You'll wonder where the * went

Attend ... a tilt and swivel executive chair...

*with no visible tilting mechanism.*

You can now dream together an executive grouping, suite, den or conference area that's *mais oui* all the way. That's Burke McKenzie all the way.

A tilt and swivel executive chair with a sleek oiled-walnut column (*sans plumbing*) ... a body-contoured fiberglass shell—immaculately upholstered ... a deep 3" cushion ... a polished aluminum or fused-plastic base.

Gorgeous hardworking fabrics?

Matching side chair? *Certainement.*

*The tilt mechanism went into the base of the pedestal, where all good tilt mechanisms should go. But only the McKenzie's does!*

Circle No. 1 on product information card
UT OF THE MANY MOODS OF MOLLA

WEATHER-WISE... the dashing outdoor furniture line with brand new Tempered Fiberglass table tops... and lots of “savvy” about hospitality. Even the climate is hot... Weather-Wise stays cool and carefree, thanks to its ver open-air construction. Colorful, too, with its snap-on foam-light cushions. rust-proofed, of course. Write for illustrated catalogue. Molla, Inc., 425 East Street, New York. Showrooms in Boston, Chicago, Dallas, Los Angeles, Miami, Philadelphia, Providence, San Francisco and Washington, D. C.

FEWARY 1964

Circle No. 28 on product information card
You're a marvel, student desk. How do you work so hard and stay so young and lovely?

Careful, handsome, I might tell my big brothers.

A desk with a brother?

... we're a big, family ... standards for any dormitory, and custom engineered specials besides.

Where do you live?

Where rigid quality standards are the rule. We're grand mixers too ... any matched enamel finish, fine selection of Fibersin top and drawer front colors. Even reinforced drawers that live happily with active students.

You're Domino, aren't you? I've seen you around the better lounges.

Well, modestly, Troy builds us to be the most durable, attractive modular groupings possible. And flexible. Round and square satin or polished chrome ... baked enamel ...

You're a product of the Troy Sunshade Company, Division of The Hobart Manufacturing Company, Troy, Ohio? You too? I should have known ... well,

I know, see you around the campus.

Hold it Casanova ... I do date my relatives.

Circle No. 3 on product information card
The Cover
A suite of hotel-motel guestroom furniture, overlaid with new pattern in Caprolan carpeting by Allied Chemical (just installed in the Singapore Hotel) pairs off this month's feature articles. Cover by Peter Harrison.
Duraclean®

Best for hotels, 
hotels-Motel-Fast drying permits cleaning rugs 
between check-out 
and check-in time.

Duraclean®

Best for restaurants 
and clubs-Carpets are 
dry in just a few hours. 
No loss of business.

Duraclean®

Best for everyone who's looking for a better method 
cleaning carpets and upholstered furniture

No inconvenience-No loss of time—
Carpets and upholstery last longer

The revolutionary Duraclean absorption process 
uses so little moisture that carpets and upholstery 
are dry, ready for use in just a few hours. Unlike 
harsh machine scrubbing methods, Duraclean is gen­
tle—safeguards your investment in carpets and fur­
niture, and extends their useful life. Independent 
laboratory tests showed that Duraclean removed 
more than twice as much soil as on-location scrub­
b­bing, caused no shrinkage of carpets. Ask your 
Duraclean Specialist to help you relieve your mainte­
nance problems. He's in the yellow pages. 

Call a Duraclean Specialist for Free Estimate or Demonstration

DURACLEAN COMPANY
4-M82 DURACLEAN BUILDING, DEERFIELD, ILL.
Last year the Callaway Design Studio received the A.I.D. International Design Award for its Northern Lights towel and rug collection.

This year...pow! We're delighted to report that the A.I.D. has hit us again. Our American Exploration collection of area rugs received one of the only twenty awards made by the A.I.D. for 1964. Since the award winners will be receiving intensive exploitation throughout the country, the promotional opportunities for our dealers will be exceptionally plentiful; we'll be happy to talk to you about them. If you haven't already seen or don't have the opportunity to see this great collection at the markets...

Please hit us for your free full-color portfolio.

Howard Skelton
Callaway Mills, Inc.
La Grange, Ga.

Please send the Callaway area rug portfolio to:

Name
Title
Firm
City
State

Callaway

CALLAWAY MILLS, INC., LA GRANGE, GEORGIA, SHOWROOMS: ATLANTA MERCHANDISE MART SPACE 930, CHICAGO MERCHANDISE MART SPACE 1822, DALLAS TRADE MART SPACE 2100, LOS ANGELES MERCHANDISE MART SPACE 315, NEW YORK TEXTILE BLOCK, 310 FL., 256 FIFTH AVE. SAN FRANCISCO 386 WESTERN MERCHANDISE MART
...another 1st from PERMA DRY!

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our own exclusive additive
which we combine with

SCOTCHGARD®
BRAND
STAIN REPELLE
(without extra cost to our clients)

STERISAN™
makes your fabrics
GERM PROOF • ODOR PROOF
MILDew PROOF
Banishes musty odors
Absolutely invisible
... but it's there!

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SPot / STAIN / SOIL
RESISTANT
to water borne and
oil borne stains

Combined, they give fabrics the maximum total protection yet developed

Order your fabrics shipped to PERMA DRY for Scotchgard . .
we add the STERISAN at no extra cost!

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3 West 17th St. N.Y. 10011
Please send literature on STERISAN
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ADDRESS ...........................................................
CITY ...............................................................

Circle No. 6 on product information card
Most Complete in the World!

There is only one completely coordinated contract manufacturers’ center. Furniture, bedding, floor coverings, draperies, fabrics, institutional merchandise, lighting and fixtures, accessories, kitchen machines and equipment... every category of contract furnishings is just an elevator button apart! And don’t miss the exciting all-new eleventh floor... it’s the big step that puts the whole show under one roof.

More than 2,000 major furnishing and equipment lines for commercial and residential installations; for homes, restaurants, hotels, motels, schools, offices, lobbies, airports, hospitals, dormitories and religious institutions.

Write for additional information.

THE MERCHANDISE MART

Chicago, Illinois 60654

Circle No. 7 on product information card
Seton Hall's new student center
gets a custom designed Bigelow Carpet

The multicolor Wilton in the new Bishop Dougherty Student Center at Seton Hall University is no ordinary carpet. It was specially designed and woven (of 70% wool and 30% nylon) by Bigelow for long wear and good looks under all conditions in this busy spot.

For the Faculty Lounge, Architect Emil Schmidlin chose another Wilton, Bigelow's handsome embossed Drysdale. Hannon Floor Covering of Newark installed both carpets.

Designers and architects frequently choose Bigelow Carpet for important installations. Reasonable price, long service, top performance under traffic and beauty are some of the reasons.

If you're investigating carpet for a school, hotel, or any public building, consult our carpet specialists about colors, patterns, weaves (including custom designs) at prices you can afford.

No charge for this service. Contact Bigelow through the nearest sales office, or for colorful free brochure Bigelow commercial carpets write Department B, 140 Madison Ave., New York 16, N.Y.

Circle No. 8 on product information card
Spectacular, aren't they? The entire collection is available for oohing and ahhing in our new Chandeline catalogue.
A CHANGING mix for some of the fields providing the best opportunities for the contract furniture and furnishings industry is foreseen by federal analysts here. They've been analyzing 1963 performance and making projections for 1964 construction. They see, for instance, the long-term upward trend in the category of non-housekeeping construction continuing, for motels, hotels, dormitories. That was $1,105 million in 1962, about $1.2 billion in an early estimate for 1963, and expected to advance by 8 percent to $1.3 billion this year. But the principal factor in the rise is considered to be a surging demand for dormitory space in private colleges and similar institutions, much helped by federal programs of aid for such construction. Meanwhile, these analysts expect the recent sag in outlays for motels and hotels to continue, as new construction responds to the signs of overbuilding throughout the country. (Contract suppliers may feel a beneficial effect of this, though, as older facilities hasten to redo their outfitting in efforts to compete for the travelers' dollars.)

The trend to apartment house building, in the private residential market, is expected to continue, going up from about 36 percent of the nonfarm starts by some degree. This would mean increased volume for carpeting, and common public area items.

Despite the often-voiced fears of overbuilding of office space, the federal projection sees the strong upward trend for this category continuing. This reflects a continued scarcity of good modern office space with desirable features in adequate locations, it's believed. The analysts see a continued spread of office building construction to all large urban centers. (And suburban centers are sprouting new multistory units in fusion, as well.) This category, which includes warehouses in the Census Bureau's estimates, is expected to advance by 8 percent in 1964, to $3,125 million.

Another category, however, is slipping behind. That's for stores, restaurants, and garages, where new housing starts have not shown an accompanying growth in new shopping centers. A 8 percent decline in 1963 is expected to be wilted to another 2 percent fall this year.

Other categories important to contract furniture and furnishings show these expectations. Religious institutions, off 3 percent in 1964, they were last year. Private educational buildings, up 13 percent, after a 5 percent gain in 1963. Private hospitals and institutional construction, up a whopping 26 percent this year, in a sizable 18 percent increase last year. Private social and recreational structures, up 4 percent in 1964, after a 4 percent drop in 1963. Public educational buildings, up 9 percent this year; they were up 2 percent, last. Public hospital and institutional construction, up 17 percent, after a 13 percent gain in 1963.

Office furniture shipments

Manufacturers' shipments of office furniture in 1962 rose 7 percent above the 1961 volume, Census Bureau reports. The increase was from $406,034,000 to $435,402,000.

Shipments of metal office furniture increased over 7 percent, from $317,798,000 to $341,330,000. This included increases from $80,227,000 to $86,222,000 for desks; $67,098,000 to $70,074,000 for "chairs, stools, sofas, couches, sets, etc." Cabinets and cases rose from $124,034,000 to $136,351,000.
"New Images" is a collection of fine, distinctive designs made possible by the unique qualities of rotogravure printing. Its wonderful facility for reproducing grains and textures allows us to offer a series of treatments and effects that have never before been available in moderately priced wallcoverings. From the exotic bamboo image of the Lanai patterns to the soft, feminine intimacy of Calais Lace... this sophisticated collection features designs which are admirably suited for private homes as well as for offices, clubs, stores, hotels and restaurants. Call your nearest distributor and ask to see them soon. Canadian Wallpaper Manufacturers Limited, 222 7th Street, Toronto 14, Ontario.


