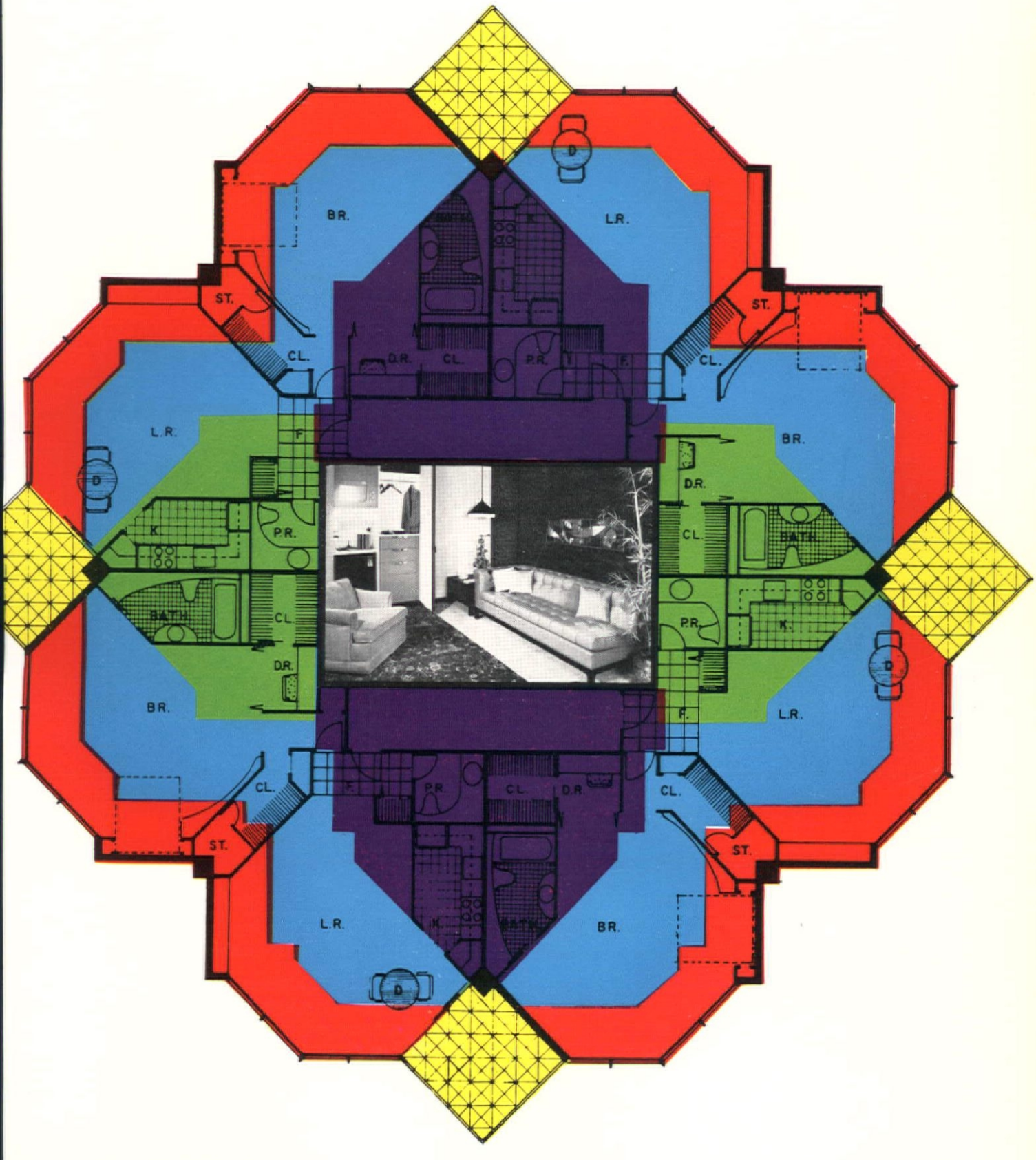
CONTRACT

USINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHING



AL HOTEL & MOTEL EXPOSITION

OCTOBER 1965

FLINTKOTE floor fashions

TEX-FLEX™

FLINTKOTE®

Open up a beautiful, new, colorful world of styling for your important clients with Flexachrome™ vinyl asbestos floor tiles by Flintkote.

Take Tex-Flex tile, for instance. This rich warm weave effect has an unusual nubby texture that enriches every inch it covers. Available in 12″ x 12″ size, in 3/32″ thickness, and in eight colors to suit your mood. Ask your Flintkote representative, or write for illustrated folder.

THE FLINTKOTE COMPANY • 30 Rockefeller Plaza • New York, New York 10020

Circle No. 1 on product information card

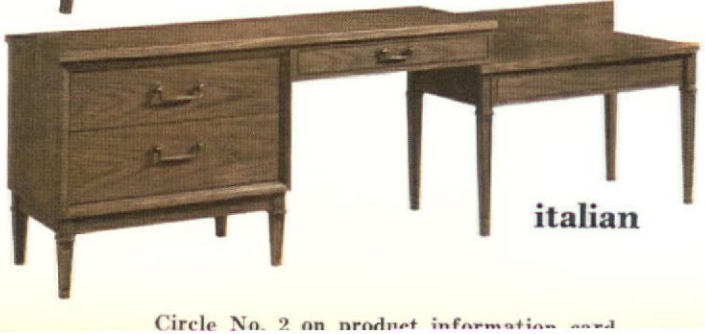
This Drexel designer has a split personality.

So has his unique Pan-World Collection for Hotels and Motels. Four different furniture styles, all in one group. You'll like that.

spanish

oriental

french



italian

Diversify! Offer your guests a Spanish room. And an Oriental. A French. And an Italian. And decorate each around one of the styles in Drexel's fabulous Pan-World Collection! Dimensions of any given piece are the same in all four groups so room planning is simple. And you can choose from a wide selection of pieces, all in elegant pecan veneers—furniture created with the famous Drexel quality at really practical prices. You can even add accent pieces from our popular household lines, if you like. For a free catalog showing full-color room settings of all four styles, write: Dept. L, Contract Department, Drexel Enterprises, Inc., Drexel, North Carolina

DE
DREXEL®
ENTERPRISES, INC

Circle No. 2 on product information card

People walk all over Barwick

A hurricane drenched Barwick Acrilan® carpet that had not yet been walked on and it weathered the storm beautifully.

High winds and heavy rains pounded in through open areas of the nearly completed student residence at Old Dominion College, Norfolk, Va. The new Barwick carpet was saturated. Almost every square foot felt the battering effects of the storm. The next day mud was tracked in and ground into the carpet. Rust and furniture stains were apparent. An urgent call went out to Service-Master, a commercial cleaning company, to "save the carpeting!"

Over 3,000 yards of Barwick carpet were cleaned back to beauty on the spot. The rest was completely restored in the plant. Because of prompt action and the quick-drying, low moisture absorbency advantages of Barwick's Acrilan pile, all 5,000 yards came through the storm with flying colors.

Any time you are in the market for carpet, depend on Barwick carpet with heavy-duty pile of Acrilan acrylic, Chemstrand nylon, Du Pont nylon or Herculon olefin ... luxurious man-made fibers that are a lasting investment.

Available in scores of styles, textures, colors and exciting Colorset patterns, Barwick carpet is designed to meet the traffic, spillage, appearance and wearability demands of all types of commercial installations.

For information, case studies and Barwick carpet installations near you, write:
Contract Division

E T Barwick mills, inc.
CHAMBLEE, GEORGIA
World's largest maker of tufted carpets and rugs

Circle No. 3 on product information card

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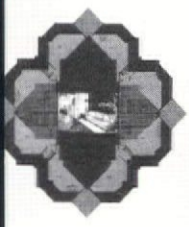

The Cover

One of several plans for Room of Tomorrow complexes in a kaleidoscopic treatment. Henry End and Morris Lapidus are responsible for the exhibit, to be shown at the hotel show next month. Cover by Bert Lester.

CONTRACT

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

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COMING IN CONTRACT

NOVEMBER—Fabrics and Fibers—a marketing report illustrated with new lines from leading contract sources.

DECEMBER—Wallcoverings and Wallpaper, a review of trends and of new items in manufacturers' collections. Laminated Surfaces—an analysis of their applications to contract work.

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ANOTHER SMART CONTRACT INSTALLATION BY WHITECRAFT

WHITECRAFT

the name for fine rattan furniture

7350 N. W. MIAMI COURT, MIAMI, FLORIDA SHOWROOMS: NEW YORK • CHICAGO • PUERTO RICO

Circle No. 4 on product information card

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.

We gave our all

Circle No. 5 on product information card

What'd he say?

They didn't hear the punch line of what was a great joke. Too bad. It could have been avoided so easily. A Howe round folding table instead of the oblong being used would have done it.

In contrast with the "mess hall" atmosphere created when oblong tables are used, Howe rounds make everyone feel in the midst of things. A set-up of Howe rounds creates the sort of warm, attractive atmosphere that enables banquet managers to turn prospects into customers.

Another important point: Contrary to popular opinion, a room equipped with Howe rounds usually accommodates as many diners as that same room equipped with oblong tables.

Howe rounds come in 7 sizes to accommodate 4 to 12 diners comfortably. Learn how to use these tables to create the kind of place that people think of first when it comes to making reservations for get-togethers. For the details write today.

Howe Folding Furniture, Inc., Dept. 25
360 Lexington Ave., New York, N.Y. 10017

Please send me details describing HOWE round folding tables.

Name

Title

Institution

Address

City State Zip Code

C-105

Howe Folding Furniture, Inc.

If it folds – ask Howe

They laughed when they sat down . . . Howe round folding tables produce the kind of warm, congenial atmosphere that's conducive to a good time. They invite reservations, produce repeat business.

Regional Sales Offices and Showrooms:

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CHICAGO: 325 W. Huron St.
HOUSTON: 3100 Richmond Ave.
DALLAS: 1710 Hi-Line Drive
SEATTLE: 212 Third Ave. South
WASHINGTON, D.C.: 1814 Jefferson Place, N.W.

Circle No. 6 on product information card

idea book

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

It's Airco's sample book . . . a treasure-house of ideas . . . a beacon for creative minds that gives sure guidance toward designs for increased sales.

If your business is creating quality furniture, stop in at one of the addresses listed below for a look at our sample book. Or write Airco Plastics Products, a division of Air Reduction Co., Inc., 681 Main St., Belleville, N. J. Call 201-PLymouth 9-3800.

AIRCO **AIRCO PLASTICS** federan

A DIVISION OF AIR REDUCTION COMPANY, INC.

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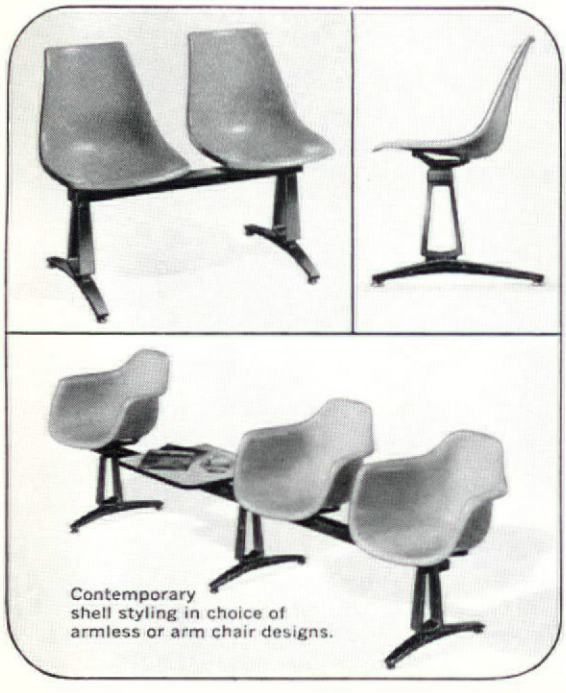
Circle No. 7 on product information card

CONFORMISTS!

Krueger's Versatile New MODULAR SEATING

...conforms to any room size, space and seating requirement – with inviting comfort and heavy-duty durability!

Wherever people wait — seat them comfortably on Krueger Modular Seating units. Colorful, posture-curved fiberglass shells and carefree plastic-top tables are rigidly mounted on smartly-styled cast iron bases in two, three and four-unit variations — free-standing, ganged in-line or back-to-back. For added luxury, specify armless shells, foam-cushioned and fully upholstered in Naugahyde Chromata or a heavy-duty textured fabric. Take full seating advantage of any room, any size, with custom styling and selection of Krueger's New Modular Seating designs.



Contemporary shell styling in choice of armless or arm chair designs.

Write for complete information and All-New Complete Line Catalog

KRUEGER

METAL PRODUCTS COMPANY • GREEN BAY, WIS • 54306

SHOWROOMS: **CHICAGO,** 1184 Merchandise Mart
LOS ANGELES, 8815 Beverly Blvd.

Circle No. 8 on product information card

How to be a cool operator

Hospitality in the grand manner pays off! More and more hotel and motel operators are realizing the value in investing in ASTRAL Compact Refrigerators.

The extra comfort of a snack, a cold drink immediately at hand, brings many a repeat visit. Across the country ASTRAL hospitality has paid off greatly. Many motel operators have reported the liquidation of their investment in as short a time as six months.

Get the facts today on the compact refrigerators that are guaranteed silent in operation—no radio or TV interference. No moving parts to wear out. Available in sizes and finishes to fit any decor.

Over 2,000,000 Astral refrigerators now in use.

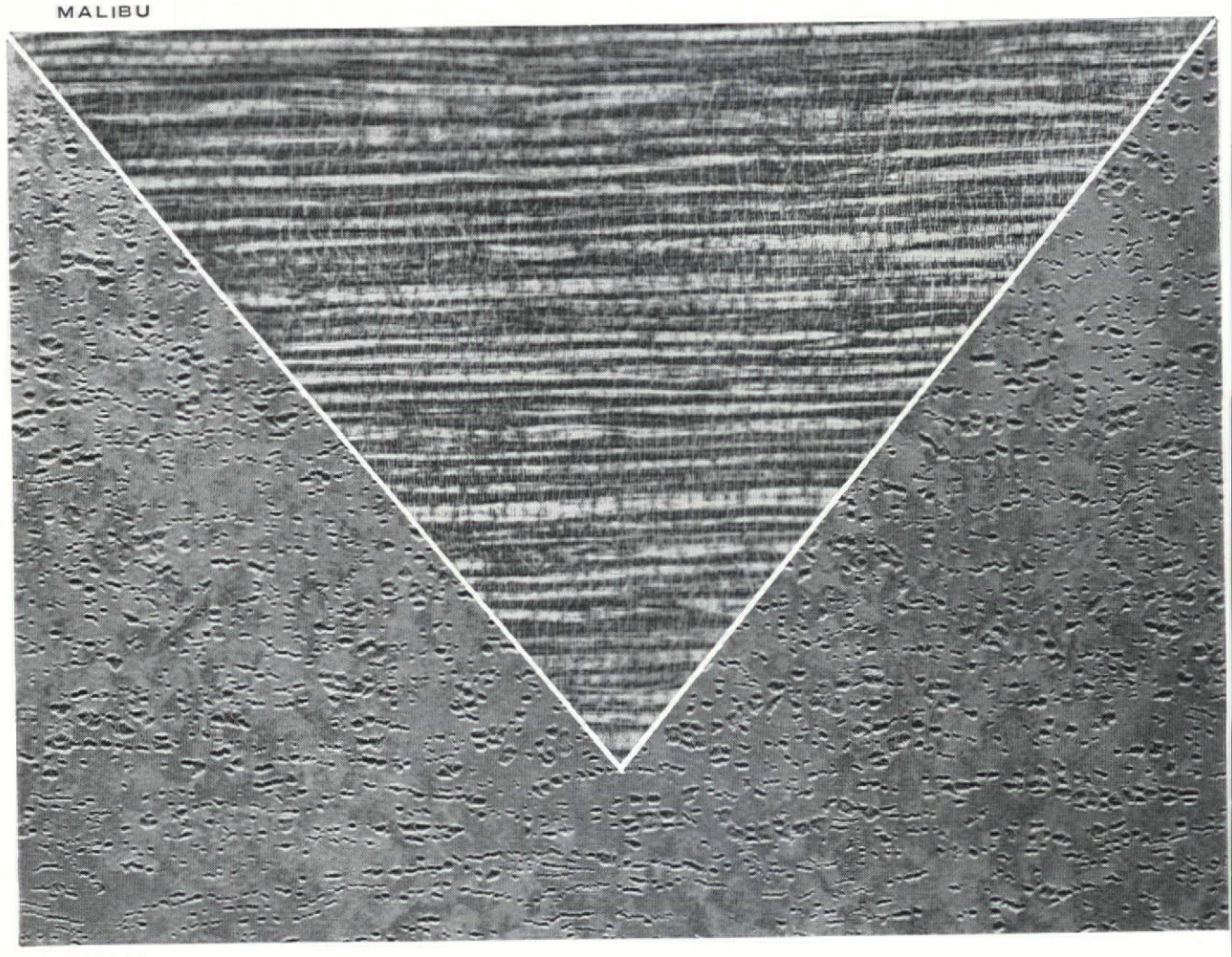
morphy-richards Astral

MORPHY-RICHARDS, INC. ☐ ASTRAL REFRIGERATOR DIVISION
128 Ludlow Avenue, Northvale, New Jersey 07647, Post Office Box #10

Circle No. 9 on product information card

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

MALIBU



ITALIA

vinyl wallcovering.

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

GOLDEN 50 ANNIVERSARY

Masland Duran®

WHERE BEAUTY IS MATERIAL

The Masland Duraleather Company, Philadelphia 19134

Malibu and Italia. Pictures can't do them justice. Tear out this ad, send it to us—and we'll forward color swatches.

Circle No. 10 on product information card

DO NOT CONFUSE WITH ORDINARY LAMINATED PLASTICS

■ 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

DEVELOPED AND PIONEERED BY

FIBERESIN®
PLASTICS COMPANY
OCONOMOWOC, WISCONSIN

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.

fiberesin IS SOLID

protect your investment in contract furniture — SPECIFY FIBERESIN

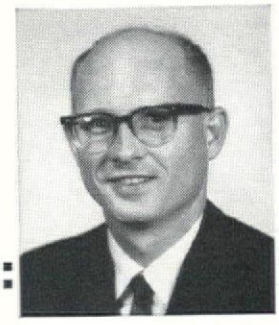
Panel sizes up to 48" x 96" maximum and from 3/16" to 13/16" thicknesses. Wide choice of wood grains, patterns and colors.

Circle No. 11 on product information card

The place:

The prestigious
Republic National Bank,
Dallas, Texas

The man:



Joe W. Toomey
Design Coordinator
Dallas, Texas

The carpets:

Bigelows. For the Board of Directors' Room, Mr. Toomey specified *Dean* wall-to-wall. Special Beige, Temple Gold and Avocado were the carpet colors used throughout this beautifully decorated 50-story bank.

Why do people like Joe W. Toomey specify Bigelow? Because they know that for every hotel, motel or commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825. Our carpet counselors will give you all the help you need in solving any kind of carpet problem—at no charge. Simply call your nearest Bigelow sales office. Or for a colorful free brochure on commercial carpets, write Dept. A, 140 Madison Avenue, New York, N.Y. 10016. Find out for yourself why

people who know buy Bigelow.

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

Circle No. 12 on product information card

Their new office helper is 7 feet tall

It's the new GF Over-file storage cabinet and GF Style 9000 file, of course! Together they end clutter and add beauty to a busy office. Everybody likes them.

The Over-file holds oversized items that would otherwise create storage problems. It is functional and decorative—and, with file cabinets, even serves as a partition to divide office interiors.

The Style 9000 file is new from GF, too. It has a flush front with inset pulls and label holders to complement today's professionally-designed offices. Available in a variety of colors and letter or legal widths.

For complete information, contact your nearby GF dealer or branch showroom. Or write for descriptive literature to Dept. CN-13, The General Fireproofing Company, Youngstown, Ohio 44501.

GF OVER-FILE CABINETS & STYLE 9000 FILES

Circle No. 13 on product information card

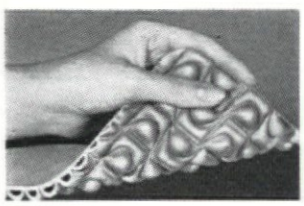
How can a carpet cushion make a carpet feel like twice the price and increase its life?

B.F.Goodrich cushion does it with sponge rubber—the best there is. BFG carpet cushion not only makes any carpet feel like twice the price, it makes carpet last longer, too. That's because the completely uniform cell structure of its high-grade rubber ingredients gives it a unique plus in absorbing shock and resisting compression. All BFG cushion is guaranteed without time limit against defects in workmanship and material. It has the exclusive Duraseal® finish that locks out dirt. And all BFG cushion is non-allergenic and vermin-proof. Cost can be reduced because you will not have to replace the cushion when new carpeting is installed. You'll find a BFG cushion for every client demand and price range. Several are shown below. For more information and samples, write: The B.F.Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N.Y. 10017. Or phone New York—922-5100.

B.F.Goodrich

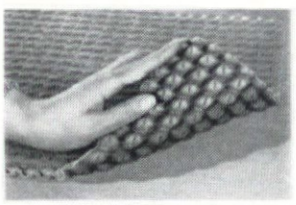
Consumer Products Marketing Division

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

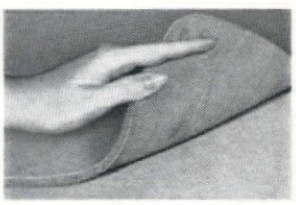


New, exclusive Double Cushion Plateau.* Combines the firmness of flat with the luxuriousness of ripple. Flat top fights high-heel damage.

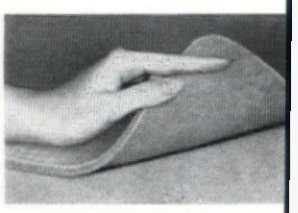
*patent applied for



Aristocrat. Heavy-weight cushion designed for quiet elegance. The utmost in resiliency and bounce, to give a feeling of luxury.

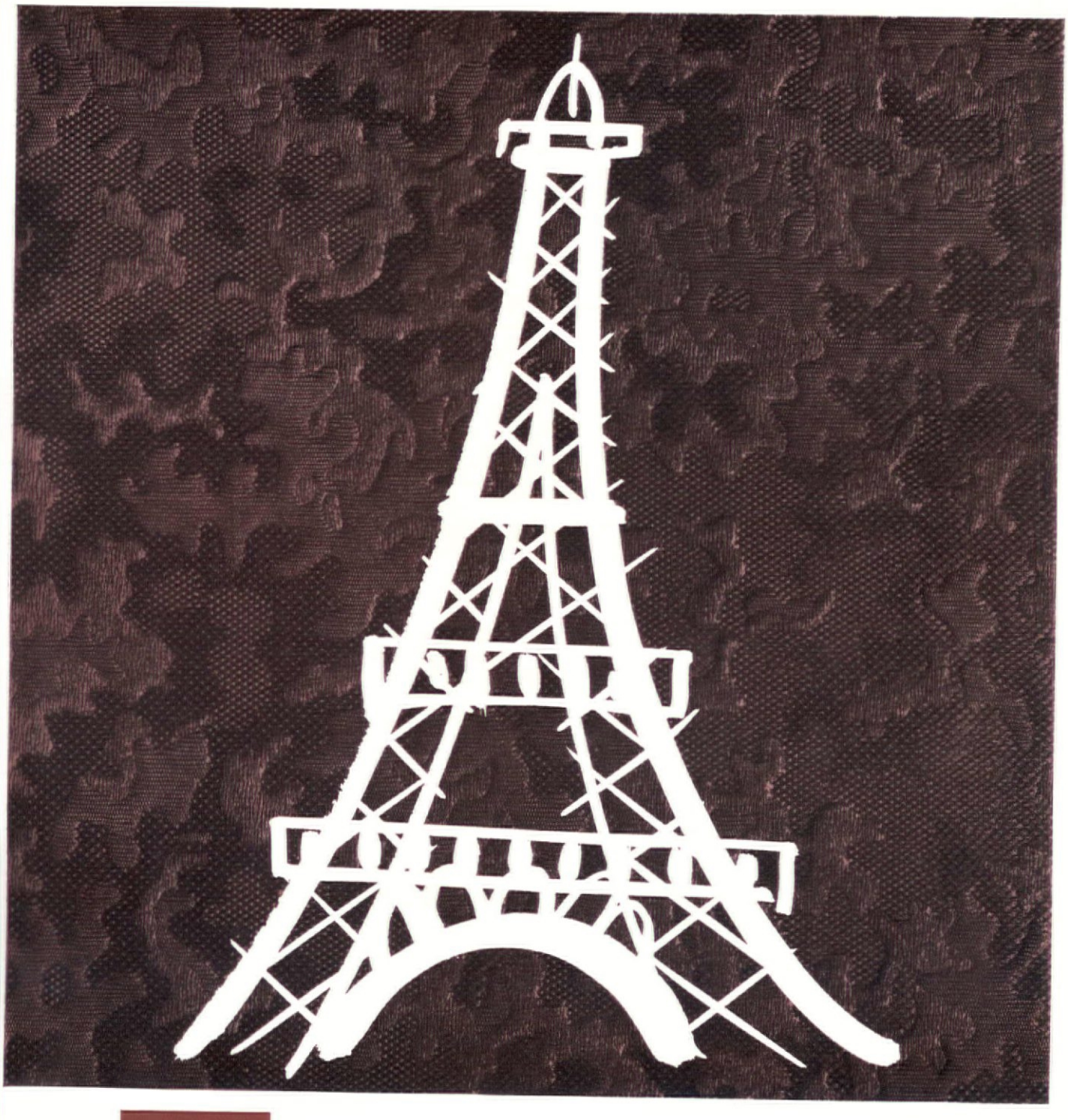


Spongex.* All-purpose ¼-inch favorite for heavy traffic areas. Non-woven fiber backing makes the installation of carpeting easy.



Springlawn. Medium-price with a built-in stabilizer fo more wear and stability Non-woven fiber backing, fo easy carpet installation.

Circle No. 14 on product information card



TERSON RENÉ

Take a rich Matelasse with an elegant puffed design. Then translate it to Terson. Result? René: a "cushioned" Matelasse that makes a strikingly contemporary upholstery vinyl for both consumer and commercial furniture. Voila!

TAILORABILITY: Superb. Cuts, tacks, shapes, sews easily; never splits. MAINTENANCE: Wipe with damp sponge. COLORS: Wide range of handsome stock or custom. PATTERNS: Dozens, to complement any design. FOR INFORMATION: Write or call Athol Manufacturing Company, Div. of Plymouth Cordage Industries, Inc. General Sales Office: Butner, N.C. Sales Offices: New York, Boston, Chicago, Detroit, St. Louis.

Circle No. 15 on product information card

when contract customers ask, "What's the BEST carpet fiber?"

THE ANSWER IS WOOL . . . *by*

HARDWICK CARPETS

Because wool is the standard of excellence in carpet fibers, it's always used as a comparison. There are carpet fibers that feel like wool . . . look like wool . . . wear like wool. Like wool? Yes. But as they say — imitation is the sincerest form of flattery.

But imitations are just that. Second best. The Bedford Springs Hotel in Bedford, Pennsylvania wouldn't settle for second best. They selected all wool carpeting by Hardwick, the carpet manufacturer that backs up its all wool carpeting with over a century of carpet-making experienc

And because Hardwick is a compact mill, they have th flexibility to give you all wool carpeting in whatever co struction in whatever pattern you need . . . whenever yo need it. Hardwick's compactness means you get a bett edge on price, too.

On your next contract installation, do what H. Ross Wee of Bedford Springs did — put the first team to work for yo . . . all wool carpeting by Hardwick.

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.

HARDWICK & MAGEE CO.
Lehigh Avenue at 7th Street, Philadelphia, Pa. 19133
Chicago • Dallas • Detroit • New York • San Francisco • Los Angeles

HARDWICK & MAGEE CO.
Lehigh Ave. at 7th St., Phila., Pa. 19133
Gentlemen: Please send me your new "Carpet Selecto . . . the contract carpet guide prepared as a Hardwi professional service. Find $1.00 enclosed.

Name_____
Firm Name_____
Address_____
City_____ Zone____ State____

Circle No. 16 on product information card

Circle No. 17 on product information

Woodard helps you bring the woman's world into every environment.
By direct influence we all know that women wield tremendous power in our daily lives.
She chooses where we will live, the restaurants we eat in.
When creating an environment for women be it a restaurant, a motel, a retail shop, or a home choose Woodard.
It has appeal to every woman, and this is a woman's world!

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

TV-year 1984?

No—it's the striking Westinghouse Host "Black Screen"

...TRANSISTOR or TUBE

Unlike anything you've ever seen—the sensation is much like being in a movie theatre—the screen is "framed" in black. Each picture is more detailed and life-like, whites are purer, blacks sharper, eye-tiring light reflection is much less. This striking beauty makes any guest room a deluxe accommodation!

You can be sure if it's Westinghouse

Mail today for "Black Screen" brochure and specifications

Martin A. Lappin, Gen. Mgr.
Commercial-Institutional Products
Westinghouse Electric Corporation
353 Park Avenue South, N.Y. 10010

Please send:

- ☐ All transistor "Black Screen" TV specifications—Host #9050
- ☐ Tube "Black Screen" TV specifications—Host #9025
- ☐ Other Westinghouse Host TV models

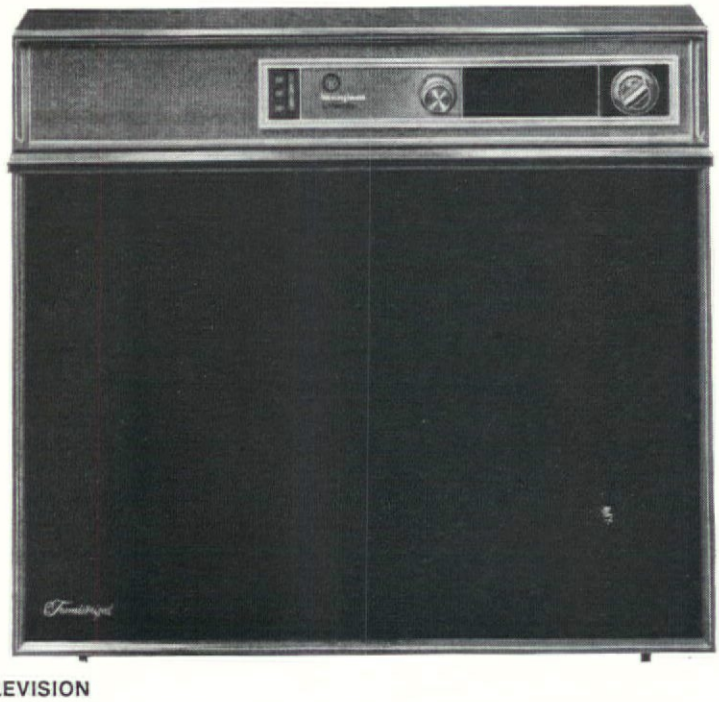
Name_____ Title_____

Hotel/Motel_____

Address_____

City_____ State_____ Zip_____

DEPT. C.



A NEW KIND OF TELEVISION

All transistor Black Screen Host Model #9050 . . . No tubes to burn out and replace, uses much less electricity, longer life.

Tube Black Screen Host Model #9025 . . . up to 20,000 volts for optimum picture power.

Instant—On TV . . . No waiting for picture or sound, no walk back to fine tune.

Memory Fine Tuning . . . Pretune each channel for best picture and sound. Once adjusted it automatically remembers proper setting.

Circle No. 18 on product information card

In 1963 B.P.* restretching costs exceeded $11,000,000

(*Before Poly-Bac)

A devastating statistic!

Poly-Bac expects to change all that.

How? By its natural resistance to the major cause of restretching—humidity! (It is the affect of humidity upon the backing that can produce wrinkle or buckle.)

Because Poly-Bac is woven of polypropylene, it is impervious to humidity changes. Unlike conventional backing, Poly-Bac is not affected by natural moisture, nor by lingering dampness caused by "on location" shampooing or accidental wetting. Therefore Poly-Bac will not shrink or buckle. The result—more stable carpet!

The next time you talk with potential customers, tell them about Poly-Bac's stability.

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

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

Poly Bac™

Patchogue Plymouth

295 Fifth Ave., New York 16, New York

Circle No. 19 on product information card

Circle No. 20 on product information card →

"ROOMS OF TOMORROW" 1966

Designer-Architect team of Henry End, A.I.D., and Morris Lapidus, A.I.A., conceives "Room of Tomorrow" in a blend of comfort and advanced styling. The studio-size guest room is converted into one of drawing room proportions with Simmons Wall-A-Beds. No wonder: the retracted Beautyrest® mattress and Naugahyde covered box spring take up 75 per cent less floor space than the standard twin bed. "Room of Tomorrow" motif is accented by deeply tufted Naugahyde over Simmons-designed chair.

Washable, durable Naugahyde is shaped to the Simmons-designed sofa and chair. Latex foam cushioning. Deeply tufted. Sofa is russet. Chair is vermillion. Travelers approve with, "Plush comfort!" Innkeepers say, "Easy-to-care-for."

Royal Naugahyde
Koylon Latex Foam Rubber CUSHIONING

UNIROYAL

U.S. RUBBER

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

Versatility. That's the word designers use to describe R Naugahyde.® And it has never been more apparent than it i the "Rooms of Tomorrow." Designer Henry End, A.I.D., chose the hundreds of colors, patterns and textures of Naugahyde furniture, box springs and wall covering.

But, innkeepers like the practicality of Naugahyde best of It's so easy to keep clean with just the wipe of a damp cloth. Naugahyde's durability makes it ideal to withstand the hard constant wear of motel and hotel living.

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

No matter what kind of a mood your design is in, our tile will go along quietly.

It always does. Mosaic tile is the color-compatible tile.

Any one Mosaic goes with every other Mosaic. The harmony is built right in.

Take the picture, for example.

Notice how the Bluegrass Green quarry tile floor complements our pool of Faientex 1291 Green. And how the accent wall of Staccato 16 Royal Purple keeps its composure in the presence of our side wall of Champagne Glaze 1823 White (see inset).

Yet the big thing is that Mosaic tile colors go right along with the most domineering (or delicate) accessories and materials. And willingly.

Even when you put Mosaic tile in the foreground, it stays in the background.

Check your Mosaic Representative, Service Center or Tile Contractor for price ranges of tiles shown, alternate colors, samples and availability.

See Yellow Pages, "Tile Contractors-Ceramic". Or you can write: The Mosaic Tile Company, 55 Public Square, Cleveland, Ohio 44113. In the western states for compatible colors: 909 Railroad Street, Corona, California 91720.

MOSAIC®

"Mosaic" is the trademark of The Mosaic Tile Company

A marvelous book for putting people to sleep.

Our new Harvard Frames Contract Catalog shows dozens of practical and economical answers to the problems of sleeping people. Problems like maintenance, space, housekeeping and budget. It will keep you wide-awake through all twenty picture-packed pages. And give you some marvelous ideas to sleep on. To help you select the right sleeping units for your installation, get a free copy of your very own. Write: Harvard Bed Frames, Division of Rusco Industries, Inc., 24300 Solon Road, Bedford Heights, Ohio.

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Introducing

JEWEL-TONE

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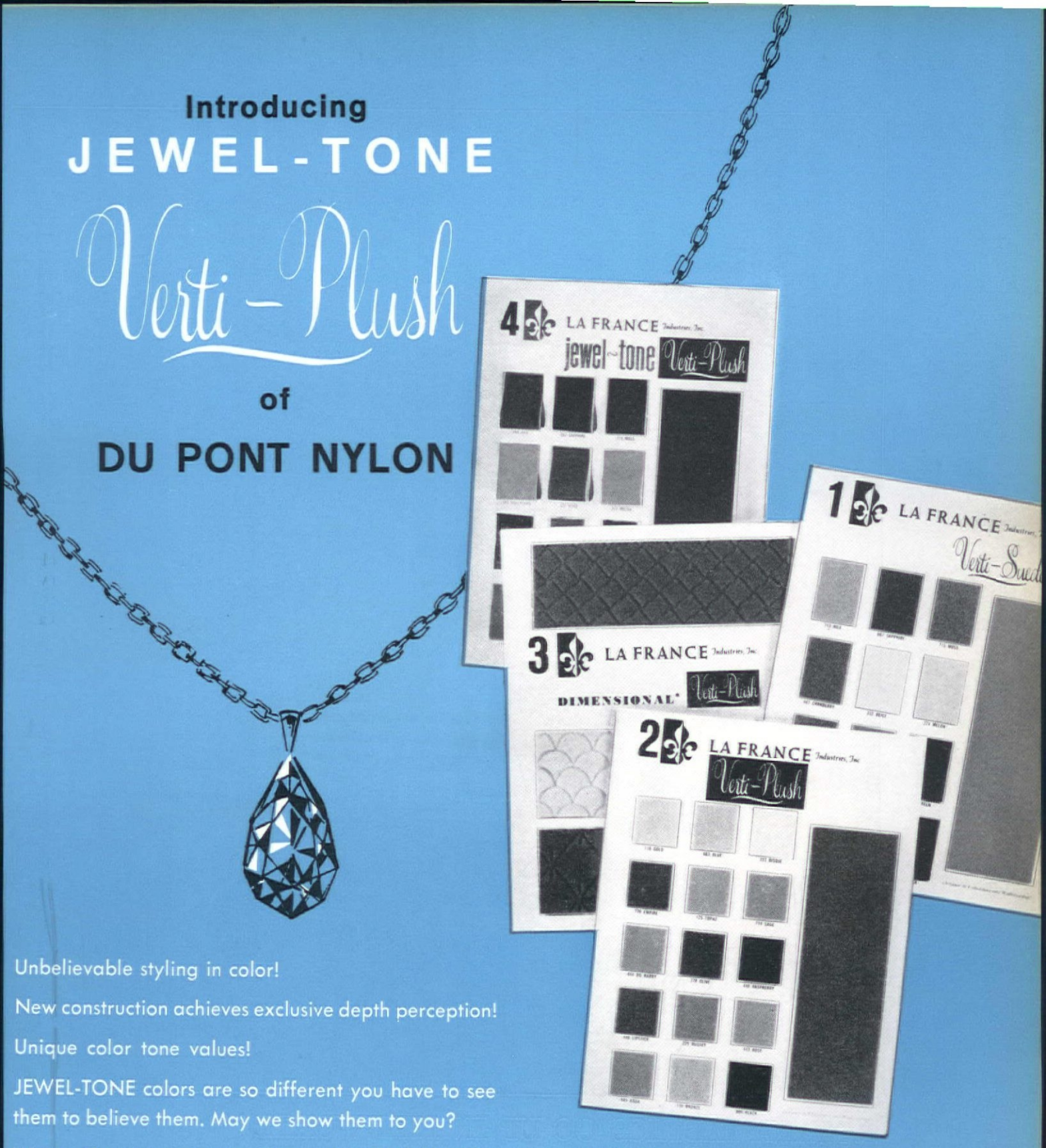

Unbelievable styling in color!

New construction achieves exclusive depth perception!

Unique color tone values!

JEWEL-TONE colors are so different you have to see them to believe them. May we show them to you?

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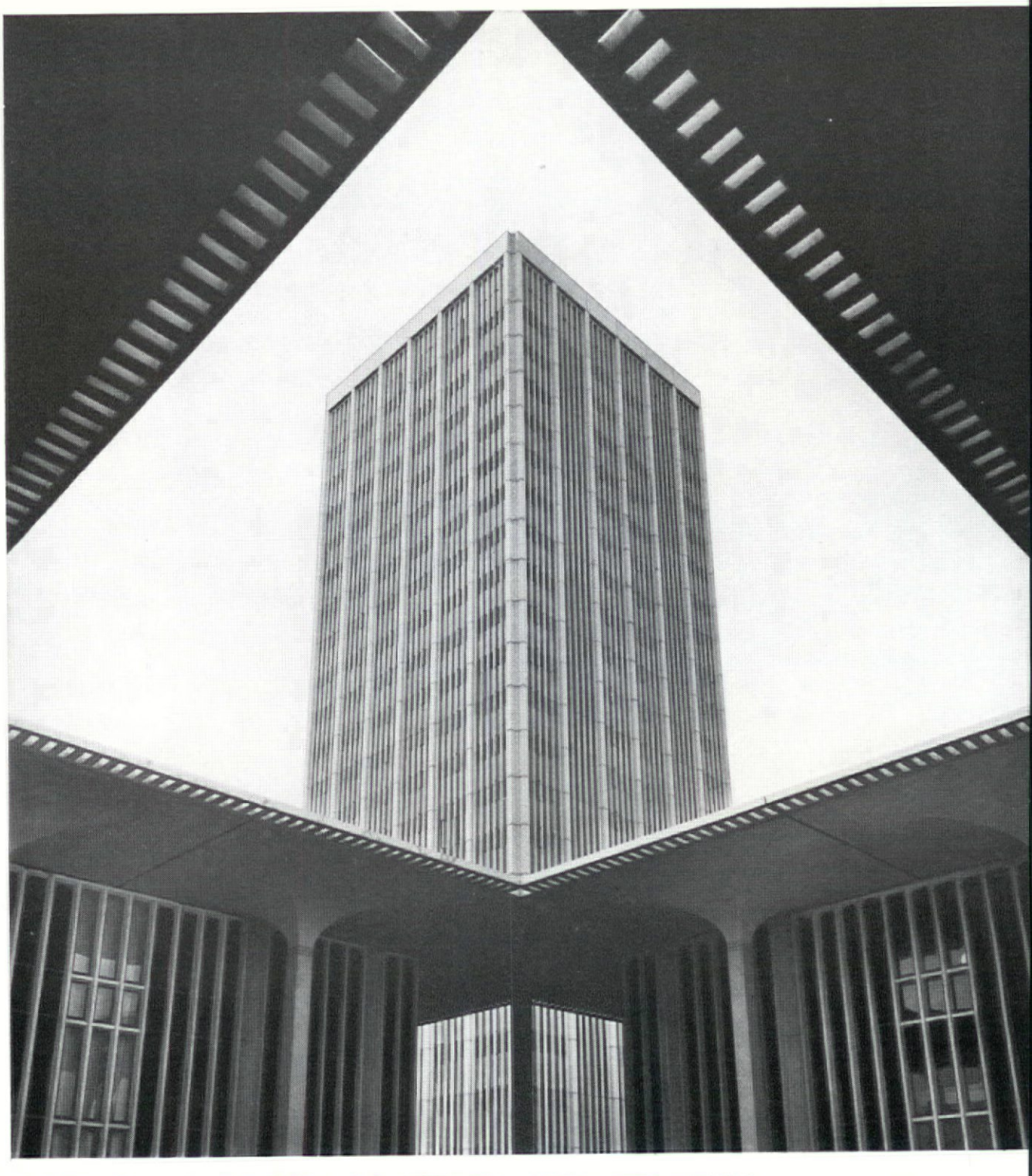

ROVANA FABRICS GO UP IN THE WORLD!

Rovana certified fabrics have really zoomed! Proof: this exciting 22 story State University dormitory in Albany, N.Y.—a new concept in high-rise student living designed by Edward Durell Stone for The Dormitory Authority—Clifton C. Flather, Director. Rovana fabrics from Dazian's, Inc., were approved from top to bottom and throughout areas of the University by Edmund D. Wood Jr., A.I.D. Rovana certified fabrics are forward-looking, imaginati in design, and are *certified by Dow* to meet these t standards of performance: 1. permanently flame resista 2. washable, dry cleanable. 3. dimensionally stable. 4. ab sion resistant. 5. colorfast.* Only fabrics which conta Dow's saran flat monofilament in the warp can display t Rovana certification mark. The outlook for Rovana is up up—up into the future of high-rise living! *synthetic fabrics

ROVANA THE DOW CHEMICAL COMPANY DOW

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Today's designer selects Alma for his finest offices.

He gets more than he bargains for.

And why not? A world leader in the manufacture of wood office desks can afford to give you more.

More in design, for one thing.

Like our new 8000 Series, brilliantly executed in walnut, teak or rosewood, dramatically accented with mirror chrome or brass.

And remarkably priced.

You get more in quality, too.

Big little differences, such as Oil Suede plastic tops that look and feel astonishingly like wood.

