SILENT GLISS... the drapery track selected for the elegantly modern Los Angeles International Airport Restaurant.

New choice of the discriminating professional for prestige installations

Whatever the job... if it calls for drapery track, you owe it to yourself to get the facts on SILENT GLISS. This revolutionary new product development sets entirely new standards of track performance, construction and styling. All anodized aluminum with nylon fittings throughout, with the first tensionless cord system, it is virtually maintenance-free... and the smoothest, quietest track yet known. A complete range of track styles is available for every application, including both recessed and surface mounted models, cord traversing or hand drawn. Find out for yourself why SILENT GLISS is causing so much excitement; write for full information today.

A NEW CONCEPT OF CONSTRUCTION AND PERFORMANCE

The most dramatic new drapery track development since the advent of traverse systems

SOLID NYLON CORD
- Tremendously strong
- Almost break-proof
- Longer wearing by far
- Smoothest running

SOLID EXTRUDED ALUMINUM
- Rust-proof
- Chip-proof
- Anodized
- Siliconized

CORD CHANNELS
- Separated... cords can't tangle
- Semi-enclosed... cords can't come out

CORD NEVER DROOPS HERE

Get the complete story now...

This catalog gives you the facts on Silent Gliss models, construction, installation. A request on your letterhead will bring it promptly. Write today: attention Dept. C-10.

SILENT GLISS, INC., FREEPORT, ILLINOIS
Distributing Companies:
Angevine Co., Crystal Lake, Illinois
Drapery Hardware Mfg. Co., Monrovia, California
THREE OF THE (Newell) COMPANIES
Manufacturers of Quality Drapery Hardware Since 1903

Here you see Barrington Plaza, Los Angeles, developed and owned by Louis Lesser Enterprises, Inc., and consisting of 712 luxury apartments in which almost 5 miles of Silent Gliss track is used.

As specified by Arthur Swanson, AIA, for the Marriana Idea Room, 1962

Circle No. 193 on product information card
Three peeks at the Room of Tomorrow, model exhibit at next month's hotel show; for details, see pages 30-33. Cover design by Bert Lester.
Over an acre of **Bigelow Carpet**
in Martin Company's new Executive Office Building

It's Bigelow by the acre in the spacious Baltimore headquarters of the Martin Marietta Corporation's aerospace division. 6,000 square yards of Gropoint Director Cushionlok, sturdy tweed, famed for color, texture, beauty, service, plus special areas custom-carpeted by Carpets, Inc., a Bigelow subsidiary.

Bigelow Carpet is selected by leading designers for their most important hotel and motel installations. Reasonable price, long economical service, and top performance under traffic—as well as beauty—are prime considerations in every Bigelow Carpet designed for use in public areas. Special designs, colors and textures available. If you plan an installation, consult Bigelow's Carpet specialists concerning colors, patterns, weaves, at prices you can afford. No charge for this service. Contact Bigelow through the nearest sales office by writing or telephoning the Bigelow Contract Dept, 140 Madison Ave., N.Y. 16, N.Y.

**PEOPLE WHO KNOW...BUY**

Bigelow sales offices are located in the following cities: Atlanta, Ga.; Boston, Mass.; Buffalo, N. Y.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Hartford, Conn.; High Point, N. C.; Kansas City, Mo.; Los Angeles, Calif.; Minneapolis, Minn.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; St. Louis, Mo.; San Francisco, Calif.; Seattle, Wash.

Circle No. 194 on product information card
FORUM of the XII CAESARS—New York, designed by William Pahlmann Associates, Inc. All fabrics Scotchgard processed and flameproofed by Perma Dry Co., Inc.

S. S. UNITED STATES—Interior designers, Smyth, Urquhardt & Marckwald. All fabrics Scotchgard processed and flameproofed by Perma Dry Co., Inc.

From the PAN AMERICAN JET FLEET—All fabrics Scotchgard processed and flameproofed by PERMA DRY CO., INC.

PERMA DRY IS EVERYWHERE

You can have these clear-cut brochures on request

SCOTCHGARD® STAIN REPELLER protects against SPOTS/STAINS/SOIL

BROCHURE ON FLAMEPROOFING of TEXTILES

The most comprehensive brochure ever published on "Flameproofing of Fabrics" is available on request. Puts all facts at your fingertips; such as, what fabrics can or cannot be flameproofed, durable and renewable, dimensional stability, shrinkage. Also legal requirements and price schedules.

VISIT THE PERMA DRY EXHIBIT at the NEW YORK DECORATION AND DESIGN SHOW

Circle No. 195 on product information card

3 West 17th Street, New York 11, N. Y. Phone: WAtkins 4-0877

OCTOBER 1962
Whatever your needs... **DURHAM offers you the greatest variety in seating and outstanding quality, style, finish, color, size, and durability.**

Write for latest catalog and prices.

**Durham MANUFACTURING CORP., MUNCIE, IND. The Finest Metal Furniture**

BRIDGE SETS • CARD TABLES • STEP STOOLS • SWIVEL, BAR & COUNTER STOOLS • HOSTESS CARTS

875 All-Steel Tubular Construction
868 Upholstered Seat and Back
875TA Tubular Steel Tablet Arm Chair
4168 Flexaire Fibreglass Chair

877 Tubular Chair with Upholstered Seat
805 Economy Tubular Construction
874 Plywood Seat Chair
418 Ultra-Upholstered Comfort... it folds

902 Ladder Back Chair with Kneeler
605R All-Steel Channel Chair
527 Channel Construction, Upholstered Seat
429 Early American Style Folding Chair

555 Vinyl-Laminated Stack Chair
845 Tubular Juvenile Folding Chair
251 Ladder Back Juvenile Chair
305-J All-Steel Channel Juvenile Chair

Circle No. 196 on product information card
INTERNATIONAL INN

Washington's Newest Luxury Hotel

will make its guests more comfortable with a new type of sponge rubber carpet cushion...


Floor coverings by Jack Schwartz Co., Chicago, Ill.

The exclusive institutional carpet cushion material that delivers a hushed, luxurious comfort underfoot!

The first Step toward luxurious surroundings is TOWN HOUSE, by General Tire. And you'll find it's deep comfort in all of the 400 richly appointed rooms of the International Inn, Washington, D.C. TOWN HOUSE was selected because its comfortable, cushioned tread is in keeping with the impressive "feel" found throughout International Inn. Guests who are accustomed to the finest can only be satisfied with the comfort and luxury offered by TOWN HOUSE. This deluxe sponge rubber carpet cushion was developed specifically to combine maximum durability and wear resistance under traffic with softness for personal ease. Remember the name when you're specifying quality... TOWN HOUSE.

GUARANTEED UNCONDITIONALLY

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

NATIONAL AGENTS:
AIR CREST PRODUCTS COMPANY / 2301 S. Paulina Street / Chicago 8, Illinois
CROWN PRODUCTS CORPORATION / 2121 E. Wheatsheaf Lane / Philadelphia, Pennsylvania

Circle No. 197 on product information card

OCTOBER 1962
smart lounging and smart housekeeping... by Howell

We call it smart because you provide your reception room or lounge with the big three imperatives in practical contract furniture—style, comfort, and easy upkeep. Howell’s new Dividend Group combines walnut finished curved hardwood arm rests with strong steel tubular frames welded together into a single unit. Molded foam seat cushions are reversible for longer wear and easier cleaning. Laminated plastic table tops with Danish taper edge available in shades of walnut grain or white patterns.

With the Howell Dividend line you’ll enjoy dividends more ways than one.

Circle No. 198 on product information card
Leading mills have created a variety of new “501”* carpets for commercial use. In cut and loop pile designs, these carpets offer beauty, ease of maintenance, extra-long wear. The same mills create “501” carpets for use at home. Every day, more and more architects, interior designers and management men consult mills about custom designs. Your company trademark, for example, can be woven into custom carpeting of great distinction. From banks to bowling lanes, from hotels to private offices—“501” carpet is adding a new hush of luxury. Wherever people gather, commercial carpet with pile of Du Pont nylon takes traffic in stride. And it’s surprisingly low in cost. For further information and names of mills offering in-stock qualities and custom styling, write Du Pont Company, Textile Fibers Department, 308 East Lancaster Ave., Wynnewood, Pa. Ask for American Institute of Architects File 28-E.
OUR WASHINGTON REPORT:

- Carpeting included in FHA financing
- Housing for elderly expanding
- New contract furnishings awards
- Recent federal invitations

D. C. Currently

The federal government presents many opportunities for the floor coverings industry. It also illustrates the need for competing segments of an industry to be aware of what's going on here, because the federal government can issue regulations, or set trends, that can affect the industry far beyond the instant event, and that can mean more to present or future prosperity than any specific contract.

Here are a couple of examples. National Association of Home Builders has decided to keep up its campaign to have the Federal Housing Administration include carpeting in the real estate for FHA single-home mortgages. FHA last fall approved carpeting and draperies for multifamily units on a case-by-case basis.

Competition is given as the reason—that carpeting is increasingly being included in the valuation in conventional financing in many areas of the country.

While FHA now accounts for about only a fifth of the starts, its impact on the entire market is far greater. There's no indication such a radical change would occur soon, but the continuing pressure is worth watching, by all parts of the floor covering industry.

Senior citizens housing

Another example is that of housing for the elderly. This is expanding rapidly. And it is the most popular special housing program among Congressmen. Old folks are popular, and special housing for them is one consequence.

A significant feature of many of the projects being approved these days is "nonslip flooring." Often, this is carpeting. Although this affects carpeting indirectly, its implications are wider—housing for the elderly can become a pacesetter for general housing features. Safety is growing in importance as a consideration in housing. This could turn into the twist: What's good enough for mom and pop is good enough for daughter and son.

Senior styles

As these approved projects spread over the country, the contract furnishings industry will be benefiting. The new construction consistently includes many areas that will require contract outfitting.

Freedom House in Seattle, Wash., which has the largest direct federal loan in this program so far, $3,691,000, plans 307 apartments. It will have a dining hall, a first floor lounge, library and office, lounge areas on each floor, non-slip floors throughout, special height kitchen cabinets, built-in ranges and refrigerators.

Baptist Village, Waycross, Ga., will have a cluster of cottages surrounding a core building which includes a dayroom and kitchenette. The cottages will have built-in furniture. Another section will have a dayroom, dining room, lounge, beauty parlor, conference room, offices.

St. Timothy's Manor, Compton, Calif., includes a commons room, hobby shop, wall-to-wall carpeting. Magnolia Manor, Americus, Ga., will have an activities building including an auditorium, library, offices, and activities rooms. Reception and lounge areas are planned. Monsignor Wynhoven apartments, New Orleans, will have an auditorium and dining room. Floors are slip-proof throughout.

Elderly outlook

But the activity so far is just a hint of things to come. You'll see this mature into a lusty businessman. This year, Congress expanded the authorization for the direct loan program for elderly housing by $100 million. But the pressures exist for far more. Housing and Home Finance Agency estimates the program will be running at a $140 million annual rate by a year from now.

And Congress next year will be considering proposals, made late in this session, for taking the present budgetary lid off altogether. Instead of figuring the millions in direct loans as a current expenditure, only the estimated net losses from the direct loan program, and from the also-growing FHA insured program for elderly projects, should be figured into the annual federal budget, it's proposed. If this were to happen, the future for old folks' housing programs—and the contract furnishing to go with it—would have virtually no ceiling.

Trickle-down theory

In that light, you can scan the potential impact of an Institute on furniture requirements for

(Continued on page 12)
CLOCK-WISE...
there's really nothing quite like designer George Nelson's imaginative approach to contemporary timing.
Howard Miller
Clock Company
Zeeland, Mich.
older persons, sponsored by the National Council on the Aging. It's underwritten by a Baumritter Corp. grant.

Ease of maintenance, ideas in sizing and styling, and general room decor—these could carry over easily into the general market.

Important point: Many authorities here won't cut off the "aging" as a group starting at age 62 or 65. There are pressures to bring this down to 60. And with early retirement in the military and elsewhere, the group can often include folk in their fifties, too. So it's a big, growing market for the contract furnishings industry.

**Pay dirt**

Some recent federal procurement awards: Storage steel cabinets, $27,045, Interior Steel Equipment Co., here, awarded by the Post Office department here.


**Invitation to dig**

And some recent federal invitations, to give you an indication of the road, include:

Marine Corps Supply Center, Barstow, Calif.—895 household lamps. 1,533 desk lamps.

Navy Purchasing Office, Brooklyn—shower curtains.

Veterans Administration hospital, Omaha—16 laboratory cabinets with stainless steel tops and birch plywood bases.

GSA, Denver—aluminum, glass and plastic ashtrays, indefinite quantity, through Sept. 25, 1963. 991 auditorium chairs.


Maxwell Air Force Base, Ala.—furnish and install 295 theater chairs.

McClellan AFB, Calif.—library furniture.

GSA, Atlanta—cocoa floor mats.

GSA, San Francisco—household furniture. (C)
"You're still as fresh and smooth as the day we met, honey. No sag, no wrinkles... What's your secret?"

"The same as yours, you sly old thing...cotton-cushioning. It gives you your broad-shouldered comfort and gives me (bless you for saying it) my lasting good looks."

For enduring comfort, freshness and beauty in furniture, mattresses and automobile seats

COTTON CUSHIONING is a NATURAL

National Cotton Batting Institute and National Cotton Council, Memphis, Tenn.

