NATIONAL HOTEL-MOTEL EXPOSITION
The Loew’s Hotels which recently acquired the Drake Hotel on fashionable Park Avenue has initiated an extensive modernization program for this well-known hostelry. Included in these plans is a program to air condition each of the 182 guest rooms, using American-Standard Metropolitan through-the-wall air conditioners; thus assuring the discriminating guests of the ultimate in year-round cooling and heating comfort.
by owners of world famous hotels and motels
by designers for cooperative apartments

Heating and cooling sections are separate components. The heating section is complete with all necessary controls for both heating and cooling and can be installed first. At any time — when the budget allows — the cooling section can be installed with ease. A built-in receptacle makes electric connection simple.

Over 10,000 American-Standard through-the-wall air conditioning installations have been made in the Metropolitan New York area alone during the past years; proof indeed of its acceptance by hotel owners, cooperative apartment owners, designers, architects and engineers. Only the Metropolitan has these outstanding features.

Only METROPOLITAN has these outstanding features:

- Designed by Walter Dorwin Teague Associates • Slim-line design — with a diagonal side line and sloping top • The bottom of the cabinet is cut back ¾“ to accommodate wall to wall carpeting. It extends only 7¼“ from the finished wall
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960 Fifth Avenue, N. Y. C.
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CTOBER 1964
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The Cover

Cocktail Lounge from Designs for Dining, a feature of next month's hotel show, is one of a quartet of settings that were created by Everett Brown. Cover design by Bert Lester.

COMING IN CONTRACT

November—Fabrics for the contract market, including a photo round-up of new lines; Restaurants, a review of new work completed within recent months.

December—Wallcoverings—new developments in the application of wallpapers and wallcoverings to commercial/institutional interiors.

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   Because of their ability to reduce window-heat gain, many architects and engineers have made Fiberglas Architectural Fabrics a basic specification in their over-all planning.

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860, 866, 870 United Nations Plaza, New York
Architect: Harrison & Abramowitz

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Architects-Engineers: Pearl Street Associates
Fiberglas Fabric: "Coronet-beta," 38,000 yards supplied by: Rosco Products Inc., Boston

Republic National Bank & Towers, Dallas
Architect: Harrell & Hamilton of Dallas
Fiberglas Fabric: "Linweave," 30,000 yards supplied by: Glass Fabrics Inc., Los Angeles
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For name of nearest dealer to you, write today. Free mahogany kit on request. Contains samples with finishes in red, yellow, green, blue, brown, and violet, plus mahogany fact book with mechanical stresses and other information.

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No other drapery lining offers such long-lasting beauty to a fine window-hanging, or adds so much elegance to a room. Bourne Sateens are available in a number of qualities and in a broad range of fashion-cued colors. To insist on them in your made-up draperies and to feature them by the yard in your custom installations is to offer your customers the ultimate. We will gladly send you samples of Milaqueen, Permaqueen, Lustraqueen and other Bourne linings on request.

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Only drapery fabrics with excellent report cards...

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Certified Rovana fabrics are perfect for drapery installation in hotels, hospitals, theatres, restaurants, schools and offices—for more than a dozen good reasons:

**Safety**
- Fire Safe—built right into the fabric, not just treated
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- Low Maintenance Costs—stays fresh looking, resists soiling
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- Long Lasting—Dow's saran flat monofilament warp yarns in certified Rovana fabrics prolong the life of the drapery.

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- Certified Rovana drapery fabrics are available in a kaleidoscope of colors, patterns, and textures—all with the look and feel of a natural fabric, hanging in soft, supple, graceful folds.

Dow certification means confidence. Only first-quality fabrics that are constructed with Dow’s unique saran flat monofilament in the warp and pass Dow’s high standards of performance may display the Rovana certification mark. This mark is your assurance that the fabric will give a beautiful, longlasting performance.

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...we outdid the king's cabinet makers

We even outdid ourselves when we designed the new Fontaine grouping of coordinated case pieces. We have created a completely versatile group, ideal for new installations or renovations—a group based on Louis XVI design and modified just enough to meet the modern demands of the contract furniture field. Functional and flexible, the Fontaine group blends with any other decor...and the entire group provides complete design harmony. Produced with Beautycraft's traditional fine craftsmanship, the Fontaine grouping is priced well within the competitive range...and delivery dates are faithfully met. With this new grouping the contract decorator is enabled to obtain total room requirements from a single, dependable source. For further information, please mail coupon below to:

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D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- Federal programs a boon to industry
- Congress extends hospital aid program
- Federal bids and awards

No matter how volume in the contract furniture and furnishings industry is affected by trends in the general economy, it confronts one certainty: In one area of growing potential after another the federal government is a positive influence for more business. This is true in such fields as education; institutions for the handicapped, aged, and ill; governmental building of office structures and hospitals. Even where actions have not been taken in this year's session of Congress, the trend seems unmistakable—unless an entirely different direction in legislative and executive sectors is steered after the November elections, and exercised in January.

Close to 42 million pupils may be enrolled in public elementary and secondary schools this fall, and another 7 million in non-public schools. A year ago, the figures were 40.2 million, an increase of 1.5 million in the year, in public schools, and 6.7 million in non-public schools. Enrollments in high schools are now increasing at a greater rate than in elementary schools, because of the many post-war babies now of high school age. And with this comes increased pressure for federal aid to education.

The federal program of direct loans for college dormitories and hospital residence halls continues with no let-up. Prospects are for some expansion in this program in 1965. A move was made as the Senate considered its housing bill this summer to include movable fixtures and furnishings in the loans, but nothing came of this. Educators are likely to push for this feature again next year.

This is one of the most popular federal activities with legislators—and when you see that over 50 million Americans between the ages of 5 and 34 were enrolled in schools last fall, and consider the number of their relatives, you know there's a reason. The pressures exist for more federal activity—the Department of Health, Education and Welfare estimates a shortage of 124,300 public school classrooms as of the start of the last school year, up over 20,000 from the year before—and growing.

This all gets to be big business—as witness recent college housing loans, which mean volume for you as they get built: Oklahoma State U., Stillwater, $1.4 million. U. of Santa Clara, Cal., $2.9 million. U. of Cal., Davis, $3 million. Southern Illinois U., Carbondale, $5.1 million. Temple U., Ambler, Pa., $2.1 million. Ball State Teachers College, Muncie, Ind., $5.8 million. College of Holy Cross, Worcester, Mass., $2.3 million. Wisconsin State College System, $12.3 million for 12 residence halls, 3 food service buildings at 7 colleges.

Hospitals and nursing homes

Congress has just extended for five years its program of aid for hospital construction. For the first time, the Hill-Burton act is amended to make specific provision also for modernization and renovation of hospitals and health facilities. $840 million is authorized for these purposes. For the construction of long-term-care facilities—nursing homes and chronic disease hospitals—$350 million is authorized for the five years, fiscal 1965-69. Another $100 million is approved for diagnostic or treatment centers, and $50 million for rehabilitation facilities. The program so far has aided construction of over 300,000 beds, and 2,000 health facilities.

State agencies report the nation still needs 133,000 more new general hospital beds, with 13,000 more required yearly to keep up with the annual increase in population. More than 500,000 additional long-term-care beds are required.

Congress separately has approved insurance of nonprofit nursing homes under the Federal House.
See how Joanna's shade and shutter combinations change windows from drab... to dramatic. (Interior designer: Richard Himmel A.I.D.: Architects, A. Epstein & Sons, Inc.)

Every room says welcome when you mix, match or blend Joanna shades with your decor. Choose from our complete collection of window coverings specifically designed for function and fashion for your "rooms of tomorrow." Shades and toppers, in any style, texture, pattern and color change windows to exciting and rooms to inviting! Shade and shutter combinations, too, are styled for your customers' satisfaction—all are easy to clean... easy to keep clean. Select from our versatile stock line, or for special window treatments (like the "bottoms-up" shades), visit our "custom-corner." See Joanna at the National Hotel Exposition in the "Room of Tomorrow" and booth 4103. For details write Joanna Western Mills Co., Contract Dept., 22nd & Jefferson Sts., Chicago, Illinois 60601.

Pick a theme (like this 3-strip trim on our bottoms-up shades) to co-ordinate your furnishings for an "ensemble-effect."
"Himmel House" shows you how easily Simmons can create a personalized look for all your guest rooms. From the lavish Executive Suite to the efficient Air Wait Room, all the furniture shown here is cheerful, comfortable, colorful—and completely functional. A good example: the Beautyrest Adjustable beds with printed headboards and boxsprings of Naugahyde. Everything is designed to please the eye, and to give maximum service with minimum care. No question, when it comes to catering to the wants of tired travelers, Simmons can give you all the help you need.

See Simmons at the National Hotel Exposition in the "Room of Tomorrow" and Booth 2164.

The Sample Room, designed to serve as both office and bedroom, is a salesman’s dream come true. Horizontal Wall-A-Bed® with Beautyrest mattress and Naugahyde covered boxspring fits into a custom designed case only 18 inches deep.

The Air Wait Room provides a friendly and welcome respite for the between-planes traveler. Vertical Wall-A-Bed with Beautyrest mattress and Naugahyde covered boxspring is covered in Aurora Slate Parkwood to match the Vivant Pole furniture. The Naugahyde upholstered chair and ottoman were specially designed for Himmel House.

The Family Room features Simmons' Continental Hide-A-Bed®, a handsome, comfortable sofa bed by day, luxurious, roomy bed for two by night. The handsome and practical Vivant Pole furniture is Parkwood in mellow rosewood grain.

The Family Room features Simmons् Continental Hide-A-Bed®, a handsome, comfortable sofa bed by day, luxurious, roomy bed for two by night. The handsome and practical Vivant Pole furniture is Parkwood in mellow rosewood grain.
Decor '64, the newest self-expanded Royal Naugahyde, is every decorator's delight. The only vinyl upholstery available in a complete spectrum of 64 chromatically scaled colors. Decor '64 makes it possible to carry any personalized color scheme throughout your inn. Like all the hundreds of Naugahyde patterns, Decor '64 is soap-and-water washable, amazingly durable—and at its best, of course, over the luxurious comfort of Koylon latex foam cushioning. To see how beautifully Decor '64 can fit into your plans, send for complete color swatch brochure to the address at right.

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

A dramatic example of how Naugahyde can be custom-styled! This dramatic and colorful sofa is Decor '64, printed, quilted, and appliqued with the personalized colors of Himmel House. It matches the headboards in the bedroom of the Executive Suite. Superbly comfortable because it's cushioned with Koylon foam.

Chair and ottoman, specially designed by Simmons, is the epitome of colorful comfort. Cushioned with Koylon latex foam and upholstered with the soft, bright beauty of Bittersweet Decor '64 Royal Naugahyde.
The wallcovering
of tomorrow
is here today...

it’s Vanaweve

Compare Vanaweve* with other wall coverings. It’s actually a fabric—woven from Dow Chemical Company’s Rovana†. It’s highly decorative, as attractive as grasscloth, yet available in bold patterns and many colors. It’s durable, and as easy to maintain as vinyl. Fire-resistant and colorfast. Stain and scuff-resistant—to keep upkeep costs down.

Designed for function as well as beauty, flexible Vanaweve can be printed on and used as a decorative accent or used as a practical background texture. See the imaginative ways Richard Himmel, AID, utilized Vanaweve in creating the Room of Tomorrow, architecturally designed by A. Epstein and Sons, Inc.

For the portfolio of VANAWEVE samples, send $1.00 to Stockwell, Department RT, P.O. Box 75205, Sanford Station, Los Angeles, Calif.

Or contact these Vanaweve distributors in your area for a beautiful sample book:

**East:** Richard E. Thibaut, New York

**South & Southeast:** Seabrook Wallpapers, Memphis, Miami, Charlotte, Atlanta

**Middlewest:** The Warner Co., Chicago, Dallas

**West:** Stockwell Wallpaper Co., Los Angeles, San Francisco

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*Vanaweve is the registered trademark of C. W. Stockwell Co.
†Rovana is the registered trademark of Dow Chemical Co.
bolstered steel furniture and metal tables, 73 units. Vinyl-covered folding steel chairs and tables, 1,701 units. Steel letter-size filing cabinets, 400 each. Dormitory beds with adjustable headrest, 200 each.

Defense General Supply Center, Richmond, Va. — Field desks, 127 each; 1,785 each.

Post Office Department, Washington — Wood lobby desks, 1,360 each. Folding tables, 295 each. Furniture items, 3,700 each. Wood screen partitions, 1,553 each.

George Air Force Base, Cal. — Furnish and install draperies, 160 pair and 290 pair.

Altus Air Force Base, Cal. — Vinyl carpeting, U.S. Rubber Co. 2,402 or equal, 1,256 sq. yds.

New Orleans Army Terminal, Panama Canal Co. — Seat and desk units.

Washington — Table and floor lamps, 1,869 each. Table lamps, 529 each. Table lamps, 275 each. Reception room metal furniture, 264 each. Correlated groups of Danish modern wood household furniture, 1,200 each. Traditional style wood bedroom furniture, 2,646 each. Steel military wardrobes, indefinite quantity, Jan. 1, 1965 through Dec. 31, 1965. Steel folding chairs, indef. quantity, Jan. 1, 1965 through Dec. 31, 1965. Executive office type desk lights, 1,810 each. Metal and wood quarters furniture, 1,071 each.

(Continued on page 21)

HANDSOME and HARDY
INDOORS—OUTDOORS

Hospitality by GOSHEN

Goshen, leader in the field of fine, leisure furniture for 73 years, presents the Hospitality Collection. Four of the ten pieces, in Cinnamon Spice, are illustrated here. All are also available in striking enamels for indoor and outdoor settings.

Write for new full-color catalog illustrating Goshen’s complete offering of leisure furniture.

CONTRACT DIVISION

GOSHEN MANUFACTURING COMPANY, GOSHEN, INDIANA 46526

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Circle No. 18 on product information card
Metal kitchen tables, 100 each. Rugs and rug cushions, 4,741 each.
GSA, Seattle—Table lamps. Flat-top double desks, 39 each. Wood and upholstered quarters furniture.
Maritime Administration, New York—Mess hall dining tables, 40 each.

**Award announcements**

As surely as September and fall follow August and summer, so federal awards follow the many federal invitations to bid. Among the recently announced awards in contract furniture and furnishings were these:

- Linoleum, 8,800 sq. yds., $21,032, Congoleum Nairn, Inc., Kearny, N.J. Dinette table and chair, 4,515 each, $66,962, Chromcraft Corp., St. Louis, Mo. (C)

Even the most casual observer will notice the distinctive, softened contemporary lines of the **NEW Faultless Triumph Caster**...on your furniture.

Write for Faultless Office Furniture Caster Brochure.

Branch Offices in principal cities, see the Yellow Pages of the telephone book under "Casters", Canada: Stratford, Ontario.
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**OUR WASHINGTON REPORT**

**CONTINUED FROM P. 23**

...on your furniture.

Write for Faultless Office Furniture Caster Brochure.

Branch Offices in principal cities, see the Yellow Pages of the telephone book under "Casters", Canada: Stratford, Ontario.
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Faultless Caster Corporation
Evansville, 7, Indiana

Our NEW ADDRESS

Contract Magazine is now located in new and larger quarters at 7 East 43rd Street, New York, New York 10017. Telephone: Murray Hill 7-3344. All correspondence relating to editorial, advertising, and circulation should be sent to this new address.
LEADING INTERIOR DESIGNERS IN THE CONTRACT FIELD USE

Chairmasters

COMPLETE SERVICE

"Chairmasters' products are specified by our firm because of their careful attention to fine details required in top quality projects," states Everett Brown, FAID.

EVERETT BROWN, FAID

Chair No. 3280, upholstered spring seat, upholstered back, carved frame. Available in a wide selection of wood finishes and upholstery coverings.

17th CENTURY TAVERN

Inspired by the early colonial period in America, the design simulates the public ale and wine houses that were popular eating places at that time. Chairmasters has been specified exclusively for all chairs, bars, stools, banquettes, counters, wall treatments and service carts throughout DESIGNS FOR DINING.

Visit our Booth #2085, National Hotel & Motel Exposition, November 9-12, New York Coliseum.

Write for catalog and details on Chairmasters complete service.

Chairmasters

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

CHAIRS TABLES BANQUETTES BOOTHS
BARS STOOLS

Circle No. 21 on product information card
Spain's Fair lighting

Amid the oft-repeated cries that there is too much “commercialism” in design and architecture at the New York World's Fair, many of the smaller, finer design elements sometimes tend to go unnoticed. One of those lost in the verbal shuffle is the Pavilion of Spain, which features a new, custom-designed lighting system. The system was conceived by the Pavilion's architect Javier Carvajal of Spain, who worked closely with Kelly & Guzen, consulting architect, and Joseph Loring, mechanical-electrical engineer. Lightolier was awarded the assignment of translating the idea and plan into the finished product. Constructed of extruded aluminum anodized in an architectural bronze finish, the lighting system is actually a series of tubular forms (see cuts), each housing a small reflector bulb recessed near the bottom. The tubes are clustered in combinations of four, further grouped into larger clusters of 16, 24, 32, and 64 tubes. Individually, the columnar lighting structures appear as extensions of the wood block ceiling pattern prevalent throughout the Pavilion and finished in the same bronze tones.

