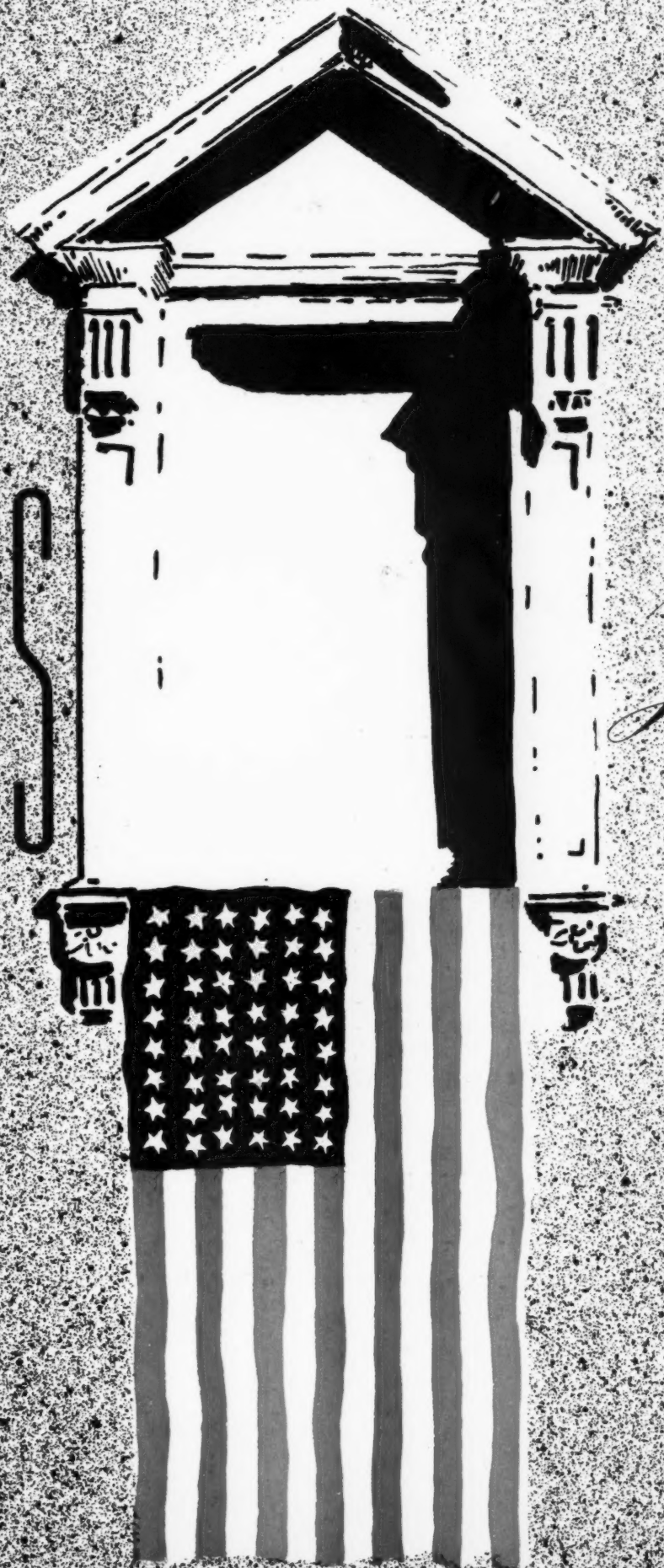


INTERIORS

*July 1942*



# PRINTED FABRICS BY SCALAMANDRÉ

## MAKE ECONOMY *Smart*



WHEN reduced budgets make the use of expensive woven fabrics impossible, the decorator is invited to take advantage of the versatile facilities of Scalamandré Silks' printing department.

Here, for example, a rich and luxurious brocade may be copied with little sacrifice of beauty and distinction, yet at considerable saving in cost . . . by *printing* the identical pattern and colors of the original brocade on plain raw silk. The fabric illustrated (our no. 6486-6) shows how successful are the results of this method, being an exact copy of one of our imported

brocades, now discontinued. Your own color scheme can be used if you wish.

Again, one of our handsome chintzes whose cost may be a little beyond the requirements of a job can be printed for you with the omission of one or more colors than the original contains, thus effecting an economy without subtracting from the intrinsic smartness of the original.

There are probably many other ways in which our printing department can be of service to the decorator, especially at the present time when his fabric problems are increasing in number and difficulty.

## *Scalamandré Silks*



MANUFACTURERS OF FINE DRAPERY AND UPHOLSTERY FABRICS & TRIMMINGS  
598 MADISON AVENUE • NEW YORK • Also BOSTON • CHICAGO • LOS ANGELES

# DUNBAR



NEW YORK: 385 MADISON AVENUE  
BOSTON: 203 CLARENDON STREET  
CHICAGO: 1638 MERCHANDISE MART

DUNBAR FURNITURE MANUFACTURING COMPANY · BERNE, INDIANA

JULY 1942



*Solid Cherry*  
a new Statton Line of  
Colonial Furniture  
*at Stiehl's*



Today's vogue for American fruitwood has no finer expression than Cherry... beloved since the very beginning of homes in this land.

Bring or send your clients to see the new Statton  
Colonial Furniture in Solid Cherry... at Stiehl's.

Traditionally designed—wine-rich in tone—this furniture is singularly appropriate for the present. And Statton you know as one of the few Quality Lines in moderate price brackets... a combination of special interest to everyone just now.



J U L Y , 1 9 4 2

# INTERIORS

R E G U . S . P A T . O F F I C E

F O R T H E P R O F E S S I O N A L I N T E R I O R D E S I G N E R

Next Month—INTERIORS' Annual Portfolio.

As is our custom, this magazine will present "THE YEAR'S WORK" a 24 page resumé of the latest and best work of America's leading interior designers; showing homes, apartments, factories, restaurants, shops, theatres, and dozens of other types of work. As this issue goes to press, over 40 handsome entries have already been received. At no additional expense, this August issue should be valued and guarded by everyone interested in the field of interior design.

PUBLISHER	CHARLES E. WHITNEY
EDITOR	FRANCIS de N. SCHROEDER
MANAGING EDITOR	ELIZABETH J. HALGREN
ART EDITOR	COSTANTINO NIVOLA
INDUSTRIAL DESIGN EDITOR	DONALD R. DOHNER
TECHNICAL EDITOR	ELIZABETH KAUFER
STAFF PHOTOGRAPHER	CROSWELL BOWEN
FOREIGN CORRESPONDENTS	BASEDEN BUTT, ENGLAND
	MAUDE T. FERRIERE
	F R A N C E

Cover Design by Nivola

For Your Information	6
Letters to the Editor	8
Editorial	17
Blue Network and Pink Slips	18
Designed for The People's Housing	24
Decorative Accessories	31
Swank Suburban by Simank-Searcy	32
Pahlmann's Farewell	34
Modern Backgrounds for Traditional Furniture	38
Rosewood and the Forgotten Man: J. H. Belter	39
Floor Covering Communique	42
The Open Faced Shop	44
Newsreel	48
Styling Furniture (Now and Then)	56
Interior Sources	67

INTERIORS IS PUBLISHED MONTHLY BY THE WHITNEY PUBLISHING COMPANY, PUBLICATION OFFICE, 34 NORTH CRYSTAL STREET, EAST STROUDSBURG, PA. EXECUTIVE AND EDITORIAL OFFICES, 11 EAST 44TH STREET, NEW YORK, N. Y., PHONE VANDERBILT 6-2954. JOHN R. FRITTS, ADVERTISING MANAGER. SUBSCRIPTION PRICE \$2.00 PER YEAR, \$3.00 FOR 2 YEARS IN THE U. S. AND ITS POSSESSIONS. CANADA, \$2.50 PER YEAR, FOREIGN, \$3.00 PER YEAR. FOR THE TRADE ONLY. PRICE 35c PER COPY. COPYRIGHT 1942 BY THE WHITNEY PUBLISHING COMPANY. ALL RIGHTS RESERVED. PRINTED IN U. S. A. ENTERED AS SECOND CLASS MATTER AT THE POST OFFICE AT EAST STROUDSBURG, PA., UNDER THE ACT OF MARCH 3, 1879.

VOLUME CI

NUMBER 12

A Member of the Audit



Bureau of Circulations

# For Your Information

NEWS EVENTS OF INTEREST TO THE ENTIRE PROFESSION.

## DECORATIVE FURNITURE MANUFACTURERS INCORPORATE

The Association of Decorative Furniture Manufacturers, Inc., is the name of an organization composed of nearly all the leading decorative furniture manufacturers conducting wholesale showrooms in New York.

This Association grew out of the need for cooperative action on such legislation as the Feinberg-Delaney Bill and O.P.A. Ceiling regulations. Its purpose is to clarify for its members all matters of a legislative and regulative nature that may arise and to set up and establish certain high standards of business practice that will be maintained by furniture manufacturers' wholesale showrooms.

At the first general meeting of members held on June 16th, Mr. Carl T. Hogan of Wood and Hogan was elected President, Mr. Clad W. Wood of Sikes Furniture Company, Vice-President, Mr. Louis P. Ficks of Ficks-Reed Company, Treasurer and Mr. Walter S. Charak of the Charak Furniture Company, Secretary. The general headquarters are at 444 Madison Avenue. The Association is incorporated under a charter of the State of New York.

## A.I.A. MEETING

The venerable American Institute of Architects, prototype of such other professional organizations in this field as the American Institute of Decorators and the American Designers Institute, held its 45th annual meeting from June 23 to 25. Richmond H. Shreve, of the firm of Shreve, Lamb & Harmon was reelected President. The New York Chapter, holding an earlier meeting elected Edgar I. Williams to succeed Harvey Stevenson as President; J. Andrew Reinhard, to succeed J. Andre Foilhoux; George A. Licht, succeeding Henry Hofmeister as treasurer; Draughtsman Hugh Ferriss becomes the new Recorder, succeeding Don E. Hatch.

Chief business of the A.I.A. was to put itself firmly on record in behalf of exhaustive post war planning, to be started immediately, lest the natural desire to cushion the shock of world

wide demobilization lead to an erysipelas of unwanted and ill constructed public building that will only have to be rebuilt at a later date. Chief social function of the A.I.A. meeting was a dinner to present a medal, bigger and heavier than anything Goering wears, to the beloved Dean of Detroit Architects, Albert Kahn.

Albert Kahn was born in Rhaunen, Westphalia, two years before such a thing as Germany existed. In 1881, twelve years later, he had already had his fill of the Second Reich, and was in Detroit getting a job in an architectural office, from which he was shortly fired, because "he had no aptitude for his work." How many other twelve year old architects that firm employed, the record does not say. In 1903 Albert Kahn built the first successful reinforced concrete apartment building in the United States, and since then he has become the best known industrial architect in the country and incidentally the designer of over 500 factories in the Soviet Union. The medal he received is of rolled steel, four and a half inches long and a quarter of an inch thick, inset with the bronze seal of the A.I.A. It was presented to "the world's No. 1 industrial designer and the United Nations No. 1 war plant designer." Recent examples of Mr. Kahn's work will be found in the August issue of INTERIORS.

## FALL MARKETS CANCELLED

New York, Grand Rapids and Chicago held their usual midseason markets, the Chicago market ending on July 18, but word was immediately circulated that both the American Furniture Mart and the Merchandise Mart would cancel their November furniture markets for the duration of the war. This followed the request of William A. Adams, head of the furniture industry branch of W.P.B. that the industry limit its trade showings to one a year in order to reduce unnecessary rail travel. Chicago executives were willing to drop the Spring and Fall markets for the next few years but held out for their regular January and July showings instead of just one market a

year. President Frank A. Whiting hurried to Washington to present this case before the WPB.

"Limiting the industry to one market a year would induce more travel instead of reducing it," said he. Edward J. Morrissey of the New York Furniture Exchange announced that he would abide strictly by any final decision of the WPB.

## BARK MATTRESSES

One possible solution for the pressing mattress and furniture padding problem,—now that cotton linters are so urgently needed for the manufacture of explosives, came with a recent announcement of the New York Mattress Co., which happens to be a Boston firm, that they were ready to introduce a new line of mattresses stuffed with the inner bark of the giant redwood Sequoia tree, blended with a certain proportion of cotton fibres. The sequoia bark seems to have extraordinary resiliency and does not absorb moisture. Incidentally the bark mattresses do not bite. They are guaranteed vermin proof.

## FLOATING GLASS

The Pittsburgh Corning Corp., which likes to experiment with such things as flexible glass springboards, bullet proof glass, glass dress fabrics, and so forth, has just put a new one into production. This is a type of opaque glass insulating and building material known as Foamglas, which floats, since it only weighs ten pounds per cubic foot, and can be sawn or drilled with ordinary carpenter's tools. The process consists of firing ordinary glass with a certain proportion of pure carbon, which forming a gas, produces a spongy material something like a slice of bread.

## RAYON HORSEHAIR

A monofilament rayon, resembling horsehair, is a rayon product that offers many possibilities for the future as material for window shades or blinds, upholstery fabrics, and summer rugs. It has been suggested that this single coarse filament, woven and accordion pleated, could be used like a Venetian blind.



Traditional—always in active service

## MASON ART

designers and manufacturers of upholstered furniture

45-51 West 21st Street, New York, N. Y.

JULY 1942

# Letters to the Editor

## DEPARTMENT OF CONFUSION

Sir:

We appreciate your magazine to such an extent that we are writing this note to suggest that you stop wasting stamps bombarding us with circulars. We think that you have a very fine publication, and we subscribed six months ago.

E. N. Mathews, Jr.  
Miami Beach, Fla.

*Why bless my soul so he did, our circulation department not recognizing E. N. Mathews, paid subscriber, as the Washington Galleries, likely prospect!*  
—Ed.

## PACKAGED THOUGHTS

Sir:

All of us definitely believe that the war will create vast changes in the design field. People no longer will wish to spend the money on their homes that they have in the past but they will wish, and demand from the designers and the markets charming and distinguished merchandise. In other words, all of us at this time will have to be cleverer than we have ever been before. Printed fabrics can only have 40% coverage but the public will require that the design be as attractive as in the past. Our office realized the metal problem many months ago and in our own furniture designs, we have substituted decorative wood motifs and it is a joy to find them more attractive and less expensive than using metal hardware.

We feel the individual decorating client of the past will be obsolete. More and more, people are striving toward the "packaged thought" and in our planning we have tried to adapt the best price possible for its execution. We have designed a complete interior for the Public Buildings Administration defense house. The theory of this design is to supply the worker with simple, charming furniture, at a package price which he could afford . . . in other words, retailed complete for \$600. This interior could be purchased in various colors which would give the individual freedom of choice in his selection, but the package would be considered as equipment rather than just another home furnishing idea. Our objective was to merchandise the house and its equipment as one unit. For example: the house without equipment, would sell for \$3,000—with equipment, \$3,575.

We strongly feel that, because of the shortage of material and the freezing

of prices, in the next few years restyling will probably be the only contribution that can be made to the existing merchandise. It is a distinct challenge to all of us and one which we hope will be successful.

Isabel T. Barringer  
Vice President  
DOROTHY DRAPER, INC.

Sir:

At the moment I would say that our customers are most considerate and helpful in such minor problems as our industry has had up to date. I am inclined to believe that we can depend on this continued cooperation. After all, shortages of down in sofa cushions is rather a minor matter in view of our present war condition. Other things of this sort will continue to come up, there will no doubt be problems in securing merchandise and in transportation. But all of these are secondary. It seems to us that the best policy is to use ordinary courtesy in our relations both with buyers and sellers, and ordinary business judgment as regards inventories and the other routine phases of business.

Hollis S. Baker  
President  
BAKER FURNITURE, INC.



## OUR WIDESPREAD INFLUENCE

Sir:

Following your inquiries about the Belter furniture which Mr. and Mrs. Weil have preserved in their New York apartment (see page 40), I thought you might be interested in the accompanying photograph of Mrs. Weil's bedroom which I also had the opportunity to decorate. And I will be perfectly frank in admitting that it was inspired by a photograph in the April 1941 edition of your magazine.

Privately, I always look to INTERIORS before completing any commission that

I have under way.

Howard Pickersgills Willson  
New York

*Sweet as this bouquet smells, honesty forces us to say that it is the design department of Metro-Goldwyn-Mayer and not INTERIORS magazine that deserves full credit for Mrs. Weil's bedroom. (See photos below).—Ed.*

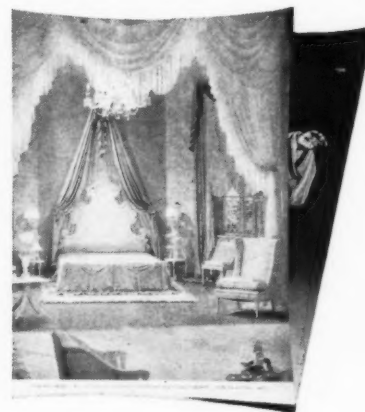
## VERIFIED AMERICAN ARTS

Sir:

Your efforts in reproducing specimens of creative design in this modern age have been a most gratifying inspiration, not only for the trade but for a clientele of discriminating taste.

I would like to see the new design of modern trend applied to textiles, also wall papers. Exotic woods are not sufficiently known and they are the essentials of modern furniture.

I find also that sections and scale drawings of new methods of indirect lighting would be quite an asset to the industrial designer. Articles on history of the modern movement would be interesting, and also the influence of European artists who had arrived to new conceptions of modern forms, long before we understood that Ameri-



can youth had to express their epoch. In order to foster American art in all its versified forms as it is expressed in the different parts of the United States, I am quite sure that your readers would be interested if you would give a series of local tendencies in several parts of the United States. For instance, you would have an issue for San Francisco, one for Los Angeles and one for Omaha and Denver and New Orleans and some of the prominent art centers of the East.

Charles Gassion, Head, Design Studio,  
CITY OF PARIS  
San Francisco, Calif.

# CHARAK FURNITURE



## CHARAK FURNITURE COMPANY

38 WAREHAM STREET, BOSTON, MASS.

444 MADISON AVENUE  
NEW YORK CITY

CHARLES B. GELLER  
Merchandise Mart  
CHICAGO, ILL.

816 SO. FIGUEROA ST.  
LOS ANGELES



*New Target for Industry:*  
**More Dollars Per Man Per Month in the  
 PAY-ROLL WAR SAVINGS PLAN**



TO WIN THIS WAR, more and more billions are needed and needed fast—AT LEAST A BILLION DOLLARS A MONTH IN WAR BOND SALES ALONE!

This means a *minimum* of 10 percent of the gross pay roll invested in War Bonds in every plant, office, firm, and factory in the land.

Best and quickest way to raise this money—and at the same time to “brake” inflation—is by stepping up the Pay-Roll War Savings Plan, having every company offer every worker the chance to buy MORE BONDS.

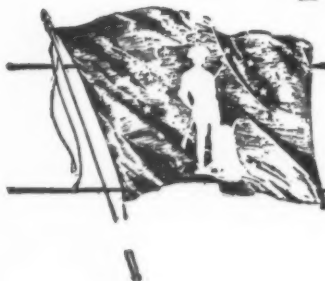
Truly, in this War of Survival, VICTORY BEGINS AT THE PAY WINDOW.

If your firm has already installed the

Pay-Roll War Savings Plan, *now is the time—*

1. To secure wider employee participation.
2. To encourage employees to increase the amount of their allotments for Bonds, to an average of at least 10 percent of earnings—because “token” payments will not win this war any more than “token” resistance will keep the enemy from our shores, our homes.

If your firm has not already installed the Pay-Roll War Savings Plan, *now is the time to do so.* For full details, plus samples of result-getting literature and promotional helps, write, wire, or phone: War Savings Staff, Section E, Treasury Department, 709 Twelfth Street NW., Washington, D. C.



## U. S. War Savings Bonds

This space is a contribution to America's all-out war program by INTERIORS

# THIS *Tough* MODERN MATERIAL

## STANDS UP TO MANY KINDS OF GRIEF



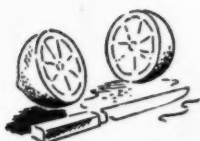
### COFFEE STAINS

The Material is Non-Porous and will not absorb Stains.



### CIGARETTE BURNS

Cigarette-Proof Formica is never Spotted by Smokers.



### FRUIT ACIDS

Fruit Acids won't hurt; it's chemically inert.



### WASHING SOLUTIONS

Alkaline Washing solutions do not attack the Finish.



### WEAR

It will stand years of wear and friction.



### NOT BRITTLE

Sharp Blows will not Crack or Chip the Formica.

Formica is a modern surfacing material, produced by chemical research to provide a combination of qualities that would meet and conquer conditions that have been fatal to most of the older materials.

A few of these hazards are illustrated, but there are others—such as alcohol, cosmetics, wet umbrellas, ink—all equally harmless to Formica.

This exceptionally sturdy finish comes in a wide range of deep beautiful colors, and patterns. Genuine wood veneers of fine woods, like mahogany, sapeli, avodire, and many others are introduced and in Formica "Realwood" attain the same indifference to abuse. Inlays of one color over another make a wide range of designs possible.

That's why Formica has been so widely used for tough jobs by leading designers of ships, trains, hotels, libraries, public buildings, restaurants, soda fountains.

Color charts and installation details on request.

# FORMICA

THE FORMICA INSULATION COMPANY

4655 SPRING GROVE AVENUE

CINCINNATI • OHIO

*For August!*

# INTERIORS

**AGAIN PRESENTS:**

## **AUGUST ANNUAL NUMBER WILL FEATURE**

**A**UGUST means the beginning of the fall season for America's interior designers, and for the whole interior furnishings field. That's why INTERIORS publishes its big annual Portfolio of "The Year's Work", as a special supplement in its regular August issue. For months our editors have been assembling the best examples of the recent work of America's active designers and architects, from scores of entries submitted from every section of the country. INTERIORS' first Portfolio of "The Year's Work", published last August, was so well received that we have gone to great pains to make this second August annual number the biggest and best ever. It will include virtually every type of interior that designers are called upon to create today. As a comprehensive record of distinguished work, this August issues of INTERIORS should remain on the shelves of designers, architects, retail executives and manufacturers, to be referred to for years to come.

# The Year's Work

## RECENT WORK OF AMERICA'S ACTIVE INTERIOR DESIGNERS

A PARTIAL LIST OF DESIGNERS AND ARCHITECTS WHO  
ARE CONTRIBUTORS TO INTERIOR'S AUGUST NUMBER.

GILBERT ROHDE . . . . . NEW YORK  
RAYMOND LOEWY . . . . . NEW YORK  
PAUL FRANKEL . . . . . BEVERLY HILLS  
THEDLOW, Inc. . . . . NEW YORK  
DOROTHY DRAPER, Inc. . . . . NEW YORK  
PLANERT & LANGE, Inc. . . . . PITTSBURGH  
WILLIAM PAHLMANN . . . . . NEW YORK  
HARRISON & FOUILHOUX . . . . . NEW YORK  
SAMUEL MARX . . . . . CHICAGO  
INTRAMURAL, Inc. . . . . NEW YORK  
VIRGINIA CONNER . . . . . NEW YORK  
PAUL LASZLO . . . . . BEVERLY HILLS  
C. COGGESHALL . . . . . NEW YORK  
EUGENE SCHOEN & SONS . . . . . NEW YORK  
JOSEPH ARONSON . . . . . NEW YORK  
ALBERT KAHN . . . . . DETROIT  
RENA ROSENTHAL, Inc. . . . . NEW YORK  
WALTER M. BALLARD CO. . . . . NEW YORK  
LESTER GABA . . . . . NEW YORK  
WILLIAM JOHN MAC MULLIN . . . . . HOUSTON  
RUTH L. STRAUSS . . . . . NEW YORK  
STUDIO FOR INTERIORS . . . . . NEW YORK  
BARLOW-SCHNEIDER, Inc. . . . . ST. LOUIS  
LEE COOK . . . . . NEW YORK  
JOSEPH MULLEN . . . . . NEW YORK  
MORRIS LAPIDUS . . . . . NEW YORK  
RICHARD J. NEUTRA . . . . . LOS ANGELES  
JAMES BLAUVELT . . . . . NEW YORK  
J. A. FERNANDEZ . . . . . NEW YORK  
JACK CAMERON . . . . . MIAMI  
HOWARD MEYER . . . . . DALLAS

IF YOU ARE AN INTERIOR DESIGNER, AN  
ARCHITECT OR A RETAIL HOMEFURNISHINGS  
EXECUTIVE, YOU WILL PRIZE THIS AUGUST NUMBER.  
LAST YEAR, OUR SUPPLY WAS QUICKLY  
EXHAUSTED, SO MAKE SURE YOU RECEIVE YOUR  
COPY OF THIS YEAR'S AUGUST ISSUE. SEND  
YOUR SUBSCRIPTION TODAY.

