURNISHINGS • OCT 1966



NATIONAL HOTEL-MOTEL EXPOSITION

Announcing... THE LOEW'S HOTELS

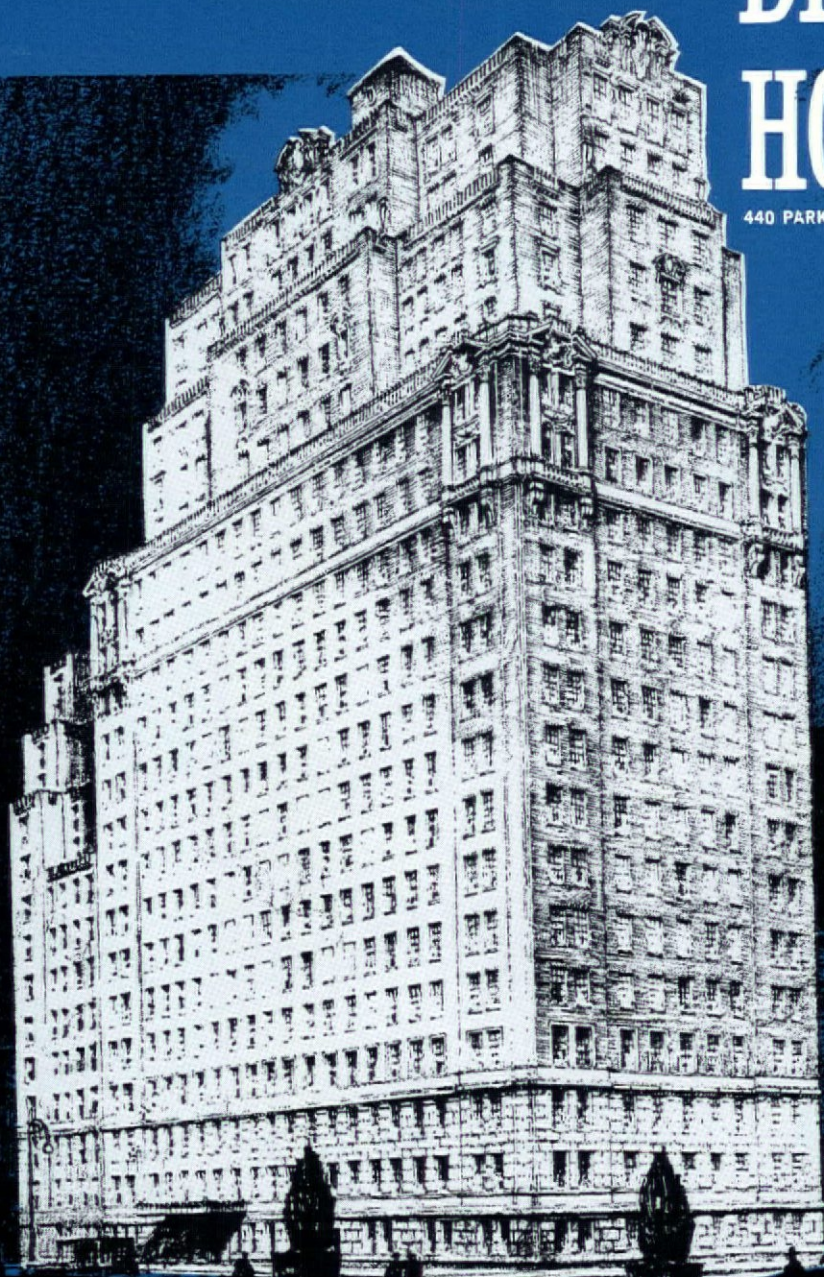
selects American-Standard Metropolitan air-conditioners

FOR THE

The world renowned

DRAKE HOTEL

440 PARK AVENUE, 56th RUE NEW YORK CITY



The Loew's Hotels which recently acquired the Drake Hotel on fashionable Park Avenue has initiated an extensive modernization program for this well-known hostelry. Included in these plans is a program to air condition each of the 482 guest rooms, using American-Standard Metropolitan through-the-wall air conditioners; thus assuring the discriminating guests of the ultimate in year-round cooling and heating comfort.

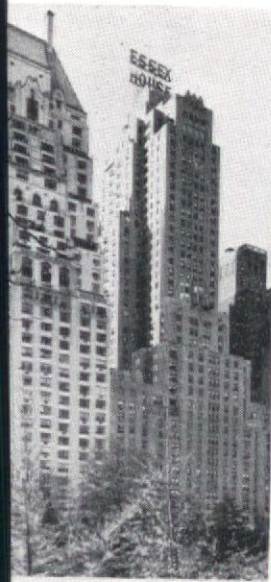
H. B. HAMILTON COMPANY, INC., 103 PARK AVENUE • NEW YORK, N. Y. 10017 • OR 9-4111

AMERICAN-Standard



METROPOLITAN®
AIR CONDITIONERS

selected by owners of world famous hotels and motels
by designers for cooperative apartments



ESSEX HOUSE (LEFT)
ESSEX HOUSE (RIGHT)



WARWICK HOTEL



SHERRY-NETHERLANDS (LEFT)
SAVOY-HILTON (RIGHT)



WALDORF-ASTORIA

METROPOLITAN — A New Dimension in Air Conditioning and

American-Standard Metropolitan through-the-wall air conditioner is designed to grace the most elegant and luxurious residential building, such as hotels, and cooperative apartment buildings. It is also being selected for offices, too. It can be installed in a room at a time... or in a room at a time...



Park Lane living room look - Waldorf-Astoria

Heating and cooling sections are separate components. The heating section is complete with all necessary controls for both heating and cooling and can be installed first. At any time — when the budget allows — the cooling section can be installed with ease. A built-in receptacle makes electric connection simple.

Over 10,000 American-Standard through-the-wall air conditioning installations have been made in the Metropolitan New York area alone during the past years; proof indeed of its acceptance by hotel owners; cooperative apartment owners, designers, architects and engineers. Only the Metropolitan has these outstanding features.

Only METROPOLITAN has these outstanding features:

Designed by Walter Dorwin Teague Associates • Slim-line design — with a diagonal side line and sloping top • The bottom of the cabinet is cut back 3/4" to accommodate wall to wall carpeting. It extends only

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 - River House, N. Y. C.
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Tom Lee . . . of Tom Lee Ltd., N.Y., one of the top ten interior designers in the country, came up with this guest room chair for New York's new Doral Hotel . . . latest of a great many important installations for which Mr. Lee chose the touch of Terson. **Specified Terson** — for many solid reasons. TAILORABILITY: excellent. Cuts, tacks, shapes, sews easily, without splitting. Stretches without tearing. MAINTENANCE: scuffs, stains wipe clean with touch of damp sponge; ideal for institutional and commercial installations. PATTERNS: dozens, to complement any design. COLORS: wide range of handsome stock, or custom colors. FOR INFORMATION: write Athol Manufacturing Company, a division of Plymouth Cordage Industries, 366 Madison Avenue, New York, New York, 10017, or Butner, North Carolina.



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The Cover

Cocktail Lounge from Designs for Dining, a feature of next month's hotel show, is one of a quartet of settings that were created by Everett Brown. Cover design by Bert Lester.

CONTRACT

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COMING IN CONTRACT

NOVEMBER—Fabrics for the contract market, including a photo round-up of new lines; Restaurants, a review of new work completed within recent months.

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

JANUARY—3rd Annual Directory Issue—complete classified listings of products, services, and manufacturing sources in the contract furnishings field.

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REASONS?

1. 2. 3. 4. 5. 6. 7. 8.



Kermac Building, Oklahoma City
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Fiberglas Fabric: "Golden Gate," 16,000 yards
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Tennessee Gas Transmission Bldg., Houston
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Fiberglas Fabric: "Aurora," 63,000 yards
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1 HIGHLY EFFICIENT INSULATION PROPERTIES.

In studies of solar heat transfer, tests prove Fiberglas Architectural Fabrics capable of significantly reducing heat gain through windows.

2 SUBSTANTIALLY LOWER AIR-CONDITIONING COSTS.

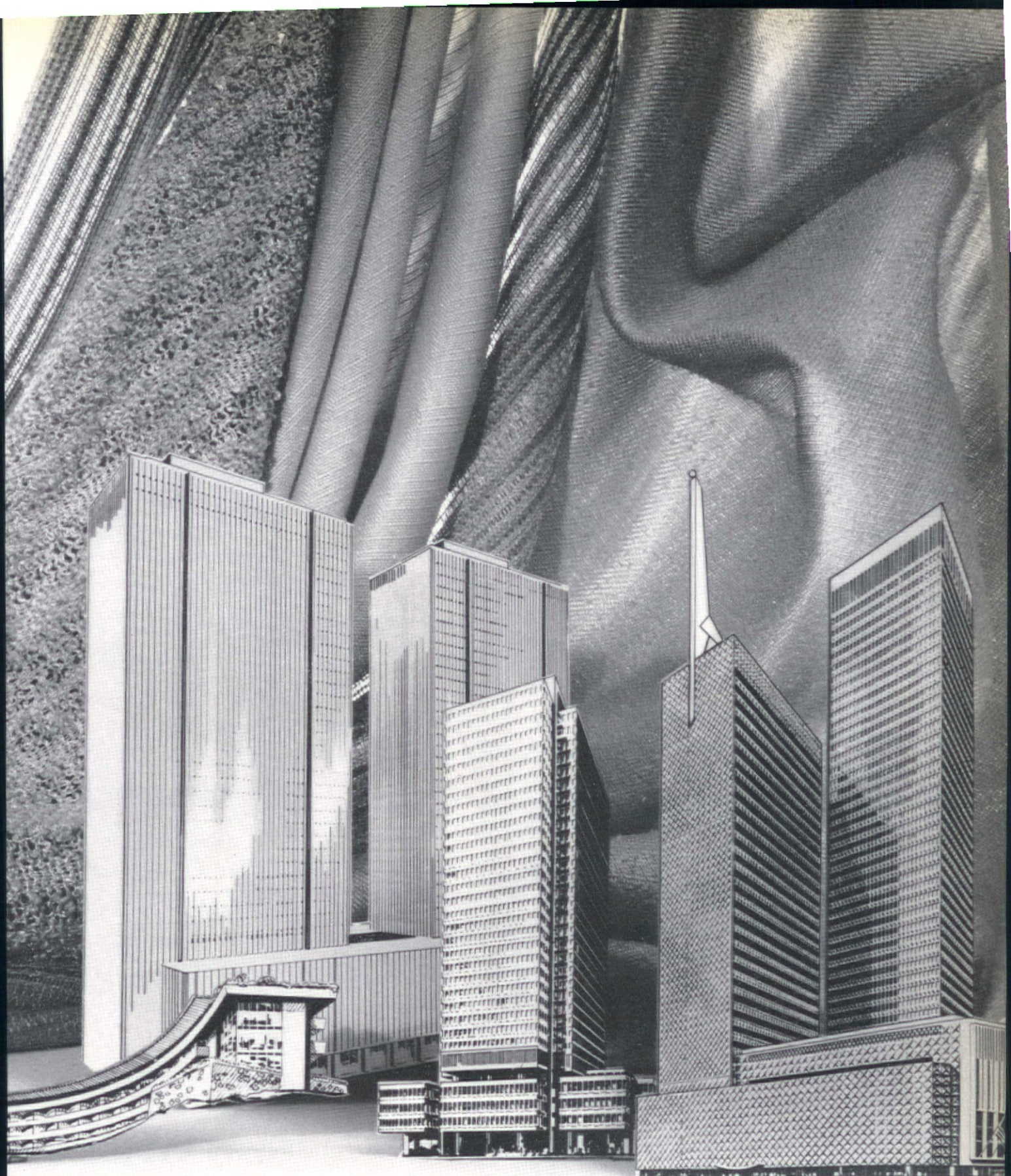
Because of their ability to reduce window-heat gain, many architects and engineers have made Fiberglas Architectural Fabrics a basic specification in their over-all planning.

3 SHARPLY CUT MAINTENANCE COSTS.

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 Architect: Bozalis Dickinson & Roloff
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860. 866. 870 United Nations Plaza, New York
 Architect: Harrison & Abramovitz
 Fiberglass Fabric: "Plaza Bouclé," 66,000 yards
 Supplied by: Bonnie Looms, New York

The new State Street Bank Building, Boston
 Architects-Engineers: Pearl Street Associates
 Fiberglass Fabric: "Coronet-Beta," 38,000 yards
 Supplied by: Rosco Products Inc., Boston

Republic National Bank & Towers, Dallas
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6 EXCELLENT SOUND-ABSORBING QUALITIES.
 And these are sound-absorbing qualities that are far superior to sound-reflecting hard blinds, resulting in a lower noise level in any space.

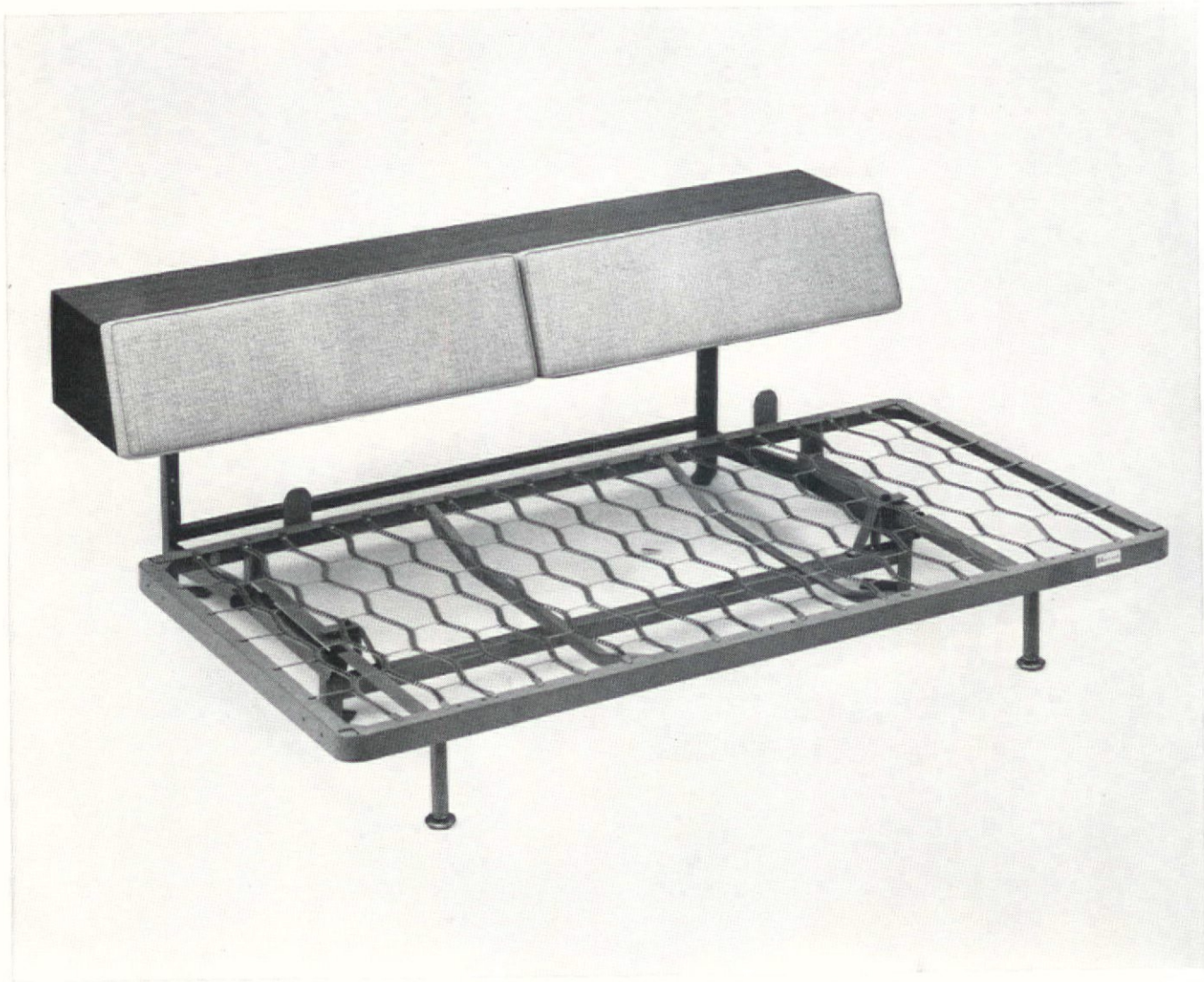
7 OFFER VISUAL APPEAL OF MORE FINISHED INTERIOR.
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8 DESIGN-UNIFORMITY FOR A RICHER-LOOKING EXTERIOR.
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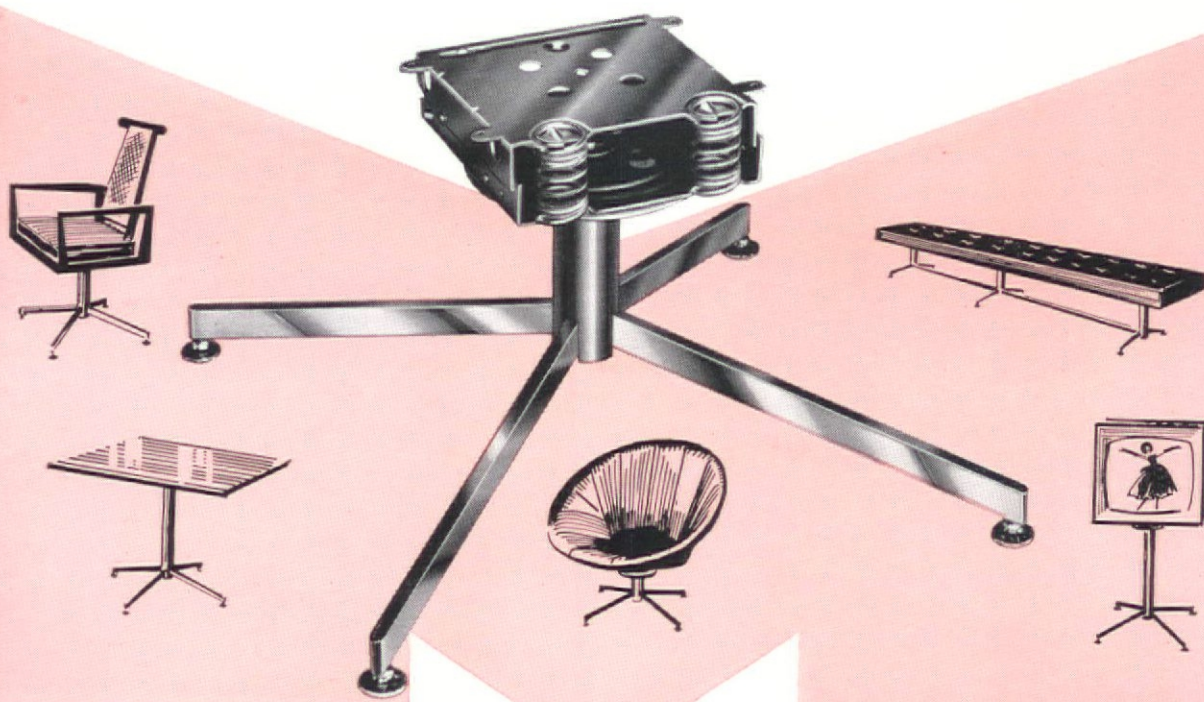
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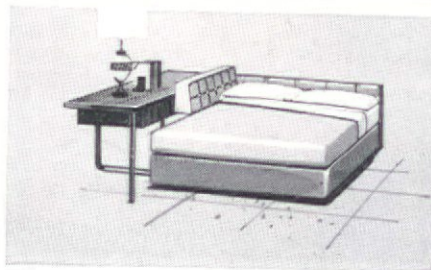
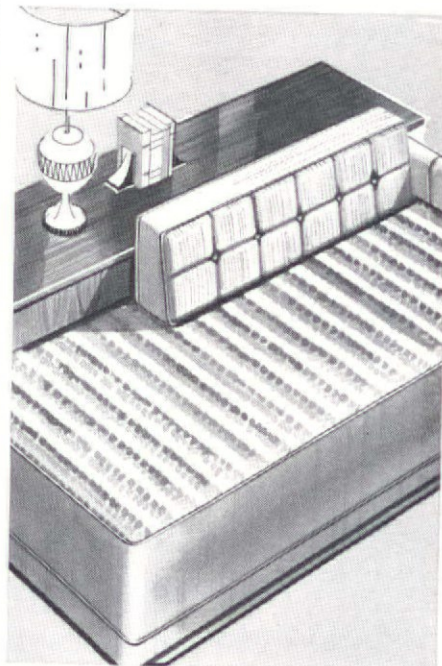
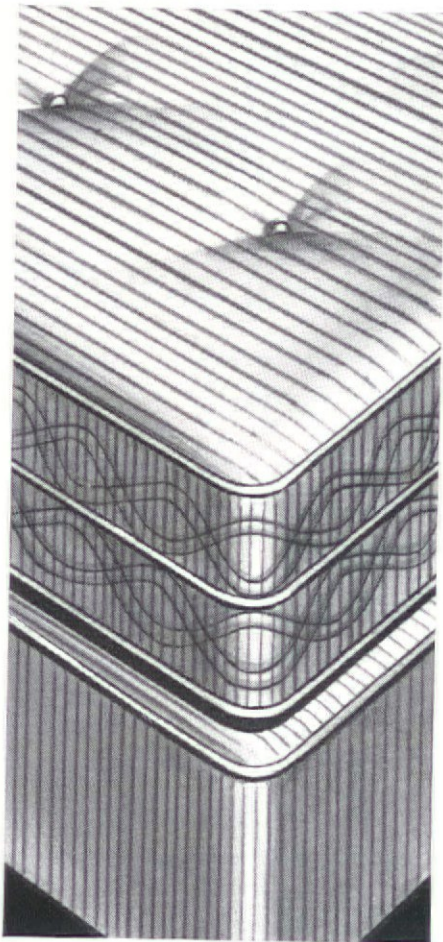
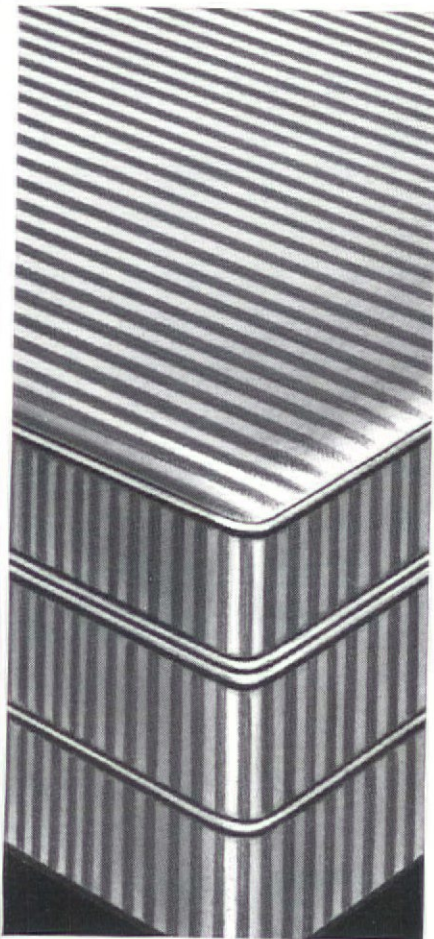
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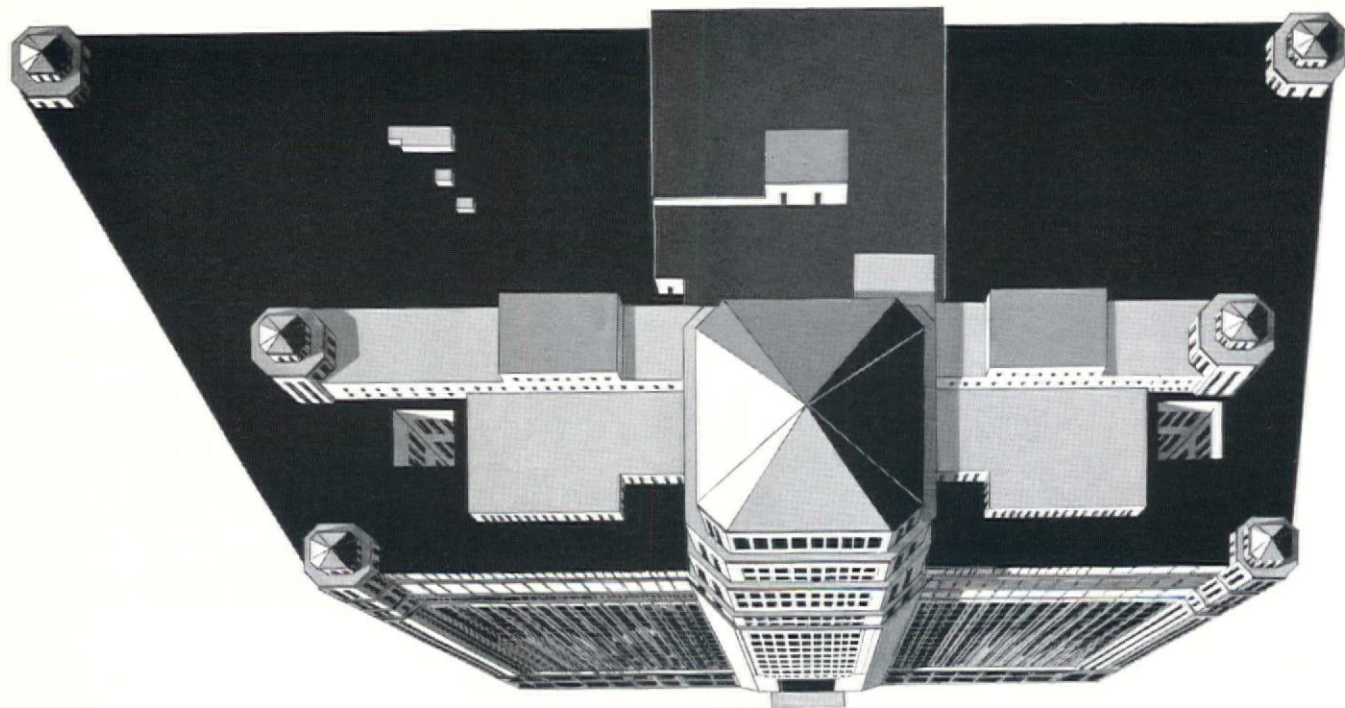


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
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OUR WASHINGTON REPORT:

- Federal programs a boon to industry
- Congress extends hospital aid program
- Federal bids and awards

No matter how volume in the contract furniture and furnishings industry is affected by trends in the general economy, it confronts one certainty: In one area of growing potential after another the federal government is a positive influence for more business. This is true in such fields as education; institutions for the handicapped, aged, and ill; governmental building of office structures and hospitals. Even where actions have not been taken in this year's session of Congress, the trend seems unmistakable—unless an entirely different direction in legislative and executive sectors is steered after the November elections, and exercised in January.

Close to 42 million pupils may be enrolled in public elementary and secondary schools this fall, and another 7 million in non-public schools. A year ago, the figures were 40.2 million, an increase of 1.5 million in the year, in public schools, and 6.7 million in non-public schools. Enrollments in high schools are now increasing at a greater rate than in elementary schools, because of the many post-war babies now of high school age. And with this comes increased pressure for federal aid to education.

The federal program of direct loans for college dormitories and hospital residence halls continues with no let-up. Prospects are for some expansion in this program in 1965. A move was made as the Senate considered its housing bill this summer to include movable fixtures and furnishings in the loans, but nothing came of this. Educators are likely to push for this feature again next year.

This is one of the most popular federal activities with legislators—and when you see that over 50 million Americans between the ages of 5 and 34 were enrolled in schools last fall, and consider the number of their relatives, you know there's a reason. The pressures exist for more federal

activity—the Department of Health, Education and Welfare estimates a shortage of 124,300 public school classrooms as of the start of the last school year, up over 20,000 from the year before—and growing.

This all gets to be big business—as witness recent college housing loans, which mean volume for you as they get built: Oklahoma State U., Stillwater, \$1.4 million. U. of Santa Clara, Cal., \$2.9 million. U. of Cal., Davis, \$3 million. Southern Illinois U., Carbondale, \$5.1 million. Temple U., Ambler, Pa., \$2.1 million. Ball State Teachers College, Muncie, Ind., \$5.8 million. College of Holy Cross, Worcester, Mass., \$2.3 million. Wisconsin State College System, \$12.3 million for 12 residence halls, 3 food service buildings at 7 colleges.

Hospitals and nursing homes

Congress has just extended for five years its program of aid for hospital construction. For the first time, the Hill-Burton act is amended to make specific provision also for modernization and renovation of hospitals and health facilities. \$840 million is authorized for these purposes. For the construction of long-term-care facilities—nursing homes and chronic disease hospitals—\$350 million is authorized for the five years, fiscal 1965-69. Another \$100 million is approved for diagnostic or treatment centers, and \$50 million for rehabilitation facilities. The program so far has aided construction of over 300,000 beds, and 2,000 health facilities.

State agencies report the nation still needs 133,000 more new general hospital beds, with 13,000 more required yearly to keep up with the annual increase in population. More than 500,000 additional long-term-care beds are required.

Congress separately has approved insurance of nonprofit nursing homes under the Federal Hous-

(Continued on page 23)

Circle No. 15 on product information card
Following pages: Simmons—Circle
U. S. Rubber—Circle

See how Joanna's shade and shutter combinations change windows from drab...to dramatic. (Interior designer Richard Himmel A.I.D.: Architects, A. Epstein & Sons, Inc.)



JOANNA SETS THE SCENE

for your "Rooms
of Tomorrow"

Every room says welcome when you mix, match or blend Joanna shades with your decor. Choose from our complete collection window coverings specifically designed for function and fashion for your "rooms of tomorrow." Shades and toppers, in any style, ture, pattern and color change windows to exciting and rooms to inviting! Shade and shutter combinations, too, are styled for y customers' satisfaction—all are easy to clean...easy to keep clean. Select from our versatile stock line, or for special window tr ments (like the "bottoms-up" shades), visit our "custom-corner." See Joanna at the National Hotel Exposition in the "Room Tomorrow" and booth 4103. For details write Joanna Western Mills Co., Contract Dept., 22nd & Jefferson Sts., Chicago, Illinois 606



Pick a theme (like this 3-strip trim on our bottoms-up shades) to co-ordinate your furnishings for an "ensemble-effect."



COLORFUL, COMFORTABLE, CAREFREE



SIMMONS

CONTRACT DIVISION • MERCHANDISE MART • CHICAGO 54, ILLINOIS

INTERIOR DESIGNER, RICHARD HIMMEL, A.I.D.
ARCHITECTS, A. EPSTEIN & SONS, INCORPORATED.

"Himmel House" shows you how easily Simmons can create a personalized look for all your guest rooms. From the lavish Executive Suite to the efficient Air Wait Room, all the furniture shown here is cheerful, comfortable, colorful—and completely functional. A good example: the Beautyrest Adjustable beds with printed headboards and boxsprings of Naugahyde.[®] Everything is designed to please the eye, and to give maximum service with minimum care. No question, when it comes to catering to the wants of tired travelers, Simmons can give you all the help you need.

See Simmons at the National Hotel Exposition in the "Room of Tomorrow" and Booth 2164-6

The Sample Room, designed to serve as both office and bedroom, is a salesman's dream come true. Horizontal Wall-A-Bed[®] with Beautyrest mattress and Naugahyde covered boxspring fits into a custom designed case only 18 inches deep.

The Air Wait Room provides a friendly and welcome respite for the between-planes traveler. Vertical Wall-A-Bed with Beautyrest mattress and Naugahyde covered boxspring is cased in Aurora Slate Parkwood to match the Vivant Pole furniture. The Naugahyde upholstered chair and ottoman were specially designed for Himmel House.

The Family Room features Simmons' Continental Hidden A-Bed[®]... a handsome, comfortable sofa bed by day, luxurious, roomy bed for two by night. The handsome and practical Vivant Pole furniture is Parkwood in mellow rosewood grain.





... THE 1965 "ROOM OF TOMORROW"

Decor '64, the newest self-expanded Royal Naugahyde,[®] is every decorator's delight. The only vinyl upholstery available in a complete spectrum of 64 chromatically scaled colors. Decor '64 makes it possible to carry any personalized color scheme throughout your inn. Like all the hundreds of Naugahyde patterns, Decor '64 is soap-and-water washable, amazingly durable—and at its best, of course, over the luxurious comfort of Koylon[®] latex foam cushioning. To see how beautifully Decor '64 can fit into your plans, send for complete color swatch brochure to the address at right.

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

UNIROYAL

U.S. RUBBER

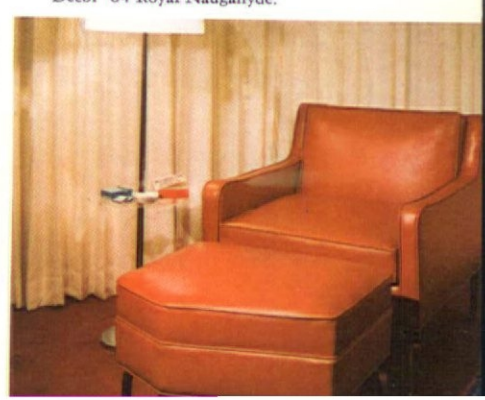
Coated Fabrics and
Koylon Seating Department
Mishawaka, Indiana. In Canada:
Dominion Rubber Company, Ltd.



