Grant's 340 Self-Closing Slide is to a drawer as wings are to a butterfly. Easy, smooth movement with minimum effort. There are of course some differences. A butterfly's wings, for example, are lovelier to look at, while the 340 Slide is substantially more functional. There are more differences, too. Why not write for details?
The Atlantan
Atlanta, Georgia

Wells M. Squier,
Industrial and Interior Designer
Wells M. Squier Associates, Inc.
Lauderdale-By-The-Sea, Florida

The carpet: Bigelow.

For the Atlantan, a brand new installation of Bigelow's Tuff-Dyed* broadloom. It's Mayfield, with 100% Bigelow Approved Continuous Filament Nylon face. This plush floral pattern in sapphire and emerald is designed to look as well and wear as long as fabrics selling for far more. A canny choice for hotels, motels, and commercial buildings.

*Trademark

Why do people like Wells M. Squier specify Bigelow? Because they know Bigelow is the leader in the contract field. Any way you assure leadership. And if you've ever worked with a Bigelow Contract Specialist, you know how much easier he can make your job. How? Helping you decide on just the right kind carpet for the purpose. His knowledge can add weight to your team. Just call our nearest Bigelow sales office. Or if you prefer, send for our colorful free brochure on commercial carpets. Write Bigelow-Sanford, Inc., Dept. A, 140 Madison Avenue, New York 16, N.Y.

Find out for yourself why people who know buy Bigelow.

Circle No. 2 on product information card
When you want the subtlety of success, design his office with the finest wood in the world. You'll build good taste and good sense around him and he'll have it easier with both customers and board members. You'll have a friend and client forever—thanks to Genuine Mahogany.

As the world's largest importer and manufacturer of Genuine Mahogany, Weis-Fricker produces only _Swietenia Macrophylla_ from Central and South America. It's yours quickly in any quantity at prices that will please you, and at lengths up to 20 feet, widths to 24 inches, and thicknesses to 4 inches!

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For the name of your nearest dealer, 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. Circle number 60 on the readers service card or write Weis-Fricker Mahogany Company, P. O. Box 391, Pensacola, Florida.
The Cover
Twilight shot of the D & D Building, New York City, the nation's newest market place for furniture and decorative goods. Cover by Peter Harrison.

CONTRACT
THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING
VOL. VI, No. 2 FEBRUARY, 1965

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COMING IN CONTRACT

MARCH—Standards & Specifications—an analysis of what is being done by manufacturers and big customers to standardize contract items, including a special report of Federal government specs.

APRIL—The Educational Problem—Are the design schools and other centers of learning giving students the right background for entry into the fields of contract design, planning and specifying? An analysis of the problem, plus some suggested solutions.

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Commercial Carpeting by Callaway

FOR INFORMATION, WRITE OR PHONE WAYNE ARIOLO, SALES MANAGER, COMMERCIAL CARPET DIVISION, CALLAWAY MILLS, INC., 295 FIFTH AVE., NEW YORK, MURRAY HILL 52.7

Circle No. 3 on product information card
... Your Invitation to Comfort

Shelby Williams
INDUSTRIES, INC.
2500 West Ogden Avenue, Chicago, Illinois 60608

Factories: Chicago, Ill.—Los Angeles, Calif.—Morristown, Tenn.
Showrooms: Chicago, Los Angeles, Atlanta, Dallas

Circle No. 4 on product information card
Hospital and institutional construction rose by about 40 percent the past year, and may go up 12 percent more this year. Much of this is due to the increased attention for nursing homes and other facilities for the chronically sick.

Public construction of nonresidential buildings, up 14 percent in 1964, may go up another 2 percent this year. Educational building expenditures, up 12 percent last year, could advance 3 percent in 1965; and hospital and institutional construction, up 16 percent in 1964, might rise another 5 percent this year.

Procurement regulations change

Bidders on federal procurements, under the Federal Supply Service, will note references now to a somewhat revised GSA Form 1424, supplemental provisions for the supply contract. Substance is basically unchanged except for clause involving acceptence/inspection documents, prior reduction on indefinite quantity contracts, and federal, state, and local taxes.

Regulations have also been amended on procurement by formal advertising, governing the establishment of bidders' lists and rotation of excessively long bidders' lists.

Library shelving antitrust judgment

Four manufacturers of library shelving, furniture, and equipment agreed to a consent judgment in a federal civil antitrust suit, which forbid them to allocate bids or restrict competition. The four are Sperry Rand Corp., New York; A. Metal Inc., Jamestown, N.Y.; Globe-Wernicke Industries, Inc., Toledo; and Estey Corp., Rahway, N.J. A case against the companies and some executives ended last February with imposition of $140,000 in fines after pleas of guilty. The suits were filed in 1963, covering actions from 1954 to 1961.

Office furniture production

First Census report on its 1963 Census of Manufacturers shows value added by manufacture, office furniture, of $285 million, a third higher than $212 million in the 1958 Census. Wood office furniture rose two-fifths, from $38 million to $54 million. Metal office furniture increased from $174 million to $231 million.

Value added in the public building furnishings field increased about three-tenths, from $113 million to $144 million.

SEC registration statement

B. Brody Seating Co., Chicago manufacturer of kitchen and dining furniture, restaurant and hotel booths, tables, etc., filed a statement with the Securities & Exchange Commission seeking registration of 200,000 shares of common stock. Proceeds will be used to add manufacturing spa
buy machinery, develop a new wood products line, and increase working capital.

Procurement possibilities for you

Winter, spring, summer, fall—the federal government can be a somewhat regular client of yours, if you can outdo your competitors in the bidding game—and if you're willing to put up with the special restrictions and requirements that go with federal procurement. Here are some recent invitations for bids which give you an indication of what, by now, is in store for somebody else, but could have been for you, in contract furniture and furnishings:

- General Services Administration, Seattle—Single-pedestal and double-pedestal tables. School furniture.
- Kennedy Space Center, NASA, Cocoa Beach, la.—Chairs.

Federal awards keep coming

February may have fewer days than other months, but it would be hard to pinpoint any one time when there are fewer announcements of awards on Federal procurements; this is an ongoing activity for the contract field throughout the calendar and fiscal years both. Some recent examples can give a notion of what's in the works:
AH & MA's fabric standards role

Dear Sir: In your November 1964 issue, your feature article on contract fabrics, makes reference to the American Hotel & Motel Association and its role in establishing standards for fabrics. In the second paragraph, the reader is led to believe that products which meet the Association's standards are given an approved listing in the Association's book.

The facts are that AH&MA was the sponsor of American Standard 1.24 Performance Requirements for Institutional Textiles. These standards were developed by a committee operating under the auspices of the American Standards Association and comprising representatives of textile manufacturers and suppliers, consumers, and other interested groups. The standards resulting from this work were first published in 1955. They have since been revised and are currently being published by the American Standards Association.

With regard to the American Hotel & Motel Association's listing fabrics which meet the 1.24 requirements, the article failed to indicate that this listing procedure is a function of the Institutional Research Council, Inc., an organization of 13 associations (including AH&MA), representing more than 75,000 hospitals, YMCAs, hotels, motels, schools, colleges, libraries, and other institutions.

The Institutional Research Council conducts the Certified Products Program which provides for the listing of cleaning and maintenance products, textiles, and carpets which meet appropriate standards.

I would like to take this opportunity to congratulate you on the wonderful job CONTRACT is doing and the fine service provided to both the consumers and producers of contract merchandise.

J. S. Fassett
Director, Membership Services
American Hotel & Motel Association
New York City

Kudos for Jutras

Dear Sir: It was a privilege to hear Roland Jutras at your dinner meeting in November and which you reported in the December issue. Mr. Jutras made a very reasonable and clear statement from his point of view in regard to manufacturers' presentation of their products to the contract designer. I think the manufacturers stated their position with equal clarity and feeling during the discussion period. While the session ended without full and final agreement on the part of all attending, it certainly proved to be a very worthwhile event for us. We are indebted to CONTRACT and Roland Jutras for having stimulated our minds through this thought-provoking session.

JACOB FELSENSTEIN
Institutional Products Editor
Philadelphia

Dear Sir: I must compliment both CONTRACT and Ben Hellman on the choice of speaker at your 4th anniversary dinner meeting in November, and the thought-provoking discussion that followed. It is extremely difficult to communicate products and new ideas to the people who are actually doing the specific planning. Quite frankly, this is one of the reasons we are expanding our own advertising program and making CONTRACT a part of it.

I firmly believe that if CONTRACT continues to maintain a sounding-board for ideas you will serve a purpose that no other publication seems willing or able to perform.