Or desks that turn into work stations at the drop of a stationery rack, hanging file, sliding tray or typewriter lift.

And you get more—much more—in service.

Alma's wider distribution means we maintain not one, but seven warehouses linked from New York to Seattle.

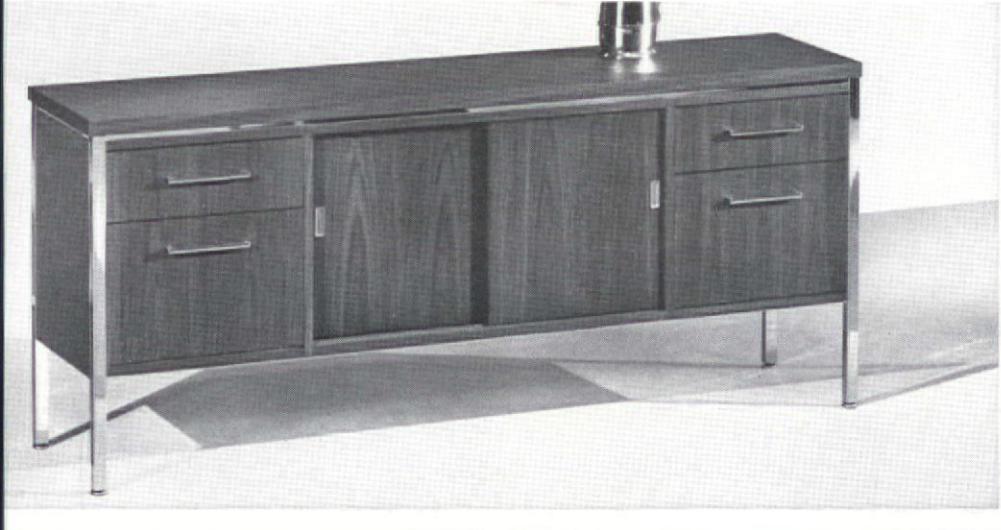
Plus a unique inventory system that allows us to store the furniture for your installation until you need it. You never have storage problems, delays or incomplete deliveries.

With a leader like Alma, you always get *what* you want, *when* you want it.

That's why you'll want Alma for your next office project.

But only if you want to get more than you bargain for.

alma
DESK COMPANY
High Point, North Carolina



SHOWROOMS AND WAREHOUSES: Dallas, 3720 La France; Denver, 1429 18th Street; High Point, 807 Ward Street; Los Angeles, 1427 E. 4th Street; San Francisco, No. 2 Bryant Street; Seattle, 419 First Avenue, South. **WAREHOUSE:** New York, Pier 49, N. River

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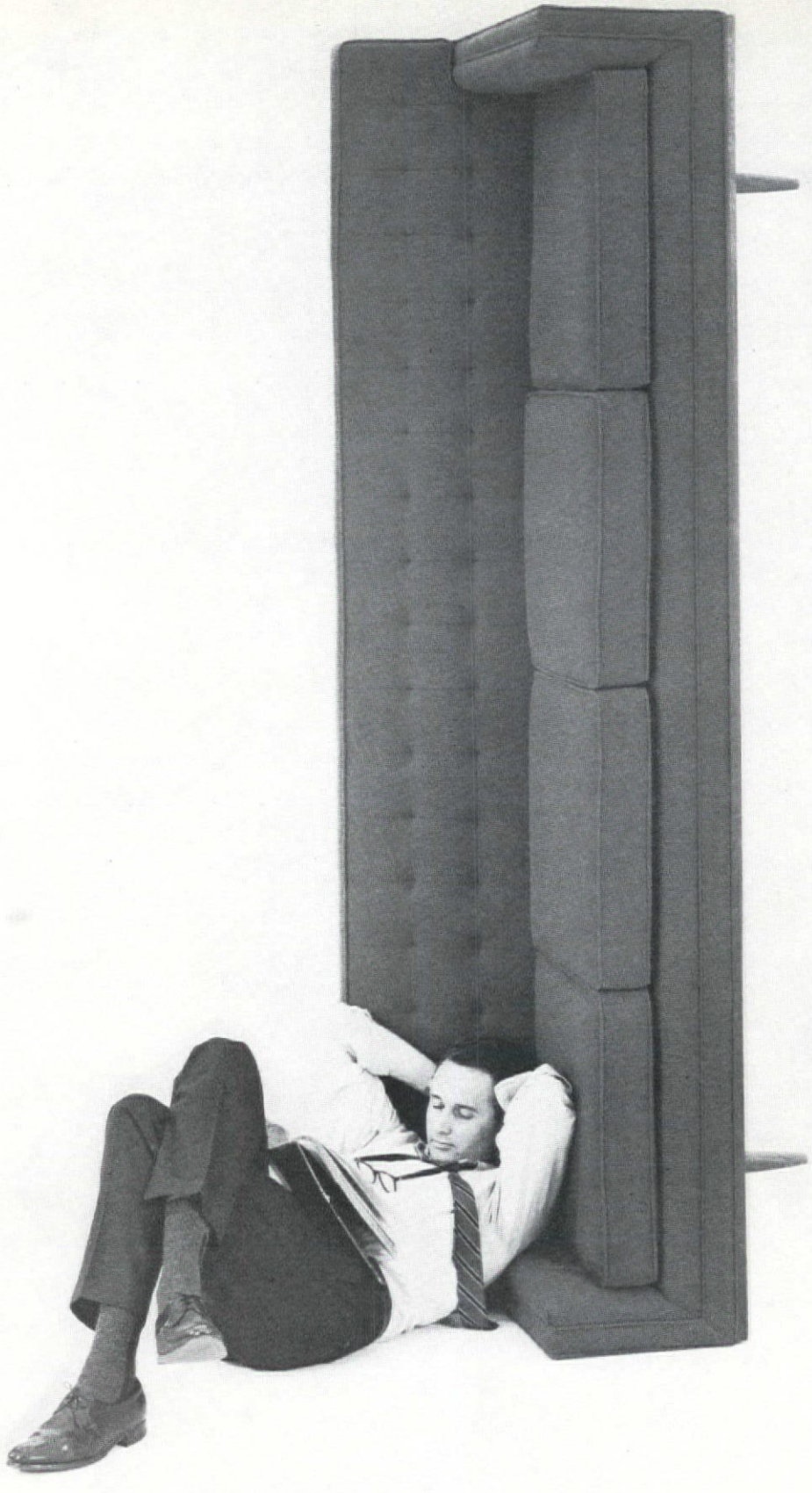


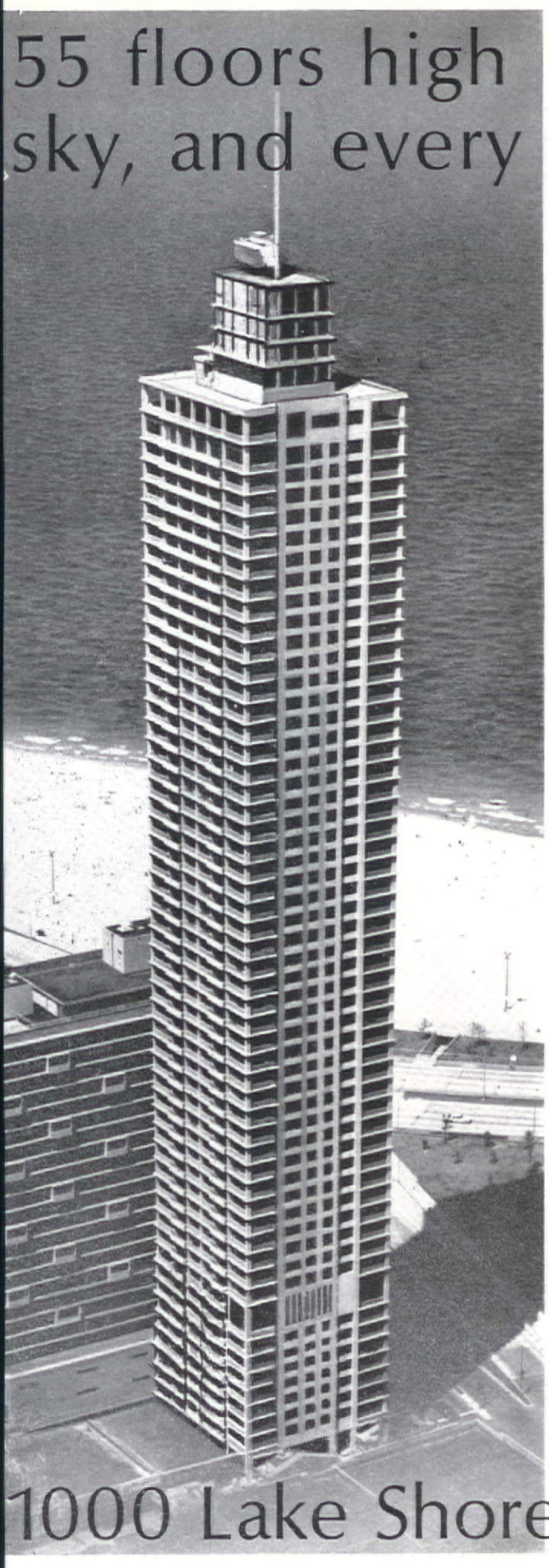
SH -H -H -H -H -H -H

An unusual position, isn't it? But, even a little bit of a Monarch sofa is comfortable. And it looks good, too. Metal or wood base, it's the right choice for your clients. But don't take our word for it, try one for yourself. The next best thing is to write for information on the full line.

MONARCH
FURNITURE COMPANY, INC.
High Point, North Carolina

SHOWROOMS: New York, Anthonson & Kimmel Associates, 440 Park Avenue, South • Dallas, Dick Lowe Associates, 3720 La France

55 floors high in the Chicago sky, and every floor carpeted



A huge carpet installation but: "The job went quickly, smoothly, without worry over restretching later, because

the carpet has Jute-on-Jute double backing"

—says Roy Merkling

President, Floor Covering Installations, Inc., Chicago—the firm installing the carpeting

He adds: "Power stretching with tremendous tension is a 'must' in installations of this magnitude, where we carpeted all the corridors and lobby. Jute-on-Jute double backing in these Barwick carpets gave us the great strength and dimensional stability needed. With both backings in the carpet Jute, we had full assurance that they would perform similarly, and satisfactorily. This helped the carpeting to install perfectly."

The carpet selected:
Nylon pile SPARTACUS COLORSET
By E. T. BARWICK MILLS, Inc.

For 1000 Lake Shore Plaza, one of America's most luxurious apartment buildings:
Developer: Harold L. Perlman, Chicago
Architects: Sidney H. Morris and Associates, Chicago
Interior designer: Marie Nichols, New York

1000 Lake Shore Plaza, Chicago

Published by the JUTE CARPET BACKING COUNCIL, INC.

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

You'll have worked out all the facts:

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

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

The best grade for the motel trade— but how long will it keep its good looks and how will it clean?

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 won't mar their handsome good looks.

■ Beautiful carpets so practical, hospitals and hotel use it in their heaviest traffic areas.

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

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When it comes to decorative accessories for contract use... Syroco wrote the book!

And here it is.
The world's most complete catalog of
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essories line.
When you're buying or selling contract
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You can wade through a foot-high pile of
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e for wall clocks. One for panels and
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You might find what you want eventually. If you have the patience. And if you go for the extra bookkeeping spreading your orders all over the lot is bound to entail.

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The next time you think of accessories, reach for your Syroco catalog.

Write on company stationery and we'll send you one gratis.

You'll find it the most compelling best-seller you ever read.

No plot. But what a cast of characters!

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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

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D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- **Urban programs will aid hotels**
- **Roadside motels, restaurants still going strong**
- **Sampling of recent IB's**

If you're interested in furnishing hotels and kindred space, you'll be benefiting from the many Federal plans and programs that will be affecting the work you hope to do in the next year, decade, and generation. Never before has the Federal government been so active in so many different areas that mean business to you. And, even more important in figuring your future, its participation will grow from now on, for a variety of reasons.

View from the hotel-motel picture window: Federal aid in many places and spaces. Downtown, urban renewal is uprooting the old and installing the new. This program is moving up in intensity, as more cleared land becomes available. Indeed, the biggest worry at the moment is not Federal aid but the presence of enough redevelopers to utilize the acreage. A prominent feature of many renewal plans has been new hotel and motor hotel facilities. With this stir, older hostelries find a need to polish more than their silverware—outright auctions of older furniture are becoming rather common.

For areas that have been languishing laggardly in this country's economic boom, there's now a permanent redevelopment agency, newly confirmed by the Congress. Tourism, which means rest, restaurant, and recreation facilities, is a key prop in plans for making poor, picturesque areas progress.

The new Economic Development Administration succeeds to the former Area Redevelopment Administration, which now and then stumbled in approving a hotel loan where other operations were less than busy; but the principle of aiding tourism remains.

Meanwhile, out on the road, as more byways become interstate highways, nobody who knows that wheeling makes dealing expects the ambitious Federal 90 per-cent-aid program to crash to a halt early next decade. More roads will be found to be essential, in need of enlargement. Where there are roads, there are clover-leafs; and where there are exits and entrees, there will be more motels and restaurants. And present ones in good locations will be doing more business. The Bureau of Public Roads expects that motor vehicle registrations will advance from about 90 million

(*Continued on page 37*)

OUR WASHINGTON REPORT

CONTINUED FROM P. 32

the end of this year to 116 million by 1975, an expansion of three-tenths.

In addition, the new Department of Housing and Urban Development will show a pronounced bias for concentrated living arrangements. Its effect on housing will be to push for more multifamily structures. The trend to suburban apartments will step up. Aid to institutional housing will increase—for the elderly, for the college student. With this, the new Medicare program will spur nursing homes, and make the path easier for retirement communities.

U.S. reports savings from embargo

In January, President Johnson selected office equipment as the first line of defense in the war against waste in the Federal government. He ordered an embargo on non-essential purchases of filing cabinets, typewriters, and office furnitures. This has been made "permanent" in General Services Administration regulations. Now, the Government estimates that it has saved $5.7 million in the first half of the year, better than the original target of $5 million for the first year. These reported savings include $2.1 million for filing cabinets, $3.6 million for typewriters and furniture.

Furniture finishes forum

"Furniture and Interior Finish for Institutional Buildings" will be discussed at a regional meeting of the Forest Products Research Society Nov. 9-10 at Kalamazoo, Mich. This includes pre-finished wood based panels; motel, school, and hospital furniture.

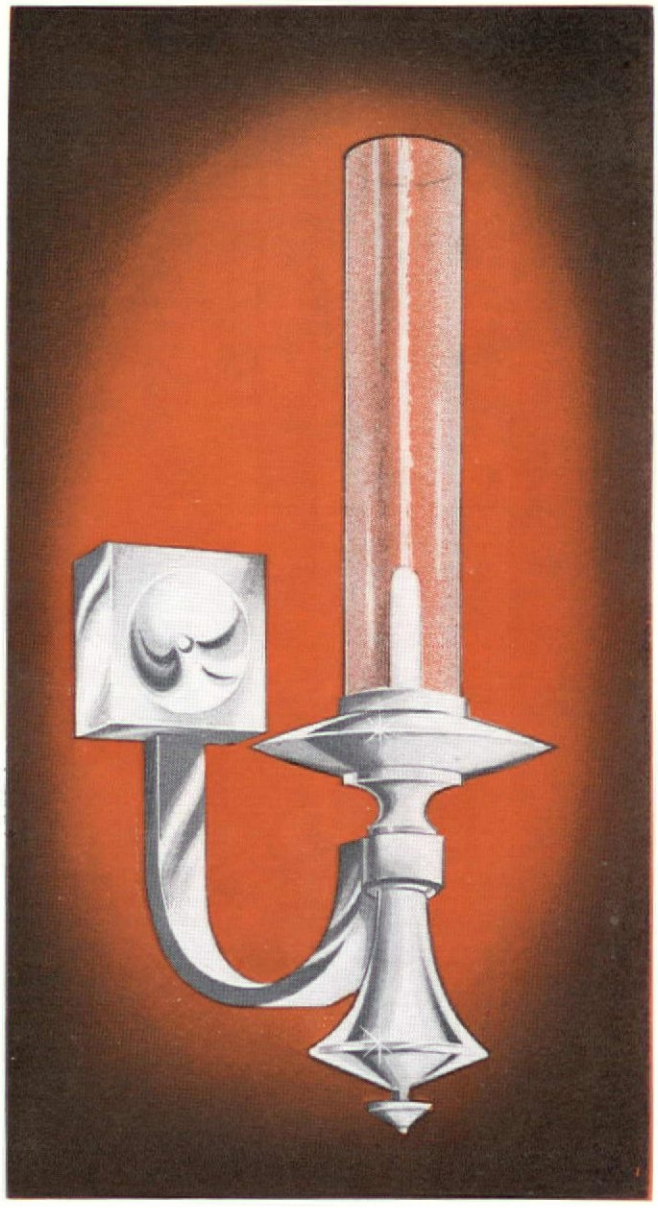
Federal procurement equals plus volume

You may find that getting a Federal contract award can help you smooth out dips in your own regular volume, or aid you in achieving new peaks in business. To get this, however, you have to go through the government routines—not the least of which is getting on the proper lists for notification of invitations to bid on items you are interested in. For an indication of the variety of procurement offices and their recent needs, here is a sampling of invitations, now closed:

General Services Administration, Seattle — Upholstered lounge chairs, 100 each; upholstered sectional davenports, 200 each. Walnut bunk beds, 200 each. Breakfast china cabinets, 103 each. Draperies furnished and installed at Madigan General Hospital, Tacoma, Wash.

GSA, Washington, D.C.—Wood living room and bedroom furniture, ranch style, 271 each. Wood and metal office furniture, Jan. 1 through Dec. 31, 1966, indefinite quantity. Wood and metal executive office furniture, Dec. 1, 1965 through Nov. 30, 1966, indefinite quantity. Rugs, 880 each. Steel folding chairs, Jan. 1, 1966 through March 31, 1967, indefinite quantity. Nonslip carpet, 297 each. Living room and bedroom wood furniture, ranch style, 2,575 each. Unitized walnut wood furniture, 796 each. Metal reception room

(*Continued on page* 40)



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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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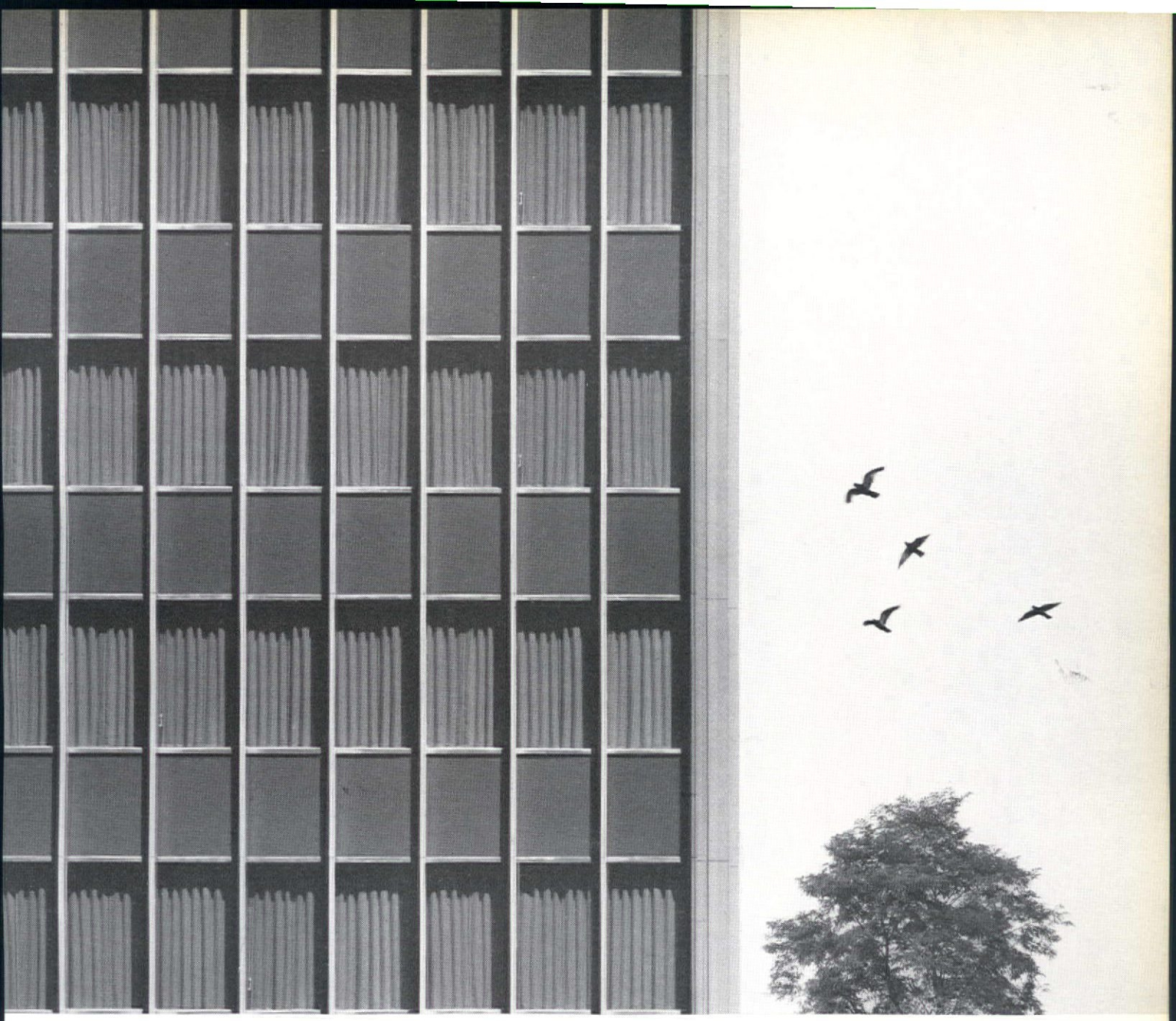
You can make any building look bette



vith PPG Feneshield® fabrics

s that scene on the left look familiar? hould. It's typical of a building where dow treatment has gotten out of d. Result: an unfortunate mixture of ding devices, loss of clean architec- l lines, compromise of building de- , a generally unattractive impression. he exterior appearance of any build- . . . new or old . . . can be improved nensely through the specification of eshield fabrics, made of PPG eshield® fiber glass yarns, such as se shown above.

eneshield fabrics can be obtained in ide variety of weaves, colors, and erns to complement any building de- . These fabrics present a pleasing earance at every window, permit a l flow of line from street level to top r, eliminate random vertical settings, and enhance the total architectural concept of any building.

But that's just one of Feneshield fabrics' advantages. These same fabrics can also control interior environment. Through PPG research, all Feneshield fabrics are performance-rated according to fabric characteristics. Through this Feneshield system, drapery fabrics can be chosen to subdue radiant heat, control glare, improve sound control, enhance a good view or modify a bad one.

What about costs? Over a five year period, total initial and maintenance costs for Feneshield fabrics are less than those for mechanical shading devices.

Get more facts. Participating drapery converters have authorized Feneshield presentations showing the wide range of beautiful fabrics now available.

Through the use of PPG technical data, they can help you select fabrics for specific installations. Write directly to PPG for names of converter representatives near you and for technical information. Use the coupon.

Pittsburgh Plate Glass Company
Fiber Glass Division, Dept 503
One Gateway Center
Pittsburgh, Pennsylvania 15222

☐ Please send me technical information on Feneshield fabrics.

☐ Please send me names of authorized Feneshield converters.

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Title_____

Company_____

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PPG® *fiber glass*
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PPG makes the Feneshield fiber glass yarns only, not the fabric.

A world of fabric selections...

but only 1 choice!

CENTURY FABRICS—the logical choice to meet every fabric requirement.

Century has over 5,000 fabrics to show you . . . available by the bolt or by the yard. Whatever your taste, needs, or budget . . . Century goes all-out to make fabric buying simpler, easier, most convenient. And to serve you better, Century has **two** of the most completely modern plant and warehousing facilities in the world . . . one in Los Angeles, one in Chicago.

upholstery fabrics: everything you would want in the way of textures, colors, patterns, in cloth and the newest synthetics.

bedspreads: the fabulous Charles Bloom, Inc., collection . . . dramatically distinctive, impressively superb in workmanship.

draperies: unlimited selection plus a complete custom fabrication service featuring Roc-Lon insulated linings.

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OUR WASHINGTON REPORT

CONTINUED FROM P. 37

furniture, 405 each. Bedspreads, 2,520 each. Acorn brown ranch style wood furniture, 465 each. Modern living room furniture, wood desks and bookcases, 715 each. Composite metal and wood furniture, 437 each.

Defense General Supply Center, Richmond, Va.—Bed lights, 1,350 each. Vinyl film shower curtains, 21,500 each. Folding chairs, 1,500 each. Folding legs table, 300 each. Floor mats, 5,200 each. Vinyl resin tile, 1,000 cases. Glass mirror, 3,100 each. Folding stool, 1,200 each.

GSA, Denver—Air Force Academy desks, dressers, and desk components, 1,785 units. Mastipave floor covering or equal, 155 rolls. Multipupil school desks, 2,150 units.

Bureau of Yards and Docks, Great Lakes, Ill.—Built-in furniture for barracks (wardrobes, desks, beds, chests, bookshelves).

GSA, San Francisco—Dining room and bedroom furniture. Rattan dining chairs. Wood and metal and upholstered furniture for Castle AFB, Calif.

Post Office Department, Washington—Wood screen partitions covered with plastic laminate, 1,450 units.

Hickam Air Force Base, Hawaii—Cushion covers for household furniture, 5,500 seats and 5,500 backs.

Naval Supply Center, San Francisco — Aluminum venetian blinds, 81,700 square feet.

GSA, Dallas—Tubular steel furniture. Steel partitions.

VA Hospital, Little Rock, Ark.—Straight steel chairs with arms, 300 each.

Brooks Air Force Base, Tex.—Library shelves, accessories.

Federal contract awards

The Federal tightening on some phases of contract furniture procurement does not mean that there are no new awards, as our sampling will show you. Some business continues, even for filing cabinets, the Administration's paper-whipping boy. Among recent awards:

National Aeronautics and Space Administration, Cleveland—Filing cabinets, $49,764, Mosler Safe Co., Arlington, Va.; and $36,859, also Mosler.

General Services Administration, San Francisco—Install rubber floor tile, Public Health Service, San Francisco, $21,746, Peterson Cobby Co., San Francisco. Tables, 176 each; sofa, chair, 132 sets, $10,230—Gonzalo Puyat & Sons, Inc., San Miguel, Manila, Philippines.

GSA, Washington—Composite metal and wood furniture, 1,849 each, $102,800, Standard Furniture Co., Herkimer, N.Y. Laminated plastic-surfaced panel type wood frame furniture, 176 each, $19,942, Joerns Furniture Co., Stevens Point, Wis. Traditional wood furniture, 327 each, $22,952, C. B. Atkin Co., Knoxville. Velvet type rugs and runners, 643 each, $85,614, Bigelow-Sanford, Inc., New York City. Ranch oak furniture, 887 each, $52,002, A. Brandt Co., Washington. Rubber carpet cushioning, 643 each, $17,365, Allen Industries, Inc., Detroit. Households lamps, 356 each, $3,908, GFC Manufacturing Co., Brooklyn. Traditional wood bedroom furniture, 349 each, $20,803, Maddox Table Co., Jamestown, N.Y. (**C**)

Mr. Anthony Athanas, noted restaurateur, shown with Mrs. Athanas and youngest son at Anthony's Pier 4.

next to food
the most important thing
on any table is
INTERNATIONAL
SILVER

The gracious ANDOVER pattern was selected by Anthony Athanas for his distinctive Anthony's Pier 4 Restaurant overlooking historic Boston Harbor in Boston, Mass.

HOTEL DIVISION THE INTERNATIONAL SILVER COMPANY MERIDEN, CONN.
Makers of the most complete line of silverplate and stainless steel, flatware and holloware. **See Your Certified International Silver Dealer**

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It happened at the New York World's Fair–

carpeting of Creslan® proved it can take heavy traffic and come up smiling.

To quote the manager, "More than a million people walked through our Formica World's Fair House—on carpeting of Creslan acrylic fiber. It would be hard to estimate how many chunks of candy, wads of gum, or bottles of soda landed on that carpet during that period. Workmen tracked in grease and tar. Spiked heels ground in the dirt. Naturally we were interested in what would happen to this carpet under these unprecedented conditions."

"Here's just what happened—with nothing more than ordinary maintenance, carpeting of Creslan kept its luxury pile and rich color day after day, month after month. It was always a handsome showpiece and a credit to the 'World's Fair House'."

"...more than a million people" plus thousands o spills. That would be the end of most carpeting. Bu not carpeting of Creslan. Small wonder that even i the fine fiber family of acrylics, fastest growing i contract carpet, Creslan is a stand-out. For your nex carpeting installation take a long, hard look at a acrylics. Check their traffic records. And you'll agre the choice is obvious. Creslan acrylic fiber is a produc of AMERICAN CYANAMID COMPANY, NEW YORK.

CYANAMID

Creslan

LUXURY ACRYLIC FIBE

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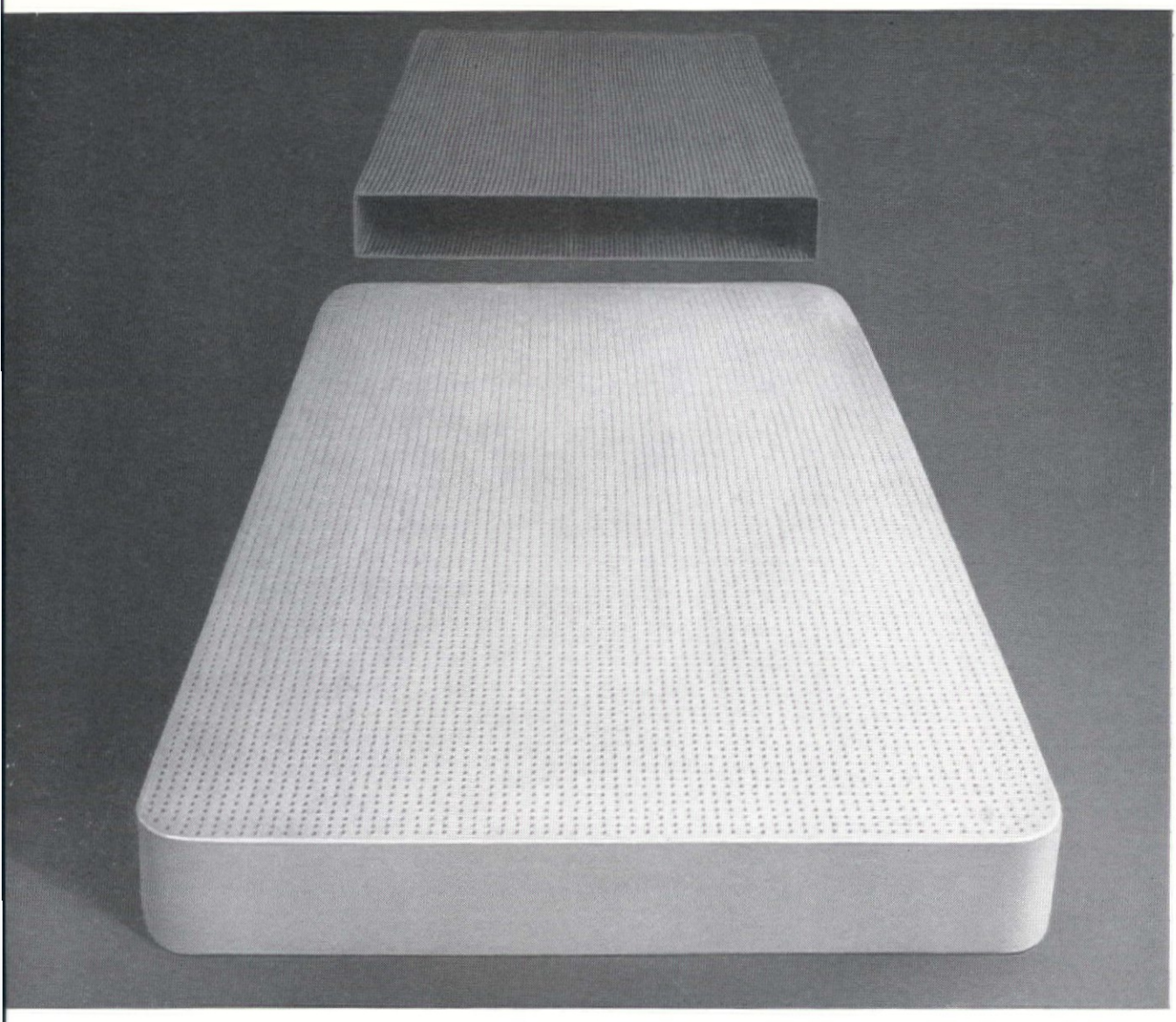

New ticking makes Texfoam® a like-new mattress —even after 10 years

Sell the no-sag, no-lumps, no-odor mattress core with the zip-off, zip-on ticking. It lets clients replace a decade of stains with fresh, new ticking in minutes. The firm, light, cool, healthy, non-allergenic mattress core guaranteed for 20 years. Some of the best bedding makers zip their ticking around it. Tell your clients Texfoam . . . genuine latex rubber by B.F.Goodrich. Write us on your letterhead for specifications. The B.F.Goodrich Co., Consumer Products Marketing Division, 277 Park Ave., New York, N.Y. 10017. Or why not telephone us today? Our number is New York—922-5100.

Your reputation rests better on Texfoam.

B.F.Goodrich **Consumer Products Marketing Division**

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

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CONTRACT BUSINESS: NOTES & COMMENTS

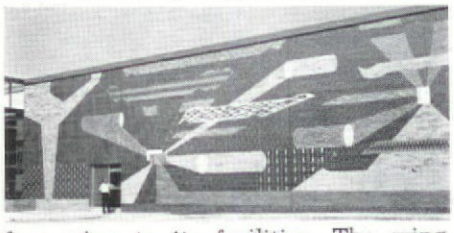
Century City complex

The rise of Century City in Los Angeles is opening up not only new building facilities to the region, but also a huge new business potential to the large number of suppliers and services that will be required to bring the multi-faceted project to a successful completion. A case in point is Western Service & Supply Co., which has just placed initial contracts for 52,750 square yards of carpeting to be installed in the Century Plaza Hotel prior to its opening in mid-1966, according to Charles Comstock, project unit manager. Still to be purchased for the 800-room hotel (designed by architect Minoru Yamasaki), are 362 square yards of carpeting, bringing the total yardage for the building to 53,112. Under the direction of Donald Robbins, AID, senior interior designer for Western International Hotels, 32 carpets were developed by Western Service & Supply. Four carpet manufacturers currently represented are Stephen Leedom Carpet Co., Mohawk Carpet Mills, E. T. Barwick Mills, and Sallee Carpet Looms.

Century City complex, because of its size, its diversified facilities, including business, industrial, and residential, and its significance to the contract industry not only on the West Coast but nationally as well, will be the subject of our Landmark Series #3, in a Spring, 1966 issue.

New World Carpet wing opened

Maker of moderately priced tufted carpeting, World Carpets, Inc., Dalton, Ga., has added a new 110,000 square



foot wing to its facilities. The wing, designed by architect Bianculli & Tyler, is on one level, providing continuous uninterrupted flow from raw materials to finished product and shipping room, and is 100 percent automated. Dominating the facade of the wing is a huge brick mural (see cut) —86 feet long by 26 feet high—designed by Mario Bianculli of the architectural firm.

Motelrama, 1966

Robert O. Burton, president of Robert O. Burton, Inc., interior and architectural design firm of Chicago, has been chosen to design the 1966 Motelrama Idea Room. The display has been a major feature of the National Restaurant Show for the past four years. The 1966 event will be held May 23-26 at McCormick Place, Chicago.

TV-phones at Englander

Two Picturephones have been installed at Englander Co.'s headquarters in Chicago, linking it to a network of 35 Picturephones in Union Carbide's Chicago and New York offices. Englander

(*Continued on page* 47)

Circle No. 39 on product information card

TRADITIONALLY

Fine Office Furniture

by SCERBO

#396 Chippendale Revolving Chair

#GW13 Desk

#89 Wing Chair

#43 Cockfight Chair

An inspiring assemblage of Colonial and Chippendale pieces ... reflecting the quaint elegance and quiet dignity that only finely executed Traditional furniture can portray.

Frank Scerbo & Sons, Inc.

140 PLYMOUTH STREET, BROOKLYN, N. Y. ▪ ULster 2-5959

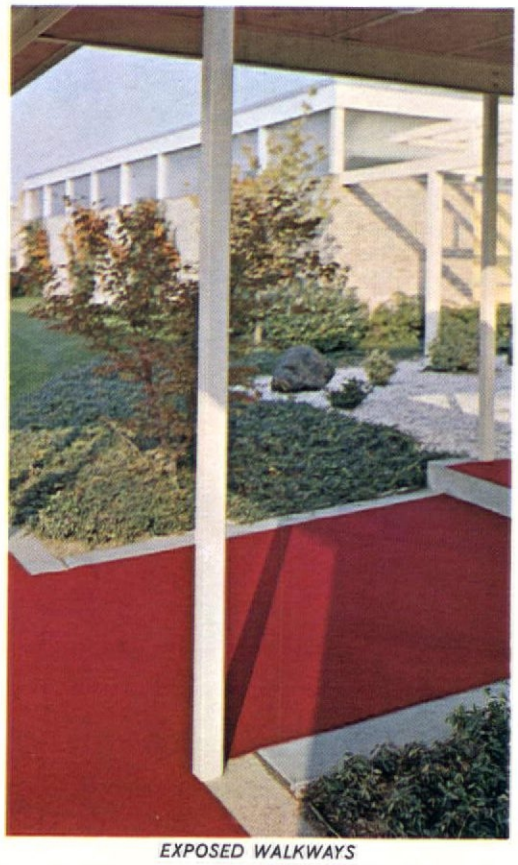
Visit Our New Chicago Showroom: 325 West Huron Street

Catalog available upon request

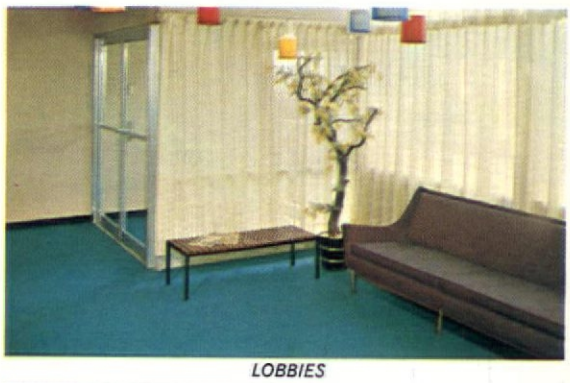
Use it outdoors! Use it indoors! New Ozite Town 'N' Terrace Carpet made with Vectra* fiber. Impervious to water. Long-wearing. Resists stains. Can't rot, shrink or mildew.

POOLSIDE

MOTELS



EXPOSED WALKWAYS



LOBBIES

SCHOOL LIBRARIES

HOSPITALS

OFFICE AREAS

TERRACES

RESTAURANTS

Available in a wide range of decorator colors.

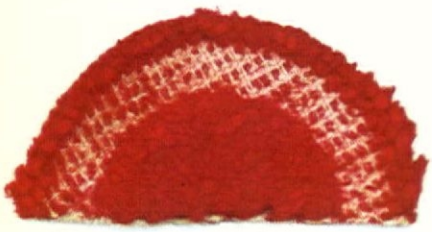
Ozite "Town 'N' Terrace" Carpet made with Vectra polypropylene olefin fiber is not just another floor covering in competition with those you already know. It's in a class by itself—an entirely new *kind* of floor covering with features other carpets just don't have. The result? It opens up scores of new decorating ideas never before possible with conventional carpeting. Check the assignments you're working on now. You'll be surprised how many ways you can find to add dramatic creative touches with this new carpet. Note that because carpet is unaffected by water or moisture, it's practical to install below grade directly on cement floors. Turn this page for details on the remarkable technical advantages of Ozite "Town 'N' Terrace" Carpet, the remarkable new outdoor-indoor carpet made with new Vectra polypropylene olefin fiber.

IF PRODUCT OR PERFORMANCE DEFECTIVE • Good Housekeeping • GUARANTEES REPLACEMENT OR REFUND TO CONSUMER

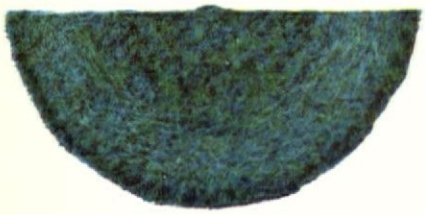
Ozite® *Town 'N' Terrace Carpet made with* Vectra olefin fiber

*The Vectra Company · A division of National Plastic Products Company, Inc., Odenton, Md. · *Vectra is the exclusive trademark of the National Plastic Products Company, Inc. for its olefin fiber. Vectra makes fiber only, not fabrics or carpets. ®Ozite is the exclusive trademark of the Ozite Corporation, 7-120 Merchandise Mart, Chicago, Illinois, manufacturers of famous Ozite products for over 100 years. Ozite makes Town 'N' Terrace Carpet, not fiber.*

Tests prove the superiority of Ozite Outdoor-Indoor Carpet made with Vectra* fiber over floor covering costing twice as much!



3,000 revolutions of abrasion test have $11.95 retail acrylic carpet down to the backing!

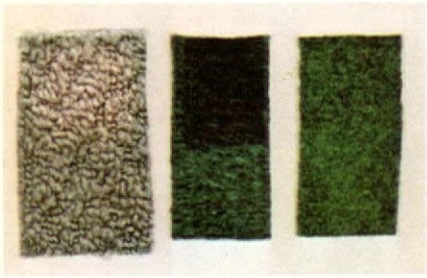


But, the abrasion wheel (Standard Taber Abraser), which can quickly spin off years of hard wear, barely makes a dent in new Ozite Outdoor-Indoor Carpet made with remarkable new Vectra polypropylene olefin fiber. Ozite's unique manufacturing method permits the use of staple fiber of higher tensile strength than normally used in regular carpeting.

Fadeometer Test

Wool 100 hours

Acrylic 160 hours



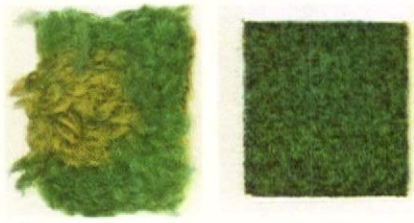
Nylon 100 hours

Polypropylene without stabilizers 216 hours

Polypropylene with stabilizers Over 2,000 hours

Most manufacturers of piece-dyed carpets try for 40 to 60 hours fade resistance. Even stock-dyed carpets strain to reach 200 hours. The special stabilizing chemicals used in the solution-dyed Vectra fiber enables it to resist ultra-violet rays —and permits Ozite to guarantee its carpet to withstand 500 hours of Fadeometer test without discoloration!

Stain Resistance

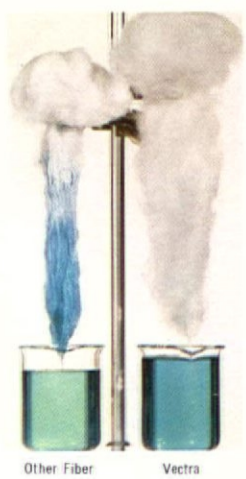


Wool **Polypropylene**

Vectra polypropylene fiber is resistant to most harmful chemicals that tend to bleach and stain competitive products, including most acids, alkalies, salts, solvents, and oxidizing agents. Ozite Outdoor-Indoor Carpet resists spotting and bleaching from ammonia, chlorine, coffee, tea, soft drinks, shoe polish, merthiolate, mustard, catsup—practically everything, including the accidents of dogs and children. Insects and mildew do not attack polypropylene. Fungus growth is not supported by the fiber itself. It does not absorb moisture—can't shrink, rot, or mildew. And it's non-static and non-allergenic, too.

Competitive carpet fibers absorb moisture to varying degrees, up to 27%.

A filament of Vectra reacts to water much like a solid glass rod. The water rolls right off. Vectra olefin fiber has zero (0%) moisture regain.