### INTERIORS

• 11 EAST 44th STREET • NEW YORK, N. Y.

GENTLEMEN:

You may enter my subscription to INTERIORS beginning with  
the August Special Number, featuring "The Year's Work."

I enclose ☐ \$2.00 for one year; ☐ \$3.00 for 2 years.

Canada \$2.50 per year Foreign \$3.00 per year

Name .....

Address .....

Firm .....

Kind of Business .....

We need exact information for our records. Please fill in the above carefully.

# LET THIS SCHEDULE Guide Your Buying!



EVENT	DATE	PLACE
Chicago Gift Show	August 3 to 14	Palmer House
New York Gift Show	August 24 to 28	Hotel Pennsylvania
Boston Gift Show	September 14 to 18	Hotel Statler
Philadelphia Gift Show	Sept. 28 to Oct. 2	Hotel Benjamin Franklin



**H**ere's your finest opportunity to see the new items, materials and redesigned lines. And because these exhibits are the manufacturer's most efficient method of showing his line you'll find the shows of normal size. Those few who have withdrawn for the duration have been replaced by other interesting and saleable lines of non-critical materials.

Be an informed retailer who is meeting 1942's challenge by an awareness of today's new customers and the new goods to brighten their homes. Shop the show most convenient to you and condense your buying into a single, profitable trip.

**Directed by George F. Little Management, Inc., 220 Fifth Avenue, New York**



FOR THE DURATION. We will emphasize intrinsic upholstering skill rather than ornamentation to help avoid possible shortages.

IN PHILADELPHIA  
David Satz, Inc.  
1222-24 Walnut Street

IN CLEVELAND  
The Kane Co.  
222 E. 1st St.



M. Singer & Sons  
Designers and Makers of  
Upholstered and Cabinet Furniture

IN CHICAGO  
The Merchandise Mart  
222 No. Bank Drive-Space 1796

## We Saw It At An Exhibit In The Albert Museum

... and liked it.

Although the original was a hand-made needlepoint, we visualized the nicely adaptable pattern and colorings in a screen printed cotton.

No. 64275, as shown here, has captured with complete fidelity the luxury of the original piece and will find many applications in your 18th Century English as well as contemporary settings.

Ask to see No. 64275 as well as companion colorings... 64276—Yellow, 64277—Brown, 64278—Antique Grey and 64279—Blue.

It costs no more  
... but results  
are certain if you  
consult a decorator

### STROHEIM & ROMANN

*Upholstery and Decorative Fabrics*  
35 East 53rd Street  
New York

BOSTON

PHILADELPHIA

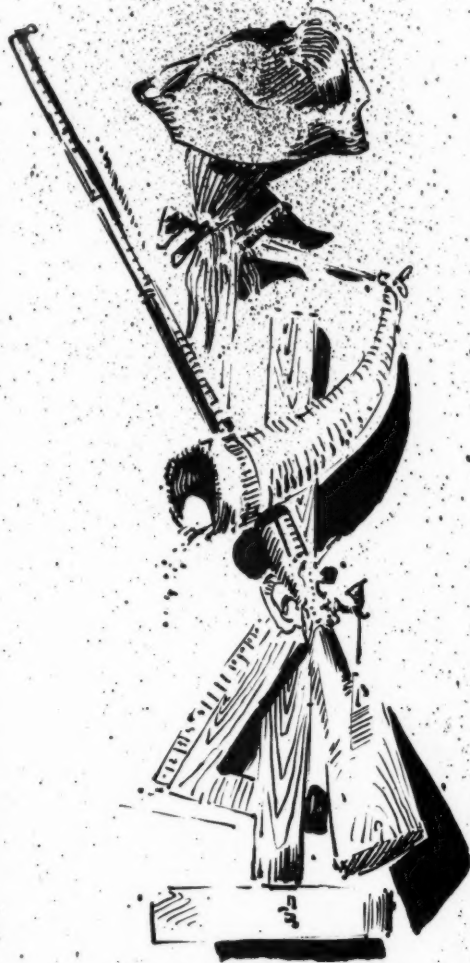
CHICAGO

LOS ANGELES

SAN FRANCISCO

INTERIORS

## THAT WE MAY BE PROUD



"We believe these truths to be self-evident,—that all men are created equal,—" You all know how it goes, and a good many of us can remember hot July noons round the bandstand in the village green . . . The acrid smell of gunpowder in the air. The streets littered with the red scraps of a thousand firecrackers. Rover, the dog, had been hiding under the porch since the first explosion at dawn . . . It was rumored that Mrs. Jones's boy was threatened with lockjaw from a blank cartridge pistol . . . The local Congressman, talking on and on from a flag draped stand: "Our great President, Roosevelt, bringing peace to brave little Japan and Imperial Russia, . . ." And the knowledge, if you lived in New England, that sure as turkey for Thanksgiving,—there would be boiled salmon, green peas, and strawberry shortcake for lunch. The Fourth of July and the Declaration of Independence mean much more to us today. Suddenly we realize that the Signers, so dignified in their stocks and powdered hair, and the thousands of others who fought to establish the United States of America, were more than stiff figures in a steel engraving. They were men who risked hanging as common traitors for their signatures upon that famous piece of parchment, and their followers risked death, starvation, disease, and dangers innumerable, to reestablish once more the dignity of the common man.

They were merchants and ship owners from New England, patroons from the Hudson Valley, frontiersmen from Kentucky and planters from Virginia,—but one thing which we are apt to forget is the number of our founding fathers who were intimately and actively involved in the profession of interior design. For our particular pride we might remember Thomas Jefferson, author of the Declaration of Independence, who never, through his long and great career, lost his interest in the practice of architecture, and the designing of furniture. Washington was vitally interested in every detail of the remodelling of Mt. Vernon, but Jefferson took pencil and T square in his own hand when it came to designing Monticello and the University of Virginia. And the special chairs and tables and library ladders he wanted, those he drew out too.

Paul Revere was a silversmith. He was much more than that too: a copper-smith, an engraver, a printer, a lamp maker,—in fact what we should call a manufacturer of decorative accessories. John Trumbull, the "Painter of the Revolution," fought and fought hard as a Major on Washington's staff. William Rush, the first American sculptor, whose figureheads nosed the proud Yankee Clippers into all the harbors of the seven seas, shouldered a musket at the Battle of Trenton, and Charles Wilson Peale, the great portraitist, he fought with the Continentals too.

It is true that Gilbert Stuart, Copley, and West, were expatriates during our years of fighting. Savery of Philadelphia, Goddard of Newport, and the famous Baron Stiegel, the Pennsylvania glassblower, were Tories too, but there were a thousand other architects, designers, cabinet makers, silver-smiths, and weavers who fought to make our country an independent United States. It is all those men, in this dangerous July of 1942, that it is our special duty to honor.—F. de N. S.

## BLUE NETWORK AND PINK SLIPS



VIRGINIA CONNER, INTERIOR DESIGNER, WHOSE CLIENTS HAVE INCLUDED A TOBACCO KING, A PROMINENT PUBLISHER AND MOVIE MAGNATES. SHE NOW ADDS THE BLUE NETWORK AND VANITY FAIR SILK MILLS TO THE ROSTER.

MAIN RECEPTION ROOM OF THE NEW BLUE NETWORK OFFICES WHERE VISITORS ARE GREETED WITH A FRIENDLY SMILE, THE LATEST EDITION OF THEIR FAVORITE NEWSPAPER AND A BACHELOR BUTTON. SOFAS ARE SPRUCE GREEN; WALLS ARE PAINTED SPRUCE AND LIME GREEN. MISS CONNER DESIGNED ALL THE FURNITURE AND INTERIOR ALTERATIONS

The new offices of the Pennsylvania Central Airlines in Washington, illustrated in the June issue of *INTERIORS* were presented as an example of the sort of work that most interior designers long to do. It was Coordinated Design, in which the designer was given a chance to order, style, and coordinate fabrics, furniture, lights, wall and floor coverings—in short, everything from the office stationery to the Vice President's ashtray.

An opportunity to do not one but two such jobs recently came to one of the youngest and most personable (see cut) of New York's interior designers, Virginia Conner.

Miss Conner was born in Cleveland, Ohio, 32 years ago. She studied painting at the Cleveland School of Arts and at the University of Akron, and then with a mounting interest in interior design, came East and

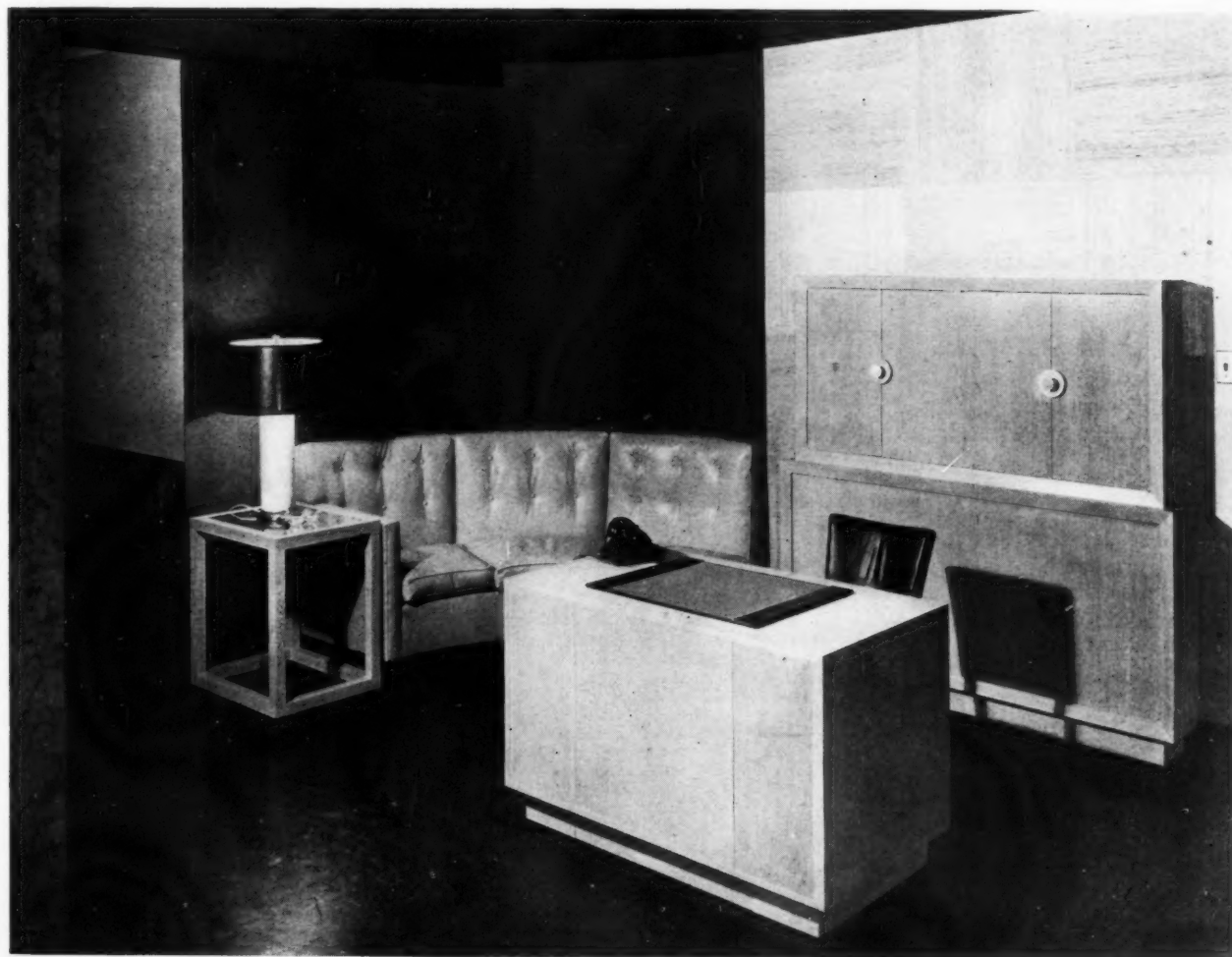


graduated from the famous Parsons School in 1931. For several years she worked as designer for various interior decorating firms, and in 1937 set up her own decorating studio, Virginia Conner, Inc.

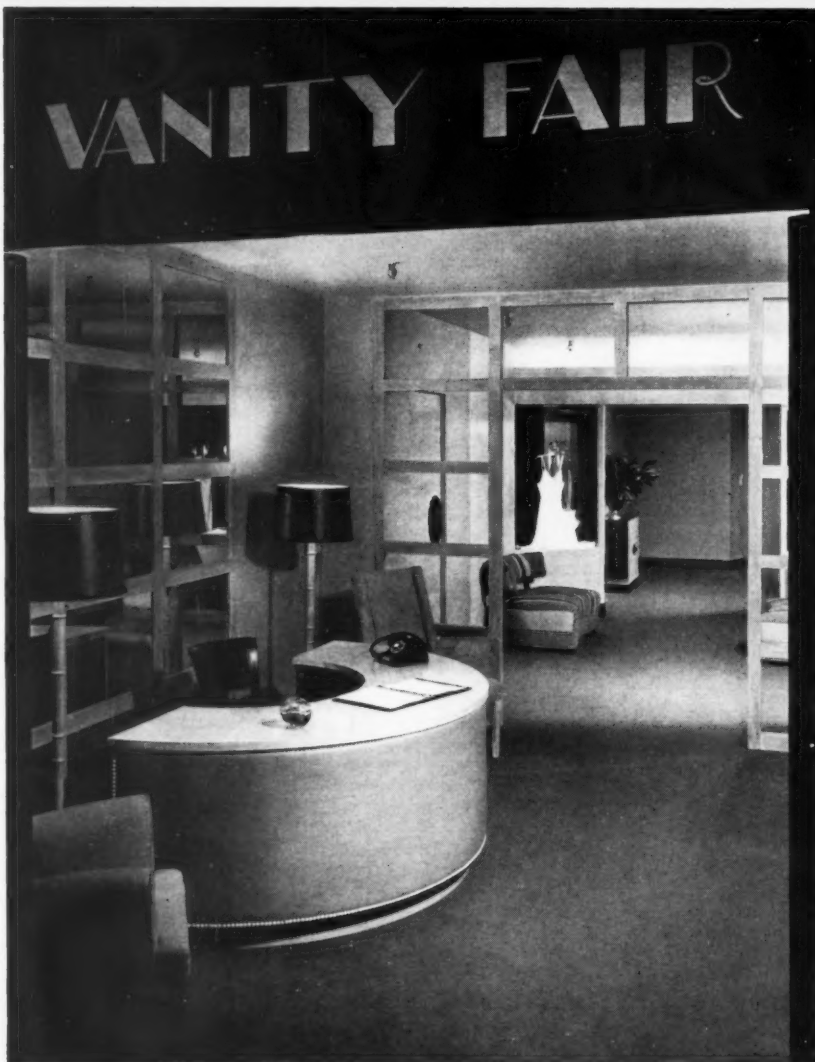
Her clients have included such tycoons as Henry Robinson Luce and his famous wife Clare Boothe; Judy King of Sea Island, Georgia; Richard J. (Camels) Reynolds of Winston-Salem; Col. Tim Durant of the Hollywood horse operas; and many others. She likes to collect stories about Down East Yankees, play golf and dabble in photography, and recently she became the wife of the extremely socially prominent William K. Dick. Recently, also, she bought out her former stockholders and disincorporated Virginia Conner, Inc. But she has not interrupted her work.

The two commissions illustrated on these pages in-

RADIO PERSONALITIES BEING SUCH, ONE RECEPTIONIST IS NOT ENOUGH FOR THE BLUE NETWORK. THE PICKLED OAK CABINET BEHIND THIS SECOND GUARDIANS DESK CONTAINS PNEUMATIC TUBES TO PUFF MESSAGES TO ANY PART OF THE BUILDING. DARK BLUE CURVED WALL, SQUARES OF BEIGE AND LIME GREEN MARBLEIZED WALLPAPER COVER OPPOSITE WALL.



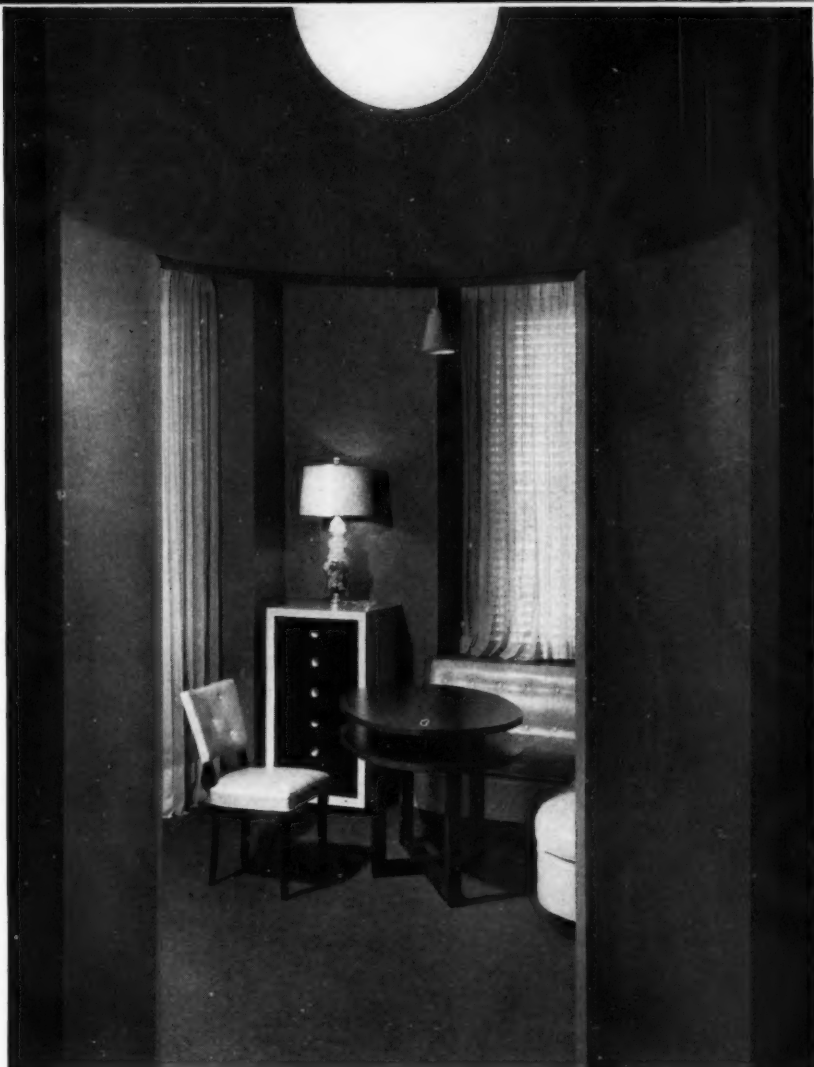
ENTRANCE TO THE NEW VANITY FAIR SHOWROOMS WHERE  
 BUYERS SIGN WHITE SLIPS TO PURCHASE PINK ONES.  
 WOODWORK IS PICKLED OAK, DESK IN AQUAMARINE LEATHER,  
 LAMPSHADE BLACK LACQUER. VIEW THROUGH GRILLE  
 SHOWS CORAL RED WALLS, DOORS OF PORCELAIN DI-NOC.



BLUE NETWORK & PINK SLIPS

A TYPICAL SETTING INSTALLED TO GIVE SUGGESTIONS FOR  
 A VANITY FAIR SHOP IN DEPARTMENT STORES. CURTAINS  
 ARE WOVEN OF WHITE NYLON, WALLS ARE PAINTED GUN-  
 METAL, PEARL GRAY SATIN PADDING IS SET IN MIRRORED  
 NICHE. THISTLE COLORED CARPETING IS USED THROUGHOUT.

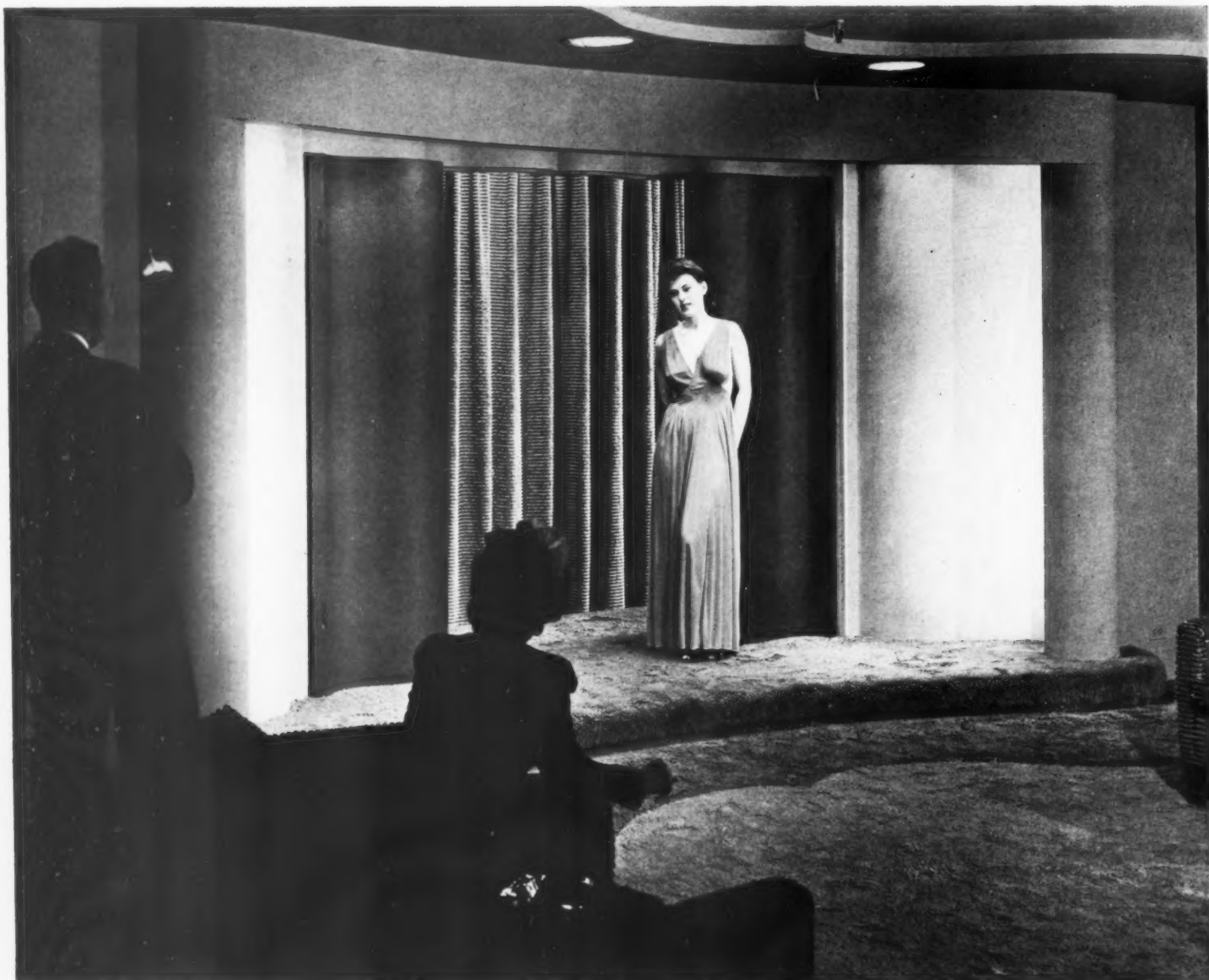




ONE OF FIVE INDIVIDUAL SALES ROOMS EACH EQUIPPED WITH IDENTICAL AMOUNTS OF FURNITURE IN VARYING COLORS AND ARRANGEMENTS. THIS ROOM HAS HYACINTH BLUE WALLS, ROSE AND WHITE STRIPED NYLON CURTAINS, CHAIR AND BENCH OF ROSE LEATHER.