WILLIAM S. NADWM
Vice Presidet
Rockland Indus.
Brooklandville

TRADITIONALLY
Fine Office Furniture
by SCERBO

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

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There's no place like this Showplace!

This new trademark signifies something special for you—the world's first complete contract Buying Center. Here you'll enjoy convenience and selectivity such as you find nowhere else. Just one cab fare to one building with more than 2,000 top contract lines. Everything you need for any commercial installation. And all just an elevator button apart. For a complete directory of exhibiting manufacturers, write:

THE MERCHANDISE MART - CHICAGO

Circle No. 7 on product information card
ver 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 silent. Designs flow through the entire thickness. Re-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 / HER-CULON OLEFIN (the longest wearing carpet fibers known) into luxurious COLORSET carpet pile of radiant, enduring designs.

Barwick mills, inc. CHAMBLEE, GEORGIA World's largest maker of tufted carpets and rugs
Study on designer education

The massive problem of how to train and educate new talent for the field of space planning and commercial/institutional designing will be the subject of a major study that CONTRACT is scheduling for the Spring of 1965. The study is being prepared under the direction of Lawrence Lerner, president of the leading office design firm of Saphier, Lerner, Schindler. Mr. Lerner has already reviewed the courses offered presently at scores of design schools throughout the country and has interviewed many faculty members as well as recent graduates of these schools. The CONTRACT study will analyze what is being done towards educating new personnel today; what a contract firm can reasonably expect from a new designer, and how new courses might be set up specifically aimed at preparing the student to cope with the problem of contract planning, design and specifying. In addition, the study will cover some of the industry's own efforts, such as the scholarships and courses for design students being considered by the Contract Manufacturers Association of the Merchandise Mart, Chicago.

Maxwell opens Miami gallery

The Maxwell Co., one of the nation's leading contract furnishers for hotels and motels, recently opened The Maxwell Galleries, a showroom where leading furnishings lines will be displayed exclusively for the trade. Occupying the entire main floor of the Maxwell Building in Miami, the showroom will include displays from such firms as Fancher, Myer-Cunther-Martini, Whitecraft, Jamestown Lounge, Interiors Import, National of Mt. Airy, Weiman & Hellam. Displays are coordinated in vignette style by Kenneth Hull, NSID and Nancy Pope, NSID.

D for D selects Draper Co.

Dorothy Draper & Co. has been selected to create the November 1965 edition of Designs for Dining, which will premiere at the 50th anniversary of the National Hotel & Motel Exposition, November 8-11, at the New York Coliseum. Under the direction of Carleton Bates Varney, Jr., the display will coordinate its theme with the 50th anniversary of the Hotel Show, presenting four classical dining interiors titled "Fifty Years Ago Today."

It was also announced that Alphonse W. Salomone, vice president and general manager of the Plaza Hotel, has been appointed chairman of the 1965 Hotel Show.

New light on Pan Am

Our interest in the Pan Am Building is no secret—we devoted an entire issue last September to this giant among commercial structures. Now, the Pan Am has been given a new dimension, with exterior lighting designed by Abe Feder, who used special equipment devised by Kliegl Brothers. Kliegl collaborated with Westinghouse to design illumination that would "wash" the eight sides of the building uniformly—quite a task when the wash has to reach 550 feet to the top of the 59-story building. Searchlights by Kliegl with a specially designed quartz bulb by Westinghouse did the job, defining the building's formidable symmetries by means of 376,000 watts of light. Pan Am was the first in CONTRACT's Landmark Series; the second Landmark issue, to be devoted to the rebirth of downtown Chicago, will appear in September, 1965.

Thunderbird motel wins award

The combination of ancient Aztec designs and contemporary building materials in the expansion of the Thunderbird lounge and restaurant in Jacksonville, Florida, earned the installation a Brody Design Citation. The lounge and restaurant are part of the Thunderbird Motor Hotel. As part of the expansion program, the lounge was doubled in size to seat 250 persons, the Mayan dining room (see cut) was added to accommodate 100 persons, and two meeting rooms, the Aztec and Peruvian, were provided for an additional 200. William M. Groff, NSID, IDI, of Jacksonville was the interior designer. The design citations are made by B. Brody Seating Co., Chicago, to outstanding food service installations in recognition of their excellent architectural and interior design coupled with highest standards of efficiency, comfort, and service.

Risom to head '65 NOFA-D Symposium

Jens Risom, of Jens Risom Designs, Inc., has been named chairman of the 1965 Designers Symposium of NOFA-D, in conjunction with the annual NOFA Exhibit in New York City. The Designer Symposium will be held at the Sheraton East Hotel on April 29 and 30, overlapping the NOFA Exhibit at the Coliseum, April 29-May 4.

New mart planned for Washington

An international merchandise mart planned for Washington, D.C., to provide exhibit space for U.S. manufacturers of contract furniture and fabrics, and foreign displays of foreign countries' products. The Jaru Realty Co., whose president—Jack Hurwitz, plans to start construction on the International Merchandise Mart of Georgetown this fall, with the building to open in the spring of 1967. It will have 414 feet of frontage on the 3200 block of Grace Street, on the banks of the C&O Canal in Washington's historic Georgetown area. Mr. Hurwitz is president of Jack Hurwitz, Inc., and its division Decorloom Fabric Co. and Decorloom Carpet Co., and also of Furniture Galleries Inc. These firms have just opened consolidated showrooms for the trade at 3200 Grace Street, next to the site of the planned building. The Mart will have five stories, with total floor space of over 100,000 square feet. Mr. Hurwitz said he saw "a tremendous need in this area" for exhibit space for the commercial attaché of the various countries to display the products to U.S. businessmen and to another. The second and the third floor will be devoted to this, with representatives of other internationally minded firms also on the third floor. The first floor would be set aside for U.S. manufacturers of contract furniture and fabrics.

(Continued on page...
Woodard helps you bring the woman's world into every environment. They appreciate nice things — they surround themselves with things of charm and individuality — they have a feeling for beauty — they admire a flair for color. Woodard's line of handsome wrought iron tables, chairs, and accessories appeals to every woman. They do like nice things.

Woodard

Write for our new catalogue.
LEE L. WOODARD SONS, INC. OWOSSO, MICHIGAN
205 EAST 63 STREET, NEW YORK 425 MERCHANDISE MART, CHICAGO
320 DECORATIVE CENTER, DALLAS 8924 BEVERLY BOULEVARD, LOS ANGELES
CONTRACT BUSINESS: NOTES & COMMENTS

New assignments . .

Phyllis Spalding, AID, Honolulu, has been commissioned to design all interiors, from house and senate chambers to private and general offices, for Hawaii's new state capitol in Oahu. The building, designed by John Carl Wernicke, AIA, is the first legislative chamber for the new state of Hawaii, the only state in the union that was once governed by a monarchy. Scheduled for July 1967 occupancy, the building and its interiors will be contemporary, while at the same time reflecting the heritage and flavor of the islands. It is expected to require approximately 10,000 yards of carpeting, and Fortuny has already been contracted to create special fabric motifs after an old Tapa design. . . . After a year-long nationwide competition to design a new headquarters building for the American Institute of Architects in Washington, D.C., the commission was awarded to Mitchell-Giurgola Associates, Philadelphia architectural firm. The prize-winning concept, which blends contemporary architecture with Georgian, was picked from seven finalists in the competition originally including 221 submissions. . . . Dorothy Draper & Co., Inc., New York City, announces a number of interior design projects currently on the boards: dining room and ballroom, Lookout Mountain Club, Tennessee; lobby areas, corridors, guestrooms, Westbury Hotel, New York City; lobby, public areas, and coffee shop, The Plaza, Atlantic City. The Draper Company just completed a new spring fabric collection for F. Schumacher, to be introduced shortly. . . . Sapbier, Lerner, Schindler, Inc., reports heavy project schedules in its offices in New York, Chicago, Los Angeles, and San Francisco. Among the new projects: planning and design of 35,000 square feet of new executive offices for Board of Commissioners of the Port of New Orleans; renovation of 18,000 square feet, on three floors, for National Cleaning Contractors, New York City; new offices for Time & Life Building management, Chicago; planning of more than 250,000 square feet of tenant spaces in the New Brunswick Building, Chicago; new headquarters, totaling 80,000 square feet of space, for Matson Navigation Co., San Francisco. . . . Brand-Worth & Associates, Los Angeles, has been retained by J. C. Penney Co. to execute a design development program aimed at creating a new nationwide image for the chain's stores. Brand-Worth is also fashioning a new continental look to mark the forthcoming 20th anniversary of the Los Angeles Home Show, June 10-20, at the Los Angeles Memorial Sports Arena. . . . Integrated Design Associates Inc., Beverly Hills, has been commissioned to redesign the Sahara Hotel, Las Vegas. The project includes the Congo Room, parts of the casino, main entry foyer, and executive offices. Integrated is also creating a new concept in commercial furniture showrooms for Shelby Williams Industries' west coast display area in the Los Angeles International Design Center. . . . The mid-west office of The Maxwell Co., located in Chicago, was selected by the City Development Co. to completely design, coordinate, and supply the interiors for the 200-room Jack Tar University Inn, just across the street from Michigan State University, Lansing. The Inn will be another of the company's "turn-key" jobs, with everything custom designed, delivered, and completely installed when the Inn opens this spring. This Maxwell branch reports that it is currently completing approximately $2 million contract installations. (C)

The Mutual Admiration Society... dues $488.

