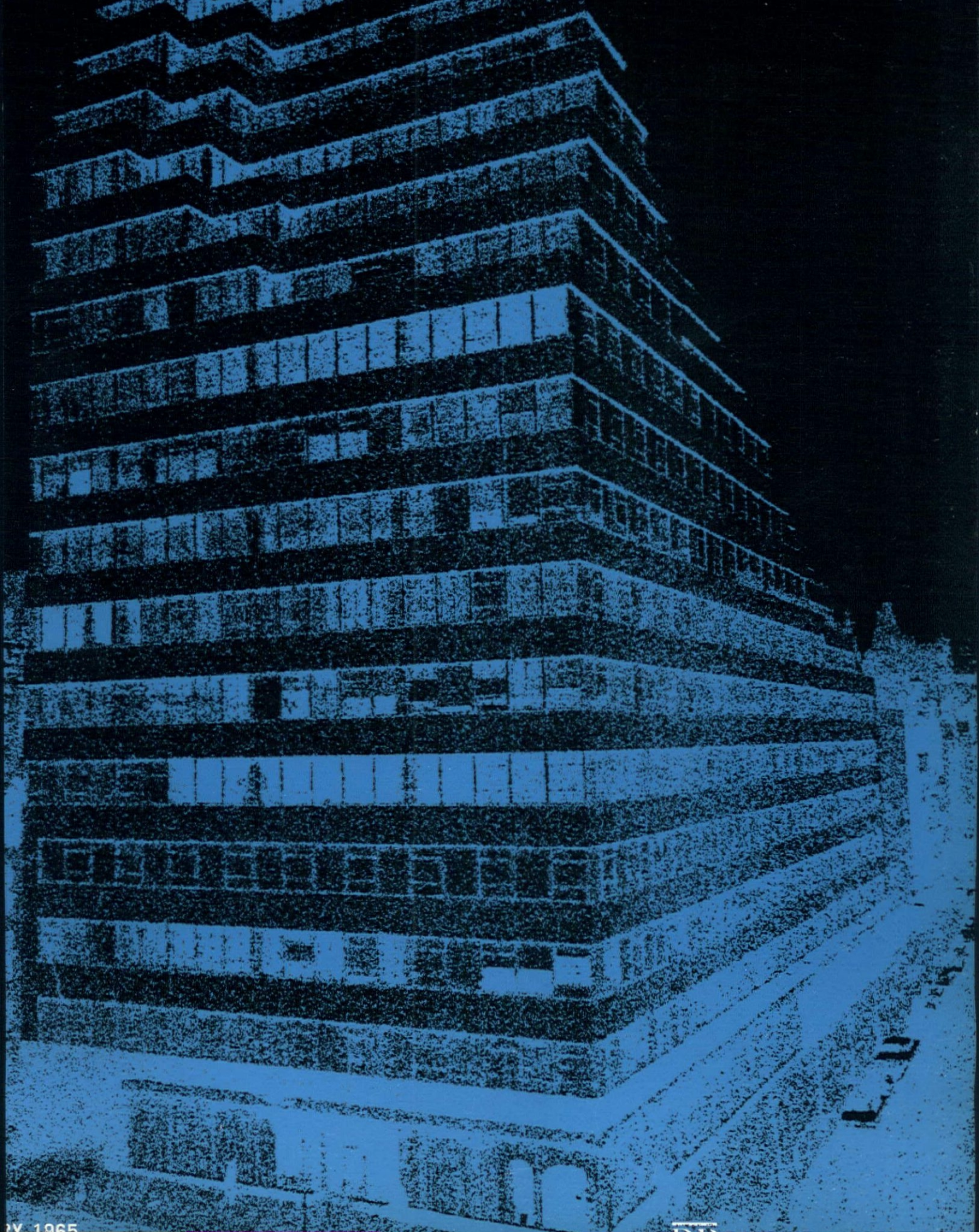


CONTRACT

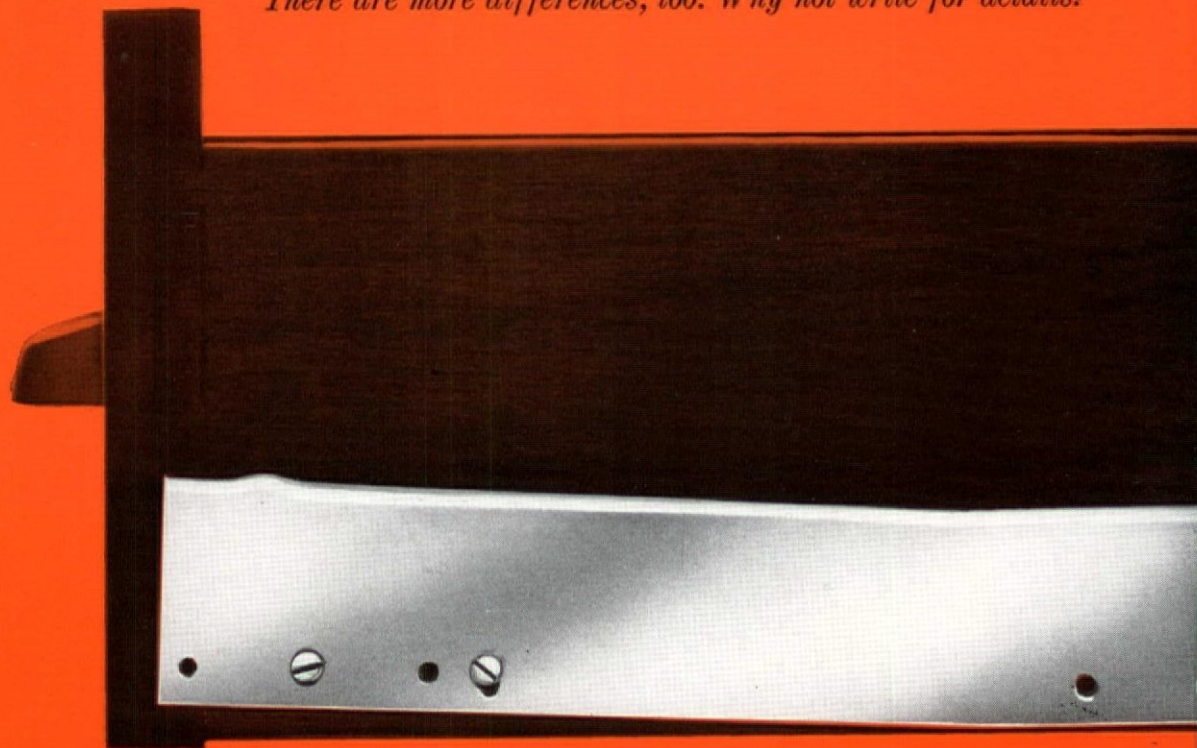
BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING





Grant's 340 Self-Closing Slide is to a drawer as wings are to a butterfly. Easy, smooth movement with minimum effort. There are of course some differences.

A butterfly's wings, for example, are lovelier to look at, while the 340 Slide is substantially more functional. There are more differences, too. Why not write for details?



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The Atlantan Hotel
Atlanta, Georgia

The place:



Wells M. Squier,
Industrial and Interior Designer
Wells M. Squier Associates, Inc.
Lauderdale-By-The-Sea, Florida

The man:



The carpet:

Bigelow.

For the Atlantan, a brand new installation of Bigelow's *Tuft-Dyed** broadloom. It's Mayfield, with 100% Bigelow Approved Continuous Filament Nylon face. This plush floral pattern in sapphire and emerald is designed to look as well and wear as long as fabrics selling for far more. A canny choice for hotels, motels, and commercial buildings.

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Why do people like Wells M. Squier specify Bigelow? Because they know Bigelow is the leader in the contract field. Any way you measure leadership. And if you've ever worked with a Bigelow Contract Specialist, you know how much easier he can make your job. How? By helping you decide on just the right kind of carpet for the purpose. His knowledge can

add weight to your team. Just call our nearest Bigelow sales office. Or if you prefer, send for our colorful free brochure on commercial carpets. Write Bigelow-Sanford, Inc., Dept. A, 140 Madison Avenue, New York 16, N.Y.

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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. 2 on product information card

specify MAHOGANY...if he's big enough for this chair!

When you want the subtlety of success, design his office with the finest wood in the world. You'll build good taste and good sense around him and he'll have it easier with both customers and board members. You'll have a friend and client forever—thanks to Genuine Mahogany.

As the world's largest importer and manufacturer of Genuine Mahogany, Weis-Fricker produces only *Swietenia Macrophylla* from Central and South America. It's yours quickly in any quantity at prices that will please you, and at lengths up to 20 feet, widths to 24 inches, and thicknesses to 4 inches!

From Weis-Fricker you'll get the same magnificent material that tests by the U. S. Forest Products Laboratory and Cornell University show superior over all other popular hardwoods in nearly all properties for mortising, boring, planing, warping, shrinking, shaping and turning. You'll have the same wonderful wood that remains

unchanged, uncracked, unwarped in the Cathedral of Ciudad Trujillo after 450 years of tropical climate with hurricanes, earthquakes, and insects. And you'll join America's top architects who chose Genuine Mahogany recently for the interior of the luxurious Hotel Sheraton in San Juan, the Professional Golf Association's (PGA) clubhouse in Palm Beach, and the Library at the University of Chicago. In fact, watch for *House Beautiful's* 1965 Pace Setter Home. It's full of Genuine Mahogany from Weis-Fricker!

For the name of your nearest dealer, write today. Free mahogany kit on request. Contains samples with finishes in red, yellow, green, blue, brown, and violet, plus mahogany fact book with mechanical stresses and other information. Circle number 60 on the readers service card or write Weis-Fricker Mahogany Company, P. O. Box 391, Pensacola, Florida.

PHOTOGRAPH BY EZRA STOLLER ASSOCIATES



QUALITY GENUINE
WEIS-FRICKER MAHOGANY

PENSACOLA, FLORIDA



The Cover

Twilight shot of the D & D Building, New York City, the nation's newest market place for furniture and decorative goods. Cover by Peter Harrison.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/ INSTITUTIONAL DESIGN • PLANNING • FURNISHING

VOL. VI, No. 2

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COMING IN CONTRACT

MARCH—Standards & Specifications—an analysis of what is being done by manufacturers and big customers to standardize contract items, including a special report of Federal government specs.

APRIL—The Educational Problem—Are the design schools and other centers of learning giving students the right background for entry into the fields of contract design, planning and specifying? An analysis of the problem, plus some suggested solutions.

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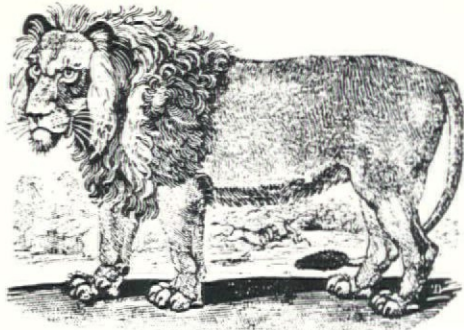
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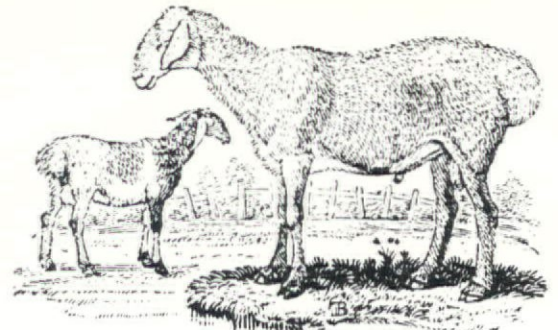


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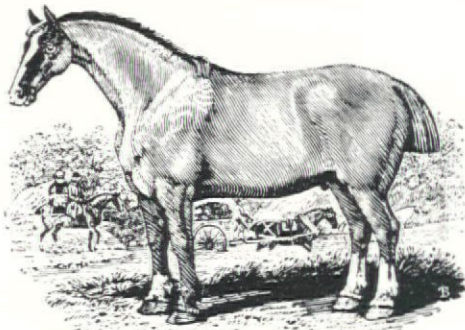
SOFT AS A LAMB



ELEGANT AS A CAT



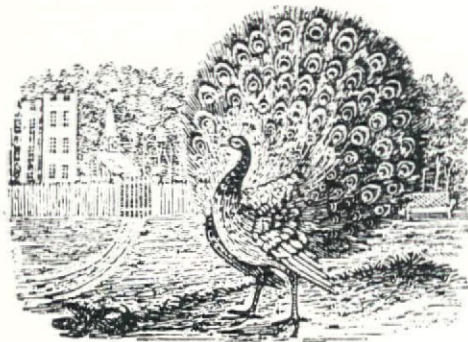
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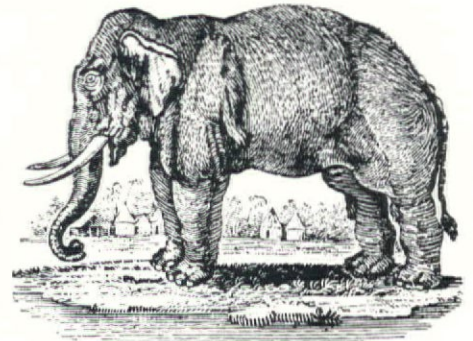
DEPENDABLE AS A HORSE



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LONG-LIVED AS AN ELEPHANT (almost)

Commercial Carpeting by Callaway

FOR INFORMATION, WRITE OR PHONE WAYNE ARIOLA, SALES MANAGER, COMMERCIAL CARPET DIVISION, CALLAWAY MILLS, INC., 295 FIFTH AVE., NEW YORK, MURRAY HILL 9-7

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to Comfort*



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STYLE 9922-CT



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D. C. Currently by Ash Gerech

OUR WASHINGTON REPORT:

- Construction forecast for '65
- Changes in GSA bidding regulations
- Steady increase in furniture sales

THE contract furniture and furnishings field has some reassurance from its 1964 performance to bank on in contemplating 1965. In early estimates, furniture sales, for instance, outperformed new construction of residences in 1964. And it seems likely that, with rising incomes again this year, it will be operating better than the base—of new construction—on which it appears to depend.

Commerce Department economists expect a gain of 10 percent, however, in the construction of new motels, hotels, and college dormitories this year. They attribute this to fast-increasing college enrollments, the growing importance of paid vacations, and a mounting inclination by U.S. gentry to travel. This is on top of an estimated one-sixth increase for this category in 1964, from the previous year.

But this projection sees a drop, of 4 percent, for the office building and warehouse category this year, after a 10 percent increase last year. This would be the first downturn since 1959. The drop in the office sector is partially offset by an expected increase in warehouses.

Construction of new stores may advance some 4 percent, after increasing perhaps 5 percent in 1964. The continued building of shopping centers and other retail and service trade facilities reflects the consequences of residential building, the department says.

In other areas of business interest to the contract field, the department projects:

Educational building growth will continue to match the 5 percent increase pattern it has shown. New federal aid funds for college facilities will start having an impact this year. An increase in religious building construction is expected, of 5 percent, after a gain of less than one-half percent in 1964.

Hospital and institutional construction rose by about 40 percent the past year, and may go up 12 percent more this year. Much of this is due to the increased attention for nursing homes and other facilities for the chronically sick.

Public construction of nonresidential buildings, up 14 percent in 1964, may go up another 2 percent this year. Educational building expenditures, up 12 percent last year, could advance 3 percent in 1965; and hospital and institutional construction, up 16 percent in 1964, might rise another 5 percent this year.

Procurement regulations change

Bidders on federal procurements, under the Federal Supply Service, will note references now to a somewhat revised GSA Form 1424, supplemental provisions for the supply contract. Substance is basically unchanged except for clause involving acceptance/inspection documents, price reduction on indefinite quantity contracts, and federal, state, and local taxes.

Regulations have also been amended on procurement by formal advertising, governing the establishment of bidders' lists and rotation of excessively long bidders' lists.

Library shelving antitrust judgment

Four manufacturers of library shelving, furniture, and equipment agreed to a consent judgment in a federal civil antitrust suit, which forbids them to allocate bids or restrict competition. The four are Sperry Rand Corp., New York; A. Metal, Inc., Jamestown, N.Y.; Globe-Wernick Industries, Inc., Toledo; and Estey Corp., Rock Bank, N.J. A case against the companies against some executives ended last February with imposition of \$140,000 in fines after pleas of no contest, and consent to entry of a judgment of guilty. The suits were filed in 1963, covering actions from 1954 to 1961.

Office furniture production

First Census report on its 1963 Census of Manufactures shows value added by manufacture, office furniture, of \$285 million, a third higher than \$212 million in the 1958 Census. Wood office furniture rose two-fifths, from \$38 million to \$54 million. Metal office furniture increased from \$174 million to \$231 million.

Value added in the public building furniture field increased about three-tenths, from \$113 million to \$144 million.

SEC registration statement

B. Brody Seating Co., Chicago manufacturer of kitchen and dining furniture, restaurant and hotel booths, tables, etc., filed a statement with Securities & Exchange Commission seeking registration of 200,000 shares of common stock. Proceeds will be used to add manufacturing space.

buy machinery, develop a new wood products line, and increase working capital.

Procurement possibilities for you

Winter, spring, summer, fall—the federal government can be a somewhat regular client of yours, if you can outdo your competitors in the bidding game—and if you're willing to put up with the special restrictions and requirements that go with federal procurement. Here are some recent invitations for bids which give you an indication of what, by now, is in store for somebody else, but could have been for you, in contract furniture and furnishings:

General Services Administration, Seattle—Single-pedestal and double-pedestal tables. School furniture.

Veterans Administration Supply Depot, Hines, Ill.—Straight chairs, 240 ea. Imitation leather spring-filled back and seat cushions, 464 each. Bed blankets, 14,800 each.

Kennedy Space Center, NASA, Cocoa Beach, Fla.—Chairs.

GSA, Washington—Traditional bedroom wood furniture, March 1 through Feb. 28, 1966. Traditional occasional wood furniture, March 1 through Feb. 28, 1966. Traditional dining room wood furniture, March 1 through Feb. 28, 1966. Wrought iron type steel furniture, 858 each. Wood household furniture, 3,466 each. Composite metal and wood quarters furniture, 200 each. Dining tables, 124 each. Correlated groups of household furniture—living room, dining room, bedroom, in ranch type, early American maple and cherry, Danish style modern, mirrors, beddings, indefinite quantity, Feb. 1 through Jan. 31, 1966.

Federal awards keep coming

February may have fewer days than other months, but it would be hard to pinpoint any one time when there are fewer announcements of awards on Federal procurements; this is an ongoing activity for the contract field throughout the calendar and fiscal years both. Some recent ones can give a notion of what's in the works:

General Services Administration, Washington—Metal writing tables, double and stacking chairs, indefinite quantity, Feb. 1 through Jan. 31, 1966.

1966: Howell Co., div. Acme Steel Co., St. Charles, Ill.; Chromcraft Corp., St. Louis.

Cast aluminum and steel and enameled steel hospital, quarters and recreation room furniture, indefinite quantity, through Dec. 14, 1965; Chromcraft Corp., St. Louis; Molla, Inc., Washington; Superior Sleeprite Corp., Chicago.

Upholstered living room furniture, through Nov. 14, 1965; Patrician Furniture Co., High Point, N.C.; Dallas, Inc., High Point; Moore of North Carolina, Inc., Washington; Hickory Chair Co., Hickory, N.C.; Chas. G. Stott, Washington. (C)

Escape to San Francisco!

here's
your
excuse:

our Contract Workshop March 11 at the Western Merchandise Mart bids fair to be the best ever held anywhere. (Especially if *you're* here.) You'll listen to, argue with, learn from, laugh at, and applaud 4 dynamic panelists: Manfred Steinfeld, president of Shelby-Williams Mfg. Co.; Paul Bischoff, director of the Contract Division of Carson Pirie Scott, Chicago; Roland Jutross, who heads a hotel design firm; and Ben Hellman, editor of Contract Magazine, which is co-sponsor of the Workshop. Panel time: 9:30 a.m. After the panel, cocktails, and your chance to mingle. Next—a grandly gourmet luncheon party. With dessert, you'll hear a celebrated personage speak. Then: have a fling in San Francisco! How much? \$10 for the works.

Write for reservations now: **Workshop
Western Merchandise Mart**

1355 Market Street, San Francisco, California

Circle No. 5 on product information card

LETTERS

AH & MA's fabric standards role

Dear Sir: In your November 1964 issue, your feature article on contract fabrics, makes reference to the American Hotel & Motel Association and its role in establishing standards for fabrics. In the second paragraph, the reader is led to believe that products which meet the Association's standards are given an approved listing in the Association's book.

The facts are that AH&MA was the sponsor of American Standard L24 Performance Requirements for Institutional Textiles. These standards were developed by a committee operating under the auspices of the American Standards Association and comprising representatives of textile manufacturers and suppliers, consumers, and other interested groups. The standards resulting from this work were first published in 1955. They have since been revised and are currently being published by the American Standards Association.

With regard to the American Hotel & Motel Association's listing fabrics which meet the L24 requirements, the article

failed to indicate that this listing procedure is a function of the Institutional Research Council, Inc., an organization of 13 associations (including AH&MA), representing more than 75,000 hospitals, YMCAs, hotels, motels, schools, colleges, libraries, and other institutions.

The Institutional Research Council conducts the Certified Products Program which provides for the listing of cleaning and maintenance products, textiles, and carpets which meet appropriate standards.

I would like to take this opportunity to congratulate you on the wonderful job CONTRACT is doing and the fine service provided to both the consumers and producers of contract merchandise.

J. S. FASSETT
Director, Membership Services
American Hotel & Motel Association
New York City

Kudos for Jutras

Dear Sir: It was a privilege to hear Roland Jutras at your dinner meeting in November and which you reported in the December issue. Mr. Jutras made a very reasonable and clear statement from his point of view in regard to manufacturers' presentation of their products to the contract designer. I think the manufacturers stated their position with equal clarity

and feeling during the discussion period. While the session ended without full agreement on the part of all attending, it certainly proved to be a worthwhile event for us. We are indebted to CONTRACT and Roland Jutras for having stimulated our minds through this thought-provoking session.

JACOB FELSENETT
Institutional Products Inc.
Philadelphia, Pa.

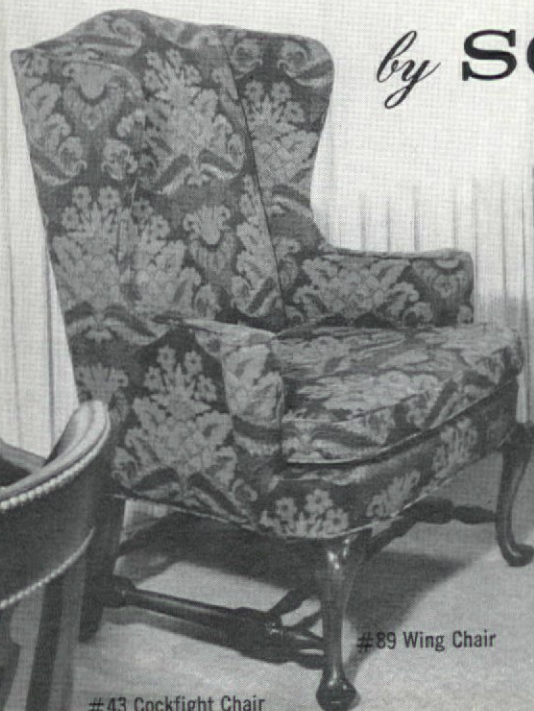
Dear Sir: I must compliment both CONTRACT and Ben Hellman on the choice of speaker at your 4th anniversary dinner meeting in November, and the thought-provoking discussion that followed. It is extremely difficult to communicate new products and new ideas to the people who are actually doing the specific planning. Quite frankly, this is one of the reasons we are expanding our own advertising program and making CONTRACT a part of it.

I firmly believe that if CONTRACT continues to maintain a sounding-board for ideas, you will serve a purpose that no other publication seems willing or able to do.

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Vice President
Rockland Industrial
Brooklandville, Md.

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by **SCERBO**



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upon

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**THE MERCHANDISE MART
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Partners for furniture • bedding • floor coverings • draperies • fabrics • institutional merchandise • lighting and fixtures • accessories • kitchen machines and equipment.

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Circle No. 6 on product information card



OSHIMA...One of four



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 electronic 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
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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

CONTRACT BUSINESS: NOTES & COMMENTS

Study on designer education

The massive problem of how to train and educate new talent for the field of space planning and commercial/institutional designing will be the subject of a major study that *CONTRACT* is scheduling for the Spring of 1965. The study is being prepared under the direction of Lawrence Lerner, president of the leading office design firm of Saphier, Lerner, Schindler. Mr. Lerner has already reviewed the courses offered presently at scores of design schools throughout the country and has interviewed many faculty members as well as recent graduates of these schools. The *CONTRACT* study will analyze what is being done towards educating new personnel today; what a contract firm can reasonably expect from a new designer, and how new courses might be set up specifically aimed at preparing the student to cope with the problem of contract planning, design and specifying. In addition, the study will cover some of the industry's own efforts, such as the scholarships and courses for design students being considered by the Contract Manufacturers Association of the Merchandise Mart, Chicago.

Maxwell opens Miami gallery

The Maxwell Co., one of the nation's leading contract furnishers for hotels and motels, recently opened The Maxwell Galleries, a showroom where leading furnishings lines will be displayed exclusively for the trade. Occupying the entire main floor of the Maxwell Building in Miami, the showroom will include displays from such firms as Fancher, Myer-Gunther-Martini, Whitecraft, Jamestown Lounge, Interiors Import, National of Mt. Airy, Weiman & Hellam. Displays are coordinated in vignette style by Kenneth Hull, NSID and Nancy Pope, NSID.

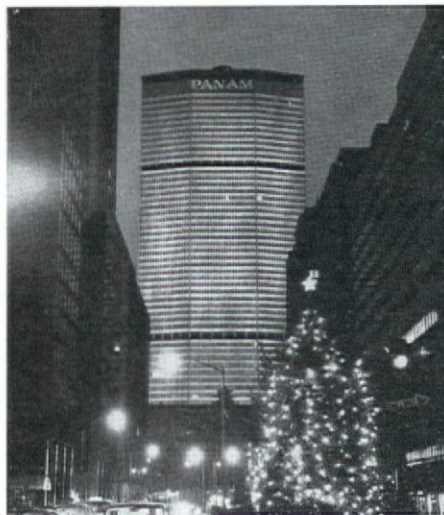
D for D selects Draper Co.

Dorothy Draper & Co. has been selected to create the November 1965 edition of *Designs for Dining*, which will premiere at the 50th anniversary of the National Hotel & Motel Exposition, November 8-11, at the New York Coliseum. Under the direction of Carleton Bates Varney, Jr., the display will coordinate its theme with the 50th anniversary of the Hotel Show, presenting four classical dining interiors titled "Fifty Years Ago Today."

It was also announced that Alphonse W. Salomone, vice president and general manager of the Plaza Hotel, has been appointed chairman of the 1965 Hotel Show.

New light on Pan Am

Our interest in the Pan Am Building is no secret—we devoted an entire issue last September to this giant among commercial structures. Now, the Pan Am has been given a new dimension, with exterior lighting designed by Abe Feder, who used special equipment devised by Kliegl



Brothers. Kliegl collaborated with Westinghouse to design illumination that would "wash" the eight sides of the building uniformly—quite a task when the wash has to reach 550 feet to the top of the 59-story building. Searchlights by Kliegl with a specially designed quartz bulb by Westinghouse did the job, defining the building's formidable symmetries by means of 376,000 watts of light. Pan Am was the first in *CONTRACT*'s Landmark Series; the second Landmark issue, to be devoted to the rebirth of downtown Chicago, will appear in September, 1965.

Thunderbird motel wins award

The combination of ancient Aztec designs and contemporary building materials in the expansion of the Thunderbird lounge and restaurant in Jacksonville, Florida, earned the installation a Brody Design Citation. The lounge and restaurant are part of the Thunderbird Motor Hotel. As part of the expansion program, the



lounge was doubled in size to seat 250 persons, the Mayan dining room (see cut) was added to accommodate 100 persons, and two meeting rooms, the Aztec and Peruvian, were provided for an additional 200. William M. Groff, NSID, IDI, of Jacksonville was the interior designer. The design citations are made by B. Brody Seating Co., Chicago, to outstanding food service installations in recognition of their excellent architectural and interior design coupled with highest standards of efficiency, comfort, and service.

Risom to head '65 NOFA-D Symposium

Jens Risom, of Jens Risom Designs, Inc. has been named chairman of the 1965 Designer Symposium of NOFA-D, in connection with the annual NOFA Exhibit in New York City. The Designer Symposium will be held at the Sheraton East Hotel on April 29 and 30, overlapping the NOFA Exhibit at the Coliseum, April 29-May 4.