Other Fiber Vectra

Easy to install. Cuts with scissors or knife. Lies flat. Doesn't curl. No binding of exposed edges necessary. Does not need carpet cushion, tacking, or professional installation. And no adhesive is required. If desired, waterproof cement may be used outdoors. Indoors, double-faced tape may be used, or cement if you prefer.

And it's a breeze to maintain! Can actually be hosed clean. Simple to patch. Because Vectra fiber is impervious to moisture it can either be scrubbed clean or vacuumed. It dries fast. And patching for cigarette burns (can happen to any carpet, you know) is easily done in minutes with a razor blade and leftover pieces—and it won't show!

Every claim guaranteed by the Ozite Corporation.

Write today for full information.

OZITE CORPORATION
Department C
7-120 Merchandise Mart
Chicago, Illinois 60654

Please send me your 4-page color brochure with complete details on new Ozite "Town 'N' Terrace" Carpet, plus sample swatches of the carpet.

Name _____

Firm _____

Address _____

City _____

State _____

Zipcode _____

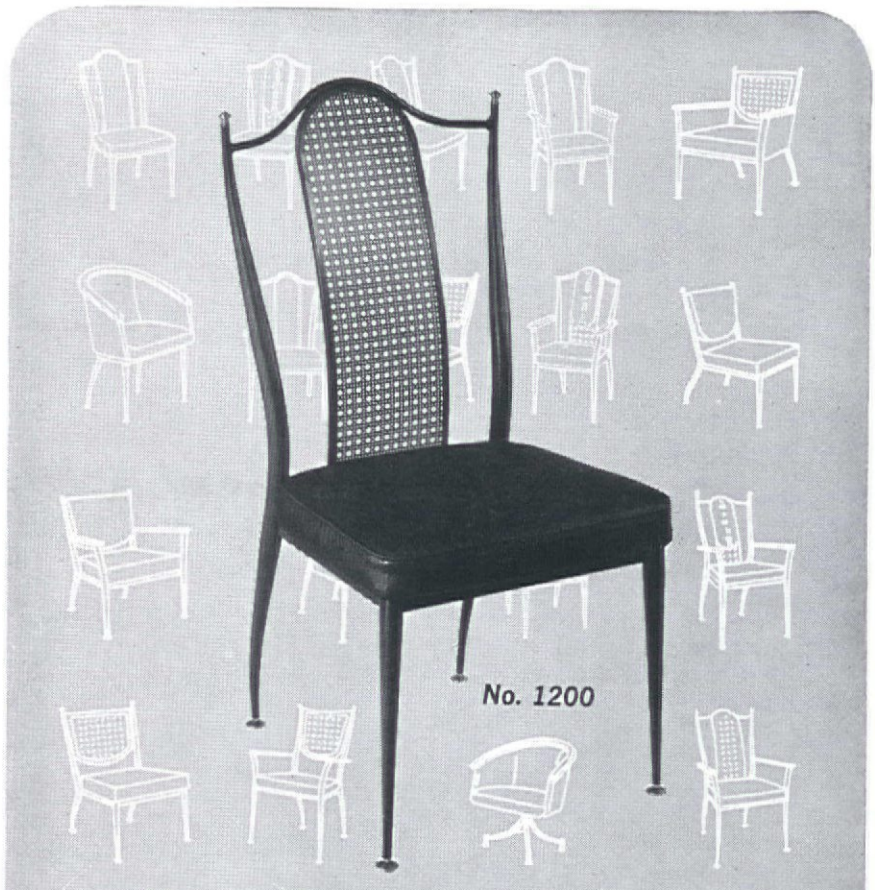
a subsidiary of Union Carbide, reports that this is the first commercial use of the TV-phones other than those located at the telephone company's own Picturephone centers.

Footnote to Holiday Inns story

The article on Holiday Inns and its contract furnishing arm, Inn Keepers Supply Co., which appeared in our August issue, understated the yearly sales volume of both the parent firm and its subsidiary. Holiday Inns has been moving ahead so fast that its gross for fiscal 1965 is $14 million ahead of 1964; the figure for 1965 is $71,200,000 overall, and $14 million for Inn Keepers.

New assignments . . .

Thalhimers Industrial Sales Corp., Richmond, Va., contract division of which Mr. H. E. Glave is vice president, has been awarded the contract for the interior design and furnishings at the first America House Motor Inn to be built by Richmond Hotels, Inc. Thalhimers contract division recently opened its new showroom building in Westmoreland Center, Richmond. . . . Henry End has received the design commission for the interiors of a new addition to Mt. Sinai Hospital, Miami Beach, that include public spaces, corridors, and patient rooms. Mr. End, who is also engaged in redesign of the Roval Poinciana Ballroom and the Keyboard Lounge of the Palm Beach Towers, will work closely with Morris Lapidus, architect for the hospital's new addition. . . . Maxwell Co. is currently at work on the design and installation of two collegiate housing projects; Farwell Hall at Northern Illinois University at De Kalb, Illinois, is a group of privately financed dormitories that will ultimately add more than 300 rooms to the college facilities, and Master Halls at the University of Wisconsin in Madison. . . . Contract Interiors of Cleveland will design all room interiors, lobby, dining room, and cocktail lounge for the Hotel St. Regis in Detroit. Decor for the hotel is planned to be authentically French design, adapted by Fletcher Williams. . . . Morton Textiles & Furniture has the furnishing and design contract for a complex of seven dormitories to provide housing for 900 students now under construction at Southern Illinois University. The facilities will include a swimming pool, tennis courts, public areas, and a commissary. . . . Design/Planning announced the following projects on their current San Francisco design slate: Hiram Walker Inc., new executive offices on the 28th floor of the Hartford Building; Batton, Barton, Durstine & Osborn offices also in the Hartford Building; and the new three story combined office and warehouse building of the H. R. Basford Co. . . . Richard Plumer Business Interiors has been commissioned to design and furnish the offices of the Canadian Gulf Lines Shipping Co. in the new Port of Miami office building on Dodge Island, Florida. . . . Dorhmann Co. will provide complete interior design and furnishing of Tod's Restaurant in Redlands, Southern California, to be completed in the fall of this year. Jack Grotweil is the designer of the structure that will include an outdoor, heated patio, and feature a volcanic rock and colored glass panes exterior at the ends of a soaring, slate roofed "A" frame. Dohrmann's San Bernardino contract department is handling all phases of the planning of the food facilities. (**C**)



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

Gourmet Continental dining and lounge furniture by Troy. So flexible it merges with many creative interiors . . . Traditional . . . Danish . . . Latin . . . Gaulic. Uncompromising regard for comfort. Crafted in the finest materials, textures and colors for durability. May we rush our all new catalog to you?

Name_____
Title_____
Institution_____
Address_____
City_____ Zone____ State_____

Troy®

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rcle No. 40 on product information card

CONTRACT NEWS

DESIGN CENTER BUILDING in Los Angeles marked its first anniversary in June. MARTIN LOWITZ is owner of the building which houses the International Design Center on its first two floors.

SHELBY WILLIAMS INDUSTRIES, INC., Chicago, has purchased substantially all of the outstanding stock of Duo-Bed Corp., Wichita, Kansas, for an undisclosed price. The announcement was made last month by Manfred Steinfeld, president of Shelby Williams. Duo-Bed, a leading maker of convertible bedding units and casegoods for contract and residential use, recorded sales in excess of $2 million for the year ended May 31, 1965. Its modern plant in Wichita has approximately 200,000 square feet of manufacturing space. Shelby Williams is a major producer of seating of all types for restaurants, hotels, and other commercial installations, whose sales are expected to exceed $10 million for the current year. The Duo-Bed operation will be expanded and a substantial increase in the new division's sales is expected.

AIRCO PLASTICS PRODUCTS has appointed MacPherson Brothers, San Francisco, Calif., as west coast distributors for the complete line of Federan vinyl-coated upholstery fabrics and wallcoverings.

GENERAL LIGHTING CO., INC. and EMERALITE CO., INC., both of Brooklyn, N. Y., have merged with the NL CORP. of Cleveland, Ohio, producers of custom designed, stock commercial, and ecclesiastical lighting fixtures.

MAXWELL CO. has taken over the management of STRAUS-DUPARQUET, INC. The arrangement will not involve Albert Pick, Inc., an S-D subsidiary.

BERKSHIRE-HATHAWAY INC., will be the sole distributor of Eastman's Chrometta, the acetate lining of chromspun yarns used as a drapery and fabric liner, through its Home Fabrics Division.

DESIGNCRAFT, manufacturer of wood and metal office furniture, has opened a New York showroom in the Decoration & Design Bldg., 979 Third Avenue.

LOUMA FABRICS, INC., of San Francisco, has been renamed FRANCISCAN FABRICS and will produce quality hand-screened prints for the trade. Kneedler-Fauchere will represent the company in the thirteen Western states.

ROBERT JOHN CO., contemporary furniture makers, has acquired a 42,000 square foot factory to produce the Pennwood Group.

HOWE FOLDING FURNITURE, INC. has completed a major addition to its So. Norwalk, Conn., plant which is expected to represent a 60 percent increase in production areas.

LASKEY CARPET CO. has been named exclusive distributor for Deltox, Inc. for New England.

ALBINSON STACKING CHAIR

- stacks and gangs
- weighs 9 pounds
- seat and back of injection molded plastic
- 5 integral colors
- textured surface
- legs and frame of die-cast aluminum, burnished finish
- leveling nylon glides
- optional ganging hooks
- units of 2 and 3 gang and stack

- aluminum dolly
- carries 20 chairs in a stable stack
- protects chairs from damage

- may we send you a brochure?

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

Showrooms in: Atlanta Boston Chicago Cleveland Dallas Detroit Los Angeles Miami Philadelphia St. Louis San Francisco Seattle Washington, D.C.
International: Argentina Australia Austria Belgium Brazil Canada Finland France Germany Greece India Iran Italy Mexico Netherlands Norway Philippines Spain Sweden Switzerland Tunisia Uruguay Venezuela

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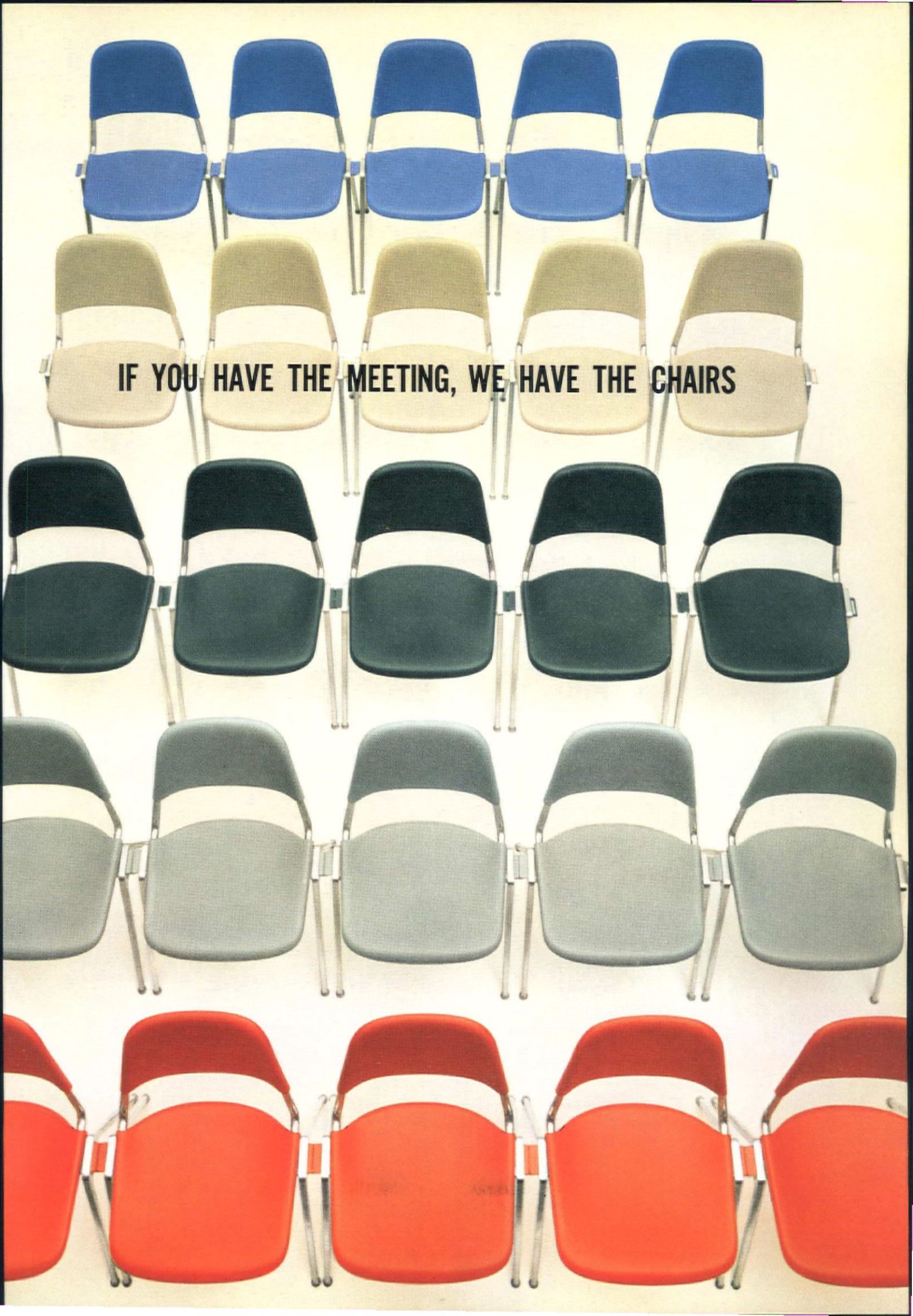
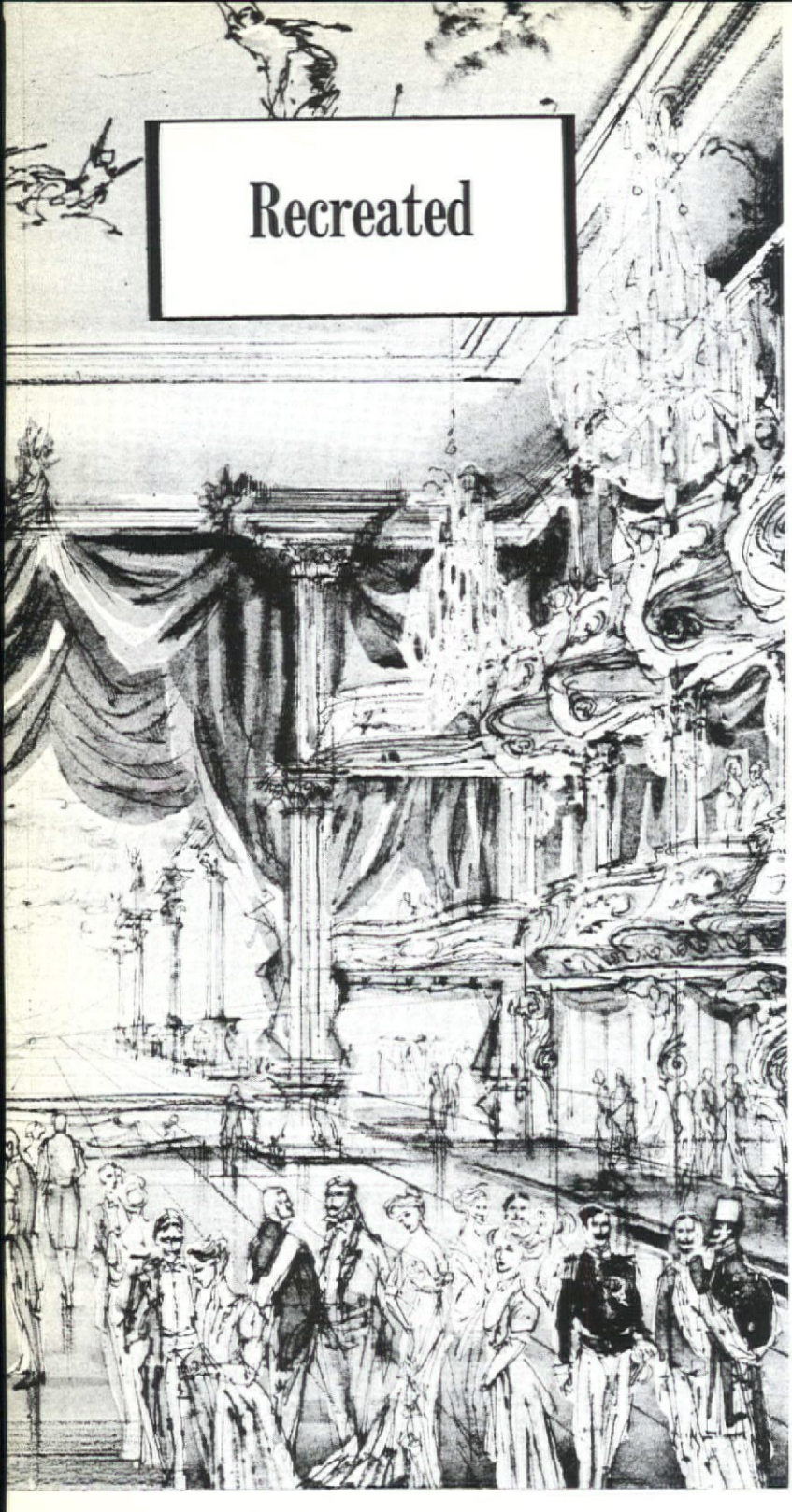

IF YOU HAVE THE MEETING, WE HAVE THE CHAIRS



Hotel Astor's Rococo Grand Ballroom Recreated to its Former Elegance Right Down to the Draperies.. and that's where American Drapery Came In!

THE GLORY THAT ONCE was the Astor's Rococo grand ballroom is back. Everything has been recreated as it was at the turn of the century. A massive undertaking requiring perfection all along the way. Proudly, American Drapery was selected to recreate the draperies. And proudly, we did. Making faithful reproduction of draperies like this, installing them, making sure everything is perfection and settling for nothing less is our business. It's why more businesses . . . modern decor or old fashioned decor turn to us. We'd be happy to have you turn to us, too.

American Drapery & Carpet Co., Inc.

SHOWROOMS: 184 Fifth Ave., New York, N.Y., **PHONE:** 212-255-8600

Circle No. 43 on product information card

CONTRACT NEWS

FURNITURE, INC., contract division of WILLIAMS FURNITURE CORP., will open a new showroom at the Warren House, New York. Marilyn Motto will plan the interiors for the new showroom.

CHAIRMASTERS, INC. has announced the opening of a complete showroom and display in the Dallas Market Center, Dallas, Texas.

BORIS KROLL FABRICS, INC. will open a new Philadelphia showroom, to be managed by Jeanne Chathan Mackintosh. Daniel T. McAuliffe, formerly with Jofa Inc., has been appointed regional sales manager for the middle Atlantic states.

ROXBURY CARPET CO. will close its Chicago and Los Angeles showrooms in the respective Mart buildings. The Roxbury line will continue to be shown in the Carson Pirie Scott Wholesale Division space at the Merchandise Mart, Chicago, and Berven Carpet Corp. will distribute the Roxbury lines exclusively on the West Coast commencing January 1966.

METLON CORP. announced that Copeland Bros., of Griffin, Georgia, will represent its line of metallic yarns in Georgia, Alabama, and Tennessee.

DALE CLARK & ASSOCIATES of Santa Barbara, Calif. PACIFIC CLAY PRODUCTS, Los Angeles; SCANDINAVIAN ART METAL, Pasadena; and EXOTIC PRODUCTS & DRIFTWOOD MOTIF, Los Angeles; have leased new display space in the International Design Center in Los Angeles.

LAMINATING SERVICES will expand manufacturing facilities for Vin-L-Fab vinyl wallcoverings at its Louisville, Ky., plant.

K. C. BOOTH MFG. CO. has moved its quarters to a new building at 1760 Burlington, North Kansas City, Mo. to expedite more efficient manufacturing and delivery of all types of furniture.

CURON DIV. of REEVES BROS., INC. has appointed SOUTHERN LATEX, a division of INTERNATIONAL LATEX & CHEMICAL CORP., as executive representative in the rug and carpet field to market its urethane foam.

LABARGE MIRRORS, INC. has transferred operations to Zeeland, Mich., 140 Colonial St., to new quarters that offer 150 percent more space.

WALL TUBE & METAL PRODUCTS CO. received a citation for consumer product design from the American Iron & Steel Institute for its Surfline collection of casual furniture.

SCROLL solid aluminum furniture will be represented in San Francisco through the McCune Showroom at Jackson Square, it was recently announced.

Correction

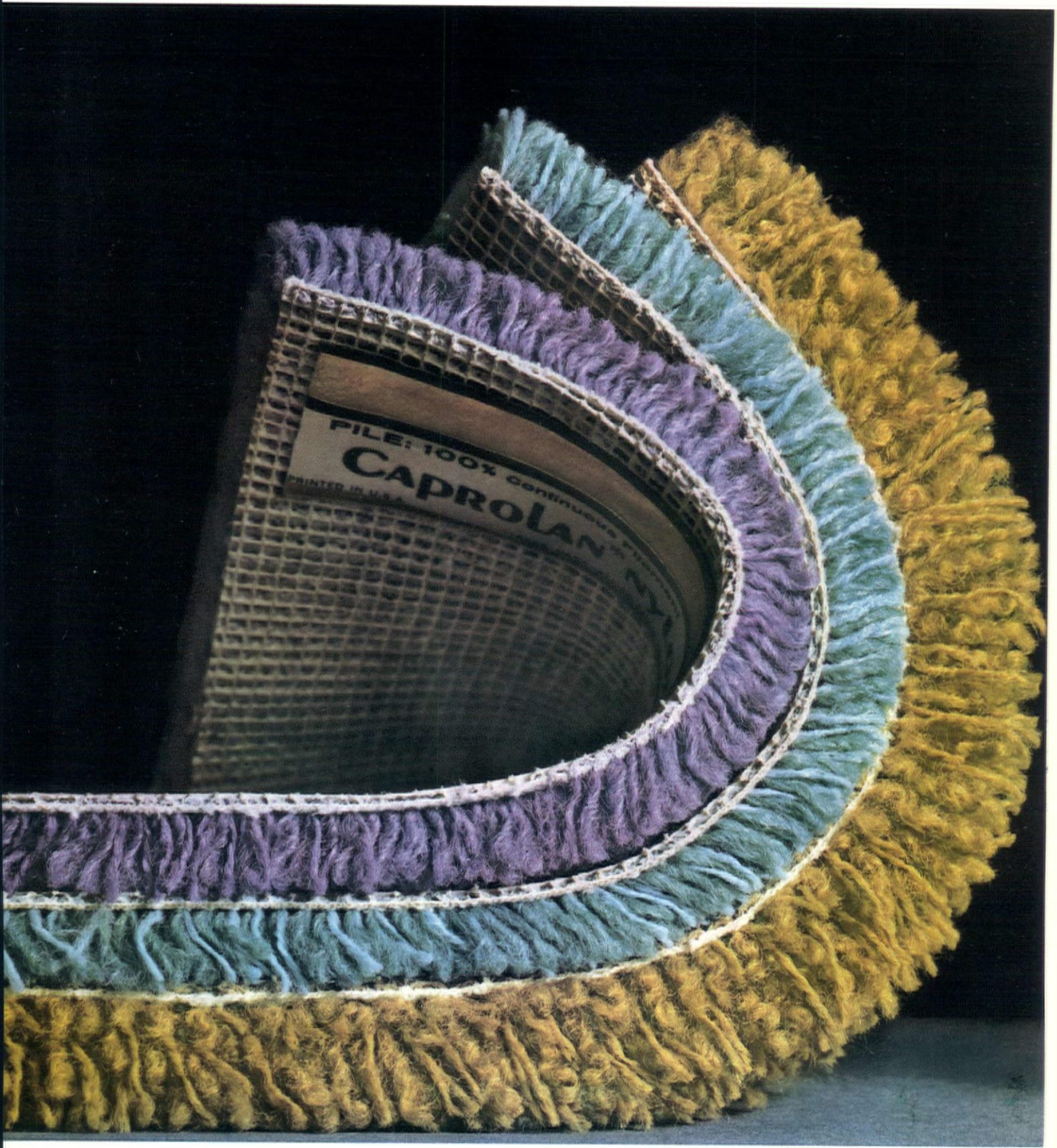
The chairs in the Cherry Hill Inn installation that appeared in our August, 1965, issue were supplied by Stakmore Co.

Circle No. 44 on product information ca

CONCATENATION

he word means "linked together"...like "wear" and "beauty" in colorful carpets of continuous filament Caprolan® nylon pile. Continuous lament means there are no short fibers to break loose. No fuzzing, no pilling. Longer wear. And Caprolan means deep-dyed colors, be- use Caprolan nylon is specifically engineered to take color deep, deep down into the fiber. To give you brighter, fresher colors. The hole colorful story is yours in a free booklet. Write: Dept. 14, Allied Chemical Corporation, 261 Madison Avenue, New York, N. Y. 10016.

Allied Chemical



Happily it's Caprolan, the more colorful nylon

Of gloss pewter and polished brass, this eighteen-arm, fifty-inch Colonial chandelier is one of eight produced by Excel for St. John's Lutheran Church, Stroudsburg, Pennsylvania, from drawings by architect Charles A. Scheuringer, F.A.D., A.I.A., Philadelphia. We are proud to have shared in the historical restoration of this beautiful edifice.
We would welcome an opportunity to discuss *your* custom chandelier requirements and other lighting plans.

Excel

SHOWROOMS AND SALES OFFICES: **NEW YORK:** Harold Stiller, Home Furnishings, Inc. ■ **CHICAGO:** Design Galleries, Inc. ■ **KANSAS CITY:** Hardin Hettick, Contract Interiors ■ **DENVER:** Charles J. Eisen, Decorative Showrooms ■ **SAN FRANCISCO:** James Harmon, Showroom III. ■ **LOS ANGELES:** The Halperin/Morrison Lines ■ **MILWAUKEE:** Jules Aaronson, 1840 North Farwell ■ **ST. LOUIS:** Ronald Anderson, 1000 Port Diane Drive ■ **CINCINNATI:** Charles Bates, 3298 Monteith Avenue ■ **PITTSBURGH:** Norman Garrett, 6206 Monitor ■ **DETROIT:** Marshall Goldman, 27690 Vermont Drive, Southfield ■ **MINNEAPOLIS:** Ronald Roelofs, R. R. 3, Mound ■ **SYRACUSE:** Bernard's Inc.

EXCEL MANUFACTURING CORP.
Muncie, Indiana 47305 • 317-289-2451

Circle No. 45 on product information card

PEOPLE

M. L. PEMBLE of The Birge Co., Inc., is one of three new members elected to the board of directors of Canadian Wallpaper Manufacturers Ltd., Toronto. Other new directors are S. T. RYDER of Reed Paper Group and Wall Paper Manufacturers Group, London, and W. E. SOLES of Anglo-Canadian Pulp & Paper Co.

DON YATES was named assistant general manager of the Contract Division of Carson Pirie Scott & Co., Chicago, and will continue his duties of operations manager while in the new capacity.

ALBERT GLASS was appointed new vice president of the Contract Division of Polk Bros, coinciding with the expansion of that division.

JAMES S. LOVE, JR., returns to Burlington Industries, Inc. as director of market research after having served as deputy to the Secretary of Commerce for the Textile Program.

THOMAS H. SLOTTERBECK has been appointed sales manager of Desks Inc., Chicago.

ARTHUR C. MCKEAGE is the new sales representative for Harvard Manufacturing Co., covering the Philadelphia trading area.

EDWARD LYNCH was appointed sales director of the new contract department of State of Newburgh, Inc., and State of Highpoint, Inc. JUDITH ACKERMAN has been promoted to fill the position of showroom sales manager.

BILL BROWER is the newly appointed sales manager of Emeco Div. of Standard Furniture Co., Hanover, Pa.

ROBERT GEORGE BOWMAN has been named vice president and director of marketing for Coltra Marketing, Inc., to handle the Coltra line of decorative glass panels.

JOHN M. BREHM has joined the sales staff of Selig Manufacturing Co. in the Chicago area.

GLORIA QUANDT joins Design-Planning, Inc. as executive assistant to the firm's vice president and general manager.

MAL O'REILLY has joined the styling department of Airco Plastics Products as stylist and design coordinator.

C. ROGER FREDRICKSON has been appointed midwest regional manager for Downs Carpet Co.

MURRAY BRICK has been named contract sales manager of Painter Carpet Mills.

MARTY PERCICH succeeds WALTER B. TORPHY, JR. as national field sales manager for Shepherd Casters Inc. Torphy is the new sales manager for the company.

HENRY R. COLLINS was appointed to the new post of vice president-marketing for Commercial Carpet Corp.

*Vinyl-Royal Wall Cloth for Superior Interiors**

HAND PRINTS • FLOCKS • SPECIAL EFFECTS

Vinyl-Royal is a new dimension in decorating. Tasteful, versatile, elegant, enduring — these and other values the discerning truly appreciate. This new creation of chemists, engineers and artists was originated solely for use as wall decoration by The Birge Company, Inc., most experienced maker of wallcoverings.

**Ask about exceptional UL ratings.*

Printed in Vinyl on DuPont Nylon-Dacron® Cloth

THE BIRGE COMPANY, INC., BUFFALO, NEW YORK 14240

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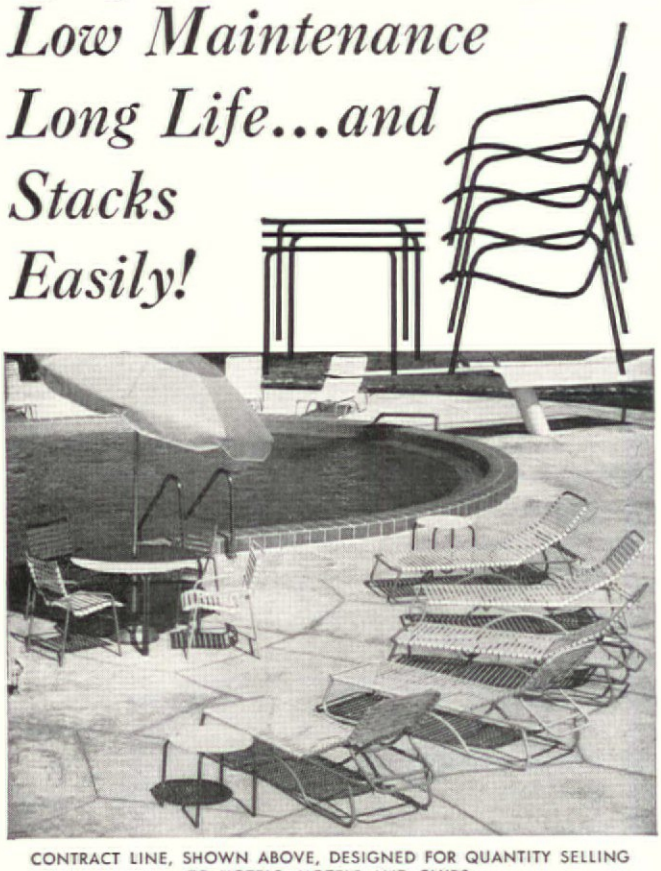
TROPITONE

CONTRACT

Low Maintenance
Long Life...and
Stacks
Easily!



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

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

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

WRITE FOR BROCHURE.

Showrooms: New York, 425 E. 53rd Street; Midwest Agent, 7-105 Merchandise Mart; Dallas, 390 Decorative Center.

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

Circle No. 47 on product information card

PEOPLE

GEORGE J. ZAHRINGER, JR. has joined the textile division of United States Rubber Co. as product sales manager of polypropylene.

IRVING STORCH was recently appointed vice president marketing for Syroco, Inc.

FRANK HUGGINS has been appointed president of the Win Anderson fabrics division of Jack Lenor Larsen Inc.

Two new sales representatives appointed by Columbus Coated Fabrics Co. are RONALD H. DAVIS, industrial sales for Ohio, Kentucky, Illinois, Indiana and Missouri, and RICHARD R. SMULLEN for Nevada, Arizona and southern California.

ROBERT E. DAVIS is the new regional sales representative for Consoweld Corp. serving Kansas, Missouri Iowa, and Nebraska.

Hightstown Rug Co. has appointed two new territory managers, JACK SINNHUBER for western Pennsylvania western Maryland and West Virginia, and PHILI SMITH for Baltimore, D.C., and Virginia.

CHARLES G. KIPP was named sales manager of the Middletown Mfg. Co., a subsidiary of American Meta Products Co.

LEE WOOD has been promoted to national sales manager of the Haydock Caster Co.

DONALD CARPENTER, JR., was recently appointed t the sales staff of Harry Tehan Associates, Inc. o Greensboro, N.C., for Maryland and the Virginias.

Two new sales representatives to the national staf of No-Sag Spring Co. are F. N. PRESLAR for wester North Carolina and all of South Carolina, and J. S WELDON for eastern North Carolina and Virginia.

Sales changes at Barcalo Mfg. Co. include: ARTHU A. HEUER new administrative sales manager; EARL RUSNAK covering northern Illinois, Porter and Lak Counties in Indiana; MAURY MARSHALL Wisconsi excepting Superior, La Crosse and Eau Claire areas.

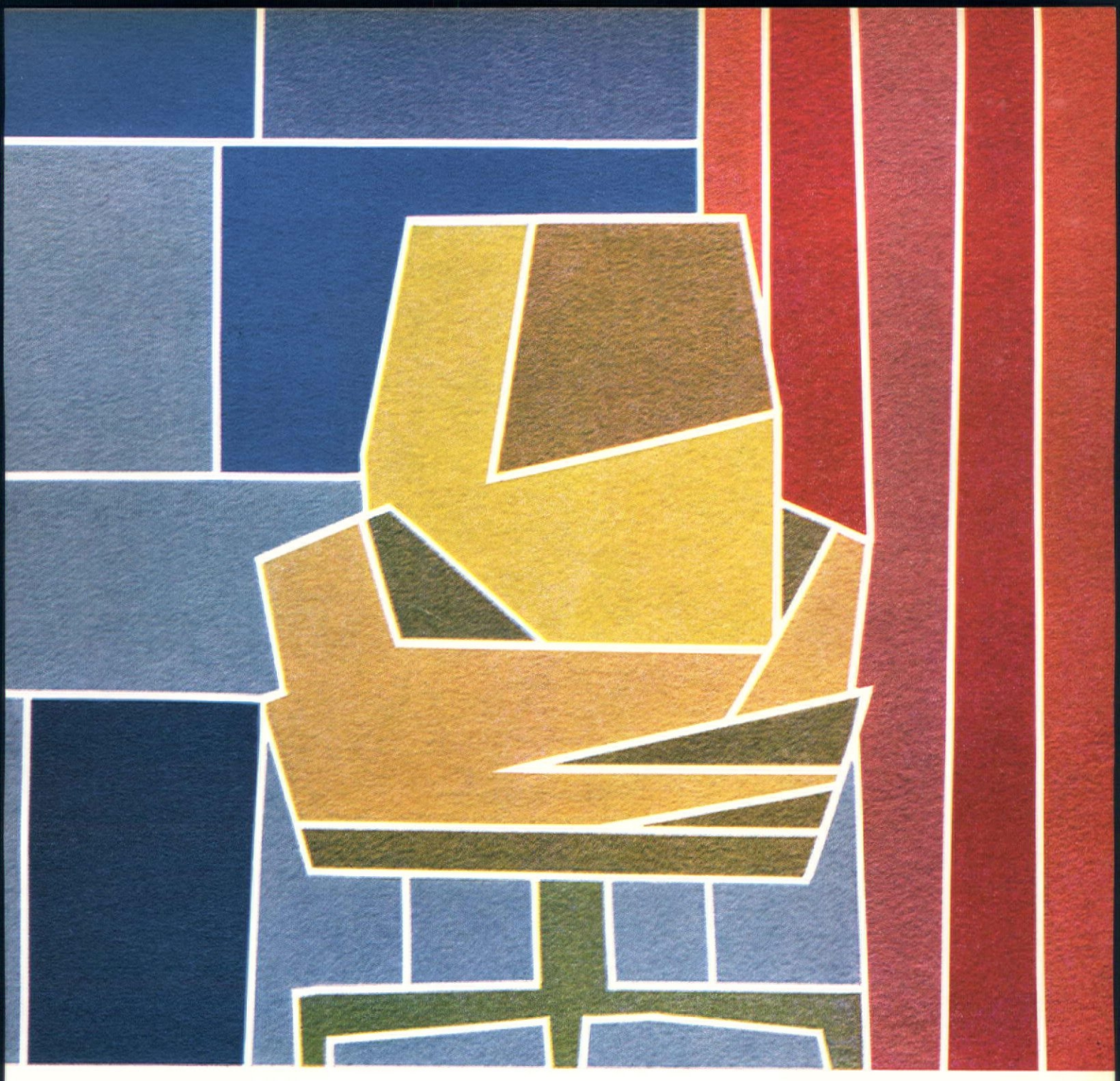
PAUL HEIFETZ has joined Richards, Morgenthau & C as national sales manager. EVERETT WINTERS, forme vice president in charge of sales, is now director merchandising.

M. B. STRINGFELLOW has been appointed to a new created post of director of business evaluation f Allied Chemical Corp.

RENZO RUTILI has joined the design studio of Tom linson Furniture.

REGINALD G. NEFZGER will become innkeeper of th Freeport, Grand Bahama Holiday Inn.

JAMES GOLDMAN has been appointed Stockwell Wa paper Co.'s Northwest representative, servicing th area from his showroom in the Seattle Decorati Center.



Visualize what you can do with Woolsuede

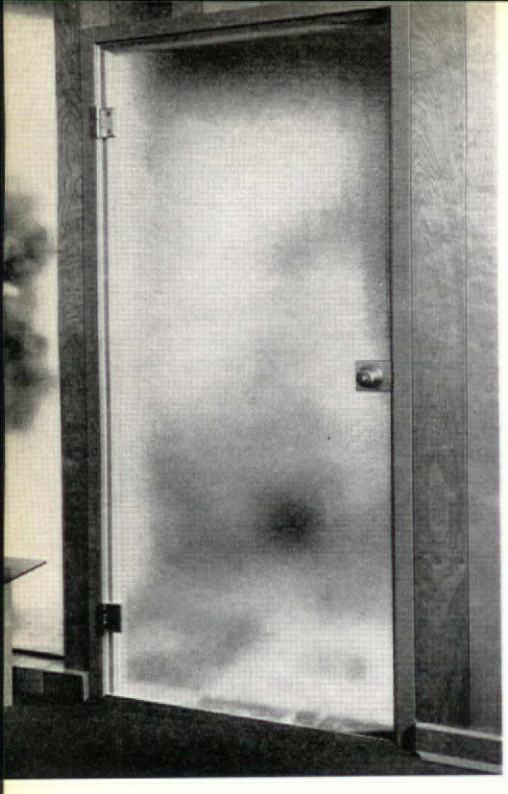
Cover a wall. Upholster a chair. Add matching draperies. Your imagination is the only limit to the ways you can use Woolsuede. This 100% wool, non-woven fabric is soil, flame and fade resistant and has excellent acoustical and insulating properties. More important its finish remains for the life of the fabric. Woolsuede doesn't ravel, doesn't shine—never wears smooth. Woolsuede is available in thirty-five exceptional solid colors by Everett Brown and in flocked designs for wall coverings. Send $2.00 for Swatchbook to Katzenbach and Warren, Inc., 575 Madison Avenue, New York 10022.

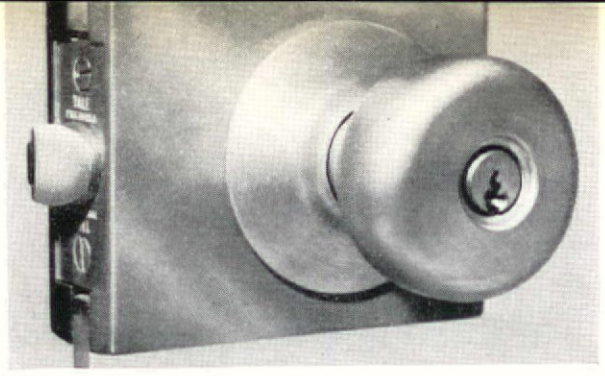
WOOLSUEDE

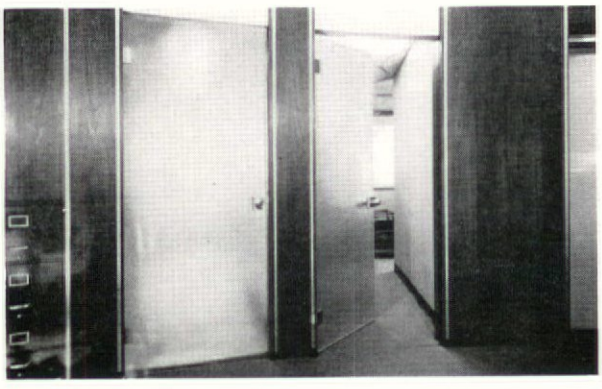
a product of The Felters Company, Boston, Massachusetts—may be seen at the showrooms of

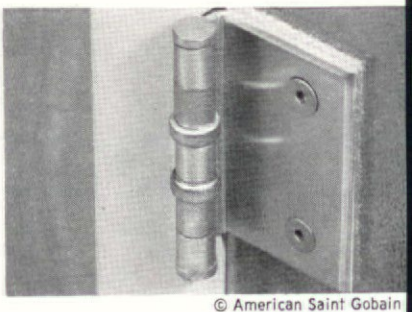
KATZENBACH AND WARREN

Circle No. 48 on product information card







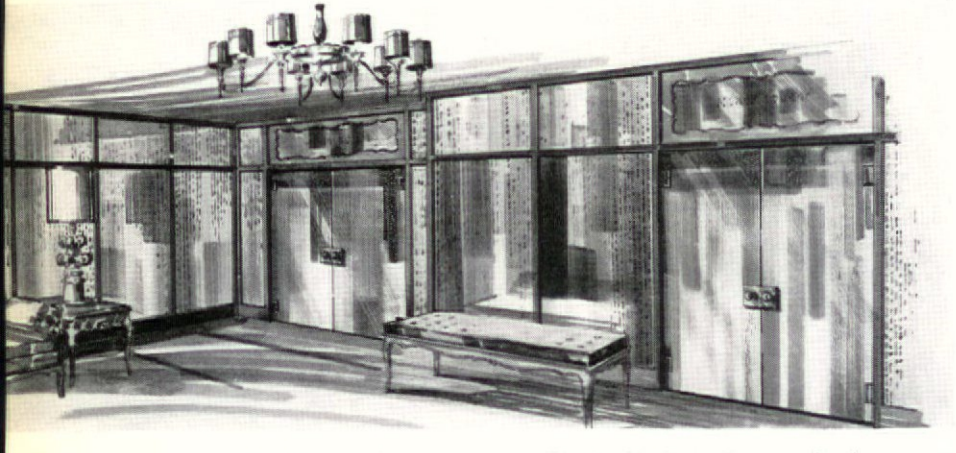


© American Saint Gobain

Creative ideas in glass:

New line of glass doors shows versatility and trim good looks

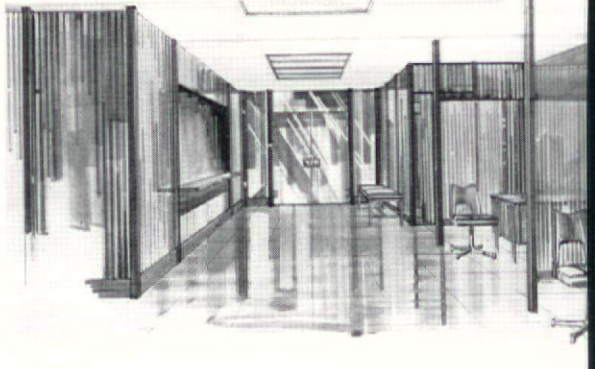
ASG's economical Series 1000 Securit® Interior Doors enhance two commercial interiors with widely different functions. Designs by The Maxwell Company, Inc., Miami, Florida.