Shown admiring itself is the Hugh Acton Conference Desk with mirror finished solid steel "I" frame construction. Write for our free catalog: 588 Brookside, Birmingham, Michigan.

HUGH ACTON
if you’re a carpet expert... you may not need Alexander Smith!

You will have developed all the facts:

The elevators’ peak load capacity...
but what about the corridor carpet’s ability to take the traffic?

The colors to flatter the food a restaurant serves...
but how about spills?

The ‘theme’ for the newest resort hotel...
but will custom designed carpet fit the budget?

Each job can have peculiar carpet requirements — whether the contract is for office building, bank, or retail store library or liner ... hotel, motel, boatel ... ristorante or rest rooms. Turning your ideas into a completed carpet tract is Alexander Smith’s part of the job. By doing it well, we free you to do yours.

will translate your thinking about color or style into carpeting, the quality that is right for your project. We’ll screen ourselves with fiber content, construction, maintenance... watch details of on-time delivery and proper allation (over Alexander Smith carpet cushion, of course!) And we’ll watch the budget, too.

ad promises? It’s easy when you have unsurpassed design facilities and the ability to make every carpet that be made — like the carpet experts from Alexander Smith. Try us: a call or note will bring immediate service.

Alexander Smith
CARPETS AND CUSHIONS
295 FIFTH AVENUE, NEW YORK 16, NEW YORK

Circle No. 13 on product information card
COLUMBIA UNLIMITED has moved its offices and showrooms to 145 E. 57 St., New York City. The firm will also act as distributor for Vendet Lighting.

MURALS, INC., a division of James Seem Studios, has changed its name to MURALS & WALLCOVERINGS, INC. to reflect the increased emphasis on the production of repeat wallcovering.

CHARTER CARPET CORP., a new tufted carpet manufacturing firm, recently started operations in its new 50,000 square foot plant in Caitho, Georgia. Principals of the new company are W. HALE, JEP PEELE, and NOEL WADSWORTH.

SCEOLL, INC., Miami manufacturer of solid aluminum furniture, has added the following showrooms to display its lines: PENFIELD MFG. C. Syracuse, N.Y. and BURNETT-ORMEYER INC., both Tampa and St. Petersburg, Florida.

HINZMANN & CO., INC., manufacturer of architectural woodwork and cabinetry, 92 Third St, Brooklyn, N.Y., has its headquarters and plants solely in Brooklyn and is not associated with plants in any other state. Reference to another plant site, in the September issue of CONTRA, was an error by this magazine.
This is the Pennwood Group

Its design, function, and price will serve the executive and mid-management offices, stenographic areas, and in fact, wherever desks are required. Companion chairs, of course.
Here’s a tonic for the chronic office grind. It’s called Burke, and it would take an industrial psychologist years to explain all the pleasant things which happen to office routine and productivity wherever Burke furnishings are employed. More than providing an atmosphere of taste and comfort, Burke furniture is light and rugged, too. Easy to clean, impervious to stains, Burke never mars a wall or floor. Your office need treatment? Then, contract for Burke today.

It’s out in the open...
Estaban — Burke’s newest contract furniture.
It’s weather resistant, easily cleaned, stain-proof, perfect for outdoor service. See it at your dealer’s showroom now.

SEND FOR BURKE’S FULL-COLOR CONTRACT FURNITURE BROCHURE TODAY
long run feature attraction at the Utopia Theater, Flushing, N. Y.

If movie-makers would be hard-pressed to produce a show it would have a run as long as this Hardwick Carpeting going to last. And it is carpeting that will retain its premier opening night attractiveness, too . . . Hardwick’s pet-making knowledge for over a century assures it. Long wear and long-lasting beauty — just two of the reasons why Long Island Commercial Carpet Company recommended Hardwick Carpeting for this installation.

And being a compact mill, Hardwick has the flexibility to offer exactly what is needed when it’s needed. And gives you a better edge on price, too.

How’s that for a couple more good reasons for recommending Hardwick on your next installation?

FREEm 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.

ARDWICK & MAGEE CO.

High Avenue at 7th Street, Philadelphia, Pa. 19133

Circle No. 17 on product information card

No. 16 on product information card

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.
This circular rug is a fine example of custom design. Space Design Group drew up "custom" specifications, and Rugcrofters executed the hand-tufted wool rug. The rug brings into focus the working area of one of Kenyon & Eckhardt's executive offices in the Pan Am building. Circle No. 65.

The January market has just closed, and the mill salesman is knocking at doors of major architects and contract designers throughout the country, eager to display his firm's new wares. When he calls at Palmann's office he may have the good fortune to talk with Daren Pierce, a man who has seen the inside of the carpet mill and who knows the difference between pitch and gauge. On the other hand, he may be turned away by an uniformed designer/architect who neither understands the sales points nor wants to listen.

The Daren Pierces are, as a select group of responsible interior contract specialists, very knowledgeable about carpeting. But what about the average architect, or even architectural firms who more than ever are finding themselves using carpet? The American Carpet Institute, as well as trade showrooms, carpet contractors, mill showrooms, all indicate that most architects and designers do not know how to choose a carpet. The first step is to look at color and texture, then at the budget, and lastly, they consider how the floor cover will be used.

The first step

There are certainly more useful guidelines for buying carpets than those above, even though methods for buying 20,000 yards are quite different from purchasing 200. First, prior purchase, it is essential to discuss carpeting with a carpeting contractor who represents mills that have established contract departments. The men not only bid and help write specifications, but they are responsible for a good installation. Daily, they serve and compare carpets from mills and, in some cases, know good points as well as the faults better than the mills do themselves.

In his discussions with the contr
SPECIFYING FOR CONTRACT INSTALLATIONS

A COMPLEX PROCEDURE, INVOLVING ELEMENTS LIKE PITCH, AUGE, DENSITY, APPEARANCE-RETENTION, AND TYPES OF FIBERS, AMONG OTHER CONSIDERATIONS. BY ANN DOUGLASS

Resman, the specifier should first consider where and how carpeting is to be used, the amount of expected traffic, and how much money can be spent. This gives the carpet specialist valuable limitations and enables him to offer the designer a choice of suitable textures, at the same time ensuring how one fabric will wear better than another, how one will show soil less, etc. The color can be chosen last of all.

The sooner the designer picks a carpet, the better off he, his client, and the installation will be. In any sizable room 200 square yards and up) or on tom order job, money and time are saved when the carpet decision is made at least two months in advance of installation date. It takes time to weave large yardages; and when fabric samples or imports are restocked, more time.

How to compare qualities

A good generalization is that price reflects quality: in terms of maintenance as well as appearance retention. The most reliable comparative measurement is the ounces per square yard of surface yarn—48 ounces of wool will wear longer and better than 32 and will, of course, cost more. Tightly packed fabric (many tufts per square inch) of 2-ply yarn will be about half the weight—and wearability—of an equally dense fabric of 4-ply yarns, all other things equal.

Important elements

The carpet itself, the most important elements are pile weight and density, the closeness or density of the loops, the backings, and padding. The designer will be interested in comparing the constructions—most often wool, velvet, and tufted—available in his price range. These will show him the texture range. In heavily trafficked areas he will probably want a carpet with closely packed fibers and tufts.

What about appearance-retention and wear? Mill show-rooms do not have portfolios of color transparencies showing a fabric on installation day and a second slide taken two, five, or even ten years later. In fairness to the mills, they are not entirely to blame for poor appearance-retention in many instances. A case in point is a recently installed carpet in one of New York's plushiest cultural institutions. The designer insisted on a thick pile velvet in a subtle gold. Advice from the showroom to change the color fell on stubborn, deaf ears. Six months after opening the public will comment: "what a cheap carpet: it certainly has worn poorly." Two points are made here. The first is that the decorator, though we're sure she hates that label, thought only in terms of color and texture, for despite the sound advice of the dealer to change color, she refused to listen. The second, is that wear has been confused with appearance-retention.

