

CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING





Bradley T. Potts
Has A Fresh Approach
To Selling Flintkote Floor Tiles



**POTTS
 POINTS
 WITH
 PRIDE**

HOLIDAY INN Features FLEX-SLATE*

One of the many impressive installations of new FLEX-SLATE Flexachrome® Floor Tile is illustrated in this Holiday Inn of America, in Wilmington, Delaware. FLEX-SLATE's good looks, easy maintenance, and durability help give entryways, corridors, lounges and dining areas the striking, luxurious atmosphere for which Holiday Inns are famous.

**A trademark of The Flintkote Company*

You're sitting pretty with Bradley T. Potts on your side. Bold adventurer, that's our super-salesman.

You'll like Bradley's styles. He has a way with the women (with *everybody*) when he flashes his Flintkote Floor Tiles.

Bradley's secret is in the sure-footed way he goes about his business — confident of his line — of the fine quality, the top styling, and the excellent service Flintkote provides.

Now is just the right time for a fresh approach. And in floor tiles, Flintkote has it.



THE FLINTKOTE COMPANY
 30 Rockefeller Plaza, New York 20, N. Y.

Circle No. 1 on product information card

Poly Bac: millions of yards old

(and revolutionary as ever)

Remember when Poly Bac was introduced four markets ago? We called it a revolutionary tufting back.

Millions of proven yards later, we still call it a revolution. And for good reason.

Poly Bac is still unique in the advantages it offers.

For example, it is impervious to humidity. The major cause of carpet shrink and buckle.

Result: restretching is minimized.

It will not cause surface browning after shampooing or accidental wetting.

The reason? Poly Bac is woven of polypropylene yarn; does not contain oils or lignin.

And Poly Bac is mildew and odor free. Will not rot, even in below grade installations.

Non-allergenic, too.

As for insects and bacteria, they won't have anything to do with Poly Bac.

But everyone else will! So much so, Poly Bac is now being used by most major carpet mills in more than 50 carpet lines.



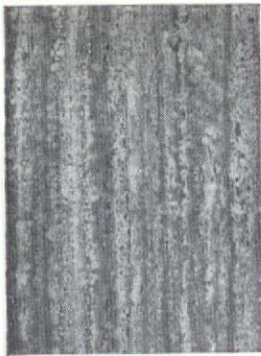
So if you're in the market for backing—think about Poly Bac.

You'll be getting the backing of a millionaire.

Patchogue Plymouth Co.

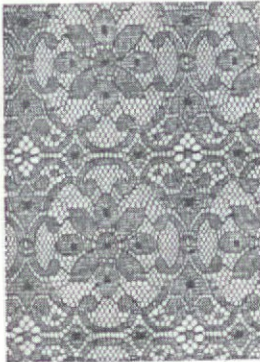
295 Fifth Avenue, New York 16, N. Y.

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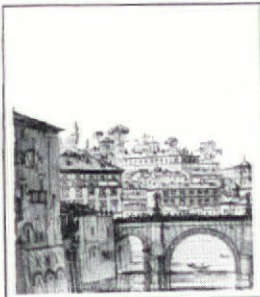
MARBLE PATTERNS

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



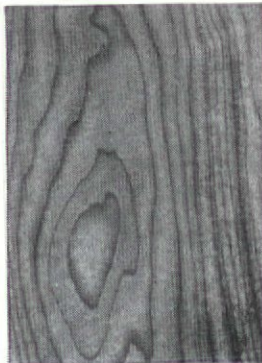
DECORATOR PATTERNS

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



MARLITE MURALS

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



TRENDWOOD FINISHES

including Colonial Maple and Provincial Walnut for distinctive interiors.



6529

New Marlite Decorator Paneling

Beautiful decorating ideas come easy with Marlite!

Now more than ever, Marlite plastic-finished paneling offers infinite decorating possibilities to help your customers 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.

Unique decorator patterns, rich marbles, authentic Trendwood® reproductions, bold

new designer colors, and striking new Marlite Murals make this soilproof paneling at home in any decor.

And wash-and-wear Marlite resists heat, moisture, stains and dents. It's easily installed over old or new walls, never needs painting or further protection. Marlite stays like new for years with an occasional damp cloth wiping.

Get details on Marlite Decorator Paneling from your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 879, Dover, Ohio.

Marlite®
plastic-finished paneling

ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

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CONTRACT



The Cover

Light interpenetrates the Scripps Howard offices in the Pan Am Building, New York City, designed by Marvin Affrime of Space Design Group. See story on page 40.

CONTRACT

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

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COMING IN CONTRACT

SEPTEMBER—Landmark Issue #2, Chicago Rebirth—the second in CONTRACT's series of super-developments in the commercial/institutional field. This exclusive report will present the Comprehensive Plan for the Chicago downtown area, including the creation and redevelopment of more than a score of buildings—offices, hotels, colleges, clinics, banks, and a major civic center—altogether, millions of square feet of contract space, involving hundreds of millions of dollars in furnishing and planning costs.

OCTOBER—National Hotel Exposition, N.Y.: product and idea review of convention, including Room of Tomorrow, Designs For Dining and exhibits of furniture-furnishings for commercial/institutional applications. Restaurant review.

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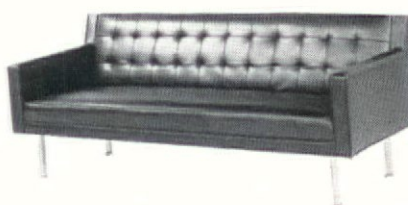
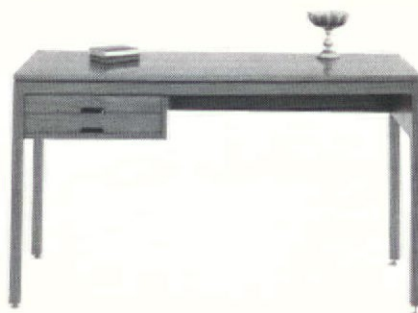
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Company _____

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

Of course it's Fiberesin
Guaranteed SOLID PLASTIC TOPS AND PANELS

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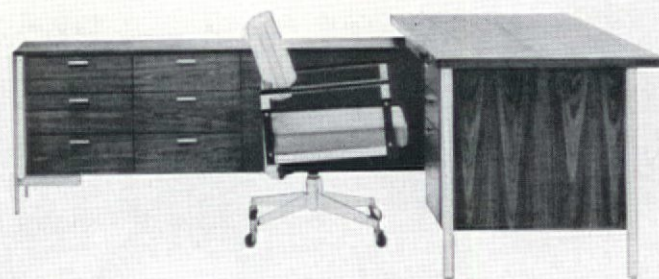
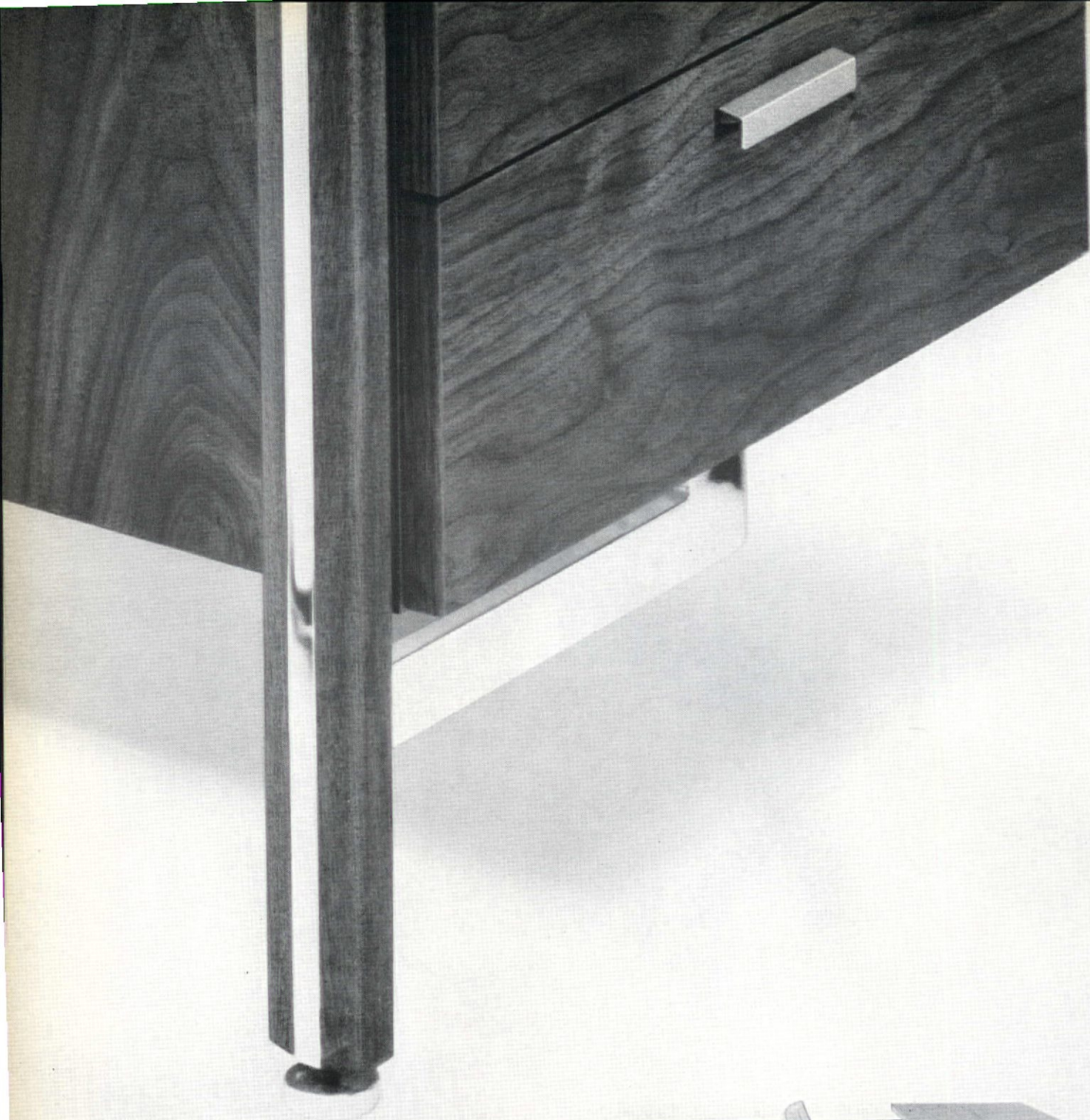
Fiberesin Grade 62-P meets or exceeds all pertinent commercial standards for melamine high pressure decorative laminates. Fiberesin meets all specifications and requirements of Federal Specification L-T-0041c (GSA-FSS) Type III.

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in contract furniture —
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Panel sizes up to 48" x 96" maximum and from 3/16" to 1/2" thicknesses. Wide choice of wood grains, patterns and colors.

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Elegant detailing
Infinite flexibility

Leg systems in polished metal or fine woods laminated to metal. Cantilevered design expresses a new concept of fine executive furniture. Companion chairs.

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If you go by initial cost alone get innersprings but—

If you figure mattress costs
by the year—be sure
your mattresses
are made of
B.F. Goodrich
Texfoam[®]



A Texfoam mattress core is genuine latex foam. Consequently, no mattress made is more trouble-free than a mattress made with Texfoam.

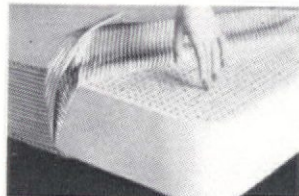
It won't sag, lump, or break down—won't lose its shape. The quality is guaranteed—in writing—and the compression is always exactly as ordered (medium, firm and extra firm). Texfoam is odorless, non-allergenic and bacteria can't live in it.

Texfoam mattress cores never need

turning and are easy to make up. There's less to lift, yet they hold the bedcovers neatly. They move easily from room to room, whenever required. You can bend

a Texfoam mattress around any corner. What's more, every night, millions of sleepers find them superbly comfortable.

For specifications or more information, write: The B.F. Goodrich Co., CPMD, 277 Park Ave., New York, N.Y. 10017. Or call New York—922-5100.



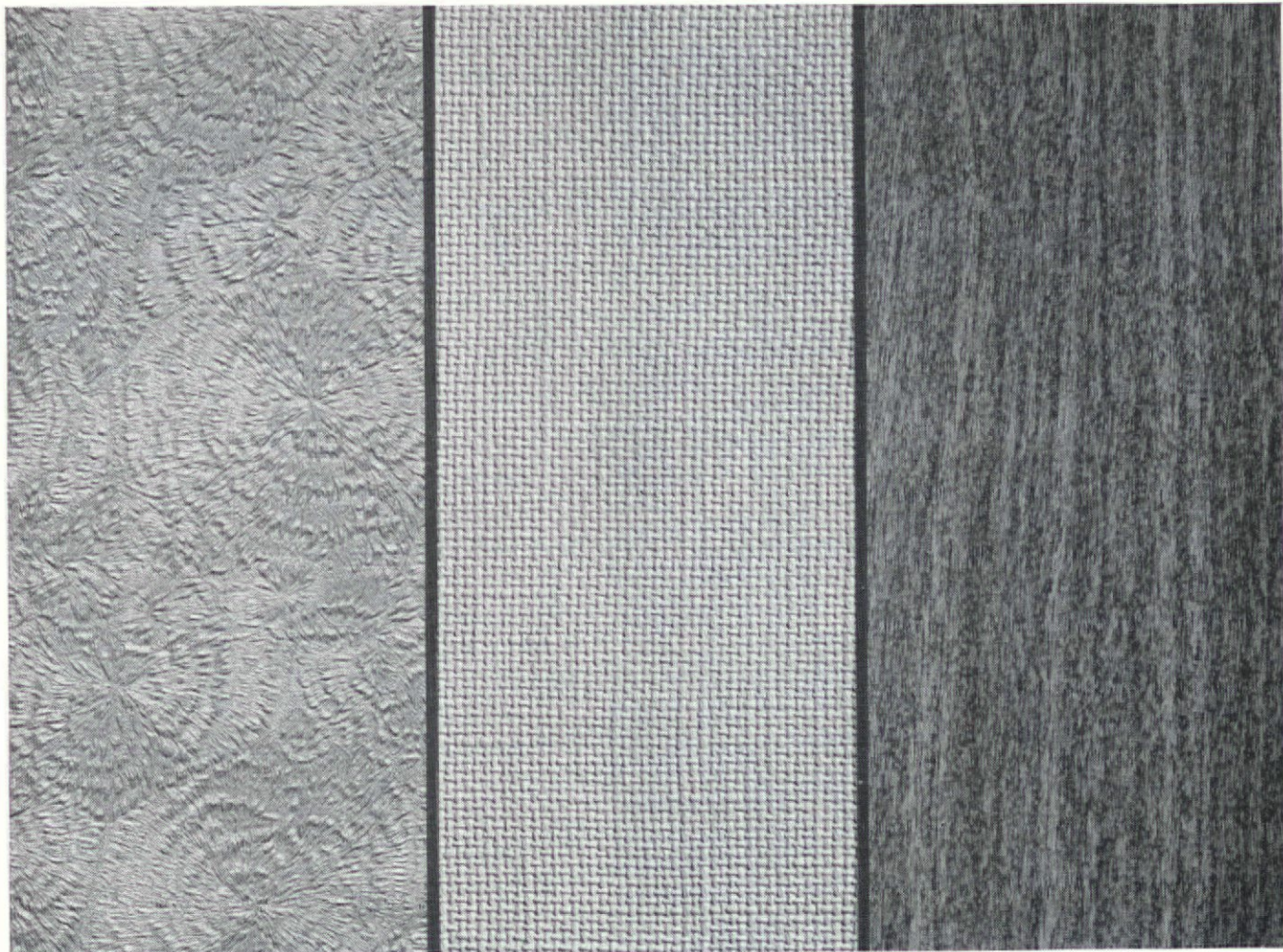
Consumer Products Marketing Division

Household products • Furniture products • Home furnishing products • Drug sundries

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Circle No. 6 on product information card

We don't design, construct, decorate hotels
motels, houses, institutions, etc. We make



CASCADE

FLAX

WOODMERE

vinyl wallcovering.

With so much flair and so much care that you
can design, construct, decorate hotels, motels,
houses, institutions, etc.—magnificently.



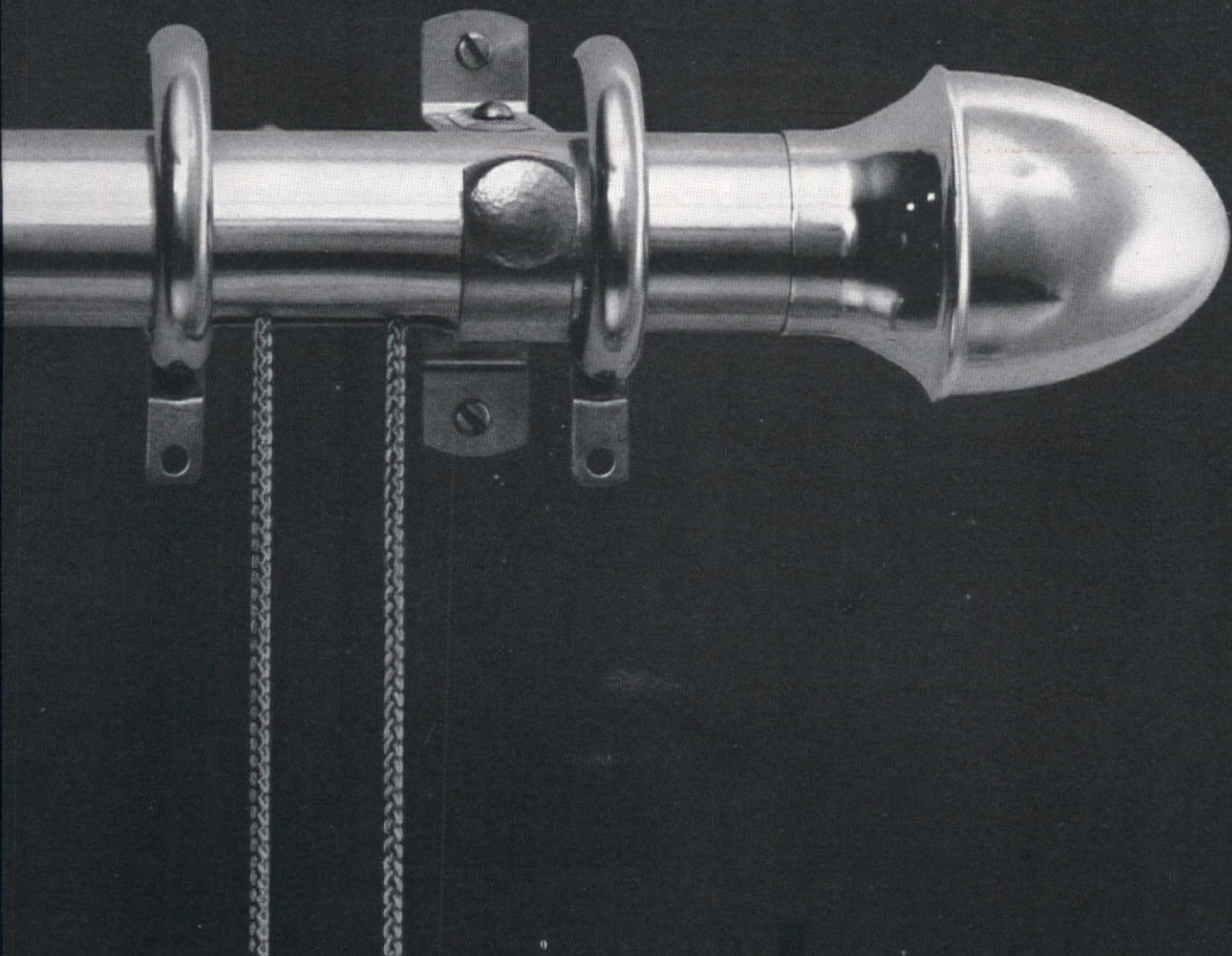
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WHERE BEAUTY IS MATERIAL

The Masland Duraleather Company, Philadelphia 19134

Now! See these patterns in color. Tear out this ad, send it to us, and we'll forward complete color swatch lines

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*A Kirsch rod
has a lot more to do
than just look pretty.*

It has inner beauty as well as the outer kind. ☞ There's its easy operation, for one thing. A light pull on the cord and draperies glide open. Another pull and they're shut. No hesitating. No temperament. Just fast, good natured response. (Ball bearing pulleys are the reason. They do all the work.) ☞ Then there's the alumigold finish which never dulls or fades. And pull cords which can take daily use and abuse through the years. ☞ Yet for all its practical nature, a Kirsch rod is a versatile beauty. Use it with rococo decors. Or traditional. Or contemporary. It looks at home anywhere. And there are many more rod styles and types to match your special needs (including Architrac® drapery hardware, our extruded aluminum line for commercial use).

☞ Find out for yourself why there's more to a Kirsch rod than meets the eye. Why not soon?

Kirsch
DRAPERY HARDWARE

THE ARCHITECTURAL SERIES

The Architectural Series of John Savoy Furniture is a high style group of architectural seating which includes Lounge, Executive, Jr. Executive, Modular and Sofa units designed by Sheldon Keidan of Designers Fore Ltd.

Interiors are superbly constructed of choice hardwoods, with the exposed portions in walnut. Bar-stock steel bases are fully welded, in satin or polished chrome finishes.

Can be specified with a combination walnut and steel base with matching walnut arms. Available in a new line of decorator fabrics or material furnished.



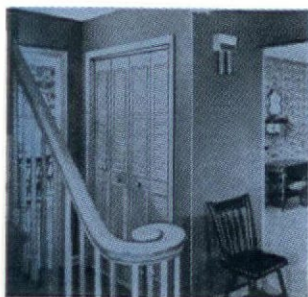
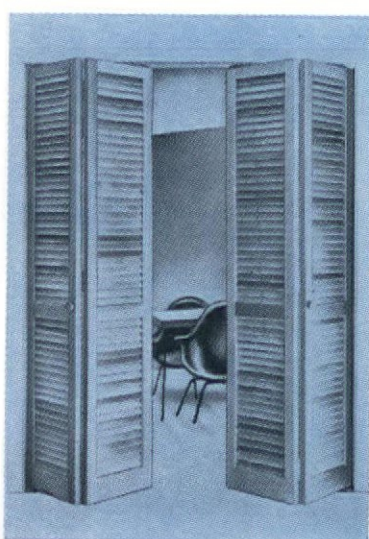
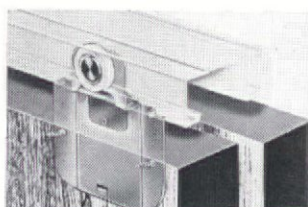
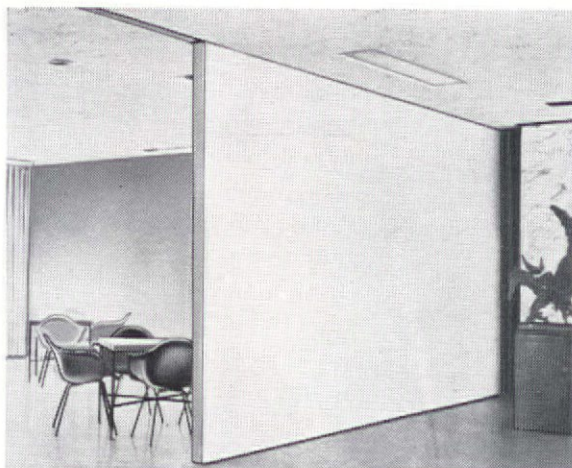
**john savoy
furniture co.**

Montoursville, Pa. (717) 368-2424

Inquiries also invited from
qualified dealers and representatives.



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For tall, short, skinny,
fat, solid, hollow,
heavy, light, wide
and narrow doors

(or what have you)

In closets, walls, cabi-
nets, dividers, storage
areas, between rooms,
store fixtures, wardrobes

(or where have you)

Grant Sliding Hardware

Write for complete information.

GRANT PULLEY & HARDWARE CORPORATION ■ EASTERN DIVISION / 181 High Street, West Nyack, N. Y. ■ WESTERN DIVISION / 944 Long Beach Ave., Los Angeles 21, Calif.
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beauty is our trademark / durability our trademark

The Meadowbrook Country Club, Dayton, Ohio displays excellent decor taste . . . superb carpeting choice. Thanks to the luxurious Hardwick all wool carpeting installed by Barrar Floor Covering.

This all wool wilton weave, sprinkled with a smart speckled pattern, is a sample of our imaginative carpeting craftsmanship. And the use of Hardwick carpeting on the steps and in the lobby demonstrates this quality's peerless resistance to heavy traffic.

How about direct benefits for you? Hardwick offers

them in dollars and cents — in savings of time. Because we're a compact mill we're flexible enough to give you your choice of the contract carpeting you want when you need it. There's no waiting. And through compactness we maintain streamlined operations. So you get a better edge on price.

Some carpet mills just talk about the benefits they offer you. At Hardwick we leave the boasting to our customers. We're too busy coming up with new benefits for them to brag about.

HARDWICK



CARPETS

Send \$1.00 for Hardwick's new "Carpet Selector" . . . In Hardwick's "Selector" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities to help you demonstrate carpeting dramatically, professionally and effectively.



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Chicago • Dallas • Detroit • New York • San Francisco • Los Angeles

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Gentlemen: Please send me your new "Carpet Selector" . . . the contract carpet guide prepared as a Hardwick professional service. Find \$1.00 enclosed.

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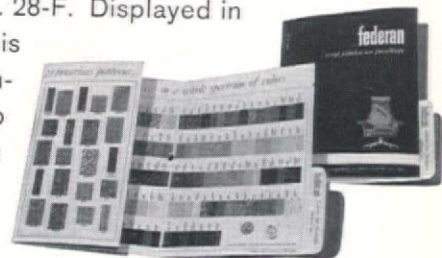
idea book

Breathtaking collection of vinyl fabrics in rich patterns and vibrant colors . . . a basic reference for interior designers, designer-decorators and the design staffs of America's foremost furniture makers.

It's Airco's sample book. See it at the distributors listed below.

For easy reference, swatches of all the patterns and colors shown in the Sample Book are included in Airco's new "Federan Vinyl

Fabrics for Furniture" file card AIA No. 28-F. Displayed in this one handy, carry-it-with-you folder is the widest selection of colors in the industry . . . over 200 color swatches to choose from. For a copy, call or write the distributors listed below or Airco Plastics Products, a division of Air Reduction Company, Inc., 350 Fifth Avenue, New York, N. Y. 10001. 212 MU 2-6700



*Airco's trademark for its alkene upholstery product



AIRCO PLASTICS
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What's
San Francisco
got besides
cable cars
and hills
and bridges
and food
and wine
and fog?

A place where you shop (with the aid of our Contract Consultant, if you wish), in carpeted, air-conditioned comfort, on 11 floors—all under one roof—in 600 showrooms of furniture, floor coverings, lamps, wall decor, sleep equipment, built-in appliances, housewares, china, glass, and decorative accessories from around the world:

The Western Merchandise Mart

1355 Market Street, San Francisco, California

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D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- FTC qualifies mill designation
- Buying on Capitol Hill continues
- Housefurnishing industry ships \$699 million in '63
- GSA latest invitations

Do you have something new you'd like to sell to the Federal government? Or something old, for that matter, tried, true, and worth considering by its procurement officers for their ever-present, usually-certain needs in contract furniture and furnishings? Then a newly revised publication that has just been issued may be one of your best investments in harvesting volume from Uncle Sam.

The Small Business Administration has brought up-to-date its useful listing, "U.S. Government Purchasing and Sales Directory." This includes needs of both military and civilian agencies. While it is intended for the small businessman, it is just as useful for the larger firm.

The directory also includes information on obtaining specifications, and on getting help from SBA. For a copy write Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. The price is 70 cents.

More Federal building coming

With additional construction, there will be additional demands on you for new furniture—no matter how stern the current Federal directive on using the old a bit longer. General Services Administration will get better than \$125 million for new construction in the fiscal year that is now underway. The House originally approved only \$106 million, but the Senate came back with \$176 million, as they went for a compromise. More than \$42 million is for Chicago. As an example of what's involved, GSA has just awarded a \$22.3 million contract for construction of the Housing and Home Finance Agency office building, here in Washington.

Congressional furniture

The Rayburn House Office Building splurge is about over. Of its total cost, give or add a few million, of \$122 million, \$3.5 million has gone for

furniture and furnishings.

Compared to that, other Capitol Hill requirements are small. The House of Representatives has approved \$140,000 for fiscal year 1966, for furniture, instead of the \$340,000 requested. The Senate has approved the requested \$31,000.

FTC defines textile "mill"

Federal Trade Commission's guide for avoiding deceptive use of the word "mill" in the textile industry becomes effective Sept. 16. The general rule will be that "mill" should not be used in the business name unless the firm actually owns and operates or controls the facility in which all textile materials sold under that name are produced.

Contracting to have milling operations done by others will not qualify for the use of the term "mill." Even if a jobber takes the entire output of a mill he is not a "mill."

Under some exceptional circumstances FTC may permit a nonmanufacturer to use the word in its tradename, with a disclaimer that it is not a mill. This will apply only if the firm's name is a valuable business asset and its loss would cause much hardship, and the disclaimer eliminates all possibility of deception.

Housefurnishings industry report

Manufacturers in the housefurnishings industry shipped products in 1963 valued at \$699 million, 13 percent over 1958, according to the latest Census of Manufactures. The industry includes bedspreads and bed sets, sheets and pillowcases, towels and washcloths, shower bath curtains, tablecloths, etc.