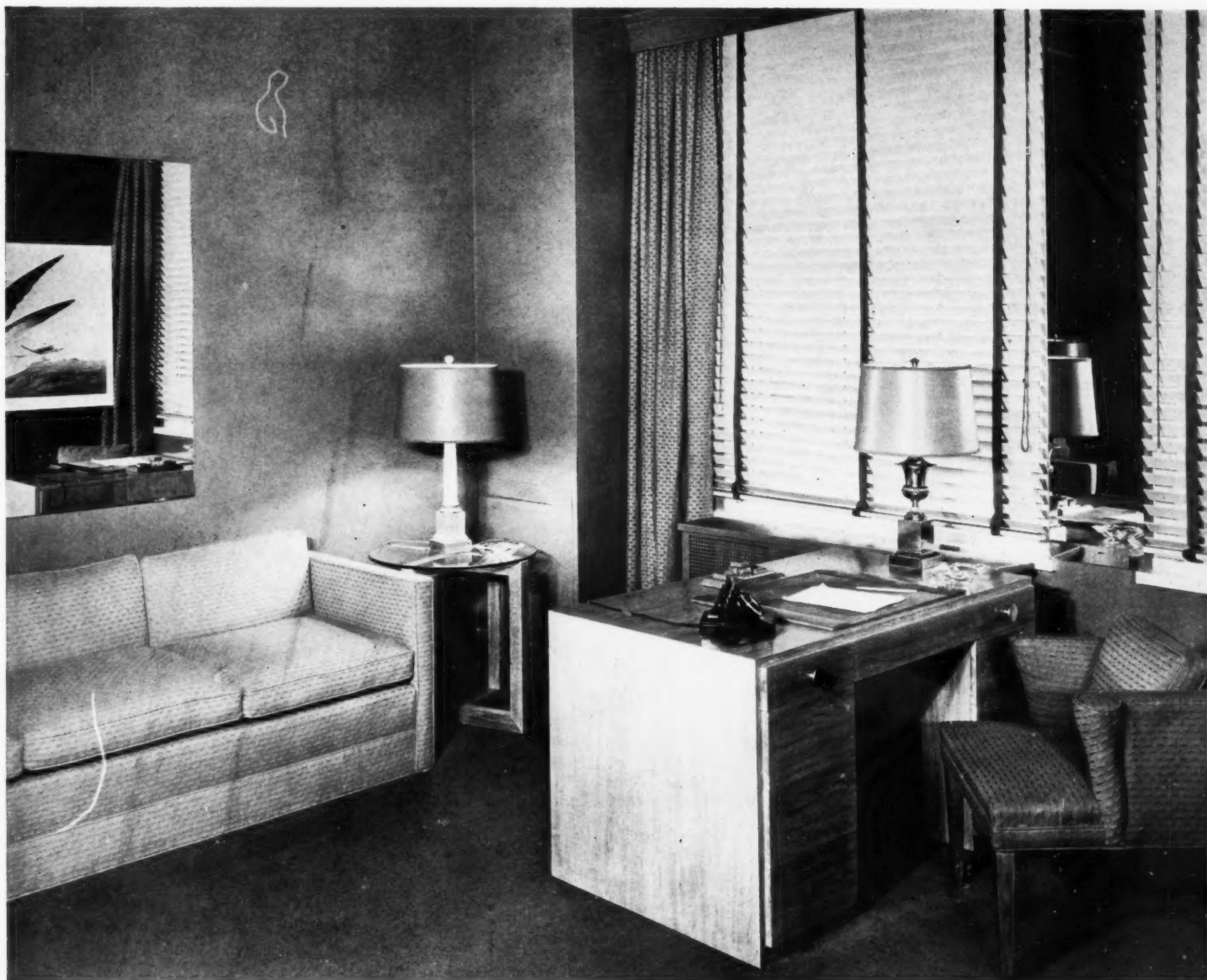
MAIN SHOWROOM AREA. DOORS WITH INITIALED PUSH PLATES ARE GUNMETAL, CHAIRS HAVE THISTLE COLORED FABRIC, WHITE LEATHER OUTSIDE. THE TABLE IS WOOD COVERED IN MARBLEIZED DI-NOC. THE LAMP, AN ITALIAN ALTAR PIECE, IS SPRAYED WITH WHITE PAINT.



AFTER YOU HAVE CAREFULLY STUDIED THE CONTOURS AND STREAMLINED EXCELLENCE OF THE GARMENT, PLEASE NOTE MISS CONNER'S ARCHITECTURAL TREATMENT OF THE SHAPED CEILING, PAINTED AQUAMARINE BLUE AND THISTLE: CURVES AND COLORS ARE REPEATED IN THE RUG. THE STAGE IS ALSO USED FOR A PERMANENT DISPLAY OF MERCHANDISE. INTERIOR PORTION IS OFF-WHITE: DOORS GUNMETAL LACQUER: DRAPERY AQUAMARINE.

involved large corporations with radically different problems. The executive offices of the Blue Network of the National Broadcasting Co. were designed to soothe, placate and impress such varying types as jive conductors, toothpaste manufacturers, organ soloists, advertising managers, script writers, sopranos, government executives and piccolo players. Apart from the split second clock and loud speaker that are essential to every room of every radio station the idea was to make the whole place neutrally soothing. To this end the smart color scheme, already described in our captions, was adopted, and all waiting visitors are presented with a local newspaper and a blue cornflower boutonniere to keep them from biting their nails. Furniture wood throughout is pickled oak. The large mirror wall panel used in the main reception room is antiqued.

## INTERIORS



The problem of the Vanity Fair Silk Mills was different. Almost everyone who visits these combined business offices and showrooms is burningly interested in ladies' lingerie. Gayety was the note, and this was maintained through reception rooms, offices and showrooms—and with particular skill in the case of the little theatre through which the models parade. It is cheerful without looking too much like a Parisian peepshow. The business offices, and even the file room and accounting department were all part of Miss Conner's coordinated design for the Vanity Fair Silk Mills, and here in particular she shows her ability to change her decorative mood to suit the particular problems of a particular room.

Although he sells them, there is no suggestion of a brassiere about the President's office, illustrated above. In thoroughly masculine state, he sits at a pickled walnut desk, and looks at a flat chested seagull by Audubon, framed in mirror.

THE PRESIDENT'S OFFICE. THE FURNITURE HERE IS OF PICKLED WALNUT, WALLS AND CEILING ARE PAINTED A FRESH SPRUCE GREEN, FURNITURE UPHOLSTERY AND CURTAINS ARE LIME GREEN. THE LAMP SHADES ARE BRILLIANT SPOTS OF LACQUER RED. THE ORIGINAL AUDUBON ISN'T REFLECTED FROM THE OTHER SIDE OF THE ROOM AS IT APPEARS, BUT IS SET INTO THE MIRROR PANEL ON THE WALL YOU ARE NOW LOOKING AT.

*Designed for*

## **THE PEOPLE'S HOUSING**

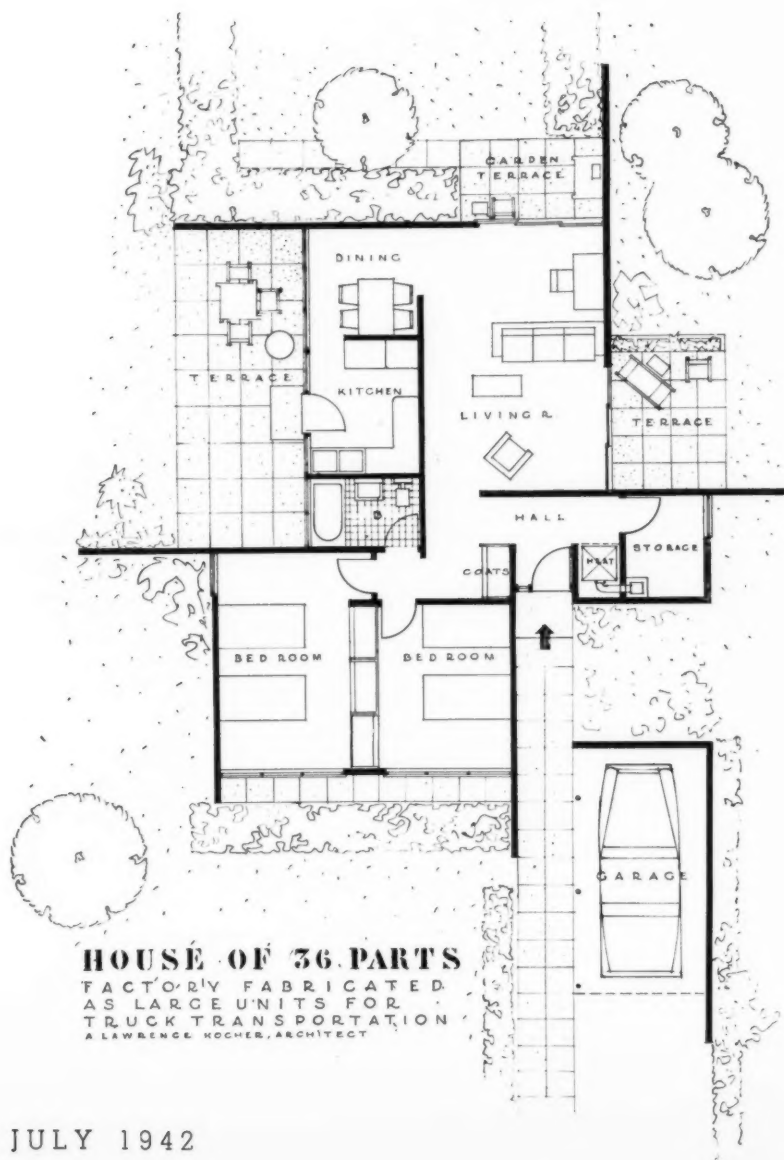
For many months we have followed to the best of our ability the progress of the so-called Victory Housing, and the efforts of hundreds of interior designers to work in and with this field. We have printed basic floor plans for these buildings, reported on government progress in Washington and so forth. We shall continue to do so.

But the five room single family house is more than a wartime stopgap. The days of the mansion have passed. Something like the present day Victory House, but better built and better designed, will be the People's House of tomorrow. It is the way that most of us are going to live.

Great corporations and forward thinking designers know that already an intensive planning for post war housing is now going on. One such house now being sponsored by Revere Copper and Brass is shown on the opposite page. The chief difference between this and dozens of other prefabricated housing plans is that Architect A. Lawrence Kocher is using radiant heating in his wall panels. This latest development of heating engineers does away with radiators and grilles and warms a room by running warm water in copper tubes right through the wall panels themselves. Architect Kocher also believes that this type of house can be sold profitably for \$2,000. A \$2,000 house should be furnished for less than \$1,000. On ensuing pages we show examples of furniture that is not only priced but scaled to fit into the People's House of tomorrow. All of it is either available on the market right now, or will be so within a very short time.



PERSPECTIVE VIEW OF A FIVE ROOM HOUSE, DESIGNED BY A. LAWRENCE KOCHER OF BLACK MOUNTAIN COLLEGE, N. C., SPONSORED BY REVERE COPPER AND BRASS INCORPORATED FOR PREFABRICATION AFTER THE WAR. ITS 36 WALL SECTIONS CONTAIN RADIANT HEATING TUBES AND BURIED PLUMBING CONNECTIONS. IT SHOULD SELL FOR \$2,000.



STORAGE SPACE, AND ARRANGEMENTS FOR OUTDOOR LIVING, WERE ARCHITECT KOCHER'S CHIEF INTERESTS IN DESIGNING THIS HOUSE. NOTE THAT THIS FIVE ROOM HOUSE HAS THREE TERRACES AND THAT GOOD SIZED CLOSETS FORM THE PARTITIONS BETWEEN THE BEDROOMS. THERE ARE NO BUREAUS. MIRRORS, DRAWERS, ETC., ARE BUILT INTO THE CLOSETS.

*Designed for*  
**THE PEOPLE'S HOUSING**

At the Grand Rapids spring market in April, over forty manufacturers introduced furniture designs for Victory Housing—low in cost and reduced in scale. Since that time many more manufacturers and individual designers have been successfully fulfilling the needs of these small house owners.

Freda Diamond designed for Lenoir Chair Company and their associated factories two complete lines—one Modern and one Traditional. The Virginia-Lincoln Furniture Corp. furnished a standard Victory house with its new Modern group, illustrated here. The Sligh-Lowry Furniture Company brought out a large line of Traditional cabinet pieces which included unit sections to fit any given room areas. The Michigan Seating Company combined their moderately priced upholstery designs with the Flexi-Unit pieces of The Widdicomb Furniture Company. The Red Lion Furniture Company had already advanced to this type of furniture when they exhibited Modern cabinet units at the Organic Design show last year.

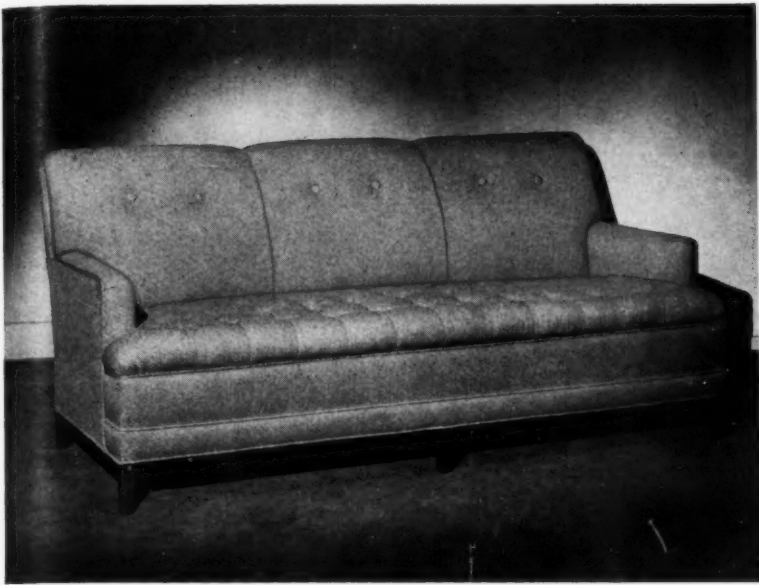
Shown here are but a few of the lines now on the market. In future issues we will continue to present offerings of the manufacturers and individual designers who are bringing sound design to low cost interiors.



UPHOLSTERED ARMCHAIR WITH TWO BUTTON BACK, SEAT TUFTED IN SQUARES. DIMENSIONS, 27" WIDE, 21" DEEP AND 32" HIGH. MADE BY MICHIGAN SEATING COMPANY TO RETAIL FOR APPROXIMATELY \$44.75.

DESK UNIT FROM A LARGE GROUP OF MAHOGANY SECTIONAL PIECES MADE BY SLIGH-LOWRY FURNITURE COMPANY. IT RETAILS FOR ABOUT \$39.90. ENTIRE GROUP 36" HIGH; DESK TOP IS 30" X 12".





UPHOLSTERED SOFA TO MATCH CHAIR SHOWN ON OPPOSITE PAGE.  
THE RETAIL PRICE, IN FABRIC SHOWN, IS APPROXIMATELY \$89.75.  
THREE-SECTIONAL UNIT WITH LEFT AND RIGHT ARMS ALSO AVAILABLE.

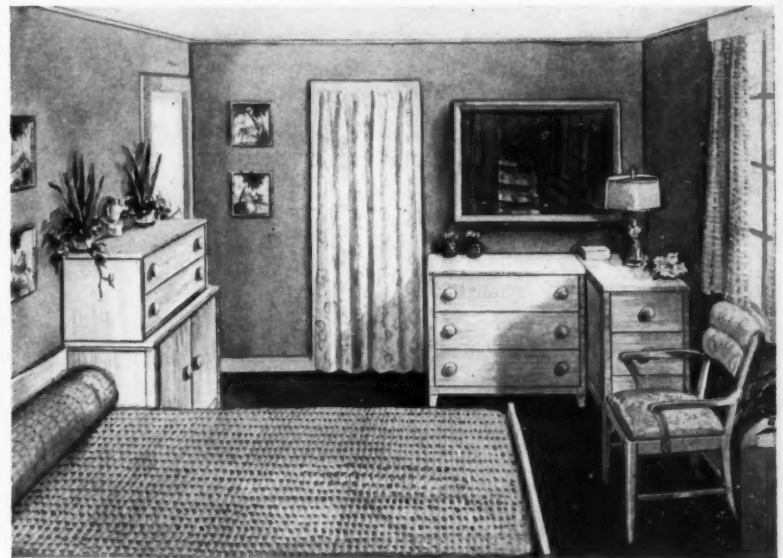


A PORTION OF THE PENDLETON GO-TOGETHER GROUP OF MAHOGANY, DESIGNED  
BY JOSEPH B. PLATT FOR ROBERT W. IRWIN COMPANY. THREE BEDROOM  
PIECES RANGE FROM \$100 TO \$200. LIVING AND DINING ROOM ALSO INCLUDED.

MODERN VICTORY HOUSE LIVING ROOM AND DINETTE INTRODUCED BY VIRGINIA-  
LINCOLN FURNITURE CORP. RETAIL COST FOR ALL FURNITURE SHOWN IN  
THIS PHOTOGRAPH IS UNDER \$400. THE WOOD IS PIN-STRIPE OAK.



BEDROOM FURNITURE FROM LENOIR DESIGNED BY FREDA DIAMOND FOR THE  
SAME VICTORY HOUSE SHOWN ON THE LEFT. ALL FURNITURE INCLUDING  
MIRROR, IS LESS THAN \$125 RETAIL. SINGLE OR DOUBLE BED, \$19.95 RETAIL.



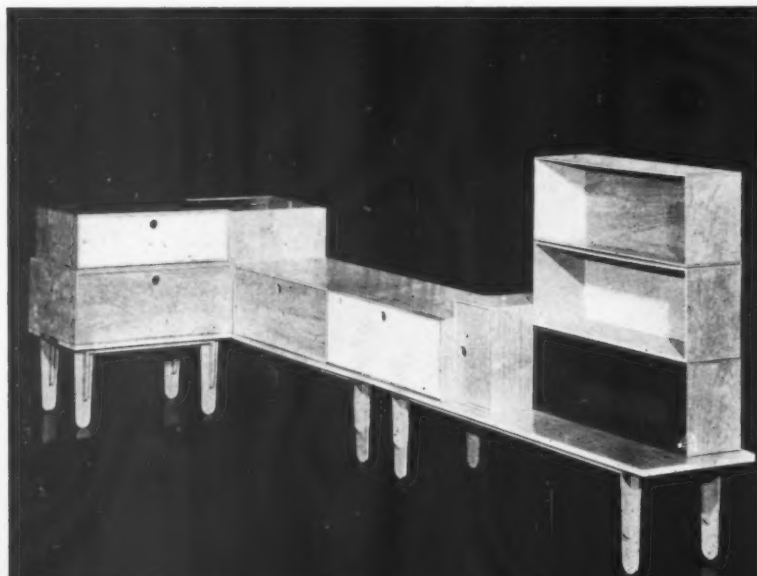
## *Designed for* **THE PEOPLE'S HOUSING**

Several months ago Dan Cooper decided to gamble on a Defense Housing competition for interior designers which was then under way. The resulting designs which he created proved such a natural for immediate production that they never reached a board of judges, but rather passed immediately to the desk of a manufacturer—and were accepted.

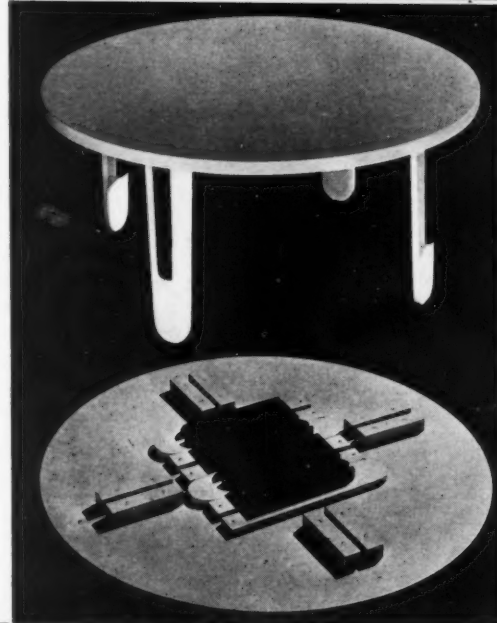
The Drexel Furniture Company is now in the process of turning out these furniture pieces of limed oak combined with colored lacquer parts. Patented under the name of PAKTO, they offer a revolutionary approach to the vital housing problem which America now faces. As the name implies, they pack together speedily and compactly—so compactly, in fact, that when the full sized samples were taken from the Cooper showroom, where they occupied a considerable amount of expansive floor space, the packages they made filled less than one-half of the elevator cage.

A selected few of these pieces are shown here, to give you an idea of what we can expect of the farsighted designers who are thinking of the people's living requirements in wartime; and the new life they visage for the future. The prices have not as yet been figured, but needless to say they will be appealingly low. The line will be ready for distribution in September.

WITH THIS UNIT AN ENDLESS AMOUNT OF SPACE COMBINATIONS ARE POSSIBLE, BUT ANY ARRANGEMENT GIVES AMPLE AND ESSENTIAL STORAGE ROOM. AS SEEN BY THE TWO UNITS ON THE LEFT, THE UPPER PORTION IS SMALLER: GRADUATING SIZES ALLOW PACKING ONE INSIDE THE OTHER—HENCE "PAKTO." SLIDE-IN TRAYS AND SHELVES WILL ALSO BE AVAILABLE.



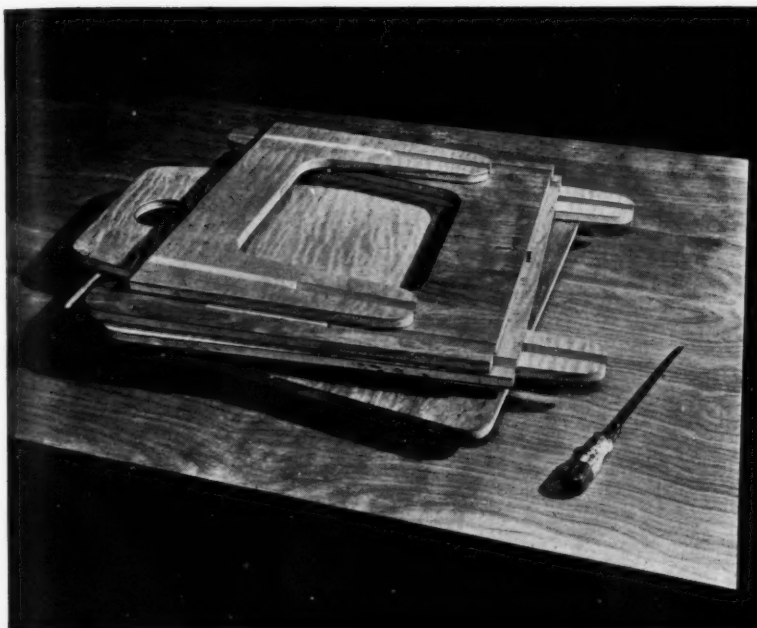
A SIDE CHAIR, SO SIMPLE IN THEORY THAT NO ONE ELSE THOUGHT TO DESIGN IT. IT PACKS FLAT BY REMOVING LEG PINS AND LIFTING FORWARD PORTION OF SEAT AND BACK FROM CIRCULAR GROOVES, A PATENTED FEATURE. THE FABRIC IS ALSO EASILY REMOVABLE.



ROUND TABLE, SHOWING DEMOUNTED STATE WITH LEGS FLAT ON UNDER SIDE. PERMANENTLY ATTACHED GROOVES SHOW HOW THE LEGS SLIDE INTO PLACE. WOOD FINIS ON THE LEGS ARE LACQUERED IN COLORS SPECIFIED BY MR. COOPER. THERE IS NO WOOD WASTE AS LEGS ARE CUT FROM A SQUARE TOP.

THIS TIDY LITTLE PILE OF PLYWOOD NEEDS BUT THE SCREWDRIVER (NOT INCLUDED IN THE PACKAGED PRICE) TO PUT IT QUICKLY INTO THE FORM OF THE CHAIR AND TABLE SEEN IN THE NEXT PHOTOGRAPH. HERE AGAIN IS SEEN A SIMPLE ANSWER TO PACKAGING AND TRANSPORTATION PROBLEMS WHICH GROW MORE ACUTE EVERY DAY.