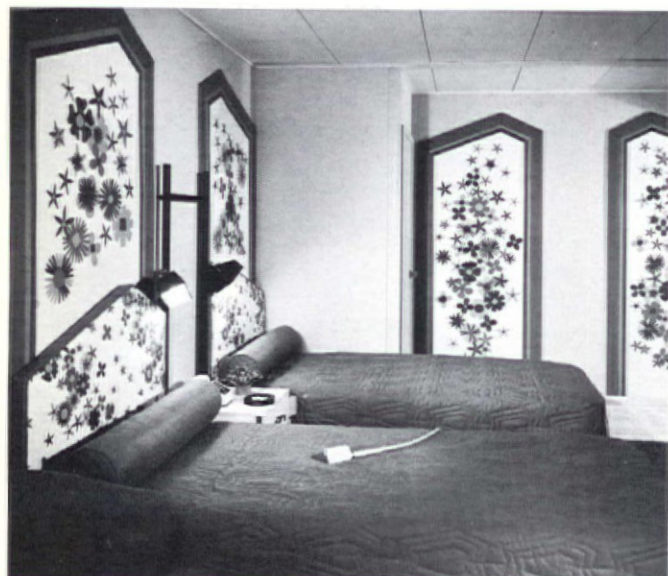
Exclusive U.S. Raval[®] upholstery process, used on se shell chairs in the Family Room, eliminates all seams and welts, makes for flawless shaping. Matched a divider screen made of woven strips of Decor '64 Empire and Citrus green.

A dramatic example of how Naugahyde can be custom-styled! This dramatic and colorful sofa is Decor '64, printed, quilted, and applied with the personalized colors of Himmel House. It matches the headboards in the bedroom of the Executive Suite. Superbly comfortable because it's cushioned with Koylon foam.

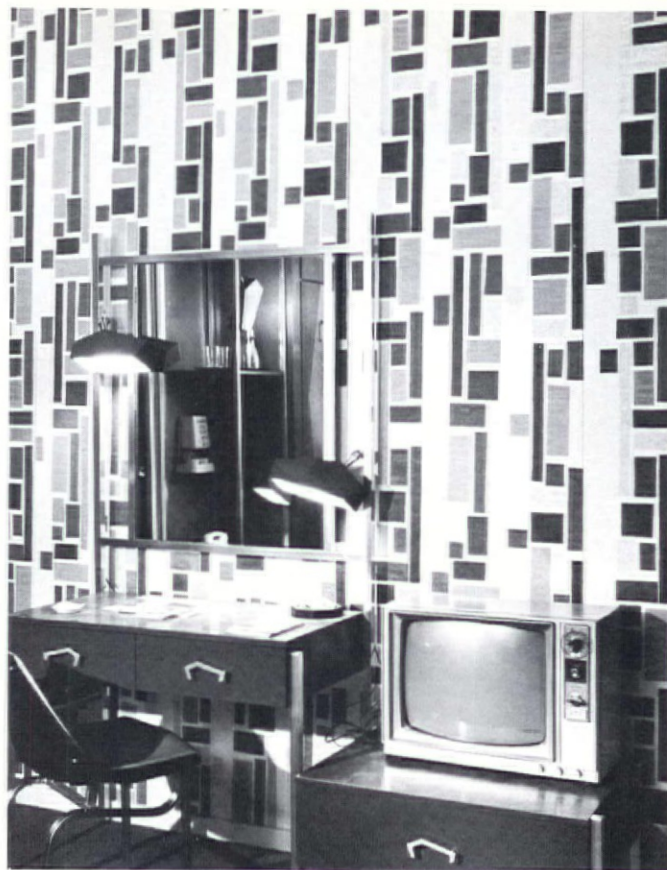
Chair and ottoman, specially designed by Simmons, is the epitome of colorful comfort. Cushioned with the soft, bright beauty of Bittersweet Decor '64 Royal Naugahyde.



The wallcovering
of tomorrow
is here today...

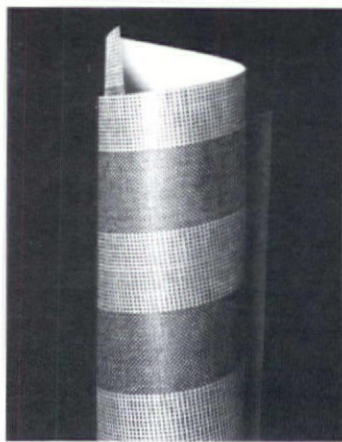


Stockwell's contemporary floral "Rhapsody" has been printed on a white (V200-1) Vanaweve ground for the Executive Suite.



Stockwell's custom pattern "Opus III" has been printed on a textured white Vanaweve (V220-1) for the Air Wait Room.

it's Vanaweve



Compare Vanaweve* with other wall coverings. It's actually a fabric — woven from Dow Chemical Company's Rovana†. It's highly decorative, as attractive as grass-cloth, yet available in bold patterns and many colors. It's durable, and as easy to maintain as vinyl. Fire-resistant and colorfast. Stain and scuff-resistant — to keep upkeep costs down.

Designed for function as well as beauty, flexible Vanaweve can be printed on and used as a decorative accent or used as a practical

background texture. See the imaginative ways Richard Himmel, AID, utilized Vanaweve in creating the Room of Tomorrow, architecturally designed by A. Epstein and Sons, Inc.

For the portfolio of VANAWEVE samples, send \$1.00 to Stockwell, Department RT, P. O. Box 75205, Sanford Station, Los Angeles, Calif.

Or contact these Vanaweve distributors in your area for a beautiful sample book:

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Stockwell
WALLCOVERINGS

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†Rovana is the registered trademark of Dow Chemical Co.



OUR WASHINGTON REPORT

CONTINUED FROM P. 18

ing Administration's Sec. 232 program, limited until now to for-profit nursing homes.

The federal government itself operates more than 500 hospitals with more than 183,000 beds. The seven federal agencies which operate hospitals plan from 85 to 100 construction projects each year at a cost from \$125 to \$150 million—new hospitals ranging from 35 to more than a thousand beds.

Invitations to opportunity

One important distinction to federal business—it is all above-board, open to view—if you know where to be and where to look. While it's true experience talks, here as elsewhere—the firm that's landed a contract may be on its way to amortizing its start-up costs, particularly for special production items—the newcomer is just as welcome to take the plunge and see what all the dollar-waving is about.

Here are some recent invitations to bid, now closed, which we've culled to give you an idea of what is being sought—and what other firms are landing in contract furniture and furnishings:

General Services Administration, Denver—Up-

holstered steel furniture and metal tables, 73 units. Vinyl-covered folding steel chairs and tables, 1,701 units. Steel letter-size filing cabinets, 400 each. Dormitory beds with adjustable headrest, 200 each.

Defense General Supply Center, Richmond, Va.—Field desks, 127 each; 1,785 each.

Post Office Department, Washington—Wood lobby desks, 1,360 each. Folding tables, 295 each. Furniture items, 3,700 each. Wood screen partitions, 1,553 each.

George Air Force Base, Cal.—Furnish and install draperies, 160 pair and 290 pair.

Altus Air Force Base, Cal.—Vinyl carpeting, U.S. Rubber Co. 2,402 or equal, 1,256 sq. yds.

New Orleans Army Terminal, Panama Canal Co.—Seat and desk units.

GSA, Washington—Table and floor lamps, 1,869 each. Table lamps, 529 each. Table lamps, 275 each. Reception room metal furniture, 264 each. Correlated groups of Danish modern wood household furniture, 1,200 each. Traditional style wood bedroom furniture, 2,646 each. Steel military wardrobes, indefinite quantity, Jan. 1, 1965 through Dec. 31, 1965. Steel folding chairs, indef. quantity, Jan. 1, 1965 through Dec. 31, 1965. Executive office type desk lights, 1,810 each. Metal and wood quarters furniture, 1,071 each.

(Continued on page 24)

HANDSOME and HARDY

INDOORS — OUTDOORS

Hospitality by GOSHEN



Goshen, leader in the field of fine, leisure furniture for 73 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

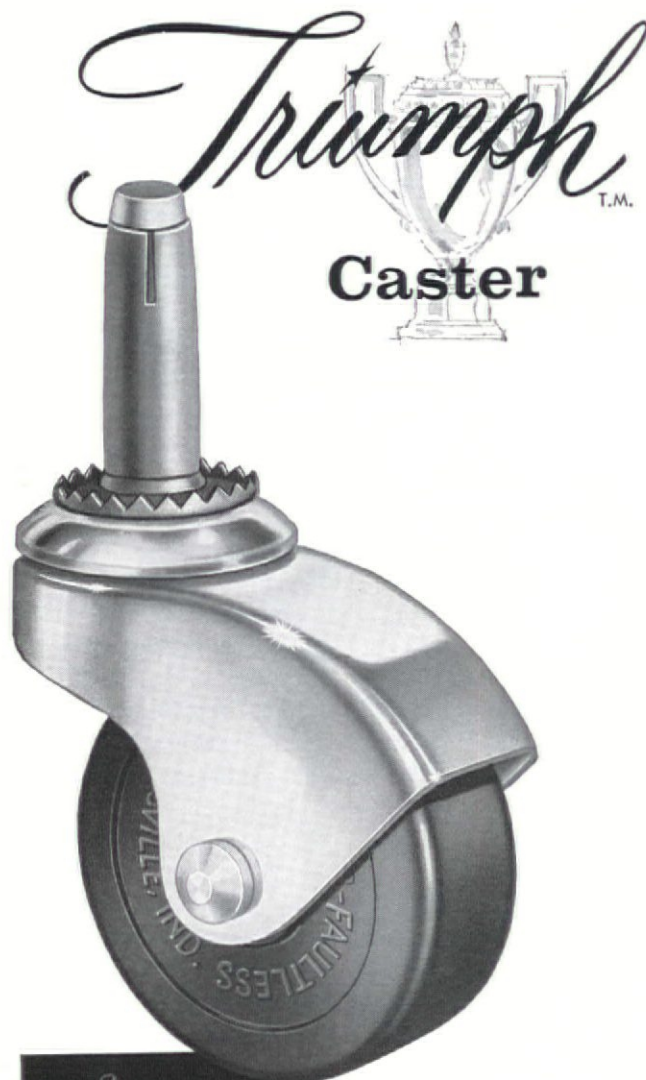
GOSHEN

MANUFACTURING COMPANY, GOSHEN, INDIANA 46526

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The NEW Faultless



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



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 Evansville, 7, Indiana

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

Circle No. 20 on product information card

OUR WASHINGTON REPORT

CONTINUED FROM P. 23

Metal kitchen tables, 100 each. Rugs and rug cushions, 4,741 each.

GSA, San Francisco—Lamp shades. Rugs and rug cushion. Upholstered and semi-upholstered foam rubber cushions.

GSA, Seattle—Table lamps. Flat-top double desks, 39 each. Wood and upholstered quarters furniture.

GSA, Kansas City—Cocoa floor mats. Desks. Cotton rugs.

Maritime Administration, New York — Mess hall dining tables, 40 each.

Award announcements

As surely as September and fall follow August and summer, so federal awards follow the many federal invitations to bid. Among the recently announced awards in contract furniture and furnishings were these:

General Services Administration, Seattle — Floor coverings, indef. quantity, Aug. 1 through July 31, 1965, Apache Flooring Co., Scottsdale, Ariz.

GSA, Washington—Unitized wood furniture various, \$32,114, Lycoming Furniture Industries Inc., Williamsport, Pa. Traditional and modern household furniture, indef. quantity, Oct. 1 through Sept. 30, 1965, Barton Furniture Co. Grandville, Mich.; Basic-Witz Furniture Industries, Waynesboro, Va.; Hickory Chair Co., Washington; Taylor-Jamestown Corp., Jamestown, N.Y.; Thomasville Cabinet Works, Thomasville, N.C.; Weaver Mirror Co., Rocky Mount, Va.

Table and floor lamps, 3,599 each, \$43,178, Mutual Sunset Lamp Mfg. Co., New York; 644 each, \$7,792 each, Phil-Mar Corp., Cleveland. Wood living room tables, desks, and bookcases, 1509 each, \$54,285, Joerns Furniture Co., Stevens Point, Wis. Upholstered wood living room furniture, 156 each, \$57,859, Paoli Chair Co., Paoli, Ind. Kitchen and dinette furniture, 325 each, \$3,640, Chromcraft Corp., St. Louis, Mo.

Linoleum, 8,800 sq. yds., \$21,032, Congoleum Nairn, Inc., Kearny, N.J. Dinette table and chair, 4,515 each, \$66,962, Chromcraft Corp., St. Louis, Mo. (C)

OUR NEW ADDRESS

CONTRACT Magazine is now located in new and larger quarters at 7 East 43rd Street, New York, New York 10017. Telephone: Murray Hill 7-3344. All correspondence relating to editorial, advertising, and circulation should be sent to this new address.

LEADING INTERIOR DESIGNERS IN THE CONTRACT FIELD USE

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COMPLETE SERVICE

"Chairmasters' products are specified by our firm because of their careful attention to fine details required in top quality projects," states Everett Brown, FAID.



EVERETT BROWN, FAID

Everett Brown, FAID, directs Everett Brown Associates, of New York and San Francisco, a nationally recognized interior design organization whose credits include projects for leading hotels, restaurants and clubs, as well as product design and styling. His company has created the 1964 edition of *DESIGNS FOR DINING*, to be premiered at the National Hotel & Motel Exposition, November 9-12, New York Coliseum.



17th CENTURY TAVERN

Inspired by the early colonial period in America, the design simulates the public ale and wine houses that were popular eating places at that time. Chairmasters has been specified exclusively for all chairs, bars, stools, banquettes, counters, wall treatments and service carts throughout *DESIGNS FOR DINING*.

Visit our Booth #2085, National Hotel & Motel Exposition, November 9-12, New York Coliseum.

Write for catalog and details on Chairmasters complete service.

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manufacturers of fine furniture designed for dining

CHAIRS

TABLES

BANQUETTES

BOOTHS

BARS

STOOLS

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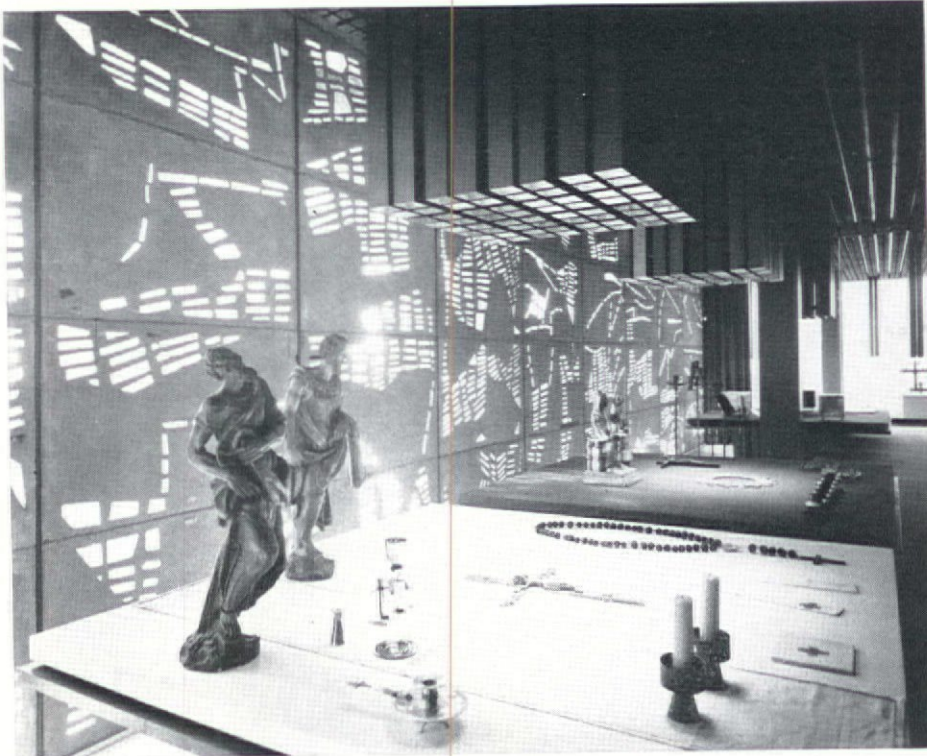


Chair No. 3280, upholstered spring seat, upholstered back, carved frame. Available in a wide selection of wood finishes and upholstery coverings.

CONTRACT BUSINESS: NOTES & COMMENTS

Spain's Fair lighting

Amid the oft-repeated cries that there is too much "commercialism" in design and architecture at the New York World's Fair, many of the smaller, finer design elements sometimes tend to go unnoticed. One of those lost in the verbal shuffle is the Pavilion of Spain, which features a new, custom-designed lighting system. The system was conceived by the Pavilion's architect Javier Carvajal of Spain, who worked closely with Kelly & Gruzen, consulting architect, and Joseph Loring, mechanical-electrical engineer. Lightolier was awarded the assignment of translating the idea and plan into the finished product. Constructed of extruded aluminum anodized in an architectural bronze finish, the lighting system is actually a series of tubular forms (see cuts), each housing a small reflector bulb recessed near the bottom. The tubes are clustered in combinations of four, further grouped into larger clusters of 16, 24, 32, and 64 tubes. Individually, the columnar lighting structures appear as extensions of the wood block ceiling pattern prevalent throughout the Pavilion and finished in the same bronze tones.



The columns of light appear to grow out of the ceiling, extending down to the exhibit areas. Where acrylic cases are used

to house display objects, the columns of light are actually recessed down and into
(Continued on page 28)

Let your imagination go...



There's no limit to what you can do with Johnson Plastic Table Tops, Johnson Bases and a little imagination.



Match the base design to the top for just the RIGHT combination to fit your specifications. Unlimited choice of top designs and base styles to work with.



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**so you can feel why
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Fiber Marketing Dept., 261 Madison Avenue, New York 16, N. Y.

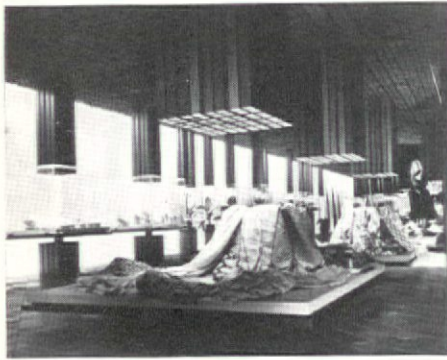
CAPROLAN NYLON by



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CONTRACT BUSINESS: NOTES & COMMENTS

the cases themselves. In addition, the case pedestals are extensions of the tubular forms; thus the eye sees a continuous line from ceiling to floor, broken only by an illuminated display which appears to float



near the base. The interior arrangement of the light columns and their proximity to the exhibits serve three purposes: they establish the traffic pattern; flood the displays with abundant light; provide enough "spill light" to augment the general illumination. Lightolier is now further developing the concept for applications within standard ceiling structures.

REB issues N.Y. office construction report

Including buildings now under construction and those for which plans have been

filed, the total number of office structures built in New York City since World War II is now 197, with 69,781,000 square feet of rentable space. The summary, drawn from a report just issued by the Real Estate Board of New York, notes that 12 new buildings are being completed this year, seven are scheduled for occupancy in 1965, and two will be ready in 1966.

Supply is barely keeping up with demand, according to the report, despite the almost continuous construction of new space (plus extensive modernization of older buildings). Vacancy rate above ground level is 1.1 percent as of May 1, 1964, compared with a rate of 3.6 percent on the same date last year. Out of 40,492,369 square feet of rentable space in 109 postwar Manhattan structures covered by the report, only 479,066 square feet were vacant.

Of the borough's 1,149 prewar office buildings, 251 were surveyed this year and found to have a 3.6 percent vacancy rate above ground level compared with last year's rate of 4.7 percent for 383 structures sampled. The total amount of space in the 1964 study was 95,390,645 square feet, of which 3,364,519 were empty.

The lowest above-grade vacancy rate of 0.8 percent was in the East Side district,

between 50th and 62nd Streets. The highest rate, 8.5 percent, was in the City Hall area. In the East Side district, there were only 158,225 square feet reported out of 18,935,000. Around City Hall, 400,304 out of 4,705,967 square feet were reported empty. The survey covered only office space on the rental market, excluding that occupied by building owners.

In announcing the results of the survey, board president James D. Landauer noted that plans had been made but not yet filed for a number of large projects that will swell the amount of Manhattan's new rentable office space to 90 million square feet in a few years.

The projects include the World Trade Center, with 10 million square feet; the Civic Center, with several million, the New York Stock Exchange, for which plans have not yet been announced; the 40-story building at 140 Broadway, with 900,000 square feet; the 40-story General Motors Corp. building at Fifth Avenue and 59th Street, with one million; the William Kaufman Organization's 38-story building at Madison Avenue and 50th Street, with 700,000, and a new office building of undetermined height and size to be built by Fisher Bros. on the Park Lane Hotel site.

(Continued on page 30)

Circle No. 24 on product information card

exciting **CHF** designs

One of new CHF bases (984) and chair by Denzler Dresser Design

Custom Designing
CHICAGO
HARDWARE
FOUNDRY CO.
No. Chicago, Ill.



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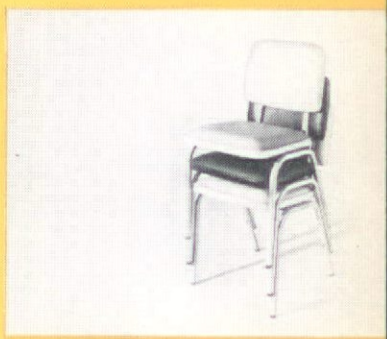
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ANDANTE TRI-WAY UNIT



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VIKO PUBLIC SEATING

CONTRACT BUSINESS: NOTES & COMMENTS

"On the conservative side of \$30 per square foot of construction cost," Mr. Landauer said, "this represents \$121,500,000 every year in city real estate taxes."

Miller clock in Museum collection

A built-in wall clock designed by George Nelson for the Howard Miller Clock Co. has been selected by the Museum of Modern Art, New York City, for its permanent design collection. The international collection, which includes the Miller clock, contains furniture, useful objects, and graphic and architectural designs, selected by the Museum's architectural and design com-

mittee on the basis of quality and historical significance.

Drake undergoes face-lifting

The 678-room Drake Hotel in New York City is now getting a \$2 million face-lifting and modernization. Every room and suite in the original 500-accommodation will undergo extensive renovation, all by Ellen L. McCluskey. Exterior will also be rejuvenated; the present air-conditioning units protruding from windows will be replaced by through-the-wall American-Standard Metropolitan air conditioners by H. B. Hamilton Co.

D for D exhibit

During a recent press preview of Designs for Dining, featured in this issue and one of the major exhibits at next month's National Hotel & Motel Exposition in New York City, Designer Everett Brown, FAID and Felice Jahier, president of Chairmasters, Inc., discuss modifications in

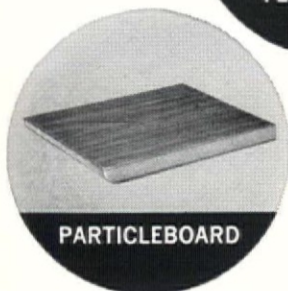


incorporated in a chair from one of the exhibit's interiors. Designs for Dining, created this year by Everett Brown, will feature the theme "Four Centuries of Dining and Wining Out in America."

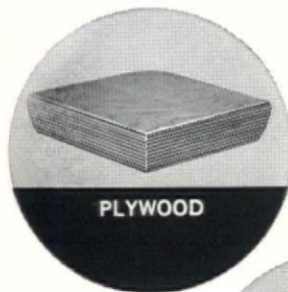
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2 BIG
PLANTS

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New assignments . . .

Ken White, Westwood, N. J., a leading designer for colleges and universities, has been retained by Shelby Williams Industries, Inc. to design its first line of school dormitory and student living furniture. Shelby Williams has been a long-time supplier to restaurants and hotels. The decision to enter the student living field was made after an extensive study of the industry. The first line is expected to be ready early 1965. . . . Geraldine Prince Interiors Inc. has been awarded the contract design assignments for lobbies and public halls of Herbert Albert Corp.'s The Peter James and Victoria House, both New York City luxury residential buildings. . . . Albert Parvin & Co., Los Angeles contract design firm, will undertake an extensive interior design and furnishing project at the Dunes Hotel in Las Vegas. The assignment encompasses additions to the existing public areas, the new Fish House Restaurant, convention hall, meeting rooms, nursery, a new Sky Room, and new executive offices. A complete refurbishing of the existing Sultan's Table is included in the plans. (C)



At Esso Touring Service, Rockefeller Center, New York. Gulistan Carpet in a special wilton weave of 70% wool, 30% nylon, withstands the daily assault of thousands of feet. Architects: Diarden & Crowe. Installation by Anchor Carpet.

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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



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FORD FABRICS
vinyl vinyl vinyl PRODUCTS OF  MOTOR COMPANY

WHO WOULDN'T WANT TO DO SOMETHING BIG WITH THIS EXCITING NEW CONCEPT OF HAND SCREENED VINYL WALLCOVERINGS? WHAT A REFRESHING ESCAPE FROM TEXTURED GROUNDS! SIX ENTIRELY DIFFERENT DESIGNS. 31 COLORS. FROM RICHLY PRINTED CONTEMPORARY VARIATIONS TO CLASSICAL PATTERNS. THIS IS SORRENTO. AVAILABLE IN FIVE HUES. FROM SUBTLE TO VIVID. CUSTOM COLORING, TOO. WRITE US, 120 EAST 64TH STREET, NEW YORK, NY 10022

PEOPLE

CHARLES S. MILES has been appointed executive vice president and general manager of Wall Trends, Inc., New York City. Miles will supervise production of the firm's wallcovering lines, will direct promotion and advertising, and will be in charge of all company personnel. One of his first assignments will be the planning of an extensive expansion program, with emphasis on the contract market in wallcoverings, plus development of special design services. Miles was formerly president of Denst & Miles and head of his own marketing service in Chicago.

GEORGE CORMACK and WILLIAM TELLING have been appointed new sales representatives for Molla, Inc. Cormack will cover Northern Illinois, except Cook County, Wisconsin, Minnesota, North and South Dakota. Telling will be responsible for dealer and contract trade in Cook County, Illinois.

MRS. ALICE REX has been appointed consulting colorist for all Hathaway curtain fabrics and Bourne linings by Berkshire Hathaway Inc.

KENNETH KOEHLER has been named administrative assistant to the sales and production managers of Metropolitan Furniture Corp.

JAMES SINGLETON of Singleton Associates, 543 Atlanta Merchandise Mart, has been named southeastern sales representative for duCor, manufacturer of Fiberglas outdoor lounges, tables and chairs. Mr. Singleton will represent duCor in Georgia, North and South Carolina, Alabama, Tennessee, Mississippi, and West Virginia.

HARRY H. HAHN has been named to the newly created post of merchandising manager of Stanley Furniture Co. Mr. Hahn recently resigned as executive vice president and general manager of Rubenstein's of Oregon.

JOSEPH C. RYAN has been appointed director of sales and marketing for all divisions of the Newell Companies, including Newell Mfg. Co., Western Newell Mfg. Co., Drapery Hardware Mfg. Co., Angevine Co., and Silent Gliss, Inc.

WILLIAM Y. ANDERSON has been appointed manufacturing manager for Stow & Davis Furniture Co.

IRVING ZWEIG, of Zweig Associates, has been named sales representative for Ross & Roberts Sales Co., Inc., for New York City, Long Island, and northern New Jersey.

(Continued on page 36)



COCKTAIL LOUNGE
CONRAD HILTON HOTEL,
CHICAGO

LUXURIOUS

NUMAPLAST

Laminate eliminates the costly use and maintenance of linens on your tables.

CREATIVE

NUMAPLAST

Is a high pressure melamine laminate made to NEMA specifications. Is unaffected by: cigar burns, alcohol, fruit juices, boiling water.

DECORATIVE

NUMAPLAST

Is made by using any plain or screen printed fabric selected and specified by you. Providing an unlimited choice in design in decorative laminates for your project.

ORIGINAL

NUMAPLAST

Is used for table tops • bars • counters • partitions • fronts and tops of furniture, walls maps, murals, etc.

Developed and Manufactured by **NUMA RESNICK PLASTICS**
NEW YORK, N.Y.



NATIONAL DISTRIBUTOR
L & B PRODUCTS CORPORATION

3247 Laconia Ave., Bronx, N.Y. 10469
Stottville, N.Y.; Chicago, Illinois

NATIONAL HOTEL EXPOSITION, COLISEUM, NEW YORK, N.Y.
NOV. 9-12, 1964 BOOTHS 59-60-61

Circle No. 30 on product information card



Grand scale elegance in Grand Bahama: carpet by Barwick

To bring tropical splendor indoors, Barwick Mills' Consultant Henry End, A.I.D., I.D.I., lavished the floors of the posh Lucayan Beach Hotel with fabulous carpet from Barwick Mills' Contract Divisions. ☞ Gracing the spacious lobby (above), an exotic floral-patterned carpet, custom-crafted by *Leonardo*' . . . a rich, plush area rug that captures imagination and practicality into lasting beauty. ☞ And for the luxurious guest rooms and lanai suites . . . luxurious Barwick carpet in radiant, enduring solid colors . . . promising years and years of satisfactory service. ☞ Why not let us help you achieve magnificent interiors? Whether you require a hand-tufted custom creation or prefer to choose from endless existing designs . . . find them all at Barwick. For samples and information, write Barwick's Contract Division, or . . .

Carpets by

LEONARDO



A DIVISION OF E. T. BARWICK MILLS, INC., CHAMBLEE, GEORGIA

Circle No. 31 on product information card

PEOPLE

DAVID M. DILTZ has been appointed president of No-Sag Spring Co., a subsidiary of American Metal Products Co. Mr. Diltz succeeds GORDON J. BIRGBAUER, who has assumed the post of chairman of the board of No-Sag Spring Co.

RICHARD J. SMITH has been appointed sales representative of Howell contract furniture in Ohio, northern Indiana, and southern Michigan.

SIDNEY KANNE has been named southeast regional sales manager for Shelby Williams Industries and will be in charge of the Atlanta showroom in the Decorative Arts Center.

JOHN C. HANLEY has been named sales-product coordinator of Union Carbide Corp.'s fabrics and fibers department. DONALD J. PROVENZANO has been named contract sales representative of the same department.

JOHN M. ROUGHAN has been promoted to the new post of supervisor of contract carpet and special projects by Chemstrand Co.

JOHN A. BOYCE and ROBERT W. REBMAN were elected secretary and treasurer of I.S.D., Inc.

THOMAS O'LEARY has been appointed manager of the San Francisco branch of F. Schumacher & Co. GARY WAGNER replaces him as manager of Schumacher's Seattle office.

CHARLES A. WILLIAMS has been named vice-president in charge of purchasing of Corry Jamestown Corp.

LETITIA BALDRIDGE, director of merchandising services for the Merchandise Mart, will form her own consulting service, Letitia Baldrige Enterprises. She will continue to act as consultant for the Mart.

ARTHUR L. MARGOLIS, executive vice-president of Dearborn Co., was elected vice-chairman of the Dallas Market Center's Furniture Board of Governors. JOHN K. BOARDMAN, JR., president of Sam Moore Industries, DON H. FLANDERS, president of Flanders Mfg. Co., and MARK STEVENSON, sales manager of Heywood-Wakefield Co. were named members of the advisory board.

DAN MEYERSON and NORMAN RIPANS are Gold Medal Folding Furniture Co. representatives in New York City, Long Island, Westchester, New Jersey, western Pennsylvania, Maryland, Delaware, and Washington, D.C.

DECORATE WITH
Elegance
CAFE RODS

First cafe rods and cafe traverse rods inspired by the classic designs of Old World art and architecture. Elegance is the coordinated drapery fixture group that leads the decorating trend, the "Return to Elegance." Here is the custom drapery fixture that you display, not hide. The beauty of wood with the strength and fine detail of anodized aluminum. Handcrafted, never-tarnish finishes. Gleaming Brass. Antique Brass. White and Gold. Decorator White. In 1 3/8", 1 1/16" and 3/16" diameters. Elegance accessories enhance the design theme of the rods and finials.

WRITE FOR DESIGN BOOK
Marie Graber's famous book of ideas for decorating windows. All new, enlarged edition. For your copy, send your name and address to Dept. D

Graber
DRAPERY FIXTURES
Middleton, Wisconsin

4097

Circle No. 32 on product information card



INTRODUCING
THE ARISTOCRAT OF WALL DECORATION
Vinyl-Royal Wall Cloth
NOW BEING SHOWN BY BETTER DECORATORS
Created by
Birge
on
Du Pont Nylon - Dacron® Cloth
THE BIRGE COMPANY, INC., BUFFALO, N. Y. 14240

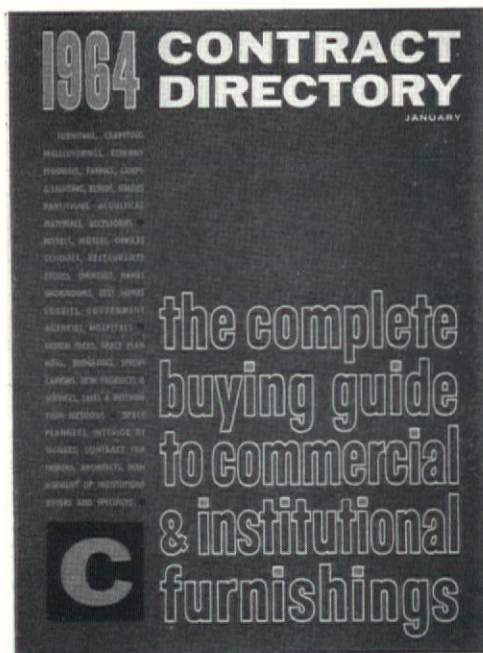
Circle No. 33 on product information card

IT'S LATER THAN YOU THINK!

. . . because our big annual
Directory and Buying Guide
is now in preparation.

The annual CONTRACT DIRECTORY, published in January, is an information-packed product "bible" for the nation's leading buyers, specifiers, and users of commercial/institutional furnishings.

TO RECEIVE THIS DIRECTORY:
Be sure to bring your subscription
to CONTRACT up to date.