Circle No. 202 on product information card
"What the contract calls for—Cabin Crafts has!"

"Cabin Crafts great styling has clinched the sale on our biggest contract carpet jobs. Now with their new expanded contract line, they’re our best source for every type of installation."

That’s the word from Mr. Aubrey Pettit, manager of the floor covering department of Lou Regester Inc. of Phoenix, Arizona, one of the Southwest’s leading furniture stores.

In a new suburban branch of The Arizona Bank, Lou Regester Inc. installed Cabin Crafts Glen Strié carpet with Acrilan acrylic fiber in the pile. From the impressive executive office area, shown in the photograph above, this same handsome carpet flows on into the bank’s large conference room.
Executives of Lou Regester Inc. study plans for a new contract installation with swatches of Cabin Crafts carpets to be used. L. to R.: Charles Regester, asst. store manager; Aubrey Pettit, floor covering mgr.; Frank Dickey, genl. manager. Among their contract customers: a large cafeteria chain and a number of banks.

Lou Regester Inc. first stocked Cabin Crafts carpets and rugs with Acrilan acrylic fiber in the pile for consumer selling. They soon recognized the adaptability of the regular running line to contract use. Acrilan's superb color performance (essential in the Arizona sun), its resilience under high traffic, its cleanability and easy maintenance are vital to business installations. These same factors will be featured in Cabin Crafts new line of contract-engineered carpets. They mean broader contract business for you.

For all information about Cabin Crafts new Contract Division, write Cabin Crafts, Inc., Dalton, Georgia.

Circle No. 203 on product information card
Why take less... yet pay more... for limited choice?

Baumritter is the one-stop resource for all your furniture needs.

As one of the nation’s largest manufacturers of contract furniture, Baumritter offers matchless variety. Seventeen factories are ready to work for you, making stacking, ganging, lounge, desk and occasional chairs... in dozens of styles, in Modern and Early American, in wood and in metal. Plus storage pieces and furniture for every institutional use. All at unbeatable prices. All made to high quality standards that will cut maintenance to a minimum, give longer life even with hard wear. Like to hear more? Please send the coupon today for descriptive brochure. Illustrated: Left to right: Style #1, #4, #3694.
This is Dream Lounge, the first sleep equipment with a bolster that disappears...not by magic, but by Kay-engineered design! Converts from lounge to bed simply by swinging the bolster up and away from the mattress. Because you don't have to move Dream Lounge...not to make the bed, not to vacuum, not to change the bed...you actually save a minimum of 8 square feet of important floor space. Dream Lounge looks good wherever you place it...and you can place it anywhere...free-standing, against the wall...free-standing, away from the wall...attached permanently to the wall...combined in sectional arrangements. This unique sleep equipment is available now, through leading sleep equipment sources. For a list of manufacturers, write:

Kay Springs 675 Barbey Street, Brooklyn 7, New York

*U.S. Patent Pending
Shelby Williams forms new contract division
Shelby Williams Mfg., Inc., has disclosed plans for the establishment of a new division especially organized to develop and produce furniture for public areas and guest rooms. The firm plans to introduce a broad basic furniture line to include case goods as well as tables and seating. Louis Diamond is contract sales manager.

Holiday Inns 10th anniversary report
A 10th anniversary report from Holiday Inns of America states that the motel chain is now opening a new inn every 2.4 days. The first motel in the franchise chain opened in Memphis, Tenn., in July of 1952; by January 1, 1963, there will be 362 Holiday Inns in operation. Average cost of a Holiday Inn is $1 million. Newest trend is the "vertical" motel, multi-storied hostelries designed for metropolitan locations. Holiday Inns has taken sites in ten major cities for the vertical inns, each to be 13 stories high, each to be crowned with a glass-enclosed revolving restaurant on its roof.

Maxwell Co. expands facilities
The Maxwell Co., contract furnishers, has created a new western division and has enlarged its Los Angeles office to make it regional headquarters for the area west of the Rockies, western Canada, Alaska, and Hawaii. New regional sales manager for the Los Angeles office will be Lee Platt. James Parsons Hartig, NSID, will head the design staff.

Office furniture shipments drop in 1961
A detailed analysis by the 1961 U.S. Bureau of Census shows an over-all decline of 2.8% in 1961 office furniture shipments from 1960. The figures represent an $8 million drop from 1960's record $291.6 million to $283.6 million in 1961. The report also shows a net gain of 3.5% in share of market for wood office furniture in the six-year period, 1956-1961. Shipments of metal office furniture in 1961 totaled $194.7 million while smaller wood industry shipped $88.9 million.

(Continued on page 20)
Textolite® LAMINATED PLASTIC
NEW EXCITEMENT IN SOLID COLORS!

General Electric puts new life, new excitement into solid-color, high-pressure plastic laminates with an expanded line of 25 Textolite Solids. Note the collection of delicate pastels, plus bold new accent colors. Here is real design latitude. Write now for color samples.

Progress is Our Most Important Product

GENERAL ELECTRIC

Send for free samples of Textolite Solid Colors:
GENERAL ELECTRIC CO., COSHOCTON, O., DEPT. CT-102

Circus red  Oxford gray  Gray  Suede  Cocoa  Honey gold
Pumpkin  Stone gray  Champagne  Putty  Beige  Pale yellow
Olive  Jade green  Turquoise  Copen blue  Lavender  Antique white
Cactus green  Ice green  Pale aqua  Polar blue  Pale pink  White

NAME
FIRM
ADDRESS
CITY & STATE

All colors but black also available in glare-reducing textured finish.
Decoration and Design 1963
Sponsored by the New York Chapter of AID and the Resources Council, Decoration and Design 1963 will be held in New York’s Seventh Regiment Armory October 12-23. New products never before seen by the public will be shown in 130 full-scale room settings and displays created by nationally recognized designers. The new products will include furniture, fabrics, carpets, flooring, wallcoverings, lighting, accessories, and architectural materials.

All-Steel expands facilities
Construction of a $2 million headquarters office building and a 510,000 square foot factory addition will more than double the size of All-Steel Equipment’s present facilities, permitting the firm to consolidate all manufacturing and administrative activities at one location.

Herman Miller European unit
The formation of Herman Miller A.G., in Basel, Switzerland, was disclosed last month by Hugh DePree, president of Herman Miller, Inc., Zeeland, Mich. The European firm will manufacture and sell Herman Miller furniture in Europe, the Near East, and Africa. The new firm is the result of an agreement between Herman Miller, Inc., and Willi Fehlbaum of Basel, who will be managing director of the new company.

Wool carpet promotion committee formed
Wool Carpets of America has been selected as the organizational name of the Joint Committee of the Carpet Wool Council, Inc., and The Wool Bureau, Inc., set up expressly for the promotion of wool carpets. The committee will develop a substantial program of fundamental and applied scientific research and product development in the field of wool carpets and carpet wools. One of the objectives of the research program is to discover practical methods for producing new and/or improved features in wool carpets.

Interior design assignment
The interior design for the new 250 room luxury motor hotel, the St. Louis deVille, Lindell Boulevard and Taylor, St. Louis, Mo., will be created by Henry End, (AID, IDI). The assignment was made by Paul Kapelow and Associates of New Orleans. In addition to the rooms, Mr. End will design the public rooms, including the dining rooms, coffee shop and the patio and pool areas.
Cabin Crafts new contract, custom line
A new, expanded contract-commercial-custom line of carpets and design rugs was presented this month by Cabin Crafts, Inc., New York, after a two-month period of test marketing portions of the contract line in major cities throughout the country. The new line has been specifically engineered and designed to make available through franchised dealers to architects and their clients the advantages of modern chemical fibers such as Acrilan and Nylon. The line will contain eleven different style effects and a broad color range.

American of Martinsville plans new plant
The new American of Martinsville upholstery plant at Redd Level, Va., is expected to go into production in January, 1963, and is reputed to be the largest in the nation, incorporating the latest engineering developments and machinery in assembly production upholstery. Harvey LaFon has been appointed superintendent of the new factory.

L & B new address
L & B Products Corp., chair manufacturer, has moved from its New Rochelle location to: 324 Laconia Ave., Bronx 69, N.Y. New telephone number is TU 2-5400.

Morton to furnish Wisconsin resort
Morton Textiles & Furniture, Chicago, has been awarded the contract to furnish a new $31/2 million, 245-room resort on the shore of Lake Geneva, Wis. The resort, called the Abbey, will be in Fontana, Wis., and will include 90 acres of resort facilities and a private lagoon with a marina for 254 boats, as well as dining rooms, cocktail lounges, and convention facilities.

New Thailand division
Designed Wood Flooring Co. has been designated as the new division of Thailand Industries, Inc., New York City.

ISD moves
Interior Space Design, the contract design division of Perkins & Will, architects, has moved to 485 Lexington Ave., New York City.

Addendum: Vicrtex wallcovering
The credits on page 28 of our August issue regrettably omitted mention of an important manufacturing source. The wallcovering used in the banquet room of Indian Hills Inn, which was shown on that page, was made by L. E. Carpenter & Co. The style was Carpenter’s Vicrtex Vienna in antique gold.

KUEHNE PRESENTS THE NEW CLASSIC CHAIR...WITH BIG, BUILT-IN BONUS!

Designed by C. Douglas Turnbull

Special dolly available for easy transport & storage.

It stacks! It gangs!
Mixed or matched! Arm chair has hand-rubbed, oil-finished walnut arm caps.
Complete line of table tops, bases, lounge chairs, settees and bar stools also available.

Our 40th Year
KUEHNE MANUFACTURING COMPANY
MATTOON, ILLINOIS

Dept. C
KUEHNE MANUFACTURING COMPANY
MATTOON, ILLINOIS

I'm interested! Please send me complete information on
☐ stacking-ganging chairs
☐ table bases & tops
☐ lounge chairs & settees
☐ bar stools

Name
Firm Name
Address
City Zone State

Circle No. 210 on product information card
Short-Stop Room—a new and compact concept for brief stays—contains many conveniences including refrigerator unit, television, room services panel, valet board luggage rack, comfortable, colorful furniture, excellent lighting and light controls.

First-of-its-kind “Room of Tomorrow” foyer sets the color theme and features unique guest room attractions: dramatic striped vinyl wall covering, bright laminate doors, mosaic vinyl flooring and mirror-top over spacious refrigerator unit and sink.

1963 Room of Tomorrow

Building new units? Remodeling? Whatever the problem, you will find many practical and attractive ideas throughout the 1963 “Room of Tomorrow”—ideas that can be easily adapted to give your rooms new guest appeal.

New concepts, new furnishings and good space planning provide the utmost in luxurious comfort, livableness and low-cost maintenance.

Unusual color combinations in both the Short-Stop Room and the Room-at-the-Top suite are refreshing, relaxing and elegant.

1963 “Room of Tomorrow” designed by Roy F. Beal, F.A.I.D. See it at the National Hotel Exposition, New York, in November. See “Room” sponsors for product information.

This prestige bedroom suite features a king-size bed with vinyl-upholstered headboard that has fold-down panels at each side—wonderful for coffee in bed! Striking ceiling lights have dimmer control for bright or soft lighting effects. Carpet boasts beauty, walking comfort and durability—has integrated sponge cushioning. Television, intercom and lighting control within easy reach.

A practical touch to an elegant room—fold-away ironing and pressing board “disappears” into mirror wall, which reflects wood framed mirrors opposite.

Here’s quiet elegance in the Room-at-the-Top living room. The design and decor achieve a spacious and informal feeling. Variety of ideas for walls—plastic-coated woven covering and wood-grained laminate—window draperies flanked by floor-to-ceiling vinyl screens. New flooring treatment in wood vinyl.

Color television with wood-grained laminate wall backdrop, highlighted by strips of ceramic tile. Dramatic lighting has dimmer control at tableside.

One of two bathrooms for the Room-at-the-Top suite—or single bath for the Short-Stop Room. Modern bathroom fixtures, sparkling mirror, gleaming vinyl walls and textured pastel floor represent decorative ideas.
Ken Watt has been appointed director of marketing for Shelby Williams Mfg., Inc., Chicago, manufacturer of institutional seating, as part of the firm's planned program of expansion.

Nathan S. Ancell, president and treasurer of Baumritter Corp., has been elected 1962-1963 president of the National Association of Furniture Manufacturers, during the association's 34th annual convention last month. Others elected are: J. Raymond Gerken, president, Norwalk Upholstery Co.—first vice president; Herbert Toor, president, Furniture Guild of California—second vice president; Roger Clapp, general manager Mersman Bros. Corp.—third vice president. Re-elected were: Jerome L. Metz, president, J. L. Metz Furniture Co.—treasurer; John M. Snow—executive vice president of NAFM.

Earl W. Jones has been named as a sales representative by Troy Sunshade Co., for all phases of furniture sales in portions of Kentucky, Virginia, and West Virginia.

WALTER P. BRIGGS
Walter Peter Briggs, 46, vice president of sales Mohawk Carpet Mills division of Mohasco Industries, carpet manufacturer, died last month at his home in Bronxville, N.Y.

Lawrence Lerner, president of Michael Saphier Associates, New York City, addressed the Mortgage Bankers Assoc. of America at a Michigan State University symposium Sept., 12. Mr. Lerner, whose firm has planned and designed more than 55,000,000 square feet of office and industrial space, spoke on "Physical Office Administration."