Series 1000 Securit Doors are ⅜-inch fully tempered glass. A light-diffusing, image-obscuring Muralex® pattern on both sides gives the doors a surface texture that complements a variety of materials and color schemes. Series 1000 Doors are available with dull bronze or satin chrome hinge and lock housing, and in three standard sizes for wood and metal frames. For detailed information about Securit Doors, and the complete line of ASG interior glasses, write: Dept. X-10, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee 37662.

Restaurant waiting lounge effects a tasteful interplay between contrasting styles. Delicately curved French provincial furnishings are staged against the crisp simplicity of Securit doors and wall panels of Beadex® patterned glass. Wood-framed glass panels above doors are inscribed to indicate dining room and bar area. Translucent Securit doors carry through the expansive effect created by the glass wall and transmit a hint of image that visually relates each room to its neighbor.

Corporation interview area firmly states the company's businesslike image to prospective employees. To smooth the flow of incoming and outgoing traffic, the double Securit door (center) is hung so that one door opens in only, the other out only. Walls and partitions of Randex®, a patterned glass with random spaced ribs on one side, allow for the economical sharing of light from recessed ceiling fixtures. Satin chrome door hardware matches finish of aluminum framing system.



The complete glass line for contract interiors!

AMERICAN SAINT GOBAIN ASG
CREATIVE IDEAS IN GLASS

CALENDAR

1965

October 8-17. National Decoration & Design Show. Seventh Regiment Armory, New York City.

October 10-15. Fall Furniture Market and Summer Casual Furniture Market. Merchandise Mart and American Furniture Mart, Chicago.

October 11-15. Market Week. Decoration & Design Building, 979 Third Avenue, New York City.

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

January 2-8. Winter Furniture Market. Merchandise Mart, American Furniture Mart, Chicago.

January 10-14. Winter Furnishings Market. Atlanta Merchandise Mart, Atlanta, Ga.

January 10-14. New York Furniture Market. Furniture Exchange, National Furniture Mart, National Home Furnishings Mart, Furniture Mart, One Park Ave., New York City.

January 16-21. Los Angeles Furnishings Market. Los Angeles Merchandise Mart.

January 16-21. Furnishings Market. Dallas Trade Mart, Dallas, Tex.

January 17-21. High Point and Southern Furniture Market. Merchandise Mart, High Point, N.C.

January 24-28. Western Furnishings Market. Western Merchandise Mart, San Francisco.

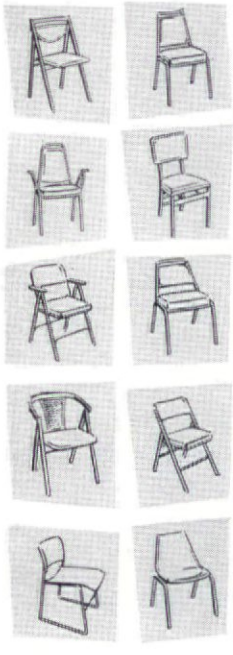
April 5-7. Midwest International Hotel-Motel Show. Conrad Hilton Hotel, Chicago.

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

May 23-26. American Motor Hotel Association and National Restaurant Association combined conventions, featuring Motelrama Idea Room. McCormick Place, Chicago.

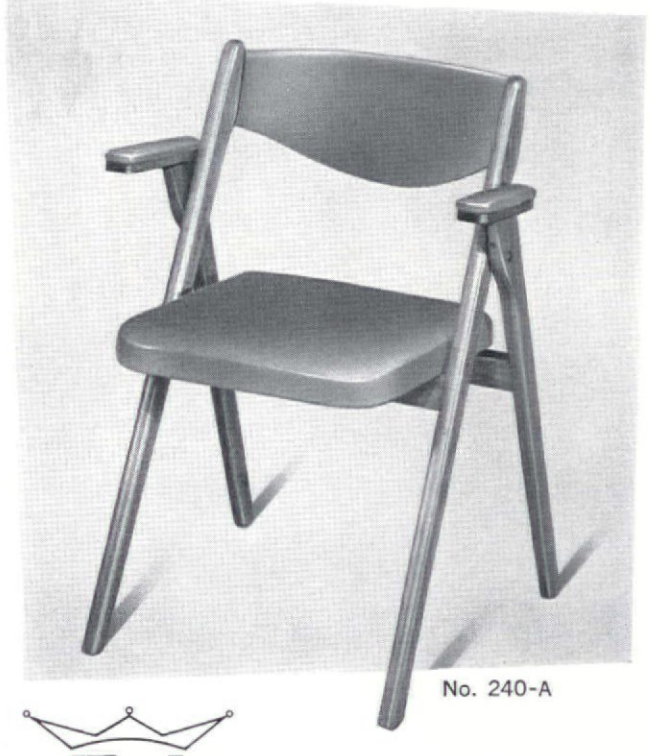
COMPARISON *Urged*

COMPARE all others with WONDERFOLD No. 240-A from NORQUIST



When mobility and flexibility of folding or stacking chairs are desirable or required, the RIGHT chair can be selected only through comparison.

- **STYLING:** Will the chair look right where it is to be used?
- **SIZE:** Is it sized for efficient use of space?
- **PERIPHERAL FEATURES:** Does it present hazardous obstructions?
- **FLEXIBILITY:** Can it be moved easily to various locations?
- **COMPACTABILITY:** Do they store in minimum space?
- **COMFORT:** Do they help achieve your objectives?
- **MATERIAL:** Compare the friendly warmth of wood with other materials.
- **COST:** Which chair offers more of the wanted features at lowest cost?



No. 240-A

NORQUIST PRODUCTS INC.
Jamestown, N. Y. (716) 485-1171

New York office and showroom
215 Lexington Ave. (212) 683-5220

Factory representatives in 50 States

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Let there be light

.sometimes.

Good old natural sunlight is all right in its place.
Outdoors.
But there's no switch on the sun.
So in a motel or hotel where airline pilots
have to nap at high noon
and sleepy guests
like to slumber late...
or in a school or conference room
where audio-visual equipment may dictate instant darkness...
unwanted natural light can be a problem.
The daylight dilemma
was never satisfactorily resolved
until Hathaway Fabrics came up with Opaqueen®.
Opaqueen provides effective insulation and total light control.
It is available in a flameproof finish.
It is dry-cleanable by any method.
It comes with white
or silver backing.
It's so unique we've registered and patented it.
And now Opaqueen has a new exclusive.
Print patterns are available for the first time.
The *only* print blackout draperies on the market.
Write us at the address below
and we'll send you swatches of Opaqueen.
When you get them, do us a favor.
Hold one in front of your eyes and look up at the sun.
We think you'll see the light.
Because you won't see the light.

HATHAWAY FABRICS

BERKSHIRE/HATHAWAY INC., HOME FABRICS DIVISION

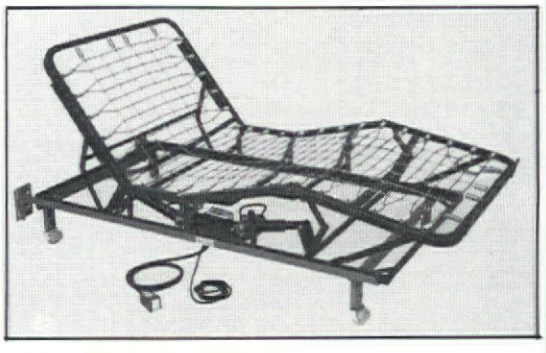
HATHAWAY FABRICS AND BOURNE LININGS • NEW YORK / CHICAGO / LOS ANGELES / TORONTO / NEW BEDFORD, MASS

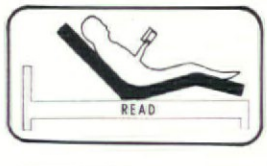
Most Important New Idea in Guest Pleasure Since The Swimming Pool

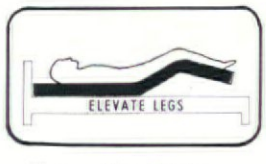
Gold Bond®

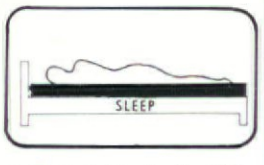
PUSH BUTTON ELECTRIC BED®

On this electronic marvel — *exclusive* with Gold Bond — your guests enjoy not only luxurious *sleep* — but *24-hour relaxation* from every *angle!* A touch of the 4-section push-button control automatically adjusts bed to any desired position. Two universal motors operate head and foot sections *independently*. Uses less than 4 amps on standard 110 A.C. current. Fits into any present bed or Harvard frame. Praised by designers everywhere, the Gold Bond Push-Button bed is the newest, greatest guest-pleaser for your hotel or motor inn — or your own home!









Press the Button — and Bed Adjusts to 101 Angles of Comfort — Electrically — Instantly!

Gold Bond Sleep Products Have Been Chosen Totally and Exclusively by America's Finest Hotels and Motor Inns

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City Squire, New York
Hotel America, Hartford, Conn.
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International Inn, Tampa, Fla.
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CONFIDENCE MEMBER OF BRAND NAMES FOUNDATION, INC. SATISFACTION

For Free Brochure and Price List on Push-Button Electric Bed, Write: Gold Bond Mattress Co., Dept. P, P. O. Box 89, Hartford, Conn.

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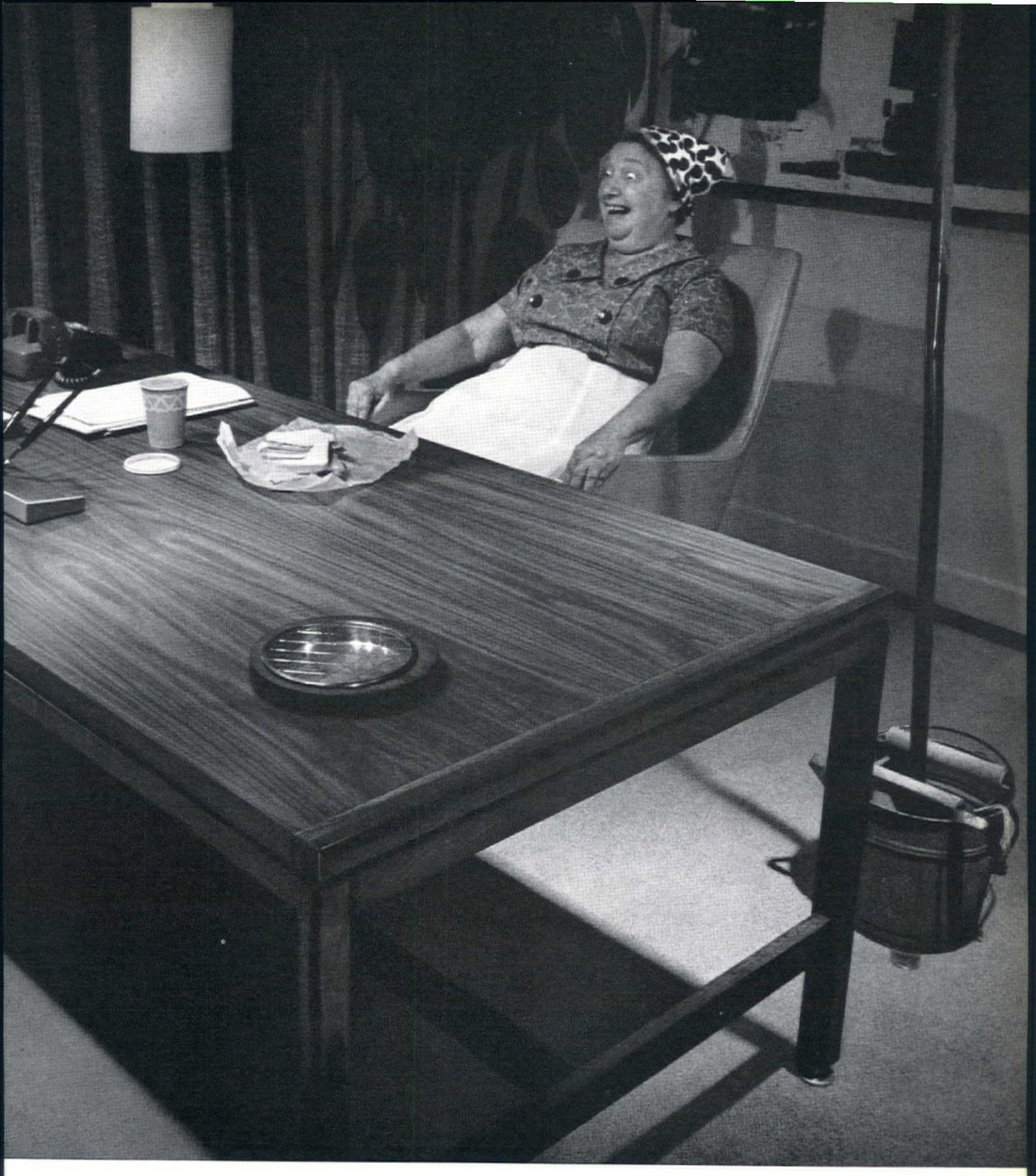
←Circle No. 51 on product information card



Whee...the answer is Risom...again!

Once upon a time there was an executive who wanted to be hard-working.

But he couldn't. He was always tired and morose.

"I don't blame you for being tired and morose," said Hilda, the office maid. "Your office is dull and depressing and your chair makes my back ache."

Then one day an interior designer came into his life and brought Risom furniture. "It *looks* good," said Hilda. "Let me give it the test," she added, putting her tuna and coffee on the desk and settling into the chair.

"Wheee!"

As for the executive, he's hard-working, happy and successful.

Nuts and bolts note: The strong handsome "Risom look" is born of a simple uncluttered form that follows function. The chair (1343) is one smooth wrap-a-round shell that's molded and cushioned to follow the natural shape of the body and upholstered in the finest leather. The desk (from group nine E) doubles as a conference table. Hand sanded and hand rubbed in linseed oil or lacquer . . . again and again . . . the magnificent natural walnut makes for a wonderful working surface.

See the "Risom look" in furniture at our showrooms nationally.

Jens Risom Design Inc., 49 E. 53rd St., N.Y. Also: Atlanta, Chicago, Los Angeles, San Francisco.

Jens Risom Design Inc.

Risom R

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Until today there were only two ways to cover an office floor.

The hard way.

The soft way.

Now there's the right way. Densylon.

And the designer*, executives, secretaries and maintenance people of the Jewel Tea Company love it

The secretaries love it because it makes the "pool" such an attractive, quiet, warm place to work in. It has the feel, the look, the hush of beautiful carpet. Not hard and skiddy and noisy like those high polished floors yet chairs roll over it easily (because Densylon has a tough, dense, smooth Caprolan® nylon pile bonded to a cushiony 3/16" slab of B. F. Goodrich sponge rubber).

The executives love it because it's a godsend not to hear high heels clickity-clacking down the halls.

The maintenance people love it because it costs only about half as much to maintain as hard floors**. One man, one vacuum, once a day. For 50,000 square feet! Spills—even permanent ink, carbon paper—sponge right off. Washes easy as tile too, but only needs it about once a year.

The comptroller loves it because it holds down insurance costs. Heating costs too. There's far less danger of lawsuits from people skidding, like on hard waxed floors.

The designer loves it because it performs as promised. Doesn't get that drab, tired, worn look. Doesn't show traffic lanes. Or crush marks—from chairs, tables, high heels. Aesthetic and utilitarian. Eliminates the frustrating restrictions of the "practical" vs. "luxurious" areas—an unprecedented opportunity for more freedom of design... more unity of expression. What's more, Densylon maintains a staff of specialists to supervise installations from start to finish.

The management loves it because it costs nothing. Pays for itself with savings in maintenance alone. Creates a fine image too. Less institutional. Good business.

Bruce Posey, Jewel Tea's Office Service Manager must love it or he wouldn't have approved it. For the entire building.

Densylon doesn't do things the soft way, like carpet. Or the hard way, like tile. It does things the right way like Densylon.

Densylon won't crush, pill, fuzz, lint, buckle, ripple or shrink like carpet... never needs restretching, and doesn't need constant washing, waxing, stripping, like tile. Allied Chemical's high density continuous filament Caprolan® nylon yarn is the toughest, strongest, dirt and stain resistant known to man!

That's why you'll find Densylon in thousands of offices, department stores, restaurants, hotels, motels, apartments, houses, churches, temples, theaters, banks.

And thousands of unexpected places such as drugstores, cafeterias, supermarkets, automobile showrooms, restaurant kitchens (Densylon's creating a revolution in residential kitchens too), hospitals, nursing homes, schools—even airport outdoor passenger loading ramps!

To get the whole exciting story, send for our Fact Book—"DENSYLON — A Breakthrough in Flooring Technology!"

You'll love Densylon too.

**Robert Warner; president of Business Interiors of Forest Park, Ill.*

***From actual cost figures supplied by the Chicago Floor Maintenance Company—one of the two largest contract maintenance firms in the world.*

Densylon

Caprolan nylon by Allied Chemical | manufactured by CCC

COMMERCIAL CARPET CORPORATION, New York, Chicago
Pacific Commercial Carpet Corp., Los Angeles
Canadian Affiliate: C. C. Carpet Co. Ltd., Ontario

CCC

10 West 33rd St., Dept. C-10
New York, N. Y. 10001

Attention: Mr. Oliver A. Wyman

Check Here

Please send me your Fact Book, "DENSYLON— A Breakthrough In Flooring Technology!" ☐

Please send your representative to give us cost estimates on approximately..... square yards of DENSYLON. ☐

NAME _____

FIRM _____

ADDRESS _____

CITY _____ **STATE** _____

Visit Booths 4212-4213 National Hotel & Motel Exposition.
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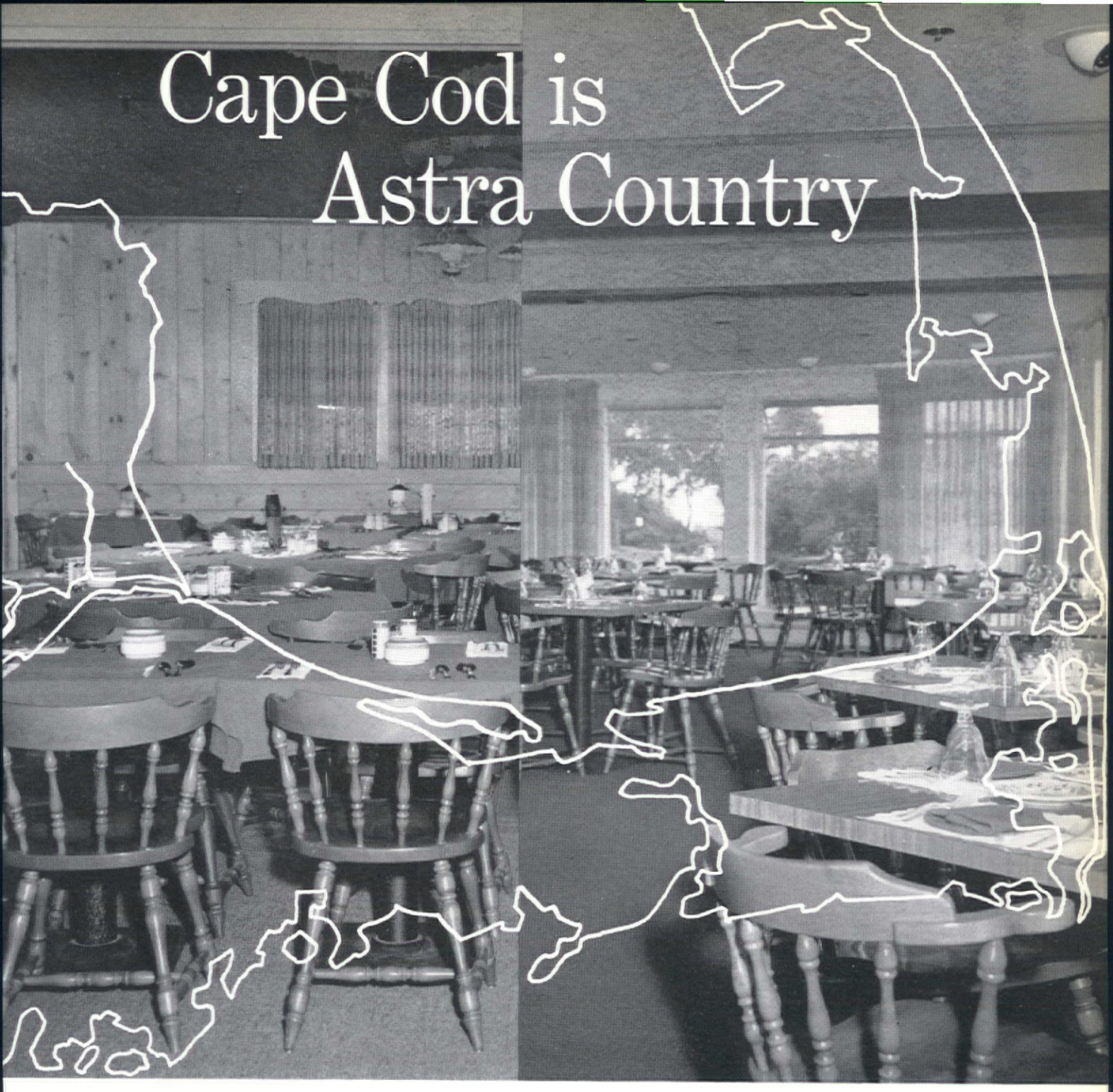

Cape Cod is Astra Country

Cape Cod, that windswept fishhook of sand dunes and salt marshes jutting out into the Atlantic, is vacationland for countless Americans. Every year, thousands flock to its magnificent beaches and quaint villages, looking for the true flavor of seafaring New England. Everywhere on the Cape, in hotels, motels, in restaurants that specialize in wonderful seafood, you find Astra Solid Hard Rock Maple Furniture. For what could be more truly New England than this sturdy Vermont-crafted furniture. Even Astra names smack of the sea — the sturdy Captain's Chair, the versatile Mate's Chair, the handsome Admiral's Chair, and a whole fleet of genuine Early American chairs, tables, and bar stools. Every one is built taut as a Yankee clipper, of northern hard rock maple. Deeply saddled seats with hand-pegged and wedged legs and armposts, steam-curved backs, steel-pinned joints — these are the cabinet-making details that keep Astra chairs shipshape season after season. Chart your course to Astra. Send for our brochure.

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Bent Wood Furniture Co.
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LEADING INTERIOR DESIGNERS IN THE CONTRACT FIELD USE

chairmasters

COMPLETE SERVICE

"Chairmasters' had the manufacturing skill and design appreciation to create seating equipment that completely met my objectives," states Carleton B. Varney, Jr., A.S.I.D.

CARLETON B. VARNEY, JR
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Inc. of New York and Ranch
Santa Fe, California, perso
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the 1965 edition of Desig
for Dining to be premiered
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leading hotels, motels, resta
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RUGBY RESTAURANT

Hearty dining in a gracious atmosphere describes the Rugby . . . one of 5 interiors created for Designs for Dining. CHAIRMASTERS has been specified exclusively for all chairs, stools, banquettes, bars, counters, tables, and table bases throughout DESIGNS FOR DINING.

Visit our Booth No. 2085, National Hotel & Motel Exposition, November 8-11, New York Coliseum.

Chair No. 1852A, spring seat, upholstered arms and back rest, wood turned frame. Available in standard wood finishes and upholstery covering to specifications.

Write for catalog and details on Chairmasters complete service.

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manufacturers of fine furniture designed for dining

CHAIRS TABLES BANQUETTES BOOTHS BARS STOOLS

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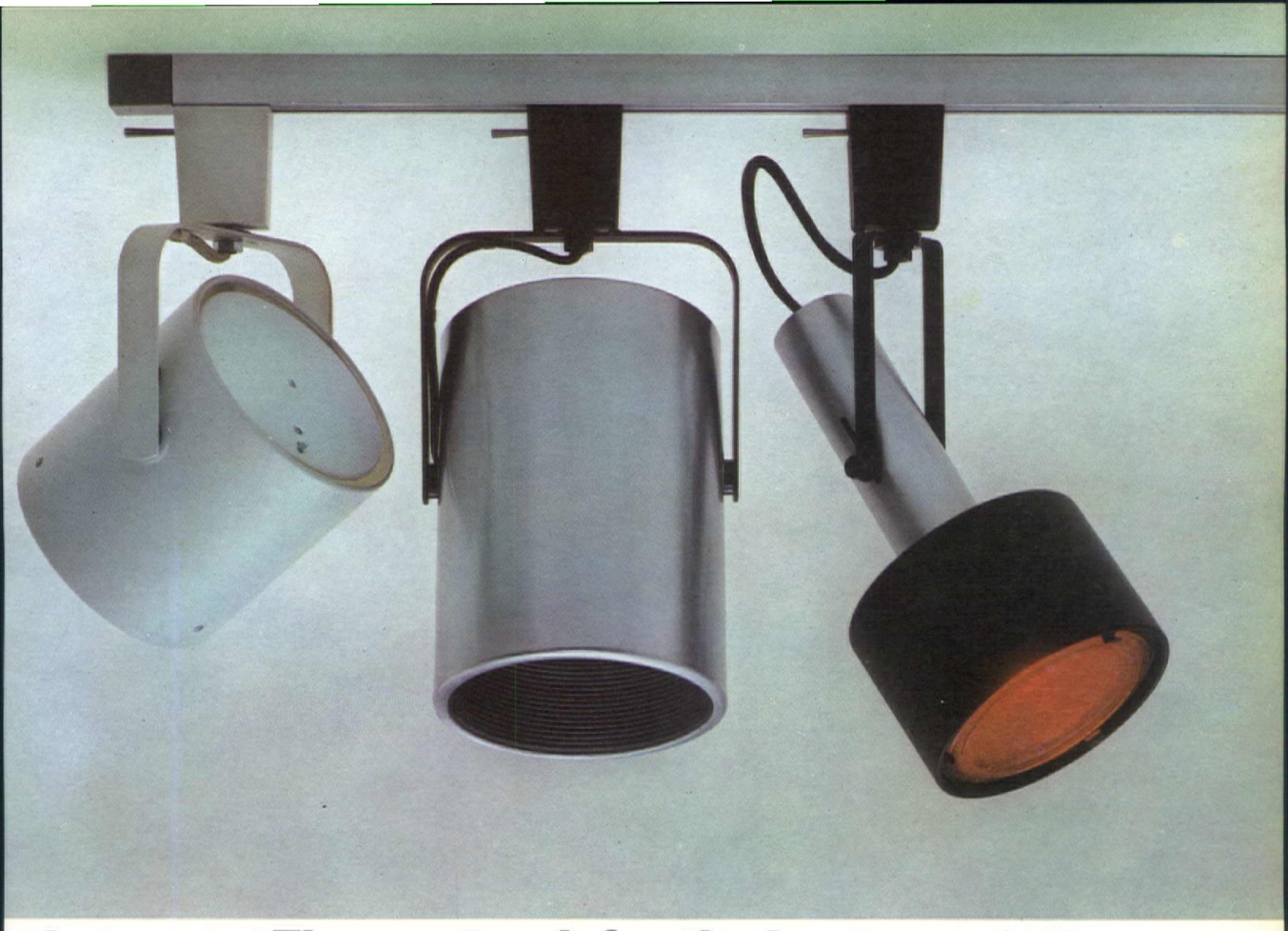
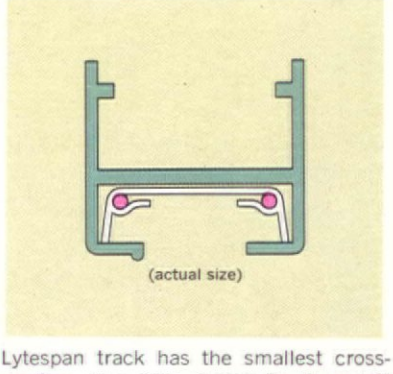


Lytespan®. The one track for the best connections.



Lytespan track has the smallest cross-section: 1" x 1⅛". Comes in 4' and 8' modules. Turns corners with a 90° connector—no bulky junction box; no change in cross-section.

Clip Lytespot to track anywhere. Thumbscrew engages mechanically—simply loosen to slide along track to new position. Lever engages electrically—just turn to disconnect for on-track storage.

Flexibility. With the cleanest look possible. That's Lytespan. Run it straight. As far as needed. Curve it. Turn corners. Run Lytespan on a surface. On stems. Recessed. Run Lytespan on walls (vertically or horizontally). Extruded anodized aluminum looks clean any way you mount it. Anywhere... because all fastenings are concealed. Lytespan accepts these 3 and 25 other Lytespots... for flexible focal lighting, vertical surface illumination, and general lighting. Interchangeable color filters, spread lenses and heat filters fit most fixtures. Wattage ranges from 25-watt pencil spots to 500-watt floods including Cool-Beam lamps. Accessories, such as a built-in dimmer control for Lytespots and a pendant adapter for Lytespan, add practical versatility. That's the long and short of Lightolier's Lytespan. Literally. See Yellow Pages for nearest Lightolier distributor, or write to Lightolier, Jersey City, N. J. 07305 for brochure 40-A.

LIGHTOLIER®

Showrooms: 11 East 36th Street, New York; 1267 Merchandise Mart, Chicago; 2515 South Broadway, Los Angeles; 1718 Hi-Line Dr., Dallas.

KIESLING-HESS HAS ACQUIRED PERMA-DRY

Now, more than ever, Kiesling-Hess is the fastest growing fabric finisher in America. Not just in size, but in quality, speed, convenience, economy and *total service.*

Specifically speed. Which is to say our same-day service. Fabrics received before 2:00 P.M. are processed and shipped the same day. Orders received after 2:00 P.M. are shipped the following day.

Specifically convenience. Just call our New York office and our truck fleet will pick up your fabric directly at the New York source. Or ship it to whichever address below is most convenient for you.

Specifically economy. To the best of our knowledge there are no lower prices anywhere. Sen for our detailed price list and see for yourself!

Specifically total service. K-H has large, moder plants on both coasts. We offer a full range of fi ishes from Scotchgard*, ZE PEL®, SYLMER, flam proofing (California-approved) to fabric backin

Specifically quality. We've always been famous f it. And that's why we picked our new acquisitio with such care. Perma-Dry thinks quality, too. An everybody knows two heads are better than on

So now with Kiesling-Hess and the Perma-D Division of Kiesling-Hess you can't go wrong. Ca either one and collect your full share of satisfactio

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*a 3-M product ® Du Pont Trademark

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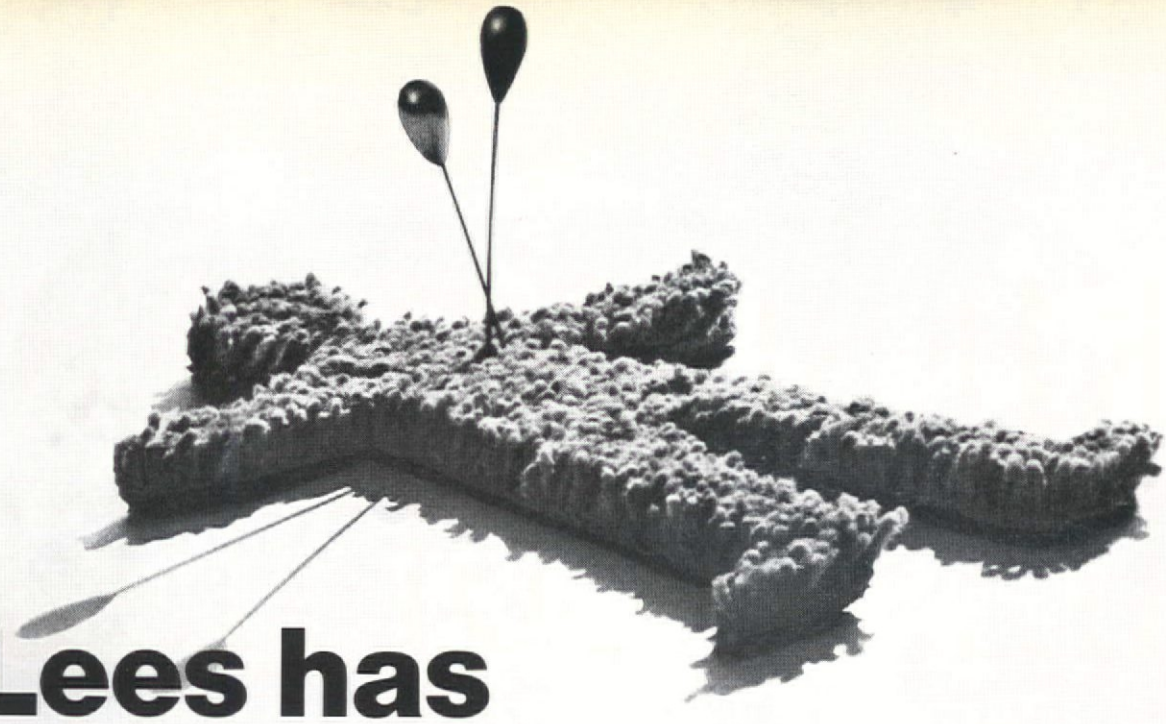

Lees has just made the first nylon carpet without nylon's two old curses.

The !@#*!.! dirt and the !@#*!.! static.

Lees didn't use a new kind of witchcraft.

Just a new kind of nylon. Antron*

It's why our new Design III carpet doesn't pick up the cursed dirt as fast or show it as much as regular nylon.

So you don't get a carpet that looks like a dirty shame, after a day on the floor.

You don't get as much static to swear at either. Ever.

Design III gives you less than any nylon carpet before, because it's the first with a permanent anti-stat. Not just a chemical coating, but an actual part of the fiber. It won't wear out or walk off.

In fact, Design III won't act like any other nylon carpet ever has before. Except.

Except for the way it wears.

Lees wouldn't change that for anything.

If anything, we improved on it.

We gave Design III an extra tough double jute backing. And 63 inspections to make sure there were no skips and misweaves. No weak spots that could fall apart in a year. Nothing that could turn into a curse later on.

Not a !@#*!.! thing.

If you'd like to learn some new words to use about nylon, write Commercial Carpet Department, James Lees & Sons, Bridgeport, Pennsylvania.

*ANTRON® NYLON BY DUPONT

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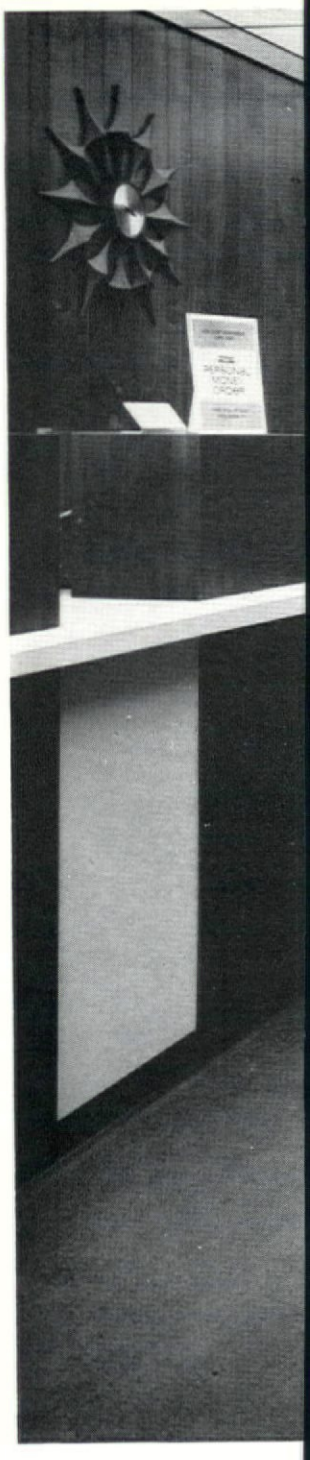
General Tire Sponge Rubber Carpet Cushion starts real savings program at Boston's Lincoln National Bank



Over 1,400 square yards of General Tire Sponge Rubber Carpet Cushion, newly installed at three branches of Boston's Lincoln National Bank, assure trouble-free service, longer carpet life . . . real, long-run savings of interest to any establishment. You can specify from nine quality grades to withstand all types of traffic; to satisfy the most exacting clients. General Tire Sponge Rubber Carpet Cushion delivers more quality, more satisfaction, per dollar than any other underlay made.

Guaranteed Unconditionally

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.

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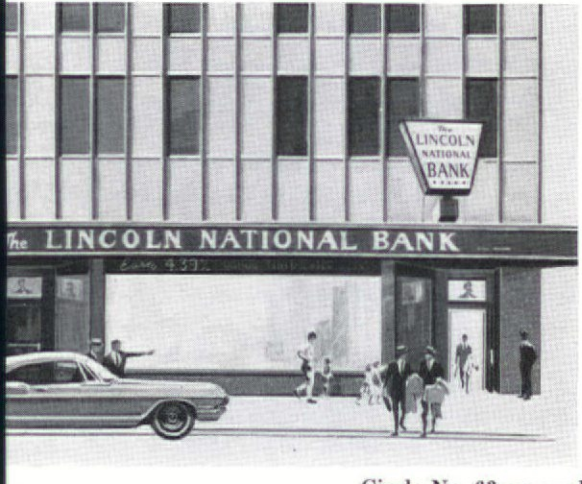
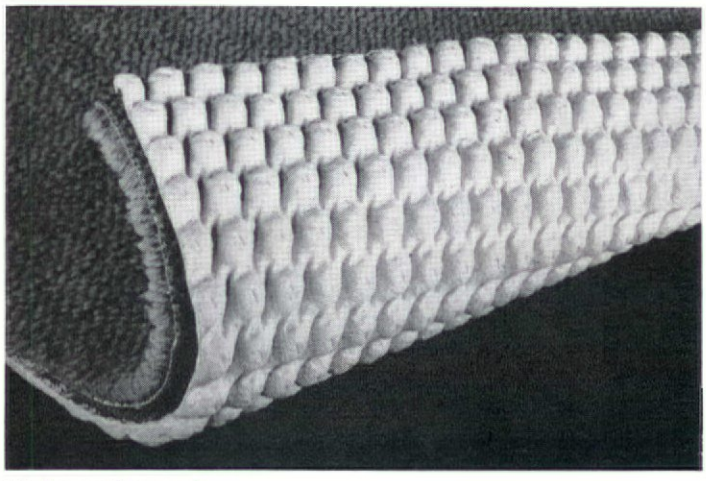
TOP QUALITY FOR 50 YEARS

GENERAL TIRE T.M

CHEMICAL/PLASTICS DIVISION
Jeannette, Pa.

Sold and installed by J. C. Best Carpet Center, Boston, Mass.





Circle No. 63 on product information card

LEON GORDON MILLER ASSOCIATES: FROM INDUSTRIAL DESIGN TO THE PLANNING OF OFFICES, RESTAURANTS, LABORATORIES, AND HOUSING COMPLEXES

Prescott & Co.: reception lobby of the brokerage firm has a quiet dignity befitting the firm's line of business.

IT is difficult to pin a label on Cleveland-based industrial designer Leon Gordon Miller. His activities range from restaurant interiors to the development of new laboratories for the teaching of medicine and the planning of entire city blocks.

As president of the Industrial Designers' Institute in 1961, Miller explained to young school children that his is a profession of problem-solvers. "Business, industry, institutions and public services of all types feel the pressure of new demands in order to meet the needs of our fast changing world," he reported. "The industrial designer's job is to solve the problems of the growing pains of our society on almost every level."

The main requirement of the job is to have the ability to absorb and understand what is normally everybody else's business. This may mean an understanding of the technology of an entire industry, from the raw materials through the fabrication process to distribution and sales. In finding a realistic solution to the problems that face his client, the industrial designer may use all the paraphernalia of the graphic arts including drawings, photographs, and models, but these are simply the tools of communication.

"Industrial design is chiefly a thought process, not a drawing process," warns Leon Gordon Miller. "The designer is employed to find solutions to basic problems; his use of graphic materials is only a means to an end, not that end in itself. No other field is oriented in quite the same way."

The industrial designer's abilities are so unique, says Miller, that he sometimes lands a job by default, because no other profession can offer so complete a problem-solving package. "Just as important is the fact that we can step into the picture in almost every area of operation and at any level," he continues. "For example, we can design a product, design a machine to make that product, or lay out the space where the machines are to be installed to make this same product."

A partial list of clients served by the Leon Gordon Miller Associates staff offers many ex-

Director Leon Gordon Miller (standing) reviews a design project with senior associates, William Neuman, Roger Van Dyke, Jack Dooley, and Robert Shaw (left to right).

amples of just this point. Included are a wide range of design and problem solving activities from simple interiors to the development of whole new concepts to help the physical world serve man's needs better than it has in the past. For example:

The interior design of the fabulous Theatrical Restaurant in downtown Cleveland and the remodeling of the suburban Golden Bowl restaurant. Remodeling the main offices of the Third Federal Savings Loan Association, the interior design of dining areas in the Central National Bank of Cleveland, and the creation of a new store front for B. R. Baker Co., a downtown retailer.

Leon Gordon Miller Associates, Inc. does not design the apparel manufactured for young adult women by Bobbie Brooks, but it does design the firm's offices and showrooms, its three-dimensional marketing displays, and its packaging. Further, the Miller organization is involved at one or more levels with the companies that produce such nationally known products as Formica laminates, Mosaic panel walls, Taylor chairs, and St. Charles laboratory furniture. Other well-known clients are General Electric, General Plastics, Campus Sportswear, Marathon Oil, and World Publishing Co.

Where the industrial designer really shines, however, is when he is handed a truly complex problem involving a wide variety of variables and asked to come up with an over-all solution. When he is brought in at the inception of the project, the industrial designer is usually faced with his most demanding challenge as a problem-solver.

The development of new teaching methods at Western Reserve University's School of Medicine is a case in point. Here Leon Gordon Miller was brought in to assist in the design and planning of the laboratory equipment. When Miller walked in, the normal practice had been to assign different laboratories for each department in the school, with the student moving from lab to lab

Bobbie Brooks Inc.: graceful arcs serve as the unifying design element for the firm's regional showroom in Atlanta. The arches define the area of the sales alcoves, form the structural support of the reception desk, and are repeated in the panel dividers. Floor to ceiling drapery in the sales alcoves close the areas for privacy during special presentations and showings.

as he takes the various courses. When he walked out, Leon Gordon Miller had changed the basic concept of this system right down to the plumbing, creating a new name for the world of medical education, the "multi-discipline laboratory." Instead of students moving from one lab to another during their years at the medical school, each is assigned to one lab place for his permanent use all through his education on a 24 hour a day basis, seven days a week, regardless of what course he happens to be taking at the time.

A publication of the School of Medicine reports that visiting delegations from all over the world have come to Cleveland to tour the laboratories at an average of two groups a week. The new "multi-discipline laboratory," which did not exist before, has now become a standard unit of teaching equipment virtually everywhere. Medical institutions throughout the world are patterning their own laboratories on the Western Reserve model.

In the wake of the success at Western Reserve, Leon Gordon Miller was then asked to tackle a planning survey for the Vanderbilt University School of Medicine at Nashville, Tennessee. Basic to this type of development, of course, is the element of space planning. In the midst of a good many misunderstandings over exactly what the industrial designer does for a living, space planning has emerged almost as a specialty field in itself.

Miller feels that space planning as such may be the spinal column to the nerve center of our fast growing economy. With at least 65 percent of his firm's activities wrapped up in interior planning of one sort or another, it is the sense of "space value" that must be communicated to the client wherever machines or people or furniture are involved.

To the general public, however, Miller feels that the industrial designer still has not lost much of the lustre of the impractical visionary in a Buck Rogers world. Too often a prospective client may think of the designer as a dealer in the gimmicks and gimcracks of the comic strip of the mid-thirties suddenly come to life.

Obviously Miller wants to see some tarnish on the glitter of this image—a few nicks and scratches from hard use of the profession itself. Toward this end, for example, he will take himself out on a cold night to lecture a Kiwanis gathering as readily as to a group of colleagues. He drags with him an assortment of diagrams and photographs mounted on sticks as if to picket the loopholes in worn-out concepts.

In a sense the concept of space value in planning illustrates the interchangeability of space into other values. Square feet, for example, can be converted into the minutes it takes to get people or product from one area to another, and by the same token these minutes can be converted into man-hours and dollars-per-man-hour.