New mart planned for Washington

An international merchandise mart is planned for Washington, D.C., to provide exhibit space for U. S. manufacturers of contract furniture and fabrics, and for displays of foreign countries' products. The Jaru Realty Co., whose president Jack Hurwitz, plans to start construction on the International Merchandise Mart of Georgetown this fall, with the building to open in the spring of 1967. It will have 414 feet of frontage on the 3200 block of Grace Street, on the banks of the C& Canal in Washington's historic Georgetown area. Mr. Hurwitz is president of Jack Hurwitz, Inc., and its division Decorloom Fabric Co. and Decorloom Carpet Co., and also of Furniture Galleries Inc. These firms have just opened consolidated showrooms for the trade at 3200 Grace Street, next to the site of the planned building. The Mart will have five stories, with total floor space of over 1,000,000 square feet. Mr. Hurwitz said he sees "a tremendous need in this area" for exhibit space for the commercial attachment of the various countries to display their products to U.S. businessmen and to one another. The second and part of the third floor will be devoted to this, with representatives of other internationally minded firms also on the third floor. The first floor would be set aside for U.S. manufacturers of contract furniture and fabrics.

(Continued on page



Woodard helps you bring the woman's world into every environment. They appreciate nice things — they surround themselves with things of charm and individuality — they have a feeling for beauty — they admire a flair for color. Woodard's line of handsome wrought iron tables, chairs, and accessories appeals to every woman. They do like nice things.

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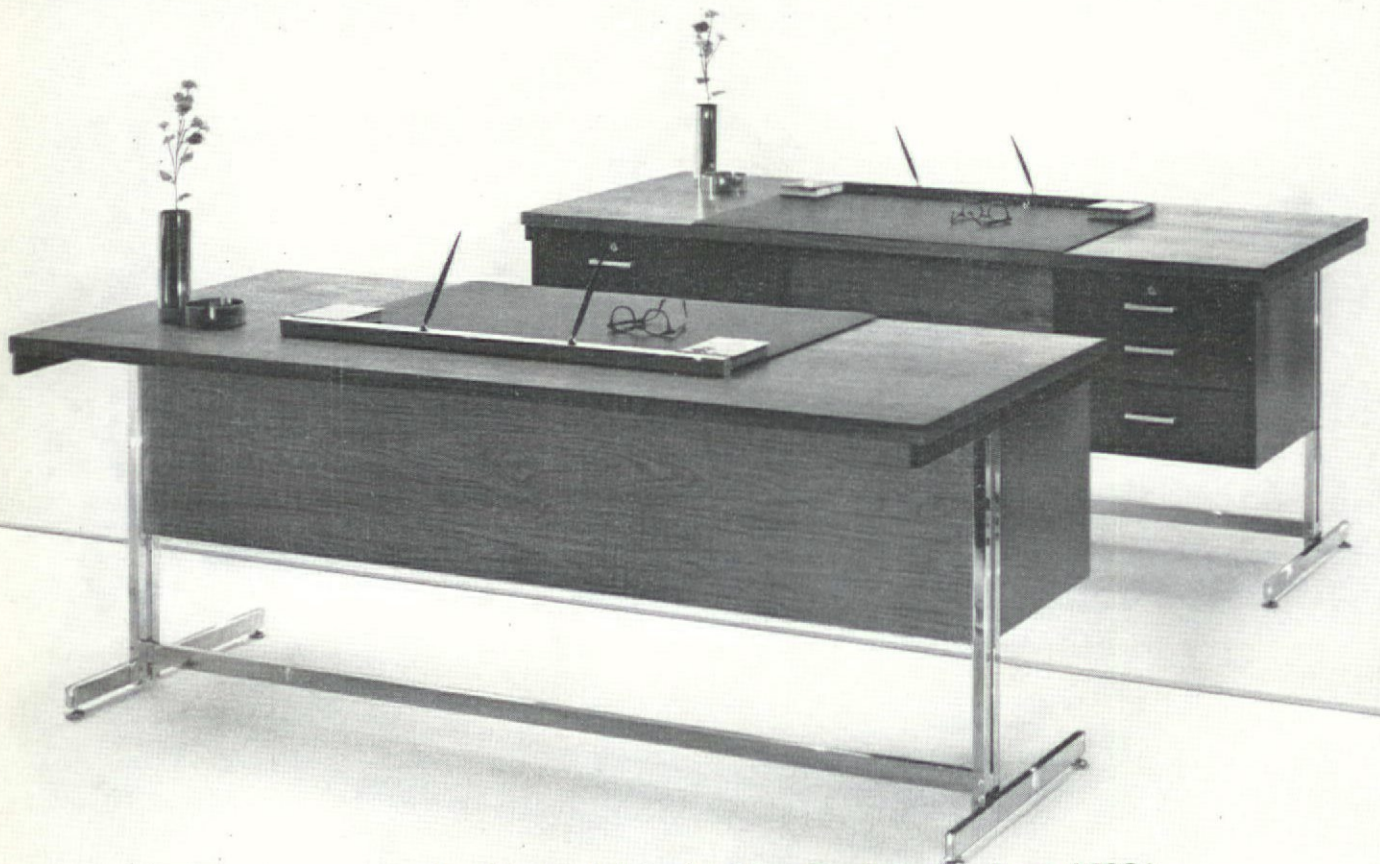
CONTRACT BUSINESS: NOTES & COMMENTS

New assignments . . .

Phyllis Spalding, AID, Honolulu, has been commissioned to design all interiors, from house and senate chambers to private and general offices, for Hawaii's new state capitol in Oahu. The building, designed by John Carl Wernicke, AIA, is the first legislative chamber for the new state of Hawaii, the only state in the union that was once governed by a monarchy. Scheduled for July 1967 occupancy, the building and its interiors will be contemporary, while at the same time reflecting the heritage and flavor of the islands. It is expected to require approximately 10,000 yards of carpeting, and Fortuny has already been contracted to create special fabric motifs after an old Tapa design. . . . After a year-long nationwide competition to design a new headquarters building for the American Institute of Architects in Washington, D.C., the commission was awarded to Mitchell-Giurgola Associates, Philadelphia architectural firm. The prize-winning concept, which blends contemporary architecture with Georgian, was picked from seven finalists in the competition originally including 221 submissions. . . . Dorothy Draper & Co., Inc., New York

City, announces a number of interior design projects currently on the boards: dining room and ballroom, Lookout Mountain Club, Tennessee; lobby areas, corridors, guestrooms, Westbury Hotel, New York City; lobby, public areas, and coffee shop, The Plaza, Atlantic City. The Draper Company just completed a new spring fabric collection for F. Schumacher, to be introduced shortly. . . . Saphier, Lerner, Schindler, Inc., reports heavy project schedules in its offices in New York, Chicago, Los Angeles, and San Francisco. Among the new projects: planning and design of 35,000 square feet of new executive offices for Board of Commissioners of the Port of New Orleans; renovation of 18,000 square feet, on three floors, for National Cleaning Contractors, New York City; new offices for Time & Life Building management, Chicago; planning of more than 250,000 square feet of tenant spaces in the New Brunswick Building, Chicago; new headquarters, totaling 80,000 square feet of space, for Matson Navigation Co., San Francisco. . . . Brand-Worth & Associates, Los Angeles, has been retained by J. C. Penney Co. to execute a design development program aimed at creating a new

nationwide image for the chain's stores. Brand-Worth is also fashioning a new continental look to mark the forthcoming 20th anniversary of the Los Angeles Home Show, June 10-20, at the Los Angeles Memorial Sports Arena. . . . Integrated Design Associates Inc., Beverly Hills, has been commissioned to redesign the Sahara Hotel, Las Vegas. The project includes the Congo Room, parts of the casino, main entry foyer, and executive offices. Integrated is also creating a new concept in commercial furniture showrooms for Shelby Williams Industries' west coast display area in the Los Angeles International Design Center. . . . The mid-west office of The Maxwell Co., located in Chicago, was selected by the City Development Co. to completely design, coordinate, and supply the interiors for the 200-room Jack Tar University Inn, just across the street from Michigan State University, Lansing. The Inn will be another of the company's "turn-key" jobs, with everything custom designed, delivered, and completely installed when the Inn opens this spring. This Maxwell branch reports that it is currently completing approximately \$4 million contract installations. (C)



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CONTRACT NEWS

SHELBY WILLIAMS INDUSTRIES has been awarded an exceptionally large seating contract by Houston's new glass-covered sports arena, scheduled for spring opening. Shelby Williams will supply 1,600 chairs and 400 tables for the stadium's dining facilities.

SYRACUSE ORNAMENTAL Co. has formed a new contract division to service contract and institutional markets dealing with interior designers, architects, contract furnishers, and builders. Located at the Syroco showroom, 225 Fifth Ave., New York City, the division will be headed by PHILIP HOLSTEIN JR.

PAUL BATES INC. will represent the GENE McDONALD line of wallcoverings and fabrics in the southeast. Showroom address is 351 Peachtree Hills Ave., Atlanta, Georgia.

PAUL H. HILDEBRAND, PAUL H. HILDEBRAND Co., 2434 Dallas Trade Mart, will represent HAEGER POTTERIES' artware lines in Texas, Arkansas, Oklahoma, New Mexico, and Louisiana.

COLUMBIA UNLIMITED has moved its offices and showrooms to 145 E. 57 St., New York City. The firm will also act as distributor for Vendet Lighting.

MURALS, INC., a division of James Seema Studios, has changed its name to MURALS & WALLCOVERINGS, INC. to reflect the increased emphasis on the production of repeat wallcovering.

CHARTER CARPET CORP., a new tufted carpet manufacturing firm, recently started operations at its new 50,000 square foot plant in Calhoun, Georgia. Principals of the new company are W. HALE, JEP PEELE, and NOEL WADSWORTH.

SCROLL, INC., Miami manufacturer of solid aluminum furniture, has added the following showrooms to display its lines: PENFIELD MFG. Co., Syracuse, N.Y. and BURNETT-ORTMEYER INC., both Tampa and St. Petersburg, Florida.

HINZMANN & Co., INC., manufacturer of architectural woodwork and cabinetry, 92 Third St., Brooklyn, N.Y., has its headquarters and plants solely in Brooklyn and is not associated with plants in any other state. Reference to another plant site, in the September issue of CONTRACT, was an error by this magazine.



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CARPETING

This circular rug is a fine example of custom design. Space Design Group drew up "custom" specifications, and Rugcrafters executed the hand-tufted wool rug. The rug brings into focus the working area of one of Kenyon & Eckhardt's executive offices in the Pan Am building. Circle No. 65.



THE January market has just closed, and the mill salesman is knocking at doors of major architects and contract designers throughout the country, eager to display his firm's new wares. When he calls at Palmann's office he may have the good fortune to talk with Daren Pierce, a man who has seen the inside of a carpet mill and who knows the difference between pitch and gauge. On the other hand, he may be turned away by an uninformed designer or architect who neither understands the sales points nor wants to listen.

The Daren Pierces are, as a select group of responsible interior contract specialists, very knowledgeable about carpeting. But what about the average designer, or even architectural firm who more than ever are finding themselves using carpet? The American Carpet Institute, as well as trade showrooms, carpet contractors, and mill showrooms, all indicate that most architects and designers do not know how to choose a carpet. They first look at color and texture, then at the budget, and lastly, they consider how the floor cover will be used.

The first step

There are certainly more useful guidelines for buying carpets than are shown above, even though methods for buying 20,000 yards are quite different from purchasing 200. First, prior to purchase, it is essential to discuss carpeting with a carpeting contractor who represents mills that have established contract departments. These men not only bid and help write specifications, but they are responsible for a good installation. Daily, they serve and compare carpets from the mills and, in some cases, know the good points as well as the faults better than the mills do themselves.

In his discussions with the contractor

PECIFYING FOR CONTRACT INSTALLATIONS

A COMPLEX PROCEDURE, INVOLVING ELEMENTS LIKE PITCH,

GAUGE, DENSITY, APPEARANCE-RETENTION, AND

YPES OF FIBERS, AMONG OTHER CONSIDERATIONS. BY ANN DOUGLASS

esman, the specifier should first consider where and how carpeting is to be used, the amount of expected traffic, and how much money can be spent. This gives the carpet specialist remarkable limitations and enables him to offer the designer a choice of suitable textures, at the same time explaining how one fabric will wear better than another, how one will show soil less, etc. The color can be chosen last of all.

The sooner the designer picks a carpet, the better off he, his client, and the installation will be. In any sizable room (200 square yards and up) or for a big order job, money and time are saved when the carpet decision is made at least two months in advance of the installation date. It takes time to weave large yardages; and when special samples or imports are requested, more time.

How to compare qualities

A good generalization is that price reflects quality: in terms of maintenance as well as appearance retention. The most reliable comparative measurement is the ounces per square yard of surface yarn—48 ounces of wool will wear longer and better than 48 ounces of nylon, and will, of course, cost more. A tightly packed fabric (many tufts per square inch) of 2-ply yarn will weigh about half the weight—and wear better—of an equally dense fabric of 1-ply yarns, all other things equal.

The important elements

When choosing the carpet itself, the most important elements are pile weight and height, the closeness or density of the tufts, the backings, and padding. The designer will be interested in comparing the constructions—most often cut-pile, velvet, and tufted—available within his price range. These will show him the texture range. In heav-

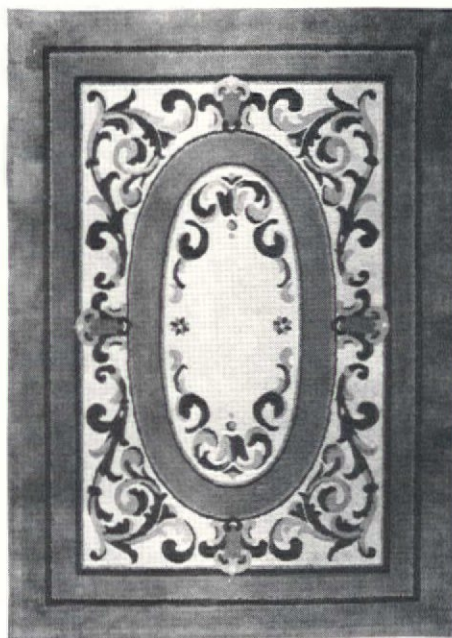
ily trafficked areas he will probably want a carpet with closely packed fibers and tufts.

What about appearance-retention and wear? Mill showrooms do not have portfolios of color transparencies showing a fabric on installation day and a second slide taken two, five, or even ten years later. In fairness to the mills, they are not entirely to blame for poor appearance-retention in many instances. A case in point is a recently installed carpet in one of New York's plushiest cultural institutions. The designer insisted on a thick pile velvet in a subtle gold. Advice from the showroom to change the color fell on stubborn, deaf ears. Six months after opening the public will comment: "what a cheap carpet: it certainly has worn poorly." Two points are made here. The first is that the decorator, though we're sure she hates that label, thought only in terms of color and texture, for des-

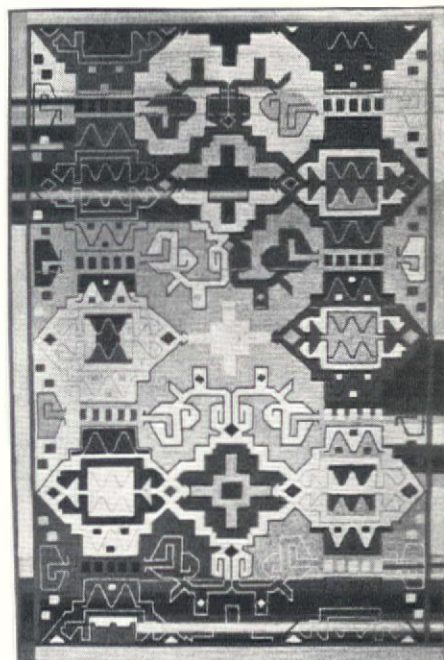
pite the sound advice of the dealer to change color, she refused to listen. The second, is that *wear* has been confused with *appearance-retention*.

Wear means fiber loss; appearance-retention, is the ability of the fiber structure to look the same after service and repeated cleanings. *Soil resistance* is part of appearance-retention, and is quite different from *spot-resistance*. Apart from the war cries of wool, nylon, acrylic, and polypropylene proponents, most light-colored, single-hued fabrics will show soil very quickly under heavy traffic. Though brown-toned tweeds or moresques will hold up pretty well, many designers consider a standard-colored texture a bit too dull—just because it seems to go with everything, it often contributes nothing more than an easily maintained floor surface.

It is lamentable that many of the stocked contract carpet patterns from large mills are unimaginatively styled



The new '65 collection of rugs at V'Soske includes several contemporary designs as well as fine traditionals, such as the Eighteenth Century (left) in yellows



and powder tones. Hanadan (right) employs a special one-level technique, a flat tapestry stitch. The colors are rich earth and clay tones. Circle No. 66.

CARPETING

and colored. Many textures still look "commercial" in the pejorative sense of the word, but the mills are beginning to improve their colors and textures. The most exciting styling usually appears in custom-designed goods when the designer fully understands the limitations as well as the scope of what a mill is capable of producing.

There are two recent and available publications that can be useful to the designer and carpet specifier. An excellent source with drawings and selections of carpet construction is: *The Selection and Maintenance of Commercial Carpet*, published in 1962 by the Cornell Hotel and Restaurant Quarterly. The text by Bernard Berkely and Cyril S. Kimball was written under the direction of The American Hotel Association Research Committee. This 48-page, 8½ by 11 publication, obtainable from AHA at 221 West 57 Street, New York City for \$2, discusses all the elements of major carpet constructions, fibers, guides to commercial carpet grades, how to select a carpet, maintenance and spot removal techniques, special carpet

problems, a list of carpet books and articles, and an extensive glossary.

The second, *The Essentials of Modern Carpet Installation*, by D. J. Duffin, has been prepared with the assistance of the members of the ACI. The 324-page book, designed as a training manual for installers attending shop courses, contains concise, clearly written information about weaves and construction. It also describes commercial installations, how to measure rooms as well as estimate and plan the installation. There is a small amount of overlap in the two publications, but they complement each other and contain quite separate glossaries. The book, copyright 1962, is published by D. Van Nostrand Co., Inc., at \$6.50.

The only existing spec

Government specifications may seem like tedious lists of highly specialized requirements. They will not be useful to everyone, yet when an architect or designer is involved with huge yardages, the specs can serve as a standard of comparison; they are indispensable in government-supervised buildings. Details, such as type of stuffers, and minimum shrinkages, are minutely

described, but it is doubtful that the average contract designer would understand all the details or find them useful. Copies can be obtained at the American Carpet Institute, 350 Fifth Ave., New York City.

It is unfortunate that the industry cannot agree on a set of general recommended specifications but the problem is not simple. For instance, a wear standard is acceptable. Contrary to what some advertising may indicate, the Taber Abrasion test, which wears circles in carpets, is a far cry from the effect of walking feet. The work in the Cornell booklet is a step in the right direction, but it was never intended to be an industry standard.

The significant components

To more closely acquaint the designer with the important elements of a carpet, here are the significant components, with some suggestions as to what makes one ingredient superior to another.

1. The type of fiber. In the synthetics, for example, the difference between generic types, such as continuous filament nylon and staple nylon, are known, but the difference between one fiber supplier's continuous filament nylon as against another's is, for practical purposes, negligible.

2. The tightness of the twist is a variable element. In a low-end Axminster, one might find only one full twist to the linear inch; in a medium-pile velvet carpet, there may be four complete turns each linear inch of yarn. Twist retention may vary.

3. One can find two, three, or even four, or more plies in a single strand of carpet yarn.

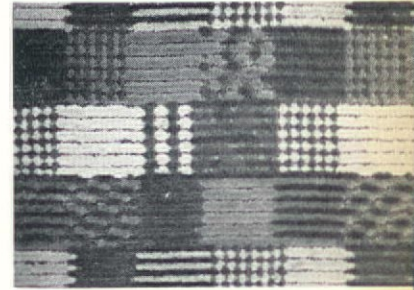
4. Pile height (always measured from the top of the backing) can vary from ¼ inch up to ½, and more in luxury goods. Pile height, an important measure of the quality of a carpet, is usually measured in denials: .25 being ¼ inch.

5. The density of the tufts is measured in both directions. *Pitch* is the number of tufts, or warp yarns in a 27-inch width of woven carpet. (Some speak of "full pitch," or 216 which is usually considered the minimum crosswise density; 216 is common.) Gauge, applying to tufted a

MAJOR SYNTHETIC FIBERS USED IN CONTRACT-WEIGHT CARPETING

Generic Name	Reg. Trade Name	Maker
continuous or monofilament nylon (used alone: not to be confused with staple or spun nylon found in wool blends)	Caprolan	Allied Chemical
	Enkaloft	American Enka
	Cumuloft	Chemstrand
	Nylon 501	Du Pont
acrylic staple (a polymer composed of at least 85% by weight of acrylonitrile units)	Nyloft	Firestone
	Creslan	American Cyanamid
	Acrilan	Chemstrand
	Zefkrome	Dow
polypropylene (a product of the olefin fiber group)	Orlon 33	Du Pont
	Vectra	National Plastics Products
continuous filament nylon (differs from the above in that it is more dense a fiber, more cleanable, carries less static)	Herculon	Hercules Powder Corp.
	Antron	Du Pont

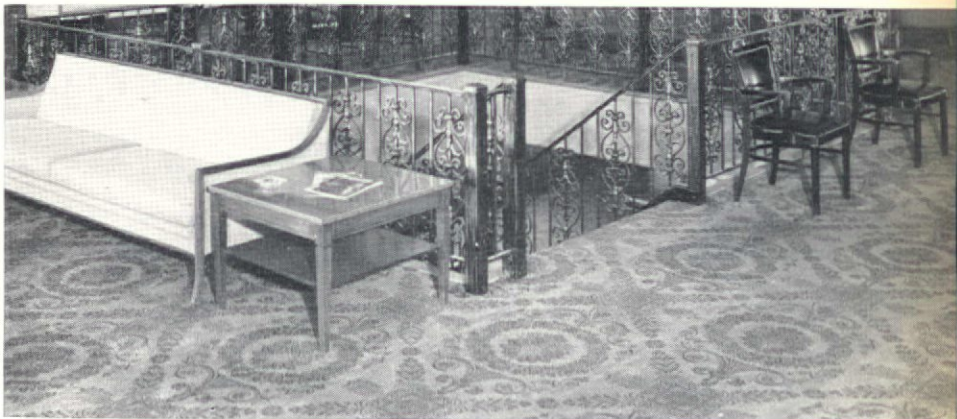
A, B This orange and gold, 5-color tweed texture was chosen for the editorial offices of *Sunset Magazine* in Menlo Park, Calif. Glyn Moor, from Cabin Crafts, is a medium-light duty Acrilan (Circle No. 67) tufted carpet in 15 colors. It is typical of the firm's well-colored and richly textured collection. The firm's Architective contract program was recently extended with the Whitfield Collection of four boldly scaled, dramatically colored patterns. Any one of the four may be had in combinations of colors from the 39 stocked yarns already available. The minimum order on these special colorations is 400 yards. Block is shown (B). Circle No. 68.



A, B

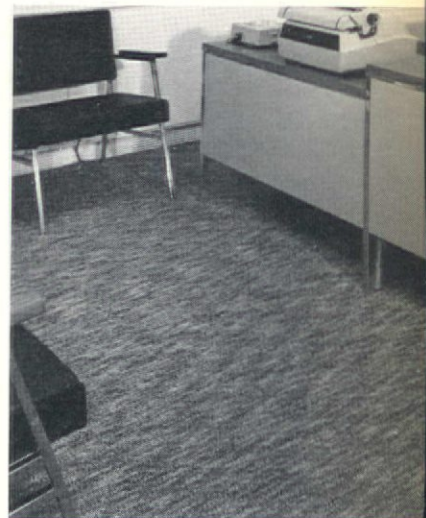
C

C Crestwood, from Alexander Smith, is a line that features a tightly constructed Axminster weave. Fifteen patterns are stocked in this quality. Shown is a custom design in Crestwood quality in the Belaire Golf & Country Club, Armonk, N. Y. Circle No. 69.



D A more individualized carpet than stock textures and moresques is often demanded for public rooms of hotels, so contract divisions of the major mills offer a wide choice of patterned Wiltons. This one from Hardwick & Magee is a mottled leaf pattern in black and gold wool that was installed last fall in the main ballroom of New York's Hotel Astor. Circle No. 70.

D, E



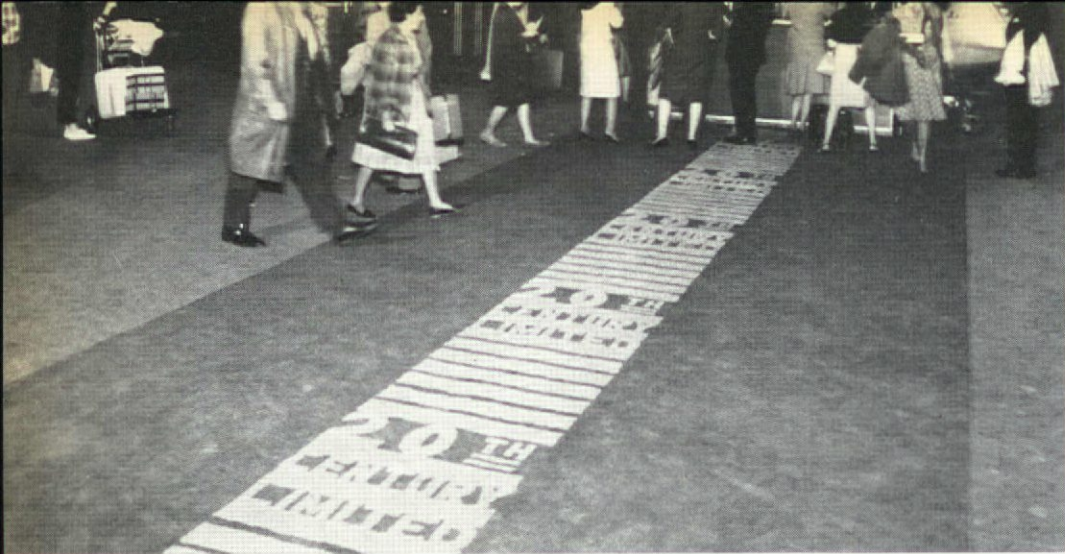
E This heavy-duty striated weave was specially designed for soil resistance and wear. Called Karibe #33, Duraloom stocks this 100% wool, modified velvet loop pile in 3 color combinations. It is shown in Cole Steel Equipment Co.'s reception area in a combination of taupe, brown, and black. Circle No. 71.

F A coming trend in carpet usage is its appearance in apartment houses. One such installation is Highland Park Apartments in Edmond, Wash., where Downs' all-Acrilan tufted carpeting, Added Touch, was used in the corridors and in the lobby. This highly textured, multi-colored fabric is a 3-ply, tightly twisted, stock-dyed carpet with a double jute backing. Circle No. 72.

F, G



G Cigarette burns and stains can be repaired quickly with Commercial Carpets Repair Tool. The blade adjusts to the desired radius, is used like a compass to remove a circle containing the damaged area. An identical circle is then cut from a piece of scrap carpet and is cemented into position. Circle No. 119.



A daily rolling out the carpet has been traditional with the Twentieth Century Limited departures at Chicago's LaSalle Street station. This new one, executed by Carter Bros. (Circle No. 73), expects to greet at least 75,000 passengers a year. It is a 12 by 31 foot tufted carpet of Allied Chemical's continuous filament Caprolan nylon pile. Circle No. 74.

CARPETING

knitted carpets, is the distance between two needle points expressed in fraction of an inch. The number of rows running lengthwise along the warps are called wires, and are measured in terms of the number of wires to the warp inch; seven and eight are commonly found in contract carpeting.

The weight of the surface yarn (this excludes the backing chains, stuffer warps, and shot yarns that bind the surface yarns into a solid fabric) is probably the single most important way of ascertaining the quality of a carpet. A good rule of thumb is that the more surface yarn per square yard of carpet, the better its quality. Of course, an inch-high pile that is very loosely packed (has a low pitch and wire number) will not have the wearability and ease of maintenance of a fabric with the same number of ounces per square yard with a lower pile height.

6. Color is often a matter of personal preference, although solid pale, or very dark, hues are not too appropriate for heavily trafficked areas. When yardages exceed the 200- to 500-square-yard-level, no additional charge is made for special colors, except in Wiltons. When the color is critical, the designer should determine the exact type of incandescent or fluorescent lighting that will be used in the installation and be sure to select all colors under that light. (Callaway Mills has an ingenious partitioned light-box that dramatically illustrates how one side of a fabric

changes hue when any of 5 other lights is changed.)

7. The bulk of commercial carpeting is velvet, Wilton, Axminster, knitted, and tufted.

The *velvet* loom, one of the simplest and ingenious devices, produces a good dense carpet with a wide range of texture as well as a considerable amount of pattern. Medium - grade velvets run 7 to 9 wires per inch with a pitch of 189 or 243. Many plains and moresques (a tweedy effect that comes from a single yarn of different color plys) are woven on this loom. Alternating rows of cut and uncut pile are becoming common.