Jack Sampson has been appointed director of hotel-motel sales for the Robey Department of Drexel Enterprises, Inc., Drexel, N.C. Mr. Sampson will direct the entire marketing activities of all hotel and motel products.

Daniel C. Delacourt has been promoted to a staff position in American Viscose Corp.'s industrial merchandising department in New York City.

Executive Interiors, Inc., Washington showroom devoted exclusively to office furniture and furnishings, announces the addition to its professional staff of James B. Rome as sales manager. With a background of space planning, design and decorating, Mr. Rome will further develop Executive Interior's clientele among architects, designers, as well as government agencies, institutions, and other qualified contract purchasers.
COMING IN JANUARY, 1963...
THE FIRST ANNUAL CONTRACT DIRECTORY

1 PRODUCT DIRECTORY The most complete directory of contract furnishing products and services ever published. Included will be thousands of commercial/institutional furnishings items in over 100 categories and sub-categories most needed by and useful to contract furnishers and buyers.

2 PRODUCT ANALYSIS A feature section consisting of 12 chapters, each an authoritative study of types, characteristics, maintenance, standard and new uses, etc., of a major product category.

3 GUIDE TO LITERATURE A contract furnisher and buyer's guide to books, manuals, pamphlets and other available literature on contract products, applications, space planning, and requirements of specific institutions such as hotels, motels, schools and colleges, offices, restaurants, hospitals, etc.

4 BRAND NAMES INDEX A complete guide to hundreds of important brand names in commercial/institutional furnishings.

5 BUSINESS GLOSSARY A glossary of business, trade, professional and architectural terms used in connection with contract products and planning.

INCLUDE THE JANUARY DIRECTORY ISSUE OF CONTRACT IN YOUR ADVERTISING PLANS!
advertisers in this issue will get bonus circulation and year-long reference exposure... at low regular-issue rates!
CONTRACT SHOWCASE:
THE NATIONAL HOTEL EXPOSITION, NOV. 12-15, IS INDUSTRY'S MOST ACTIVE, MOST INCLUSIVE MARKETPLACE, ACCOUNTING FOR MILLIONS OF DOLLARS IN SALES EACH YEAR

Because the contract market is expanding at a continually accelerating pace, trade interest in a marketplace at which a generous slice of the industry's wares are shown is at an all-time high.

To date, the most effective showcase has been the National Hotel Exposition, which takes place annually in November at New York City's Coliseum. Although it is, as its name implies, a hotel show rather than a specialized contract furnishings exhibit, its fourth floor is nevertheless the most wide-ranging show of furniture and furnishings for commercial and institutional interiors of every type, far transcending the requirements of hotels and motels alone.

Basic contract exhibits at the hotel show are the Room of Tomorrow and Designs for Dining, details of which are shown elsewhere in this issue. These feature functional interiors that the hotel or motel operators can use as sources for ideas and for actual furnishings as well. Many of the products shown in Room of Tomorrow and Designs for Dining will be available, and salesmen from the companies that make them will be on hand to provide information.

By our count, there are approximately 100 sources for contract furnishings represented this year on the fourth floor of the hotel show. The merchandise they will show includes both standard and new items, in virtually every category of interest—furniture, carpeting, fabrics, resilient flooring, wallcoverings, lighting fixtures, partitions, refrigerators, TV and communications accessories, and packaged design and planning services. A list of these exhibitors and their booth numbers is printed here. Each of their exhibits will be staffed by sales personnel who can tell you...
what you want to know about the line of products in question. Each of them is also equipped to take your order at the show for immediate or later delivery. Valuable data on quantity prices, specifications, and tests are also available from these sales representatives.

A review of the offerings by exhibitors indicates that not only is every category of furnishings represented but also a broad range of price categories. It is possible to outfit everything from low-budget restaurant to a de luxe hotel from the offerings represented but also a broad range of price rates that not only is every category of furnishing shown ranks with the best of the highest-priced "decorator" merchandise available; the difference is in construction, rather than in esthetics, since the contract units are made to withstand more rugged wear and to reduce maintenance and repair problems. The hundreds of "bread-and-butter" items featured are also designed and built in conformity with contract requirements.

Contract buyers should attend, while touring the fourth floor, the annual Motel and Motor-Hotel Conference, which will take place on November 13 and 14. Motels (see August 1962 CONTRACT) have become an important segment of the contract field, and the conference acts as a workshop providing information on phases of motel operation that will be helpful to the designer as well as to the motel operator.

The point that should be underlined is that the National Hotel Exposition is a buyer's show, providing in effect the most convenient and most comprehensive marketplace for the purchasing of contract furnishings. (C)

### CONTRACT EXHIBITORS AND BOOTH NUMBERS

<table>
<thead>
<tr>
<th>Booth Numbers</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>3059</td>
<td>Acme National Refrigeration Co., Inc.</td>
</tr>
<tr>
<td>2148-50</td>
<td>All Mica Fabricating Co., Inc.</td>
</tr>
<tr>
<td>4046</td>
<td>American Bitrine Rubber Co. (Amtico)</td>
</tr>
<tr>
<td>4132</td>
<td>American Furniture Co., Inc.</td>
</tr>
<tr>
<td>3036</td>
<td>Authentic Furniture Products</td>
</tr>
<tr>
<td>1199</td>
<td>Bassick Co.</td>
</tr>
<tr>
<td>2025</td>
<td>Bates Fabric Inc.</td>
</tr>
<tr>
<td>2031</td>
<td>Baumantrr Co.</td>
</tr>
<tr>
<td>4088-91</td>
<td>Beauty Craft Furniture Industries, Inc.</td>
</tr>
<tr>
<td>4070</td>
<td>Bell Telephone System</td>
</tr>
<tr>
<td>2082</td>
<td>Bigelow Sanford, Inc.</td>
</tr>
<tr>
<td>2201</td>
<td>Bonnie Looms, Ltd.</td>
</tr>
<tr>
<td>2150</td>
<td>B. Brody Seating Co.</td>
</tr>
<tr>
<td>2041-42</td>
<td>Brunswick Corp.</td>
</tr>
<tr>
<td>4039-40</td>
<td>Buckstaff Co.</td>
</tr>
<tr>
<td>2215</td>
<td>Budolf Outdoor Furniture Inc.</td>
</tr>
<tr>
<td>4107</td>
<td>Carroll Chair Co.</td>
</tr>
<tr>
<td>2083</td>
<td>Chairmasters Inc.</td>
</tr>
<tr>
<td>4100-01</td>
<td>Chemstrand Corp.</td>
</tr>
<tr>
<td>4059-60</td>
<td>Chicago Hardware Foundry Co.</td>
</tr>
<tr>
<td>4094-95</td>
<td>Consolidated Hotel Equip. Div.</td>
</tr>
<tr>
<td>1250</td>
<td>Croydon Furniture Co., Ltd.</td>
</tr>
<tr>
<td>4049-50</td>
<td>Dagley Seating Co.</td>
</tr>
<tr>
<td>3061-63</td>
<td>Eastern Furniture Manufacturers, Inc.</td>
</tr>
<tr>
<td>2061-62</td>
<td>Empire State Chair Co., Inc.</td>
</tr>
<tr>
<td>2153</td>
<td>Englander Co., Inc.</td>
</tr>
<tr>
<td>3250</td>
<td>Exclusive Upholstery Co., Ltd.</td>
</tr>
<tr>
<td>1179-80</td>
<td>Fixtures Mfg. Corp.</td>
</tr>
<tr>
<td>2179</td>
<td>Formica Corp.</td>
</tr>
<tr>
<td>2126-27</td>
<td>Gasser Chair Co., Inc.</td>
</tr>
<tr>
<td>2216</td>
<td>General Electric Co. (TV)</td>
</tr>
<tr>
<td>4098</td>
<td>General Tire &amp; Rubber Co. (Textileather)</td>
</tr>
<tr>
<td>4129</td>
<td>Georgia Company, Inc.</td>
</tr>
<tr>
<td>4023</td>
<td>Georgian Lighting Studios, Inc.</td>
</tr>
<tr>
<td>2023</td>
<td>Gilbert-Jaffe Co.</td>
</tr>
<tr>
<td>2030</td>
<td>Gulistan Carpet Co., Inc.</td>
</tr>
<tr>
<td>4027-28</td>
<td>Hardwood Hour, Inc.</td>
</tr>
<tr>
<td>4071-72</td>
<td>Hefetz Co.</td>
</tr>
<tr>
<td>2058</td>
<td>Hercules Seating Co., Inc.</td>
</tr>
<tr>
<td>4049</td>
<td>Heywood-Wakefield Co.</td>
</tr>
<tr>
<td>3184-86</td>
<td>Hobart Mfg. Co.</td>
</tr>
<tr>
<td>3088</td>
<td>Holcomb &amp; Hoke Mfg. Co., Inc.</td>
</tr>
<tr>
<td>2122-23</td>
<td>Howe Folding Furniture Inc.</td>
</tr>
<tr>
<td>2086</td>
<td>Hunt Country Furniture, Inc.</td>
</tr>
<tr>
<td>2208-09</td>
<td>Huntington Furniture Corp.</td>
</tr>
<tr>
<td>2030</td>
<td>A. &amp; M. Karagheusian, Inc.</td>
</tr>
<tr>
<td>2117</td>
<td>King Arthur Chair Co., Inc.</td>
</tr>
<tr>
<td>3156</td>
<td>King Refrigerator Corp.</td>
</tr>
<tr>
<td>4025-26</td>
<td>Kroehler Mfg. Co.</td>
</tr>
<tr>
<td>4105-06</td>
<td>Kwik-Wall Co.</td>
</tr>
<tr>
<td>1200-01</td>
<td>L &amp; B Products Corp.</td>
</tr>
<tr>
<td>4068</td>
<td>Lightoiler Inc.</td>
</tr>
<tr>
<td>2033-34</td>
<td>J. Lowenstein &amp; Son, Inc.</td>
</tr>
<tr>
<td>4051-52</td>
<td>Lynch &amp; Bailey Inc.</td>
</tr>
<tr>
<td>2194</td>
<td>Magee Carpet Co.</td>
</tr>
<tr>
<td>4108</td>
<td>Magnavox Co.</td>
</tr>
<tr>
<td>2163</td>
<td>Masland Duraleather Co.</td>
</tr>
<tr>
<td>2108</td>
<td>Maxwell Co., Inc.</td>
</tr>
<tr>
<td>2050-51</td>
<td>McDonald Products Corp.</td>
</tr>
<tr>
<td>4122</td>
<td>McNinis &amp; Co., Inc.</td>
</tr>
<tr>
<td>4111</td>
<td>Jo Mead Designs</td>
</tr>
<tr>
<td>2211</td>
<td>Morgan-Jones Inc.</td>
</tr>
<tr>
<td>4069</td>
<td>Murals, Inc.</td>
</tr>
<tr>
<td>4057-58</td>
<td>Murphy Door Bed Co., Inc.</td>
</tr>
<tr>
<td>1171</td>
<td>National Store Fixture Co.</td>
</tr>
<tr>
<td>4113-17</td>
<td>New England Contract Furnishings Inc.</td>
</tr>
<tr>
<td>4092</td>
<td>New York Flameproofing Co., Inc.</td>
</tr>
<tr>
<td>1150</td>
<td>Ohio Chair Co., Inc.</td>
</tr>
<tr>
<td>4070</td>
<td>Parkwood Laminates Inc.</td>
</tr>
<tr>
<td>4080-81</td>
<td>Philco Corp. (Tele-Sound)</td>
</tr>
<tr>
<td>4084-85</td>
<td>Phil-Marc Corp.</td>
</tr>
<tr>
<td>1216-17</td>
<td>Plastic Pioneers</td>
</tr>
<tr>
<td>1168-69</td>
<td>Plastics Mfg. Co.</td>
</tr>
<tr>
<td>1019-20</td>
<td>Precision Metal Products Inc.</td>
</tr>
<tr>
<td>4031-34</td>
<td>Quartile Creative Corp.</td>
</tr>
<tr>
<td></td>
<td>R-Way Furniture Co.</td>
</tr>
<tr>
<td>4112</td>
<td>Rshlin Furniture Co.</td>
</tr>
<tr>
<td></td>
<td>Radio Corporation of America</td>
</tr>
<tr>
<td></td>
<td>Revere Furniture &amp; Equipment Co.</td>
</tr>
<tr>
<td>4000-04</td>
<td>Robey Dept. of Drexei Enterprises, Inc.</td>
</tr>
<tr>
<td>3161</td>
<td>Rolscreen Co.</td>
</tr>
<tr>
<td>2210</td>
<td>Sealy, Inc.</td>
</tr>
<tr>
<td></td>
<td>Shelby Williams Mfg. Inc.</td>
</tr>
<tr>
<td>2152</td>
<td>Simmons Co.</td>
</tr>
<tr>
<td>2164-65</td>
<td>Springer Penguin, Inc.</td>
</tr>
<tr>
<td>4093</td>
<td>Stakmore Co.</td>
</tr>
<tr>
<td>4125-26</td>
<td>Standard Coated Products, Inc.</td>
</tr>
<tr>
<td>2181</td>
<td>J. P. Stevens &amp; Co., Inc.</td>
</tr>
<tr>
<td>2199-200</td>
<td>Strauss-Duparquet Inc.</td>
</tr>
<tr>
<td>4127</td>
<td>Harris G. Strong</td>
</tr>
<tr>
<td>4086-87</td>
<td>Stylume Products Inc.</td>
</tr>
<tr>
<td>4078</td>
<td>Superior Electric Co.</td>
</tr>
<tr>
<td>4030</td>
<td>Syracuse Ornamental Co., Inc.</td>
</tr>
<tr>
<td>4098</td>
<td>Textileather Div., General Tire &amp; Rubber Co.</td>
</tr>
<tr>
<td>2081</td>
<td>Thonet Industries, Inc.</td>
</tr>
<tr>
<td>2159</td>
<td>Tri-Par Mfg. Co.</td>
</tr>
<tr>
<td>2076-79</td>
<td>Troy Sunshade Co.</td>
</tr>
<tr>
<td>2190-91</td>
<td>United States Plywood Corp.</td>
</tr>
<tr>
<td>2172</td>
<td>Wells Television Inc.</td>
</tr>
<tr>
<td>2054-56</td>
<td>Westinghouse Electric Corp.</td>
</tr>
<tr>
<td>4063-64</td>
<td>Zenith Sales Corp.</td>
</tr>
</tbody>
</table>
ROOM OF TOMORROW

Transient and de luxe accommodations shown in 1963 edition designed by Roy Beal
Room of Tomorrow will again be one of the major offerings at next month's National Hotel Exposition in New York City. Created annually by a nationally known interior designer to set design standards for guestrooms, Room of Tomorrow, since its inception five years ago, can measure its success by the increasing number of well-planned and attractive guestroom accommodations springing up throughout the country (see Motels, August 1962 contract).