TABLE AND CHAIR UNPACKED BECOME TWO IMPORTANT PIECES OF FURNITURE—STILL SMALL ENOUGH IN SIZE TO FIT A NEW SCALE OF LIVING. AS YOU CAN SEE, THE TABLE HAS TWO ROOMY DRAWERS—TO HOLD SILVERWARE OR NOTE PAPER. BY SQUARING THE DIAMETER OF THE TABLE END, AN EXTENSION, BRIDGE OR SMALLER DINING TABLE IS OBTAINABLE.

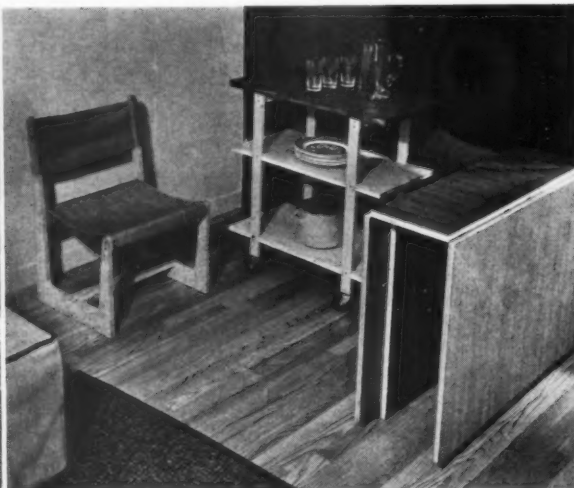


THE "PAKTO" ARM CHAIR, AN IMPORTANT ITEM IN THE GROUP, IS EXTRAORDINARILY COMFORTABLE, HAVING A SELF-ADJUSTING DEVICE TO RAISE THE BACK TO A MORE UPRIGHT POSITION. SEPARATE CUSHIONS SLIP ON SEAT AND BACK. DISMANTLED, IT SNAPS TOGETHER NEATLY AS A SUITCASE, AND CAN BE MOVED ABOUT WITH JUST AS MUCH EASE.

THE SAME TWO PIECES OF WOOD WHICH FORMED THE ARMS OF THE CHAIR ON THE LEFT ALSO MAKE SMARTLY SIMPLE BED ENDS—FOR SINGLE SIZE BEDS ONLY. DEEP MATTRESSES FIT OVER SLATTED FRAME WHICH RESTS ON EXTENSION RODS ATTACHED TO THE END PIECES PLACED AGAINST THE WALL. WITH A FABRIC COVERING, IT BECOMES A SMART DAYBED.

## *Designed for* **THE PEOPLE'S HOUSING**

PLYLINE Knock-Down Furniture is the registered trademark of an interior designer, who prefers to be known just as C. Coggeshall, for low cost packaged furniture cut from plywood. This new group, now in production, will be on the market in a few weeks. Unit parts are cut and finished at the factory; delivered, packed, to the purchaser with all hardware and directions necessary for fool-proof assembly. These pieces will be pleasant to live with, as seen by the accompanying photographs. One day they may become the prefabricated furnishings of a prefabricated house—shipped along with the screened-in porch and the unit kitchen.



LEFT: DIVAN GROUPING SHOWING CROSS-LEGGED TABLE MADE WITH TWO LOWER SHELVES; COFFEE TABLE IN BIRCH WITH WALNUT EDGING APPLIED BY SCREWS, AND BASE CUT FROM TABLE EDGE.

RIGHT: NATURAL WOOD SERVING TABLE ON WHEELS IN SEVEN KNOCK-DOWN PIECES—NON-MAR SURFACE OBTAINABLE AT SMALL EXTRA COST. DROP LEAF TABLE, FOLDED, MEASURES 12" x 36".



LEFT: CABINET OF FIR PLYWOOD. DOORS SLIDE IN GROOVES, BOTTOM AND SIDE JOINING INTERLOCK: THE SMALL BOOK-CASES COMBINE FOR LONGER UNITS OR HAVE MORE SHELVES BUILT UPWARD.

RIGHT: TABLE, OPENED, SEATS SIX PEOPLE, MADE WITH SUPPORT HINGES AWAY FROM KNEE AREAS. STOOL AND CHAIR COME PACKAGED WITH SLUNG SEATS OF HEAVY CANVAS OR WEBBING.

# Decorative Accessories



LEFT: LYRE WALL BRACKET TO HOLD IVY OR OTHER PLANTS. PAINTED BLACK AND GOLD OR IN OTHER FINISHES. \$15 AT FRIEDMAN BROTHERS DECORATIVE ARTS.



RIGHT: WOODEN HANDLED CUTLERY OF APPLEWOOD; METAL PARTS ARE ELECTROPLATED FOR DURABILITY. ALL RETAIL FOR \$10.20 A DOZEN AT AMERICA HOUSE.



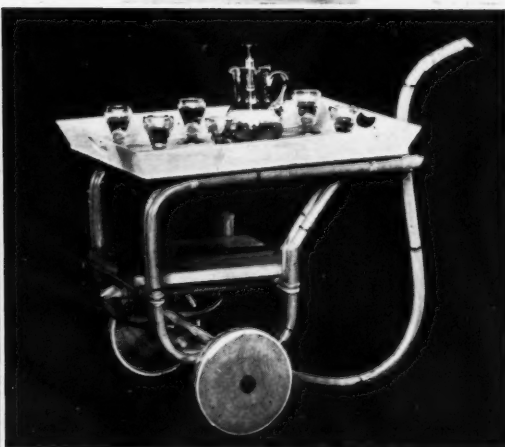
LEFT: PORTUGUESE CERAMIC COCK IN NATURAL COLORINGS. SOLD WITH ITS MATE FOR \$20. OR AS A SINGLE DECORATIVE ACCESSORY. FROM CHARLES HALL, INC.



RIGHT: MAHOGANY MAGAZINE STAND WITH LYRE BASE COPIED FROM AN ORIGINAL PIECE FOUND IN SALEM, MASS. ZINC CONTAINER FOR FLOWERS. \$120 AT ATTMAN-WEISS.



LEFT: "FULL BLOWN," A GRACEFUL FLORAL BY NEWMAN DECOR. THIS COLOR STENCIL OVER A COLLOTYPE PRINT COMES IN SEVERAL COMBINATIONS. \$5 RETAIL.



RIGHT: RATTAN AND WOOD TEA, CANAPE OR COCKTAIL CART WITH VENEER TRAY TOP, SHELF BENEATH. FROM A MODERN GROUP MADE BY FICKS REED COMPANY. \$32.

## SWANK SUBURBAN BY SIMANK-SEARCY



ENGLISH STYLE RESIDENCE OF WHITE PAINTED BRICK. NOTE THAT THE SHUTTERS ARE PAINTED IN A CONTRASTING COLOR ON THE UPPER STORY ONLY, AND THAT THE LANDSCAPE ARCHITECT ARRANGED A HARMONIOUS SETTING FOR THIS TYPE OF HOME . . . EVEN TO THE GARDEN GATE.

**L**OS ANGELES, the most widely dissipated city in the United States, includes among its multiple atoms a very swank suburb known as Brentwood. The architecture in this community is sufficiently diversified to give pleasure to its occupants and interest to its visitors.

Alan G. Siple, architect for the English-type residence of A. C. Robbins, Jr. shown here, constructed it of white painted brick. The Los Angeles firm of Simank-Searcy, A.I.D. designed the interiors, carrying into the house the spacious comfort suggested by the façade.

An atmosphere of soft collared éclat, maintained throughout, is perhaps best evidenced in the pine paneled library with its informal furnishings. The living

PINE PANELED LIBRARY DESIGNED TO BE THE MOST LIVED-IN ROOM IN THE HOUSE. THE CURTAINS ARE HUNG FROM A TRAVERSE ROD INSIDE A RECESSED MOLDING OF THE PANELING; ORIENTAL SCATTER RUGS ARE USED ON THE PARQUET FLOOR; CHAIRS AND SOFAS EACH HAVE A READING LIGHT.



room walls were done in soft gray-blue . . . the mantel in pine . . . and the furniture is 18th Century antique, brought from England by the designers. The dining room has wallpaper panels in a gray-white and blue bamboo pattern. The breakfast room has an eggplant color linoleum floor with yellow inlay. The walls are yellow; the furniture is fruitwood, and curtains are of the plainest yellow muslin.

All the rooms are large, and the designers cleverly preserved this sense of spaciousness by their use and placement of furniture. The master bedroom shows this, for it holds a fireplace grouping, occasional tables, a desk and chaise longue; but it does not appear

crowded and has plenty of open floor space. The airy quality of this room is furthered by curtains made of pink organdy threaded with blue ribbons, which are hung beneath a valance of glazed chintz stretched tightly over a straight cut board.

Very much like the New York City residence illustrated in the June issue of *Interiors*, this house on the West Coast places its emphasis on comfort and gracious living. Its charm lies in its livableness. It is obviously meant for people who enjoy life at home, surrounded by familiar things in familiar settings, rather than those who need a social arena or a temporary shelter for seasonal, warm weather, rustication.

THE BED AND HAIRBRUSH IN THE FOREGROUND ARE CLUES TO THE FACT THAT THIS IS THE MASTER BEDROOM—NOT THE LIVING ROOM. SPACIOUS PROPORTIONING OF THE ROOM ALLOWS FOR A FIRESIDE GROUPING. WALLS AND ORGANDY CURTAINS ARE FLESH PINK.





SWEDISH AMERICAN DINING ROOM. TO HONOR THE STAFFORDSHIRE COCK IN THE SHADOW BOX, THE ILLUMINATED FALSE CEILING IS COVERED WITH CHICKEN WIRE. EARLY AMERICAN BENCHES AND ARROW BACK CHAIRS ARE USED. SWEDISH PEASANT DESIGNS ARE PAINTED ON THE ANTIQUE TAVERN TABLE.

## PAHLMANN'S FAREWELL

**B**EYOND question, the best known department store decorator in the United States is Mr. William Pahlmann, whose spectacular series of vividly colored rooms have been unveiled at regular intervals at Lord & Taylor's, New York, for the past few years. There they won a particular distinction. The first string art critics of the big New York papers generally dropped around to see Pahlmann's room despite the traditional belief that all that professional interior designers do is to distract your eye from a properly framed picture. Mr. Pahlmann is one of the most ardent eye distractors known, (see cuts) but they still came.

William Pahlmann was born and educated in Texas. In his brief career he has been many things: a chorus boy, a stage designer, a private decorator. He is beginning the most important job he has ever undertaken, a Captain in the Air Corps.

Despite his various talents, Capt. Pahlmann wears no wings. He was one of a group of volunteers (others in-



COCKTAIL & GAME ROOM. UNGLAZED FRAMED PHOTOGRAPHS HANG AGAINST CUTOUT SQUARES OF A SPECIAL GRAY MARBLED WALLPAPER. CHERRY RED BANQUETTES. SPANISH ALTAR FIGURES FORM LAMPS. LOOPED COTTON RUG IN PINK, BEIGE, AND BLUE STRIPES. NOTE CEILING SPOTLIGHTS.

cluded Jo Mielziner and Donald Oenslager, the famous stage designers) who took a WPA course in military camouflage and graduated with honors. Military camouflage in this war is no longer a job for painters and graphic artists, as so many ardent veterans of the old Camouflage Section are learning. The knowledge of false perspective and cast shadows that stage design brings is the essence of modern aerial camouflage, and Pahlmann, Mielziner and Oenslager knew much more about that than their teachers.

The army recognizes the value of this. Because it will be his duty to help build safe ports for flyers to come back to, William Pahlmann, Capt. U. S. A., rates a salute from half the pilots, navigators and gunners in the air force.

Before shifting from tweeds to khaki, Pahlmann finished a series of six rooms for Lord & Taylor. They included a dining room, Swedish peasant in feeling; a cocktail and game room showing an extremely original method of hanging framed photo-

CONTINUED ON PAGE 55

## PAHLMANN'S FAREWELL

PAHLMANN'S OBSESSION FOR PINNING SNIPPETS ON BULLETIN BOARDS APPEARS AGAIN IN THE GAY CHINTZ THAT BACKS THE FOLDING YACHT TABLE. REGENCY CHAIRS HAVE CERULEAN BLUE SEATS. A WIRED RUM CASK MAKES THE TABLE LAMP.

OPPOSITE PAGE, TOP: OTHER END OF THE SAME ROOM, WITH LOVE SEATS COVERED IN SHINY PINK LEATHER. THE TWO WALL BRACKETS ARE ANTIQUES OF THE 1890 STANFORD WHITE PERIOD, A PERIOD SUGGESTED AGAIN BY THE FOLDING DOORS.



ANOTHER VIEW OF THE GAME ROOM SHOWN ON PAGE 35. THE SPECIALLY DESIGNED COFFEE AND PLANT TABLE HAS ITS OWN INDIVIDUAL SPOTLIGHT AND THE SPANISH COLONIAL COMMODE IS ALSO SPECIALLY LIT.

OPPOSITE PAGE, BOTTOM: CEMENT FLOOR, WITH APT PROVERB, PAINTED TO LOOK LIKE AN AUBUSSON RUG. BEDSPREAD AND HEADBOARD ARE MAGENTA AND WHITE. WALL FIXTURES ARE GAS BRACKETS, ENAMELED WHITE. DRESSING CHAIR IS PART OF A SLED.

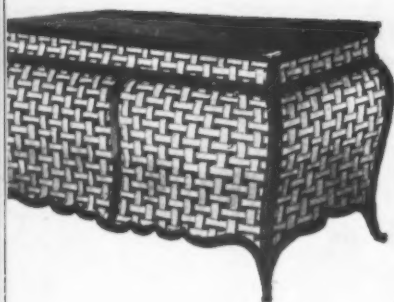




JULY 1942

## PARSON'S SCHOOL COMPETITION

### MODERN SETTINGS FOR TRADITIONAL FURNITURE



STUDENT ALICE DRAKE SUBMITTED, AS HER MODERN BACKGROUND, A DESIGN FOR AN ENTRANCE HALL. ONE OF THE PIECES SHE USED IN THE SETTING WAS THIS WALNUT BOMBÉ COMMODE, CLEVERLY ADAPTED TO A MODERN INTERIOR BY THE USE OF DI-LON APPLIED WITHIN THE PANELS. THE WOVEN DESIGN SELECTED GAVE THE NECESSARY ZIP TO THIS NOT UNCOMMON PIECE OF ITALIAN FURNITURE.

ALEXANDER CAGNA, WHO COPPED FIRST PRIZE OUT OF SOME TWO HUNDRED DRAWINGS, SQUARED HIS LARGEST WALL SURFACE TO GIVE A MODERN FEELING; HE DESIGNED HIS OWN COFFEE TABLE; HE UPHOLSTERED TRADITIONAL CHAIRS IN MODERN MATERIALS. MR. CAGNA ALSO INCLUDED RENDERINGS OF THE SAME SCHEME IN VARIOUS COLOR TREATMENTS—WHICH DIDN'T, HOWEVER, INFLUENCE THE JUDGES.

The first of an annual competition for the senior interior design class of Parson's school was sponsored by Hollis S. Baker, President of the Baker Furniture Company, in collaboration with the school. The object of the competition was to concentrate the thought of the students on a decoration formula that would combine modern thinking with the best of proved traditional design. More specifically, the project itself required the use of modern background and colors, together with modern fabrics and upholstered pieces as needed for comfort and style. With this was to be used wood furniture that would derive definitely from good traditional precedent. For the purpose of the present competition, this was more closely defined as Italian Directoire or Baroque furniture, particularly of the type that is illustrated in William Odum's book on Italian Furniture of the 18th Century.

CONTINUED ON PAGE 54





## *Rosewood and the Forgotten Man:*

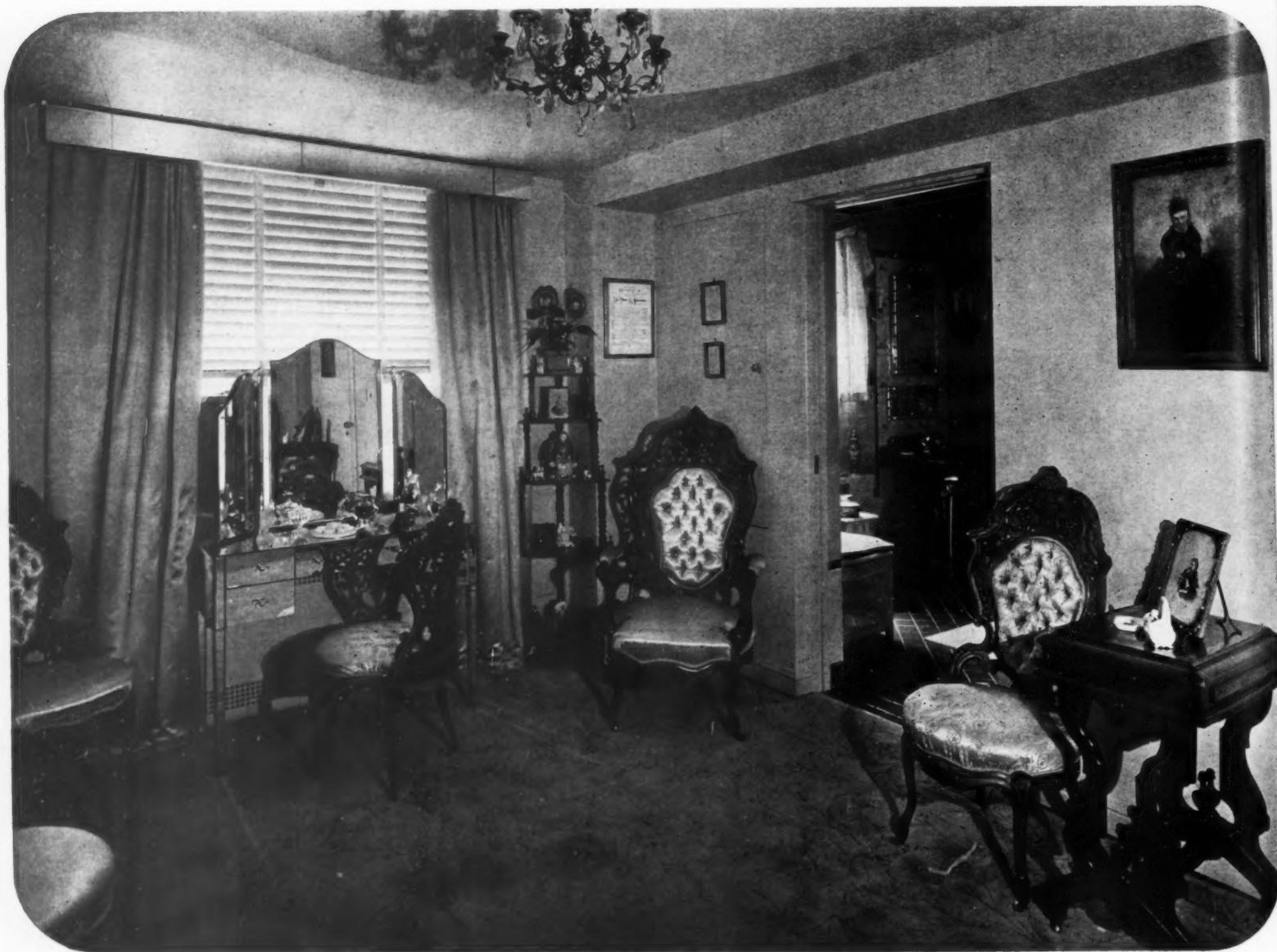
JOHN HENRY BELTER

*Ask any layman to name the best known American furniture designer, and the answer will invariably be Duncan Phyfe. If the layman knows antique furniture particularly well he is likely to remember the names of Samuel McIntire of Salem, William Savery of Philadelphia, and John Goddard of Newport, in that order. Ask the same layman something about John Henry Belter and it's ten to one that all you will get is a blank stare.*

*Now that is strange, since for the 25 years that John Belter made and sold furniture in New York City he was just as successful and just as well known as any of these earlier craftsmen. He inspired even more imitators, and if you say "Victorian Furniture" to that same average layman the first thing he will think of is the sort of elaborately carved hooped back chair, generally of rosewood and upholstered in haircloth, with which Belter's numerous imitators flooded the country during the 50's and 60's.*

*Say John Henry Belter to the cognoscenti, particularly those different designers who have*

## ROSEWOOD AND THE FORGOTTEN MAN



DRESSING ROOM IN THE CENTRAL PARK SOUTH  
PENTHOUSE OF MR. & MRS. L. VICTOR WEIL,  
DECORATED BY HOWARD P. WILSON. THE FIVE  
BELTER CHAIRS HAVE BEEN REFINISHED AND RE-  
UPHOLSTERED TO BLEND WITH THEIR MODERN SUR-  
ROUNDINGS. FAMILY MEMENTOS ARE ON THE WALL.

*attempted to revive Victorianism during the past ten years, and you get a different reaction. They know the name. They can recognize his elaborately carved pieces from those of his simpler imitators, and they collect his furniture, but beyond that the record seems to be an almost complete void.*

*Research in three museums and two libraries has produced these few sparse facts:*

- 1) John Henry Belter was born in New York about the year 1800, and died there in 1865. No authentic likeness of him is known to exist.*
- 2) As a young man he made one trip to Albany on a Hudson River packet. He fell in love with a pretty*



*Albany Dutch girl and married her within the week.*

*3) His shops are known. The first, opened in 1844, was at 40 Chatham St., now known as Park Row. Ten years later he moved to 547 Broadway, and finally to 722 Broadway where he worked until his death in 1865. He was a fairly constant advertiser in New York papers, but apparently nobody ever asked him for an interview.*

*Rosewood was his favorite material and he spread rosewood furniture throughout the country, particularly in the South. New York was a great cotton market in the 50's and early 60's, and southern planters found Belter furniture very suitable*

CONTINUED ON PAGE 50

DINING ROOM IN THE ROOSEVELT MEMORIAL  
BIRTHPLACE OF ROOSEVELT I, AS IT  
LOOKED IN 1860. THE MODIFIED RUSKIN  
GOTHIC STYLE WAS ONE OF JOHN HENRY  
BELTER'S LESS SUCCESSFUL INNOVATIONS, BUT WAS  
MEANT TO BLEND WITH THE GAS CHANDELIER.

## FLOOR COVERING COMMUNIQUE

**F**ROM the floor covering theater comes a report that the WPB order of June 2 partially released coarse wools to assure the manufacturers of some carpets during the months to come. INTERIORS here reports on a number of the floor coverings which are relatively little affected by priorities.