Wear means fiber loss; appearance-retention, is the ability of the fiber structure to look the same after service and repeated cleanings. Soil resistance is part of appearance-retention, and is quite different from spot-resistance. Apart from the war cries of wool, nylon, acrylic, and polypropylene proponents, most light-colored, single-hued fabrics will show soil very quickly under heavy traffic. Though brown-toned tweeds or mohair esques will hold up pretty well, many designers consider a standard-colored texture a bit too dull—just because it seems to go with everything, it often contributes nothing more than an easily maintained floor surface.

It is lamentable that many of the stocked contract carpet patterns from large mills are unimaginatively styled

![The new '65 collection of rugs at V'Soske includes several contemporary designs as well as fine traditions, such as the Eighteenth Century (left) in yellows and powdery tones. Hasadan (right) employs a special one-level technique, a flat tapestry stitch. The colors are rich earth and clay tones. Circle No. 66.](image)
and colored. Many textures still look "commercial" in the pejorative sense of the word, but the mills are beginning to improve their colors and textures. The most exciting styling usually appears in custom-designed goods when the designer fully understands the limitations as well as the scope of what a mill is capable of producing.

There are two recent and available publications that can be useful to the designer and carpet specifier. An excellent source with drawings and selections of carpet construction is: The Selection and Maintenance of Commercial Carpet, published in 1962 by the Cornell Hotel and Restaurant Quarterly. The text by Bernard Berkei and Cyril S. Kimball was written under the direction of The American Hotel Association Research Committee. This 48-page, 8½ by 11 publication, obtainable from AHA at 221 West 57 Street, New York City for $2, discusses all the elements of major carpet constructions, fibers, guides to commercial carpet grades, how to select a carpet, maintenance and spot removal techniques, special carpet problems, a list of carpet books and articles, and an extensive glossary.

The second, The Essentials of Modern Carpet Installation, by D. J. Duffin, has been prepared with the assistance of the members of the ACI. The 324-page book, designed as a training manual for installers attending shop courses, contains concise, clearly written information about weaves and construction. It also describes commercial installations, how to measure rooms as well as estimate and plan the installation. There is a small amount of overlap in the two publications, but they complement each other and contain quite separate glossaries. The book, copyright 1962, is published by D. Van Nostrand Co., Inc., at $6.50.

The only existing spec
Government specifications may seem like tedious lists of highly specialized requirements. They will not be useful to everyone, yet when an architect or designer is involved with huge yards of a commercial installation, how to measure rooms as well as estimate and plan the installation. There is a small amount of overlap in the two publications, but they complement each other and contain quite separate glossaries. The book, copyright 1962, is published by D. Van Nostrand Co., Inc., at $6.50.

The significant components
To more closely acquaint the design with the important elements of a carpet, here are the significant components, with some suggestions as to what makes one ingredient superior to another.

1. The type of fiber. In the synthetics, for example, the difference between generic types, such as continuous filament nylon and staple nylon, are known, but the differences between one fiber supplier's continuous filament nylon as against another's is, for practical purposes, negligible.

2. The tightness of the twist is a variable element. In a low-endabinet, one might find only one full twist to the linear inch; in a medium-pile velvet carpet, there may be four complete turns each linear inch of yarn. Twist retention may vary.

3. One can find two, three, or even four, or more plies in a single strand of carpet yarn.

4. Pile height (always measured from the top of the backing) can vary from ¼ inch up to ½, and more in luxury goods. Pile height, an important measure of the quality of a carpet, is usually measured in de­mals: .25 being ¼ inch.

5. The density of the tufts is measured in both directions. Pitch is the number of tufts, or warp yarns, in a 27-inch width of woven carpet. (Some speak of "full pitch," or 2, which is usually considered the minimum crosswise density; 216 is common.) Gauge, applying to tufted...
A, B This orange and gold, 5-color tufted texture was chosen for the editorial offices of Sunset Magazine in Menlo Park, Calif. Glyn Moor, from Cabin Crafts, is a medium-light duty Acrilan (Circle No. 67) tufted carpet in 15 colors. It is typical of the firm's well-colored and richly textured collection. The firm's Architective contract program was recently extended with the Whitfield Collection of four boldly scaled, dramatically colored patterns. Any one of the four may be had in combinations of colors from the 39 stocked yarns already available. The minimum order on these special colorations is 400 yards. Block is shown (B). Circle No. 68.

C Crestwood, from Alexander Smith, is a line that features a tightly constructed Axminster weave. Fifteen patterns are stocked in this quality. Shown is a custom design in Crestwood quality in the Echlaire Golf & Country Club, Armonk, N. Y. Circle No. 69.

D A more individualized carpet than stock textures and morequkes is often demanded for public rooms of hotels, so contract divisions of the major mills offer a wide choice of patterned Wiltons. This one from Hardwick & Magee is a mottled leaf pattern in black and gold wool that was installed last fall in the main ballroom of New York's Hotel Astor. Circle No. 70.

E This heavy-duty striated weave was specially designed for soil resistance and wear. Called Karibe #233, Duraloom stocks this 100% wool, modified velvet loop pile in 3 color combinations. It is shown in Cole Steel Equipment Co.'s reception area in a combination of taupe, brown, and black. Circle No. 71.

F A coming trend in carpet usage is its appearance in apartment houses. One such installation is Highland Park Apartments in Edmond, Wash., where Downs' all-Acrilan tufted carpeting, Added Touch, was used in the corridors and in the lobby. This highly textured, multi-colored fabric is a 3-ply, tightly twisted, stock-dyed carpet with a double jute backing. Circle No. 72.

G Cigarette burns and stains can be repaired quickly with Commercial Carpets Repair Tool. The blade adjusts to the desired radius, is used like a compass to remove a circle containing the damaged area. An identical circle is then cut from a piece of scrap carpet and is cemented into position. Circle No. 119.
A daily rolling out the carpet has been traditional with the Twentieth Century Limited departures at Chicago's LaSalle Street station. This new one, executed by Carter Bros. (Circle No. 73), expects to greet at least 75,000 passengers a year. It is a 12 by 31 foot tufted carpet of Allied Chemical's continuous filament Caprolan nylon pile. Circle No. 74.

CARPETING

knitted carpets, is the distance between two needle points expressed in fraction of an inch. The number of rows running lengthwise along the warps are called wires, and are measured in terms of the number of wires to the warp inch; seven and eight are commonly found in contract carpeting.

The weight of the surface yarn (this excludes the backing chains, stuffer warps, and shot yarns that bind the surface yarns into a solid fabric) is probably the single most important way of ascertaining the quality of a carpet. A good rule of thumb is that the more surface yarn per square yard of carpet, the better its quality. Of course, an inch-high pile that is very loosely packed (has a low pitch and wire number) will not have the wearability and ease of maintenance of a fabric with the same number of ounces per square yard with a lower pile height.

6. Color is often a matter of personal preference, although solid pale, or very dark, hues are not too appropriate for heavily trafficked areas. When yardages exceed the 200- to 500-square-yard-level, no additional charge is made for special colors, except in Wiltons. When the color is critical, the designer should determine the exact type of incandescent or fluorescent lighting that will be used in the installation and be sure to select all colors under that light. (Callaway Mills has an ingenious partitioned light-box that dramatically illustrates how one side of a fabric changes hue when any of 5 other lights is changed.)

7. The bulk of commercial carpeting is velvet, Wilton, Axminster, knitted, and tufted. The velvet loom, one of the simplest and ingenious devices, produces a good dense carpet with a wide range of texture as well as a considerable amount of pattern. Medium-grade velvets run 7 to 9 wires per inch with a pitch of 189 or 243. Many plains and moresques (a tweedy effect that comes from a single yarn of different color plys) are woven on this loom. Alternating rows of cut and uncut pile are becoming common.

Wilton, which has a large amount of face yarn buried beneath the surface, is a consistently serviceable, well-made carpet, usually with five colors, or frames. Every mill has a large number of these Jacquard-type patterns—one has over 1,500—that are woven up to order.

Axminster is an even-height cut-pile carpet notable for its large number of colored yarns. Because each yarn tuft is individually inserted into the pile, this design flexibility often results in very complicated patterns. Medium grades run from six to seven wires per inch and have a standard pitch of 189.