Procurement potential continues for you

The industry's largest customer—the United States government—keeps on showing evidence that it means to maintain that position. It regularly is in the market for contract industry products. Here are some of the latest invitations. They are closed for further bids, now, but they can give you a fair notion of what you—or your competitor—might be able to supply:

General Services Administration, Washington—Bedroom wood household furniture, 1,650 each. Upholstered wood household furniture, 518 each. Composite metal and wood household furniture, 2,684 each. Composite metal and wood bedroom furniture, with laminated plastic finish, 1,123 each. Danish modern living room furniture, 297 each. Ranch style living room and bedroom wood furniture, 2,009 each. Metal reception room furniture, 34 each. Cabinets, chairs, desks, tables, bookcases, folding chairs, mirrors, wardrobes, indefinite quantity, Jan. 1, 1966 through Dec. 31, 1966. Floor lamps, 293 each. Furnishing and installing venetian blinds at Natural History Museum. Diningroom wood furniture, 1,719 each. Upholstered wood furniture, 553 each. Ranch style living room wood furniture, 887 each. Rugs, 60 each; 643 each.

GSA, San Francisco—Metal bed dolly, adjustable. Library furniture.

(Continued on page 16)



*beauty
mark
of fine
lighting*



The variety of superb functional and decorative lighting fixtures we can custom-style to your specific needs or individual designs is limitless! Above is a striking example of Champion's flair for originality!

Champion Manufacturing Co., Inc.
450 West 28th St., Hialeah, Florida

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some
chairs
just
fill
space...

TRI-
PAR

chairs
do it
beautifully!



Model 2584

Matching Side Chair
Available, Model 2580

Send for Current
Catalog on Complete
Metal and Wood Line of
Chairs and Stools

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OUR WASHINGTON REPORT

CONTINUED FROM P. 15

GSA, New York—Laboratory furniture, classroom furniture, kitchen cabinets and steel shelving.

Post Office Department, Washington—Wood lobby desks covered with plastic laminate, 640 each.

Defense General Supply Center, Richmond—Desk lights, 1,350 each.

GSA, Seattle—Cafeteria furniture. School wall furniture.

Military Academy, West Point, N.Y.—Wall-hung bookshelf unit, 442 each.

National Institutes of Health, Bethesda—Solarium furniture, 232 pieces.

GSA, Denver—Cocoa floor mats, 624 each. 3-seat upholstered metal gang chairs, 27 sections. Folding chairs and tables.

Fort Rucker, Ala.—Hospital waiting room furniture.

Air Force Academy, Colorado—Curtains.

GSA, San Francisco—Desk, table and floor lamps.

Fort Knox, Ky.—Slipcovers for upholstered chairs and sofas.

Veterans Administration Center, Biloxi, Miss.—auditorium chairs.

Award announcements

Federal procurement can run into sizeable contracts, some of the companies that have continued getting awards over the years can tell you. Many of the awards go to the same firms year after year. But there's no magic sesame they use—they go after the contracts, with the right prices, and get them. Here are some recent awards, indicating either the value of a single contract, or denoting a term contract for an indefinite quantity:

General Services Administration, Washington:

Executive type office furniture, indefinite quantity, Sept. 1 through Aug. 31, 1966—Lycoming Furniture Industries, Williamsport, Pa.; W.D. Campbell Co., Washington; Gould Equipment Co., New York; Standard Furniture Co., Herkimer, N.Y.

Office machine stands, 2676 each, \$63,542—Hillside Metal Products, Inc., Newark. 1805 each, \$32,084—Dowcraft Corp., Jamestown, N.Y.

Enameled aluminum furniture, 789 each, \$51,217—Baker Mfg. Co., Pineville, La.

Household furniture, 476 each, \$236,066—Joerns Furniture Co., Stevens Point, Wis.

Composite metal and wood furniture for quarters, 540 each, \$31,843—Chromcraft Corp., St. Louis, Mo.

Wood-frame laminated plastic-surfaced furniture, 1,216 each, \$72,747—Furniture Industries, Inc., North Miami, Fla.

Rubber floormats, July 1 through June 30, 1965, indefinite quantity—Boyd Mat Mfg. Co., Villa Park, Ill.

Carpeting, indefinite quantity, additional award—Bigelow-Sanford, Inc., New York City.

Classroom furniture, June 1 through May 31, 1966, indefinite quantity—Herman Miller, Inc., Zeeland, Mich., Arlington Seating Co., Antioch, Ill. (C)

Circle No. 17 on product information card →



ALBINSON STACKING CHAIR

Knoll's new stacker is a lightweight, but it solves big, tough seating problems: one chair weighs less than 10 pounds, two chairs gang together and stack, and a pile of 20 moves easily on a lightweight dolly. Don Albinson designed them of injection-molded plastic and die-cast aluminum, engineered for commercial and institutional needs. Available in 5 integral colors.

May we send you a brochure?

KNOLL ASSOCIATES, INC., 320 PARK AVENUE, NEW YORK 10022

LETTERS

Comments on Education continue

Dear Sir: I would like to take this moment to congratulate you most heartily on your April issue and your article on designer education.

In the early part of January, Mr. Lerner was on a seminar panel with me at the Merchandise Mart, wherein we discussed briefly the educational problems in the interior design field.

There is no doubt in my mind that he hit most of the nails right on the head in his straightforward and suc-

cinct article on how the student designer should be trained for contract work. It is only with much probing and talk that we will upgrade and bring up to date the rather sad state of affairs in the educational field of interior design. And, when we raise the educational standards, as Mr. Lerner points out, we will raise the image of the professional interior designer.

Again, congratulations on your leadership.

RICHARD KRAMER, President
Integrated Design Associates, Inc.
Beverly Hills, Calif.

Dear Sir: Congratulations to CONTRACT for a most illuminating and enlightening series of articles on the conditions

surrounding the formal education of interior designers.

I was so stimulated by the article that an immediate contact was made with the University of Washington's design school, and we have made a position available on our staff for a student to combine the practical aspects of a contract interior design firm operation with his studies in the field.

Much is to be said about the model design school curriculum and we all will be extremely interested in the IDEC recommendations.

J. WM. KEITHAN, PRESIDENT
Western Service & Supply Co.
Seattle, Wash.

Dear Sir: I read with great interest the study on Designer Education in your April issue and the reply by Marvin Affrime in the June issue, together with your report on the IDEC meeting.

ALEXANDER F. STYNE, AID, IDSA
Chairman, Subcommittee on Curricula
National Committee on Education
American Institution of Interior Designers
Coral Gables, Fla.

Dear Sir: I have read with great interest and enthusiasm the articles on designer education written by your editorial contributors Lawrence Lerner and John Anderson. Both articles are highly constructive and revealing. For five years I served as chairman of the education committee for the San Francisco Chapter of the American Institute of Interior Designers, and I am therefore conversant with the limitations of students planning to enter the interior design field.

It may be of interest to you that for several years this AID chapter offered money awards for student projects. During this past year, however, a new program has been developed which has brought most enthusiastic response from students. One part of the program is to have two qualified practicing members of AID lecture to interior design classes early in the semester, and once again toward the close of the semester. The second part of the program is to select two senior students from each college and arrange to have them work equal to one day a week for a practicing interior designer.

FRANCES MILHAILOFF, AID
San Francisco

Dear Sir: I have been receiving your magazine regularly and enjoy reading it.

MAURICE E. LIBSON
Designers for Business & Industry
New Haven, Conn.

To Go Where The Client Is



The contract market has always emphasized functionalism . . . today there's further qualification . . . "live, warm" functionalism. Designs by Milo Baughman, executed by TCI with strong constructions, upholstery refinements and superior workmanship, surpass all qualification. View a showroom sample of TCI's extensive and comprehensive collection . . . soon!



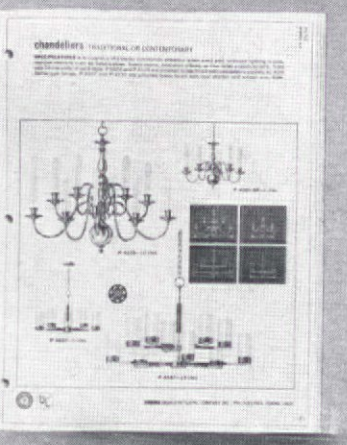
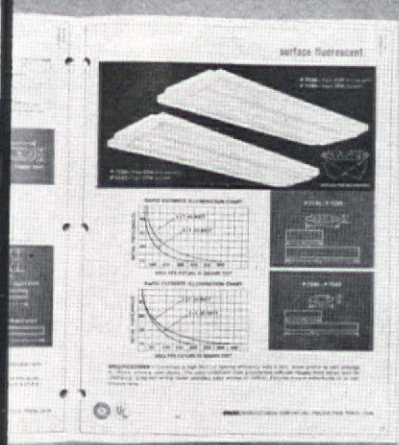
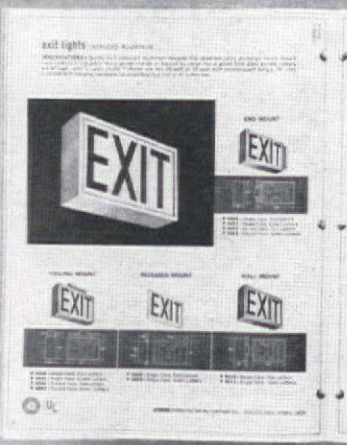
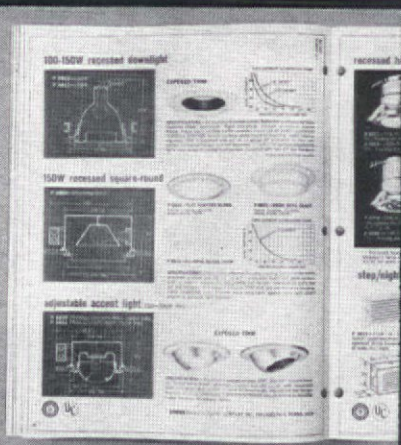
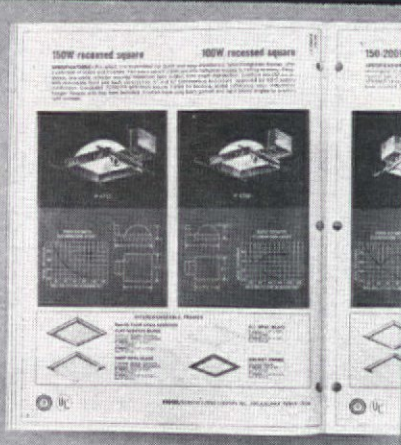
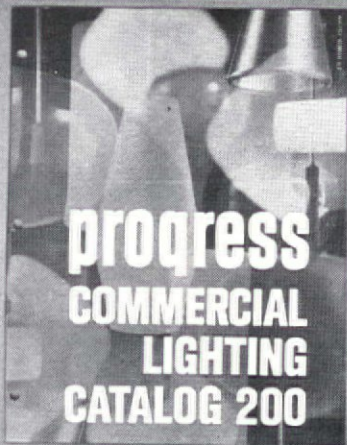
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INSTITUTIONAL
High Point, North Carolina

Showrooms: High Point Dallas Chicago
San Francisco Los Angeles

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All the lighting fixtures you'd ever require for light commercial work . . . all in a single easy-to-handle portfolio: the Progress Commercial Lighting Catalog 200. Recessed fixtures, exit lights, chandeliers, pendants, surface fluorescents . . . selections from every pertinent Progress category—plus some very special new ones. Included are exact dimensions and convenient Rapid Estimate Illumination Charts. Enough information to start preliminary planning even before contacting a Progress distributor. These light commercial fixtures and facts are right to the point. All are backed by America's leading lighting fixture manufacturer. As for prices—they're the kind only a company as big as Progress could offer. For details and a sample copy of the Catalog 200, see your Progress distributor, or write: PROGRESS MANUFACTURING COMPANY, INC., Philadelphia, Pa. 19134.

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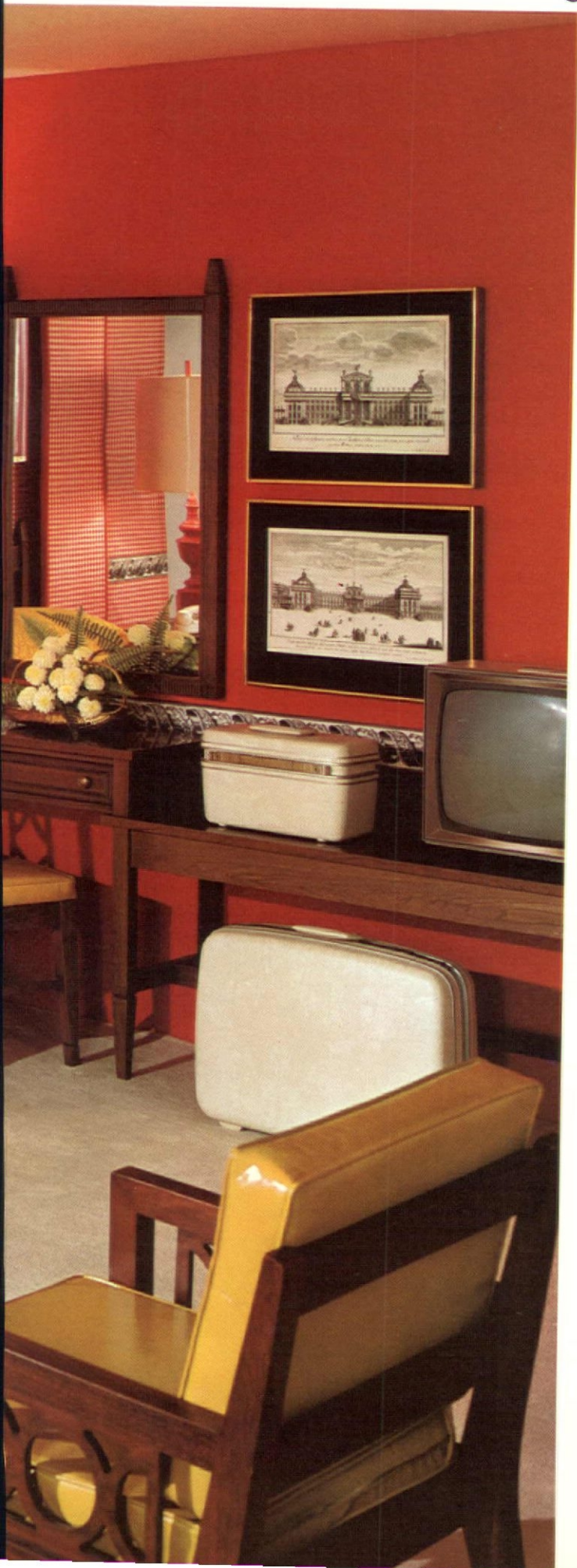


Circle No. 19 on product information card

TURINO...One of



four new lines from Simmons



Rome wasn't built in a day ... neither was Turino!

This is painstakingly constructed Italian Provincial, finished in dark fruitwood. It's distressed to give it an elegant warmth, designed to give you years of service. With a dozen pieces to choose from in Turino and other Simmons lines, it's easy to select the furniture that fits your room layouts best.

All drawers are handfitted, with dovetail joints and center drawer guides. The tops of all case goods are 7/8" thick and are built of lumbercore or other selected plywoods having a minimum of five plies. All tops and edgbanding are surfaced with high pressure Melamine.

Most important, Turino's 100% Simmons! Simmons Value you get through competitive pricing without material and production shortcuts. Simmons Reputation backed by 40 years of honesty, quality and experience in institutional furnishings. Simmons Design Concepts that show how inherent good taste and practicality are compatible and desirable. Simmons Delivery policies that insure expedited shipment to meet your schedule.

And when you're doing business with Simmons, you're being helped by the only people in this industry capable of supplying a complete package of hotel-motel furniture including bedding, bed frames, chairs, sofas and dual-purpose equipment.

Frankly, if you have any reason for not buying Simmons, we'd like to hear about it. And remember, if financing is important to you, we offer the CFA Plan, and our own American Acceptance Program and our extended Terms Plan and Leasing Programs.

One more thing, we've got an incredibly handsome brochure showing all six lines of Simmons guest room furniture. Send in this coupon and we'll rush one to you by return mail.

Simmons Company
Contract Division
Merchandise Mart
Chicago, Illinois 60654

EFG

Gentlemen: Please send me your new 8-page catalog of guest room furniture.

Name: _____ Title: _____

Name of hotel, motel or company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Please have a representative call



SIMMONS

CONTRACT DIVISION • MERCHANDISE MART • CHICAGO 54, ILLINOIS

If you're a carpet expert... you may not need Alexander Smith!



The number of check-ins who'll cross the hotel lobby—but which carpet minimizes traffic lanes?

If you're prepared with all the answers on carpet, just call your Alexander Smith contract dealer and arrange a delivery date.

But if you need expert assistance before you specify, you'll find your Alexander Smith man ready and helpful, too. He can recommend:

- Carpets so rugged, country clubs find golf spikes

You'll have worked out all the facts:



The carpet color to suit the Club Committee's taste—but can the golfers "spike" it; dig divots in it?

The cleanliness a nursing home must maintain—but what about the cheerful, home-like atmosphere it needs?



won't mar their handsome good looks.

- Beautiful carpets so practical, hospitals and hotels use it in their heaviest traffic areas.

Alexander Smith makes every kind of carpet in all fibers and weaves... so we can recommend the carpet that's right for **your** job! It all makes being a carpet expert simple—for you.

Alexander Smith 
CARPETS AND CUSHIONS
295 FIFTH AVENUE, NEW YORK, NEW YORK 10016

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Also
available
in
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interior doors
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laminated plastic

Interior doors clad with FORMICA laminate are now being installed in your community in solid colors, woodgrains, and special designs. These doors are precision made, clean of line, prepared for hardware, install in 20 minutes, require no refinishing, and last the life of the installation.

Authorized manufacturers of FORMICA laminate clad doors are located reasonably close to every building site. They will be pleased to serve you . . . with samples, details, estimates.

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| Arizona . . . Glen-Mar Door Mfg. Co., Phoenix | Michigan . . . Wilburn Co., Grand Rapids |
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| Colorado Butler Fixture & Mfg. Co., Denver | New Jersey . . . General Laminators, Weehawken |
| Florida . . . Oleson Industries, Tampa | New York . . . James A. Hagerty, White Plains |
| Georgia . . . Murphy & Orr Co., Forest Park | Jamestown Veneer, Jamestown |
| Iowa . . . Van-Top, Inc., Holstein | Ohio Pease Woodwork Co., Hamilton |
| Kentucky Anderson Woodworking Co., Louisville | Pennsylvania National Wood Products Co., Cheswick |
| Louisiana Bernard Lumber Co., Inc., New Orleans | Oxford Plastic Products Co., Oxford |
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| | Texas Hawn Sash & Door Co., Corpus Christi |

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Formica Corporation • Cincinnati, Ohio 45232 • subsidiary of



CONTRACT BUSINESS: NOTES & COMMENTS

Lighting Exposition draws 25,000 at N.Y. Coliseum

The 5th National Lighting Exposition conducted at the N.Y. Coliseum, June 6-9, gave more than 25,000 lighting manufacturers, specifiers, distributors and others, an opportunity to see some of the newest developments in lamps and lighting at close range.

The World Lighting Forum held in conjunction with the exposition featured a series of six panel discussions in which speakers from all areas of the lighting industry reviewed phases from light sources, school and institutional, street and highway and outdoor, through office and store lighting. A newsworthy note of the light sources session was the introduction of a new Super-Hi output mercury lamp by Westinghouse which offers a new white light with greatly improved color rendition. The new lamp eliminates the unflattering green tones which are characteristic of mercury or fluorescent lamps and gives a more favorable reproduction of reds.

Co-panelists Virginia Skinner and Rose Coakley, who represented the industry's design and functional view, crossed swords with Ward Bennett, an independent interior designer, on the subject of residential lighting. After a slide presentation of about 50 lighting installations by the lady panelists, Bennett commented that he disagreed with most of what he saw. One of his verbal targets was directed against overhead lights and systems which he felt were generally unflattering to people. Said Bennett, "Americans are inclined to be over-lit and should be encouraged to down light and make more use of the light sources provided by nature."

In commenting on department store and display lighting, independent lighting consultant and designer Sylvan Schemitz stressed the role that lighting can play in store merchandising. Lighting, said Schemitz, should guide the customer from the highway through a well-lit entrance and signs, through the store with light troughs over elevator and escalator wells, directing traffic flow as well as leading customers to in-store displays and specialty areas. Schemitz deplored the busy ceilings so frequently cluttered with rows of fluorescent light fixtures that distract from the merchandise and do little to actually enhance and sell it. By a mixture of source, he stated that the desirability of merchandise

can be heightened, by emphasizing its form, color and texture, and, ultimately, its saleability.

Furnishings conference in S.F.

The All-Industry Home Furnishings Conference, held August 1-4 in San Francisco, was highlighted by two informative presentations which outlined stages that the retailer and manufacturer should be prepared to market and merchandise. Presentations were made by designer Richard Himmel, AID, and decorating consultant Ruth Lee. Himmel, concentrating on department and furniture stores, presented vignettes that illustrated six key buying periods, all done with current store merchandise and aimed to point up the growing trends in the industry. Mrs. Lee profiled eight buying ages and stages, from the teens to first home owners, through the new weekend home buyer, stressing avoidance of cliches of decorating in meeting these markets. The Conference, sponsored by the National Retail Furniture Association and the Western Merchandise Mart, attracted more than 600 persons, including representatives of suppliers, manufacturers, furniture and department stores, and executives from such nationally known firms as Burlington Industries, Chemstrand, Mohasco, Formica, and U.S. Steel.

Trade fair set for Bangkok

Opportunities for U.S. products in the foreign market are growing more and more numerous, according to the Bureau of International Commerce. Most recent listing is a trade fair in Bangkok, Thailand, which represents "a \$10 million market for contract furnishings, builders' hardware and institutional catering equipment." The fair will take place in Bangkok from September 29 to October 15. For detailed information and receipt of its bulletin, write the Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230.

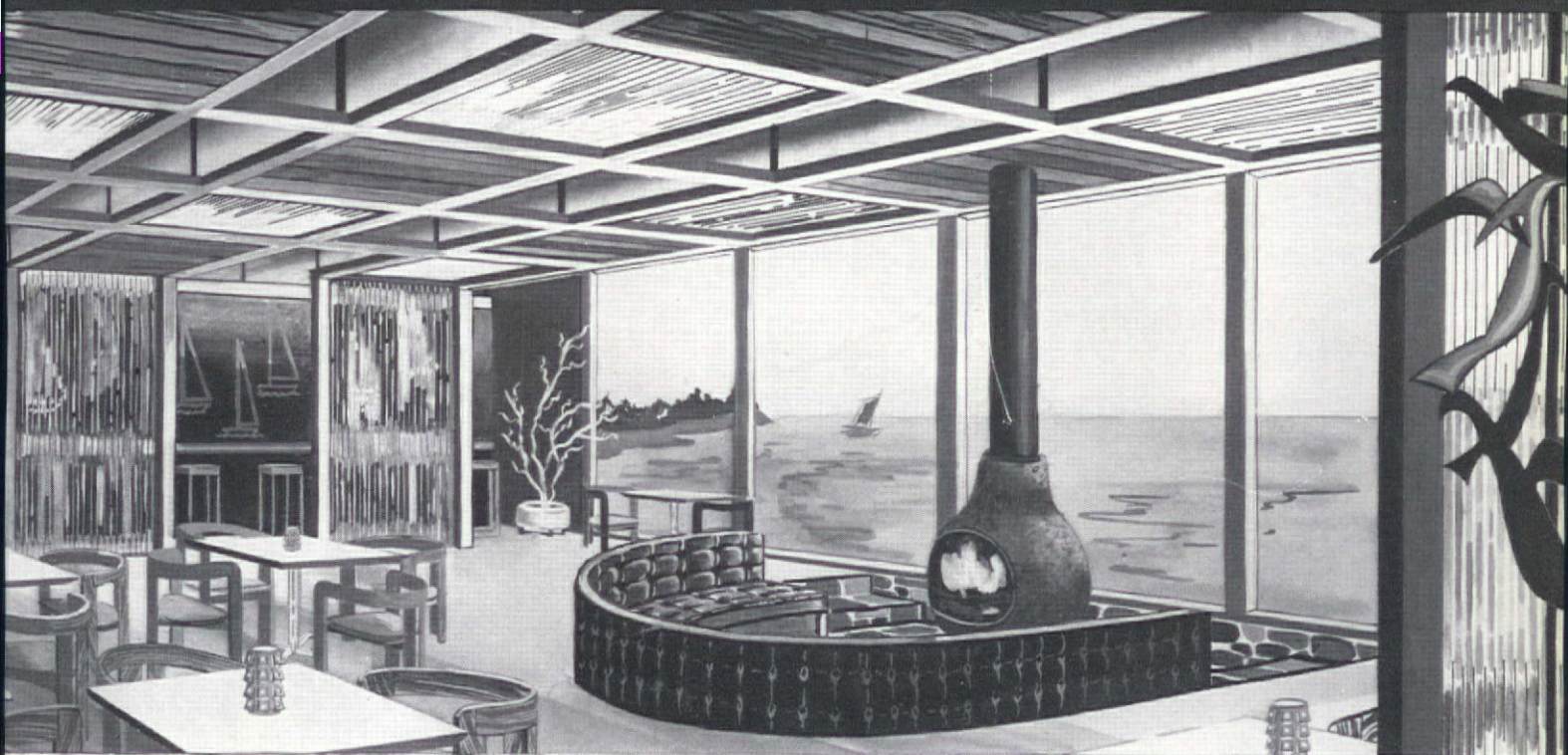
Carpet in schools

The cost of maintaining carpeted floors in school buildings as against hard-surface flooring is still up in the air, according to Oliver A. Wyman, director of marketing services for Commercial Carpet Corp. Speaking at a seminar for New York State School Business Managers, Wyman pointed out that the studies published in this field

have all come to different conclusions. The reason, he said, is that there is no one standard of maintenance and there are diverse criteria for good floor appearance. Wyman recommended that school managers should ignore the published studies and base their decision on floor treatment on the manpower available to them and the level of floor appearance desired. He went on to advise the business managers to "ask the man who owns one—check actual carpet installations in other schools, as well as installations with other types of materials."

New assignments . . .

Integrated Design Associates, Beverly Hills specialist in planning and design for hotels and restaurants, has been retained by the Del E. Webb Corp. to create two specialty restaurants for the Sahara-Tahoe Hotel on Lake Tahoe—the House of Lords, a gourmet dinery in Tudor English, and a chicken specialty restaurant in Alpine Swiss chalet style. Integrated has designed 400 rooms for the Sahara-Tahoe, as well as food facilities for its casino. . . . Planned Office Interiors Corp., headed by Howard Aaron and Charles Winecoff, are nearing completion on the design of executive offices of Brown Co., occupying the entire 45th floor (20,000 square feet) in the recently completed Chemical Bank New York Trust Co. tower in New York City. Because Brown Co. is a producer of wood pulp and wood products, the designers used wood extensively, even to random plank on the ceiling. . . . Wells M. Squier Associates, Lauderdale-by-the-Sea, Florida, is designing the entire street level, approximately 460,000 square feet, for the new Sanger-Harris department store now under construction in Dallas. Raymond Loewy-William Snaith, New York, is designing the second and third levels while Charles Luckman & Associates Los Angeles, had been assigned interior design of the lower level. . . . Dohrmann Hotel Supply Co., Los Angeles, has been awarded the contract for the complete interior design and furnishing of the new Wickersham restaurant, coffee shop, and cocktail lounge in San Diego. Dohrmann has been given full responsibility for the entire project, a turn-key assignment that includes planning, layout, fabrication, equipping and installation of all kitchen facilities. (C)



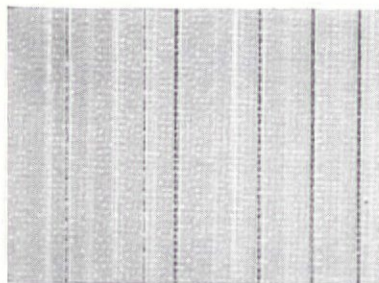
© American Saint Gobain Corporation 1965

Creative ideas in glass:

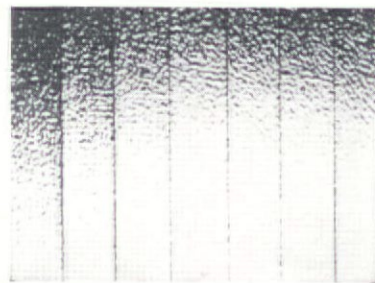
illumination, decoration, separation— glass by **ASG** transforms a yacht club lounge

Three ASG glasses—Randex, new Pinstripe, and clear Starlux plate—help turn a drab and gloomy clubroom into a relaxed and sophisticated lounge and dining area. Design by Lee Chambers, AID, of The H. Chambers Company, Baltimore.

Before and after drawings show simple yet effective changes. Suspended ceiling grid of alternate panels of Pinstripe and stained oak dispels barnlike atmosphere of old interior and helps create a mood of intimacy and warmth. Once exposed bar has been separated from dining area by 4 x 8-ft. partitions of Randex® neatly integrated with the false ceiling. Cocktail pit centering on ceramic pot-bellied stove provides informal seating for non-diners. Forty-foot window wall of Starlux® twin-ground polished plate opens entire lounge to a sweeping, undistorted view of cove and horizon. Pinstripe partition (right) shields patrons from entrance area activity and serves as backdrop for metal sculpture.