Circle No. 10 on product information card
The Air Force contended the procurement improved the utilization of office space, boosted employee morale and efficiency. But GAO didn’t back up the claims, GAO said. The service told GAO it will reevaluate its criteria for procurement of unitized furniture, and has taken steps to limit further procurement and to make full use of the replaced, serviceable furniture.

Comptroller General Joseph Campbell recommended that the Secretary of Defense establish a policy limiting the procurement of new furniture and other office equipment to justified requirements, precluding uneconomical replacement of usable equipment.

The three requisitions attached were identified for 1200 desks and desk attachments, 1200 rolling chairs, 2100 chairs, 72 tables, 108 bookcases and credenzas, mostly for Pentagon offices.

Incidental note: The Air Force bought no unitized furniture in the last quarter of the fiscal year.

Federal procurement opportunities
Federal budget-cutting proclamations should scare off the would-be supplier of contract furniture and furnishings to the federal government. First, the highly heralded announcements account for a tiny percentage of the total $100-billion-plus federal budget, and they will not substitute for the billions of dollars spent on government-contracted furniture and furnishings.

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WE WERE WORN OUT... BUT THE NO-SAG CLIP WASN'T!

Down and up... down and up... 750,000 times! That's equal to 3 people sitting on your sofa 10 times a day, every day, for 40 years! And there wasn't a single sound from the No-Sag clip! How come? It's a combination of technical developments and No-Sag know-how. The private ingredient added to our paint aids in lubrication. The exclusive No-Sag clip liner captures this lubrication booster and keeps it working silently and smoothly for a furniture lifespan (and beyond). Metal never touches metal with these No-Sag clip liners. Wouldn't you like your design to keep its quality image for 40 years? It will... with genuine No-Sag clips and springs!

SPRING COMPANY • 124 W. STATE FAIR • DETROIT 3, MICHIGAN

Circle No. 12 on product information card
It is no accident
Impact '70 out-values other hotel-motel furniture.
It's deliberately guest-proofed. Stronger frames, Perma-loc drawers. Tops of new oiled-walnut plastic laminate. Exceptionally beautiful. And there are 18 coordinated pieces available in this Expresso Walnut group. Can be installed 50% faster, too. All this at the very lowest price!
Please write for catalog. Hotel-Motel Division, Hooker Furniture Corporation, Martinsville, Virginia.

Hooker

Circle No. 13 on product information card

bordhood budget. Secondly, from the view of personnel administration, economies achieved by bringing employees together in buildings, which are continuing to go up to be planned for. These mean, often, new niture to fit the surroundings. And there is argument for increased efficiency, which mean new furniture arrangements, such as unitized furniture General Services Adminis-
tion has in its schedules for its agency-client.

Some of the recent invitations for procurement now closed, can give you an indication of breadth of federal interest in contract it And procurement officers are open to your uries and possible response to just such tations:

GSA, Washington—Office aluminum chairs stools, indefinite quantity, April 1, 1964-M
31, 1965. Floor mats for chairs, indef quantit,
ity, March 15, 1964-March 14, 1965. Lato-
ted plastic-surface wood frame furniture, 9
each. General office wardrobes, 154 each.
GSA, Kansas City—Metal furniture.
GSA, San Francisco—Sandalwood cut tufted nylon rugs, definite sizes and quantit. Carpet cushions.
Post Office Department, Washington — Mo-
storage cabinets, 340 each. Folding tables,
each.
GSA, Denver—Metal dormitory beds, 160 
Storage cabinets, bookshelves, etc.
Federal Aviation Agency, Honolulu—Ho-
hold furniture lot.
GSA, Dallas—Fluorescent fixtures and st
GSA, Washington—Modern bedroom fi-
niture, 1440 each. Flameproofed hospital tains, 179 each. Rugs, 13,961 each.

Federal awards made recently
Some of the recent awards made by federal a-
cies in the contract furniture and furnish-
field include:

GSA, Washington—Modern bedroom fu-
ture: Hanover Made Furniture, Inc., Han-
Pa., 1428 each, $52,752. National Furniture Co., East Bernard, Tex., 1,000 each, $49,50
Occasional wood household chairs, indefinite q-
ity, Feb. 1, 1964 through Nov. 14: De-
Mfg. Co., Gardner, Mass. . . General wood ch-
airs, through Jan. 31, 1965, indefinite q-
ity: W. D. Campbell Co., Washington. . . . I
GSA, Denver—Metal chest of drawers, mirror standards: Superior Sleeprite Corp., cago, 300 units, $21,033. (C)
These are the ones!

★ Casual Aire
★ Ship and Shore
★ Town and Country

— definitely the finest
in casual furniture
at any price —

made by Mallin Co.
2335 E. 27th St. L.A. Calif.
Call LU 9-6591

COLOR BROCHURE ON REQUEST

Circle No. 14 on product information card
CONTRACT BUSINESS: NOTES & COMMENTS

Will Khrushchev relax at last?

Chairs in the Kremlin are notably fuddy-duddy; there hasn’t been a really good idea in furniture design brought in since the Czar was carried out. Recently, style-conscious little Denmark recognized the plight of big clumsy Russia, and the Danish Foreign Minister, Per Haekkerup, presented the rocking chair shown here to Mr. Khrushchev in the name of the Danish people. Mr. Khrushchev thanked him graciously, but is reported not to have tried the chair in Mr. Haekkerup’s presence. This leaves the international situation as uncertain as ever. But John Stuart, which imports the chair in this country, says you can’t be caught off balance in the rocking chair, which art-

fully does away with the old-fashioned runners that stick out front and back. Guaranteed to ride steady through any summit conference, and you can have it in the same top-grade leather as presented to Mr. Khrushchev.

Plastic laminates sales up

The plastic laminates industry continues to expand at a rapid rate. Recent reports show that sales last year totalled $121 million, representing a substantial increase over $110 million in 1962. Since the end of World War II the industry has averaged a 10 percent annual increase in volume.

'64 Room of Tomorrow sold

The 1964 Room of Tomorrow, designed by Barbara Dorn and exhibited at last November’s National Hotel-Motel Exposition, was purchased by Continental House Motor Inn, Dearborn, Michigan, through the contract division of the J. L. Hudson Co., Detroit. The Room of Tomorrow idea exhibit consisted of the Midas Room, a luxury living room, the Executive’s Tri-Purpose Room, and the After Room, an example of a guestroom renovation. Also included were two types of bathrooms—a luxury bathroom in ceramic tile and a bath-dressing room combined. Continental House, a new motel now under construc-

tion on the outskirts of Detroit, will incorporate all the idea rooms in its structure. In the illustration: E. E. Ranahan, chairman of the executive committee of the 1964 Room of Tomorrow, Eleanor and Elmer Premo, purchasers of the 1963 Room, and Michael G. Rogula, partner in new Continental House, purchaser of the 1964 Room.

Winter on Mart’s 11th floor

Richard Winter Associates, representing thirteen lines of restaurant and banquet room seating pieces, table tops and bases, is moving this month to the 11th floor at the Merchandise Mart, Chicago. The firm also offers layout and planning service.

New assignments...

Albert Parvin & Co., Beverly Hills interior design firm, has been commissioned to set up, furnish, and decorate the reservations office for the Las Vegas Riviera located in the New California Mart building, in final construction stage, in Los Angeles. Parvin is also planning the Las Vegas’ Sahara Hotel reservations office, being installed in the new United California Bank Building in Beverly Hills. For Tracton’s Restaurant, Parvin will design a new branch at the Farmer’s Market in Los Angeles, having just completed another Tracton restaurant in the New California Mart. . . . Flannery & Associates, Pittsburgh retail store designer and planner, has been chosen as designer, planner, and coordinating architect for the new Greengate store of the Joseph Horne Co., Pittsburgh. In addition to over-all interior and exterior design, the project will include detailing of all interior fixtures, including counters, cabi-

nets, display racks, lighting, as well as departmental identification and ornamentation. . . . Copeland, Novak & Ives, New York architectural design firm specializing in department stores and shopping centers, has been signed by British Swan Hunter Group of Companies as consultants for a new subsidiary company, Merchandise Presentation Ltd., up to manufacture and market store fixtures and equipment. Both firms are located in England. . . . Morton Tex & Furniture, Chicago, has been awarded a half-million dollar contract to complete a complex of luxury homes into a corporate retreat for executive seminars, sales training programs, etc. To be called The Town House, the new complex will completely refurbished and refurbished and will include such facilities as bowling lanes, swimming pools, indoor tennis courts, and a golf course. . . . Integrated Design Associates, Inc., Beverly Hills, contracted to design a dining room- 

tale lounge atop the 9000 Sunset Blvd. in Los Angeles. To be called Top of Strip, it will make the dramatic view of Los Angeles a major attraction, sit to San Francisco’s Top of the Mark, integrated is also designing a 5,000 sq foot Napoleon Coffee Shop and Water Bar on the ground floor of the 16-story building. In Chicago, Integrated is signing executive offices and a wide range of food facilities occupying ten floor of the 41-floor United Insurance Co. Building. . . . Brand-Worth & Associates, Angeles, has been retained to handle store planning, interior design, and graphics for the 60,000 sq foot Walker Scott department store under construction in the Escon (California) Village Shopping Center. . . . Richard Himmel, AID, Winne-

ville, Illinois, has been appointed designer the 1965 Room of Tomorrow. Seven the Room series, the 1965 edition will be shown at the National Hotel-Motel position at the Coliseum in New York November. For the first time, the Room will be an actual complete structure showing interiors as they relate to architectural shell of the average hotel or motel. . . . Everett Brown, FAID, has been selected to create the 1964 edition of Designs for Dining, to be exhibited the National Hotel-Motel Exposition November, Decorative theme for the ject draws on American history. The interiors will feature a 17th cen-

tavern, an 18th century formal dining terrace, a 19th century saloon bar-co-

shop, a 20th century cocktail lounge.
The Tuscany
“New York’s Biggest Little Hotel”

first in the nation with
Beautyrest Adjustable Beds in Every Room

Give it to The Tuscany to think of the ultimate in guest comfort. Mr. Bertram Weal, general manager, knows his guests like to prop up their feet after a busy day while they read or watch their color TV. That's why he ordered Beautyrest® Adjustable Beds for every room in his smart Manhattan Hotel. Tuscany guests can relax at the touch of a switch as dual motors raise head and knee sections for supreme sitting and reclining comfort!