Knitted carpets, a fairly recent development, are similar to wovens in that the pile and backing yarns are fabricated in one operation, but the carpets are made by looping the pile and backing yarns together with different sets of needles. Most knitted carpets have a looped-pile texture in solids or moresques.

Tufted carpet is made by a row of hundreds of needles, stitching down the length of the carpet into a pre-woven primary backing of jute, kraft-cord, or the new polypropylene. To secure the yarns, a coating of latex is added to the underside, and a secondary backing is also added to give dimensional stability. An advantage of this construction is that most of the face yarn is on top where wear occurs, although the density of the pile seems to be limited. One installer says he has found trouble with the primary backings, which have not proved to be too stable: restretching was his complaint. The new polypropylene backing is intended to remedy this defect, but the installer had not had experience with the new material. A considerable variety in pile height is available in tufting. Multicolored effects, similar to those on a velvet loom, are also possible.

Custom tufting, a semi-manual operation, is premium priced, and should not be confused with machine tufting. This technique enables any size or shape of carpet up to 30-feet wide to be made to order without seams or wastage. Machine tufting is a bit faster and less expensive; it also reproduces any shape, eliminates wastage, but is seamless up to only 15, or occasionally 18 yards.

8. There are a number of types of backings. In woven carpets, the underside of the carpet that binds the pile yarns together in position and provides a firm foundation is termed the primary backing. These various fibers resist stretching and shrinking and consist of the weft, chain warp, and shot yarns, in addition to heavy "stuffer" warps that run the length of the carpet. In tufted carpets, one speaks of primary backings—the fabric into which the tufts are punched—and secondary backings, or a "doub back," the additional "scrim" backing or webbing that gives greater dimensional stability. The latter is laminated to the primary backing.

9. Padding, also known as underlay, cushion, and lining, is necessary to prolong the life of a carpet. Because its selection is often left to the installer, some carpet specifiers tend to underestimate its importance. Of the most common types—hair, hair a
rubber, and plastic foam—there
disagreement as to which is the
best. (One leading manufacturer pro-
duces two hair linings, both 40-ounce
eights, but charges from 20 to 30¢
more for the one with a brand name.
hen a Brooklyn school questioned
the difference between them, tests at
the city's Board of Supply found the
composition of both identical.)
Some of the less expensive fabrics
me with either sponge rubber or
am padding laminated to the backs.
ese reduce initial installation costs,
replacement or removal is more
difficult than carpets with separate
iding, because they are cemented in
ace. Of the two laminated backs,
e foam is generally considered in-
ior: for one thing, it tends to ox-
ize and decompose. In institutions
at have a quick redecoration cycle,
ch as motels, however, the less cost-
one may be preferable.

**fine future**

he relative growth of contract car-
ting in the past decade has far ex-
ceeded the residential output percent-
re. Wool Carpets of America es-
nates that roughly 34 billion yards
ere produced in 1964 for contract
use alone. Spokesmen estimate this as
about 25 to 30 percent of total produc-
tion. (Total output has tripled in the
past 10 years, whereas contract fig-
ures are up seven-fold.)

**Special areas**
The benefits of school carpeting have
been previously covered in CONTRACT
and it is not surprising that carpet-
ing is beginning to appear in hospital
corridors and in patient rooms. A
notable study was made at Barnes Hos-
pital in St. Louis where bacteria
count tests were carried out by the
University of Missouri Medical
School. After six months of gather-
ning results, the group said that no
greater amount of bacteria were ob-
erved in carpets than was counted in
standard, hard-finished floors. At the
same time, great improvement was
found in both the noise level and in
the patients' dispositions.

Carpet is the established floor cov-
ering for hotels and motels and is
quickly gaining acceptance on all floor
areas in offices. It is being used much
more imaginatively than ten years
ago: in kitchens, drug stores, audi-
torium walls, and even outdoors.

For the first time last year, wool
no longer controlled the bulk of the
market. But this hardly says that
wool production was down in '64—
only that more synthetics were used.
In the upper end of carpet production,
wools have and undoubtedly will as-
ways have the lion's share. They are
proven and well-liked for they rate
consistently high in all categories of
behavior. The synthetics have filled a
very important need in the lower end,
and so far, the only group really com-
peting with medium-priced wool are
the acrylics. With the mushrooming
demand for carpeting, there seems to
be ample room for all fibers to
flourish.

**Recent innovations & improvements**
The technology of carpeting refuses
to stand pat. The major mills are con-
tinually alert to new constructions,
testing processes in laboratories be-
fore they reach the public, and seeking
ways to improve the existing fibers
and looms.

One of the newest man-mades, poly-
propylene, from the olefin fiber group,
claims a strength superior to nylon
and less static attraction than other
synthetics. It is being used as a car-
pet fiber but as it is mostly solution
A change of pace from the standard "pop-corn" textures found in nylon carpets is C. H. Masland's new Minaret. Made of Camu loft, Chemstrand's 100% mono-filament nylon (Circle No. 78), its texture is varied in color and in tuft-height. It comes in 12 colorings in 12- and 15-foot widths. Circle No. 79.

B Carpeting with laminated padding is gaining popularity for contract use. This one, Gulistan's Winning Team, is a space-dyed (short lengths of yarn are dipped into separate color baths) continuous-filament nylon. It is tufted in 7 colorings and laminated to a high-density foam rubber backing. Circle No. 80.

C Roxbury's interchangeable RugTiles allow for unlimited floor patterns. Twelve-inch squares of fabric are bonded to high-impact polystyrene plastic with edges designed to interlock with adjacent tiles. Acritile, shown, of 100% Acrylan, comes in 9 colors; 6 other fabrics are stocked. Circle No. 81.

CARPETING

dyed (dyed in its liquid state) it is produced only in limited colors. At present time, they don't seem to have the clarity of vat, skein, or piece dyed goods. U.S. Rubber, though claims to have a piece-dyable polypropylene fiber called Polycrest. Some mills are in the process of improving the texture of this fiber before the market it in a carpet. In another area however, the synthetic is hoping to make huge strides as an entirely new primary back for tufted carpets. The first of its kind on the market, PolyBac, began to be produced last June. Patchogue Plymouth claims its filament woven backing is in abundant supply, is stronger than conventional backing, impervious to damage and stains. It says its inherent stability minimizes restretching and buckling. Cabin Crafts began using it exclusively in its commercial quality last October. In the development stage is Loktuft from the Alamo Polyurethane Corp., a division of Phillips Petroleum and National Distillers & Chemicals. Its backing is non-woven. Another synthetic, Chemback has polyester urethane foamed onto a nylon scrim. Chemstrand has not set a date for its availability. The first polypropylene secondary back was just presented January. Patchogue Plymouth calls Poly-Doubl-Bac.

DuPont has just made its Antron (tri-lobed nylon) into a carpet fiber. The unique cross-section claims to give the carpet a better resistance to soil, as well as less static electricity as compared to nylon.

For the first time, flocked nylon being offered in carpets. Broadloom Imports' Standard Velvet is the Ele troPile process that puts pre-dyed nylon pile onto a 54-inch jute back. The jute is then bonded to a spun rubber. The firm says it will take tremendous wear and the finish resembles an old French worsted velvet.

Announced in January was Wick's variation of its Colorset process (Colorset is a technique of printing multicolor patterns through screens onto a white nylon carpet.) The new carpet, called Veltron, uses the same Colorset screens but the fiber is electrostatic flocked nylon. The pile is high, but it is tightly packed; it con
A new carpet, though not exclusive at Rugcrofters, is a meter-wide Dutch import. Very hard twisted fibers are permanently imbedded in a vinyl plastic backing under thermal heat. The vinyl is laminated to a jute back. The face height is about \( \frac{1}{8} \) inch, but the yarn is packed very tightly. The surface looks like \( \frac{1}{8} \) inch crosswise rows of very rugged tufts. Called Bonita, it comes in 20 excellent contract colors. Another quality, Pollux, has a slightly higher face, and the jute is laminated to a padding. Bonita is 60 percent wool, 30 nylon, and 10 mohair. Laying it can be tricky, but when properly done the results appear to be very good. (C)
INTEGRATED DESIGN ASSOCIATES: WITH AN EYE ON THE CLIENT
THIS DESIGN FIRM SPECIALIZES IN RELATING INTERIORS TO PERSONALITIES

INTEGRATED DESIGN Associates, Inc., Beverly Hills, California, specializes in interior design for offices, hotels, restaurants and commercial buildings, numbering the lobby and El Gaucho Restaurant of the Wilshire House Hotel and the executive offices of United Insurance Co. of America among its recently completed projects.