Randex has parallel, random width, random spaced ribs on one surface and a matte finish on the other. Ribbed surface traps and disperses illumination to produce an exciting composition of subtle shading and streaks of brilliant light. Matte finish helps diffuse light and obscure images seen through glass. Randex is available in sizes up to 60 x 132 inches.



New Pinstripe patterned glass has single, parallel strands of wire inserted one-half inch apart. It is smooth on one side and has a closely engraved overall Finetex® pattern on the other. For detailed information about Randex, Pinstripe, and the whole ASG family of interior glasses, write: Dept. X-8, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee 37662.

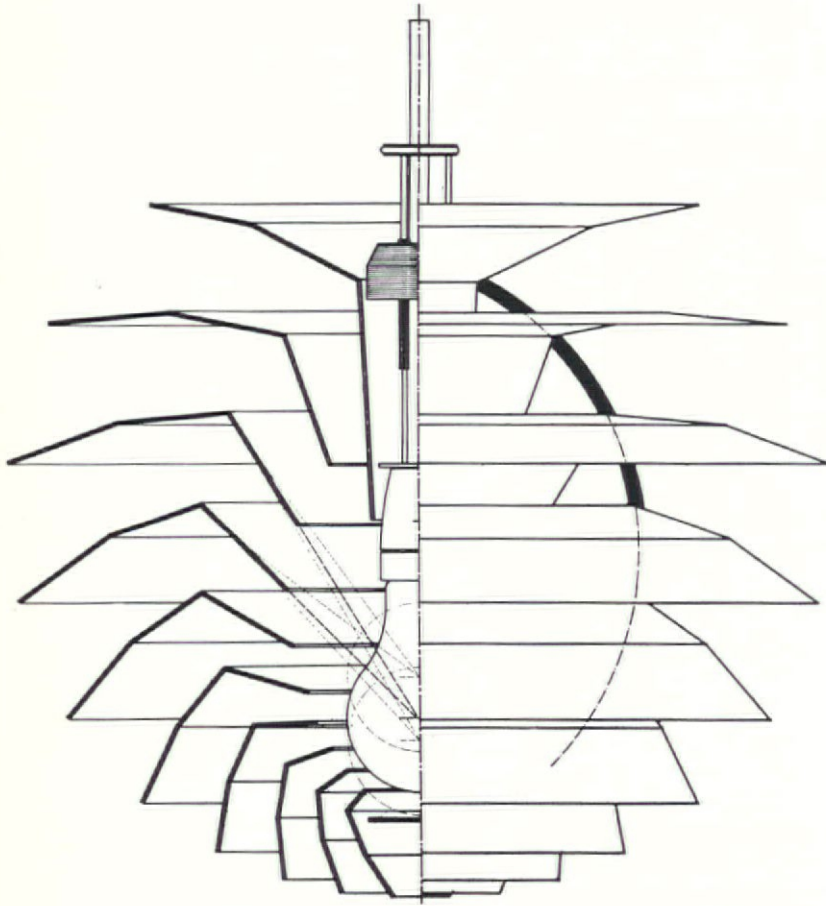
The complete glassline for contract interiors!

AMERICAN SAINT GOBAIN **ASG**

Circle No. 22 on product information card



KONTRASTLAMP



Rings of polished and white lacquered aluminum with inside shades of red and blue distinguish this ceiling fixture designed by Poul Henningsen. The illustration of the architectural cross section of the KONTRASTLAMP shows that each of the ten surfaces consists of three cone shape surfaces. The innermost set, directed toward the center of the bulb, lightly tints the light reflected from the red and blue shades. An adjustable socket raises and lowers the bulb, making possible a variety of lighting effects. The fixture uses a 200 watt light and measures 17 $\frac{3}{4}$ " in diameter, and 14 $\frac{5}{8}$ " in height. A pamphlet illustrating the KONTRASTLAMP is available on request; or the lamp may be seen on display in our showrooms.

LUNNING COLLECTION

667 Fifth Avenue New York 10022

Circle No. 24 on product information card

CONTRACT NEWS

COMMERCIAL CARPET CORP. has formed a new affiliate to manufacture its sponge-bonded carpet in Canada. The new firm, C. C. Carpet Co., Ltd., produces Zenith carpet of high-density Caprolan nylon yarn.

OXFORD MILLS INC. announced the appointment of Wil-Mar Distributing Co., Northfield, Ill., as exclusive distributors of Oxford's line of commercial carpeting in the metropolitan Chicago area, and northern Illinois and Indiana.

Three New York architects have been named to Fellowship in the American Institute of Architects. PHILIP C. JOHNSON, WILLIAM F. R. BALLARD, and GIORGIO CAVAGLIERI are among 37 in the nation advanced to the AIA's highest honor.

R-WAY FURNITURE Co. of Sheboygan, Wis., will be represented in southern California by Pepper and Labow Associates of Los Angeles, who will show the firm's line of hotel-motel and institutional contract furniture. R-Way has also relocated their New York showroom to 192 Lexington Avenue.

COMPUTER PRODUCTS, INC., Southfield, Mich., specialists in computer room furnishings, has established an office design division which will be responsible for commercial office planning, office furniture, and accessories in the greater Detroit area.

BERVEN CARPETS CORP. has relocated and expanded its San Diego showroom and Import Dept. to the firm's new southern California Plant, Imperial Rug Mill Division, National City, California.

LONDON LAMPS recently moved into its new plant in Redondo Beach, Calif. The firm further announced that they will be represented in a permanent showroom in the Home Furnishings Mart in New York City.

PLYMOUTH RUBBER CO., INC. has consolidated all of its New York sales offices in modern new quarters in the Empire State Bldg., New York City. Operating from the new offices will be Plymouth's Plyhide coated fabrics, consumer products and export divisions.

PETER PEPPER PRODUCTS, INC., has appointed Robert Garvin Associates as its New York representatives to cover the greater New York territory.

FREDERICK COOPER LAMP Co. will form a subsidiary to be named Gallery Lamps & Accessories, Inc. The new firm will manufacture lighting fixtures, decorative accessories, and occasional furniture.

KENTILE FLOORS INC. has opened new showrooms in the Decoration & Design Bldg., New York City.

A recently formed New York firm, ABERDEEN MFG CORP., will incorporate Finkel Outdoor Products, Inc. summer furniture producer, and Louis Hand, Inc. curtain and drapery producer.

(Continued on page 28)

PEOPLE WALK ALL OVER BARWICK



Barwick's "Hawaiian Holiday," a multicolored Colorset carpet with 100% nylon cut pile, available from factory stock

Over 60,000 trod Barwick's Colorset carpet at the 1965 S. E. Flower and Garden Show without damaging its rich appearance.

Despite snow, rain and thousands upon thousands of pedestrian traffics, the yards and yards of Colorset carpet Barwick supplied for the S. E. Flower and Garden Show looked as radiantly fresh at the end of the eight-day show as the day they were put down.

Whatever the wear or weather, you, too, can depend on rugged Barwick carpet to perform beautifully. In heavy traffic or high spillage areas, humid or desert climates, corridors, elevators . . . even in locker rooms, Barwick's deep thick pile of durable man-made fibers gives superior service.

Available in hundreds of luxurious styles and textures . . . enduring colors . . . exciting Colorset patterns . . . Barwick carpet is expressly designed to meet the severe wearability demands of all types of commercial installations. Whatever your carpet requirements, there is a specific quality of Barwick carpet that will do a most satisfying job.

For a full color catalog with specifications and colors of Barwick carpet including Colorset, write:
Contract Division

E T Barwick
mills, inc.
CHAMBLEE, GEORGIA

World's largest maker of tufted carpets and rugs

Circle No. 25 on product information card



WAVERLY'S 'VALUE LINE'

**YOUR BEST BUY IN
UPHOLSTERY FABRICS!**

Probably the most outstandingly designed, most value-ful line of upholstery fabrics ever produced for the contract market. 15 exclusive 54" weaves, including damasks, velvets, plaids, textures, stripes... all ruggedly made to withstand the abuse of commercial use.

Sample book of 27" squares with full color lines,
\$15.

WAVERLY FABRICS

DIVISION OF F. SCHUMACHER & CO.
58 WEST 40th STREET, N.Y. • SHOWROOMS: 939 THIRD AVENUE, N.Y.

Circle No. 26 on product information card

CONTRACT NEWS

CONTINUED

The first annual NATIONAL CONTRACT SHOW is scheduled to take place April 19 to 22, 1966, according to an announcement by the show's management, Marketplace Associates, 475 Fifth Avenue, New York City. A broad range of contract merchandise—office furniture, hotel and restaurant furniture, fabrics, floor coverings, lighting, etc.—will be exhibited by manufacturers in the contract field, according to Warren Gurian of Marketplace Associates.



Marvin V. Marshall has been named head of CONTRACT's office in Cleveland, representing CONTRACT for advertising sales in Ohio, western New York and Pennsylvania, and all of Tennessee. His office is at 12434 Cedar Road, Cleveland Heights, Ohio 44106. CONTRACT also has offices in New York, Chicago, and Los Angeles.

JUSTEMA WALLPATTERNS, a newly formed company, will produce the designs of William Justema. The first collection, Avatars, will be presented at A. H. Jacobs New York showroom beginning in August, and national distribution will be handled by the Stamford Wallpaper Co.

The Office Equipment Group of the BUSINESS EQUIPMENT MANUFACTURERS ASSOCIATION (BEMA) has merged with the OFFICE FURNITURE MANUFACTURERS INSTITUTE (formerly Wood Office Manufacturers Institute). The new group will become part of the BEMA organization.

CALIFORNIA WOVEN FABRICS Co. has opened a new showroom in Los Angeles at 154 N. Robertson Blvd. to display the Kamola line of casements, upholstery fabrics, and prints.

MOHASCO INDUSTRIES has acquired Basic-Witz Co. as a fully owned subsidiary. No changes in personnel or in the company's manufacturing, marketing, and distribution operations are being planned by Mohasco.

ALL-STEEL EQUIPMENT INC. has signed a license agreement with Okamura Mfg. Co., Ltd. of Japan who will manufacture and sell All-Steel lines in Japan and the Far East. The Japanese firm, with annual sales exceeding \$20-million, has manufacturing plants in Yokohama and Osaka.

HARVEY PROBBER, INC., has signed an agreement with Eugenio Diez, S.A. of Buenos Aires, Argentina manufacturers of furniture sold in the Republic of Argentina. Diez plans to open a new showroom for the Probbert designs.

HERMAN MILLER, INC. will open a new showroom occupying the second floor of 600 Madison Avenue, new building presently under construction in New York City. Miller's Textile and Object Shop will consolidate with the new showroom.

GENE McDONALD wallcoverings and fabrics will be represented in Boston by Walls Unlimited.

Circle No. 27 on product information card



Woodard helps you bring the woman's world into every environment. Yes, today's world is designed for the ladies. Everything from cannisters to cars, raincoats to restaurants, ships to shops are created to attract and delight the fair sex. Woodard's line of handsome wrought iron furniture has appeal for every woman. Take advantage of it — use Woodard for home furnishings and to furnish selling and service environments.

Woodard

Write for our new catalogue.
LEE L. WOODARD SONS, INC. OWOSSO, MICHIGAN

305 EAST 63 STREET, NEW YORK 628 MERCHANDISE MART, CHICAGO
320 DECORATIVE CENTER, DALLAS 8924 BEVERLY BOULEVARD, LOS ANGELES
553 PACIFIC AVENUE, SAN FRANCISCO



KING ARTHUR'S

comprehensive line of

FUNCTION-ROOM

FURNITURE is

specially

designed to serve

all group events.

Fit these pieces

into your plans for

FUNCTION-ROOMS

banquets, meetings,

conventions, business &

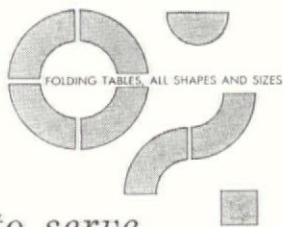
social affairs.

Write for catalog

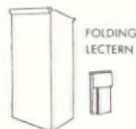
containing complete

selection, prices and

specifications.



FOLDING TABLES, ALL SHAPES AND SIZES



FOLDING LECTERN



THE "BANQUETEER"



FOLDING BAR



PORTABLE DANCE FLOOR



STACK CHAIRS



DUAL HEIGHT FOLDING PLATFORMS



KNOCKDOWN CAFE TABLE



CHAIR & TABLE TRUCKS

INSTITUTIONAL PRODUCTS, INC.

"I" & VENANGO STS., PHILA., PA. 19134

Circle No. 28 on product information card

PEOPLE

ROBERT W. KER, JR., is the newly appointed director of marketing for Philadelphia Carpet Co. and will be in charge of all sales and marketing activities.

ROBERT I. CAMPBELL succeeds I. E. Campbell on his retirement as vice president and sales manager of American Chair Co.

H. JOE WHITE has been named director of design for the Contract Division of Carson Pirie Scott & Co., Chicago. He was assistant director until the resignation of John Mark Catron. Another recent change at CPS is CHARLES JOSEPH STIFFLER, named new merchandise coordinator for the Contract Division.

JOAN A. BLOOMBERG, interior designer, has joined the Chicago showroom staff of the Myrtle Desk Co.

STEPHEN G. WEISS was recently named assistant sales manager of Rockland Mills, Inc.

ARNOLD ZUN has been appointed purchasing director of Morton Textiles & Furniture of Chicago.

MRS. BARBARA HOTHORN has joined the Globe Furniture Co. of High Point, N.C., as staff interior designer and decoration consultant.

THOMAS KEITH ERNST will cover portions of the Mid-western U.S. as sales representative for Syroco, Inc.

RICHARD G. KIRKHAM was named to contract sales in the metropolitan New York area for Albert Van Luit Wallpaper Co.

CHARLES HETTENBACH has been named field sales manager by Athol Mfg. Co. His new assignment includes supervising and co-ordinating Athol's field sales people.

DOUGLAS WHITLOW has joined the design staff of Myrtle Desk Co. and will develop office furniture design for the company.

THOMAS D. CLAYTON is the newly named sales manager for Silent Gliss Inc., Freeport, Ill.

Recent changes within the branch management organization of the General Fireproofing Co. include: JAMES F. KLEPPER, manager, New York office; ANDREW J. STANLEY, manager, Washington D. C. office; DAVID G. ZURBRICK, manager, Newark office.

JOHN M. NYKIEL has been named a vice-chairman of the Allied Membership Council of the American Hotel & Motel Association. Mr. Nykiel is the manager of the Industrial and Institutional Dept. of the Colgate-Palmolive Co.

WILLIAM C. NICHOLAS has joined the sales staff of Stroheim & Romann affiliated with the firm's New York showroom.

Harold F. Caffrey

HAROLD F. CAFFREY, 63, metropolitan New York sales representative for Greeff Fabrics, Inc., died suddenly on June 14th. Mr. Caffrey had been associated with Greeff for nearly 20 years.

Circle No. 29 on product information card →

new!

NEW! Clear Birch

NEW! Spice Walnut

NEW! Cherry

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Cabinet
Walnut

CALENDAR

1965

- August 30-September 2.** Boston Furniture Show. War Memorial Auditorium, Boston.
- September 14-17.** International Association of Holiday Inns, 10th Annual Conference. Municipal Auditorium, Memphis, Tenn.
- September 15-17.** NAFM 37th Annual Convention. Sheraton Hotel, Chicago.
- September 20-24.** National Hardware Show. Coliseum, New York.
- September 30-October 2.** Industrial Designers Society of America, First National Meeting. Chicago.
- October 3-5.** Western Bedding & Furniture Manufacturers Supplies & Equipment Show. Ambassador Hotel, Los Angeles.
- October 8-17.** National Decoration & Design Show. Seventh Regiment Armory, New York City.
- October 10-15.** Fall Furniture Market and Summer Casual Furniture Market. American Furniture Mart, Chicago.
- October 14-17.** American Motor Hotel Association Mid-Year Conference. Billings, Montana.

- October 15-24.** Interior Design and Furniture Fashions Exposition. Los Angeles Sports Arena, Los Angeles.
- October 22-29.** Fall Furniture Market. High Point, N.C.
- October 28-29.** National Association of Store Fixture Manufacturers, Fall Meeting. Dunes Hotel, Las Vegas.
- November 8-11.** National Hotel & Motel Exposition. New York Coliseum, New York City.
- November 8-12.** Outdoor & Casual Furniture Show. New York Furniture Exchange, One Park Ave., National Furniture Mart, and 196 Lexington Ave., New York City.
- November 19-23.** Hotel Sales Management Association & Convention. Roosevelt Hotel, New Orleans.
- December 9-11.** American Hotel & Motel Association 54th Annual Convention. Miami Beach, Fla.

1966

- April 19-22.** First annual National Contract Exposition, Americana Hotel, New York City. Management: Marketplace Associates, 475 Fifth Avenue, New York City.



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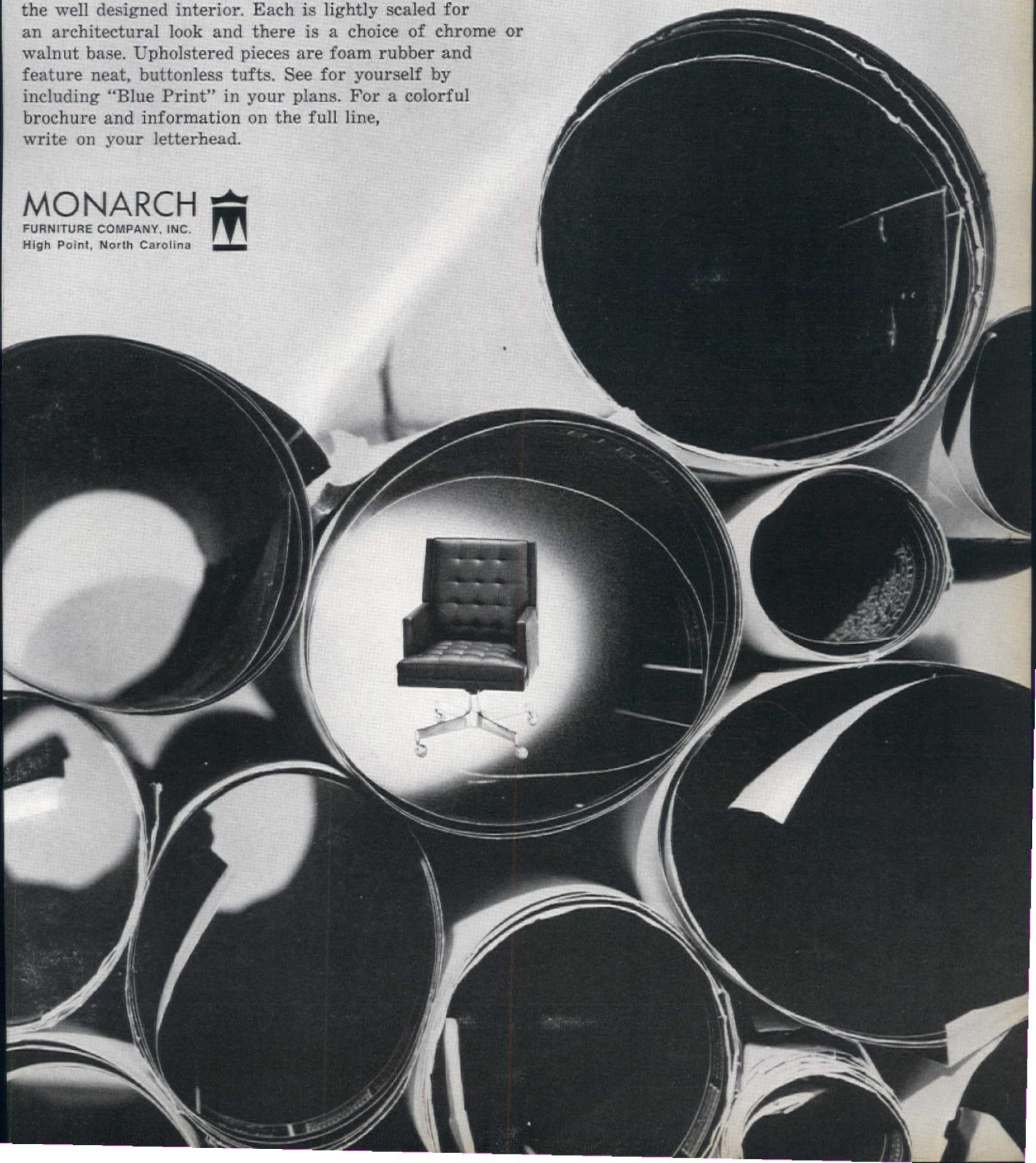
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INN KEEPERS SUPPLY: THE CONTRACT FURNISHING ARM OF HOLIDAY INNS MODELS ITSELF AFTER BIG BUSINESS, AIMS AT BEING THE SUPERMARKET OF THE CONTRACT INDUSTRY, AND IS NOW LAUNCHING ITS MOST AMBITIOUS PROJECT, THE INSTITUTIONAL MART OF AMERICA

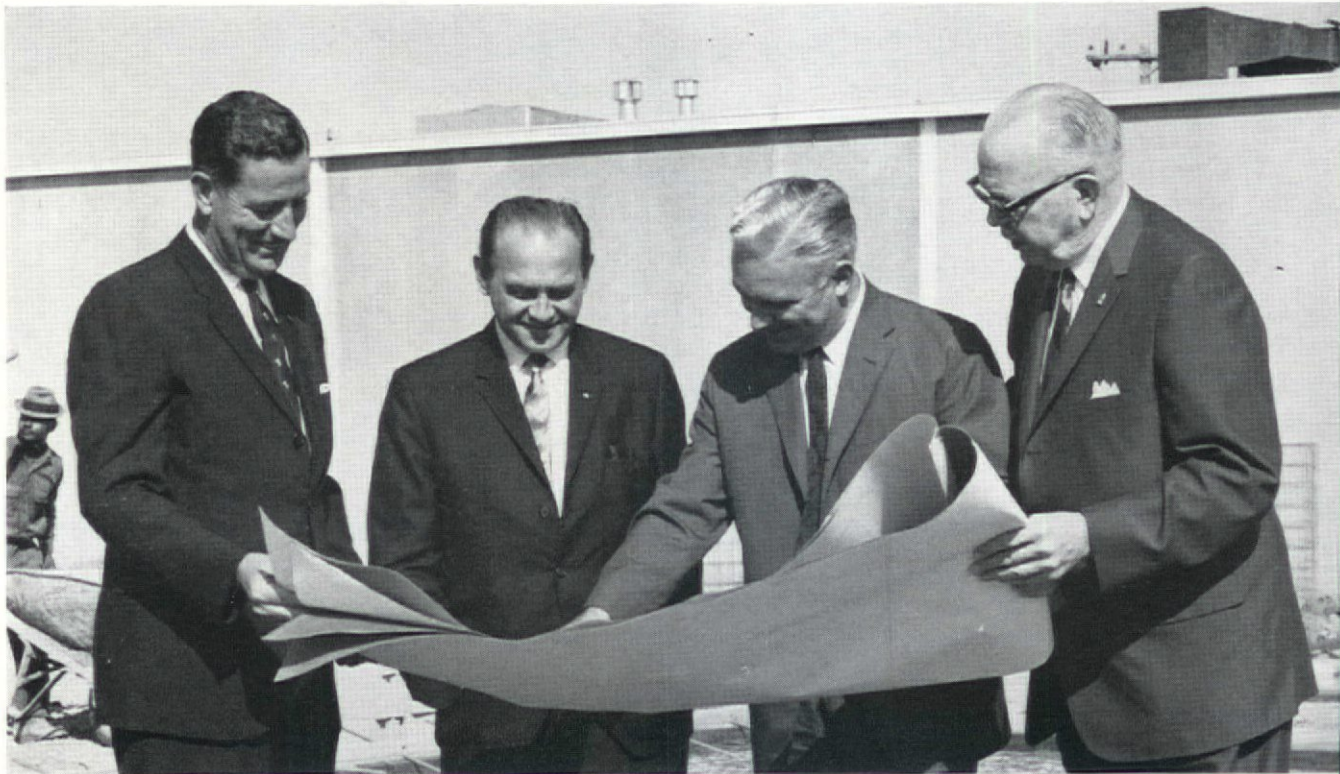
THEY think big at Inn Keepers Supply Co. (IKS), contract furnishing arm of fabulously successful Holiday Inns. "We don't look to the furnishings industry for our business techniques," says Clyde H. Dixon, president. "In fact, we think the furnishings industry is still in the 1920's when it comes to methods of doing business. No, our models are Sears Roebuck and the automotive industry."

Inn Keepers Supply's record bears out what Dixon says. In a mere eight years, the subsidiary has grown from a cubbyhole operation at Holiday Inns headquarters in Memphis, Tenn., to a young giantism of its own. It chalks up a current sales volume of \$12 million annually, does a brisk business with 1,000 vendors, and offers a complete package service (designing, furnishings, in-

stallation) not only to the Holiday Inns chain, but to many competing chains as well. In recent years, it has designed and furnished independent motels, restaurants, stores, hotels, rest homes, dormitories—virtually every kind of commercial/institutional installation.

But it hasn't grown haphazardly. IKS's dollar volume goals and the kinds of business it would go after have been very sharply defined almost from the time that it was set up as a semi-autonomous operation by its parent company. Broadly stated, IKS has its eye on being the complete package operation—as Dixon puts it, "the supermarket for the hotel-motel operator."

IKS's goals have been systematically implemented during the past few years, with techniques so effective that they are the envy of its



CHECKING PLANS of the new Institutional Mart of America are presidents of the four principal supply companies of HIA. Left to right: Warren Andrews, Merchants Hotel Supply Co.; J. Lee Yeager, Holiday Press; Clyde Dixon, Inn Keepers Supply; Donald L. Hopcraft, Coffee Host.

competitors. For, in developing the "supermarket" idea (described more fully below in connection with the Institutional Mart of America), IKS subjected its potential market to a shrewd, thoroughgoing analysis and then proceeded to build and snape an apparatus expressly designed to make its services not merely desirable but almost irresistible to the management of motels and other commercial establishments. At the heart of this irresistibility is IKS's policy of stripping away excess costs by planning the complete package for the customer from the moment of conception until the moment he opens his doors for business.

There is nothing wrong with the merchandise the furnishings industry makes, Dixon contends, but there is more than a little amiss with its methods of planning production and of techniques for promoting, distributing and delivering that product to the end-user. The furnishings industry, he points out, has always been plagued with a feast or famine psychology that has impeded the movement of its product and raised its costs, in many cases to the danger point.

No time for planning

A notable example of this is the furniture manufacturer's habit of going to the market with a sample and then attempting to build up enough orders to warrant production. If he fails to obtain enough business, he is in the humiliating position of having to inform his customers that there will be no delivery; if he scores a hit, there are unconscionable delays in delivery that cause ill-will among his customers. In neither case is there time for proper planning or promotion, for the writing of complete specifications (so essential in doing contract work) and for scheduling plant operations in an orderly, profitable way.

The people who do the planning at IKS feel especially strong about the matter of deliveries; availability of the product is a critical factor in their programming of any job, and that means not only rapid availability of the physical product itself, but also availability of complete, dependable information about it, and even its availability for inspection by the prospective customer.

If Dixon and his colleagues are asked to spell out what they mean by "planning the contract package," they reply that it can be reduced to the following formula: Bringing the customer the right product at the right price. Achieving this involves more than simply putting through an order and expediting delivery. It means, first of all, an intensive investigation of what should go into the design-furnishing package, followed by the erection of standards and guides for every part of the job. To systematize its buying and to make sure that the customer actually gets the product he needs at the price he wants to pay necessitates a number of things organizationally—close collaboration and interchange of information and

A TYPICAL DAY at IKS and its subsidiary companies includes a full schedule of wide-ranged activities. Below, IKS employees deliver a field of carpeting for a motel installation.



Merchandise manager Walter Lemm explains the fine points of textiles to the innkeepers class of HIA.



Office furnishings manager Jack L. Hazelrigg of Holiday Press assists a customer in planning his offices.



Drapery department of IKS specializes in custom draperies for the institutional field.



INN KEEPERS SUPPLY

ideas between the design, sales and purchasing departments of IKS, a thorough knowledge of the market and a grasp of the techniques of manufacture, construction and building crafts.

As much as possible, this information is given objective form in the IKS Specifications Book, a definitive volume which now runs to more than 1,000 pages and which covers everything from case goods to pool purifiers. The Spec book, reminiscent of the compendiums that have been developed by the auto parts industry, is the standard to which all orders are referred. IKS accepts no substitutes for materials or construction set forth in its book, *unless* the maker's changes involve a higher quality than the one in the IKS specs.

The way an order goes through the hopper on any job is, however, by no means cut and dried. There are always special problems that necessitate interdepartmental conferences; these are held routinely once a week, and more often than that when a big project comes along. The purchase order that emerges from the consensus reached at these conferences may simply specify 500 pieces of furniture from a stock line in a manufacturer's catalog. Very often, however, the stock item won't do the job, and a modification

of the item is specified in the purchase order, in line with the standards set in IKS's reference book. Then again, the item that IKS and its customer wants may not exist in any catalog. In that case, bids are requested on an original set of specifications and ordered from a manufacturer who is able to meet all the requirements at a satisfactory price.

If IKS can't find a given item on the market and can't obtain it at a price they consider reasonable, they go ahead and make it themselves. A mirror division, a picture and frame division, and a guestroom coffee-maker division are all outgrowths of this flexible policy, whose aim, to reiterate, is to bring the customer the right merchandise for the job at the lowest price by planning the total contract package—from start to finish. Moreover, the customer has the advantage of knowing what his costs will be from the outset, instead of being in the dark until after he has "negotiated" his costs with suppliers, as is all too often the case.