The 1963 Room of Tomorrow was created by Roy F. Beal, FAID, well-known designer from Austin, Texas. For the Room's fifth annual presentation, Mr. Beal has designed and planned two model units—the Short Stop Room, functionally created for the overnight guest, and the Room At The Top, comprising living room, foyer, bedroom, bath-dressing area, and loggia—a spacious executive suite for two to four persons.

As in the past, Room of Tomorrow is sponsored by leading national manufacturers, 19 in all this year, who will contribute furnishings of outstanding quality and design merit. In fact, the 1963 units will contain many specially designed and developed "firsts." In the Room At The Top, Simmons Co. will debut its classic, 19th century-styled InnMaster III line, an actual production group that can be ordered directly from Simmons at the hotel show. New colors, finishes, and effects will be introduced in the wall and furniture laminates, in the vinyl flooring, carpeting, wallcoverings, and upholstery. Lighting will be given a vital role, with many new and unusual lighting devices.
IN DE LUXE Room At The Top
suite wide bed has two uphol­
stered benches at its foot. Below
left, lady with an umbrella motif
on white vinyl in bathroom. Bot­
tom, automatic buffet range is a
new convenience at snack bar.

ROOM OF TOMORROW
fixtures and effects specifically created for in­
numerable purposes.

Conveniences are plentiful. TV sets, room serv­
ices panels, light control dials, refrigerator and
bar units for ice cubes and snacks will help pam­
er guests. Tile painting, ceramic strips, bronze
castings and casein paintings on masonite and
wood panels are but a few of the decorative
accessories.

In both rooms, Mr. Beal enhances the spacious
and uncluttered look by coordinated color schemes.
The compact Short Stop Room (only 10 by 12
feet) uses wood brown and gold tones, highlighted
with splashes of brilliant colors and black. Multi­
colored striped sheer casement curtains and a
vivid accent area rug give added interest to the
small room.

Blue and green vinyl flooring and vinyl wall­
covering in the foyer set the mood for the Room
At The Top. These colors are carried through to
the adjoining carpeted bedroom area. White-on­
yellow vinyl coated wallcovering and yellow up­
holstered chairs and screens keynote the living
room area, harmonizing with rosewood vinyl
flooring, vivid upholstery colors, and black finish
on the specially designed furniture. (C)
THE SHORT STOP, designed for overnight guests, includes triple-purpose sofa-bed by Simmons, a wall covered in Parkwood’s teak, and Lightolier Lytespan fixture.

SCHEDULE OF MATERIALS

Gilles A. Abriaux: tapestry and two paintings
American Cyanamid Co.: resins
Amtico Vinyl & Rubber Flooring: smooth-surface floor coverings and vinyl base
Beemack Inc.: door hardware
Bell Telephone System: telephones
Bigelow Carpet Co.: area rugs
Borg-Enrickson: bathroom scales
Carolina Mirror Corp.: mirrors
Cohn-Hall-Marx: drapery, curtain, upholstery fabrics
Commercial Carpet Co.: carpeting
Crane Co.: bathroom, plumbing fixtures
Decotone Products: printed papers for laminates
Deering Milliken, Inc.: Milium insulation for draperies
Deltex, Inc.: vinyl coated wallcovering
Dominion Electric Corp.: 2-burner hot plate
Eastman Chemical Products, Inc.: Verel modacrylic fiber
Lightolier, Inc.: lamps and lighting fixtures
Parkwood Laminates, Inc.: plastic laminates
RCA Service Co.: TV sets and intercoms
Seigler Heater Co.: gas infra-red room heater
Simmons Co.: furniture
Springer-Penguin, Inc.: refrigerator unit
Harris G. Strong: ceramic art
Sunbeam Corp.: coffee maker; electric blankets
Superior Electric Co.: Luxtrol light dimming controls
United States Rubber Co.: Naugahyde and Naugaweave upholstery; Kevlar foam cushioning; Kem-Blo sponge rubber carpet backing
Wil-Last Modular Doors, Inc.: doors (all Parkwood surfaced)

INGENIOUS WALL UNIT, above, combines luggage rack, “valet board” for hanging clothes, plus two-drawer storage section. Below, close-up of Room Span sofa-bed, designed by John Van Koert for Simmons.

OCTOBER 1962
NEW CONTRACT FURNITURE

The difference between furniture for commercial/institutional use as against items designed for the home market emerges sharply in the accompanying picture report on recent contract furniture. While it is evident that the pieces shown here have been influenced by important new trends in the general furniture market, there is an enormous contrast in materials and basic construction techniques. The designer of contract furniture today aims at sophistication just as much as his colleague who creates for the residential market, but the demands of the contract installation in terms of wear and of maintenance costs weigh equally in his mind with those of esthetics. This has its consequences in both the look and the functional value of the final product.


2. Security Upholstery Co. has fashioned a heavy duty chair with a sturdy metal and wood frame and covered in a durable yet supple expanded vinyl fabric by Columbus Coated Fabrics Co. Circle No. 255 on product information card.

3. Metropolitan Furniture Co.'s Contract C sofa features walnut and polished aluminum base, tufted wing back and seat, and is available in seven lengths with choice of cover. Circle No. 256 on product information card.

4. Fixtures Mfg. Corp. manufactures Astro, a self-molding chair made from polypropylene that forms to individual body shape, yet is tough, rugged, and has impact resistance. Circle No. 257 on product information card.

5. Myrtle Desk Co. combines rosewood and burnished gold in the Coronado Classic executive desk. Solid parts, such as Italian chamfered legs and supporting rails, are genuine walnut. Circle No. 258 on product information card.

6. John Stuart Inc. combines structural stability with a light appearance. The upholstered armchairs are cradled in bases made by laminating a slim aluminum sheet between two layers of solid Bangkok teak. The removable teak table fits firmly over arms. Circle No. 259 on product information card.
NEW CONTRACT FURNITURE

1. Baumritter has added a stacking-ganging polypropylene chair to its Viko seating collection. The lightweight shells are almost indestructible, require no maintenance. The steel legs are fitted with rubber cushion glides to eliminate floor marring, and inconspicuous plastic buttons prevent scratching when stacked. Circle No. 204 on product information card.

2. Steelcase, Inc., couples a modular desk and filing cabinet from its 3000 series. The new filing cabinet features flush drawer fronts and a new latch that can be operated with only one finger, according to actual tests. Circle No. 260 on product information card.

3. Royalmetal Corp.'s new 330 series of lounge chairs and settees is constructed with one-inch square tubular steel, satin or mirror chrome finish, nosag seat and back. Upholstery is offered in a choice of Naugahyde or Super Tuf-Tex vinyl fabrics, and in several hardwearing woven fabrics. Circle No. 261 on product information card.

4. American of Martinsville supplied all guestroom furniture for the 2,000 rooms of the new Americana Hotel, New York City. More than 15,000 pieces were produced, each crafted to special designs by the hotel's architect Morris Lapidus. The new furniture incorporates many new applications of plastic laminates and vinyl fabrics. Circle No. 262 on product information card.

5. John Stuart's Danish Craftsmen armchair has the added virtue of being stackable, while providing elegant simplicity, sturdiness, and comfort. The chair has Bangkok teak frame with upholstered seat and back. Circle No. 259 on product information card.

6. Fritz Hansen, Inc., has added a comfortable foot stool and removable cushion to its well-known Egg chair, designed by Arne Jacobsen. The chair is "baked" from a plastic material. The plastic is poured into a mold, heat applied, resulting in a strong and light body ready for upholstering and covering. Circle No. 213 on product information card.

7. Modernize/Dean Industries' Sophisticate sofa, crafted for comfort and commercial service, uses frames of select hardwood, with full contract construction throughout. The reversible cushions are of foam rubber. Circle No. 263 on product information card.
NEW CONTRACT FURNITURE

1. NATIONAL STORE FIXTURE Co. has designed new cast-iron pedestal bases offered in two sizes to accommodate all styles of National table tops up to 42 inches in diameter. A variety of finishes, including crackle and porcelain, is available. The new bases are style-coordinated with the upholstered side chairs. Circle No. 264 on product information card.

2. MCDONALD PRODUCTS CORP.'s new executive planter comes in any size or shape to complement contemporary room settings. The planter is available in black walnut or Formica with aluminum or brass metal urn. Circle No. 246 on product information card.

3, 4. ROBEY DEPT. of Drexel Enterprises has designed Triune, a classic group of new hotel-motel furniture, finished in mahogany with laminated plastic tops. Robey will introduce Triune at next month's National Hotel Exposition, where many items shown on this and preceding pages will be seen for the first time. Circle No. 215 on product information card.
THE EMBASSY COLLECTION

ESPECIALLY FOR THE CONTRACT MARKET

The Embassy Collection of tables and chairs is unique! It was designed specifically to meet the requirements in contract usage. The two primary needs — long life and easy maintenance are built in and assured. A contract group that is truly trouble free.

The chair frame is made of steel, every piece welded in. Drawing on years of experience in wrought iron, welding and finishing, Woodard presents a chair with quality factors, typically Woodard — the best.

A broad range of seating and dining requirements for clubs, hotels and motels, restaurants, lobbies and reception areas, colleges and hospitals are being met by Woodard. Write for the catalogue and especially the Embassy folder.

Write for our new catalogue.
LEE L. WOODARD SONS, INC. OWOSSO, MICHIGAN
In addition to victuals, atmosphere is "served" in Walter Ballard settings created for hotel show.
EXECUTIVE SUITE, opposite page and above, a study in affluent dignity that uses variations on crossed-awards motif in elements throughout the room. Abacus-patterned carpet, above right, as designed especially for Executive Suite by Ulistan.

AFE TIEPOLO, right and below, is jewel-box affair named after the Venetian painter of ceilings and patterned after rooms in that city's Baroque palaces. (Continued on page 44)
Introducing...

ROBEY

CONTRACT DEPARTMENT OF DREXEL ENTERPRISES, INC.

Through Robey Contract and Development Department,
Drexel Enterprises now offers fine furniture for hotels, motels, offices, institutions. For its premiere, Robey proudly presents Triune.

Now, furniture made by the outstanding facilities of Drexel Enterprises is available through Robey Contract and Development Department for hotels, motels, offices, schools, and other commercial and institutional interiors. For its introductory presentation, Robey offers furniture created for the better hotels and motels that cater to discriminating guests... guests who, in their own homes, are accustomed to furniture of unquestioned quality and styling excellence. When these people travel, they look forward to the same standard of interior furnishings in their "homes away from home." Now you can be sure they will find it! Write to Robey for information, prices, and the contract furniture distributor nearest you.

For its premiere, Robey presents the exclusive Triune design by Drexel Furniture Company... a truly extraordinary furniture collection! Triune has set America's all-time record for retail furniture sales. And three times, it has won the Mahogany Association's coveted top award for "the best correlated furniture group in genuine mahogany." Triune has earned not only the unqualified favor of the consuming public, but the critical acclaim of knowledgeable furniture professionals as well. For hotel-motel installations, the Triune design has been adapted to provide the utmost in function and durability that will withstand the most rigorous use. To America's better hotels and motels Triune now brings handsome distinction!

*DIVISIONS OF DREXEL ENTERPRISES, INC.: DREXEL FURNITURE COMPANY, HERITAGE FURNITURE COMPANY, MORGANTON FURNITURE COMPANY, ROBEY CONTRACT & DEVELOPMENT DEPT., SOUTHERN DESK COMPANY.

TR. M. RKO. USA. PAT. OFF. BY DREXEL ENTERPRISES, INC.
Triune has been adapted to functionally serve commercial uses. For example, all tops are durable laminated plastic.

Many pieces are available in the striking Triune White finish. Triune’s mahogany finish is elegant in richly-grained sable tones.

Wall-saver chair comes in a wide range of fabrics.