Leon Gordon Miller points out that some 50 percent of his firm's activities are involved in these engineering aspects of space planning. There is, however, a certain broadening of scope for the industrial designer as he is brought further and further into the planning picture. At the earliest stages of a project, for example, the planning of space as such broadens from laying out the form of the space to laying out the form of the project itself.

For the commercial client this may simply involve a feasibility study to determine if such a project is practical, and if so, what form the project should take.

"Actually the size of a project—it could be a planned move to a new location or simply remodeling the old plant—has little to do with the need for such a study," says Miller. "The over-all costs could run as much as $5 million or more or as little as $5,000 for the entire project. In

Central Cadillac Co.: this executive office is planned as a subtle display background for the president's growing art collection.

Tremco Mfg. Co.: spacious lobby of this manufacturer of industrial finishes in Ohio incorporates buff brick walls, clear glass and framed translucent panels with clean lined, contemporary furniture.

Marathon Oil Co.: Personnel cafeteria is planned with bold colors and teak panel dividers to provide visual interest and give a suggestion of privacy. A double lane cafeteria facility expedites food service for the company's 400 employees.

WHERE DOES THE CONTRACT DESIGNER FIT IN?

Is the contract designer, with his own design department, a direct competitor of the industrial designer? Leon Gordon Miller says he needn't be. "When the industrial designer steps in, the contract firm need not step out," says Miller. For example, his office has often been brought in as consultant by offices that earn their income from the profits of sales in furniture and equipment. The client pays the fee, but the main fear of the dealer is that he will not be able to supply the exact lines that may be specified. Miller points out that this may happen more and more in the future as contract furnishings for larger institutions, business, and industrial customers become more involved. "In such cases where specific lines are not available to the contract designer on the job, we obtain the furnishings through our own sources and see to it that the contract firm receives its full, fair profit," Miller concludes.

fact, in many cases our fee is the most expensive part of the job."

The feasibility study is aimed at justifying the expense by taking the guesswork out of planning. There are instances, of course, where the study would indicate the project inadvisable. But the fact that the industrial designer becomes a part of the project so early in the planning brings to his task a new, broader dimension. With the feasibility study for an institution, for example, the study itself becomes the plan.

The Urban Renewal Program calls for planning at a rather high level. The lack of good planning can kill off a project or create costly delays that accomplish the same end. An example of such a failure was a six block area obtained for development under the Urban Renewal Act in New York City, with completion scheduled in five years. Six years later construction had not yet begun and the promoters were so heavily in debt to the city that the entire project had to be abandoned.

The point, of course, is that the success of anything is implicit in its design or in its planning, and to the industrial designer the two words mean the same thing. Designing a chair, for example, is much the same sort of job as designing a building project. Certainly it cannot be denied that the success of either depends a good deal less on such details as brick, mortar or steel and plastics than it does on the over-all thought behind the over-all job.

In reality, then, the industrial designer's job is to approach his client's problems from ground zero, from the very inception of the plan, if this is at all possible. Once he works out a desirable plan, his next task is to communicate it to his client. Quite often the best way to do this is with a model or with scale drawings.

"In my own office we use all the tools of the graphic arts, but simplicity always takes top priority," Miller explains. "We do not write a solution if we can tell our client the answer. We do not draw a solution if we can write the answer.

Mosaic Tile Co.: a colorful mosaic tryptich and rug from Edward Fields provide the focal point for the reception area. Club chairs, also custom designed by Leon Gordon Miller, were made by S. J. Campbell.

We do not make a model of the solution if we can sketch or draw the answer."

The method of communication is not as important as the idea itself. An idea, of course, is not a thought alone, or even a concept. Perhaps it can best be explained as a thought in action. Planning is putting a thought to work. The wrong plan can doom a project; the right plan can make a success of it.

The industrial designer plans his project by taking all factors into consideration. This is quite different from the architect or the interior decorator. The architect may be given the task of designing a building, but he is not asked to decide if such a building should or should not be built.

A case in point is the Cleveland Health Museum Development Program. The museum was the first of its kind in the United States and the forerunner of all the health museums in the country today, but it is housed in an ancient structure with replacement of the building long overdue. As consultant, Leon Gordon Miller was brought into the picture. Ostensibly all that was involved was a new museum building, but Miller saw that the project would stand a better chance at survival, including the gathering of funds, if it could be worked into the over-all urban renewal picture.

Since the urban renewal agency had no extensive plans for the area as yet, Miller felt free to enlarge on the needs of the museum for a new building and think more in terms of the community as a whole. The result is Health Square, a grouping of health agencies and institutions, including the museum, into a geographical complex of small buildings placed harmoniously about the landscaped area.

A major factor in the new project, of course, will be that it will be quite a bit easier to collect funds for Health Square than to collect funds for the museum alone. To an institution, in fact, the very existence of the project depends on the ability to obtain funds. In a sense this ability becomes an aspect of form and, as such, the industrial designer as planner is concerned with this important, basic dimension.

This same dimension exists in the commercial and industrial design world as well. A product has this extra dimension in its ultimate sales appeal. A restaurant or department store has its own related values in these terms. The industrial designer, then, becomes an engineer in everything, and Cleveland's Leon Gordon Miller fits the role admirably. (**C**)

Cleveland Institute of Music: the student lounge of the Institute is arranged in spacious groupings of contemporary seating in a gold and marine blue color scheme. An abstract expressionist painting relieves the austerity of the walnut paneled wall.

Custom designed furniture by Leon Gordon Miller runs the gamut in contract furnishings, from many varieties of chairs, to tables, desks, rugs, and custom cabinetry. Practically every project designed by the firm presents an opportunity for special pieces that eventually find their way into a manufacturer's standard lines.

NATIONAL HOTEL & MOTEL EXPOSITION

CELEBRATING ITS GOLDEN JUBILEE NOVEMBER 8-11 AT THE NEW YORK COLISEUM WITH HUNDREDS OF DISPLAYS, THE ANNUAL SHOW IS PREVIEWED IN THIS ISSUE WITH PROGRAM OF EVENTS, EXHIBITOR LIST, NEW PRODUCTS, ROOMS OF TOMORROW, AND DESIGNS FOR DINING

PROGRAM OF EVENTS

Monday, November 8

8:30-10:30 A.M.	1966 Room of Tomorrow, Press Preview: fourth floor meeting room, Coliseum.
10:00 A.M.	Official Opening of Golden Jubilee National Hotel & Motel Exposition: Grand Foyer, Coliseum.
10:00 P.M.	Exposition closes.

Tuesday, November 9

10:00 A.M.	Exposition opens.
10:30 A.M.-Noon	"Public Spaces in Public Places" Forum, sponsored by *Interior Design* Magazine: fourth floor meeting room, Coliseum. Moderator: Harry V. Anderson, editor-publisher, *Interior Design* Magazine. Panelists: Henry End, Henry End Associates, Miami. Lee Jaffe, Restaurant Associates, Inc., New York. Richard Kramer, Integrated Design Associates, Beverly Hills. Morris Lapidus, New York. Carleton B. Varney Jr., Dorothy Draper & Co., New York. Tom Wells, Holiday Inn, Design & Decor Dept., Memphis, Tenn.
10:45 A.M.	"Impact . . . Cycle of Replacements" Seminar, sponsored by Hotel Management Review and Innkeeping, Clissold Publishing Co.: United Nations Room 324, Coliseum.
2:00 P.M.	"Motor Hotels During the Next Fifty Years," first session of Motel, Motor-Hotel Conference: fourth floor meeting room, Coliseum. Chairman: Stephen W. Brener, vice president, Helmsley-Spear Inc., New York. Co-chairman: Alice L. Patterson, president, Patterson Publishing Co., Chicago. Panelists: Morris Lapidus, Morris Lapidus Associates. Henry End, Henry End Associates. Ernest Henderson, III, president, Sheraton Corp. of America.
6:00 P.M.	Exposition closes.

Wednesday, November 10

10:00 A.M.	Exposition opens.
2:00 P.M.	"Motor Hotels During the Next Fifty Years," second session of Motel, Motor-Hotel Conference: fourth floor meeting room, Coliseum. Chairman: Stephen W. Brener. Co-chairman: Alice L. Patterson. Panelists: William B. Ward, Jr., executive vice president, Wilbur Clark's Crest Hotels. Wallace Johnson, president, Holiday Inns of America. Kemmons Wilson, chairman of the board, Holiday Inns of America.
6:00 P.M.	Exposition closes.

Thursday, November 11

10:00 A.M.	Exposition opens.
6:00 P.M.	Exposition closes.

CONTRACT FURNISHINGS EXHIBITOR LIST

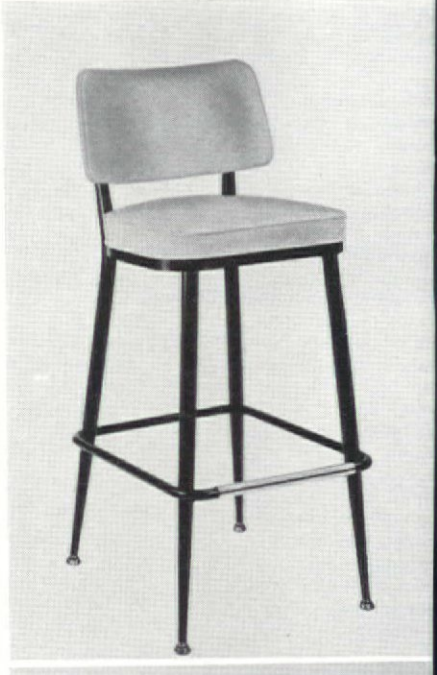
EXHIBITOR	BOOTH NO.
Acme National Refrigeration Co.	1202-03
Admiral Corp., Commercial Products Div.	4129
All Mica Fabricating Co.	2142-50
American of Martinsville	4132
American Mat Corp.	3086
Amtico Flooring Div., American Biltrite Rubber Co.	4046
Astra Bent Wood Furniture Co.	4083
Authentic Furniture Products	4114-15
E. T. Barwick Mills, Inc.	4081A
Bassick Co.	1199
Bates Fabrics, Inc.	2025
Baumritter Corp.	2031
Beautycraft Furniture Industries, Inc.	4088-91
Bela Seating Co. Inc.	2132
Belgian Linen Association	4124
Bigelow-Sanford, Inc.	2172
Bolta Products Div., General Tire & Rubber	2083
Bonnie Looms, Ltd.	2201
J. Brody Seating Co.	4084-85
Brunswick Corp., Commercial Furniture Div.	4103D
Buckstaff Co.	4039-40
Budoff Outdoor Furniture, Inc.	3005-06
Buffalo China Inc.	2080
Burlington House Fabrics Co., Burl-Crest Dept.	4068
Caribe China Corp.	1029-30
Carroll Chair Co. Inc.	1184
Chairmasters, Inc.	2085
Chemstrand Co.	4078
Chicago Hardware Foundry Co.	4061-62, 4071-72
Chicopee Mfg. Co.	3225
Cohama Upholstery Dept., Cohn-Hall-Marx Co.	2090
Columbus Coated Fabrics Co. Div., Borden Chemical Co.	4103B-C
Comark Plastics Div., Cohn-Hall-Marx Co.	2157
Commercial Carpet Corp.	4212-13
Consolidated Hotel Eqpt. Div., H. B. U. Furniture Inc.	4041-42
Contour Chair Lounge Corp.	3084-85
Crane Co.	4116-17
Daglee Seating Co.	4059-60
Designs for Dining	4005-11
Display Arts Inc.	1205
Drexel Enterprises Inc.	4017-18
Du Cor Div., Florida B & B Distributing Co.	3106
Duo-Bed Corp.	4000-02
Eastern Furniture Mfrs., Inc.	2041-42
Empire State Chair Co. Inc.	2061-62
Englander Co. Inc.	2153
Falcon Products Inc.	3001-02
Favrex Designs	4097-A
Finesse Originals	4092-92A
Fixtures Mfg. Corp.	1179-80
Formica Corp.	4100-01
Fasser Chair Co. Inc.	2126-27
Gaychrome Co.	2005-06
General Electric Co., TV Receiver Dept.	4053-54
Georgian Lighting Studios, Inc.	4023
Goodyear Co., Videne Div.	4101A-B
Gulistan Carpet Div., J. P. Stevens Co.	2030
Hall China Co.	2186
Hames G. Hardy & Co. Inc.	2193
Harvard Mfg. Co. Div., Rusco Industries	2088
Heywood Wakefield Co.	4108
Hitchcock Chair Co.	4206
Hobart Mfg. Co.	3184-86, 3216-21
Holcomb & Hoke Mfg. Co. Inc.	3088
Howe Folding Furniture Inc.	2122-24
Hupp Corp., Air Wall Div.	4101A-B
Institutional Products, Inc.	4065-66
International Silver Co.	2091
Iron-A-Way Co. Inc.	4103
J & J Tool & Machine Co.	2132
Jackson Vitrified China Co. Inc.	2158-59
Jansko Inc.	4209

EXHIBITOR	BOOTH NO.
Walter Kidde & Co. Inc.	3167-68
King Arthur Chair Co. Inc.	2116-17
King Refrigerator Corp.	1201A
Kroehler Mfg. Co.	4025-26, 4035-36
Kwik-Wall Co.	2209
L & B Products Corp.	1200-01
Lamtron Industries, Inc.	4103-05
Homer Laughlin China Co.	2140-41
Leathercraft Upholsterers, Inc.	4103-05
James Lees & Sons Co.	4022
Lightolier Inc.	4069
Lynch & Bailey, Inc.	4051-52
Magnavox Co.	4107
Masland Duraleather Co.	2163
Maxwell Co. Inc.	4098
Mayer China Co.	1218-19
Jo Mead Designs	4058
Midwest Folding Products Sales Corp.	3162
Modernfold Div., New Castle Products Inc.	4081E-F
Morgan-Jones, Inc.	2211
Motorola Consumer Products, Inc.	Rm. 328
NL Corp.	4211
National Industries, Inc.	4043-45
Nessen Lamps. Inc.	4057
Numaplast Custom Laminates	1200-01
Oneida Silversmiths	2185
Orbis International Corp.	3312-13
Parkwood Laminates, Inc.	4070
Phil-Mar Corp.	4029-30
Philco Corp.	4081
Plastics Mfg. Co.	1168-69
Poloron Products, Inc.	4082
Quartite Creative Corp.	4031-34
RCA Service Co.	2084
Rachlin Furniture, Inc.	4111-13
Railex Corp.	1150
Revere Furniture & Equipment Co.	4037-38, 4047-48
Richard Wilcox Div., Hupp Corp.	4109-10
Richter Artcraft, Inc.	4102
Robey Dept., Drexel Enterprises, Inc.	4017-18
Romweber Co. (American Furniture Co.)	4118
Room of Tomorrow	4073-77
Schlage Lock Co.	4013-14
Sealy, Inc.	2210
Shelby Williams Industries, Inc.	2152
Shenango Ceramics, Inc.	1159-62
Sico Inc.	4019-21
Simmons Co.	2164-65
Slip-X Safety Treads	4123
Stakmore Co. Inc.	1103
Standard Coated Products Inc.	4125-26
Startex Mills	2063-64
Sterling China Co.	1029-30
Harris G. Strong, Inc.	4127-28
Stylume Products, Inc.	4086-87
Syracuse China Corp.	2180
Syracuse Ornamental Co. Inc.; Syroco Inc.	4027-28
Thonet Industries, Inc.	2081
Tomlinson Industries Inc.	1207-08
Tri-Par Mfg. Co.	4049-50
Tropicraft of San Francisco	4214-15
Tropitone Furniture Co., Inc.	4103F
Troy Sunshade Co.	2076-79
U-Line Corp.	4100A
Union Carbide Corp., Fibers & Fabrics Div.	2212A
United States Plywood Corp.	4003-04
United States Rubber Co.	2190-91
Virtue Bros. Mfg. Co.	4080
Vogel-Peterson Co.	2208
Walker China Co.	3178-79
Wellsville China Co.	1029-30
Zenith Sales Corp.	4063-64

PRODUCT PREVIEW: A QUICK LOOK AT A NUMBER OF FURNITURE AND FURNISHINGS LINES TO BE SHOWN AT NEXT MONTH'S NATIONAL HOTEL & MOTEL EXPOSITION IN NEW YORK

A

B



A Kroehler's fully upholstered space-saver chair, specifically designed with the small hotel-motel guestroom in mind, occupies a floor area of only 24 by 26 inches. Constructed on a kiln-dried hardwood frame, the chair is double-doweled. Circle No. 140.

B Thonet has modified its classic Vienna bentwood chair by varying its back support with a scroll design, replacing the looped one-piece of the original. Both side chair and armchair versions combine light weight with strength. Circle No. 141.

C Style companion to a dining chair, B. Brody's bent steel barstool comes fully upholstered, in a wide choice of fabric coverings and a variety of paint finishes. The same model is also available with an oval backrest to match another dining chair. Circle No. 142.

D Another Brody design features a new sculptured cast aluminum base, which can be specified on a number of swivel chairs in place of the regular welded steel base. Circle No. 143.

E F

G

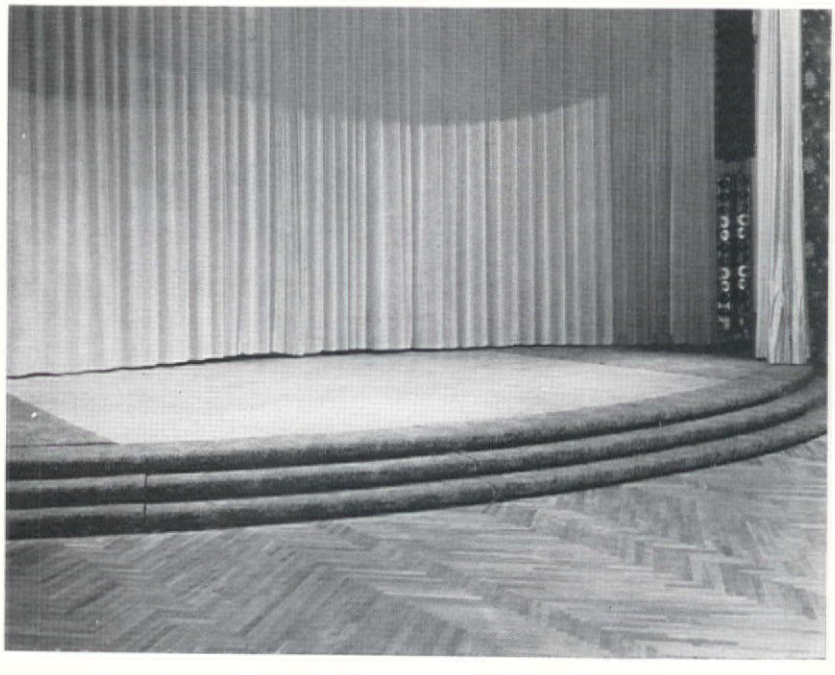
E, F Two wall sconces in Finesse Originals' extensive collection of Fiberglas accessories are durable, lightweight, and adapt to either indoor or outdoor use. Although most items are offered in several finishes, custom finishes are provided at no extra charge. Circle No. 144.

Sturdily constructed of beech hardwood, King Arthur's captain's chair can be ordered in any finish desired, with a wide choice of vinyl upholstery. The same chair is also available with a swivel base. Circle No. 145.

Spacemaker, Englander's convertible deep-sit unit, fits compactly in a guest-room corner and converts to a pair of 80-inch-length beds. For daytime use, a free standing bolster covered by four back cushions runs the length of one wall. Gaily upholstered Valencia is one of six in the new Encompass Collection. Circle No. 146.

A versatile addition to function rooms, Sico's portable stage fits together like building blocks, yet is strong enough to hold a car. It is constructed with a structural steel frame and vinyl asbestos tile deck with steel edging. A special proscenium for lights and draperies will fit any combination of Sico stage or choral riser units. Circle No. 147.

H



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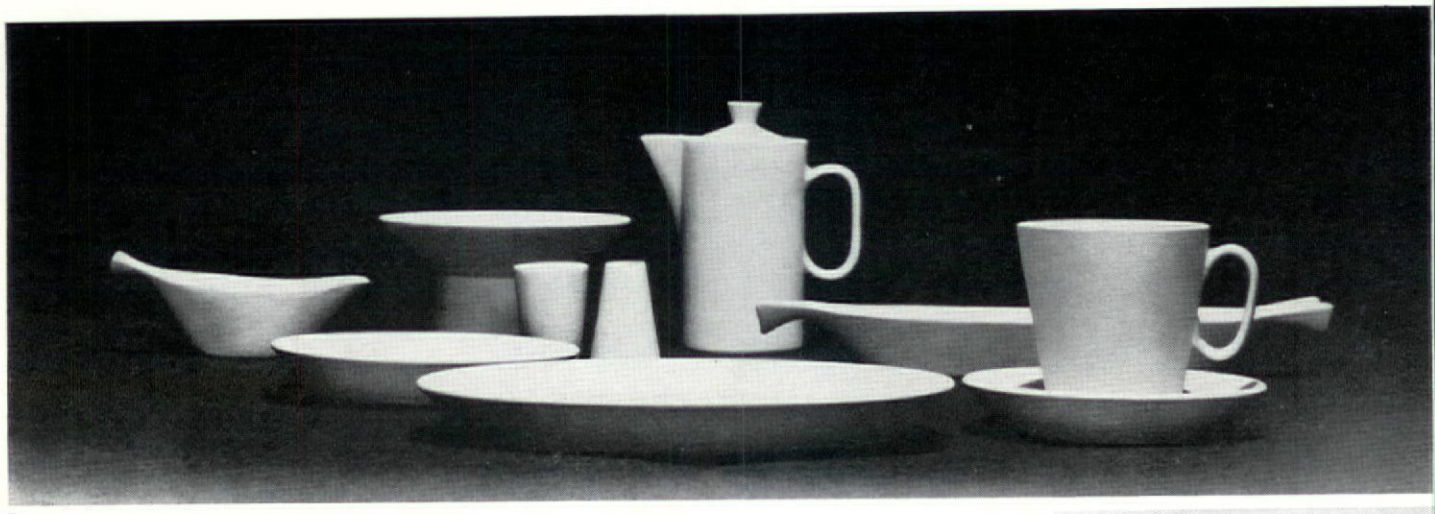

A

B

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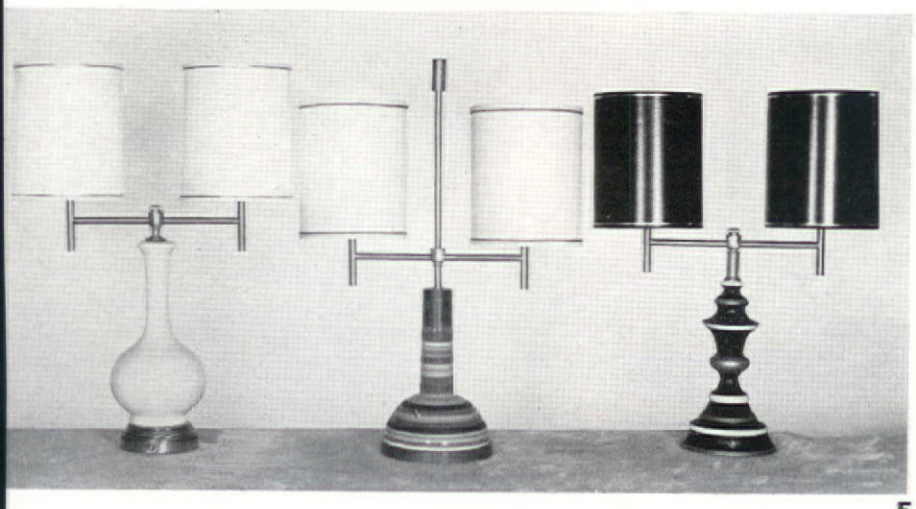
A A number of unusual serving pieces takes on new shapes in Form, by Shenango Ceramics. A custom-made design, the collection comes in plain white, as shown, or in simple designs highlighted by vivid modern underglaze colors. Circle No. 148.

B When closed, Acme's Debonaire unit is an attractive piece of furniture that encloses a 5-cubic foot porcelain-lined refrigerator, 25 pound freezer, two-burner slide-out electric range, stainless steel sink, and storage cabinet—all within compact measurements: 39 inches wide, 36 inches high, 25 inches deep. Circle No. 149.

C Mariner's Chair by Astra is crafted entirely of solid northern hard-rock maple, hand rubbed and waxed in a deep rich spice finish. The scrolled backrest is pierced with an ornamental hand grip; knurled armrests are trimmed with antiqued metal rosettes. Circle No. 150.

D Companion to a dining chair, L&B's barstool includes a return-swivel mechanism in its frame of tapered heavy-gage steel. For added durability, all points are welded. A choice of elastic-backed vinyl covers thickly foam padded seat and back. Circle No. 151.

E Cast aluminum forms a trim pedestal base for Rachlin's new barstool, topped with an upholstered seat in a wide color choice of Delta vinyl. Circle No. 152.



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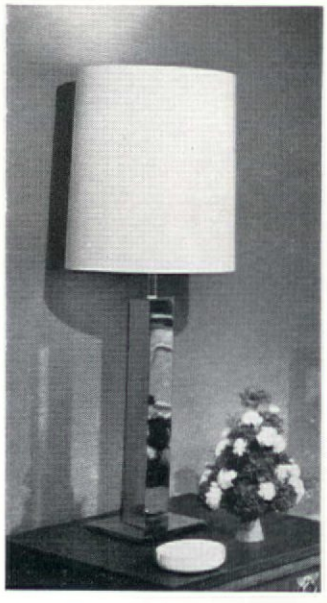
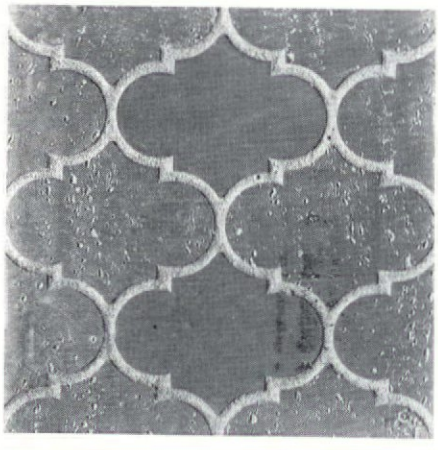


There are numerous variations to Philar's standard twin-arm lamps, including he three shown here. Combinations of eramic, metals, and woods produce an xtensive line in wide color ranges, from oft hues to vivid tones. Shades are ither opaque parchment of textured fabc, with a choice of trim. Circle No 153.

Featured in Room of Tomorrow exibit, Nessen lamp sits solidly on a square, ighly polished brass base, topped with a hite linen shade. Circle No. 154.

, I Two vinyl patterns from Amtico: hateau (H), a new edition of old French ience tiles in 12-inch squares, is paterned with deep-gouged grout beds. ajorca (I) simulates cork bark in ranom striations, in shades from light cork rough natural, nutria, and espresso. ircle No. 155.

La Via, American of Martinsville's rench-Italian Classic, will be showcased a special setting by Richard Kent. Anher room setting will debut an 18th Cenry English group, aimed specifically at e refurbishing market with a number versatile pieces, including a 114-inch iplex wall unit. Its elegant, formal look distinguished by highly figured maogany veneers in a hand-padded and stressed brown-toned mahogany finish. ase tops and edge bandings are in matchg plastic laminate. Circle No. 156.



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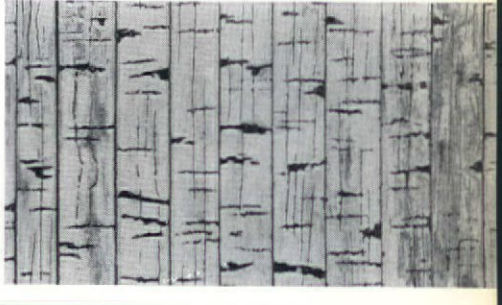

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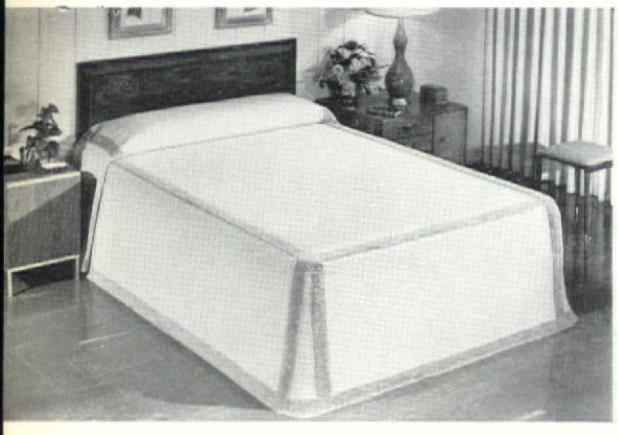


B

C D

E

A With the installation of specially designed toilet partitions, this ladies' powder room takes on a new look and a utilitarian aspect inherent in the permanent qualities of laminated plastic. The complete product package by Formica offers unlimited colors and numerous designs, such as Wildflower, repeated in wall and cabinet surfacing. Circle No. 157.

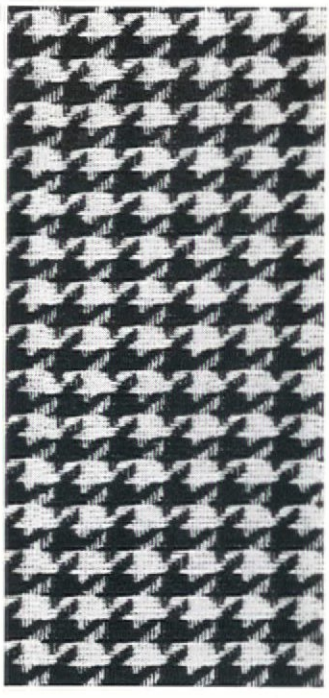
B For the maintenance-minded executive housekeeper, Morgan Jones' flat-woven bedspread of cotton and rayon is machine-washable and tumble-dried, comes preshunk and lint-free. Mosaic Tailored, with a small geometric design, fits standard and oversized beds. Circle No. 158.

C, D Commercial Carpet Co.'s Starlite (C) finds a new thematic application in Boston's Hayden Planetarium, where its resilient sponge-bonded backing and dense woven construction contributes greatly to acoustical properties of the room. Zenith (D), in a mobile classroom for the Chicago Board of Education, cushions youngsters during informal reading session. Circle No. 159.

E Vogel-Peterson's Checker double-faced hat/coat rack accommodates 40 coats and hats, with hangers spaced 4 to the foot. Model DF4-4OCK is 5 feet 1 3/8 inches long, 79 inches high. Mobility is provided by 3-inch casters. Circle No. 160.

G

H



Chicago Hardware modifies the barrel ape in this new chair, topped with a mplified backrest. Comfortably padded d neatly upholstered, the seating unit s securely on a five-pronged, bright rome base. Circle No. 161.

Classic styling distinguishes Authen-'s Master Host chair, finely crafted with ooth lines. Continuous wood of the arms ws upward, forming part of the back pport. Circle No. 162.

Glenda is a multi-colored houndstooth ttern, newly added to Masland Dura-ather's vinyl upholstery fabric line. ve dramatic color combinations are of-red in two elastic fabric-backed quali-s. Circle No. 163.

Fast-food service shops will find Bela's mbridge a versatile chair, with such op-ns as an underseat rack and the ex-usive Miracle-Fold tablet arm. Sculp-red seat and back are formed with one-ece molded Fiberglas, reinforced and ntoured for comfort. Circle No. 164.

Two-toned yarn-dyed cotton damask ble covering repeats its Oak Leaf pattern matching napkins, both part of James Hardy's Festivity line. White on blue, hite on gold, and white on pink are ndard colors. Circle No. 165.

SurfLine patio furniture, by Wall Tube Metal Products, has nickel stainless steel me. As shown in Room of Tomorrow hibit, seating is of open weave vinyl rd in coral. Circle No. 166.

I

J

K

ROOM OF TOMORROW

PAST, PRESENT, AND FUTURE ARE PRESENTED IN THIS PRACTICAL GROUP OF IDEA ROOMS DESIGNE BY HENRY END IN COLLABORATION WITH ARCHITECT MORRIS LAPIDUS AT HOTEL-MOTEL SHOV

WHEN Henry End approached the design of the 1966 Rooms of Tomorrow, a feature exhibit at the National Hotel-Motel Exposition, he borrowed a bit of stagecraft to put his design concept across. In choosing the theme for the 8th annual exhibit, "Yesterday, Today, and Tomorrow," the designer was given free rein to illustrate what can be done in guestroom design with professional know-how. In a series of three rooms, End contrasts a typical hotel room of Yesterday (still in service in ⅔ of the existing hotels today, End estimates), updates it for Today, and tops it off with an imaginative Room of Tomorrow.

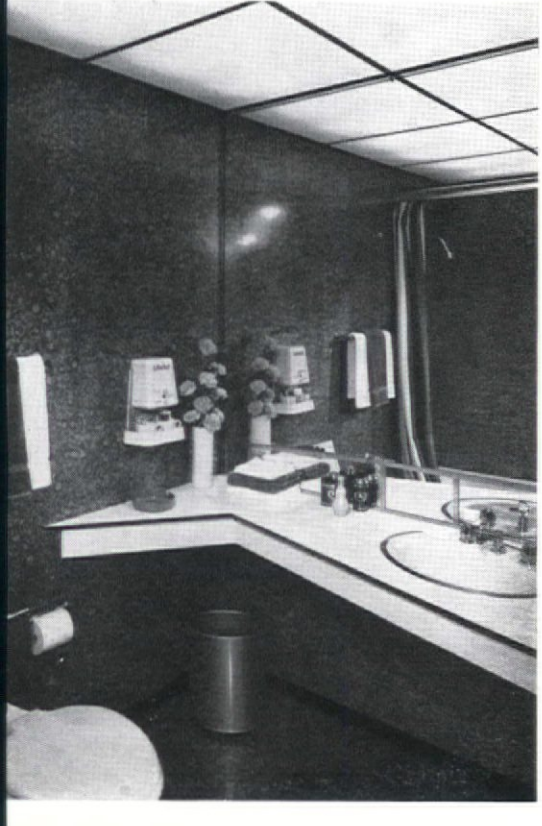
The Today rooms were planned, End hastens to add, not as an extravagant showcase, but in a practical, down-to-earth manner. Comprising a bedroom/bath and studio/bath, they utilize the same dimension and plan as the Room of Yesterday. Yet by the use of brilliantly colored, boldl scaled prints at windows and on beds, and softl traditional furnishings, the Today bedroom is a example of how an obsolete guestroom can b transformed into fresh, hospitable surroundings

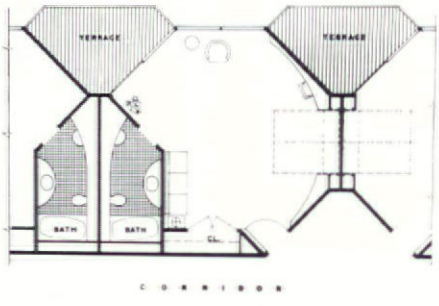
The Today studio room is another remodele version of the Room of Yesterday. Here, unusua patterns and colors predominate to convert th dull room into inviting quarters tailored to th traveling executive or entertaining family. De signer End chose random flagstone flooring, fu niture faced with a new laminate pattern, and bright accent rug for visual excitement. The pa terns are relieved by cool white walls and roya blue Naugahyde upholstery on the sofa beds. plus utility feature is a built-in valet that hold ironing board and iron.

The highlight of the display is the Room o Tomorrow, a combination studio/bedroom an

Room of Today Bedroom: Henry End ap proached the design of this room not as a idea extravaganza but with a practica view toward revitalizing outdated guest rooms. Though the typical floor plan o most hotel rooms was employed for th Today exhibits, fresh colors, bold pattern and traditionally inspired furnishings re sult in a new outlook. A highboy, face with a durable white laminate, holds tele vision, desk, and drawer space. The Toda Bathroom (opposite) is given a feelin of spaciousness with the continuous us of olive and gold vinyl on floors and wal

Room of Today Studio: for the traveling executive or entertaining family, the studio room affords a pleasant home away from home. There is room for entertaining, room to do office chores, and room to relax in pleasing surroundings. Interplay of lively patterns reflected in random flagstone floor, marbelized blue and white laminate surfacing on the furniture, and bright accent rug is contrasted against cool white walls and marine blue Naugahyde upholstery on the studio beds. An ironing board valet flips up and is concealed behind an ample mirror for last-minute grooming.



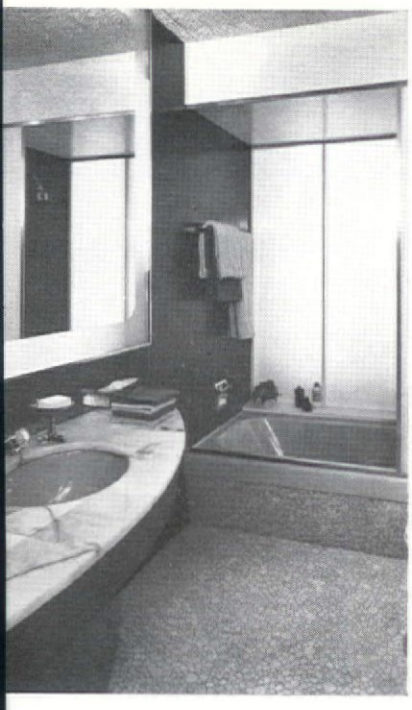


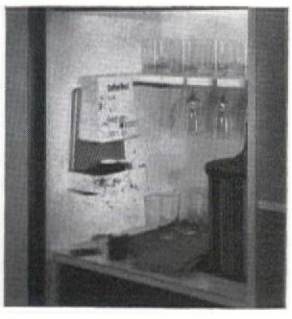
Room of Tomorrow

bath, using the combined services of designer Henry End and architect Morris Lapidus. A modified hexagon in plan, the room concentrates on exploiting usable areas, according to architect Lapidus. By this design concept he has sought to create a sense of dimension concerned not with width and length, but with the amount of space to be used for the four important areas of transient accommodation, namely, bedroom, living room, office, and entertainment. The hexagonal system, moreover, changes the typical tunnel effect of the long hotel corridor into a pleasant pattern with natural foyers at each room entrance. With a slight modification, the hexagonal plan will fit into many kinds of construction; it adapts to hotel and motel construction, garden apartment complexes, tower-type high-rise apartment buildings, and tract-built residences. Another innovation is the ceiling constructed of folded planes, adding height and incorporating acoustical properties.

To further the funtional space theory, designer End revitalized an idea seen once before in the 1963 Rooms, hideaway beds that disappear into the wall at a touch of a push-button. Furniture chosen by End for the Room of Tomorrow has round and friendly lines, much of it upholstered in durable Naugahyde.

Doing away with the many individual controls and systems necessary in a guestroom and usually peppering the various walls, End has custom designed a compact communication console. The single unit incorporates all the hotel services and telephones, the control of lighting, room temperature, a clock, even to a message receiver that televises the message directly from the clerk's desk onto a small projection screen on the console. What might also develop into a hotel trend is the unique door lock that works like a telephone dial. The door opens to a pre-set number dialed by the guest. By means of a special system, however, service personnel need dial only the last number to enter the room. And better still, with the Dialoc system there are no keys to lose or to be carried off unaware by the guests. (C)





Feature exhibit is a guestroom and spacious bath that follows a modified hexagon in floor plan. Devised by Architect Morris Lapidus, the plan adapts to a number of construction methods, including hotels, motels, and high-rise units. Designer Henry End then incorporates hideaway beds that fold into the wall and add more floor space for living and entertaining. Built-in features do not stop there but continue to a communication console (left), custom designed by End to contain all the hotel and room services in one compact unit, and a bar equipped with glassware and a hot coffee service. Opposite wall of the room (below) has a comfortable sofa located strategically to the service bar.

SPONSORS

Amtico Flooring Div.: floor coverings.
Angelica Uniforms: service personnel uniforms.
E. T. Barwick Mills, Inc.: carpeting (nylon fibers by Chemstrand Co.), area rug.
Burlington House Fabrics Co.: draperies, Austrian-style shades, bedspreads (fabricated by Nettle Creek Industries Inc.), towels, linens, blankets.
Coffee Host, Inc.: coffee dispensers.
Crane Co.: bathroom fixtures.
Dialoc Corp.: dial door locks.
Iron-A-Way Co., Inc.: ironing board and iron valet.
Nessen Lamps, Inc.: all lighting.
Parkwood Laminates Inc.: counter tops and surfacing.
Shenango Ceramics Inc.: china
Simmons Co.: all furniture.
Spaeth Displays, Inc.: plants.
Harris G. Strong, Inc.: wall accessories.
United States Gypsum Co.: acoustical tile ceilings.
United States Rubber Co.: Naugawall wallcoverings, Naugahyde upholstery.
Wall Tube & Metal Products Co.: stainless steel patio furniture.
Zenith Sales Corp.: television sets.

DESIGNS FOR DINING: THE PAST IS UPDATED IN A QUINTET OF ROOM

The Rugby Bar. Adding a new twist to cocktail lounge seating, Carleton Varney of Dorothy Draper & Co. draws upon specially designed tete-a-tete chairs linked with brass-topped cocktail trays. This setting is one of five created for next month's National Hotel & Motel Exposition in New York. Emerald green Naugahyde upholstery on the walnut-finished chairs and bar stools strikes the dominant color theme, complementing citrus green panels applied to driftwood smoke Pionite Walls. The entire room is underscored with bold, Scottish tartan carpeting.

Au Bon Chef (right). Elegance is the word for this French dining room, furnished with crystal chandeliers, white-on-white wallcoverings, Louis XV chairs, carved mirrors, and silver-plated wine stands and buckets. The very French color scheme of blue, white and vibrant red is used in the damask draperies, table linen, china and carpeting, as well as for the Naugahyde upholstery of the banquettes and chairs.

The Rugby. The warm, rustic atmosphere pervading this dining room is punctuated with brilliant red, rich walnut, and matte black. Wing banquettes, brick patterned walls, and carriage lanterns complete the old country inn look—its total effect heightened by special lighting. A practical aspect to yesteryear's motif is achieved by use of today's vinyl products—random-width plank flooring and simulated brick wallcovering.

Discotheque Patio (right). Separating the Rugby bar from the Rugby dining room, this area is utilized for dancing, a concession to today's tastes, as the name implies. It's designed to resemble a patio or terrace, with plantings, garden wall, and a canopy tent.

Drummer's Inn. Quick-service coffee shop is whimsically transformed into a story-book setting by means of sentry boxes, checkerboard shades and canopy, apothecary styled glassware and china, drummer uniforms and majorette costumes—all in candy-cane colors of lemon yellow and emerald green, with bright red accents. But though the motif stems from a fairy tale, down-to-earth furnishings include new matching chairs and settees, specially designed by Chairmasters, which are being shown for the first time.