The columns of light appear to grow out of the ceiling, extending down to the exhibit areas. Where acrylic cases are used to house display objects, the columns of light are actually recessed down and into

(Continued on page 28)

Let your imagination go...

There's no limit to what you can do with Johnson Plastic Table Tops, Johnson Bases and a little imagination.

Match the base design to the top for just the RIGHT combination to fit your specifications. Unlimited choice of top designs and base styles to work with.

And you'll discover what a Johnson Table can do for any dining area. As a starter, may we send you our new portfolio of "Table Ideas for '64"?

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We'll send you a piece of this Thayer Coggin recliner...

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Circle No. 23 on product information card
the cases themselves. In addition, the case pedestals are extensions of the tubular forms; thus the eye sees a continuous line from ceiling to floor, broken only by an illuminated display which appears to float near the base. The interior arrangement of the light columns and their proximity to the exhibits serve three purposes: they establish the traffic pattern; flood the displays with abundant light; provide enough "spill light" to augment the general illumination. Lightolier is now further developing the concept for applications within standard ceiling structures.

REB issues N.Y. office construction report
Including buildings now under construction and those for which plans have been filed, the total number of office structures built in New York City since World War II is now 197, with 69,781,000 square feet of rentable space. The summary, drawn from a report just issued by the Real Estate Board of New York, notes that 12 new buildings are being completed this year, seven are scheduled for occupancy in 1965, and two will be ready in 1966.

Supply is barely keeping up with demand, according to the report, despite the almost continuous construction of new space (plus extensive modernization of older buildings). Vacancy rate above ground level is 1.1 percent as of May 1, 1964, compared with a rate of 3.6 percent on the same date last year. Out of 40,492,369 square feet of rentable space in 109 postwar Manhattan structures covered by the report, only 479,666 square feet were vacant.

Of the borough’s 1,149 prewar office buildings, 251 were surveyed this year and found to have a 3.6 percent vacancy rate above ground level compared with last year’s rate of 4.7 percent for 383 structures sampled. The total amount of space in the 1964 study was 95,390,645 square feet, of which 3,364,519 were empty.

The lowest above-grade vacancy rate of 0.8 percent was in the East Side district, between 50th and 62nd Streets. The highest rate, 8.5 percent, was in the City Hall area. In the East Side district, there were only 158,225 square feet reported out of 18,935,000. Around City Hall, 400,304 out of 4,705,967 square feet were reported empty. The survey covered only office space on the rental market, excluding that occupied by building owners.

In announcing the results of the survey, board president James D. Landauer noted that plans had been made but not yet filed for a number of large projects that will swell the amount of Manhattan’s new rentable office space to 90 million square feet in a few years.

The projects include the World Trade Center, with 10 million square feet; the Civic Center, with several million, the New York Stock Exchange, for which plans have not yet been announced; the 40-story building at 140 Broadway, with 900,000 square feet; the 40-story General Motors Corp. building at Fifth Avenue and 59th Street, with one million; the William Kaufman Organization’s 38-story building at Madison Avenue and 50th Street, with 700,000, and a new office building of undetermined height and size to be built by Fisher Bros. on the Park Lane Hotel site.

(Continued on page 30)
Too much to do?... with too little time?

(See Baumritter for all the furniture you need)

Putting together the hundred-and-one elements for any installation is a tremendous, time-consuming responsibility. When it comes to the furniture side of it, it's certainly the time you can use a qualified, helping hand. The time you can use Baumritter!

Consider this: with just one resource, the Baumritter Corporation, you get everything you need in furniture to do any job perfectly. You do not have to visit a dozen different showrooms... or talk to a dozen different salesmen... or wade through a dozen different catalogs. Instead, you get expert advice and follow-through from one source!

With Baumritter's famous, versatile brands (luxurious, traditionally styled Andante... warm, welcoming Ethan Allen Early American... and modern, compact, smartly-styled Viko), you get beautiful, quality furniture in vast variety. Use it in schools and hotels and motels. In dining areas and guest rooms. In meeting rooms, lounges, everywhere! And every Baumritter item is moderately priced.

Big job or small, look to Baumritter's helping hand in contract furniture. Send in the coupon to learn more about it.
"On the conservative side of $30 per square foot of construction cost," Mr. Landauer said, "this represents $121,500,000 every year in city real estate taxes."

**Miller clock in Museum collection**

A built-in wall clock designed by George Nelson for the Howard Miller Clock Co. has been selected by the Museum of Modern Art, New York City, for its permanent design collection. The international collection, which includes the Miller clock, contains furniture, useful objects, and graphic and architectural designs, selected by the Museum's architectural and design committee on the basis of quality and historical significance.

**Drake undergoes face-lifting**

The 678-room Drake Hotel in New York City is now getting a $2 million face-lifting and modernization. Every room and suite in the original 500-accommodation will undergo extensive renovation, all by Ellen L. McCluskey. Exterior will also be rejuvenated; the present air-conditioning units protruding from windows will be replaced by through-the-wall American-Standard Metropolitan air conditioners by H. B. Hamilton Co.

**D for D exhibit**

During a recent press preview of Designs for Dining, featured in this issue and one of the major exhibits at next month’s National Hotel & Motel Exposition in New York City, Designer Everett Brown, FAID and Felice Jahier, president of Chairmasters, Inc., discuss modifications in-

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Circle No. 26 on product information card

**New assignments . . .**

Ken White, Westwood, N. J., a leading designer for colleges and universities, has been retained by Shelby Williams Industries, Inc. to design its first line of school dormitory and student living furniture. Shelby Williams has been a long-time supplier to restaurants and hotels. The decision to enter the student living field was made after an extensive study of the industry. The first line is expected to be ready early 1965. . . . Geraldine Prince Interiors Inc. has been awarded the contract design assignments for lobbies and public halls of Herbert Albert Corp.'s The Peter James and Victoria House, both New York City luxury residential buildings. . . . Albert Parvin & Co., Los Angeles contract design firm, will undertake an extensive interior design and furnishing project at the Dunes Hotel in Las Vegas. The assignment encompasses additions to the existing public areas, the new Fish House Restaurant, convention hall, meeting rooms, nursery, a new Sky Room, and new executive offices. A complete refurbishing of the existing Sultan's Table is included in the plans. (C)
DO YOU KNOW THAT THE MORE PEOPLE TRAVEL, THE MORE THEY SEE GULISTAN? THE PERFORMANCE RATED CARPET!

They see Gulistan in motels, hotels, trains, planes, ships, automobiles, touring offices. For such heavy-traffic areas, Gulistan Carpet is most often chosen for its wearing quality and long-lasting beauty. The quality is unexcelled. Wearability has been tested and proved for years. The widest range of colors, textures, and designs—in all modern fibers—makes it easy to choose the right carpet for any interior. And most important, all Gulistan Carpet is Performance Rated* for wear and appearance retention under varying traffic conditions. No other carpet offers this assurance.

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.
THE 1964 INTERNATIONAL DESIGN AWARD of the American Institute of Interior Designers has been awarded to Callaway Mills, Inc. for Soft Floor Coverings Manufacture. For the Interior Designer and Architect, Callaway style leadership is of obvious importance. Happily, Callaway design excellence is evident over the entire range of commercial carpet requirements in the qualities and prices to fit your needs. The Callaway "XL" program, for example, offers "custom coloring" (some 127,000 possibilities) at stock carpeting prices. For full information write or call Commercial Carpeting Division, Callaway Mills, Inc., 255 Fifth Avenue. Phone MU 9-7800.
WHO WOULDN'T WANT TO DO SOMETHING BIG WITH THIS EXCITING NEW CONCEPT OF HAND SCREENED VINYL WALLCOVERINGS? WHAT A REFRESHING ESCAPE FROM TEXTURED GROUNDS! SIX ENTIRELY DIFFERENT DESIGNS. 31 COLORINGS. FROM RICHLY PRINTED CONTEMPORARY VARIEGATIONS TO CLASSICAL PATTERNS. THIS IS SORRENTO. AVAILABLE IN FIVE HUES. CUSTOM COLORING, TOO. WRITE US. 120 EAST
JAMES SINGLETON of Singleton Associates, 543 Atlanta Merchandise Mart, has been named southeastern sales representative for duCor, manufacturer of Fiberglas outdoor lounges, tables and chairs. Mr. Singleton will represent duCor in Georgia, North and South Carolina, Alabama, Tennessee, Mississippi, and West Virginia.

HARRY H. HAHN has been named to the newly created post of merchandising manager of Stanley Furniture Co. Mr. Hahn recently resigned as executive vice president and general manager of Rubenstein's of Oregon.

JOSEPH C. RYAN has been appointed director of sales and marketing for all divisions of the Newell Companies, including Newell Mfg. Co., Western Newell Mfg. Co., Drapery Hardware Mfg. Co., Angevine Co., and Silent Gliss, Inc.

WILLIAM Y. ANDERSON has been appointed manufacturing manager for Stow & Davis Furniture Co.

IRVING ZWEIG, of Zweig Associates, has been named sales representative for Ross & Roberts Sales Co., Inc., for New York City, Long Island, and northern New Jersey.

(Continued on page 36)

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Laminate eliminates the costly use and maintenance of linens on your tables.

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Is a high pressure melamine laminate made to NEMA specifications. Is unaffected by: cigar burns, alcohol, fruit juices, boiling water.

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NATIONAL HOTEL EXPOSITION, COLISEUM, NEW YORK, N.Y.
NOV. 9-12, 1964 BOOTHS 59-60-61

Circle No. 30 on product information card
Grand scale elegance in Grand Bahama: carpet by Barwick

To bring tropical splendor indoors, Barwick Mills' Consultant Henry End, A.I.D., I.D.I., lavished the floors of the posh Lucayan Beach Hotel with fabulous carpet from Barwick Mills' Contract Divisions. Gracing the spacious lobby (above), an exotic floral-patterned carpet, custom-crafted by Leonardo . . . a rich, plush area rug that captures imagination and practicality into lasting beauty. For the luxurious guest rooms and lanai suites . . . luxurious Barwick carpet in radiant, enduring solid colors . . . promising years and years of satisfactory service. Why not let us help you achieve magnificent interiors? Whether you require a hand-tufted custom creation or prefer to choose from endless existing designs . . . find them all at Barwick. For samples and information, write Barwick’s Contract Division, or . . .

Carpets by

A DIVISION OF E.T. BARWICK MILLS, INC., CHAMBLEE, GEORGIA

Circle No. 31 on product information card
THOMAS O’LEARY has been appointed manager of the San Francisco branch of F. Schumacher & Co. GARY WAGNER replaces him as manager of Schumacher’s Seattle office.

CHARLES A. WILLIAMS has been named vice-president in charge of purchasing of Corry Jamestown Corp.

LETTITIA BALDRIKE, director of merchandising services for the Merchandise Mart, will form her own consulting service, Letitia Baldridge Enterprises. She will continue to act as consultant for the Mart.

ARTHUR L. MARGOLIS, executive vice-president of Dearborn Co., was elected vice-chairman of the Dallas Market Center’s Furniture Board of Governors. JOHN K. BOARDMAN, JR., president of Sam Moore Industries, DON H. FLANDERS, president of Flanders Mfg. Co., and MARK STEVENSON, sales manager of Heywood-Wakefield Co. were named members of the advisory board.

DAN MEYERSON and NORMAN RIPANS are Gold Medal Folding Furniture Co. representatives in New York City, Long Island, Westchester, New Jersey, western Pennsylvania, Maryland, Delaware, and Washington, D.C.

David M. Diltz has been appointed president of No-Sag Spring Co., a subsidiary of American Metal Products Co. Mr. Diltz succeeds GORDON J. BIRGBAUER, who has assumed the post of chairman of the board of No-Sag Spring Co.

RICHARD J. SMITH has been appointed sales representative of Howell contract furniture in Ohio, northern Indiana, and southern Michigan.

SIDNEY KANNE has been named southeast regional sales manager for Shelby Williams Industries and will be in charge of the Atlanta showroom in the Decorative Arts Center.

JOHN C. HANLEY has been named sales-product coordinator of Union Carbide Corp.’s fabrics and fibers department. DONALD J. PROVENZANO has been named contract sales representative of the same department.

JOHN M. ROUGHAN has been promoted to the new post of supervisor of contract carpet and special projects by Chemstrand Co.

JOHN A. BOYCE and ROBERT W. RUBMAN were elected secretary and treasurer of I.S.D., Inc.

Write for design book

Marie Graber’s Gamma book of ideas for decorating windows. All new, enlarged edition. For your copy, send your name and address to Dept. D

Circle No. 32 on product information card
INTRODUCING
THE ARISTOCRAT OF WALL DECORATION

Vinyl Royal Wall Cloth
NOW BEING SHOWN BY BETTER DECORATORS

Circle No. 33 on product information card

OCTOBER 1964
IT'S LATER THAN YOU THINK!
... because our big annual Directory and Buying Guide is now in preparation.

The annual CONTRACT DIRECTORY, published in January, is an information-packed product "bible" for the nation's leading buyers, specifiers, and users of commercial/institutional furnishings.

TO RECEIVE THIS DIRECTORY: Be sure to bring your subscription to CONTRACT up to date.

CONTRACT NEWS

KRUEGER METAL PRODUCTS Co. has completed new folding chair plant facilities at Tupelo, Mississippi, housed in a 60,000 square foot factory and office building.

AMERICAN INSTITUTE OF INTERIOR DESIGNERS (AID), New York Chapter, has moved to 979 Third Avenue, New York City.

COHN-HALL-MARX Co. has established a new contract department as part of its Comark Plastic Division, which manufactures Nynarre, nylon/vinyl upholstery and wallcovering fabric.

THAI BOK FABRICS has been appointed exclusive trade representative in New York for FALSTAFF FABRICS' new Garden Collection of six floral prints on casements, linens, cottons, and velvets.

CARAVELLETE CARPETS, LTD. has been formed to manufacture tufted carpets in the Canadian market. The new project is a joint venture of COURTAULDS CARPETS of Canada, and CABIN CRAFTS, Dalton, Ga.

METROPOLITAN FURNITURE CORP. has acquired Gall Furniture Manufacturing Co. of Oakland. The newly acquired firm will continue to operate under the same management, under the name of the Gall Furniture Corp.

C. W. Stockwell Co. is moving to a new building at 320 N. Madison Ave., Los Angeles, Calif. The Stockwell decorator showroom will continue at 103 S. Robertson Blvd., and showrooms will be maintained in Beverly Hills, Pasadena, and San Francisco.

CONSOLIDATED FURNITURE INDUSTRIES of Houston, Texas, has been purchased by Louis Mandell and Jerry Bertram, who are also owners of Sherman-Bertram Inc., Restwell Mfg. Co., and California Chair Co.

FORMICA CORP. is completing a large-scale expansion of its laminated plastic manufacturing facilities in Evendale, Ohio. The plant expansion increases plant space by 20 percent and is expected to increase output capacity by 25 percent.

F. SCHUMACHER & Co. has broken ground for a new building to house its fabric distribution center in the Diamond State Industrial Park Newark, Delaware. The move from New York City to Delaware is planned for January, 1965 (Continued on page 40)
Put plenty of stationery in these Kent-Coffey desks. Your rooms will be something to write home about.

Carriage Trade

Your guest is a special breed, a paradox. He wants to enter a whole new world. But he wants that world to give him an "at home" feeling. Carriage Trade, crafted in the Colonial tradition, invites a guest like a cheerful hearth. Tempo, clean as a whistle and the best of Modern, flatters his good taste. There's not a Contract "look" in a roomful of Kent-Coffey.

Carriage Trade in cherry veneers, distressed Fruitwood finish. Tempo in specially-cut walnut veneers.

Both with Penityte plastic tops. Both with telescopic multi-purpose wall units. Adjustable leg permits desk area to face left or right.

KENT-COFFEY CONTRACT DIVISION KENT-COFFEY MANUFACTURING CO., LENOIR, N. C.

Write today for complete Contract brochures, presenting Carriage Trade, Tempo, and Impresa.

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C. H. Masland & Sons has announced the purchase of nearly all the Wilton contract carpet patterns formerly owned by Archibald Holmes & Son.

Fixtures Mfg. Corp., expanding its contract coverage into Texas and Oklahoma, has named Goldblatt Associates, Dallas to represent the firm in the two states.