ATTENTION MANUFACTURERS:

This issue offers a once-per-year advertising opportunity for bonus circulation, year-long readership, outstanding inquiry response and strong identification of your products with the huge contract market. Use your best ad.

CONTRACT 7 East 43 Street
New York 17, N.Y. (212) MU 7-3344

Circle No. 34 on product information card

CONTRACT NEWS

KRUEGER METAL PRODUCTS Co. has completed new folding chair plant facilities at Tupelo, Mississippi, housed in a 60,000 square foot factory and office building.

AMERICAN INSTITUTE OF INTERIOR DESIGNERS (AID), New York Chapter, has moved to 979 Third Avenue, New York City.

COHN-HALL-MARX Co. has established a new contract department as part of its Comark Plastic Division, which manufactures Nymarra, nylon/vinyl upholstery and wallcovering fabric.

THAIBOK FABRICS has been appointed exclusive trade representative in New York for FALSTAFF FABRICS' new Garden Collection of six floral prints on casements, linens, cottons, and velvets.

CARAVELLETE CARPETS, LTD. has been formed to manufacture tufted carpets in the Canadian market. The new project is a joint venture of COURTAULDS CARPETS of Canada, and CABIN CRAFTS, Dalton, Ga.

METROPOLITAN FURNITURE CORP. has acquired Gall Furniture Manufacturing Co. of Oakland. The newly acquired firm will continue to operate under the same management, under the name of the Gall Furniture Corp.

C. W. STOCKWELL Co. is moving to a new building at 320 N. Madison Ave., Los Angeles, Cal. The Stockwell decorator showroom will continue at 103 S. Robertson Blvd., and showrooms will be maintained in Beverly Hills, Pasadena, and San Francisco.

CONSOLIDATED FURNITURE INDUSTRIES of Houston, Texas, has been purchased by Louis Mandell and Jerry Bertram, who are also owners of Sherman/Bertram Inc., Restwell Mfg. Co., and California Chair Co.

FORMICA CORP. is completing a large-scale expansion of its laminated plastic manufacturing facilities in Evendale, Ohio. The plant expansion increases plant space by 20 percent and is expected to increase output capacity by 25 percent.

F. SCHUMACHER & Co. has broken ground for a new building to house its fabric distribution center in the Diamond State Industrial Park Newark, Delaware. The move from New York City to Delaware is planned for January, 1965

(Continued on page 40)

Circle No. 35 on product information ca

Put plenty of stationery in these Kent-Coffey desks.
Your rooms will be something to write home about.



Your guest is a special breed, a paradox. He wants to enter a whole new world. But he wants that world to give him an "at home" feeling. *Carriage Trade*, crafted in the Colonial tradition, invites a guest like a cheerful hearth. *Tempo*, clean as

a whistle and the best of Modern, flatters his good taste. There's not a Contract "look" in a roomful of Kent-Coffey.

Carriage Trade in cherry veneers, distressed Fruitwood finish. *Tempo* in specially-cut walnut veneers.

Both with Panelyte plastic tops. Both with telescopic multi-purpose wall units. Adjustable leg permits desk area to face left or right.

KENT-COFFEY
CONTRACT DIVISION
KENT-COFFEY MANUFACTURING CO., LENOIR, N. C.

Write today for complete Contract brochures, presenting *Carriage Trade*, *Tempo*, and *Impresa*.

Kent-Coffey Contract Division
Dept. C-104
Lenoir, North Carolina

Name _____
Address _____
City _____ Zone _____
State _____



CONTRACT NEWS

CONTINUED FROM PAGE 38

C. H. MASLAND & SONS has announced the purchase of nearly all the Wilton contract carpet patterns formerly owned by Archibald Holmes & Son.

FIXTURES MFG. CORP., expanding its contract coverage into Texas and Oklahoma, has named Goldblatt Associates, Dallas to represent the firm in the two states.

VIRCO MFG. CORP. has completed its new \$1,000,000 distribution center, which houses the national and Los Angeles division sales offices, a product showroom, and increases capacity for warehousing. Delkay Plastics, a wholly owned Virco subsidiary, is also using the new distribution center.

INSTITUTIONAL MARKET SALES DEVELOPMENT CORP. has established a market and product evaluation service specializing in the contract furniture and furnishings field. A brochure on the new service can be obtained from the firm at 400 Madison Ave., New York City.

SEABOARD FURNITURE CORP. has moved to Space 1704, Home Furnishings Mart, 205 Lexington Avenue, New York City, and will maintain an exhibit on the ground floor. Seaboard's warehouse and factory are in Woodside, Long Island, New York.

DEHNER Co., Chicago and St. Louis, will be the middle west distributors of Vitalon Antique Patent and Gluv Soft Vitalon 55 vinyl upholstery products of the Barash Co.

PRENSIL Co., Detroit, has been appointed distributor for Colovin vinyl upholstery fabric manufactured by Columbus Coated Fabrics Co.

ART WOODWORK LTD., Montreal, has been purchased by SUNSHINE OFFICE EQUIPMENT LTD., Waterloo, Ontario.

ROBERT ALLEN FABRICS has opened a new showroom on the 15th floor of the Decoration & Design Building, 979 Third Avenue, New York City. An extensive line of upholstery fabrics will be displayed for commercial/institutional application.

Correction

The Space Design Group (not JFN Associates) should have been credited as the designer of the Scripps-Howard offices in the Pan Am Product Showcase caption on page 108 of our September issue. The caption describes a handsome Frederick Lunning lighting fixture which SDG specified for the installation.

from these 6 squares... 6,000 combinations are possible!

The mathematics ($P = N! \times 4^4$) illustrates the enormous flexibility possible in the creation of individual ceramic mural walls, using our new Ceramic Design Palettes.

The 18" square units shown represent only one of many design families. Each of these families can be composed in an infinite number of ways and produced in many rich clay colors or stone-ware glazes.

Ceramic Design Palettes provide the designer with a broad new scope of expression for important walls, in a medium which will endure the physical and esthetic tests of time.

Visit our showrooms. Write for brochure.

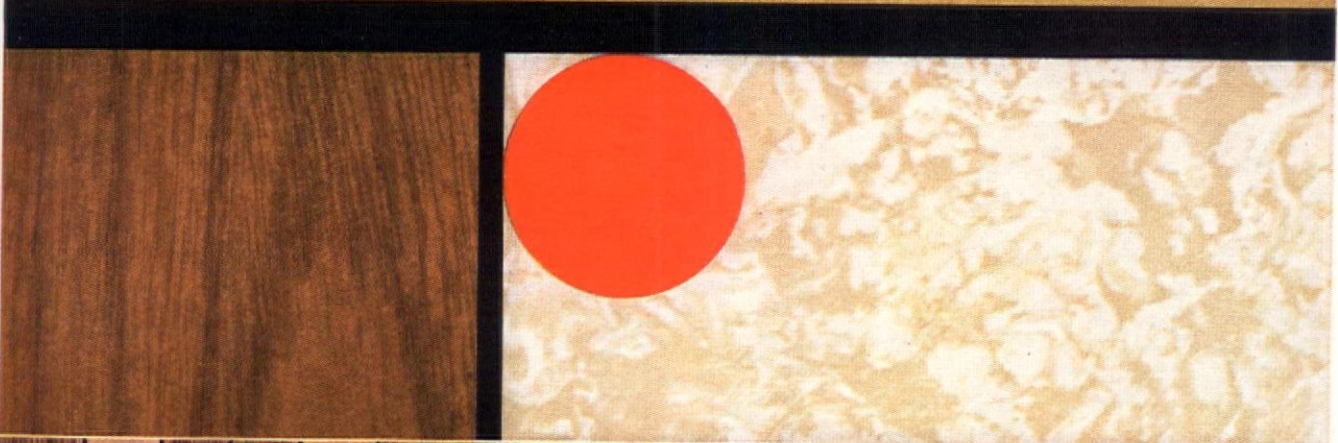
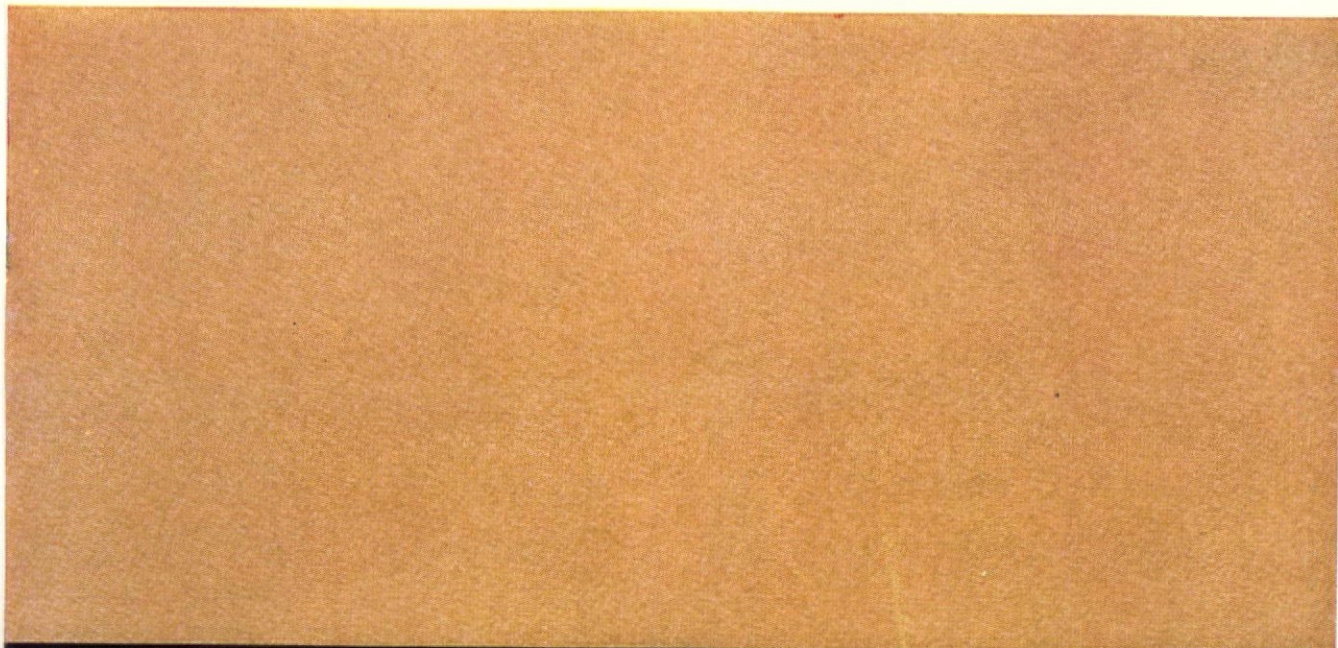



DESIGN-TECHNICS

7 East 53rd Street, New York, N. Y.

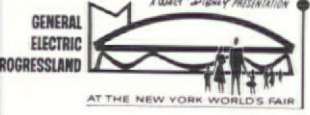
Chicago—Associated Showrooms, 1158 Merchandise Mart
Detroit—Hampton Products Inc., 1824 Bellaire Ave., Royal Oak, Mich.
Montreal—Design Technics Ltd., 3555 Metropolitan Blvd. East

← Circle No. 36 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**

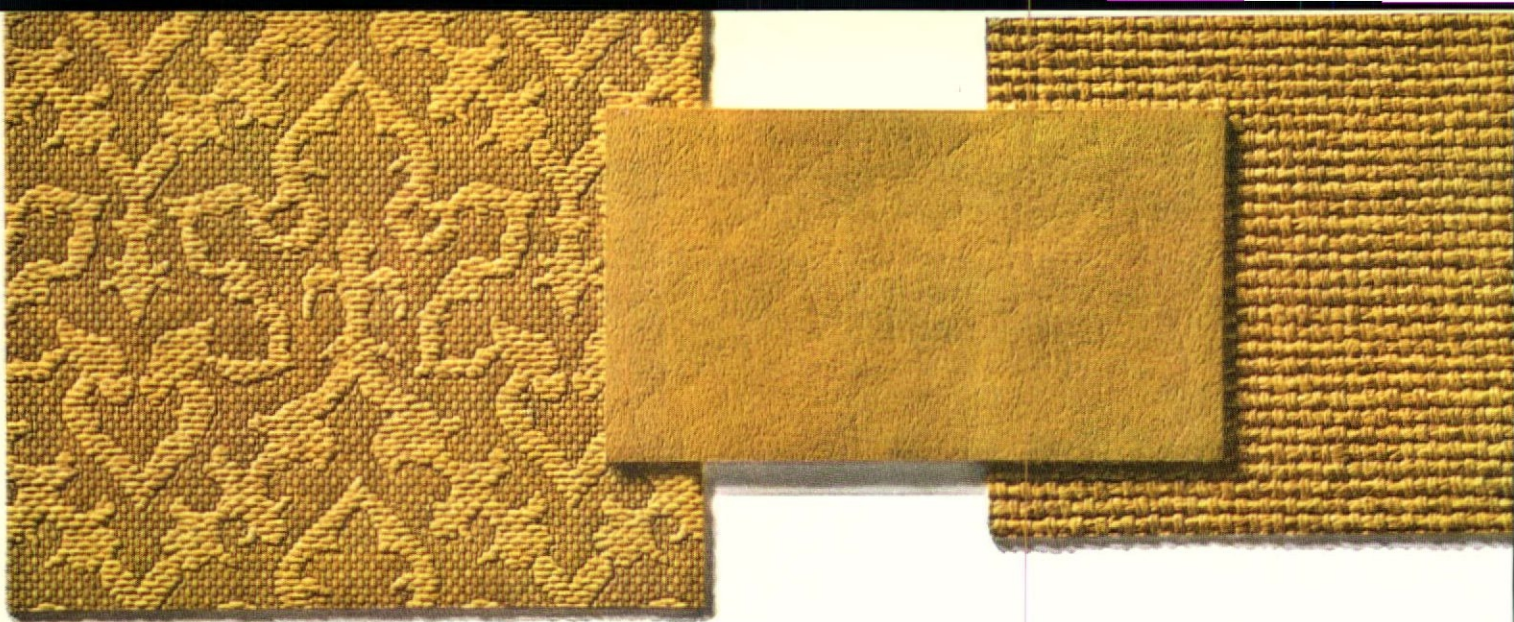
ANOTHER PRODUCT FROM G-E'S TREND-SETTING INTERIOR SURFACING SERIES



General Electric Company, Coshocton, Ohio, Dept. CT-104 Please send full-line Textolite Samples.

Name _____ Firm _____
 Street _____ City _____ State _____

Circle No. 37 on product information card



The beauty of it all...Federan trio



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

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

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

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

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

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

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

AIRCO PLASTICS PRODUCTS

A division of Air Reduction Company, Incorporated

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





Melanie
Kahane

says

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

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

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

And the colors are irresistible!

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



AIRCO PLASTICS PRODUCTS
A division of Air Reduction Company, Incorporated
150 East 42nd Street, New York 17, N.Y.
Circle No. 38 on product information card

CALENDAR

1964

- October 11-17. American Hotel & Motel Association, 53rd Annual Convention. New York City.
- October 16-22. Fall Furniture Market and Summer & Casual Furniture Show. American Furniture Mart and Merchandise Mart, Chicago.
- October 18-21. National Institute of Governmental Purchasing, Inc., 19th Annual Conference and Products Exhibit. Hotel Netherland Hilton, Cincinnati, Ohio.
- October 19-24. Fall Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.
- October 23-30. Fall Southern Furniture Market. Southern Furniture Exposition Building, Furniture Plaza, Merchandise Mart, Dealers Mart, Furniture Displays Building, Hickory Home Furnishings Mart, Hickory Furniture Mart.
- November 4-6. Furniture Market. Dallas Market Center, Dallas.
- November 8-12. National Electrical Manufacturers Association, Inc., Annual Meeting. Americana Hotel, New York City.
- November 9-12. National Hotel & Motel Exposition. Coliseum, New York City.
- November 9-13. New York Casual & Outdoor Furniture Show. New York Furniture Exchange, National Furniture Mart, One Park Avenue, 192 Lexington Avenue, New York City.
- November 29-December 2. National School Supply & Equipment Association. Chicago.

1965

- January 3-8. Winter Furniture Market. Grand Rapids, Mich.
- January 3-9. International Furnishings Market. American Furniture Mart, The Merchandise Mart, Chicago.
- January 10-15. Western Winter Market. Home Furnishings Mart, Los Angeles.
- January 18-22. Winter Furniture Market. Western Merchandise Mart, San Francisco.
- 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, 1355 Market Street, San Francisco 3, Cal.



Esperanto

HOTEL/MOTEL FURNITURE by Drexel®

Here is the unmistakable look of elegance... the irresistible look of beauty... the assuring look of quality that Drexel can give you. In Esperanto, Drexel captures all of the brightness, airiness and color of the Mediterranean spirit... opening the way to new interior design excitement. In addition to the more than 70 Esperanto living, dining and bedroom items for the home, such pieces as dresser-desks, consoles and luggage benches, designed with durable tops of Formica® laminated plastic, are made to take all kinds of wear and still look beautiful. Made by Drexel and sold by Robey, Esperanto brings a dramatically new and desirable atmosphere to hotel/motel guest rooms. Contact Robey today for the name of your authorized dealer.

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

*Trademark Formica Corporation

ROBEY
Contract and Development
 DREXEL ENTERPRISES, INC.
 DREXEL, NORTH CAROLINA
 Telephone: Area Code 704 437-2311

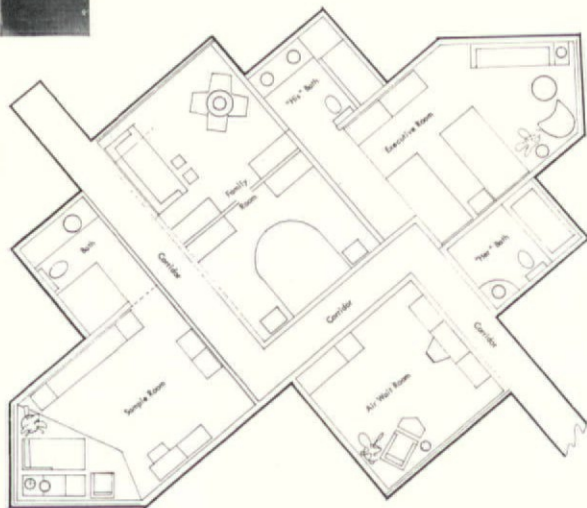


NATIONAL HOTEL & MOTEL EXPOSITION

THE hotel industry must make some tough decisions in the coming period. American Hotel & Motel Association, while recognizing that in some types of establishments business is excellent, believes that the entire trade is being hurt by antiquated and unprofitable operations—they make both management and guest very unhappy. AH&MA is convinced that now is the time for either/or decisions. Either refurbish the older hotel or motel thoroughly (it's been proved that half-hearted, penny-pinching jobs do not bring the requisite increase in business). Or—convert to housing the aged, offices, student dormitory, religious seminary, or any number of other possibilities. AH&MA is sure that things won't change of their own accord; rooms that have been empty won't suddenly fill up unless an important investment is made. (See the story on the Southern Hotel, Baltimore, as an example of what should and what can be done.) As Harold Bock, chairman of the National Hotel & Motel Exposition, pointed out recently, management of an existing chain or of a single hotel can take its fate into its own hand by doing a shrewd job of renovation and promotion, as the Sheraton chain, of which he is an official, has done. There's no better way to initiate the design program than at the hotel show at New York's Coliseum next month, November 9-12. It will offer a huge array of products and ideas that the contract designer and hotel man can take advantage of in improving business. (C)

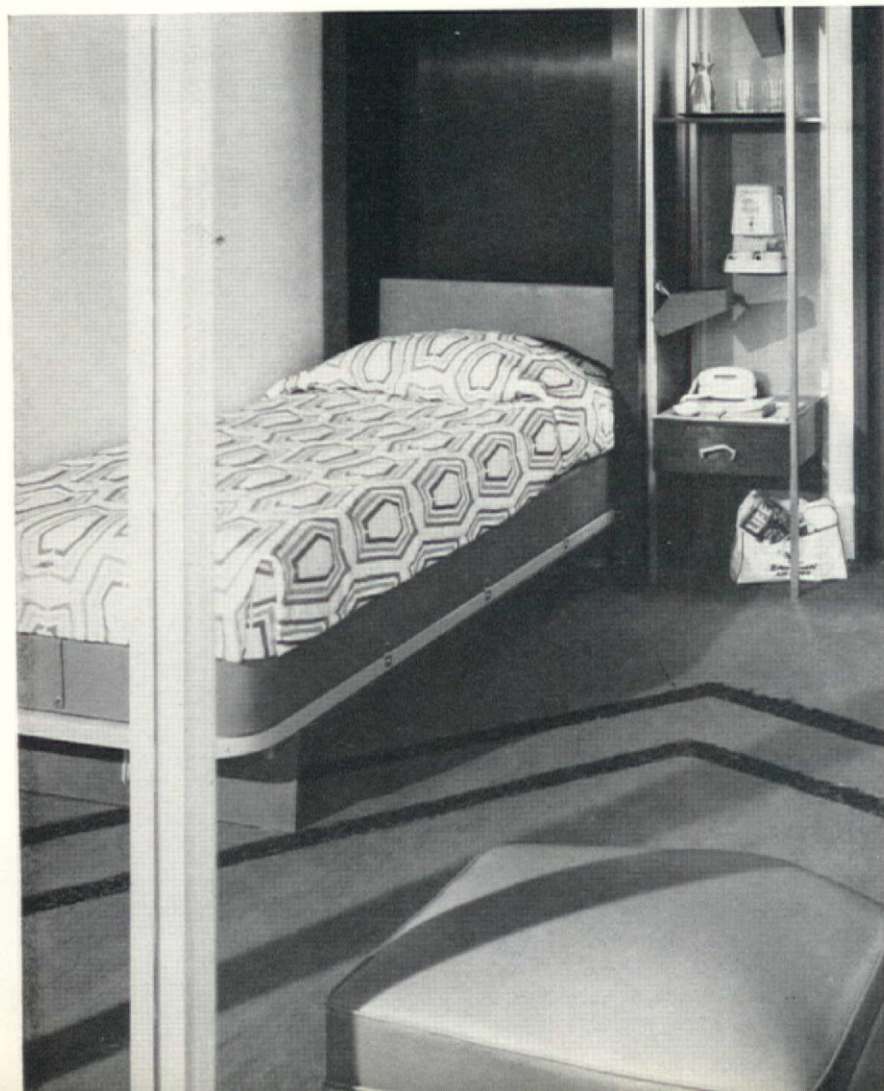
ROOM OF TOMORROW

**ARCHITECTURAL MOTIF AND
EASY MAINTENANCE ARE FEATURED BY
DESIGNER RICHARD HIMMEL**



IN this seventh presentation of the Room of Tomorrow, for the first time an architectural concept is used; it serves as a design springboard for the detailing, as well as in the floor plan. A. Epstein and Sons, Inc., one of the largest architectural and engineering firms in the country, designed the shell of this unit with specially fabricated lop-sided steel bents. The interiors of the 1965 Room of Tomorrow, showing November 9-12 at the National Hotel-Motel Exposition at the Coliseum in New York City, represent the work of Richard Himmel, AID, nationally known for practical yet lively hotel interiors. Four rooms and three baths represent different types of easily kept-up hotel-motel quarters.

The Air Wait Room, a one-night stand for the stop-over traveler, is planned to meet the minimum requirements of one weary person. The Family Room, smaller than a suite but larger than the usual single room, uses storage furniture to separate a long room into parents' and children's sleeping areas. The Executive Room has commodious accommodations for two that include "his" and "her" baths. The Sample Room is for the traveling salesman or executive, with areas to exhibit wares, hold conferences, and entertain and may easily be joined to a neighboring bedroom to make a suite. (C)

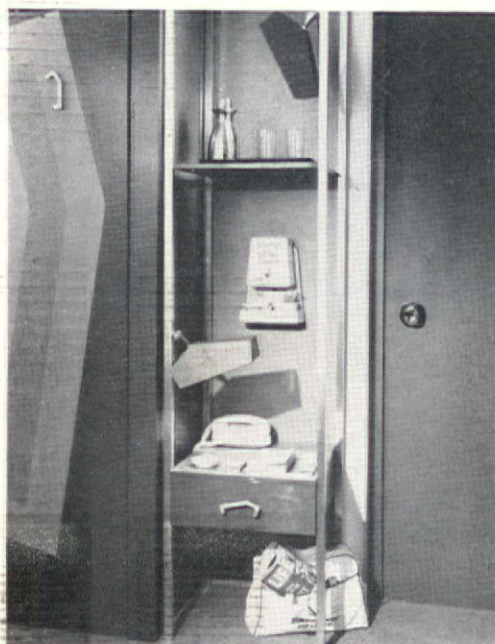




THE FAMILY ROOM meets the need for parents with children who are too small for separate rooms, but satisfies the privacy needs for each age group. The super-sized bed—not a carpet—has rounded corners for walk room. Sliding doors separate this room from the living-dining area. Here, the sofa opens out to comfortably sleep two. Night tables and storage units of steel are faced in rosewood laminates and ebony and natural leather finishes. Lighting is very complete; the pin-up lamps are inexpensive to install but give a custom effect because the cords are covered by metal strips. As in all rooms, the “arches motif” is repeated in hardware, lighting, pillows, bedspreads.



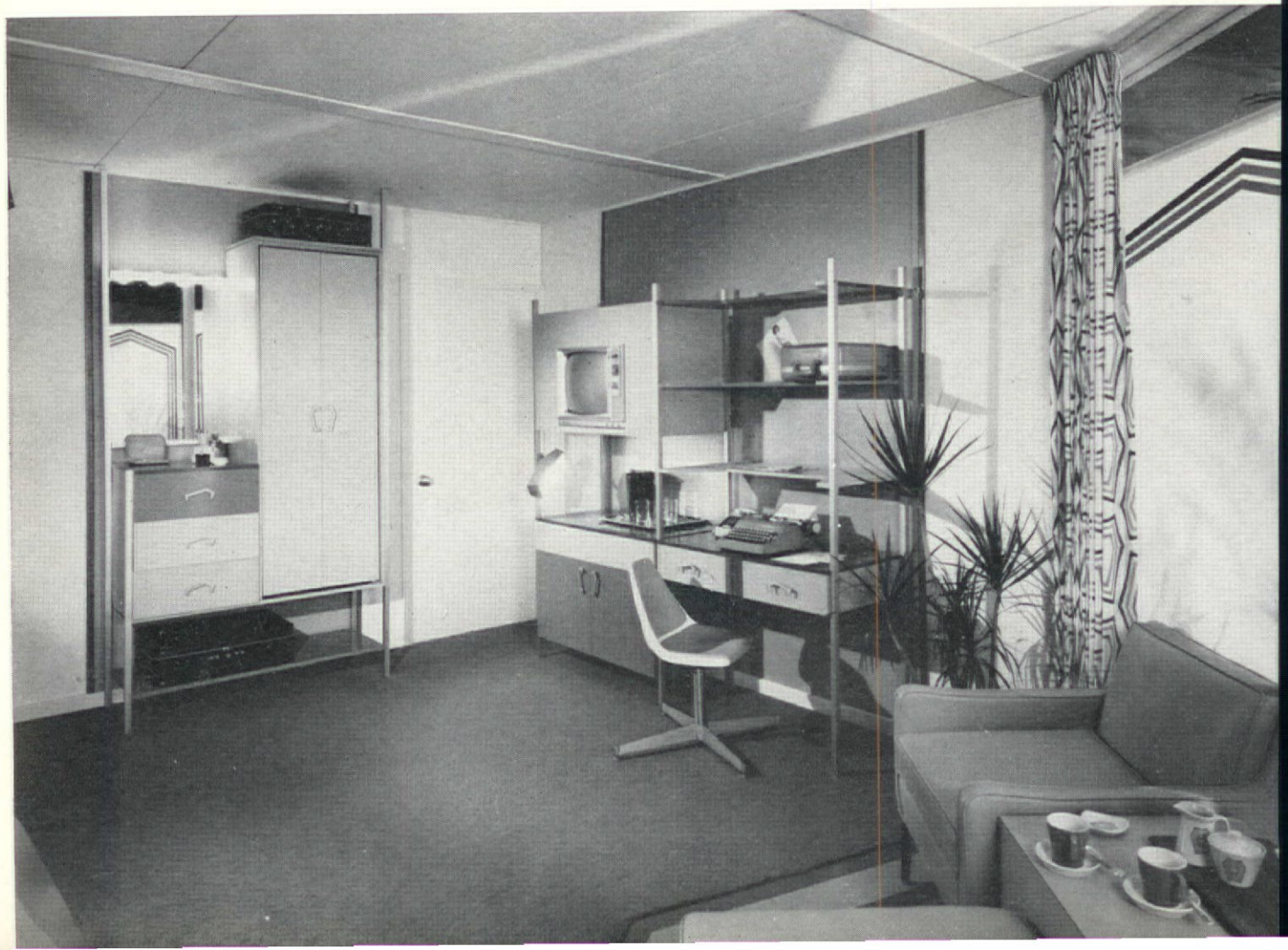
THE AIR WAIT ROOM (below and across page), designed for the minimum requirements of one person, has luxury overtones. Green, orange, and turquoise give bounce to the travel-weary guest. The wall-bed and steel shelf unit suspended on poles make up a versatile free-standing group. The other case piece houses a TV set and desk, and also has Parkwood laminated tops, is within a pole system, and has the same pivoting, hooded lights. The view, left, is seen through exhibition barriers.





THE EXECUTIVE ROOM follows the trend of replacing the suite with one luxury room and often, as here, with separate baths. Featured are extra-long adjustable twin beds. The desk-TV-dresser unit is faced in Parchment laminate, scored on vertical facings in a diamond pattern; the same treatment is used in the "his" bath where the material also faces the tub-shower enclosure. Unbreakable glass is on the shower door. In the sitting area, painting conceals an iron and ironing board. Window treatment is designed for privacy. The sofa is covered in an easily maintained vinyl upholstery.

ROOM OF TOMORROW/NH&ME





THE SAMPLE ROOM was conceived for the salesman-executive with accommodations for showing wares, holding conferences, entertainment, and sleeping. This practical room may also serve the general public, or even as the living room of a suite. Easy maintenance comes with the acrylic fiber carpeting, vinyl flooring, laminated surfaces, and wipe-clean walls and vinyl panels. The bath is masculine, with teak counters and avocado green vinyl wallcovering.



SPONSORS

- American Cyanamid Co.: fibers
- Amtico Flooring Div.: vinyl flooring, bath wall tile
- E. T. Barwick Mills, Inc.: carpeting
- Burlington House Fabrics Co.: fabrics, towels, bed linen
- Chemstrand Co.: nylon, acrilan
- Crane Co.: bathroom and plumbing fixtures
- Decotone Products Div.: printed papers for laminates
- Garcy Corp.: special lighting, hardware, and poles
- Iron-A-Way Co., Inc.: ironing board unit
- Joanna Western Mills Co.: window shades
- Nessen Lamps, Inc.: lamps and lighting fixtures
- Nettle Creek Industries: makers of bedspreads, draperies, and pillows
- Parkwood Laminates, Inc.: plastic laminates
- Simmons Co.: furniture and bedding
- C. W. Stockwell Co.: vinyl printing, vanaweve wallcovering
- U. S. Gypsum Co.: ceilings and walls
- U. S. Rubber: Naugahyde upholstery
- U. S. Steel Corp.: steel bents
- Firks Exhibitions, Inc.: construction



18th CENTURY FORMAL DINING TERRACE recalls the gracious plantation dining rooms associated with the antebellum South. White is the major color, generously used in furnishings and architectural elements. White lacquered chairs, by Chairmasters, are upholstered in white Naugahyde, over which is hand-screened, by Facade, a specially designed pattern by Everett Brown that matches the formal damask table linens from James G. Hardy.



DESIGNS FOR DINING: A QUARTET OF SETTINGS BY EVERETT BROWN CENTERS ON HISTORICAL THEME—FOUR CENTURIES OF WINING AND DINING OUT IN AMERICA—RANGING FROM COLONIAL TO CONTEMPORARY

Most designers approach restaurant projects today much like a Missouri mule—there is no pride of ancestry and no hope for posterity." So stated Everett Brown, a designer with strong opinions on the field he has served successfully for a number of years and creator of this year's Designs for Dining, a major exhibit at next month's National Hotel & Motel Exposition in New York City. Deploring the work in the restaurant design field, Brown maintains there is a lack of awareness on the part of most designers that the average public craves good but familiar elements, and in an attempt to create something "different," they show little restraint in design

and use too many sources of supply. The result, he says, is an incongruous hodge-podge that violates rules of good design and good taste.

This year's Designs for Dining is thematically titled "Four Centuries of Dining and Wining out in America." The settings, designed by Everett Brown, are a 17th Century tavern, an 18th Century formal dining terrace, a 19th Century par fait parlor, and a 20th Century cocktail lounge. Brown based his design theme on a combination of heritage, tradition, and background for each setting, and then relied on modern, technologically improved materials (an anachronism perhaps, but decidedly practical) to assure the res

20th CENTURY COCKTAIL LOUNGE, a take-off on today's fast-moving jet travel, is centered around a platform that seemingly floats in space, with furniture, fabrics, table appointments, and bold colors supporting the theme. Walls are covered in black Naugahyde, over which are hand-screened dragon medallions designed and executed by Facade. The raised platform is carpeted in an emerald green from Barwick; around the base is Amtico's Barcelona pattern—a bed of white river pebbles set in mortar. Star-flux mirrors by American-St. Gobain reflect the aerleron columns which are sheathed in Winfield's metal foil plasticized paper. Chairs, by Chairmasters, are finished in a glowing metallic lacquer. White Formica table tops are set with blue yarn-dyed crash linen cocktail napkins and coasters by Hardy.



Everett Brown

...aurateur a high degree of functional performance in his day-to-day operations. Naugahyde and Formica, for instance, were selected for their durability and in patterns appropriate to the motifs of the rooms.