And for sleep, there's absolutely nothing like the comfort that comes only in Beautyrest's individually pocketed coil construction. Each part of the body relaxes with firm, yet gentle support. Why not look at Beautyrest Adjustable Beds. They come in twin, double and queen sizes in standard and long-boy lengths.

SIMMONS

Contract Division • Merchandise Mart • Chicago 54, Illinois

Circle No. 15 on product information card
THAI BOK FABRICS LTD. is now representing VIRGINIA FRANKEL sculpture and contract division new showrooms at 969 Third Ave., New York City.

BURWOOD PRODUCTS Co., manufacturer of A BESIQUE line of wall accessories, has set up a new contract division for simulated wood reproductions of ornamental carvings for furniture and decorative accessories. PARKER LAWRENCE, vice president of Burwood, heads the contract division.

GREEFF FABRICS, INC., moved its Philadelphia showroom and offices to the Architects Building 117 S. 17th Street. E. C. CARTER & SON, aGr subsidiary, will share the new showroom.

COCHRAN OF BALTIMORE MFG. Co. has moved its factory, executive offices, and showroom to 230 York Street, Baltimore.

HIEBERT, INC., Torrance, California, has formed a design and layout department offering complete interior design services to dealers, decorators, and architects. The new department will be under the direction of Jose M. Rodriguez.

(Continued on page...)

inviting
ANYPLACE

In contemporary or traditional anyplace this trend-setting new table by Johnson is available in satin or polished chrome, brass plate or aluminum. Specify the J-70 in dining, console or cocktail heights. Full line of famous Johnson tops in all sizes. Write for details, prices.

JOHNSON plastic tops, INC.
ELGIN, ILLINOIS
Representatives in all major cities
FOOD FOR THOUGHT:
WHY DO SO MANY FINE RESTAURANTS FEATURE GULISTAN CARPET?

It's great, that's why. Quality is unexcelled. Colors are unlimited. Wearability has been tested and proven for years. The widest range of textures, patterns, designs and fibres makes it easy to choose the right carpet for any installation. To help you even more, all Gulistan Carpet is Performance Rated* for wear and appearance retention under varying traffic conditions. And Gulistan staff experts are ready to help you with installation and color advice, or advice on your over-all decorating problems.

For immediate delivery, the most extensive line of qualities is available from stock. Or, if you prefer, Gulistan provides individual custom designs in broadloom or area rugs. For complete description and illustration of many Gulistan lines and services, see our full-color catalog in Sweets Architectural File. Or write Gulistan Commercial Department, A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York, N.Y. 10016. TM of A&MK, Inc.

GULISTAN® CARPET
A & M KARAGHEUSIAN, INC., 295 FIFTH AVE., NEW YORK 16, N.Y.

Circle No. 17 on product information card

No. 16 on product information card
CONTRACT NEWS

BURWOOD PRODUCTS Co., manufacturer of Arabesque line of wall accessories, has set up a new contract division for simulated wood reproductions of ornamental carvings for furniture and decorative accessories. PARKER LAWRENCE, vice president of Burwood, heads the contract division.

DANISH DESIGN CENTER, representing nine leading furniture, textile, and lighting manufacturers from Denmark, opened warehouse and showroom facilities at 21-21 41st Ave., Long Island City, New York.

REES B. DAVIS & Co., INC., importers and distributors of Westgate fabrics, has moved to its new general office, warehouse, and showroom facility at 800 Forest Park Blvd., Ft. Worth, Tex.

DAVID & DASH, Miami converters, importers, and handprinters of interior textiles, has moved its Los Angeles showrooms to 474 North Robertson Boulevard. The firm also announced the appointment of IAN SANDERSON & Co., London, England, to represent the firm throughout the British Isles.

DWOSKIN INC., Atlanta, Ga., has been appointed exclusive sales representative for MAHAR FABRIC CORP.'s natural cork wallcoverings. Dwoskin has salesrooms in Atlanta, Miami, Washington, D.C., Dallas, Houston, Charleston, and sales representation in Nashville and New Orleans.

FULTON INDUSTRIES, INC., Atlanta, Ga., has acquired BELL INDUSTRIES, INC., New York, and its subsidiaries Dixie Belle Mills, Inc. and Belcher Chenilles, Inc.

EMECO CORP., Hanover, Pa., office and institutional furniture manufacturer, has acquired METWOOD Co., Hanover manufacturer of folding tables.

A. W. LINDBLAD Co. has been appointed sales representative for the public seating division of Hampden Specialty Products Corp., covering Ohio, Michigan, Indiana, and West Virginia.

NO-SAG SPRING Co., Detroit, has moved its Chicago display headquarters to the American Furniture Mart, Space 536-B. The move, completed last month, increases the display space for No-Sag products. Furniture from other American firms as well as new imports will also be featured.

THINLINE spring-loaded HI-LO TABLES AND TABLE BASES

Thinline
623 Young Street
Santa Ana, California

THINLINE BASES ARE THE ONLY PRACTICAL HI-LO BASES.
YOU PUSH DOWN AND LOCK AT ANY HEIGHT FROM 17" TO 28".
NO SPINNING • NO FLOPPING.
THEY ARE SPRING LOADED.
PATENT NO. 3014682

Circle No. 18 on product information card

Circle No. 19 on product information card
ese are lighting fixtures designed by George Nelson for Howard Miller. For complete information, write Howard Miller Clock Company, Zeeland, Michigan. National Distributor: Richards Morgenthaler, 225 Fifth Ave., New York, Merchandise Mart, Chicago, Illinois; Fehlbaum, Berne, Switzerland; Pelotas, Sao Paulo, Brazil; Excello, Mexico City, Mexico; Weston, Bogota, Colombia.
A. R. Coskrey has been appointed manager of the contract division of American Furniture of Martinsville, Va., succeeding James T. Hay. Mr. Coskrey was regional manager for the contract division for the past two years.

James T. Hay has been appointed market manager of Farquharson-Gifford Co., furniture manufacturer of Stratford, Canada. In the new created position, Mr. Hay will be responsible for closer liaison between the firm's product division and will coordinate the marketing and sales of the recently acquired and expanded York Woodcraft Ltd. division, for both retail and contract operations. Prior to joining the firm, Mr. Hay headed the contract division of American of Martinsville.

René Carrillo joined Deltec Panamericana S.A., largest private investors in South America, mid-January. The move to Deltec ends a 30-year association with F. Schumacher & Co., where his last post was Director of Merchandising. For the first six months of 1964 Mr. Carrillo will serve Schumacher in a consultant capacity.

Louis A. Banks has been appointed assistant to the president for store planning and design Flannery & Associates, Inc., store planners and designers. Stephen J. Kubisak joins the firm as a store interiors designer.

Roy Watson, Jr., president of Kahler Corp., was named president of American Hotel & Motel Association at the annual convention last December.

Peter W. Szarowski has joined Cushing & Neville, New York City, architectural space planners and interior designers.

Herbert Pinzke, designer, has been named managing associate of the Chicago office of Harlow Earl Associates, Detroit-Chicago design and marketing consultants. In his new position, Mr. Pinzke will direct packaging, interior design, and industrial design in the Chicago area.

(Continued on page 2)
MOUSE-TRAPPED?

You walked into the job with your eyes open. Then they sprang the surprise—deadlines for delivery moved up! Take it in stride. Get yourself out of the trap by calling Kiesling-Hess. Newly improved and expanded facilities in both New York and Philadelphia mean that K-H now gives same day finishing for your upholstery fabrics! Fabrics received in the morning will be shipped, finished to your precise specifications, the same afternoon. Remember, Scotchgard* Brand Stain Repeller, flameproofing (California approved), or whatever the finish required, K-H does it. Faster. Better. You’ll never be caught short of time again once you get into the habit of specifying “Finished by Kiesling-Hess.”

KIESLING-HESS FINISHING COMPANY, INC.

Custom finishers to the decorative trade: Flameproofing, Sylmer, Scotchgard, Zepel®, FAB-BAC Fabric Backing, 519 West 38th Street, New York, N.Y. • 1011 Wood Street, Philadelphia 7, Penna. *product of the Minnesota Mining and Manufacturing Company

WEST COAST REPRESENTATIVE: KNEEDLER-FAUCHERE 451 Jackson St., San Francisco • 151 North Robertson Blvd., Los Angeles
R. Bruce Kopseker has been named national merchandising and sales manager of the furniture division for Mutschler Bros. Co. Mr. Kopseker will be in charge of contract sales, with offices in the Merchandise Mart, Chicago. Among his responsibilities will be the national promotion of a new contemporary component store line, including occasional and upholstered furniture, now being designed for Mutschler by Paul McCobb.

Jack Richardson has joined the sales organization of Thai Bok Fabrics, Ltd., serving the Manhattan area of New York City.

Lee L. Woodard Sons named the following additions to its sales force: Harry E. Poeling, southern Illinois, Indiana, western Kentucky, and St. Louis, Mo.; William B. Geise, Jr., Vermont, western Massachusetts, western Connecticut, and New York State, excepting Metropolitan New York; Ralph A. Lomas, Maine, eastern Massachusetts, eastern Connecticut, and Rhode Island.

Scott H. Waters has been appointed contract furniture sales representative for the Howell Company, covering Oregon, Washington, and western Idaho.

H. V. Art has been appointed institutional sales manager for the Birge Co., Inc., wallcovering manufacturer.

Robert A. Wachtel has been appointed sales manager for the Home Fabrics Division of Beshire Hathaway, Inc., directing activities in the U.S. and Canada.

William M. Bass has been named southwest sales representative for Molla, Inc., covering Texas, Arkansas, Louisiana, and Oklahoma, with headquarters at 310 Decorative Center, Dallas.

Thomas R. Fischel has been named director of marketing and sales of Firestone Synthetic Fibers Co., a division of Firestone Tire & Rubber Co.