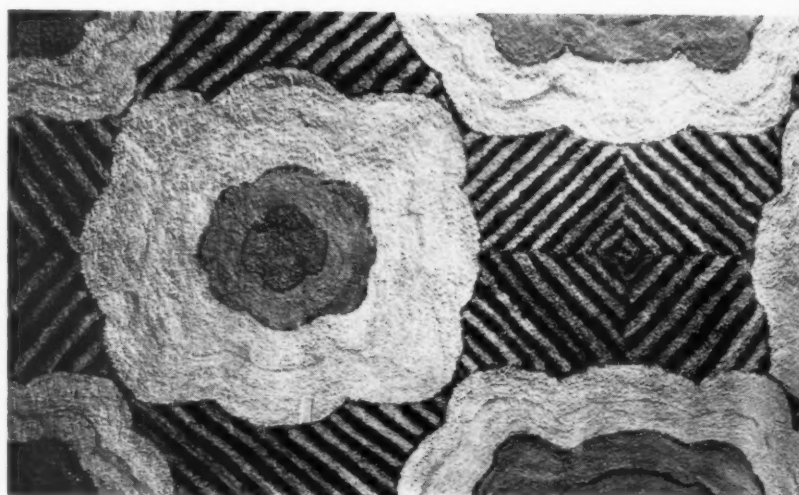
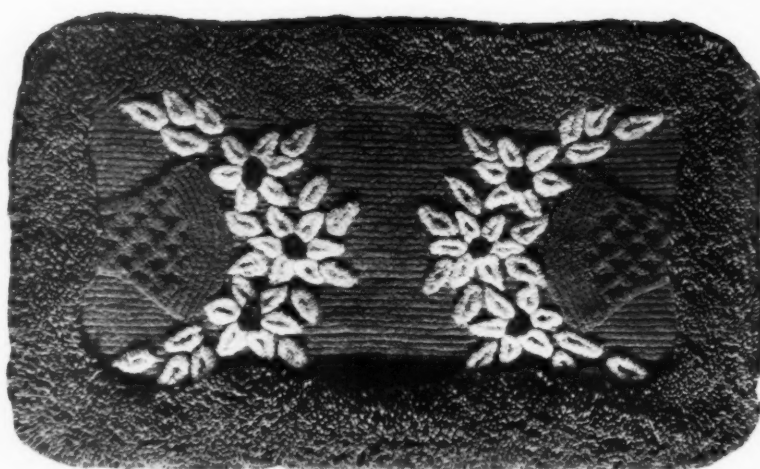
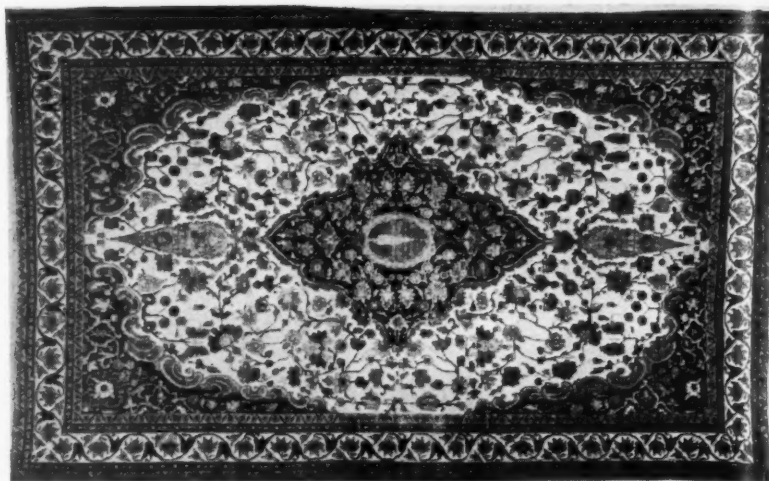
Cotton flannel has been used to produce a patterned rug . . . other types formerly thought suitable only for warm weather use are going to stay where they are when autumn arrives . . . flax from the Middle West and cotton from the South are seen in many weaves and colors, from a coarse shaggy texture to a soft chenille.

Rayon is being combined with wool to eke out the limited supply . . . wood fibres are used for rugs by several manufacturers of less expensive lines . . .

The demand increases for orientals. Rolls of these imported rugs, lying dormant for a number of years, are now being untied and finding ready sales, particularly as the colors provide the interior designer a release from existing dye problems.

Hard surface floor covering manufacturers are making quick adjustments to their problems—mainly shortages of cork and burlap; dyes have not been a great problem so far, therefore color choice is broad. "Shocking Pink," recently introduced for a linoleum, was the only color to go by the boards with one concern. It hasn't been greatly missed.

Though virtually all the big looms are converted to war orders, weaving duck cloth and other fabrics, manufacturers are nevertheless concerned about civilian requirements. Priorities has become the stepmother of invention. New combinations of materials, new uses of available fibers and substances, and new ideas on the production front will be the manufacturers' offspring to take the place of former lines.

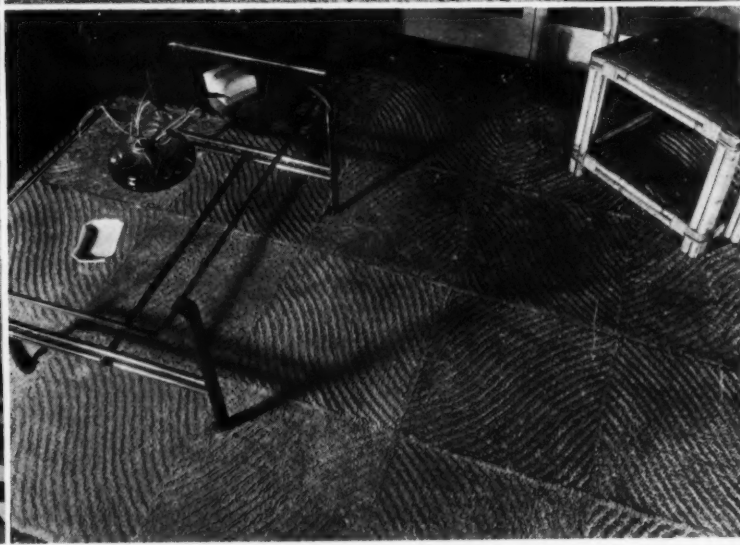


TOP: ANTIQUE LAVEHR KERMAN MEDALLION RUG, A CHOICE EXAMPLE OF MANY FINE ORIENTALS IN COLORS TO BLEND WITH ANY INTERIOR SCHEME. FROM THE LARGE COLLECTION AT KENT-COSTIKYAN, INC.

CENTER: HANOVER QUALITY TOPTON COTTON TUFTED RUG WITH CHENILLE BACKGROUND AND HIGH PILE LOOP FORMING SCALLOPED BORDER. TWELVE COLORS, FOUR SIZES. BIGELOW-SANFORD CARPET CO.

BOTTOM: HAND HOOKED RUG WITH SHEARED LOW PILE, WOVEN IN A SEMI-MODERN DESIGN FROM COTTON FLANNEL. AVAILABLE IN MIXED COLORS WITH YELLOW PREDOMINATING. FROM DE QUINTAL, INC.

INTERIORS



TOP: INLAID BLACK AND WHITE LINOLEUM FLOORING IN A CHEVRON DESIGN, USED FOR THE DINING ROOM OF AN APARTMENT BY MORRIS LAPIDUS, INTERIOR DESIGNER. LINOLEUM FROM ARMSTRONG CORK COMPANY.

TOP: TEXTURAL "RIPPLETONE" ALL-COTTON CARPET MADE BY AMSTERDAM TEXTILES. AVAILABLE THROUGH F. SCHUMACHER & COMPANY IN STOCK OR SPECIAL SIZES; RECTANGULAR, OVAL OR ROUND; SIXTEEN COLORS.

CENTER: DINING PORTION OF A LIVING ROOM CREATED BY CONGOLEUM-NAIRN, INC. FLOOR AND WALLS ARE BEIGE LINOLEUM; FLOOR SPACE AND RECESS OF THE DINING AREA IS TURQUOISE BLUE.

CENTER: TOWN AND COUNTRY QUALITY RUG MANUFACTURED BY KLEARFLEX LINEN LOOMS, INC. OTHER TYPES FOR YEAR ROUND USE ARE WOVEN OF DURABLE LINEN AND COTTON IN MANY STYLES.

BOTTOM: THIS POPULAR COCKTAIL ROOM OF A HOWARD JOHNSON RESTAURANT USES THE TILE TEX COMPANY'S DURABLE ASPHALT TILE IN A THREE COLOR COMBINATION FOR COVERING THE ENTIRE FLOOR.

BOTTOM: COTTON CHENILLE RUG SEWN TO ANY SIZE FROM 18" SQUARES. WIDE RANGE OF COLORS IN STOCK, OR OTHERS SPECIAL ORDERED. MADE BY WAITE CARPET CO., DISTRIBUTED BY PRM FLOOR COVERINGS, INC.

## THE OPEN FACED SHOP

*by Morris Ketchum, Jr.*



A TYPICAL NEW YORK SHOW WINDOW OF TODAY—WHICH EMPLOYS INTERIOR DESIGN, LANDSCAPE ARCHITECTURE, ELABORATE MANNEQUINS AND A STAGE ELECTRICIAN TO SELL A RED CHECKED GINGHAM DRESS. ITS VERY PERFECTION IS CAUSING ITS DOWNFALL.



INTERMEDIATE STEP IN THE DEVELOPMENT OF THE OPEN FACED SHOP THE OLD ARCADE FRONT, STREAMLINED, IS OPENED STILL FURTHER BY INSERTING HEAVY PLATE GLASS DOORS, SO THAT WINDOW GAWPERS CAN EASILY VIEW THE HANDSOME INTERIOR.

**T**HE photograph at the left was chosen with malice aforethought and does not represent a stage setting or anybody's Park Avenue penthouse. It is an average display by one of Fifth Avenue's best known stores, in this case, Bonwit Teller's. During the past twenty years New York City has led the world in developing the show window to glamorous perfection, once the old tradition that somehow or other everything in the store had been dumped into the store window, had been safely discarded.

The display directors of our better stores enlisted all the technique of the theatre,—and in many cases theatrical designers themselves,—the better to glorify a limited quantity of merchandise, or even a single isolated object. Mannequins were styled to perfectly imitate or perfectly conventionalize the human figure. Store architects worked with their clients to build special store windows exactly to the size and scale of the merchandise on display, with appropriate flexibility of backgrounds and lighting. With each trying to outdo the other, the business became so competitive that or-



NARROW SHOP FRONTS, AND LACK OF CORRECTLY PROPORTIONED WINDOWS TO SHOW SMALL OBJECTS, LED SHOP DESIGNERS BACK TO THE OLD ARCADE. HERE MODERNIZED AND SHREWDLY LIT OPAQUE DOORS STILL MAKE IT IMPOSSIBLE TO SEE INTO THE SHOP ITSELF.

ganizations like the Fifth Avenue Association had to draw up rules about what a display manager *couldn't* do. He couldn't use motion, or living figures, or sound in his window displays, and I believe they have recently been forbidden from squirting odors out at the passers by.

Beyond that the sky was the limit, and the result was like the evolution of the dinosaur, so perfect an adaptation to environment that there was no place left to go, no further opportunity for change or development. Unfortunately, the design of the store front itself did not keep pace with the brilliant evolution of the show window. Stores still were two dimensional flat faced posters. Only the entrance doors related them to their sales rooms. Worse still, their size was limited horizontally by the width of the store, and vertically by the height of the store.

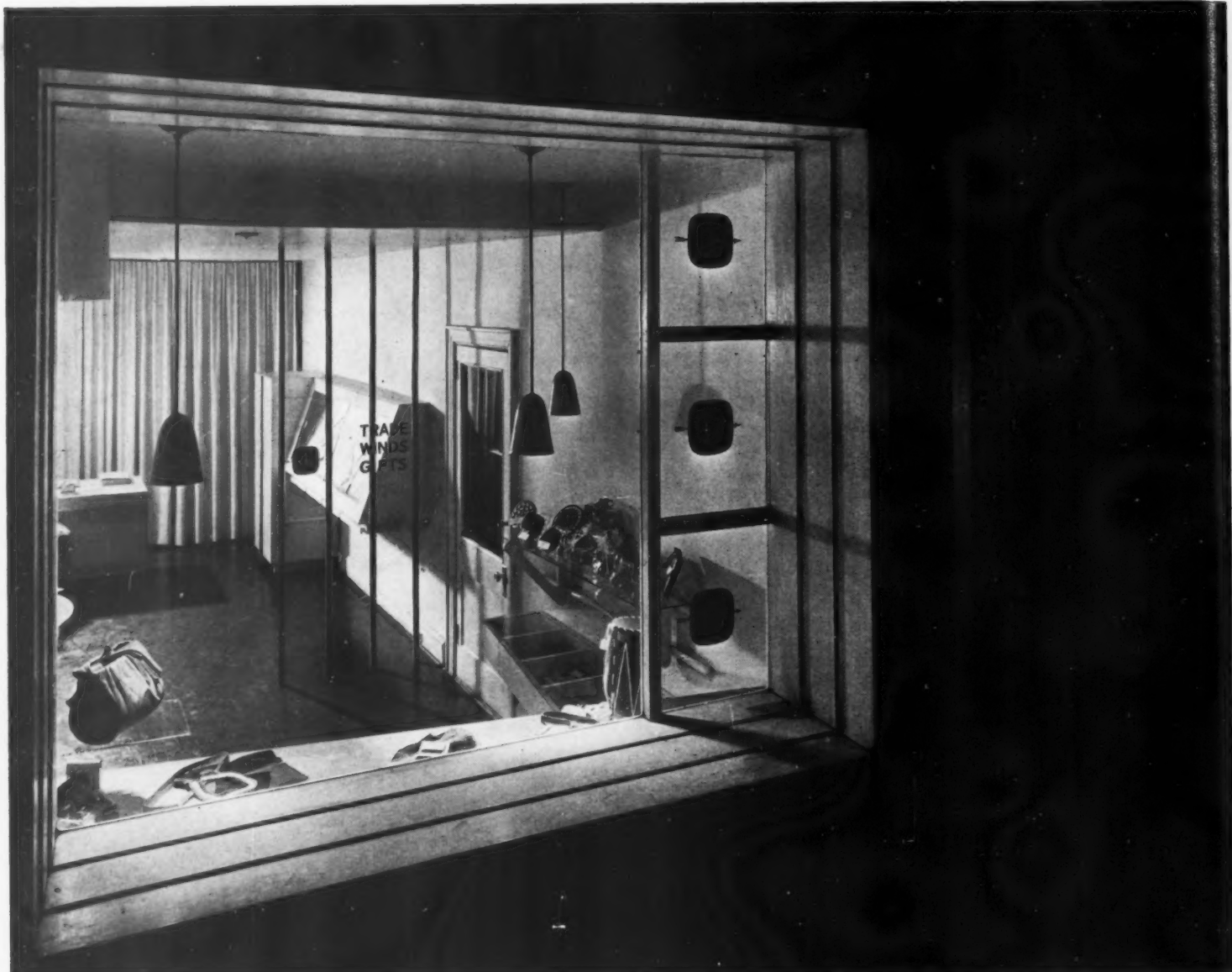
Some ten years ago, to increase the size of window displays, modernists began to feature a sort of streamlined version of the old arcade in which the public was invited to window shop, under cover, in a sort of open

room off the street. The store, shown above, is an excellent example of this type.

But while all this was going on store keepers and store designers seem to have completely forgotten that every store has an interior as well as a façade. Plenty of talent and money was spent to beautify sales rooms, but only the customers who had passed the barrier of the entrance doors and were pretty sure to buy something anyway were allowed to be impressed by all this magnificence.

Obviously the next step was to let the window shoppers see something of the shop's interiors by putting sheer glass doors at the end of the arcade. This step, by the way, would have been impossible ten years earlier. Anyone who remembers the Fifth Avenue mansions of the '90's knows that there is nothing new about plate glass doors, but the glass had to be protected with bronze or wrought iron grilles. It was only the perfection of the inch thick modern plates such as "Herculite" that made the sheer plate glass door possible.

Obviously, the next step in store design was to make



HERE, AND ON THE OPPOSITE PAGE, ARE TWO SMALL MANHATTAN STORES THAT ILLUSTRATE THE PRINCIPLES OF THE OPEN FACED SHOP. NOTE THAT THE WHOLE INTERIOR HAS BECOME PART OF THE SHOW WINDOW. THERE IS NO DUPLICATION OF DECORATION. INTERIOR CASES ARE BUILT SO THAT ALL THEIR CONTENTS ARE VISIBLE FROM THE STREET.

the store interior the showcase. At no additional cost over a budget that includes both conventional showcases and a conventional interior, the two can be married by a great picture window. The result is to give depth, three dimensions and human activity to store design, and this is what we have come to call the Open Faced Shop, the shop in which the entire interior is the show window. The other two pictures on pages 44 and 45 will illustrate what I mean.

Other designers who believe in the principle of the Open Faced Shop have had little difficulty in explaining its advantages to the owners of small stores,—frankly we believe that it would be impossible for a smart small shop in a major city to stay in business without adopting much of this principle, but it is very difficult to explain its advantages to proprietors of chain stores, who would like to shield a milling crowd inside,—jewelry stores, who need small display cases to show small objects,—or department stores who are justly proud of their set theatrical window displays.



Proponents of the Open Faced Shop would be the last to deny that there are many times when a set window display is of great value, but they also insist that this type of design can retain all the techniques of show window display with the additional punch and excitement given by an exciting interior. It is easy enough, for example to set up a temporary display window or even a miniature bulls eye window in any part of an Open Faced Shop, whenever necessary. But if Marcus & Co. the Fifth Avenue jewellers whose skillful use of miniature windows first called attention to this type of design, should ever feel it necessary to open up their whole interior, they couldn't do it without hiring a wrecking crew and another architect.

As for the display managers, those highly trained experts that the traditional show window has produced, The Open Faced Shop should give them twice the opportunity they have had before. Their domain is no longer a 14' x 8' box, but the whole darn store interior, spung back to the rear wall.

HERE AGAIN, THERE IS NO FORMAL SHOW WINDOW, YET THIS LITTLE SHOP HAS TWICE THE DISPLAY SPACE OF A TRADITIONAL STORE OF ITS SIZE. NOTE DARK CEILING AND CONCEALED SPOTLIGHTS TO GIVE AN ADDED SENSE OF HEIGHT, AND GRADUATED TABLES TO MAKE EVERY OBJECT VISIBLE. BURGLARS HATE AN OPEN FACED SHOP, IT MAKES THEM FEEL LIKE GOLDFISH.

# newsreel



The roar of airplane motors, rather than the beat of drums is the battle noise today; but those who want to recall the more picturesque days of infantry can find a collection of historical drums at A. L. Diamant & Company. The one illustrated here is 17" in diameter and 15½" high. It sells for \$36. We might remind you also that Diamant still has a number of wrought iron and brass standing lamps as well as table models; one is a copy of an example to be found in the American Wing of the Metropolitan Museum. The shades are mostly all hand-painted parchment in varying sizes. A new novelty number is a small dressing table mirror on an easel; it is made of a composition mirror in imitation of the Venetian types . . .

Those of you who haven't looked sharply about your main shopping thoroughfare recently—53rd Street and Madison—may not have noticed that Charles J. Winston Company has opened a new showroom at 44 East 53rd for the convenience of interior designers and architects. This firm still maintains its larger showrooms and offices where you have found them in the past—2 West 47. An ample stock of imported crystals and antique prisms allow the usual fine assembling of chandeliers and lamps. All designs are selected from samples or are made to your own specifications. Sketches of individual designs are continually being sent all over the country. You will also like to know that some lantern type fixtures are still available . . .



Baker Furniture, Inc. has introduced a new line of light weight upholstered pieces. The spring cushions are padded with hair and cotton to achieve maximum softness. By quilting the hair, a trim, hand tailored line is obtained which one usually associates with fine down cushions. The result of this construction plus the work of expert custom upholstery men in the Baker factory is seen in the small arm chair illustrated here . . .

F. Schumacher & Co. announces the introduction of ten new patterns, styled and designed by Dorothy Draper. The colorings and designs give the necessary pep and cheerfulness we need today. A marbled stripe alternates with a plain color; the Draper plaster scroll is stylized for another chintz; Rose-on-Rose appears in vibrant red and white. Four machine prints (glazed chintz) retail for \$1.35; two screen prints go for \$2.25 and \$1.95; and the four woven goods designs—Stripe, Scroll, Diagonal and Mesh, retail from \$2.65 to \$4.90. There are about three colorings for each . . .

A choice collection of moderately priced decorative accessories and occasional furniture pieces are gathered at Bertha Wechsler, 602 Madison Avenue. Furniture items include small sized Regency consoles, tables, breakfronts and chairs. Among the accessories are a unique group of porcelain clocks; a variety of smart lamps, one made from a demi-tasse cup and saucer; and mirror-backed shadow boxes in pickled pine. The stock of Beautyrest mattresses may be useful to you before long . . .

There will be no more innerspring mattresses—but no need to worry either, according to the Simmons (Beautyrest) Company. Six new mattresses have been brought out to replace the innersprings formerly carried. They range in price from \$19.95 for all-cotton to \$59.50 for a combination of hair and felt. Two entirely new mattresses, approximately 2½" thick goes on a 7" deep box spring to sell as a unit. Open coil springs are now attached to or fitted over a wood base; another measure to conserve steel . . .

CONTINUED ON PAGE 51



## OFFICE DESIGN AND DECORATION

### A PROFITABLE FIELD FOR INTERIOR DESIGNERS

The interior designer interested in office design and decoration will find in our extensive line of office furniture many items that will aid in creating an interior that will precisely express the individuality of a client. Why not visit our showrooms and view the many unusual desks, chairs, bookcases, club chairs, davenports and filing equipment now on display.

*Macey Fowler*

Incorporated

385 MADISON AVENUE • PLAZA 3-7000 • NEW YORK CITY



### CHARM and GRACE in UPHOLSTERED FURNITURE

Only the skilled designers and master craftsmen of M. Mittman can create furniture of such evident fineness.

PERIOD • MODERN • CONTEMPORARY

**M. MITTMAN & CO., INC.**

MANUFACTURERS OF CUSTOM BEDDING AND UPHOLSTERED FURNITURE SINCE 1910  
316 EAST 53<sup>RD</sup> STREET, NEW YORK

## ROSEWOOD AND THE FORGOTTEN MAN

CONTINUED FROM PAGE 41

for the Old Kentucky Home. Present day designers honor Belter for still another reason, he was one of the first to use plywood for its structural, not its decorative value. Belter's favorite rosewood is a brittle material, but by making a cross grained sandwich of from three to five sheets of  $\frac{1}{8}$  inch rosewood, bound with a secret glue of his own invention, the material became strong enough to stand up under the amazingly intricate carving he executed.

The modern dressing room shown on page 40 is furnished with Belter pieces scraped of their original finish and reupholstered with a handsome pink and blue heavy French brocade. The dining room shown is from the house in which Theodore Roosevelt was born, now a public museum. The dining room set, returned to the museum by Teddy's daughter, Mrs. Douglas Robinson, does not seem to be in the usual Belter style, but was identified as Belter by no less an authority than Mrs. James Ward (Miniature Rooms) Thorne of Chicago. Besides this modified Ruskin Gothic, Belter also made some furniture in the Spanish style.



FINE EXAMPLE OF A BELTER CARVED ROSEWOOD SETTEE  
MADE ABOUT 1850, AND NOW IN THE COLLECTION OF  
THE COOPER UNION. THE STRIPED FABRIC IS MODERN.

With those who know and sell original Belter furniture, the prices run fairly high. However, in Pittsfield, Mass., a fine set of six Belter chairs, which had been used in the guild room of a church, were sold for only five dollars each. They were purchased by an interior designer who estimates their market value today at three hundred dollars for the set. A New Jersey dealer is known to have an extensive collection of Belter pieces, representative of his many varied styles.

A. Buckley Liptak, Designer



If you want it unique and different, Tufraw Genuine Rawhide fits in. Illustrated is a bar in the play room of Herbert Fischbach, Greenhaven, Rye, N. Y. The front of the bar is completely covered with Tufraw Rawhide. The room is western style, and the floor is of colored slate. You will find Tufraw to be a business developer and a source of enduring client satisfaction. Sample swatches will be sent on request.

**GUTMANN and COMPANY, INC.**

Makers of Quality Leathers  
for Over Half a Century  
Dept. R7, 1511 Webster Avenue, Chicago

## NEWSREEL

CONTINUED FROM PAGE 48

Granick Furniture Company now has its fall line ready; the pieces include Modern and 18th Century upholstered chairs and sofas. Most of these are made with tight seats, tufting and soft spring and hair cushions. Did you know that Granick also manufactures a complete line of upholstered headpieces and custom-upholstered beds? About thirty different types with wood or upholstered frames are on display. Any style to order. . . .