Because Designs for Dining is a sponsored exhibit, Brown was necessarily limited to the sources of the supply he could use—that is, those manufacturers financing the project. This proved no handicap at all, he said; each supplier was extremely cooperative, and, as Brown pointed out, manufacturers of repute have good standard items that require, at best, minimal changes. Most of the furnishings specified came from stock lines,

many of them from new lines which will be introduced at the Exposition. Amtico, for instance, approached Brown with its new Fall collection, and several exciting patterns were selected for Designs for Dining. Stock colors from the Naugahyde collection proved ideal backgrounds for the special designs created by Brown and produced in silk-screen by Facade and Bowen. Only one Chairmasters chair required a change: the back of a standard dining chair was slightly elongated. Chairmasters is now planning to carry this modified version as a stock item. The quartet of rooms designed by Everett Brown and sponsor list are previewed on these three pages. (C)

19th CENTURY PARFAIT PARLOR is recreated to showcase design ideas for today's coffee shop, in a setting highlighted by Barwick's garnet red carpet, pink and white Formica counter, and Naugahyde wallcoverings, hand-flocked by Facade.



DESIGNS FOR DINING/NH&ME

17th CENTURY TAVERN was inspired by early Colonial America and simulates the public ale and wine houses so popular along the old post roads. The entrance arch, faced with Amtico's stencil design in green and gold on wood vinyl, complements the room's color scheme of amber and beige with white accents. The Chairmasters chairs, with extra high backs, are a dull dark walnut finish on oak.



SPONSORS

Amtico Vinyl & Rubber Div.: vinyl floor coverings, wallcoverings.

E. T. Barwick Mills: carpets in 19th, 20th Century interiors, walk-through aisle.

Chairmasters: chairs, tables, bases, counters, buffet, banquettes, counter stools, serving carts, serving etegere, wine compartment.

Formica Corp.: wallcoverings, counter and table tops, buffet top and facing, serving cart top, etegere shelves, wall and door inserts in 17th Century interior, wallcovering in 19th Century interior, aisle.

International Silver Co.: silver flatware and holloware.

Jackson Vitrified China Co.: chinaware.

Kliegl Bros.: stage lighting.

Libbey Products, Owens-Illinois: glassware and glass accessories.

Tekni-Kraft: Taylor freezer ice cream dispenser.

U. S. Rubber Co.: Naugahyde upholstery, wallcoverings in 19th and 20th Century interiors, walk-through aisle, Koylon latex foam rubber cushioning.

ASSOCIATE SPONSORS

Artes de Mexico: torch light, chandelier, tin mirror

in 17th Century interior, Spanish lanterns in walk-through aisle.

American-St. Gobain: Starlux mirrored wall panels in 20th Century interior.

Louis Bowen, Inc.: hand-flocked Naugahyde in walk-through aisle.

Facade by Paaul, Inc.: hand-screened Naugahyde.

Robert Salem: dome lighting fixture in 20th Century interior.

Winfield Design Associates: plasticized metal foil paper on aileron columns in 20th Century interior.

Charles W'nston & Co.: cut crystal wall brackets in 18th Century interior.

NATIONAL HOTEL & MOTEL EXPOSITION

THE NEW YORK COLISEUM

THE 49th ANNUAL SHOW, WHICH WILL TAKE PLACE THIS YEAR FROM NOVEMBER 9 TO 12, WILL FEATURE HUNDREDS OF EXHIBITS, AS WELL AS TWO MAJOR INSTITUTIONAL DISPLAYS, ROOM OF TOMORROW AND DESIGNS FOR DINING. A LIST OF CONTRACT FURNISHING EXHIBITORS FOLLOWS.

| EXHIBITOR | BOOTH NO. | EXHIBITOR | BOOTH NO. |
|--|------------------|--|------------------|
| Acme National Refrigeration Co., Inc. | 1066A | Iron-A-Way Co., Inc. | 4099A |
| Admiral Corp. | 4129 | J & J Tool & Machine Co., Bela Div. | 2132 |
| Air Wall, Inc., Subsidiary of Hupp Corp. | 4109-10 | Joanna Western Mills Co. | 4103 |
| All Mica Fabricating Co., Inc. | 2148-50 | A. & M. Karagheusian, Inc. | 2030 |
| American Furniture Co., Inc. | 4029 | King Arthur Chair Co. Inc. | 2116-17 |
| American Furniture Co., Inc. | 4132 | King Refrigerator Corp. | 1201A |
| American Mat Corp. | 3086 | Kogod-Dubb Revere | 4037-38, 4047-48 |
| Amtico Flooring Div., American Bilrite Rubber Co. | 4246 | Kroehler Mfg. Co. | 4025-26, 4035-36 |
| Astra Bent Wood Furniture Co. | 4083 | Kwik-Wall Corp. | 2209 |
| Authentic Furniture Products | 4114-15 | L & B Products Corp. | 1200-01 |
| E. T. Barwick Mills, Inc. | 4081A | Lamtron Industries, Inc. | 4103A-05 |
| The Bassick Co. | 1199 | Leathercraft Upholsters | 4103A-05 |
| Bates Fabrics, Inc. | 2025 | Lightolier, Inc. | 4057 |
| Baumritter Corp. | 2031 | J. Lowenstein & Son, Inc. | 2033-34 |
| Beacon Looms, Inc. | 4103F | Lynch & Bailey, Inc. | 4051-52 |
| Beautycraft Furniture Industries, Inc. | 4088-91 | Magnavox Co. | 4107 |
| Bela Div., J & J Tool & Machine Co. | 2132 | Masland Duraleather Co. | 2163 |
| Bigelow-Sanford, Inc. | 2082 | Maxwell Company, Inc. | 4098 |
| Bolta Products Div., General Tire & Rubber Co. | 2083 | Jo Mead Designs | 4058 |
| Bonnie Looms, Ltd. | 2201 | Midwest Folding Products | 3162-63 |
| B. Brody Seating Co. | 2148-50 | Modernfold Division, New Castle Products, Inc. | 4092-92A |
| The Buckstaff Co. | 4039-40 | Monarch Carpet Mills | 4018A |
| Budoff Outdoor Furniture, Inc. | 3005-06 | Morgan-Jones, Inc. | 2211 |
| Burlington Industries | 4068 | National Store Fixture Co. | 4043-45 |
| Canadian Wallpaper Manufacturers, Ltd. | 3250 | Nessen Lamps, Inc. | 4081F |
| Carroll Chair Co., Inc. | 3004 | Nettle Creek Industries Inc. | 4124 |
| Castro Convertible Corp. | 4204-06 | New Castle Products, Inc. | 4092-92A |
| Cavallon Associates, Inc. | Rm. 328 | Parkwood Laminates, Inc. | 4070 |
| Chairmasters, Inc. | 2085 | Philco Corp. | 4081 |
| Chemstrand Co. | 4078 | Phil-Mar Corp. | 4084-85 |
| Chicago Hardware Foundry Co. | 4261-62, 4071-72 | Albert Pick & Co., Inc. | 2199-200 |
| Cohn-Hall-Marx Co. (Cohama Upholstery Dept.) | 2090 | Quartite Creative Corp. | 4031-34 |
| Cohn-Hall-Marx Co. (Comark Plastic Div.) | 2157 | Rachlin Furniture Inc. | 4111-13 |
| Columbus Coated Fabrics Co. | 4103B, 4103C | Revere Furniture & Equipment Co. | 4037-38, 4047-48 |
| Consolidated Hotel Equipment Div., H.B. & U. Furniture, Inc. | 4041-42 | Richards-Wilcox Div., Hupp Corp. | 4109-10 |
| Contour Chair Lounge Corp. | 3084-85 | Richtar Artcraft, Inc. | 4102 |
| Crane Co. | 4118-19 | Robey Dept., Drexel Enterprises, Inc. | 4017-18 |
| Daglee Seating Co. | 4059-60 | Room of Tomorrow | 4073-77 |
| Dawson Designs | 4022A | Schlage Lock Co. | 4013-14 |
| Designs for Dining | 4005-11 | C. F. Schultz Associates, Inc. | 4022 |
| Drexel Enterprises, Inc. | 4017-18 | Sealy, Inc. | 2210 |
| du Cor Div., Florida B & H Distributing Co. | 4103G-4103H | Shelby Williams Industries, Inc. | 2152 |
| Duo Bed Corp. | 4000-02 | Shenango Ceramics, Inc. | 1159-62 |
| Eastern Furniture Manufacturers, Inc. | 2041-42 | Sico Inc. | 4019-21 |
| Empire State Chair Co., Inc. | 2061-62 | Simmons Co. | 2164-65 |
| Englander Co., Inc. | 2153 | Stakmore Co., Inc. | 1103 |
| Falcon Products, Inc. | 1042B | Standard Coated Products Inc. | 4125-26 |
| Favrex Designs | 4097A | J. P. Stevens & Co., Inc. | 2181 |
| Fieldcrest Mills, Inc. | 2175C | C. W. Stockwell Co. | 4069 |
| Finesse Originals, Div. Finesse Displays | 4101 | Straus-Duparquet, Inc. | 2199-200 |
| Fixtures Manufacturing Corp. | 1179-80 | Harris G. Strong, Inc. | 4127-28 |
| Formica Corp. | 2179 | Stylume Products, Inc. | 4086-87 |
| Gasser Chair Co., Inc. | 2126-27 | Syracuse China Corp. | 2180 |
| Gaychrome Co. | 2005-06 | Syroc, Inc. | 4027-28 |
| General Electric Co. | 4053-54 | Thonet Industries, Inc. | 2081 |
| General Tire & Rubber Co., Bolta Products Div. | 2083 | Tri-Par Mfg. Co. | 4049-50 |
| Georgian Lighting Studios, Inc. | 4023 | Tropitone Furniture Co. Inc. | Rm. 328 |
| James G. Hardy & Co. Inc. | 2193 | Troy Sunshade Co., Div. Hobart Mfg. Co. | 2076-79 |
| Harvard Mfg. Co., Div. Rusco Industries, Inc. | 2088 | U. S. Plywood Corp. | 4003-04 |
| Heywood-Wakefield Co. | 4108 | U. S. Rubber Co. | 2190-91 |
| Holcomb & Hoke Mfg. Co. Inc. | 3088 | Virtue Brcs. Mfg. Co. | 4080 |
| Howe Folding Furniture, Inc. | 2122-24 | Vogel-Peterson Co. | 2208 |
| Hunt Country Furniture, Inc. | 2086 | Wells Television, Inc. | 2172 |
| Institutional Products, Inc. | 4065-66 | Westinghouse Electric Corp., C.I.P. Div. | 2054-56 |
| International Silver Co. | 2091 | Zenith Sales Corp. | 4063-64 |

PRODUCT PREVIEW: A ROUND-UP OF FURNITURE AND FURNISHINGS WHICH WILL BE FEATURED AT THE NATIONAL HOTEL & MOTEL EXPOSITION NEXT MONTH—MANY ITEMS FROM NEW CONTRACT COLLECTIONS



HOOKER'S new V.I.P. line (above) was designed to offer a well-built flexible group with sleek modern styling. All pieces have high pressure plastic laminates on top surfaces, and walnut veneers have been hand-rubbed to give the bodies a custom look. Construction features include dovetailing and dust bottoms between drawers; all frames are well balanced and supported. Circle No. 56.

THONET'S two metal chairs (above right), part of a collection of six dining chairs, come in a variety of plastic or soft fabric upholsteries. Durable steel legs are finished in polished-chrome plate. Any one of the group is equally suitable for use in reception room, lounge, or office. Circle No. 93.

TASSEL: New wall furniture has fully adjustable mounting on 16"-on-center wall track. Cabinets, with hinged or sliding doors, are finished inside and out with G.E.'s Textolite; drawers have heavy-duty steel slides with nylon ballbearing wheels. Pieces in this line have luggage racks; other units are entirely mounted on poles. Circle No. 40.





MUELLER FURNITURE CORP. introduces its upholstered bench series with mirror or satin chrome base. The all foam-rubber seat cushion comes with buttonless biscuit tufting. Bench is available in a number of sizes and fabrics. Circle No. 118. **TROPITONE FURNITURE** has new dining table with convex sides, seating six for outdoor patio use in hotels, motels, clubs, and houses. It is 60" long and 30-36" wide. The top can be either Titon, which Tropitone recommends where freedom from breakage and injury are essential, or rough-smooth glass. Circle No. 58.

CHICAGO HARDWARE FOUNDRY shows three new seating styles (right). Armchair, also available untufted, can be used with any standard CHF base. Sculptured chair comes plain (shown), channeled, or with diamond tufted back in a wide range of coverings; other base operations available. Three-seat settee comes also in two-seat model, has plain or biscuit tufting, with or without arms, and aluminum or solid bronze base. All these pieces coordinate with other CHF products. Circle No. 24.

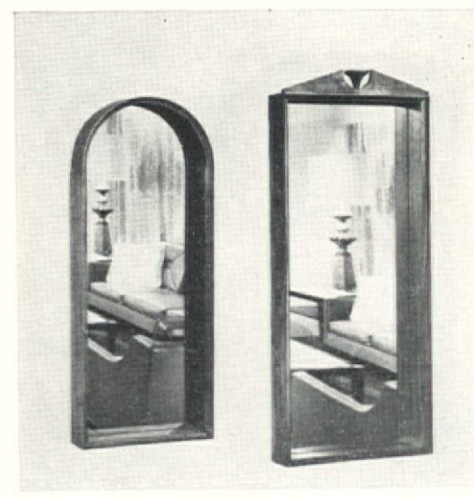
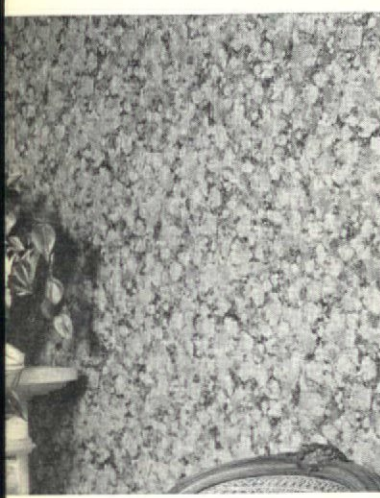


PRODUCT PREVIEW/NH&ME

GASSER shows two new lounge chairs (below). The dining-lounge chair with diamond tufted back has standard features of 100% foam cushioning, color anodized aluminum frame, and swivel-seat base. The V.I.P. model (below right), comes with foam-rubber seat and back. Diamond tufted, plain, or various decorative upholstery is available. Fabricated swivel aluminum swirl base can be anodized in gold, black, or walnut color. A torsion bar, rocker-swivel assembly, is optional. Circle No. 89.



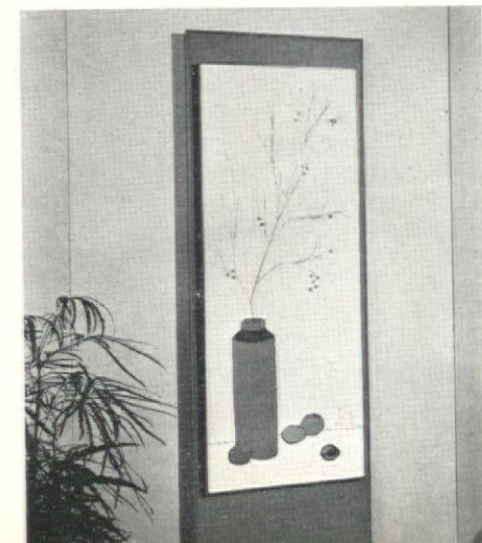
TROY SUNSHADE introduces new modular furniture system called Modulus. The chair (top), with a comfortable back curve, gangs with others—with or without arms—with only one leg between chairs. A low table also may be fitted in. Chair frame is engineered from 18 gauge steel tubing; joints are mitered and welded. Available in mirror chromed steel (shown) or enamel finish, it is upholstered to customer's specifications. The walnut arm-caps have hand-oiled finish. Circle No. 8.



BATES FABRICS' bedspread Symmetry features textured lattice pattern. An inexpensive cover, it is non-wrinkling and wash and tumble dry, all colors are fast. Comes with shag border. Circle No. 117.

HOWARD MILLER CLOCK CO.: two mirrors (near left), distinguished by their simplicity of line, are representative of the new Umanoff designs in the Meridian group. Both of solid, oiled walnut, they have deep-set quarter-inch plate glass. The 36½" arch mirror, 15½" high by 3" deep, also comes in a smaller size. The other one, with a modified pediment of Federal period derivation, is 30½" by 12½" by 3". Circle No. 119.

STANDARD COATED PRODUCTS wall-covering Tortoise Shell (far left) is a brown, black, and gold pattern that gets a subtle texture from the fabric backing. The washable Sanitas vinyl comes pretrimmed 24" wide and is easily applied on smooth wall surfaces. Circle No. 73.

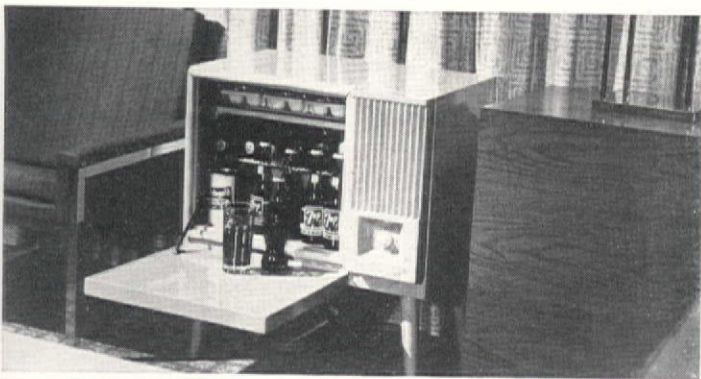


IRON-A-WAY conceals a built-in ironing board unit behind a picture-mounted panel (left); unit consists of built-in ironing board, sleeve board, and an iron convertible to steam with a safety cut-off. When door closes, there is an additional safety cut-off. Circle No. 120.



BEAUTYCRAFT's deucette unit, the Diplomat, turns with the press of a foot lever from a sophisticated couch into a previously made-up bed—after removing the custom fitted coverlet. Pillows store beneath bolster during the day. Its simple styling makes it welcome in both traditional and contemporary settings. Circle No. 14.

ACME NATIONAL SALES CO. has a 2-cu.-ft. refrigerator/bar called the Hostess. Freezer holds three full-size ice trays, is compressor operated, and accommodates quart-size bottles. Choice of 6 solid and wood-grained finishes. Circle No. 121.

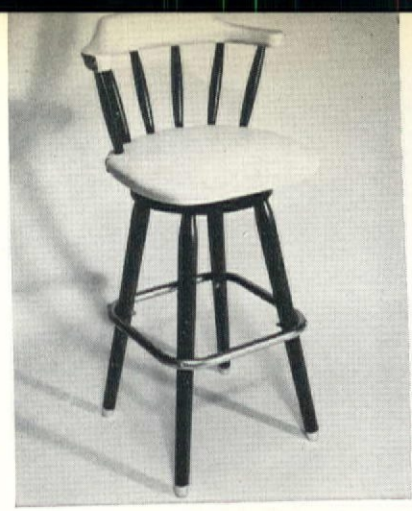


BUCKSTAFF CO. has updated its old bar stool by extending the arms (right). Its seat is available in swivel-and-return or stationary models, handhold is optional feature, and rungs are well-protected from wear. Far right is upholstered shell-back arm chair with a high back and channeled upholstery. It swivels 360° on a steel column; base is cast bronze with satin or polished aluminum or bronze finish (column has plated finish to match base). Circle No. 102.

KROEHLER has adopted the residential group Del Morro (below right) for contract use by making all pieces off-the-floor and covering tops with their Can't Mar finish. Made from walnut veneers and pecan solids, the group draws on architectural elements from the Renaissance with Medieval detailing for its distinctive appearance. Circle No. 122.

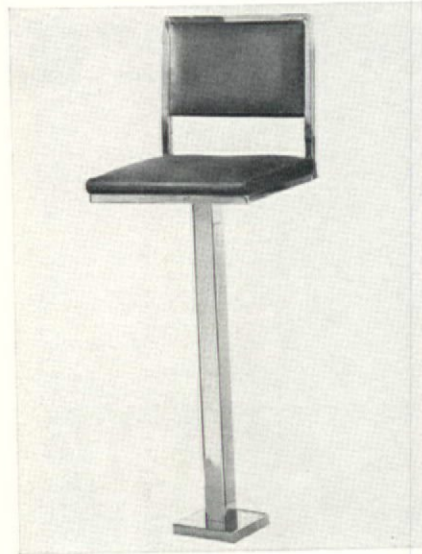


PRODUCT PREVIEW/NH&ME



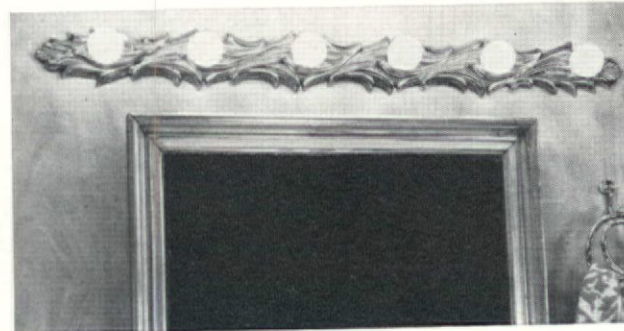
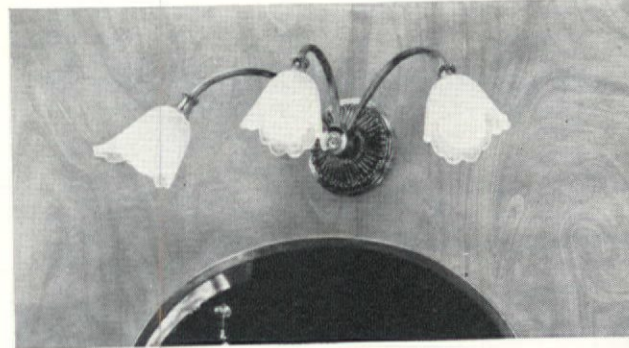
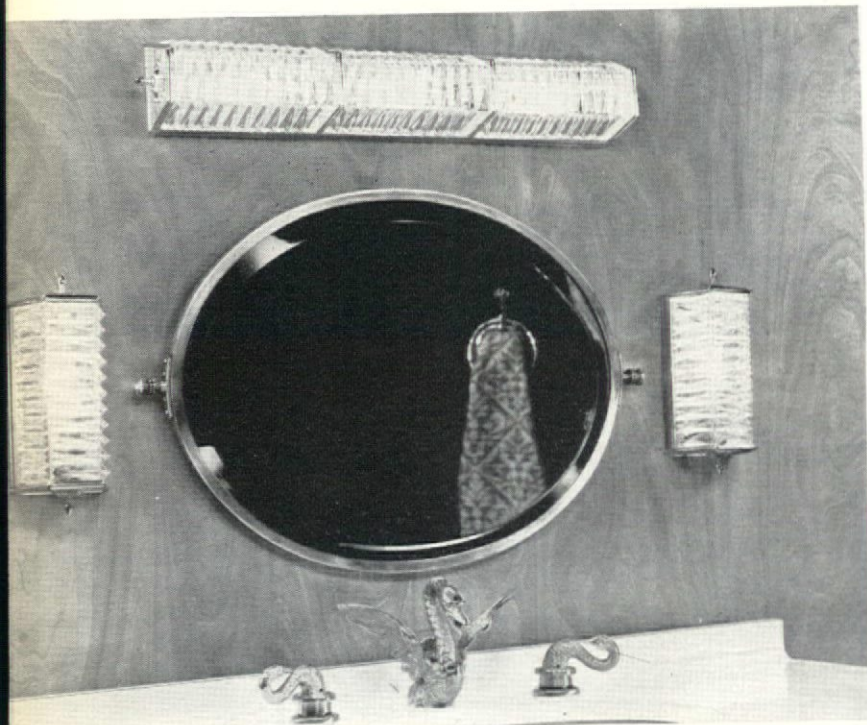
KING ARTHUR's swivel bar stool (above), in seat heights from 22 to 35 inches, is fully upholstered; choice of vinyl fabrics and wood finishes. Circle No. 61.

BELA DIV. offers oval-back chairs (above left) that stack ten high, comfortably foam-cushioned and upholstered in Naugahyde. The square tubular frames come in enameled colors, or plated in chrome or bronze. Circle No. 123.



FIXTURES MFG. introduces two new models (left). Astro compact with leather grain molded thermoplastic seat is designed to take many optional features, such as book racks, tablet arms. Square tube counter stool is available in a number of finishes, upholstery fabrics. Circle No. 109.

LIGHTOLIER: Fixtures in large photo below frame mirror with baguette-patterned crystal. One, two, and three-light units can be mounted vertically or horizontally. Other variations include a detailed flowing gold-leaf design in solid cast brass; a trio of etched frosted glass tulip shades accented with solid brass castings. Circle No. 124.





STAKMORE's functional armchair is a well-stacked item (above) that adds a special vinyl edging at contact points to guard against chipping. Its upholstered seat and back are set in an all-wood frame, protected by a thermocure baked finish. Another Stakmore model, with a gently curved spoon back, is also available as a folding chair, the mechanism completely hidden from sight. Circle No. 125.

NESSEN: Specified by Richard Himmel for this year's Room of Tomorrow, this unbreakable lamp table (above, far right) measures 50 inches over-all, has a 14-inch Plexiglas table, and a molded Fiberglas dome. Circle No. 63.

FINESSE ORIGINALS: Two original designs, Wine Festival Fountain and Horsemen, are constructed of lightweight hand-cast fiber glass reinforced resins and are hand finished. The wall sculptures, which may be ordered in color specifications to match swatches at no extra cost, are quite large, yet unbreakable. Circle No. 126.

PATRICIAN FURNITURE: The new Grand Prix seating collection can fit almost any area requirement: in addition to the single armchair, the line offers three and four cushion sofas and a circular table based upon the same leg system. Circle No. 5.



THE OLD REGENCY ELEGANCE greets the guest as he enters the lobby. To the right of the registration desk, a little-used seating area was turned into the Palm Court, where cocktails and light luncheons are now being served. The white marble floor in the lobby is partly covered with Spanish, hand-knitted wool carpets from Treganowan. Some of their colors—the gray-beige, burnt orange, and gold—are picked up on the wall and ceiling, pillars, and on the architectural moldings. The chandelier and the torchieres at the entrance to the Court were made by Metropolitan Lighting Fixture Co., Inc. In the small grouping in the foreground are Wycombe-Meyer desk and side chairs, and behind is an antique console from Meredith Galleries, Inc.



SOUTHERN HOTEL, BALTIMORE: AN OLD HOTEL THAT HAD LOST STATUS REGAINS PRESTIGE AND PROFITABILITY THROUGH THE MINISTRATIONS OF ELLEN LEHMAN McCLUSKEY

IN the Southern Hotel, Baltimore, Ellen Lehman McCluskey, FAID, has performed a minor miracle, transforming a seedy hotel into a sparkling example of American Regency. Faced with a lobby and public rooms where all traces of elegance had long been covered with shiny green paint, guestrooms where furniture was old and boraxy, Mrs. McCluskey endowed the old hotel with a personality no one ever dreamt it possessed by developing new colors, new decorative motifs, and new guest facilities. Business has doubled at that hotel since the renovation.

To bring the original architectural elements and ornamentation in the public rooms, she had ceilings and walls painted a warm greige, with the ornate mouldings picked out in gold. Crystal chandeliers and potted palms convey a *fin de siecle* feeling. In the lobby, a white marble floor is partially covered with three large Spanish hand-knitted wool carpets, gray-beige, burnt

orange, chartreuse, and gold, with a Regency border and center motif taken from the architectural details of the room's columns, walls, and ceiling. A new Palm Court opens off the lobby, in what was formerly waste space.

Focal point of the Palm Court is a large center fountain with a classic Greek figure standing in a seashell. Banquettes, upholstered in pumpkin, surround the fountain, standing on a black-and-white vinyl floor. Walls echo the greige and gold of the lobby, and crystal wall brackets and table hurricane lamps cast a soft, diffused glow flattering to women guests.

Alternating color schemes are used in the bedrooms at the Southern, so that the guest who takes two rooms enjoys variety in decor. The change in decor is complete, from a non-descript clutter of furnishings to well-planned, coordinated, and inviting interiors. A typical bedroom has twin beds with a mahogany desk between



IN THE DINING ROOM the handsome Regency architecture has been rejuvenated through the use of light colors, new mirrors, and period wall panels. A new fireplace from M. C. Corp. has been made the center of attraction. The House of Verde pumpkin-colored wall paper is graced with a Regency scroll design in gold that both adds warmth and charm and strikingly sets off the antique white and gold woodwork. Tables, chairs, and banquettes—upholstered in pumpkin vinyl—are from Chairmasters, Inc., and the orange is echoed in the carpet from National Theatre & Supply Co. Draperies and shades are from Drapery & Furniture, Inc.



THE NEW PALM COURT continues the period atmosphere of the lobby with greige draperies that have rust and gunmetal borders. Attention is drawn to the center of the room, which is graced with a fountain topped with a Greek classic figure. In the background, the cigar and magazine stand was redesigned to operate much more efficiently, and it has been discreetly surrounded with Regency decor. Austrian cloth shades—here and throughout the hotel—and drapery taped in House of Verde borders are from Contour Drapery and Furniture Co. The chairs, tables, and banquettes were made by Chairmasters; the statue, from Erkins Studio. Ceiling lighting is from N L Corp. An elevator landing (right) shows the typical handling of the doors and walls. These classic ornamental papers are throughout the corridors and are from House of Verde. Other furnishers are Kaye's Carpets, Inc. and Metropolitan Lighting & Fixture Co., Inc.



SOUTHERN HOTEL, BALTIMORE

them instead of a night table, so that writing space, a telephone, and two lamps for reading are all in one place for the guest's convenience. Furniture in the room, including a triplicate chest of drawers/dressing table/baggage rack combination, a lamp table and a wood arm upholstered seat and back easy chair has a distressed mahogany finish. The small scale chair has an ottoman which may be used for additional seating, as may a stool in front of the desk. Pictures in the room are Federal Colonial in spirit with fruits, birds, apothecary jars, and sailing ships matted in the predominant color in the room.

The other typical bedroom scheme has burnt orange and white toile draperies with matching bed coverlets and dust ruffles. The bed wall and window wall are covered in matching toile wall-paper. The furnishings are the same as in the other bedroom.

There are also large executive suites designed for entertaining and corporate use with a spacious L-shaped living room made by combining two rooms into one. They have a bar and an adjoining dining-drinking area consisting of four low armless party chairs covered in a printed linen in dark blue with accents of rust, green and chartreuse. The bar stool seats are upholstered in a russet vinyl. A large low table in blue lacquer may be used for cocktails or dining. There is also a seating area of sofas and chairs upholstered in the same linen print, beyond which is a working area with a sofa table, a desk, and a credenza. All furniture has a distressed mahogany finish. The carpet and the walls are teal color. The master bedroom of the suite is again most spacious, made so by combining two rooms into one. The color scheme is teal and white with accents of cherry and apricot. Two of the typical bedrooms adjoin the suite. (C)

TWO TYPICAL BEDROOM SCHEMES alternate down the halls to make a pleasant contrast when adjacent rooms are joined. One, the Toile Room, has burnt orange and white toile fabric and paper from Hexter. The greige carpet is from Kaye's Carpets, as are the floor coverings in all the guestrooms. Both of the typical rooms have a Hickory lounge chair; Clarence Veit has put distressed mahogany finishes throughout in all their dressers and desks. All lamps are from Robert Abbey. International suite baths are given an airy touch with Manuscreen's red and white Pennsylvania Dutch vinyl wallcovering.





THESE SHAGGY "BEFORE" ROOMS (right), sorry havens for the humblest of travelers, were combined with neighboring rooms by knocking out a wall to create the suites. The Honeymoon Suite (above) and the Spindle Suite (below) both have corn-colored walls and greige carpets. Above, a green, teal, red, and gold floral pattern from Arthur H. Lee covers the bed and the Veit headboard; the gold dust ruffles are from Harben Papers & Fabrics. Cohama's regal red is on the Hickory wing and club chairs. Unupholstered furniture in both rooms is from Clarence Veit; lamps, from Robert Abbey. In the other suite, turquoise spindles separate but do not stifle the space. Vertical lines are picked up in the red, blue, and gold striped draperies from Harben that have Schumacher's alabaster under-curtain. Sofa, stool, and club and side chairs are from Hickory, with Adams Vinyls' kid grain cherry on the side chair. A Boris Kroll fabric of blue, fuschia, olive, and white covers the club chairs, and a gold from Harben is on the sofa and the bed coverlets. Mirror is from D. Milch & Son, Inc.; prints in both rooms are from M. Blier. Photos by Henry S. Fullerton.



THE SOPHISTICATED MEANS OF HENRY END: PROFILE OF A DESIGNER, ENTREPRENEUR, MERCHANDISER WHO NEVER LOSES SIGHT OF THE BUSINESS END OF THE SITUATION. BY ANN DOUGLASS



HENRY END not only heads his own contract design firm, but he founded and now operates the International Design Centres in Miami and Los Angeles, is a design consultant, and has recently entered the marketing field.

The businessman in Henry End is the key to his broad success in the design field. In his recently published "Interiors Book of Hotels and Motor Hotels," Whitney Publications, Inc., he states the case for business fundamentals: "The interior designer . . . must recognize that he is dealing with guilt-edged clients who expect and will demand a businesslike approach, manner, and performance . . . The hotel management firm will quickly get rid of the interior designer who cannot match the architect, engineer, and builder in efficiency and [in] the business of meeting deadlines."