B. L. Marble Furniture Inc. has added two division managers to its field staff: Gunnar Sams, representing the firm in the New England States and New York state (excluding New York City) and Richard Hermann, covering Virginia, Maryland, Delaware, Pennsylvania, New Jersey (except Newark), and the District of Columbia.
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1964

March 4-6. First Los Angeles Industrial Fair and Congress. Los Angeles.


April 22. New York World’s Fair opening.

April 22-24. Mid-West Hospital Association, 36th Annual Convention. Municipal Auditorium, Kansas City, Mo.

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CHARGES and counter-charges between designers and suppliers generated a lively, if inconclusive, panel discussion on "communications" during the Chicago furniture market last month. Interest in the subject of the forum, namely, the improvement of relationships between the designer and his sources of supply, ran extraordinarily high, drawing an audience of more than 200 important manufacturers, sales executives, and designers to an 8:00 a.m. breakfast meeting at the Ambassador Hotel in Chicago.

Charles S. Miles, marketing consultant whose firm sponsored the forum, set the stage by introducing the panel, which consisted of: Stuart Gilbert, designer, John D. Williams Co.; Jack Hirschle, designer, IBM; Kenneth Johnson, vice president, Interior Space Design, Inc.; Jack Lenor Larsen, fabric designer and manufacturer, Jack Lenor Larsen, Inc.; and Miss Carol Uhl, architectural and interior designer for the Chicago Civic Center, now under construction. Among the complaints voiced by members of the panel were the manufacturer's practice of approaching the client directly, instead of honoring the client-designer relationship; the reluctance of manufacturers to deviate from stock designs; the misleading promises that are frequently made as to delivery dates; the chaotic situation that prevails with regard to samples and other basic information and data; the architect or designer needs in his overplanning. By and large, the panel agreed that suppliers have a lot to learn concerning the differences between selling the professional architect or commercial designer as against the techniques employed in direct sales to consumers or builders and contractors. Mr. Larsen, speaking primarily as a manufacturer, pointed out a number of untidy habits among the designing profession, such as its frequent failure to inform the manufacturer of the name of the specifying signer, its use of samples of discontinued fabrics in new jobs, and its poor methods of organizing and filing literature and information supplied to the manufacturer.

Mr. Larsen's criticism of the designer was mild, however, compared to those that were brought up during the open discussion period following the panelists' talks. Manfred Steinfe...
President of Shelby Williams Co., Chicago, charged that one of the root problems was the designer's obnoxious practice of going to so-called "prestige" furnishing manufacturers, instead of to contract manufacturers. When the architect and signer learn to go to contract sources, asserted Steinfeld, they will find that their specifications will be understood, they will get service, and they will get deliveries as promised. As for modifications and deviations from stock merchandise, Steinfeld said, his firm makes them all the time, as do virtually all manufacturers who uniquely specialize in contract business.

Taking a different tack, Charles Stendig, head of Stendig, Inc., New York City, said that most of the called "modifications" that designers demand of his firm have been rejected because they not make structural sense. Rather, he stated, they represented the sacrifice of functional logic sake of some dubious aesthetic advantage.

At a breakfast forum, Mr. Stendig went on, had firedly neglected one of the most urgent problems facing the trade, to wit, the question of pricing. There is more confusion on this subject, he entered, than on any other affecting supplier and tamer, as a result of the bewildering multiplier of discounts that prevail for almost every product line on the market. (His own firm has been on a net pricing basis for several years.) Mr. es replied that the subject of pricing was such monumental one that it might be well to consider separate panel discussion at a future date.

Finn Juhl addresses architects and designers

Tie lines were drawn on another front at a conference held at the Merchandise Mart during the he week in Chicago. The celebrated Danish architect and furniture designer, Finn Juhl, spoke group of about 500 architects, designers, and manufacturers on the subject of "The Architect's w of the Creation of Total Environment." Another important speaker at the Mart conference Arthur Drexler, director of the department architecture and design at the Museum of Mod- Art, New York City. The conference was cosored jointly by the Merchandise Mart and American Furniture Mart.

Between them, Mr. Juhl and Mr. Drexler appropiated for the architect the entire building, inside and out. Mr. Juhl said that he saw no gap between architecture and interior design. He pointed out that in Denmark there is little or no conflict on the matter of jurisdiction in one area as against the other because every designer is trained as an architect. It was inconceivable he said, to think of a house or building designed by Mies van der Rohe or Alvar Aalto, for example, furnished and finished with designs other than those created by them, especially traditional ones.

Mr. Drexler declared that all the great "classics" of 20th century furniture had been designed by architects, for example, the Mies van der Rohe chair designed for the 1929 exposition in Barcelona. Most of the great pieces of modern furniture, he said, were created in the 1920's; the rest has only been variations on these designs.

Miss Mary E. Dunn, president of the American Institute of Interior Designers (AID), defended her profession ably during the question-and-answer period. "Denmark must be Utopia," she declared, addressing herself to Mr. Juhl's remarks. "Here in America, we work with people and we have to incorporate in our designing things their families hold precious, or ties with the past that represent the client's own special interests and tastes. We mix things, traditional and modern, in order to point up the continuity in our lives, and we feel that the best products of the past enhance our lives. America is unlike Den- mark in another respect," she continued. "Here, architects have actually abdicated their role in respect to interiors. They no longer give us any interior architecture to work with. Far from creating total environments, they provide the interior designer with boxes, very often uninsulated boxes, which it remains our job to fill creatively and pleasantly."

Replying to a question from the floor as to whether American design had improved since he first visited this country 12 years ago, Mr. Juhl said he thought furniture design had improved but interior design had not. However, after several interior designers present voiced strenuous to this pronouncement, he admitted his impressions were based on a cursory examination of design in this country, not an exhaustive study. (C)
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Nothing beats seeing a beautiful coat of 3M Velvet Coating—and then comparing it with conventional flat paints. Because 3M Velvet Coating is a brand new idea in flat finishes.

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Use it for ceilings, appliance instrument panels, optical equipment, and darkrooms. It also lends itself unusual interior effects and outstanding outdoor and indoor displays.

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At the special money-saving price of $29.95, the Design Kit gives you 1 pint each of White; 1 pint each of Blue, Yellow, Red, Brown, Black, Metallic Silver; 6 oz. spray can each of White, Yellow, Red, Brown, Black, Metallic Silver. We pay shipping charges.

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Dramatic new concept in contract furniture. Inspired by Egyptian and Greek classic design... heralding a new and welcomed movement for hotel and motel decor.

Highlighted by a richly detailed triplex unit. Embellished with gilded brass appliques. Tapered black pilasters, surmounted by Ormolu heads of an ancient queen. All in striking contrast with the choice wood accents in Carpathian elm burl...topped by a beautiful, durable, marble laminate.

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ALEXANDRIA awaits you on next page...
ALEXANDRIA

For details on Alexandria and other contemporary contract furniture groupings, send 50 cents to Contract Division, Dept. C-264, American of Martinsville, Martinsville, Va.
New developments in fibres, synthetic backings, and manufacturing processes, plus continually widening applications in the contract field, should make 1964 a notable year for the carpet industry. The percentage of carpeting produced for the contract market continues to rise sharply, according to the American Carpet Institute. In 1961, it was an estimated 15 to 18 percent of total production; in 1962, 20 percent, and in 1963, a solid 25 percent. In terms of yardage, this represents a jump from 25 million yards in 1961 to 60 million yards in 1963. The staggering size of the commercial market and its undiminishingly swift growth have compelled virtually every manufacturer of any importance to set up a full-fledged contract department, offering a more than ample range of services to the contract buyer and specifier. Hundreds of stock patterns and textures in contract grades are now available for the commercial/institutional user, plus unlimited possibilities in custom designs and colorings.

Applications of carpet to schools and libraries, no longer in the experimental stage, are accounting for a substantial volume. Hospitals are emerging as an important institutional consumer, and carpet is being installed in general offices at an increasing rate. Sales to hotels (the industry's biggest class of customers), bowling alleys, clubs, churches, banks, and other public facilities have maintained a brisk pace.

Acrylics are one of the big news stories for 1964. With the price rises that have been taking place in wool and with steady improvement of acrylic fibers, the latter are expected to make up 50 percent of the commercial carpet produced in 1964. This does not necessarily mean that the total quantity of wool used will go down; so much carpet is expected to be sold that both the natural and the man-made fibers are expected to enjoy a bustling market, with figures for wool usage to equal or better those of 1963. But wool, until now the dominant fiber in contract carpet (an estimated 85 percent of all contract-grade goods produced in 1963), will now have to split the volume with the synthetic materials. The acrylics, such as Acrilan, Creslan, and DuPont's new Orlon 33, are now extremely close to wool in physical properties and performance on the site. They won't flame, they are quite resilient, and they are as strong as wool—in a few cases, stronger. Unlike wool, the acrylics are not subject to the depredations of moths, carpet beetles, or other insects, and they are extremely easy to clean. Among the non-acrylic synthetics, continuous filament nylon is holding its own as an excellent contract-grade material.

A new production method that promises to yield efficient and inexpensive contract carpet is Barwick's new Colorset process. Colorset prints the pattern on the carpet electrostatically. Designed especially for tufted carpet, it offers unlimited design and color possibilities at very substantial savings in cost over woven merchandise. The fadeproof dyestuffs used in the Colorset process are said to be "premetalized," which means that the dyestuff is drawn into the fibers all the way to the back. The process is so rapid that a 9 by 12 foot carpet can be tufted and fully colored in a multi-color pattern in about four minutes. On a jacquard loom the same 9 by 15 foot carpet would require well over an hour. Corresponding savings in the change from pattern to pattern on the Colorset machine can be made in one-sixth the time required to re-thread a jacquard loom. All this streamlined efficiency results in savings of much as 50 percent in labor at the mill to nothing of much lower capital equipment cost, and these savings, according to Barwick, will be reflected in the price to the contract buyer.

Whether other mills will follow suit is difficult to determine at the moment, but there is no doubt that the carpet industry is very actively investigating Colorset and similar printing processes.

Chemstrand is developing a synthetic back designed to eliminate three conditions that always annoyed the carpet industry—shrinkage, mildew and wicking; the latter is the absorptiveness of stains through the back and their emergence on the face of the carpet. The Chemstrand backing is a polyurethane; another producer is experimenting with a polypropylene backing that has similar properties.