Virco Mfg. Corp. has completed its new $1,000,000 distribution center, which houses the national and Los Angeles division sales offices, a product showroom, and increases capacity for warehousing. Delkay Plastics, a wholly owned Virco subsidiary, is also using the new distribution center.

Institutional Market Sales Development Corp. has established a market and product evaluation service specializing in the contract furniture and furnishings field. A brochure on the new service can be obtained from the firm at 400 Madison Ave., New York City.

Seaboard Furniture Corp. has moved to Space 1704, Home Furnishings Mart, 205 Lexington Avenue, New York City, and will maintain an exhibit on the ground floor. Seaboard’s warehouse and factory are in Woodside, Long Island, New York.

Dehner Co., Chicago and St. Louis, will be the middle west distributors of Vitalon Antique Patent and Gluv Soft Vitalon 55 vinyl upholstery products of the Barash Co.

Prenosil Co., Detroit, has been appointed distributor for Colovin vinyl upholstery fabric manufactured by Columbus Coated Fabrics Co.

Art Woodwork Ltd., Montreal, has been purchased by Sunshine Office Equipment Ltd, Waterloo, Ontario.

Robert Allen Fabrics has opened a new showroom on the 15th floor of the Decoration & Design Building, 979 Third Avenue, New York City. An extensive line of upholstery fabrics will be displayed for commercial/institutional application.

Correction
The Space Design Group (not JFN Associates should have been credited as the designer of the Scripps-Howard offices in the Pan Am Products Showcase caption on page 108 of our September issue. The caption describes a handsome Freder Lunning lighting fixture which SDG specified for the installation.

from these 6 squares... 6,000 combinations are possible!

The mathematics \( P = N! \times 4^4 \) illustrates the enormous flexibility possible in the creation of individual ceramic mural walls, using our new Ceramic Design Palettes.

The 18" square units shown represent only one of many design families. Each of these families can be composed in an infinite number of ways and produced in many rich clay colors or stoneware glazes.

Ceramic Design Palettes provide the designer with a broad new scope of expression for important walls, in a medium which will endure the physical and esthetic tests of time.

Visit our showrooms. Write for brochure.

DESIGN-TECHNICS
7 East 53rd Street, New York, N. Y.
For imaginative new ideas in color coordinating commercial interiors, see the more than 85 design-oriented colors and patterns in Textolite laminated plastic—including new Gold Mist Solid, Honey Teak, and Champagne Royale shown here. They're durable, beautiful, so easy to clean and maintain.

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Circle No. 37 on product information card
The beauty of it all...Federan trio

Our three new exclusives—Frontenac*, Barley Cloth*, and Llama Continental* are now correlated in colors and in textures to blend with each other.

Every designer will respond to the creative possibilities of the Federan Trio. Each of the Trio's fabrics features an array of up to the minute decorator colors, that have been enthusiastically accepted by designers throughout the country. If you develop a monochromatic scheme using the Trio's fabrics the color values will blend impeccably. Analogous or complementary schemes offer particularly dramatic harmonies. The Federan Trio opens up exciting design potentials, broadens your selling concept, inspires thrilling color and texture groupings.

Frontenac, a classic provincial design is a luxury expanded vinyl—looks almost woven, it's so deep-textured and flexible. (10 colors). Barley Cloth is an original homespun pattern with a realistic, woven-thread design. (15 colors). Completing the Trio is Llama Continental, a leather-grained expanded vinyl, with a unique matte finish, that is characterized by exceptional endurance and workability. (18 colors).

Federan Trio is available nationwide through distributors listed on opposite page. Or, call the man from Federan 212 MU 2-6700.

Airco Plastics Products
A division of Air Reduction Company, Incorporated
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CALENDAR


1965


March 11. Contract Seminar. Western Merchandise Mart, San Francisco. The 1965 session will be a morning workshop on contract industry problems, co-sponsored by the Mart and CONTRACT Magazine. For details, write to Robert Zinkhon, Western Merchandise Mart, 1355 Market Street, San Francisco 3, Cal.
Here is the unmistakable look of elegance... the irresistible look of beauty... the assuring look of quality that Drexel can give you. In Esperanto, Drexel captures all of the brightness, airiness and color of the Mediterranean spirit... opening the way to new interior design excitement. In addition to the more than 70 Esperanto living, dining and bedroom items for the home, such pieces as dresser-desks, consoles and luggage benches, designed with durable tops of Formica® laminated plastic, are made to take all kinds of wear and still look beautiful. Made by Drexel and sold by Robey. Esperanto brings a dramatically new and desirable atmosphere to hotel/motel guest rooms. Contact Robey today for the name of your authorized dealer.

Robey is the Contract and Development Department of Drexel Enterprises, Inc. which includes Drexel Furniture Company, Heritage Furniture Company and Southern Desk Company.

*Trademark Formica Corporation
THE hotel industry must make some tough decisions in the coming period. American Hotel & Motel Association, while recognizing that in some types of establishments business is excellent, believes that the entire trade is being hurt by antiquated and unprofitable operations—they make both management and guest very unhappy. AH&MA is convinced that now is the time for either/or decisions. Either refurbish the older hotel or motel thoroughly (it's been proved that half-hearted, penny-pinching jobs do not bring the requisite increase in business). Or—convert to housing the aged, offices, student dormitory, religious seminary, or any number of other possibilities. AH&MA is sure that things won't change of their own accord; rooms that have been empty won't suddenly fill up unless an important investment is made. (See the story on the Southern Hotel, Baltimore, as an example of what should and what can be done.) As Harold Bock, chairman of the National Hotel & Motel Exposition, pointed out recently, management of an existing chain or of a single hotel can take its fate into its own hand by doing a shrewd job of renovation and promotion, as the Sheraton chain, of which he is an official, has done. There's no better way to initiate the design program than at the hotel show at New York's Coliseum next month, November 9-12. It will offer a huge array of products and ideas that the contract designer and hotel man can take advantage of in improving business. (C)
In this seventh presentation of the Room of Tomorrow, for the first time an architectural concept is used; it serves as a design springboard for the detailing, as well as in the floor plan. A. Epstein and Sons, Inc., one of the largest architectural and engineering firms in the country, designed the shell of this unit with specially fabricated lop-sided steel bents. The interiors of the 1965 Room of Tomorrow, showing November 9-12 at the National Hotel-Motel Exposition at the Coliseum in New York City, represent the work of Richard Himmel, AID, nationally known for practical yet lively hotel interiors. Four rooms and three baths represent different types of easily kept-up hotel-motel quarters.

The Air Wait Room, a one-night stand for the stop-over traveler, is planned to meet the minimum requirements of one weary person. The Family Room, smaller than a suite but larger than the usual single room, uses storage furniture to separate a long room into parents’ and children’s sleeping areas. The Executive Room has commodious accommodations for two that include “his” and “her” baths. The Sample Room is for the traveling salesman or executive, with areas to exhibit wares, hold conferences, and entertain and may easily be joined to a neighboring bedroom to make a suite.
THE FAMILY ROOM meets the need for parents with children who are too small for separate rooms, but satisfies the privacy needs for each age group. The super-sized bed—not a carpet—has rounded corners for walk room. Sliding doors separate this room from the living-dining area. Here, the sofa opens out to comfortably sleep two. Night tables and storage units of steel are faced in rosewood laminates and ebony and natural leather finishes. Lighting is very complete; the pin-up lamps are inexpensive to install but give a custom effect because the cords are covered by metal strips. As in all rooms, the "arches motif" is repeated in hardware, lighting, pillows, bedspreads.

THE AIR WAIT ROOM (below and across page), designed for the minimum requirements of one person, has luxury overtones. Green, orange, and turquoise give bounce to the travel-weary guest. The wall-bed and steel shelf unit suspended on poles make up a versatile free-standing group. The other case piece houses a TV set and desk, and also has Parkwood laminated tops, is within a pole system, and has the same pivoting, hooded lights. The view, left, is seen through exhibition barriers.
THE EXECUTIVE ROOM follows the trend of replacing the suite with one luxury room and often, as here, with separate baths. Featured are extra-long adjustable twin beds. The desk-TV-dresser unit is faced in Parchment laminate, scored on vertical facings in a diamond pattern; the same treatment is used in the “his” bath where the material also faces the tub-shower enclosure. Unbreakable glass is on the shower door. In the sitting area, painting conceals an iron and ironing board. Window treatment is designed for privacy. The sofa is covered in an easily maintained vinyl upholstery.
THE SAMPLE ROOM was conceived for the salesman-executive with accommodations for showing wares, holding conferences, entertainment, and sleeping. This practical room may also serve the general public, or even as the living room of a suite. Easy maintenance comes with the acrylic fiber carpeting, vinyl flooring, laminated surfaces, and wipe-clean walls and vinyl panels. The bath is masculine, with teak counters and avocado green vinyl wallcovering.
18th CENTURY FORMAL DINING TERRACE recalls the gracious plantation dining rooms associated with the antebellum South. White is the major color, generously used in furnishings and architectural elements. White lacquered chairs, by Chairmasters, are upholstered in white Naugahyde, over which is hand-screened, by Facade, a specially designed pattern by Everett Brown that matches the formal damask table linens from James G. Hardy.

DESIGNS FOR DINING: A QUARTET OF SETTINGS BY EVERETT BROWN CENTERS ON HISTORICAL THEME—FOUR CENTURIES OF WINING AND DINING OUT IN AMERICA—RANGING FROM COLONIAL TO CONTEMPORARY

Most designers approach restaurant projects today much like a Missouri mule—there is no pride of ancestry and no hope for posterity.” So stated Everett Brown, a designer with strong opinions on the field he has served successfully for a number of years and creator of this year’s Designs for Dining, a major exhibit at next month’s National Hotel & Motel Exposition in New York City. Deploiring the work in the restaurant design field, Brown maintains there is a lack of awareness on the part of most designers that the average public craves good but familiar elements, and in an attempt to create something “different,” they show little restraint in design and use too many sources of supply. The result, he says, is an incongruous hodge-podge that violates rules of good design and good taste.

This year’s Designs for Dining is thematically titled “Four Centuries of Dining and Wining out in America.” The settings, designed by Everett Brown, are a 17th Century tavern, an 18th Century formal dining terrace, a 19th Century parfait parlor, and a 20th Century cocktail lounge. Brown based his design theme on a combination of heritage, tradition, and background for each setting, and then relied on modern, technologically improved materials (an anachronism perhaps, but decidedly practical) to assure the re
20th CENTURY COCKTAIL LOUNGE, a take-off on today's fast-moving jet travel, is centered around a platform that seemingly floats in space, with furniture, fabrics, table appointments, and bold colors supporting the theme. Walls are covered in black Naugahyde, over which are hand-screened dragon medallions designed and executed by Facade. The raised platform is carpeted in an emerald green from Barwick; around the base is Amtico's Barcelona pattern—a bed of white river pebbles set in mortar. Starflux mirrors by American-St. Gobain reflect the aerleon columns which are sheathed in Winfield's metal foil plasticized paper. Chairs, by Chairmasters, are finished in a glowing metallic lacquer. White Formica table tops are set with blue yarn-dyed crash linen cocktail napkins and coasters by Hardy.

Everett Brown

aurateur a high degree of functional performance in his day-to-day operations. Naugahyde and Formica, for instance, were selected for their durability and in patterns appropriate to the motifs of the rooms.

Because Designs for Dining is a sponsored exhibit, Brown was necessarily limited to the sources of the supply he could use—that is, those manufacturers financing the project. This proved no handicap at all, he said; each supplier was extremely cooperative, and, as Brown pointed out, manufacturers of repute have good standard items that require, at best, minimal changes. Most of the furnishings specified came from stock lines, many of them from new lines which will be introduced at the Exposition. Antico, for instance, approached Brown with its new Fall collection, and several exciting patterns were selected for Designs for Dining. Stock colors from the Naugahyde collection proved ideal backgrounds for the special designs created by Brown and produced in silk-screen by Facade and Bowen. Only one Chairmasters chair required a change: the back of a standard dining chair was slightly elongated. Chairmasters is now planning to carry this modified version as a stock item. The quartet of rooms designed by Everett Brown and sponsor list are previewed on these three pages. (C)
19th CENTURY PARFAIT PARLOR is recreated to showcase design ideas for today's coffee shop, in a setting highlighted by Barwick's garnet red carpet, pink and white Formica counter, and Naugahyde wallcoverings, hand-flocked by Facade.

17th CENTURY TAVERN was inspired by early Colonial America and simulates the public ale and wine houses so popular along the old post roads. The entrance arch, faced with Amtico's stencil design in green and gold on wood vinyl, complements the room's color scheme of amber and beige with white accents. The Chairmasters chairs, with extra high backs, are a dull dark walnut finish on oak.

SPONSORS

Amtico Vinyl & Rubber Div.: vinyl floor coverings, wallcoverings.
Chairmasters: chairs, tables, bases, counters, buffets, banquettes, counter stools, serving carts, serving etagere, wine compartment.
Formica Corp.: wallcoverings, counter and table tops, buffet top and facing, serving cart top, etagere shelves, wall and door inserts in 17th Century interior, wallcovering in 19th Century interior, aisle.
International Silver Co.: silver flatware and holloware.
Jackson Vitrified China Co.: chinaware.
Klingle Bros.: stage lighting.
Libbey Products, Owens-Illinois: glassware and glass accessories.
Tekni-Kraft: Taylor freezer ice cream dispenser.
U. S. Rubber Co.: Naugahyde upholstery, wallcoverings in 19th and 20th Century interiors, walk-through aisle, Kylon latex foam rubber cushioning.

ASSOCIATE SPONSORS

Artes de Mexico: torch light, chandelier, en mirror in 17th Century interior, Spanish lanterns in walk-through aisle.
American-St. Gobain: Starlux mirrored wall panels in 20th Century interior.
Louis Bowen, Inc.: hand-flocked Naugahyde in walk-through aisle.
Facade by Paul, Inc.: hand-screened Naugahyde.
Robert Salem: dome lighting fixture in 20th Century interior.
Charles Winston & Co.: cut crystal wall brackets in 18th Century interior.
THE 49th ANNUAL SHOW, WHICH WILL TAKE PLACE THIS YEAR FROM NOVEMBER 9 TO 12, WILL FEATURE HUNDREDS OF EXHIBITS, AS WELL AS TWO MAJOR INSTITUTIONAL DISPLAYS, ROOM OF TOMORROW AND DESIGNS FOR DINING.

A LIST OF CONTRACT FURNISHING EXHIBITORS FOLLOWS.

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PRODUCT PREVIEW: A ROUND-UP OF FURNITURE AND FURNISHINGS WHICH WILL BE FEATURED AT THE NATIONAL HOTEL & MOTEL EXPOSITION NEXT MONTH—MANY ITEMS FROM NEW CONTRACT COLLECTIONS

HOOKER'S new V.I.P. line (above) was designed to offer a well-built flexible group with sleek modern styling. All pieces have high pressure plastic laminates on top surfaces, and walnut veneers have been hand-rubbed to give the bodies a custom look. Construction features include dovetailing and dust bottoms between drawers; all frames are well balanced and supported. Circle No. 56.

THONET's two metal chairs (above right), part of a collection of six dining chairs, come in a variety of plastic or soft fabric upholsteries. Durable steel legs are finished in polished-chrome plate. Any one of the group is equally suitable for use in reception room, lounge, or office. Circle No. 93.

TASSEL: New wall furniture has fully adjustable mounting on 16"-on-center wall track. Cabinets, with hinged or sliding doors, are finished inside and out with G.E.'s Textolite; drawers have heavy-duty steel slides with nylon ballbearing wheels. Pieces in this line have luggage racks; other units are entirely mounted on poles. Circle No. 40.
MUeller Furniture Corp. introduces its upholstered bench series with mirror or satin chrome base. The all foam-rubber seat cushion comes with buttonless biscuit tufting. Bench is available in a number of sizes and fabrics. Circle No. 118. Tropitone Furniture has new dining table with convex sides, seating six for outdoor patio use in hotels, motels, clubs, and houses. It is 60” long and 30-36” wide. The top can be either Triton, which Tropitone recommends where freedom from breakage and injury are essential, or rough-smooth glass. Circle No. 58.

Chicago Hardware Foundry shows three new seating styles (right). Armchair, also available untufted, can be used with any standard CHF base. Sculptured chair comes plain (shown), channeled, or with diamond tufted back in a wide range of coverings; other base operations available. Three-seat settee comes also in two-seat model, has plain or biscuit tufting, with or without arms, and aluminum or solid bronze base. All these pieces coordinate with other CHF products. Circle No. 24.
GASSER shows two new lounge chairs (below). The dining-lounge chair with diamond tufted back has standard features of 100% foam cushioning, color anodized aluminum frame, and swivel-seat base. The V.I.P. model (below right), comes with foam-rubber seat and back. Diamond tufted, plain, or various decorative upholstery is available. Fabricated swivel aluminum swirl base can be anodized in gold, black, or walnut color. A torsion bar, rocker-swivel assembly, is optional. Circle No. 89.