His work with architect Welton Becket, on Houston's new Hotel America, is typical of End's approach to the business of design. The first meetings of architect, client, and hotel owner established the requirements of size and type of room, as well as the general concept of design, and at this point they set up a working plan for collaboration throughout the assignment.

Rapport between architect and interior designer was immediately achieved because End in no way infringed on the architect's domain. Because all sketches eventually will be incorporated into the final set of blueprints, End has everyone in his office architect-trained, thereby assuring the architect and client professional drawings.

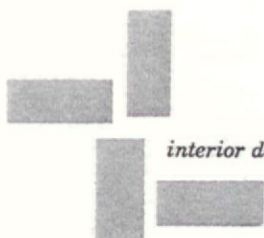
End deals with clients on an equally professional and businesslike basis. "Management like to talk to management," he says. He assures a good relationship by maintaining close contact with all clients and by controlling the design concept of every assignment in all phases. He finds time to design only by limiting the number of assignments he will accept at any one time and by delegating the management of his own business firm to a trusted subordinate.

His design concepts, once accepted by client and architect, are passed on for implementation to the project designer. End, architect, and management then work out the business problems.

Budget, one of the primary matters on the agenda, is drawn for the interiors after the initial meeting where client and architect formulate the design concept. A complete preliminary budget is projected—prior to any selection or pu



Typical examples show the variety of Henry End's work: Miami's International Design Centre containing End's offices (right), Queensbury Hotel rejuvenation (left), International Design Centre at Los Angeles (above), graphics for his design firm (right), Lucayan Beach Hotel (below).



interior design HENRY END, associates





Alexander Georges



THE LUCAYAN BEACH HOTEL, on one of the largest Bahamian islands, Grand Bahama, is a luxurious resort complex accommodating 804 guests. Its main attraction, an elegant gaming room, sets the style of this hotel, only 90 miles from Miami.

Project coordinator Ned Oppenheim created an atmosphere of "informal, sophisticated elegance" that is indigenous with the island atmosphere—not another Miami Beach hotel. Lush colors and plants of the tropics have been brought inside. Any one particular decorative period was avoided; in-

stead, an eclectic design combines such accents as antique consoles, blackamoors, and plantation shutters into a contemporary treatment.

The hotel includes a V-shaped guest wing where all rooms face either the ocean or man-made waterways, a casino, three bars, a night club, pool, international shopping arcade, health center; many outdoor recreational facilities cover the 27-acre site.

The largest dining room is the Lucayan Room (below) and seats 350. It is glass-enclosed so that diners may enjoy the views of the patios, garden, and



ocean. The revolving dance floor and the gay striped ceiling that covers it have been made the center of attraction in this large room that otherwise might appear much less intimate and fun.

Typical guest rooms (right) have their own balconies which look out on the pleasant grounds toward the sea. The furnishings give a feeling of luxurious informality. Architect for the hotel was Herbert Mathes.

Suppliers: Furniture—Stanbuilt, Wilshire House, Franjes, Plametron, Erwin-Lambeth, Phyllis Morris, Medallion, Shelby Williams, Parvin, Drexel, Whitecraft, Well. Carpets—Leonard Carpets (Barwick), Bigelow. Slate Floors—Ray Stewart. Lighting—Mastercraft, Continental, New Metal Crafts, Champion. Screens and Woodwork—Amertec Associates. Wallcoverings—Stockwell, Fine Arts. Curtains and Drapery—Paul Kaiser, David & Dash. Bedspread fabric—Charles Bloom. Vinyl upholstery—Adams Vinyls. Ceiling—International Materials Development Co. Art work—Margery Hathaway.



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chase of items—for client acceptance.

At this level, End obliges his client's business sense as well as asserts his artistic aims: the design is shown in the form of preliminary sketches or a model room. "What we consider is not just making an area—a guest room or a convention hall or a public room—simply attractive. We give it a merchandising quality. We give it what management knows as 'plus sales.' We are commercial artists using aesthetics to create added revenue for the client. Fads and styles—we are not concerned with them. We are deeply concerned with maintenance factors (the cause of high replacement) and the difficulty of getting adequate housekeeping. At the same time, we end with results which do not look purely utilitarian."

Though End's offices are in the Miami Design Centre, he maintains a sharp division between his activities as designer and those as landlord.

These Design Centres display products of several thousand large and small manufacturers where, without the harassment of salesmen, professional and consumer alike have the opportunity to see the items in well-designed settings.

To paraphrase End: in contrast to the Design Centres, furniture stores are nothing but a sea of furniture. Most showroom operations, though ostensibly closed to the public, are open to anyone calling himself a decorator: they sell merchandise in a crazy-quilt price structure, con-

fuse the professional, and create mistrust on the part of the public. "Marketing and merchandising in the home furnishings field is archaic. Ten per cent less than retail is not wholesale. The industry must face facts: it is in need of a clean-up. Showrooms should be operated by manufacturers, not by real estate operators or ten-percenters. The way they're run today, most showrooms are a phony operation." He believes the final solution depends upon legitimate showrooms.

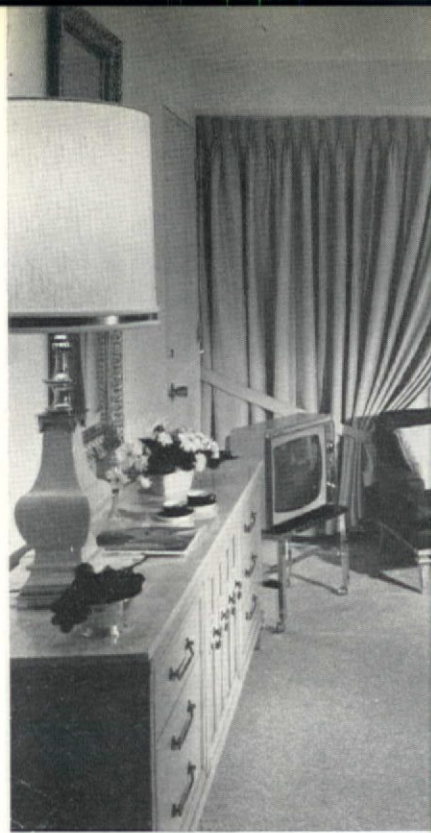
At the second Centre, in Los Angeles, End finds: "a hunger to see well-designed products tastefully displayed in provocative settings." Both the Specifications Centres are consulted by hundreds of professionals. A broad design program too exists in Los Angeles, where forums, lectures, and other activities maintain consumer and professional awareness of the role of good design.

In hotel design, End sees the personality of a hotel as its chief asset. The Lucayan Beach Hotel on Grand Bahama Island and Houston's Hotel America, the two illustrated examples, show the diversity of End's design concepts. "Give 'em," he explodes with the impatience of a Harry Truman, "strong, indigenous character.

"Too often in new construction, the designer gets only what is left after the building is up and the mechanical equipment purchased. But in remodeling the designer is king, and this provides him with the precious opportunity for demonstrating that an interior design budget



THE QUEENSBURY HOTEL, Glens Falls, N.Y., was a remodeling project for that city's most important hotel. The client was conservative and insisted that the old quality and elegant appearance be retained. A limited budget did much to dictate the plans for refurbishing. The interiors had strong architectural elements which were left intact; to keep an appropriate setting, yet bring in a feeling of openness and light, all woodwork was painted white. Much of the original furnishings were kept—including the carpet and dining chairs. In the lobby (top) a new color scheme—gray beige, charcoal, and white—keeps the elegance. The expanse of drapery gives the area more scale and also disguises some dated window detail. Over-scaled floor lamps give a touch of drama. In the dining room, new drapery and wallcovering lends the room a new flair. Since remodeling, occupancy has increased 35%, and 8 times more business is reported in the new bar.



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can be more exact than that which management has come to expect from architects and engineers."

But does remodeling pay? "It does when it brings more people into the hotel and enables management to cater to them more efficiently."

At the Plaza, an assignment currently in progress, End recalls that in 1943, when the Hilton chain bought the New York hotel, a refurbishing program was launched. Conrad Hilton ran into stern looks from old-time residents every time he touched a plant or started to make the slightest change. End, aware that year-round residents mean year-round revenue, did not jeopardize what already was considered adequate, for the aim of rejuvenation should be to produce added

revenue. The Plaza management cautioned against altering the service out front at the guest level, but agreed to extensive automation behind the scenes. Budgets rarely allow for new "drama"; in most cases, even where there is a major architectural addition, the new design must be consistent with the old. The designer must evaluate what existing atmosphere is worth retaining, and whenever feasible, believes End, the furnishing and equipment should be retained.

Though his approach to assignments is to accept those he finds challenging, regardless of size, his approach to fees is all business. End establishes fixed patterns: for a 100-room hotel the fee should be 10 percent of the cost of furnishing the guestrooms and 15 percent of what



HOTEL AMERICA, Houston, Texas, reflects the collaboration of End and architect Welton Becket. Joined to a 21-story office building, the 325 guestrooms and suites are tailored to the sophisticated business traveler. The lower lobby, with colors of ebony, ivory, and watermelon, establishes the style of the hotel. Suites are designed for luxury, but avoid an over-decorated look. The Rendezvous Room (left) features walnut and cafe au lait tones.

Suppliers: Furniture—J. G. Furniture, Erwin-Lambeth, Troy Sunshade, Oxford-Kent, Mastercraft. Floor covering—V'Soske, Bigelow, Walker & Zanger. Lighting—Century, Wilshire House, Charles Wagner, Phyllis Morris, Stiffel. Drapery and curtains—California Woven Fabrics, David & Dash, Leonardo Looms. Upholstery: U.S. Rubber, Boris Kroll, Jack Lenor Larsen, Nettle Creek. Pillows—Vic Roth, Nettle Creek. Planters—AMV, Architectural Pottery. Wall hangings—Murals, Inc., Lowitz, Designer's Guild, Shirley Tattersfield.



Louis Reems

it takes to complete the public areas. For a 300-room hotel there is the same amount of work; even though the public spaces might be larger, the design is not more difficult. Here, he would charge seven percent of the total cost.

For End, the role of consultant per se is not new. What is new is his entry into the field of marketing as a consultant in contract sales for manufacturers who seek a more concrete sales program. These activities are directed toward manufacturers who have not fully realized the merchandising potentiality of the contract market. He states that the new specifiers and purchasers, who carry no inventory but are responsible for a large volume of business, are little understood by the manufacturers. End's ap-

proach to clients is not to sell a product, but to create a special image in the mind of specifiers and purchasers: that the manufacturer has approached the institutional market through in-depth research and with complete understanding of the contract market.

In approaching the challenge of "rejuvenating the obsolete," End makes the point that he does not believe in destroying something just because it is old. There is much to be said for the old, he contends, that the new can never replace. He believes that the test, whether applied to designing, remodeling, merchandising, or marketing, is to create, either from inception or from ruins, what will ultimately have "cash register impact" for his clients. (C)



COFFEE SHOP (right) at the elegant Doral Park is thematically highlighted with a huge Tattersfield mural and furnished with Brower and Chairmasters furniture, patterned Karagheusian carpeting. The elegant 19th Century theme is repeated in the bar (above), with its stylized chandelier, brass foot-rail, and upholstered Chairmasters chairs. Small but tastefully detailed circular lobby (left) features an enormous custom-made crystal and bronze chandelier by Greene Bros., formal patterned wallpaper by Verde on elevator walls, and City Knickerbocker sconces.



ELEGANT NINETEENTH CENTURY FLAVOR PERVADES THE SUCCESSFUL RENOVATION OF AN OLD RESIDENTIAL HOTEL IN NEW YORK'S FASHIONABLE MURRAY HILL DISTRICT

THE Doral Park, on Park Avenue and 38th Street in the heart of New York's fashionable Murray Hill district, is an exclusive residential hotel on which a posh job of renovation has been performed, from the small but tastefully decorated lobby on the street level right on up to the guestrooms. Tom Lee Ltd., internationally known design firm specializing in hotels, has managed to recapture the grace and charm of a by-gone era, enriching the hotel with an elegance that harks back to the amenities of the 19th Century. A number of antiques add to the atmosphere, such as the authen-

tic glass lamp shades in the lighting fixture over the bar. An exceptional piece of custom work is the tremendous hand-painted mural, designed and executed by Shirley Tattersfield Associates, that spans a long wall in the delightful coffee shop. The colorful mural nostalgically depicts the upper class Murray Hill neighborhood during its heyday a century ago, with its wonderful town houses, fanlike doorways, and backyard mews, a few of which still exist in parts of the area that have miraculously so far escaped the renewal projects so prevalent in many old residential areas. (C)



DORAL PARK

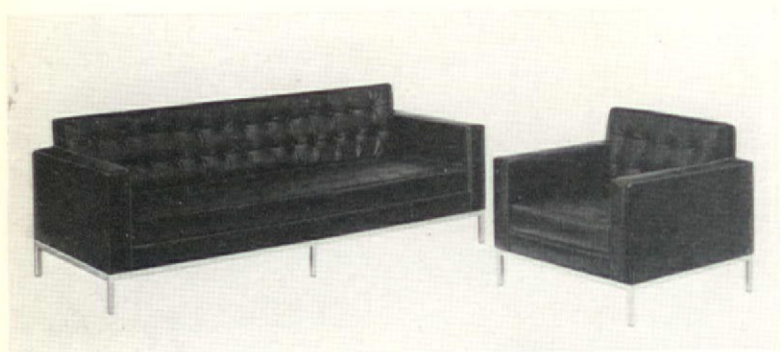
CONTRACT PRODUCTS AND SERVICES



Laminate technique

Tabletops at the Caribbean Pavilion at the New York World's Fair are made from a colorful screen print that has been embedded in high pressure melamine laminate. The decorative surface eliminates the need for table cloths; the finish is easy to clean and resists cigarette burns, alcohol, etc. This Numaplast technique, from Numa Resnick, can incorporate paper as well as fabric into the laminate. Numaplast is distributed by L & B Products.

Circle No. 127 on product information card



New seating from Worden

A fully upholstered lounge group has just been announced by The Worden Co. that consists of a sofa, a 54" settee (not shown), and a chair. All pieces have one-inch-square satin-chromed steel frames and rubber cushion glides on the legs. Under the upholstery—which comes in a complete line of standard vinyls, fabrics, leathers, as well as custom coverings—is foam rubber padding, assuring comfort, as well as a long-lasting new look. The other Worden Co. product shown is the sturdy side chair. Its birch back and saddle seat are secured to a frame of one-inch-square, 16-gauge steel tubing that has been coated with a clear acrylic lacquer over a plated finish; it has the same glides as the lounge furniture. As well as many standard wood colors, special finishes are available.

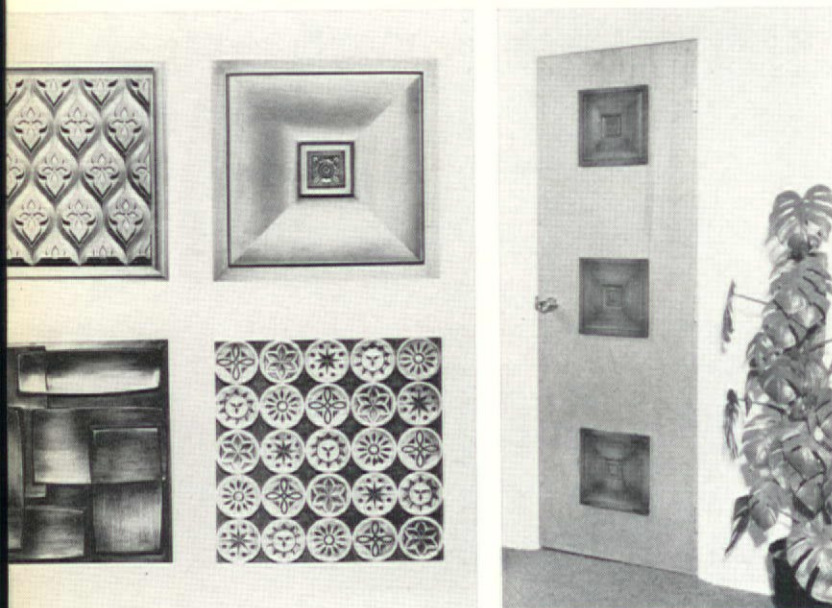
Circle No. 128 on product information card



Panelette—a new concept by Syroco

Syroco Inc. has created a new concept in decorative wall plaques—a collection of 12-inch-square plaques which can be used to completely panel a wall or applied singly or in groups for decorative accents. There are four basic designs, each one molded in detail from original hand carvings. Called Panelette, the plaques are unusually easy to install, with no special tools or fastenings required. A bonding adhesive, 3M's Scotch-Mount, is already on the back of each plaque, protected by squares of waxed paper. When the paper is removed, the plaques are simply pressed in position and will adhere to any wall surface. Only one suggestion is illustrated here: three plaques in the Cambridge design transform a simple, flush door to one with a custom look.

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PRODUCTS & SERVICES

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Molded fiber glass seating by Seaboard

The strength and grace of sculptured cast aluminum are combined in Seaboard's molded fiber glass side chair that has the added advantage of



a return swivel unit built into the base. Both arm and side chairs are available in stock colors—yellow, black, beige, tangerine, white, turquoise. Variations include standard or continental height, 17 inch cast aluminum base or 22 inch cross bases.

Circle No. 90 on product information card

Howell study carrel desk

A study carrel desk by Howell Co. has laminated plastic walnut woodgrain surfaces and a tubular base with double bracing for added rigidity. Metal finishes of mirror chrome, satin



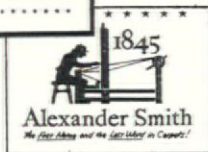
chrome, Bronzite or Walnutone match the chair frame. The writing area is 24 by 36 inches; an 8 inch wide shelf can be used for storage. High back and side panels provide privacy for studying.

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PRODUCTS & SERVICES

CONTINUED

Shelby Williams executive office chair

A new high-backed chair by Shelby Williams, designed for executive office use, features tufted back, swivel base, for maximum comfort and



styling. Available in a wide choice of upholstery material, the chair is one of the several Shelby Williams designs introduced at last month's National Stationery Office Equipment Show in Chicago.

Circle No. 54 on product information card

"Sly Glass" adaptation by La Barge

The apocryphal history of the "Sly Glass" dates back to the Middle Ages when an order of convent nuns was forbidden the vanity of a looking glass.



But by feminine wiles, the legend goes, the nuns contrived to mount a mirror in a picture frame, concealing it behind a sliding panel. La Barge reintroduces the Sly Glass as a quality wall decoration in a richly sculptured frame of heavy composition, finished in gold and a variety of subtle color tints. Behind the original painting—*voila*, the sneaky mirror.

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PRODUCTS & SERVICES

CONTINUED

Lunning contemporary daybed

The newest member of the Lunning collection of furniture is this curved daybed, nicknamed the "psychiatrist's couch," with spring mattress, covered in Scandinavian fabrics. The mattress rests on a curved, slatted, natural oak base. The down-

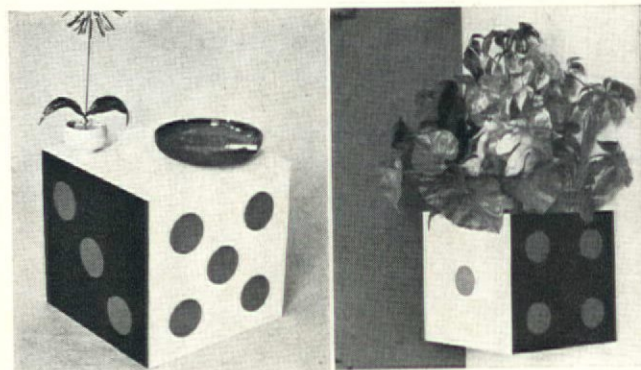


filled pillows are covered in the same fabric as the mattress. Designed by Ake Fribyter, the couch is 35½ inches long, 17 inches wide, and 17 inches high.

Circle No. 131 on product information card

New and novel Displaycraft planter

A huge, make-believe die from Displaycraft can serve as a planter or can be adapted to fit a wide variety of storage needs. The "dice" measure 13½ inches each way, and are made of ½ inch



thick stock, finished in alternate black and white lacquer exterior with large colorful dots. In addition, the cubes come with drop-on tops for storage of magazines, slidetrays, or almost anything else, serve as hassocks, or have 2 shaped dividers for files or records. The open-top cube can be wallmounted or floor based. When turned upside down, it serves as an occasional table or as a pedestal for a glass or wood top. Designed by Alex Kaufman.

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THE 17TH CENTURY TAVERN, inspired by the Early Colonial period, features a friendly, traditional atmosphere so dear to the hearts of men. The dark walnut high backed chairs are cushioned with Koylon and upholstered with Decor '64 Naugahyde, hand-screened in a tawny amber-on-white gingham print. All kept bright and clean with the swish of a soapy sponge.



THE 18TH CENTURY GEORGIAN DINING ROOM evokes all the gracious leisure of an ante bellum plantation house. The air of luxury is further enhanced by the striking use of white. The formal dining chairs are upholstered in brilliant white Decor '64, hand-screened with a dramatic medallion that echoes the pattern of the table linen. Koylon cushioned, of course. Wonderful Naugahyde makes it all completely practical!



THE 19TH CENTURY PARFAIT PARLOR brings back nostalgic memories of happy, carefree Victorian days when the high spot of an evening was to visit the ice cream parlor. The chairs and banquettes are upholstered with shiny black Madras Naugahyde that looks for all the world like old-fashioned horsehair. The walls are covered with crocus lavender Decor '64 Naugahyde, hand-flocked in a beautiful Damask design.



THE 20TH CENTURY COCKTAIL LOUNGE symbolizes the fantastic jet age in which we live. This interesting setting simulates a platform floating in space, and the color scheme carries out the theme. The walls are black Decor '64 Naugahyde, hand-screened with dragon medallions. The chairs and banquettes are brilliant, Bristol blue Decor '64 Naugahyde.



See these U.S. Rubber products at the Designs for Dining exhibit and at Space 2190 at the National Hotel Exposition, New York Coliseum, November 9th through November 12th. Coated Fabrics and Koylon Seating Department, Mishawaka, Indiana
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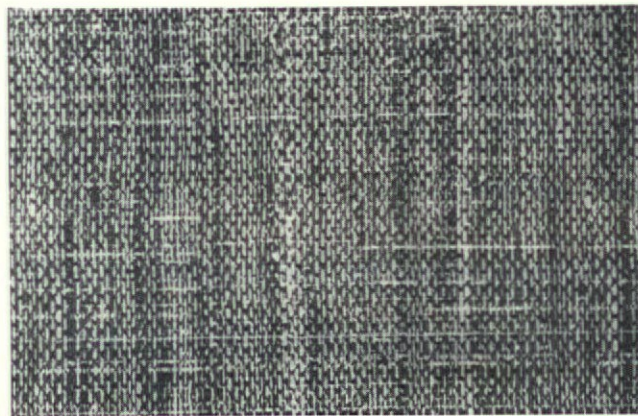
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PRODUCTS & SERVICES

CONTINUED

New Homespun vinyl wallcovering by Durawall

Homespun, a new design in the Vyndura collection of vinyl fabric wallcoverings by Durawall, combines the appearance of hand-loomed tweed with color fastness, durability, and washability.

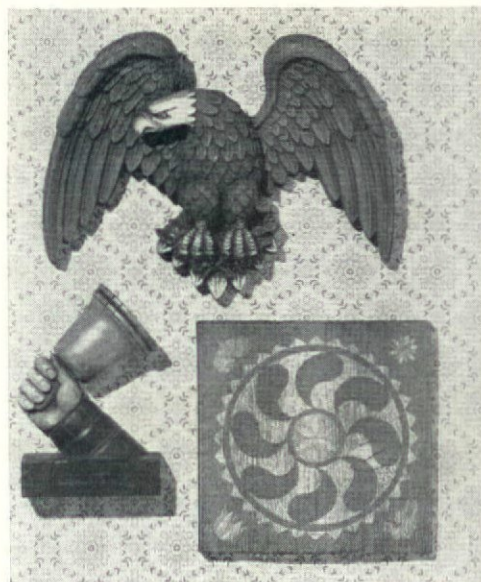


The sturdy, fabric-backed vinyl coated wallcovering is available in fawn, beige, persimmon, turquoise, sea green, and smoke gray. Like the other patterns in the Vyndura collection, Homespun comes in pre-trimmed widths of 53-54 inches.

Circle No. 133 on product information card

Richter early American carved figures

Richter Artcraft's new collection of carved wall figures, inspired by American history and folklore, have a weathered, antique look, accentuated by the authentic details which enliven each item. Among the seven in the Richter collection are Eagle, Hand & Bell, Pennsylvania Dutch Hex

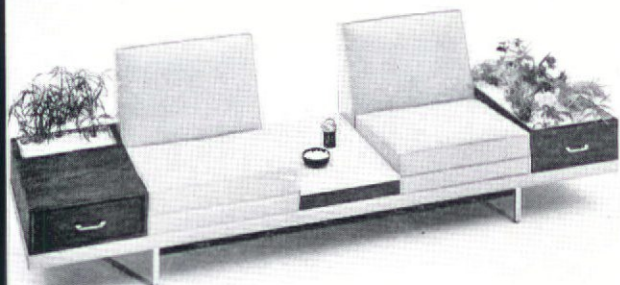


sign, Carousel Horses, Barber Pole, Whirligig, Captain Jinks of the Horse Marines, and Angel Figurehead. Heights of the pieces vary from 10½ to 24 inches.

Circle No. 103 on product information card

Adaptable Armstrong modular grouping

The new Armstrong Furniture Co. series 200 modular group, said to have more than 1,000 variations, includes this attractive seating group



which intersperses small and large planters and travertine table with comfortable seating. The unit, 6 yards long and 29½ inches high, may be specified with any combination of planters, table tops, or walnut cabinets for added versatility.

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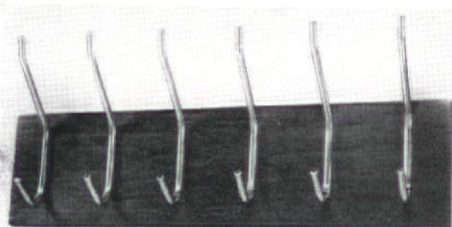
Baumritter's Viko stacking chairs

Easy and compact stacking is one of the functional features of Baumritter's Viko side chairs. Foam



added and upholstered in a wide selection of vinyl fabrics, the trimly designed chair has a chrome finished frame; seat size measures 16 by 16 inches.

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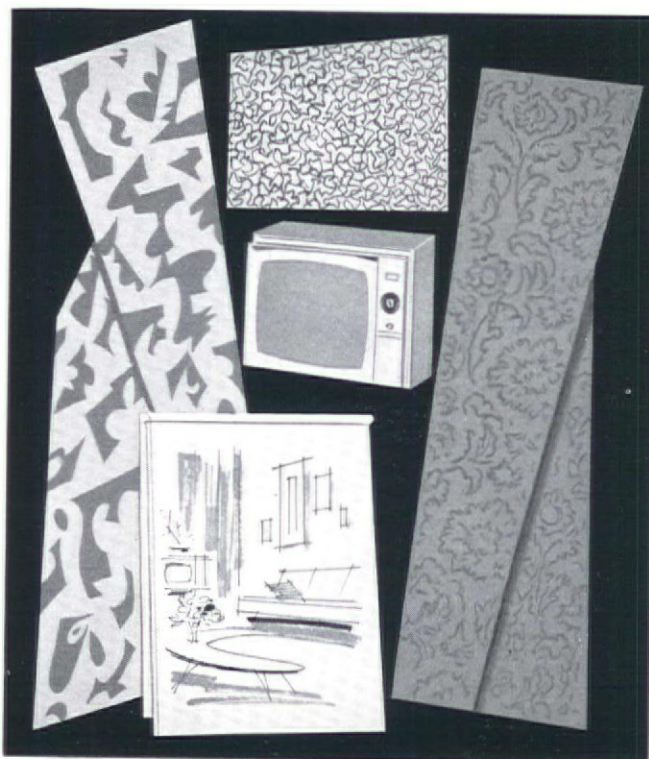
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Count RCA as your partner in creating any hotel or motel setting. Versatile RCA Victor "Mural TV" receivers come in 41 combinations of sets and stands. These include many screen and cabinet sizes, even color TV and remote control. Every one looks luxury-smart. And for your big jobs, RCA works right with you on custom-designing cabinets, stands, or built-ins.

Whatever the design, there's world-famed RCA Victor quality inside. Plus hotel/motel essentials like tamper-proof back, volume limiter, Underwriters' Laboratories Commercial Listing.

Come to RCA, too, for a complete line of audio, paging and intercom systems. You can depend on RCA, as well, to take complete responsibility from sets and Master-Tenna® antenna system to installation and maintenance. Available through RCA Lease Plan or outright purchase, with convenient payment arrangements.

RCA SERVICE COMPANY
Commercial Product Sales Dept. L-77

Bldg. 203-3, Cherry Hill, Camden, N. J. 08101

Please furnish complete information on RCA's full hotel/motel line.

Name _____

Firm _____ Phone _____

Address _____

City _____ State _____ Zip Code _____



The Most Trusted Name in Television

® Tmk(s) Specifications subject to change without notice

Circle No. 49 on product information card

PRODUCTS & SERVICES

CONTINUED

New Peerless executive swivel chair

Peerless Steel Equipment's new executive swivel chair has painted steel, satin chrome, or mirror



chrome frame. Upholstery covers available include a wide range of fabrics and Naugahydes. The chair is part of the new Peerless line, which includes other contemporary styled chairs.

Circle No. 135 on product information card

Newest stacking chair from Virco

A new high-backed stacking chair, latest in a series of new designs from Virco Mfg. Co., is designed to combine a maximum of seating comfort with ease of handling. With contoured back-



rest and two inch thick polyurethane foam cushions upholstered with supported vinyl in a wide range of colors, the chair also features nylon stacking bumpers, brazed frame joints and rubber-cushioned steel based swivel glides. The chair is available with or without a positive locking ganging device.

Circle No. 136 on product information card

*Another Custom
Chandelier Installation*
by **METROPOLITAN**

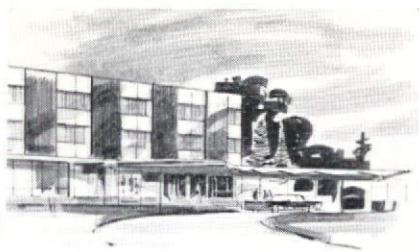
Metropolitan is proud that it was chosen by Ellen L. McCluskey Associates, Inc. to design and make the custom lighting for The Southern Hotel, Baltimore, Maryland. Metropolitan specializes in custom lighting design and manufacture for Hotels, Motels, and Restaurants all over the world.

Send for Custom Catalog C164 featuring unusual chandeliers.

METROPOLITAN LIGHTING FIXTURE CO., INC.
16 East 39th Street, New York, N.Y. 10016, 212 OR 9-7979

Circle No. 50 on product information card

The place:



Kutsher's Country Club
Monticello, New York

The man:



Leo Kornblath, Member A.I.A. and
New York Society of Architects

The carpets:



Bigelows.

For the Dining Room, 1300 square yards of specially designed Wilton Carpet. 1250 square yards of closely woven Margate for the Lobby. Kutsher's is 100% Bigelow-carpeted, with 2000 square yards of our special Velvet Tweeds in guest rooms and corridors.

Why do Leo Kornblath Associates insist on specifying Bigelow? Because they know that for every hotel, motel, or commercial building, Bigelow has or can custom-create the perfect carpet. 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, N.Y. 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. 51 on product information card

inspiring
interpretations
of
**ITALIAN
PROVINCIAL**

At Scerbo, you'll explore new horizons in office furniture design . . . a whole new world of Italian Provincial masterfully styled in the neo-classical vein.

Shown: No. 3566 Desk



Write for new decorators catalog.

**Frank Scerbo
& Sons, Inc.**

140 Plymouth Street, Brooklyn 1, N. Y.

ULster 2-5959

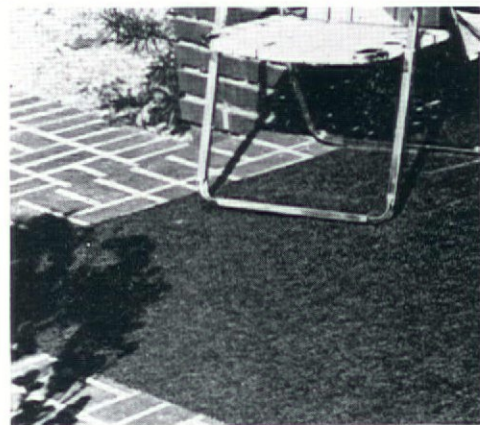
Circle No. 52 on product information card

PRODUCTS & SERVICES

CONTINUE

Indoor-outdoor Vectra polypropylene carpet

Carpet made of a new polypropylene olefin fiber by the Vectra Co., is said to be so durable that it can be used for outdoor installations. The car-



pet fiber, which resists soilants such as nail polish, bleach, dyes, acids or inks, is colored before the fiber is extruded. This new process is said to keep carpet color in, other substances out, since polypropylene resists most external elements on extruded.

Circle No. 137 on product information card

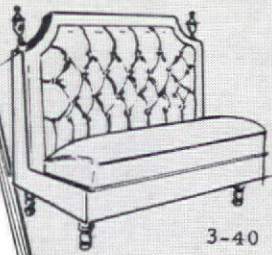
New Frederick Cooper lamps

Mediterranean and Italian Renaissance influences play an important part in a new collection of lamps by Frederick Cooper. Wrought iron candleabra in antique black verdigris forms the base



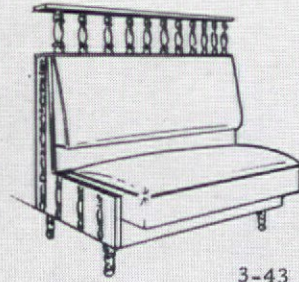
of the Mediterranean lamp, topped with a handmade shade of antique black parchment. Lamp height is 47½ inches. Rococo base of silver accents thus leaf design marks the Italian Renaissance lamp, finished in softly gilded bronze and silver tones. Gold leaf trim bands the antique black parchment shade on top and bottom. Height: inches.