Wilton, which has a large amount of face yarn buried beneath the surface, is a consistently serviceable, well-made carpet, usually with five colors, or frames. Every mill has a large number of these Jacquard-type patterns—one has over 1,500—that are woven up to order.

Axminster is an even-height cut-pile carpet notable for its large number of colored yarns. Because each yarn tuft is individually inserted into the pile, this design flexibility often results in very complicated patterns. Medium grades run from six to seven wires per inch and have a standard pitch of 189.

Knitted carpets, a fairly recent development, are similar to wovens in that the pile and backing yarns are fabricated in one operation, but the carpets are made by looping the pile and backing yarns together with different sets of needles. Most knitted

carpets have a looped-pile texture in solids or moresques.

Tufted carpet is made by a row of hundreds of needles, stitching down the length of the carpet into a pre-woven primary backing of jute, kraft-cord, or the new polypropylene. To secure the yarns, a coating of latex is added to the underside, and a secondary backing is also added to give dimensional stability. An advantage of this construction is that most of the face yarn is on top where wear occurs, although the density of the pile seems to be limited. One installer says he has found trouble with the primary backings, which have not proved to be too stable: restretching was his complaint. The new polypropylene backing is intended to remedy this defect, but the installer had not had experience with the new material. A considerable variety in pile height is available in tufting. Multicolored effects, similar to those on a velvet loom, are also possible.

Custom tufting, a semi-manual operation, is premium priced, and should not be confused with machine tufting. This technique enables any size or shape of carpet up to 30-feet wide to be made to order without seams or wastage. Machine tufting is a bit faster and less expensive; it also reproduces any shape, eliminates wastage but is seamless up to only 15, or occasionally 18 yards.

8. There are a number of types of backings. In woven carpets, the underside of the carpet that binds the pile yarns together in position and provides a firm foundation is termed the backing. These various fibers resist stretching and shrinking and consist of the weft, chain warp, and shot yarns, in addition to heavy "stuffer" warps that run the length of the carpet. In tufted carpets, one speaks of primary backings—the fabric into which the tufts are punched—and secondary backings, or a "double back," the additional "scrim" backing or webbing that gives greater dimensional stability. The latter is laminated to the primary backing.

9. Padding, also known as underlay, cushion, and lining, is necessary to prolong the life of a carpet. Because its selection is often left to the installer, some carpet specifiers tend to underestimate its importance. Of the most common types—hair, hair and

te, rubber, and plastic foam—there is disagreement as to which is the best. (One leading manufacturer produces two hair linings, both 40-ounce weights, but charges from 20 to 30¢ more for the one with a brand name. Then a Brooklyn school questioned the difference between them, tests at the city's Board of Supply found the composition of both identical.)

Some of the less expensive fabrics come with either sponge rubber or foam padding laminated to the backs. These reduce initial installation costs, but replacement or removal is more difficult than carpets with separate padding, because they are cemented in place. Of the two laminated backs, the foam is generally considered inferior: for one thing, it tends to oxidize and decompose. In institutions that have a quick redecoration cycle, such as motels, however, the less costly one may be preferable.

fine future

The relative growth of contract carpeting in the past decade has far exceeded the residential output percentage. Wool Carpets of America estimates that roughly ¼ billion yards were produced in 1964 for contract

use alone. Spokesmen estimate this as about 25 to 30 percent of total production. (Total output has tripled in the past 10 years, whereas contract figures are up seven-fold.)

Special areas

The benefits of school carpeting have been previously covered in CONTRACT and it is not surprising that carpeting is beginning to appear in hospital corridors and in patient rooms. A notable study was made at Barnes Hospital in St. Louis where bacteria count tests were carried out by the University of Missouri Medical School. After six months of gathering results, the group said that no greater amount of bacteria were observed in carpets than was counted in standard, hard-finished floors. At the same time, great improvement was found in both the noise level and in the patients' dispositions.

Carpet is the established floor covering for hotels and motels and is quickly gaining acceptance on all floor areas in offices. It is being used much more imaginatively than ten years ago: in kitchens, drug stores, auditorium walls, and even outdoors.

For the first time last year, wool

no longer controlled the bulk of the market. But this hardly says that wool production was down in '64—only that more synthetics were used. In the upper end of carpet production, wools have and undoubtedly will always have the lion's share. They are proven and well-liked for they rate consistently high in all categories of behavior. The synthetics have filled a very important need in the lower end, and so far, the only group really competing with medium-priced wool are the acrylics. With the mushrooming demand for carpeting, there seems to be ample room for all fibers to flourish.

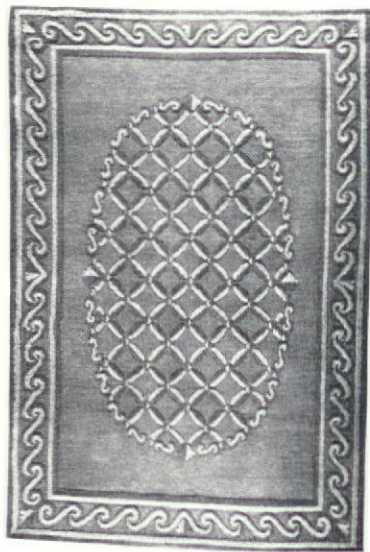
Recent innovations & improvements

The technology of carpeting refuses to stand pat. The major mills are continually alert to new constructions, testing processes in laboratories before they reach the public, and seeking ways to improve the existing fibers and looms.

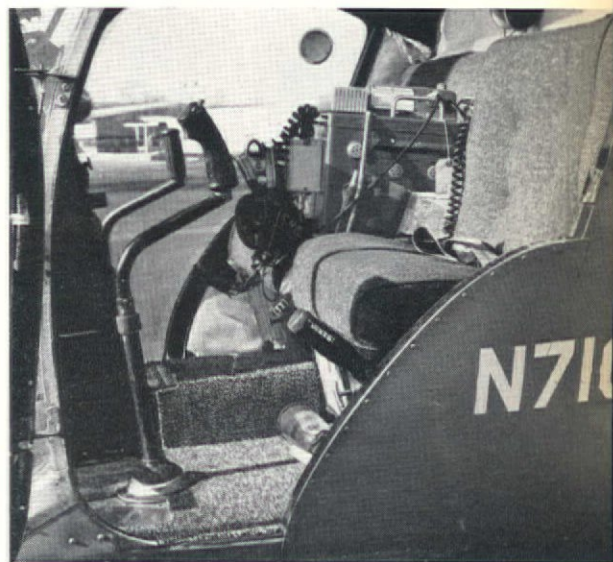
One of the newest man-mades, polypropylene, from the olefin fiber group, claims a strength superior to nylon and less static attraction than other synthetics. It is being used as a carpet fiber but as it is mostly solution



Most large mills with contract divisions offer a custom area-rug program. This rug, custom-tufted rug from Lees graces the lobby outside the Crystal Ballroom at San Francisco's Whitcome Hotel. Circle No. 75.



The extensive custom rug collection at Simon Manges includes a group of Spanish and Portuguese hand-knotted 6x9 area rugs. Cintra is shown in light, frosted blues. This rug, as well as the others in the collection, can be woven in any color with custom design changes at no additional charge. Circle No. 76.



Radio station WOR chose wall-to-wall carpeting for its helicopter for acoustical reasons, for this broadcasting vehicle makes on-the-spot reports of metropolitan traffic snarls. The covering is Magee's Sagebrush, a 4-ply, round wire, uncut velvet tweed that is made of Chemstrand's Acrilan (Circle No. 67). The carpeting, with a choice of 12 colors, is latex backed and comes in 12- and 15-foot widths. Circle No. 77.

A A change of pace from the standard "pop-corn" textures found in nylon carpets is C. H. Masland's new Minaret. Made of Cumuloft, Chemstrand's 100% mono-filament nylon (Circle No. 78), its texture is varied in color and in tuft-height. It comes in 12 colorings in 12- and 15-foot widths. Circle No. 79.

B Carpeting with laminated padding is gaining popularity for contract use. This one, Gulistan's Winning Team, is a space-dyed (short lengths of yarn are

dipped into separate color baths) continuous-filament nylon. It is tufted in 7 colorings and laminated to a high-density foam rubber backing. Circle No. 80.

C Roxbury's interchangeable RugTiles allow for unlimited floor patterns. Twelve-inch squares of fabric are bonded to high-impact polystyrene plastic with edges designed to interlock with adjacent tiles. Acritile, shown, of 100% Acrilan, comes in 9 colors; 6 other fabrics are stocked. Circle No. 81.

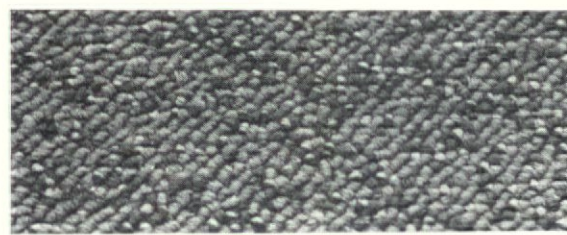
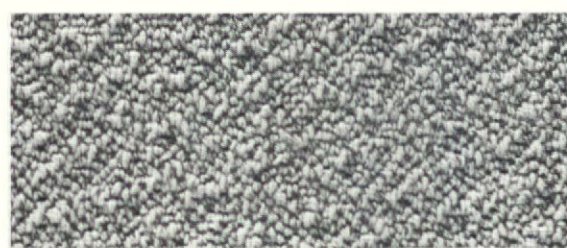
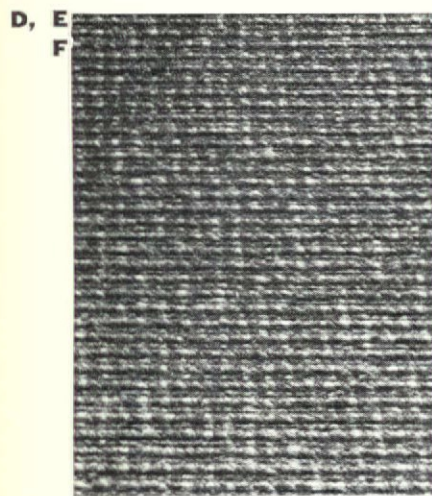
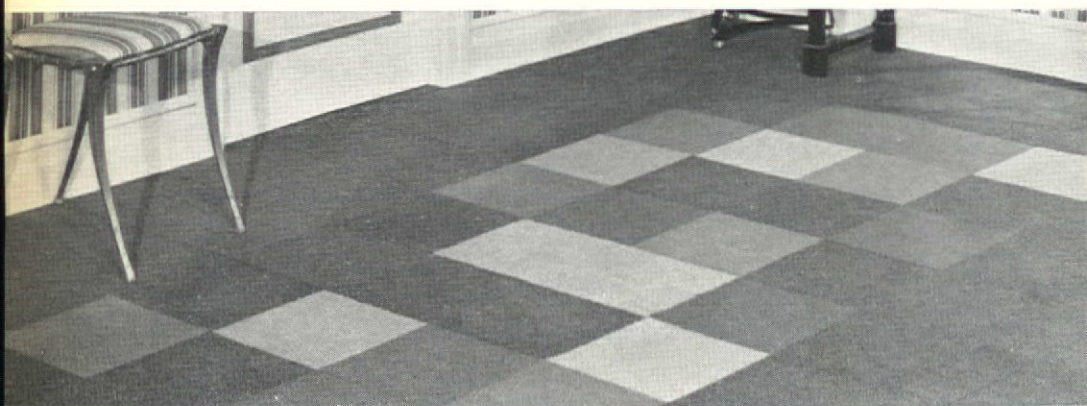
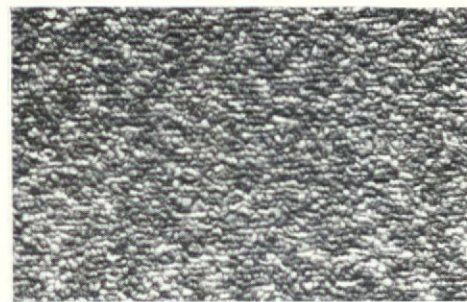
CARPETING

dyed (dyed in its liquid state) it is produced only in limited colors. At the present time, they don't seem to have the clarity of vat, skein, or piece dyed goods. U.S. Rubber, though claims to have a piece-dyable polypropylene fiber called Polycrest. Some mills are in the process of improving the texture of this fiber before the market it in a carpet. In another area however, the synthetic is hoping to make huge strides as an entirely new primary back for tufted carpets. The first of its kind on the market, Poly-Bac, began to be produced last June. Patchogue Plymouth claims its flat filament woven backing is in abundant supply, is stronger than conventional backing, impervious to damage and stains. It says its inherent stability minimizes restretching and buckling. Cabin Crafts began using it exclusively in its commercial qualities last October. In the development stage is Loktuft from the Alamo Polymer Corp., a division of Phillips Petroleum and National Distillers & Chemicals. Its backing is non-woven. Another synthetic, Chemback has polyester urethane foamed onto a nylon scrim. Chemstrand has not set a date for its availability. The first polypropylene secondary back was just presented in January. Patchogue Plymouth calls it Poly-Doubl-Bac.

DuPont has just made its Antron (tri-lobed nylon) into a carpet fiber. The unique cross-section claims to give the carpet a better resistance to soil, as well as less static electricity as compared to nylon.

For the first time, flocked nylon is being offered in carpets. Broadloom Imports' Standard Velvet is the ElectroPile process that puts pre-dyed nylon pile onto a 54-inch jute backing. The jute is then bonded to spongy rubber. The firm says it will take tremendous wear and the finish resembles an old French worsted velvet.

Announced in January was Bawick's variation of its Colorset process. (Colorset is a technique of printing multicolor patterns through screens onto a white nylon carpet.) The new carpet, called Veltron, uses the same Colorset screens but the fiber is electrostatic flocked nylon. The pile is high, but it is tightly packed; it com-



D This is a good example of the industry's recent efforts to improve stock colors and textures. New Brockton is a sturdy woven-through-the-back velvet. This acrylic blend from Callaway is shown in 13 colorings. Circle No. 82.

E The most recent companion weave in the Gropoint group is Gropoint Executive from Bigelow-Sanford. It is a 2-frame, thought-to-the-back Wilton with 3- and 4-ply moresque and solid color 100% wool yarns. It is available in 11 multi-color textures. Circle No. 83.

F The newest carpet yarn, Antron, has

just appeared on the market, and, although in limited supply, four mills showed it during January Market week in Chicago. Differing from other continuous-filament nylons, DuPont's Antron is a denser fiber, therefore repelling dirt more readily and easing maintenance. The construction also makes the fibers retain less static. Circle No. 84. Intended for heavily trafficked areas, Design III, shown here, is from James Lees. It is a densely packed, modified Wilton with heavy loop pile Antron face yarns. Circle No. 85.

acked with foam. The clarity of the pattern is said to be improved when printed on flocked nylon, and the light-reflecting fibers give it a shimmering, three-dimensional effect. Its performance is said to compare with the firm's best Colorset grade.

Not an unknown process, but one that has been improved, is Roxbury's patented Roxtile. One-foot squares of pre-cut carpeting are bonded to squares of high - impact, injection molded polystyrene plastic with small projecting tongues that interlock with adjacent tiles. It is shown in seven carpet grades — including solids, tweedy textures, and Roxbury's Nylonom. There is little wastage in installation for the tiles can be cut to make a clean abutment with any shape of wall. No adhesives are used. An important function of the tiles is that worn ones can be exchanged with those at the perimeter of the room so that wear is redistributed throughout the floor surface and not confined to traffic lanes. Motels and hotels should find this of particular interest, for the most badly worn tiles can be exchanged with the unworn ones from under beds.

This April, Bigelow is preparing to start production with a new loom, the Beau-Weave Process, that will be used to produce patterned carpets in a wide range of pile height and with more design flexibility than is now possible on traditional looms. Similar to

Axminster, the process promises a greater yield of surface fiber in addition to a highly increased production rate. Production of commercial widths is under way and will be available in large stocks soon. Complete details of this new loom are not yet public, so a guess as to how competitive it would be with other weaves is not possible now.

Recently revived, the undyed wools are very well liked, and are shown in an increasing variety of textures by most mill contract divisions. They are not only handsome but are lower priced than dyed wool. Rugcrofters offers three stock textures: a straight loop with a random shear, a staggered needle loop, and a cut pile. Each is offered in three weights, or qualities, and 7 colors. This group is also available as a tweeded mixture of synthetic and natural yarns.

A new carpet, though not exclusive to Rugcrofters, is a meter-wide Dutch import. Very hard twisted fibers are permanently imbedded in a vinyl plastic backing under thermal heat. The vinyl is laminated to a jute back. The face height is about $\frac{1}{8}$ inch, but the yarn is packed very tightly. The surface looks like $\frac{1}{8}$ inch

crosswise rows of very rugged tufts. Called Bonita, it comes in 20 excellent contract colors. Another quality, Pol-lux, has a slightly higher face, and the jute is laminated to a padding. Bonita is 60 percent wool, 30 nylon, and 10 mohair. Laying it can be tricky, but when properly done the results appear to be very good. (C)



Proud of their workmanship, these hand-tufters relax a moment around what may be one of the largest seamless rugs in existence. Tim Schwab of Rugcrofters designed it for the lobby promenade for New York's Americana Hotel. The moresque border portions will be replaceable when required, without destroying the design panels. Circle No. 86.

INTEGRATED DESIGN ASSOCIATES: WITH AN EYE ON THE CLIENT THIS DESIGN FIRM SPECIALIZES IN RELATING INTERIORS TO PERSONALITIES

INTEGRATED DESIGN Associates, Inc., Beverly Hills, California, specializes in interior design for offices, hotels, restaurants and commercial buildings, numbering the lobby and El Gaucho Restaurant of the Wilshire House Hotel and the executive offices of United Insurance Co. of America among its recently completed projects.

President of the firm is Richard Kramer, who had his sights set on a career in psychiatry when he entered the design field. Kramer claims that his background in psychology and psycho-therapy has been an important influence in his approach to his work, enabling him to "gain insight into what makes people tick in the pressure-cooker society in which we live."

Two vice presidents round out the executive staff: Howard Hirsch, director of interior design, and Kiyoshi Nishimi, director of planning, both of whom admit to the influence of Kramer's unconventional, couch-like approach to design. "But," they concede, "we definitely don't try to play the role of the psychotherapist and we don't try to analyze people. We simply try to

determine the kind of environment that will make the client most productive, creative, and emotionally comfortable."

This approach is applied to all commissions executed by Integrated Design, including the public rooms of the Wilshire House in Beverly Hills. Here the background and tastes of the owner and his Argentinian wife were instrumental in arriving at the Spanish motif, translated by Integrated Design in terms that would appeal to the average hotel guest. Focal point of the Wilshire lobby is a heavily textured Spanish wooden wall, with Spanish chairs, white marble floors, and reproductions of Spanish paintings and sculptures enriching the continental feeling. The motif continues on to El Gaucho Restaurant, strongly accented with red, orange, and black.

The personalities of the executives of United Insurance determined the design treatments of their offices. The board chairman's office is gracious, period setting, while the president's office reflects his preference for quiet elegance with a contemporary vein. (C)



WILSHIRE HOUSE LOBBY sets mood of the Spanish motif used throughout the hotel. In photo at left, paneling dominating the lobby is by Directional, sofa by Directional, lounge chair by Interior Crafts; tables by Tomlinson; candelabra by Dorner Products, carpet by Decorative Carpets. Above, chair is by Master Cabinet; side chair by John Good.



EXECUTIVE OFFICES at United Insurance Co. were treated individually according to the preferences of the occupants. Though a strong, dynamic person, the board chairman and founder felt more comfortable in a gracious period setting. His spacious uncluttered office (upper left) is furnished with Kittinger desk and side cabinet, Fine Art chairs, table, and sofa, Chapman lamps. The president's office (lower left and below) reflects a taste for simplicity and warmth in a contemporary setting. The horseshoe-arranged desk was specially designed by IDA and executed by Woodwork Corp. of America. Desk chair is by Lehigh, conference table by Knoll, conference chairs by Probber, draperies by Century Drapery.



EL GAUCHO Restaurant in the Wilshire House Hotel—an adept translation of the Spanish theme prescribed by the owner. Note decorative accents provided by the top railing on the booths and Spanish artifacts and prints adorning the walls. Booths and tables are by CBS Seating; chairs by Melby Williams; decorative lighting by Corner Products; woven wood blinds by Webb Textiles; picture framing by Munn's.





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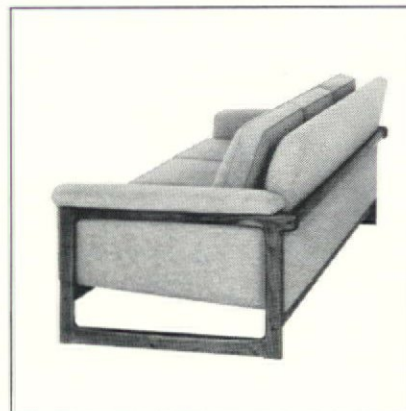
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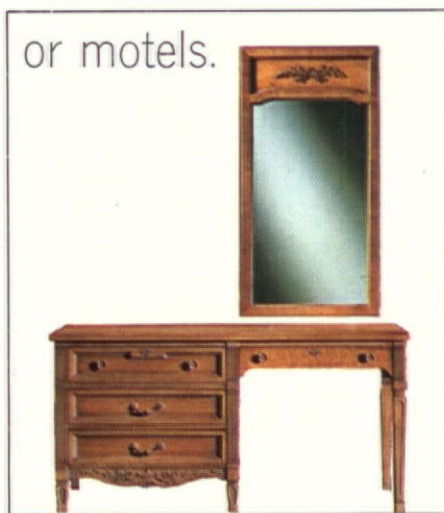
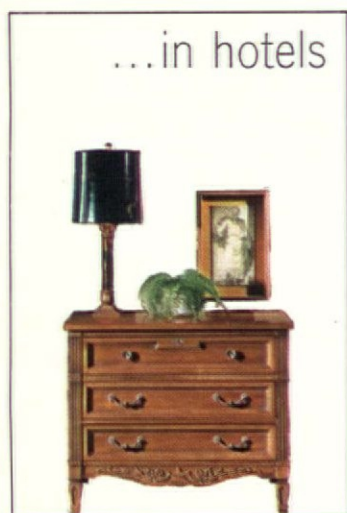
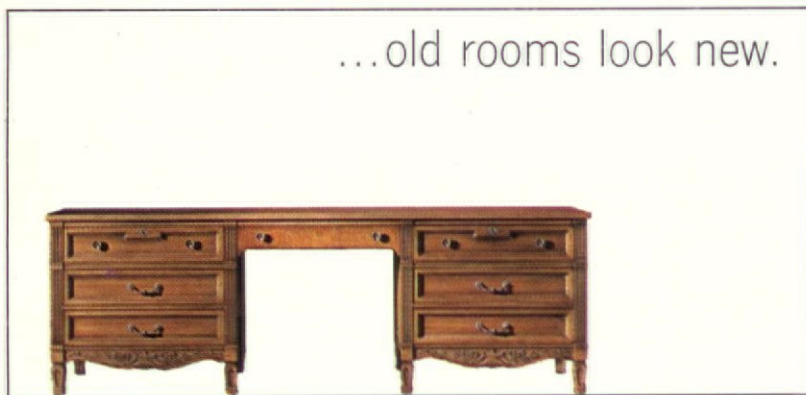
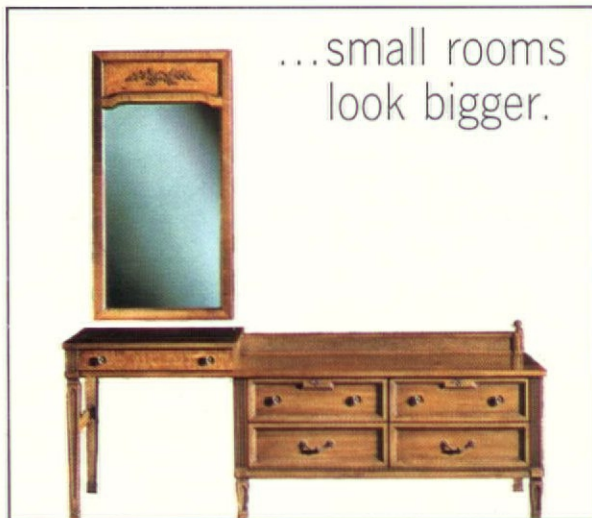
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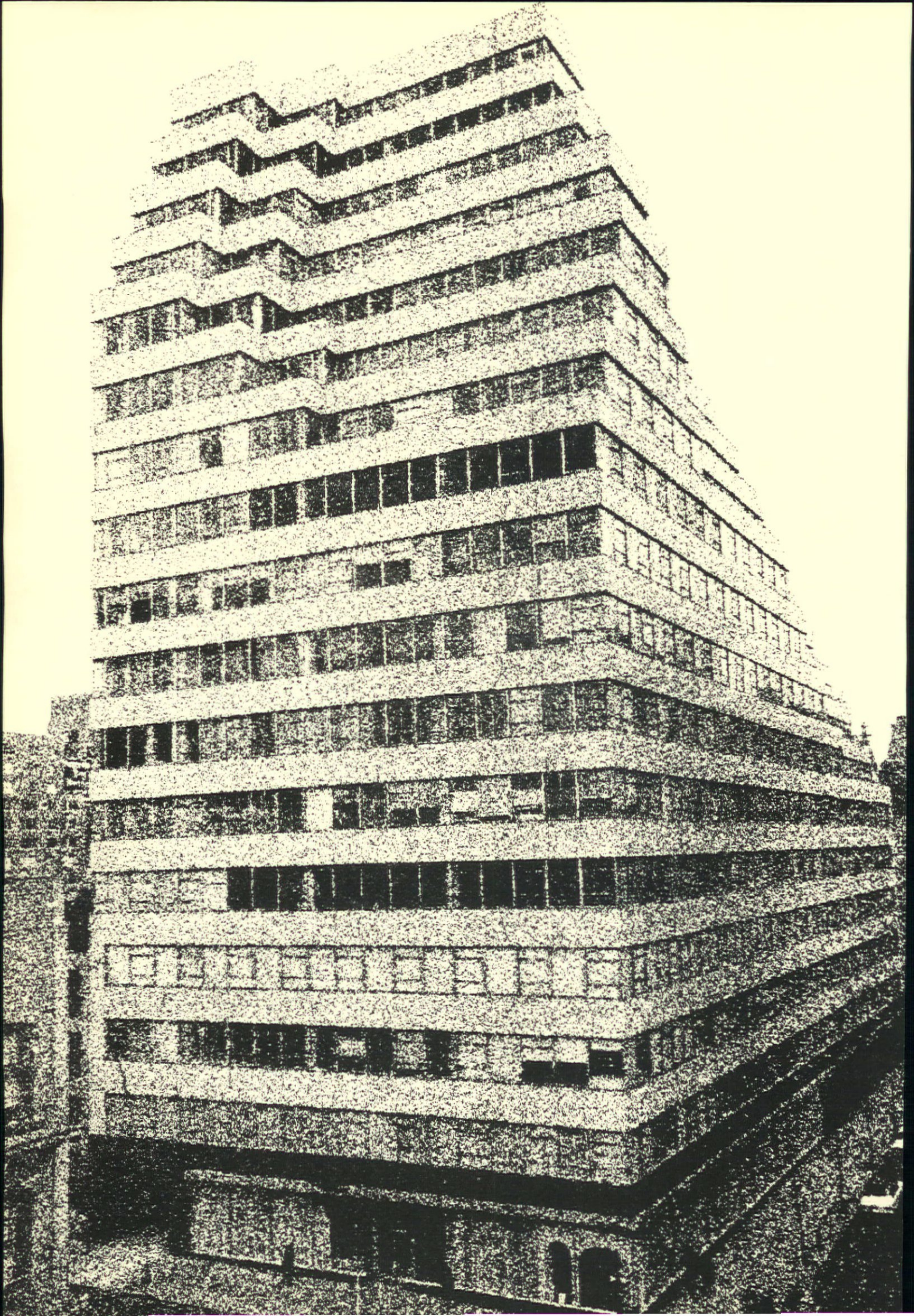
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Leonardo Looms, Inc.

This open showroom with recessed racks is contemporary in style but carries a touch of Spain with it. The company manufactures custom woven upholstery and trimming and shows off its patterns against windows as well as the standard racks. The carpeting is red, but there is a break at the foyer that shows parquet floors. An imaginative touch is the use of the window spacing to display some of the fabrics.



Chaneaux Imports, Inc.

Drapery and furniture fabrics in colors are hung from walls, draped over rods and attached to wire throughout the 1,100 square feet showroom space. The firm does not require minimum yardage purchases and will make special colors to order. The room is decorated with period furniture pieces set on a velvet blue-gray carpet. Pictures help finish the egg-shell painted walls.