President of the firm is Richard Kramer, who had his sights set on a career in psychiatry when he entered the design field. Kramer claims that his background in psychology and psycho-therapy has been an important influence in his approach to his work, enabling him to “gain insight into what makes people tick in the pressure-cooker society in which we live.”

Two vice presidents round out the executive staff: Howard Hirsch, director of interior design, and Kiyoshi Nishimi, director of planning, both of whom admit to the influence of Kramer’s unconventional, couch-like approach to design. “But,” they concede, “we definitely don’t try to play the role of the psychotherapist and we don’t try to analyze people. We simply try to determine the kind of environment that will make the client most productive, creative, and emotionally comfortable.”

This approach is applied to all commissions executed by Integrated Design, including the public rooms of the Wilshire House in Beverly Hills. Here the background and tastes of the owner and his Argentinian wife were instrumental in arriving at the Spanish motif, translated by Integrated in terms that would appeal to the average hotel guest. Focal point of the Wilshire lobby is the heavily textured Spanish wooden wall, with Spanish chairs, white marble floors, and reproductions of Spanish paintings and sculptures enriching the continental feeling. The motif continues on to El Gaucho Restaurant, strongly accented with red, orange, and black.

The personalities of the executives of United Insurance determined the design treatments of their offices. The board chairman’s office is a gracious, period setting, while the president’s office reflects his preference for quiet elegance in a contemporary vein. (C)

WILSHIRE HOUSE LOBBY sets mood of the Spanish motif used throughout the hotel. In photo at left, paneling dominating the lobby is by sofa by Directional; lounge chair by Interior Crafts; tables by Tomlinson; candelabra by Dorner Products, carpet by Decorative Carpets. Above, credenza is by Master Cabinet; side chairs by John Good.
EXECUTIVE OFFICES at United Insurance Co. were treated individually according to the preferences of the occupants. Though a strong, dynamic person, the board chairman and founder felt more comfortable in a gracious period setting. His spacious uncluttered office (upper left) is furnished with Kittinger desk and side cabinet, Fine Art chairs, table, and sofa, Chapman lamps. The president's office (lower left and below) reflects a taste for simplicity and warmth in a contemporary setting. The horseshoe-arranged desk was specially designed by IDA and executed by Woodwork Corp. of America. Desk chair is by Lehigh, conference table by Knoll, conference chairs by Probber, draperies by Century Drapery.

EL GAUCHO Restaurant in the Wilshire House Hotel—an adept translation of the Spanish theme prescribed by the owner. Note decorative accents provided by the top railing on the booths and Spanish artifacts and prints adorning the walls. Booths and tables are by CBS Seating; chairs by Helby Williams; decorative lighting by Corner Products; woven wood blinds by Webb Textiles; picture framing by Munn's.
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This open showroom with recessed racks is contemporary in style but carries a touch of Spain with it. The company manufactures custom woven upholstery and trimming and shows off its patterns against windows as well as the standard racks. The carpeting is red, but there is a break at the foyer that shows parquet floors. An imaginative touch is the use of the window spacing to display some of the fabrics.

Chaneaux Imports, Inc.

Drapery and furniture fabrics in colors are hung from walls, drap over rods and attached to walls throughout the 1,100 square feet showroom space. The firm does not require minimum yardage purchases; will make special colors to order. The room is decorated with period furniture pieces set on a velvet blue-gray carpet. Pictures help finish the egg-shell paint walls.

House of Verde, Inc.

To introduce the company's wallpaper and matching custom-fitted fabrics, designer Lillian Green divided the space into a series of individual settings with detail given to different prints of paper and fabric. Archways and changes in wallpaper and fabric were used to break up the 2,500 square feet of showroom space. Thus, by showing how a paper or fabric would actually look, the company was able to avoid the preponderance of display wings. Pale carpet is used throughout to help emphasize the colors. The firm specializes in customized contract wallcoverings, offering an unlimited range of special designs and colors to the contract buyer.
calamandre Silks, Inc.

The company, long known for its silks, created a new collection for architects and contract designers, appropriately called the Architect's Collection. The line is completely contemporary and extensive, running the gamut of elements, wallcoverings and upholstery fabrics. The firm boasts more than 350 textiles in 200 colors and large decks of neutral colors for special dyes. The showroom is on the street level and was designed by the company's Adrian Calamandre-Bitter. Outside, there is a display window that is decorated every two months by a different designer. Inside the room, one sets a double row of desks, seating people who see to it that no dealer is left to wait. The overall show is contemporary. A cutting wall has been placed in the center of the room, allowing decorators to reach it from four directions. Off to the sides, lines are broken into sections — covering on the left and new nunos on the right. In every case fabrics arranged by color and each rack has two samples — one permanent and other removable for the convenience of the working decorator. The colors are in every sense a professional, working showroom.

Selig Manufacturing Co., Inc.

A floating ramp over a Japanese rock garden serves as the entrance to Selig's line of wood and upholstered furniture. The garden itself is illuminated by a series of recessed lights set in a dropped ceiling of rosewood. Rosewood paneling is spotted throughout the showroom by designers Vladimir Kagan, AID, and Elroy Edson. The reception area is covered in travertine marble, broken up by free-form area rugs which create islands for showing off the firm's line of fine furniture. A series of interesting dividers is used to section the total space into rooms, the most striking of which is a 10-foot-high metal "sculptured" work by William Bowie, shown below.
Birmingham Ornamental Iron Co.

A long-established southern maker of outdoor and patio furniture, Birmingham has exploited its craft in the new showroom by means of a large but lacy wrought gazebo fabricated at its Birmingham, Alabama, plant and installed in the center of the showroom space. Around it are grouped Birmingham's large array of styles and finishes, ranging from contemporary to Spanish, as in the group in the foreground of the photo.

Goldman-Lang, Inc.

Designed by Ronnie Brahms, AID, showroom displays custom handprinted wallpaper by Goldman-Lang, exquisite upholstery fabrics by Robert Allen, Newton Centre, Mass., and drapery Bassett-McNab. There is a wonder use of color in this open showroom highlighted by a series of bright fabric panels, which color key the room.
The showroom acts as both office and display area for the company's oil and watercolor reproductions, antique maps, scrolls, lithographs, etchings, woodcuts, and framing techniques. It was set up this way to show how pictures and decorative features may be utilized in office design. The collection has been arranged to show how spaciousness and height can be achieved through picture placement. A hanging cork bead divider, tweed upholstered furniture and plantings help to make it an appealing showroom.
Henry Cassen
A functional and simple decor is the setting for this firm's broad line of fabrics, imported curtains, and casement cloths. There are 4,000 square feet of over-all space, but only about 1,000 of it is utilized for displays, the remainder being taken up with offices and stockroom. However, the showroom itself is handsomely arranged with full length hangings and wall displays.

Hildreth & Dunlop, Inc.
Jobber and importer of hand-woven and machine-made upholstery and drapery fabrics, the firm specializes in dyeing techniques for the designer. The showroom is only 600 square feet, arranged as a combination showroom-workroom. The fabrics are draped from wall hangings and displayed on chairs and windows. The over-all decor is timeless and unpretentious, with simple, comfortable chairs and sofas arranged around a marble table. The walls are white, the floor tiled, the lighting warm, and all of it contributes to emphasizing the fabrics. The space was creatively used by its designer, architect Charles W. Ball.

French & Italian Furniture Co.
John Mascheroni designed his own 1,400 square feet of space to his period furniture reproduction and custom line. The furniture is displayed in both groupings and alcoves against an open contemporary background. Free-standing partitions divide the space. It is all set down on a light gray carpet except for a break at the entrance where there is polished parquet flooring. The firm's logo can be seen through the door and, once inside, there is a studio-showroom atmosphere about the place.

Leonard Lee Carpets, Inc.
This new firm supplies carpets, area rugs, and vinyl tiles from all manufacturers, to decorators, designers, and architects. Upon entering one is struck by a wonderful burst of color in a contemporary setting. Designer Vito Tri-carico made use of two "walls" of windows, creating a light, open look throughout. A beige carpet covers the floor, lending a quiet pause to the vivid colors on display.

Woodson Wallpaper, Inc.
The showroom was papered with the company's own white-on-white design to serve as a background for the vivid fabrics and wallpapers on display. The decor is bright, fresh, Caribbean in flavor, with light tile floors and furniture done in black leather and rattan. The wallpapers and matching fabrics are hung from walls as well as in wing banks.