TROY SUNSHADE introduces new modular furniture system called Modulus. The chair (top), with a comfortable back curve, gangs with others—with or without arms—with only one leg between chairs. A low table also may be fitted in. Chair frame is engineered from 18 gauge steel tubing; joints are mitered and welded. Available in mirror chromed steel (shown) or enamel finish, it is upholstered to customer's specifications. The walnut arm-caps have hand-oiled finish. Circle No. 8.

BATES FABRICS' bedspread Symmetry features textured lattice pattern. An inexpensive cover, it is non-wrinkling and wash and tumble dry, all colors are fast. Comes with shag border. Circle No. 117.

HOWARD MILLER CLOCK CO.; two mirrors (near left), distinguished by their simplicity of line, are representative of the new Umanoff designs in the Meridian group. Both of solid, oiled walnut, they have deep-set quarter-inch plate glass. The 36½" arch mirror, 15½" high by 3" deep, also comes in a smaller size. The other one, with a modified pediment of Federal period derivation, is 30½" by 12½" by 3". Circle No. 119.

STANDARD COATED PRODUCTS wall covering Tortoise Shell (far left) is a brown, black, and gold pattern that gets a subtle texture from the fabric backing. The washable Sanitas vinyl comes pretrimmed 24" wide and is easily applied on smooth wall surfaces. Circle No. 73.

IRON-A-WAY conceals a built-in ironing board unit behind a picture-mounted panel (left); unit consists of built-in ironing board, sleeve board, and an iron convertible to steam with a safety cut-off. When door closes, there is an additional safety cut-off. Circle No. 120.
BEAUTYCRAFT's deuctette unit, the Diplomat, turns with the press of a foot lever from a sophisticated couch into a previously made-up bed—after removing the custom fitted coverlet. Pillows store beneath bolster during the day. Its simple styling makes it welcome in both traditional and contemporary settings. Circle No. 14.

ACME NATIONAL SALES CO. has a 2-cu.-ft. refrigerator/bar called the Hostess. Freezer holds three full-size ice trays, is compressor operated, and accommodates quart-size bottles. Choice of 6 solid and wood-grained finishes. Circle No. 121.

BUCKSTAFF CO. has updated its old bar stool by extending the arms (right). Its seat is available in swivel- and-return or stationary models, handhold is optional feature, and rungs are well-protected from wear. Far right is upholstered shell-back arm chair with a high back and channeled upholstery. It swivels 360° on a steel column; base is cast bronze with satin or polished aluminum or bronze finish (column has plated finish to match base). Circle No. 102.

KROEHLER has adopted the residential group Del Morro (below right) for contract use by making all pieces off-the-floor and covering tops with their Can't Mar finish. Made from walnut veneers and pecan solids, the group draws on architectural elements from the Renaissance with Medieval detailing for its distinctive appearance. Circle No. 122.
KING ARTHUR's swivel bar stool (above), in seat heights from 22 to 35 inches, is fully upholstered; choice of vinyl fabrics and wood finishes. Circle No. 61.

BELA DIV. offers oval-back chairs (above left) that stack ten high, comfortably foam-cushioned and upholstered in Naugahyde. The square tubular frames come in enameled colors, or plated in chrome or bronze. Circle No. 123.

FIXTURES MFG. introduces two new models (left). Astro compact with leather grain molded thermoplastic seat is designed to take many optional features, such as book racks, tablet arms. Square tube counter stool is available in a number of finishes, upholstery fabrics. Circle No. 109.

LIGHTOLIER: Fixtures in large photo below frame mirror with baguette-patterned crystal. One, two, and three-light units can be mounted vertically or horizontally. Other variations include a detailed flowing gold-leaf design in solid cast brass; a trio of etched frosted glass tulip shades accented with solid brass castings. Circle No. 124.
STAKMORE’s functional armchair is a well-stacked item (above) that adds a special vinyl edging at contact points to guard against chipping. Its upholstered seat and back are set in an all-wood frame, protected by a thermocure baked finish. Another Stakmore model, with a gently curved spoon back, is also available as a folding chair, the mechanism completely hidden from sight. Circle No. 125.

NESSEN: Specified by Richard Himmel for this year’s Room of Tomorrow, this unbreakable lamp table (above, far right) measures 50 inches over-all, has a 14-inch Plexiglas table, and a molded Fiberglas dome. Circle No. 63.

FINESSE ORIGINALS: Two original designs, Wine Festival Fountain and Horsemen, are constructed of lightweight hand-cast fiber glass reinforced resins and are hand finished. The wall sculptures, which may be ordered in color specifications to match swatches at no extra cost, are quite large, yet unbreakable. Circle No. 126.

PATRICIAN FURNITURE: The new Grand Prix seating collection can fit almost any area requirement: in addition to the single armchair, the line offers three and four cushion sofas and a circular table based upon the same leg system. Circle No. 5.
THE OLD REGENCY ELEGANCE greets the guest as he enters the lobby. To the right of the registration desk, a little-used seating area was turned into the Palm Court, where cocktails and light luncheons are now being served. The white marble floor in the lobby is partly covered with Spanish, hand-knitted wool carpets from Treganowan. Some of their colors—the gray-beige, burnt orange, and gold—are picked up on the wall and ceiling, pillars, and on the architectural moldings. The chandelier and the torchieres at the entrance to the Court were made by Metropolitan Lighting Fixture Co., Inc. In the small grouping in the foreground are Wycombe-Meyer desk and side chairs, and behind is an antique console from Meredith Galleries, Inc.

SOUTHERN HOTEL, BALTIMORE: AN OLD HOTEL THAT HAD LOST STATUS REGAINS PRESTIGE AND PROFITABILITY THROUGH THE MINISTRATIONS OF ELLEN LEHMAN McCLUSKEY

In the Southern Hotel, Baltimore, Ellen Lehman McCluskey, FAID, has performed a minor miracle, transforming a seedy hotel into a sparkling example of American Regency. Faced with a lobby and public rooms where all traces of elegance had long been covered with shiny green paint, guestrooms where furniture was old and baryx, Mrs. McCluskey endowed the old hotel with a personality no one ever dreamt it possessed by developing new colors, new decorative motifs, and new guest facilities. Business has doubled at that hotel since the renovation.

To bring the original architectural elements and ornamentation in the public rooms, she had ceilings and walls painted a warm greige, with the ornate moldings picked out in gold. Crystal chandeliers and potted palms convey a fin de siecle feeling. In the lobby, a white marble floor is partially covered with three large Spanish hand-knitted wool carpets, gray-beige, burnt orange, chartreuse, and gold, with a Regency border and center motif taken from the architectural details of the room’s columns, walls, and ceiling. A new Palm Court opens off the lobby, in what was formerly waste space.

Focal point of the Palm Court is a large center fountain with a classic Greek figure standing in a seashell. Banquettes, upholstered in pumpkin surround the fountain, standing on a black-and-white vinyl floor. Walls echo the greige and gold of the lobby, and crystal wall brackets and table hurricane lamps cast a soft, diffused glow flattering to women guests.

Alternating color schemes are used in the bedrooms at the Southern, so that the guest who takes two rooms enjoys variety in decor. The change in decor is complete, from a non-descript clutter of furnishings to well-planned, coordinated, and inviting interiors. A typical bedroom has twin beds with a mahogany desk between...
MK PALM COURT continues the period atmosphere of the lobby with greige draperies that have rust and gunmetal borders. Attention is drawn to the center of the room, which is graced with a fountain topped with a Greek classic figure. In the background, the cigar and magazine and was redesigned to operate much more efficiently, and it has been strikingly surrounded with Regency decor. Austrian cloth shades—here and throughout the hotel—and drapery taped in House of Verde borders from Contour Drapery and Furniture Co. The chairs, tables, and banquettes were made by Chairmasters; the statue, from Erkins Studio. Ceiling lighting is from N L Corp. An elevator landing (right) shows typical handling of the doors and walls. These classic ornamental sconces are throughout the corridors and are from House of Verde. Other furnishers are Kaye’s Karpets, Inc. and Metropolitan Lighting & Suture Co., Inc.

IN THE DINING ROOM the handsome Regency architecture has been rejuvenated through the use of light colors, new mirrors, and period wall panels. A new fireplace from M. C. Corp. has been made the center of attraction. The House of Verde pumpkin-colored wall paper is graced with a Regency scroll design in gold that both adds warmth and charm and strikingly sets off the antique white and gold woodwork. Tables, chairs, and banquettes—upholstered in pumpkin vinyl—are from Chairmasters, Inc., and the orange is echoed in the carpet from National Theatre & Supply Co. Draperies and shades are from Drapery & Furnishure, Inc.
SOUTHERN HOTEL, BALTIMORE

them instead of a night table, so that writing space, a telephone, and two lamps for reading are all in one place for the guest’s convenience. Furniture in the room, including a triplicate chest of drawers/dressing table/baggage rack combination, a lamp table and a wood arm upholstered seat and back easy chair has a distressed mahogany finish. The small scale chair has an ottoman which may be used for additional seating, as may a stool in front of the desk. Pictures in the room are Federal Colonial in spirit with fruits, birds, apothecary jars, and sailing ships matted in the predominant color in the room.

The other typical bedroom scheme has burnt orange and white toile draperies with matching bed coverlets and dust ruffles. The bed wall and window wall are covered in matching toile wallpaper. The furnishings are the same as in the other bedroom.

There are also large executive suites designed for entertaining and corporate use with a spacious L-shaped living room made by combining two rooms into one. They have a bar and an adjoining dining-drinking area consisting of four low armless party chairs covered in a printed linen in dark blue with accents of rust, green and chartreuse. The bar stool seats are upholstered in russet vinyl. A large low table in blue lacquer may be used for cocktails or dining. There is also a seating area of sofas and chairs upholstered in the same linen print, beyond which is a working area with a sofa table, a desk, and a credenza. All furniture has a distressed mahogany finish. The carpet and the walls are teal color. The master bedroom of the suite is again most spacious, made so by combining two rooms into one. The color scheme is teal and white with accents of cherry and apricot. Two of the typical bedrooms adjoin the suite. (C)

TWO TYPICAL BEDROOM SCHEMES alternate down the halls to make a pleasant contrast when adjacent rooms are joined. One, the Toile Room, has burnt orange and white toile fabric and paper from Hexter. The greige carpet is from Kaye's Karpets, as are the floor coverings in all the guestrooms. Both of the typical rooms have a Hickory lounge chair; Clarence Veit has put distressed mahogany finishes throughout in all their dressers and desks. All lamps are from Robert Abbey. International suite baths are given an airy touch with Manuscreen's red and white Pennsylvania Dutch vinyl wallcovering.
THESE SHAGGY "BEFORE" ROOMS (right), sorry havens for the humbllest of travelers, were combined with neighboring rooms by knocking out a wall to create the suites. The Honeymoon Suite (above) and the Spindle Suite (below) both have corn-colored walls and greige carpets. Above, a green, teal, red, and gold floral pattern from Arthur H. Lee covers the bed and the Veil headboard; the gold dust ruffles are from Harben Paper & Fabrics. Cohama's regal red is on the Hickory wing and club chairs. Upholstered furniture in both rooms is from Clarence Veit; lamps, from Robert Abbey. In the other suite, turquoise spindles separate but do not stifle the space. Vertical lines are picked up in the red, blue, and gold striped draperies from Harben that have Schumacher's alabaster under-curtain. Sofa, stool, and club and side chairs are from Hickory, with Adams Vinyys' kid grain cherry on the side chair. A Boris Kroll fabric of blue, fuschia, olive, and white covers the club chairs, and a gold from Harben is on the sofa and the bed coverlets. Mirror is from D. Milch & Son, Inc.; prints in both rooms are from M. Blier. Photos by Henry S. Fullerton.
THE SOPHISTICATED MEANS OF HENRY END: PROFILE OF A DESIGNER, ENTREPRENEUR, MERCHANDISER WHO NEVER LOSES SIGHT OF THE BUSINESS END OF THE SITUATION. BY ANN DOUGLASS

HENRY END not only heads his own contract design firm, but he founded and now operates the International Design Centres in Miami and Los Angeles, is a design consultant, and has recently entered the marketing field.

The businessman in Henry End is the key to his broad success in the design field. In his recently published "Interiors Book of Hotels and Motor Hotels," Whitney Publications, Inc., he states the case for business fundamentals: "The interior designer . . . must recognize that he is dealing with guilt-edged clients who expect and will demand a businesslike approach, manner, and performance . . . The hotel management firm will quickly get rid of the interior designer who cannot match the architect, engineer, and builder in efficiency and [in] the business of meeting deadlines."

His work with architect Welton Becket, on Houston's new Hotel America, is typical of End's approach to the business of design. The first meetings of architect, client, and hotel owner established the requirements of size and type of room, as well as the general concept of design, and at this point they set up a working plan for collaboration throughout the assignment.

Rapport between architect and interior designer was immediately achieved because End in no way infringed on the architect's domain. Because all sketches eventually will be incorporated into the final set of blueprints, End has everyone in his office architect-trained, thereby assuring the architect and client professional drawings.

End deals with clients on an equally professional and businesslike basis. "Management likes to talk to management," he says. He assures a good relationship by maintaining close contact with all clients and by controlling the design concept of every assignment in all phases. He finds time to design only by limiting the number of assignments he will accept at any one time and by delegating the management of his own business firm to a trusted subordinate.

His design concepts, once accepted by client and architect, are passed on for implementation to the project designer. End, architect, and management then work out the business problems.

Budget, one of the primary matters on the agenda, is drawn for the interiors after the initial meeting where client and architect formulate the design concept. A complete preliminary budget is projected—prior to any selection or pu
Typical examples show the variety of Henry End's work: Miami's International Design Centre containing End's offices (right), Queensbury Hotel rejuvenation (left), International Design Centre at Los Angeles (above), graphics for his design firm (right), Lucayan Beach Hotel (below).
THE LUCAYAN BEACH HOTEL, on one of the largest Bahamian islands, Grand Bahama, is a luxurious resort complex accommodating 804 guests. Its main attraction, an elegant gaming room, sets the style of this hotel, only 90 miles from Miami.

Project coordinator Ned Oppenheim created an atmosphere of "informal, sophisticated elegance" that is indigenous with the island atmosphere—not another Miami Beach hotel. Lush colors and plants of the tropics have been brought inside. Any one particular decorative period was avoided; instead, an eclectic design combines such accents as antique consoles, blackamoors, and plantation shutters into a contemporary treatment.

The hotel includes a V-shaped guest wing where all rooms face either the ocean or man-made waterways, a casino, three bars, a night club, pool, international shopping arcade, health center; many outdoor recreational facilities cover the 27-acre site.

The largest dining room is the Lucayan Room (below) and seats 350. It is glass-enclosed so that diners may enjoy the views of the patios, garden, and
THE SOPHISTICATED MEANS OF HENRY END

chase of items—for client acceptance.

At this level, End obliges his client's business sense as well as asserts his artistic aims: the design is shown in the form of preliminary sketches or a model room. "What we consider is not just making an area—a guest room or a convention hall or a public room—simply attractive. We give it a merchandising quality. We give it what management knows as 'plus sales.' We are commercial artists using aesthetics to create added revenue for the client. Fads and styles—we are not concerned with them. We are deeply concerned with maintenance factors (the cause of high replacement) and the difficulty of getting adequate housekeeping. At the same time, we end with results which do not look purely utilitarian."

Though End's offices are in the Miami Design Centre, he maintains a sharp division between his activities as designer and those as landlord.

These Design Centres display products of several thousand large and small manufacturers where, without the harassment of salesmen, professional and consumer alike have the opportunity to see the items in well-designed settings.

To paraphrase End: in contrast to the Design Centres, furniture stores are nothing but a sea of furniture. Most showroom operations, though ostensibly closed to the public, are open to anyone calling himself a decorator: they sell merchandise in a crazy-quilt price structure, confuse the professional, and create mistrust on the part of the public. "Marketing and merchandising in the home furnishings field is archaic. Ten per cent less than retail is not wholesale. The industry must face facts: it is in need of a clean-up. Showrooms should be operated by manufacturers, not by real estate operators or ten-per-centers. The way they're run today, most showrooms are a phony operation." He believes the final solution depends upon legitimate showrooms.

At the second Centre, in Los Angeles, End finds: "a hunger to see well-designed products tastefully displayed in provocative settings." Both the Specifications Centres are consulted by hundreds of professionals. A broad design program too exists in Los Angeles, where forums, lectures, and other activities maintain consumer and professional awareness of the role of good design.