Want more details? Write to Robey directly. Where can you see Triune for contract sales? For the first time ever, you’ll see it at the NATIONAL HOTEL EXPOSITION, NEW YORK COLISEUM, NOV. 12-15

ROBEY Contract and Development
Drezel, North Carolina

Circle No. 215 on product information card
DESIGNS FOR DINING

POINCIANA PATIO, a watering-place for the suburban housewife, goes in for a certain amount of whimsy. Indoor-outdoor setting is climaxed by artificial tree near bar with variety of foliage.

AQUA LOUNGE, an "undersea Mezzanine," boasts huge aquaria inside twelve clear plastic columns, each containing four tons of water, with tropical fish and foliage brilliantly illuminated from above.

SCHEDULE OF MATERIALS

American Cyanamid Co.: Acrylic plastic for pillars in Aqua Lounge.
Amtico Flooring Div., American Bitrite Rubber Co.: Vinyl floor and wall coverings in Cafe Tiepolo, Poinciana Patio, Executive Suite, Aqua Lounge.
Art Upholstery Studios Co.: Draperies in Executive Suite. Ceiling in Cafe Tiepolo.
Bead Design Studios Co.: Bead skirts on tables in Poinciana Patio. Crystals in Aqua Lounge.
Chairmasters, Inc.: Chairs, bars, counters, tables, settees, ottomans.
Cohn-Hall-Marx Co.: Drapery and ottoman covering, ceiling in Executive Suite and Cafe Tiepolo.
Corning Glass Works: Food service center in Executive Suite and Poinciana Patio.
Design Mirror Corp.: Mirror installation.
Facade Papers, Inc.: Special printing on U.S. Naugahyde.
Florentine Craftsmen, Inc.: Fountain in Cafe Tiepolo.
Formica Corp.: Wall coverings, bar tops, table tops.
Frankel Art Du Pont Gallery: Art objects.
Jackson Vitrified China Co.: Chinaware.
J. G. Karagheusian, Inc.: Carpets for Aqua Lounge and Executive Suite.
Kliegl Bros.: Stage lighting.
L & B Products Corp.: Table, stool, and chair bases.
Roy Little: Painting of murals in Cafe Tiepolo.
LOF Parallel-O-Plate: Glass for mirrors.
Metropolitan Lighting Fixtures Co.: All decorative lighting. Stage lighting in Cafe Tiepolo.
Mural, Inc.: Ceiling covering in Aqua Lounge.
Parallel Mfg. Corp.: Room divider in Executive Suite.
Russell Reinforced Plastic Corp.: Grand circle Tropicel wall in Poinciana Patio, Aqua Lounge.
Signet Mirrors by Carolina: Mirrors.
Superior Electric Co.: Luxtrol lighting controls.
United States Rubber Co.: Naugahyde upholstery, wall covering, ceiling covering. Koylon Laytex foam rubber cushioning.

Circle No. 216 on product information
DESIGNS FOR DINING puts the emphasis on beauty, color and comfort with U.S. NAUGAHYDE® THE FINEST IN VINYL UPHOLSTERY

Dining out should be an exciting adventure and the atmosphere of dining decor should be as pleasing, satisfying and important as the service of good food and drink. These concepts are captured in four distinctly different showcase settings created by the Walter M. Ballard Corporation—Project Designer, William Simmons. Color and comfort are achieved in all cases with the practical beauty of U.S. Naugahyde upholstery and the luxury of U.S. Koylon foam cushioning. All chairs and bar stools by Chairmasters, Incorporated.

A PROFITABLE CHAT, a congenial business lunch or after-work cocktails is the invitation offered by the handsome Executive Suite. Poised and tailored, it's designed to masculine taste with comfortable Koylon-cushioned chairs, lounges and bar stools upholstered with harmonizing shades of beige, gold and crimson Naugahyde. Versatile Naugahyde has also been used as an unusual ceiling cover.

IT OF THIS WORLD and under the sea the unforgettable Aqua Lounge. Dramatic aquariums swirling with beautifully lit tropical fish set the color theme. The cool blues and sea greens are carried throughout with deep, luxurious channeled swivel lounges upholstered in shimmering, iridescent Midas Naugahyde. Filtered sunlight is repeated on the chartreuse Naugahyde bar stools. All, so suitably, washable! All cushioned with Koylon foam.

ME OUT FROM SHOPPING, for lunch or just a cool drink is the irresistible peal of the Poinciana Patio. This gay and colorful restaurant takes its theme from a delightful Poinciana tree whose hibiscus pinks and bright oranges are repeated the Naugahyde upholstered chairs and counter stools. All so practical because Naugahyde is so exceptionally durable and its beautiful colors soap-and-water washable. And for perfect relaxation—Koylon-cushioned, of course!

THE ELEGANCE OF VENETIAN BAROQUE keynotes the luxurious Cafe Tiepolo. The graceful hand-carved dining chairs and settees are cushioned with Koylon and upholstered with white Naugahyde—silk-screened with Venetian-inspired stripes by Facade, Inc. The soft apricots, jades and ecru are echoed on the walls with murals hand-painted on white Naugahyde. A damp cloth keeps the delicate colors of both walls and furniture fresh and clear.

United States Rubber Coated Fabrics and Koylon Seating Department, Mishawaka, Indiana In Canada: Dominion Rubber Co., Ltd.
In restaurant design, more than with most contract work, there is a watering-down process between creative ideas and their application to finished jobs. The reason, of course, is that designers and architects must deal with not one big client but thousands upon thousands of restaurant entrepreneurs, hotel and motel managements and other institutional patrons who may hold an unbending conception here, an inflexible idea there, and headlocks on budgets everywhere. While restaurants make up a tremendous—more—a staggering contract market taken as a whole they break down into individual units, each with its own problems in planning, furnishing, and budgeting. The finished job is not always perfect in the eyes of the designer, but enough of the original creative plan resists client dilution. This holds the creators, is helping to free imagination further and to loosen the purse strings of future clients.

If designers will tell you that imagination has been uncorked in restaurant design, they will also admit (after enough prodding) that what comes out is often a cut-down version of the original plan. For the sake of example, and we are choosing this out of a possibility of hundreds, it is a fact that not very long ago an architectural firm won Progressive Architecture’s Design Award for a restaurant project, which a jury of respected architects and an equally respected engineer felt was, as one juror expressed it, “something that gives the observer a compelling aesthetic
THE STUFT SHIRT: Architects Ladd & Kelsey carried a Venetian theme through this new restaurant in Newport Beach, California, enriching it with wall-to-wall silk curtain, and huge custom chandeliers. The structure, built partly on land and partly on water, offers diners a commanding view of the marina locale.
TABLE WITH A VIEW

experience." The client can still not totally agree with the jury. The plans of the design award-winning restaurant are still being revised under coercion, after being haggled over after almost four years. Names, of course, are being withheld for the sake of decorum. This is not an attempt to chide any one client, but rather a hope, at the risk of being considered naive, that the telling will release the client's grip and thus help begin a new vocabulary of imaginative expression in restaurant design.

Where there has been a reasonable "hands off" policy on the part of the client, new restaurants that are not only inviting dining spots but spatial experiences have resulted.

The newest of what might be termed "client-permissive" restaurants are structurally progressive and unique and internally unusual. They are, in fact, creating such a sudden burst of dining interest they are beginning to set a trend. What is presently emerging is a restaurant that not only provides the diner with interior conversation pieces built into the decor, but external conversation pieces as well—a look at the landscape, the table with a view.

Architects have already exploited dining on water, on the brow of a mountain slope, on revolving building tops, dining even while suspended in space. And in Xochimilco, Mexico, the hungry can eat under a "brutalist" expression, a form composed of radiating, parabolic, concrete shells, designed by Mexican architect Joaquin Alvarez Ordoñez, under consultation with Felix Candela, the well-known structural innovator.

Nothing to do with imagination

But while the occasional innovator is allowed to take hold of the bit, many more restaurants are put up for all sorts of reasons that have nothing to do with imagination. They are a response to a demand like any other commercial product and it would be unfair, when discussing restaurants as a contract market, to discount the many restaurants designed by fourth-raters or those who know next to nothing about design. The simple fact, no matter how unhappy it may make qualified designers, is that all new restaurants add appreciably to the demand for contract furnishings, even if the finished project is the result of a total lack of interest in the visual outcome. Because most serious designers are convinced that the country’s restaurant output that
"BRUTALIST" expression in Xochimilco, Mexico, is a domical form composed of radiating, parabolic shells, designed by Joaquin Ordoñez, under consultation with Félix Candela. Photographs by Jane Davis Doggert, Architectural Graphics Associates, Inc.

The restaurant is not without an uncostly interior, but when one considers this in terms of long-run maintenance it is not as expensive as very many less costly interiors. The carpet, for one, blends a balance of luxury and economy. By making use of dark colors and a big pattern, spillage and stains can remain hidden in the hues until the cleanup crew arrives. Designers, incidentally, will most often specify all-wool or predominantly wool carpets, since weaves of wool are said to hold a firmer shape longer, wear well, and generally have a better resistance to fire.

A strong and yet graceful effect is generated by the restaurant's chairs, upholstered in an easily cleanable material, patterned after wood grain. There is a string of tufted banquettes along one wall similarly upholstered. Small incandescent table lamps and the big custom chandeliers candle most of the light during evening dining. For luncheon, the restaurant relies on the abundant daylight which comes through the big windows. Structural overhangs and luxurious curtains filter out the glare, while good air conditioning is provided to cut down the heat gain from the direct sunlight. Fluorescent lighting, of course, is rarely used in restaurants, since the blues in the light...
LA RONDE, a rotating restaurant by John Graham & Co., perched atop the Ala Moana Building in Honolulu, Hawaii. Interiors were done by Charles Heen, AID, for the contract division of C. S. Wo & Sons, Ltd. Mural is the work of Marilyn McLean.

GALLEON: Layout and decor follow the nautical theme. Interior, planned by Peter Roechlin, is furnished with pedestal-based, wood-topped tables, folding captain's chairs covered in olive green and orange Naugahyde, and an orange carpet.
have a way of playing havoc with the food on the table and for that matter, one's dining partner's face. Designers insist that fluorescent lighting can make a steak look frightening. Whenever possible they will specify dimmers for the incandescent fixtures. The use of natural daylight is gaining in popularity.

**The revolving concept**

Lighting in La Ronde, a restaurant perched atop the twenty-three story Ala Moana Building in Honolulu, Hawaii, was very carefully designed to provide enough illumination for eating and yet eliminate reflections in the glass that might detract from the view. The view of La Ronde was, in fact, the object whereby the owners hoped to win the attention of the diners. To accomplish this, they set John Graham & Co., architectural and engineering firm of Seattle and New York, to work on a restaurant that would offer the patron a new experience. The firm came up with a bold concept—a circular dining room that actually revolves a full circle once an hour, giving the diner a panoramic view of the city, Waikiki, Diamond Head, the mountains, and the sea. There were, of course, no rules to guide the planning of this concept, and each problem that arose had to be solved in a fresh way. The kitchen is divided into two sections with food storage and basic preparation on the floor below the dining level. Final preparation is done in the core of the restaurant itself which does not rotate. The decor contrasts red carpeting with black vinyl leather upholstering. A mural by Marilyn McLean, painted all the way around the core, is an interior conversation piece. The decor was designed and coordinated by Charles Heen, AID, for the contract division of C. S. Wo & Sons, Ltd.

Since La Ronde was opened a year ago, it has become a kind of communicable prototype for a rash of rotating restaurants in the round. Some observers are feeling a touch of anxiety that they may soon be caught up in a dining merry-go-round that never stops.

As a tranquilizer, and to attract those diners who shy away from all things which remotely suggest vertigo, the owners of La Ronde operate a non-rotating restaurant three floors below, called Le Salon Rouge, a plush semi-private dining and cocktail area, and a short-order coffee shop on the third floor of the Ala Moana building, L'Omelette.

The Galleon, on the island of Alameda, near San Francisco, combines the new idioms of “in the round” dining with marina scenery. Architects Campbell & Wong of San Francisco made strong use of glass, steel, and redwood to effect the nautical theme which is carried out in both decor and layout. Inside the marina touch is emphasized with a triple-decked dining area, folding captain's chairs, bright orange carpeting, mahog-
TABLE WITH A VIEW

the space formerly used by the Veranda Room of Washington’s Statler Hilton, a long time favorite among Washingtonians and hotel guests. So popular was the old restaurant that the hotel was continuously faced with the problem of turning away guests.

The solution for the addition was Classic 18th Century French and Italian decor. The walls are white, accented with black and gold column decoupage, heightened with a gold and white canapé ceiling design. There are several original oils, historic portraits of the period, two original baroque, five foot high, wood-carved statues against the dividing grill screens and, finally, a mural after “The Forger of the Vulcan,” which M. deGrohe acquired from Italy, along with the sculpture. The artwork alone could perhaps support the construction of a moderate new restaurant, to say nothing of the cost of reconstruction and redecorating.

A touch of Paris in Detroit

The second floor of Little Harry’s in Detroit formerly used as the restaurant’s office, has been completely reconstructed into the Impresario room, designed by Andre deGrohe. M. deGrohe had to work within a 120-year-old Georgian man-

sion, with a kind of Tour D’ Argent type of milieu. The solution for the addition was Classic 18th Century French and Italian decor. The walls are white, accented with black and gold column decoupage, heightened with a gold and white canapé ceiling design. There are several original oils, historic portraits of the period, two original baroque, five foot high, wood-carved statues against the dividing grill screens and, finally, a mural after “The Forger of the Vulcan,” which M. deGrohe acquired from Italy, along with the sculpture. The artwork alone could perhaps support the construction of a moderate new restaurant, to say nothing of the cost of reconstruction and redecorating.