Signature Floors, Inc.
Herbert Bright has expounded several new display and design ideas to show off his creations in hard and soft flooring. He has "broken" the room into two separate and unrelated showrooms, using a six foot opening as a divider. Two opposing decors are used to support the scheme—contemporary for the tile "room" and traditional for the carpet section. The displays take up every available inch of space and the room is still one of the most workable in the building. Contract buyers will get a clear look at carpet and tile in large measure in a confusionless atmosphere.
Timbertone Decorative Co., Inc.

To show hand-made wallcovering and textural murals for the contract trade, Angela Bellaval has designed 1,500 square feet of space for Timbertone in a clean, bright way. Since the coverings are dependent upon exposure, she has created a splendid balance of incandescent and fluorescent lighting to show the company's lines. The focal point of the showroom, however, is the central wall holding a display of murals. All other displays, like the hand-printed foils and patterns, seem to radiate from there. All told, the showroom succeeds in conveying visually the notable esthetic qualities and great physical durability of Timbertone's collection.

Howard & Schaffer, Inc.

Richard Zieman, planner of the space, showed an extraordinary sense of visual imagination in solving the problem of displaying Howard & Schaffer's long line of wallpapers, carpets, vinyl printed window shades, and custom printed fabrics. A variety of showing methods was used: a large carpet covers most of the floor, broken by a "runner" of polished wood, which is somehow the perfect touch. It divides the space in half, one side for shades and carpet samples, the other for wallcoverings. In both sections, wings and walls are used to display the line. Still, there is something open and inviting about the room.
Embassy Handprints, Inc.

Setting the theme for the showroom, the reception area at Embassy is arranged against a background of one of the firm's unusual flock on foil custom designed wallpapers. Pine paneling outlines the display galleries where Embassy's exclusive handprinted wallpapers are on view. A display panel in the center of the showroom, planned as a changing exhibit, is presently featuring an interesting flock-on-flock design printed on foil in the design of a rose arbor. A counter and bench provide a writing area for visiting clients. Embassy specializes in standard and custom wallpaper designs in foils, prints, cork, and washable nylon flocked wallcoverings.

Matrix Wallpaper, Inc.

To house wallcoverings in a variety of styles, ranging from provincial to contemporary, Leo Charvat designed an open, airy, light showroom using walls and wings to show the papers. Pale hexagonal tiles over the floor is the perfect complement to the print on vinyl burlap in one area and the green on cream fabric display elsewhere. The walls are interspersed with paintings by Regi Klein. Showroom offices are used to display other papers in the Matrix line.

Brunschwig & Fils, Inc.

Roman Heilman designed the Brunschwig & Fils showroom to show a line of fabrics. To do this, he let light in, using an open design to create a feeling of spaciousness. On display is the company's line of domestic printed and woven fabrics, wallpapers, and the "Stock in Paris" collection. Perhaps most singular feature of the showroom is that the firm has chosen to sell the majority of its line in the French manner—in three-yard lengths. Printed and woven fabrics are displayed in separate sections: color and pattern together, then color alone, providing cross reference that helps simplify shopping. Comfortable chairs and sofas, antique commodes and armoires, and rugs are placed around 7,000 square feet of polished parquet floor, creating perfect settings for conversational groups.
Directional Contract Furniture Corp.

Richmond Bradshaw supplemented an open display with room-type areas to show the company’s elegant assemblage of contemporary furniture for office and institutional interiors, including desks, cabinets, chairs, sofas and occasional pieces. A new desk and cabinet series, the “Exec IV” by Kipp Stewart, is featured in a setting of its own. Directional’s furniture displays also feature designs by Milo Baughman and George Mulhauser. The firm’s 900 square feet of display space was tastefully separated by curtain walls. The “offices” and “rooms” are quietly done and appealing.

A. H. Jacobs Co., Inc.

While the company is known as designer and manufacturer of wallpaper, it also shows a line of upholstery and drapery fabrics and murals by George K. Birge. The showroom is slightly larger than 2,000 square feet and is decked out in contemporary dress—simple, clean lines, and polished maple floors. The focal point of the room is a quartet of panels featuring the firm’s latest creations. The space is crisp and workable, broken up into sections by display wings. The walls are, of course, papered, but kept to a textured white to offset the colorful panels. In the main, the room is contemporary, though the entrance has a flavor of the traditional.
Draper Designs, Inc.

Richard Draper designed the showroom purely and simply as a selling space. Draper-designed desks are set down on a pale tile floor against a background of open light walls, which additional serve as a background for his pole-supported wall system. Burke Fibergrid tables and chairs, styled for both indoor and out, take up most of the floor space. Also on exhibit are wall-mounted steel cabinets and shelves called Rainbow, plus Draper’s latest creation: a wallmounted garment storage unit, a coat partition, shown in Rosewood but available in any other finish.

Gilford Inc.

The orderly showroom of Gilford Inc. echoes the masculine air of its vinyl and leather upholstery lines. Designed by Roman Heilman, the showroom fords a gallery effect on entering, with large panel displays of the firm’s new arrivals to its line, new vinyls in printed patterns or attractive new solid colors. The wallcovering and upholstery vinyls represented at Gilford are displayed bays, well marked for easy accessibility and grouped according to vinyl fabric weights. Samples of the complete line are duplicated on either side of the showroom to assist clients in building periods, with a separate display area for Gilford’s collection of natural leathers.
Isabel Scott Fabrics Corp.

Designed by George Wright, the showroom uniquely and dramatically shows fabrics. There is a barrel-vaulted ceiling, composed of fabric panels, each panel covered in a different color and texture in the Isabel Scott collection, a color selection stand, and the usual "wings." Also, a series of fabric kiosks, the creation of Elisha Prouty, delightfully shows drapery, upholstery, and wallcoverings. Large balls of light, spaced closely together along the outer edges of the curved ceiling, dramatically illuminate the ceiling panels that are arranged in chromatic sequence. A dark teak floor in a basketweave pattern is perfect for showing off the vibrant colors. While there are no formal breakoff lines, the rectangular showroom has three separate sections: a sitting area opposite the entrance, a color selection area in the center, and a work area at the far end.

Jhn Stuart, Inc.
Jhn Widdicomb Co.

is massive, distinctive showroom (50,000 square feet) taking up three floors as a street entrance of its own, done with elegant black granite columns and a Chan mosaic soffit, is an impressive sign achievement carried out by architect William Lescaze. The planning and design of all interior spaces was the work of Stuart's own staffers—Charles Estoton, William Deal, and Margaret McEwen. A goodly portion of the fire showroom is given over to exclusive furniture displays of the high quality, superbly designed Stuart and Widdicomb lines. The lower gallery holds Danish Craftsmen Series, including newest models from Denmark's top designers as well as the award winning signs. Inside the showroom there is a plate elevator and a wide stairway, linking the three floors. A modern theme dominates. This is especially evident the Architective Executive groups of the furniture.
Saxon & Clemens, Inc.
The firm—designer and distributor of contemporary and period paintings, plaques, prints and water colors—plays its offerings on painted boards and in a walk-through of sliding panels. The overall atmosphere of the showroom is contemporary with the floor covered in a green tile and the furniture styled with modern lines.

Renverne Corp.
The company manufactures handprinted wallpaper, but also shows Fine House furniture in its 1,200 square foot showroom, designed by Lawrence Mitchell. In addition to four banks of wings on both sides of the room, there is an arrangement of six panels, used to show off the company's handprints. The furniture is set down in the center of the display area; there is something Spanish, French, and contemporary to be seen—all tastefully arranged on a long gray carpet, belonging to the scene, yet separate in feeling.

Philip Graf Wallpapers, Inc.
The focal point of this showroom, which displays custom wallpapers and wallcoverings, is a large gold chandelier above a round marble table flanked by ottomans set in the center of the room. Dark tones predominate, with the walls papered and painted in dark brown and black and the floor covered with dark cork. Strip lighting brings out the colors of the many papers on exhibit.

Jackson Ellis Co., Inc.
The showroom was designed by Grace Ohanian, who also designs the company's hand screen print line of wallpapers, wallcoverings and fabrics. It is an open display, surrounded by windows, offering a grand view of the New York skyline. The room's predominant color is green, with grill work in charcoal and light chocolate. Walls are covered with grasscloth, burlap, and there is a good deal of hand screen painted grill work about. The setting is contemporary, and in this modern atmosphere more than 300 colorful wallpaper samples are shown along with a line of casement and drapery fabrics.

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Kenmore Carpet Corp.
The firm is a decorator supply house representing all the major manufacturers of hard and soft floor coverings, plus an exclusive line of rugs and carpets, many of them imports. The showroom was designed by Sheldon Posnock, who used beige to offset an explosion of colorful floor coverings. Drapery was employed to create "alcoves" from which carpets are shown in a combination of natural light (there is 70 feet of window space) and artificial light from chandeliers.