Circle No. 138 on product information card

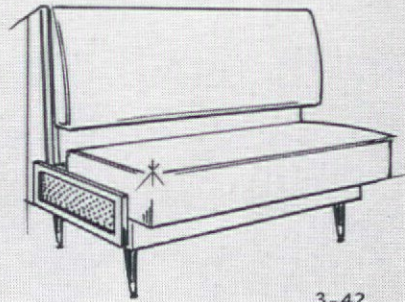


3-40

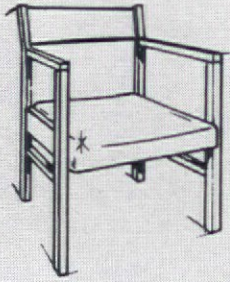
A complete line of
CUSTOM SEATING



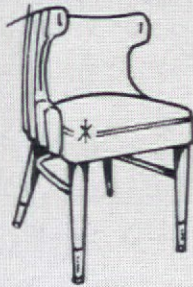
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3-42



4-44



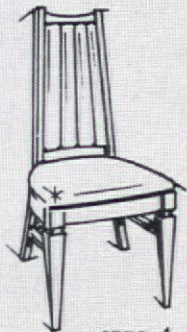
SPEC. 131-46



4-38



4-17-B



SPEC. 4-49



YCK-1316

Choose from the greatest
SEATING
Values in America!

Specializing for more than a quarter of a century in the manufacturing and prompt delivery of the widest selection of seating values in the commercial field — the nation-wide Bianco staff is available to assist you with your selection of seating from . . .

The Designers'
Handbook Featuring

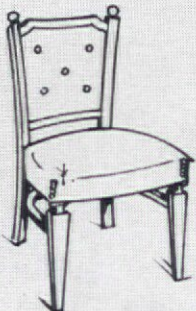
3600 DIFFERENT STYLES

OF COMMERCIAL CHAIRS

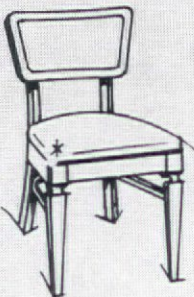
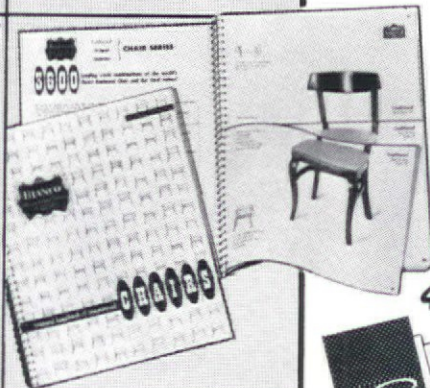
An exclusive split-page catalog arrangement of chairs allows you to "custom-design" the correct chair for your needs with no increase in standard low cost.

48-Hour Service

Prompt delivery is an important part of the Bianco service — 48-hour delivery of many favorite chair styles is assured!



4-36



110-F-83



105-P-3718



4-28-B



SPEC. 4-10

Circle No. 53 on product information card

Shelby Williams

CHAIRS



STYLE
NO. 8970CH

SELECTED BY
HENRY END, A.I.D.



for the
Lucayan Beach Hotel

Shelby Williams INDUSTRIES, INC.

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'See us in Booth 2152 at the New York Hotel Show
at the Coliseum, Nov. 9-12th.'

Circle No. 54 on product information card

PRODUCTS & SERVICES

CONTINUED

Howe's folding hat/coat rack

Checkmate is a specially designed rack from Howe Folding Furniture, Inc. In addition to folding into a 13-inch space, it has a low center of gravity that eliminates tipping even when its loaded only on



one side. The 3-inch diameter, hard rubber wheels take the rack almost anywhere. The tubing is one-inch, 16-gauge, cadmium plated steel; the rack measures 27" wide when set up. It is said to be ideal for hotels, restaurants, churches, organizations, etc.

Circle No. 139 on product information card

Vinyl with five-year guarantee

General Tire & Rubber Co. this fall will introduce its Blue Chip vinyl upholstery that will carry a five-year guarantee. The new line is in the Vinelle



family of expanded vinyls and has properties that were previously obtainable only in premium-priced, custom-order materials. Its cotton jersey backing is one-third heavier than the average and the 21 colors represent an entirely new color line. The new material is specially designed to meet the needs of the institutional and the executive seating trades.

Circle No. 140 on product information card

The 49ers
never had it so good!



URETHANE FOAM

helps solve the housing shortage
for California State College at Long Beach

California State College at Long Beach, perhaps the fastest growing college in the world, boomed from fewer than 200 students to more than 13,000 in just 15 years!

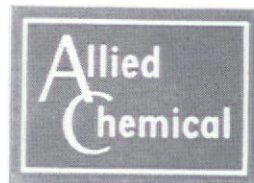
In the process, serious housing shortages were generated.

Today, the problem has been solved very comfortably with privately owned, college-regulated, off-campus residence halls. The newest, most attractive of these are Las Encinitas and Los Robles.

An important innovation in these two new residence halls is urethane foam bedding. Like many other colleges, California State has found that urethane foam makes the most comfortable and durable mattress. It's also light to handle, odor-free, dust-free and non-allergenic. To help ease the financial burden, urethane foam is economical, too.

If you are interested in urethane foam bedding, we'll gladly refer you to competent sources of supply.

All bedrooms at Las Encinitas and Los Robles are equipped with urethane mattresses.



**NATIONAL ANILINE
DIVISION**

40 Rector St., New York 10006

Circle No. 55 on product information card



V. I. P.



FONTANO



UPPER STORY

These 3 are new —
and beautiful.
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information.

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Furniture Corporation
Martinsville, Virginia

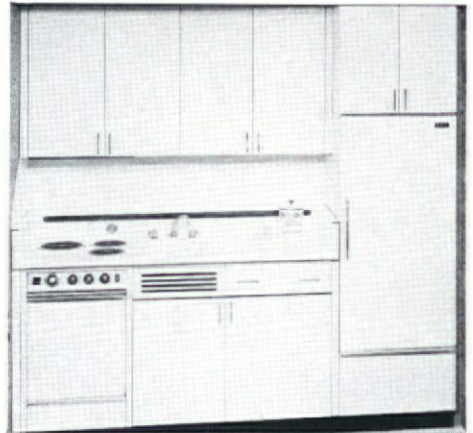
Circle No. 56 on product information card

PRODUCTS & SERVICES

CONTINUED

Dwyer compact kitchen

An entire kitchen unit, including a 10-cubic foot refrigerator, 3-burner range and oven (either gas or electric), sink, and 40 square feet of cabinet shelf space—all contained in only 7 feet of floor

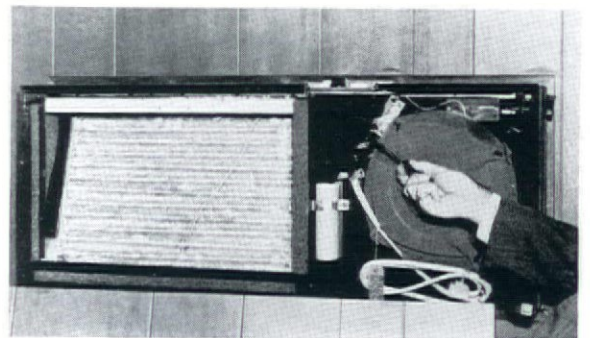


space. The compact unit is Dwyer Products Corp.'s new Series 84, which may be installed against a wall or recessed behind closures. It is finished over a heavy-gauge steel with a custom-matched Lifetime porcelain on the kitchen front, and has a one-piece seamless range-sinktop. Similar units were installed in the Pan Am Building, featured in last month's issue, for First National City Bank, Hammermill Paper Co., Vanadium Corp., and Pollack Paper Corp. Eastern distributor is Murphy Bed & Kitchen Co.

Circle No. 141 on product information card

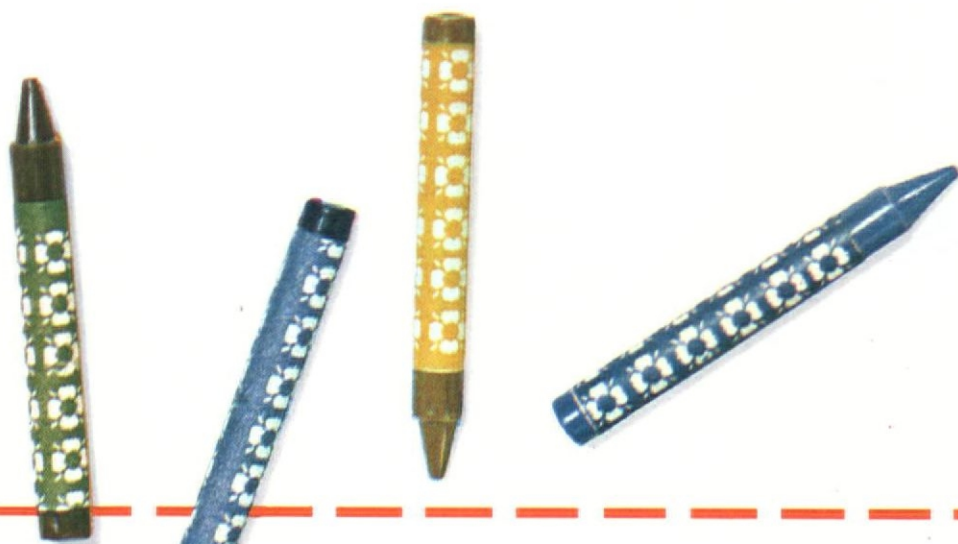
GE optional power air conditioner

The built-in option of 230 or 208 volt power system is one of the features of the eight new basic models of Zoneline through-the-wall air condi-



tioners developed by the General Electric air conditioning department and which will be displayed at next month's National Hotel-Motel Exposition. The compact unit can be adjusted to match the existing power supply right on the job site with only a regular-sized screw driver, as illustrated.

Circle No. 142 on product information card



Go creative...with Barwick's Colorset

Ever wished for a carpet that didn't exist? Felt a need for a truly unusual design? Then you've been waiting for COLORSET . . . Barwick's *electronic* method for making plush patterned carpet. COLORSET is the first *real* advance in creating multicolored designs in carpet since the Jacquard loom in 1804.

COLORSET designs take any shape or form . . . any number of colors . . . any yarn. At an electronic speed that's hard to believe, COLORSET transforms elegant designs into deep-pile, permanently patterned Barwick carpet . . . so beautiful and yet so rugged and resilient. Designs flow through the entire thickness. Pre-metalized dyes assure long years of color clarity.

So go ahead . . . get creative with COLORSET. Make thick Barwick carpet a dramatic part of your next decorating theme. Select from a collection of imaginative designs in a rich range of luscious, lasting colors. For additional information and samples, write to Barwick's CONTRACT DEPARTMENT today.

Barwick fashions ACRILAN
ACRYLIC / NYLON / HER-
CULON OLEFIN (the long-
est wearing carpet fibers
known) into luxurious
COLORSET carpet pile of
radiant, enduring designs.

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mills, inc.
CHAMBLEE, GEORGIA

World's largest maker of tufted carpets and rugs

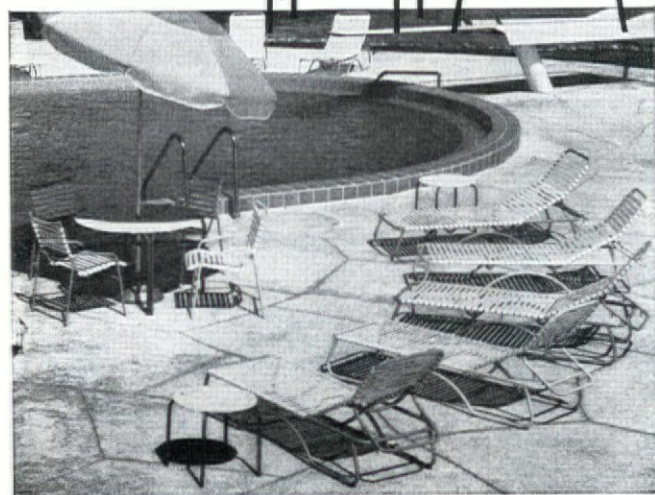
TROPITONE
CONTRACT

Low Maintenance

Long Life...and

Stacks

Easily!



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

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

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

WRITE FOR BROCHURE.

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

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 SUMMER AND
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TROPITONE FURNITURE CO.
 6030 GENERAL TINKER AVE. - P. O. BOX 3192
 SARASOTA, FLORIDA

Circle No. 58 on product information card

PRODUCTS & SERVICES

CONTINUED

American Leather wall tiles

Ad Lib architecturally precise leather wall tiles, laminated to a warp-free board and die-cut for exact size and thickness, are made of full top grain and cordova top grain leather, in 18 stan-

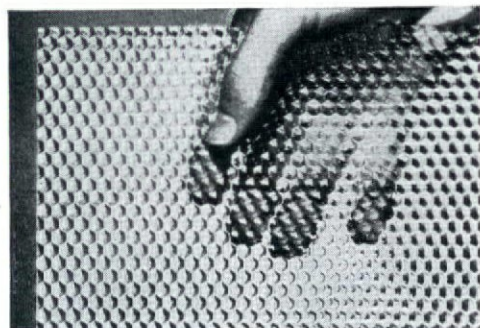


dard colors, including black, white, beige, blue, orange, a variety of browns, red, green, yellow, gold, and new Tortoiseshell. Special colors of the 12 by 12 inch and 6 by 6 inch squares may be ordered. The leather tiles are washable with soap and water and are said to be easily installed.

Circle No. 143 on product information card

Two new Celotex ceiling panels

Two new luminous lay-in panels which have been added to the Celotex suspended ceiling system are clear prismatic and opal prismatic. Both pat-



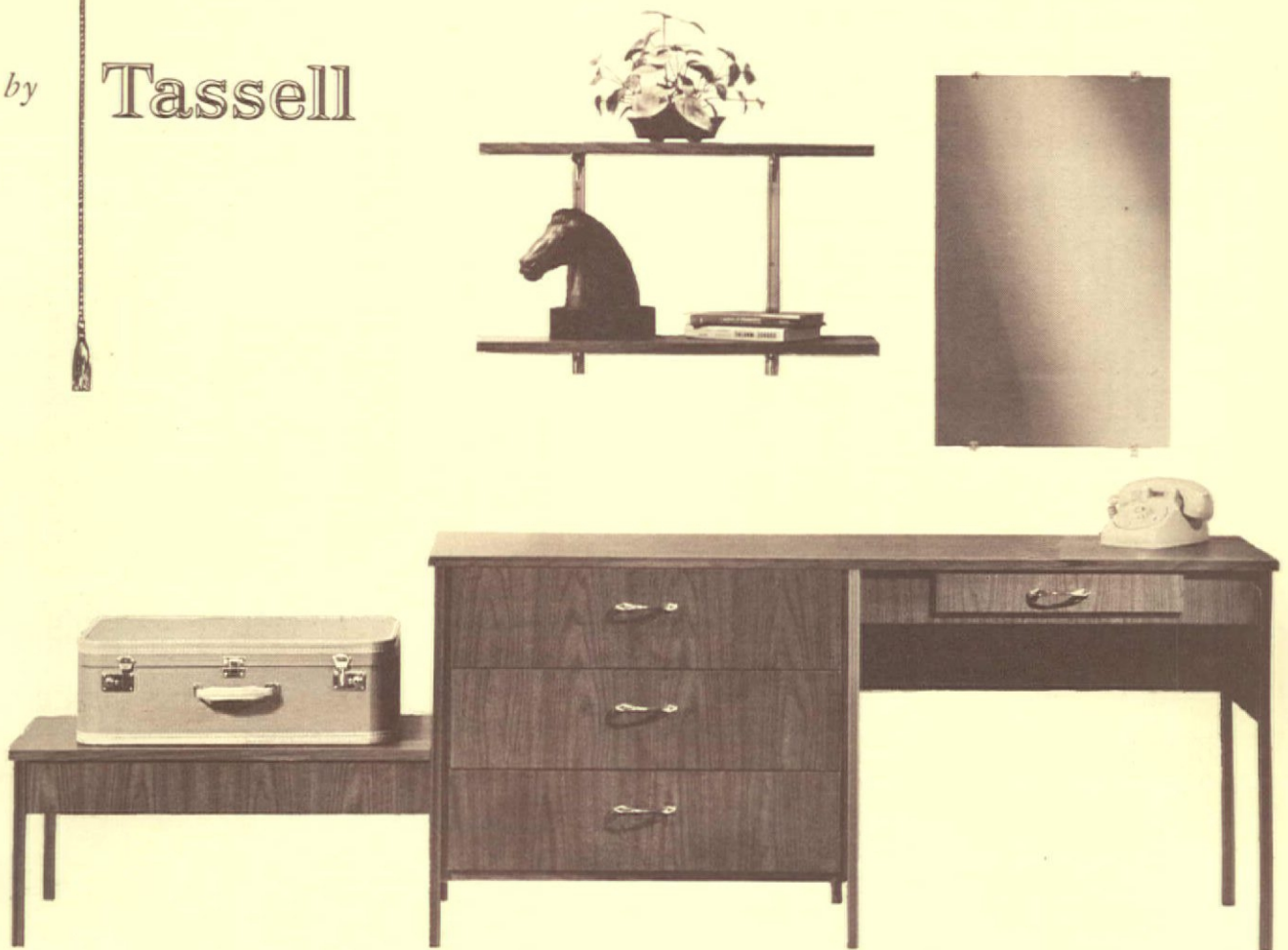
terns, made of light-stabilized polystyrene, are available in 2 by 2 feet and 2 by 4 feet sizes. Clear prismatic panels (as shown) provide light transmission of 68 percent; opal prismatic panels allow 55 percent light transmission.

Circle No. 144 on product information card

Kabinet Deluxe
Furniture

by

Tassell



The TRAVELER II

96" WIDE

The above grouping is designed for Motel and Hotel people who want the new style in room furnishings. Hidden in beauty, is the fact that it will never lose its look of luxury, due to the durable mar-proof cabinet finish that General Electric's Laminated Plastic provides. With the look and feel of real wood, furniture of this kind cannot be equalled. Luggage Rack, 3 Drawer Cabinet and Desk ensemble will give any room everlasting utility with beauty. Additional feature: Tops and drawer fronts are available in striking colors.

Manufacturers of Freestanding, Wall Hung and Pole suspended Furniture.

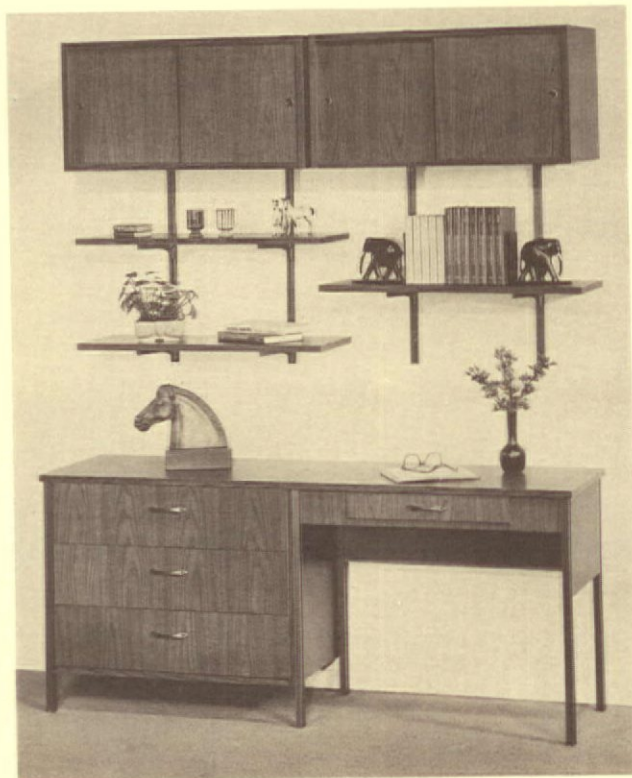
TASSELL INDUSTRIES INC., GRAND RAPIDS, MICHIGAN

Kabinet Deluxe

Furniture

Has No Equal . . . when it comes to offering Quality with Versatility

The "Pennant II" shown right, gives you a complete study area in only 64" x 18" and is 29" high. Versatility of Kabinet Deluxe furniture makes possible any installation. A non-finger printing surface is obtained by using General Electric's Laminated Plastic and gives you a maintenance free quality to every cabinet. Cabinet variations and design flexibility lets you be the low contract bidder. Wall Unit shown is also available.



With Kabinet Deluxe Furniture, a variety of problems can be solved. The picture (see left) combines all the traveler's needs into one and conceals them from view with a decorative screen. This completely eliminates the need for a walk-in type closet, thus reducing construction cost. Installation time is cut to a minimum with aluminum poles that are held in tension between floor and ceiling. Components clip in place and will hold well over 100 lbs.

Tassell INDUSTRIES, INC.
GRAND RAPIDS, MICHIGAN 49504

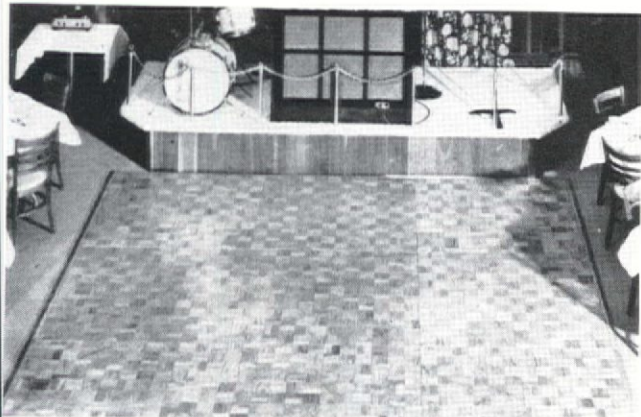
Circle No. 40 on product information card

PRODUCTS & SERVICES

CONTINUED

Portable dance floor by Sico

A new portable dance floor, composed of attractive parquet-wood units in both 12 and 18 inch square blocks, is designed primarily for over-



carpet use and simple, snug storage. Sturdily constructed by Sico Inc., the units are easily fitted and uncoupled by a specially designed metal tongue system; floor-edge dropoff hazards are eliminated with 45-degree corners and sidings.

Circle No. 145 on product information card

CUSTOM QUALITY CAPTAIN'S & MATE'S CHAIRS AT COMPETITIVE PRICES



This handsome, genuine diamond tufted Captain's Chair is a classic example of the complete line of better chairs and bar stools manufactured by

**KING ARTHUR
CHAIR CO., INC.**

5501 N.W. 36th Avenue
Miami, Fla. • Ph. 635-3066
Send for FREE full color brochure.

Circle No. 61 on product information card

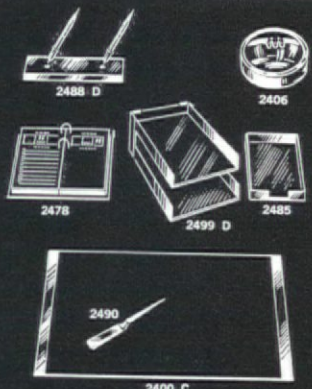
STYLE THEME FOR THE GENERAL OFFICE

2400 line
Lasting metal satin aluminum or brass finish in a wide range of pieces. Letter trays, waste baskets, ash trays and memo pads to match.

Write for Catalog

DUK-IT

274 Duk-It Building



MCDONALD PRODUCTS CORPORATION
Buffalo, New York 14210

Circle No. 62 on product information card



Cat. No. **NS1008**—16" diameter molded fiberglas dome evenly diffuses the light for general illumination. 50" tall, 14" diameter clear plexiglas table. Two pull chain sockets. Available in brushed brass, polished brass or satin chrome over brass.

Cat. No. **NS1007**—also available without table.
Standard lamps or lamps to your specifications for hotels, schools, offices and hospitals.

Catalog on request.

NESSEN LAMPS INC.

317 East 34th Street, New York, N.Y. 10016



Circle No. 63 on product information card

PRODUCTS & SERVICES

CONTINUED

New Taylor sofa system

One of a new sofa system by Taylor Chair Co., this model is available in lengths from 48 to 102 inches, with alternate styles of arms or without



one or both arms, for sectional arrangements. Legs may be round or square, in walnut or mirror-polished metal. Other styles of upholstery, all in a wide range of colors and textures of fabrics and vinyls, may be ordered.

Circle No. 146 on product information card

DuPont stain resistant wallcoverings

Vinyl all fabrics surfaced with transparent new Tedlar, from DuPont, resist permanent staining from lipstick, ink, shoe polish, and other severe staining agents, and renders surfaces color-fast. The film, which has a low-gloss surface, can be

cleaned with soap and water, or with strong solvent solutions that would damage unprotected vinyl fabrics. Tedlar can be modified to accept embossing, and can be factory-applied to fabrics of all gauges and surface textures.

Circle No. 147 on product information card

Stoneware Techniques pottery planter

A new planter from Stoneware Techniques has a 13 inch diameter, stands 11 inches high, and has a 12 inch opening. On walnut base, the height is 15½ inches; with the alternate wrought iron base, the height is 12¾ inches. Planter comes



in six traditional pottery colors. Marvin S. Levine Associates is national distributor for Stoneware Techniques.

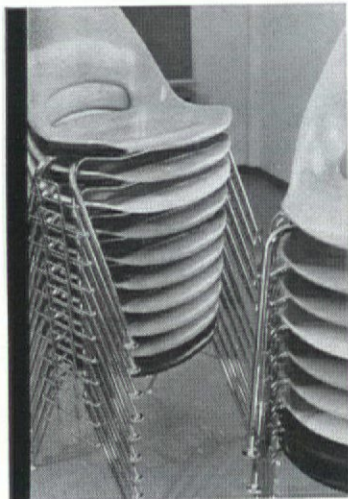
Circle No. 148 on product information card

THE "LIVING CHAIR"

your choice of four different models

Whether your needs demand the stacking model, swivel model, bar stool model, or regular model, the "Living Chair" provides the answer. Combining natural body contour comfort, unmatched beauty, rugged strength and durability, the "Living Chair" is molded of one piece extra durable "Flexene," with spring-action back, tapered brushed zinc steel legs and self-leveling mar-proof glides. The "Living Chair" is available in six decorator colors or custom colors made to match your specifications.

Write for our beautifully illustrated brochure and free color chips.



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the Crown of Quality

Circle No. 64 on product information card

WHAT'S THE DIFFERENCE?



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Petite Suite : Sands Hotel, Las Vegas



Restaurant : Laffite's, Los Angeles



Lobby : The SPA Hotel, Palm Springs

The difference is beauty and artistry in concept; meticulous attention to even the most minute detail. The difference is TOTAL PLANNING: total planning by an expert contract design team, pooling knowledge gained in years of practical, professional experience. 🌿 The difference is efficiency and economy. The difference is interior design and furnishings by the most respected contract interior design firm in the nation . . . ALBERT PARVIN & CO., interior designers and furnishers of hundreds of successful business enterprises . . . hotels, restaurants, banks, executive offices, motels, coffee shops, clubs and other commercial and industrial installations. 🌿 WHAT'S THE DIFFERENCE? The certain knowledge that ALBERT PARVIN & CO. will provide you with the finest interior design and furnishings available anywhere.

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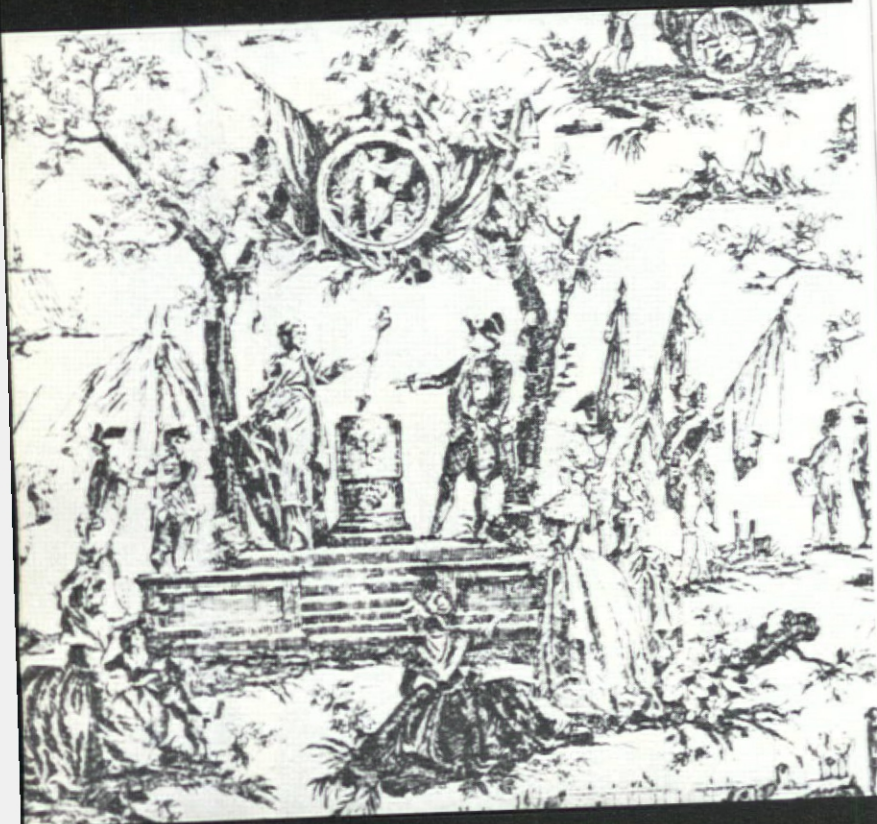
Subsidiary of **Parvin/Dohrmann** Company

Circle No. 65 on product information card

From the A.I.D. Award Winning

Chateau Collection

by S.M. Hexter



Hand printed linen wall fabrics,
selected for the Southern Hotel
by Ellen Lehman McCluskey, A.I.D.

For Distinctive Design at Moderate Cost
Paper-backed for Ease of Installation
For Acoustical Control

Write us for further information and samples of

the Chateau Collection

The S.M. Hexter Company

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PRODUCTS & SERVICES

CONTINUED

New Burke chairs

This new pair of fully upholstered fiberglass chairs, with polished aluminum bases, are in the Burke line that is featured at the Draper Design



showroom in New York. These chairs are available with either fixed-base or automatic-return swivel mechanism, are light and strong, and come with a wide range of fabric and vinyl coverings. The other Burke chairs offer a range of eleven seat styles and four bases.

Circle No. 149 on product information card

Two new Nevamar oak grains

Nevamar plastic laminates are now available in two new oak grained patterns, English oak and Spanish oak. English oak, a warm planked grain and Spanish oak, rich and dark-toned, are both available in Fresco, Nevamar's three-dimensional finish.

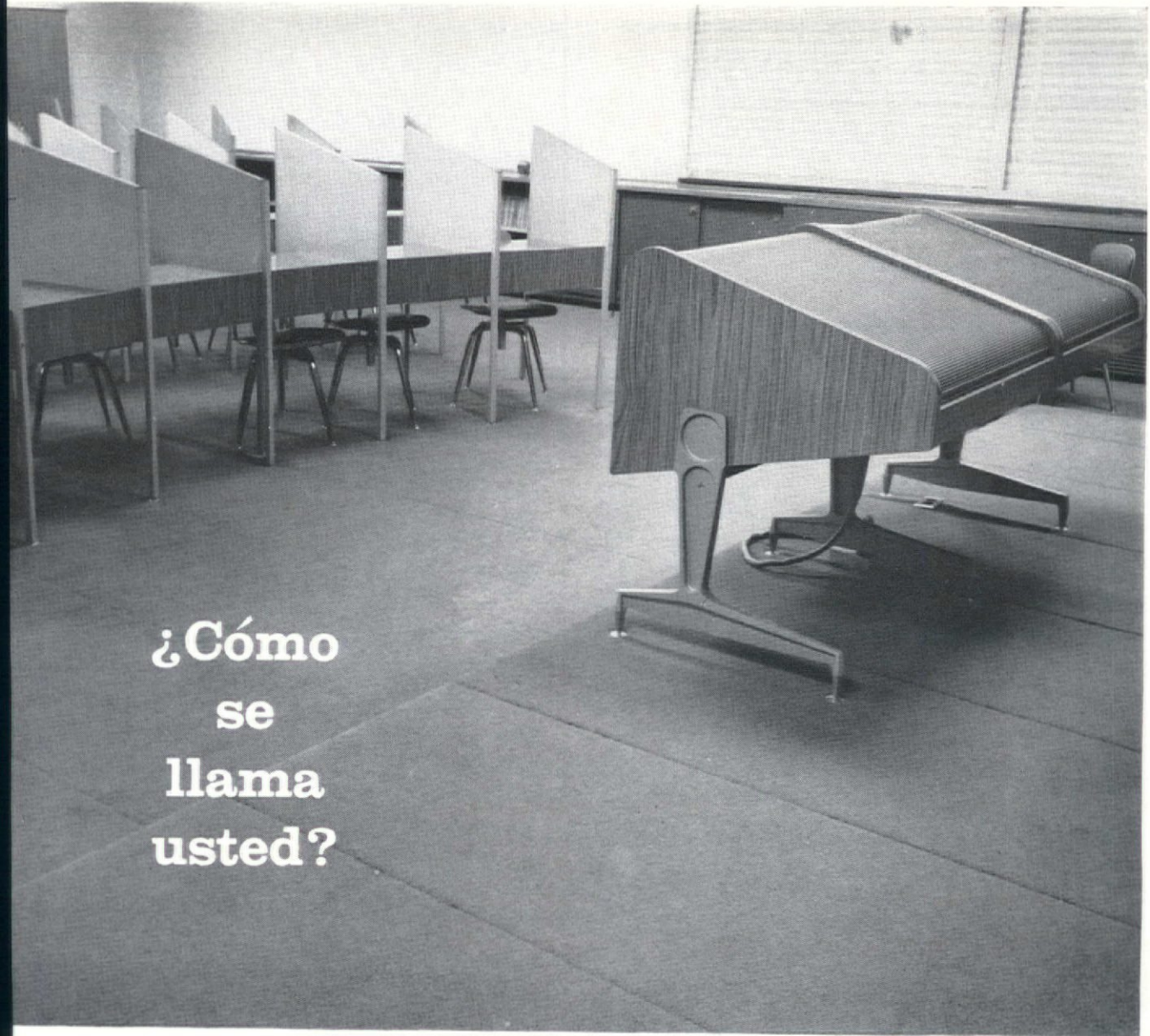
Circle No. 150 on product information card

Textured Deltax Fabriccraft wallcoverings

Ten new woven-textured wallcoverings have been added to the Deltax Fabriccraft line of vinyl-treated wallcoverings. Six of the new patterns, in a group called Tahiti, resemble grasscloth and includes a plain oyster white and an egg-shell basket weave, and fruitwood, bamboo, mist green and champagne shades of a wallcovering with horizontal striae and a grasscloth-like texture. The other group of four, Waikiki, features contrasting colors in the warp and woof to accentuate the woven effect. Colors are ebony and white, driftwood, sand, and marigold.