Industry glamorizes

The red carpet treatment may not be given to industrial employees as yet, but the days of the company lunchroom with a scattering of old tables and chairs is fading fast. Forward-looking, progressive companies began, several years ago, accepting the responsibility for creating pleasant, relaxing surroundings for their employees.

Glamorization of institutional restaurants and cafeterias are very much a trend, according to Brock Arms, president of ISD, Inc., interior space design division of Perkins & Will, architects. “Many of our clients have transferred their operations to suburban areas,” he said. “This made it doubly important to plan facilities for employees to make the luncheon break as pleasant as possible. In the downtown office building,
luncheon is a total break away from the office. With proper planning, the facilities within the company headquarters building can give the same psychological effect."

Two cases in point, both ISD, Inc. projects, are International Minerals & Chemical Corp. headquarters building and the Pure Oil Co. building, both of suburban Chicago.

At International Minerals & Chemical, the black and white corridor, surrounding the employees' lounge and repeating the colors of the exterior, leads past a wall of ebony to the food serving area of the cafeteria. As a repeat of the elevator lobby pattern, a striped design has been carried through. But in this case color has been used to diminish confusion and stimulate circulation in the food serving area. Soft grays and white punched with vivid stripes of cobalt blue were selected. The cafeteria, directly adjacent to the food serving area, has great splashes of color on a basically white scheme. While the total character of the room is one of softness, achieved by color and lighting, an accenting sparkle from two chandeliers representing atoms, plays on the walls.

At Pure Oil Co. pleasant dining is provided in the cafeteria with one wall almost completely glass, looking out on attractive open fields. Separating the cafeteria serving line from the dining area is a plastic sliding framed in walnut. Adding interest to the decor is the tile pattern of the draperies embedded in this plastic screen. Decorative beams of walnut, characteris-
The Hofbrau Haus in Seattle's World's Fair, for example, was a challenging problem. It had to take advantage of every bit of usable space and still be inexpensive because of its short life (restaurants at fairs go with the fair). John Graham & Company solved the problem with contemporary vault structure, reminiscent of Bavarian Rathskellers, that moves. The vaults of the building are made of thin shell plywood: since the building is bolted together, it can be moved and re-erected after the Fair closes, requiring only a new foundation. Textured plaster was used to finish the interior surface, decorated with authentic designs from Bavaria. Large glass areas offer a spectacular view of the fair's International Fountain. Entire cost went for under $100,000.

Whether a restaurant costs under $100,000 or over $100,000, whether it is stationary or moves, there is one obvious and inescapable certainty: all are helping to fatten the Strasbourg Goose which, of course, is the contract market. Most concerned architects and designers are hoping that their clients will be more inclined to let them turn out a better grade of paté.

**TABLE WITH A VIEW**

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SOME CHAIRS JUST FILL SPACE
TRI-PAR CHAIRS DO IT...

Beautifully

THEY STACK...THEY GANG...THEY ARE MASS PRODUCED TO YOUR SPECIFICATIONS

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Multi-service Host system by Westinghouse

COMMUNICATIONS are just as much a part of today's hotel/motel installations as furniture or carpeting. The right communications system provides, at one and at the same time, an entertainment unit and cost-saving features for management.

The most comprehensive package to date, to the best of our knowledge, is the Westinghouse communications package being offered to hotel/motel management. Designed for easier guest operation, it also assures maximum parts reliability, high fidelity sound and picture projection.

Called the Host TV system, the Westinghouse system provides television reception, background music, maid call, and message-at-desk signals. In addition, closed circuit TV can be added to the system if required, as it often is in the cases of conventions and conferences.

Automatic gain control cuts down signal variations in the Host system and allows for sudden weather changes or the presence of aircraft in the vicinity of the set. A special electronic circuit, called D.C. Restoration, prevents pictures from appearing too washed out; guests who watch old films with extreme contrast will appreciate this feature. The rejection of unwanted signals, longer life of components, better fringe area reception, and a stable channel connection are all achieved in the Host TV set, because of three-stage I.F. amplifier. Two optional additions that have been installed by Westinghouse in a number of hotels and motels are an automatic on-off timer which may be set by the guest for controlled viewing up to three hours, and an instant-on control that eliminates tube warm-up, providing a picture with a click of the switch.

The 1963 Host line will be shown by Westinghouse for the first time at the National Hotel Exposition, November 12 through 15, at the New York Coliseum. (C)

**Multi-service Host system by Westinghouse**

Lightfitter fixtures are stocked and sold by the following Portfolio Distributors:

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- **TENNESSEE**
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- **TEXAS**
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  - Fort Worth: Cummins Supply Co.
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- **VIRGINIA**
  - Arlington: Dominion Elec. Sup.

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**CONTRACT PRODUCTS AND SERVICES**

**Formal line office furniture**
The new Formal line by Peerless Steel Equipment Co. is characterized by I-shaped mirror-chrome legs and horizontal cross bars. Pedestals are 24 inches deep, adding to the slim modern effect of the units. The complete line includes a single pedestal executive modular desk with runoff; two and four unit credenzas; office table, and the double pedestal executive desk illustrated. All tops are natural wood self-edged and come in a wide range of natural wood finishes or plastic laminate coverings.

Circle No. 265 on product information card

**New adjustable table by CHF**
A new multi-purpose table, designed by Chicago Hardware Foundry Co., is instantly adjustable to any table height from 18 to 29 inches. This patented feature allows table to be converted from dining table to coffee table or cocktail table by a twirl of the top. The adjustable tops are supplied in a variety of finishes—wood grains, solid colors, or white. Tops are round or square, up to 48 inches in size. Pedestal bases come in a choice of finishes.

Circle No. 201 on product information card

**Kent-Coffey's flexible hotel-motel units**
The telescopic aspects of Kent-Coffey's Impresa Contract hotel-motel group permits adaptability to meet any space specifications by adding units as needed. The multi-purpose wall unit expands from a minimum of 90 inches to a maximum of 108 inches. So designed as to receive detachable luggage/TV benches, the Impresa can cover a wall space from 90 inches to 12 feet. By a mere switch of a special adjustable leg, the desk area can be either on the right or left side. The dresser desk is equally versatile: luggage benches can be added to either or both sides. The Impresa series is finished in warm fruitwood tones with a matched finish on the Panelyte plastic laminate tops and edge banded surfaces. The bases are coordinated in antique white. This extensive grouping includes panel headboards, nightstands, three sizes of dressers, mirrors, lounge and side chairs, dresser desks, luggage benches, and the multi-purpose wall unit.

Circle No. 270 on product information card
Caprolan nylon carpeting scores at Yankee Stadium

...proves it wears better, cleans easier. Just look at the record: 533 sq. yds. of beautiful Callaway carpet, with 100% Caprolan nylon in the pile, were installed throughout the Yankee clubhouse, players' training and recreation rooms and the manager's office. But despite such daily rigors as spiked shoes and the dirt of the ball park, continuous filament Caprolan is wearing magnificently.

Cleaning easily? On the double—to look fresh as new, day in, day out! Championship performance is yours with every carpet of Caprolan. Take advantage of it. Your choice of a handsome range of contract styles—rich textures and glorious colors fashioned by Collins & Aikman, Commercial Carpet Corporation, and C. H. Masland. Fiber Marketing Department, 261 Madison Avenue, N.Y. 16, N.Y.

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Marble-like travertine flooring

Kentile, Inc., has simulated natural marble in its vinyl travertine flooring material. The textured tile features subtle tone variations with the dimensional cavities of natural marble. The vinyl travertine has high resistance to wear, cleans easily, and never requires waxing. Six color styles include off-white, natural beige, Aventine red, old ivory, moss green, and forum gray. The new style is available in regular-edge tile of \( \frac{3}{8} \) inch and \( \frac{3}{16} \) inch thickness, as well as beveled tile in \( \frac{3}{8} \) inch thickness, and in standard and special tile sizes.

Circle No. 266 on product information card

FiliGrille room divider

The FiliGrille room divider is engineered for simple and economical installation and provides a decorative wall that is functional and easy to care for. Produced by Holcomb & Hoke Mfg. Co., the FiliGrille is fabricated of \( \frac{1}{4} \)" thick polystyrene and comes in standard designs in a variety of complete framing systems. A wide choice of colors, both metallic or regular, makes painting unnecessary. It is available for use on exteriors as well as interiors.

Circle No. 267 on product information card
DUX designs for contract! Folke Ohlsson and Sven Dysthe have designed a new collection of conference tables, conference chairs, visitors' chairs, lounge chairs and sofas, modular seating groups, and occasional tables—for contract use. For a free DUX Contract Series catalog and a listing of contract dealers, write to: Contract Section, DUX Incorporated, 1633 Adrian Road, Burlingame, California.

DUX DESIGNS FOR CONTRACT

A six-shelf, slide-out stationery tray is the new feature in Bentson Mfg. Co.'s Signature secretarial desk, displayed at last month's NSOEA convention in Chicago. The contemporary styling of the modern steel desk is enhanced by the walnut and gold finish. Other groups shown included an executive modular group in mist green, two executive flat top desks with rolled and square edge tops, and filing cabinets.

Circle No. 268 on product information card

Two hotel-motel groups by Consider H. Willett include the Attache, shown here, and the Oxmoor units. Contemporary-styled Attache is made in solid cherry with satin-finish plastic tops available in matching cherry grain or plain plastic. In contrast, the Oxmoor group is in the style of the 18th and 19th centuries, also supplied with wood grain plastic tops. Both groups have been constructed to meet the demands of contract use. All internal parts are of hard woods; cases have mortise and tenon construction with dust proofing throughout. Drawers are dove tailed front and back and have center drawer guides and drawer tilts with plastic glides.

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OCTOBER 1962

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compact refrigerator by King

King Refrigerator Corp. has a new compact refrigerator specifically designed for hotel-motel needs. Model AM-2 is small enough to fit under a vanity or ledge, yet contains three ice cube trays, space for bottles, plus extra storage space. To prevent pilferage, shelves and trays are non-removable. A special defrost device eliminates the need of periodic defrosting; the door is designed to close automatically when not in use. This model has been included as standard equipment in every room at the newly opened Americana Hotel in New York.

Circle No. 270 on product information card

Lees adds four new styles

Products presented by James Lees & Sons Co. at the recent Chicago markets included four new qualities and the addition of 23 color and pattern numbers. The new qualities include three with face yarns of selected wools and one continuous filament textured nylon tweed. Shown is one of the patterns, Textured Tiles, added to the Starfire series. Starfire carpets are made of virgin nylon face yarns in beige tones, accented with green and bittersweet.

Circle No. 271 on product information card

PRODUCTS & SERVICES

CONTINUED

Compact refrigerator by King

King Refrigerator Corp. has a new compact refrigerator specifically designed for hotel-motel needs. Model AM-2 is small enough to fit under a vanity or ledge, yet contains three ice cube trays, space for bottles, plus extra storage space. To prevent pilferage, shelves and trays are non-removable. A special defrost device eliminates the need of periodic defrosting; the door is designed to close automatically when not in use. This model has been included as standard equipment in every room at the newly opened Americana Hotel in New York.

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Circle No. 271 on product information card
City Knickerbocker, Inc., has taken the early street lamp reflector and modernized it by using a melon-ball globe. The upper side of the reflector comes in colors to match room design; the underside and globe are in white.

Circle No. 272 on product information card

A new model stacking chair, the Belaire #700S, will be exhibited at the National Hotel Exposition in November by Bela Div., J. & J. Tool & Machine Co. The square tubular construction makes it possible to stack the chairs ten high in only 2½ square feet of floor space. Foam cushioned seats and backs are upholstered in a choice of Naugahyde, nylon, or grospoint. The frame is of special alloy steel and comes in a choice of nine enameled colors plus chrome or gold bronze plating.

Circle No. 273 on product information card

“Wherever the walls, in a hotel or a hermitage, they receive a well-considered compliment from Winfield wall coverings — their excellence assured beautifully and practically. Damask I, above, from the Winfield Screen Print Collection, is hand made in seven colorways on VinylLock Foil. Like all Winfield wall coverings, it is waterproof, washable, and adheres precisely to specification.

Winfield Design Associates, Inc.
674 South Van Ness Avenue, San Francisco 10
Circle No. 224 on product information card

OCTOBER 1962

Circle No. 211 on product information card
Bedroom features luxurious new king-size Beautyrest® by Simmons, bed with mint green U.S. Naugahyde upholstered headboard and fold-down panels. InnMaster III dresser and luggage units designed by John Van Koert, A.I.D.

In this 1963 ‘Room of Tomorrow’ Simmons presents new furniture that achieves a look of elegance for compelling guest appeal. There’s utmost practicality here, too — versatile furniture units that serve in large or small areas — upholstery, fabrics and furniture construction that defy time and hard use.

See Simmons in Booth 2164 at the National Hotel Exposition.

New Simmons valet board in the “Room of Tomorrow” Short-Stop Room provides closet convenience and room divider attractiveness. Valet board attaches to Room Span luggage stand.