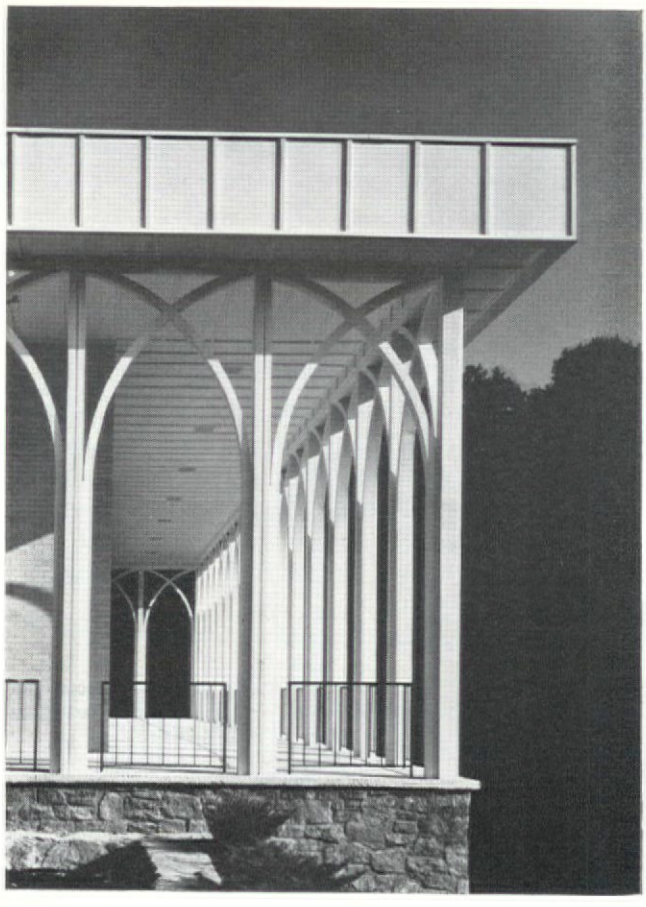
SETTINGS TITLED "FIFTY YEARS AGO TODAY" BY DESIGNER CARLETON BATES VARNEY

SPONSORS

Amtico Flooring Div.: all vinyl floor coverings; vinyl wallcoverings in The Rugby and Discotheque Patio.
E. T. Barwick Mills, Inc.: carpeting in Au Bon Chef and Rugby Bar.
Bastian-Blessing Co.: back counter equipment in Drummer's Inn.
Chairmasters, Inc.: all chairs, banquettes, settees, counter stools, bar stools, tables, bases, counter top and back counter, bar, serving cart.
James G. Hardy & Co., Inc.: all table napery.
International Silver Co.: all silver flatware and holloware, pewter mugs and plates, cold buffet wagon.
Jackson Vitrified China Co.: all chinaware.
Klopman Mills, Inc.: all uniforms, specially designed by Carleton Varney.
Louie Glass Co., Inc.: all glassware.
Metropolitan Lighting Fixture Co.: crystal chandeliers, sconces, carriage lanterns.
Pioneer Plastics Corp.: Pionite in Drummer's Inn for wall surfaces, counter tops, counter facing, table tops, sentry box coverings, back counter equipment accent strips, under counter drawer facings in Drummer's Inn; wallcoverings, bar tops bar facing in Rugby Bar; table tops in The Rugby; door coverings in Au Bon Chef.
U.S. Rubber Co.: U.S. Naugahyde upholstery for all seating; wallcoverings in Au Bon Chef; front and side exterior walls in display corridors; arm rest in Rugby Bar; Naugahyde tent above Discotheque Patio; Naugahyde ceiling in Gourmet Arcade; Ceiling recess in Au Bon Chef; window shades, canopy, soldier's uniforms in Drummer's Inn; Koylon latex foam rubber cushioning for all seating.

ASSOCIATE SPONSORS

Ann-Morris Antiques: baker's rack in Au Bon Chef.
Antman Shop: drapery fabricator, Au Bon Chef.
Consolidated Trimming: ball and braid trimming.
Facade by Paaul, Inc.: all hand-screened Naugahyde.
Kliegl Bros.: architectural lighting.
Linker & Wexler: mirrors.
Patricia Murphy's Greenhouses: white orchids and tropical foliage.
Telephone Center: French telephones in Au Bon Chef.
J. H. Thorp: red damask drapery in Au Bon Chef.



CHATEAU FLEUR DE LIS: A SOPHISTICATED APPROACH TO

CUISINE, ARCHITECTURE, INTERIOR DESIGN CHARACTERIZES THIS NEW ATLANTA RESTAURANT

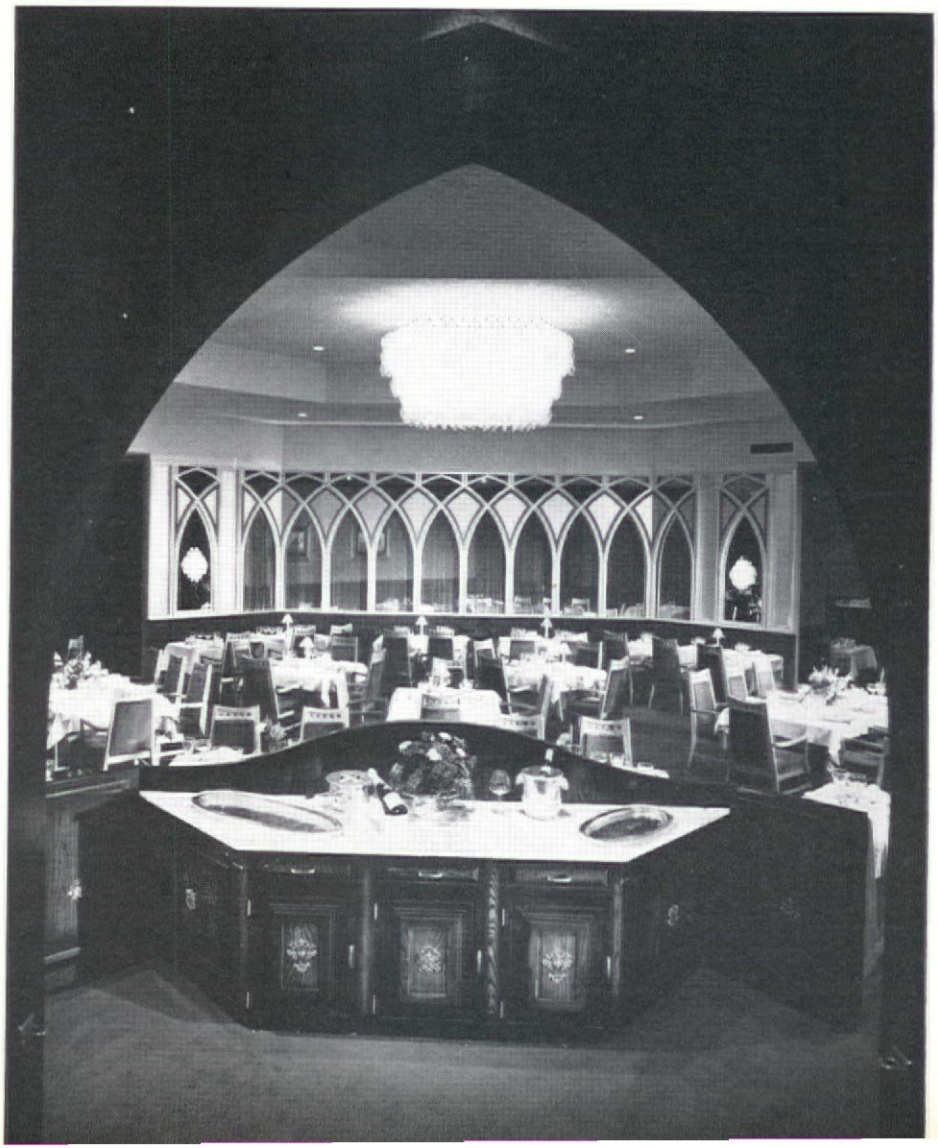
WHEN the Chateau Fleur de Lis Restaurant opened this spring, Atlanta acquired a superb blend of architecture, interior design, and cuisine. Today, the restaurant's reputation for food and service ranks high—it has been favorably compared to Le Pavillon of New York, Maxim's of Chicago, and Perrino's of Los Angeles.

The building's architectural attraction derives from a series of slender, simplified arches that frame the building and create a walkway around its periphery. At night, the lighted arches dominate the landscaped site. The long, low structure was designed by the Atlanta architectural firm of Cooper, Salzman & Carry.

Echoing the exterior, the Gothic arch is an integral part of the interior architecture—in space dividers, doorways, and other structural elements—serving as a graceful background for the interior design, whose major theme is taken from a set of 16 handsome Burgkmair prints hanging in the dining room. The interiors were designed by Alan L. Ferry and Hugh Latta, of Alan L. Ferry Designers, Inc., a young and highly successful contract design firm of Atlanta.

The octagonal-shaped lobby of the Chatea Fleur de Lis contains eight archways radiatin to the dining room, bar and cocktail lounge, win cellar, and other facilities that service the res taurant. Brightly colored heraldic banners, re productions of those in the Burgkmair prints hang festively above each arch. The custom car peting is centered with an octagonal design i deep purple, crimson, and golds, surrounded b a solid crimson field. Rough plaster walls ar accented with black-stained oak trim and a crim son ceiling.

The softly lighted cocktail lounge, large enoug to accommodate a huge gathering without losin its intimate flavor, is opulently furnished wit deeply cushioned, low-based chairs and booths upholstered in heavy gold velvet. Tables ar topped with a custom-designed plastic laminat simply decorated with a single fleur de lis. Rathe than the customary barstools, the bar is encir cled with upholstered chairs set upon sleig bases. Thus, the chairs tip forward ever so slight ly, so that patrons can comfortably lean upo the padded armrest of the bar. The same wall



Chateau Fleur de Lis' simple rectangular shape serves as a backdrop for the modified Gothic arch motif, dominating not only the exterior, but the interior architecture as well. In the main dining salon, wall divider in background is hung with mesh screen by Kenbury Glass Works. All cabinetry is by Nelson-Smith.

to-wall tapestry-like carpeting covers the walls in two of the alcoves, further adding to the room's excellent acoustical qualities. Decorative accents include shadow boxes containing pieces of armor; the ceiling well over the bar is filled with gold and silver leafed heraldic crosses, kept in motion by air currents.

The main dining salon focuses on a large octagonally shaped Venini chandelier that repeats the lines of the tiered ceiling. The setting is backed by the tracery of a permanent divider of gold leaf with deep red and gray trim bordering a mesh screening. Wall booths of extra-plush crimson velvet are designed to seat four persons on three sides of the table, leaving the fourth side free for service from the garadon, where finishing touches to dinner courses are added in the French style. Dining chairs, in a distressed gold finish and plush velvet upholstery, are extra wide, further enhancing the aura of luxuriousness. Table tops are also over-sized. A special wallcovering was created by the designer in deep gold-on-gold nylon flock strip on vinyl; carpeting is deep pile crimson nylon.

Opened for dinner only, the restaurant covers 33,000 square feet, with seating for 225 guests in the dining salon and an additional 110 guests in the adjacent cocktail lounge. All elements of the Chateau Fleur de Lis were carefully articulated to appeal to sophisticated tastes in a manner that is relatively new for the traditionally minded south. (**C**)

One of the arched doorways in the octagonal foyer (above), simply furnished with chandelier and brazier table from Artes de Mexico, leads to main dining salon (right), color themed in deep plush crimson velvet upholstery, by Schumacher, on chairs, banquettes, and booths by Robertson Furniture. Over-sized tables are by Chicago Hardware; chandelier and sconces by Venini; wallcovering by Dwoskin; carpeting in both foyer and dining salon by Cabin Craft.

Photos: *Alexandre Georges*

Unusual furnishing feature of the cocktail lounge (opposite page and left photos) are the deeply upholstered bar chairs, set upon sleigh bases that tilt forward as patrons lean against the armrest of the octagonal bar. Beelner & Thomas chairs are upholstered in heavy gold velvet by Schumacher. Bar chair sleigh bases by Costa Mesa; lounge chair bases and table bases by Chicago Hardware. Formica table tops were custom-designed with black fleur de lis inset. Wallcovering by Dwoskin; carpet by Masland; stage curtain by Jack Lenor Larsen; ceiling sculpture by John Brooks; lighting by Montrose.

1

SHERRY-NETHERLAND RENOVATION

IN its handling of a recent renovatio
at the Sherry-Netherland Hotel, a pos
New York City establishment many o
whose suites are contracted for by th
year, Albert Van Luit & Co. provides
sprightly demonstration of how mura
wallcoverings can pick up droopin
guestrooms. Working with the hotel
manager, Philip Landau, Van Luit
New York showroom rejuvenated th
Sherry-Netherland suites with Balines
(1) in burnt orange, Maple Bower (2
in tones of deep blue, olive green, an
yellow gold on a Thai-tex ground, Hibi
cus (3) kelly green and cobalt blue o
white silk vinyl, and a bathroom i
Tisuba (4) on a silver ground with me
dallions in shades of blue and gree
Van Luit's wallcoverings are availab
on vinyl-protected paper, solid scru
bable vinyl, as well as on special silk
grasscloths, burlaps, etc. Other furnish
ings shown here are by Hibriten (furn
ture), Paul Hanson and Warren Kessle
(lamps), upholstered pieces by Charle
W. Beckerman, lighting fixture (batl
room) by Metropolitan Lighting, an
bathroom fittings by Crane. (C)

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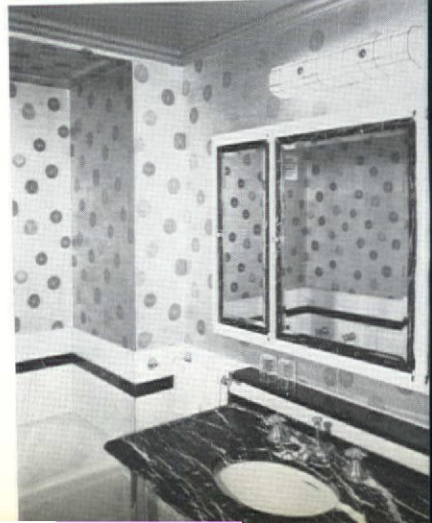

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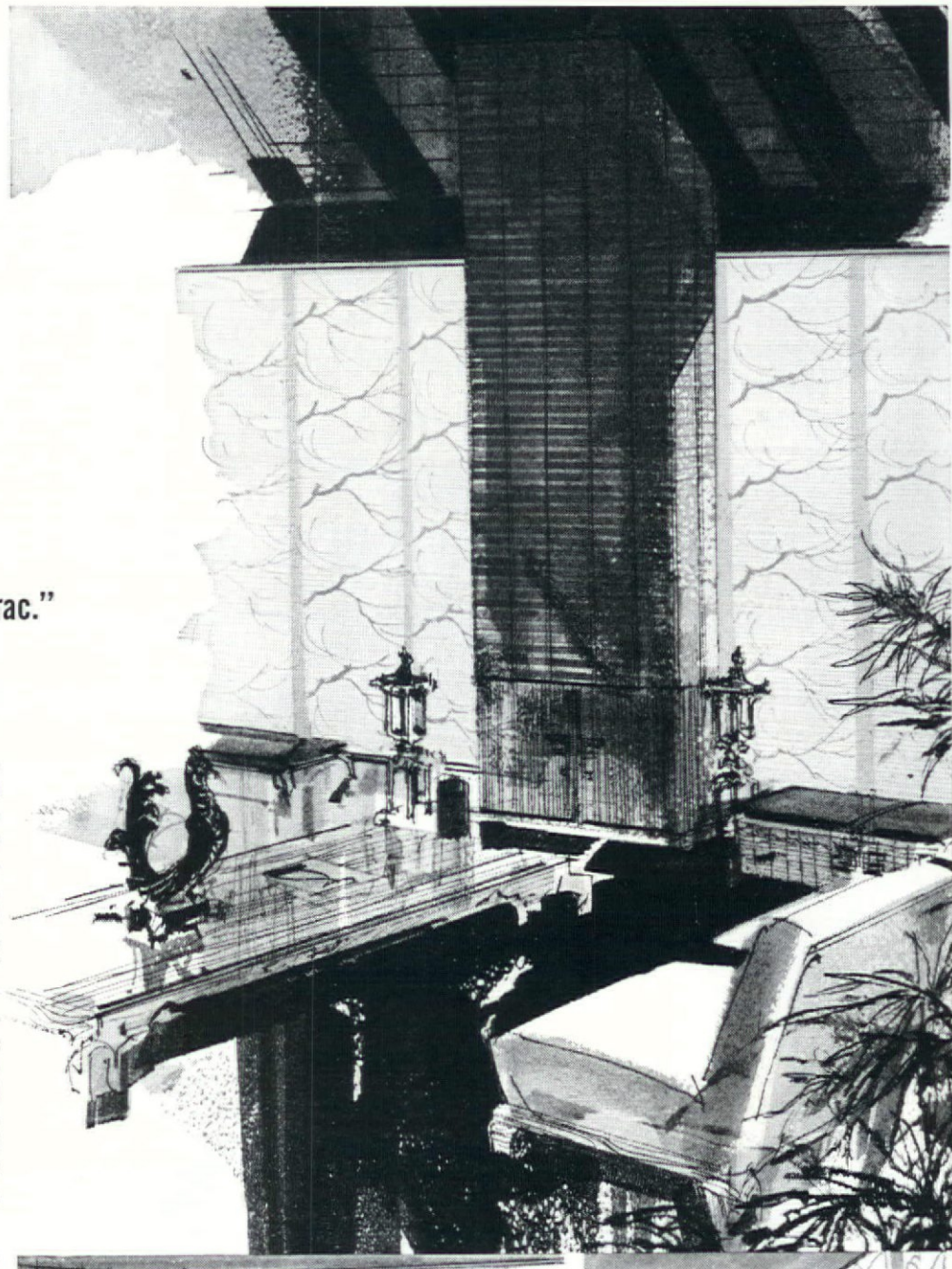

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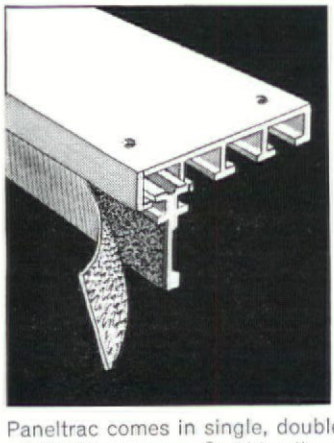

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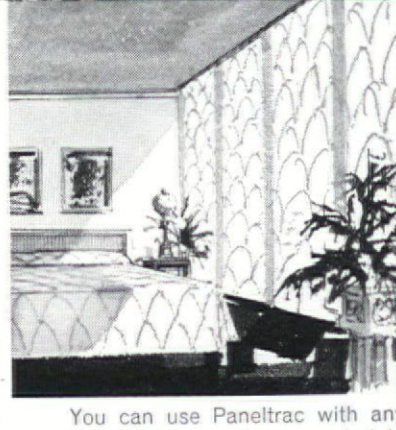

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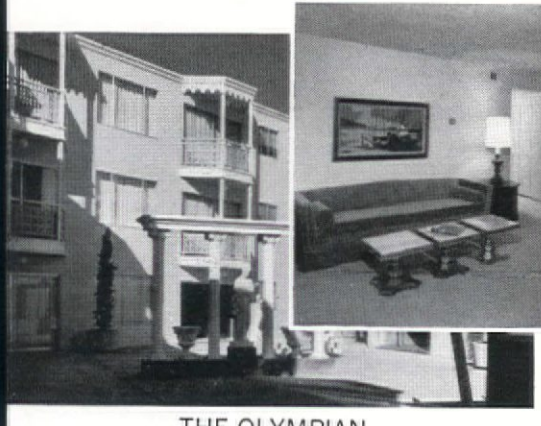
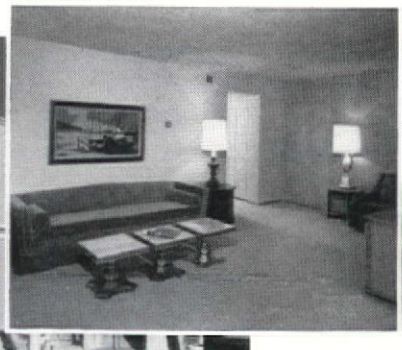
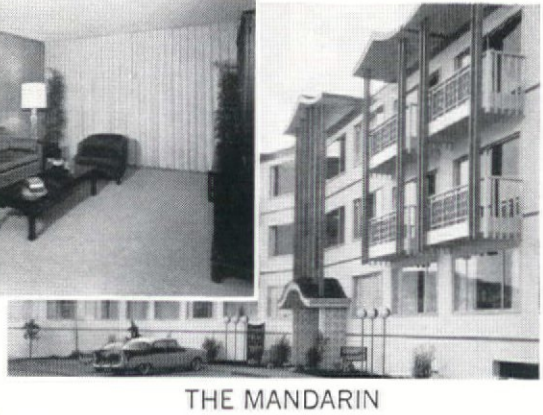


THE OLYMPIAN





THE MANDARIN

Naturally.

Why Gulistan "naturally"? Henry Doelger knows. We can give you reason-after-reason. Quote statement-after-statement from builders and managers alike. But it all boils down to this: Beauty? Unexcelled! Range of colors, textures, designs and fibers? Unbeatable! Wearability? Unsurpassed! Total economy? Unparalleled! With every Gulistan Carpet Performance Rated* for heavier traffic.

For complete description of the many Gulistan lines and services see our full-color catalog in Sweets Architectural File. Or write:

Gulistan Commercial Department
Gulistan Carpet Division
J. P. Stevens & Co., Inc.
295 Fifth Avenue, New York, N.Y. 10016

GULISTAN®
CARPET
DIVISION OF J. P. STEVENS & CO., INC.

*TM

Circle No. 65 on product information card

CONTRACT PRODUCTS AND SERVICES

New office furniture

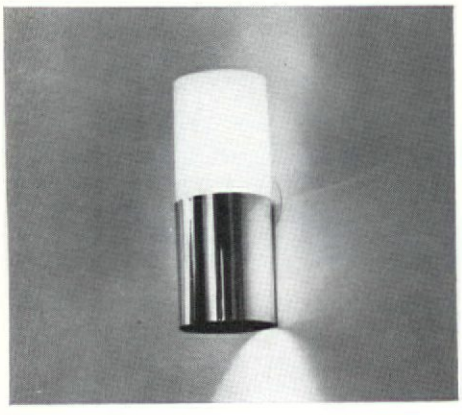
Shelby Williams Industries Inc. announces a new line of office furniture that includes desks, credenzas, secretarial chairs, and executive chairs. Both double and single pedestal desks come with a choice of tops of solid walnut or laminated surfaces; matching credenzas are multi-drawered for storage and many feature sliding door bookcases. Secretarial side units and a whole series of accessories, including stationery racks and file units are available to complement the new collection. The seating line includes a series of swivels and torsion bar recliners in vinyl or fabric upholsteries.

Circle 138 on product information card

Wall bracket lighting fixtures

Habitat, Inc.'s extensive line of wall brackets adapts to any number of contract uses. Characteristic of the Habitat units are contemporary styling in combinations of metal, opaque and translucent plastics, in multicolors and solids. The light forms in many sizes and materials can be close to the wall or extended out on specially constructed arms up to 48 inches from the wall line, as general purpose lamps or spots and floods for directional light control. Habitat has also designed a special tension swivel with a wide vertical and horizontal axis for use with the line, along with new hardware for pin-up use, and inconspicuous switches. Habitat covers its complete line of wall bracket lights (more than 90 indoor and 25 outdoor designs) in a newly published catalog.

Circle 139 on product information card



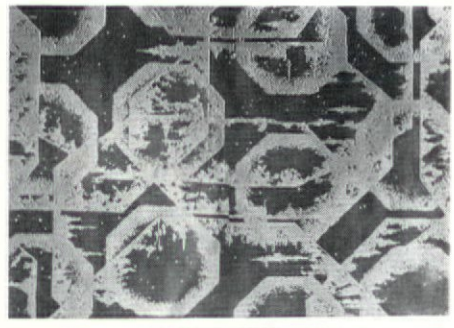
Versatile sleep/sit unit

Basic Witz has added a special new contract piece, a sit and sleep unit, as part of its Basicourte collection. Designed for living - bedroom combinations, the space saver group consists of two full-length bed units on a special low frame for seating height, and a table corner unit. A padded vinyl bolster provides a backrest for the exposed bed and cuts it down to comfortable seating depth. The bolster lid is piano-hinged and lifts to form storage space for blankets and pillows. The bolster unit can be supported in a choice of three ways: attached to the corner bed unit at one end, freestanding on metal leg brackets supplied with the unit, or affixed to the wall. Wood parts are butternut veneers and corner unit top is matching plastic laminate.

Circle 198 on product information card

Texturefoil wall patterns

A combination of textures and color patinas is the theme of Rezia Flocks, a new wallcovering collection from Timbertone Decorative Co. The new



wallcoverings include a variety of patterns and colors flocked on patina foil, affording a pleasant variance of reflected color and the flocked matte surface. Many of the patterns are issued in color-coordinated pairs. The flock on foil patterns shown are French Tapestry and Dimensions.

Circle 199 on product information card

New Vicrtex pattern

Vicrtex vinyl wallcoverings will feature a new pattern, Hemp, in addition to its other 60 available patterns. The new design has the texture of handwoven hemp fabric and is furnished in 20 subtle colors.

Circle 200 on product information card

10 New Wilson-Art Wood Grains

EXCLUSIVE PLASTIC LAMINATE PATTERNS . . . especially styled for your creativity! WILSON-ART now offers you 10 new woods with a choice of finishes (Gloss, Satin, Velvet, and Velvet Super Dull) to match your decorating ideas. And they are available in easy-to-fabricate sheets . . . 30″, 36″, 48″ and 60″ widths in 6′, 7′, 8′, 10′ and 12′ lengths — and 1/16″ standard, .050 post-forming, and .035 vertical surfacing thicknesses.

You can't beat wood grains for BEAUTY . . . and you can't beat WILSON-ART for VALUE . . . and *FAST, DEPENDABLE DELIVERY!*

NEW CATALOG OF WILSON-ART WOODS

Our brand new, full-color catalog contains samples and complete information about these 10 New plastic laminate Wood Grains.

THE NEW PATTERNS ARE: Top row, L. to R.—Silvered Pecan, P—362; Pecos Pecan, P—360; Castilian Walnut, W—303-A; Valley Pecan, P—361-A; Western Walnut, W—300. Bottom, L. to R.—Mellowed Cherry, C—334-T; Regal Walnut, W—301-A; Hand-Rubbed Fruitwood, F—332-T; Spanish Oak, O—380-A; Wilderness Pecan, P—363-A.

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FACTORY • MAIN OFFICE 600 GENERAL BRUCE DRIVE, TEMPLE, TEXAS

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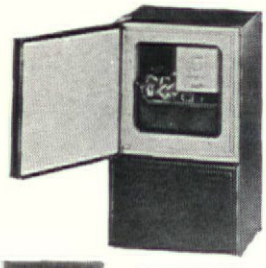
ORDER YOURS TODAY BY WRITING OR CALLING RALPH WILSON PLASTICS, TEMPLE, TEXAS

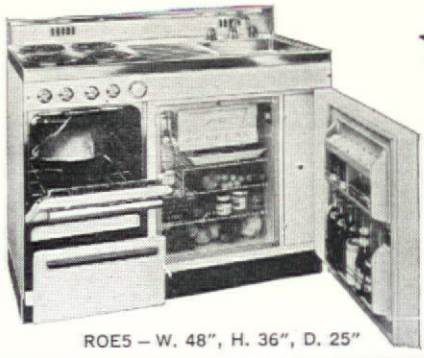
ACME...America's most complete line of compact kitchens!

HOSTESS — W. 24", H. 18", D. 16¼"



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

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



PROVEN AMERICAN MADE PRODUCTS!

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.

Write today for new Acme catalog and price lists.

"where inches count" ACME NATIONAL REFRIGERATION CO. P.O. BOX 188, ASTORIA 5, NEW YORK

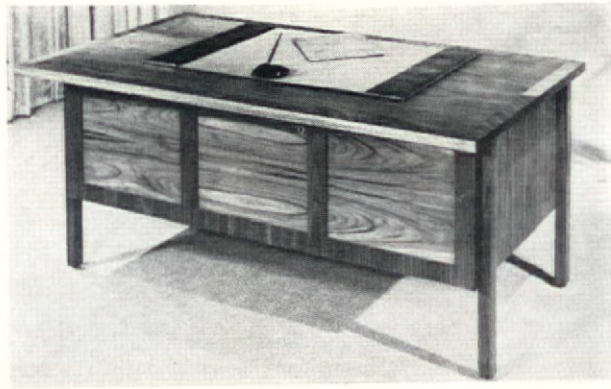
Circle No. 67 on product information card

PRODUCTS & SERVICES

CONTINUED

Desk line from Richard Draper Associates

A new executive desk line from Richard Draper Associates is constructed of walnut in many optional variations of size, shape, and arrangement. The custom series has a paneled side and front that coordinates a horizontal and vertical wood grain patterning; the top measures 36 by 66 inches. Other recently

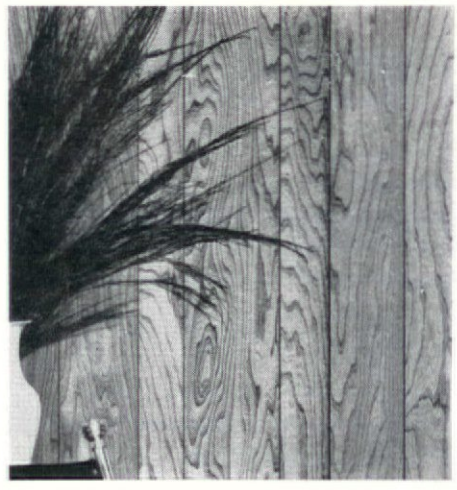


introduced Draper designs include a cocktail table with a white Formica top inset, a contemporary table-desk with a satin or mirror chrome base, a walnut and leather armchair, and generous high back executive swivel chair.

Circle No. 169 on product information card

1966 lineup of Weldwood panels

A wood paneling with a lively grain pattern is one of five new hardwood species added to the U.S. Plywood lineup of Weldwood panels. Old English elm has a medium warm beige tone that is slightly lighter than



another new addition, Salem Korina, a black-coffee toned panel. Following a trend to oak paneling and furniture, U.S. Plywood will introduce two new oak panels, Craftsman Tudor oak and Glen oak in lighter wood tones. These plus butternut round out the Weldwood line of prefinished plywood panels for 1966.

Circle No. 170 on product information card

Circle No. 68 on product information card

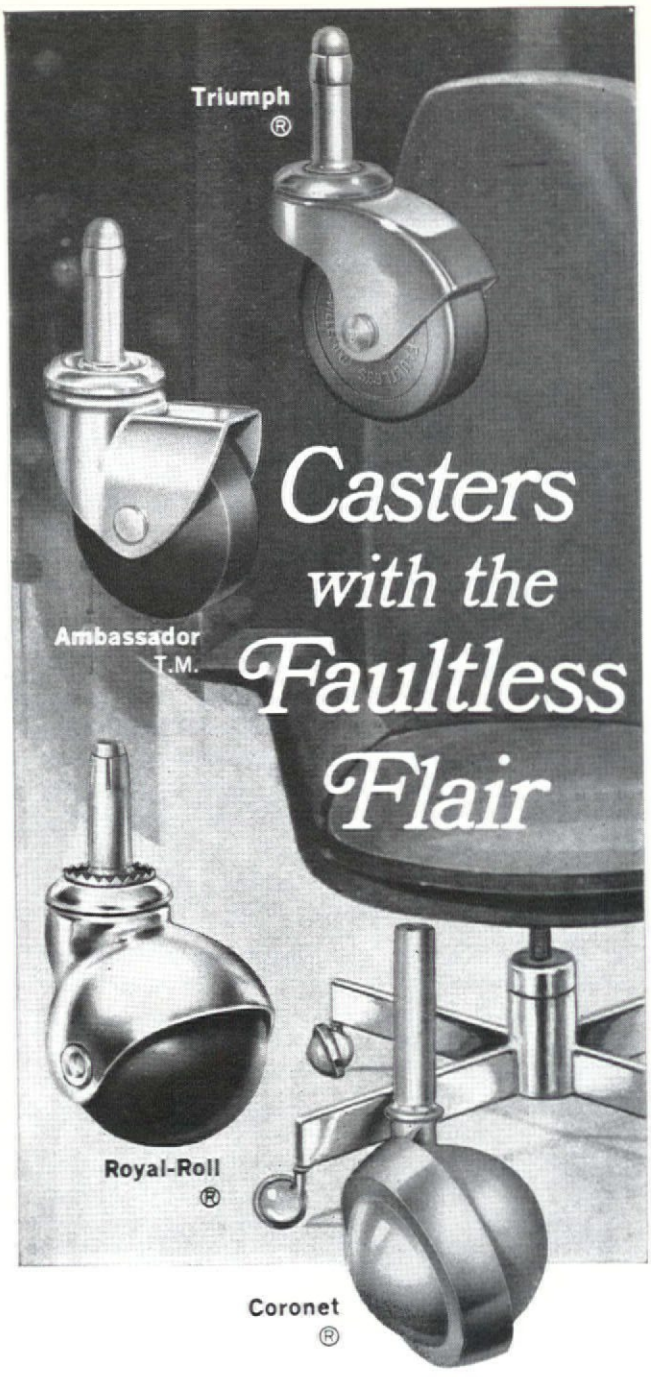
Banish blandness, cute lines, and coy detailing.

Take "Tierra". Put it in a room and watch things happen. The hardware is brutal and primitive. The finish? Espresso-coffee-colored Cardamon. Rugged, rustic, romantic. And it's the only Contract group that looks handsomer with use and years, because its nicked, antiqued finish was designed to "mellow."

Write for a complete collection of color brochures on all Kent-Coffey Contract groupings.

KENT-COFFEY CONTRACT DIVISION

KENT-COFFEY MANUFACTURING COMPANY / LENOIR, NORTH CAROLINA



Quietly sophisticated casters for the corner office, tailored casters for multi-desk areas, engineered casters with silent-rolling, easy-swiveling action . . . this is the Faultless flair. It's evident in these four casters. Your local Faultless Representative is as near as the telephone book. Or write to Faultless direct.

NOELTING Faultless Casters

Faultless Caster Co.

A Division of TBJ BLISS AND LAUGHLIN INDUSTRIES

Evansville, Indiana 47717

Branch offices in principal cities of U.S.
Canada: Faultless Casters Limited, Stratford, Ontario.

Circle No. 69 on product information card

PRODUCTS & SERVICES

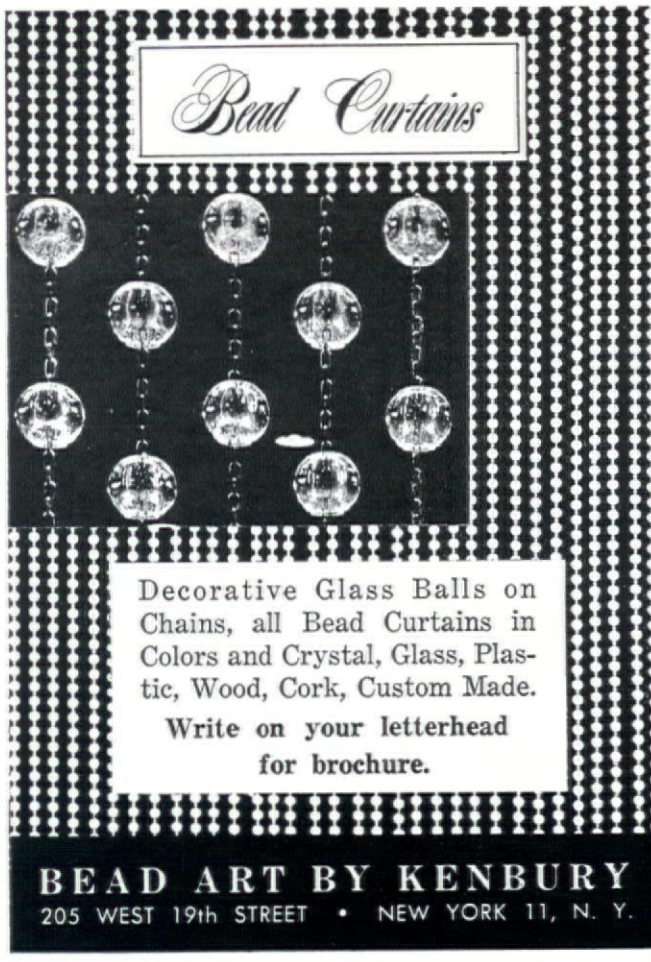
CONTINUED

Fashionable executive chairs

Shelby Williams Industries, Inc., an advocate of comfortable and fashionable seating, has announced two new chairs in its executive line. One is a foam padded spring seat side chair with a returnable

swivel and a brushed satin finish to the pedestal base. The striped fabric lends a note of richness to the office setting. The other, a Danish modern chair with solid walnut armrests, has a seat made of two-inch deep foam and is also covered with a fine fabric.

Circle No. 171 on product information card



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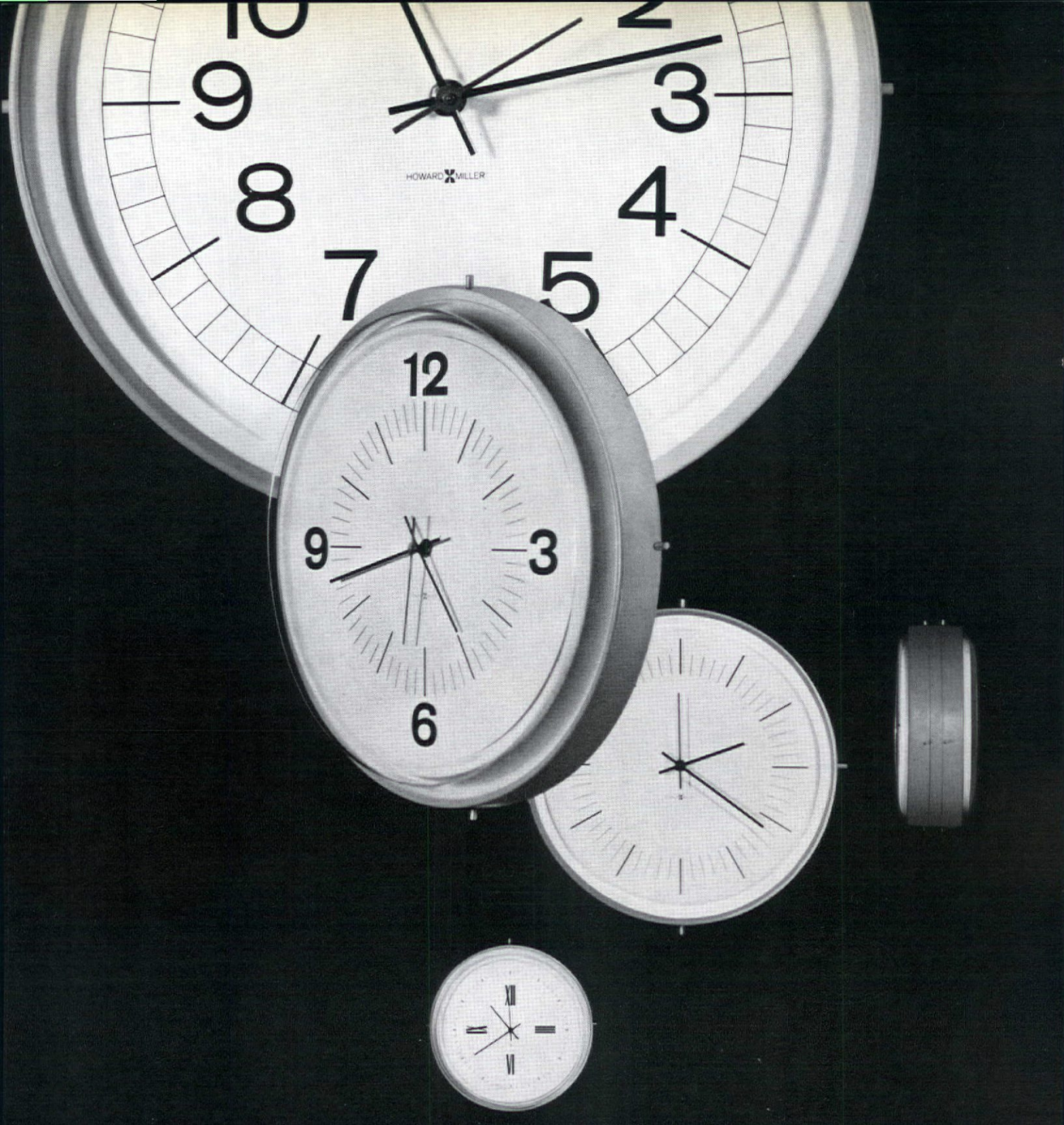
Circle No. 71 on product information card



TIME

Clocks for todays modern interiors . . . Institutional clocks designed by architect-designer George Nelson. Four dial styles available in 14 and 18 inch diameters. Choice of satin finished black, white or olive in single or double face. For mounting directly to wall or suspended with bracket from ceiling or wall. Write us for our illustrated catalog.
Howard Miller Clock Company, Zeeland, Michigan 49464

Office chair mat in patterns

Designed to blend with modern floor coverings, transparent office chair mats manufactured by Texstar Plastics are made of high impact patterned acrylic. Guaranteed against breakage for three years, the mats, called Textured, feature LeVel-Edge, which

eliminates the ridge between mat and carpet, allowing the mat to lie level.

Circle No. 172 on product information card

Can-do Chair Company...

The three C's have stood for Charlotte Chair Company for over fifty years. During those fifty years Charlotte has built a reputation for "CAN-DO". Interior people throughout the country have learned to turn to Charlotte for those special seating touches. They know that Charlotte "can-do" the exact chair they're looking for.