In hotel design, End sees the personality of a hotel as its chief asset. The Lucayan Beach Hotel on Grand Bahama Island and Houston's Hotel America, the two illustrated examples, show the diversity of End's design concepts. "Give 'em," he explodes with the impatience of a Harry Truman, "strong, indigenous character. "Too often in new construction, the designer gets only what is left after the building is up and the mechanical equipment purchased. But in remodeling the designer is king, and this provides him with the precious opportunity for demonstrating that an interior design budget
THE QUEENSBURY HOTEL, Glens Falls, N.Y., was a remodeling project for that city’s most important hotel. The client was conservative and insisted that the old quality and elegant appearance be retained. A limited budget did much to dictate the plans for refurbishing. The interiors had strong architectural elements which were left intact; to keep an appropriate setting, yet bring in a feeling of openness and light, all woodwork was painted white. Much of the original furnishings were kept—including the carpet and dining chairs. In the lobby (top) a new color scheme—gray beige, charcoal, and white—keeps the elegance. The expanse of drapery gives the area more scale and also disguises some dated window detail. Over-scaled floor lamps give a touch of drama. In the dining room, new drapery and wallcovering lends the room a new flair. Since remodeling, occupancy has increased 35%, and 8 times more business is reported in the new bar.

THE SOPHISTICATED MEANS OF HENRY END

can be more exact than that which management has come to expect from architects and engineers.”

But does remodeling pay? “It does when it brings more people into the hotel and enables management to cater to them more efficiently.”

At the Plaza, an assignment currently in progress, End recalls that in 1943, when the Hilton chain bought the New York hotel, a refurbishing program was launched. Conrad Hilton ran into stern looks from old-time residents every time he touched a plant or started to make the slightest change. End, aware that year-round residents mean year-round revenue, did not jeopardize what already was considered adequate, for the aim of rejuvenation should be to produce added revenue. The Plaza management cautioned against altering the service out front at the guest level, but agreed to extensive automation behind the scenes. Budgets rarely allow for new “drama”; in most cases, even where there is a major architectural addition, the new design must be consistent with the old. The designer must evaluate what existing atmosphere is worth retaining, and whenever feasible, believes End, the furnishing and equipment should be retained.

Though his approach to assignments is to accept those he finds challenging, regardless of size, his approach to fees is all business. End establishes fixed patterns: for a 100-room hotel the fee should be 10 percent of the cost of furnishing the guestrooms and 15 percent of what
HOTEL AMERICA, Houston, Texas, reflects the collaboration of End and architect Welton Becket. Joined to a 21-story office building, the 325 guestrooms and suites are tailored to the sophisticated business traveler. The lower lobby, with colors of ebony, ivory, and watermelon, establishes the style of the hotel. Suites are designed for luxury, but avoid an over-decorated look. The Rendezvous Room (left) features walnut and cafe au lait tones.


It takes to complete the public areas. For a 300-room hotel there is the same amount of work; even though the public spaces might be larger, the design is not more difficult. Here, he would charge seven percent of the total cost.

For End, the role of consultant per se is not new. What is new is his entry into the field of marketing as a consultant in contract sales for manufacturers who seek a more concrete sales program. These activities are directed toward manufacturers who have not fully realized the merchandising potentiality of the contract market. He states that the new specifiers and purchasers, who carry no inventory but are responsible for a large volume of business, are little understood by the manufacturers. End's approach to clients is not to sell a product, but to create a special image in the mind of specifiers and purchasers: that the manufacturer has approached the institutional market through in-depth research and with complete understanding of the contract market.

In approaching the challenge of "rejuvenating the obsolete," End makes the point that he does not believe in destroying something just because it is old. There is much to be said for the old, he contends, that the new can never replace. He believes that the test, whether applied to designing, remodeling, merchandising, or marketing, is to create, either from inception or from ruins, what will ultimately have "cash register impact" for his clients. (C)
COFFEE SHOP (right) at the elegant Doral Park is thematically highlighted with a huge Tattersfield mural and furnished with Brower and Chairmasters furniture, patterned Karagheusian carpeting. The elegant 19th Century theme is repeated in the bar (above), with its stylized chandelier, brass footrail, and upholstered Chairmasters chairs. Small but tastefully detailed circular lobby (left) features an enormous custom-made crystal and bronze chandelier by Greene Bros., formal patterned wallpaper by Verde on elevator walls, and City Knickerbocker sconces.
The Doral Park, on Park Avenue and 38th Street in the heart of New York's fashionable Murray Hill district, is an exclusive residential hotel on which a posh job of renovation has been performed, from the small but tastefully decorated lobby on the street level right on up to the guestrooms. Tom Lee Ltd., internationally known design firm specializing in hotels, has managed to recapture the grace and charm of a by-gone era, enriching the hotel with an elegance that harks back to the amenities of the 19th Century. A number of antiques add to the atmosphere, such as the authentic glass lamp shades in the lighting fixture over the bar. An exceptional piece of custom work is the tremendous hand-painted mural, designed and executed by Shirley Tattersfield Associates, that spans a long wall in the delightful coffee shop. The colorful mural nostalgically depicts the upper class Murray Hill neighborhood during its heyday a century ago, with its wonderful town houses, fanlike doorways, and backyard mews, a few of which still exist in parts of the area that have miraculously so far escaped the renewal projects so prevalent in many old residential areas.
Laminate technique
Tabletops at the Caribbean Pavilion at the New York World's Fair are made from a colorful screen print that has been embedded in high pressure melamine laminate. The decorative surface eliminates the need for table cloths; the finish is easy to clean and resists cigarette burns, alcohol, etc. This Numaplast technique, from Numa Resnick, can incorporate paper as well as fabric into the laminate. Numaplast is distributed by L & B Products.

Circle No. 127 on product information card

New seating from Worden
A fully upholstered lounge group has just been announced by The Worden Co. that consists of a sofa, a 54" settee (not shown), and a chair. All pieces have one-inch-square satin-chromed steel frames and rubber cushion glides on the legs. Under the upholstery—which comes in a complete line of standard vinyls, fabrics, leathers, as well as custom coverings—is foam rubber padding, assuring comfort, as well as a long-lasting new look. The other Worden Co. product shown is the sturdy side chair. Its birch back and saddle seat are secured to a frame of one-inch-square, 16-gauge steel tubing that has been coated with a clear acrylic lacquer over a plated finish; it has the same glides as the lounge furniture. As well as many standard wood colors, special finishes are available.

Circle No. 128 on product information card

Panelette—a new concept by Syroco
Syroco Inc. has created a new concept in decorative wall plaques—a collection of 12-inch-square plaques which can be used to completely panel a wall or applied singly or in groups for decorative accents. There are four basic designs, each one molded in detail from original hand carvings. Called Panelette, the plaques are unusually easy to install, with no special tools or fastenings required. A bonding adhesive, 3M’s Scotch-Mount, is already on the back of each plaque, protected by squares of waxed paper. When the paper is removed, the plaques are simply pressed in position and will adhere to any wall surface. Only one suggestion is illustrated here: three plaques in the Cambridge design transform a simple, flush door to one with a custom look.

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THE BELGIAN LINEN ASSOCIATION
Howell study carrel desk

A study carrel desk by Howell Co. has laminated plastic walnut woodgrain surfaces and a tubular base with double bracing for added rigidity. Metal finishes of mirror chrome, satin chrome, Bronzite or Walnutone match the chair frame. The writing area is 24 by 36 inches; an 8 inch wide shelf can be used for storage. High back and side panels provide privacy for studying.

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Circle No. 130 on product information card

Molded fiber glass seating by Seaboard

The strength and grace of sculptured cast aluminum are combined in Seaboard's molded fiber glass side chair that has the added advantage of a return swivel unit built into the base. Both arm and side chairs are available in stock colors—yellow, black, beige, tangerine, white, turquoise. Variations include standard or continental height, 17 inch cast aluminum base or 22 inch cross bases.

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74
These are lighting fixtures designed by George Nelson for Howard Miller. For complete information, write Howard Miller Clock Co., Zeeland, Michigan. National Distributor: Richards Morgenthal, 225 Fifth Ave., New York, Merchandise Mart, Chicago, Illinois, Echthof, Bern, Switzerland, Palermo, San Paulo, Brazil, Fussala, Mexico City, Monica, Mexico, Ponta do Ganhado, Columbia.
The apocryphal history of the "Sly Glass" dates back to the Middle Ages when an order of convent nuns was forbidden the vanity of a looking glass. But by feminine wiles, the legend goes, the nuns contrived to mount a mirror in a picture frame, concealing it behind a sliding panel. La Barge reintroduces the Sly Glass as a quality wall decoration in a richly sculptured frame of heavy composition, finished in gold and a variety of subtle color tints. Behind the original painting—voila, the sneaky mirror.

Shelby Williams executive office chair
A new high-backed chair by Shelby Williams, designed for executive office use, features tufted back, swivel base, for maximum comfort and styling. Available in a wide choice of upholstery material, the chair is one of of the several Shelby Williams designs introduced at last month's National Stationery Office Equipment Show in Chicago.

Brown-Jordan's Sarasota stacking chairs, built for hard wear and minimum care...welded heavy gauge tubular aluminum with durable vinyl lacing, baked enamel finishes. The choice of finest hotels, motels, country clubs and other large installations. Postured for poolside lounging or dining comfort. Priced for contract quantity buying. Write for S-64C folder showing complete line. Box 272, El Monte, Calif.

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COSTA BRAVA room at American of Martinsville's International Kaleidoscope II display - 1964 New York Motel Show

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Antique white touched with gold. Highlighted by a richly detailed triplex unit... complemented by decorative and durable upholsteries. Costa Brava... latest expression of American of Martinsville's leadership in design.

For details on Costa Brava and other contemporary groupings, send 504 to Contract Division, Dept. C-1064, American of Martinsville, Martinsville, Va.

AMERICAN OF MARTINSVILLE
New and novel Displaycraft planter
A huge, make-believe die from Displaycraft can serve as a planter or can be adapted to fit a wide variety of storage needs. The “dice” measure 13\(\frac{1}{2}\) inches each way, and are made of \(\frac{1}{2}\) inch thick stock, finished in alternate black and white lacquer exterior with large colorful dots. In addition, the cubes come with drop-on tops for storage of magazines, slidetrays, or almost anything else, serve as hassocks, or have 2 shaped dividers for files or records. The open-top cube can be wallmounted or floor based. When turned upside down, it serves as an occasional table or as a pedestal for a glass or wood top. Designed by Alex Kaufman.

## Lunning contemporary daybed
The newest member of the Lunning collection of furniture is this curved daybed, nicknamed the “psychiatrist’s couch,” with spring mattress, covered in Scandinavian fabrics. The mattress rests on a curved, slatted, natural oak base. The down-filled pillows are covered in the same fabric as the mattress. Designed by Ake Friibyter, the couch is 35\(\frac{1}{4}\) inches long, 17 inches wide, and 17 inches high.

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**B. BRODY SEATING COMPANY**

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Circle No. 45 on product information card
Four Centuries of Wining & Dining...in 20th Century Beauty & Comfort

with NAUGAHYDE® THE FINEST IN VINYL UPHOLSTERY and KOYLON® LATEX FOAM RUBBER CUSHIONING

Something to please every taste—with the accent on color, quality and practicality—makes the 1964 Designs for Dining exciting and outstanding. Created by Everett Brown Associates of New York, all these imaginative settings emphasize ease-of-care...thanks to the creative use of Naugahyde. And guests’ comfort is assured with Koylon latex foam rubber cushioning. Both these famous products are used on the handsome chairs, banquettes and barstools by Chairmasters, Incorporated. All special hand-screened effects of Naugahyde are from Facade by Paul, Inc.

THE 18TH CENTURY GEORGIAN DINING ROOM evokes all the gracious leisure of an ante bellum plantation house. The air of luxury is further enhanced by the striking use of white. The formal dining chairs are upholstered in brilliant white Decor '64, hand-screened with a dramatic medallion that echoes the pattern of the table linen. Koylon cushioned, of course. Wonderful Naugahyde makes it all completely practical!

THE 17TH CENTURY TAVERN, inspired by the Early Colonial period, features a friendly, traditional atmosphere so dear to the hearts of men. The dark walnut high backed chairs are cushioned with Koylon and upholstered with Decor '64 Naugahyde, hand-screened in a tawny amber-on-white gingham print. All kept bright and clean with the swish of a soapy sponge.

THE 19TH CENTURY PARFAIT PARLOR brings back nostalgic memories of happy, carefree Victorian days when the high spot of an evening was to visit the ice cream parlor. The chairs and banquettes are upholstered with shiny black Madras Naugahyde that looks for all the world like old-fashioned horsehair. The walls are covered with crocus lavender Decor '64 Naugahyde, hand-flocked in a beautiful Damask design.

THE 20TH CENTURY COCKTAIL LOUNGE symbolizes the fantastic jet age in which we live. This interesting setting simulates a platform floating in space, and the color scheme carries out the theme. The walls are black Decor '64 Naugahyde, hand-screened with dragon medallions. The chairs and banquettes are brilliant, Bristol blue Decor '64 Naugahyde.

See these U.S. Rubber products at the Designs For Dining exhibit and at Space 2100 at the National Hotel Exposition, New York Coliseum, November 9th through November 12th. Coated Fabrics and Koylon Seating Department, Mishawaka, Indiana.

In Canada: Dominion Rubber
New Homespun vinyl wallcovering by Durawall

Homespun, a new design in the Vyndura collection of vinyl fabric wallcoverings by Durawall, combines the appearance of hand-loomed tweed with color fastness, durability, and washability.

The sturdy, fabric-backed vinyl coated wallcovering is available in fawn, beige, persimmon, turquoise, sea green, and smoke gray. Like the other patterns in the Vyndura collection, Homespun comes in pre-trimmed widths of 53-54 inches.

Circle No. 133 on product information card

Richter early American carved figures

Richter Artcraft's new collection of carved wall figures, inspired by American history and folklore, have a weathered, antique look, accentuated by the authentic details which enliven each item. Among the seven in the Richter collection are Eagle, Hand & Bell, Pennsylvania Dutch Hex sign, Carousel Horses, Barber Pole, Whirligig Captain Jinks of the Horse Marines, and Angel Figurehead. Heights of the pieces vary from 10½ to 24 inches.

Circle No. 103 on product information card

Wood Furniture for the SOUTHERN HOTEL

Baltimore, Maryland

as designed by
Ellen L. McCluskey, FAID

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PRODUCTS & SERVICES

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New Homespun vinyl wallcovering by Durawall

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Circle No. 103 on product information card
Adaptable Armstrong modular grouping

The new Armstrong Furniture Co. series 200 modular group, said to have more than 1,000 variations, includes this attractive seating group which intersperses small and large planters and travertine table with comfortable seating. The unit, 6 yards long and 291/2 inches high, may be specified with any combination of planters, table tops, or walnut cabinets for added versatility.

Circle No. 134 on product information card

Baumritter's Viko stacking chairs

Easy and compact stacking is one of the functional natures of Baumritter's Viko side chairs. Foam added and upholstered in a wide selection of nylon fabrics, the trimly designed chair has a chrome finished frame; seat size measures 16 by 17 inches.

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YOU DESIGN WITH IT!

Count RCA as your partner in creating any hotel or motel setting. Versatile RCA Victor "Mural TV" receivers come in 41 combinations of sets and stands. These include many screen and cabinet sizes, even color TV and remote control. Every one looks luxury-smart. And for your big jobs, RCA works right with you on custom-designing cabinets, stands, or built-ins.

Whatever the design, there's world-famed RCA Victor quality inside. Plus hotel/motel essentials like tamper-proof back, volume limiter, Underwriters' Laboratories Commercial Listing.

Come to RCA, too, for a complete line of audio, paging and intercom systems. You can depend on RCA, as well, to take complete responsibility from sets and Master-Tenna® antenna system to installation and maintenance. Available through RCA Lease Plan or outright purchase, with convenient payment arrangements.

Circle No. 48 on product information card

PERM-A-RACK WALL RACK

For permanent or temporary installations. Unit can be easily attached with no of Roy's mounting brackets. Can be removed in a few seconds by lifting up brackets. Selected genuine American Walnut with six round solid brass hooks. No exposed screws. Mounting hardware included. Also available in satin chrome hooks. 13" x 4" high x 24" long. Weight: . . . 2 lbs.

Free Catalog on Request.

LOUMAC SUPPLY CORP.
MANUFACTURERS AND DISTRIBUTORS
27 East 103rd St., Dept. C, N.Y. 29 • Atwater 9-3274-5

Circle No. 49 on product information card

OBER 1964
Newest stacking chair from Virco

A new high-backed stacking chair, latest in a series of new designs from Virco Mfg. Co., is designed to combine a maximum of seating comfort with ease of handling. With contoured back rest and two inch thick polyurethane foam cushions upholstered with supported vinyl in a wide range of colors, the chair also features nylon stacking bumpers, brazed frame joints and rubber-cushioned steel based swivel glides. The chair is available with or without a positive locking ganging device.