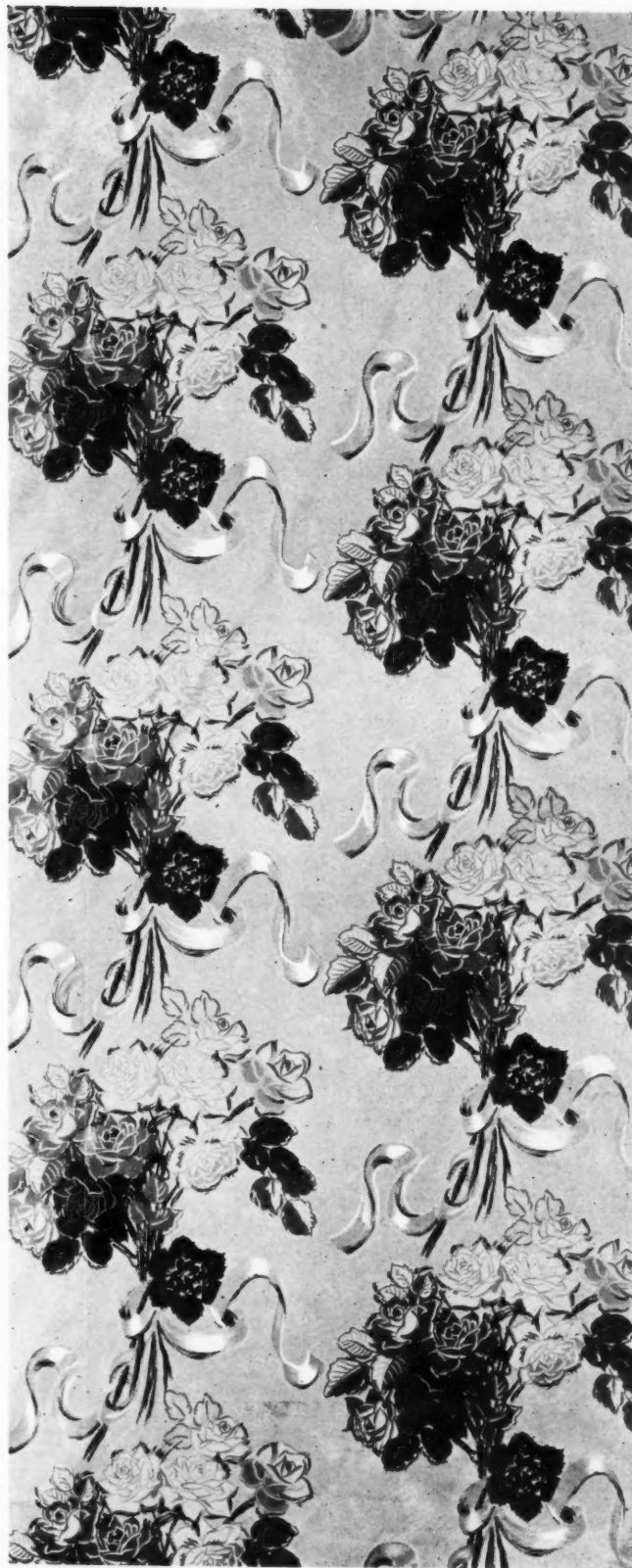
Wood and Hogan Co. has issued an attractive new brochure—with a royal purple cover—"To America, From Britain." Contained in it are photographs of rare English antiques, the finest examples of master craftsmanship. Antiques have proved a sound investment through past wars and depressions. English people are avidly buying antique furniture today and Americans are growing more conscious of the value of such an investment. . . .

Patricia Smith is a young artist who recently had an exhibition at Hans Knoll's showroom of her carved lacquered linoleums and creations in many materials. These designs are particularly applicable to furniture, as seen by the new group designed by Jens Risom, shown in conjunction with the exhibit. Interesting effects have been created by Miss Smith through the use of synthetic resins, clear and translucent vehicles with dyes, crystals of silicate, glass chips, mica and pearl essence—to name a few. . . .

The Armstrong Cork Company has found a substitute, in a special type felt, for the burlap formerly used as a backing for their Standard Gauge Straight Line Inlaid linoleum. This felt is tougher, more tear-resistant and more easily handled than that previously used in the manufacture of hard surface floor coverings. Furthermore, years of research to develop this product have resulted in another welcome fact—it's cheaper than the burlap. This same felt is also being used for the Plain and Jaspe in both 1/8" and Standard Gauge. . . .

Colleges, museums, the U. S. Treasury and Life Magazine use them—if you haven't known about them before now it's our fault. They're *Braquettes*, adjustable picture frames with only top and bottom moldings; they will frame pictures from 2" to 36" high by means of a cord and snap lock at the back. Fit the picture, snap the lock, drive in a nail and the etching's ready to be viewed. . . .

Fred Leighton's on 8th Street has perked up under new splashy colorful Mexican backgrounds for the attractive Mexican wares for sale here. They also added a Latin-American Decorating Department which has



John Little created for us this new **COCKADE PRINT** — a design of such apparent charm and grace that editorial comment here seems to serve only to gild the lily.

Series 17070—50"—in a wide range of unusually distinctive colorings.

**greeff fabrics inc.**

49 EAST 53RD STREET, NEW YORK, NEW YORK



**FOR**

*Custom Made*

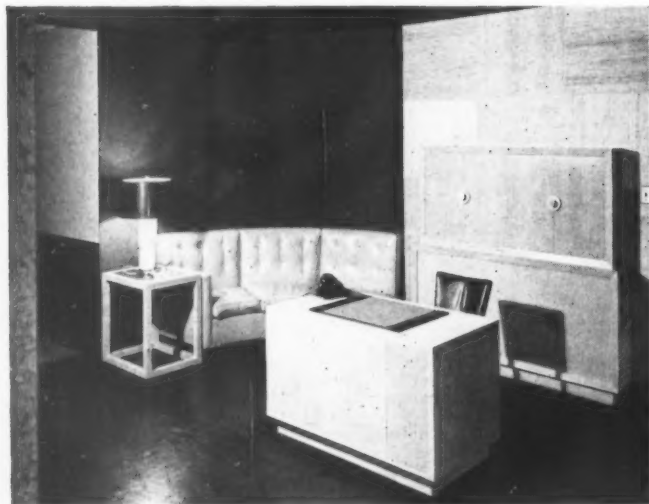
**FURNITURE**

The Custom Made Furniture for the new offices of The Blue Network Co., Inc. and the showrooms of the Vanity Fair Silk Mills, Inc. was built by Roswell Snider from designs by Virginia Conner.

**Roswell Snider**

*Specialist in Custom Made Furniture*

351 EAST 61st STREET • NEW YORK



created a number of room settings to testify to the appealing effects obtainable through the use of these brilliant colors and native designs. A bedroom, kitchen, study, dining room and other room suggestions are to be seen. The kitchen is unique as it combines modern American conveniences with the Mexican custom of hanging clay pots, pitchers and plates of graduating sizes on the wall in a design arrangement. You should stop in here one day soon to get a few ideas on how to use these wares, which include everything from furniture to pig banks, for they will inspire you to think of many more. . . .

Salvatore Bevelacqua has designed a number of additional pieces for the *Dusty Acorn* line of solid oak furniture made by Old Hickory Furniture Company. A sectional grouping for the living room has a new trick to play: two chairs with only a right and left arm respectively, form a love seat when put together; the addition of a side chair expands it to a sofa. Matching chests for the bedroom have dogwood flower knobs as the sole decoration; matching mirrors are single or double size. Three new coffee tables have been added—one generously sized to a 36" diameter—and three new end tables. . . .

The Du Pont Color Selector book, which offers one of the most comprehensive means of showing clients over 2264 possible room color combinations, has been improved to include the leading interior wall colors chosen by prominent decoration authorities. This loose-leaf book contains transparent color pictures and more than 100 large painted sheets which give an accurate preview of what repainted homes will look like, inside and out. Du Pont's *Fabrikoid* Division has presented a wonderful tablecloth of *Fabrikoid* lacquered fabric for summer dining. One design has a scroll border-within-border; it comes in red, blue or green with white. The beauty of this material is that it can be easily washed off with a soapy cloth. . . .

Jollins & Aikman Corp. has a timely little booklet which they will be glad to send you on the care and cleaning of automobile and furniture upholstery. It tells you how simple it is to wash velvets, how to remove the bubble gum that Junior mislaid on the sofa, and the easiest method of banishing all traces left from the previous afternoon's cocktail party. These and other similar problems have all been covered in this booklet, which makes a safe guide since all remedies have been tried and tested in the Collins & Aikman laboratories. . . . Another authoritative and informative booklet on "How to Take Care of your Carpets and Rugs" is being issued by the Institute of Carpet Manufacturers of America, Inc., Empire State Building, New York City. The Institute will be only too glad to send you a copy free of charge. Some of the topics covered are: selecting floor coverings which are the best value; proper methods of installation; care and maintenance, and recommended methods of professional cleaning. . . .

Zeon "Cold Cathode" is a name you should become familiar with in the fluorescent lighting industry for it presents a new method of approach, making possible economical operation, greater flexibility of application and newer, higher levels of light efficiency. The economy angle means burning hours often in excess of 10,000; effect lighting means slender, custom-built tubes, shaped in an endless variety of graceful curves to follow the room's contour or the original design thought up by your client. Zeon "Cold Cathode" is a product of Federal Electric Company, Inc., Chicago. They will explain further details to you in a profusely illustrated catalog showing outstanding work which has already been done. . . .

*Pen-crome* Blond wood finishes, made by the O'Brien Varnish Company, South Bend, Ind. has managed to combine light pleasant tints obtainable by using paint, with the easy maintenance of natural wood finishes. A new folder describing the procedure and advantages of finishing plywood with these *Pen-crome* colors may be had for the asking—and mentioning of this publication. . . .

A new studio for the designing and making of silk and other fabric lamp shades has been opened in Chicago by Mildred Knight, successor to Willa Thurman Doubson, retired. The address is 700 N. Michigan Ave. . . .

George Lifton, formerly with the Nahon Company for a great number of years, has now returned to this company in the capacity of sales manager. . . .

The new showrooms of the Maybrook Bedding Company at 235 East 42nd Street is within easy stepping distance of your usual haunts. This firm has a large display of bedding, daybeds, studio couches, divans, upholstered headboards and custom-built beds. Your own blueprints or specifications for specially designed beds will be accurately followed out. . . .

Two new pamphlets have been issued by the Formica Insulation Company. One shows standard push and kick plates for doors, available in four standard colors; they are practical in that they won't spot, stain, chip or crack and are easy to clean. The other publication in color shows the striking combinations used for soda fountain installations, proving that color is one of the major factors in increasing sales. . . .

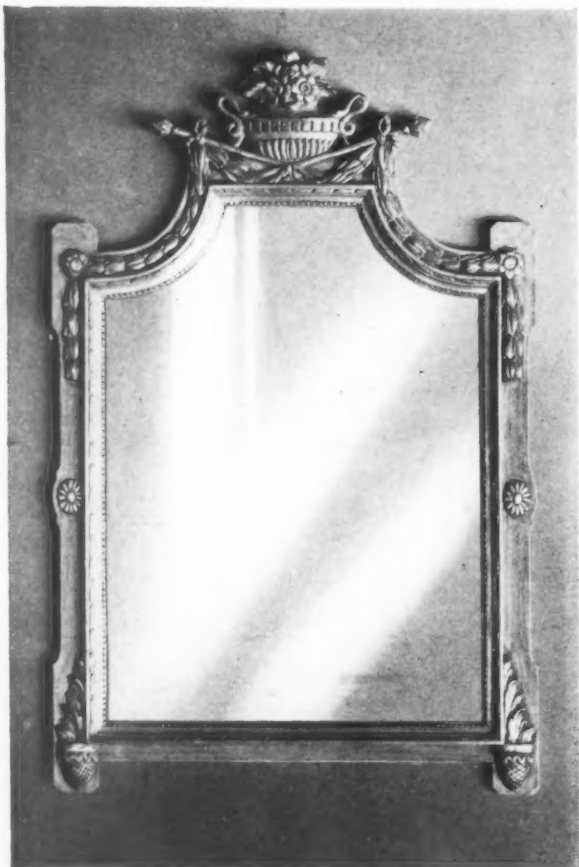
News from The American Furniture Mart, regarding the recent summer market which has been current there, indicates that there is a bright future for the wood working trade. Compregnated and impregnated woods, in which the binding materials are forced into the wood itself, are known as wood plastics which are being used to manufacture airplanes. Sawdust is even being put to good use. Price control regulations have gone into effect for the furniture industry . . . transportation and delivery problems are slated to become more serious this summer . . . simplifications were seen in the designing of all lines. . .



QUALITY

Schmieg & Kotzian  
inc.  
Designers and Cabinet Makers  
521 EAST 72nd STREET - NEW YORK

  
**Friedman**  
 BROTHERS • DECORATIVE ARTS, INC.  
**Mirrors**



§ § *The largest selection in the United States of fine decorative Mirrors, Mantels, Cornices, Consoles, Paintings, Wall Brackets and Decorative Accessories.*

**Friedman**

BROTHERS • DECORATIVE ARTS, INC.  
MANUFACTURERS TO THE TRADE FOR 39 YEARS

**305 EAST 47th STREET, NEW YORK**

In BOSTON: DEVON SERVICE, 420 Boylston Street  
In LOS ANGELES: JAMES GILLIES, 1008 No. Croft Ave.  
In PHILADELPHIA: HAROLD A. BITTING, 33 East Walnut Lane

## PARSON'S COMPETITION

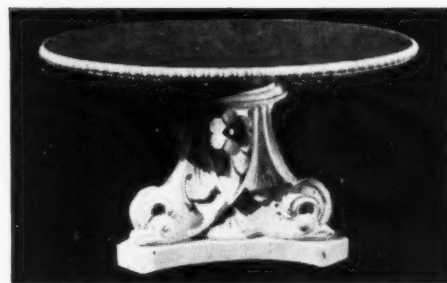
CONTINUED FROM PAGE 38

In making this specific suggestion as to design source it was felt that the furniture of this period showed fine proportions as well as imaginative design. Further, it was felt that this was suitable to commemorate Mr. Odum's recent death and long connection with the school. The project in this competition was a definite one that was meant to encourage the students to think along a line that would have a practical application to their work yet at the same time permit a free and creative approach to a room as a whole. The result intended was to place emphasis on the room as a whole rather than on the individual design of a piece of furniture or any effort to create a specific new style.

The judges consisted of Mrs. Archibald Brown of McMillen, Inc., Joseph B. Platt, Hollis S. Baker and William Millington. This important foursome felt that all winners and mentions indicated definite talent in design as well as in the expression of the ideas and colors on paper. First prize went to Alexander Cagna whose drawings included renderings of the same scheme in a varying range of color treatment; all of his drawings showed individual thoughts and an attractive and unique treatment of the project. The second prize winner, Thomas Moore, showed a high degree of technical skill and a dramatic sense of value in the two rooms which he designed. The room which won third prize was designed by Margaret Seagren. It conforms very closely to the precise thought of the competition, presenting a clever and usable solution of the problem; the low toned color scheme in grays and browns and black is effectively handled and brought to life by the use of important furniture in off white which derives from Baroque sources.

Honorable mention was also given to Susan Bottomley, Eunice Carter, Philip Hertz and Edwina Varetta. The rooms submitted by these students were also most interesting and attractive in both design and color.

## DECORATIVE PLASTER



originals  
by

**EDWARD KRUMPE**

308 East 49th Street

New York

## PAHLMANN'S FAREWELL

CONTINUED FROM PAGE 35

graphs; an Early American room with fabrics taken from Victory garden vegetables; a living-dining room with an intelligent modern adaptation of the traditional yachtman's swing down table; another sitting room, in which Pahlmann has used, most expertly, military prints, as suggested in *INTERIORS* for July 1941, and Dutch Colonial antiques (*INTERIORS*, May 1942); a typically baroque bedroom has a floor painted to look, if not to feel, as though there were a rug on it. All of these rooms deserve considerable study from Pahlmann's brother and sister designers for they well illustrate his great talents in the use of brilliant color, in his ready acceptance of new materials and practices. And there is still another reason to admire Mr. Pahlmann's rooms: for the first time he has felt it necessary to work on a budget. Priorities, and the store's accountants made it impossible for him to use all the specially designed furniture, fabrics, and other devices to which he has become accustomed. Antiques had to fill the bill because there was little else available,—antiques and imagination. Only two of the rooms have rugs, the floor coverings business being what it is, and those two have differing uses of the same type of cotton loop carpeting, from Carter Bros. On the other hand William Pahlmann suffers badly from whimsey. For reasons best known to himself, these six rooms are known as the Pahlmann Proverbs. The friends of Alexander Woollcott, who used to get a masochistic pleasure in collecting gruesome bits of commercial cloy, hope that his health improves still further before he learns what the Pahlmann Proverbs are.

Room No. 1: (game room) "Friends sticketh (sic) closer than wallpaper."

Room No. 2. (dining room): "A bird in the chintz is worth two in the bush."

Room No. 3: (early American Living Room): "Great rooms from little seed packets grow."

Room No. 4: (dining-sitting room): "Here today, walls tomorrow."



Pressed glass Lamp  
Lampshade  
with Painted Ribbon Border

**WARD AND ROME**

63 East 57th Street  
New York City

## Fine Furniture

Reproduction of a  
Victorian chair.  
Unusual tufted  
treatment.



Commode: — hand made brass grill  
doors — Mahogany and inlay cross  
band borders.

H 34" L 42" D 13½"

*The Nahon Company*

FACTORY AND SHOW ROOMS

435 EAST 56th ST., NEW YORK CITY



## OLD PRINTS

MAPS

FLOWERS

VIEWS

COSTUMES

FRUITS

ETCHINGS

PAINTINGS

CURRIER & IVES

ENGRAVINGS

AUDUBON BIRDS

ETC.



*When buying color etchings -  
look for this registered Trade Mark*

# Camilla Lucas

"OLD PRINT CENTER"

4 EAST 46th STREET, NEW YORK, N. Y.

Room No. 5. (another sitting room): "It's a strange rug that doesn't know its own master."

Room No. 6. (bedroom): "New floors are paved with good intentions." This is the one that has the fake rug painted on the floor.

The sentence of the year came not from Mr. Pahlmann's office, but from the publicity department of Lord & Taylor, who described the living room shown on page 35 in this wise:

"This room is a cocktail and game room, and features two red banquettes that in an emergency can be turned into beds." They really shouldn't play those games.

## STYLING FURNITURE (NOW AND THEN)

*by Edward Wormley*

EDITOR'S NOTE: Edward Wormley, for many years chief designer for the Dunbar Furniture Co., is now serving his country in Washington on the Consumers' Durable Goods Branch of the Office of Price Administration. Before the annual Institute for Design of the New York Decorators Club, Mr. Wormley recently spoke on the problems of styling today's furniture. Also covered was the price ceiling problems of interior designers. Because of the importance of these subjects to the entire industry, we are glad to reprint excerpts from text:

It has been my observation over a number of years that

### DECORATIVE Mirror And Fireplace Creations That Lead The Field In . . .

- Beauty in Design
- Every Desired Period
- Quality and Craftsmanship
- Priced to Sell

Send for our newly published brochure picturing  
Mirror designs.

Factory and Showrooms at

**DECORATIVE ARTS & MIRROR CO. INC.**  
19 West 21st Street New York City



### ANTIQUE FURNITURE

French & English

Antique tapestries  
and textiles  
restored by  
experts

Cleaning, Repairing  
Mothproofing

The illustration shows  
Louis XIV carved and  
gilt mirror 54 inches  
high, 42½ inches wide.

**COULAZ & RIESEN, INC.** 160 E. 56 Street  
New York City

titles of talks are proposed or selected with some of the abandon with which Pullman cars are named. So, in accepting an invitation to be with you today to talk about styling furniture, I have, from the first, in my own mind added the words "Now and Then" to my subject "Styling Furniture."

In Washington, where I am now an adolescent of four months—one is grown at six months, and an old-timer in a year—the words "now" and "then" become the ever-normal standards. All pre-war considerations of apparent moment must measure to this standard. Inevitably many of them shrink. From a happy concern with styling furniture for one firm *then*, nursing its growth, being nervous for its prestige, it is my privilege *now* to survey from the top of a littered desk the good spirit with which an entire industry tries on a new strait-jacket. Along with all business it does this with the conscious knowledge that while the binding hurts it also preserves and may, we earnestly hope, cure.

"Styling" furniture up to now (I always called it designing and we could argue the point) has been a good deal like your decorating jobs. In both it was necessary for a satisfactory solution to ask oneself whether consideration had been paid to the following factors:

- (1) Are you filling the customer's need and not merely your own wishes?
- (2) Is your solution too temporal? Will it date, since everything dates, before it affords value received?

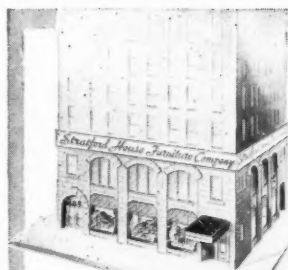


**French,  
English, and  
Italian Furniture**

*Frames also carried  
in stock.*

**Leopold Colombo  
& Bro., Inc.**

238 E. 44 Street, New York



**"The Decorator's Source  
for Fine Furniture"**

**Stratford House**  
FURNITURE COMPANY  
443 Fourth Avenue, New York  
(at 30th Street)



**Chinoiserie Toile**

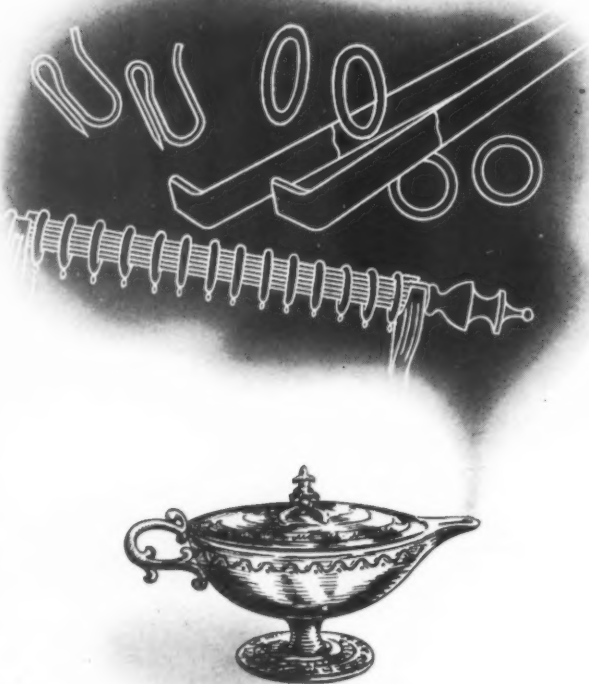
FOR SUCCESSFUL ROOMS



Fine scale and finely drawn all-over pattern inspired by an old toile. Just received from England. Young and yet sophisticated in feeling. Once you start to use it, you will want to use it everywhere. #8004 comes in seven color schemes. Available also in chintz. *Inquiries invited.*

**ARTHUR H. LEE & SONS Inc**

Makers of Fine Period Fabrics  
383 MADISON AVENUE, NEW YORK  
Boston • Philadelphia • Chicago • Los Angeles



## If we had a magic lamp

If we had a magic lamp like Aladdin's, we'd be able to get materials to supply all your needs for the duration. But we haven't, and the war effort comes first . . . so we're glad to get along with what Uncle Sam can spare. We know you are too.

At times, of course, there are delays in deliveries. That's unavoidable. In some cases, it may actually be impossible to fill orders . . . for which we beg your indulgence.

Come what may, you can be sure we'll never stint on the quality or service that have helped create the present demand for Judd products. We pledge to continue making drapery fixtures as well as we know how . . . distributing the available supply fairly . . . cooperating with customers as fully as circumstances permit.

### H. L. Judd Company

WALLINGFORD, CONN.

87 CHAMBERS ST., NEW YORK CITY

- (3) What does this new effort provide to the total picture of your work up to now which adds to the progression indicated by your past work, or is this effort routine?

These questions, even answered occasionally with a degree of self-affirmation, are not enough today.

This is a decorators' and designers' war just as surely as it is the steelmakers'. And conversion to its angry needs will just as surely be our roles, though they may be slower and less noisy ones.

Horrible as the world conflict is can't we see in the raw scars of a nation so determined on victory a confident glow of health? We will not just do without things that are scarce or strategic; we will not just put aside business as usual for the time being; we will recognize that these cuts are deeper.

We can build a new world where a spirit of rationalism becomes the dominating force of society not just through necessity but also through determined choice. There will be the physically and mentally sick all over the world to be healed; the ruins to clear away and rebuild; new homes to be established, as much because old ones are out-moded or badly located as through wartime destruction; whole new communities or regions to be reclaimed or developed to serve the new technologies that will evolve from these months of feverish laboratory

*John F. Patching and Co.*  
INCORPORATED



GLASS CURTAIN FABRICS  
509 MADISON AVE.-NEW YORK, N.Y.

BOSTON      SAN FRANCISCO      CHICAGO  
PHILADELPHIA      DALLAS      LOS ANGELES

**DIMOUT SHEERS**  
CURTAIL EXCESSIVE LIGHT  
PERMIT VISION

### FURNITURE *by* TOMLINSON

NEW YORK . . . . . 385 MADISON AVENUE  
CHICAGO . . . . . 1776 MERCHANDISE MART  
PITTSBURGH . . . . . 907 PENN AVENUE  
DETROIT . . . . . 629 GRATIOT AVENUE  
MINNEAPOLIS . . . . . 110 NORTH FIFTH STREET  
ATLANTA . . . . . 229 PEACHTREE STREET  
HIGH POINT . . . . . NORTH CAROLINA

application.