Promotion and merchandising at IKS reflect these variations in procurement policies. Important vendors like the following are specified by name—Barwick, Bigelow for carpet, Kroehler,



HOLIDAY INNS OF AMERICA

Incorporated in 1954, Holiday Inns of America has grown in just a bit more than ten years into the world's largest public accommodation system, with about 75,000 rooms open or under construction. New Holiday Inns are being opened at the astounding rate of two a week all year long. Of a total of 568 inns bearing the name the parent company owns 91 as of this writing, the others being owned by franchised operators who agree to maintain certain standards and who contribute to a huge promotion fund, based on room occupancy. The cost of the average inn is about one million dollars, in addition to which the operator pays Holiday Inns \$10,000 for his franchise. In spite of these rather steep figures, HIA franchises are at a premium because the organization's management has consistently kept occupancy level at 80 to 85% in the face of an average of 67% for all U. S. motels and 60% for hotels in the past two years. Under the ultracapable management of Kemmons Wilson, founder and chairman, and Wallace E. Johnson, president, the organization's revenues have multiplied almost twelve times in the past six years, racing to a current total of \$60 million. One of its most recent ventures is the General Innkeeping Acceptance Corp., formed last year to supply its diversified customers with credit through the company where they are making their purchases. Another is its completely computerized reservation and referral system, Holidex, which makes it possible to accommodate a guest almost in a matter of minutes anywhere in the United States in Holiday Inns' network of motels. Reaching out beyond the borders of this country Holiday Inns completed an inn in Freeport, Bahamas, in 1964, and will probably go much further afield in the next few years. The Memphis headquarters remains the nerve center, however; as William B. Walton, executive vice president, points out, Holiday Inns is firmly convinced of the virtues of centralization. Field offices tend to disperse and weaken control, he states, and with present means of transportation, doing business in Memphis is just a matter of a few hours of air travel from almost anywhere in the United States.



KEMMONS WILSON, CHAIRMAN OF THE BOARD, HIA, INC.

WALLACE E. JOHNSON, PRESIDENT, HIA, INC.



CLYDE E. DIXON, PRESIDENT, INN KEEPERS SUPPLY

Kent-Koffey, Drexel, Stanley for hotel-motel furniture, U.S. Rubber for a variety of products, Fibresin for furniture tops and panels, Serta for bedding, and so forth. A second category is identified in the following manner—the "Pre-Columbian group by Aztec," to take a hypothetical example, the Pre-Columbian line being an Inn Keepers Supply exclusive made by a brand-name furniture source. A huge number of products in the IKS catalog, however, are listed without a maker's name or simply as a product of "Inn keepers."

Running through the index of that catalog, the customer can find (in alphabetical order) everything from adding machines, baby cribs, call bells, deck chairs, galvanized cans, and ice buckets to maid's carts, office equipment, radios, signs, stoves, tables, and umbrellas—literally hundreds of items that together comprise everything that the hotel-motel operator (and most other contract users) could possibly require for setting up and running their establishments.

Practically peeping around the corner is the logical climax of the motel supermarket idea—and a grand climax it is; Dixon sees it in fact as the vehicle that will make the complete contract package a visible, palpable reality. Right about



PLANNING even a clean-lined lobby, left, or the executive motel suite, above, requires the writing of copious specifications from a host of suppliers—unless IKS is planning the job. For the public building lobby IKS specified natural grasscloth vinyl wallcoverings by Dwoskin with an insert of an Amtico accent wall to frame the sculpture from Jo Mead Designs. The curved back sofa and chairs by Robinson-Johnson are set on a cobalt blue island carpet from Barwick. A Marbro lamp and terrazo tile floor repeat the cobalt and white color theme.

INN KEEPERS SUPPLY

now, his organization is breaking ground for the Institutional Mart of America (IMA), a 300,000 square foot building in the Holiday City complex in Memphis that will house IKS and display its wares, including of course the merchandise manufactured by hundreds of its vendors. Along with IKS, the Institutional Mart of America will be headquarters for its related affiliates: Merchants Hotel Supply Co., which markets a complete line of food handling equipment, fixtures, furniture, and supplies for restaurants; Holiday Press, Inc., originally set up to print Holiday Inn directories, menus, and stationery, but today the largest commercial printer in the South, Coffee Host, Inc., which manufactures an appliance that dispenses complimentary coffee in guestrooms; Masterpiece Mirror Corp., which supplies mirrors to Holiday and other inns, and Holiday Manufacturing Co., which manufactures the Holiday Inn Junior assemblies, prefabricated units that can be set up on short notice, and also supplies unbranded pre-fabs to other motels, industrial organizations and consumers who want inexpensive vacation cabins.

The aspiring motel operator, (as well as other

organizations planning a commercial or institutional installation) will be able to come to the Institutional Mart of America, and discuss his plans with Clyde Dixon and his counterparts in the other subsidiaries. Conferring with Inn Keepers design staff, the prospective operator will be able to develop complete architectural blueprints, discuss budgets, select the interior design and furnishings for his establishment, and even consult with factory representatives of the manufacturers whose merchandise will be represented on three huge floors of IMA. IMA, in other words, is designed to provide a one-stop shopping service that will be a complete embodiment of the motel supermarket idea.

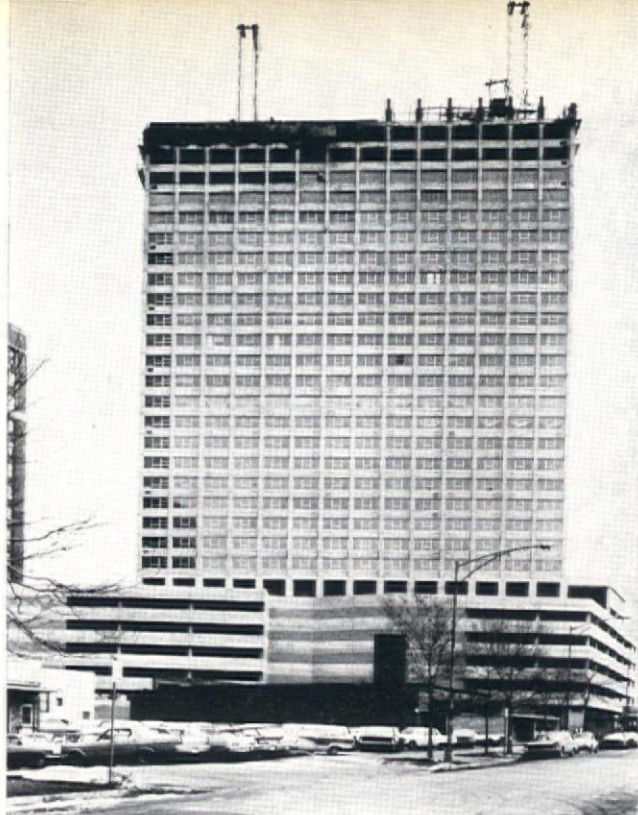
The procedure at the moment of writing is very similar to what IMA will provide, with the exception of the vast array of merchandise to be carried on the exhibit floors of the new mart. When the customer visits that part of the Holiday City complex in Memphis where IKS makes its headquarters, he can plan his entire establishment, determine his costs, select furnishings and get the advice of factory representatives, some of whom are assigned to IKS on a full-time basis.



MEMPHIS, Tennessee, headquarters of Inn Keepers Supply abounds in contract installations by the firm. The cocktail lounge of the Holiday Inn Riverbluff, above left, was planned around contemporary furnishings with an outdoor flavor in keeping with the pleasant view afforded by the long window walls lining one side of the lounge. The coffee shop of the Gaslight Restaurant in Memphis, left, combines a mural wall from Tom Wells, Inc., with Robinson-Johnson seating in burnished antique Naugahyde and deep turquoise carpeting from E. T. Barwick Mills. A canopy effect is achieved on the ceiling with persimmon felt, matching the table linen. Above is a model room set up by Inn Keepers to assist hotel/motel managements in planning their own establishments.

Huge warehouse facilities provide rapid shipments of all sorts of furnishings and supplies, including those that the motel operator will need from day to day in conducting his business. A training school at Holiday City makes it possible for the franchisee to come into the motel business without experience and to run his establishment in accordance with proven, easily learned precepts and information. Finally, with the formation of an acceptance corporation that provides credit to the operator from the firm that is planning and furnishing his establishment, IKS is in sight of that one-stop, low-cost supermarket of the contract business.

"We're only on the threshold," says Clyde Dixon, "with a planning and merchandising operation patterned after the best models in the retail world, we expect to be able to smash all existing records in the contract furnishings field." Small as IKS's current sales of \$12 million are as against General Motor's \$16 billion (even Holiday Inn's \$60 million looks small by comparison), the fact that Alfred P. Sloan's book, "My Years with General Motors" is required reading for all executives is not to be taken lightly. (C)



Up goes the Lake Shore Drive Holiday Inn now under construction in Chicago. Topping the 33 stories will be Chicago's first revolving restaurant, anticipating an opening next fall. The \$10 million high-rise is owned and operated by Holiday Inns of America, Inc.

Host Restaurant, a typical Holiday Inn establishment incorporates wall benches and booths by Robertson Furniture, Bianco chairs, and Barwick carpeting with a variety of accessories—all supplied through IKS.



THE ULTIMATE JUDGMENT IS THE DESIGNER'S

BY MARVIN AFFRIME



OF all the ingredients the designer works with, lighting is at once the most simple and the most complex, the most elemental and the most sophisticated, the most powerful and the most dangerous.

In its simplest terms, lighting—natural or artificial—or a combination of the two—is the element which conveys the other ingredients of design, and thus the totality of design, to the viewer. The most beautiful building, unlighted, disappears in the darkness of night; at the flick of a switch the interior becomes nothing—offices become unusable, customers can't see or buy the products, works of art on museum walls cease to exist.

But this is only the beginning. Between the extremes of light and dark lie the almost limitless powers of light: to warm or to cool, to roughen or to smooth, to separate or to unify, to dramatize or to understate. Lighting has the potential to run people through a whole gamut of emotions, from awe (as in the cathedral) to confidence (as in the hospital) to relaxation (as in the cocktail lounge).

The designer should think of lighting not only in terms of illumination and decor, but also as a basic design material—an element inseparable from his total concept of the space. Designing starts in the mind, not at the drawing board. As the designer gains understanding of what is required of a space, and the nature of the people and processes it will house, he begins to "see" it in his mind as a total concept. That concept is in full color, not black-and-white; it is three-dimensional, not a floor plan; it is furnished, equipped, and in use, not empty and static. And invariably and inevitably, lighting, both natural and artificial, is an integral part of the concept.

The designer must understand the potentials of lighting and what he wants to accomplish with it in any particular situation. He must decide how the lighting fixtures will fit into the pattern

of his ceiling design; he must determine whether lighting wells will be part of a sculptured ceiling, whether ribbons of light will be used to create an effect, whether directional fixtures or wall brackets or chandeliers will serve as design features. He should decide whether to have a ceiling sparkle, and whether to light a surface in order to affect color, texture, scale, or dimension.

The designer may look to the consultant to suggest the most practical and effective ways of achieving the desired effects, including the selection or design of specific lighting equipment. He may well turn to the consultant to verify such important factors as lighting sufficiency, glare, maintenance and replacement, and to recommend solutions for problems in budgeting and installation. In the vast and dynamic lighting fixture market, the designer may want to utilize the consultant as an authority on what is available. But the designer should no more turn over the design of a basic lighting concept to a lighting specialist than he should turn over the design of a decorative stairway to a structural engineer.

The final responsibility, and therefore the ultimate judgment, must remain with the designer. It is he who must decide, for example, whether to design a decorative fixture and have it fabricated when nothing on the market will accomplish what he wants. It is he who must accept or reject, or modify and adapt the recommendations not only of the lighting consultant, but also of the structural engineer, specialists in acoustics and air-conditioning, and all other technicians.

In effect, the designer is in the same position as the company president who must weigh the sometimes conflicting recommendations of his vice-presidents for research, manufacturing, sales, advertising and finance, and then make the ultimate decision. The designer, like the company president, welcomes creative recommendations. But he can make sound decisions only if he himself has the capacity, the experience, and the per-



AT SCRIPPS-HOWARD offices in New York City, tall windowed corridor (above) gains excitement from matte copper chandeliers highlighting multi-colored English quarry tile floor. Night effect is shown on cover. Crystal chandelier suspended from a blue ceiling (right) becomes an architectural feature of arched vestibule to reception room. Recessed light troughs dramatize highly textured marble tile walls of long corridor, leaving ceiling in shadow.



PAKISTAN International Airlines' ticket office in New York City (below): Pure symmetry of precisely balanced formal design scheme is enhanced by interlacing ribbons of light emanating from recessed plaster coves.

Photos: Bernard Liebman



THE ULTIMATE JUDGMENT



AIR FRANCE ticket office (above) is framed by a continuous band of light to showcase the interior. For Recordak, form and light are combined in a dramatic sculptured ceiling in counterpoint with a three-dimensional floor. Standard fluorescent fixtures are in the deep ceiling wells.

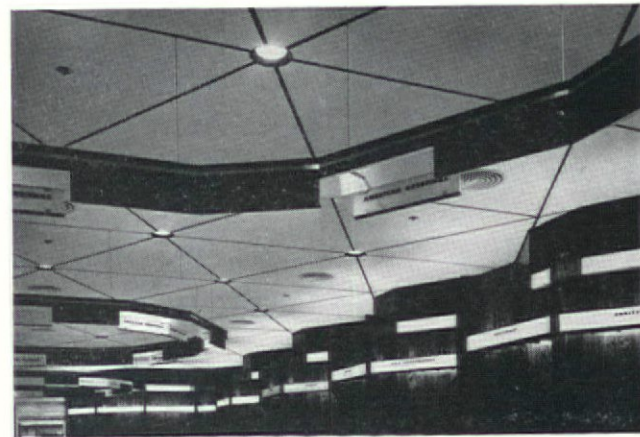
spective to see problems and solutions in broad and sweeping dimension.

Why does lighting so often go wrong?

One possible reason is the one already set forth: the tendency of contract designers to think of lighting as a specialty to be relegated to others, rather than as a basic and essential ingredient of the total design concept. Another is the tendency of designers to master a few rules-of-thumb on lighting and then quit learning.

There is more to lighting than memorizing the assets and liabilities of fluorescent and incandescent and the numbers of a few standard, always available (and unobtrusive) fixtures. It is possible to illuminate a space adequately with a very little knowledge. But to utilize lighting as a design tool, the designer must know and appreciate the profound effects of various kinds of lighting on wood, stone, fabrics, and other materials—and, most importantly, on people. He must determine how a total design will be affected by the lighting scheme; what he can accomplish by making the sources of light a bold, outspoken design feature; if he should conceal or de-emphasize the light source without affecting intensity; if he should combine incandescent and fluorescent to avoid monotony and to break up vast spaces; if he should control light so as to attain the desired effects at various times of the day and night and various seasons of the year.

Lighting, to be good, must creatively blend the psychological, the esthetic, and the practical. The better the designer understands lighting, and the better the lighting consultant appreciates what the designer is trying to achieve, the greater the chances of success. (C)



AMERICAN GREETINGS CORP. card shop (above) has over-all ceiling lighting pattern of sparkling downlights tied together with recessed strips. Card displays in the undulating wall are identified and illuminated by backlit panels in different colors.

ROLE OF THE LIGHTING CONSULTANT

BY ANN DOUGLASS

LIGHT is such an elusive and complex element that its treatment as a design factor has given rise to a new professional: The lighting designer. But, one might ask, isn't the lighting designer a glamorous name for an illuminating engineer? Leslie Wheel, partner in Wheel-Garon, Inc., says: "There are two ways to light space: one is the engineered way, where formulas are used to find what light is needed for the tasks to be performed beneath the illumination. The result is functional but bland. The second approach is *designed* lighting. Here, the lighting consultant first seeks to understand the character of the space and then selects the form of lighting that will best emphasize it. Once an approach is determined, technical and engineering knowledge is used to make the solution work."

Wheel-Garon, Inc., is a growing four-year-old firm that believes in designed lighting. Leslie Wheel was active for many years in theater lighting and production—in particular in lighting nightclub entertainment and traveling industrial shows. Many of these productions were shown in clubs, restaurants, and hotel ballrooms, and she soon was involved in designing the permanent lighting for these installations. "Theater lighting is keyed to produce atmosphere and effect. These principles and techniques have, in modified form, proved to be equally applicable to architectural lighting."

Martin Garon was trained as an aeronautical engineer, but soon realized that his interests lay in architecture. He found an outlet for his design abilities in the lighting field, and for the past twelve years has been working with architects on the lighting of their buildings. His broad knowledge of physics, optics, and manufacturing is a great asset to the firm. He has been a guest lecturer at Columbia University's School of Architecture and is a member of the faculty of the New York School of Interior Design.

Four years ago this month, the two formed a company and the next month hired their first employee. Today, their team has grown to a group of ten and combines a wide range of overlapping talents and knowledge. For example, vice president Robert Vogel has a background in electrical engineering and theatrical technology. Associate Douglas Baker has specialized in new techniques of using plastics in light fixtures. Laurence Kirnon is versed in manufacturing techniques and fixture design. Individual members belong to the U.S. Institute of Theatre Technology, Illuminating Engineering Society, Society of Motion Picture & Television Engineers, and Architectural League of New York.

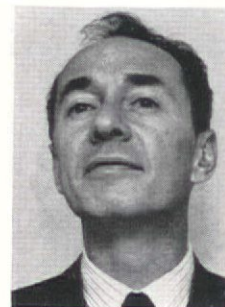
The partners feel it is of prime importance that all their staff have a real appreciation for design "in the broadest sense of the word. And each," says Leslie Wheel, "is vitally interested



Photos (except as noted): Martin Garon



Leslie Wheel



Martin Garon

LOOKING into recently renovated arcade at Palmer House, Chicago, lanterns placed on travertine pilasters toss light on ceiling and downward to boxed hedge and floor, creating an inviting rhythm of light.

ROLE OF THE LIGHTING CONSULTANT

in the myriad facets of 'light' and the tremendous possibilities still to be explored in the use of this medium."

Leslie Wheel has been pleased with their work on almost every job. "The more the designer understands the effects of lighting, the better the collaboration," she says. Commenting about the responsibilities of the architect, "He should demand of the lighting designer that he uses integrated lighting—not something just stuck on Once we soak ourselves in the architect's character and get the feel of his thinking, we are a lot better prepared to suggest solutions that will please him. This bit of homework has saved us all a great deal of time."

The firm has worked with many of the country's well-known architects and design firms. Of Wheel-Garon, William Pahlmann, FAID, says: "With the vast new technology in lighting, it has become increasingly important to the interior designer to have a lighting organization to consult, either on contract work, where the lighting expert has become part of the design team, or in home interiors. We find Wheel-Garon well suited to our needs—be it a hurried telephone consultation or a board meeting with the principals—to achieve function and comfort as well as atmosphere and the enhancement of the interiors we design."

Wheel-Garon's work is varied. It includes hotels, nightclubs, the exteriors of buildings, gardens and parks, Fifth Avenue showrooms, a private brokers club, offices, and drama and TV theaters. The firm has worked with Space Design Group, George Nelson & Co., Knoll Associates, Tom Lee, Minoru Yamasaki, and Edward Durell Stone, among others.

The technical competence of a lighting consultant is well-known to these people, yet many designers have slight awareness of what such a firm offers them or how they would work together. At Wheel-Garon, the staff is familiar with all the available equipment. It will design new equipment when necessary. It knows how much heat a unit will generate and the effects of filters. It knows that a spotlight can be easily incorporated into a standard ceiling grid, but that there are other positions that would raise costs to an inordinate level. It understands how color and texture are effected by light and how much wattage is necessary to powder a nose. In each installation, maintenance, economy, and practicality are balanced against the budget.

The just-completed renovation at the Palmer House in Chicago included, among other areas, the rejuvenation of the arcade. An examination of this job will serve as an example as to how a lighting consultant can work with the architect.



The management of the hotel, realizing the entrance areas resembled the insides of a once-elegant subway, retained Ralph Myers of Kivett & Myers, architect in Kansas City, to renovate the street-level arcade, while David T. Williams, AID, was asked to direct the refurbishing of the lobby above.

The arcade, which forms the entrance to the Palmer House, has 20-foot-wide corridors which in plan form a "T". These passageways are lined with an assortment of modest to quite elegant small stores and boutiques, and a lack of planning over the years has turned their fronts into a jumble of miscarried design. The ceilings of the arcade had yellowed plaster soffits and dingy vaults. The columns were sheathed with aging tan marble, and the lighting consisted of inadequate, hanging fixtures.

The management wanted an air of well-established respectability: a refurbishing but not a modernization. The solution demanded an integrated appearance for the arcade. First, it was decided to unify the store fronts by treating them as a series of similar units. Questions then arose as how to make the wide corridors cheerful and to encourage local shoppers.

The architects felt that lighting should be used to organize and hold together the space—rather



ARCADE ENTRANCES (opposite page) at Palmer House have been brightened with minimum of structural change. Reflector lamps set in funnels fit into existing electrical sockets; white pans hide the old ceiling. Confused clutter of old arcade (right) has been wiped away with simple changes (above). Brass lanterns (far right), executed by Charles Wagner of New York, are set against new pilasters. Light from top defines each ceiling vault while bottom flooding gives further emphasis. New shop display lighting—a ceiling-mounted box—is concealed behind fabric awnings that carry store name in gold script.

Kivett & Myers



than embark on an extensive reconstruction program. One answer could have been to hang new fixtures from the vaults; but besides diverting too much attention from the shops, the structural obstructions in the ceiling would have made re-wiring too formidable a task for so questionable a gain. The final scheme was simple. Large lanterns have been designed and placed between the glass fronts of the shops on newly created pilasters. In the top of each lantern, out of sight, reflector lamps flood the ceiling, bathing the newly painted vaults with a warm glow. From the lantern, five flame-shaped bulbs sparkle through the clear panes of the unit. "This is no new technique," Martin Garon points out, "but its application here was the appropriate one."

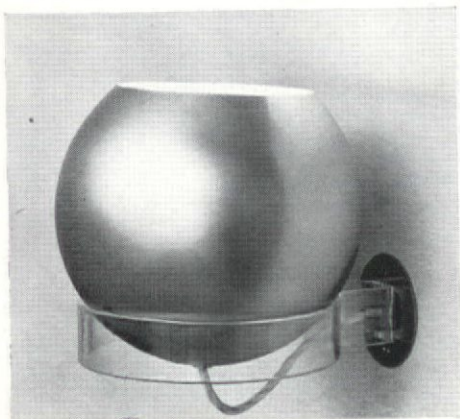
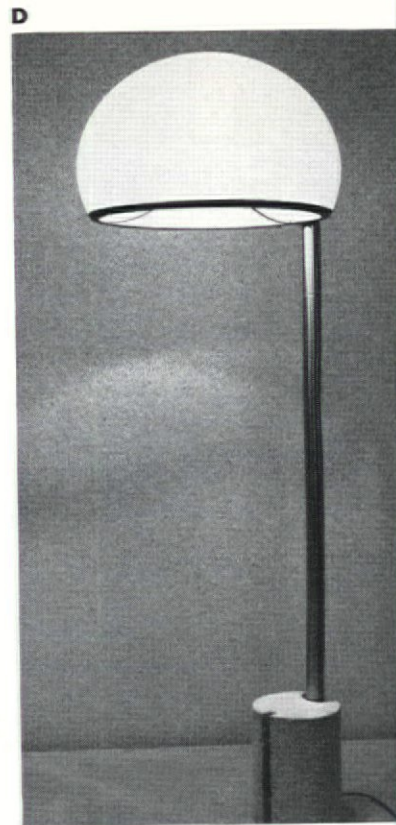
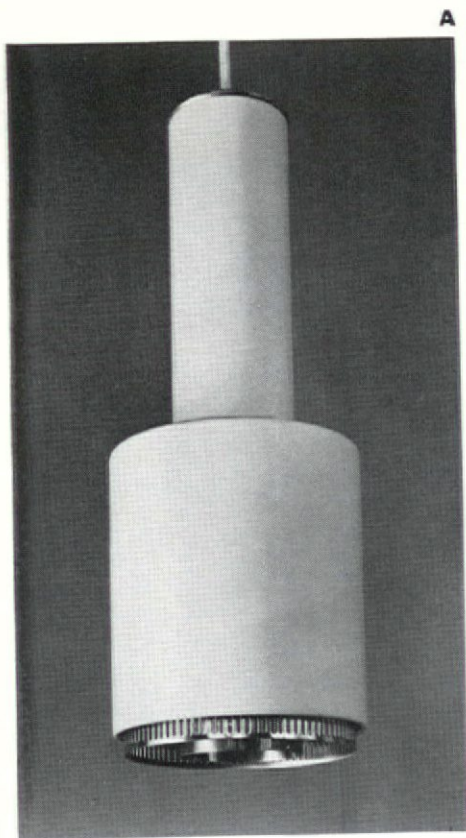
To complete the unification of the store fronts and to help draw the attention of the passers-by, it was decided to simplify the shop display lighting by using the same unit in each store. A simple box, with holes that conceal spot lights, has been installed in the ceiling of each store, just behind the windows.

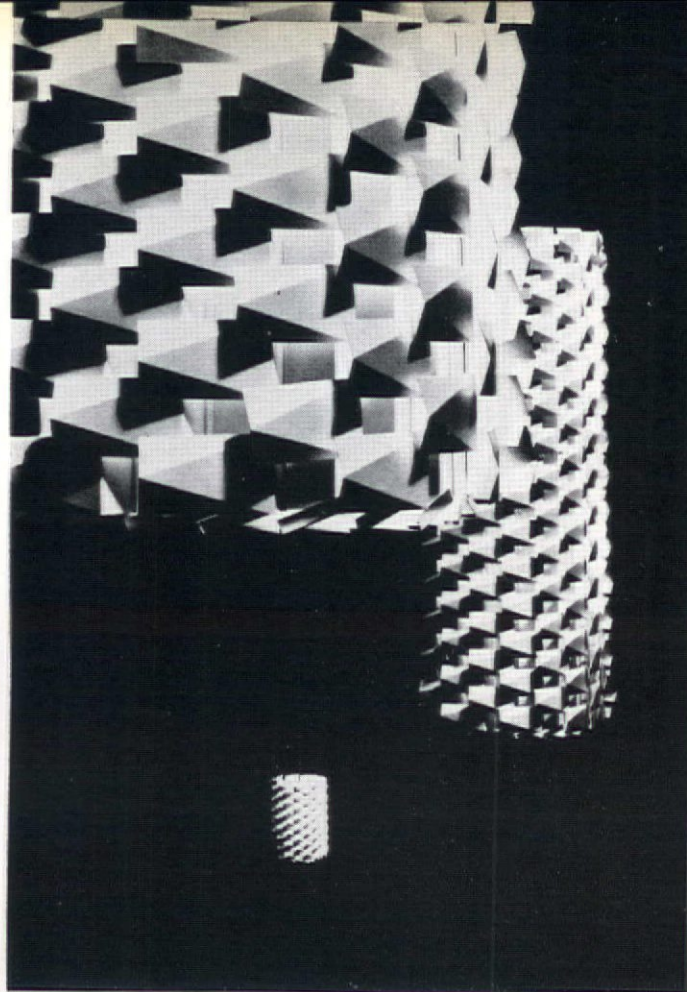
"Our collaboration with Kivett & Myers for the arcade and with David Williams in the lobby is fairly typical," says Martin Garon. "Fortunately, we were called in at the planning stage."

At that time, Wheel-Garon suggested the wall fixture have an up-lighting component; the architect designed it to complement the new facade treatment. Communication between Kansas City, Chicago, and New York was not complicated. Client, architect, and lighting consultant first met in Chicago. Both designers then talked over the possible solutions and made initial plans. Preliminary sketches were mailed to Wheel-Garon in New York and phone calls clarified the final concept. Kivett & Myers then worked out more detailed sketches and Wheel-Garon went to Kansas City for further consultation. By this time, working drawings were begun and the architects and lighting consultant fixed the locations of the electrical outlets. Meanwhile, a manufacturer was making shop drawings from sketches of the lantern. Back in New York, Wheel-Garon determined the character of the light they wanted and specifically what should be used in the lanterns and boxes. The display unit turned out to be a box because it was easily adjustable and could be re-lamped to light both Indian saris and tooth paste displays.

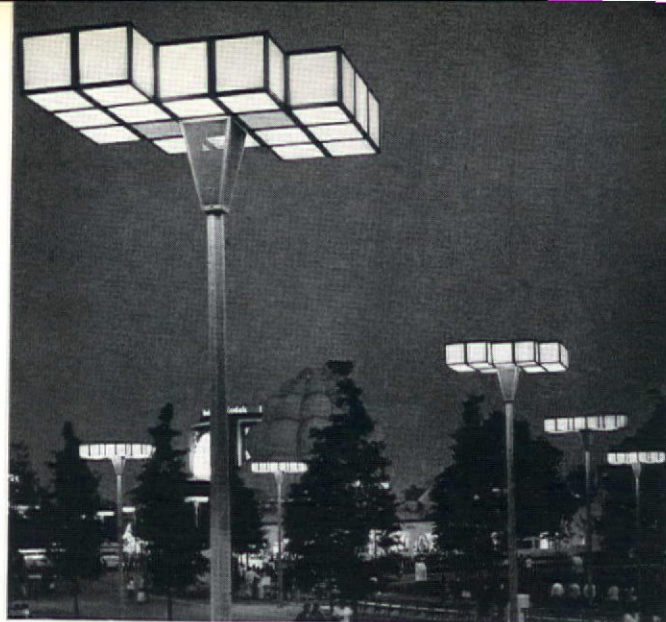
As a result of the renovation, the arcade is now an enjoyable space. Above all, the traffic flow has increased, pleasing the shop owners as well as the hotel. (C)

LAMPS AND LIGHTING: A ROUND-UP OF NEW CONTRACT MER-
CHANDISE THAT INCLUDES FIXTURES, PORTABLE LAMPS, SPOTS AND OTHER TYPES FOR
COMMERCIAL/INSTITUTIONAL APPLICATIONS.