As we pointed out last year, no evaluation of fibers is meaningful apart from the construction of the carpet. For contract situations, whether the material is natural or synthetic, the specifier should demand a dense pile construction. The number of pile tufts per row, the number of rows per inch, the pile height, the yarn weight and yarn thicknesses, are all useful gauges in establishing the correct density of the pile's face. Fiber is important, but it is secondary density wherever there is a traffic situation. For the style, cut pile and looped pile are considered best for contract work in terms of maintenance and appearance retention. (C)
MASLAND created a special high-pile, all-wool velvet carpet for the lobby of Philadelphia's Penn Center motor hotel. Beige and orange stripes crosswise to minimize the length of the Circle No. 44.

BURY carpeting contributes to acoustics in auditorium at the Alhambra High School, Phoenix. In brown, black, and tan, the special heavy-duty contract is called Rox-Lok. It not only adds color to the interior, but also promises easy maintenance. Circle No. 45.
LEE's Plaza Square (above left) is structured of Acrilan yarns in a heavy textured embossed random design. In 12-15-foot widths, it comes in a 16-color range. Circle No. 46.

BARWICK MILLS' radically new Color Process creates multicolor pattern tufted carpet. An electronic device premetalized dyestuffs into fibers completely through to the back. One of the patterns is Bachelor Buttons (above), Circle No. 47.

V'SOSKE emphasizes texture in its collection. Flower Garden (far left) was designed by Stanislav V's in an unusual combination of silk with effecting a two-tone geometric design. Circle No. 31.

GULISTAN's hand-made custom rug designed by Tom Lee for Lido Hotel in Long Island. The all-wool rug complements the unusual tile floor. Circle No.
AWAY MILLS won a 1964 International Design Award by AID for its ran Explorations collection of area rugs. The collection, in all-wool, hand-woven with a two-inch shaggy texture pile, is Shoshone (right), one of eight. It has a deep red-wine background, covered with a field of embossed Indian daisies in colors of red to magenta and flame to cerise. Callaway's 1964 carpet collection is shown (above), a three-level DuPont pile that features a subtle cloud pattern. It is offered in 15 colors in 12- and 24-inch widths. Circle No. 5.

WS CARPET CO., in what it believes to be a "first" in carpeting, supplied a covering of 5,827 square yards for the editorial offices of a newspaper. Primary objective was to subdue the clatter of types and other noise factors. Shown below) is the city room of the Oklahoma Publishing Co., Oklahoma City, immediately after installation of the all-wool carpeting. Circle No. 48.
COMMERCIAL CARPET CORP. supplied 260 square yards of new sponge-bonded high-density nylon carpet for the High Pharmacy, Newton, Mass., marking an important use for contract carpeting. Pharmacy management reports that $900 was saved in tile maintenance during the first year, and that the carpeting will have paid for itself in another 18 months. Circle No. 49.

DOWNS' designed its contract-grade early House (far left) to supply the increasing demand for Early American rugs. Several other patterns are included in the collection. Circle No. 48.

HIGELOW CUSTOM CARPETS' new collection of hand-crafted rugs was designed by Dorothy Liebes and reflects the bright, unusual color schemes for which she is noted. Seraglio (near left) is in contemporary colors of orange and shocking pink, brilliant blues and white. It measures 5 by 6 feet. Another Liebes design is Les Fleures (below), shown in room setting by Tom Woods, AID. Circle No. 8.
PORAD's Alpha (above) is a three-pile carpet in level loop-pile, closely tufted selected wool yarns. It is stocked in tone tweeds and in plains, with special effects available. Circle No. 2.

ADELPHIA CARPET boldly sculptured Affluence (above center), a new con- quality in Acrilan pile. Circle No. 50.

BURY's Nobscot (above, far right), textured, all-wool 4-ply carpet, unites carpet and pad in one integral unit. Colors available. Circle No. 45.

DWICK & MAGEE: Wyncote (near right) is 100 percent Acrilan wilton pebble 1, in six colors. All-wool V.J.C. (far right) is woven in multi-level textured velvets in eight colors. Circle No. 51.

'S round Beau Brilliant rugs (below) specified by Marilyn Motto, AID, for lobby at Holiday Inn, Coral Gables. Rug is all-wool and comes in four colors. Circle No. 46.
GUESTROOM FURNITURE: ALTHOUGH THE NEW RE OF SPAIN EMBELLISHES MANY OF THE 1964 LINES WITH HAND-PAINTED ACCENTS, DECORATIVE PULLS, AND TURNED LEGS, THERE IS A GOODLY SUPPLEMENT OF TRADITIONAL AND CONTEMPORARY STYLES, FROM HIGH-STYLE TO HUMDRUM.

A, B Beautycraft's two complete casegoods lines reveal classic influences: Estoril Group (A) translates classic Portuguese into a graceful design; Vista Alegre (B) is a new interpretation of the Spanish. Both groups contain more than ample drawer and storage space. A space saver is the wedge table of the Estoril group, nestled between two chairs and occupying little floor area. Headboards are either wall-hung or free-standing, and are available in the entire range of bed sizes. Some are equipped with attached center night tables. Beautycraft also supplies dual-purpose sleep units. Circle No. 52.

C Baumritter's Ethan Allen Early American line has been updated in keeping with the growing demand for the "elegant Williamsburg tradition," which Baumritter reports as an emerging trend. An example of Ethan Allen is this four-drawer dresser-desk coupled with a two-drawer TV/luggage rack section, in warm hand-rubbed rock maple and birch. Reflected in the mirror is one of the line’s headboards. Circle No. 53.

D, E, F American of Martinsville picks up the prevailing Spanish motif in its Costa Brava collection, exemplified in the Triplex unit (D), in antique off-white finish with hand-painted gold accents and decorative brass pulls. Newest of American's lines is Alexandria (E), based on Egyptian and Greek classic motifs. Outstanding in the group is the 102-inch Triplex unit (F), tastefully gilded with brass appliques and ornaments. Desk-vanity drawers and pedoment of the mirror are executed in Carpathian elm burl, and a marble design in a specially developed high-pressure laminate surfaces top. Circle No. 27.
GUESTROOM FURNITURE

A Simmons’ Theme, a new group of wood furniture, includes the plastic-topped WallMaster case unit, incorporating an extra shelf for luggage below the standard rack. Circle No. 15.

B Donn-Scott’s new lounge chair circumvents the need to store or haul cribs in and out of guestrooms, for in only 22 seconds it converts easily into a crib, playpen, or youthbed. The convertible comes in walnut or antique white finish, has Koylon cushions covered in Naugahyde or Naugaweave heavy-duty vinyl fabric in a choice of ten colors. Circle No. 54.

C Formica’s distinctive Classic Cremo Marble surfaces headboard, dresser-desk, luggage rack in a new line of Italian Provincial furniture manufactured by Aristocrat Kitchens, Inc. Dresser is 90 inches wide with birch drawer fronts. Circle No. 55.

D, E Lenoir House’s Simplice is a tailored modern group in American walnut. Grain and color matched high-pressure laminated plastic tops are both highly durable and damage resistant. The individual pieces are so constructed that they may be linked when desired. The luggage bench, for example, may be mounted to the dresser-desk to form a single multiplex unit, and then telescoped in lengths from 96 to 106 inches. Circle No. 56.

F, G Robey, contract and development department of Drexel Enterprises, shows two of its successful lines: Triune (F) and Meridian (G). Constructed of mahogany, Triune’s chest-dressing table-luggage rack units are neatly and easily joined together with Velcro tape, avoiding unsightly screws or brackets. The functional pieces of Meridian include the upholstered studio headboard with attached desk unit, cases, and dressing table. The cocktail table, with plastic surface, also serves as a bed bench or luggage rack. Circle No. 57.
GUESTROOM FURNITURE

A, B, C Heywood-Wakefield includes three distinctive lines in its wide style range. Contemporary Esquire (A) has a sturdy solid ash base with floating frame construction in two tones of cafe walnut and teak with white porcelain pulls. Sides, drawer fronts and top surfaces are in resistant plastic laminate. The unit measures 10 feet across. The Early American model (B) combines dresser, desk, lamp table, and TV/luggage rack in a solid hardrock maple unit finished in mellow-toned cinnamon. Riviera (C) is notable for its highly contrasting materials. Black frame sets apart the rosewood plastic drawer fronts, further accented with Formica Milano marble top. Oriental pewter is used for oversized drawer pulls. Circle No. 58.

D, E R-Way Furniture Co. styled a series of guestroom furniture for the budget-conscious operators, adding an easy-maintenance factor by applying plastic laminates to all flat surfaces. All standard items are included in Early American, Modern, Italian Provincial, and French Provincial groupings. Silhouetted is the modern wall unit (D), which comes in medium walnut tones. Another R-Way series includes Fontenay Suite (E) in French Provincial. The variety of furniture types available includes studio-lounger units, a special wardrobe-bar combination, plus standard free-standing pieces. Circle No. 59.

F, G Kent-Coffey’s Tempo (F) and Carriage Trade (G) answer the need for flexibility through the telescopic multi-purpose wall unit, which expands from 90 to 108 inches to suit specific space requirements. Tempo comes in walnut veneers; Carriage Trade in cherry veneers in distressed fruitwood finish. Both have matching Panelyte plastic tops. Rounding out the two groups are bentwood lounge chairs, night stands, tables, and headboards. Circle No. 60.
SIMMONS’ NEW PLANT at Munster, Indiana, was designed by architect A. Epstein & Sons; lobby (below) and other interiors are by Karl Steinhouzer, AID, head of Simmons interior design department. Opened in 1960, the new hard goods plant contains 60,000 square feet of floor space and replaced the plant at Kenosha, Wisconsin. The employee dining terrace (left) is located in a beautifully landscaped court.
CONTRACT GIANT: IN A CENTURY OF GROWTH THAT BEGAN WITH A "WOVEN WIRE" MATTRESS, SIMMONS CO. HAS BECOME A MULTI-MILLION, MULTI-FACETED ORGANIZATION PRODUCING CONTRACT FURNITURE OF EVERY TYPE

WHEN the New York World's Fair opens this spring, the Simmons contract division will supply a glimpse of things to come in furnishings or the sensational all-electronic Atomedic hospital. Simmons' contribution to this revolutionary project is the result of an eight-year collaboration in a highly creative research program involving top specialists in all phases of patient care and related technologies.