Circle No. 136 on product information card

New Peerless executive swivel chair

Peerless Steel Equipment’s new executive swivel chair has painted steel, satin chrome, or mirror chrome frame. Upholstery covers available include a wide range of fabrics and Naugahydes. The chair is part of the new Peerless line, which includes other contemporary styled chairs.

Circle No. 135 on product information card

Another Custom Chandelier Installation by METROPOLITAN

Metropolitan is proud that it was chosen by Ellen L. McCluskey Associates, Inc. to design and make the custom lighting for The Southern Hotel, Baltimore, Maryland. Metropolitan specializes in custom lighting design and manufacture for Hotels, Motels, and Restaurants all over the world.

Send for Custom Catalog C164 featuring unusual chandeliers.

METROPOLITAN LIGHTING FIXTURE CO., INC.
16 East 39th Street, New York, N.Y. 10016, 212 OR 9-7979

Circle No. 50 on product information card
The place:
Kutsher's Country Club
Monticello, New York

The man:
Leo Kornblath, Member A.I.A. and New York Society of Architects

The carpets:

For the Dining Room, 1300 square yards of specially designed Wilton Carpet. 1250 square yards of closely woven Margate for the Lobby. Kutsher's is 100% Bigelow-carpeted, with 2000 square yards of our special Velvet Tweeds in guest rooms and corridors.

Why do Leo Kornblath Associates insist on specifying Bigelow? Because they know that for every hotel, motel, or commercial building, Bigelow has or can custom-create the perfect carpet. Our carpet counselors will give you all the help you need in solving any kind of carpet problem—at no charge. Simply call your nearest Bigelow sales office. Or for a colorful free brochure on commercial carpets, write Dept. A, 140 Madison Avenue, New York 16, N.Y. Find out for yourself why people who know buy Bigelow.

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

Circle No. 51 on product information card

OCTOBER 1964
inspiring interpretations of ITALIAN PROVINCIAL

At Scerbo, you'll explore new horizons in office furniture design...a whole new world of Italian Provincial masterfully styled in the neo-classical vein.

Shown: No. 3566 Desk

Write for new decorators catalog.

Frank Scerbo & Sons, Inc.
140 Plymouth Street, Brooklyn 1, N. Y.
ULster 2-5959

Circle No. 52 on product information card

PRODUCTS & SERVICES

Indoor-outdoor Vectra polypropylene carpet
Carpet made of a new polypropylene olefin fiber by the Vectra Co., is said to be so durable that it can be used for outdoor installations. The carpet fiber, which resists soilants such as nail polish, bleach, dyes, acids or inks, is colored before the fiber is extruded. This new process is said to keep carpet color in, other substances out, since polypropylene resists most external elements on extruded.

Circle No. 137 on product information card

New Frederick Cooper lamps
Mediterranean and Italian Renaissance influences play an important part in a new collection of lamps by Frederick Cooper. Wrought iron candelabra in antique black verdigris forms the base of the Mediterranean lamp, topped with a handmade shade of antique black parchment. Lamp height is 47½ inches. Rococo base of silver acanthus leaf design marks the Italian Renaissance lamp, finished in softly gilted bronze and silver tones. Gold leaf trim bands the antique black parchment shade on top and bottom. Height: 30 inches.

Circle No. 138 on product information card
Choose from the greatest SEATING Values in America!

Specializing for more than a quarter of a century in the manufacturing and prompt delivery of the widest selection of seating values in the commercial field — the nation-wide Bianco staff is available to assist you with your selection of seating from...

The Designers' Handbook Featuring
3600 DIFFERENT STYLES
OF COMMERCIAL CHAIRS

An exclusive split-page catalog arrangement of chairs allows you to "custom-design" the correct chair for your needs with no increase in standard low cost.

48-Hour Service
Prompt delivery is an important part of the Bianco service — 48-hour delivery of many favorite chair styles is assured!

Circle No. 53 on product information card

OCTOBER 1964
Howe's folding hat coat rack

Checkmate is a specially designed rack from Howe Folding Furniture, Inc. In addition to folding into a 13-inch space, it has a low center of gravity that eliminates tipping even when its loaded only on one side. The 3-inch diameter, hard rubber wheels take the rack almost anywhere. The tubing is one-inch, 16-gauge, cadmium plated steel; the rack measures 27” wide when set up. It is said to be ideal for hotels, restaurants, churches, organizations, etc.

Circle No. 139 on product information card

Vinyl with five-year guarantee

General Tire & Rubber Co. this fall will introduce its Blue Chip vinyl upholstery that will carry a five-year guarantee. The new line is in the Vinelle family of expanded vinyls and has properties that were previously obtainable only in premium-priced, custom-order materials. Its cotton jersey backing is one-third heavier than the average and the 21 colors represent an entirely new color line. The new material is specially designed to meet the needs of the institutional and the executive seating trades.

Circle No. 140 on product information card
The 49ers never had it so good!

All bedrooms at Las Encinitas and Los Robles are equipped with urethane mattresses.

URETHANE FOAM helps solve the housing shortage for California State College at Long Beach

California State College at Long Beach, perhaps the fastest growing college in the world, boomed from fewer than 200 students to more than 13,000 in just 15 years!

In the process, serious housing shortages were generated.

Today, the problem has been solved very comfortably with privately owned, college-regulated, off-campus residence halls. The newest, most attractive of these are Las Encinitas and Los Robles.

An important innovation in these two new residence halls is urethane foam bedding. Like many other colleges, California State has found that urethane foam makes the most comfortable and durable mattress. It's also light to handle, odor-free, dust-free and non-allergenic. To help ease the financial burden, urethane foam is economical, too.

If you are interested in urethane foam bedding, we'll gladly refer you to competent sources of supply.
Dwyer compact kitchen
An entire kitchen unit, including a 10-cubic foot refrigerator, 3-burner range and oven (either gas or electric), sink, and 40 square feet of cabinet shelf space—all contained in only 7 feet of floor space. The compact unit is Dwyer Products Corp.'s new Series 84, which may be installed against a wall or recessed behind closures. It is finished over a heavy-gauge steel with a custom-matched Lifetime porcelain on the kitchen front, and has a one-piece seamless range-sinktop. Similar units were installed in the Pan Am Building, featured in last month's issue, for First National City Bank, Hammermill Paper Co., Vanadium Corp., and Pollack Paper Corp. Eastern distributor is Murphy Bed & Kitchen Co.

Circle No. 141 on product information card

GE optional power air conditioner
The built-in option of 230 or 208 volt power system is one of the features of the eight new basic models of Zoneline through-the-wall air conditioners developed by the General Electric air conditioning department and which will be displayed at next month’s National Hotel-Motel Exposition. The compact unit can be adjusted to match the existing power supply right on the job site with only a regular-sized screw driver, as illustrated.

Circle No. 142 on product information card

These 3 are new—and beautiful.
Write Contract Division for illustrated information.

Hooker
Furniture Corporation
Martinsville, Virginia

Circle No. 56 on product information card
Go creative...with Barwick's Colorset

Ever wished for a carpet that didn’t exist? Felt a need for a truly unusual design? Then you’ve been waiting for COLORSET... Barwick’s electronic method for making plush patterned carpet. COLORSET is the first real advance in creating multicolored designs in carpet since the Jacquard loom in 1804.

COLORSET designs take any shape or form... any number of colors... any yarn. At an electronic speed that’s hard to believe, COLORSET transforms elegant designs into deep-pile, permanently patterned Barwick carpet...so beautiful and yet so rugged and resilient. Designs flow through the entire thickness. Pre-metalized dyes assure long years of color clarity.

So go ahead... get creative with COLORSET. Make thick Barwick carpet a dramatic part of your next decorating theme. Select from a collection of imaginative designs in a rich range of luscious, lasting colors. For additional information and samples, write to Barwick’s CONTRACT DEPARTMENT today.

Barwick fashions ACRILAN ACRYLIC/ NYLON/ HERCULON OLEFIN (the longest wearing carpet fibers known) into luxurious COLORSET carpet pile of radiant, enduring designs.
American Leather wall tiles

Ad Lib architecturally precise leather wall tiles, laminated to a warp-free board and die-cut for exact size and thickness, are made of full top grain and cordova top grain leather, in 18 standard colors, including black, white, beige, blue, orange, a variety of browns, red, green, yellow, gold, and new Tortoiseshell. Special colors of the 12 by 12 inch and 6 by 6 inch squares may be ordered. The leather tiles are washable with soap and water and are said to be easily installed.

Circle No. 143 on product information card

Two new Celotex ceiling panels

Two new luminous lay-in panels which have been added to the Celotex suspended ceiling system are clear prismatic and opal prismatic. Both patterns, made of light-stabilized polystyrene, are available in 2 by 2 feet and 2 by 4 feet sizes. Clear prismatic panels (as shown) provide light transmission of 68 percent; opal prismatic panels allow 55 percent light transmission.

Circle No. 144 on product information card
The above grouping is designed for Motel and Hotel people who want the new style in room furnishings. Hidden in beauty, is the fact that it will never lose its look of luxury, due to the durable mar-proof cabinet finish that General Electric’s Laminated Plastic provides. With the look and feel of real wood, furniture of this kind cannot be equalled. Luggage Rack, 3 Drawer Cabinet and Desk ensemble will give any room everlasting utility with beauty. Additional feature: Tops and drawer fronts are available in striking colors.

Manufacturers of Freestanding, Wall Hung and Pole suspended Furniture.

TASSELL INDUSTRIES INC., GRAND RAPIDS, MICHIGAN
Kabinet Deluxe

Furniture

Has No Equal ... when it comes to offering Quality with Versatility

The “Pennant II” shown right, gives you a complete study area in only 64” x 18” and is 29” high. Versatility of Kabinet Deluxe furniture makes possible any installation. A non-finger printing surface is obtained by using General Electric's Laminated Plastic and gives you a maintenance free quality to every cabinet. Cabinet variations and design flexibility lets you be the low contract bidder. Wall Unit shown is also available.

With Kabinet Deluxe Furniture, a variety of problems can be solved. The picture (see left) combines all the traveler’s needs into one and conceals them from view with a decorative screen. This completely eliminates the need for a walk-in type closet, thus reducing construction cost. Installation time is cut to a minimum with aluminum poles that are held in tension between floor and ceiling. Components clip in place and will hold well over 100 lbs.

Tassell INDUSTRIES, INC.
GRAND RAPIDS, MICHIGAN 49504

Circle No. 40 on product information card
CUSTOM QUALITY
CAPTAIN'S & MATE'S CHAIRS
AT COMPETITIVE PRICES

This handsome, genuine diamond tufted Captain's Chair is a classic example of the complete line of better chairs and bar stools manufactured by KING ARTHUR CHAIR CO., INC.

Circle No. 61 on product information card

STYLE
THEME FOR THE GENERAL OFFICE

2400 line
Lasting metal satin aluminum or brass finish in a wide range of pieces. Letter trays, waste baskets, ash trays and memo pads to match.

Write for Catalog

DUK-IT
271 DuK-It Building

Circle No. 62 on product information card

Cat. No. NS1008—16” diameter molded fiberglass dome evenly diffuses the light for general illumination. 50” tall, 14” diameter clear plexiglas table. Two pull chain sockets. Available in brushed brass, polished brass or satin chrome over brass.

Cat. No. NS1007—also available without table.
Standard lamps or lamps to your specifications for hotels, schools, offices and hospitals.
Catalog on request.

NESSEN LAMPS INC.
317 East 34th Street, New York, N.Y. 10016

Circle No. 63 on product information card
New Taylor sofa system

One of a new sofa system by Taylor Chair Co., this model is available in lengths from 48 to 102 inches, with alternate styles of arms or without one or both arms, for sectional arrangements. Legs may be round or square, in walnut or mirror-polished metal. Other styles of upholstery, all in a wide range of colors and textures of fabrics and vinyls, may be ordered.

DuPont stain resistant wallcoverings

Vinyl all fabrics surfaced with transparent new Tedlar, from DuPont, resist permanent staining from lipstick, ink, shoe polish, and other severe staining agents, and renders surfaces color-fast. The film, which has a low-gloss surface, can be cleaned with soap and water, or with strong solvent solutions that would damage unprotected vinyl fabrics. Tedlar can be modified to accept embossing, and can be factory-applied to fabrics of all gauges and surface textures.

Stoneware Techniques pottery planter

A new planter from Stoneware Techniques has a 13 inch diameter, stands 11 inches high, and has a 12 inch opening. On walnut base, the height is 15\(\frac{1}{2}\) inches; with the alternate wrought iron base, the height is 12\(\frac{3}{4}\) inches. Planter comes in six traditional pottery colors. Marvin S. Levine Associates is national distributor for Stoneware Techniques.

THE "LIVING CHAIR"

your choice of four different models

Whether your needs demand the stacking model, swivel model, bar stool model, or regular model, the "Living Chair" provides the answer. Combining natural body contour comfort, unmatched beauty, rugged strength and durability, the "Living Chair" is molded of one piece extra durable "Flexene" with spring-action back, tapered brushed zinc steel legs and self-leveling mar-proof glides. The "Living Chair" is available in six decorator colors or custom colors made to match your specifications.

Write for our beautifully illustrated brochure and free color chips.
The difference is beauty and artistry in concept; meticulous attention to even the most minute detail. The difference is TOTAL PLANNING: total planning by an expert contract design team, pooling knowledge gained in years of practical, professional experience. The difference is efficiency and economy. The difference is interior design and furnishings by the most respected contract interior design firm in the nation...ALBERT PARVIN & CO., interior designers and furnishers of hundreds of successful business enterprises...hotels, restaurants, banks, executive offices, motels, coffee shops, clubs and other commercial and industrial installations. WHAT'S THE DIFFERENCE? The certain knowledge that ALBERT PARVIN & CO. will provide you with the finest interior design and furnishings available anywhere.

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Subsidiary of Parvin/Doehrmann Company

Circle No. 65 on product information card
New Burke chairs

This new pair of fully upholstered fiberglass chairs, with polished aluminum bases, are in the Burke line that is featured at the Draper Design showroom in New York. These chairs are available with either fixed-base or automatic-return swivel mechanism, are light and strong, and come with a wide range of fabric and vinyl coverings. The other Burke chairs offer a range of eleven seat styles and four bases.

Circle No. 149 on product information card

Two new Nevamar oak grains

Nevamar plastic laminates are now available in two new oak grained patterns, English oak and Spanish oak. English oak, a warm planked grain, and Spanish oak, rich and dark-toned, are both available in Fresco, Nevamar’s three-dimensional finish.

Circle No. 150 on product information card

Textured Deltex Fabricraft wallcoverings

Ten new woven-textured wallcoverings have been added to the Deltex Fabricraft line of vinyl treated wallcoverings. Six of the new patterns, in a group called Tahiti, resemble grasscloth and includes a plain oyster white and an egg-shell basket weave, and fruitwood, bamboo, mist green and champagne shades of a wallcovering with horizontal striae and a grasscloth-like texture. The other group of four, Waikiki, features contrasting colors in the warp and woof to accentuate the woven effect. Colors are ebony and white, driftwood, sand, and marigold.

Circle No. 81 on product information card

Circle No. 66 on product information card
Yes, the name of the carpeting is Hardwick. And this is the language laboratory in the Upper Merion Junior High School in King of Prussia, Pennsylvania. Said principal J. Richard Bolton, "Carpeting the language laboratory gave us the acoustical control necessary."

And this Hardwick all wool quality will give the language laboratory all the wear, beauty and comfort underfoot anyone could ask for... and more. Thanks goes in no small part to Hardwick's more than a century of carpet making experience... carpet making knowledge.

Before your next installation, let Hardwick show you how their all wool carpeting — regular qualities PLUS special designs, colors and textures — is adaptable to every need.

FREE! Hardwick's new "Carpet Selector"... In Hardwick's "Selector" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities to help you demonstrate carpeting dramatically, professionally and effectively.
**Knitted drapery fabric**

American Drapery & Carpet Co. is featuring a knit made from Kraftcord—paper that has been slit very thin and then dampened and twisted—called Cellucord. In the wetting process, in addition to a flameproofing compound, special resins are added to give unusual strength. The cord then enters a knitting machine that produces fabric twelve-feet wide. Cellucord is color fast and, if soiled, can be dry-cleaned. Five patterns come in white, but special colors are available. The yarn was developed by the Gilman Paper Co., and yardage is obtained from The Karen Corp.