House of Verde, Inc.

To introduce the company's wallpaper and matching custom-fitted fabrics, designer Lillian Green divided the space into a series of individual settings with detail given to different prints of paper and fabric. Archways and changes in wallpaper and fabric were used to break up the 2,500 square feet of showroom space. Thus, by showing how a paper

or fabric would actually look, the company was able to avoid the preponderance of display wings. Pale carpet is used throughout to help emphasize the colors. The firm specializes in customized contract wallcoverings, offering an unlimited range of special designs and colors to the contract buyer.

Scalamandre Silks, Inc.

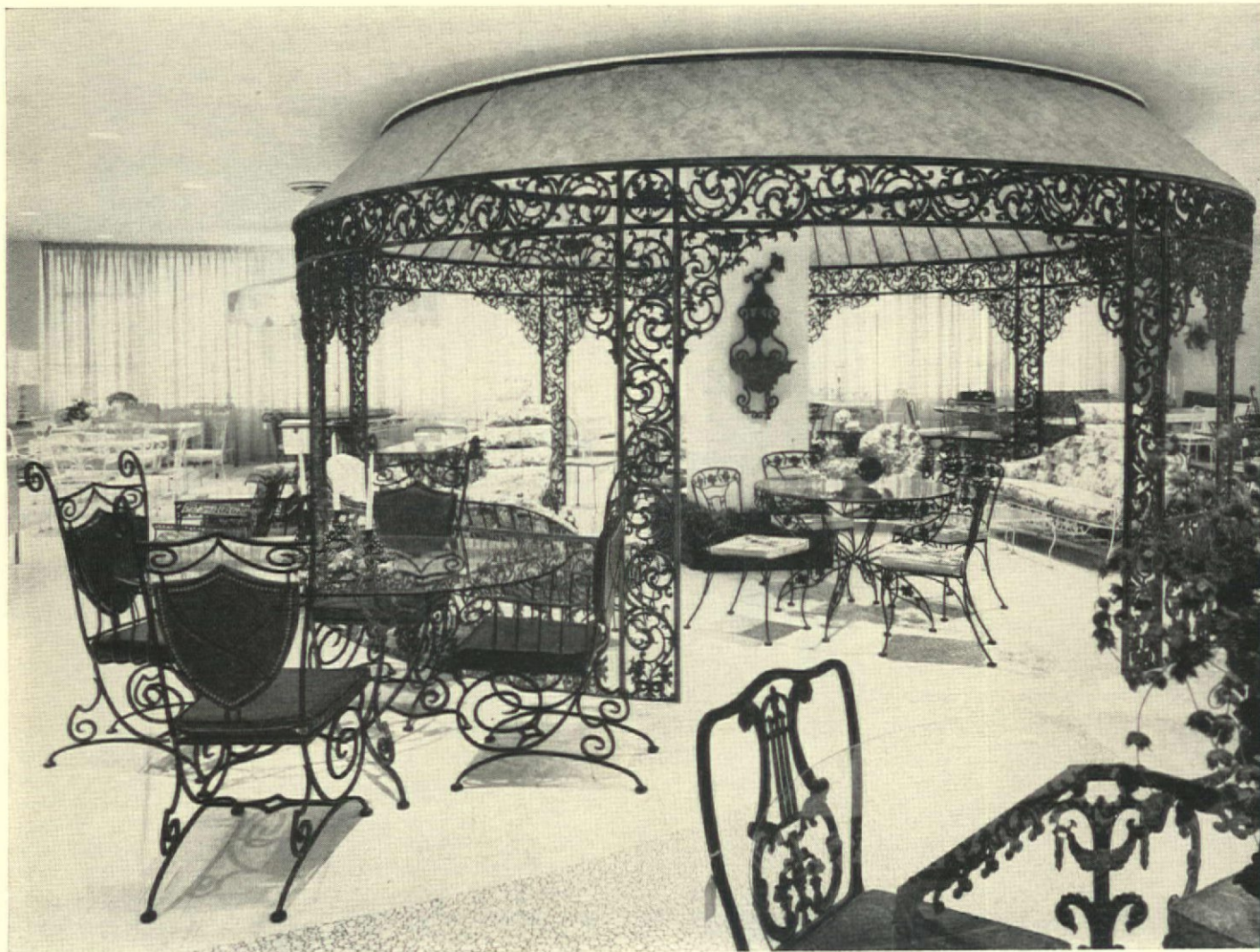
The company, long known for its silks, has created a new collection for architects and contract designers, appropriately called the Architect's Collection. The line is completely contemporary and extensive, running the gamut of wallcoverings, wallcoverings and upholstery fabrics. The firm boasts more than 35 color schemes in 200 colors and large quantities of neutral colors for special dyeing. The showroom is on the street level and was designed by the company's architect, Adriana Scalamandre-Bitter. Outside, there is a display window that is redecorated every two months by a different designer. Inside the room, one finds a double row of desks, seating 12 people who see to it that no customer is left to wait. The overall atmosphere is contemporary. A cutting well has been placed in the center of the room, allowing decorators to reach it from four directions. Off to the sides, the lines are broken into sections — wallcovering on the left and new numbers on the right. In every case fabrics are arranged by color and each rack has two samples — one permanent and the other removable for the convenience of the working decorator. The quarters are in every sense a professional, working showroom.



Selig Manufacturing Co., Inc.

A floating ramp over a Japanese rock garden serves as the entrance to Selig's line of wood and upholstered furniture. The garden itself is illuminated by a series of recessed lights set in a dropped ceiling of rosewood. Rosewood paneling is spotted throughout the showroom by designers Vladimir Kagan, AID, and Elroy Edson. The reception area is covered in travertine marble, broken up by free-form area rugs which create islands for showing off the firm's line of fine furniture. A series of interesting dividers is used to section the total space into rooms, the most striking of which is a 10-foot-high metal "sculptured" work by William Bowie, shown below.





Birmingham Ornamental Iron Co.

A long-established southern maker of outdoor and patio furniture, Birmingham has exploited its craft in the new showroom by means of a large but lacily wrought gazebo fabricated at its Birmingham, Alabama, plant and installed in the center of the showroom space. Around it are grouped Birmingham's large array of styles and finishes, ranging from contemporary to Spanish, as in the group in the foreground of the photo.

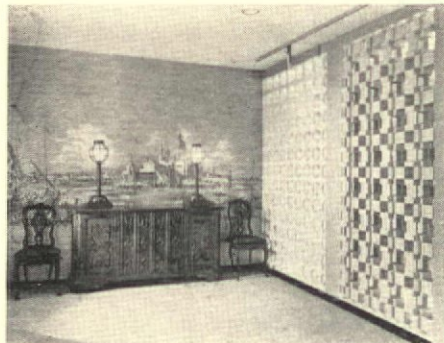
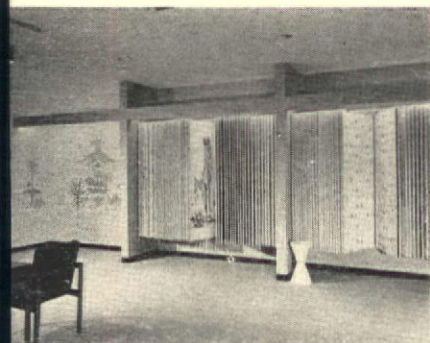
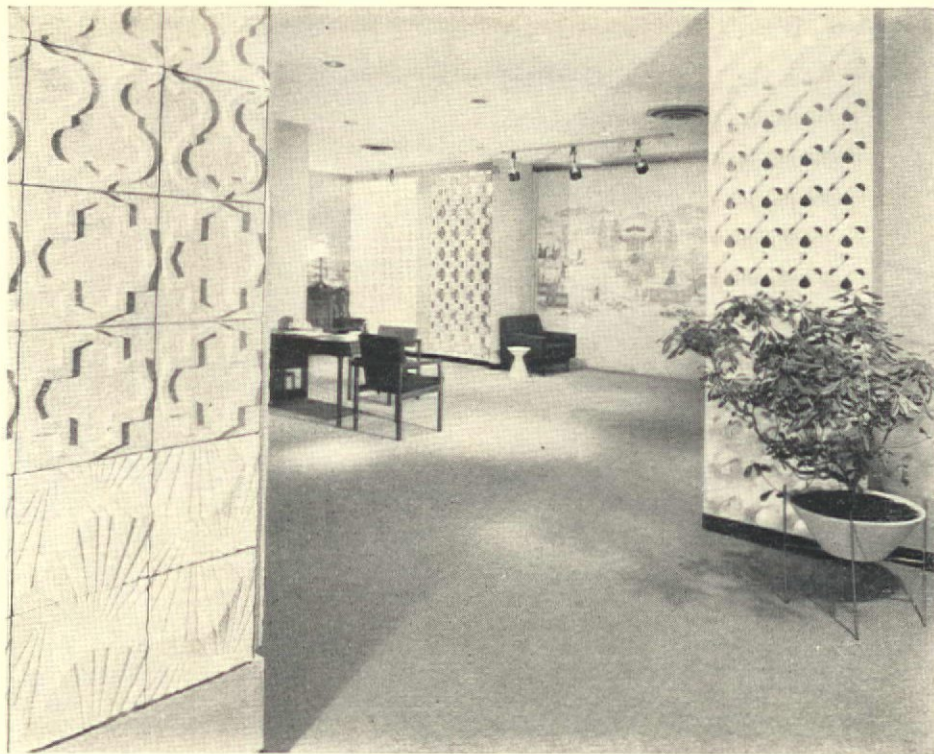
Goldman-Lang, Inc.

Designed by Ronnie Brahms, AID, showroom displays custom handprint wallpaper by Goldman-Lang, exquisite upholstery fabrics by Robert Allen, Newton Centre, Mass., and drapery Basset-McNab. There is a wonderful use of color in this open showroom highlighted by a series of bright fabric panels, which color key the room to fabric panels.



James Seeman Studios

Architect Herman Neuman, of Neuman Taylor, has housed the divisions of James Seeman Studios—Murals & Wallcoverings, Inc. and Arts for Architecture, Inc.—within the 2,100 square foot space to show the varying products in imaginative coordination to one another. Within the completely beige-carpeted space, there are three interrelated areas displaying the lines of wallpaper, mural vignettes, and interior and exterior stone sculpture. Three offices within the quarters have been set off from the main showing area by panels of stone sculpture from the Erwin Bauer collection, demonstrating their effectiveness as screen walls and solar screens. Murals and wallcoverings are coordinated to demonstrate how they might actually appear in an installation. The parent firm's Donald K. derlund collection and its Fantasia Silks and Flocks are displayed in pull-down wings.



Pictures for Business Corp.

The showroom acts as both office and display area for the company's oil and watercolor reproductions, antique maps, scrolls, lithographs, etchings, woodcuts, and framing techniques. It was set up this way to show how pictures and decorative features may be utilized in office design. The collection has been arranged to show how spaciousness and height can be achieved through picture placement. A hanging cork bead divider, tweed upholstered furniture and plantings help to make it an appealing showroom.



Henry Cassen

A functional and simple decor is the setting for this firm's broad line of fabrics, imported curtains, and case-ment cloths. There are 4,000 square feet of over-all space, but only about 1,000 of it is utilized for displays, the remainder being taken up with offices and stockroom. However, the show-room itself is handsomely arranged with full length hangings and wall displays.



Hildreth & Dunlop, Inc.

Jobber and importer of hand-woven and machine-made upholstery and drapery fabrics, the firm specializes in dyeing techniques for the designer. The show-room is only 600 square feet, arranged as a combination showroom-workroom. The fabrics are draped from wall hangings and displayed on chairs and windows. The over-all decor is timeless and unpretentious, with simple, comfortable chairs and sofas arranged around a marble table. The walls are white, the floor tiled, the lighting warm, and all of it contributes to emphasizing the fabrics. The space was creatively used by its designer, architect Charles W. Ball.



French & Italian Furniture Co.

John Mascheroni designed his own 1,400 square feet of space to his period furniture reproduction and custom line. The furniture is displayed in both groupings and alcoves against an open contemporary background. Free-standing partitions divide the space. It is all set down on a light gray carpet, except for a break at the entrance where there is polished parquet flooring. The firm's logo can be seen through the door and, once inside, there is a studio-showroom atmosphere about the place.



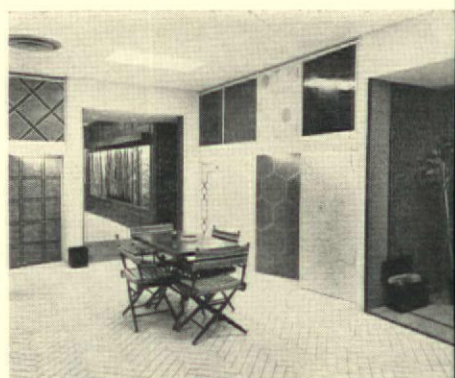
Leonard Lee Carpets, Inc.

This new firm supplies carpets, area rugs, and vinyl tiles from all manufacturers, to decorators designers, and architects. Upon entering one is struck by a wonderful burst of color in a contemporary setting. Designer Vito Tricarico made use of two "walls" of windows, creating a light, open look through-out. A beige carpet covers the floor, lending a quiet pause to the vivid colors on display.



Woodson Wallpaper, Inc.

The showroom was papered with the company's own white-on-white design to serve as a background for the vivid fabrics and wallpapers on display. The decor is bright, fresh, Caribbean in flavor, with light tile floors and furniture done in black leather and rattan. The wall-papers and matching fabrics are hung from walls as well as in wing banks.



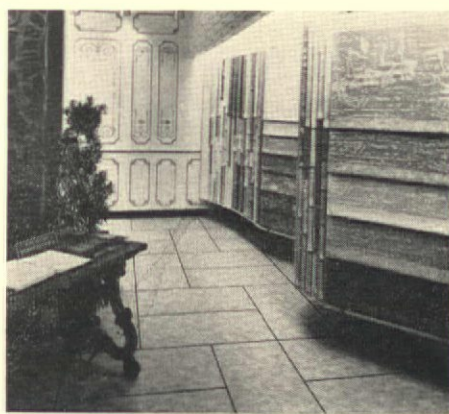
Signature Floors, Inc.

Herbert Bright has expounded several new display and design ideas to show off his creations in hard and soft flooring. He has "broken" the room into two separate and unrelated showrooms, using a six foot opening as a divider. Two opposing decors are used to support the scheme—contemporary for the tile "room" and traditional for the carpet section. The displays take up every available inch of space and the room is still one of the most workable in the building. Contract buyers will get a clear look at carpet and tile in large measure in a confusionless atmosphere.



Timbertone Decorative Co., Inc.

To show hand-made wallcovering and textural murals for the contract trade, Angela Bellaval has designed 1,500 square feet of space for Timbertone in a clean, bright way. Since the coverings are dependent upon exposure, she has created a splendid balance of incandescent and fluorescent lighting to show the company's lines. The focal point of the showroom, however, is the central wall holding a display of murals. All other displays, like the hand-printed foils and patterns, seem to radiate from there. All told, the showroom succeeds in conveying visually the notable esthetic qualities and great physical durability of Timbertone's collection.



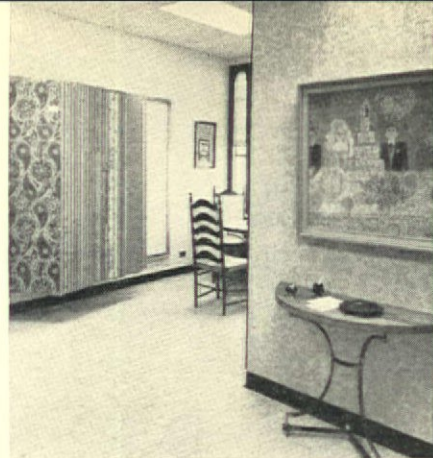
Howard & Schaffer, Inc.

Richard Zieman, planner of the space, showed an extraordinary sense of visual imagination in solving the problem of displaying Howard & Schaffer's long line of wallpapers, carpets, vinyl printed window shades, and custom printed fabrics. A variety of showing methods was used: a large carpet covers most of the floor, broken by a "runner" of polished wood, which is somehow the perfect touch. It divides the space in half, one side for shades and carpet samples, the other for wallcoverings. In both sections, wings and walls are used to display the line. Still, there is something open and inviting about the room.



Embassy Handprints, Inc.

Setting the theme for the showroom, the reception area at Embassy is arranged against a background of one of the firm's unusual flock on foil custom designed wallpapers. Pine paneling outlines the display galleries where Embassy's exclusive handprinted wallpapers are on view. A display panel in the center of the showroom, planned as a changing exhibit, is presently featuring an interesting flock-on-flock design printed on foil in the design of a rose arbor. A counter and bench provide a writing area for visiting clients. Embassy specializes in standard and custom wallpaper designs in foils, prints, cork, and washable nylon flocked wallcoverings.



Matrix Wallpaper, Inc.

To house wallcoverings in a variety of styles, ranging from provincial to contemporary, Leo Charvat designed this open, airy, light showroom using tile walls and wings to show the paper. Pale hexagonal tiles over the floor are the perfect complement to the printed vinyl burlap in one area and the green on cream fabric display elsewhere. The walls are interspersed with paintings. Regi Klein. Showroom offices are also used to display other papers in the Matrix line.



Brunschwig & Fils, Inc.

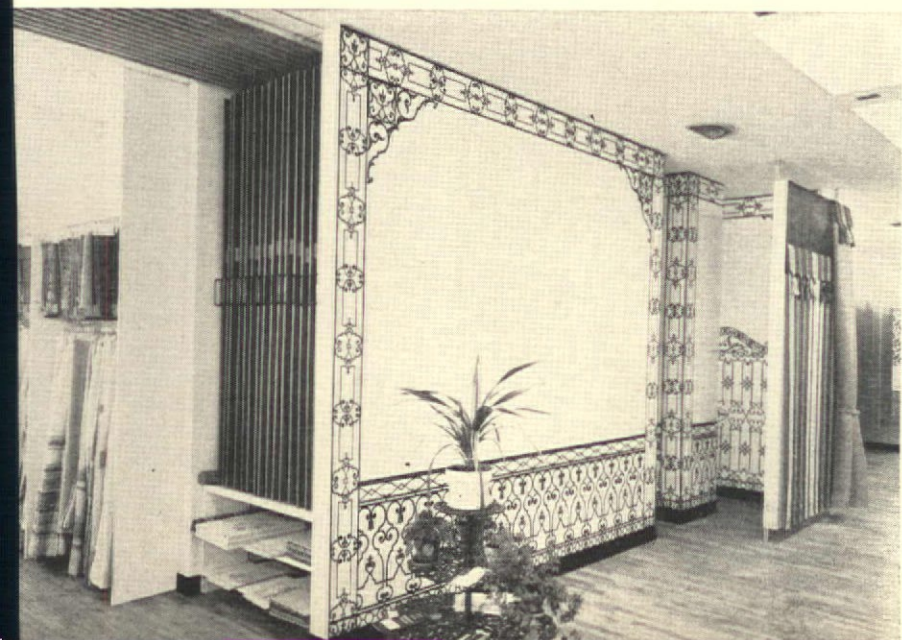
Roman Heilman designed the Brunschwig & Fils showroom to show a line of fabrics. To do this, he let daylight in, using an open design to create a feeling of spaciousness. On display is the company's line of domestic printed woven fabrics, wallpapers, and "Stock in Paris" collection. Perhaps the most singular feature of the showroom is that the firm has chosen to show the majority of its line in the French manner—in three-yard lengths. Printed and woven fabrics are displayed in separate sections: color and pattern together, then color alone, providing a cross reference that helps simplify shopping. Comfortable chairs and sofas, antique commodes and armoires, and rugs are placed around 7,000 square feet of polished parquet floor, creating perfect settings for conversational groups.





Directional Contract Furniture Corp.

Richmond Bradshaw supplemented an open display with room-type areas to show the company's elegant assemblage of contemporary furniture for office and institutional interiors, including desks, cabinets, chairs, sofas and occasional pieces. A new desk and cabinet series, the "Exec IV" by Kipp Stewart, is featured in a setting of its own. Directional's furniture displays also feature designs by Milo Baughman and George Mulhauser. The firm's 900 square feet of display space was tastefully separated by curtain walls. The "offices" and "rooms" are quietly done and appealing.



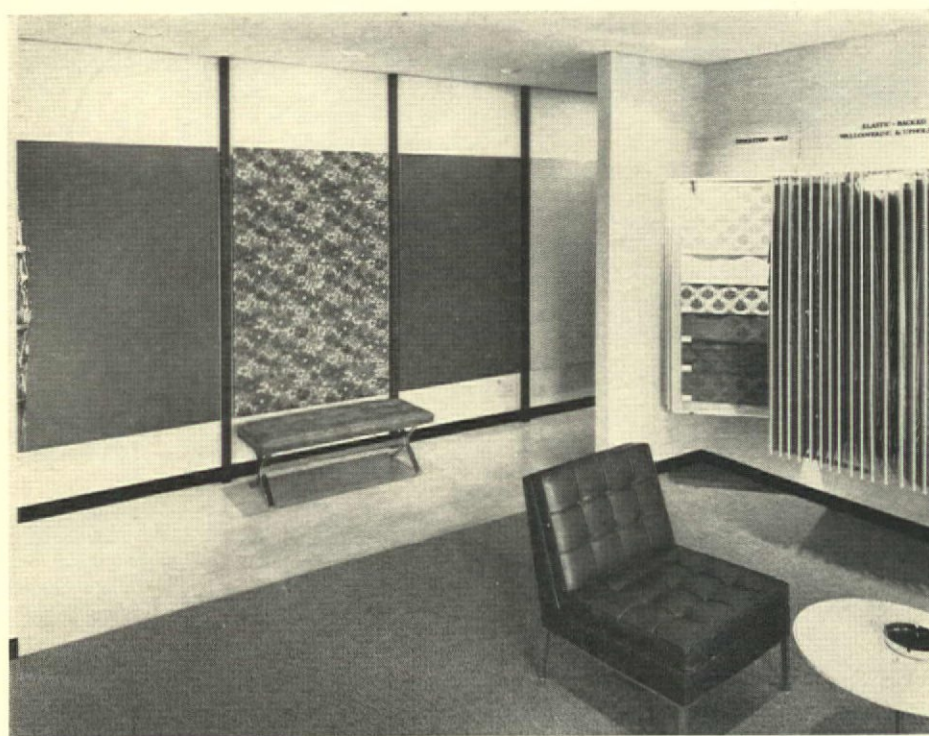
A. H. Jacobs Co., Inc.

While the company is known as designer and manufacturer of wallpaper, it also shows a line of upholstery and drapery fabrics and murals by George K. Birge. The showroom is slightly larger than 2,000 square feet and is decked out in contemporary dress—simple, clean lines, and polished maple floors. The focal point of the room is a quartet of panels featuring the firm's latest creations. The space is crisp and workable, broken up into sections by display wings. The walls are, of course, papered, but kept to a textured white to offset the colorful panels. In the main, the room is contemporary, though the entrance has a flavor of the traditional.



Draper Designs, Inc.

Richard Draper designed the showroom purely and simply as a selling space. Draper-designed desks are set down on a pale tile floor against a background of open light walls, which additionally serve as a background for his pole-supported wall system. Burke Fiberglass tables and chairs, styled for both indoor and out, take up most of the floor space. Also on exhibit are wall-mounted steel cabinets and shelving called Rainbow, plus Draper's latest creation: a wall-mounted garment storage unit, a coat partition, shown in Rosewood but available in any other finish.



Gilford Inc.

The orderly showroom of Gilford Inc. echoes the masculine air of its vinyl and leather upholstery lines. Designed by Roman Heilman, the showroom affords a gallery effect on entering, with large panel displays of the firm's new arrivals to its line, new vinyls in print patterns or attractive new solid colors. The wallcovering and upholstery vinyls represented at Gilford are displayed in bays, well marked for easy accessibility and grouped according to vinyl fabric weights. Samples of the complete line are duplicated on either side of the showroom to assist clients in buying decisions, with a separate display area for Gilford's collection of natural leather.



Isabel Scott Fabrics Corp.

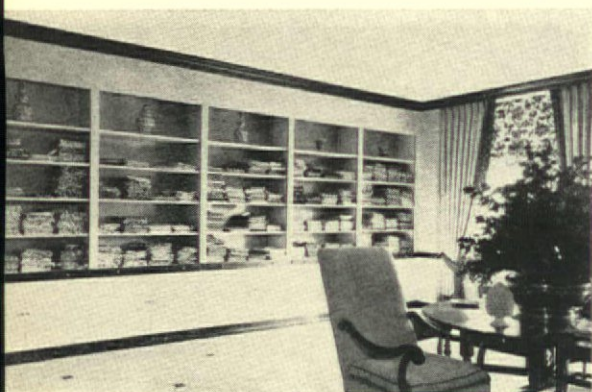
Designed by George Wright, the showroom uniquely and dramatically shows fabrics. There is a barrel-vaulted ceiling, composed of fabric panels, each panel covered in a different color and texture in the Isabel Scott collection, a color selection stand, and the usual "wings." Also, a series of fabric kiosks, the creation of Elisha Prouty, delightfully shows drapery, upholstery, and wallcoverings. Large balls of light, spaced closely together along the outer edges of the curved ceiling, dramatically illuminate the ceiling panels that are arranged in chromatic sequence. A dark teak floor in a basketweave pattern is perfect for showing off the vibrant colors. While there are no formal breakoff lines, the rectangular showroom has three separate sections: a sitting area opposite the entrance, a color selection area in the center, and a work area at the far end.



**John Stuart, Inc.
John Widdicomb Co.**

This massive, distinctive showroom (50,000 square feet) taking up three floors has a street entrance of its own, done with elegant black granite columns and a mosaic soffit, is an impressive design achievement carried out by architect William Lescaze. The planning and design of all interior spaces was the work of Stuart's own staffers—Charles Weston, William Deal, and Margaret McEwen. A goodly portion of the entire showroom is given over to extensive furniture displays of the high quality, superbly designed Stuart and Widdicomb lines. The lower gallery holds the Danish Craftsmen Series, including the newest models from Denmark's top architects as well as the award winning designs. Inside the showroom there is a private elevator and a wide stairway, linking the three floors. A modern theme predominates. This is especially evident in the Architective Executive groups of office furniture.





Philip Graf Wallpapers, Inc.

The focal point of this showroom, which displays custom wallpapers and wallcoverings, is a large gold chandelier above a round marble table flanked by ottomans set in the center of the room. Dark tones predominate, with the walls papered and painted in dark brown and black and the floor covered with dark cork. Strip lighting brings out the colors of the many papers on exhibit.



Renverne Corp.

The company manufactures handprint wallpaper, but also shows Fine House furniture in its 1,200 square foot showroom, designed by Lawrence Mitchell. In addition to four banks of wings on both sides of the room, there is an arrangement of six panels, used to show off the company's handprints. The furniture is set down in the center of the display area; there is something Spanish, French, and contemporary to be seen—all tastefully arranged on a long gray carpet, belonging to the scene, yet separate in feeling.



Saxon & Clemens, Inc.

The firm—designer and distributor—offers contemporary and period painting, plaques, prints and water colors—displays its offerings on painted panels and in a walk-through closet of sliding panels. The over-all atmosphere of the showroom is contemporary with the floor covered in a green tile and the furniture styled with modern lines.



Kenmore Carpet Corp.

The firm is a decorator supply house representing all the major manufacturers of hard and soft floor coverings, plus an exclusive line of rugs and carpets, many of them imports. The showroom was designed by Sheldon Posnock, who used beige to offset an explosion of colorful floor coverings. Drapery was employed to create "alcoves" from which carpets are shown in a combination of natural light (there is 70 feet of window space) and artificial light from chandeliers.



Jackson Ellis Co., Inc.

The showroom was designed by Grace Ohanian, who also designs the company's hand screen print line of wallpapers, wallcoverings and fabrics. It is an open display, surrounded by windows, offering a grand view of the New York skyline. The room's predominant color is green, with grill work in charcoal and light chocolate. Walls are covered with grasscloth, burlap, and there is a good deal of hand screen painted grill work about. The setting is contemporary, and in this modern atmosphere more than 300 colorful wallpaper samples are shown along with a line of casement and drapery fabrics.

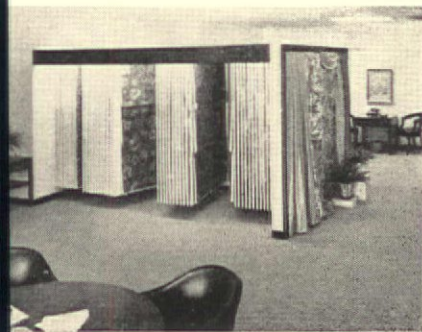


Gian, Inc.