Charlotte experience, and know-how, both in design and in manufacturing can be used by you to give the exact effect and mood you desire. While Charlotte quality is always the finest, you'll find the costs to be pleasantly attractive, too. Give us a call. Perhaps we "CAN-DO" just the chair you need for that next seating job.

charlotte chair company
CHARLOTTE, MICHIGAN

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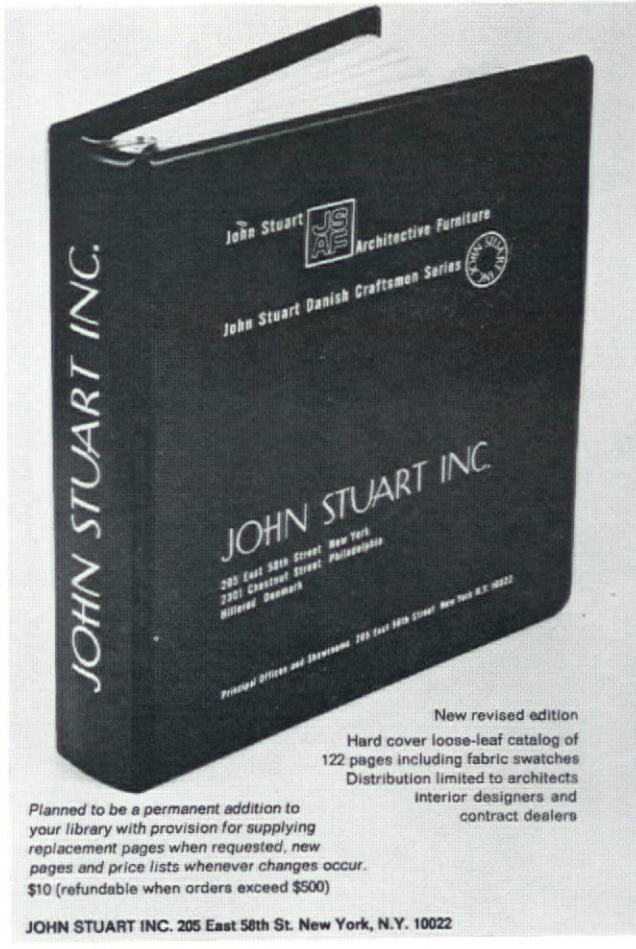


New revised edition
Hard cover loose-leaf catalog of 122 pages including fabric swatches
Distribution limited to architects interior designers and contract dealers

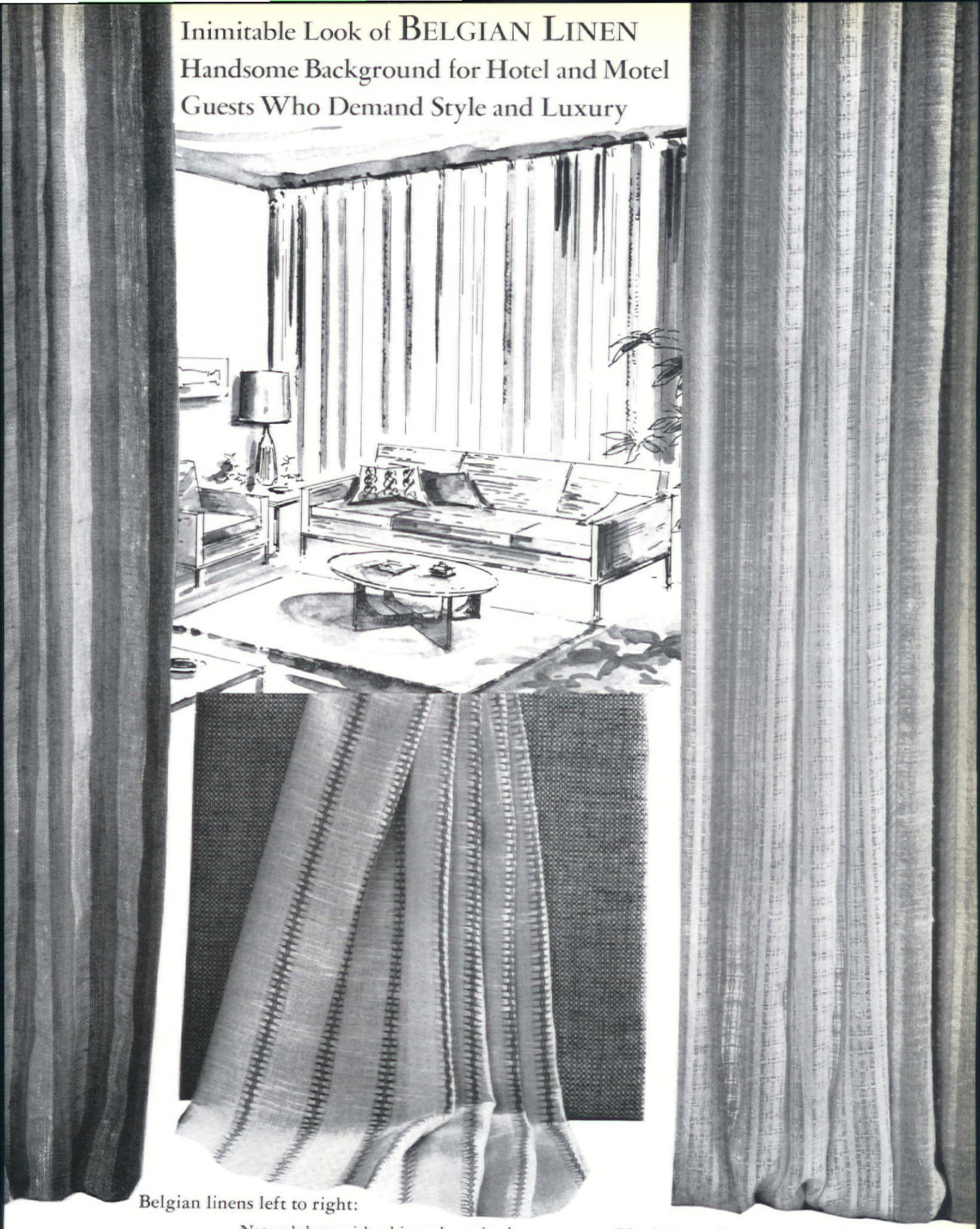
Planned to be a permanent addition to your library with provision for supplying replacement pages when requested, new pages and price lists whenever changes occur.
$10 (refundable when orders exceed $500)

JOHN STUART INC. 205 East 58th St. New York, N.Y. 10022

Circle No. 73 on product information card

Circle No. 74 on product information

Inimitable Look of BELGIAN LINEN
Handsome Background for Hotel and Motel Guests Who Demand Style and Luxury



Belgian linens left to right:

. . . Natural sheer with white nubs, striped in two tones of color, "Lido" by *Design Tex.*

. . . Robust natural, black and white upholstery weight "Linen Tweed" from *Myron Paul.*

. . . Sheer white casement with natural yarns woven through drawn threads, by *Kravet.*

. . . "Cordlin", medium casement solid stripe with two lines of design, by *Lehman-Connor.*

. . . Natural sheer, diagonal weave stripe edged with open warp, by *Decorative Fabrics.*

Visit The Belgian Linen Association display #4124, Fourth Floor, the Hotel & Motel Exposition, Nov. 8-11, at the New York Coliseum

BELGIAN LINEN

THE BELGIAN LINEN ASSOCIATION

280 Madison Avenue, New York, N.Y. 10016

PRODUCTS & SERVICES

CONTINUED

Leopold expands desk line

Leopold has expanded its Template line with the addition of a new executive desk. A feature of the

Template series is its versatility; executive and secretarial units can be furnished with different size tops of various shapes in either wood or matching laminated plastic. The overhangs are also changeable and can be located to exact specifications and varying amounts. The return top on the executive unit has a paper rail along its full length and on the end. The secretarial unit features a stationery pedestal furnished with a receding magnetized door with stationery tiers, and each shelf is furnished with a specially designed paper stop. Leopold also offers a wide range of modular components to customize the units to specific needs.

Circle No. 173 on product information card

New contract table bases

Two new table bases making their first market appearance at the National Hotel Motel show feature classical motifs to blend with a variety of tops. One model

has a stylized Greek Key design along the floor base that comes in a variety of finishes. Another design, a stylized Roman column, is furnished in green, black crackle, or brass plate. Both are introduced by Chicago Hardware Foundry Co.

Circle No. 174 on product information card

Want to slip into something comfortable

Try Armstrong

Armstrong furniture co

BOX 636 • MARTINSBURG • WEST VIRGINIA

Circle No. 75 on product information card

)UT OF THE MANY MOODS OF **MOLLA**

MARINA ...the inviting group for pool, patio, or any outdoor cation. It offers an ideal blending of beautiful design with comfort, w maintenance, and exceptionally long wear. Heavy vinyl straps give n almost airborne enjoyment to sitting...amazing new Alumaloy gives luxury look of wrought iron to the frames...with only ⅓ the weight. umaloy is more durable, too, and it won't rust ever! Write for illus- ated catalogue. Molla Contract Company, Inc., 425 East 53 Street, ew York 10022. (212) PL 1-3788.

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FURNITURE

Circle No. 76 on product information card

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.

A COSTA MESA SAMPLER

Highlights from Costa Mesa's integrated presentation of desk groupings, tables, and seating for office and contract. Write for the full catalogs.

COSTA MESA FURNITURE COMPANY

411 East Julianna St., Anaheim, Calif. Telephone (714) 535-2231

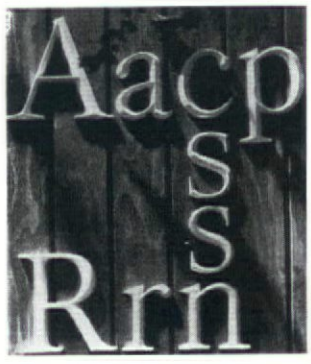
Circle No. 77 on product information card

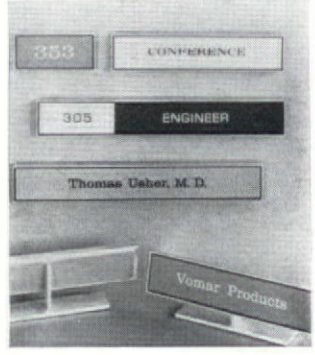
PRODUCTS & SERVICES

CONTINUED

Architectural interior signs

Vomar Products introduces a group of three-dimensional sculptured letters for interior and exterior signing. The new prismatic and round faced letters are fabricated of rigid vinyl materials with integral color and may be flush-mounted or pin-mounted. The sizes of the sculptured letters are 2, 4, or 7 inches with





additional letters in 1 and 1½ inch heights, with gold or aluminum color faces to complete the collection. Vomar Products offers a full range of graphic fabrication services from institutional door and wall plaques to directory design and custom signing. Aluminum framed identification plaques are another new item recently introduced.

Circle No. 175 on product information card

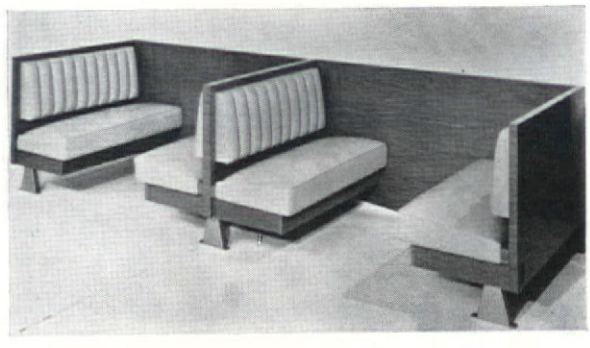
Asphalt tile has rustic look

Colonial Flagstone, a textured asphalt tile from Kentile Floors Inc., comes in red, blue, plum, and green, with bold texturing that matches that of quarried flagstone. Rustic in its effect, the tile can be used in every area of decoration, and comes in nine by nine inch sizes with ⅛ inch thickness.

Circle No. 176 on product information card

Cantilevered booth

With fully upholstered backs and seats, the cantilevered Holiday booth by B. Brody Seating Co. has seats held by a single central metal support that



anchors to wood and masonry floors with the same standard fastenings used for counter stools. The booth comes with wall panels, as pictured, or as a free-standing island model, in a wide range of upholstery colors and laminated surface finishes.

Circle No. 177 on product information card

Circle No. 78 on product information card→

NO OTHER CUSHIONING improves and prolongs the durability, comfort and beauty of upholstered furniture like BURKAIRE

Upholstered furniture cushioned with Burkaire retains its smart new appearance and luxurious comfort far longer than normal expectancy. Padded areas won't break down or lose their shape; covering materials won't become loose, nor wear excessively or prematurely.

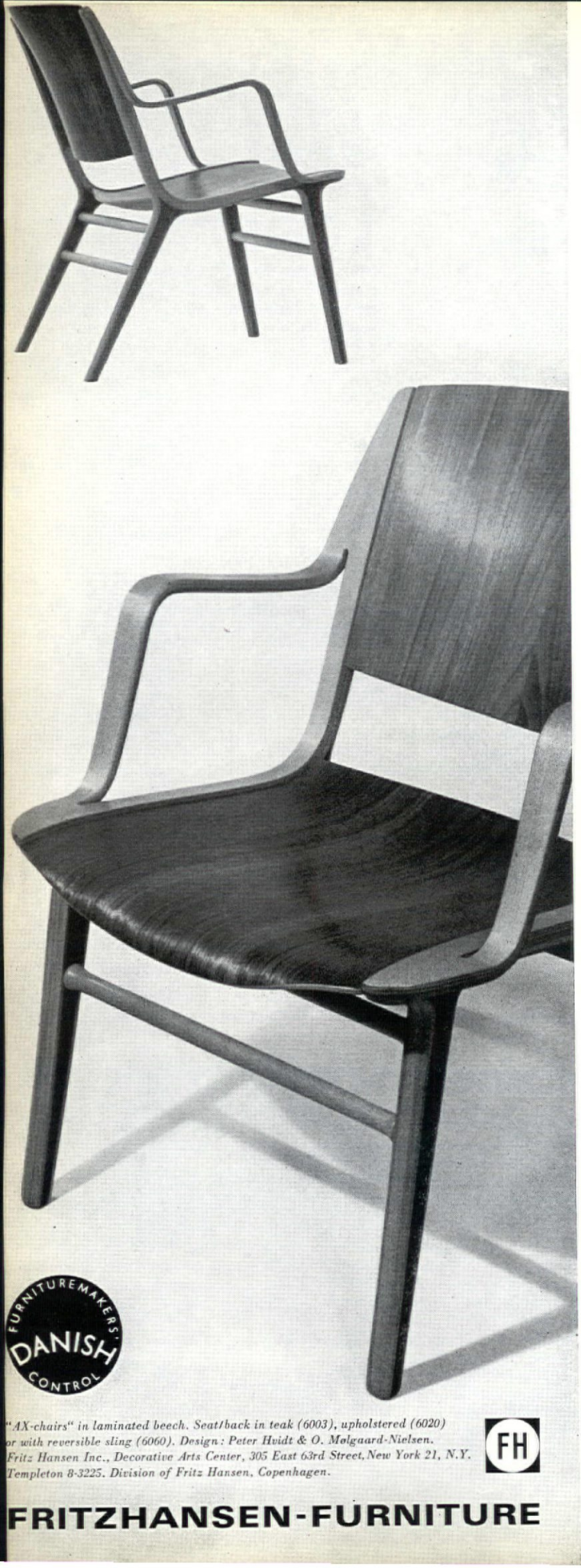
The secret of Burkaire superiority is the exclusive process by which it is made from new cotton fibres and impregnated with plastic binder. Permanently, softly resilient, Burkaire yields firmly but gently under weight. It will not take a set and quickly returns to its original thickness. It won't break down or deteriorate. It is both dust-free and vermin-proof.

Specify, insist on Burkaire cushioning. Sharply competitive with other padding materials, it is feasibly used in the lowest cost metal chairs as well as the industry's highest priced custom merchandise.

Photos: Howard-Parlor Furniture Co., winner of "Highest Distinction In Display" award presented by Display World Magazine at the American Furniture Mart during the 1965 Summer Market.

BURKART A textron COMPANY

4900 N. SECOND ST., ST. LOUIS, MO. 63147



"AX-chairs" in laminated beech. Seat/back in teak (6003), upholstered (6020) or with reversible sling (6060). Design: Peter Hvidt & O. Mølgaard-Nielsen. Fritz Hansen Inc., Decorative Arts Center, 305 East 63rd Street, New York 21, N.Y. Templeton 8-3225. Division of Fritz Hansen, Copenhagen.

FH

FRITZHANSEN-FURNITURE

PRODUCTS & SERVICES

CONTINUED

Myrtle Desks' new Chippendale series

A fully coordinated new line from Myrtle Desk Co. the 700 Traditional Series, includes desks, service units, tables, office seating, occasional chairs, reception pieces, designed for unified planning in a Chippendale-inspired style. Distinctive features of the new

group are rich moldings, generous scaling, brown-tone lacquer, and English antique brass bale pulls. Seating pieces coordinated to the collection have mahogany exposed wood, some studded with brass nail head accents, and include executive swivels, secretarials, arm chairs, wing chairs, sofas and occasional items. Decorative accessory items in the 18th century theme are also available. The new group falls in the upper price range of Myrtle's "medium bracket" merchandise.

Circle No. 178 on product information card

Economy-priced seating line

Available with black pastelle aprons in double or triple seating units, Royalmetal's new 7000 E Viscount series is available with or without center arm

dividers. Settees are made without center legs to heighten the appearance and to make floor maintenance easier. The series comes in a choice of satin or bright chrome legs with a large selection of upholstery materials available.

Circle No. 179 on product information card

← Circle No. 79 on product information card

The inability of men to develop sympathetic understanding of other men of ifferent cultural and political heritage is surely a major obstacle to coexistnce. Ideology gives purpose, motive, and meaning to the life of a nation. But is a source of strength only so long as it is the instrument and not the master f national policy. It is constructive only so long as it is open to criticism nd adjustment in response to changing human needs and aspirations."

PHOTO: CHARLES HARBUTT DESIGN: GENE PAUL MUZIO

ese words were spoken by Senator Fulght, Chairman of the Foreign Relations mmittee of the U.S. Senate, one of 67 tinguished scholars and statesmen from countries who came together in New rk City before an equally representative dience of 2500. They convened to talk out the requirements for peace – "peace e, simple, and durable." Their words re beamed around the world by 350 members of the press, radio, and television.

Thus, the Center for the Study of Democratic Institutions, sponsor of this unique Convocation, initiated a new international conversation on the most pressing problem of our time.

The Center organized the Convocation on Peace on the inspiration of Pope John's famous encyclical, *Pacem in Terris,* and in pursuit of its major purpose: to sort out the issues involved in maintaining a free and just society and get them understood and discussed. The Center, a nonprofit educational organization, depends on public contributions for its support.

For information on memberships in the Center and on its many publications and tapes (including those of the Convocation), write to the Center, Box 4068f, Santa Barbara, California 93103.

IS SPACE PAID FOR BY CONTRIBUTIONS FROM HERBERT M. ROTHSCHILD AND THE JOHN STUART FURNITURE COMPANIES.

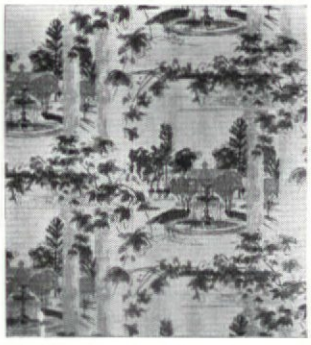
Circle No. 80 on product information card

PRODUCTS & SERVICES

CONTINUED

New wallpapers with wide appeal

Katzenbach & Warren presents the third edition of its "Papers to Live With" collection of wallpapers. Comprising 21 designs, the group offers a wide variety of themes that encompass the latest trends in color and patterns. There are seven floral designs



ranging from lightly scaled to bold contemporary renditions, such as the Zinnia floral shown. Other schemes depict heraldic motifs and traditional damasks. Companion papers of harmonizing stripes and textures broaden the versatility of the collection. All papers are pre-trimmed and vinyl-finished.

Circle No. 180 on product information card

New office furniture line

The Eton series of office furniture has been announced by Domore Chair Co. and includes desks,

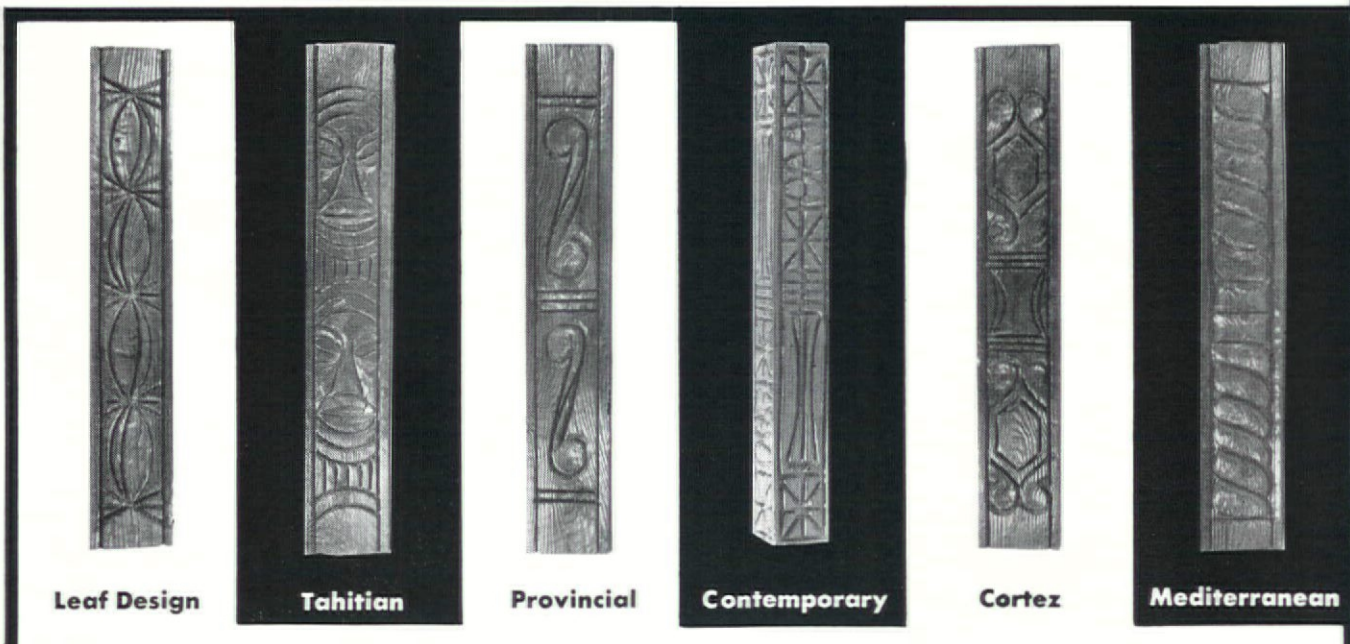
secretarial L units, credenzas, tables, lounge and executive chairs and sofas done in a classic modern design.

Circle No. 181 on product information card

New color added to Kentile line

The color line of Shardelle solid vinyl tiles from Kentile has been expanded to include Yukon white, a pure white much lighter than any of the other eight colors in the Shardelle pattern. Shardelle is a smooth surface design composed of large chips or shards set in translucent solid vinyl with gold and silver accents. Other standard colors include indigo-white, meadow, gray-mist, brown taupe, beige-white, sand, April green and white fawn.

Circle No. 182 on product information card



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For information about custom doors, railings, wall plaques and other hand-carved decor, write for our Contract Division Brochure.

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WITCO, INC.
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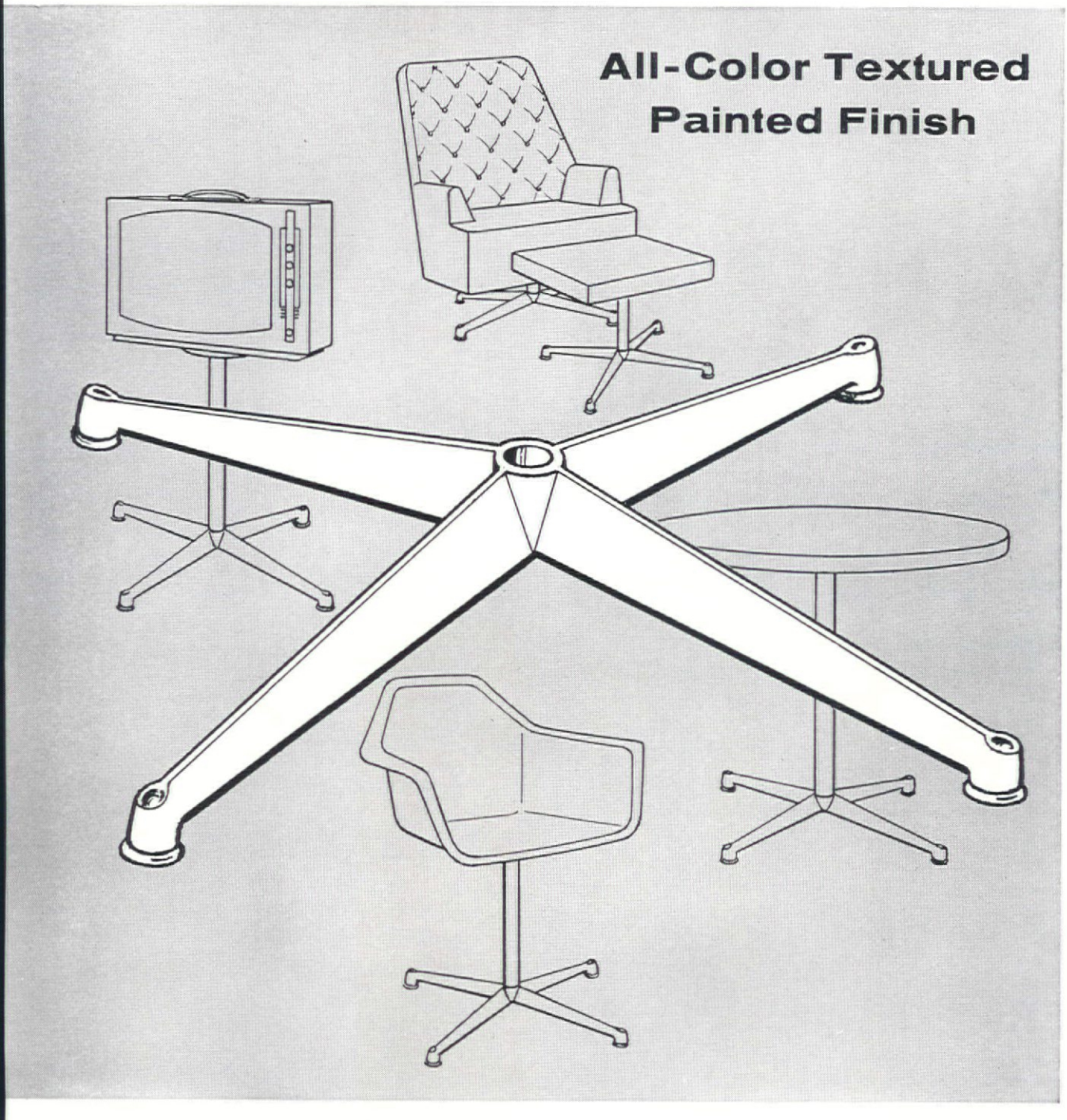
ALL-PURPOSE FOUR POINT DIE-CAST ALUMINUM



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Subsidiary, American Metal Products

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WAREHOUSES: Dallas, Texas; Houston, Texas; Fitchburg, Mass.; Fort Smith, Ark,; Hickory, N. C.; High Point, N. C.; Los Angeles, Calif.; Miami, Fla.; Seattle, Wash.; Tupelo, Miss.; London, Ontario, Canada

Circle No. 82 on product information card

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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. Fiberglas 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.

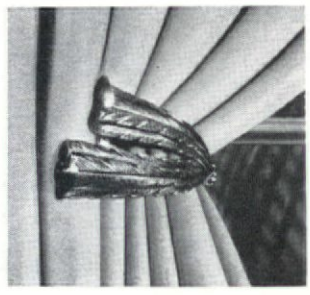
Circle No. 83 on product information card

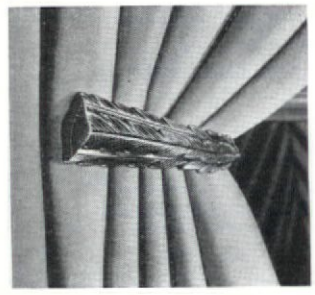
PRODUCTS & SERVICES

CONTINUED

Kirsch drapery scoops

Two new holdback designs from Kirsch Co. are planned to hold draperies in natural folds and do away with wrinkling. The holdbacks, in a stylized plume motif, have longer arms and are contoured





with additional space to permit a more satisfactory "hold" for bulky fabrics without bunching. They are constructed of vacuum-formed plastic and finished to simulate antique brass. The six-inch holdbacks, in either a double or single plume version, are packaged in pairs.

Circle No. 183 on product information card

Desk dollies and chair trucks

Nutting Truck and Caster Co. is manufacturing a desk dolly that handles most desk sizes and a chair truck that handles any type of folding chair with an outside leg dimension up to 19½ inches. The dolly is equipped with a telescoping handle and four swivel casters for easy maneuvering, while the truck comes in three standard sizes to manage 26, 32, or 44 chairs in an upright position.

Circle No. 184 on product information card

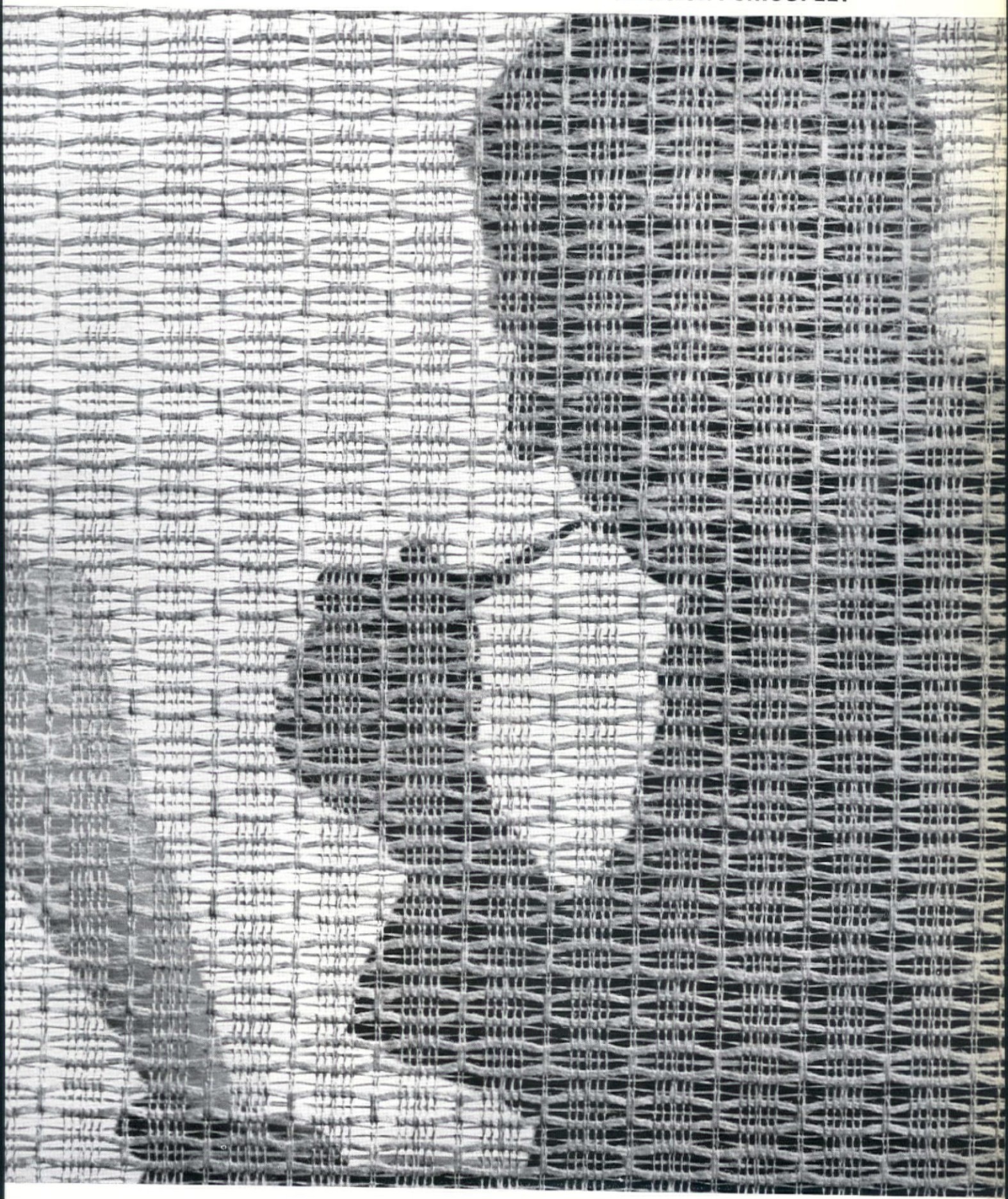
New tool speeds carpet installation

A new tool developed by the Commercial Carpet Corp. insures a precise cut of carpeting flush to the wall and speeds up installment time. Though the Viking Per-

fect-Cut wall trimmer was designed for use with sponge-bonded carpet, it works well on conventional carpeting and allows a more accurate and close cut than that made with a knife. The cutter is crafted of cast aluminum and furnished with six blades.

Circle No. 185 on product information card

CASEMENT BEAUTY : **CERTAINLY!**
FLAME RESISTANCE : **YES OF COURSE!**
DECISION : **CHICOPEE!**



Chicopee Manufacturing Company

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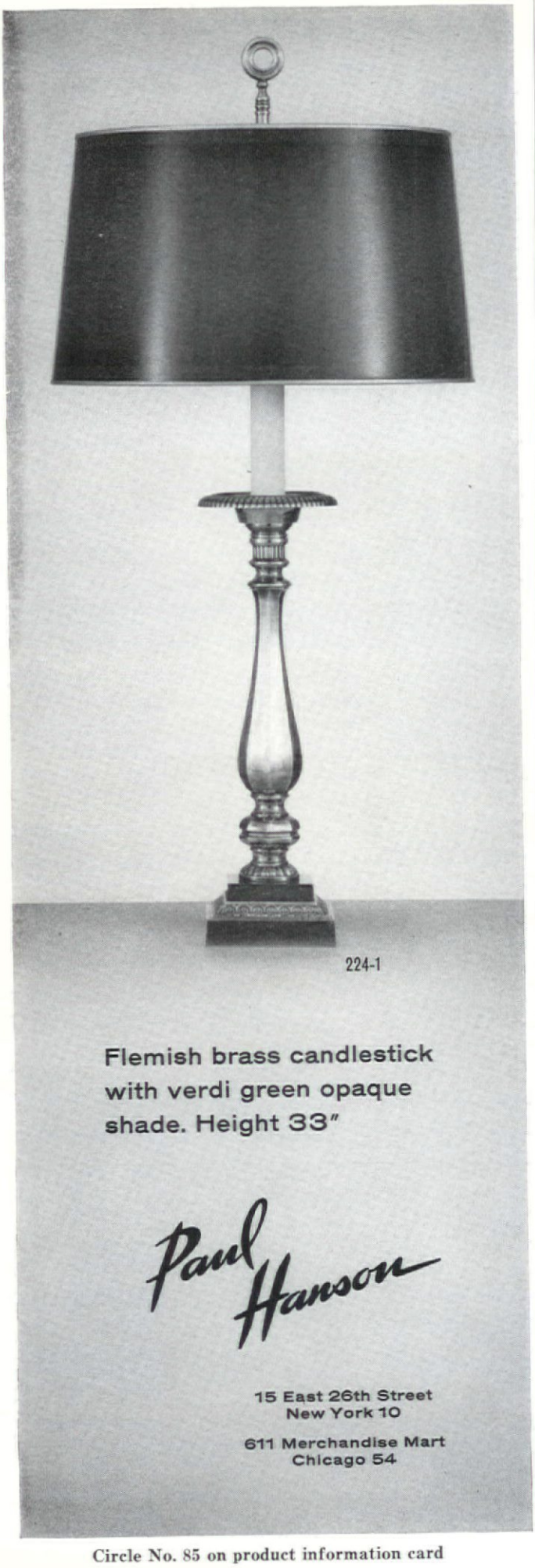


Circle No. 85 on product information card

Two statues added to collection

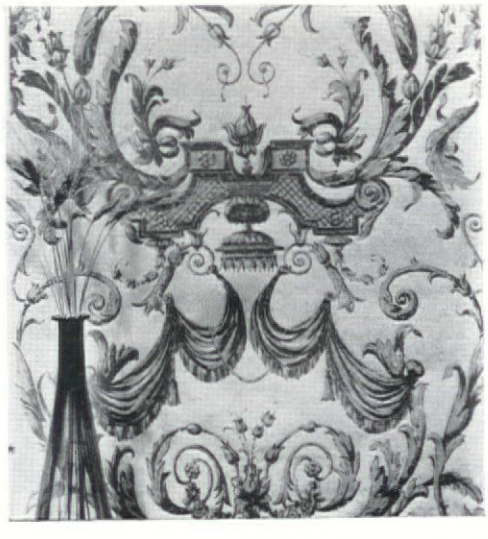
Austin Products, Inc. has added two new statues to its line of sculpture. One is a clown by Mardo, 19

inches tall with a multicolor finish, and the other 25 inches tall with an antique bronze finsh, is a ballet dancer by James Gardner.

Circle No. 186 on product information card

Baroque wallpaper design

Triomphe is a new, large-scale baroque design tha has been added to the Style Index, Volume Tw collection recently introduced by Murals & Wallcov erings, Inc. The design motif is flowing arches an drapery interspersed with garlands and relate



themes. Triomphe has a 39½ inch repeat, comes five colorways on Sari grounds, with flocking an o tion. The entire Style Index collection may be order in special colorways without additional charge with six-roll minimum.

Circle No. 187 on product information card

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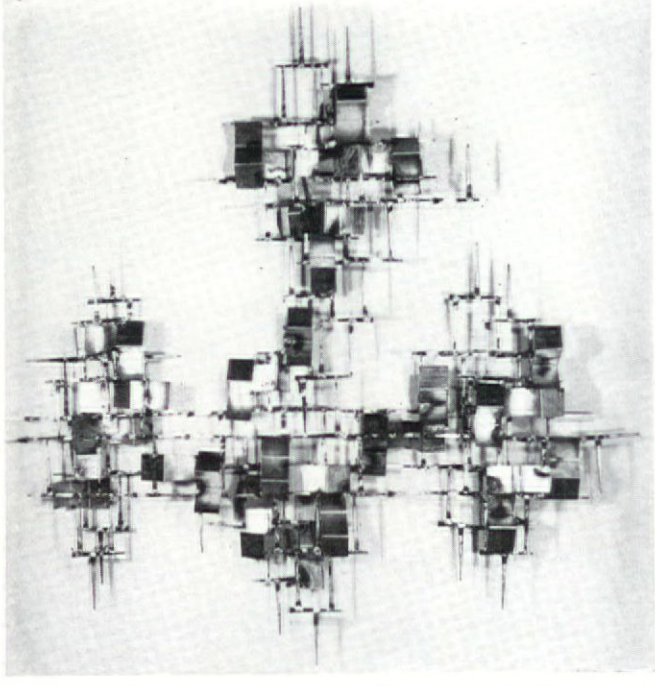

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Circle No. 88 on product information card

PRODUCTS & SERVICES

CONTINUED

Damask patterned vinyl

McCordi's new vinyl wallcovering pattern simulates a heavy, deeply textured damask while offering the hard-wearing surface, strength, and flame retardance of vinyl. Called Embassy, the light-weight vinyl will

find acceptance in a broad range of period styles from Mediterranean to English Regency. The new pattern is available with no minimum order requirement in five lavish colorways.

Circle No. 188 on product information card

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AMERICAN OF MARTINSVILLE

PRODUCTS & SERVICES

CONTINUED

New Fiberglas chair by Krueger

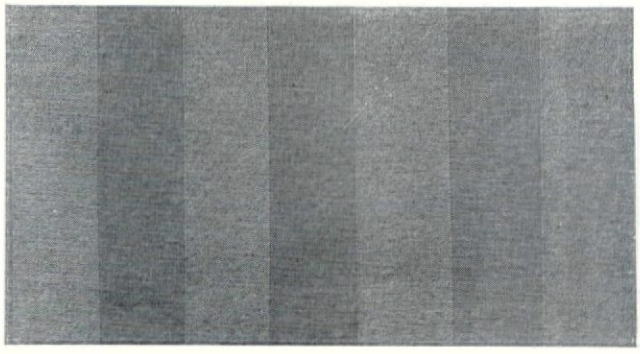
Krueger Metal Products Co. has added a tablet arm model to its 6000 Series Fiberglas stack chair line,

as well as side and pedestal models, with Fiberglas or upholstered shells, and optional book rack attachments. Featuring a large writing area surfaced with light maple woodgrain plastic laminate, the new chair has square tubular steel mounting frames finished in chrome or black enamel to match leg finishes. Tablet arms come separately for later installation.

Circle No. 189 on product information card

Stain- and fire-resistant wallcovering

When laminated to Tedlar, a stain-resistant film from DuPont, McCordi Corp.'s vinyl wallcovering retains excellent fire-, flame-, and smoke-retardance. Avail-



able in many patterns and colors, the easy-to-hang wallcovering features a resistance to staining that DuPont technicians equate with that of ceramic tile. One design is Shadow Stripe, in six colors, suited to contemporary and traditional interiors as well as Empire and Directoire settings.

Circle No. 190 on product information card

Traditional tole lamps

Herman Kashins presents a large collection of hand-decorated tole lamps in traditional stylings that include classic candlesticks, columns, single and multi-

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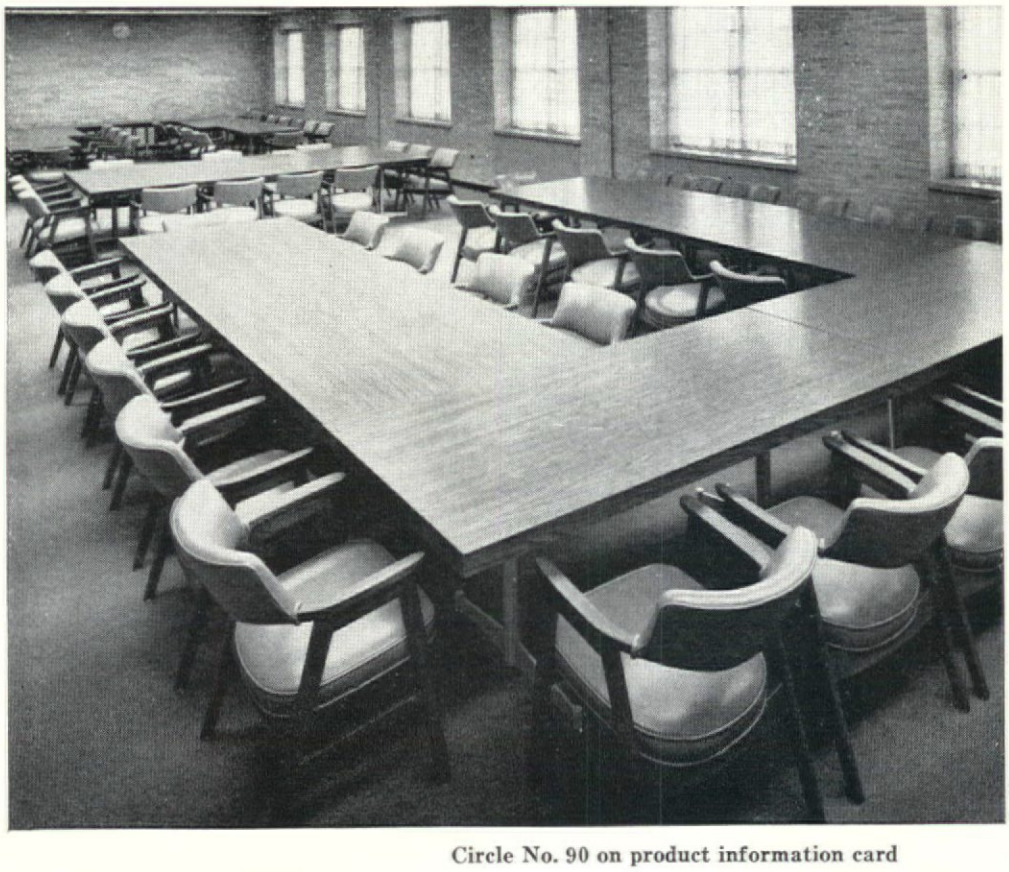

Thonet gets down to business with uncluttered flexibility in this functional conference room. Perfect for conference facilities in business or elsewhere, Thonet furnishings provide engineered versatility and rugged durability through years of public use. This substantial superiority is found throughout our comprehensive line, and it's the reason for Thonet's 130 years of leadership in institutional furniture. We invite you to select from our diversified collection, at Thonet showrooms: New York, Chicago, Dallas, Los Angeles, San Francisco, Miami and Atlanta.

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chairs 2757 tables 3191/1

Circle No. 90 on product information card

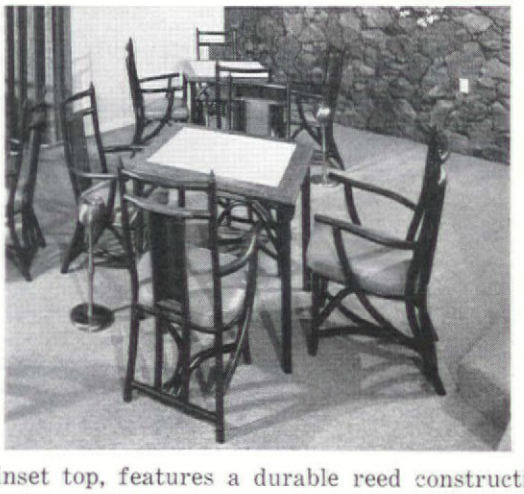
ight clusters. Tole colors of shades and stems of he floor, table, and desk varieties run the broad range of traditional colors, to name a few, black,

white, olive, mustard, or beige, in a satin finish accented with gold striping.

Circle No. 191 on product information card

Contract reed furniture

Maxwell Co. chose a versatile reed table and chairs rom the Whitecraft Co. for installation in the new Castaways Inn in Florida. The tables, with a decora-

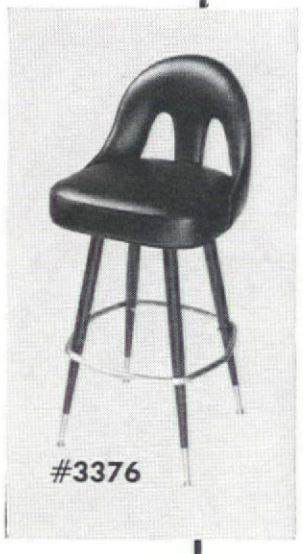


ive inset top, features a durable reed construction; ompanion chairs have covered seat pads. Whitecraft lso supplied the bar stools and seating in the cocktail lounge.

Circle No. 192 on product information card

Circle No. 91 on product information card→

MATCHING MATES
for sophisticated seating



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PRODUCTS & SERVICES

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Chairs for the office

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ness chair. It has one inch foam upholstered seats on curved plywood, with ½ inch foam upholstered back.

Circle No. 193 on product information card

Grand Prix collection

Featuring thin line architectural simplicity, Patrician Furniture Co.'s elegant Grand Prix series is

available with wood or metal perimeter or sleigh bases, and has foam rubber reversible cushions.

Circle No. 194 on product information card

Dura-Bond offers burn protection

A new foil underlay that protects fine wood veneers and surfaces from burns has been developed by Wellington Electronics, Inc. Called Dura-Bond, the material protects through a high thermal conductivity that diffuses and rapidly dissipates heat before it can cause scarring or charring. Laminated directly under the veneer by conventional processing techniques, Dura-Bond's surface allows standard adhesives to bond as positively to the foil as to any wood surface.