Circle No. 81 on product information card

← Circle No. 66 on product information card



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se
llama
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HARDWICK CARPETING

Yes, the name of the carpeting is Hardwick. And this is the language laboratory in the Upper Merion Junior High School in King of Prussia, Pennsylvania. Said principal J. Richard Bolton, "Carpeting the language laboratory gave us the acoustical control necessary."

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anyone could ask for . . . and more. Thanks goes in no small part to Hardwick's more than a century of carpet making experience . . . carpet making knowledge.

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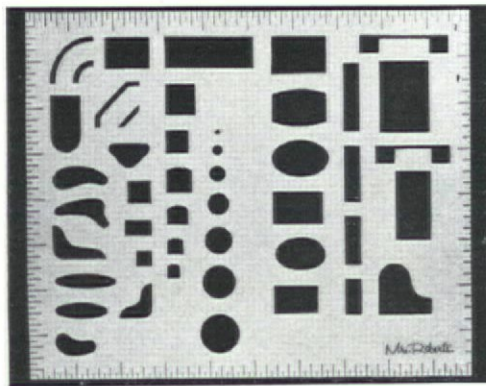
Circle No. 67 on product information card

PRODUCTS & SERVICES

CONTINUED

Furniture template for room layout

A new furniture template from Mr. Robert's Co. has 46 cut-out shapes to permit tracing of almost any piece of furniture. Made of plastic,

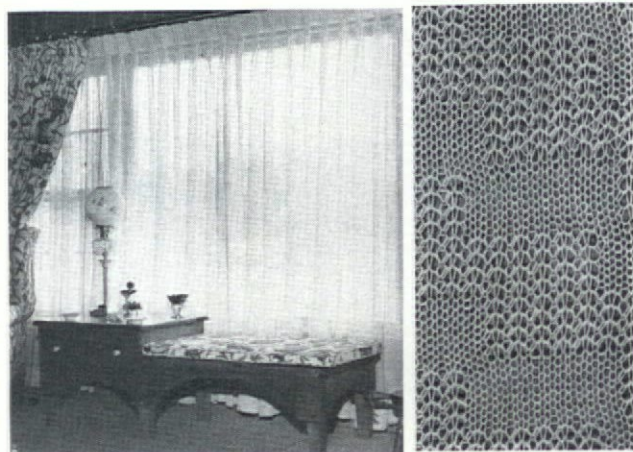


the room layout template is 8 by 10 inches, and has a scale on all sides, in 1/6 inch increments. The furniture cut-outs are scaled 1/4 inch to the foot for layout accuracy.

Circle No. 151 on product information card

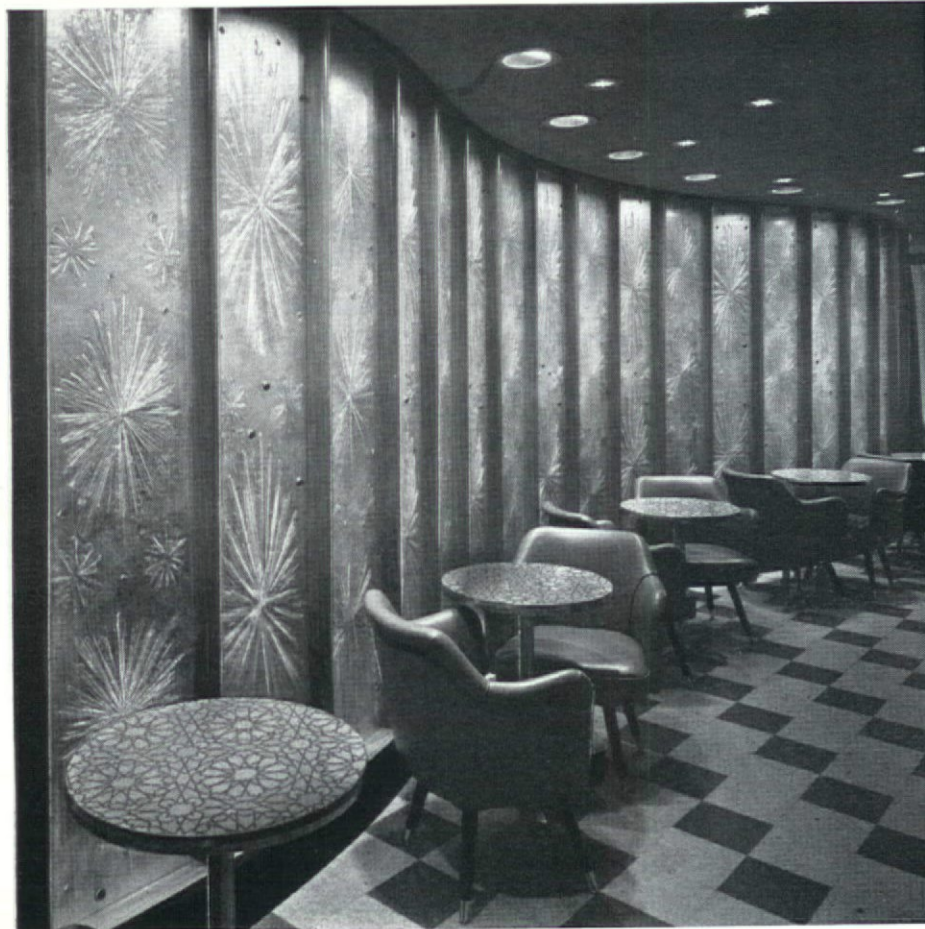
Knitted drapery fabric

American Drapery & Carpet Co. is featuring a knit made from Kraftcord—paper that has been slit very thin and then dampened and twisted—



called Cellucord. In the wetting process, in addition to a flameproofing compound, special resins are added to give unusual strength. The cord then enters a knitting machine that produces fabric twelve-feet wide. Cellucord is color fast and, if soiled, can be dry-cleaned. Five patterns come in white, but special colors are available. The yarn was developed by the Gilman Paper Co., and yardage is obtained from The Karen Corp.

Circle No. 152 on product information card



Barbizon-Plaza Hotel, N.Y.C. Designed by Mrs. G. Wottitz, featuring 3D sun-bursts in golden tones by Favrex Designs. • See us at the FAVREX Booth, 4th fl. NM

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Circle No. 69 on product information card


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SHOWROOMS AND OFFICES IN PRINCIPAL CITIES

PRODUCTS & SERVICES

CONTINUED

New ballroom chair from Piazza

This new ballroom chair from Piazza Originals features a gloss-gold finish and a polyfoam



seat. The delicate lines of the Cotillion Chair and its extra-strong construction make it suitable for ballroom use.

Circle No. 153 on product information card

Roxbury carpet installation

Four hundred yards of all-wool Wilton by Roxbury Carpet Co. were installed in the gold-and-white Coach Room of the William Penn Inn at



Gwynedd, Pa. The carpeting, of autumn gold flecked with yellow, was also installed in a small anteroom leading into the main Coach Room, which seats three to four hundred people.

Circle No. 154 on product information card



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Circle No. 71 on product information card

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Circle No. 72 on product information card

PRODUCTS & SERVICES

CONTINUED

New drapery cord pulley

The Graber Co. is now marketing the Hidden-Magic Cord-Tension Pulley, made from Eastman Chemical's tenite polyallomer, that mounts on floors, baseboards, wall, window casings, or sills. It is designed to keep the traverse cord neat and



taut: the spring action of the pulley combines with a simplified tension lock to hold the pulley-head upright while the cords are slipped into place. When the lock is released, the spring gives constant tension on the cord for convenient operation.

Circle No. 32 on product information card

New heavy-duty Masland wallcovering

Spartan quality vinyl wallcovering, a new 33-ounce per linear yard heavy-duty weight vinyl from Masland Duraleather, is recommended for institutional use in areas where traffic is heavy. The first Spartan pattern is Dado Wall, in ivory, pebble gray, taupe, sunlit yellow, melon, terra cotta, capri blue, Pacific green, fern green, and watercress blue, with a leather-grain embossed effect.

Circle No. 155 on product information card

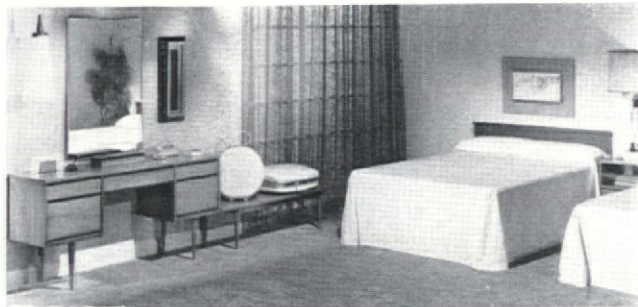
Teak laminate

General Electric's newest plastic laminate in the Textolite line is called Honey Teak, a woodgrain finish that the manufacturer predicts will have a lot of interest from the commercial as well as the domestic interior markets. It is equally suitable for wall paneling or office furniture. The finish is inexpensive, yet has quite a fine resemblance to real teak, and it resists stains, scratches, and cigarette burns.

Circle No. 156 on product information card

New Bonus guestroom furniture from Bassett

New Bonus guestroom furniture by Bassett Furniture Industries features recessed Formica rails in a rosewood pattern, which contrast with ma-



hogany drawer fronts. Fingergroove pulls, neatly tapered legs, matching laminated tops are other design details of this Danish-inspired series. The Bonus collection includes dressers, chests, beds, nightstands, and luggage racks.

Circle No. 157 on product information card

Traditional floral by Greeff

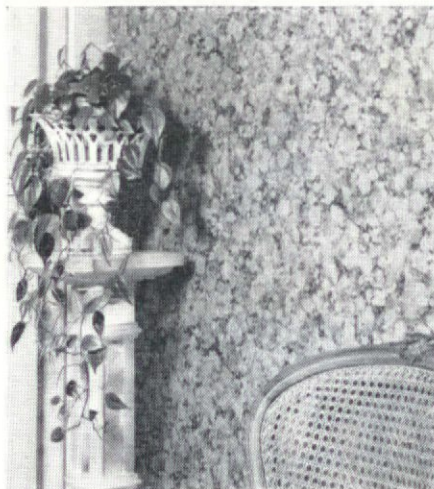
Part of a broad collection of contract fabrics by Greeff is Chatelaine, a delicate floral produced for the master bedroom of the traditional house, part of the House of Good Taste exhibit at the



New York World's Fair. The graceful pattern is printed on Fiberglas in two tones of blue on white, with other colors also available. The Greeff lines also include a number of fire-resistant textured and sheer casements and many designs in its Hispania Collection, an exclusive group of Spanish-inspired fabrics.

Circle No. 158 on product information card

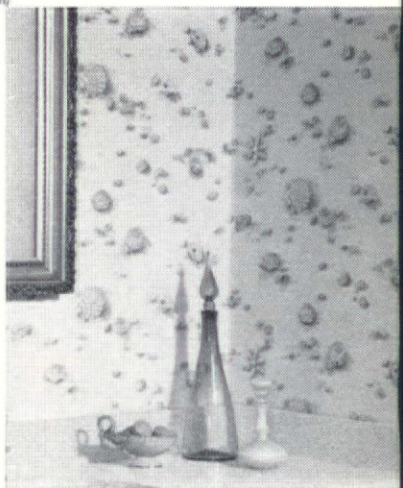
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Circle No. 73 on product information card



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PRODUCTS & SERVICES

CONTINUED

Stiffel traditional lamp

This chastely classical lamp by Stiffel has a white Lenox china base cemented by antique soft brass. A brass tulip supports the rounded vase-shaped china portion, which is capped with a filigreed



brass band. The shade is a silk-like antique white fabric embellished by a gold trim encircling the top. The lamp is only one in the Stiffel lamp collection.

Circle No. 159 on product information card

Michel's pre-cut borders

Panels and border design from Michel's Designs, Inc., decorate this living-room scene. The pattern,



from the Vel-vette impressions II collection, is on multi-colored flock, as are most of the designs in this series. All feature pre-cut borders. A collection of foil impressions by Michel's is also available, in a variety of designs.

Circle No. 160 on product information card

← Circle No. 74 on product information card

Three art collections from Virginia Frankel

New contract collections of art from Virginia Frankel include a group of sculptured bronze



and steel on wood wall plaques; a group of welded metal sculpture, free-standing and wall-mounted; and a group of casein surfaced serigraphs. Special designs within these three basic collections can be produced for specific projects.

Circle No. 161 on product information card

Wall, Ceiling, Border and Transom wallpapers designed for Ellen McCluskey for the Southern Hotel, Baltimore



Verde

CONTRACT INDUSTRIES

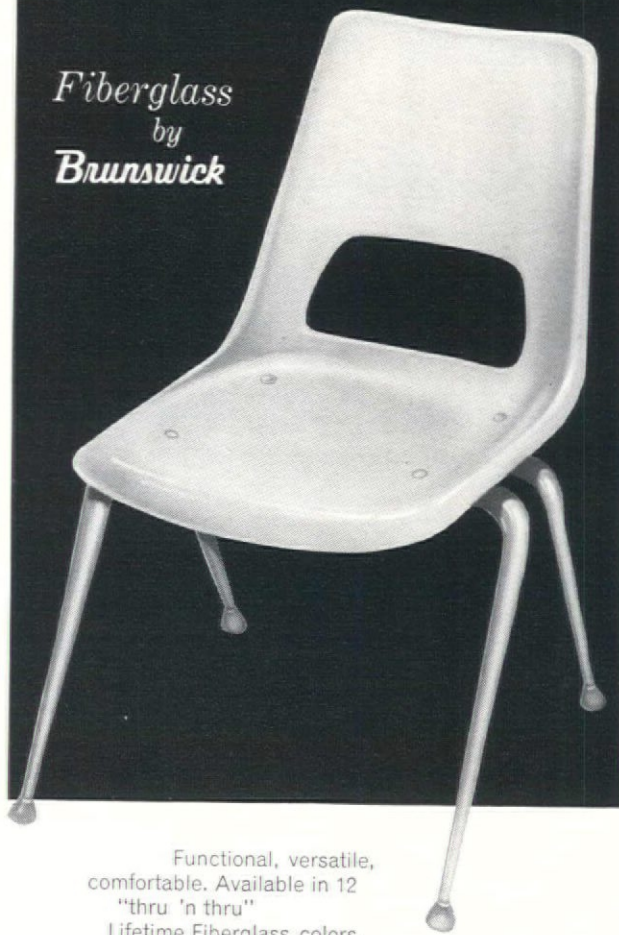
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Circle No. 75 on product information card

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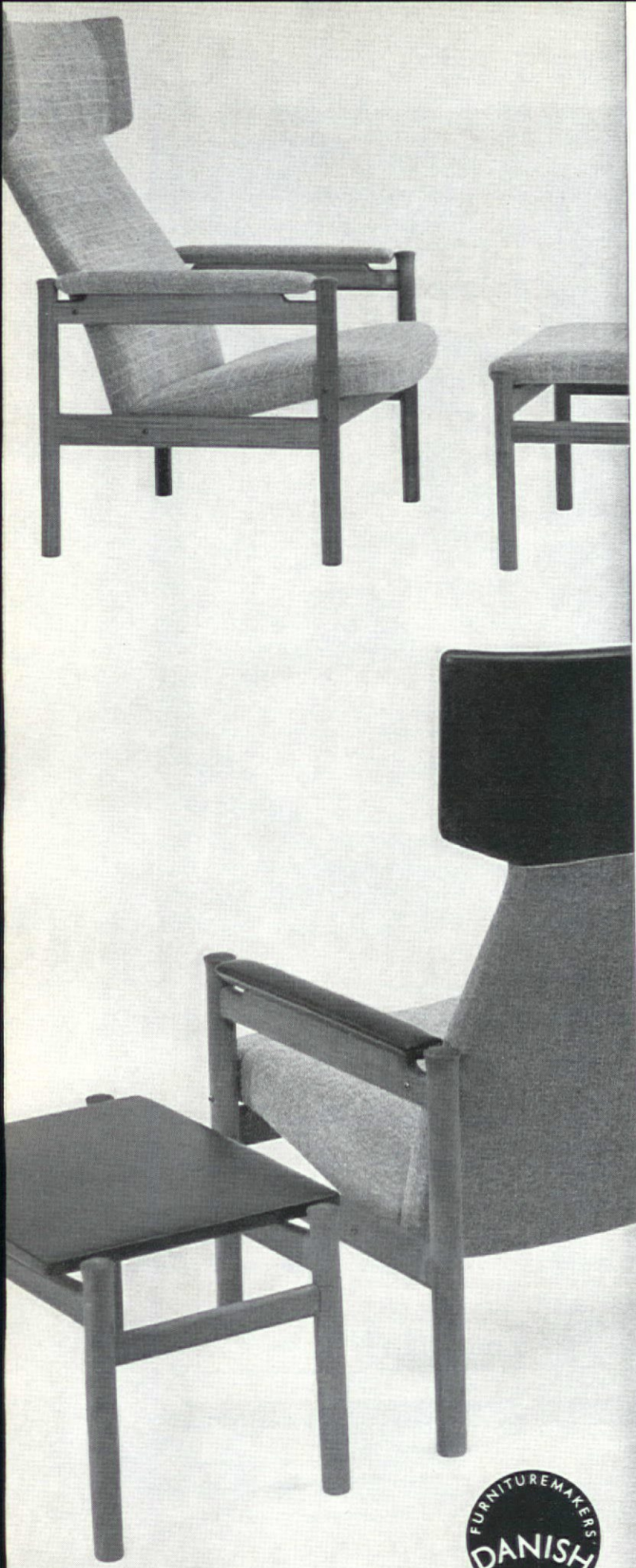
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Circle No. 76 on product information card



*Easychair 4365, teak with matching footstool (4165) and table (4565).
Design: FH.
Fritz Hansen Inc., Decorative Arts Center, 305 East 63rd Street, New York 21, N.Y.
Templeton 8-3225. Division of Fritz Hansen, Copenhagen.*



RITZHANSEN-FURNITURE

PRODUCTS & SERVICES

CONTINUED

Schoolco budget chair for schools

Schoolco's new economical model 453 chair features a 17 by 21 inch trapezoidal writing desk with laminated plastic top, fully contoured ply-

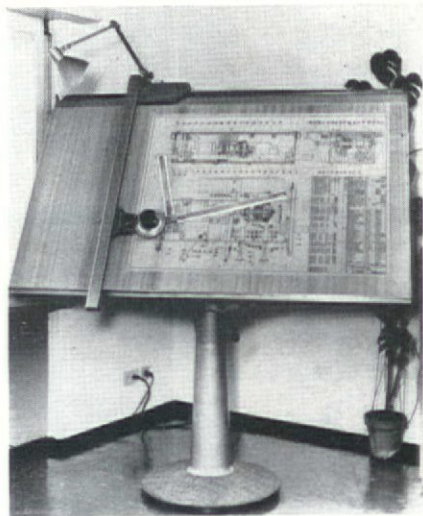


wood seat and back with clear maple finish. Frame is built of tubular steel in gray enamel or chrome finish. Welded book rack under seat is added feature.

Circle No. 162 on product information card

New electric drawing board

Sinamat, a new electric drawing table invented in Switzerland, changes height or angle at the touch of a knob. The automatic adjustments are



said to increase efficiency, improve accuracy, and reduce costs. Vertical shaft of the table moves on ball-bearings through 360 degrees, and may be locked in any position. The board's height may be adjusted from 16 to 31½ inches; slope adjusts from horizontal to vertical.

Circle No. 163 on product information card

← Circle No. 77 on product information card

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Circle No. 79 on product information card

PRODUCTS & SERVICES

CONTINUED

Carroll bar stool

A barstool from the Carroll Chair Co. features a sculptured back in sewed button tuft, padded

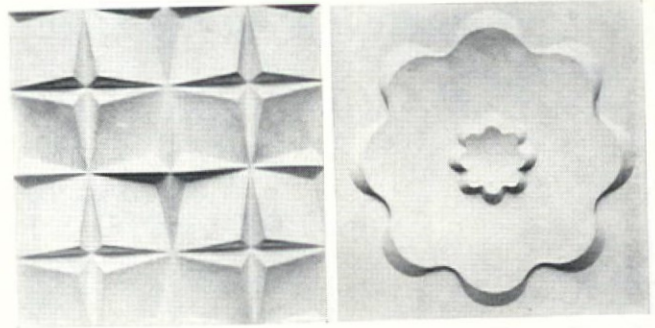


with polyfoam. A return swivel of heavy gauge steel automatically returns the stool to front position. The frame is available in black or bronzetone baked enamel. Stool is 42 inches high.

Circle No. 164 on product information card

New contour tile product

American Olean Tile Co., manufacturer of ceramic tile, has introduced Contours CV, a three-



dimensional architectural ceramic tile with 12 standard designs in 19 colors. The tiles are frostproof and weatherproof. Custom designs may be ordered in 12 by 12 by 1/2 inch tiles

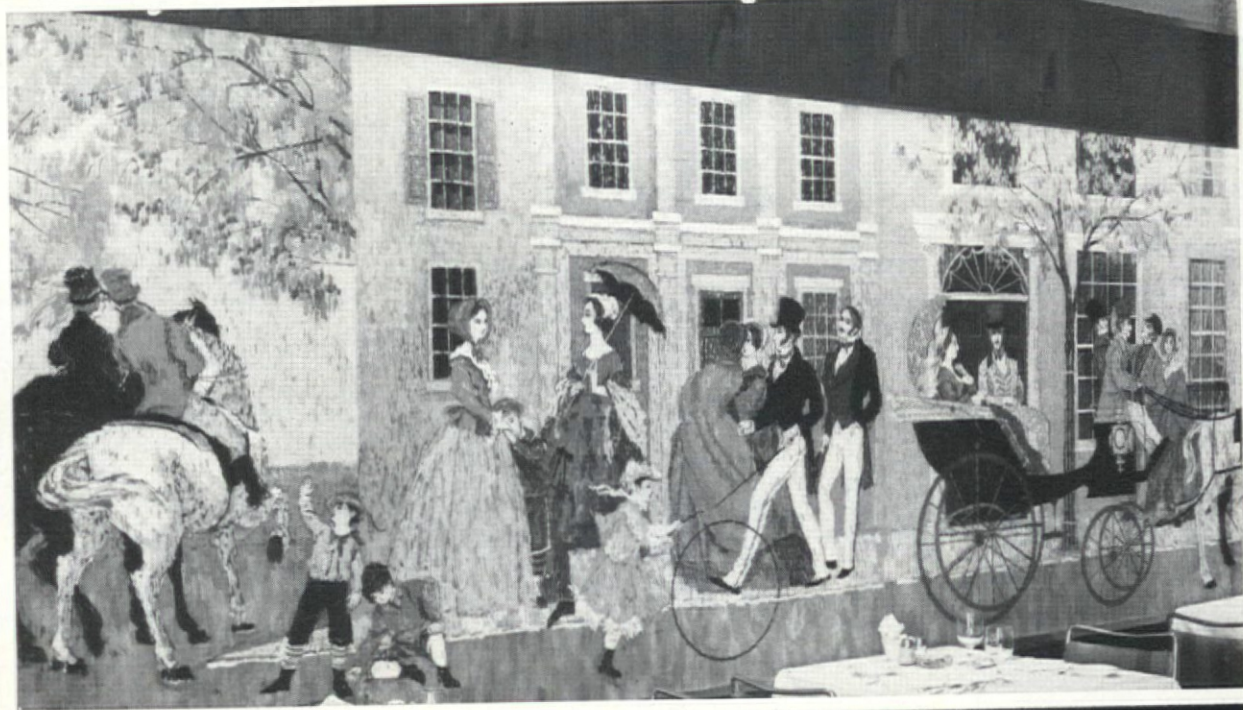
Circle No. 165 on product information card

Mutschler's McCobb chair

A new contemporary chair from Mutschler Brothers' collection of upholstered and storage furniture has a turned and arched frame of molded walnut with inner side upholstered, on a steel base. Designed by Paul McCobb, the line also includes sofas, desks, room dividers, credenzas, and tables.

Circle No. 166 on product information card

Old Murray Hill, decorative mural custom-designed for Tom Lee, Ltd., in Doral Park Hotel, New York, N.Y.



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Circle No. 80 on product information card

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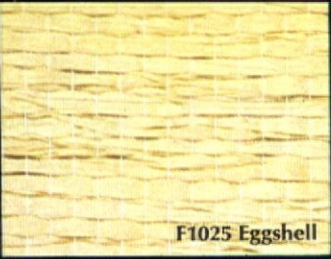


OSHKOSH, WISCONSIN

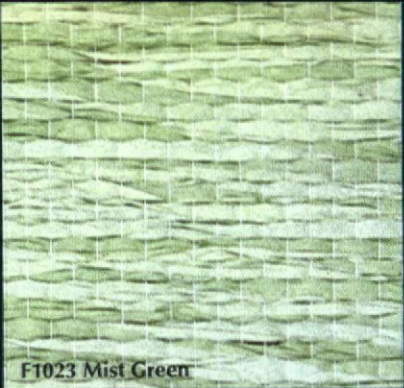
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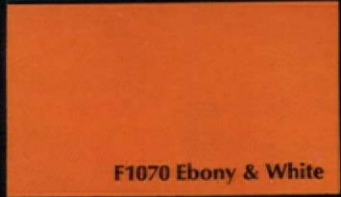
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patterns



F1071 Driftwood



F1072 Sand



F1073 Mango

F1070 Ebony & White

PRODUCTS & SERVICES

CONTINUED

Modern geriatric chair

A new chair line for the aged is now available from Modern Upholstered Chair Co. The geriatric series incorporates safety features, including



broad base and a low center of gravity, sturdy, eight-supporting arms, a soft but straight forming back, and space between seat and back for easy cleaning. The line includes Italian and French provincial styles.

Circle No. 184 on product information card

Parkwood walnut veneer

A new Swiss engraving process, used for the first time, gives an exceptional clarity and depth to this new Aristocrat line of walnut veneers. Three finishes are available: one is a conventional warm brown, another reproduces the filled and rubbed finish, and the third is a warm fruitwood tone. Each comes with either the standard Lustre or the new Lo-etch LoTex (textured) finish, and both are available in conventional or distressed printings. Samples are available from Parkwood Laminate, Inc.

Circle No. 167 on product information card



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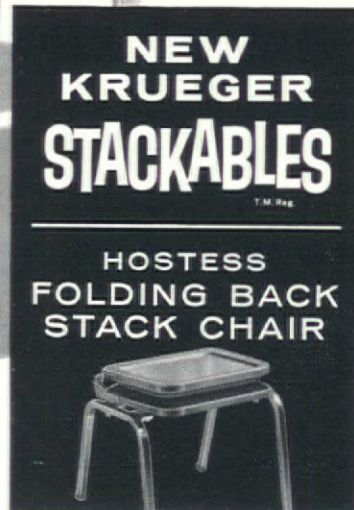
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Circle No. 81 on product information card



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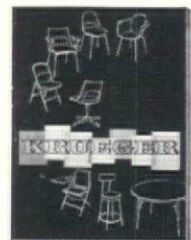
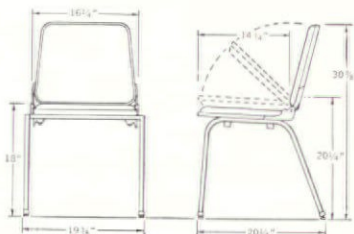


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Totally new concept in chair comfort and compact storage... fold-down back protects matching full-upholstered seat for stacking on dolly to 12 high and still clears 80" doorway. Nylon guides align stack, prevent tipping and protect the brushed Chrome or Brass finish of unit's new wide-stance, square tubular legs. Poly-foam cushioned seat and backrest upholstered in mix-or-match colors of Scotchgarded woven fabric or Naugahide Chromata.

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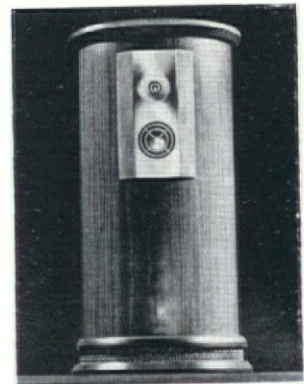
Circle No. 84 on product information card

PRODUCTS & SERVICES

CONTINUED

Stereo speaker system

A new stereo speaker system, the Empire Grenadier, is said to allow the listener to enjoy stereophonic music in any part of a room without loss of fidelity. A sound radius of 360 degree disper-



sion eliminates the need for balancing the speakers. The Grenadier is available in a symmetrical columnar design with a mar-proof polyester surface. It stands 29 inches high.

Circle No. 168 on product information card

Collins & Aikman velvets

Both cotton velvet and nylon antique velvet upholstery fabrics from Collins & Aikman's own textile firm, Ca-Vel Div., are available for contract use. Cotton velvet Rampart is available in 16 colors in minimums of 200 yards. Garland, 100 percent nylon antique velvet, is available in 18 colors, in minimums of 50 yards.

Circle No. 169 on product information card

Poured-marble topped table

Topping this table is Marbl'Art, a fully poured (not wood mounted), durable reconstituted marble, glossy and non-staining. Manufactured by Marble-Art Div. of Spraycoat, Inc., the pedestal



table is based with a sturdy fiber glass and aluminum column. Until the introduction of the complete table, including both top and base Marble-Art specialized in marble tops for custom made furniture.

Circle No. 170 on product information card

Robert John new modular desk

A new modular desk, Model L208, designed by William B. Sklaroff for Robert John Co., features a table-style work area and a credenza for storage space. Desk and credenza tops in the L-



shaped unit are available in American walnut, black matte, Burmese teak, Brazilian rosewood, or a choice of plastic laminates.

Circle No. 171 on product information card

New Dazor incandescent lamps

Five new incandescent lamps from Dazor Mfg. Corp. feature Fiberglas diffusers which are said to filter light, making it more restful to the eyes. Perforations in the ventilator tops of the



Five matching lamps throw light upward, curtailing abrupt brightness contrasts. The new lamps are available in table, swing-arm, pedestal, and swivel-arm styles, in a choice of seven colors and solid brass.

Circle No. 172 on product information card

Four-color paneling line from Ply-Gems

Four new colors spark the latest wall paneling line from Ply-Gems., Div. of Industrial Plywood. Java group of factory finished hardwood comes in Java ebony, Java Brown bean, Java elm, and Java willow. All paneling is finished with Ply-Gems exclusive Sanitized finish, which protects the panels for resistance to mold, mildew, bacteria, and germs. The new panels are available in 4 by 4 foot or 4 by 8 foot sizes, at special budget prices.

Circle No. 173 on product information card

Half the set-up is already on this HOWE table!



Its top is padded. PERMANENTLY. Set-up time is cut in half. What's it padded with? A new, resilient material called HOWFOAM.

An exclusive HOWE product, HOWFOAM is trouble-free. It's made of chemically expanded polyvinyl chloride. Unlike foam rubber, closed-cell HOWFOAM is impervious to butter and greases, food acids, vinegar—even alcohol. A touch of a wet sponge or cloth keeps it clean and sanitary. HOWFOAM even *looks* sanitary; it's bright white.

HOWFOAM offers other advantages, too: The felt pad is eliminated; so is underlying linen. *One* table cloth is all you need. Result? Sizable laundry savings. HOWFOAM is fire-retarding (self-extinguishing). It regains its shape no matter how many times you stack piles of heavy dishes on it. HOWFOAM's high density makes it unusually sound-absorbing. And it's far more resistant to scuffing and gouging than other padding.

HOWFOAM tops are built by securing a sheet of this resilient padding to a sturdy HOWE plywood top and edging them with durable channel aluminum. HOWFOAM tops are seam-free—even on 72" "rounds!"

FREE! For literature on new HOWFOAM top tables, write today. Or see your HOWE dealer.

HOWE FOLDING FURNITURE, INC.

360 LEXINGTON AVE., NEW YORK 17, N.Y.

If it folds—ask HOWE!


SEE IT AT BOOTH NO. 2122-2124,

49th NATIONAL HOTEL AND MOTEL EXPOSITION

Circle No. 85 on product information card

Circle No. 86 on product information card

A HALLMARK OF QUALITY



Advanced contract construction exceeds even today's rigid requirements for ruggedness. And with seats and backs upholstered, Authentic chairs are the ultimate in solid comfort.