In addition, the Simmons Co. will be the only furnishing manufacturer with its own building, a handsome three-story structure called the House of Simmons. On the first floor an enchan ting display, hosted by an animated figure of Zalmon Simmons I, will tell the story of sleep. The upper floors will contain rest alcoves for tired Fair visitors and a V.I.P. suite reserved for celebrities making appearances at the Fair.

Nearly a century has passed since Zalmon Simmons made a decision that altered the sleeping habits of millions of people here and abroad. It all began when the first Mr. Simmons, then resident of the Bank Railroad & Telegraph Co., aw the vast possibilities of a new English device reported in the American Builder in 1871. This was a woven wire mattress conceived as a clean, exible sleeping accommodation for ships and railroad sleeping cars. Already engaged in the manufacture of cheese boxes and insulators, the enterprising Mr. Simmons moved quickly into the manufacture of the promising new device and formed the Northwestern Wire Mattress Co. Characteristically, this versatile entrepreneur built the Pike's Peak Railroad at about the same time.

The "elastic" mattress soon proved its merit in hospitals and other institutions, and by 1884 was rapidly replacing the common rope beds of the time. With the addition of iron and brass bedsteads, the company soon entered the residential field and the early pattern of the Simmons Co. was established.

The first innerspring mattress was introduced in 1924 and followed by the Beautyrest in 1925. The new mattresses quickly won general acceptance and were soon replacing relatively expensive hair and inexpensive cotton felt mattresses in leading hotels and hospitals. Together with the Ford hospital bed (introduced in 1925 and offering the first crank operated posture spring) and the first line of steel bedroom furniture ever offered, the revolutionary mattresses gave Simmons a strong lead in institutional furnishings.

By the late twenties, it was apparent that contract and general sales required separate consideration and the contract department was organized. Sales of $3,061,007 were recorded in 1930, despite the Black Friday of October 30; but 1933 brought an all time low of $731,379. Recovery was long and difficult, and in 1939 a program in

EXHIBITION BUILDING at the forthcoming New York World's Fair will preview the all-electronic Atomedic hospital, the result of extensive research. The House of Simmons will also contain a display depicting the firm's development of sleep equipment.
INTERIORS of Thunderbird Hotel in Minneapolis are furnished entirely by Simmons, including the spacious lobby (above) as well as guestrooms (right) which feature the InnMaster series with special finishes. The sitting rooms of luxury suites contain twin hide-a-beds.
IVANT II features luxurious adjustable Beautyrest, expected for all rooms in New York's Tuscany Hotel.

ANOTHER part of the flexible Vivant II line: dual-purpose sofas open into comfortable beds.

From left to right:
Roger C. Wilde, retiring head of the contract division after an impressive 32-year record. Edward E. Ranahan, successor to Mr. Wilde. Karl Steinhauser, AID, head of the interior design department. Jeanne Peterson, advertising manager.

CONTRACT GIANT

esman named Roger Wilde was appointed as department head. This was the beginning of the Simmons contract division we know today as ace setting giant in the industry.

The year 1939 was one of decision for young Wilde and the struggling contract depart-

ment. The first step was a major shake-up of line. Outdated patterns were dropped and new ducts added. The first new catalog since 1929 included four color reproductions of complete scenes of metal furniture. The Deckert ing and the first popular priced removable ety sides for hospital and hotel furniture were advertised in leading trade publications. Sales bonded by increasing to $2,127,788.

In the next few years, Simmons' facilities were used to the manufacture of 2,700 different war ducts. However, during the war years the "purpose" hospital bed and its accessories (Balkan frame, I.V. rod and safety sides) were developed and provided an important new duct to promote when restrictions were rev-

ed. During the postwar years, other new ducts continued to enrich the line. In the hos-

ial field, the Vari-Hite bed and two-level posture in revolutionized patient care. New metal

iture lines supplied much of the pent-up de-

mand for all types of institutional furnishings and sales soared to a new height of $14,926,734 in 1932, exclusive of government sales.

Something else happened during the postwar years as a small group of designers and manufacturers made inroads into the market with a new philosophy of contemporary design and color. Designers were talking a new language of "good design" that the consumer understood and new demands were being made on all environments affecting people. War weary and depressions, institutional and residential consumers alike turned to this fresh new school.

Roger Wilde wisely accommodated to the new demand, and in 1954 Ray Spillman was retained to face-lift the metal furniture line. Theme Line attempted Simmons' first designer look and its success led to the subsequent introduction of Dorm Line and Slim Line, important factors in bringing sales to $16,985,503 in 1958.

In 1955, Karl Steinhauser, a consultant designer-stylist, was retained to improve showroom display. Mr. Steinhauser's model rooms in experimental colors attracted so much attention at the Chicago Market in January, 1956 that 21 new colors were added to the existing metal furniture line.

Today, Karl Steinhauser heads a four-man department responsible for all Simmons showrooms.
and up-dating of colors and finishes. Last year's American Hospital Association show (below) was built around keynoting color scheme.

INNMATSTEK I (above) by John Van Koert was first of three InnMaster groups of wood furniture. Theme (above right), introduced in 1956, is kept current by refinements retained to design a new line of furniture for motels and hospitals and produced the now known Room Span and Office Span.

The past two years have produced Simmons' first wood hotel furniture, InnMaster I and II. John Van Koert, the Countour-Flex operating table. The new V.I.P. overbed console table (contains communications controls by Motorola) and other new products in rapid succession. Sim-Cross, an attractive new cross-linked vinyl-clad steel surface, first used in reproducing wood patterns and textures on the tops of the V.I.P. console and other bedside tables, has now been extended to hard goods.

Under the guidance of the manager of product planning, appointed in 1962, the search for product development continues, with most recent emphasis on Dorm-Line, a built-in dormitory and such products as a revitalized Murphy bed both directed to today's pressing problems of space and financing. As the centennial of Zahn Simmons' momentous decision approaches, pace shows no sign of slackening and the "wire" giant continues to grow. (C)
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What to look for in vinyl upholstery fabrics

The reasons for the growing acceptance of vinyl upholstery fabrics are obvious. Manufacturers have worked extensively in development and research to improve their products to meet the exacting demands of contract specifiers. Designers and furniture manufacturers have become increasingly knowledgeable on the subject of qualities and standards. As a result, an almost unlimited selection of qualities, patterns, colors, and types is available from the large manufacturers and smaller sources as well.

General awareness among contract specifiers has not, however, kept pace with the rapid developments in the field. There are still too many cases of the wrong vinyl upholstery specified for a specific job, and, as is the case with many generic terms, the blame is too often placed on the entire category of vinyl coated fabrics.

The high standards self-imposed by the majority of manufacturers should eliminate problems encountered with vinyl upholstery in contract installations. Properly specified, a vinyl fabric should perform "as advertised," with all the qualities essential in commercial and institutional use: long wear; low maintenance; resistance to color fading, abrasion, scuffing, and general abuse. In addition, vinyls have become increasingly more acceptable to designers on an esthetic basis; colors are clearer, brighter, and more varied; patterns, embossed or printed, are becoming more and more tasteful, original, and versatile.

The fault of improper specification now lies with furniture suppliers, and thus indirectly with the contract designers. Furniture manufacturers, understandably eager to cut costs in the competitive contract market, often do so in the all too vital area of upholstery. Furniture of first quality construction is covered with second quality vinyl. As Christopher Pappas, of Athol Manufacturing Co. (Terson vinyls) points out, "Selection of an inferior vinyl coated fabric in an effort to shave construction costs is like sticking your finger in the pencil sharpener. It doesn't take long for the customer to learn that inferior vinyls do not stand up."

Designers, as well as furniture manufacturers, can also be blamed. Exposed, by general literature, sales representatives, and institutional brochures, to certain facts about vinyls, designers can usually specify the most appropriate vinyl when selecting the upholstery themselves. In specifying already-upholstered contract furniture, however, they tend to accept the supplier's view choice without checking quality against purpose.

The standard in judging a supported vinyl weight, i.e., weight of the vinyl coating itself, is misleading. Vinyls vary widely in quality of the material itself. Base fabrics also differ in quality and purpose. Usually woven or knitted cotton, they vary in durability, tailoring properties, stretch, and construction. Vinyl construction itself also includes many variations; some upholstery, for example, is colored all the way through; others simply color-coated.

Surface finishes, which affect the appearance of the fabric, will also differ in quality and wearability. Dull, matte, or glossy finishes, printed patterns, and embossings, present a wide range of choice in price, maintenance, design compatibility, and function.

Government specifications already exist for standard supported vinyl fabrics for upholstery (Fed. Spec. CCC-A-700b). Though these are general and based largely on minimum rather than contract requirements, they still serve as a guide to the specifier. In addition, a proposal for a Commercial Standard for expanded vinyls has been prepared and submitted to the Department of Commerce by the Vinyl Fabrics Institute. This proposal, after pending revision and approval, will probably be ready by next year. (For an outline of the national standard requirements adopted by VFI, see page 66, CONTRACT, September 1963.)

New offerings from all vinyl upholstery manufacturers serve to highlight the continued effort to raise standards, increases the range of applications, and broaden selection for contract designers. New types, colors, and patterns make vinyl upholstery one of the most valuable "tools" in the imagination of the specifier in bringing color and texture to a functional commercial interior.

Columbus Coated Fabrics, for example, expanded its high-quality Colvin collection include several new colors and patterns. The Signer Series comprises a variety of embossed patterns ranging from rich brocade designs to contemporary florals, as well as traditional print and metallic finished solids, and grainy textures. Non-elastic-backed expanded vinyls include Adorn, a two-color damask in six colorways, and Jacqeline, a Moroccan embossing in eight colorways.
expanded vinyls, processed with a blowing agent which adds air and creates a broader cellular construction, have a softer hand and generally higher tensile strength in relation to weight. Naugahyde, perhaps the best-known of the vinyl upholstery fabrics, is produced by U.S. Rubber in an enormous range of colors, textures, and embossed patterns. In many of these styles, Naugahyde achieves an uncannily close resemblance to leather, woven textiles, and other materials, at the same time that it offers an ultra-lightweight and easily cleaned surface for contract furniture of all types.