Circle No. 151 on product information card

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**Furniture template for room layout**

A new furniture template from Mr. Robert’s Co. has 46 cut-out shapes to permit tracing of almost any piece of furniture. Made of plastic, the room layout template is 8 by 10 inches, and has a scale on all sides, in 1/6 inch increments. The furniture cut-outs are scaled 1/4 inch to the foot for layout accuracy.

Circle No. 151 on product information card

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**don’t be in the dark when you divide...**

Light up with the finest decorative plastic panels which more than satisfy today’s unique and challenging design requirements. With translucent plastic, both beauty and functionalism are achieved in division panels, screens and doors, while the open look is preserved. For design and cost specifications in plastic, wood or metal, contact Architectural Products Corporation today.

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104 East 40th Street
New York, New York 10016
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THE PRIMARY SOURCE FOR DECORATIVE PLASTICS & SCREENS

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Barbizon-Plaza Hotel, N.Y.C. Designed by Mrs. G. Wotitz, featuring 3D sun-bursts in golden tones by Favrex Designs.  • See us at the FAVEREX Booth, 4th fl. N.W.

Circle No. 68 on product information card
Diners take their food, and comfort seriously at the noted Governors' Club. In this distinctive setting in historic Baltimore, Astra chairs provide relaxation for heads of state and private citizens alike. What could be more truly American than these Vermont-made Commodore's Chairs? Every part is crafted of Solid Hard Rock Maple. Seats are carved from extra heavy planks, with legs hand-pegged through hand-wedged for greatest strength. Hand rubbing brings out the mellow luster of the richly grained wood. Many other Early American styles available, too — send for our latest brochure.
Roxbury carpet installation
Four hundred yards of all-wool Wilton by Roxbury Carpet Co. were installed in the gold-and-white Coach Room of the William Penn Inn at Gwynedd, Pa. The carpeting, of autumn gold flecked with yellow, was also installed in a small anteroom leading into the main Coach Room, which seats three to four hundred people.

Circle No. 154 on product information card

New ballroom chair from Piazza
This new ballroom chair from Piazza Originals features a gloss-gold finish and a polyfoam seat. The delicate lines of the Cotillion Chair and its extra-strong construction make it suitable for ballroom use.

Circle No. 153 on product information card

SOUTHERN HOTEL, Baltimore, Md.
LOBBY RUGS DESIGNED BY MRS. ELLEN LEHMAN MCCLUSKEY, A.I.D.
HAND-KNOTTED IN SPAIN BY ERNEST TREGANOWAN, INC.
49 East 53rd St., N.Y., N.Y. 10022 (212) PL 5-1050
DISTINCTIVE FLOOR COVERINGS SINCE 1917

Circle No. 70 on product information card
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See lamps, lighting and decorative accessories
created with imagination ... by our team of experts
who are ready to translate your ideas into reality ...
on time and within your budget ... either
from our line — or to your specifications.

SEE US AT THE NATIONAL HOTEL AND MOTEL EXPOSITION, COLISEUM, NEW YORK CITY
SPACE NO. 4031 — 4034

QUARTITE® CREATIV E CORPORATION
Contract Division
1150 Broadway, New York, N. Y. 10001

Circle No. 71 on product information card
New drapery cord pulley

The Graber Co. is now marketing the Hidden-Magic Cord-Tension Pulley, made from Eastman Chemical's tenite polyallomer, that mounts on floors, baseboards, wall, window casings, or sills. It is designed to keep the traverse cord neat and taut: the spring action of the pulley combines with a simplified tension lock to hold the pulley-head upright while the cords are slipped into place. When the lock is released, the spring gives constant tension on the cord for convenient operation.

Circle No. 32 on product information card

New heavy-duty Masland wallcovering

Spartan quality vinyl wallcovering, a new 33-ounce per linear yard heavy-duty weight vinyl from Masland Duraleather, is recommended for institutional use in areas where traffic is heavy. The first Spartan pattern is Dado Wall, in ivory, pebble gray, taupe, sunlit yellow, melon, terra cotta, capri blue, Pacific green, fern green, and watercress blue, with a leather-grain embossed effect.

Circle No. 135 on product information card

Teak laminate

General Electric’s newest plastic laminate in the Textolite line is called Honey Teak, a woodgrain finish that the manufacturer predicts will have a lot of interest from the commercial as well as the domestic interior markets. It is equally suitable for wall paneling or office furniture. The finish is inexpensive, yet has quite a fine resemblance to real teak, and it resists stains, scratches, and cigarette burns.

Circle No. 136 on product information card
New Bonus guestroom furniture from Bassett

New Bonus guestroom furniture by Bassett Furniture Industries features recessed Formica rails in a rosewood pattern, which contrast with mahogany drawer fronts. Fingergroove pulls, neatly tapered legs, matching laminated tops are other design details of this Danish-inspired series. The Bonus collection includes dressers, chests, beds, nightstands, and luggage racks.

Circle No. 157 on product information card

Traditional floral by Greeff

Part of a broad collection of contract fabrics by Greeff is Chatelaine, a delicate floral produced for the master bedroom of the traditional house, part of the House of Good Taste exhibit at the New York World's Fair. The graceful pattern is printed on Fiberglas in two tones of blue on white, with other colors also available. The Greeff lines also include a number of fire-resistant textured and sheer casements and many designs in its Hispania Collection, an exclusive group of Spanish-inspired fabrics.

Circle No. 158 on product information card

Get the Hang of what's NEW in VINYL FABRIC WALL DECORATION

Sanitas & Wallclad

Booths #4125-4126

National Hotel & Motel Exposition

Buyers know that if there's news in the field, the makers of SANITAS and WALLCLAD Vinyl Fabric Wall Coverings are bound to create it. We'll show the latest in patterns and designs, colors and textures for every type of interior and purpose. Companion cotton fabrics for accessories and coordinated bathroom ensembles of shower and cafe window curtains of heavy gauge vinyl plastic will also be displayed.

We look forward to your visit during the show and will gladly give you the benefit of our more than 60 years of wall covering experience. Stop by and pick up our latest samplings and literature.

Sanitas & Wallclad VINYL FABRIC WALL COVERINGS

Standard Coated Products Incorporated, Buchanan, N.Y. 10511

GENTLEMEN: Please send me quality samples and specifications on WALLCLAD and SANITAS Vinyl Fabric Wall Coverings.

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COMPANY: ____________________________
ADDRESS: ____________________________
CITY: __________________ STATE: ______

Circle No. 73 on product information card
Steel is stylish • Steel is sturdy

Encore "4000"

seating Series by Howell

Ideal for many and varied types of installations. Smart modern chairs with matching occasional tables ... and unmatched sturdiness over the years ... that's the Howell "4000" Series. Choice of finishes on square tubular frames. Wide selection of beautiful upholstery. Ask for new catalog 33.

PRODUCTS & SERVICES

CONTINUED

Stiffel traditional lamp

This chastely classical lamp by Stiffel has a white Lenox china base cemented by antique soft brass. A brass tulip supports the rounded vase-shaped china portion, which is capped with a filigreed brass band. The shade is a silk-like antique white fabric embellished by a gold trim encircling the top. The lamp is only one in the Stiffel lamp collection.

Circle No. 159 on product information card

Michel's pre-cut borders

Panels and border design from Michel's Designs, Inc., decorate this living-room scene. The pattern, from the Vel-vette impressions II collection, is on multi-colored flock, as are most of the designs in this series. All feature pre-cut borders. A collection of foil impressions by Michel's is also available, in a variety of designs.

Circle No. 160 on product information card
Three art collections from Virginia Frankel
New contract collections of art from Virginia Frankel include a group of sculptured bronze and steel on wood wall plaques; a group of welded metal sculpture, free-standing and wall-mounted; and a group of casein surfaced serigraphs. Special designs within these three basic collections can be produced for specific projects.

Circle No. 161 on product information card

Wall, Ceiling, Border and Transom wallpapers designed for Ellen McCluskey for the Southern Hotel, Baltimore

Circle No. 75 on product information card
Schoolco budget chair for schools

Schoolco’s new economical model 453 chair features a 17 by 21 inch trapezoidal writing desk with laminated plastic top, fully contoured plywood seat and back with clear maple finish. Frame is built of tubular steel in gray enamel or chrome finish. Welded book rack under seat is added feature.

Circle No. 162 on product information card

New electric drawing board

Sinamat, a new electric drawing table invented in Switzerland, changes height or angle at the touch of a knob. The automatic adjustments are said to increase efficiency, improve accuracy, and reduce costs. Vertical shaft of the table moves on ball-bearings through 360 degrees, and may be locked in any position. The board’s height may be adjusted from 16 to 311/4 inches; slope adjusts from horizontal to vertical.

Circle No. 163 on product information card
Now in New York's D&D Building!

SOLID ALUMINUM FURNITURE BY

A SPECIAL INVITATION TO NATIONAL HOTEL & RESTAURANT SHOW VISITORS:

See Scroll when in New York, and you'll see why Scroll is in places like these:
- Lucayan Beach Hotel, Grand Bahamas
- Sheraton-Tenny Inn, New York
- Washington International Inn, Washington
- Blackie's House of Beef Restaurant, Washington
- Sheraton-Park Hotel, Washington
- Fort Royale Hotel, Guadalupe, F.W.I.
- Americana Hotel, San Juan, P.R.
- Sheraton-Maui Hotel, Hawaii
- Puerto Rico-Sheraton, San Juan

...and many other famous hotels, restaurants, clubs!

Long life and lasting beauty under heavy usage has made Scroll Solid Aluminum Furniture a favorite for lobby, dining and outdoor lounging installations. Lightweight and rustproof, it requires a minimum of maintenance, and Perma-Bond finish resists chipping, scratching. Make Scroll your choice, too... select from our catalog or let us make custom-adaptations for your particular needs.

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SCROLL, INC.
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NOW AVAILABLE FOR IMMEDIATE DELIVERY

HardyCraft brings FESTIVITY into your dining room...

with this exclusive two-tone, Yarn-Dyed Cotton Damask.

NOW you can set your table with FESTIVITY—true elegance that belies its cost!

A Hardy Craft exclusive, FESTIVITY comes to you in the dramatic Oak Leaf pattern in luxurious yarn-dyed, two-tone shades of White on Blue; on Gold; on Pink.

All-Cotton Damask with permanent finish guarantees durability and service to stand up to repeated launderings.

No Minimum Order Required!
Now in stock for immediate delivery—ALL standard sizes and matching napkins.

SPECIAL ORDERS can be yarn-dyed to your color specifications. No additional charge for cresting.

Please Write for Samples & Prices.

JAMES G. HARDY & CO. INC., 11 EAST 26th St., New York, N.Y., 10010, or Phone 212-753-9689

OCTOBER 1964
New contour tile product
American Olean Tile Co., manufacturer of ceramic tile, has introduced Contours CV, a three-dimensional architectural ceramic tile with 12 standard designs in 19 colors. The tiles are frostproof and weatherproof. Custom designs may be ordered in 12 by 12 by 1/2 inch tiles.
(Circle No. 165 on product information card)

Carroll bar stool
A bar stool from the Carroll Chair Co. features a sculptured back in sewed button tuft, padded with polyfoam. A return swivel of heavy gauge steel automatically returns the stool to front position. The frame is available in black or bronzetone baked enamel. Stool is 42 inches high.
(Circle No. 164 on product information card)

Mutschler's McCobb chair
A new contemporary chair from Mutschler Brothers' collection of upholstered and storage furniture has a turned and arched frame of molded walnut with inner side upholstered, on a steel base. Designed by Paul McCobb, the line also includes sofas, desks, room dividers, credenzas, and tables.
(Circle No. 166 on product information card)

Old Murray Hill, decorative mural custom-designed for Tom Lee, Ltd., in Doral Park Hotel, New York, N.Y.

SHIRLEY TATTERSFIELD ASSOCIATES INC.
brochure on request

2047 Cherry St.
Phila. 3, Pa.

Circle No. 80 on product information card
Exotic New TAHITI Patterns

Fabricraft
woven wall covering
vinyl coated
by Deltex
Since 1902

OSHKOSH, WISCONSIN

"tailored texture with the luxury look"
Fabricraft... a unique wall covering for the future, born to meet the needs of imaginative interior decoration.

FINALLY...
A DOMESTIC WALL COVERING TO REPLACE GRASS-CLOTH!

- Fade-proof
- Flame resistant
- Washable
- Easy to install
- Economical
- Readily available

Fabricraft is the result of America's desire for an authentic woven wall covering that combines functional quality with the distinctive beauty of a random fabric. It blends the exotic hand-crafted appearance of imported fabric with the exacting standards of Deltox's 60 years of weaving craftsmanship. Available in 27" width triple rolls (48 lineal feet). Write for the name of your nearest exclusive Fabricraft distributor. DELTOX, INC., 35 WISCONSIN ST, OSHKOSH, WISCONSIN 54902
Modern geriatric chair
A new chair line for the aged is now available from Modern Upholstered Chair Co. The geriatric series incorporates safety features, including a broad base and a low center of gravity, sturdy, eight-supporting arms, a soft but straight-forming back, and space between seat and back for easy cleaning. The line includes Italian and French provincial styles.

Circle No. 181 on product information card

Parkwood walnut veneer
A new Swiss engraving process, used for the first time, gives an exceptional clarity and depth to the new Aristocrat line of walnut veneers. Three lines are available: one is a conventional warm brown, another reproduces the filled and rubbed finish, and the third is a warm fruitwood tone. Each comes with either the standard Lustre or a new Lo-etch LoTex (textured) finish, and both are available in conventional or distressed prints. Samples are available from Parkwood Laminates, Inc.

Circle No. 167 on product information card

NEW KRUEGER STACKABLES
HOSTESS FOLDING BACK STACK CHAIR

Totally new concept in chair comfort and compact storage…fold-down back protects matching full-upholstered seat for stacking on dolly to 12 high and still clears 80“ doorway. Nylon guides align stack, prevent tipping and protect the brushed Chrome or Brass finish of unit’s new wide-stance, square tubular legs. Polyfoam cushioned seat and backrest upholstered in mix-or-match colors of Scotchgarden woven fabric or Naugahide Chromata.

Write for new Complete Line Catalog — on your letterhead, please.

Circle No. 81 on product information card
Stereo speaker system

A new stereo speaker system, the Empire Grenadier, is said to allow the listener to enjoy stereophonic music in any part of a room without loss of fidelity. A sound radius of 360 degrees dispersion eliminates the need for balancing the speakers. The Grenadier is available in a symmetrical columnar design with a mar-proof polyester surface. It stands 29 inches high.

Collins & Aikman velvets

Both cotton velvet and nylon antique velvet upholstery fabrics from Collins & Aikman's own textile firm, Ca-Vel Div., are available for contract use. Cotton velvet Rampart is available in 16 colors in minimums of 200 yards. Garland, 100 percent nylon antique velvet, is available in 18 colors, in minimums of 50 yards.

Poured-marble topped table

Topping this table is Murbl'Art, a fully poured (not wood mounted), durable reconstituted marble, glossy and non-staining. Manufactured by Marble-Art Div. of Spraycoat, Inc., the pedestal table is based with a sturdy fiber glass and aluminum column. Until the introduction of the complete table, including both top and base, Marble-Art specialized in marble tops for custom made furniture.
**Robert John new modular desk**

A new modular desk, Model L208, designed by William B. Sklaroff for Robert John Co., features a table-style work area and a credenza for storage space. Desk and credenza tops in the L-shaped unit are available in American walnut, black matte, Burmese teak, Brazilian rosewood, or a choice of plastic laminates.

Circle No. 171 on product information card

**New Dazor incandescent lamps**

Five new incandescent lamps from Dazor Mfg. Corp. feature Fiberglas diffusers which are said to filter light, making it more restful to the eyes. Perforations in the ventilator tops of the five matching lamps throw light upward, curtailing abrupt brightness contrasts. The new lamps are available in table, swing-arm, pedestal, and swivel-arm styles, in a choice of seven colors and solid brass.

Circle No. 172 on product information card

**Four-color paneling line from Ply-Gems**

Four new colors spark the latest wall paneling line from Ply-Gems, Div. of Industrial Plywood. Java group of factory finished hardwood comes in Java ebony, Java Brown bean, Java elm, and java willow. All paneling is finished with Ply-Gems exclusive Sanitized finish, which protects the panels for resistance to mold, mildew, bacteria, and germs. The new panels are available in 4 by 4 foot or 4 by 8 foot sizes, at special budget prices.

Circle No. 173 on product information card

**Half the set-up is already on this HOWE table!**

Its top is padded. PERMANENTLY. Set-up time is cut in half. What's it padded with? A new, resilient material called HOWFOAM.

An exclusive HOWE product, HOWFOAM is trouble-free. It's made of chemically expanded polyvinyl chloride. Unlike foam rubber, closed-cell HOWFOAM is impervious to butter and greases, food acids, vinegar—even alcohol. A touch of a wet sponge or cloth keeps it clean and sanitary. HOWFOAM even looks sanitary; it's bright white.