1963 “Room of Tomorrow” designed by Roy F. Beal, F.A.I.D.; coordinated by Karl Steinhausser, A.I.D.

Living room suite sleeps two on Hide-A-Bed® sofas. Conversation area includes comfortable upholstered chairs and elegant round table.
for bright, beautiful comfort

and complete practicality, it's

U.S. NAUGAHYDE® The finest in vinyl upholstery

U.S. KOYON® Genuine latex foam rubber cushioning

Silky textured Madras Naugahyde in tangerine makes a welcome punctuation point of color. Completely practical, too, because like all Naugahyde upholstered furniture, this chair needs only a damp cloth to keep it bright and fresh.

Visit "US"—Space 2190-91 at the National Hotel Exposition

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Coated Fabrics and Kylon Seating Dept.
Mishawaka, Indiana
In Canada: Dominion Rubber Company, Ltd.
Folding luggage rack

The Golden Traveller aluminum luggage rack is durable, lightweight, and able to support 400 pounds in weight, according to manufacturer Gasser Chair Co. It is available in five models, featuring various wall protection rails and sizes. Optional with plastic webbing or cloth strap webbing, the rack has a gold anodized aluminum tubular heavy-wall frame and folds for storage.

Circle No. 271 on product information card

Astra Bent mate's chair

Coordinated with a captain's chair, Astra Bent Wood Furniture's mate's chair is hand-crafted of solid hard rock northern maple, with deeply saddled, hand-pegged seats and steam-bent backs. In addition to the captain's and mate's chairs with upholstered seat or back rail, both models come in all-wood, mellow hand-rubbed finish. Coverings for the upholstered chairs are durable, washable leather-like vinyl upholstery.

Circle No. 225 on product information card
Globe has everything you need in contract furniture.

For complete catalog, write GLOBE FURNITURE COMPANY, Contract Division, High Point, North Carolina.
An important RAILROAD chose this LA FRANCE contract FABRIC

This is but one of the many “engineered” fabrics in the wide La France Contract line. Like all our patterns, it possesses the styling required by high decorative standards. In addition, it provides the essential physical characteristics of long life and easy maintenance.

If you have a project on the boards, ask us to submit sample swatches for your consideration. Address your request to Mr. Harold Hafner, Vice-President.

Illustrated: No. 3536. NYLO TEXTURE, 45% Nylon, 34% Cotton, 23% Rayon

LA FRANCE Industries, Inc.
Showrooms and Executive Offices
145 EAST 32nd STREET, N. Y. 16
Murray Hill 5-1622

CHICAGO: American Furniture Mart
LOS ANGELES: Los Angeles Home Furnishings Mart
CHARLOTTE, N.C.: 2036 S. Tryon Street

Circle No. 227 on product information card

PRODUCTS & SERVICES CONTINUED

Marbelon, a man-made marble

Standard Steel Cabinet Co. has developed a new cast process called Marbelon — a man-made marble said to be stronger and more resistant to stains than natural marble. Available in slab form, tile-size squares, or field squares, Marbelon tops can be used for table tops as well as for flooring tiles. Six standard color combinations include: beige and white, pink and white, black and white, black and gold, white and gold, white, gold and black. Standard thickness is 3/4 inches.

Circle No. 276 on product information card

New lateral Fabry chair

Specially designed for the new contract department of Fabry Associates, Inc., by designer Ed Secon, is the new lateral chair, made of 3/4" steel tubing. The frame appears to give the foam-rubber upholstered part a floating appearance. The chair is offered in different versions, including box tufted, French pleated, Channel pleated, or plain upholstery. A companion loveseat is also available.

Circle No. 276 on product information card
These two contract carpets are identical

This one (↑) was selected for the Hotel Room of Tomorrow!

Reason: (➔)
This carpet is bonded to U.S. Kem-Blo® sponge cushion. It will wear longer...needs no restretching...won't show seams...can be patched by a hotel maintenance man to eliminate bad stains and burns...keeps its luxurious, bouncy feel underfoot...reduces heat loss over radiant-heated floors...reduces installation expense and time over plywood, concrete, tile, terrazzo and linoleum flooring. Ask your supplier about carpet cured to U.S. Kem-Blo® SPONGE.

United States Rubber
Ensolute and Kem-Blo Products Dept., Naugatuck, Conn.

Circle No. 216 on product information card
PRODUCTS & SERVICES

Continued

New Grant drawer Auto-Slide

Grant Pulley & Hardware Corp. has developed an automatically closing drawer slide, called No. 340 Auto Slide, that enables a drawer to gently shut itself after the slightest push. The slide requires only 1/4 inch at either side of the drawer and will support up to 100 pounds. Operation is quiet and smooth, aided by large nylon outer race ball-bearing rollers. Auto-Slide is available in lengths from 14 to 28 inches.

Circle No. 277 on product information card

Scherbo's smartly designed seating offers an endless variety of flexible arrangements for the office or reception room.

Pella wood folding partition

Rolscreen Co.'s Pella wood folding partition has been designed for installations requiring a substantial closure or divider to meet demands of hard use and imposing architectural proportions. The 10% by 1-1/16 inch panels are constructed with solid wood cores, laminated with plastic glue to prevent warpage. The patented spring hinging system keeps panels aligned. Suspended from a steel track at the head, the partitions roll on ball bearings, requiring only one pound of pressure per panel to operate.

Circle No. 278 on product information card

Ten by Callaway Mills

Ten new carpet lines were recently presented by Callaway Mills, Inc., all emphasizing American themes; all are wool and of tufted construction, in 12 and 15 foot widths. Among the styles are Grand Canyon Suite, Evangeline, Folkways, and Hearthstone.

Circle No. 279 on product information card

FRANK SCERBO & SONS, INC.
140 PLYMOUTH STREET, BROOKLYN, N.Y.
WRITE TODAY! FOR YOUR FREE NEW 116 PAGE COLOR CATALOGUE

WRITE THE RUBY COMPANY (Dept. C-10)
129 West 27th Street, New York 1, N. Y.
for your FREE NEW 116 page catalogue.

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Address.......
City, Zone, State

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ATLANTA: Arch. Bldg., 25th Fl. JA 3-2436
CHICAGO: 1204 Merchandise Mart, 664-1280
DALLAS: Trade Mart, Ruby Auditor R 6-3611
SAN FRAN: W. Midst. Mart, Levy KL 2-2511

Circle No. 230 on product information card

BECAUSE THEY ARE MADE FROM THE ORIGINAL DIES AND MOULDS

...from America's Largest Manufacturer of Lighting Reproductions

RUBY COMPANY

OCTOBER 1962
Specialty lighting by Yorkhaven
Yorkhaven Galleries, Inc., lighting designers, created special showroom exhibits and vignettes in conjunction with the fourth annual National Interior Design month, Sept. 18-Oct. 18. Two of the custom-designed lighting fixtures by Frances Bershon were used in settings designed by Marion Florsheim. The ceiling fixture nestles four lamps in the flowers, with three lamps in the bowl for indirect and direct light through the frosted glass bottom.

Circle No. 280 on product information card

A companion to three new sofas recently introduced for contract use by Kroehler's contract division is a new lounge chair, covered in glove-soft, easily cleaned vinyl. For durability, the chair has five rows of springs in the seat deck, plus extra padding in its outside back and arms. Rounded wooden arm overlays are offered optionally to prevent elbow wear. In addition to the vinyl upholstery, the chair is available in a wide range of decorator fabrics.

Circle No. 281 on product information card

THONET

Since 1830 makers of furniture for public use

Showrooms: New York, Chicago, Detroit, Los Angeles, San Francisco
Dallas, Miami, Atlanta, Statesville, N. C.
NEW WALL SYSTEM

New concept... goes over any surface*... beautiful... easy to install and economical.

Designed by John van Koert, A.I.D.

*shown here over cinder block.

NEW AURORA

suggested here, has the great soaring qualities of the Northern Lights...
Four exciting jewel tones offer the Interior Designer the ultimate in vibrant amorphous texture.

SIXTH CONSECUTIVE YEAR IN...

HOTEL ROOM OF TOMORROW

by ROY F. BEAL, F.A.I.D.

PARKWOOD LAMINATES is again featured prominently this year... The NEW WALL SYSTEM... NEW AURORA... and Some of the A.I.D. INTERNATIONAL AWARD SOLID COLORS... Be sure to see ALL these exciting PARKWOOD FIRSTS at the National Hotel Exposition, Parkwood Booth #4070, New York Coliseum November 12-15

Represented and distributed nationally.

Write for Data Kit, samples and literature.

PARKWOOD LAMINATES, INC.
134 Water Street Dept. 16 Wakefield, Mass.

A. I. D. Award Colors, exceptionally faithful wood reproductions, printed textures and patterns.

Circle No. 232 on product information card
No matter what your lighting problem may be, Kliegl can provide a solution. Over 50 years of experience in the field of optics, reflector and control design can be easily applied to your lighting problem, whether the job be large or small. Kliegl recommendations are based on thousands of successful installations developed for the nation’s leading architects, designers and engineers. For assistance with your lighting project, call your Kliegl representative or write us, direct, today.

Our lighting advisors will be pleased to assist in the planning of any installation, using standard or special units to meet your requirements. Full details on request.

Kliegl Pinhole Downlights provide unobtrusive and inconspicuous lighting with startling dramatic effect.

An all-aluminum frame has been incorporated into the design of a new secretary chair, with foam-filled back and seat, by Seaboard Products. The multi-adjustment chair tilts and swivels; the seat slides back and forth and can be raised and lowered. A spindle cover hides the threaded spindle. Budget-priced, the all-aluminum chair is available in a wide choice of colors.
LEADING INTERIOR DESIGNERS IN THE CONTRACT FIELD USE

chairmasters

COMPLETE SERVICE

"Chairmasters has satisfied completely our most discriminating requirements for DESIGNS FOR DINING as well as our other installations in which their products have been specified," states Robert P. Herzog, President, The Walter M. Ballard Corp.

Robert P. Herzog, A.I.D.
As President of The Walter M. Ballard Corp. he directs one of the oldest interior design organizations specializing in the contract field. Ballard designed interiors help merchandise the public spaces of leading hotels, restaurants, motels, throughout the world. His company has created the 1962 edition of DESIGNS FOR DINING to be premiered November 12-15 at the National Hotel Exposition, New York Coliseum.

CAFE TIEPELO
The designer's impression of a 'name restaurant' for the patronage of discriminating customers who seek an evening out in an elegant decor with excellent cuisine. Chairmasters has been specified exclusively for all chairs, bars, stools, banquette, counters and ottomans throughout DESIGNS FOR DINING.

Chair #3018—hand carved hardwood frame, foam rubber seat and upholstered back, available in a wide variety of wood finishes and upholstery coverings.

Write for catalog and details on Chairmasters complete service.

chairmasters
200 E. 146th Street, New York 51, N. Y. • CYPRESS 2-0600
manufacturers of fine furniture designed for dining

CHAIRS TABLES BANQUETTES BOOTHS BARS STOOLS

Visit our booth #2085, National Hotel Exposition, November 12-15, New York Coliseum

Circle No. 235 on product information card

OCTOBER 1962
Looking for something new—from hide-away ironing boards to modern kitchen equipment to make a chef happy. You'll find them at the 47th National Hotel Exposition. On all four floors of the Coliseum there are scores of new products, ideas and services. Come and bring the members of your operating and purchasing departments. It's one of the greatest, event-packed shows you've ever seen.

Circle No. 229 on product information card

MANUFACTURERS’ LITERATURE

An 80-page, hard-cover catalog, printed on double weight enameled stock, presents the collection of Cumberland Furniture Corp. Illustrated in full-page photos are more than 75 pieces, including seating, occasional tables, benches, desks, cabinets, conference tables. Price of catalog, $4. A separate 64-page price list is included.

Circle No. 234 on product information card

Some pieces can be “personally designed” from the Erwin-Lambeth collection of upholstered sofas and chairs, by choosing from interchangeable arms, legs, and backs. The company has also evolved its own family of fabrics to include a collection of about 450, with broad coverage of textures, silks, and prints. Catalog available.

Circle No. 283 on product information card

Style & Security is the name of a new brochure by Yale & Towne Mfg. Co., which manufactures locks and hardware. The brochure also contains an interesting synopsis of the history of locks over the past 4,000 years, along with illustrations of some fascinating museum pieces.

Circle No. 286 on product information card

Heavy-duty lamps and shades, designed and manufactured exclusively for hotels, motels, and institutions by McInnis & Co., are illustrated in the firm's loose-leaf catalog. Detailed information is included for the wall, ceiling, floor, or desk lamps and shades that come in a wide choice of styles, colors, and materials.

Circle No. 222 on product information card

A new brochure by Geneva Casework, division of Acme Steel Co., illustrates its newly developed line of Impasto-finished steel casework, marking Geneva's entrance into the contract field.

Circle No. 287 on product information card

Various functions and arrangements of the Omni modular component system are described and illustrated in a brochure distributed by the manufacturer, Structural Products, Inc.

Circle No. 288 on product information card

John Scalia, Schnieg & Kotzian has issued a new catalog of its furniture collections, which includes re-creations of famous pieces by the Brothers Adam, Chippendale, Hepplewhite, Sheraton and others.

Circle No. 289 on product information card
The new Embassy collection of tables and chairs, designed specifically for contract use by Lee L. Woodard Sons, Inc., is illustrated in a newly issued brochure. The modular units may be attached to one another to meet specific space requirements by the use of attaching clamps. A specifications chart listing materials and sizes is also included.