Athol Manufacturing Co. produces four qualities in Terson compact vinyls: two with heavy-knit backing, one with medium-knit backing, one with light-knit backing, and two qualities in expanded vinyl: one of conventional weight and thickness and one of super construction for institutional use. All are available in an exceptional variety of contemporary colors.

Du Pont has added two new patterns to its extensive line of vinyls. Deep soft Warrington, a matelasse embossed pattern in expanded vinyl, and Dunellen, a compact matelasse pattern available in nine colors. Dunellen is finished with an allusive metallic sheen.

F. Goodrich, in addition to its enormous selection of fabric reproductions and plain vinyls, a compact and expanded in a host of colors and qualities, also features various contemporary designs. Among them is Skyline, a small geometric pattern available in fifteen bright colorways.

Federal Industries, a division of Air Reduction Inc., produces the Federal line of vinyl fabrics, which is notable for its departures in texture and small, two-color patterns in addition to the standard plain vinyls in a wide range of colors.

Coated Fabrics Division of Interchemical Corp., producing Coair and Cohyde vinyl upholstery, also features both unusual patterns and finishes. Patterns include dramatic stripes and designs; finishes range from matte to shiny metallic sheens.

This brief sampling only suggests the improved selection available to designers and furniture manufacturers. Their responsibility now is a fuller understanding of the complex variations in vinyl fabrics before specifying. (C)
New contemporary fabric groups by Greeff

An unusually broad range of fabrics for Spring 1964, was presented last month by Greeff Fabric Inc. In the print category, designs range from colorful florals, many of them highly impressionistic, to the contemporary geometric patterns that are favored in business interiors. These designs are all screen-printed, on various cloths, including linen, Fiberglas, Orlon, and cotton. Textures are highly diversified, range from nubby weaves to subtle, sophisticated blends of yarn. Cotton, nylon, rayon, linen, and wool are used for the contemporary textures, and a new series features an improved nylon that adds an intriguing lustre to upholstery fabrics. Curtain materials add the large Greeff collection of woven goods in a modern vein. They include textures, open-weave meshes, geometric patterns, and plain weaves.

Circle No. 61 on product information card

New CHF contemporary chairs

Contemporary elegance dominates new chair styles presented by Chicago Hardware Foundry at the recent National Hotel-Motel Exposition. The first of four new groups, these chairs provide flexibility in that each may be specified with either a single or twin pedestal type base, as shown in the three models below, or with any other base manufactured by CHF. Below from left to right: L chair with walnut seat and back has optional upholstered back; No. 55 twin pedestal chair; No. 57 pedestal chair. Upholstery selection is wide; be in bronze, bright or satin chrome, bright or satin aluminum, or porcelain enamel colors.

Circle No. 62 on product information card
Brightness without Distraction  
...with ASG’s HUEWHITE

The glass glowing softly in door and partitions is ASG’s translucent alabaster Huewhite. Designer Charles H. Winecoff of Planned Office Interiors combined Huewhite and mellow woods to create a warm yet businesslike atmosphere for Manhattan’s Realty Equities Corporation. □ Why Huewhite? Mr. Winecoff: “For one thing, because of its good looks. For another, because it combines a high degree of obscurity with exceptional translucency. This enabled me to design walls and doors that pass plenty of light but shut out distracting images.” □ If your next job involves separating space without sacrificing light, creating privacy but avoiding isolation, specify Huewhite. It fits into any color scheme, works superbly with other materials. Huewhite® has a subtly handsome surface pattern, too, and is also available wired or corrugated. □ For a complete catalogue of the broad family of decorator glasses available from ASG, write Dept. X-2, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee 37662.
Rectangular planters

Box-like planters, elegant in the severity of the straight lines, come in various sizes and may had in walnut and Formica, or black Formica a stainless steel. The planters, by A. R. Murray Co., range in price from $28.50 to $42 list, according to size. The complete line is available through Marvin S. Levine Associates.

Circle No. 63 on product information card

Troy’s Modulus lounge

The Modulus, a new lounge chair introduced Troy Sunshade Co., is a versatile unit combining deep cushioned comfort with contemporary design. The seat is tailored in 3-inch thick upholstery foam rubber; the back accented with a crescent design. After extensive design experimentation, Troy is offering the Modulus on a one-inch square steel tubular seat and back frame, 18 gauge, a 13/16 inch square arm and leg A frame assembled. Back legs are extended to provide a wall saver feature. Arms are formed by the natural flow of the frame and capped with 3/4 inch thick solid hard rubbed walnut.

Circle No. 64 on product information card
sh drapery walls for Puerto Rican hotel

specific Drapery Walls, manufactured and marked by Pacific Fence & Wire Co., were recently installed at the Puerto Rico Sheraton Hotel in San Juan. A total of 3,500 square feet of quarter-inch anodized aluminum mesh was used, rayed in a combination of bright brass and antique brass paint, the mesh draperies provide an atmosphere of privacy while allowing complete air flow. Pacific Drapery Walls are available in either steel wire or anodized aluminum mesh, in 1/8, 1/4, and 1/2 inch mesh, manufactured to specification in a wide spectrum of colors.

Circle No. 65 on product information card

OLD FASHIONED

A total of 3,500 square feet of quarter-inch anodized aluminum mesh was used, rayed in a combination of bright brass and antique brass paint, the mesh draperies provide an atmosphere of privacy while allowing complete air flow. Pacific Drapery Walls are available in either steel wire or anodized aluminum mesh, in 1/8, 1/4, and 1/2 inch mesh, manufactured to specification in a wide spectrum of colors.

Circle No. 65 on product information card

standard creates secretarial el

standard Furniture Co.'s new Galerie 64 Group, designed by Robert W. Donovan, now includes a secretarial el. The back panel may be reversed—other side finished in oiled walnut to match desk exterior. The chair shown is also a new design, featuring four adjustments for individual comfort-fit. The oval back and sculptured seat are molded plywood frame upholstered with webbing and foam rubber.

Circle No. 66 on product information card

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Circle No. 32 on product information card
"Living Chair" by Blisscraft

A new occasional chair, specifically designed after three years of research and development to meet the needs for a practical chair for institutional use, has been introduced by Blisscraft of Hollywood. Called The Living Chair, it may be used singly or in multiple units for auditoriums. The chair has a spring-action back, molded of one-piece seatless Flexene, flexes with body movement. The chair has tapered zinc brush steel legs, self-leveling marproof glides, and comes in six standard colors: champagne white, charcoal, tangerine, turquoise, antique gold, avocado green. Special colors are also available.

Circle No. 67 on product information card

Beaded designs

Large white oval beads alternate with clear prisms, patterned with 2-inch amber tubes and faceted beads in shades of avocado, olive, topaz, amber, and citron in this new design by Beaded Decor Co. The company specializes in custom designs in bead curtains and dividers.

Circle No. 68 on product information card
therweight top construction consisting of Virite plastic over a honeycomb core with masonite facing. A heavy gauge steel apron provides maximum rigidity for the top. Tapered legs are located in the corners to allow extra seating at each end of the table. Legs are equipped with non-marring, silent rubber cushioned swivel glides.

Circle No. 69 on product information card

Naugahyde swatches available

S. Rubber Co. is offering swatches of its entire Naugahyde vinyl fabrics line, available to trade at La France Industries, Inc., 145 East 63d Street, New York City. La France has prepared a special Naugahyde display, arranged chronically, which permits viewing of the complete line and color range at one time.

Circle No. 70 on product information card

Handle lighting

New series of architectural lighting fixtures from Lighting Associates Inc. includes this candelabra-like wall unit in contemporary styling. In addition to this six-bulb unit, other wall brackets and matching chandeliers, all incorporating the same basic metal members in varying patterns, complete the line.

Circle No. 71 on product information card
Savoy office chairs
Savoy Furniture Co. is offering a new line of contemporary office chairs, designed by Sheldon Kadan of Designers Fore Ltd. The swivel-base executive desk chair has a high back, is fully upholstered over foam, and incorporates a spring unit for arm attachment. Chrome base may be ordered in satin or polished finish, in bronze, in choice of wood. Kravet fabrics, Naugahyde, leather may be selected for upholstery. Other items in the new line include sofas, conference chairs, junior executive chairs, and other executive desk chairs.

Three-seat settees by Harter
Two three-seat settees are locked together to form a rigid, one-piece unit supported by only three pairs of legs. Measuring 12-feet in length, the unit, a new addition to Harter Corp.’s Scope-H line, is available with or without the end or center arms and can be combined with other Scope-H chairs, benches, and tables in either straight, curved, T, or X arrangements.

Dependable table, bench
Dependable Furniture Co. recently introduced a new collection of business furniture notable for the trim design and finish of the various pieces.

Included are tables, benches, executive swivel chairs, and sofas. DC 302 table shown here is all walnut with tops available from 20 inches to 72 inches, in rectangular, square, or octagonal shapes. The DC 403 bench features a rolled seat cushion that eliminates welting problems and wainscoting at the welts. Construction is all-steel, chrome-plated base in either satin or mirror-polish finish.

Decorative wall accessories by Syroco
A fluted pattern is design feature of a new wall accessory, part of Syroco, Inc.’s latest collection. The fluted border of the large mirror is repeated in the coordinated planter, which holds real or artificial foliage. Finish is rich metalgold or warm walnut.
vncial chandelier by Lightolier
orted, hand-crafted solid fruitwood centerpiece canopy set the theme for Mediterranean Pro-

tial, part of Lightolier's new Collectors' Group lighting fixtures. Cut crystal pendants, subtle millwork, and gold gilt leaves provide accents the mellow wood tones.

Circle No. 24 on product information card

All-cotton bedspread, draperies

Japara, an all-cotton bedspread by Bloomcraft, has a 12 color range and is available in five sizes. The unlined draperies, which come in three sizes, are pinch-pleated. Designed by James Childs Morse, NSID, Japara is ideal for college or nurses' dorms, hotels or motels.