E



F

A New imports at Frederik Lunning: a ceiling fixture designed by Alvar Aalto and a wall lamp by Verner Panton. The ceiling fixture, in brass with white finish outside and a polished inner surface, measures 6 inches in diameter. The wall lamp globe, in light gray finish or polished aluminum, fits snugly into its clear acrylic holder. Shade diameter is 8½ inches. Circle No. 85.

B Stark white sculptured vinyl diffuses light for glare-free illumination in three Curtis Stephens' designs at America House. Gamma I (upper left) measures 12 by 15 inches; Gamma IV (upper right), 12 by 21 inches; Alpha I, 9 by 12 inches. Circle No. 85.

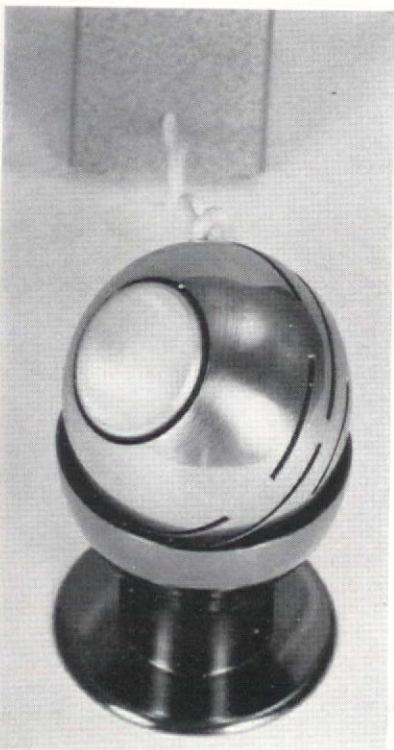
C When installed, the "eyelid" of Kliegl's wall washer projects only slightly below ceiling line, and bathes the wall in a soft glow of light. Circle No. 87.

D Two imports from Arteluce Co. of Milan—a 60-inch high floor lamp with a cement base, steel stem, and opal Perspex plastic shade. The table lamp, also with opal Perspex plastic shade, has a tri-cornered base of chrome-plated metal. Circle No. 88.

E Metalites from Howard Miller create dramatic patterns. Diffused by a cylinder of extruded polyethylene, light filters through an arrangement of metal fins with satin brass, chrome, or white finish. Standard sizes are 21-inch diameter/27-inch height; 22-inch diameter/48-inch height, with custom sizes and finishes available. Circle No. 89.

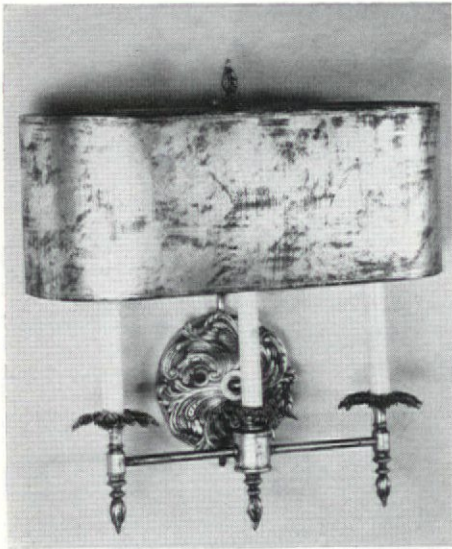
F General Electric's versatile Panel F lamp works on a 12-inch module, permitting flexibility for both indoor-outdoor use: At the World's Fair, 1,400 units dot the landscape, its different colored enclosures coding walkways; the same basic unit serves a dual purpose as a lighted storefront display sign. Circle No. 90.

G Chapman's Vogue wall bracket sphere, in nickel matte finish and black, has adjustable high-intensity light and comes complete with transformer. It is 4½ inches high, 3 inches in diameter. Circle No. 91.



G

LAMPS AND LIGHTING



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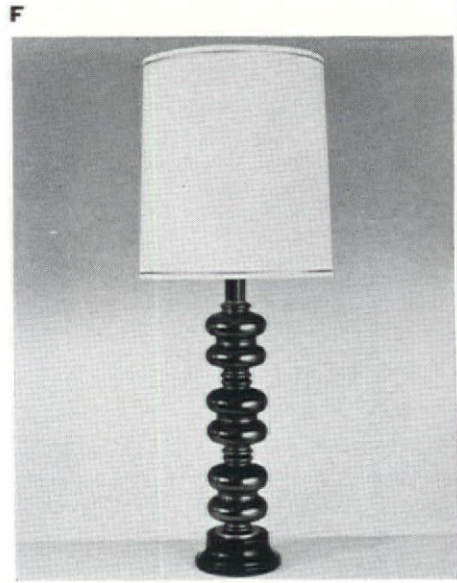
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G

A Park East, a three-light, 20-inch high wall sconce by Quartite Creative, is finished in choice of ornate silver or gold metal leaf. Circle No. 92.

B Feldman's Picador table lamp, in antique red, rust, or olive with gold, is adapted from an antique wood balustrade found in a Madrid palacio. Circle No. 93.

C Among both contemporary and traditional styles is Phil-Mar's 300 Studi-Lite, with softly curved ceramic-walnut base. It measures 17 inches over-all. Circle No. 94.

D A weathered brass look is achieved by handrubbing the solid brass base of Edward Alden's 2110 lamp, complete with eggshell silk shade. Circle No. 95.

E Clear crystal translucent golden rods envelop a de-fraacting screen, in matte white with polished brass canopy. Diameter is 6 $\frac{3}{8}$ inches. By Globe Lighting. Circle No. 96.

F Fashioned after a classic oriental candle, Haeger's new lamp is finished in gunmetal, porcelain white, or peasant olive, with silk nub or ebony opaque shade. Circle No. 97.

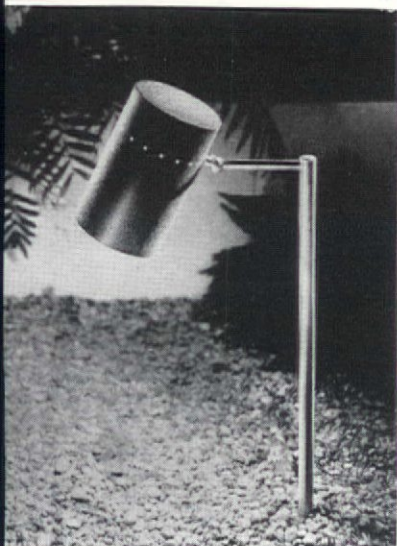
G Phillip's unusual lamp base was cast from an 18th Century English ochre brandy barrel, its fine detailing enhanced by semi-glaze finish of orange-ochre. Circle No. 98.

H Nessen's garden light, with cylinder-shaped reflector that swivels on a solid brass column, easily "spikes" into place. In black crinkle, with satin-white inside. Circle No. 99.

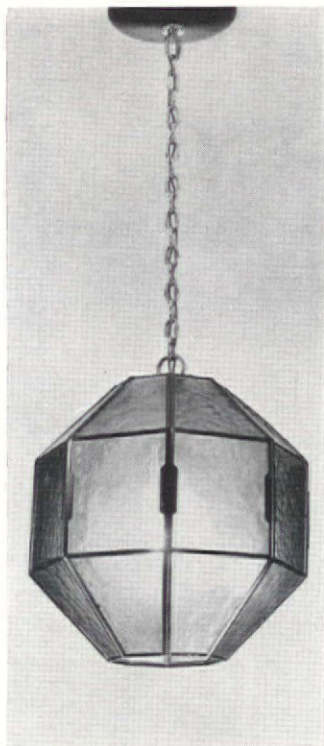
I Koehler's portable lamp can be used either wall-mounted or, by means of a swivel joint, as a table lamp. Designed by Loewy/Snaith, it works on battery too. Circle No. 100.

J, K Lightolier's one-light luminaire (J) is multifaceted with durable acrylic panels in 4 warm tones. The Lucent (K) provides downlight through concentric ring louvers set beneath one-piece molded shade. Circle No. 101.

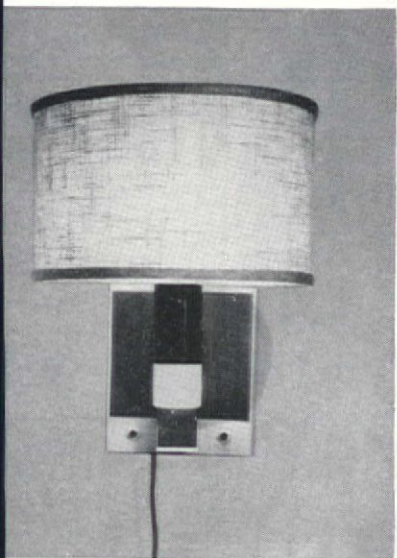
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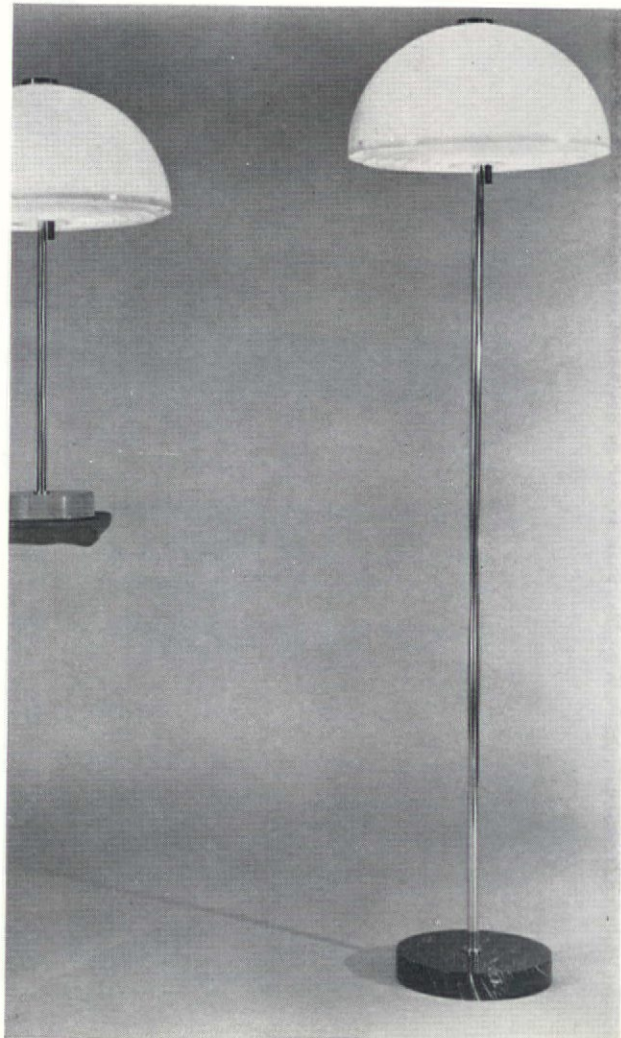
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LAMPS AND LIGHTING

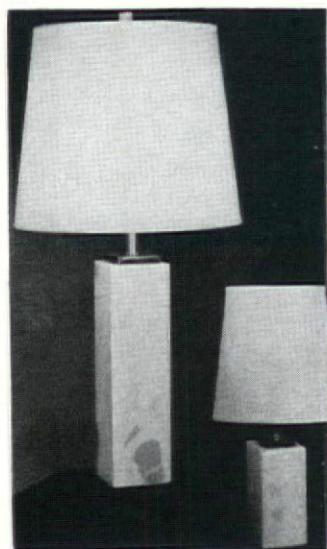
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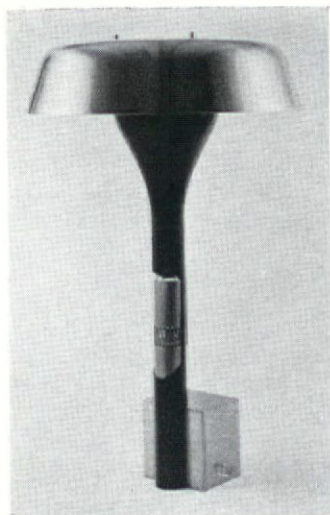
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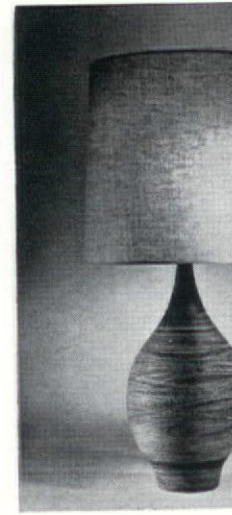
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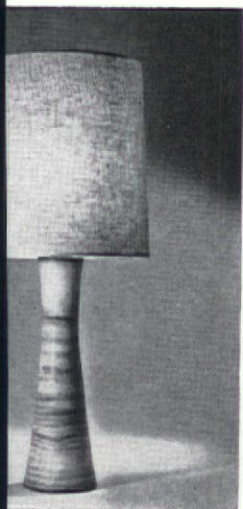
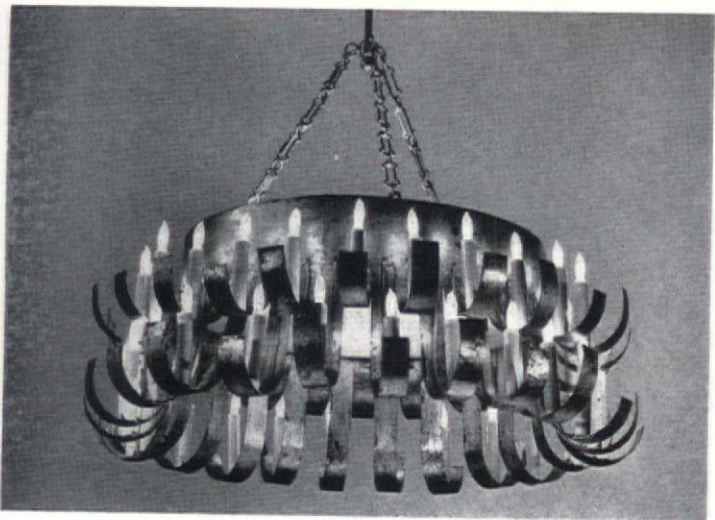
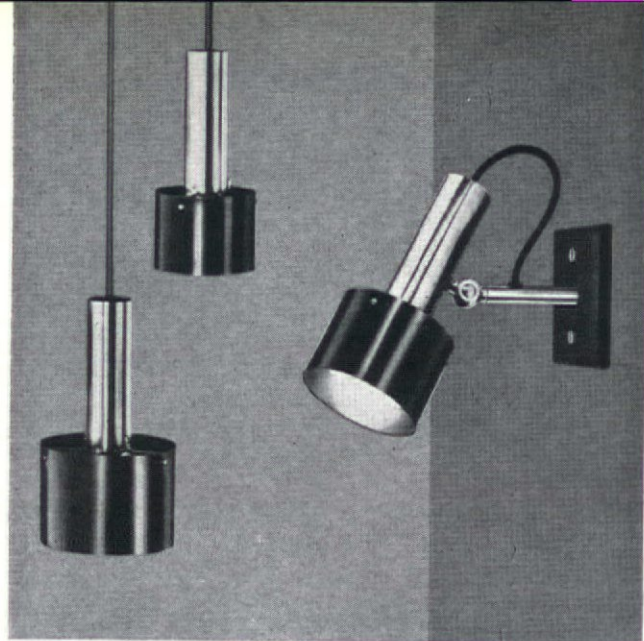


E



F





A Seven colors, cylinders from 6 to 15 inches, and flexibility in arrangement afford almost custom designs with Heifetz's extruded plastic Crystalume fixtures. Circle No. 102.

B J. B. Hirsch's Firenze lamp faithfully reproduces a 13th Century Italian candlestick in Pompeian greens and reds, muted golds and silver leaf. Circle No. 103.

C Solid alabaster lamps from Safran & Glucksman come in two sizes—17 inches or 30 inches over-all. Circle No. 104.

D For outdoor use, wall bracket by American Lantern is of solid brass with weathered patina. Circle No. 105.

E Chapman's versatile Italian lamp combines high-intensity with conventional lighting. High-intensity unit swings out from column; shade adjusts to four positions. Circle No. 91.

F Ceramic table lamps, designed by Lee Rosen for Design-Technics, include both slim and fairly squat styles, each in a choice of 10 studio glaze colors. Circle No. 107.

G Metropolitan Lighting, working closely with designer Walter M. Ballard, executed these specialized chandeliers for the lobby of the Statler-Hilton in New York. Circle No. 106.

H Morrison Imports' Crespa, 36 inches in diameter, wires candles and downlights on separate circuits. Circle No. 110.

I Milano spots, handled exclusively by Prescolite, point up stark design with black anodized aluminum shields and satin chrome tubing. Circle No. 108.

J Extempo fixtures, companions to a line of planters and urns, have ceramic shades in wide color choice. Collection was designed by David T. Kline & Associates. Circle No. 109.

FUNCTION ROOMS: THEIR USES ARE PRACTICALLY UNLIMITED—SPECIALIZED FOLDING, KNOCK-DOWN, AND ROLLAWAY FURNITURE MAKES POSSIBLE VERSATILE USE OF SPACE

Convention halls and banquet rooms have always been around as a vital part of the operation of a large hotel. By catering to conventions, banquets, and social events innkeepers found an ever-growing source of revenue, not only from weary travelers, but from local industry and the nearby community. Today, special purpose rooms—function rooms—are a multi-million dollar business. And large hotel managements are not alone in realizing the economics of the function room.

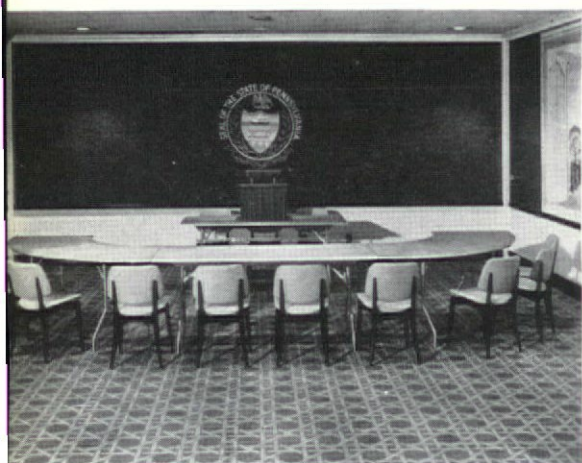
The locus of the function room is changing and expanding. Industries, department stores, shopping centers are incorporating employee and community rooms as part of a sales and public relations service. Businesses conducting more national, regional, and local sales meetings are combining them with luncheons, dinners, and even breakfasts not infrequently on their own plant premises. Schools and churches are utilizing auditoriums and gymnasiums for community rooms and social events—and even for auxiliary

classrooms while awaiting permanent quarters. Motels are building and expanding their facilities to cater to these special functions.

And it's no wonder. The uses of the function room are practically unlimited. A single room will serve for meetings, banquets, conventions, sales presentations and demonstrations, conferences, classes, luncheons, breakfasts, fashion shows, theatre, and for purely social events such as receptions, showers, dances, and parties. Virtually all of these events call for a swift reconversion of the room itself. A single day may schedule a business breakfast, a noon fashion show calling for the erection of runways and stage, besides tables and seating, and an evening dinner/dance with another complete repositioning of furniture and the possible installation of a portable dance floor. The nature of these functions and the need for quick room conversion necessitates that the room dove-tail with food facilities and ample storage areas.

Just as a single room will serve a variety of functions, so in furnishing the room, a single piece of equipment must serve a variety of needs. Five factors must be considered in the choice of these furnishings: service, handling, transportation, storage, and maintenance. Though style cannot be overlooked since public affairs influence the institution's or business' image, function here has the primary claim. Furniture must be designed and built for intensive handling and abuse, as any banquet manager or caterer will affirm. The basic equipment consists of tables in various shapes, sizes, heights, including adjustable shapes, sizes, and heights; folding, knock-down, and non-folding; chairs that fold, stack or gang; movable walls, partitions, room dividers, or screens; folding or rollaway bars; portable dance floors; besides a host of platforms, risers, stages, bandstands, runways, clothes racks, lecterns, and handling and storage equipment such as dollies, carts, and trucks. Though it is possible to rent any and all of this equipment (in itself an enormously lucrative business) most managements own a complete set of function room furniture.

With the continued rapid growth of industry, the urban population and the fact that available space is pressured for utmost usability, a knowledge of the function room, its make-up and furnishing, has become an essential part of the contract furnisher's job. Like it or not, institutional life is expanding in size and area of involvement, and with it grows the need for fluid rooms and versatile furnishings to serve as social, cultural, and industrial meeting places. (C)



Function room furniture supplied by Institutional Products, Inc. for the Cherry Hill Inn, Cherry Hill, N.J. and Williamsburg Inn, affords versatile arrangements for an intimate business luncheon, a banquet and dance, and a host of management conferences and conventions.





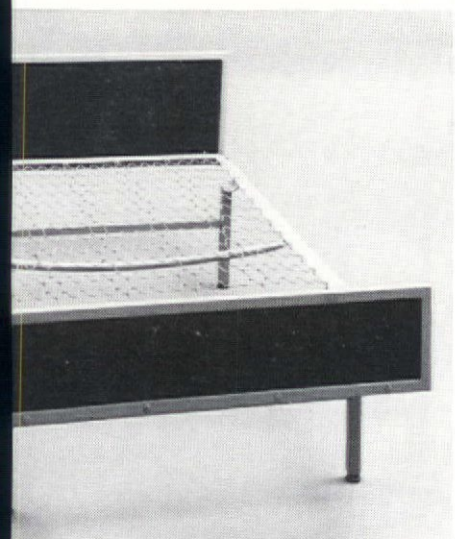
Flat-Top bed as single unit with Metropolitan panels



Flat-Top bunk beds with Sunburst end panels



Flat-Top bed frame with hardwood panels



Continental with rectangular panels and straight legs

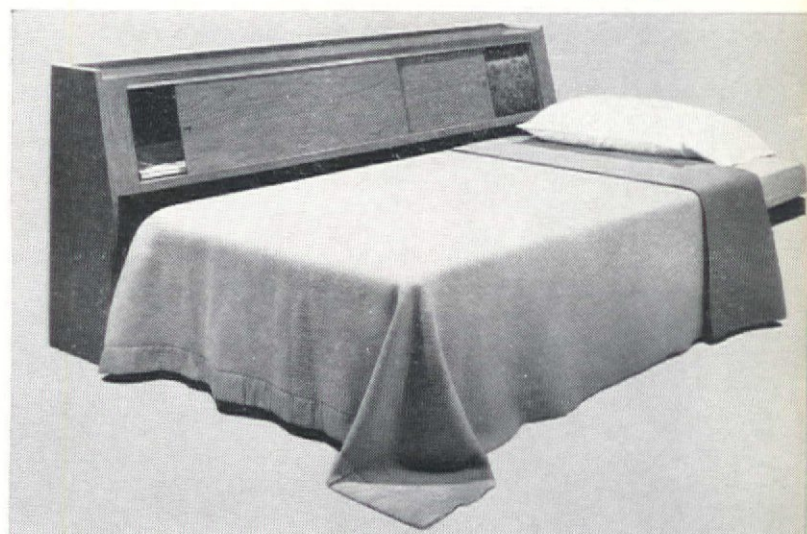


Continental with Butterfly panels and sloped legs

All of these beds have two things in common,



Glida-Bed closed for daytime use



Glida-Bed with bolsters removed and opened for sleeping

the most important of which is comfort.

The second is No-Sag® Springs. (And don't you think arranging things in that order didn't take some strain.)

Actually, one means the other. Because comfort is what we're selling. And that depends on correct sleeping posture, not the type or style of bed.

No-Sag Springs keep the spine straight by not only supporting the body but conforming to it. And that's true of every bed/frame assembly we make. For hos-

pitals, colleges, prisons, institutions. As well as our exclusive convertible Glida-Bed® for hotels and motels.

Let us make sleeping all it's supposed to be for you. Drop us a line. Tell us your requirements and we'll send you further information. No-Sag Spring Co., Dept. G-865, 124 W. State Fair, Detroit, Michigan 48203.

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A



B

D New designs at I.V. Chair Co. include this tufted upholstered lounge seating group, with optional rosewood side panels, on a steel base. Companion tables have walnut, rosewood or plastic tops on a stainless steel pyramid base. Circle No. 114.

E Fine-Line, a modular contract group from Lloyd Mfg. Co., establishes a clean modern feeling within a moderate price range. The new line has complementary occasional tables for variety in planning seating arrangements. Circle No. 115.

F Knoll Associates introduces a new executive chair series designed by Charles Pollock that tilt and swivel, are deeply cushioned and upholstered in leather, and come armless or with arms, in a choice of bases. Circle No. 116.

G With Leopold's new Template desk line the specifier has a choice of desk tops in many different shapes: boat, free form, split level, and curved, in addition to the standard rectangular. Circle No. 117.

H Helikon's new office line of desks combines oak framed by solid walnut, a beveled front edge, and a paper-stop gallery at the back. The desks are available with a conference overhang, and a full selection of L arrangements and matching credenzas. Circle No. 118.

J Kittinger supplies superb traditional desks in olive burl (or swirl mahogany) that adhere strictly to 18th Century designs. In some cases the desks are exact reproductions, others are adapted to contemporary needs. Circle No. 119.



D



E

MID-YEAR PRODUCT REVIEW: A ROUND-UP OF NEW CONTRACT FURNITURE, FABRICS, ACCESSORIES AND OTHER CONTRACT FURNISHINGS

A Accent East, one of American of Martinsville's four new contract groups for innkeepers, incorporates burl in a light spice finish, unusual hardware, and square brass ferrules on the legs for a distinctly Far East flavor. Circle No. 111.

B Brown-Jordan's man-size club chair looks luxurious yet is deceptively lightweight due to its foam rubber and aluminum construction. The frame is finished in curry-colored baked enamel and the generous cushioning sports a popular houndstooth check. Circle No. 112.

C Designcraft's 6000 Series office furniture integrates steel and wood construction materials with a wide option on wood finishes and color combinations. Design features include wood facade on front, flush panel metal construction, and solid walnut legs. Circle No. 113.



F

H



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MID-YEAR PRODUCT REVIEW

A New forms in pedestal tables from Harvey Probbler include a 20-inch-diameter cylinder with Brazilian rosewood graining, and a triad pedestal which can be used singly or in clusters. Nineteen inches in height, the triad table is made of teakwood veneers forming a parquet top. Circle No. 120.

B A massive wing chair from Jens Risom is anatomically designed for firm support; upholstery is a new chamois-like leather. A phone and file unit provides the basic necessities for an executive in conference with phone controls, writing surface, and file compartment at his fingertips. Circle No. 121.

C Armstrong's generous sofa is designed by Derri Donovan to be sat on—and that includes the low sloping arms and back. Frame is sturdy solid walnut. Circle No. 122.

D A new collection of traditional office furniture from Mount Airy Chair Co. has an extensive range of pieces. Desk, in two sizes, features a conference overhang top and decorative moldings as optional items. Matching credenza is formed by modular units. Circle No. 123.



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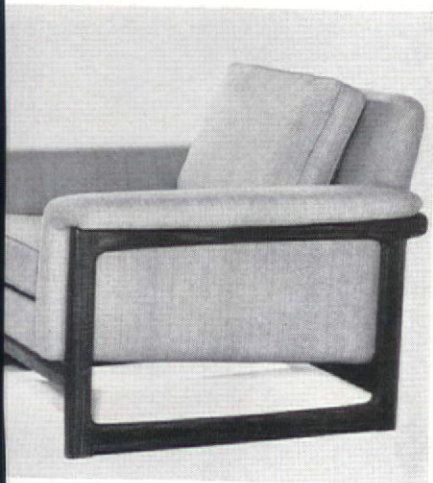
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B**C****D****K****L**

E Upholstered club chair is a representative of Worden's new Lounge Master seating group which is durably constructed and includes a wide variety of arm or armless seating units and a choice of steel or wood bases. Circle No. 124.

F Avard's occasional chair has simple, rectangular lines featuring a mirror chrome base, foam rubber seat and back. Circle No. 125.

G Lunning's sculptured lounge chair designed by Sven Dyste swivels on a steel and rosewood base. Upholstery variations include top grain leather in addition to fabric. Circle No. 126.

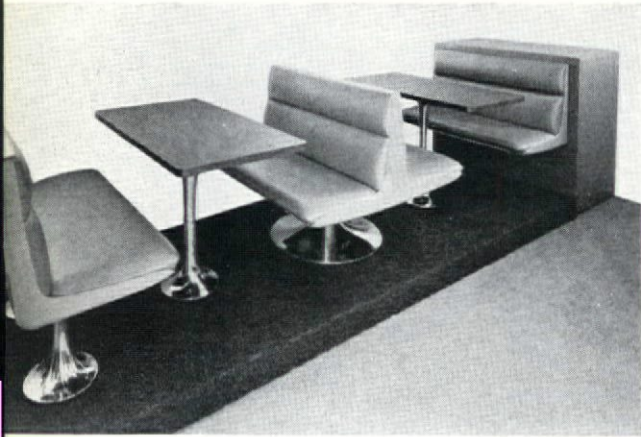
H Exotic woods combined with stainless steel characterize the new executive office group of desks by Albano which includes this half-pedestal desk of Italian olive burl, and cabinets, conference, and incidental tables. Circle No. 127.