The company offers special services to customers of its custom printed fabrics and vinyls. No minimum yardage may be specified nor is any additional charge added. All designs are available on fabric, wallpaper, laminated fabrics, vinyls. The designs are displayed on usual wing panels and on one wall in the small, cheery, open showroom designed by Travers Green. The background themes are white and yellow played against bright prints and patterned floors. Gian also distributes the Wagon Gate drapery and upholstery fabrics.

M. Hexter Co.

The roots of Hexter's space are perhaps in the classical but it has distinct modern overtones, reflecting the company's themes of both old and new. Tom Woods designed the 5,500 square foot of space, mixing white with walnut, simple pilasters, teak parquet floors, and touched it all off with a circular dome and soft recessed lighting. A passageway in the room leads to more contemporary settings, separated into areas showing wovens, exclusive prints, and wallpapers from Hexter's fine line of fabrics. The entire effect is eclectic—roots in the traditional with today's interpretation. With new emphasis on service, Hexter has left three rooms free, away from the main displays and traffic. The rooms were especially designed for clients who wish to work uninterrupted with their own customers. Each space contains its own library of memos. The swatching room used by Hexter's staff to help relate themes for contract buyers.



Scandix Designs, Inc.

The contemporary theme abounds in this room showing the straight modern lines offered by this furniture manufacturer. The decor is clean and ultramodern. The walls change from light to dark to offset the shades of furniture on exhibit. It is a tastefully designed room, full of changing, cleverly planned settings: an open "office" against a window here, a "waiting room" there, an intimate grouping elsewhere. It all fits together nicely.

I. D. Fabrics, Inc.

Custom weaves of Siamese silk and silk mixtures, along with Spanish brackets and mirrors, Italian sconces, and Siamese lacquerware are on open display in the showroom of this manufacturer, importer, and jobber of fabrics and accessories. The showroom is decked out with fabric wings and walls painted charcoal, touched off with soft incandescent lighting. Away from the wings, the walls are antique white and the lighting less soft, creating a dramatic and pleasant change. The design of the room was by Ruben Desaaavedra.



Pino L. DeLuca, Inc.

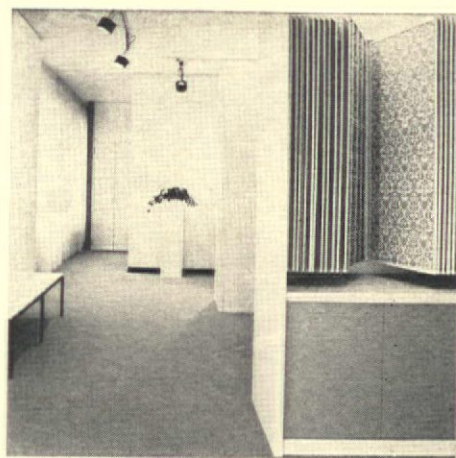
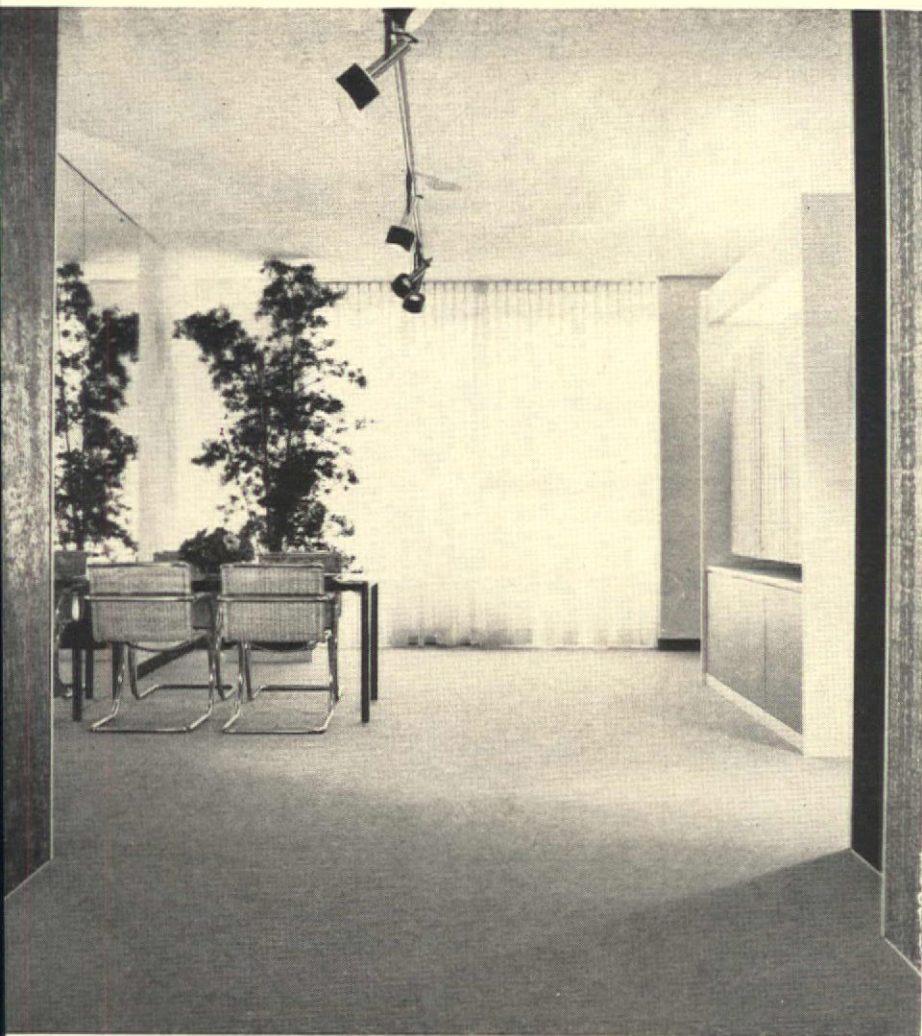
Designed by Michael Pascucci to show Pino DeLuca's decorative accessories—pictures, plaques, sconces, mirrors, chandeliers—and its country English furniture by Enkeboll of Los Angeles, the showroom offers blocks of merchandise rather than suggested arrangements. All of it is presented against a background of both painted and papered walls. A beige carpet sets a quiet tone in the central gallery.



Albert Van Luit & Co.

With 2,500 square feet to work with, designer Tom Woods used an open contemporary setting to show the company's line of wallpapers and mural collection. The structural pillars were cleverly absorbed within the rack display space. Scenic wallpapers mark the end of each rack, esthetically making use of the available wall space. The tone of the showroom is light, with the floor and curtains done in neutral beige to provide a background for colorful wallcoverings. Intimate furniture groupings in toned-down rosewood with ebony make quiet little display areas for sales people and clients. On display are scenic and the mural collection in vinyl, featuring brand floral columns, Regency designs and temporary panels.





Crown Wallpaper Co.

Working with 1,600 square feet of space, Albert Herbert, AID, turned out a smart showroom, made of island displays, with wings to hold samples. Crown's first American showroom is light, white, and clean-lined—nice surroundings for showing wallpaper. Facing east, the room takes advantage of good natural daylight. A floor-to-ceiling mirror cleverly picks up the light and amplifies the space. The furnishings keep to the clean, light look and the result is absolutely refreshing. Canada's largest wallcovering firm will be offering its American audience a contract advisory service, along with custom coloring and complete wallcovering coverage.

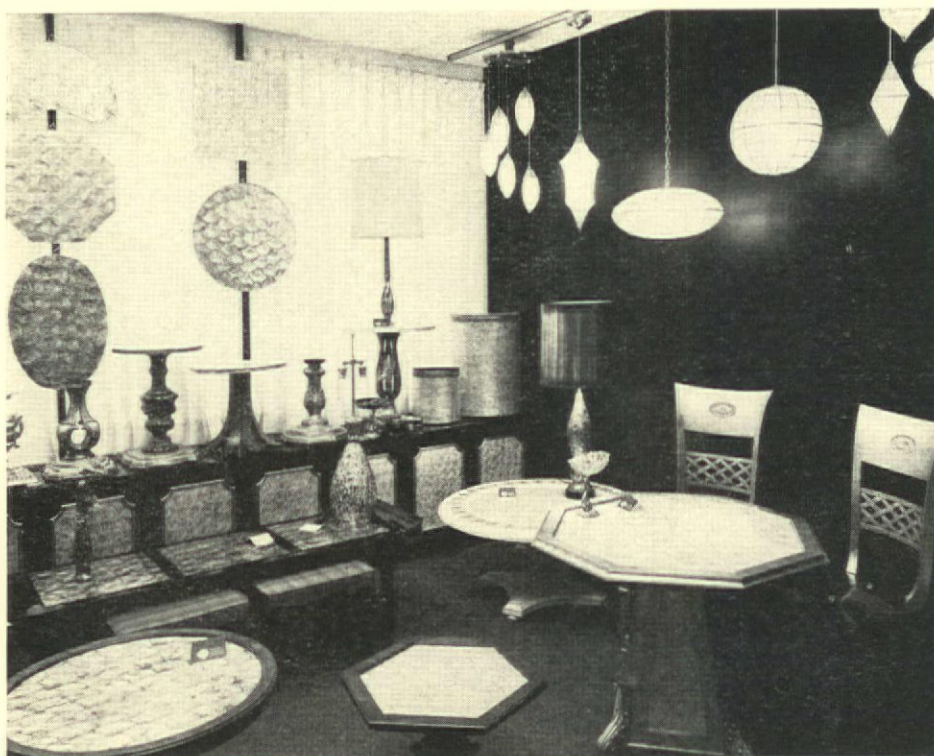
oll, Inc.

Elmo designed the Scroll aluminum furniture showroom to create an airy look so that the displays flow from one area to another. He was asked to design a showroom that would help meet the demands of the furniture and the demands of the client were tastefully met. The backdrops and walls are broken by soft color, wood paneling, and wallpaper, with columns covered in grasscloth. Throughout the showroom there are furniture groupings, set on pleasant area rugs and polished wood floors. The showroom is large (4,200 square feet) and holds a great deal of furniture without seeming crowded. The Whitecraft furniture line is also on exhibit in the Scroll quarters.



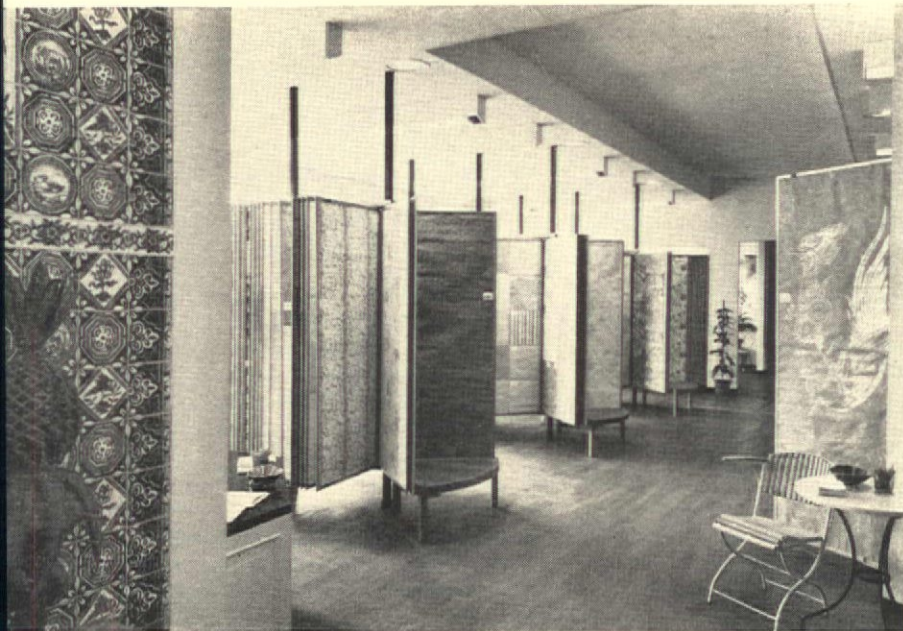
Boris Kroll, Inc.

Becker & Becker planned the space for this 7,500 square foot headquarters and Boris Kroll did the interiors. The firm, manufacturer of decorative fabrics, shows its line in a quiet, serene decor, a combination of warm beige colors. Fabrics are displayed in color series set on removable racks. A combination lighting makes it possible for contract buyers and decorators to view the fabrics under different intensities.



Pearl Design Center

This manufacturer of mother-of-pearl table tops, wall paneling, lighting fixtures, and decorative accessories developed mother-of-pearl in color. is displayed in its 330 square feet showroom space. The little room is decorated in dark tones to serve as a backdrop for the line.

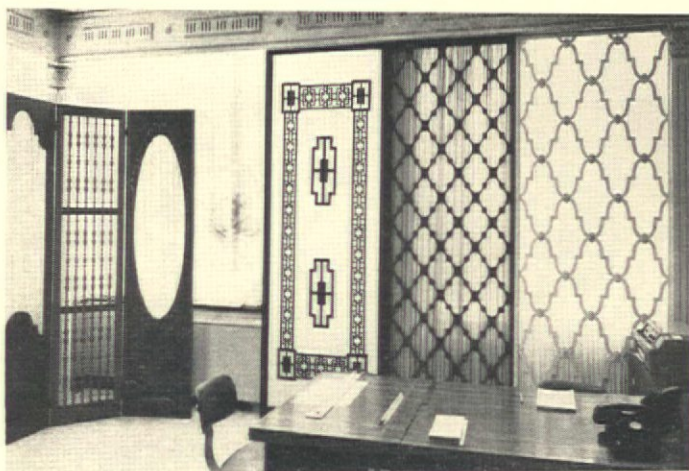


Louis W. Bowen, Inc.

The showroom was designed to do no more than show off quality wallcoverings in pleasant surroundings. The decor is utterly simple and light. Most of the walls are white, with an occasional section covered with bright prints from the Bowen line. The room has a wide passageway to make viewing casual. Among the contract materials featured are flocked and printed silks, heavy Madagascar cloths, and Chemetal, a copper wallcovering from Advanced Resin Products, Inc.

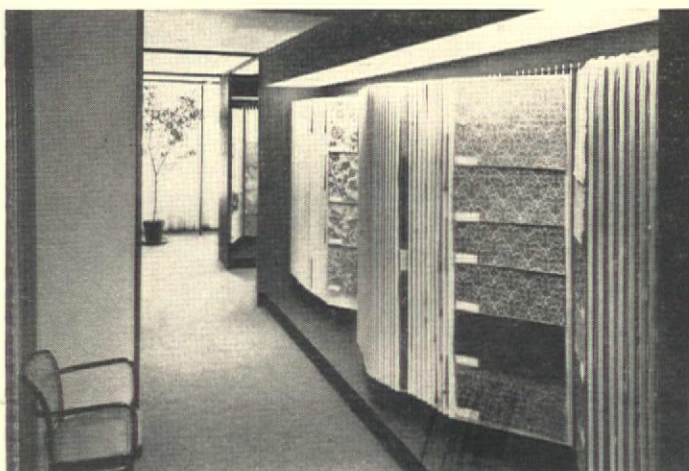
Alan Landsman Original Designs, Inc.

Alan Landsman designed his own showroom to display room dividers, pilasters, filigree and architectural window treatments. The samples are set up to slide on tracks against a lightbox. It is a small area (18 by 15) and Landsman somehow manages to pack a great deal into the showroom without being crowded or unesthetic. In addition to his own samples, he also shows designs created by Thomas Newton, Russ Stonier, and Custom Wood.



Rowen, Inc.

Given approximately 900 square feet of space which was very much longer than wide, with half of the wall space taken up by windows, Albert Herbert, AID, a gifted and versatile designer, floated a grid below the ceiling. From it he suspended racks with swinging panels from the center of the space. The rack boxes create little areas of privacy for conversation. Aisles were developed, wings avoided, and the overall effect is one of finding a new vista on every turn around the showroom—a very pleasant way to show off a line of weaves, sheers, and prints.





Knapp & Tubbs, Inc.

Founded over 60 years ago, Knapp & Tubbs, a leading decorator showroom operation, has opened an enormous showroom (21,500 square feet) to display its famous lines of furniture and accessories. The display space, planned by Tom Woods and decorated by Knapp & Tubbs' own Rowena Kelley, occupies an entire floor and features 33 separate rooms and galleries. The design is as big and as brilliant as the showroom. It has been wisely planned to flow, avoiding room formations. The galleries are broken into four major furniture areas—elaborate Italian, French Provincial, English, and its own holstered group. Arched areas act as interludes to the displays. The floors where not carpeted, are prefinished dark oak in a pleasant checkerboard pattern. Furniture by Albano, Fine Arts of Grand Rapids, Kindel Kaplan, Colonial, Kenilworth, and Karges is displayed along with accessories from Grand & Cuttle, Gallery Crafts, and North Picture Frame, to name just some. The design-stopper at the showroom is an unusual partition, covered with broad, multi-colored stripes of soft blue, melon, gold, straw, which serves to cleverly divide the large entrance gallery into two rooms.

Harmony Carpet Corp.

The firm's president, Bernard Siegal, designed the space as a working showroom. Harmony sells contract rugs, carpets and tiles—color, in short—and the owner feels that it should be "shown like diamonds." Hence, the room is carpeted in charcoal. Strong emphasis has been placed on lighting. In fact, a lighting engineer was called in to design a series of controls to simulate various kinds of light. The showroom houses a gallery of European and Oriental rugs in addition to showing more than 5,000 ready-made and custom samples of American carpets, representing most major carpet lines—including Mohawk, Magee, Gullistan, Callaway, Duraloom, Roxbury, and Monarch. The firm also handles all the major tile lines. Kimberley Carpet Mills, Inc. is represented in its quarters.



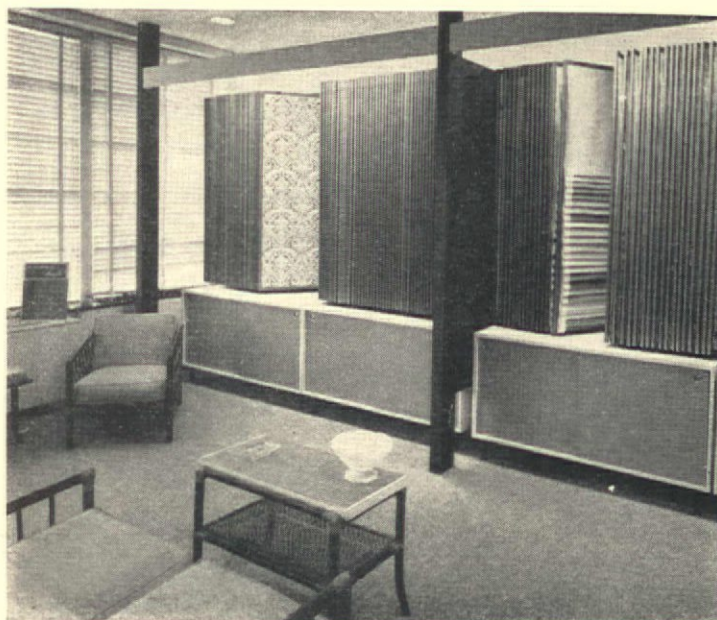


Ben Rose

In this open, contemporary showroom designed by Ben Rose's Helen Stern, the company shows its long line of stock fabrics. Known to the trade as designer and printer of fabrics in any color, the firm has arranged its displays in both floor-to-ceiling lengths and fabric banks. The theme throughout is pale, which serves nicely as a background for the bright exhibits.

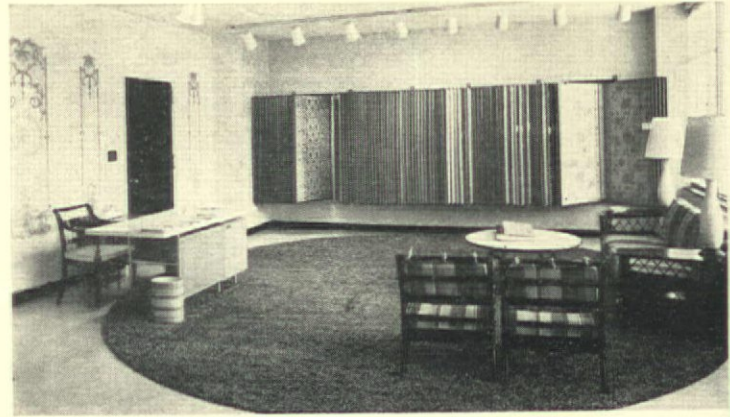
Philan, Inc.

The firm distributes vinyl wall fabrics (Wall-Tex) for Columbus Coated Fabrics Co., a division of Borden Chemical. The entire lines on display in a completely functional showroom, arranged to serve as a vehicle for display, with emphasis on easy viewing of the fabrics, rather than attempting to describe usage to decorators. Reed furniture and a gray-beige and off-white carpet make an unobtrusive setting for the line.



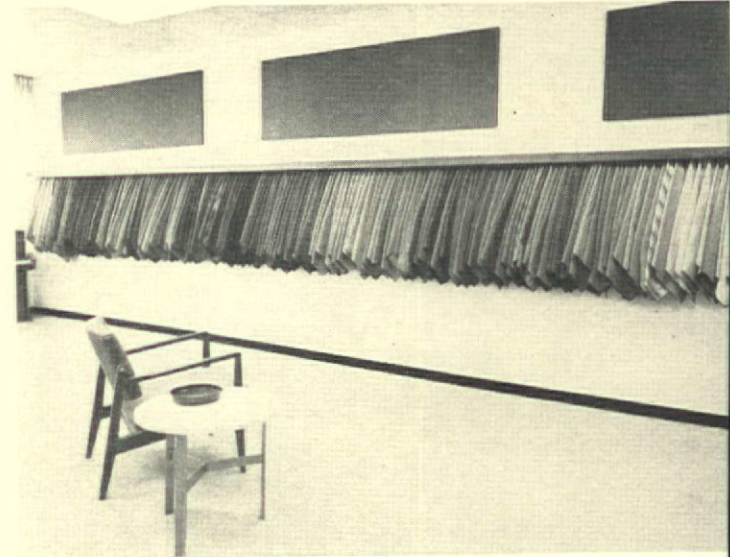
Walls Today, Inc.

The showroom is 1,300 square feet and was designed by Glick & Schulke for this manufacturer of high style decorative wallcoverings. There is a dramatic special display on exhibit—two large decorative wall panels, one of Kalemor tapestry, mounted on gray silk, and the other one a Callot, taken from a 17th Century French print. The firm distributes nationally through decorators showrooms and through the decorating departments of top department stores.



Rancocas Fabrics

While not quite 600 square feet, the new quarters of this contract specialist in woven to order wool upholstery fabrics represents a luxury of space for the firm. Rancocas formerly showed its line in a converted conference room, half this size, in the offices of Lord & Adams. Once again, Rancocas has come up with a unique arrangement for showing its line. The designers set up a walnut strip along the length of one wall. From it, on grommets, the master samples are draped in a wonderful color spectrum—running from white to beige to orange to turquoise to blue, etc. On the opposite side of the room, walnut shelves hold corresponding memo samples, duplicated in the same color scheme. The floor is covered in a beige carpet to offset the colorful line.



Laue Bros., Inc.

The company boasts one of the large collections of grasscloths—60 colors—as part of its group of 300 woven grasscloth effects. Its handprints are custom colored on any ground and the firm also shows a line of imported murals from Hong Kong. Long known to contract designers on a phone-order basis, this showroom marks the company's first. It was designed by Robert Pemberton, who played teak, rosewood and a touch of the Orient against the vivid colors of the wallcoverings. A sand and pepper carpet, uncluttered with furnishings, opens the space and puts total emphasis on the murals and wallcoverings.



World-Wide Marble Importers

In a square, simple room of some 500 square feet of space this importer of more than 300 varieties of marble has also housed an array of every conceivable type of mosaic tile, including majolica tile for walls and floors for both interiors and exteriors, onyx from all over the world, and even the almost extinct marble mosaics. The samples are displayed on 45 degree angle shelves placed around the room as well as on the walls themselves. The collection is unusual.

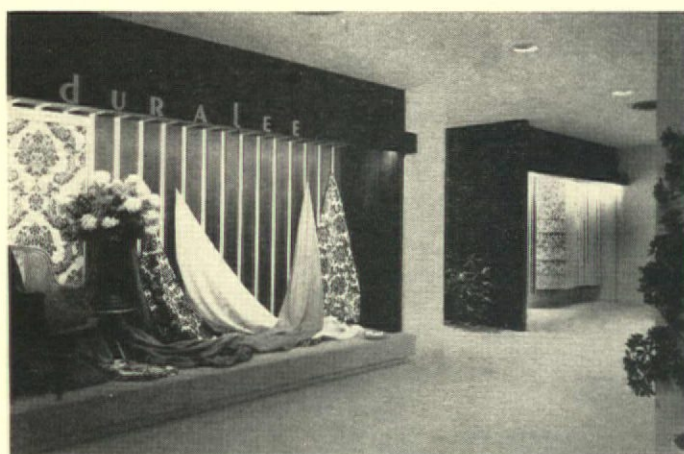


Fine Art Wallpaper Co.

The luxurious headquarters for the company's diverse collection of hand-printed papers and fabrics, murals, and special effects on silk and vinyl were designed by Mikel Stettner Studios in the style of a Normandy Chateau, with silver and gray and beige colors setting the tone. A huge fabric rotunda is in the center of the room, set down on a beige carpet "island," surrounded by polished walnut floors. Fabric panels are used for windows inside the rotunda. Around the exterior, fabrics displayed on wings are correlated to the wall-papers. Pilasters, antique cypress beams, and period furniture complete the scene.

Stark Carpet Co.

Carpeting and rugs from all major mills are on display in this spacious, open showroom, which is delicately decked out in both pale and dark tones. The samples are shown on racks as well as memoed on finished wooden banks. The over-all atmosphere is conducive to easy viewing of the colorful array of samples on exhibit.



Duralee Fabrics Inc.

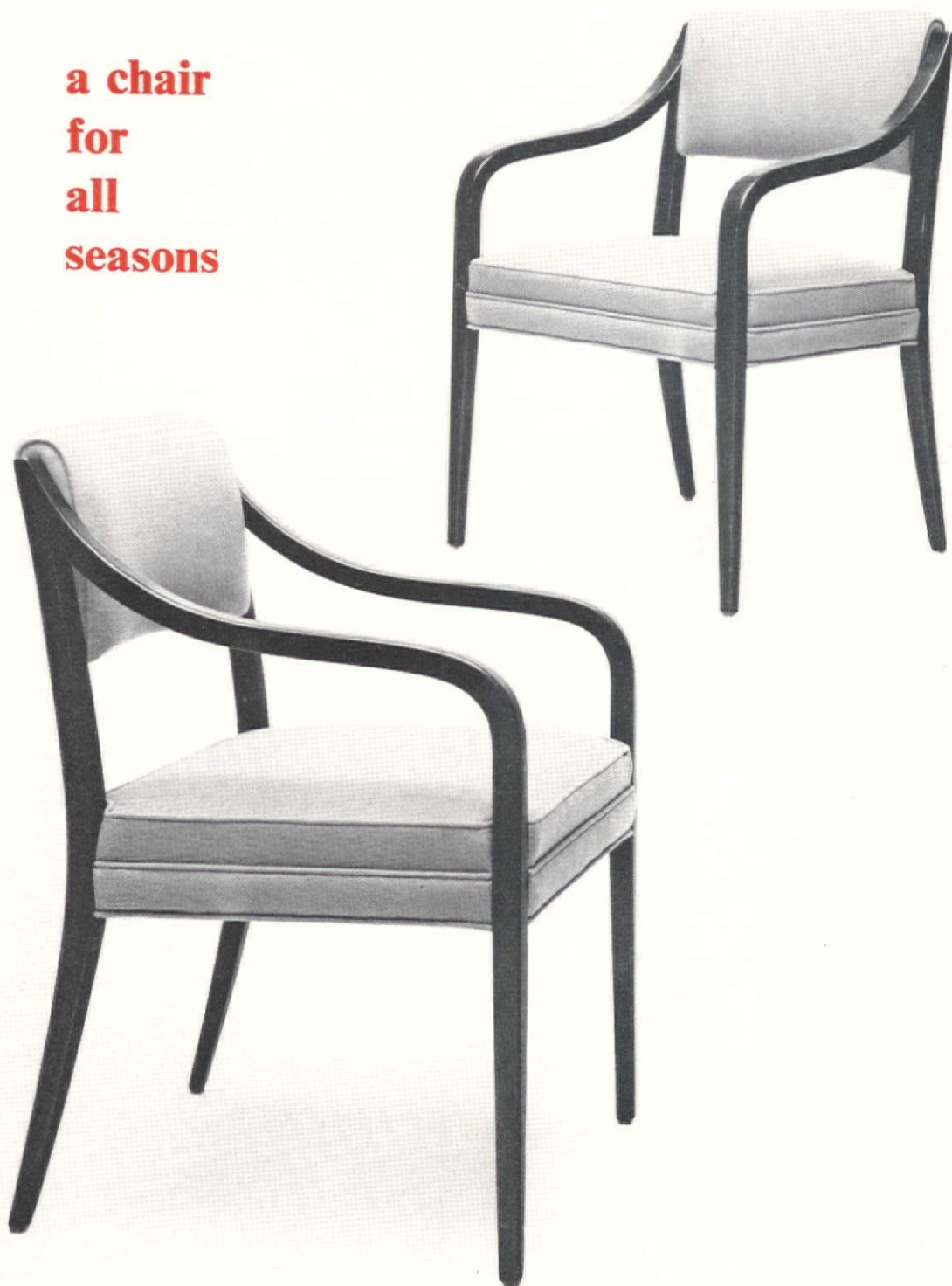
An attractive showcase specially designed as a changing exhibit of the firm's fabric lines and highlighted with furniture and accessories greets the visitor to the showroom of Duralee Fabrics Inc. Rosewood is used throughout the large showroom to accent the white walls and carpeting, enlivened by plantings. The space is divided into areas of display for the firm's comprehensive line of casement, drapery, and upholstery fabrics, many of them exclusively Duralee prints and patterns. Wallpaper keyed to certain of the fabrics is on display in a wallpaper alcove.