Circle No. 78 on product information card

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Circle No. 35 on product information card
Fabric look in upholstery vinyl
A new B. F. Goodrich expanded vinyl, Tanjwood, achieves a fabric look through its textured surface, created by a raised outline that simulates an embroidered floral design. The first in a set of five new Koroseal upholstery vinyls, Tanjwood comes in a monotone and will be available in off-white, brass, taupe, French blue, rose, and other deeper hues. The expanded vinyl is sturdy and can withstand scuffing and general hard wear.

Circle No. 81 on product information card

Ballroom chair by Molla
A light-scaled ballroom chair, manufactured by Molla, Inc., is styled of light tubular steel shaped to simulate bamboo. For dining areas or ballrooms, the chair is available in a number of finishes and upholstery fabrics.

Circle No. 28 on product information card

Aluminum folding chair
A new aluminum folding chair for public seating areas is low in cost and lightweight, yet engineered...
Circle No. 36 on product information card

Heavy service, according to manufacturer Lote Products Co., division of Baylis Industries, its nest for easy storage, can be wall stacked truck stacked. Seats are foam cushioned, backs form fitted, and both can be covered in a var-y of durable, washable fabrics. Folding action nylon bearings; legs are tipped with plastic. The same model is available with wire backs for ther economy.

Circle No. 82 on product information card

retarial desk storage cabinet
inside storage cabinet, designed for maximum ce and neatness, has been added to Myrtle Co's Modular Collection. The cabinet can placed in the void area of the M5300MH tripod of the line's modular desk. Its single shelf adjustable to multiple positions. Finish is hand-bed oil walnut with legs in matte black or rror chrome.

Circle No. 83 on product information card

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Circle No. 38 on product information card

PRODUCTS & SERVICES

Armchair by Miele

Ralph A. Miele, Inc.'s new open armchair has a custom-finished frame in dark distressed wood and is upholstered in a colorful, striped nubby tufted fabric. While its period is Louis XIII, it easily be used in settings of other styles. The buttoned rubber pad seat is reversible, and other finishes and upholstery fabrics may be custom ordered.

Circle No. 85 on product information card

Heavy-use vinyl matting

Recommended for heavily used passageways, Vynl-Rib matting by R. C. Musson Rubber incorporates a rib extending across its entire width to expedite cleaning and provide foot traction without catching or tripping. Available in red, green, gray, beige, brown, and black, the vinyl matting is ¼ inch thick and 36 or 48 inches wide. It comes in full rolls of 36 or 60 feet, or can be furnished cut to exact length, in six-inch increments.

Circle No. 86 on product information card

For additional information on the products advertised in these pages, use free inquiry card bound into issue.
A new brochure by Jo Mead Designs offers a complete set of illustrations of the firm's sculptures, decorative panels, bas-reliefs, etc. Styles include American, medieval, Spanish, Provincial, Classic, American Indian, and Oriental, plus a special group known as Officers & Gentlemen. Many of the sculptures are multichrome, while others are realistic bronze or stone finishes.

Circle No. 87 on product information card

Sag Spring Co. has published a new Accessory catalog covering the tools and components used in installation of all types of No-Sag springs. The catalog carries dimensions and descriptions of stock items such as clips, end plates, hinges, latches, wires, links, rocker locks, and springs. Tacklination tools covered include end benders, ring stretchers, and clip, link, and hog-ring setters.

Circle No. 12 on product information card

Images, a new collection of wallpapers finished by the rotogravure process, is described in a new brochure by the manufacturer, Canadian Wallpaper Mfrs., Ltd. Designed by William Justema, the collection exploits techniques made possible through the use of four-color rotogravure machine—a first in wallcoverings, according to the maker.

Circle No. 10 on product information card

Fence & Wire Co. is making available a new 24-page catalog and price list showing a complete set of illustrated fence and wire products. The catalog carries dimensions and descriptions of all types of No-Sag springing, wires, links, rocker locks, and springs. Tacklination tools covered include end benders, ring stretchers, and clip, link, and hog-ring setters.

Circle No. 88 on product information card

Wanted: Wholesale fabric showroom—58th & 3rd Ave., NYC desires to represent fine line of rugs, furniture, wallpapers, lamps or accessories. Write: Box A-129, CONTRACT.

DESIGNER-GENERAL MANAGER: Responsible for all designing, purchasing, production planning, scheduling, advertising, office procedures and primary accounts. Seeks position with furniture manufacturer that wants to grow but needs help. Write: Box A-130, CONTRACT.

WANTED: Top flight contract salesmen, for established quality contract furniture line, competitively priced, for the following areas: Texas, Oklahoma, Arkansas, Louisiana, Kansas, Nebraska, North and South Dakota, Alabama & Mississippi. Commission basis. No objection to non-conflicting lines. Write: William Davidson, R-WAY FURNITURE, 1100 Merchandise Mart, Chicago, Ill. 60654.

LINE WANTED: Lamp, furniture, wallpaper or accessory line wanted by representative with established wholesale fabric showroom—6th Floor Merchandise Mart, Chicago. Write: Box A-131, CONTRACT.

REPRESENTATIVE WANTED: By leading contract drapery and fabric manufacturer to cover East coast and South-west areas. Man with strong architect, interior designer and contract furnisher contacts needed. Write giving full details of lines carried and territories covered. Write: Box A-132, CONTRACT.

SALES REPRESENTATIVE WANTED: To carry an established contract drapery & upholstery fabrics line. Territories desired: Southeast, Mid-West, and the New England States. Calling on architects, designers, contract departments of department stores and hotel/motel trades. Please write: Box A-135, CONTRACT.

BUSINESS OPPORTUNITY: In Philadelphia (2nd largest market in East) for company or progressive representative—Wholesale showroom (wallpaper, fabric, furniture) decorated and equipped (wings, shelving, office equipment, etc.). Prime trade location with line available to qualified party. Replies strictly confidential. Write: Box A-134, CONTRACT.

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<td>Duraclean International</td>
<td>(furniture &amp; upholstery maintenance)</td>
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<tr>
<td>Englander Co. Inc.</td>
<td>(bedding)</td>
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<tr>
<td>Federal Industries</td>
<td>(vinyl fabrics)</td>
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<tr>
<td>General Drapery Services</td>
<td>(draperies)</td>
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<tr>
<td>Griggs Equipment Co.</td>
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<tr>
<td>Hooker Furniture Co.</td>
<td>(furniture)</td>
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<tr>
<td>Interiors’ Import Co., Inc.</td>
<td>(accessories)</td>
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<tr>
<td>Johnson Plastic Tops, Inc.</td>
<td>(plastic tops)</td>
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<tr>
<td>A. &amp; M. Karagheusian, Inc.</td>
<td>(carpeting)</td>
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<tr>
<td>Kiesling-Hess Finishing Co., Inc.</td>
<td>(fabrics finishing)</td>
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<tr>
<td>King Refrigerator Corp.</td>
<td>(refrigerators)</td>
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<tr>
<td>La Barge Mirrors, Inc.</td>
<td>(mirrors)</td>
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<tr>
<td>La France Industries, Inc.</td>
<td>(fabrics)</td>
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<td>Lightolier, Inc.</td>
<td>(lighting)</td>
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<td>Loumac Supply Corp.</td>
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<tr>
<td>Madison Furniture Industries</td>
<td>(furniture)</td>
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<tr>
<td>Mallin Co.</td>
<td>(outdoor furniture)</td>
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<tr>
<td>Merchandise Mart</td>
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<td>Howard Miller Clock Co.</td>
<td>(clocks)</td>
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<tr>
<td>Minnesota Mining &amp; Mfg.</td>
<td>(fabrics finishing)</td>
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<tr>
<td>Mola, Inc.</td>
<td>(outdoor furniture)</td>
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<tr>
<td>Norquest Products, Inc.</td>
<td>(folding chairs)</td>
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<tr>
<td>No-Sag Spring Co.</td>
<td>(springs)</td>
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<td>Perma Dry, Inc.</td>
<td>(fabrics finishing)</td>
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<tr>
<td>Prescolite Mfg. Corp.</td>
<td>(lighting fixtures)</td>
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<td>Schafer Bros. Inc.</td>
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<tr>
<td>Shelby Williams Mfg., Inc.</td>
<td>(chairs)</td>
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<tr>
<td>Shepherd Casters, Inc.</td>
<td>(casters)</td>
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<tr>
<td>Simmons Co.</td>
<td>(furniture)</td>
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<tr>
<td>Synthetics Finishing Corp.</td>
<td>(fabrics finishing)</td>
<td>4th</td>
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<tr>
<td>Thineline Mfg. Co.</td>
<td>(tables &amp; table bases)</td>
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<tr>
<td>Thonet Industries, Inc.</td>
<td>(chairs)</td>
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<tr>
<td>Troy Sunshade Co., Div. of Hebart Mfg. Co.</td>
<td>(furniture)</td>
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<tr>
<td>V'Soske, Inc.</td>
<td>(carpeting)</td>
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</tbody>
</table>
For two seasons, Mickey Mantle—like the rest of the N. Y. Yankees—has put the carpeting in the Yankee Stadium clubhouse through a rugged torture test. Game after game, dirt from the playing field has been tracked onto it—nd ground in deep by Yankee spikes. Yet it has always cleaned easily. Still looks fresh and new. And no wonder—he pile is 100% Caprolan® nylon, so you expect performance like this.

But exceptional performance is only part of the Caprolan story. There's Caprolan's luxurious beauty, too. Mickey, like the rest of the Yanks, was impressed by both. That's why he decided on carpeting of Caprolan for his new home in Dallas.

Despite the workout it's getting from three little league-sized Mantles, this carpet—like the one at Yankee Stadium—will look new year after year.

When you require carpeting of lasting beauty, specify Caprolan.


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INOSCULATED — joined, blended, or united in an intimate manner. That's the only word which can properly describe the complete unity of two distinct finishes applied on one piece of fabric by SF's combination technique!

Everyone knows that our application of SCOTCHGARD gives fabric an unmatched resistance to stains. Everyone in the decorative fabric field knows about SYNBAC, our exclusive backing finish that prevents yarn slippage, improves seam strength, provides ravel-resistance, adds abrasion resistance to the fabric face, and eliminates fabric curl. But, do you know that we can apply both of these finishes . . . give you both ranges of benefit on a single fabric? We'll gladly supply you with samples of this inosculated combination on your own test fabric! Write today for test samples and descriptive literature!

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