J The XL Series of contract seating units from Gregson Mfg. Co. consists of three tables, three benches, and one basic seating unit, which can form any number of arrangements. Bases are solid aluminum; seats and backs are buttonless tufted in a bucket seat style. Circle No. 128.

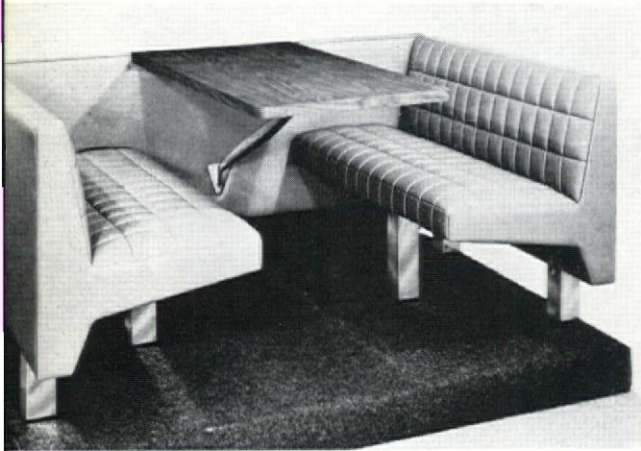
K Dux introduces a new sled-base lounge chair designed by Folke Ohlsson to blend with other popular Dux units. Sled-base is available in walnut or teak; cushions have zippered covers. Circle No. 129.

L Daystrom's conference grouping considers limited budgets in planning one of the least-used office rooms that, nevertheless, must look "prestige." The result is Daystrom's modestly-priced conference furniture of architectural styling with chrome-finished pedestal bases, and contour chairs that slide and swivel. Circle No. 130.

A



B



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MID-YEAR PRODUCT REVIEW

A Madison Furniture Industries introduces two new booth seating units for restaurant or lobby use. Banquettes with channel or tufted upholstery treatments and polished chrome pedestals offer minimal maintenance. Circle No. 131.

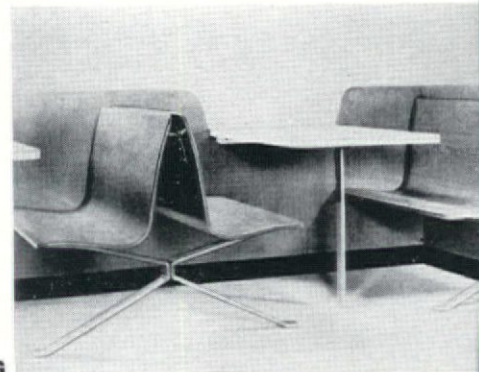
B Nessen's lectern, complete with paper-stay and light, is crisp and contemporary, crafted of mirror finish metal. Circle No. 132.

C A swivel-based bar stool, in both counter and bar heights, from Piazza Originals has a spindle-spoke back and a natural hand-woven rush seat. It comes in black, walnut, and many colors. Circle No. 133.

D A new hotel/motel line from Kent-Coffey Mfg. Co. is designed to withstand the daily hazards of commercial use. The Tierra group, Spanish in theme, includes a multi-purpose wall unit, dresser desk, luggage bench, chair, mirror, nightstand and headboard. Circle No. 134.

E Thonet gives its classic bentwood chair a new twist by a slight variation in the scroll design of the inner back support, and a modification of the front legs. Thonet also issues the chair in an armless model. Circle No. 135.

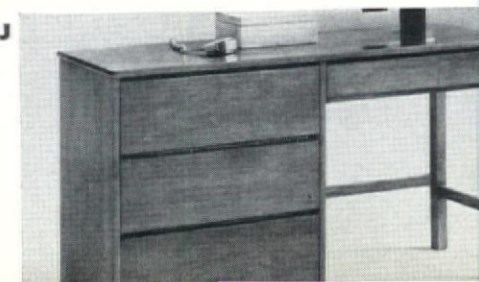
F A sculptured hardwood contract chair from Carroll Chair Co. may be finished in a choice of ebony, walnut, natural or mahogany stains, and the wrap-around back has a natural cane inset. Circle No. 136.



G



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G Plymold's Apollo booth utilizes molded Formica and nickel-plated steel aisle supports for a strong dining booth designed for heavy traffic food operations. Both free standing and wall supported booths are supplied with matching tables in more than 80 colors and patterns. Circle No. 137.

H The International Sofa series from the Duo-Bed Corp. comprises a new line of eight convertible living/sleeping sofas. The series includes five differing back cushion treatments, and a choice of wood or upholstered arms. A full length upholstered back compartment lifts to form a night shelf. Circle No. 138.

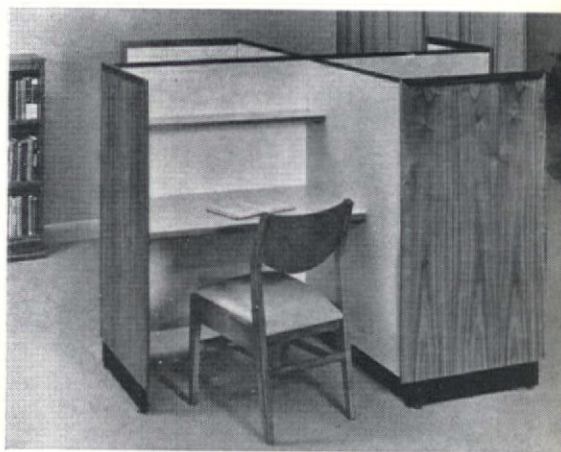
J Solid maple construction, laminated plastic tops, and basically modern design, are features of a new group of institutional furniture from Heywood-Wakefield. This new group includes a chest, dresser, desk, and night stand, ideal for dormitories and other institutional uses. Circle No. 139.

K An old world atmosphere is recreated in restaurant furniture from the Buckstaff Co. Sectioned oak table has a shaded hand finish and nylon velvet upholsters the sturdy arm chairs. Circle No. 140.

L Declaration, a complete line of library furniture from Drexel Enterprises adapts to both contemporary or traditional settings. Highlight of the series is a flexible study carrel which provides study room for four persons in a 75 inch square. The units can also be used singly or doubly. Circle No. 141.



K



L

MID-YEAR PRODUCT REVIEW

A "The Sun" designed by Danish artist Bjorn Wiinblad for Arts for Architecture adapts to indoor or outdoor use. Strongly textural in feeling, the sculpture may be finished in glazed bisque, glazed terracotta, stone, or to special colorings, in sizes from 2 to 10 feet in diameter. Circle No. 142.

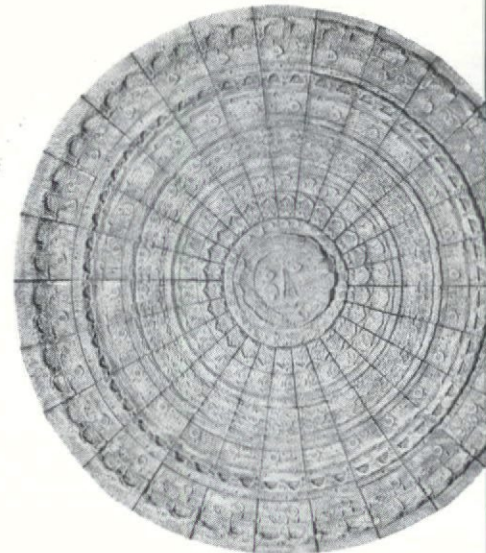
B A novelty casement from J. H. Thorp has a vertical stripe pattern on white Belgian linen. Circle No. 143.

C Screen printed on a natural basket weave Belgian linen in black, charcoal, and tangerine, Pueblo, a new fabric from Henrose, is a 30-inch repeat. Other colorings are available. Circle No. 144.

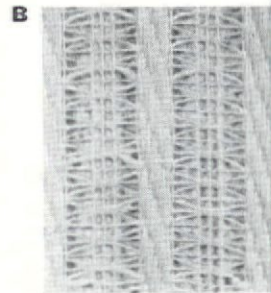
D A contemporary print, Endless, from Arundell Clark features a black and white swirl design custom printed on Belgian linen. Circle No. 145.

E Herringbone is a small scale op design from Howard & Schaffer custom printed on Belgian linen. Circle No. 146.

F Window shades from Joanna Western Mills lift the functional use of shades into a definite decorative element. They feature op art motifs in black and white with sharp accent colors. Customer supplies the fabric for these laminated shades. Circle No. 147.

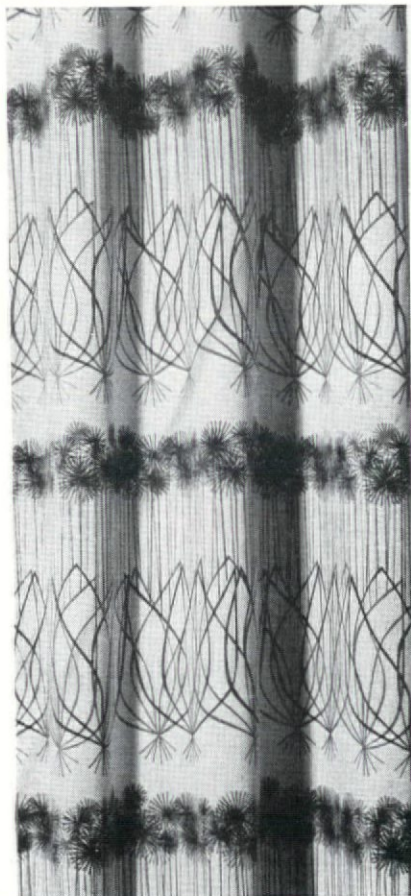


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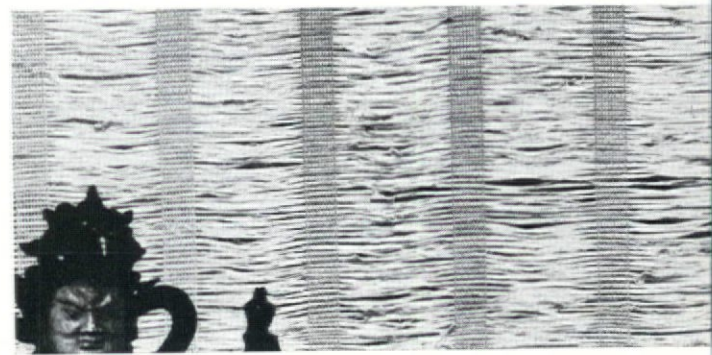


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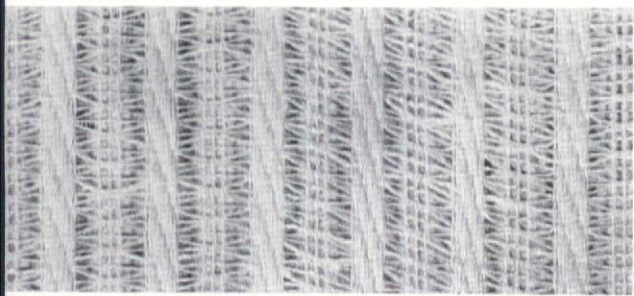
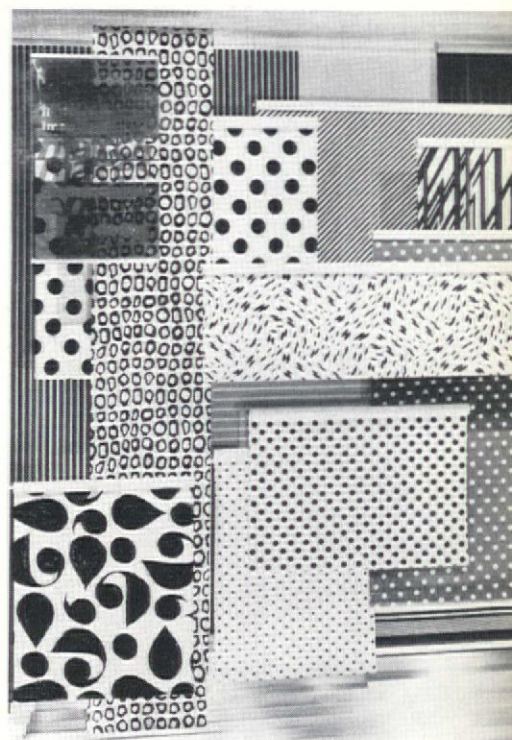
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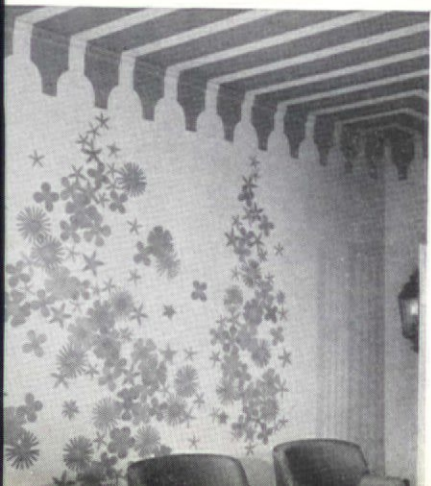
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N

G French impressionist old world fruit and flower paintings are the theme of a colorful new collection of cotton screen prints by Greeff, entitled Impressions. The print shown is an impression from Dufy in vibrant colorways. Circle No. 148.

H Suited to period and traditional decors, Newport from McCordi is a simulated hand screened print on a rich shiki silk-textured vinyl wallcovering. The ornamental scrollwork is repeated in subtle tone on tone beige, parchment or gold on beige, colorways. Circle No. 149.

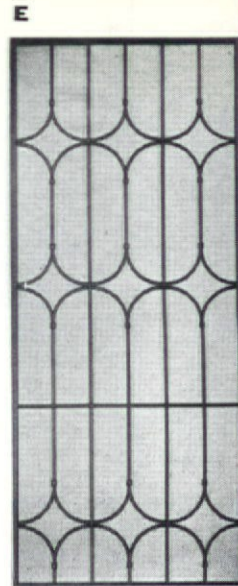
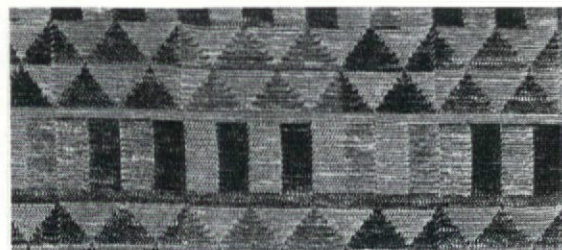
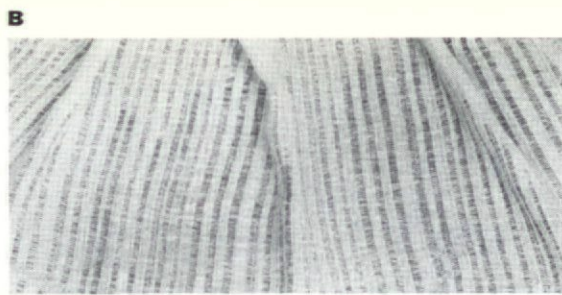
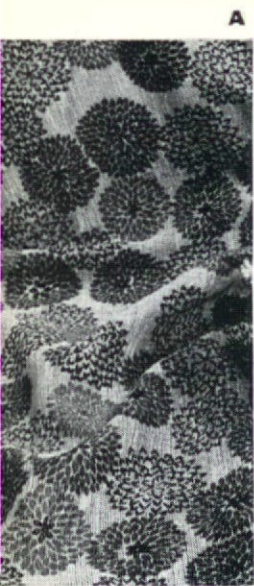
J Ragged Robin is one of six new prints from Ben Rose called Lollis-Ops. Man-made yarns, linens, and cottons, are background fabrics for this group of sophisticated children's prints that delight adults as well. Circle No. 150.

K Columns reminiscent of Monticello and the Federal eagle are motifs for a wall mural in the Washington Hilton's Jefferson Room. The wall designs are handprinted on moire vinyl by Murals & Wallcoverings Inc. Circle No. 151.

L Winner of the AID International design award is a sunshade designed by Kuichi Isobe for Conrad Imports. Japanese grass, flax, sedge, or strips of banana leaves are delicately woven to form a subtle stripe effect. Circle No. 152.

M A design of the mid-17th century inspired Coronet Damask, from Van Luit's Expressive collection. The wallpaper comes in four rich colorways, handprinted on exclusive textured grounds. Circle No. 153.

N Rhapsody, a wallpaper mural from Stockwell, is boldly scaled and colored in blues, greens, and deep gold, on a mustard-tone textured ground. Canopy effect was created with blue and mustard vinyls. Circle No. 154.



MID-YEAR PRODUCT REVIEW

A Pom-Poms, a stylized floral fashioned on a leno casement by J. H. Thorp is a Rovana Certified fabric with a filling of Verel modacrylic to prolong the life of the fabric as well as ensure flame, sun, and mildew resistance, washability and cleanability. Circle No. 162.

B Phoenix is another Rovana casement from Jack Lenor Larsen with a rectilinear design in tones of white and sand beige. Circle No. 163.

C A sturdy, double woven jacquard upholstery fabric of 100% rayon called Mosaïque is available at Thaibok showrooms in bright contrasting colors as well as more subtle color variations. Circle No. 164.

D, E Two designs from Gene McDonald, are a paisley print on vinyl or other grounds called Kashemer, and Arcadia, a decorative panel, 10 ft. by 48 inches. Circle No. 170.

F A traditional dining chair by Shelby Williams reflects a Spanish and Moorish influence. It is also produced in a high back (44 inch) model. Circle No. 165.

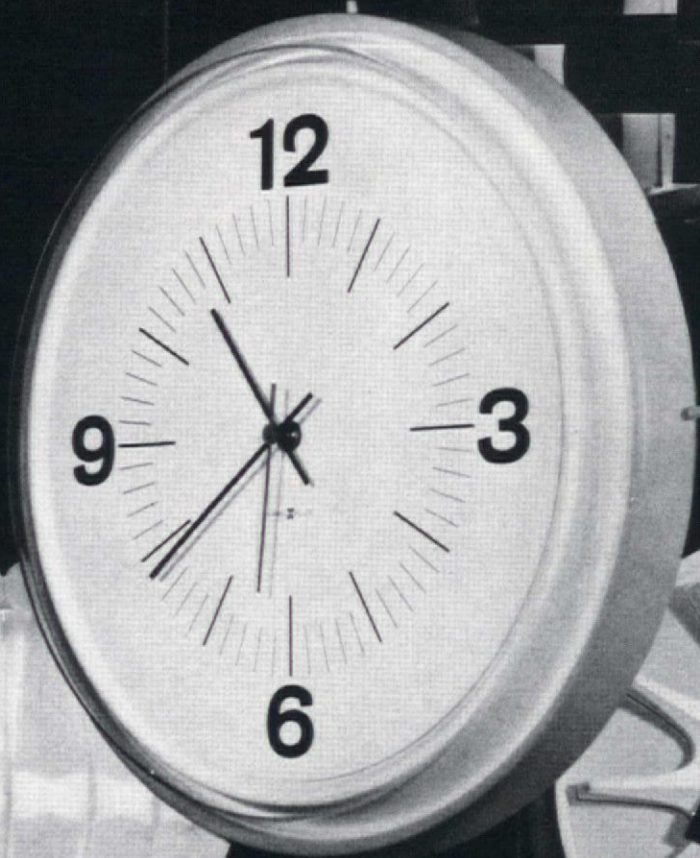
G A Spanish-themed dining chair from Bianco Mfg. Co. has a diamond tufted back with exposed wood turnings accented by bronze nailhead trim. Circle No. 166.

H Hitchcock Chair Co.'s Mate's chair is crafted of hard maple and decorated with hand striping and stenciling. Circle No. 167.

J New table bases from the Gasser Chair Co. are issued in color anodized solid aluminum with standard adjustable glides or optional ball casters. Column heights are from 18 to 29 inches. Circle No. 168.

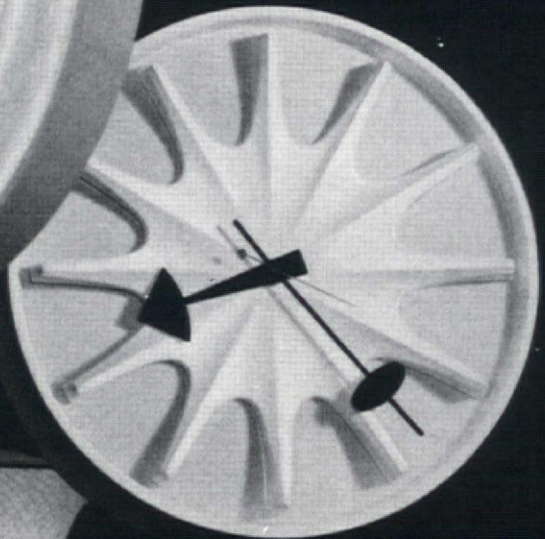
K, L Two custom designed pieces produced by Grosfeld House, Inc., one for an enormous lodge/resort area in Lake Eufaula for the State of Oklahoma, epitomizes the diversity of the Grosfeld House operation. They fulfilled a contract amounting to \$500,000 for this project, custom designed by the specifier, which included the extra-length sofas (many-built-in and sliding nest units), end tables, bar cabinets, and all the bedroom furniture. Grosfeld House also produced guest room furniture (K), service cabinets, registration desks, and other custom pieces, for the Washington Hilton. Circle No. 169.

Circle No. 33 on product information card →

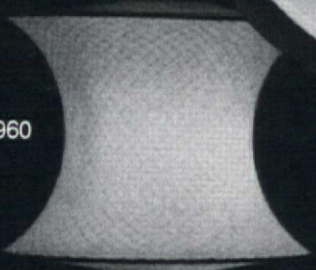


1964

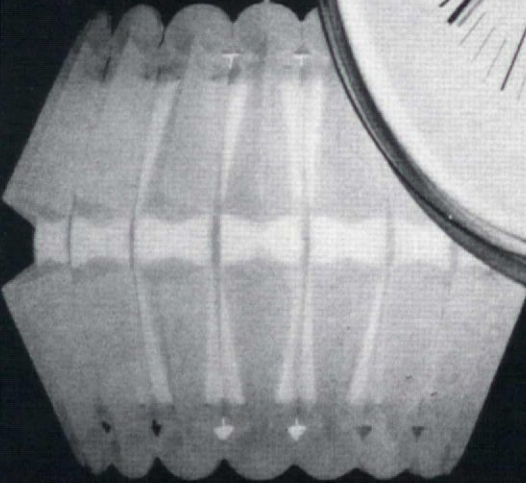
1963



1955



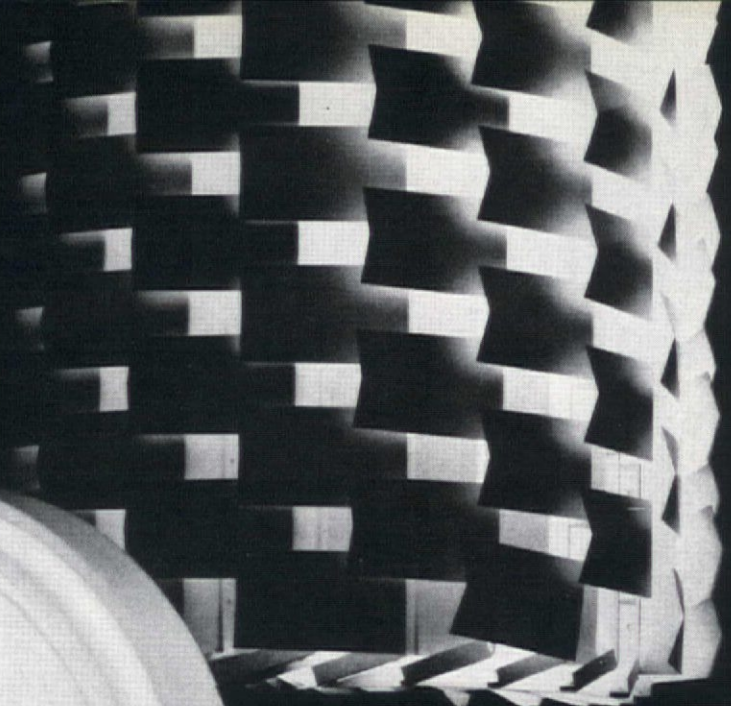
1960



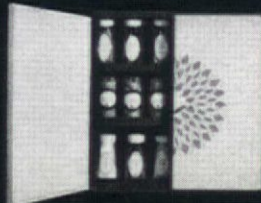
1961



1952



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of products of enduring design, all bearing the
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Illustrated catalogs are yours for the asking.
Howard Miller Clock Co., Zeeland, Mich. 49464



A



B



C



D

MID-YEAR PRODUCT REVIEW

A To its Orleans ensemble, Woodard adds a new extension top table with wrought iron frame and matching chairs. The 58 by 36 inch top extends to 98 inches with the addition of two leaves. Circle No. 155.

B A new molded rattan group from Tropical was selected by the Pasadena Art Museum for its excellence of design and exhibited in the California Design IX Show. Circle No. 156.

C Bouquet, a new medium priced grouping of solid aluminum furniture by Scroll is offered in a choice of colors in brushed, hand-rubbed antique finishes. Other pieces to the line include dining arm chair, serving cart and bar stools. Circle No. 157.

D A new country casual rattan line by Ficks Reed comprises 25 pieces for a wide diversity of use. Construction is genuine reed and the new line may be ordered in 12 decorator finishes. Circle No. 158.

E Casual furniture groupings from Gallo feature versatile sofa-bed units with removable bolsters. The sofa-beds, in a choice of 16 finishes, are also available in a combination of wrought iron frames with wood arms. Circle No. 159.

F New items from Molla's Celebrity group include the slightly-angled flat chaise and a combination of seating pieces, dining tables and accessory items. Made of rust-proof Alumaloy, the Celebrity series features a cross pattern of resilient-vinyl webbing. Circle No. 160.

G Bar stools in sculptured aluminum are the newest pieces from Brown-Jordan Co. in heights built to specifications. In addition to the back design shown, a stylized leaf and vine design called Woodland, and Elegance, a floral and grillwork pattern, are other back choices. Circle No. 161.



E



F



G



From "Philadelphian". Smart desks, tables, cabinets, seating.



From flexible Series 500. T & R or leg bases of chrome or wood.



From Series 4000. Available also in steel legs as Series 8000.

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Circle No. 34 on product information card

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Chairs
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folding and stacking



in folding sections



Chairs with arms



with folding kneelers



with folding book boxes



with more
COMFORT and
FLEXIBILITY
than other wood
folding chairs

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halls — Art galleries — Board
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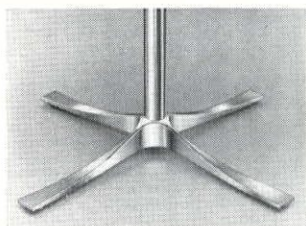
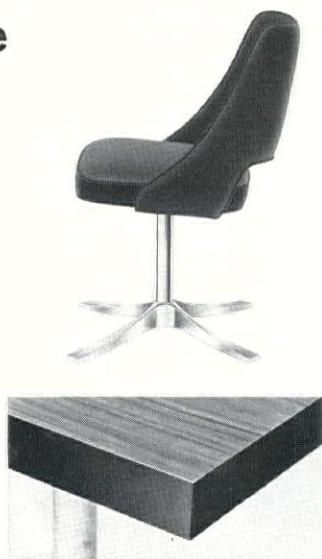


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SINCE 1881

Circle No. 35 on product information card

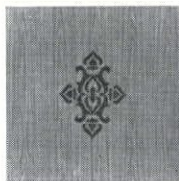
Technology
made our
restaurant and
cocktail lounge
furniture
stain-proof
scratch-proof
split-proof
sag-proof
squeak-proof
heat-proof
kick-proof
dent-proof
warp-proof and
wobble-proof.



Chair with sculptured chrome base swivels silently. Washable super-vinyl upholstery. Selection of wood grain or colors in plastic laminate table tops. Gloss or textured finish. Ebony or self-edged.

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DAYSTROM
FURNITURE, SOUTH BOSTON, VIRGINIA

Built to take it... beautifully



Circle No. 36 on product information card

PRODUCTS & SERVICES

Economical institutional line by Steelcase

For auditorium, gymnasium and school cafeterias Steelcase designs a contemporary stack chair that combines sturdy construction and design simplicity. Priced to fit the modest budget, the Steelcase chair

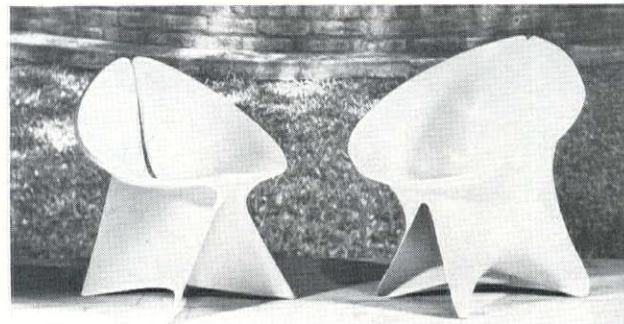


stack ten high on a dolly or hand truck for storage. They are lightweight, easy to handle, and have nylon pegs on the inside of the leg to protect the finish and eliminate friction.