Wall Trends, Inc.

The company, manufacturer, importer and exporter of wallcoverings, used the opening of its new showroom to introduce a large group of wallpaper imports from France, Belgium, and Germany. All new lines, both European and American, are displayed esthetically on wings and walls throughout the showroom. Scenics, architectural designs and floral patterns help make up the sixteen new selections on exhibit every nook and corner of the colorful planned showroom. The flooring is white tile, spotted with dark area rug. Slide-out murals, wings, and pilasters are used as wall dividers throughout, breaking the space into vignettes, featuring the latest papers in the firm's line. Philip Tashman, president of Wall Trends, celebrates his 50th anniversary in the business this year.

**a chair
for
all
seasons**



**Clearly contemporary yet classic
in form...superbly crafted
of solid walnut or cherry. Another
seating achievement at → Directional**

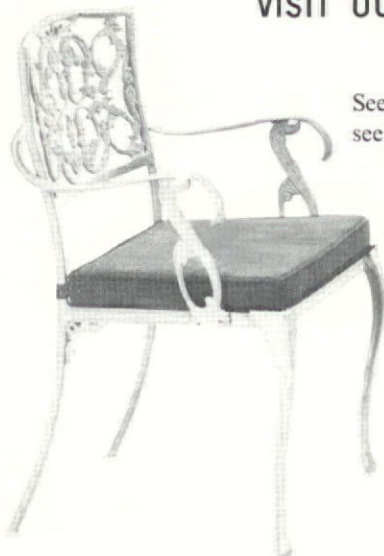
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Now in New York's D&D Building!
SOLID ALUMINUM FURNITURE BY



Scroll

A SPECIAL INVITATION TO
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 AT 979 THIRD AVENUE



See Scroll when in New York, and you'll see why Scroll is in places like these:

- Lucayan Beach Hotel, Grand Bahamas
- Sheraton-Tenny Inn, New York
- Washington International Inn, Washington
- Blackie's House of Beef Restaurant, Washington
- Sheraton-Park Hotel, Washington
- Fort Royale Hotel, Guadalupe, F.W.I.
- Americana Hotel, San Juan, P.R.
- Sheraton-Maui Hotel, Hawaii
- Puerto Rico-Sheraton, San Juan

... and many other famous hotels, restaurants, clubs!

Long life and lasting beauty under heavy usage has made Scroll Solid Aluminum Furniture a favorite for lobby, dining and outdoor lounging installations. Lightweight and rustproof, it requires a minimum of maintenance, and Perma-Bond finish resists chipping, scratching. Make Scroll *your* choice, too . . . select from our catalog or let us make custom adaptations for your particular ne

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Decorative Fabrics and Wallcoverings

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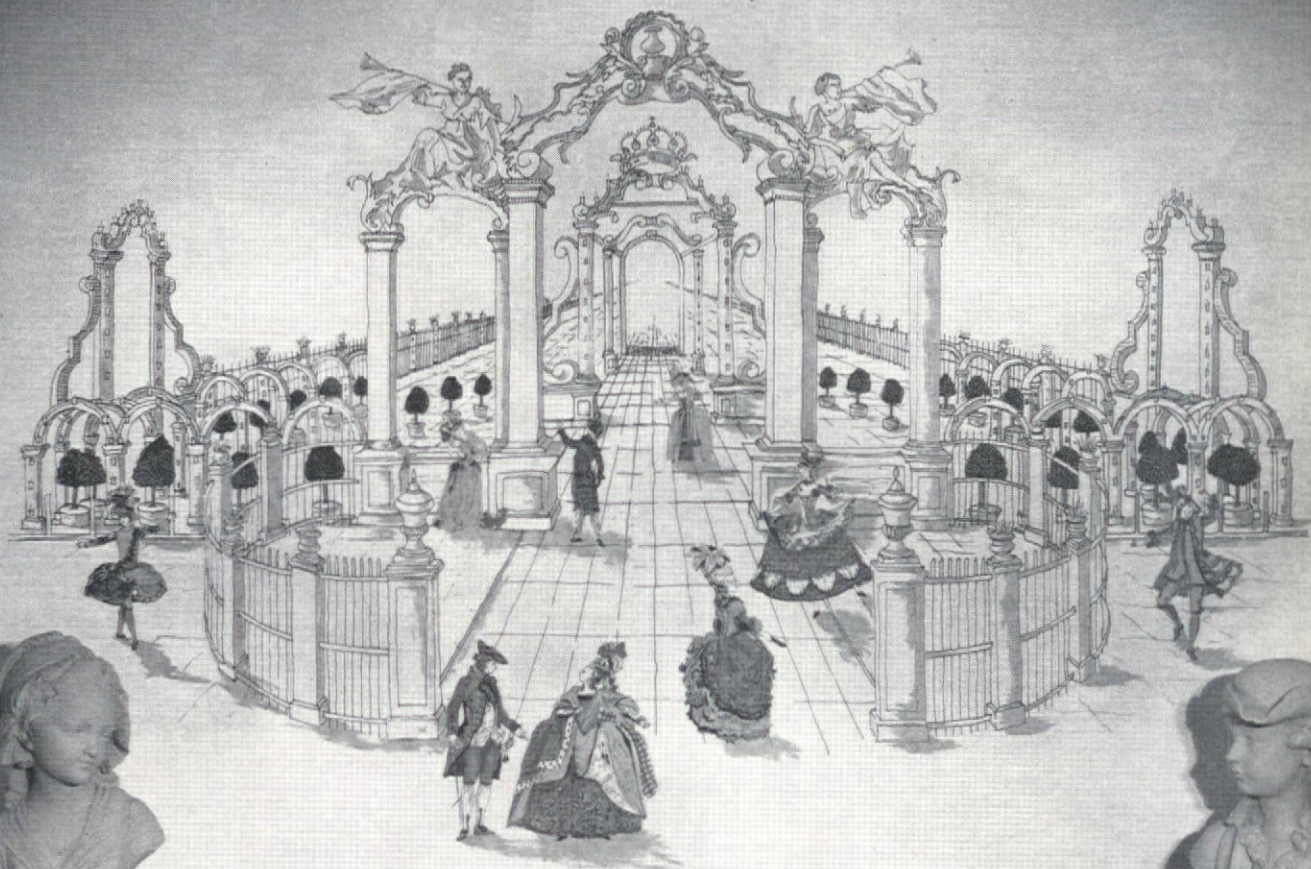
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Circle No. 25 on product information card

Palace Garden

... a decorative fantasy out of the past
... light, whimsical, beautifully drawn
and colored to help you add decorative drama
to an important interior.



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LOS ANGELES 90039
Eastern Branch & Warehouse
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CLEVELAND, OHIO 44115

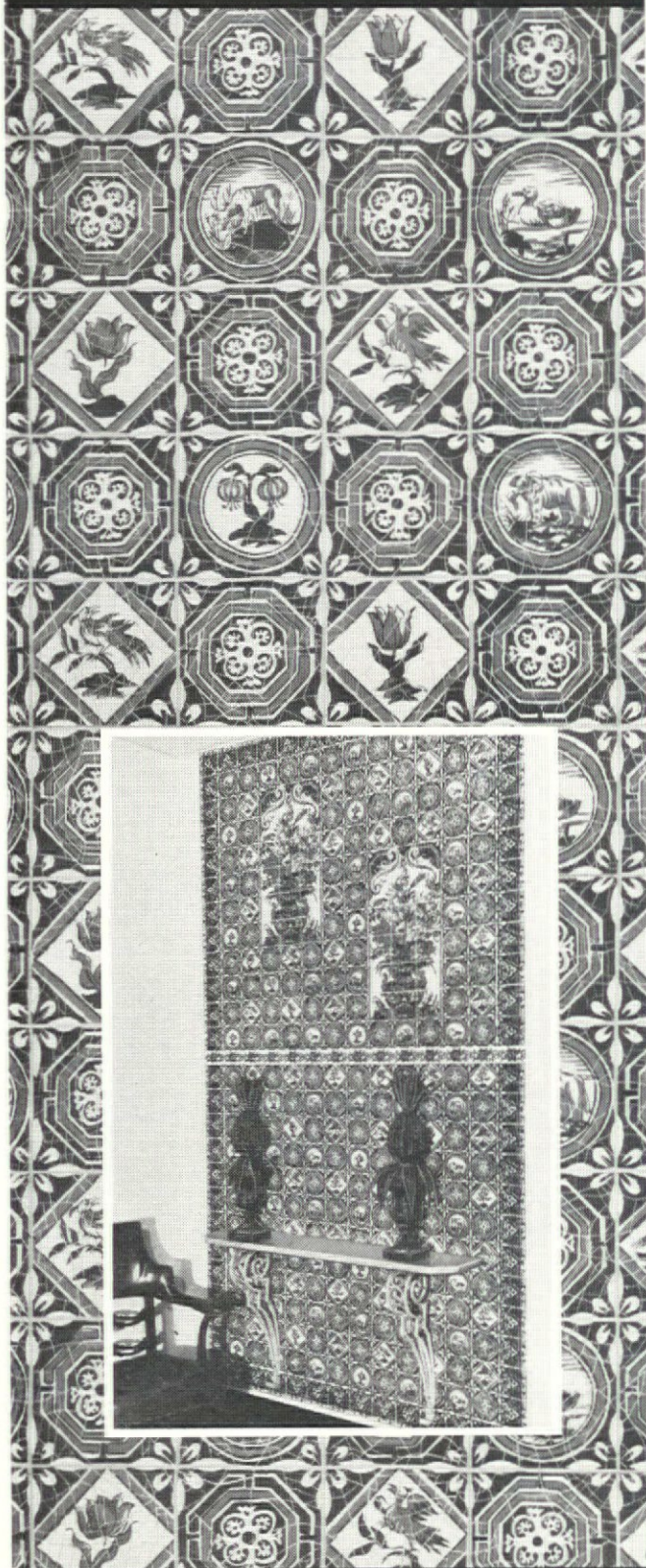
Albert
Van Luit & Co.

Distributors
DWOSKIN, INC., in the Southeast
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WALLPAPERS INC., San Francisco
BORLAND TEXTILES, Honolulu
CHARLOTTE HORSTMANN, LTD., Hong Kong

D & D
BUILDING

"Delft Tile"

Borders and Elements — VINYL (9 colorways)



LOUIS W. BOWEN, inc
Fine Wallcoverings

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are
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**96% Of The Tenants
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Benefit from our experience and intimate knowledge of the needs of the decorative arts industry. If you require new or additional space, consult us.

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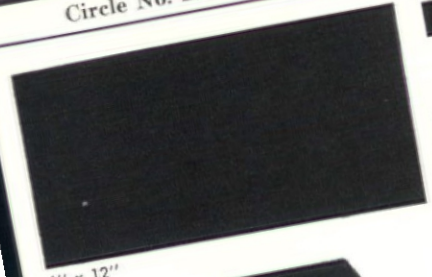
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BUILDING, 979 THIRD AVENUE, NEW YORK CITY

Circle No. 29 on product information card

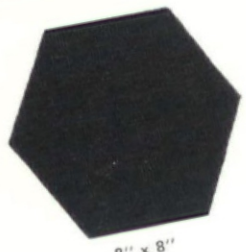
NEW



6" x 12"



6" x 6"



8" x 8"



We are proud to present, for the very first time, Italian Gres tiles in these exclusive sizes: 6" x 12" rectangle, 8" x 8" hexagon, and 6" x 6" hexagon. Also, available glazed in any color to your order.

WORLD-WIDE MARBLE IMPORTERS, LTD.

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DECORATION AND DESIGN BUILDING / HA 1-1690

- MARBLE
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- CUSTOM CERAMIC TILE
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quality carpets and floor coverings at



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Order your copy of our new 58 page, full color brochure. \$7.50
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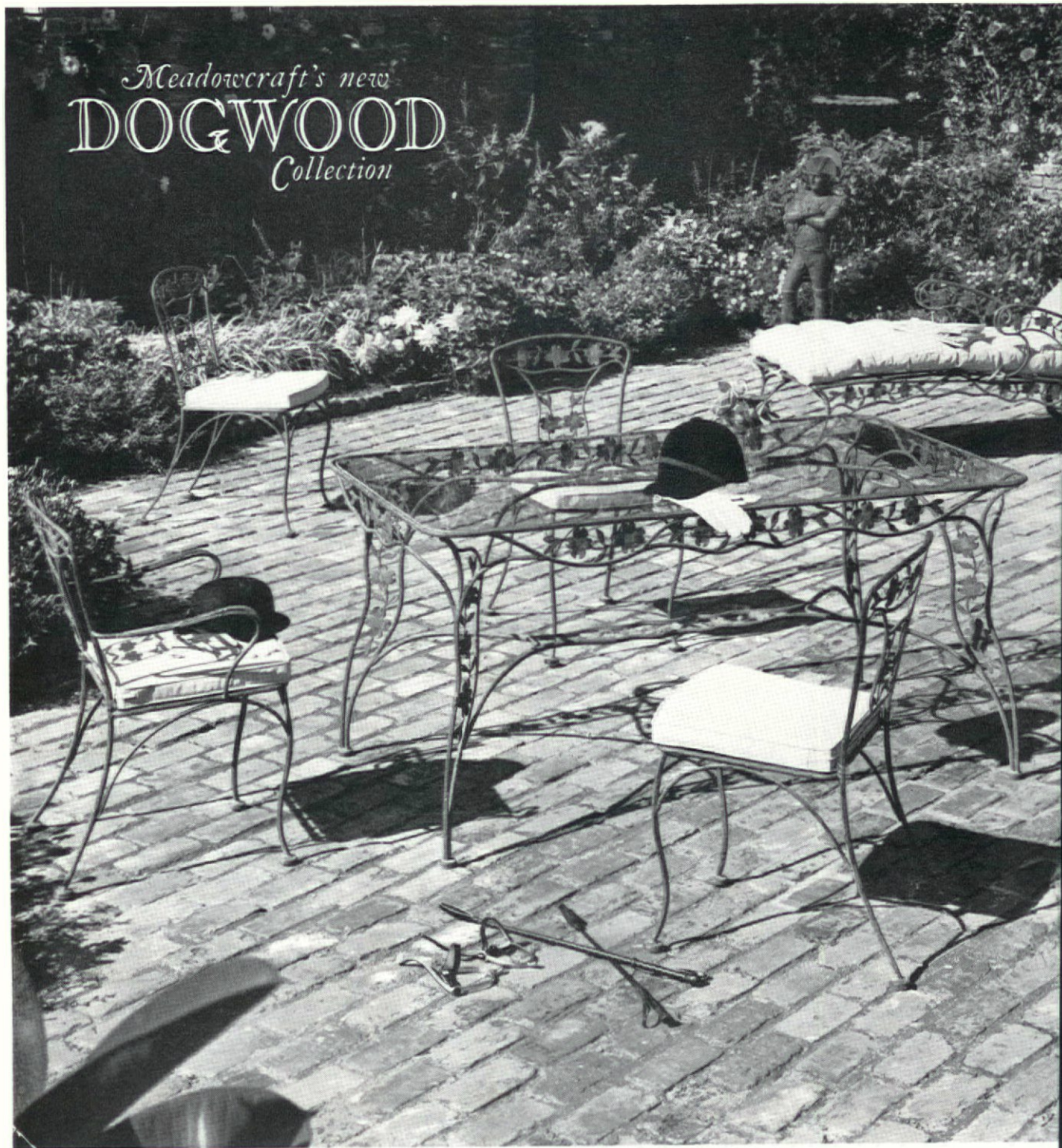
FEBRUARY 1965

announcing the opening
of our **new** showroom
space 1515 **D&D building**
979 third avenue **new york**
plaza 5-2165



ben rose
chicago showroom
space 6-126 merchandise mart

Circle No. 31 on product information card



Excitingly new . . . dramatically different . . . Meadowcraft's new Dogwood Collection captures the breathtaking beauty of a flowering dogwood tree in dazzlingly realistic detail.

The use of a totally new kind of steel makes possible the graceful,

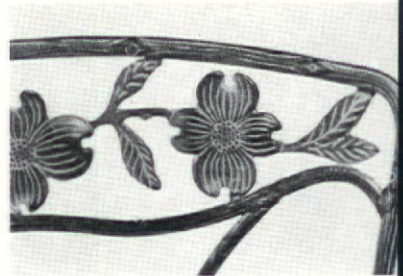
TEMPERED GLASS STANDARD



Resources Council

branch-like beauty of the legs, arms, and frame — enchantingly realistic down to the last tiny groove and bud.

This new Collection also takes a richer, more beautiful antique finish than has ever before been possible in metal furniture.



Meadowcraft

BIRMINGHAM ORNAMENTAL IRON COMPANY, INC., 4363 FIRST AVENUE NORTH, BIRMINGHAM, ALABAMA

Visit Meadowcraft's new Decorator Showrooms at 979 Third Ave., New York, N.Y.

Circle No. 32 on product information card

MANUFACTURERS'

LITERATURE

odisco, Inc., a division of The Heifetz Co., offers a new brochure on Rotaflex lighting. The colorful brochure illustrates a new series of lighting-level fixtures, new pendants and suspension devices, and contains full product information in the form of illustrations, drawings, light transmission data and color specifications.

Circle No. 120 on product information card

A four-color booklet from Interpace gives complete information about Franciscan Hermosa Tile, a building product manufactured by Gladding, McBean for exterior or interior use. The brochure contains a complete color palette, and color reproduction of each of the 40 glazed wall tiles.

Circle No. 121 on product information card

Laurel Lamp Mfg. Co. has a new catalog featuring contemporary and traditional lamps. Laurel's new miniature high-intensity lamp, Sprite-Lite, is included among the 161 different lamp types and styles.

Circle No. 122 on product information card

A new catalog from J. C. De Jong & Co., Inc., presents the entire line of the firm's decorative hardware for doors, drapes, louvres and furniture. The hardware line, imported from Portugal, Spain and Germany, is made of solid, heavy cast brass with high copper content.

Circle No. 123 on product information card

The American Hardboard Association has published its commercial Standards CS251-63 in a new cover drawing attention to the Quality Approved features of hardboard for dealers, builders, architects and industrial users. The four-page booklet also includes supplementary material on manufacture, characteristics, and applications.

Circle No. 124 on product information card

EXHIBITION OF CONTEMPORARY OBJECTIVE GRAPHIC ART

Photographs, woodcuts, etchings from ten countries.

**Selected for business and professional
interior spaces.**

Beginning Tuesday, February 16, 10:00 A.M.-4:30 P.M.

PICTURES FOR BUSINESS CORPORATION

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New York, N.Y. 10022 PLaza 2-3545

Circle No. 33 on product information card

"The Contract Manual for Bedspreads and Draperies" from Charles Bloom, Inc., is a new and comprehensive sample book of bedspreads and draperies in Bloomcraft's decorative fabrics, designed exclusively for institutional requirements. Dimensions, price lists, fabric content, attractive fabric swatches, are all included in one handy manual.

Circle No. 125 on product information card

A handsome brochure from Design-Technics illustrates the firm's unique ceramic wall surfacing and describes the Ceramic Design Palette. Ten different families of clay tiles compose the palettes which can be arranged for original sculptured murals and non-repeat treatments of important walls. Design-Technics produces each wall on a custom basis affording a high degree of individuality for facades and lobby walls at costs lower than those of original ceramic sculpture and results just as pleasing.

Circle No. 126 on product information card

A brochure from Marblecraft Co. (Div. of Rexall Drug & Chemical Co.) describes the firm's man-made marble wall surfacing. The marble-like surface, produced in large 8 by 4 foot panels for easy installation, is an unusually authentic replica of Italian marbles and onyx with superior qualities of endurance and wearability. The brochure includes color illustrations, descriptions, and general specifications of the new synthetic surfacing.

Circle No. 127 on product information card

Stow & Davis Signet line of office furniture, expressly designed for the "middle management, branch management, and professionals," is fully illustrated and described in a 6-page brochure. The medium-priced line includes executive desks, credenzas, arm swivel chair, armchair, bookcases, wastebasket and wardrobe, all surfaced in matched walnut veneers.

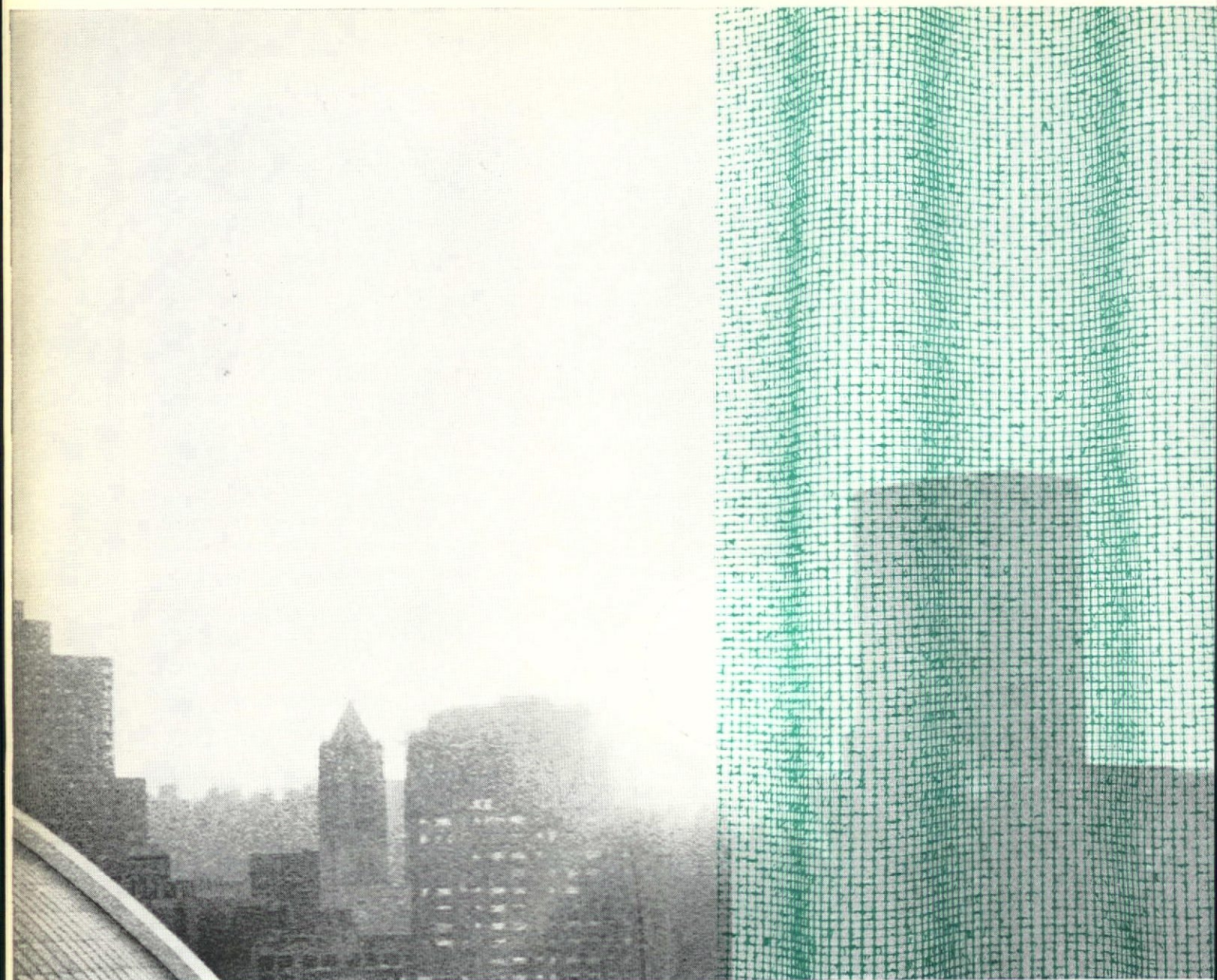
Circle No. 128 on product information card

The 1965 lamp supplement brochure by Nessen Lamps Inc. highlights several table lamps, twin reflector lamps available in floor, wall, or table models, and two floor/table lamps. The one non-lighting item featured is a sand urn with a satin black baked enamel finished box set upon a square upright tube of brass, plated with either bronze or satin chrome.

Circle No. 129 on product information card

Angelica Uniform Co. has prepared a full-color designer's booklet to illustrate how uniforms can serve as an element in the total decor of restaurants, hotels and other institutional operations. Renderings of formal and period as well as other custom-made uniforms for both men and women are included along with an article to aid designers in checking the uniform needs of their clients.

Circle No. 130 on product information card



Far left, no window treatment; center left, open Feneshield

Now, Feneshield® fabrics... fiber glass architectural draperies with a scientifically-oriented system of selection

Now you can choose fenestration fabrics for more than just decorative purpose. Feneshield fabrics, made from PPG Feneshield® fiber glass yarns, offer you for the first time a new, scientific approach to the control of exterior appearance and interior environment.

Research by PPG has produced a new system which provides a scientific method of selecting fiber glass draperies, based on fabric characteristics most likely to meet environment control needs.

All Feneshield fabrics are classified according to weave and color combinations, and are rated for such factors as shading coefficients, outward vision, privacy, body comfort, eye comfort, and ear comfort.

This is how Feneshield fiber glass fabrics can perform in a variety of installation situations:

Feneshield fabrics control exterior appearance. Correct window treatment contributes greatly to a building's exterior appearance.

Specification of Feneshield fabrics helps retain aesthetic character. The fabric becomes part of the over-all design.

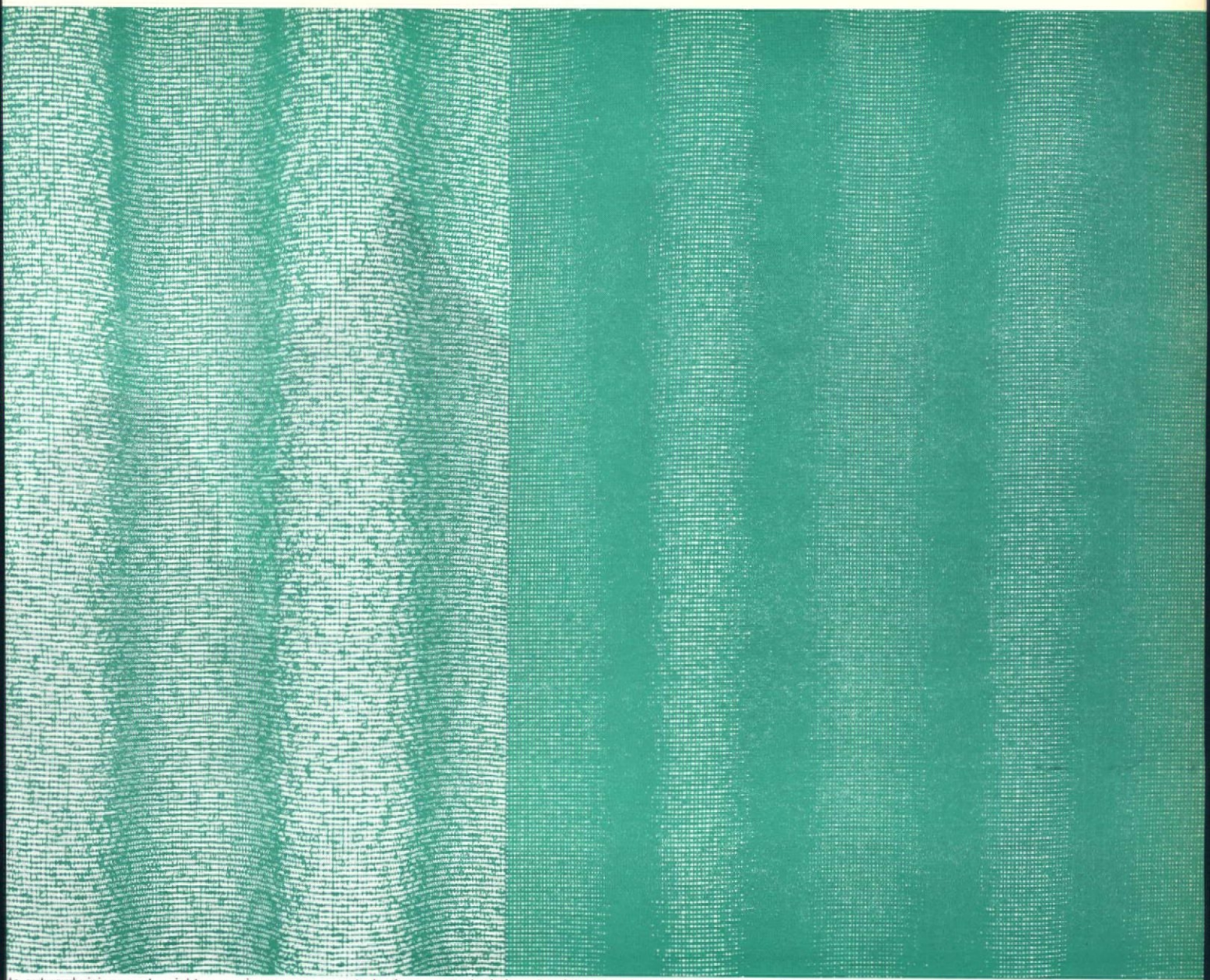
Feneshield fabrics subdue solar radiant heat. Research shows Feneshield fabrics reduce solar heat transfer better than shading devices, allow much less reradiation, resulting in reduced air conditioning loads and more comfortable working conditions.