We can work with new materials galore; magnesium reclaimed from the sea; rubber synthesized from our own bountiful agriculture or from oil, new plastics from wood-waste, from milk, or combined in new ways with paper or wood; newly cultivated fibres native to our continent and hemisphere; aluminum, steel-, and other metal-working facilities which will give wood a run for its money. In our fields as well as many others, I can see cast and extruded metal articles of undreamed-of lightness, attractiveness, and low-cost.

Herein lies the adjustment, it seems to me, which designers and decorators can make in turning from *then* to *now*. It is essentially a matter of turning one's thoughts from *exclusiveness* at relatively high-cost to *appropriateness* at low cost. It is the job of our professions to evolve for themselves the ways in which they can readapt their powers of invention and their sensitiveness to relationships formerly exercised for class purchasers so they may enrich the lives of millions.

We are not doing our duty as artists, or thinking straight as citizens, if we conceive of this transition job as one of "copying down." That is what we *have* been doing. Pseudo Chippendale chairs at a price anyone can pay, are not the answer.

I wouldn't be so rash as to predict the disappearance of the very human kind of assertion which expresses itself in pursuit or possession of the special. This is

## Wallpapers

*new and different!*

Our selection of wallpapers has never been more complete or more worthy of your consideration.

*We welcome your inquiries.*

*Elizabeth Widsey*

515 Madison Avenue

New York City



**Steiner  
Studio**

- UPHOLSTERY
- DRAPERY
- EMBROIDERY
- QUILTING

*Workrooms for the Trade  
Since 1907*

316 East 61st St., N. Y. C.

# Cheney Brothers report:

While it is obvious that there will be no more silk from Japan... there is still a substantial amount of non-defense silk available for decorative fabrics. But of more importance is another factor in textile merchandising. Cheney Brothers have studied and perfected the weaving, dyeing, and finishing of American made fibers... and can announce with satisfaction that they will continue to supply interesting and beautiful new fabrics of characteristic Cheney quality.

## CHENEY BROTHERS

*Manufacturers since 1838*

509 Madison Avenue, New York

420 Boylston Street, Boston

Merchandise Mart, Chicago

812 West 8th Street, Los Angeles

1717 Sansom Street, Philadelphia





*Zelina Brunschwig*

*Presents*

*An unusual cretonne  
reflecting the tempo  
of today's modern.*

**BRUNSCHWIG & FILS, INC.**

383 Madison Avenue, New York

Philadelphia Boston Chicago Los Angeles

called individuality. We can't stop it and wouldn't if we could. But we must learn to apply it more widely. We must find ways, each of us or in groups, of influencing the appearance of the things we all use, and the surroundings of all of us in this changing world in a way which expresses the rationalism of a democratic people anxious to share the good things of life.

This can't be done by perpetuating the squirrel-cage eclecticism of revived fashions, of which Wright speaks, even when relieved by whimsical antiquarianism. Nor can it be helped by smearing fresh cliché's (such as streamlining) all over the externals of things.

Wood will provide a whole new series of solutions to clean, easy and attractive living in spite of competition from the metals. We can have plastic-bonded molded plywood bathtubs coated with transparent vinyl resins, pleasant in temperature and lasting as vitreous enamel. We can enjoy them for the pattern of their wood, as well as their efficiency, or we can line the tub or shower with rosebud chintz or old love-letters, if we will.

There will be outdoor furniture of resin-impregnated and bonded plywood. Extruded materials will be used to replace more perishable natural fibres like rattan. A new water clear plastic has just been developed many times harder than any now known. Think of the possibilities of prefabricated rooms with flush, concave, rounded plywood members at floor, ceiling, and corners for cleanliness and structural strength. Think of clear



### PROFIT FROM RUG CLEANING

In these war days when new homes and new interiors are rare, alert decorators are giving more attention to the preservation of beauty in their clients' residences.

Nothing is more important in a beautiful home than a clean rug and rugs properly looked after will have greater value in the years ahead.

For many years we have co-operated with decorators in rendering expert rug cleaning and repair service with a fair commission on business turned in.

*Write or phone for further information.*

**KENT-COSTIKYAN, INC.**

730 Fifth Avenue (at 57th Street) New York City  
Telephone Circle 6-0412



### MIRRORED FURNITURE OF DISTINCTION

Dressing Tables,  
Coffee Tables,  
Screens, in any size,  
shape or color.  
To the Trade Only.

**REGENT  
MIRRORED  
FURNITURE  
MANUFACTURING  
COMPANY**  
969 First Ave., New York  
Between 53rd & 54th Sts.

vinyl-resin-coated wall surfacings and floor surfacings so permanent as to replace cork, linoleum or any present washable wallpapers. Applied to fabrics, you'll be laying chintz floors!

More exciting than any of these futures, to date, is the promise of molded plywood furniture, and consumer goods of all types, so handsome, so direct in process of fabrication that the traditionalisms of handicraft forms, forced into caricatures through machine production processes, will show up as the anomalous things they are.

But what of today and next week? The Office of Price Administration, which I represent, has found it necessary to apply the General Maximum Price Regulation in its effort to preserve the only economic scheme under which the promise of this fresher world can come. This definitely affects the decorators, who must operate under the same provisions all retail businesses and services are operating under since May 18th.

You, of course, have already marked your stocks of articles not exempted under the provisions of the General Maximum Price Regulation in accordance with its terms. This will mean that they are marked in plain dollars-and-cents figures preceded by the words "Ceiling Price" or "Our Ceiling," based on your March 1942 maximum selling price for the same or similar articles. Mr. Henderson has said they may be marked in three different ways: (1) by marking the ceiling price on the item itself, (2) by marking the shelf, bin, rack, or other

## OUR FALL FABRICS ARE NOW READY



We invite your inspection of our New Fall Curtain Fabrics currently being displayed by Traveling Representatives, Branch Offices and Local Showrooms.

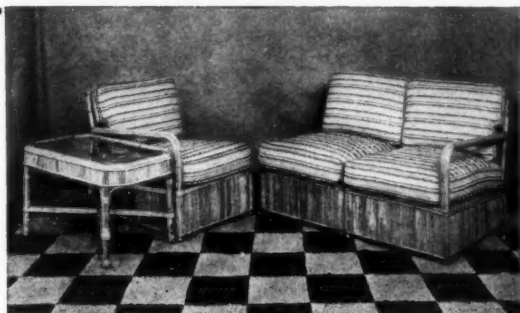
Our usual wide range has been greatly enhanced by many novel productions in weave, color, texture and design.

**E. C. CARTER & SONS, Inc.**  
49 EAST 53rd STREET NEW YORK

PHILADELPHIA  
1600 Walnut St.

CHICAGO  
6118A Merchandise Mart

LOS ANGELES  
816 S. Figueroa St.



**DISTINCTIVE GARDEN, TERRACE, SUN PARLOR  
AND YACHT FURNITURE**

Illustrated Catalogue

Exporting Our Specialty

**GRAND CENTRAL WICKER SHOP, INC.**  
217 E. 42nd Street New York

## FURNITURE OF DISTINCTION

BY *Diamant*



**THE MARLY CHAIR:** The arrow and quiver are of carved wood and the chair is finished like the original in green with white gold striping although it may be had in other colors. Sizes: Seat 19" wide, 16 1/4" deep, 18 1/2" high, 34 1/2" overall.



**THE SAMBRE:** Large enough for a desk or small enough for milady's dressing table, the SAMBRE lends itself for many purposes. France gave the standard from which American cabinet makers reproduced the exquisite lines for this two drawer walnut table. Size: 39" long, 21" deep, 29" high.

*A. L. Diamant & Co.*

34 East 53rd St., New York • 1515 Walnut St., Philadelphia  
Stratford, Pa. • 2625 Cole Ave., Dallas, Texas

**HAND BLOCK MACHINE AND SCENIC WALLPAPERS**

## Chairs Incorporated

- Designed by Creative Artists  
—Carried out by traditionally  
trained Master Craftsmen —  
Awaiting your selection here.



## Chairs Incorporated

DESIGNERS AND MANUFACTURERS OF CUSTOM MADE FURNITURE

192 Lexington Ave. (at 32nd St.) New York City

Telephone LExington 2-3249

*This Furniture is the Best that Man Can Make or Money Can Buy*



## S.J. Campbell

The name that signifies the finest custom-built quality in upholstered furniture

S. J. CAMPBELL CO.

MERCHANDISE MART

CHICAGO, ILLINOIS

holder or container, upon which the item is kept by the seller, or (3) by posting ceiling prices at the place in its business establishment where the item is offered for sale.

Among the specific methods of posting which the Office Price Administration regards as unsatisfactory is posting in a shop a sign such as: "All prices in this shop are no higher than our ceiling."

You are expected to be keeping the same records as other retailers. I shan't read from the General Maximum Price Regulation the nature of those records in detail but have brought along copies which you may ask for and keep. Besides March, 1942 (the base period) records of maximum prices, current records will be kept also.

You will later be required to register your establishments selling at retail any commodity or service for which a maximum price has been established.

Consultation fees for advice to clients, charged in addition to the mark-up you make on merchandise for which you are the retailer or selling-agent, are included under the terms of the regulation, inasmuch as the Office of Price Administration has ruled that services made in connection with the sale of a commodity are subject to the terms of the General Maximum Price Regulation.

You will be anxious to know about fees for advice made without a sale of merchandise. O.P.A. has found it imperative to interpret "professional services" as nar-

## MEYER THREADS

The World's Best

For Upholstering  
and Decorating

Spools  
Tubes  
Cones



All sizes  
and colors

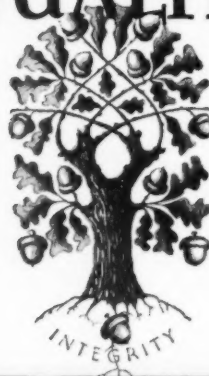
Soft and  
Glace Finish  
Mercerized

## JOHN C. MEYER THREAD CO.

Lowell, Mass.

"Samples sent if you wish them."

## QUALITY LINES



BAKER  
STATTON  
CENTURY  
PALMER & EMBURY  
at  
**STIEHL'S**  
NEW YORK

INTERIORS

rowly as possible, as you can well understand, and as such these are not exempt under *this* provision. Advisory fees will be considered "personal services not rendered in connection with a commodity only when charged *not in connection with a sale of merchandise*." Consultation or other fees or stipulations for payment which it was your practice to deduct from later purchases made by the client will remain in effect without allowable increase.

What articles which decorators often carry in stock are exempt?

1. Genuine antiques (defined as articles which (a) tend to increase rather than to decrease in value because of age; and (b) are purchased primarily because of their authenticity, age, rarity, style, etc., rather than for utility; and (c) are commonly known and dealt in as antiques by the trade. If an article is less than 75 years old, it will almost never be an antique.) This does not exclude anything that is merely used furniture.
2. Knotted oriental rugs.
3. Paintings, etchings, sculptures and other art objects. This latter exemption has already been the subject of a special interpretation. The phrase "objects of art covers articles of the same general class as "paintings, etchings and sculptures." To be an object of art articles must also be the product of an individual's skill and unique in the sense that it is not identical with any other artistic product. Handicraft articles are not ex-



### AN IMPORTER THAT YOU SHOULD KNOW

We maintain for your convenience one of the largest wholesale collections of Antiques and Decorative objects and lamps in this country. We suggest that you pay us a visit and see for yourself the variety and superb quality of our merchandise.

**Attman-Weiss**  
IMPORTERS

863 THIRD AVENUE NEW YORK CITY  
Between 52nd and 53rd Streets Wickersham 2-7630

### LYON FURNITURE MERCANTILE AGENCY

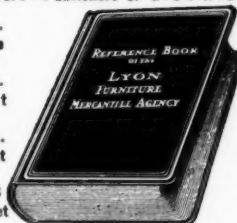
Est. 1876—Publishers of LYON-RED BOOK

NEW YORK, N. Y.  
185 Madison Avenue

BOSTON, MASS.  
197 Friend Street

PHILADELPHIA, PA.  
12 South 12th Street

HIGH POINT, N. C.  
107 West Green Street



CINCINNATI, OHIO  
6 East Fourth Street

CHICAGO, ILL.  
221 North LaSalle Street

GRAND RAPIDS, MICH.  
Ass'n of Commerce Bldg.

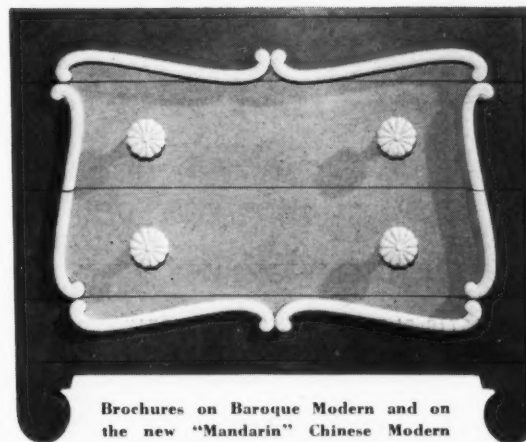
LOS ANGELES, CALIF.  
12th Street at Broadway

THE NATIONALLY RECOGNIZED CREDIT AND  
COLLECTION AGENCY OF THE FURNITURE INDUSTRY  
AND TRADES KINDRED—CARPET—UPHOLSTERING—REFRIGERATOR  
—STOVE—INTERIOR DECORATION—LAMP AND SHADE—FRAME AND  
MIRROR—HOUSE FURNISHINGS  
BOOK OF RATINGS—CREDIT REPORTS—COLLECTIONS

## BAROQUE MODERN

by

## KITTINGER



Brochures on Baroque Modern and on  
the new "Mandarin" Chinese Modern  
bedroom group . . . on request. Kittinger  
Company, Buffalo, N. Y.

### EXHIBITS

CHICAGO NEW YORK BUFFALO  
Merchandise Mart 385 Madison Ave. 1893 Elmwood Ave.



Decorators and designers find new effects — a flair fitting the tropical trend of design — in the striking originality of Ficks luxurious furniture for lawn, terrace and solarium. Send for 1942 catalog showing exclusive Guatemala covers — El Rancho Wrought Iron — new CaneCraft designs.

**FICKS REED CO.**  
CINCINNATI NEW YORK



A DRAMATIC FLORAL "LUPIN" INTERESTING COLORS

THIBAUT'S DECORATOR'S SERVICE

**RENVERNE***handprints in wallpaper*

515 MADISON AVENUE, NEW YORK



CAVENDISH SP.

★MEYER.  
★GUNTHER.  
★MARTINI·Inc.

SPACE 1789

MERCHANDISE MART  
CHICAGO - ILL.511 E. 72nd ST.  
NEW YORK CITYRECENT 4 { -0878  
-0879  
-0880

cluded from control by the regulation, nor is jewelry. Reproductions are not paintings or sculptures.

You are surely aware of the special difficulties certain curtailments of materials by the War Production Board have made for you. Metal furniture, down and feathers, burlap, webbing, fabrics of many kinds, carpets and rugs made of wool, lamp fittings, etc., have been among the casualties made necessary by war. There will probably be many more, but of course there isn't one among us who wouldn't give up each commodity using critical materials without any reluctance, if he felt the end of this war were hastened in so doing.

It is virtually certain that upholstered furniture, using high carbon-content wire springs will be unobtainable within a few months. The War Production Board, faced with the alternative between guns and ships and soft seats for civilians, can make only one choice. But I have seen plywood chairs, using the resiliency inherent in the material itself, when so formed to provide constant body-contour adjustments, which will surprise you.

You have heard that transportation is a problem that will become more and more acute. Naturally it will, as shipments of essential war goods and the heavy goods necessary for its production take increasing preference over any other merchandise excepting food. This condition may not become alarming to the shipment of furniture and similar products as official of the Office of Defense Transportation assures me. Since present

**Shoppe**

De Olde Mantel

*Mantel Headquarters*

Due to moving our headquarters in the middle of September we offer this and many other unusual marble mantels at a very low price.

Antique marble and wood mantels, reproductions from stock or to special order in all periods and designs. All our mantels are of the finest quality and very reasonable in price.

J. W. Johnson, Prop.  
251 East 33 Street  
New York City  
Est. 1879

**modern**

**upholstered furniture  
to the trade. Catalog  
available on request.**

**contempo shops, inc.**

44 W. 18th St., N. Y. CHelsea 3-1420

railroad equipment will probably have to serve through this year or next without replacement or additions, a remarkable job is being done in conserving cars, space, empty-hauls, etc.

This recital of restraints depressing as it may seem to people whose success has always been in almost direct ratio to their individualism, is intended as a plea for you to understand that your job as decorators, like the job of designers, is to continue to bring your heightened perceptions to play in brightening the lives of an ever-widening number of Americans.

**A CORRECTION:** The Newsreel mention last month about Accessories for Interiors, a newly opened accessory shop, was slightly confused. The proper address is 26 East 56th Street; and the name of Mr. Lane was incorrectly spelled. Sorry.

• **SALESMAN AVAILABLE** — Covering Midwest and part of New England. Interested in fabrics, furniture frames, supply or other lines pertaining to the retail upholstery trade. Arriving in New York July 1st; leaving about August 1st. Address Interiors, Box 6A, 11 East 44th Street, New York.

• **CARPET AND DRAPERY SALESMEN AND DECORATORS**—S. P. Brown Co., operators of carpet and drapery departments in stores in Mid-western cities have openings for capable, experienced salesmen and interior decorators. Permanent positions with opportunity to become department managers. State age, experience and starting salary. 432 Fourth Avenue, New York.

### TEXTURED RUGS

WILL MEET YOUR MOST EXACTING  
DECORATIVE REQUIREMENTS

They present exceptional possibilities for the creative decorator. Whether it be a traditional or contemporary interior, these rugs are outstanding. Available in novel designs, any color and in widths up to 20 feet.

### ASTRAKHAN RUGS

Also carved rugs, broadlooms, fur rugs and carpeting of all kinds.

Write for price list.

### SULLIVAN CARPET CO.

330 FIFTH AVENUE NEW YORK  
or see your wholesale carpet dealer



### FOR YOUR BEST ROOMS LIGHTING EFFECTS

in the

### GRAND MANNER!

EXQUISITE CRYSTAL REPRODUCTIONS OF CHANDELIERS, SCONCES, LAMPS; ALSO PORCELAIN AND CRYSTAL TABLE LAMPS, FLOORLAMPS AND MODERN CREATIONS.

### Charles J. Winston & Co., Inc.

Importers and Makers of Distinctive Lighting Effects  
2 WEST 47th STREET, NEW YORK

*Horse and Rider of Ming Dynasty. Mahogany pedestal mounting; rectangular antique taffeta shade.*



*Distinctive* LAMPS AND SHADES  
IMPORTS AND ANTIQUES  
LAMP MOUNTINGS  
UNUSUAL NOVELTIES

## WAHL & COMPANY

INCORPORATED  
64 WEST 48TH STREET • NEW YORK



## HERMAN MILLER MODERN CENTER

This is a fact . . . a decade of leadership has earned broad acceptance for HERMAN MILLER MODERN. Designed by Gilbert Rohde . . . created to meet inescapable contemporary economic and social necessities. Today, with an accelerated trend toward simplification and functionalism, HERMAN MILLER MODERN has unbounded possibilities. Extensive selection and price range. Complete showings in New York and Chicago for you and your clientele.

### HERMAN MILLER FURNITURE COMPANY

Factory at Zeeland, Michigan . . . Showrooms for the Trade at  
1680 MERCHANDISE MART, CHICAGO; ONE PARK AVE., NEW YORK CITY

COME TO

200 Madison Avenue, New York  
for your requirements in  
Beds and Bedding

The New Showroom of

**FRANK A. HALL & SONS**

Specialists in the Manufacture  
of Beds, Day Beds, Mattresses,  
Springs, Pillows and Accessories



Since 1828



Formerly at 25 W. 45th Street,  
New York



Maker and Importer of

... French Bedroom Furniture ...

*Richard Wheelwright*

307 East 53rd Street • New York

PLaza 8-2750

*distinctive fabrics*

**HMS**

H M S FABRICS, INC.

*Harold M. Schwartz, Pres.*

572 Madison Avenue  
New York

FREDERICK G. BRUNS  
512 W. 8th St., Los Angeles, Calif.  
442 Post St., San Francisco, Calif.  
BEN HANNEWYK, 3611 Gillispie, Dallas, Texas



"My victim refused to cooperate  
unless she could bring her  
**BECKLEY Mattress**"

**CHARLES H. BECKLEY, INC.**  
305 EAST 47th STREET, NEW YORK CITY

# INTERIOR SOURCES

## A CLASSIFIED DIRECTORY OF CURRENT ADVERTISERS

ANTIQUES	ATTMAN-WEISS .....	63	FURNITURE, MIRRORED	REGENT MIRRORED FURNITURE MFG. CO. ....	60
	COULAZ & RIESEN, INC. ....	56			
BEDDING	BECKLEY, CHAS. H., INC. ....	66	FURNITURE, OFFICE	MACEY-FOWLER, INC. ....	49
	CHATEAU FURNITURE COMPANY .....	69		SNIDER, ROSWELL .....	52
	HALL, FRANK A., & SONS .....	66	LAMPS & LAMP SHADES	WARD & ROME .....	55
	MITTMAN, M., & COMPANY, Inc. ....	49		WAHL & CO., INC. ....	65
CORNICES & DRAPERY FIXTURES	DECORATIVE ARTS & MIRROR CO., INC. ....	56	LEATHER	GUTMANN & COMPANY, INC. ....	50
	FRIEDMAN BROTHERS DECORATIVE ARTS, INC. ..	54		THORP, J. H., & CO., INC. ....	71
	JUDD, H. L., COMPANY .....	58	LIGHTING & LIGHTING FIXTURES	WINSTON, CHARLES J., & CO., INC. ....	65
CURTAINS AND MATERIALS	CARTER, E. C., & SON, INC. ....	61			
	PATCHING, JOHN F., & CO., INC. ....	58	MANTELS	DECORATIVE ARTS & MIRROR CO., INC. ....	56
DECORATIVE ACCESSORIES	ATTMAN-WEISS .....	63		JACKSON, EDWIN, INC. ....	69
	DECORATIVE ARTS & MIRROR CO., INC. ....	56		YE OLDE MANTEL SHOPPE .....	64
	DIAMENT, A. L., & COMPANY .....	61	MIRRORS	COLOMBO, LEOPOLD & BROTHER, INC. ....	57
	FRIEDMAN BROTHERS DECORATIVE ARTS, INC. ..	54		DECORATIVE ARTS & MIRROR CO., INC. ....	56
	HMS FABRICS, INC. ....	66		FRIEDMAN BROS. DECORATIVE ARTS, INC. ....	54
	KRUMPE, EDWARD .....	54		REGENT 'MIRRORED FURNITURE MFG. CO. ....	60
	LUCAS, CAMILLA .....	56			
	WARD & ROME .....	55			
EXHIBITS	LITTLE, GEORGE F. MANAGEMENT .....	14			
FABRICS	BRUNSWIG & FILS, INC. ....	60			
	CARTER, E. C., & SON, INC. ....	61			
	CHENEY BROTHERS .....	59			
	DIAMENT, A. L., & COMPANY .....	61			
	GREEFF FABRICS, INC. ....	51			
	HMS FABRICS, INC. ....	66			
	LEE, ARTHUR H., & SONS, INC. ....	57			
	SCALAMANDRE SILKS .....	2			
	STEINER STUDIO .....	59			
	STROHEIM & ROMANN .....	16			
FACTORS	THORP, J. H., & CO., INC. ....	71			
FIREPLACE EQUIPMENT	MAGUIRE, JOHN P., & CO., INC. ....	69			
	JACKSON, EDWIN, INC. ....	69			
	YE OLDE MANTEL SHOPPE .....	64			
FLOOR COVERINGS					
	KENT-COSTIKYAN, INC. ....	60			
	SULLIVAN CARPET COMPANY .....	65			
FURNITURE					
	BAKER FURNITURE, INC. ....	70			
	CAMPBELL, S. J., CO. ....	62			
	CHAIRS, INC. ....	62			
	CHARAK FURNITURE COMPANY .....	9			
	COLOMBO, LEOPOLD, & BROTHER, INC. ....	57			
	CONTEMPO SHOPS, INC. ....	64			
	DIAMENT, A. L., & COMPANY .....	61			
	DUNBAR FURNITURE MFG. COMPANY .....	3			
	KITTINGER COMPANY .....	63			
	MANOR HOUSE, THE .....	70			
	MASON ART, INC. ....	7			
	MEYER-GUNTHER-MARTINI, INC. ....	64			
	MILLER, HERMAN, FURNITURE COMPANY .....	65			
	MITTMAN, M., & COMPANY, INC. ....	49			
	NAHON COMPANY, INC. ....	55			
	SCHMIEG & KOTZIAN, INC. ....	53			
	SINGER, M., & SONS .....	15			
	SNIDER, ROSWELL .....	52			
	STIEHL, A. H., FURNITURE COMPANY .....	4			
	STRATFORD HOUSE .....	57			
	TOMLINSON OF HIGH POINT .....	58			
	WHEELWRIGHT, RICHARD .....	66			
	WIDDICOMB, JOHN, INC. ....	Back Cover			
FURNITURE FRAMES					
	COLOMBO, LEOPOLD, & BROTHER, INC. ....	57			
FURNITURE, GARDEN & TERRACE					
	FICKS REED COMPANY .....	63			
	GRAND CENTRAL WICKER SHOP .....	61			

### SEE FOLLOWING PAGE FOR ADDRESSES AND 'PHONE NUMBERS

You will find the latest presentation of these manufacturers and distributors of interior furnishings and equipment advertised in this issue. For additional sources we suggest you consult preceding and subsequent issues. An up-to-date file of INTERIORS is your most dependable purchasing directory — your best guide to quality sources of supply.