No. 118-C5 UB Captain's Chair Shown above
Also available as Jr. size Captain's Chair No. 118-C2 UB

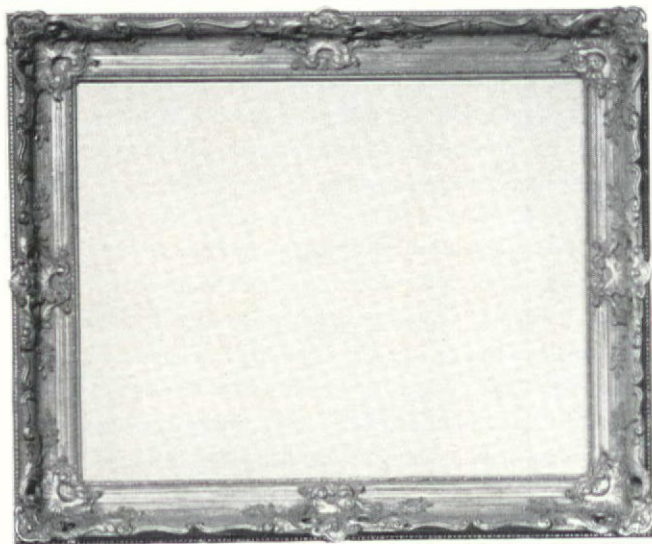
Write . . . Advertising Manager

Authentic
FURNITURE PRODUCTS
607 Nash Street, El Segundo,
California 90245

Free Color Catalog
Illustrating
29 Different
Contract Chairs Plus
Upholstery Selector
With 32 Naugahyde
Color Swatches



National Showrooms:
Chicago, New York, High Point, Dallas, Los Angeles, San Francisco & Seattle



THE FRAME'S THE SAME whether you order it with plain mirror, beveled mirror, or without any mirror. It's our notable Barbizon 901-C-2, sumptuously sculpted and finished in dusty gold of various shades. From Belgium. In seven sizes, from 17" x 20" to 34" x 54", every one a classic.

Write for Prices

LaBarge Mirrors inc.

THE LOOK OF QUALITY / HOLLAND, MICHIGAN

Circle No. 87 on product information card

PRODUCTS & SERVICES

CONTINUED

Hugh Acton folding tables

Folding conference tables by Hugh Acton come in lengths from 4 to 10 feet. Tops are available



in oil walnut or plastic laminates; base is polished mirror chrome steel. A patented device insures rigidity when the table is open, yet allows for simple folding for convenient storage.

Circle No. 174 on product information card

Zepel's broader applications

Zepel, DuPont's fabric fluoridizer of a solvent type, was recently given a production run by Synthetic Finishing on decorative upholstery fabrics. Hitherto, the finish has been available only in an aqueous emulsion and was unsuitable for this type of fabric. Now the fabrics able to be protected with Zepel include piles, matelasses, silks, and others that cannot be satisfactorily treated with an aqueous system.

Circle No. 175 on product information card

Compact chair caddy

Two new chair caddies from Midwest Folding Products are designed to simplify the problem of storing the maximum of chairs in a minimum amount of space. The new side chair caddy was



designed for use in low-ceiling areas. The caddy available in 6 to 12 foot lengths, is finished in scratch-resistant baked enamel. Models over nine feet long have six casters. Also available is double-deck, double-width caddy that can store up to 250 folding chairs.

Circle No. 176 on product information card

Circle No. 88 on product information card

BEAD DECOR, INC.

650 North Robertson Blvd.
LOS ANGELES, CALIF. 90069

Beaded Curtains

custom made for
room dividers,
doorways and
windows

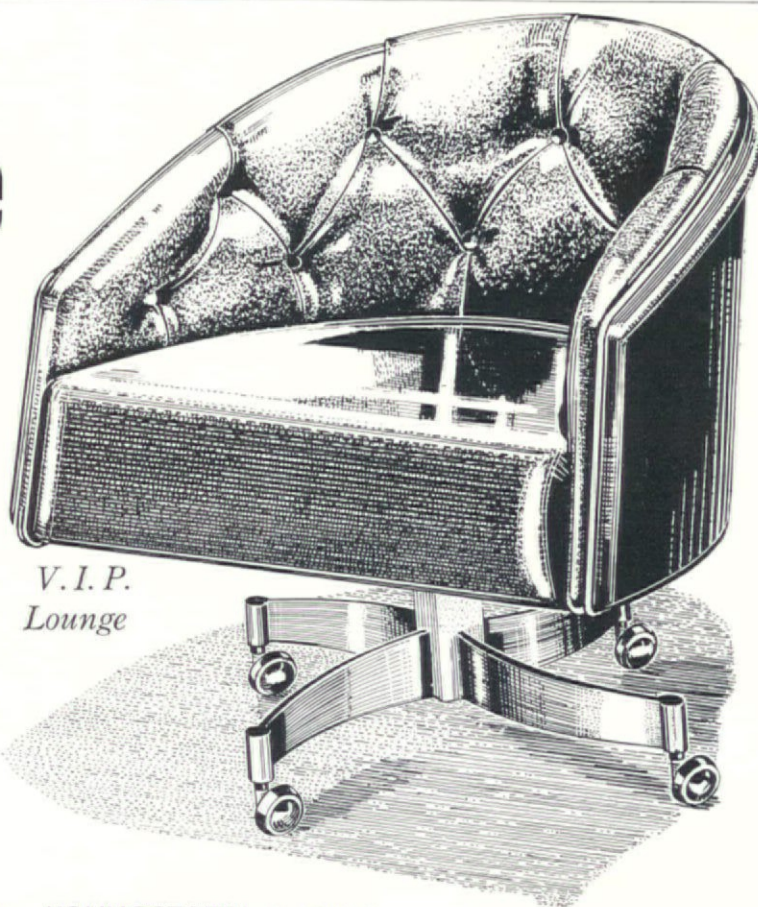


PHIL AHN'S MOONGATE RESTAURANT, Panorama City Calif.
INTERIORS: Clif & Lou Sawyer, Palm Springs

CHICAGO: Adornments Inc., 1176 Merchandise Mart
DALLAS: Castlebury-Held, 2416 Maple Avenue
MIAMI: A. Robert Schoen Associates, 108-112 Northeast 39th St.
NEW YORK: World-Wide Design House Ltd., 232 East 59th Street
PHOENIX: Blaine Kidd Associates, 5733 No. 10th Place
SAN FRANCISCO: Don Rumsey Associates, 472 Jackson Square

Totally Comfortable

Discerning designers will see great possibilities in the conspicuous-looking V. I. P. Executive Lounge chair. Simply designed for comfort . . . foam padded to unusual depth in its seat and unfolding back . . . embellished in the finest quality vinyl fabric . . . structurally sound, crafted metal base of "Beauty-Curve" design in colorful aluminum. With swivel base and ball casters, this relaxable, sumptuous V. I. P. Lounge chair is impressive in any SITUATION you may contrive.



V. I. P.
Lounge

Gasser

CHAIR CO., Inc. YOUNGSTOWN 5, OHIO

SEE US AT THE NATIONAL HOTEL-MOTEL EXPOSITION, NOV. 9-12th, BOOTH 2126-2127,
Circle No. 89 on product information card

WRITE FOR OUR CATALOG

Seaboard



FOR THE FINEST IN MOULDED FIBERGLASS SEATING

Combining The Strength and Grace of Sculptured Cast Aluminum



- Choice of standard or continental heights.
- Cast Aluminum 17" round or 22" cross bases, available in both white or brushed satin finish.
- Return swivel units build into the base.
- Arm and side chairs in the following colors available for fast delivery from stock: Yellow, Black, Beige, Tangerine, White, Turquoise.
- Mica Table tops in a choice of decorator colors.
- Full line includes upholstered arm and side chair models—Your choice of 16 Naugahyde satin like colors.

When It Comes To Quality Fiberglass Seating—Deal with a Specialist. Write for new hard cover catalog.

Choice areas available for qualified representatives.

Seaboard

FURNITURE



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Circle No. 90 on product information card

PRODUCTS & SERVICES

CONTINUED

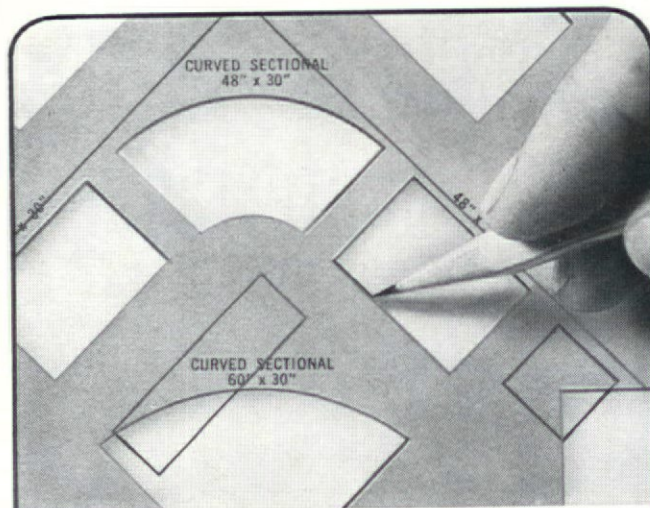
Morse seating pieces

Seating pieces from Ralph Morse Furniture Co. include a number of sofas and arm chairs with frames of elm, maple, or other hardwood, and



dowel construction with corner blocks for added strength. The upholstered pieces have one-piece sheet webbing on the back, with muslin-covered Marshall units with hair and cotton filler. Webbing is nailed on, rather than tacked; and wide center springs are sewn to the base webbing.

Circle No. 177 on product information card



Quick on the Drawingboard!

New DESIGN AID template set offers over 200 home interior shapes. Each shape easily identified with complete dimensions. These accurate 1/4" scale templates are designed by professionals for professional use. Order your set of 3 templates now. (Office template also available.)

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Send me _____ home template kits(s) at \$5.95, _____ set(s) office interior template at \$2.95. Includes postage anywhere in U.S.A. (add 4% sales tax in Calif.) No C.O.D. accepted.

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Address _____

City _____ State _____

Circle No. 100 on product information card

Circle No. 91 on product information card

Bedspreads
FOR CONTRACT
made of Bloomcraft
decorative fabrics

Marvelous!

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ALBERT PARVIN CO.

HOUSE OF LORDS — SAHARA HOTEL, LAS VEGAS

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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. 92 on product information card

MANUFACTURERS'

LITERATURE

A new color catalog by Authentic Furniture Products illustrates 29 different chair styles in both Early American and contemporary designs, all part of Authentic's contract collection. Specific data is included.



Circle No. 86 on product information card

A full-color catalog from Krueger Metal Products Co. shows the complete Krueger line of steel folding and Fiberglas chairs, tables, stools, storage trucks and accessories.

Circle No. 83 on product information card

A new 1964-65 catalog from Gallo Original Iron Works features indoor and outdoor wrought iron furniture.

Circle No. 179 on product information card

Furniture and furniture accessories are illustrated in a new brochure from Frederic Weinberg Co. Included in the colorful booklet, No. J-89, are tables, chairs, sofas, screens, planters, and murals.

Circle No. 180 on product information card

A new catalog from Barricks Mfg. Co. illustrates four complete lines of folding tables. Rectangular, round, square, trapezoid, quarter-round, half-round and sectional-circle tables are included.

Circle No. 181 on product information card

Douglas Furniture Corp. has issued a brochure describing its Fiberglas chairs, and featuring the Criterion series with electrically arc-welded steel bases and molded shell with Koylon latex foam cushioning upholstered with Naugahyde fabrics.

Circle No. 182 on product information card

Versa-Tex decorative textured aggregate finish architectural panels, for both interior and exterior wall facings, floors and decks, stair treads, and solar screens, are detailed and illustrated in a brochure by Versa-Tex Division, Pritchard Products Corp. (AIA-17A). Versa-tex is a combination of modern thermosetting resins, Fiberglas, and rock.

Circle No. 183 on product information card

STYLING WITH A FLAIR... SCULPTURAL BEAUTY BY

THONET

4654 chair
3192 table

At ease in the most sophisticated environment, this elegant chair by Thonet will enhance any contemporary setting. The richness of natural walnut surrounds the comfortable bucket seat and is accented by the sparkle of polished chrome.

See this chair and the wide range of furniture, especially designed and constructed for institutional use, at one of nine **THONET SHOWROOMS** in New York, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Miami, Atlanta, and Statesville, N. C.

THONET INDUSTRIES INC., One Park Ave., N. Y. 10016, Tel: (212) MU 3-1230

Circle No. 93 on product information card

Circle No. 94 on product information card



MIRRORS
for the **SUBURBAN**
and
URBAN decor



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96 PAGE
CATALOG
READY NOV. 15
\$1.00

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Circle No. 113 on product information card



49th NATIONAL HOTEL & MOTEL EXPOSITION

New York Coliseum • Nov. 9th thru 12th, 1964

HAROLD P. BOCK, CHAIRMAN

Free admission badges (to the trade only) may be obtained by submitting request in writing to: W. K. Seeley, General Manager, National Hotel & Motel Exposition, 141 West 51st Street, New York, N. Y. 10019.

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Domestic or
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upon request.



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CHARLOTTE, MICHIGAN

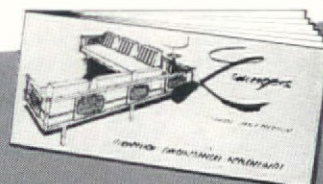
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Presenting the Newest Ideas in "Seating-Lounging-Sleeping" Furniture... by **LEE**



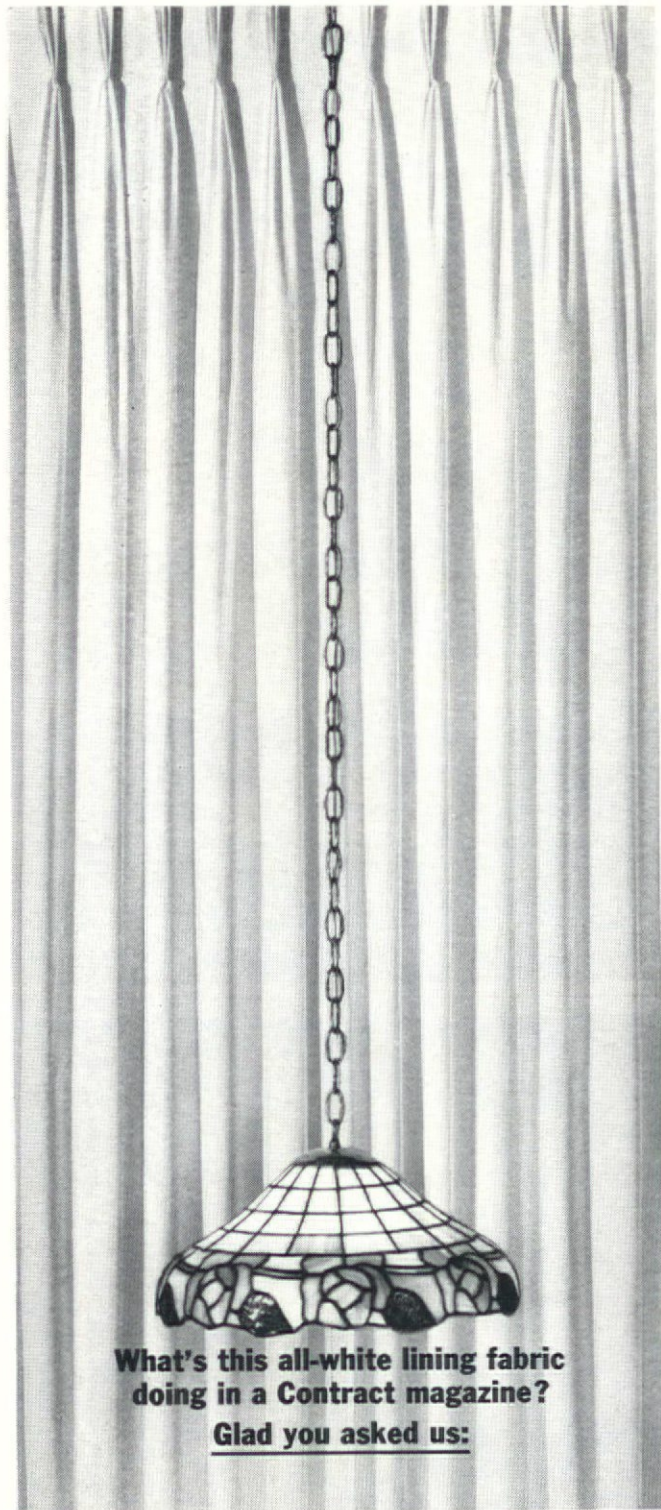
The
Attached Table
Corner Group

- Versatility unlimited!
- Unique space-saving and styling innovations!
- The ultimate in Comfort!



Write for Free Illustrated Booklet
LTD. FURNITURE, 1610 North Campbell Avenue
SHOWROOM: Space #1262 Merchandise Mart Chicago, Illinois

Circle No. 97 on product information card



**What's this all-white lining fabric
doing in a Contract magazine?
Glad you asked us:**

This is Roc-Lon, the truly remarkable insulated drapery lining fabric that keeps rooms warmer in winter and cooler in summer. ■ Because it is guaranteed against sun rotting, it protects the decorative beauty of your draperies and lengthens drapery life. ■ Because it is pure white on both sides, it can be used with the sheerest fabrics. ■ Because it is a handsome, durable, high count cotton fabric with a permanent finish, it is completely washable and dry cleanable, with controlled shrinkage. ■ And because of all this, Roc-Lon can save hundreds of dollars on your decorating bills. **Now, aren't you glad you asked, too?**



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NEW YORK COLISEUM, AT THE BONNIE LOOMS SPACE, #2201
ROCKLAND MILLS, INC., BROOKLANDVILLE,
MARYLAND 21022

The world's largest manufacturer of Drapery Linings
Circle No. 116 on product information card

Circle No. 98 on product information card

A MOST DECORATIVE FLOOR-TRAY LAMP



For Artistic Color Accent
Avocado and Blue
Tangerine and Brown
White and Gold
— AND —
(YOU Specify)

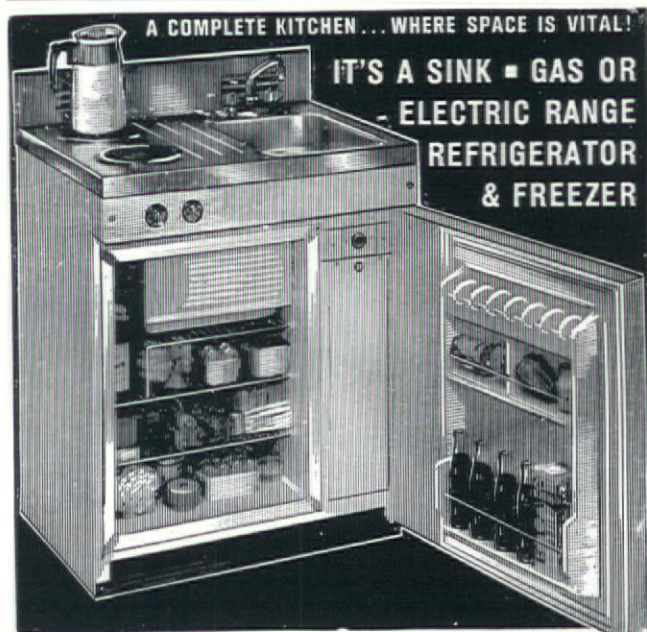
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ILLUSTRATED CATALOG

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| DALLAS | SAN FRANCISCO |
| ATLANTA | LOS ANGELES |

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A COMPLETE KITCHEN... WHERE SPACE IS VITAL!

IT'S A SINK - GAS OR
ELECTRIC RANGE
REFRIGERATOR
& FREEZER

ONLY 30 INCHES WIDE!

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

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

AVAILABLE IN 7 COLORS
YELLOW • GREY • WALNUT
COPPERTONE • PINK
• TURQUOISE • MAPLE and
standard WHITE or with
STAINLESS STEEL DOORS.



write for free brochure in color,
illustrating King convenience models
King REFRIGERATOR CORP.

"WORTH ITS WEIGHT IN GOLD"
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MORE THAN 30 YEARS OF REFRIGERATION MANUFACTURING

Circle No. 99 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

New catalog pages depict the newest additions to Kittinger Co.'s quality furniture reproductions, and a 4-page catalog insert reproduces its new Ancient color series for a custom-look in traditional pieces. The pages are keyed and punched for easy insertion into the Kittinger No. 97 catalog.

Circle No. 186 on product information card

The Birge Co. has just issued a new sample book of its Vinyl-Royal wall cloth. The sample book, AIA File 28-C, fits the standard AIA format and contains a complete set of architect's specifications and installation data. Vinyl-Royal is printed in vinyl on DuPont Nylon-Dacron cloth and is stain-resistant and highly flame-resistant.

Circle No. 33 on product information card

Railings and dividers, posts and velour or Naugahyde ropes, smoking receptacles and stair rails, and ornamental screens, are all discussed and illustrated in a new catalog from Lawrence Metal Products.

Circle No. 187 on product information card

A brochure describing the qualities and characteristics of U.S. Rubber's piece dyeable polypropylene, Polycrest, has been issued by the company's textile division.

Circle No. 188 on product information card

New catalogs from Howard Miller Clock Co. describe additions to the Miller line, including Meridian Clocks, Meridian Mirrors, and Barwick Clocks. The Meridian Clocks, including 21 designed by Arthur Umanoff and 21 with imported ceramic faces, and Meridian Clocks, designed by Arthur Umanoff Assoc., are coordinated. The Barwick Clocks in walnut, cherry, wormy chestnut, and maple include Federal, Early American, Provincial, Regency, Georgian, and Contemporary styles.

Circle No. 189 on product information card

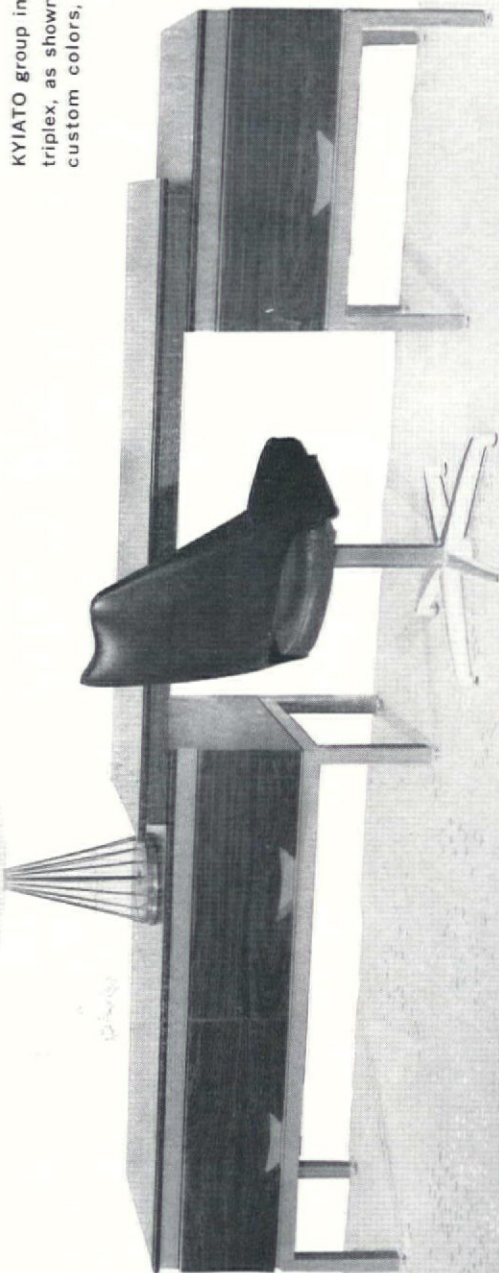
A new comprehensive catalog of Thayer Coggin's new contract collection, designed by Milo Baughmann, includes photos of sofas, sectional seating, lounge chairs, swivel and occasional chairs, tables, and modular seating, as well as swatches of upholstery fabrics and vinyls available.

Circle No. 190 on product information card

SpaceStyler Movable Walls from Rockaway Metal Products are described and illustrated in a new brochure from RMP.

Circle No. 191 on product information card

all laminate case line featuring chip-proof moulded edges



KYIATO group in parkwood; textured rosewood and brick red triplex, as shown, expandable from 112 inches to 130 inches custom colors, pulls and bases offer style variations.

manufacturers of
indestructible
contract
furniture

CONTEMPO ASSOCIATES, INC. 178 WEST BOVIC AVENUE • ROCKVILLE • MARYLAND

Circle No. 101 on product information card

Circle No. 102 on product information card



SINCE 1882

SHOWROOMS IN CHICAGO, DALLAS, ATLANTA, SAN FRANCISCO, LOS ANGELES



This Admiral's Chair with the "tailored look is representative of our complete line of handsome, rugged Colonial furniture. Write for descriptive Folio Six.

The Buckstaff Company OSHKOSH, WIS.

Send \$1.00 for our new, colorful 118-page catalog illustrating the complete Buckstaff line of contract furniture.

MANUFACTURERS'

CONTINUED

LITERATURE

A four-page booklet from Barclay Mfg. Co. features woodgrain Regency panels in oak, teak, birch, and cherry. The 4 by 8 panels have identical grained moldings. Easy installation is explained in the booklet.

Circle No. 192 on product information card

Desk accessories are illustrated in a new brochure from Smith Metal Arts Co. A wide selection of pieces in the contemporary style are available.

Circle No. 193 on product information card

A new folio catalog of world globes and relief earth-curved maps is available from Panoramic Studios.

Circle No. 194 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: Manufacturer of highly styled, contemporary seating, wants representatives calling on architects, design offices, and contract furnishings accounts for Metropolitan, New York, New Jersey, Southwest, Southeast & West Coast. Write Box 195, CONTRACT.

EXPERIENCED CONTRACT SALESMAN WANTED: By nationally known mill convertor of drapery and slipcover fabrics and manufacturers of ready made draperies. Must have thorough knowledge of contract selling and work effectively with hotel and motel contract companies and all other institutional buyers. Fabrics are shipped from our own warehouses located throughout the country. Territory open.

Our broad line of prints and wovens offers tremendous potential to an aggressive salesman who has the right clients and experience. Send full details, in confidence, to: Box 196, CONTRACT.

NEED CONTRACT SALES? ?: It takes a contract minded sales executive with experience and a successful background; one who knows the Contract Market, its outlets, approach, and its problems; one who knows its products, producers, their uses, points of presentation, their quality and value; one who has the ability to create, initiate, train, and produce ideas that produce sales. Need Contract Sales? ? Write Box 197, CONTRACT.

REPRESENTATIVES WANTED: R-Way Furniture Company is expanding its Contract Division and needs aggressive representatives to sell hotel-motel and all types of institutional furniture. We will need representatives in Oklahoma, Arkansas, Louisiana, Idaho, Utah, Arizona, Tennessee, Virginia, North Carolina, South Carolina, Michigan, Missouri, and Kansas. Reply to Dan Baumann, P.O. Box 718, Sheboygan, Wisconsin, giving complete résumé. Replies confidential.

(Continued on page 124)

*(Captain Jinks) 24"

*(Carousel Horse) 18"

Capt. Jinks Lives Again!

Historic carved figures like Capt. Jinks come alive again in Richter's newest collection of Early American reproductions. As individual accents, or as wall groupings, these faithfully detailed hydrocal figures add authenticity to Early American interiors, and a contrasting rustic charm to contemporary settings.

*(Barber Pole) 17 1/2"

Send for Color Catalog Supplement.



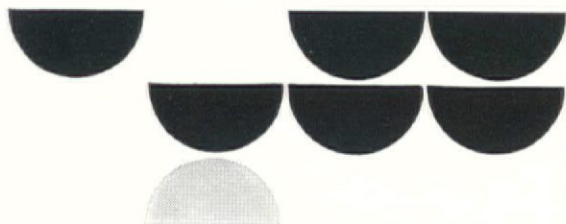
Richter Artcraft, Inc.

1105 DORR ST. • TOLEDO 7, OHIO

Booth 4102 National Hotel & Motel Exposition
New York Coliseum, Nov. 9-12

Circle No. 103 on product information card

Circle No. 104 on product information card



Delicate fabrics like velvet and satin need delicate handling. K-H applies "Scotchgard" with a tactful touch.



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scotchgard • sylmer • durable and renewable flameproofing



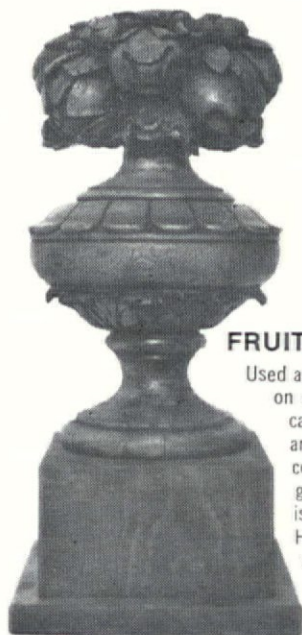
Catalog with over 100 subjects available to the trade. Write Dept. C on business letterhead.

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WALL SCULPTURE

- DEEP DIMENSION
- HAND FINISHED
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FRUITSTAND LAMPBASE**

Used as Newell Posts (about 1814-25) on either side of a circular staircase, these classic reproductions are accurate in every detail: size, color, graining. The solid oak original is from a recently demolished Regency house in London. Height: 21 1/4", base: 9 7/8" square, weight: 18 lbs. Modern base of plywood. Standard fine wood finish. \$64 LIST (Shade & wiring: \$20 whsle). Sales-

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Circle No. 105 on product information card

Coming Soon!

a/d

**architectural / designers
furniture, inc.**



Watch for further announcement

Circle No. 106 on product information card

Circle No. 107 on product information card



*Madison chairs
are for people
in all walks
of life
who enjoy
sitting down.*



MADISON
FURNITURE INDUSTRIES

Centon, Mississippi

May we send you a catalog?

Showrooms: Dallas, Chicago, Los Angeles, San Francisco & Seattle

Decorator Line adds the
"Designer Series"
(combining wood with metal)



NO. WA 21

HAT and COAT RACKS

Cast, brushed aluminum brackets; hat shelf of solid walnut rods, oil finished; heavy sculptured inverted "V" walnut coat hangers—mounted in spaced "borrow-proof" receptacles. Combines the strength and efficiency of metal with the warmth and gentility of fine cabinet wood.

This is just one of the new "luxury" units shown in full color in Bulletin DL-855



Write for it today.

VOGEL-PETERSON CO.
ELMHURST • ILLINOIS

Circle No. 108 on product information card

CLASSIFIED ADVERTISEMENTS

WANTED: CONTRACT SALES MANAGER: Major Southern casegoods manufacturer plans to establish contract division. Need sales manager to build division from ground up. Candidate must have proven planning and administrative ability; established contacts with leading contract dealers; strong sales management ability. Must be willing to relocate and travel extensively with sales force he will build. Age: preferably under 40. Top compensation and challenging opportunity with dynamic growth leader in casegoods field. Include complete resume of background with first letter. Reply in complete confidence to: Box 186, CONTRACT.

CONTRACT SALES POSITION WANTED: Sales Administrator, fully familiar with all phases of the Institutional market including design, marketing, merchandising and advertising seeks challenging position with Case Goods or Upholstery factory, national level. Reply Box 187, CONTRACT.

REPRESENTATIVES WANTED: Leading contract furniture manufacturer has opening for qualified sales representatives for well-established Southern and Mid-Western territories. Great opportunities for aggressive, young men. Submit detailed resume to Box 188, CONTRACT.

LINE WANTED: Manufacturers Representative, commercial line institutional furnishings, seeks lines of commercial carpet, furniture, bedding, accessories for N.J., Del., Md., Phila., and Washington, D.C. for contract sales. Write Box 189, CONTRACT.

LINE WANTED: Wholesale fabric showroom—58th St. & 3rd Ave., NYC desires to represent fine line of rugs, furniture, wallpapers, lamps or accessories. Write: Box 190, CONTRACT.

LINE WANTED: Lamp, furniture, wallpaper or accessory line wanted by representative with established wholesale fabric showroom—6th Floor Merchandise Mart, Chicago. Write: Box 191, CONTRACT.

EXCELLENT OPPORTUNITY: Leading manufacturer of exclusive contemporary office furniture, wishes to contact established representatives, presently associated with select clientele, to present prestige steel groupings, to architects, decorators and office furniture space planners. Showroom associations will be considered. Write Box 192, CONTRACT.

REPRESENTATIVE AVAILABLE: Manufacturers' representative—First Division New York through Virginia—Second Division Carolinas through Florida. Direct on dealer, military installations to be contacted. Literature, non-returnable samples (if practical) and suggested financial arrangement in first reply. Please, no get rich quick associations. Write: Box 193, CONTRACT.

CONTRACT SALES MANAGER AVAILABLE: Highly experienced contract sales manager desires position in this expanding field. Has directed sales staff and designers into million dollar operation. Over 20 years of experience in all phases of Contract operation. Write: Box 194, CONTRACT.

Circle No. 109 on product information card

planning on buying new chairs?



**DON'T BUY
ANY CHAIR
ANYWHERE**

until you read the
**"Buyers' Guide
For Chairs"**

FREE Your FREE COPY available upon request
at no obligation to you.

20 Fact-Filled Illustrated Pages giving valuable information.

WRITE FOR YOUR FREE COPY TODAY!

Fixtures Mfg. Corp. Write For New Catalog I-65
COMMERCIAL FURNITURE IN ADVANCED DESIGN
1641-C10 Crystal, Kansas City, Missouri 64126

SHOWROOMS: Los Angeles, Phoenix, Denver, Kansas City,
Dallas, Chicago, Cincinnati, Atlanta, New York City



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VOLUME 12 WALLCOVERINGS

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

DENST AND MILES, INC

THE JACK DENST DESIGNS

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Circle No. 111 on product information card



Typical desk chair used
by Henry End at the
Lucayan Beach Hotel

whitecraft rattan

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Factory:
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Throughout the
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many of the top offices
have been furnished with
draperies and carpets by

Serving Architects and
Designers for over 20 years

American
DRAPERY & CARPET CO. INC.

184 Fifth Ave., New York 10, N.Y.

Circle No. 112 on product information card

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