Feneshield fabrics control glare. Feneshield fabrics soften and diffuse light, but do not shut it out completely, allowing the use of natural light and reducing eye strain and discomfort.

Feneshield fabrics improve sound control. Feneshield fabrics at windows, room dividers, or partitions measurably improve acoustical control by absorbing sound normally reflected by hard-surfaced walls and windows.

Feneshield fabrics enhance a pleasing view, modify a bad view. Feneshield weave and color may be selected to emphasize

Circle No. 34 on product information card



ts outward vision; center right, a semi-open weave controls glare, masks bad view; far right, closed weave subdues radiant heat, provides cold-weather protection.

and still provide privacy and natural light. An identical color closer, more opaque weave will conceal a bad view, yet still t a high degree of natural light.

shield fabrics offer savings. Although initial cost of Feneshield es may be greater than other types of shading devices, com- l initial costs and maintenance costs are less for Feneshield for other devices.

plete information available. Participating fabric resources authorized Feneshield presentations which show the wide e of fabric weaves and colors available. They can help you e fabrics for specific installations through use of PPG tech- data. Write PPG for names of jobbers near you. (PPG makes Feneshield fiber glass yarn only, not the finished fabric.) can obtain complete technical information, including means ection of Feneshield fabrics for any type of building installa- Just mail the coupon.

Pittsburgh Plate Glass Company, Fiber Glass Division
One Gateway Center, Pittsburgh, Penna. 15222

Please send me complete technical information on Fene- shield fabrics.

Please send me names of authorized Feneshield converters.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip Code _____

 **fiber glass**
...the fiber glass for finer fabrics

Pittsburgh Plate Glass Company
Fiber Glass Division

infinite

a new stacking, ganging chair series by Troy.

These handsome, sturdy chairs are designed to serve Infinite commercial seating needs. They stack—Ininitely. They gang... Ininitely. And they are offered in an Infinite variety of styles, colors, upholstery details, and frame finishes. Catalog on request.

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



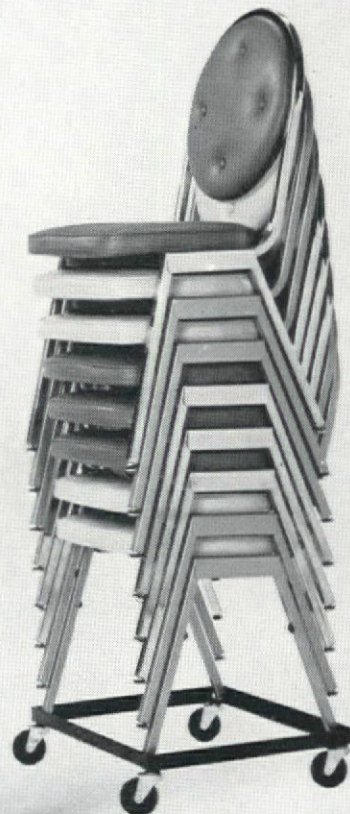
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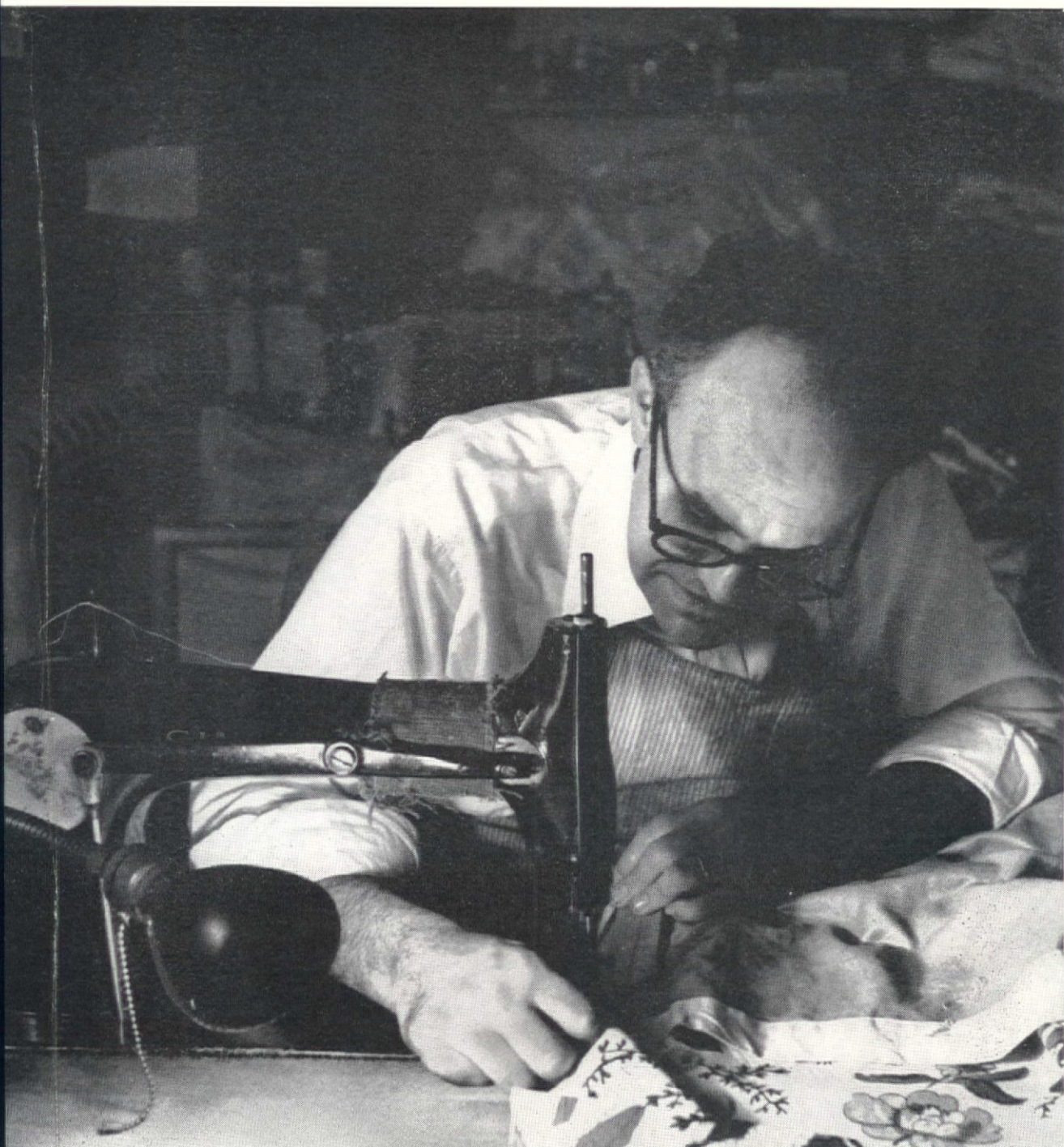
1302



Troy THE TROY SUNSHADE COMPANY
Division of The Hobart Manufacturing Company, Troy, Ohio

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

Circle No. 35 on product information card



*Mr. Henry Urban, of Thomas De Angelis, Inc., is shown sewing Bourne Mills Sateen to \$12 a yard drapery fabric.

What's my lining?

... don't have to play the question-
d-answer game with Henry
... an*. When it comes to drapery
... ings, you'll get the same answer
... ry time: *good draperies have to
... lined with sateen.* For best pro-
... tion against color fading. For
... ximum privacy. For keeping them
... n longer. For having them hang
... and full the way draperies should.
... too long ago, Henry would have
... sted on *cotton* sateen. But, like all

... true craftsmen, he's quick to recog-
... nize an improvement when it comes
... along. One such is Bourne Mills' new
... "cotton plus[®]" fabric. Cotton plus
... Zantrel[®]. Cotton plus Zantrel
... polynosic[®] rayon. Looks real silky.

... Doesn't crease as fast. Has a soft,
... smooth "hand".

... The next time you're specifying drap-
... eries, insist on "cotton plus Zantrel"
... sateen by Bourne Mills. Do it to sat-
... isfy your client... and Henry.

BERKSHIRE/HATHAWAY inc.

HOME FABRICS DIVISION/HATHAWAY FABRICS & BOURNE LININGS

261 Fifth Avenue • New York 16, N. Y. / 3028 E. 11 Street • Los Angeles, Calif. / 100 Wellington St. W. • Toronto 1, Canada

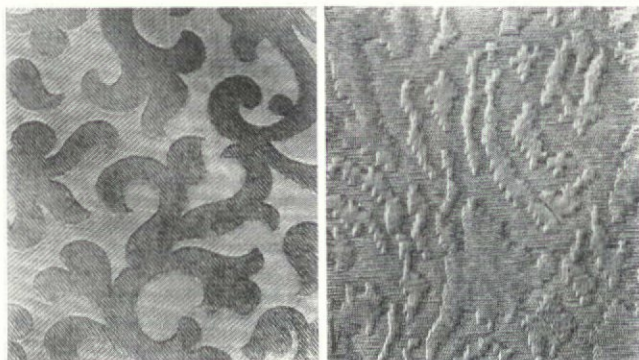
Circle No. 36 on product information card

PRODUCTS & SERVICES

CONTINUED

Vinyls from General Tire

A new upholstery vinyl, Mustang, introduced by the Chemical/Plastics Div. of General Tire features a new deeper embossing in a leather grained pattern. The deeper graining is obtained by antiquing effects which create a high degree of contrast between the print characters and the color base. A stretch knit backing used for Mustang has outstanding wear qualities and permits



elaborate tucking, pleating and tufting. A basic range of twelve colors, chestnut, Arabian tan, russett, saddle tan, beige, gold, parchment and black, includes two unusually rich shades, red and oxblood, expected to show off the deep pebble graining. Persimmon and avacado round out the color spread. Mustang joins other recently introduced designs from General Tire, Mantilla, a Spanish scroll effect, and Sabrina, a rich iridescent tapestry design, both in melon, turquoise, beige, gold, white, and others.

Circle No. 92 on product information card

Higher tear strengths with new Avisco fiber

The American Viscose Div. of FMC Corp. has developed a new high strength rayon staple, XL-11, as a filler yarn for woven base fabrics intended for vinyl coating. The Avisco fiber is said to deliver three to four times greater tear strength yet tests of the XL-11 combination fabrics demonstrated excellent pliability with ease of tailoring. Stretch and set characteristics as well as dry and wet shrinkages of the XL-11 combination fabrics were well within standard specifications. In addition to its greater tear strength, the use of XL-11 in broken twills tested gave conditioned tensiles up to 80 percent higher than cotton. A brochure which includes comparative graphs and finishing information may be obtained.

Circle No. 93 on product information card

Swivel cocktail stools

Two swivel cocktail stools from George Industries feature polished cast aluminum pedestals and bases. The sculptured fiber glass shell seat is available in white, charcoal, turquoise and



shrimp. The polyurethane foam seat is stock in upholstery colors of black, white, persimmon and turquoise supported leather grained vinyl. Seat heights for both models are 24 inches and 30 inches.

Circle No. 94 on product information card

Office furnishing components

Williams Mod-U-Plan offers office furnishing components, credenzas, bookcases, filing cabinets that may be stacked or used individually for a multitude of office arrangements. Various types of vertical cabinets suited for offices furnish



completely in wood, are available with open shelves, hinged or sliding doors in either lacquer or oil finishes with wood or polished chrome trim. Each bookcase is furnished with two adjustable shelves. Plastic tops are walnut textured or solid white in a variety of sizes.

Circle No. 95 on product information card

The best of two worlds

idiom

IMPORT DESIGNS OF MONARCH



MONARCH FURNITURE COMPANY, INC. ■ HIGH POINT, N. C.

PRODUCTS & SERVICES

CONTINUED

Dux presents '65 furniture collection

Twenty five new items for '65 were unveiled by Dux Inc. many designed by president Folke Ohlsson. New contract additions include a rosewood



ganging stool, a stacking chair with a single unit back and seat construction of walnut, teak or rosewood and polished chrome legs, new three and four seat sofas and lounge chairs with winged arm rests and exposed wood bases. A set of rosewood stacking component cases includes twin cabinets, bookshelf and glass cabinets. The

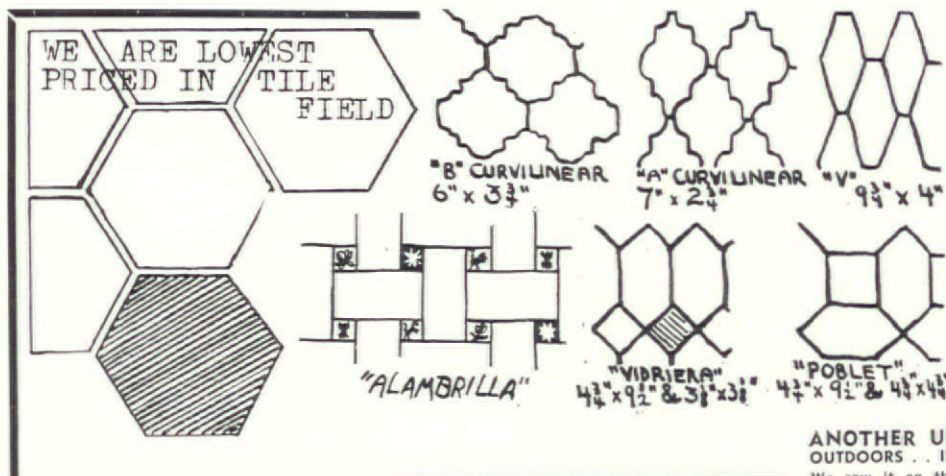
Ray Zimmerman designed lounge chair, shown has a tight, buttonless tufted rubber-Dacron seat and back and was designed as a companion piece to Zimmerman's popular conference chair, in walnut, teak or rosewood. A lounge chair very adaptable for contract installation combines black leather with polished chrome in sweeping contours and is foam rubber padded throughout.

Circle No. 96 on product information card

Geo. K. Birge Co. expands lines

George K. Birge Co. will represent two internationally known wallcoverings lines, Tekko and Salubra-Plus of Salubra, SA of Basel, Switzerland to North American markets. Introduced into the U.S. in the 1930's, the Salubra line pioneered in scrubbable wallcoverings and was used in leading hotels, among them the Astor, Belmont Plaza and Waldorf Astoria. Distribution will be through the present George K. Birge Co. channels but these will be expanded to match the potential of the Salubra line. Last year, the firm also introduced a new line of vinyl wallcovering, hand silk screened on fabrics specially developed by Ford Fabrics Div. of Ford Motor Company.

Circle No. 97 on product information card



We do not like "the new"—instead we present the classic, traditional "Carreé Rouges" (hexagonal terracotta or colored ceramic tiles 4" side-to-side x 3/8" thick) imported from France, ours are from the oldest and most modest priced manufacturer. Existing imported stock or contract. (Far less than competition). Also these and any other fancy models in terracotta or any color, plain or glazed. Imported just arrived



ANOTHER UNUSUAL FIRST OUTDOORS . . . INDOORS . . . BOATS

We saw it on the deck of Onassis' yacht, and wherever discerning people are, who have knowledgeable dislike of mass production, a healthy snob approach. Chair in weatherproof whitepeeled wood with liftable seat over closed bottom compartment for storage. Bottom diam. 29", seat-height 16", quilted pillow with piping, bleu royal, applegreen, goldenyellow, or special order colors; or chair of natural black, white chineesed, yellow; all with foam rubber padding with piping in bleu royal.

OMBRELLI ITALIANI

WE HAVE THE WORLD PATENTS AND U.S. EXCLUSIVE. L. SUMMER THE RAGE OVER ALL EUROPE AROUND SWIMMING-POOLS, BEACHES, COUNTRY HOMES, CLUBS.

Left: 50" diam. Portable cabana with white sides to attach to frame. Off center leg support for unobstructed movement. Completely foldable into 24" bag.

Right: 68" diam. Stationary table model. Also with off center support to keep table top and view clear.

Colors: Solid Red, Blue, Yellow, Green, White; pie-shaped sections or circled.

american s.e.r.p.e. corporation

716 madison avenue at 63 street imptd manhattan new york 21 n y tel te 8 7000 and furniture Downtown showroom 225 5 Ave. paris office: 10 rue royale paris france GOING INTO CONTRACT THEREFORE LIQUIDATING HUGE STOCK AT ANY REASONABLE PRICE



Circle No. 39 on product information card

**Blue Chip Vinelle® sees you through 10,000 trips to the water cooler.
No other upholstery will make that guarantee.**

Five years' worth of trips to the water cooler means a lot of wear and tear on your chair's upholstery. But if it's covered with Blue Chip Vinelle – the Answer Fabric – it's guaranteed to sit through it all perfectly. Plus any other normal use. If it fails in any other way, we replace it free. That's the crux of our five year guarantee on Blue Chip Vinelle – smart upholstery fabrics in 21 decorator colors. Order furniture covered in Blue Chip Vinelle. We guarantee it will last longer. Get full information from: The General Tire & Rubber Company, Lawrence, Massachusetts.



TOP QUALITY FOR 50 YEARS



the best idea yet
for surfaces between floor and ceiling

FORMICA® is our trademark for various products as well as our brand of laminated plastic.





V.I.P.*

vertical interior paneling

FORMICA® V.I.P.* paneling is impressively beautiful. Beyond the offering of colors and patterns in the normal V.I.P. paneling line, the entire range of the FORMICA decorator line is available: new and exciting woodgrains . . . solid colors in a 44-hue palette . . . special designs for that spark of individuality. And a joining system that provides tight V-grooves of colorful stripes.

FORMICA V.I.P. paneling is sensibly economical. For the life of the building, zero maintenance, zero refinishing, zero replacement. Your client pays for this paneling only once. He saves on it because of the little maintenance attention he has to give it . . . no refinishing or replacement required—ever.

FORMICA V.I.P. paneling may be installed over new or existing walls. The 16" wide panels (8' and 10' high) can be put up by one man, if necessary. All components come prepacked, ready to install . . . quickly, easily, economically.

Learn more from your Formica office.

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2. Swatched sheet of colors and patterns in stock.
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FORMICA CORPORATION
Cincinnati, Ohio 45232

subsidiary of CYANAMID



Circle No. 42 on product information card

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LOVELY NEW ENGLAND CHARM
—FOR YOUR NEXT CONTRACT JOB—**



*Guest bedrooms; country dining areas;
waiting rooms*

THE HITCHCOCK CHAIR COMPANY

RIVERTON (HITCHCOCKS-VILLE) CONNECTICUT

CONTRACT DIVISION

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columbia unlimited, inc.

Office Furniture • Accessories • Equipment

growing with America's leading Architects and Interior Designers

Circle No. 43 on product information card

PRODUCTS & SERVICES

CONTINUED

Style Index, Volume Two

A new collection of wallcoverings, Style Index Volume Two, from Murals & Wallcoverings is designed to provide a comprehensive workbook for the interior designer. Comprising approximately 120 repeat patterns in all and available in a wide range of papers, foils, textures, and vinyls, Style Index Volume Two, presents pat-



terns inspired by great design ages of past and present. All designs printed on plain grounds are Plastisealed, rendering them scrubbable, as well as grease and stain resistant. Avignon combines flowing shapes and patterns in a French theme with subtle colorings. Stylized garlands, drapings and urns characterize Claremont, a wallpaper design with a metallic glitter. Printemps expresses the leafy boughs of spring on a lightly textured ground. Special colorings are available without additional cost with a six roll minimum order.

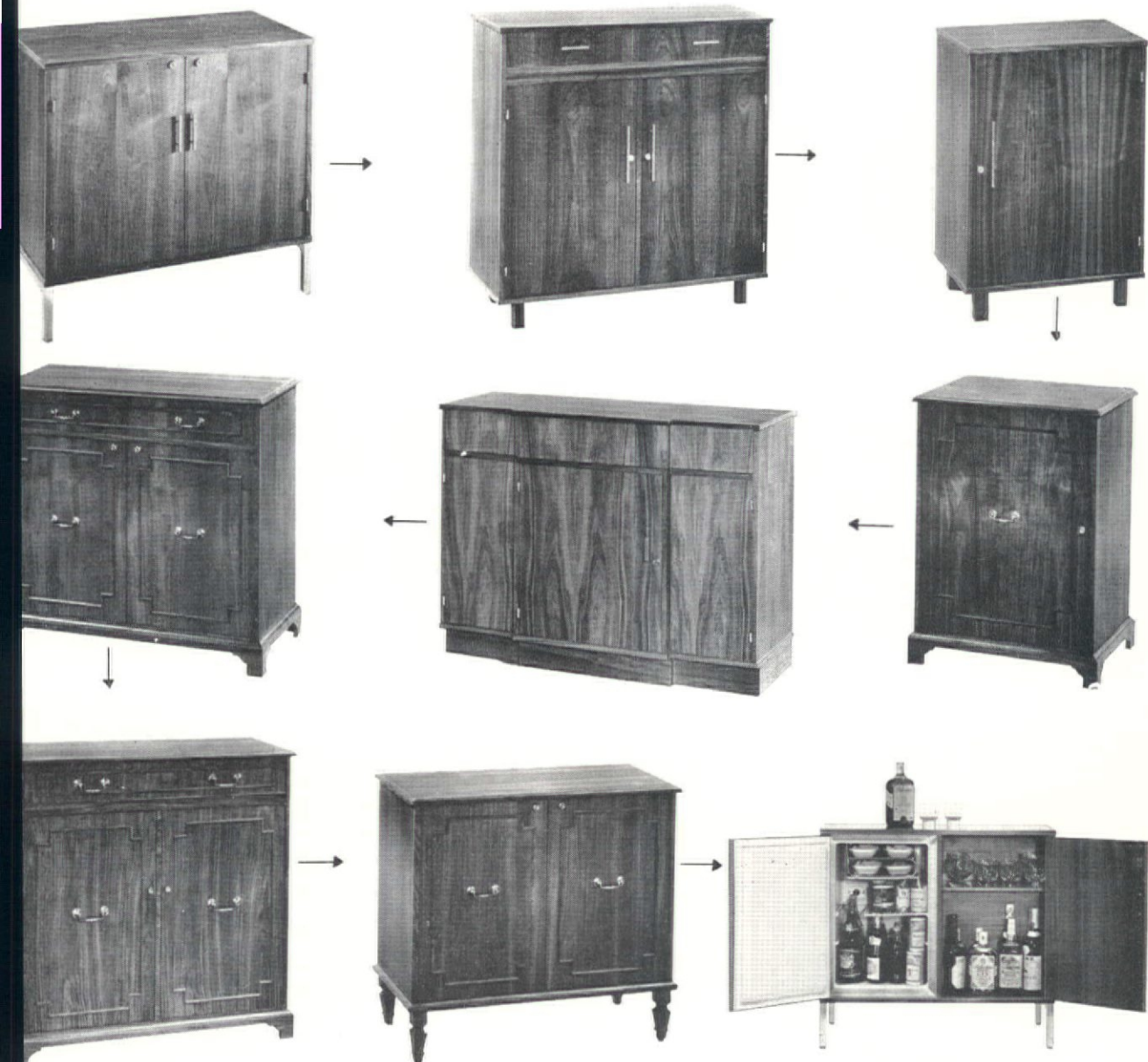
Circle No. 98 on product information card

New process metalizes fabric

A new process, Verolon, for metalizing fabric is offered by Mo-Vac International Inc. The process applies aluminum in a very thin layer to one side of synthetic fabrics suitable for curtains and draperies. The result is a high degree of sun reflectivity—up to 75 percent depending on the weight of the fabric—and is expected to be of great use in high-rise commercial buildings with large fenestration areas, decreasing air conditioning loads as well. The Verolon process does not affect the drapability or “see-through” qualities of the base fabric and is nonstatic thus requiring a minimum of cleaning or washing. Laundering rules are the same as those of the fabrics to which the metal adheres. The new process can also be used with paper and plastic and in the fabric field its use will extend to tents and awnings where sun reflectivity is important.

Circle No. 99 on product information card

In your way
to hospitality
see the 9 new
Penguin
refrigerated Cabinets.



**This is Penguin
convenience.
Enjoy it.**

Now take one more step. Write for the new Penguin 4-color catalog. You will see a luxurious collection of completely re-designed refrigerated furniture. Backs, for example, are finished in the same genuine woods (teak, rosewood, walnut and mahogany) as the fronts. Hardwood serving areas are specially processed to resist burns and stains. Defrosting is automatic. 4 full size aluminum ice cube trays. Molded plastic interiors. Full information included in the new catalog. Specify Penguin in your next layout.

SPRINGER-PENGUIN, INC., Brookdale Place, Mt. Vernon, New York
New York Showroom: 162 E. 62 St. In Canada: 160 Bates Rd., Montreal

Circle No. 44 on product information card

PRODUCTS & SERVICES

CONTINUED

Chairmasters new restaurant seating

Two new chairs, a captain's and mate's chair from Chairmasters Inc., feature upholstered foam rubber seats and tufted backs. An unusual fea-

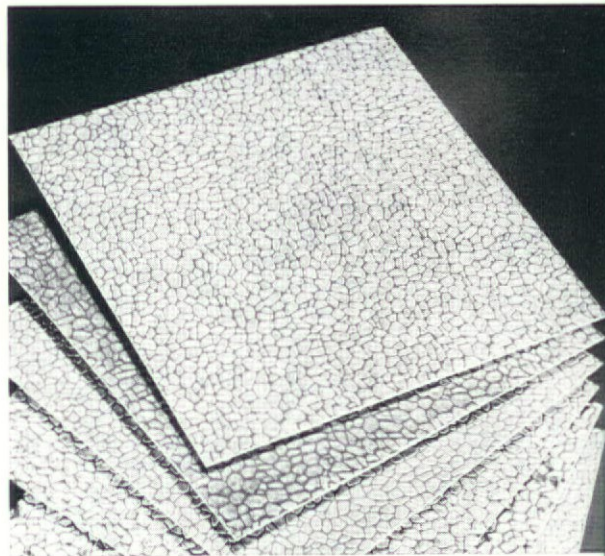


ture of the two chairs are the arm rests at either side of the back for comfortable elbow resting. Frames are carved with turned legs and a riser on four sides. The chairs are available in a wide variety of finishes and upholstery coverings.