Circle No. 171 on product information card

New group of contemporary patio furniture

The Athena collection, a new group of contemporary patio and indoor furniture from Burke, is constructed of molded fiber glass. Though currently being issued only in white, the bases can be painted to match



particular decor. An upholstered pad may also be added in designer fabrics and colors. The chairs, named Athena and Adonta, were styled by Stylianos Gianakos and Andrew Moorison for the Burke Division of Brunswick Corp.

Circle No. 172 on product information card

Fire-retardant drapery liner

Color-lon, a new drapery lining from Rockland Mills is engineered to meet the requirements of most building fire retardance codes in public-use installations. The new product is offered in 12 decorator shades plus white, all in 48-inch widths. The color feature of the new lining is of particular interest for hotels, motels and restaurants where the exterior view through the windows may be a design factor. An optional feature is a vinyl backing for complete light and sound control. Color-lon is said to be shrink and sag proof.

and the formula includes a sun barrier that filters the rays which fade and rot the face fabric. Performance of all features is guaranteed by Rockland.

Circle No. 173 on product information card

bold new vinyl upholstery pattern

Fedco Plastics Products Div. adds a bold new pattern to its Federan line of quality vinyl upholstery fabrics. Known as Western, the heavy elastic-backed, expanded vinyl has the look of hand-tooled leather. Though giv-



ing the appearance of a deeply carved leather, the new pattern has a smooth surface that cleans easily. Federan Western is available in brandy, a rich warm brown and other colorings, on special order. Another Federan pattern, Continental Llama, a plain colored vinyl that resembles top-grain leather, has had its color range broadened to include 16 high fashion colors in a matte finish.

Circle No. 174 on product information card

Cavrok's realistic brick walls

Cavrok's fiber glass panels reproduce the realism of brick or stone wall without the weight, and are installed with a hammer and nails. Engineered from polyester resin and fiber glass, they are virtually indestructible and can be used for interior and ex-



terior walls. Cavrok, manufactured in 4 x 8 foot pre-routed panels, has the color, texture, and feel of masonry. Once installed, the seams are invisible. Patterns available are Colonial old red brick, Norman brick, Fieldstone, and Roman stacked bond brick. Cavrok old red brick is shown in a curved wall installation of a specialty shop, and Fieldstone, applied the exterior of a modern motel.

Circle No. 175 on product information card

Design for "Dramatic" Beauty...



Elegance Fountains*
for a *Distinctive* interior!

EF265

*A FIBRE-METAL TRADEMARK

Elegance Fountains PRESENT a new concept in the delightful Sight and Sound of liquid beauty... the perfect answer in providing a point of dynamic, yet quiet and pleasing interest for Business Offices, Lobbies, Restaurants, Homes... wherever decor requires an unusual, enhancing and complementary focal point!

Select automatically changing combinations of color lighting and sparkling water patterns, or choose favorite water and light combinations... and change to others at will.

Write for our new color brochure. Design for Beauty with the new *Elegance Fountain*... a distinctive product of FIBRE-METAL.

Elegance Fountains Division

THE **FIBRE-METAL** PRODUCTS COMPANY
CHESTER, PA.

Fountain is self-contained (10 gallons) and operates on 110-v.a.c. Fiberglass bowl is 36" in diameter. WATER PATTERNS up to 4 feet. RED, BLUE and AMBER LIGHTS and water pattern combinations may be adjusted to individual preference.

Circle No. 37 on product information card



Opened

...this chair doesn't feel like it folds.

Unless a chair "gives" with you, sitting soon becomes uncomfortable.

That's where this chair is different...It "gives" with your slightest move because it has built-in "flex."

Deep, spring-upholstered seat, upholstered back and full-length, cushioned arm rests provide extra comfort.

In fact, this folding chair—made by Mayfair Industries, N.Y.C.—has so many comfort features, it's theatre-type lift-seat seems almost a bonus.

Wonderful for auditoriums, conference rooms and training areas.

For literature, write today.

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If it folds, ask HOWE

REGIONAL SALES OFFICES AND SHOWROOMS
IN MAJOR CITIES

Circle No. 38 on product information card

PRODUCTS & SERVICES

CONTINUED

Contemporary file line

To take the place of the ubiquitous gray file cabinet, H-O-N Co. has introduced a new contemporary series of files with a decidedly architectural look. The new



series, a part of the VS product line, is available in nine standard colors with two, three, four, and five drawer files in both letter and legal widths. Both drawers are also available and a smoothly operating gravity-drop mechanism is one of its construction features.

Circle No. 176 on product information card

Uniline dormitory furniture

The Uniline series of new dormitory furnishings is a basic unit that affords two large pullout wardrobes, five steel drawers, a study desk with drawer, two book shelves with light, a full length wardrobe, and a 39 by 77 inch bed. This complete self-contained unit fits into a space less than 12 feet long. Uniline

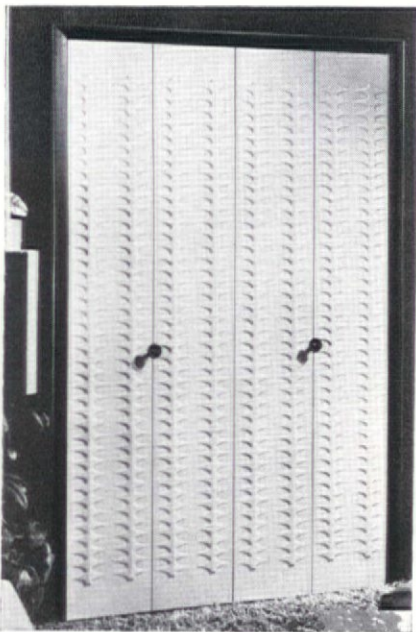


crafts the unit of welded tubular steel framing and panels faced with wear and stain resistant surface of Videne by Goodyear, or scuff-resistant, semigloss synthetic enamel. The knock-down unit is said to be easily assembled.

Circle No. 177 on product information card

Decorative door panels

Homeshield's newest door panels in four contemporary and traditional designs find wide use for screening off utility areas, room dividers, closets, etc. They are constructed of Royalide, a tough material highly resistant to stains, scuffs, and scratches. Furnished in an off-white finish, the door panels may be painted in a choice of 61 colors. The two-hinged panels are available in all popular sizes from the manufacturer, American Screen Products. In addition, prehung and

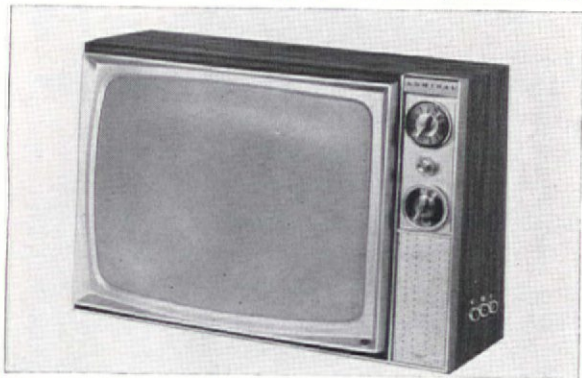


factory assembled door units may be specified for use where openings can be cut to exact size.

Circle No. 178 on product information card

TV for hotel/motel rooms

The Commercial Products Div. of the Admiral Corp. has designed a 21-inch television receiver especially for use in hotels, motels, or hospitals. The new Admiral 21-inch set is packaged in a cabinet that is the same size as most 19-inch sets. Other attributes include a steel bond picture tube for glare reduction and simplified cleaning, an antenna input for use in new or existing establishments, and a volume limiter to automatically control the maximum sound level. The sets are produced in a walnut grained metal



cabinet and have a heavy duty power cord to meet hotel and motel requirements. Admiral Corp. also offers four new 19-inch sets for institutional use as well as special wall brackets, a matching swivel base for three of its models, a lazy susan, and a deluxe chrome hospital stand.

Circle No. 179 on product information card



Folded

...this table stores in just 5".

That's nothing, most people are surprised to learn it folds at all!

Decorator-styled, this Howe "500" table comes in 24 different sizes.

Features include: Self-edged top surfaced with Parkwood marproof plastic laminate. Black enamel or lustrous chrome legs; all four are controlled by a single operating lever.

Solid-as-a-rock, too.

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Circle No. 38 on product information card

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



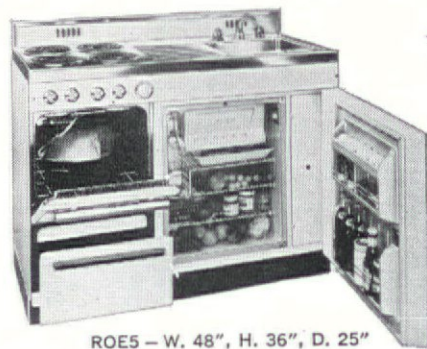
HOSTESS —
W. 24", H. 18", D. 16 1/4"



AUTOMATIC
"ICEMAN"
W. 14 1/4",
H. 25", D. 16 1/2"



combination
ref-bar-range-sink
DEBONAIR — W. 39 1/4", H. 36", D. 24 3/4"



ROE5 — W. 48", H. 36", D. 25"



Virtually every combination size and finish from the beautiful little 2 cu. ft. Hostess bar-refrigerator to a 72 inch combination refrigerator, range and sink for efficiencies, homes, offices and motels. Choice of solid white, pastels or wood grains all quality manufactured and guaranteed by Acme . . . first name in American compacts for over 30 years.

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NEW YORK

Circle No. 39 on product information card

PRODUCTS & SERVICES

CONTINUED

New nylon carpeting from Downs

Downs Carpet Co. introduces a new carpet grade, Step Lively, with a highly textured abstract design of filament nylon pile. Step lively is available in 10 colors: mocha foam, copper, Matador red, lightning

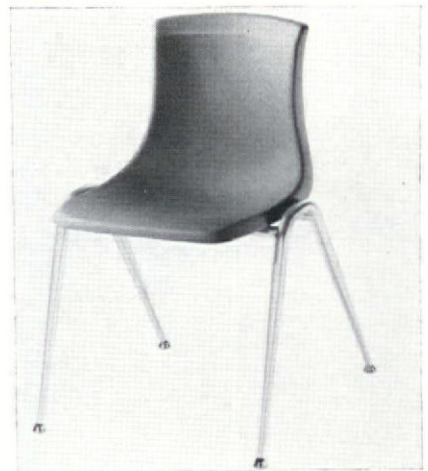


blue, two shades of gold, scenic green, beige, Atlantic blue, and cavern green, and in widths of 12 and 15 feet. In addition Downs has added new colors to many of its other lines.

Circle No. 180 on product information card

Brunswick introduces Soma line

Brunswick Corp.'s latest stack and gang seating line, Soma, features Lifetime fiber glass construction for commercial and institutional needs—wherever a rugged, easily cleaned chair is needed. The Soma line includes chairs with foldaway (Tab-lette) and fixed (Desk-ette) tablet arms and the complete Soma line is compatibly designed, sized, styled, and colored



to blend with other Brunswick seating, tables and cabinetry. Five colors, impregnated for utmost color stability, are available: paprika, deep teal, plum black, white, and antique gold. Understructure is swaged, tubular steel legs, finished in chrome or bonderized mocha black; special wallsaver construction prevents the chair back from rubbing against the wall.

Circle No. 181 on product information card

Circle No. 40 on product information card



THE BEST FOR ALL WEATHER...

Brown-Jordan's Lido stacking chairs, built for hard wear and minimum care...welded heavy gauge tubular aluminum with durable vinyl lacing, baked enamel finishes. The choice of finest hotels, motels, country clubs and other large installations. Postured for poolside lounging or dining comfort. Priced for contract quantity buying. Write for illustrated brochure 85S-h: Box 272, El Monte, California.

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Also hand inlaid Balalaikas. Certainly unusual these days. Ideal for playing and fine for decor. 28" long.



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We are the only ones in U.S.A. to have real Russian Samovars. 18 1/2" high.

We just imported some of traditional Imperial Russia's collections of vitrine eggs of Malachite and assorted Ural mountain semi precious stones with 24 karat gold-plated hand crafted stands in the true Carl Fabergé tradition. (1846-1920).

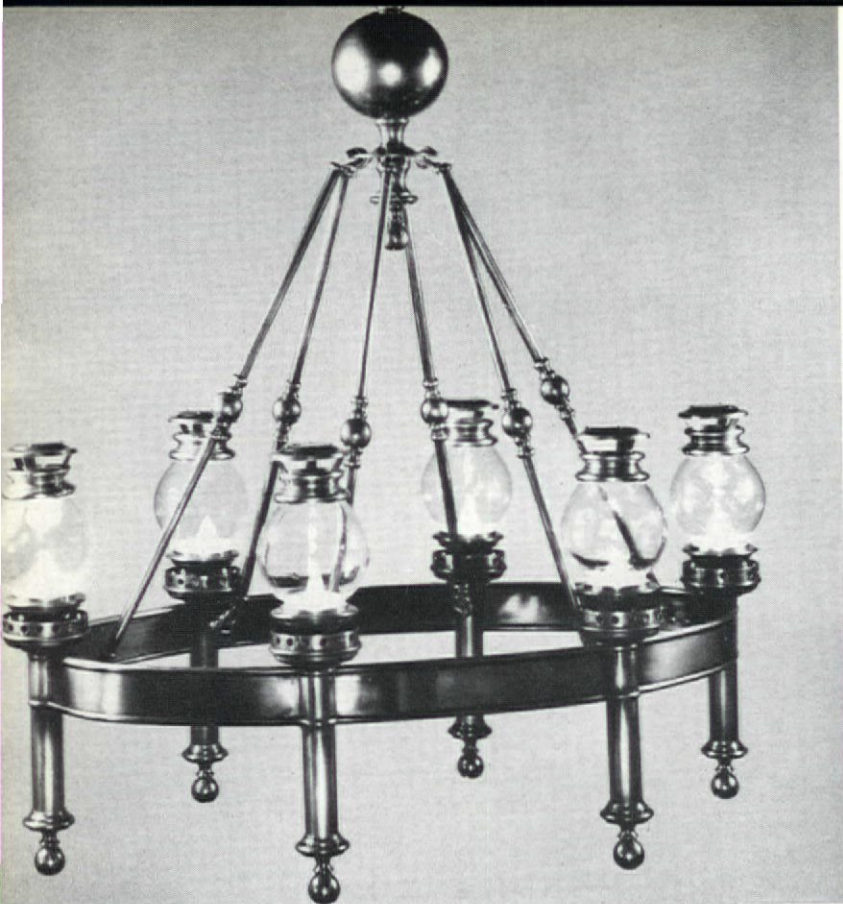
Collection of assorted semi precious stone eggs: Snake stone, Lachma, Nephrite, Lapis Lazuli, Rhodonite, Porfirate, Fluorite Quartz, Leaf Stone, Hibinite, Onyx, Obsidian. Solid Malachite eggs.

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Circle No. 41 on product information card



CHAPMAN



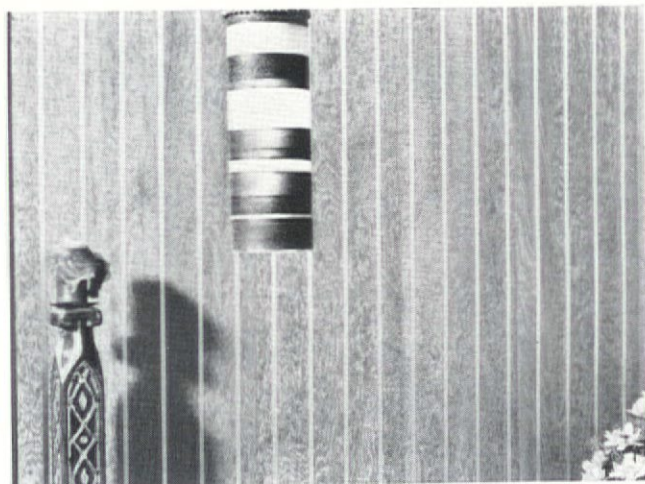
SHOWROOMS — For Stocking Dealers: Chapman, 225 Fifth Ave., N.Y.C.; 1210 Merchandise Mart, Chicago; 310 Decorative Center, Dallas; Morganton Furniture Company, High Point; 266 N.E. 60th Street, Miami; Space 568, Western Merchandise Mart, San Francisco; 8850 Beverly Boulevard, Los Angeles.
For Decorators: Facade Designs, Inc., 969 Third Ave. (58th St.), N.Y.C.
FACTORY AND OFFICES: Chapman Manufacturing Company, Avon, Massachusetts 02322
 Circle No. 42 on product information card

PRODUCTS & SERVICES

CONTINUED

Plywood panel accent wall

A new plywood paneling from Georgia-Pacific combines copper strips inlaid into wood for an unusual accent wall pattern. The half inch copper strips are

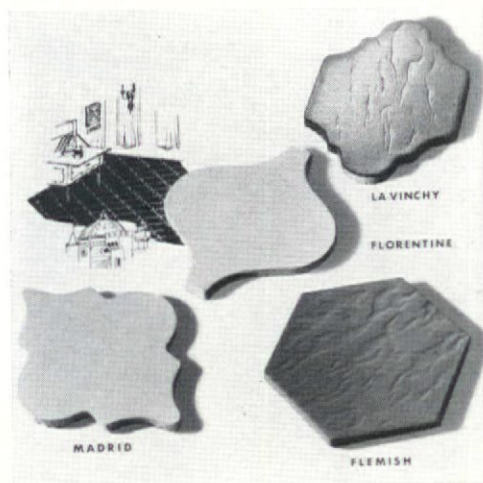


spaced four inches apart against a new type of decorative wood called by the manufacturer "the pecky cypress of the west." The wood has a sun-tanned finish with a delicate pattern of tiny perforations. The paneling is available in 4 by 8 foot panels of 1/4 inch plywood.

Circle No. 182 on product information card

Continental shapes feature of new tiles

Summitville Tiles, Inc. announces a new extruded contour quarry tile in four classic shapes. La Vinchy, Flemish, Florentine, and Madrid are the names of



the tiles which hint their form. Summitville furnishes the tiles in six natural earth colors and two floor finishes. Sizes range from 6 by 6 inches (Flemish) to 6 by 9 inches (La Vinchy). These new tiles plus Colonial and English, two other Summitville designs are available in five antique mat floor glazes that provide a hand-crafted appearance while retaining all of the physical properties of extruded quarry tile.

Circle No. 183 on product information card

CONTRACT

Bentwood contract chairs

Empire State Chair Co. introduces a new bentwood chair for the restaurant market in an arm or armless model. The new chairs are traditionally bentwood constructed which means strength and servcability. The



design element is Spanish in inspiration to coordinate with the current popularity of the style.

Circle No. 184 on product information card

New carpet line has broad color range

Enjoyment, a new woven wool velvet carpet in high pile broadloom with a jute backing, is the latest inroduction from Hardwick & Magee Co. In 12 and 15 foot widths, the new line has color choices of artichoke, delphinium blue, cockscomb red, candy lime, aqua spray, martini, nugget, sun gold, Grecian olive and marigold. Hardwick & Magee announced color additions to three other qualities, Ivy Ridge, a



andom sheared tufted wool, can now be specified in candy lime in addition to its other eleven colors; Windsor Park, a nylon twist tufted, has turquoise, montillado green and verdant green, and buttercup added to its ten existing colors. Hardwick's Golden Valley, a tufted plain, all wool plush, will now come in contemporary shades of red and copper, besides the present twelve decorator hues.

Circle No. 185 on product information card

PATENTED TELESCOPING CAP

Air Wall[®]
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PNEUMATIC PARTITIONS for the flexible division of meeting and dining areas.

HOLIDAY INNS FIRST TRULY PORTABLE WALL

First Installation, May 1960

"AIRWALLS" offer clubowners and managers a completely new and flexible method of dividing interior areas to provide private rooms to meet everchanging space requirements. "AIRWALLS" are completely portable and do not require unsightly floor or ceiling tracks . . . may be moved at will—in just minutes. You merely set each panel in place and add air . . . the patented "AIRWALL" telescoping cap is raised firmly against the ceiling. "AIRWALLS" tight seal at floor and ceiling levels and unique construction features offer a sound retarding quality never before available in a portable wall.

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| Allentown, Pa. | Meirose Park, Ill. |
| Anderson, S.C. | Memphis, Tenn. |
| West Memphis, Tenn. | Idaho Falls, Idaho |
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Circle No. 43 on product information card

New KRUEGER Fiberglass

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Designed for roomy comfort and stability.

Non-tip stacking to any convenient height.

Series 6000 Fiberglass Chairs

The fresh contemporary look in a practical, portable seating design. Comfort-curved shell, in 7 decorator colors, is unitized to wide-stance, square-tubular legs—in Brushed satin Brass or Chrome, or baked enamel finishes. Self-leveling rubber-cushioned foot glides.

Exciting New Functional Beauty
Krueger Hostess HS-604
FOLDING BACK / STACK CHAIR

All-steel design with Polyfoam seat and folding backrest upholstered in mix-or-match colors of Scotchgarded fabric or Naugahyde Chromata. Brushed Brass or Chrome wide-stance legs add stability.

For stacking, back folds down to protect upholstery.

Stack of 12 on dolly clears 80" door.



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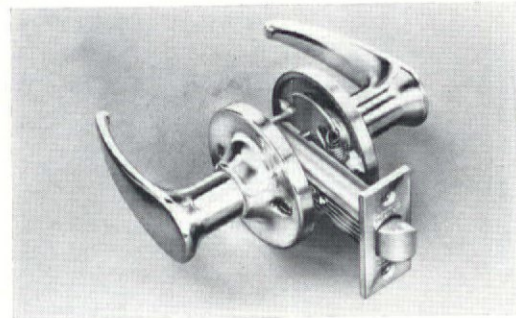
Circle No. 44 on product information card

PRODUCTS & SERVICES

CONTINUED

Lever lock and latch sets

A new lever handle lock and latch set introduced by Arrow Lock Corp. retains its horizontal position indefinitely since it has a patented "sag control" feature, and an effective mechanical stop. The latch set is



applicable to all forms of residential building, especially to senior citizen housing projects and residences where finger control is a real problem. It is priced well within the range of normal knob trim lines. An exterior set with the lever handle on the inside only and a conventional knob on the cylinder side is also available.

Circle No. 186 on product information card

Therapeutic swivel chair

For the businessman who can't spare the time for exercise and relaxation, Niagara Therapy Corp. introduces a swivel chair that gives a mechanical heat massage. Exclusive cyclo massage motors concealed in foam rubber generate an action of combined vertical, horizontal and circular motion. Dials on a small control panel recessed in the arm regulate the massage and heat, with an automatic timer to gauge



the desired length of the massage. Over the past few years, studies conducted by Niagara showing the value of cyclo massage to muscle spasm and tension have been reported in the Archives of Physical Medicine and the American Journal of Physical Medicine. The chair is available in genuine leather or washable naugahyde in many decorative colors.

Circle No. 187 on product information card

New architecturally-styled file line

All-Steel Equipment Inc. recently introduced a new line of files with recessed hardware in two, three, four, and five drawer, letter and legal width. Hard-



ware is smartly styled and furnished in brushed or mirror chrome. Counter-high cabinets and knee space units are also offered with self edge laminate tops for counter sections.

Circle No. 188 on product information card

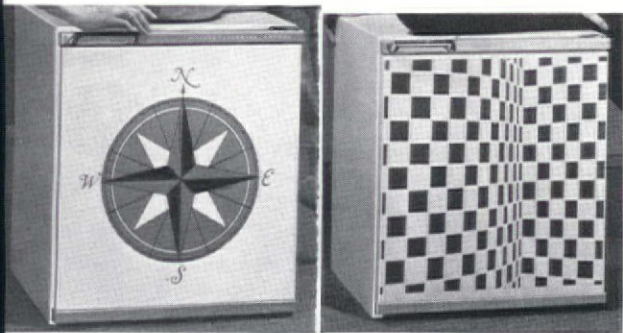
Eliminates static electricity in carpets

A new material that keeps carpeting free of static electricity for up to a full year with a single application is being offered by Shock Proof Corp. The product is a fine crystalline concentrate that creates a barrier against carpet shock caused by humidity, air conditioning and heating, and metal office furniture. At installation time the substance can be applied quickly at the rate of about 10 square yards per minute. Shock Proof does not affect the feel, color or appearance of the carpet nor cause the carpet to soil more easily. It will work on nylon, wool, and all synthetic blend fibers and is guaranteed by the manufacturer.

Circle No. 83 on product information card

Decorative compact refrigerators

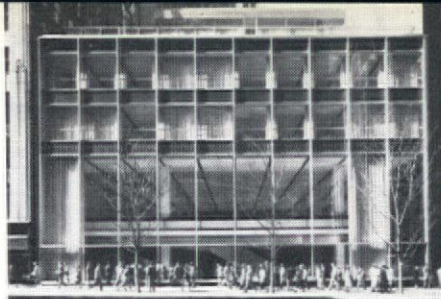
Two new compact refrigerators from the Astral line of Morphy-Richards boast decorative doors with op and pop art motifs. The units are operable on voltages ranging from 6 to 220, with dual voltage or gas opera-



tion also an option. The freezer compartment holds approximately 8 lbs. of frozen food and total dimensions are 22 by 21 by 25 $\frac{3}{8}$ inches. The two new designs, shown, are Westwynde and Op.

Circle No. 189 on product information card

Circle No. 45 on product information card →



New Manufacturers-Hanover Trust Co Finds "American" Draperies a Beautiful Investment

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6 cans of beer, 6 bottles of liquor,
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4 full size ice cube trays, 72 ice cubes.**

(...and there's even room for a dozen more)

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New York Showroom: 162 East 62nd Street In Canada: 160 Bates Rd., Montreal

Circle No. 84 on product information card

PRODUCTS & SERVICES

CONTINUED

Acoustical wall felt

Hushalon 2 from Central/Shippee Inc. is a felt fabric that combines decorative features with a high degree of sound control. Secret of Hushalon 2's acoustical properties is its construction of felt laminated to 1/4 inch foam backing. Designed to afford acoustic control on both walls and ceilings, the fabric is flame-resistant, stain-resistant, and mothproofed by Mitin, and will not stretch or shrink after application. Stocked are 36 colors, sixteen more on special order, with custom matching another service from Central/Shippee.

Circle No. 192 on product information card

New restaurant seating from Brody

B. Brody Seating Co. will introduce 14 new products for restaurant and institutional seating at the National Restaurant Show in Chicago. A new cantilevered booth that takes into consideration easy floor maintenance, stack chairs with special order back treatments, round cast iron table bases, a series of contemporary booths in four price ranges, a bent steel bar stool, and heavy duty institutional stack chairs are part of the 1965 developments at Brody. The new cantilevered Holiday booth, with each pair of seats held by a single central metal support, is a Show feature, and will be available in a free-standing island model or with all wall panels. Spring seats are fully upholstered with a full range of color choices. Three custom designed chairs are being shown at the Restaurant Show and Brody will provide the chairs with any back design specified. The company's first round cast iron bases are also being introduced in 17- and 22-inch diameters.

Circle No. 193 on product information card

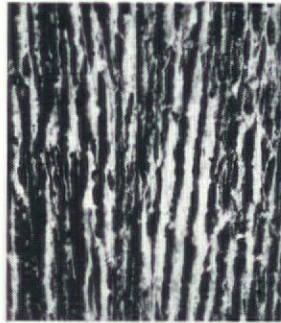
New Bloom fabric with silk-like qualities

Yorgall, a new 50-inch upholstery and drapery fabric that looks and feels like a rich silk, is actually a blend of Tergal (polyester) and Crylor (acrylic) yarns. The new fabric is woven in Lyons, France, and imported into the U.S. by Charles Bloom, Inc. The unique ad-

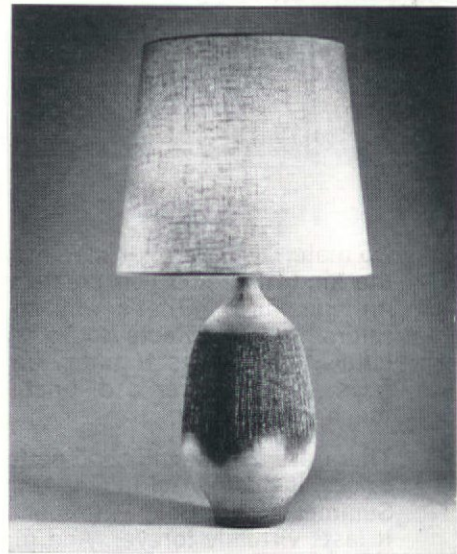


vantage of Yorgall over silk is its resistance to spills, abrasion, and sunlight, and its long life. Ten designs in the tradition of classic elegance range from Louis XIII to Regency.