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←Circle No. 92 on product information card

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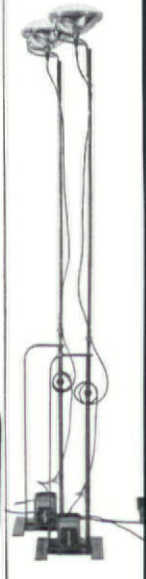

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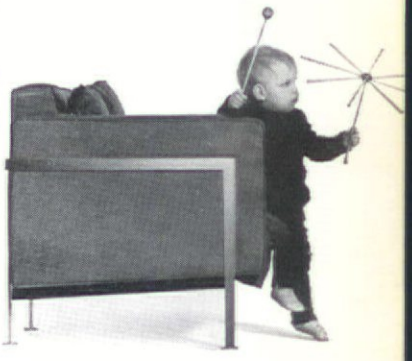

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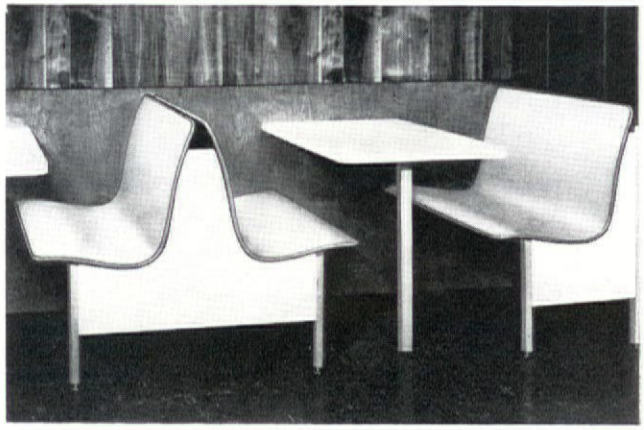

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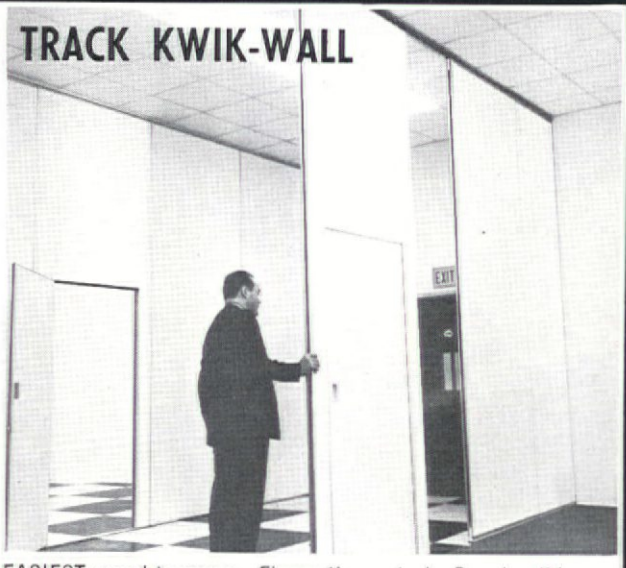

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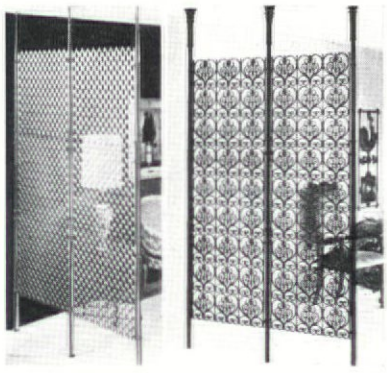

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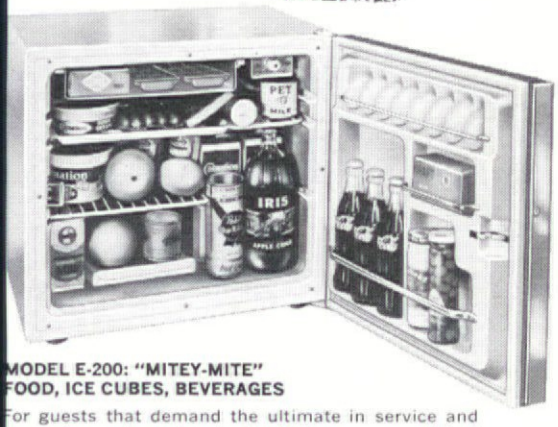

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For guests that demand the ultimate in service and convenience. In a class by itself! Has no competition! Storage door adds to its capacity. Door lock and 2 keys. Only 18" H., 20" W., 17" D. In White or Walnut finish cabinet with matching Walnut wood grain door.

MODEL E-150: "ICY-MITE" ICE CUBES AND BEVERAGES

Popular hospitality leader. Holds 5 ice trays, 2 full quart and 3 half quart bottles. Magnetic door gasket. Size: 16¾" H., 16½" W., 15¼" D. Walnut wood grain door and matching Walnut finish cabinet.

FASTEST ICE CUBE MAKER
PROVEN SERVICE-FREE
PATENTED COMPRESSOR
5 POSITION THERMOSTAT
5 YEAR WARRANTY
LOWEST COST INVESTMENT

FROM **$59.95**

If you investigate before you invest your choice will be Norcold. The reasons are obvious! Smallest in size. Biggest in capacity. Quietest in operation. Greatest efficiency. Smartest in design. Lowest in cost.

For Complete Color Literature, Prices and Name of Nearest Supplier, Write Dept. C10 Contract Division.

NORCOLD, INC.

Subsidiary of the Stolle Corp.

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Warehouses in New York, Chicago, Los Angeles, Vancouver and Toronto

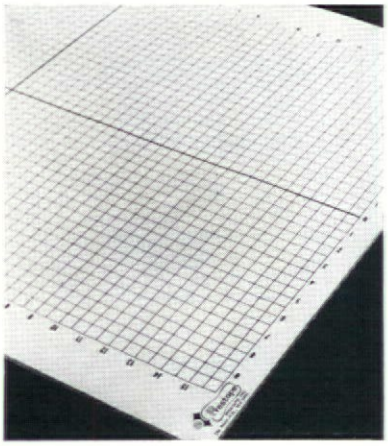
Circle No. 102 on product information card

PRODUCTS & SERVICES

CONTINUED

Layout board for floor plans

Printed in ¼ inch squares and numbered from zero



to 15, Prestape Grid Board from Prestape, Inc. permits fast, easy layouts of residential and commercial floor plans to scale. The surface takes pencil, tapes, and water colors and can be reused without damage to surface or printed grid lines.

Circle No. 201 on product information card

New system covers old resilient flooring

A new flooring system from Armstrong Cork Co. makes it possible to install sheet vinyl materials over an old resilient floor. Developed for use with Armstrong's Montina and Tessera vinyl corlon, the application involves a perimeter bonding technique with a new two-part adhesive. The adhesive is applied in a 4-inch band around the perimeter of the room and in a 2-inch strip on each side of a new seam. The Perimiflor Installation System can offer a definite savings

in time and labor costs incurred by ripping up the old resilient flooring. Armstrong considers its Perimiflor system particularly well suited to commercial remodeling projects and other commercial and institutional uses where the subfloor is structurally sound.

Circle No. 202 on product information card

For high-styled comfort

NEW HOWELL CHANNEL-UPHOLSTERED CHAIRS

Howell quality and channel upholstery make an unbeatable combination for institutional seating. The channel upholstery in Howell chairs is the superior quality that you find only in the finest cars. And the chair frames are built with Howell craftsmanship, assuring long-lasting durability. Isn't it time to consider superior seating —by Howell? There's an upholstery color to fit your decor. Send for catalog #28.

HOWELL

Modern Metal Furniture

436 South First Street,
St. Charles, Illinois

Circle No. 103 on product information card

Plywood posture chair

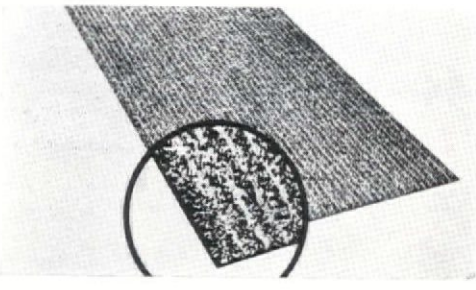
A low-priced posture chair for typists and typing classes in schools recently introduced by Bevco Precision Mfg. Co. has a centerpost seat height adjustment that allows up to an 8 inch adjustment. The con-

toured plywood seat and posture back float on springs for comfortable support. A higher model with footring is available for cashiers or draftsmen or for use in schools as laboratory chairs. Casters can be furnished if desired.

Circle No. 203 on product information card

Heavy duty floor matting

R. C. Musson Co. has introduced a 100% nylon matting permanently bonded to a ¼ inch thick vinyl backing that can withstand heavy traffic in recreation areas such as country clubs. The matting



comes in 34, 46, and 70 inch widths in rolls 10 yards long in a variety of colors. Since it has flush-finished edges with no borders, it is easily applicable to recessed floor installations in entrances, lobbies, as well as surface applications.

Circle No. 204 on product information card

Seamless resilient flooring

A seamless floor for interiors and exteriors has been developed by Carboline Co. Called Sancoura, the resilient floor is poured on as a liquid and hardens to a high-gloss, non-slip surface that needs no waxing or polishing. Sancoura can be applied over any surface, wood, metal or concrete. The floor is custom designed from 24 basic colors and is said to be stainproof, non fading and extremely durable. Since it is unaffected by weather conditions it can also be used for pool decks and patios in addition to a wide range of commercial and institutional uses.

Circle No. 205 on product information card

CHF

introduces . . .

New CHF
No. 80-013

New CHF
No. 80-012

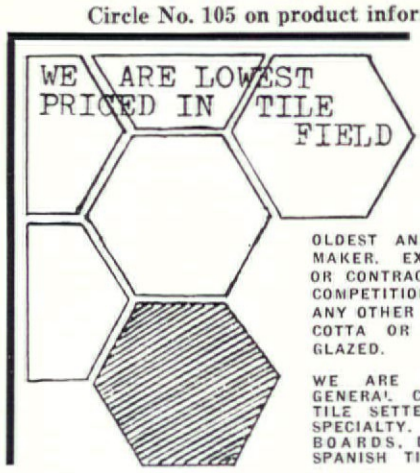
classic
20147 . . . $90.00*
*tops additional

Special Decor . . . or Custom Design

CHICAGO HARDWARE FOUNDRY CO.
North Chicago, Illinois

Circle No. 104 on product information card

Circle No. 105 on product information card



WE DO NOT LIKE "THE NEW"—INSTEAD WE PRESENT THE CLASSIC, TRADITIONAL "CARREAUX ROUGES" (HEXAGONAL TERRACOTTA OR CREAM-COLORED CERAMIC TILES 4" SIDE-TO-SIDE x 3/8" THICK) IMPORTED FROM FRANCE. OURS ARE FROM THE OLDEST AND MOST MODEST PRICED MAKER. EXISTING IMPORTED STOCK OR CONTRACT. (ALL FAR LESS THAN COMPETITION.) ALSO THESE 6 AND ANY OTHER FANCY MODELS IN TERRACOTTA OR ANY COLOR. PLAIN OR GLAZED.

WE ARE DIRECT SELFIMPORTERS. GENERAL CONTRACTORS. MARBLE & TILE SETTERS . . . BATHROOMS A SPECIALTY. CUSTOM BED-HEADBOARDS, DISTINCTIVE FRENCH & SPANISH TILES.

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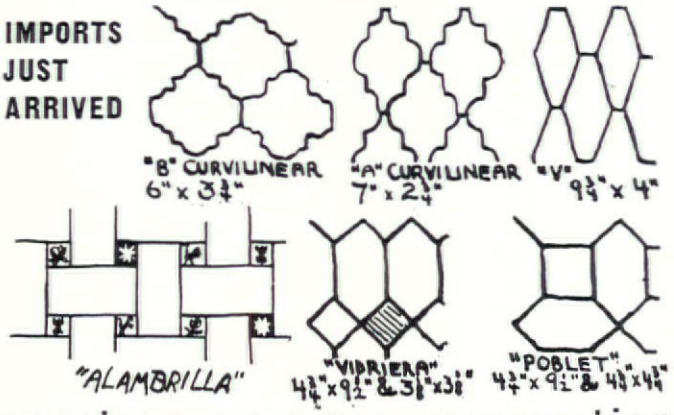

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talk blue streak

about 26 shades of **velvet** in blue, that Erbun offers. And if that isn't enough variation for your client, suggest that she glance through the 38 shades of red.

Erbun's new **workbook** now contains every color imaginable—177 in all. It's the largest, most beautiful collection of 100% cotton velvet in the decorating field ...and they are water-repellent, spot and crease resistant. To help you talk your blue streak, send $5 and our exciting new velvet workbook will be on its way to you. If you're not completely delighted—send it back to us within ten days and we'll refund your money.

erbun

ERBUN FABRICS CORP.,111 Fifth Ave., New York, N.Y. 10003, dept. C

Circle No. 106 on product information card

PRODUCTS & SERVICES

CONTINUED

New school lounge furniture

A new budget-conscious line of school lounge furniture from Steelcase incorporates a number of high price features. The seating pieces are upholstered

foam rubber in a broad choice of fabrics and vinyl. Sofas and settees are available with two or one arms or armless models in sizes to adapt to small or large rooms. Bases are durably constructed of one inch steel tubing, in polished or brushed chrome, or a variety of enameled colors.

Circle No. 233 on product information card

Catalog with over 150 subjects available to the trade. Write Dept. C on your business letterhead.

FINESSE ORIGINALS

35-11 9th Street, Long Island City 6, N.Y. YEllowstone 2-4466

WALL SCULPTURE

DEEP DIMENSION • HAND FINISHED • FIBRE GLASS CONSTRUCTI

Naugahyde adds new quilted pattern

A new quilted pattern, called Rhapsody, is the latest Naugahyde upholstery fabric offered by U.S. Rubber. The pattern features a stylized floral print in eight colorways and has an embossed surface that resembles quilting. Rhapsody has a stretchable knitted fabric backing for tailoring ease, is colorfast, will not stiffen or crack, and, in short, has the quality features of other Naugahyde vinyl upholstery fabrics.

Circle No. 234 on product information card

Luxury booth in medium price range

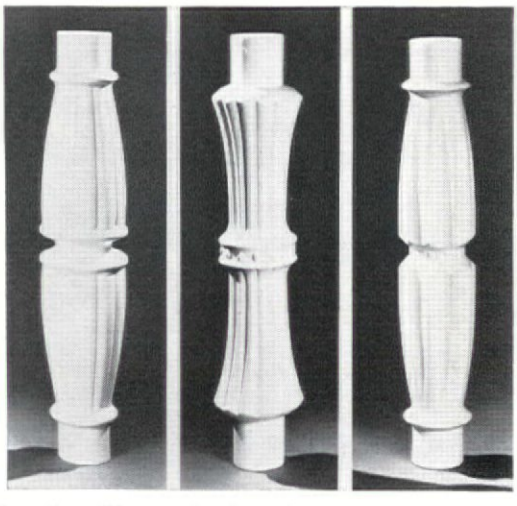
B. Brody Seating Co. brings a touch of luxury and comfort to booths in the medium price range with the introduction of its new quilt-back model. The

sewn tuft back treatment is available with single, end, center, wall bench, quarter circle, and half-circle units, with legs or a closed base. The fully upholstered spring seats are offered in a full range of colors.

Circle No. 235 on product information card

Pedestal columns

Plastic columns for pedestal tables are offered by Plastiglide Corp. in three new designs. Constructed of a special formula plastic, the columns are said to be

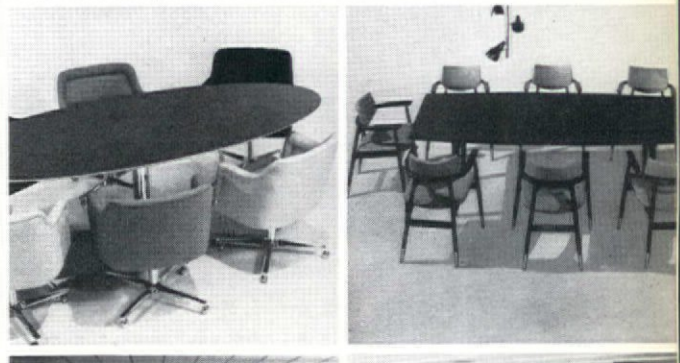


sturdy, durable, and virtually unbreakable. Colors, which are impregnated in the plastic, stay fresh and new. The three styles, Concord, Athenian, and Carveda, are 27 inches in height.

Circle No. 236 on product information card

Circle No. 107 on product information card→

SELL ATMOSPHERE ▪ SPECIFY BUCKSTAFF



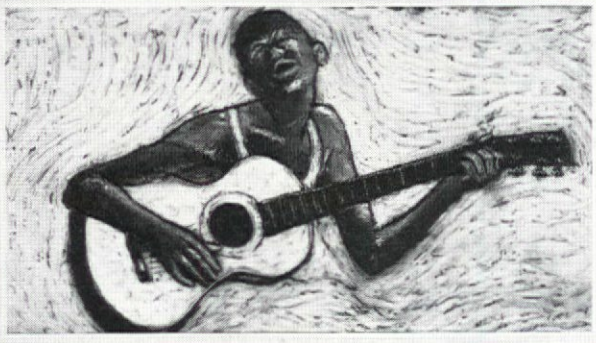
BUCKSTAFF COMPANY
OSHKOSH ▪ WISCONSIN

CONTRACT & LIBRARY FURNITURE

SINCE 1850
INC. — 1882

PLEASE VISIT OUR DISPLAY - BOOTHS #4039-4040 AT THE 50TH NATIONAL HOTEL AND MOTEL EXPOSITION, NEW YORK COLISEUM, NOVEMBER 8TH TO 11TH INCLUSIVE, 1965.

buy two dimensions Richter gives you a third one Free!



Full color painting, or exciting sculpture?

IT'S BOTH!

A new medium for the contract furnisher.

Richter Artcraft brings you a totally different type of wall accessory. We call it "sculptured painting", because the entire surface is deep-sculptured and painted with an authentic pallet knife technique. It's easy to blend into any atmosphere and color scheme — provides a noticeably creative touch. Twelve variations are now available, including those shown here.

Fade-proof, washable, virtually indestructible.

Each Richter sculptured painting is made of tough reinforced plastic material in a hardwood frame. The finish has the appearance of an expensive hand-painting, but it can't chip, flake, or become dull and dingy looking. From every point of view, here is the decorating innovation destined to add a new dimension to your profession.

Available custom-designed on quantity orders. Pictures and prices sent on request.

See our selection of sculptured paintings, burlaps, Early American and Spanish accessories at Booth 4102, National Hotel and Motel Exposition, New York Coliseum.

Richter Artcraft, Inc.
1100 DORR STREET • TOLEDO, OHIO

PERMANENT SHOWROOMS: Room 804, American Furniture Mart, Chicago; Room 1303 National Furniture Mart, New York.

Circle No. 108 on product information card

MANUFACTURERS'

LITERATURE

If you have puzzled over the increasing number of man-made fibers and the differences between them, "Textile Fibers and Their Properties," from Burlington Industries is a reference to have at hand. The 72-page booklet describes in simple language the generic and trademark classifications of man-made and natural fibers, a descriptive paragraph on each, dyeing and finishing data, safe ironing temperatures, and other technical information. Burlington's booklet, now in its fourth edition, is a definitive guide for educators or anyone interested in textiles.

Circle No. 206 on product information card

Empire State Chair Co. has just completed a new 104-page catalog showing its entire line of chairs, upholstered seating, tables, and bar stools that will be of assistance to contract designers and furnishers.

Circle No. 207 on product information card

Featuring brilliant color in clear or opaque glass, Metropolitan Lighting Fixture Co.'s ceiling fixtures, chandeliers, and wall brackets are illustrated in a brochure that includes specs and price information.

Circle No. 208 on product information card

Circle No. 109 on product information card

Steelcase offers a full-color catalog to present its line of traditionally-styled seating for executives, middle management, secretaries, and general office workers. A fold-out spec sheet lists dimensions, posture adjustments, upholstery requirements, and construction data.

Circle No. 209 on product information card

A special 4-page brochure from Murals & Wallcoverings, Inc. shows pictorially all 26 patterns in its Style Index Volume Two collection of wallcoverings. The collection, which covers a wide range of periods, styles, and themes on a variety of grounds, is available in special colorations at no additional cost with a six roll minimum, making the group extremely versatile.

Circle No. 210 on product information card

An authentic reprint of a kerosene oil lamp and oil burner catalog by Plume & Atwood is a good source for reference and restoration of Early American lamps. Price: $2.

Circle No. 211 on product information card

Nylon-on-vinyl mats are described in a flyer from Crown Rubber Co. that tells how the nylon pile traps dirt and moisture, reduces maintenance time, and extends floor life. The vinyl backing, which lays flat and tight on the floor as a safety feature, is bonded to the mat without adhesives.

Circle No. 212 on product information card

As Seen at Phila. Interior Decorator Exhibit—"Swirl" pattern floor; "Straitline" wall

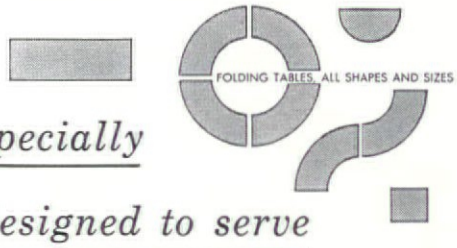
Want Lifetime Flooring?
Low Cost Maintenance?
Moderate Price?
Specify Teakwood!

Only genuine teakwood flooring imported from Thailand (authentic "Tectona Grandis") gives elegance plus practicality that today's hotels, motels and institutions demand! And now, you can get immediate delivery at prices that are competitive with other fine floorings and coverings. Nothing beats genuine teakwood for its ability to stand up to heavy traffic, for low maintenance cost, for resistance to rot and decay. And once you install teakwood . . . it's there for the life of the building. So specify genuine teakwood for beauty, practicality, durability. Send today for **Bulletin 600** on Thai-teak teakwood flooring

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

Circle No. 110 on product information card

KING ARTHUR'S
comprehensive line of
FUNCTION-ROOM FURNITURE *is*



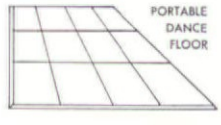
specially designed to serve all group events.

Fit these pieces into your plans for

FUNCTION-ROOMS

banquets,

meetings, conventions, business & social affairs.



Write for catalog containing complete selection, prices and specifications.

INSTITUTIONAL PRODUCTS, INC.
"I" & VENANGO STS., PHILA., PA. 19134

Circle No. 111 on product information card

Circle No. 112 on product information card

PRISMATIC
CHAIRS

BENTLEY PRODUCTS

Unsurpassed value in contract seating!

6 decorator colors: Charcoal, Yellow, Tangerine, White, Blue, Light-Gray

- Reinforced Fiberglass For Heavy Duty
- 16-Gauge Polished Chrome Swaged Legs
- All Welded Understructure • Swivel Glides
- Quality At A Commercial Price

Bentley PRODUCTS
2120 Colorado Avenue / Santa Monica, California 90404

MATES CHAIRS
CAPTAINS CHAIRS
BAR STOOLS

#6000 Tufted Seat. Uph. Back #2000 Full Uphol.

All chairs can be made swivel
Any Furniture Finish desired
Upholstered in any vinyls Specified.
Free Brochure upon request

KING ARTHUR CHAIR CO., INC.
5501 N.W. 36th Ave., Miami, 33142, Florida
Please visit Booth 2116-2117, Nov. Hotel-Motel Exp.

Circle No. 113 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

Specifically for contract use, Nessen lamps offers a portfolio of lamps not shown in its regular catalog. These contract lamps are illustrated by means of graphic sketches and can be modified or specially adapted to fit a particular use. The designs include desk, table, wall bracket lamps, and bed lights.

Circle No. 213 on product information card

Two modular seating systems, one contemporary and one with the Bauhaus approach, are described in two bulletins from Madison Furniture Industries. The first describes the seating systems themselves, Lexington and Martignoli, with color illustrations showing various types of installation, and the second gives complete installation data.

Circle No. 214 on product information card

A collection of about 200 lamps that range from classic and modern simplicity to baroque opulence are presented in a catalog from Safran & Glucksman. Each lamp is shown in a large, clear black and white photograph with sizes and description below.

Circle No. 215 on product information card

smart step

for INDOORS and OUTDOORS

RIBBED NYLON on Heavy NON-SKID Rubber

Protects interiors • Reduces maintenance cost in lobbies, hospitals, theatres, hotels, churches, schools, homes, etc.

EASY TO CLEAN • WASHABLE

In rolls and mats in 6 beautiful colors.

IMMEDIATE DELIVERY FROM STOCK.

FLOTEX CORP.
34 East 29th Street, New York 10016 • (212) MU 5-6820

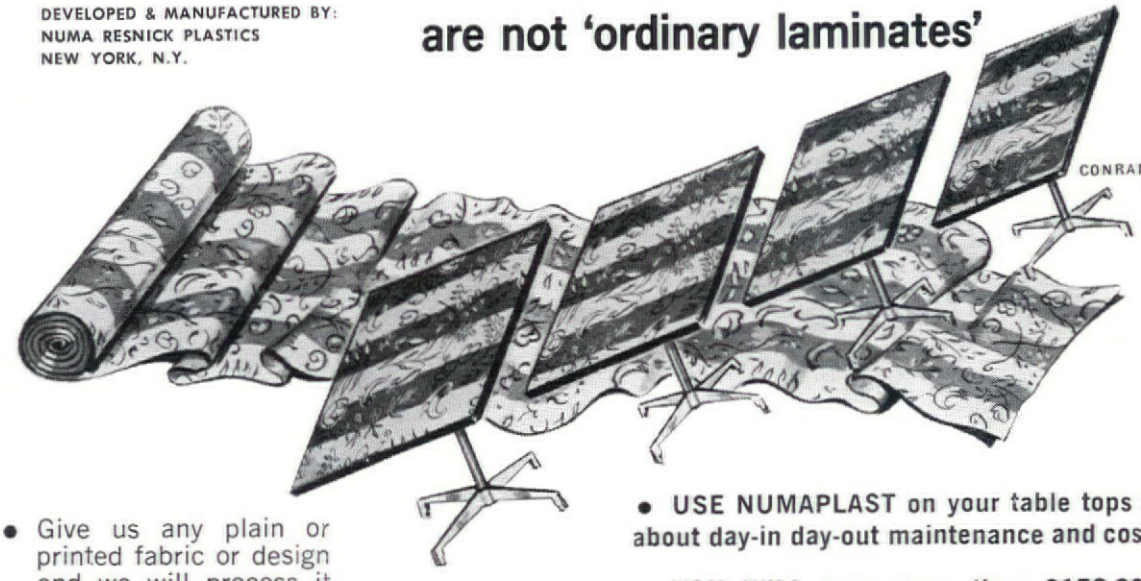
Circle No. 114 on product information card

Circle No. 115 on product information card

"NUMAPLAST" FABRIC LAMINATES

DEVELOPED & MANUFACTURED BY:
NUMA RESNICK PLASTICS
NEW YORK, N.Y.

are not 'ordinary laminates'



CONRAD HILTON HOTEL
CHICAGO, ILL.

- Give us any plain or printed fabric or design and we will process it into a high pressure melamine laminate*

Unaffected by • Burning cigarettes • Alcohol • Juices • Boiling water • **NUMAPLAST** is used for surfacing: table tops, bars, counters, desks, walls, tops and fronts of case goods, elevator cabs, murals and many other projects.

*Numaplast is made to or above NEMA specifications

- **USE NUMAPLAST on your table tops and forget about day-in day-out maintenance and costs of linen.**
- **YOU WILL save more than $150.00 on each table per year, and it will always look warm, rich and exclusive.**

National distributor
L & B Products Corp.
3247 Laconia Avenue, Bronx, N.Y. 10469

Visit our booths 1200-1201 at Hotel Motel Exposition. Nov. 8-11, Coliseum, N. Y.

Chosen Best of the Show . . .
. . . By Those Who Know Best

There's no business like show business to stir up interest in a product. Gasser expects to steal the November Hotel and Motel Show as they have in the past. Gasser makes chairs as designers want them . . . Adaptable, Modish, Versatile, Comfortable and Economical to fit any SIT-uation they may contrive. See Gasser's SAT-isfying Show Pieces at National Hotel & Motel Exposition at Booth 2126-27 on November 8-11, New York Coliseum.

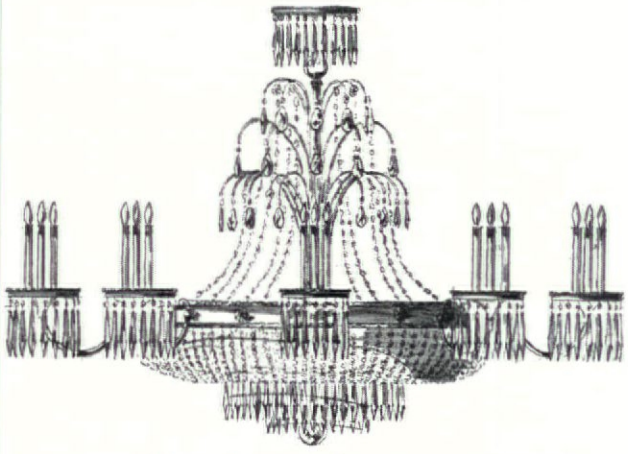
GASSER CHAIR CO. YOUNGSTOWN, OHIO 44505

Circle No. 116 on product information card

Circle No. 117 on product information card

CUSTOM CHANDELIERS

CRYSTAL • BRASS • WOOD • WROUGHT IRON



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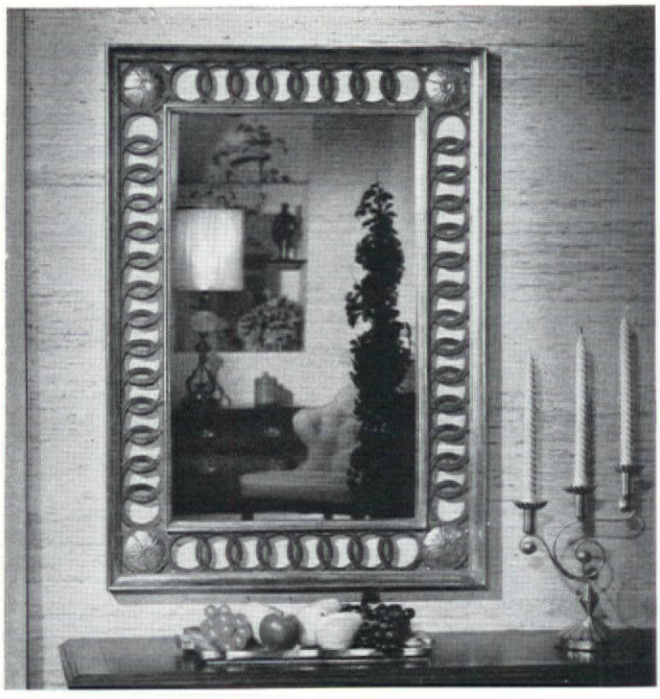
Telephone: 212 EV 8-0031



RINGING TRIUMPH! Another exciting mirror treatment by LaBarge—Spanish No. 2911, hand carved, heavily antiqued gold leaf finish, with dark inset of interlocking rings. 27½" x 39½". For particulars, write the design world's most prolific source of fine quality wall mirrors and sconces.

LaBarge Mirrors inc.
HOLLAND, MICHIGAN 49423

PERMANENT SHOWROOMS:
1724-A Merchandise Mart, 218 Hickory Home Furnishings Mart

Circle No. 118 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

Desks, tables, and credenzas in the Architectural Group of Harpers of California, described in a booklet, are protected with a thermosetting acrylic finish bonded to the metal to resist chemicals, retain color.

Circle No. 216 on product information card

According to a floor maintenance guide put out by Armstrong, pedestal and computer floor areas need special care. After listing materials to avoid because they can be harmful to equipment or connections, the guide details maintenance procedures for new and old floors.

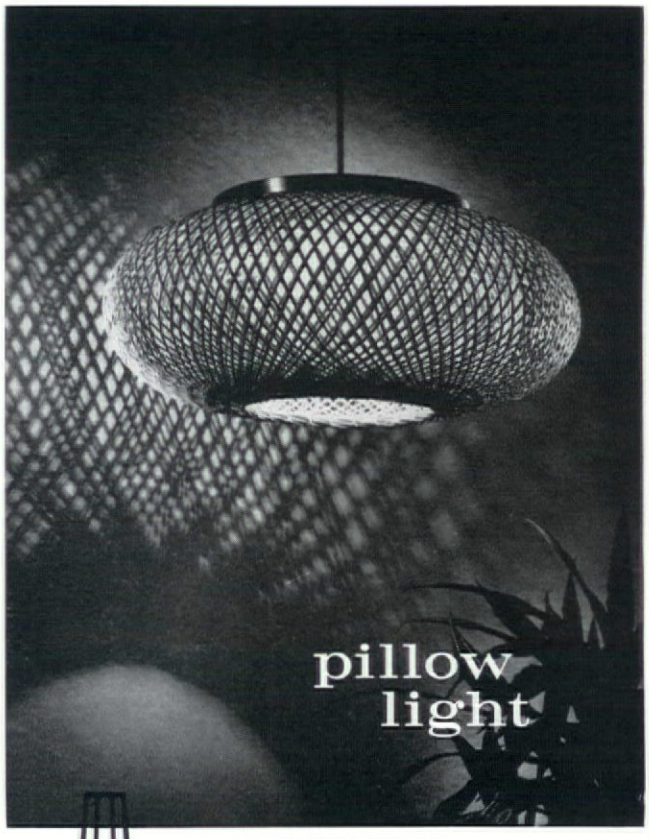
Circle No. 217 on product information card

Four Kennatrack catalogs cover complete line of sliding and folding door hardware, folding doors, and room dividers. A foldout Tracerback is designed for direct tracing by the builder.

Circle No. 218 on product information card

Folder from Wells Chair Corp. describes a line of prestige seating including executive posture, swivels, side chairs and contoured receptionist chairs.

Circle No. 219 on product information card



MORRISON IMPORTS INC.
523 PACIFIC • JACKSON SQUARE • SAN FRANCISCO 11 • CALIFORNIA 94133

Circle No. 119 on product information card

Color prints of 30 hardwood species used for furniture are included in a brochure from Fine Hardwoods Association. Most of them are described along with matching techniques, construction of hardwood plywood and slicing methods.

Circle No. 220 on product information card

A full line of coordinated bank check desk fixtures is illustrated and described in a booklet from Kerr-Changepoint. Including pen sets, stands, and signs, it also includes specs and details of custom-made ordering.

Circle No. 221 on product information card

Globe Lighting Products' latest pamphlet includes four types of incandescent and fluorescent architectural lighting that can be ceiling- or wall-mounted.

Circle No. 222 on product information card

According to Sher & Jones Inc.'s Buyers' Guide for Chairs, there are six essential features to consider when purchasing office chairs. Twenty illustrated pages give all the necessary information.

Circle No. 223 on product information card

A brochure from the Copper Development Association, Inc. tells how copper, brass, and bronze can be used effectively at competitive cost for exterior and interior finishes.

Circle No. 224 on product information card

GOLDEN JUBILEE
Celebrating half-a-century of service to the hotel-motel, restaurant, and allied industries.

GOLDEN OPPORTUNITY
See the greatest array of exhibits and displays ever shown at one time. This year's show is not only an historic occasion, but the most profitable and efficient way to shop.

50th

NATIONAL HOTEL & MOTEL EXPOSITION

Activity of N. Y. State Hotel & Motel Assn., Inc. and Hotel Assn. of NYC, Inc.

ALPHONSE W. SALOMONE, CHAIRMAN

NOVEMBER 8–11, 1965 / NEW YORK COLISEUM

For free admission badges (to the trade only), contact: W. K. Seeley, General Manager, National Hotel & Motel Exposition, 141 West 51st Street, New York, N. Y. 10019, (212) Circle 7-0800.

THE GREATEST MASS HOUSING AND FEEDING SHOW IN THE WORLD.

Circle No. 120 on product information card

Circle No. 121 on product information card

Country Casual

Wherever the gracious "country look" is featured, this handsome line adds beauty on a casual note. Full line for all uses. Very sturdy top-quality construction for long life. Write for contract prices.

FICKS REED CO.

"The most famous name in rattan furniture"
4900 Charlemar Drive—Cincinnati, Ohio 45227
Showrooms: New York, 305 E. 63rd; Chicago, 631 Merchandise Mart

STYLE 10H2

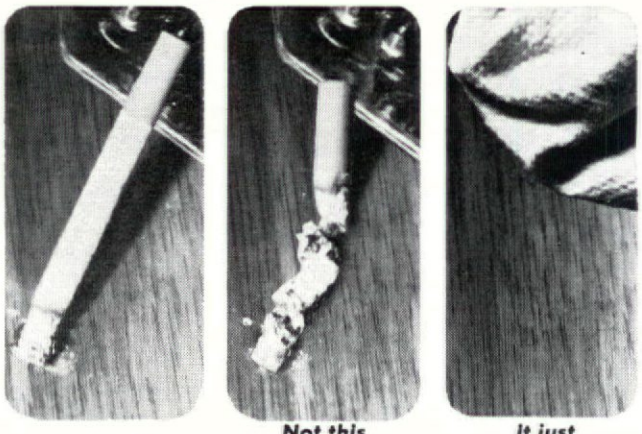
Seating Designs for Dining...

Just one of many new, important seating designs featured in the versatile Bianco collection of contract seating. Wherever decor requires fresh, new seating ideas with decorator flexibility — your selection of an enhancing and complementary style engineered to meet the most exacting demands can be found in the complete line of Bianco seating.

BIANCO MANUFACTURING COMPANY 2736 VICTOR ST. ST. LOUIS MO. 63104

Circle No. 122 on product information card

Circle No. 123 on product information card



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LITERATURE

"Sound Advice" is the title and offering of a manual from Georgia-Pacific Corp.'s Bestwall Gypsum Div. on advanced structural systems to meet noise control problems in residential, commercial, and institutional buildings.

Circle No. 225 on product information card

Demountable partition systems, detailed in E. F. Hauserman Co.'s 36-page booklet, include a functional movable interior wall, a companion product that allows use of wood, glass, vinyl, and other materials, and a practical metal movable wall at low initial cost. Specs, technical data, and illustrations are included.

Circle No. 226 on product information card

A folder with individual sheets describes Norman Perry's traditional and continental-style lamps, chairs, and decorative accessories.

Circle No. 227 on product information card

A catalog from Luxo Lamp Corp. describes the company's line of functional lighting for industrial, commercial, residential applications. Specs and accessory information are also given. The Luxo lamp moves easily yet retains its angle of shade position regardless of arm movement.

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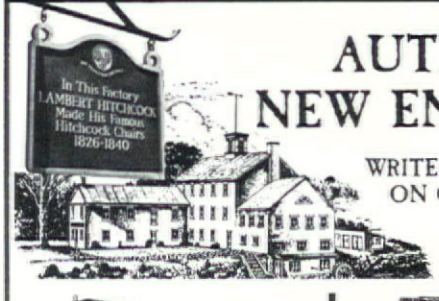

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Lightolier offers solutions to a wide range of lighting problems in a booklet that considers light control, flexibilty, durability, and adaptability to tailor the lamp to the environment. Illustrating lighting in many combinations of finishes, colors, and materials, it also features a section on authentic stoneware table lamps produced exclusively by the firm.

Circle No. 229 on product information card

Durhair carpeting, made of 98 percent goat's hair, is available from Durkan Carpet Corp. who offers a swatch book showing 20 decorator colors. The carpeting is said to withstand dirt, wear and tear, and is soil-, water-, and moth-resistant. It cements directly to the floor without rippling and needs no professional cleaning. Available in 6-foot 6-½ inch and 3-foot 10-inch widths.

Circle No. 230 on product information card

Two illustrated flyers from Arts for Architecture, Inc. describe designs from award-winning sculptured wall module collection by Erwin Hauer. One features elliptical capsule-shaped openings between the modules that gives a screened-off effect yet permits light to come through. The other is strongly sculptural and well suited to exterior applications.

Circle No. 231 on product information card

Chandeliers, sconces, lanterns in crystal, bronze, tole, and wrought iron are presented in Greene Brothers' catalog describing its stock and custom contract lines.

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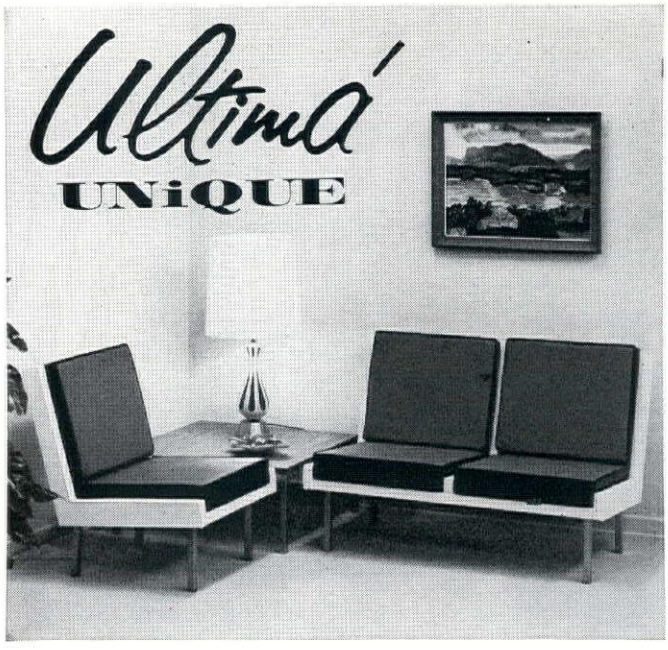

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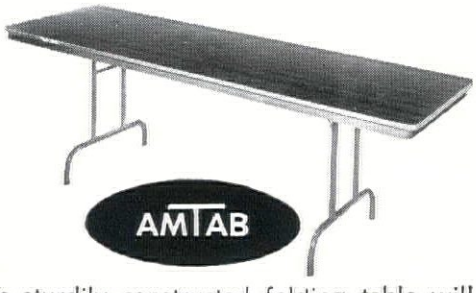

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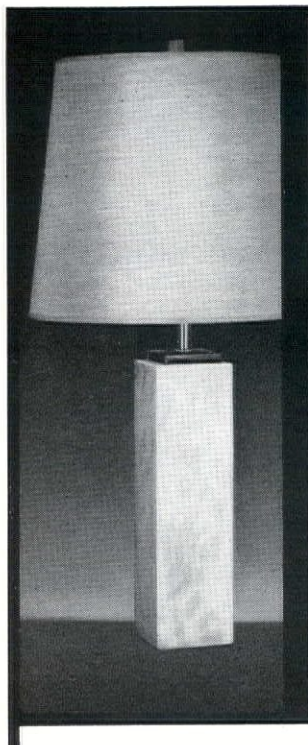

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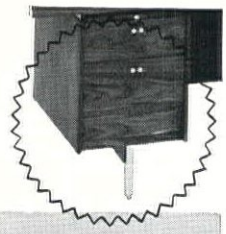

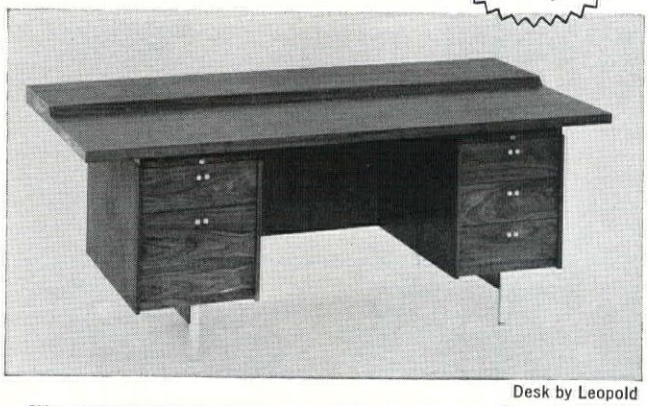

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