Circle No. 100 on product information card

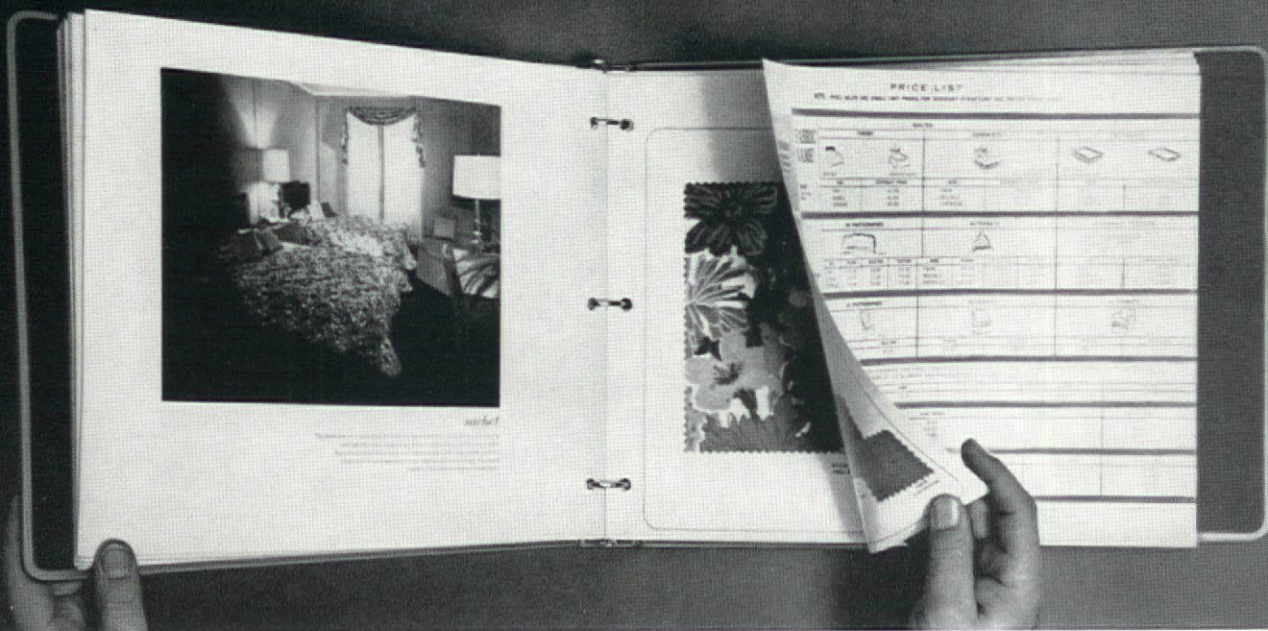
Kentile's pebble grain

Pebble Grain is the latest resilient tile from Kentile Floors Inc. The tile series is one of a new group of solid vinyl floors called Crestex. In this new styling, variegated sized pebbles form a su-



faceted texture in a range of color tones. Dominant colorings are white, pink, mist, green, beige, and gold, with harmonious, subtly colored backgrounds. The Pebble Grain tile series is in the larger 12 by 12 inch size.

Circle No. 101 on product information card



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NETTLE CREEK'S NEW CONTRACT PORTFOLIO

is the best seller for elegantly coordinated guest room ensembles

The Nettle Creek Contract Collection is styled with the great flair and imagination that has made them the most important name in bedroom decor. You can now order a completely coordinated guest room featuring bedspreads, draperies, headboards, chairs, and wall colors.

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nettle creek contract division Peacock Road • Richmond, Indiana

Circle No. 45 on product information card

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CAPROLAN



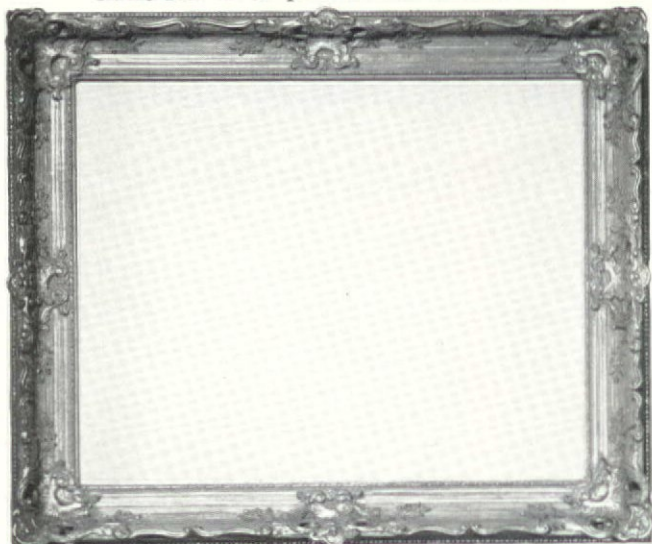
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CAPROLAN NYLON**

BY 

Powerful performer at ANTA Washington Square Theatre is the 600 yards of INVINCIBLE carpeting by Commercial Carpet Corp. Pile of 100% high-density continuous filament Caprolan[®] nylon. This carpeting is in its second season at ANTA, and still no traffic lanes are worn in aisles. Caprolan resists stains, cleans easily, saves on maintenance. For an encore of Caprolan's performance at your next showplace, write: Fiber Marketing Dept., Allied Chemical Corp., 261 Madison Ave., New York 16.

Circle No. 22 on product information card

Circle No. 49 on product information card



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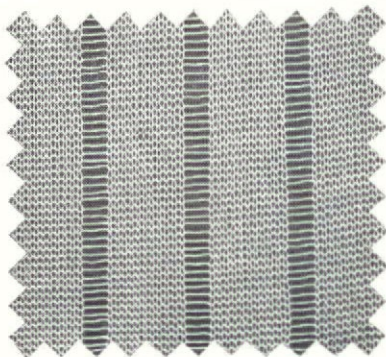
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LaBarge Mirrors inc.

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CELLUCORD comes in 5 artistic patterns in white: color combinations on special order



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THE Karen CORPORATION
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Circle No. 117 on product information card

PRODUCTS & SERVICES

CONTINUED

Lounge chair by Metropolitan

A low chrome steel base, plus top-grade leather, high back, and foam padding are highlights of a new lounge chair designed by Jules M. Heu



mann of Metropolitan Furniture Corp. Generously proportioned, the chair is also available in plastic and fabric coverings on a walnut frame

Circle No. 106 on product information card

Guestroom furnishings from House of Spain

Gracefully designed wrought-iron headboard and a candlestick-based lamp add touches of elegance to a guestroom at the Lodge of the Fo



Seasons, Lake Ozark, Missouri. The furnishings were supplied by House of Spain for the guestrooms which recently won an award of special distinction.

Circle No. 107 on product information card

In 1963 B.P.* retailer restretching costs exceeded \$11,000,000 (*Before Poly-Bac)

A devastating statistic!
Poly-Bac expects to change all that.
How? By its natural resistance to the major
cause of restretching—humidity! (It is the
effect of humidity upon the backing that can
produce wrinkle or buckle.)
Because Poly-Bac is woven of polypropylene,
it is impervious to humidity changes. Unlike
conventional backing, Poly-Bac is not affected
by natural moisture, nor by lingering dampness
caused by “on location” shampooing or
accidental wetting. Therefore Poly-Bac will not
rink or buckle. The result—more stable carpet!
The next time you talk with potential
customers, tell them about Poly-Bac’s stability.

And while you’re at it, you might tell them about
Poly-Bac’s shampooing advantages. Since
Poly-Bac has no oils or lignins (as found in con-
ventional backing) there is no danger of oils
bleeding through to stain the surface (browning).
And Poly-Bac will not soak up water, so
thorough rinsing (that expels all the dirt) and
faster drying is possible.

Just a few more reasons why Poly-Bac is called
the revolutionary tufting back.
Why don’t you put the revolution
to work for you—in your store?



Patchogue Plymouth
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Circle No. 20 on product information card

New Marlite



New

MARBLE PATTERNS

including Travertine for luxurious walls in any decor, any building.



New

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including four Chantilly designs plus Fleece, Lace and Nugget designs.



New

MARLITE MURALS

including Ponta Roma, River Landing and Williamsburg for custom-decorated walls.



New

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including Colonial Maple and Provincial Walnut for distinctive interiors.



Beautiful decorating ideas come easy with Marlite

Now more than ever, Marlite plastic-finished paneling offers infinite decorating possibilities to help you plan distinctive and luxurious interiors. With Marlite's 1965 line of smart Decorator Paneling, no other material gives you such a wide selection of colors, patterns

and designs for building and remodeling.

Unique decorator patterns, rich marbles, authentic Trendwood® reproductions, bold new designer colors and striking new Marlite Murals make this sophisticated paneling at home in any decor for any client.

Decorator Paneling!



6522

wash-and-wear Marlite resists heat, moisture, stains and
s. It's easily installed over old or new walls, never needs
ting or further protection. Marlite stays like new for years
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to the Division of Masonite Corporation, Dover, Ohio.

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plastic-finished paneling

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PRODUCTS & SERVICES

CONTINUED

Haeger's 65 highlights

Haeger Lamp Co. presents a varied collection of new lamps for 1965. The group includes both contemporary and traditionally styled lamps in



matte and gloss glazes. The Spanish bottle lamp, shown, is 34 inches high and sets on an iron tripod in red, blue and olive colors. The contemporary tapered cylinder is 45 inches high with an antique brass base in matte black and banded in sunset colors.

Circle No. 102 on product information card

Compact ice maker for hotel/motel

Two new models of stainless steel ice cube makers from U-Line are designed to provide an automatic and convenient ice cube supply for guests



in hotel/motel suites, or smaller bars and restaurants. The low cost units have a continuous capacity of 22 lbs. (400 cubes) per day and automatically store 8½ lbs. (150 cubes). All models are equipped with maintenance-free automatic

← Circle No. 48 on product information card

defrosting and no drain is required for the unit designed to be recessed in a wall, cabinet or under a bar. The U-Line Ice Cube maker measures a compact 14 inches wide by 24 high and 15¾ inches deep, fitting between standard 16 inch studs. Larger free standing, recessed models of vinyl covered units are also available.

Circle No. 103 on product information card

Swiss bed features wood slat springs

On the American market for the first time Swiss-Holma beds imported from Switzerland are exclusive imports at North American Import Bedding Inc. A unique wood-slat spring base of which any mattress can be used, combines firmness with flexibility and is extremely durable. The Swiss-Holma collection includes bunk beds, hi-risers or trundle beds, single, double, studio and custom sizes—all featuring the wood spring. The spring base is also available as a separate



unit. Wood slats spaced at half inch intervals are composed of three layers of ashwood laminated together on a principle similar to that of skis, forming a resilient, unbreakable spring with therapeutic value. Each slat fits individually in the frame and lifts out easily for cleaning and replacement. Bed frames are available in a variety of woods, maple, beech, cherry, mahogany, elm, walnut, teak, oak, palisander and ash, in a finish desired. A slatted wood, folding headboard is optional.

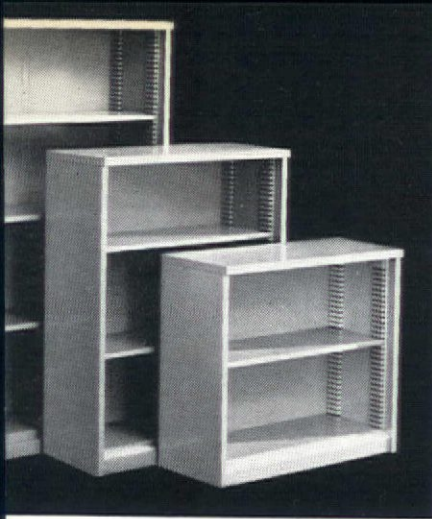
Circle No. 104 on product information card

Tables and stack chairs from Virco

Virco Mfg. Co. supplied more than 2,000 of flexible stack/gang chairs to the Las Vegas Room of the Hacienda Motel in Fresno, California rather than the amount printed in the December issue. In addition to the 2,000 chair and banquet table installation in the Las Vegas Room, Virco chairs were specified for use in public room, dining rooms, and convention sections of the motel.

Circle No. 105 on product information card

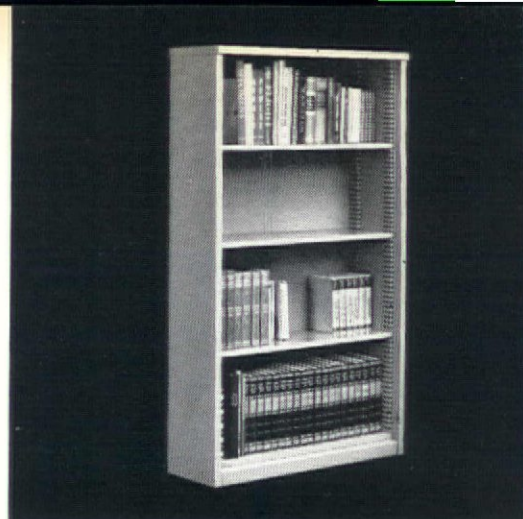
CONTRA



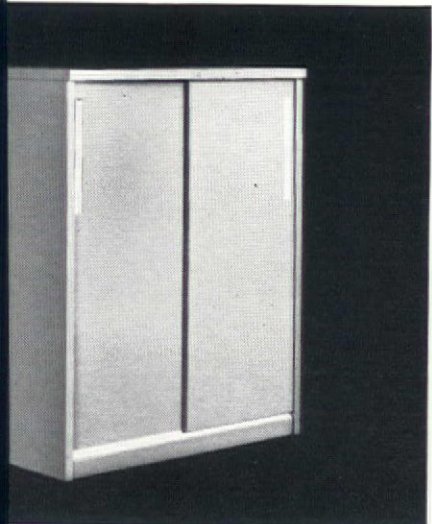
like 29", 42", or 60" bookcases,



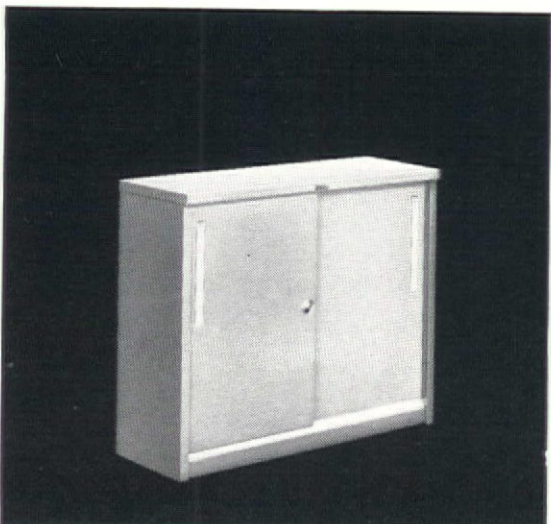
with 12" or 18" deep shelves,



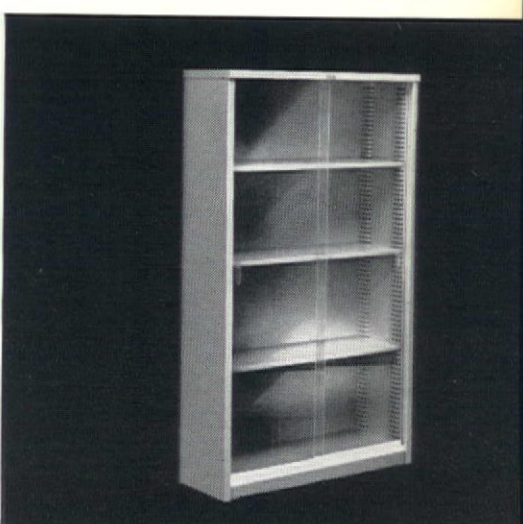
that can be had open,



with non-locking steel doors,



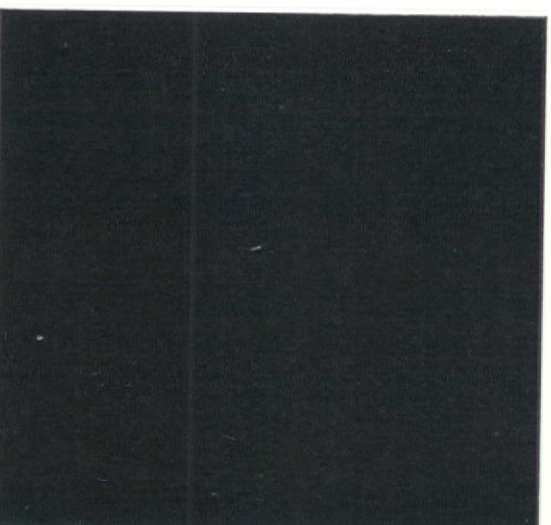
or locking steel doors,



or even glass doors,



with or without backs,



and umpteen other things*,



in any of ten wild colors
(counting white).

*If you like these Borroughs bookcases, you should see the rest of our line (including the rich-looking credenza you can form by combining a couple of our bookcases with either our six- or eight-foot long walnut-finished Formica tops). Where? At 3000 North Burdick St., Kalamazoo, Michigan, if you happen to be in the neighborhood. Otherwise write us for our new catalog or see your nearest Borroughs dealer.

Borroughs amp

Subsidiary, American Metal Products

Circle No. 50 on product information card

PRODUCTS & SERVICES

CONTINUED

Third American Legacy Collection from Greeff

Greeff Fabrics Inc. has just introduced the third series of its American Legacy collection of fabrics and wallpapers. Developed for the most part



from source material in the Henry Ford Museum, the designs vary from the faithful reproduction of documents to inspirations from such typical Americana as cast iron fire marks, a bride's dower chest, and an early 19th century

stencilled hat box. The woven fabrics range from casement to upholstery materials with quilt and coverlet weaves, doubleweaves and several unique new weaves simulating textiles of the early century. The wallpapers feature a new printing technique which captures the feeling of the old papers that inspired them. Some are related to the printed fabrics while others reproduce documents and papers. Paul Revere's Boston, a cotton screen print, is derived from an inflammatory document engraved by Paul Revere in pre-revolutionary days and is especially suited for contract work. It is 36 inches with an approximate 27 inch repeat. Another highlight is Greeff's adaptation of a crewel embroidered quilt, all cotton, 50 inch wide with an approximate 21 inch repeat.

Circle No. 108 on product information card

Marble patterned paneling

The plastic-finished Marlite paneling line from Marsh Wall Products is expanded with a new Travertine marble reproduction. The marble pattern has a satin-stone finish and is highly resistant to heat and moisture making it ideal for bathroom and kitchen installations. The half board panels are 4 feet by 8 feet and 1/8 inch thick with harmonizing moldings also available.

Circle No. 109 on product information card

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
Circle No. 51 on product information card

Golden Anniversary vinyls

A new group of vinyl fabrics from Masland Dur-leather Co. marks the company's 50th anniversary and accentuates the versatility of vinyls. The Golden Anniversary collection includes five new patterns in various weights, in textured florals, triple printing, and embossed effects. Bar-



ok is a boldly scaled floral of expanded V-350, inspired by the brilliant linens of India and available with a stark white or slightly tinted background with gold, jasmine, melon, turquoise, brown, on standard 54-inch roll widths. Eagle, with an early Americana theme, is furnished in expanded V-350 Vinylaire, in olive, tangerine, brown, gold, and red.

Circle No. 110 on product information card

Stackable chair

A versatile stack chair from the Astro tablet chair line of Fixtures Mfg. Co. is designed for multi-purpose classrooms. The stack chair has a thermoplastic seat that molds to the body shape



for individual comfort and a folding tablet to permit students to move in and out with ease. The chair, with a 5-year guarantee, is highly resistant to knives, cigarettes, stains, weather and impact. Chairs stack 20 high and can be transported on a special dolly for ease of handling.

Circle No. 111 on product information card

Circle No. 52 on product information card

A

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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

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RUNNERS
20-yards long in 3', 4', 6' widths



Carpet-Cover is a fine investment for your customers! Carpet-Cover traps tracked-in dirt... and preserves your costly flooring materials. Reduces floor maintenance... looks good even when "loaded" with dirt. Top quality plush nylon is immersion-fused to durable vinyl backing by exclusive Crown process. Always looks beautiful and luxurious. Eliminates daily mop-ups. Needs only occasional vacuuming... spraying with a hose... or shampooing. A practical solution to long-term requirements.

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The Originator of New Ideas in Floor Coverings

Circle No. 53 on product information card

Circle No. 54 on product information card



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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.

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ELMHURST • ILLINOIS

Circle No. 55 on product information card

PRODUCTS & SERVICES

CONTINUE

Leather wall tiles

The luxurious effects of a leather wallcovering can be achieved at less expense with leather wall tiles from Leather Tile Industries. The firm's standard color line is expanded with its custom service which makes any color, finish or size available. Murals, family crests and special designs can also be planned on a custom basis. The leather tiles are ideal border materials for accentuating a fireplace or foyer in addition to their known adaptability in libraries and den.

Circle No. 112 on product information card

Scroll's new Facette collection

The new Facette collection of solid aluminum furniture introduced by Scroll is very adaptable for contract use. Designed by George Flemister



AID, the collection features trimly fluted arms and legs, along with panels and accents. The Facette collection includes a complete line of both seating and dining groupings with sectional seating and an occasional table.

Circle No. 113 on product information card

Four minute laundering for fiber glass curtains

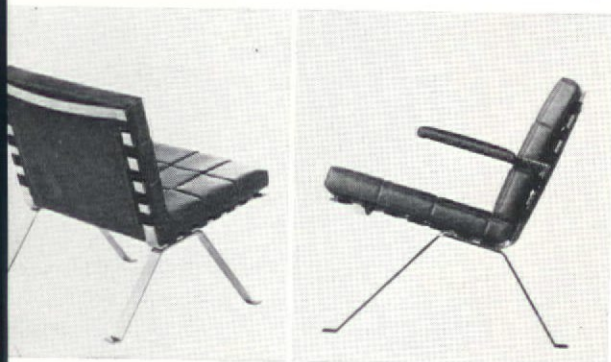
A new fabric washer has been developed jointly by the Fiber Glass Div. of Pittsburgh Plate Glass Co. and the Hoyt Mfg. Co. Called the Roll Along washer, it is expected to broaden the use of fiber glass in hospitals, hotels, motels, and other institutional and commercial buildings. The washer launders and dries fiber glass curtains and draperies in a continuous operation leaving them wrinkle free, dry, and ready for hanging. A pair of 90-inch draperies can be laundered in less than four minutes. The operation is simple and practically automatic. After a brief soak in the wash tank, sponge-covered rollers draw

abric between two rows of high pressure jets praying a specially formulated low sudsing detergent that drives the dirt out of the fabric. second row of water jets then rinses the fabric, the rollers absorbing moisture in a blotting action after which the draperies are delivered automatically to a receiving hopper. Since there is no tumbling or wringing action, the washer is ideal for washing items such as venetian blinds. Over-all dimensions are 75 inches by 30 inches, 7 inches high.

Circle No. 114 on product information card

Versatile sectional chairs by Scandix

The distinctive styling of a new sectional chair by Scandix affords flexibility in use through an easily manipulated bracket that permits a number of chairs to be ganged as needed, as well as op-

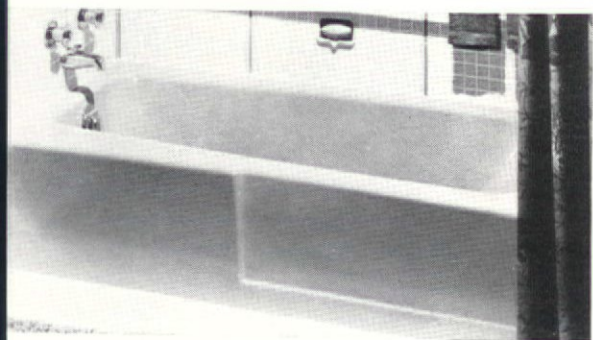


onal armrests that quickly snap in place on a m-lined spring steel frame system. Over-all depth is 26 inches, width 23 inches, height 27½ inches. Comfortable padding in the models shown is upholstered with a high-quality vinyl.

Circle No. 115 on product information card

Space-saving bath unit

4-1½ foot model of the Bildor bathtub was introduced by American-Standard for installation in limited space. The durable enameled cast iron bathtub is especially suitable for smaller remodel-



bathrooms, motel/hotel and institutional use. The modern styling and simple trim on the front panel includes a straight tile edge for faster, lower-cost installation. The Bildor unit is a full 48 inches wide with a bathing well length of 45 inches and is available in seven colors and white.

Circle No. 116 on product information card

ACME...America's most complete line of compact kitchens!



HOSTESS —
W. 24", H. 18", D. 16¼"



AUTOMATIC
"ICEMAN"
W. 14¼",
H. 25", D. 16½"



combination
ref-bar-range-sink
DEBONAIR — W. 39¼", H. 36", D. 24¾"



ROE5 — W. 48", H. 36", D. 25"



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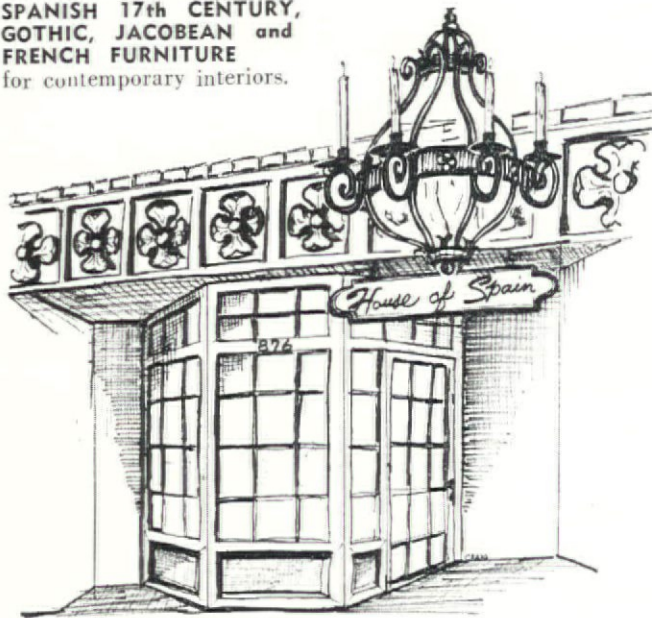
Circle No. 56 on product information card

Circle No. 57 on product information card

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BANGKOK INDUSTRIES, INC.
1545 W. Passyunk Ave., Phila., Pa. 19145

Circle No. 58 on product information card

CALENDAR

1965

- February 13-16.** Furnishings Market. Denver Merchandise Mart, Denver.
- March 5-7.** National Stationery & Office Equipment Western Convention. Portland Hilton and Memorial Coliseum, Portland, Ore.
- 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. Panel members will be Paul Bischoff of Carson Pirie Scott, Manfred Steinfeld of Shelby Williams, and Roland Jutras of Roland Wm. Jutras & Associates. For further details, write to Robert Zinkhon, Western Merchandise Mart, 1355 Market Street, San Francisco 3, Cal.
- March 22-25.** Furniture Show. War Memorial Auditorium, Boston.
- March 30-April 4.** Electronic Parts Distribution Show. New York Hilton and Americana Hotel, New York City.
- April 4-8.** Furniture Market. Jamestown, N.Y.
- April 5-10.** Spring Furniture Market. Americana Furniture Mart, Chicago.
- April 13-15.** Midwest International Hotel-Motel Show. Palmer House, Chicago.
- April 23-30.** Southern Spring Furniture Market. High Point, N.C.
- April 29-30.** NOFA-D Design Symposium. Shelton East Hotel, New York City.
- April 29-May 4.** National Office Furnishings Association, Convention and Exhibition. New York Coliseum and Americana Hotel, New York City.
- June 20-26.** Summer Furniture Market. Americana Furniture Mart, Chicago.
- October 8-17.** National Decoration & Design Show. Seventh Regiment Armory, New York City.
- November 8-11.** National Hotel & Motel Exposition. New York Coliseum, New York City.
- December 5-11.** American Hotel & Motel Association 54th Annual Convention. Miami Beach, Fla.

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Rates: \$12.00 per column-inch payable with order. No extra charge for box numbers. This section closes on the 5th of preceding month.

REPRESENTATIVES WANTED: For outstanding manufacturer of ceramic lamps, accessories, and wall surfacing. Give full details of experience, line(s) now carried, type of accounts serviced, territory and references. Write: Box A-211, CONTRACT.

CONTRACT LINES WANTED: Two experienced representatives to travel eight Midwest States. Will accept suitable furniture, lamp, carpeting, accessories and textile lines to sell through contract distributors. Write details to: Box A-212, CONTRACT.

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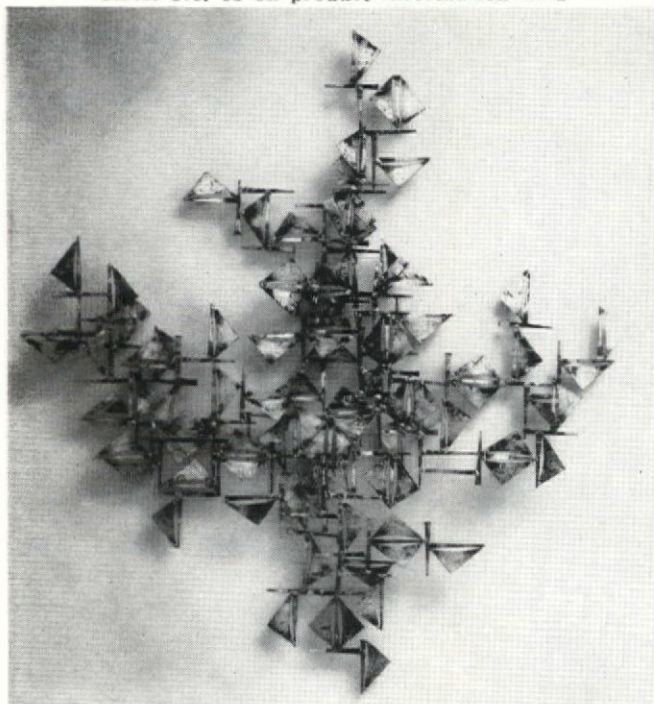
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