OLD PRINTS & OIL PAINT- INGS	LUCAS, CAMILLA .....	56
PLASTER	KRUMPE, EDWARD .....	54
PLASTICS	FORMICA INSULATION COMPANY .....	11
RAWHIDE	GUTMANN & COMPANY, INC. ....	50
REPAIRERS OF ANTIQUE TAPESTRIES	COULAZ & RIESEN, INC. ....	56
THREAD	MEYER, JOHN C., THREAD COMPANY .....	62
TRADE WORKROOMS	STEINER STUDIO .....	59
TRIMMINGS	SCALAMANDRE SILKS .....	2
	THORP, J. H., & CO., INC. ....	71
WALL COVERINGS	DIAMENT, A. L., & COMPANY .....	61
	GUTMANN & COMPANY, INC. ....	50
	JACOBS, A. H., CO. ....	69
	RENVERNE .....	64
	WILSEY, ELIZABETH .....	59

# INTERIOR SOURCES

## ADDRESSES AND TELEPHONE NUMBERS OF CURRENT ADVERTISERS

**ATTMAN-WEISS**

New York, 863 Third Ave., Wickersham 2-7630

**BAKER FURNITURE, INC.**

Grand Rapids, Keeler Bldg., 81359  
Chicago, Merchandise Mart, Delaware 7144  
New York, 383 Madison Ave., Wickersham 2-7703  
New York, 28 West 29th St., Chelsea 3-5000

**BECKLEY, CHAS. H., INC.**

New York, 305 East 47th St., Plaza 3-1190

**BRUNSCHWIG & FILS, INC.**

New York, 383 Madison Ave., Eldorado 5-4087  
Los Angeles, 816 So. Figueroa St., Vandyke 5504  
Boston, 420 Boylston St., Kenmore 1415  
Chicago, Merchandise Mart, Superior 3774  
Philadelphia, 1717 Sansom St., Rittenhouse 8582

**CAMPBELL, S. J., COMPANY**

Chicago, Merchandise Mart, Whitehall 6911

**CARTER, E. C., & SON, INC.**

New York, 49 East 53rd St., Wickersham 2-3888  
Chicago, Merchandise Mart, Whitehall 8250  
Los Angeles, 816 S. Figueroa St., Vandyke 0983  
Philadelphia, 1600 Walnut St., Kingsley 2879

**CHAIRS, INC.**

New York, 192 Lexington Ave., Lexington 2-3249

**CHARAK FURNITURE COMPANY**

New York, 444 Madison Ave., Eldorado 5-5045  
Chicago, Merchandise Mart, Superior 3774  
Boston, 38 Wareham St., Hancock 4780

**CHATEAU FURNITURE COMPANY**

New York, 10 East 49th St., Plaza 3-3943

**CHENEY BROTHERS**

New York, 509 Madison Ave., Plaza 3-4350  
Boston, 420 Boylston St., Commonwealth 3842  
Chicago, Merchandise Mart, Superior 7334  
Los Angeles, 812 West 8th St., Tucker 5100  
Philadelphia, 1717 Sansom St., Rittenhouse 2906

**COLOMBO, LEOPOLD, & BRO., INC.**

New York, 238 East 44th St., Vanderbilt 6-2505

**CONTEMPO SHOPS, INC.**

New York, 44 West 18th St., Chelsea 3-1420

**COULAZ & RIESEN, INC.**

New York, 160 East 56th St., Plaza 8-1410

**DECORATIVE ARTS & MIRROR CO., INC.**

New York, 19 West 21 St., Gramercy 5-4504  
Chicago, American Furniture Mart, Superior 4100

**DIAMENT, A. L. & COMPANY**

New York, 34 East 53rd St., Plaza 3-5455  
Philadelphia, 1515 Walnut St., Rittenhouse 3870  
Dallas, 2625 Cole Ave.  
Stratford, Pa.

**DUNBAR FURNITURE COMPANY**

Chicago, Merchandise Mart, Superior 4585  
New York, 385 Madison Ave., Plaza 3-8195  
Boston, 203 Clarendon St., Commonwealth 1447  
Indiana, Berne, 385

**FICKS REED COMPANY**

Cincinnati, 424 Findlay St., Main 0303  
New York, 385 Madison Ave., Plaza 3-8217  
Grand Rapids, Waters Klingman Bldg.

**FORMICA INSULATION COMPANY**

Cincinnati, 4620 Spring Grove Ave., Kirby 3670

**FRIEDMAN BROS. DECORATIVE ARTS, INC.**

New York, 305 East 47th St., Wickersham 2-2737  
Boston, 420 Boylston St., Kenmore 4615  
Los Angeles, 1008 N. Croft Ave., Gladstone 3513  
Philadelphia, 33 E. Walnut Lane, Germantown 3141

**GRAND CENTRAL WICKER SHOP, INC.**

New York, 217 East 42nd St., Murray Hill 4-4610

**GREEFF FABRICS, INC.**

New York, 49 East 53rd St., Eldorado 5-4900  
Boston, 420 Boylston St., Kenmore 6095  
Chicago, Merchandise Mart, Superior 6795  
Los Angeles, 816 S. Figueroa St., Vandyke 5523  
Philadelphia, 1717 Sansom St., Rittenhouse 8582

**GUTMANN & COMPANY, INC.**

Chicago, 1511 Webster Ave., Diversey 5390

**HALL, FRANK A., & SONS**

New York, 200 Madison Ave., Lexington 2-1617

**HMS FABRICS, INC.**

New York, 572 Madison Ave., Plaza 3-3548  
Los Angeles, 812 W. 8th St., Vandyke 7630  
San Francisco, 442 Post St., Exbrook 3159

**JACKSON, EDWIN, INC.**

New York, 175 East 60th St., Regent 4-0864

**JACOBS, A. H., COMPANY**

New York, 509 Madison Ave., Wickersham 2-6585

**JUDD, H. L., CO., INC.**

New York, 87 Chambers St., Worth 2-3084  
Detroit, 449 E. Jefferson Ave., Cadillac 2160  
Chicago, Merchandise Mart, Superior 2860  
Los Angeles, 726 E. Washington Blvd.

**KENT-COSTIKYAN, INC.**

New York, 730 Fifth Ave., Circle 6-0412

**KITTINGER COMPANY**

Buffalo, 1893 Elmwood Ave., Riverside 3010  
New York, 385 Madison Ave., Wickersham 2-4523  
Chicago, 631 Merchandise Mart, Superior 4717

**KRUMPE, EDWARD**

New York, 308 East 49th St., Eldorado 5-8166

**LEE, ARTHUR H., & SONS, INC.**

New York, 383 Madison Ave., Eldorado 5-1711  
Chicago, Merchandise Mart, Superior 3312  
Philadelphia, 1717 Sansom St., Rittenhouse 2906  
Boston, 420 Boylston St., Kenmore 1415

**LITTLE, GEORGE F. MANAGEMENT**

New York, 220 Fifth Ave., Ashland 4-3161

**LUCAS, CAMILLA**

New York, 4 East 46th St., Vanderbilt 6-0055

**MACEY-FOWLER, INC.**

New York, 385 Madison Ave., Plaza 3-7000

**MAGUIRE, JOHN P., & COMPANY, INC.**

New York, 370 Fourth Ave., Ashland 4-4141

**MANOR HOUSE, THE**

New York, 383 Madison Ave., Wickersham 2-7703

**MASON ART, INC.**

New York, 45 West 21 St., Gramercy 5-2616

**MEYER, JOHN C., THREAD COMPANY**

Lowell, Mass., Lowell 5881

**MEYER, GUNTHER, MARTINI, INC.**

New York, 511 East 72nd St., Regent 4-0878  
Chicago, Merchandise Mart, Whitehall 5264

**MILLER, HERMAN, FURNITURE COMPANY**

New York, One Park Ave., Murray Hill 5-0644  
Zeeland, Michigan

**MITTMAN, M. & COMPANY, INC.**

New York, 316 East 53rd St., Plaza 3-6390

**NAHON COMPANY, THE**

New York, 435 East 56th St., Plaza 3-6590

**PATCHING, JOHN F., & COMPANY, INC.**

New York, 509 Madison Ave., Eldorado 5-6060  
Chicago, Merchandise Mart, Superior 4073  
Boston, 420 Boylston St., Kenmore 5231  
Philadelphia, 1717 Sansom St., Rittenhouse 8582  
San Francisco, 442 Post St., Exbrook 3012

**REGENT MIRRORED FURNITURE MFG. CO.**

New York, 969 First Ave., Wickersham 2-9664

**RENVERNE**

New York, 515 Madison Ave., Plaza 3-0956

**SCALAMANDRE SILKS, INC.**

New York, 598 Madison Ave., Plaza 3-9840  
Chicago, 620 No. Michigan Ave., Superior 9252  
Boston, 420 Boylston St., Kenmore 5231  
Los Angeles, 955½ N. La Cienega Blvd.,  
Bradshaw 22486

**SCHMIEG & KOTZIAN, INC.**

New York, 521 East 72nd St., Butterfield 8-8165

**SINGER, M., & SONS, INC.**

New York, 32-38 East 19th St., Algonquin 4-4612  
Chicago, Merchandise Mart, Superior 9473  
Cleveland, 2621 East 9th St., Prospect 6560  
Philadelphia, 1222 Walnut St., Pennypacker 7695

**SNIDER, ROSWELL**

New York, 351 East 61 St., Regent 4-3111

**STEINER STUDIO**

New York, 316 E. 61st St., Regent 4-0951

**STIEHL, A. H., FURNITURE COMPANY**

New York, 28 West 20th St., Chelsea 3-5000

**STRATFORD HOUSE**

New York, 443 Fourth Ave., Murray Hill 4-5020

**STROHEIM & ROMANN**

New York, 35 East 53rd St., Wickersham 2-9500  
Los Angeles, 816 So. Figueroa St., Vandyke 3151  
Chicago, Merchandise Mart, Superior 6148  
Boston, 420 Boylston St., Commonwealth 4770  
San Francisco, 442 Post St., Exbrook 8067  
Philadelphia, 1600 Walnut St., Pennypacker 2325

**SULLIVAN CARPET COMPANY**

New York, 330 Fifth Ave., Chickering 4-4720

**THORP, J. H., & CO., INC.**

New York, 250 Park Ave., Eldorado 5-5300  
Chicago, Merchandise Mart, Superior 8754  
Boston, 421 Boylston St., Kenmore 7415  
Los Angeles, 816 So. Figueroa St., Tucker 4274  
Philadelphia, 1717 Sansom St., Locust 1595

**TOMLINSON OF HIGH POINT**

New York, 64 West 48th St., Bryant 9-5527  
Chicago, Merchandise Mart, Whitehall 7884  
Pittsburgh, 907 Penn Ave., Grant 1014  
Detroit, 629 Gratiot Ave., Cadillac 6300  
High Point, North Carolina, 4521

**WAHL & CO., INC.**

New York, 64 West 48th St., Bryant 9-5527

**WARD & ROME**

New York, 63 East 57th St., Volunteer 5-1915

**WHEELWRIGHT, RICHARD**

New York, 307 East 53rd St., Plaza 8-2750

**WIDDICOMB, JOHN, INC.**

New York, One Park Ave., Murray Hill 4-5510  
Grand Rapids, Michigan

**WILSEY, ELIZABETH**

New York, 515 Madison Ave., Plaza 5-6575  
Dallas, 2203 Cedar Springs Ave., Dallas 7-5026  
Los Angeles, 3262 Wilshire Blvd., Federal 1326

**WINSTON, CHARLES J., & CO., INC.**

New York, 2 West 47th St., Bryant 9-1936

**YE OLDE MANTEL SHOPPE**

New York, 251 East 33rd St., Lexington 2-5791

Every precaution has been taken to insure accuracy in preparing this index, but INTERIORS cannot guarantee against the possibility of an occasional omission or last minute change.

Take your pick of these  
**SIMMONS**  
*Hide-A-Bed*  
**SOFAS**

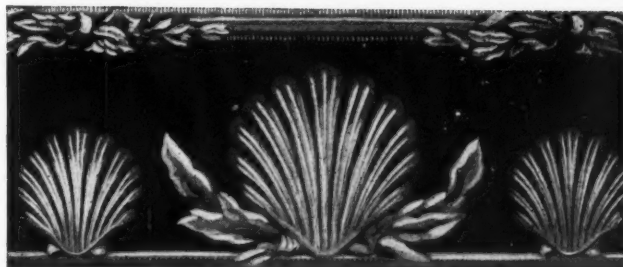


Here, we present a group of "once-in-a-lifetime" buys . . . famous Simmons Hide-A-Bed Sofas . . . highly styled and extremely practical. They open outward into inner-spring beds.

*We have the following available —*  
9 Lawsons 1 Modern 1 Regency  
1 Sheraton Tuxedo 1 Chippendale

Already upholstered in particularly attractive and sturdy fabrics, for your "one-room" jobs, these pieces can be of inestimable value. Write, phone or visit our showrooms for full details and prices.

*The* **CHATEAU FURNITURE Company**  
10 E. 49th St., New York — PL 3-3943



## Shell Border

**T**HIS enchanting scalloped shell border is ten inches wide and is available in four exquisite color combinations. Samples will be sent upon request.

**A. H. JACOBS CO.**

509 Madison Avenue, New York, N. Y.

**John P. Maguire & Company**

INCORPORATED

370 Fourth Avenue, New York, N. Y.

# Factors

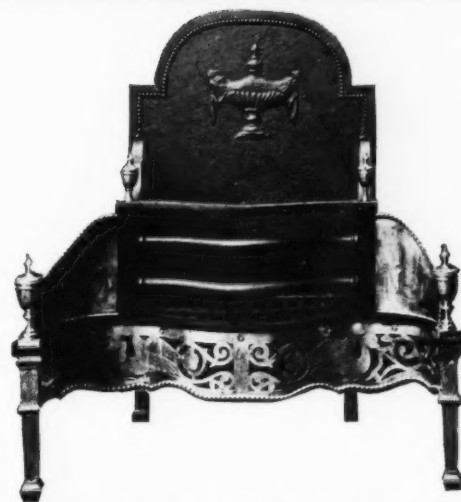
**CHECK CREDITS**

**CASH SALES**

**ABSORB CREDIT LOSSES**

Correspondence Invited

## FIREPLACE EQUIPMENT



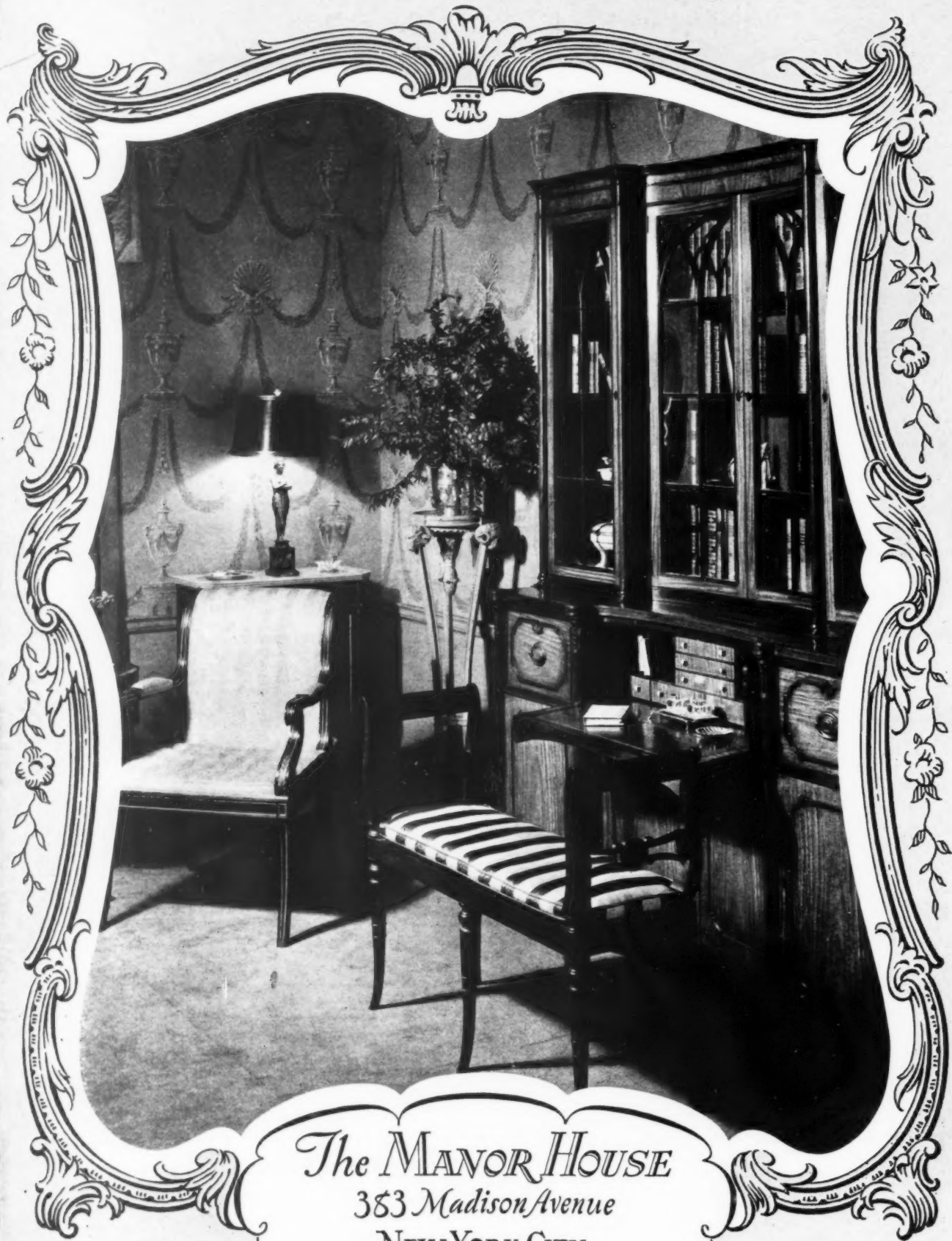
**Fireplaces Will Be A Necessity Next Winter**

Your clients are interested in practical equipment. You can help them select items which will also be attractive!

**MANTELS SCREENS ANDIRONS GRATES**

*Edwin Jackson*  
INC

175 EAST 60TH ST. NEW YORK

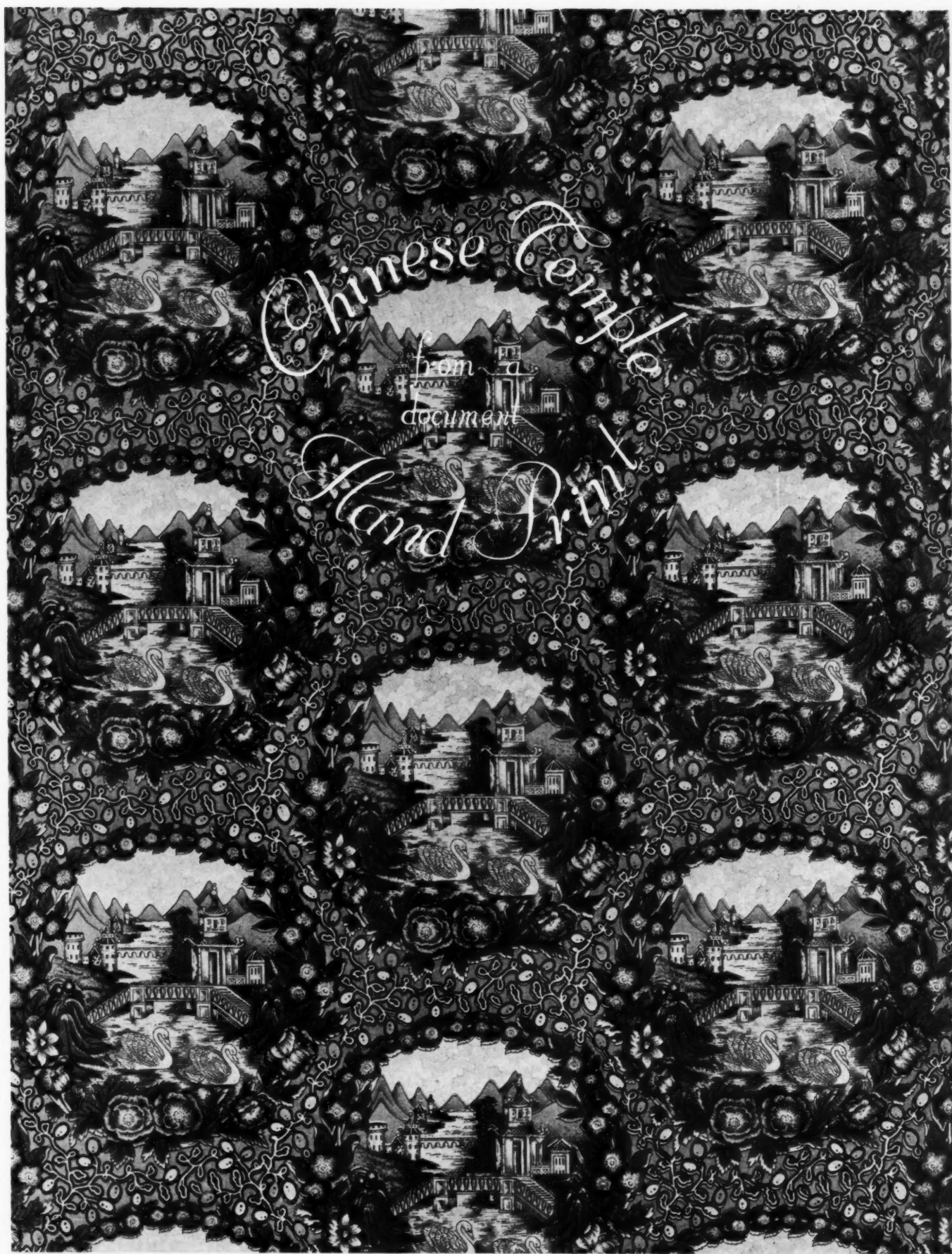


*The MANOR HOUSE*  
 383 Madison Avenue  
 NEW YORK CITY

CHICAGO  
 KNAPP & TUBBS, INC.  
 Merchandise Mart

GRAND RAPIDS  
 2nd Floor  
 Keeler Building

*A Division of Baker Furniture, Inc.*



**J. H. THORP & CO., INC.**

*Upholstery and Drapery Fabrics—Since 1819*

250 PARK AVENUE at 47th Street—NEW YORK

BOSTON

PHILADELPHIA

CHICAGO

LOS ANGELES



*America's Finest Furniture  
for more than  
half a Century*



**JOHN WIDDICOMB Co.**

NEW YORK: ONE PARK AVENUE    FACTORY: GRAND RAPIDS, MICH.