Circle No. 194 on product information card



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Circle No. 47 on product information card

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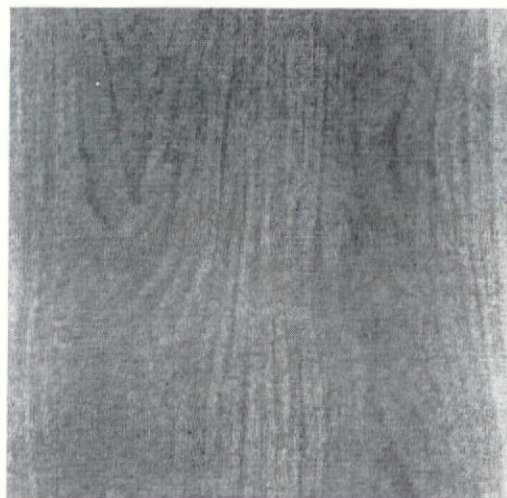
Circle No. 48 on product information card

PRODUCTS & SERVICES

CONTINUED

New vinyl wall pattern

McCordi Corp. expands its vinyl wallcovering line with a new pattern, flat cut walnut, manufactured in five natural wood finish tones which range from blonde to teak to oiled walnut. The new pattern reproduces the texture and graining of the popular veneer paneling on 54-inch fabric-backed vinyl, available for immediate delivery with no minimum order requirements. Complete specifications, together with test

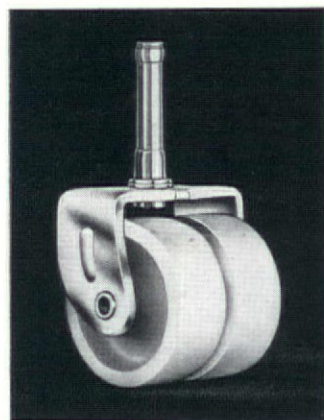


data on fire retardation properties, abrasion resistance, tear, fading, wear, and others, are listed in the McCordi master swatch book. In addition, the vinyl wall patterns may be finished with Du Pont's Tedlar on special order, a protective skin which is said to offer superior protection for heavy traffic areas. Tedlar resists difficult stains such as lipstick, ball point pen markings, iodine, strong acids, alkalis and solvents, as well as extra-heavy deposits of dirt, which wash off easily.

Circle No. 195 on product information card

Castors from Haydock

A new sphere-shaped caster employing Cyclocac plastic to achieve light weight with durability is available from Haydock Caster Co. The casters are said to be



non-marking and instantly roll on all floors as well as thick carpets. They are available in both decorator colors and metallic finishes.

Circle No. 196 on product information card

Folding furniture with a permanent look

Folding furniture with a permanent look is the theme of Stakmore's line of institutional furniture. The chairs are constructed of a fine kiln-dried hardwood given an oven-baked thermocure finish for added durability and are generously upholstered. A hand-

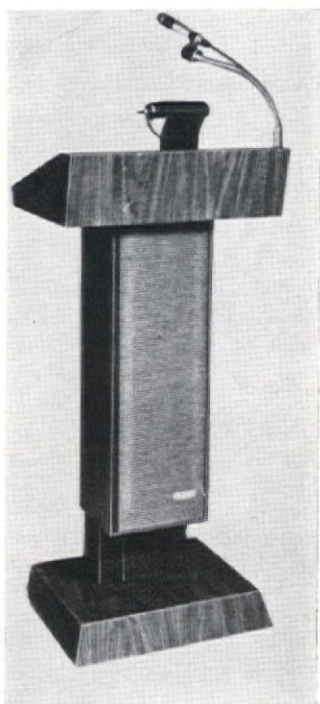


some wood stack chair with armrests has a special vinyl edging that protects against chipping. The back may be caned or upholstered in a wide selection of Stakmore colors. Folding tables, trucks and dollies are also available from Stakmore.

Circle No. 197 on product information card

One-unit amplifier system

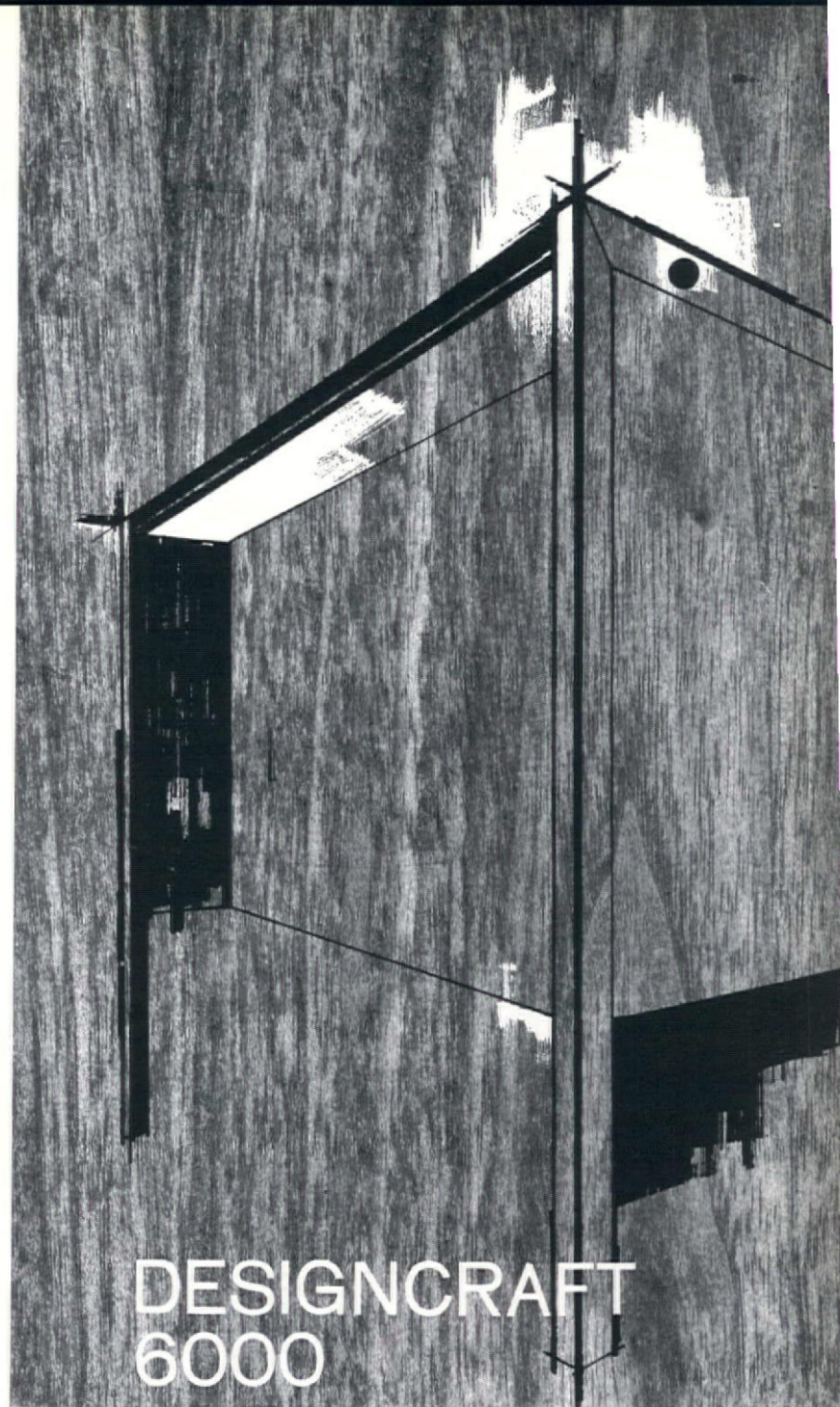
The Ampli-Vox sound column lectern, weighing only 40 lbs., provides a complete high-volume sound system in a compact lectern. The self-contained column which includes power units, high fidelity loudspeakers, and transmitters, operates on a flashlight battery system. The sound system is said to be powerful enough to furnish audio coverage in large auditoriums by a 25-watt, transistor, push-pull amplifier that can han-



dle 40-watt peaks, and six built-in full fidelity loudspeakers integrated into the sound column. The power for Ampli-Vox is provided by ten flashlight batteries making it adaptable for outdoor use and eliminating the need for engineers or maintenance men. Where alternating current is preferred, an AC adapter is available from the manufacturer, Perma-Power Co.

Circle No. 198 on product information card

Circle No. 49 on product information card →



DESIGNCRAFT 6000

part of our quiet revolution*

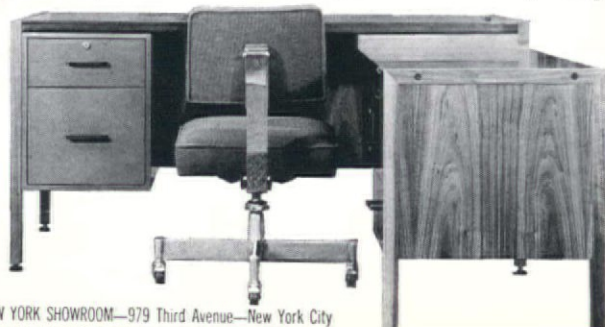
The 6000 series might very well be called an "in-new-vation" crafted in all-wood or combined steel and wood coordinates suitable for every level of office planning.

While the all-wood units admirably define the executive posture, group office areas of cold regimentation can be replaced by the warm sophistication of wood integrated with the color and durability of steel pedestals.

Distinctive recessed facades, protective vinyl edges, flush panel construction with decorative black cores all represent a plethora of design and structural high-lights at realistically conservative costs. Send for the comprehensive brochure, D6000.

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PRODUCTS & SERVICES

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Multi-cube storage units

Toujay Designs, Inc. introduces a novel concept in audio-storage furniture to satisfy a wide range of area requirements and commercial uses. The Multi-Cube is a basic 24 by 15 by 24 inch unit that may be used free-standing, stacked, or in wall-hung com-



binations. Specifically geared to the needs of the audio furniture market, with unrestricted air circulation on all sides, the units are available with fittings for speakers, turntable, electronic equipment, tape recorder, and record storage, and allow a space-saving grouping up to four cubes high. Speaker units may be specified on rotating bases, of special interest when used as a TV set enclosure. Bar fittings, drawer units, and other fittings are optional choices. The Multi-Cube is issued in walnut, teak or rosewood.

Circle No. 199 on product information card

Masland expands carpet lines

C. H. Masland & Sons expands its broad carpet lines with the introduction of eight new qualities that include plush, twist, round-wire and patterned, in many price ranges. The Masland lines offer a total of 106 colors in brilliant solids and modern duotones in selections of wool and four different man-

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Circle No. 51 on product information card

← Circle No. 50 on product information card

made fibers: nylon, Acrilan, Herculon, and Vectra. In addition to the new carpet introductions, Masland has broadened the color range on four of its popular existing qualities. One of the new additions, a velvet weave carpet for the contract field, has a 100% Herculon olefin fiber pile—the first open line of woven Herculon contract carpet offered to the trade. Trade-named Paradine, Masland's new carpeting is a round wire style made from moresque yarns. The new yarn and its construction is said to give the carpeting a firm, luxurious, resilience, besides generating less static electricity than other types of synthetic carpeting. It is presently available in 12-foot widths and in nine colors.

Circle No. 200 on product information card

Wall treatments from Design-Technics

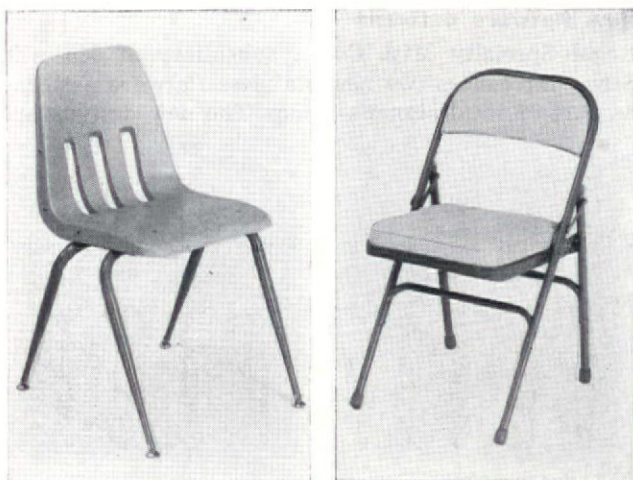
A new system for designing and producing murals and custom wall treatments has been developed by Design-Technics. The firm produces a number of design families, called ceramic design palettes, each of which is made up of related sculptured and/or textured large scale ceramic units. These may be arranged in numerous ways to create individual wall treatments. Pre-designing and tooling lowers the cost but Design-Technics produces and composes the wall to meet specific requirements. Numbered units facilitate installation by the ceramic tile contractor. A wide choice of earth clay colors and stoneware glazes

expands flexibility and all finishes are permanent and easily maintained.

Circle No. 201 on product information card

New stack and store chairs from Virco

Two new chairs have been added to Virco's line of function room furniture, an upholstered folding chair



and an open back chair. The folding chair is upholstered and the seat folds independently of the frame to allow easy entry and exit. The stack chair is available in five colors, featuring swaged legs for added strength plus an outside flange and seat slots for extra reinforcement.

Circle No. 202 on product information card



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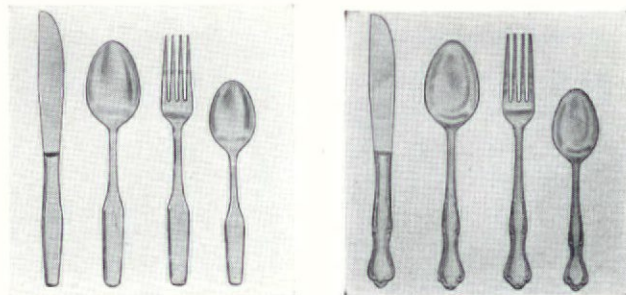
Circle No. 52 on product information card

PRODUCTS & SERVICES

CONTINUED

New flatware patterns

Regal Specialty Mfg. Co., a subsidiary of Majestic Silver introduces two new stainless flatware patterns as part of its designer's group. The new designs are

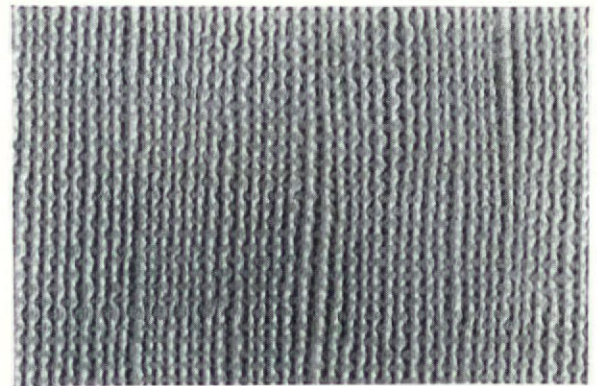


Garrison Colonial in an Early American styling and Queen Marie, a French Provincial motif. Both patterns are available in all the basic and extra restaurant pieces. The knives are solid handle, one-piece with forged serrated edge blades. The flatware is produced in a highly polished mirror finish, are heavy weight and moderately priced.

Circle No. 81 on product information card

Vinyl wallcoverings with new Tedlar protection

Vinyl wallcoverings that resist even the most difficult stains are available at Gilford Inc. The patterns which include shiki silk, grasscloth, and all the popular patterns in a wide range of colors, weights, and grades, are manufactured by J. Josephson Inc. with Du Pont's new Tedlar protective skin. Tedlar is a transparent film with flexibility and durability which is laminated to the vinyl in the manufacturing process.



ess. It offers superior protection against stains and dirt which plague heavy traffic areas. Difficult stains such as lipstick, ball point pen markings, iodine, strong acids, alkalis, and solvents, as well as extra-heavy deposits of dirt, cannot penetrate into the vinyl and really do wash off easily—making it ideal for school, hospital, and other commercial and institutional use.

Circle No. 82 on product information card



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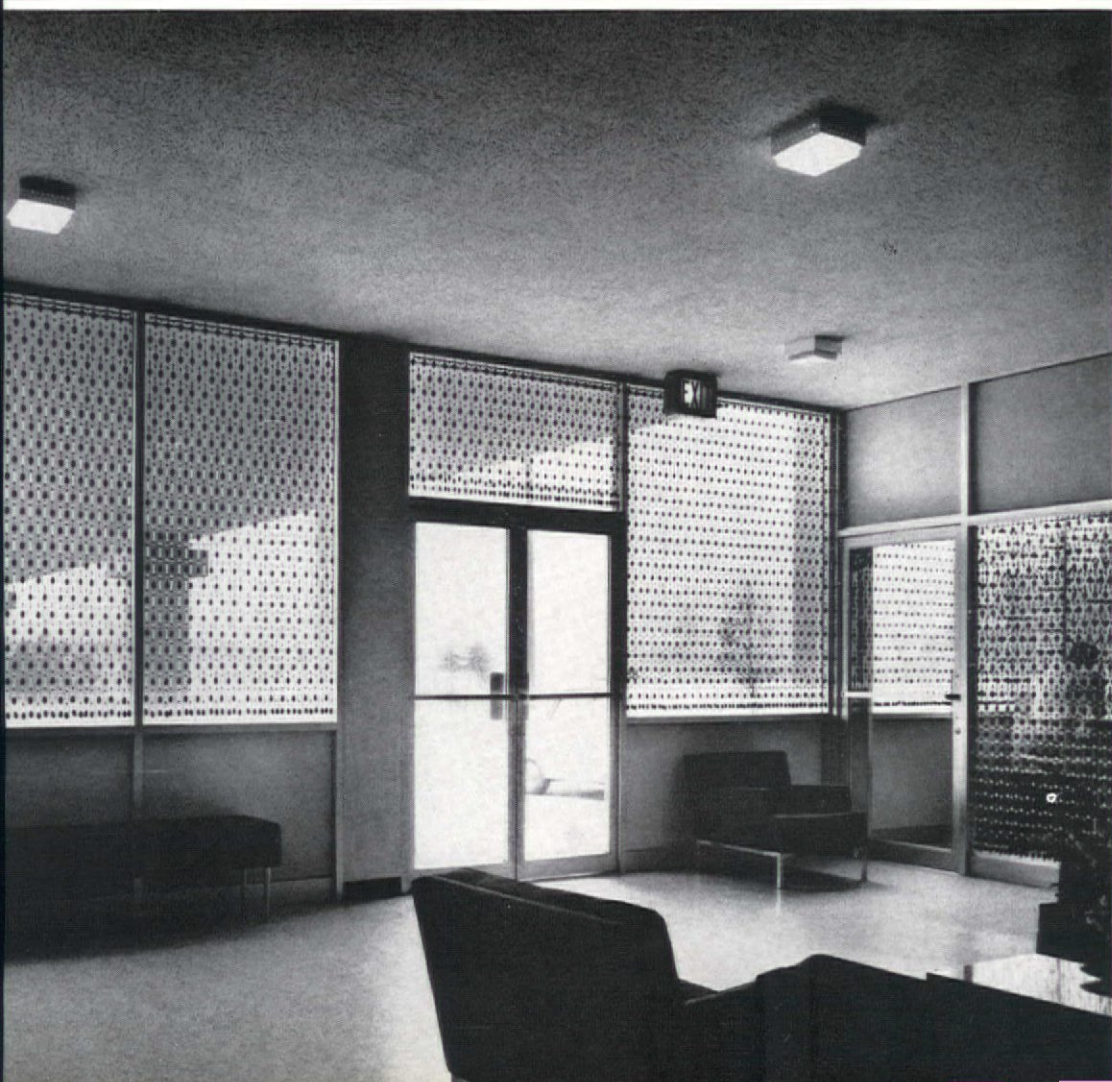
Circle No. 46 on product information card →



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When your requirements call for good-looking, flexible seating, Howell chairs stand out. The Howell name means that a chair is built to take the knocks of years of use, and still look fresh and new. The secret is in the famous Howell construction—full $\frac{1}{8}$ " thick tubular legs, two piece back with welt edge affixed with spacers to the back posts, and contour seat with Naugahyde upholstery bonded to a sturdy frame. And you can select side or arm chairs in chrome, bronzite or walnutone finish with upholstery colors and fabrics to fit the decor. Send for our catalog #28 which describes the wide range of tables and chairs available.

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Circle No. 56 on product information card

MANUFACTURERS'

LITERATURE

A 60-page catalog from Frederick Cooper illustrates the firm's complete line of lamps in table, floor, and combination models. The Cooper lamp designs range from period through transitional stylings in great variety. Each lamp is descriptively detailed and price lists are included in each catalog.

Circle No. 203 on product information card

Chandeliers, pendants, and decorative lanterns are highlights of the new full-color Geringer catalog which features over 700 lamps and fixtures. The 152-page catalog has contemporary, Colonial, and Mediterranean styles, with traditional fixtures and European imports predominating. Geringer offers the designs in many different finishes and materials from walnut and distressed fruitwood through antique brass, onyx and etched glass.

Circle No. 204 on product information card

London Lamps's 1965 catalog offers a complete selection of the firm's lamp line, some of bold, contemporary design, ceramic glaze, walnut based, and many other treatments. London Lamps manufactures a wide style range of table lamps, wall hung units, and combination lamp and table designs. Dimensions and color choices are included.

Circle No. 205 on product information card



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Circle No. 57 on product information card

J. B. Hirsch Co. reviews its traditional lamp collection, Firenze, in a new catalog. The series, borrowing from classical Italian themes, features finishes of gold and silver leaf with shades selected to complement each lamp. To emphasize the traditional background, every lamp in the Firenze collection is accompanied by a card describing the origin of antiquity which inspired the design.

Circle No. 206 on product information card

Krueger Metal Products Co. announces a new, full-color illustrated 32-page catalog which introduces a new modular seating group among its many products. Krueger's 6000 series fiberglass chairs, stack chairs, side or swivel pedestal bases, and tablet arm models are also included, along with its nationally known lines of steel folding chairs, tables, stools, storage caddies and accessories for commercial and industrial use.

Circle No. 207 on product information card

Dodge Cork Co. has issued a new 8-page catalog of floor and wall materials of cork and vinyl tiles. It is illustrated in full color and gives complete specifications for Dodge Siboney vinyl tile, SG cork and standard cork tile for floors. Twenty-one patterns of tack-board in washable, sanded and vinyl-faced surfaces are described. Other Dodge materials included in the catalog are cork carpet, cork brick, wall tile, roll cork, insulation cork, cork underlay, cork carpet padding, cork composition expansion joint materials and adhesives.

Circle No. 208 on product information card

A new, comprehensive brochure of Columbia Office Furniture's 1000 Series is available from Columbia-Hallowell Div. of Standard Pressed Steel Co., manufacturer of steel office furniture and equipment. The new series is a broad and versatile collection of furniture for executive and general office use which is adaptable to many requirements. The 28-page brochure pictures and describes the complete collection, including executive desks, clerical desks, typing and machine desks, modular units and components, tables, accessories, and companion pieces, such as credenzas, bookcases and telephone stands.

Circle No. 209 on product information card

Pritchard Products Corp. has issued a new color brochure giving full information on Versa-Tex, a lightweight architectural wall panel and flooring material. The highly decorative Versa-Tex is made of thermo-setting resins reinforced by Fiberglas and faced with natural rock aggregates. The result is an unusual wall surface, for interior or exterior, which reproduces the beauty of natural rock.

Circle No. 210 on product information card

A newly issued, 4-page brochure on the Taniko stone mural for interior or exterior walls is available from Arts for Architecture, Inc. Included in the brochure are photographs of the 3-dimensional lightweight gypsum cement and cast concrete blocks designed by Perli Pelzig, as well as technical and installation information, weights and sizes, and price range.

Circle No. 211 on product information card

Sico Portable Dance Floor and stages give New Planning Flexibility



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SICO portable staging units permit flexibility in stage design, size and location. Units offer one-man mobility, rigid construction and professional appearance.

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Circle No. 59 on product information card

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Circle No. 60 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

Kroehler's new contract catalog is a 32-page issue that offers design ideas for contract interiors as well as showing Kroehler's eight suites and varieties of sofas, chairs and sleep-or-lounge units. In full color, the catalog illustrates Kroehler's attractive contract groups, Country Oak, Del Morro, Ming, Riviera, Continental and others, with the various finishes and color choices.

Circle No. 212 on product information card

A new 4-page folder, Design with StorageWall, describes ready-made cabinet and structural units for planning wall storage systems. The StorageWall is adaptable for a great variety of installations such as offices, classrooms, school dormitories, laboratories, hospitals and others, and can be specified in a large number of wood finishes or surfacing materials.

Circle No. 213 on product information card

Lehigh Furniture Corp. has issued a complete new catalog with 128 pages of comprehensive product illustrations. The company's quality line of furnishings, from occasional chairs through sofas and complete office units, to bank depositor stands and unusual closet units are spaciouly illustrated and described. A back section offers a number of attractive installation photographs.

Circle No. 214 on product information card

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C-8

Circle No. 61 on product information card

The 1965 edition of the Certified Products List is now available from the Institutional Research Council. The current directory lists more than 900 items of cleaning supplies, paints, textiles, and commercial carpets that have met the standards of quality recognized by the Council. All of the listed cleaning and maintenance products and commercial carpets were laboratory tested and/or certified to meet the Council's revised 1965-66 standards which reflect improved testing techniques. The textile listings are based on compliance with the current American Standard Performance Requirements for Institutional Textiles published by the American Standards Association. Cost of the directory is \$1.00.

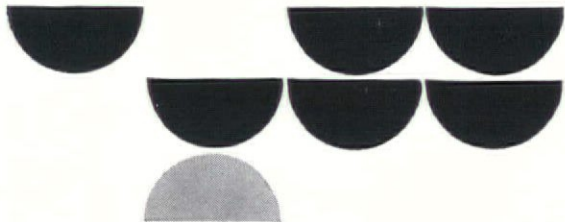
Circle No. 215 on product information card

The Dorado series is introduced in lavish color reproductions in a new booklet from Rugrofters. Highly unusual patterns, colorings, and shapes characterize the Dorado rug group with a range of themes that include Spanish, Early American, Moroccan, French, and African Primitive.

Circle No. 216 on product information card

Commercial Carpet Corp. describes Densylon, a new carpeting development for commercial installation in a new brochure. Densylon utilizes a high-density continuous filament Caprolan nylon, tightly woven, and bonded to a sponge rubber cushion that offers deep cushioning with a durable, abrasion-proof face.

Circle No. 217 on product information card



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MANUFACTURERS'

CONTINUED

LITERATURE

A definitive, illustrated booklet, pocket size, called "Guide to Function Room Furniture," giving factual information on function room equipment is issued by Institutional Products, Inc. It deals with the special qualities required of function room furniture, varied uses and factors to weigh carefully when purchasing. An essential handbook for planners, furnishers and purchasing agents of institutions serving social, business and community functions such as banquets, conventions, meetings, receptions, dances and other public events.

Circle No. 218 on product information card

A sampler brochure from Scroll Inc. previews all of the Scroll lines of solid aluminum furniture. Many of the photographs from the firm's new and larger Catalogue Five are reproduced, including the new Facette series recently introduced by Scroll.

Circle No. 219 on product information card

The Janet Rosenblum catalog is as clear and concise as the firm's well-designed line of commercial furnishings. Featured are new designs by Allan Gould and Carter Winter, which include chairs, cabinets, sofas, filing cabinets, and desks, all of high style contemporary proportions.

Circle No. 220 on product information card

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Circle No. 67 on product information card

Saphier, Lerner, Schindler, Inc. has prepared a pocket-size 40-page booklet, "The Reference Book of Office Moving," as a practical guide for businesses which plan to move to new quarters. The book itemizes, with commendable thoroughness, the many questions, considerations and problems that arise when a business relocates. It begins with the question of how much space will the new office require, and continues with a brief discussion of space planning. The bulk of the book, however, concerns the actual move itself, with check lists of problems involved in planning the move, moving, and occupancy. The systematic discussion of all stages, from taking the initial inventory as to what must be moved, through the assignment of supervisory personnel, working out a moving schedule, packing and disassembling to the final installation in the new quarters, makes an extremely useful handbook that will help insure time-and-money-and-head-ache-saving moves.


Circle No. 221 on product information card

Sanymetal Products Co. is now producing a line of toilet partitions that are coated with its new Sanyvinyl Tedlar vinyl. Sanyvinyl is permanently bonded to steel, will not separate, peel, or blister, and is resistant to grease, common solvents, and abrasion. A four-page brochure includes swatches and color charts of its wide range of shades and textures. Matching wallcoverings are also available to coordinate entire restroom areas.

Circle No. 222 on product information card

Circle No. 69 on product information card

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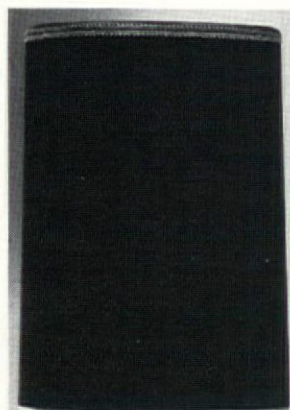
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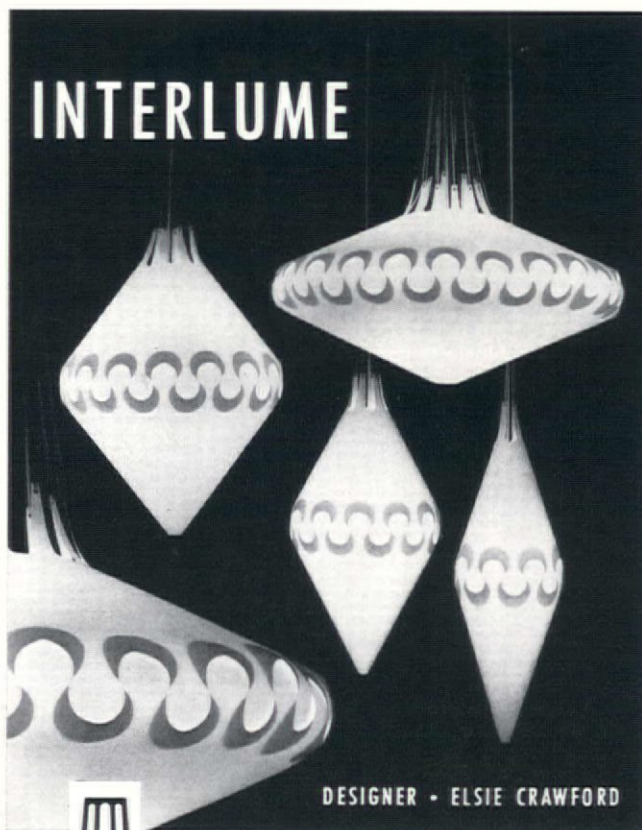
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