HOWFOAM offers other advantages, too: The felt pad is eliminated; so is underlying linen. One table cloth is all you need. Result? Sizable laundry savings. HOWFOAM is fire-retarding (self-extinguishing). It regains its shape no matter how many times you stack piles of heavy dishes on it. HOWFOAM's high density makes it unusually sound-absorbing. And it's far more resistant to scuffing and gouging than other padding.

HOWFOAM tops are built by securing a sheet of this resilient padding to a sturdy HOWE plywood top and edging them with durable channel aluminum. HOWFOAM tops are seam-free—even on 72" "rounds!"

FREE! For literature on new HOWFOAM top tables, write today. Or see your HOWE dealer.

**HOWE FOLDING FURNITURE, INC.**

360 LEXINGTON AVE., NEW YORK 17, N.Y.

If it folds—ask HOWE!

SEE IT AT BOOTH NO. 2122-2124,
49th NATIONAL HOTEL AND MOTEL EXPOSITION
Circle No. 85 on product information card
Hugh Acton folding tables

Folding conference tables by Hugh Acton come in lengths from 4 to 10 feet. Tops are available in oil walnut or plastic laminates; base is polished mirror chrome steel. A patented device insures rigidity when the table is open, yet allows for simple folding for convenient storage.

Circle No. 174 on product information card

Zepel's broader applications

Zepel, DuPont's fabric fluoridizer of a solvent type, was recently given a production run by Synthetic Finishing on decorative upholstery fabrics. Hitherto, the finish has been available only in an aqueous emulsion and was unsuitable for this type of fabric. Now the fabrics able to be protected with Zepel include piles, matelasces, silks, and others that cannot be satisfactorily treated with an aqueous system.

Circle No. 175 on product information card

Compact chair caddy

Two new chair caddies from Midwest Folding Products are designed to simplify the problem of storing the maximum of chairs in a minimum amount of space. The new side chair caddy was designed for use in low-ceiling areas. The caddy available in 6 to 12 foot lengths, is finished in scratch-resistant baked enamel. Models over nine feet long have six casters. Also available is double-deck, double-width caddy that can store up to 250 folding chairs.

Circle No. 176 on product information card
BEAD DECOR, INC.
650 North Robertson Blvd.
LOS ANGELES, CALIF. 90069

Beaded Curtains
custom made for room dividers, doorways and windows

CHICAGO: Adornments Inc., 1176 Merchandise Mart
DALLAS: Castlebury-Held, 2416 Maple Avenue
NEW YORK: World-Wide Design House Ltd., 232 East 59th Street
PHOENIX: Blaine Kidd Associates, 5733 No. 10th Place
SAN FRANCISCO: Don Rumsey Associates, 472 Jackson Square

Totally Comfortable
Discerning designers will see great possibilities in the conspicuous-looking V. I. P. Executive Lounge chair. Simply designed for comfort... foam added to unusual depth in its seat and folding back... embellished in the finest quality vinyl fabric... structurally sound, crafted metal base of "Beauty-Curve" design in colorful aluminum. With swivel base and ball casters, this Relaxable, Sumptuous V. I. P. Lounge chair is impressive in any SITUATION you may contrive.

CHAIR CO., Inc. YOUNGSTOWN 5, OHIO

See us at the National Hotel-Motel Exposition, Nov. 9-12th. Booth 2126-2127.

Circle No. 88 on product information card

WRITE FOR OUR CATALOG

OCTOBER 1964

115
Morse seating pieces
Seating pieces from Ralph Morse Furniture Co. include a number of sofas and arm chairs with frames of elm, maple, or other hardwood, and dowel construction with corner blocks for added strength. The upholstered pieces have one-piece sheet webbing on the back, with muslin-covered Marshall units with hair and cotton filler. Webbing is nailed on, rather than tacked; and wide center springs are sewn to the base webbing.

Circle No. 177 on product information card

Quick on the Drawingboard!
New DESIGN AID template set offers over 200 home interior shapes. Each shape easily identified with complete dimensions. These accurate 1/4" scale templates are designed by professionals for professional use. Order your set of 3 templates now. (Office template also available.)

Send me home template kit(s) at $5.95, ... set(s) office interior template at $2.95. Includes postage anywhere in U.S.A. (add 4% sales tax in Calif.) No C.O.D. accepted.

Name
Address
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State

Circle No. 100 on product information card
Bedspreads
FOR CONTRACT
made of Bloomcraft
decorative fabrics.

Marvelous!

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BLOOMCRAFT® FABRICS
CHARLES BLOOM, INC., 15 EAST 26th ST., NEW YORK

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America's Finest
HOTELS, CLUBS,
RESTAURANTS AND HOMES
Representatives inquiries invited

Schafer Bros., INC.

HOUSE OF LORDS — SAHARA HOTEL, LAS VEGAS

1123 North McCadden Place
Los Angeles 38, California

OCTOBER 1964
A new color catalog by Authentic Furniture Products illustrates 29 different chair styles in both Early American and contemporary designs, all part of Authentic's contract collection. Specific data is included.

Circle No. 86 on product information card

A full-color catalog from Krueger Metal Products Co. shows the complete Krueger line of steel folding and Fiberglas chairs, tables, stools, storage trucks and accessories.

Circle No. 83 on product information card

A new 1964-65 catalog from Gallo Original Iron Works features indoor and outdoor wrought iron furniture.

Circle No. 179 on product information card

Furniture and furniture accessories are illustrated in a new brochure from Frederic Weinberg Co. Included in the colorful booklet, No. J-89, are tables, chairs, sofas, screens, planters, and murals.

Circle No. 180 on product information card

A new catalog from Barricks Mfg. Co. illustrates four complete lines of folding tables. Rectangular, round, square, trapezoid, quarter-round, half-round and sectional-circle tables are included.

Circle No. 181 on product information card

Douglas Furniture Corp. has issued a brochure describing its Fiberglas chairs, and featuring the Criterion series with electrically arc-welded steel bases and molded shell with Koylon latex foam cushioning upholstered with Naugahyde fabrics.

Circle No. 182 on product information card

Versa-Tex decorative textured aggregate finish architectural panels, for both interior and exterior wall facings, floors and decks, stair treads, and solar screens, are detailed and illustrated in a brochure by Versa-Tex Division, Pritchard Products Corp. (AIA-17A). Versa-tex is a combination of modern thermosetting resins, Fiberglas, and rock.

Circle No. 183 on product information card

At ease in the most sophisticated environment, this elegant chair by Thonet will enhance any contemporary setting. The richness of natural walnut surrounds the comfortable bucket seat and is accented by the sparkle of polished chrome.

See this chair and the wide range of furniture, especially designed and constructed for institutional use, at one of nine Thonet showrooms in New York, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Miami, Atlanta, and Statesville, N. C.

THONET INDUSTRIES INC., One Park Ave., N. Y. 10016, Tel: (212) MU 3-1230

Circle No. 93 on product information card
MIRRORS for the SUBURBAN and URBAN decor

NEW
96 PAGE CATALOG
READY NOV. 15
$1.00

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A reflection of fine taste

Domestic or Contract Catalogue upon request.

C harlotte c hair c ompany
CHARLOTTE, MICHIGAN

OCTOBER 1964

Circle No. 95 on product information card

Circle No. 97 on product information card

Circle No. 94 on product information card

Circle No. 113 on product information card
This is Roc-Lon, the truly remarkable insulated drapery lining fabric that keeps rooms warmer in winter and cooler in summer. Because it is guaranteed against sun rotting, it protects the decorative beauty of your draperies and lengthens drapery life. Because it is pure white on both sides, it can be used with the sheerest fabrics. Because it is a handsome, durable, high count cotton fabric with a permanent finish, it is completely washable and dry cleanable, with controlled shrinkage. And because of all this, Roc-Lon can save hundreds of dollars on your decorating bills. Now, aren't you glad you asked, too?

SEE ROCKLAND MILLS PRODUCTS AT THE HOTEL-MOTEL SHOW, NEW YORK COLISEUM, AT THE BONNIE LOOMS SPACE, #2201

ROCKLAND MILLS, INC., BROOKLANDVILLE, MARYLAND 21022

The world's largest manufacturer of Drapery Linings

Circle No. 116 on product information card
New catalog pages depict the newest additions to Kittinger Co.'s quality furniture reproductions, and a 4-page catalog insert reproduces its new Ancient color series for a custom-look in traditional pieces. The pages are keyed and punched for easy insertion into the Kittinger No. 97 catalog.

Circle No. 186 on product information card

The Birge Co. has just issued a new sample book of its Vinyl-Royal wall cloth. The sample book, AIA File 28-C, fits the standard AIA format and contains a complete set of architect's specifications and installation data. Vinyl-Royal is printed in vinyl on DuPont Nylon-Dacron cloth and is stain-resistant and highly flame-resistant.

Circle No. 33 on product information card

Railings and dividers, posts and velour or Naugahyde ropes, smoking receptacles and stair rails, and ornamental screens, are all discussed and illustrated in a new catalog from Lawrence Metal Products.

Circle No. 187 on product information card

A brochure describing the qualities and characteristics of U.S. Rubber's piece dyeable polypropylene, Polycrest, has been issued by the company's textile division.

Circle No. 188 on product information card

New catalogs from Howard Miller Clock Co. describe additions to the Miller line, including Meridian Clocks, Meridian Mirrors, and Barwick Clocks. The Meridian Clocks, including 21 designed by Arthur Umanoff and 21 with imported ceramic faces, and Meridian Clocks, designed by Arthur Umanoff Assoc., are coordinated. The Barwick Clocks in walnut, cherry, wormy chestnut, and maple include Federal, Early American, Provincial, Regency, Georgian, and Contemporary styles.

Circle No. 189 on product information card

A new comprehensive catalog of Thayer Coggin's new contract collection, designed by Milo Baughmann, includes photos of sofas, sectional seating, lounge chairs, swivel and occasional chairs, tables, and modular seating, as well as swatches of upholstery fabrics and vinyls available.

Circle No. 190 on product information card

SpaceStyler Movable Walls from Rockaway Metal Products are described and illustrated in a new brochure from RMP.

Circle No. 191 on product information card
A four-page booklet from Barclay Mfg. Co. features woodgrain Regency panels in oak, teak, birch, and cherry. The 4 by 8 panels have identical grained moldings. Easy installation is explained in the booklet.

Desk accessories are illustrated in a new brochure from Smith Metal Arts Co. A wide selection of pieces in the contemporary style are available.

A new folio catalog of world globes and relief earth-curved maps is available from Panoramic Studios.

This Admiral’s Chair with the “tailored look is representative of our complete line of handsome, rugged Colonial furniture. Write for descriptive Folio Six.

Representatives Wanted: Manufacturer of highly styled, contemporary seating, wants representatives calling on architects, design offices, and contract furnishings accounts for Metropolitan, New York, New Jersey, South and West Coast. Write Box 195, contract.

Experienced Contract Salesman Wanted: By nationally known mill converter of drapery and slipcover fabrics and manufacturers of ready made draperies. Must have thorough knowledge of contract selling and work effectively with hotel and motel contract companies and all other institutional buyers. Fabrics are shipped from our own warehouses located throughout the country. Territory open.

Our broad line of prints and wovens offers tremendous potential to an aggressive salesman who has the right clients and experience. Send full details, in confidence, to Box 196, contract.

Need Contract Sales? It takes a contract minded sales executive with experience and a successful background; one who knows the Contract Market, its outlets, approach, and its problems; one who knows its products, producers, their uses, points of presentation, their quality and value; one who has the ability to create, initiate, train, and produce ideas that produce sales. Need Contract Sales? Write Box 197, contract.

Representatives Wanted: R-Way Furniture Company is expanding its Contract Division and needs aggressive representatives to sell hotel-motel and all types of institutional furniture. We will need representatives in Oklahoma, Arkansas, Louisiana, Idaho, Utah, Arizona, Tennessee, Virginia, North Carolina, South Carolina, Michigan, Missouri, and Kansas. Reply to Dan Baumann, P.O. Box 718, Sheboygan, Wisconsin, giving complete résumé. Replies confidential.

(Continued on page 124)
Delicate fabrics like velvet and satin need delicate handling. K-H applies “Scotchgard” with a tactful touch.

KIESLING-HESS FINISHING CO., INC.
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519 W. 38th St., New York, New York 10018

Catalog with over 100 subjects available to the trade. Write Dept. C on business letterhead.

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WALL SCULPTURE
• DEEP DIMENSION
• HAND FINISHED
• FIBRE GLASS CONSTRUCTION

REGENCY
FRUITSTAND LAMPBASE
Used as Newell Posts (about 1814-25) on either side of a circular stair-case, these classic reproductions are accurate in every detail: size, color, graining. The solid oak original is from a recently demolished Regency house in London. Height: 21 3/4", base: 9 1/2" square, weight: 18 lbs. Modern base of plywood. Standard fine wood finish. $54 LIST (Shade & wiring: $20 whole). Salesmen and showrooms cover every major city in U.S. and Canada.

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Coming Soon!

a/d
architectural/designers
furniture, inc.

Watch for further announcement
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**WANTED:** **CONTRACT SALES MANAGER:** Major Southern casegoods manufacturer plans to establish contract division. Need sales manager to build division from ground up. Candidate must have proven planning and administrative ability; established contacts with leading contract dealers; strong sales management ability. Must be willing to relocate and travel extensively with sales force he will build. Age: preferably under 40. Top compensation and challenging opportunity with dynamic growth leader in casegoods field. Include complete resume of background with first letter. Reply in complete confidence to: Box 186, CONTRACT.

**CONTRACT SALES POSITION WANTED:** Sales Administrator, fully familiar with all phases of the Institutional market including design, marketing, merchandising and advertising seeks challenging position with Case Goods or Upholstery factory, national level. Reply Box 187, CONTRACT.

**REPRESENTATIVES WANTED:** Leading contract furniture manufacturer has opening for qualified sales representatives for well-established Southern and Mid-Western territories. Great opportunities for aggressive, young men. Submit detailed resume to Box 188, CONTRACT.

**LINES WANTED:** Manufacturers Representative, commercial line institutional furnishings, seeks lines of commercial carpet, furniture, bedding, accessories for N.J., Dela., Md., Phila., and Washington, D.C. for contract sales. Write Box 189, CONTRACT.

**LINE WANTED:** Wholesale fabric showroom—58th St. & 3rd Ave., NYC desires to represent fine line of rugs, furniture, wallpapers, lamps or accessories. Write: Box 190, CONTRACT.

**LINE WANTED:** Lamp, furniture, wallpaper or accessory line wanted by representative with established wholesale fabric showroom—9th Floor Merchandise Mart, Chicago. Write: Box 191, CONTRACT.

**EXCELLENT OPPORTUNITY:** Leading manufacturer of exclusive contemporary office furniture, wishes to contact established representatives, presently associated with select clientele, to present prestige steel groupings, to architects, decorators and office furniture space planners. Showroom associations will be considered. Write Box 192, CONTRACT.

**REPRESENTATIVE AVAILABLE:** Manufacturers' representative—First Division New York through Virginia—Second Division Carolinas through Florida. Direct on dealer, military installations to be contacted. Literature, non-returnable samples (if practical) and suggested financial arrangement in first reply. Please, no get rich quick associations. Write: Box 193, CONTRACT.

**CONTRACT SALES MANAGER AVAILABLE:** Highly experienced contract sales manager desires position in this expanding field. Has directed sales staff and designers into million dollar operation. Over 20 years of experience in all phases of Contract operation. Write: Box 194, CONTRACT.

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Showrooms: Dallas, Chicago, Los Angeles, San Francisco & Seattle

**Decorator Line adds the**

**"Designer Series" 
(combining wood with metal)**

**HAT and COAT RACKS**

Cast, brushed aluminum brackets; hat shelf of solid walnut rods, oil finished; heavy sculptured inverted "V" walnut coat hangers—mounted in spaced "borrow-proof" receptacles. Combines the strength and efficiency of metal with the warmth and gentility of fine cabinet wood.

This is just one of the new "luxury" units shown in full color in Bulletin DL-855

Write for it today.

**VOGEL-PETERSON CO.**

ELMHURST • ILLINOIS

Circle No. 108 on product information card
planning on buying new chairs?

DON'T BUY ANY CHAIR ANYWHERE until you read the "Buyers' Guide For Chairs"

FREE Your FREE COPY available upon request at no obligation to you.

20 Fact-Filled Illustrated Pages giving valuable information.

WRITE FOR YOUR FREE COPY TODAY!

Write For New Catalog I-65

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SHOWROOMS: Los Angeles, Phoenix, Denver, Kansas City, Dallas, Chicago, Cincinnati, Atlanta, New York City

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Serving Architects and Designers for over 20 years
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