Circle No. 214 on product information card

The Management 1800 Series of office furniture by Alma Desk Co. consists of conventional double pedestal desks and cabinets and modular components. Companion chairs and lounge seating are also shown in Company's new Catalog. Rounded corners on all tops, wood veneer and wood-grained plastic, are some of the engineering features of this series.

Circle No. 290 on product information card

New Castle Products, Inc., describes in its brochure an all-wood folding partition which weighs only two pounds per square foot and comes in heights up to 16 feet.

Circle No. 291 on product information card

A line of movable steel partitions in various colors is shown in Virginia Metal Products' catalog called Mobilwalls.

Circle No. 292 on product information card
Circle No. 239 on product information card

for the Small Motel Room

Beauty in Simplicity...

Oiled Walnut, well-weighted Lamp Table Combination in contemporary style. Height 59"; tray 18" dia. Also available with plastic tray in various sizes and decorator colors.

Write for complete catalog.

Show Rooms:
- Los Angeles
- San Francisco
- Seattle
- Dallas
- Atlanta
- New York

10711 Venice Blvd.
Los Angeles 34, Calif.

Circle No. 240 on product information card

MANUFACTURERS' LITERATURE

A brochure from Andrew Stephens, Inc., features sundry selections from its line of contemporary furniture, ranging from a dresser unit to a three-seated sofa/table unit designed for contract use.

Circle No. 293 on product information card

The 1962 Full collection of London Lamps is shown in a 4-page brochure illustrating 29 styles each accompanied by dimensions and full description.

Circle No. 239 on product information card

A six-page catalog containing complete specifications on the new Foldoor X12 line of 12-inch profile doors and partitions is available from Holcomb & Hoke Mfg. Co., Inc., manufacturers of a comprehensive line of folding doors and partitions.

Circle No. 267 on product information card

The Decibel and You is a brochure from Modern Partitions, Inc., describing how Hushwash partitions control office noise.

Circle No. 291 on product information card

It Can’t Happen With Opaqueen

There is no other black-out lining like OPAQUEEN. Unique in its field, this Queen of linings comes with either silver or white backing. A patented product of the Home Fabrics Division of Berkshire-Hathaway, it has every quality (Laboratory Controlled) essential to hotel, motel and institutional service.

DRY CLEANABLE BY ANY PROCESS

Provides Excellent Insulation
Repels Water
Resists oils, waxes, detergents
Dragability is unaffected by temperature extremes
Available with Flameproof finish by special order

SEE FOR YOURSELF. WRITE FOR SAMPLES OF OPAQUEEN.
American-Saint Gobain Corp. has available a 16-page booklet entitled To Capture, Control, or Create an Environment: With Glass. Circle No. 293 on product information card

Cleveland-Detroit Corp.‘s new brochure covers information on office partitions in birch, mahogany, walnut and oak. Circle No. 296 on product information card

A revised and enlarged edition of the Knoll Furniture Guide has been issued by Knoll Associates, Inc. The 35-page brochure contains 84 photos, supplemented by scaled line drawings of individual pieces. Twelve pages are devoted to office furniture, with pieces shown individually and in office interiors. Circle No. 297 on product information card

Greene Bros., manufacturer of decorative lighting fixtures, has just issued an unusually comprehensive catalog of its merchandise, with a full page devoted to each fixture shown. The firm specializes in producing these and other models to custom specifications, so that chandeliers, sconces, etc., can be ordered in any size, color or finish. Circle No. 298 on product information card

**Newest Product in Surface Lighting**

*For Homes, Institutions, Commercial Uses*

**Ceilbrite**

Smartly designed surface mount fixture, 4½" deep, in white or walnut, with satin chrome or satin brass trim. Lower frame is hinged for easy opening, cleaning or relamping. Rust resistant throughout. Prewired.

- J780—4 lts—9"x18" oblong
- J781—3 lts—11" square
- J782—4 lts—14" square
- J785—5 lts—18" square
- J787—6 lts—24" square

SEND FOR LITERATURE

JAY LIGHTING MFG. CO., Inc. 5 East 35th St., New York 16, N. Y. DISTRIBUTORS IN PRINCIPAL CITIES

Circle No. 241 on product information card

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**you'll like**

**Brunswick Chairs**

*of advanced design*

**Really Rugged**

LIFETIME FIBERGLASS in 12 decorator colors. Steel understructure finish is metallic beige. 8 sizes. They stack.

**Smart, Indeed**

LIFETIME FIBERGLASS in 6 decorator colors. Gleaming polished chrome understructure and solid walnut, contoured Danish floating arms.

SEND FOR information and prices on Brunswick Chairs, Tables, Settees and Movable Cabinet. Brunswick Corporation, 2605 East Kilgore Road, Kalamazoo, Michigan.

Circle No. 242 on product information card
**CALENDAR**


October 15-17. Fall Furniture Show. Atlanta Merchandise Mart.


October 16-18. Mid-South Restaurant Show. Buena Vista Hotel, Biloxi, Miss.


October 19-26. Fall Furniture Market. High Point, N.C.


**THE SMART 'NEW LOOK' IN SECTIONAL BOOKCASES**

Introducing the Bel-Air. a striking combination of fine furniture craftsmanship, elegant styling and sectional bookcase versatility. Special interlock feature enables sections to fit together almost invisibly, and modern flush design permits flawless fit of adjoining cases. Quality-built throughout, with glass doors that glide all the way back and out of the way, and bases of DENSIWOOD, the miracle wood that's impervious to abuse. All sizes and finishes open-stock. You can always buy matching sections. Write today for simplified Order Form and Catalog C-102.

**THE SMART 'NEW LOOK' IN SECTIONAL BOOKCASES**

Bel-Air by Lundstrom.

Introducing the Bel-Air, a striking combination of fine furniture craftsmanship, elegant styling and sectional bookcase versatility. Special interlock feature enables sections to fit together almost invisibly, and modern flush design permits flawless fit of adjoining cases. Quality-built throughout, with glass doors that glide all the way back and out of the way, and bases of DENSIWOOD, the miracle wood that's impervious to abuse. All sizes and finishes open-stock. You can always buy matching sections. Write today for simplified Order Form and Catalog C-102.

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For dining room, den or wherever comfortable seating is required, this swivel chair is an elegant solution. Cast aluminum base (charcoal or white), walnut arms, upholstered in vinyl it retails for $69.90. Also available as a desk chair with hooded casters and tilt mechanism. Write today for illustrated literature or visit our showrooms.

**MADISON FURNITURE INDUSTRIES**

Canton, Mississippi


1963


Circle No. 249 on product information card

Circle No. 250 on product information card
ADVERTISERS' DIRECTORY

<table>
<thead>
<tr>
<th>Page</th>
<th>Company Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>Air Wall, Inc.</td>
<td>16714 S. Garfield Ave., Paramount, Calif.</td>
<td>3E-4316</td>
</tr>
<tr>
<td>59</td>
<td>Allied Chemical Corp.</td>
<td>(floor coverings)</td>
<td>6F-27300</td>
</tr>
<tr>
<td>16</td>
<td>Baumritter Corp.</td>
<td>(furniture)</td>
<td>3E-35256</td>
</tr>
<tr>
<td>78</td>
<td>Berkshire Hathaway, Inc.</td>
<td>(fabric linings)</td>
<td>8D-50660</td>
</tr>
<tr>
<td>4</td>
<td>Bigelow-Sanford, Inc.</td>
<td>(carpeting)</td>
<td>9E-93000</td>
</tr>
<tr>
<td>277</td>
<td>George K. Birge Co., Inc.</td>
<td>(scenics)</td>
<td>8D-34157</td>
</tr>
<tr>
<td>28</td>
<td>Berkshire Hathaway, Inc.</td>
<td>(fabric linings)</td>
<td>8D-50660</td>
</tr>
<tr>
<td>79</td>
<td>Brunswick Corp.</td>
<td>(furniture)</td>
<td>8D-93000</td>
</tr>
<tr>
<td>115</td>
<td>Cabin Crafts, Inc.</td>
<td>(carpeting)</td>
<td>9E-51100</td>
</tr>
<tr>
<td>75</td>
<td>Chairmasters, Inc.</td>
<td>(chairs)</td>
<td>8D-56600</td>
</tr>
<tr>
<td>12</td>
<td>Chicago Hardware Foundry Co.</td>
<td>(furniture)</td>
<td>9E-27343</td>
</tr>
<tr>
<td>80</td>
<td>Drapery Corporation of America, Inc.</td>
<td>(fabrics)</td>
<td>8D-52311</td>
</tr>
<tr>
<td>4</td>
<td>Du Pont Company</td>
<td>(fibers)</td>
<td>7E-52311</td>
</tr>
<tr>
<td>308</td>
<td>East Lancaster Ave., Wynnewood, Pa.</td>
<td>8E-82000</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Durham Mfg. Co.</td>
<td>(chairs)</td>
<td>7E-22244</td>
</tr>
<tr>
<td>61</td>
<td>Dux Inc.</td>
<td>(furniture)</td>
<td>7E-37800</td>
</tr>
<tr>
<td>1633</td>
<td>Adrian Road, Burlingame, Cal.</td>
<td>8E-53120</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>General Electric Co.</td>
<td>(Textile division)</td>
<td>9E-45950</td>
</tr>
<tr>
<td>7</td>
<td>General Tire &amp; Rubber Co.</td>
<td>(rubber)</td>
<td>1E-35411</td>
</tr>
</tbody>
</table>

ASTRA MADE IN VERMONT OF SOLID ROCK MAPLE

SINCE 1905

Write for free brochure

ASTRA BENT WOOD FURNITURE CO., 3 Maple St., East Arlington, Vt.

Circle No. 251 on product information card

Page | Company Name | Address | Phone |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>67</td>
<td>Globie Furniture Co.</td>
<td>(furniture)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>25</td>
<td>Fritz Hansen, Inc.</td>
<td>305 E. 53 St., New York 21, N.Y.</td>
<td>7E-3225</td>
</tr>
<tr>
<td>66</td>
<td>Howe Folding Furniture Inc.</td>
<td>(furniture)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>79</td>
<td>Jay Lighting Mfg. Co., Inc.</td>
<td>(lighting)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>81</td>
<td>L. Jones &amp; Co., Inc.</td>
<td>(carpeting)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>17</td>
<td>Kay Springs</td>
<td>(sleep equipment)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>21</td>
<td>Kuehne Mfg. Co.</td>
<td>(furniture)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>68</td>
<td>LaFrance Industries, Inc.</td>
<td>(fabrics)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>56</td>
<td>Lightteller, Inc.</td>
<td>(lighting)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>78</td>
<td>Lundon Lamps</td>
<td>(lamps)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>62</td>
<td>McInnis &amp; Co.</td>
<td>(lamps)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>11</td>
<td>Howard Miller Clock Co.</td>
<td>(clocks, lamps)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>13</td>
<td>National Cotton Council of America</td>
<td>(fabrics)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>76</td>
<td>National Hotel Exposition</td>
<td>(furniture)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>62</td>
<td>Norquist Products, Inc.</td>
<td>(folding chairs)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>51</td>
<td>Owens-Corning Fiberglas Corp.</td>
<td>(Fiberglas)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>73</td>
<td>Parkwood Laminates, Inc.</td>
<td>(high pressure laminates)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>5</td>
<td>Perma Dry, Inc.</td>
<td>(fabrics finishing)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>73</td>
<td>Parkerwood Laminates, Inc.</td>
<td>(high pressure laminates)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>20</td>
<td>Resistane</td>
<td>(wallpaper finishing)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>966</td>
<td>Nepperhan Ave., Yonkers, N.Y.</td>
<td>8D-45950</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Robey Dept. of Drexel Enterprises, Inc.</td>
<td>(furniture)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>18</td>
<td>Roxbury Carpet Co.</td>
<td>(carpeting)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>71</td>
<td>The Ruby Co.</td>
<td>(lighting)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>77</td>
<td>Scandia Craft Enterprises, Ltd.</td>
<td>(furniture)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>76</td>
<td>The Sculpture Studio Inc.</td>
<td>(sculpture)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>2nd</td>
<td>Silent Glass, Inc.</td>
<td>(drapery hardware)</td>
<td>8D-45950</td>
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</tbody>
</table>

Cover | Simmons Co. | (furniture) | 8D-45950 |

22 23 24 Cover | Contracts | 8D-45950 |

Page | Company Name | Address | Phone |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>47</td>
<td>About New England Furniture</td>
<td>(furniture)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>72</td>
<td>Thonet Industries, Inc.</td>
<td>(furniture)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>81</td>
<td>Thortel Fireproof Fabrics, Inc.</td>
<td>(rubber)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>55</td>
<td>Tri-Par Mfg. Co.</td>
<td>(furniture)</td>
<td>8D-45950</td>
</tr>
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<td>45</td>
<td>U.S. Rubber Co.</td>
<td>(upholstery fabrics, foam rubber)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>69</td>
<td>U.S. Rubber Co.</td>
<td>(Footwear Division)</td>
<td>8D-45950</td>
</tr>
<tr>
<td>39</td>
<td>Lee L. Woodward Sons, Inc.</td>
<td>(furniture)</td>
<td>8D-45950</td>
</tr>
</tbody>
</table>

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82
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