Gian, Inc.
The company offers special services to customers of its custom printed fabrics and vinyls. No minimum yardage is specified nor is any additional charge added. All designs are available on silk, wallpaper, laminated fabrics, vinyls. The designs are displayed on usual wing panels and on one wall the small, cheery, open showroom designed by Travers Green. The ground themes are white and yet played against bright prints and patterned floors. Gian also distributes the Wainwright drapery and upholstery fabrics.
The roots of Hexter's space are perhaps in the classical but it has distinct modern overtones, reflecting the company's themes of both old and new. William Woods designed the 5,500 square foot of space, mixing white with walnut, simple pilasters, teak parquet floors, and touched it all off with a barrel dome and soft recessed lighting. A passageway in the room leads to more contemporary settings, separated into areas showing wovens, exclusive prints, and wallpapers from Hexter's fine line of fabrics. The entire effect is eclectic—roots in the traditional with today's interpretation. With new emphasis on service, Hexter has left the level free, away from the main plays and traffic. The rooms were especially designed for clients who wish work uninterruptedly with their own customers. Each space contains its own varying of memos. The swatching room is used by Hexter's staff to help relate themes for contract buyers.

Scandix Designs, Inc.

The contemporary theme abounds in this room showing the straight modern lines offered by this furniture manufacturer. The decor is clean and ultramodern. The walls change from light to dark to offset the shades of furniture on exhibit. It is a tastefully designed room, full of changing, cleverly planned settings: an open "office" against a window here, a "waiting room" there, an intimate grouping elsewhere. It all fits together nicely.
I. D. Fabrics, Inc.

Custom weaves of Siamese silk and silk mixtures, along with Spanish brackets and mirrors, Italian sconces, and Siamese lacquerware are on open display in the showroom of this manufacturer, importer, and jobber of fabrics and accessories. The showroom is decked out with fabric wings and walls painted charcoal, touched off with soft incandescent lighting. Away from the wings, the walls are antique white and the lighting less soft, creating a dramatic and pleasant change. The design of the room was by Ruben Desaavedra.

Pino L. DeLuca, Inc.

Designed by Michael Pasucci to show Pino DeLuca's decorative accessories—pictures, plaques, sconces, mirrors, chandeliers—and its country English furniture by Enkeboll of Los Angeles, the showroom offers blocks of merchandise rather than suggested arrangements. All of it is presented against a background of both painted and papered walls. A beige carpet sets a quiet tone in the central gallery.

Albert Van Luit & Co.

With 2,500 square feet to work with, designer Tom Woods used an open contemporary setting to show the company's line of wallpapers and mural collection. The structural pillars were cleverly absorbed within the rack display space. Scenic wallpapers mark the end of each rack, esthetically making use of the available wall space. Tone of the showroom is light, with the floor and curtains done in neutral beige to provide a background for colorful wallcoverings. Intimate furniture groupings in toned-down rosewood with ebony make quiet little display areas for sales people and clients. On display are scenics and the mural collection in vinyl, featuring branch and floral columns, Regency designs and contemporary panels.
Crown Wallpaper Co.

Working with 1,600 square feet of space, Albert Herbert, AID, turned out a smart showroom, made of island displays, with wings to hold samples. Crown's first American showroom is light, white, and clean-lined — nice surroundings for showing wallpaper. Facing east, the room takes advantage of good natural daylight. A floor-to-ceiling mirror cleverly picks up the light and amplifies the space. The furnishings keep to the clean, light look and the result is absolutely refreshing. Canada's largest wallcovering firm will be offering its American audience a contract advisory service, along with custom coloring and complete wallcovering coverage.

Elmo designed the Scroll aluminum furniture showroom to create an airy look so that the displays flow from one area to another. He was asked to design a showroom that would help furniture and the demands of the client were tastefully met. The back- and walls are broken by soft color, paneling, and wallpaper, with rugs covered in grasscloth. Through the showroom there are furniture groupings, set on pleasant area rugs and polished wood floors. The showroom is large (4,200 square feet) and holds a great deal of furniture without seeming crowded. The Whitecraft furniture line is also on exhibit in the Scroll quarters.
Boris Kroll, Inc.

Becker & Becker planned the space for this 7,500 square foot headquarters and Boris Kroll did the interiors. The firm, manufacturer of decorative fabrics, shows its line in a quiet, serene decor, a combination of warm beige colors. Fabrics are displayed in color series set on removable racks. A combination lighting makes it possible for contract buyers and decorators to view the fabrics under different intensities.

Pearl Design Center

This manufacturer of mother-of-pearl table tops, wall paneling, lighting fixtures, and decorative accessories developed mother-of-pearl in color, is displayed in its 330 square feet showroom space. The little room is decorated in dark tones to serve as a drop for the line.
Louis W. Bowen, Inc.
The showroom was designed to do no more than show off quality wallcoverings in pleasant surroundings. The decor is utterly simple and light. Most of the walls are white, with an occasional section covered with bright prints from the Bowen line. The room has a wide passageway to make viewing casual. Among the contract materials featured are flocked and printed silks, heavy Madagascar cloths, and Chemetal, a copper wallcovering from Advanced Resin Products, Inc.

Alan Landsman Original Designs, Inc.
Alan Landsman designed his own showroom to display room dividers, pilasters, filigree and architectural window treatments. The samples are set up to slide on tracks against a lightbox. It is a small area (18 by 15) and Landsman somehow manages to pack a great deal into the showroom without being crowded or unesthetic. In addition to his own samples, he also shows designs created by Thomas Newton, Russ Stonier, and Custom Wood.

Rowen, Inc.
Given approximately 900 square feet of space which was very much longer than wide, with half of the wall space taken up by windows, Albert Herbert, AID, a gifted and versatile designer, floated a grid below the ceiling. From it he suspended racks with swinging panels from the center of the space. The rack boxes create little areas of privacy for conversation. Aisles were developed, wings avoided, and the overall effect is one of finding a new vista on every turn around the showroom—a very pleasant way to show off a line of weaves, sheers, and prints.
Harmony Carpet Corp.
The firm's president, Bernard Siegal, designed the space as a working showroom. Harmony sells contract rugs, carpets and tiles—color, in short—and the owner feels that it should be "shown like diamonds." Hence, the room is carpeted in charcoal. Strong emphasis has been placed on lighting. In fact, a lighting engineer was called in to design a series of controls to simulate various kinds of light. The showroom houses a gallery of European and Oriental rugs in addition to showing more than 5,000 ready-made and custom samples of American carpets, representing most major carpet lines—including Mohawk, Magee, Gullistan, Callaway, Duraloom, Roxbury, and Monarch. The firm also handles all the major tile lines. Kimberley Carpet Mills, Inc. is represented in its quarters.

Knapp & Tubbs, Inc.
Founded over 60 years ago, Knapp Tubbs, a leading decorator showroom operation, has opened an enormous showroom (21,500 square feet) to display its famous lines of furniture and accessories. The display space, planned by Tom Woods and decorated by Knapp Tubbs' own Rowena Kelley, occupies an entire floor and features 33 separate rooms and galleries. The design, as big and as brilliant as the showroom itself, was wisely planned to avoid room formations. The galleries are broken into four major furniture areas—elaborate Italian, French Provincial, English, and its own upholstered group. Arched areas act as interludes to the displays. The floors, where not carpeted, are prefinished dark oak in a pleasant checkerboard pattern. Furniture by Albano, Fine Art of Grand Rapids, Kindel Kaplan, Colony, Kenilworth, and Karges is displayed along with accessories from Grapes & Cuttle, Gallery Crafts, and North Picture Frame, to name just some. The design-stopper at the showroom is an unusual partition, covered with broad vari-colored stripes of soft blue, melon, gold, straw, which serves to divide the large entrance gallery into two rooms.
Ben Rose

In this open, contemporary showroom designed by Ben Rose's Helen Stern, the company shows its long line of stock fabrics. Known to the trade as designer and printer of fabrics in any color, the firm has arranged its displays in both floor-to-ceiling lengths and fabric banks. The theme throughout is pale, which serves nicely as a background for the bright exhibits.

Philan, Inc.

The firm distributes vinyl wall fabrics (Wall-Tex) for Columbus Coated Fabrics Co., a division of Borden Chemical. The entire lines on display in a completely functional showroom, arranged to serve as a vehicle for display, with emphasis on easy viewing of the fabrics, rather than attempting to describe usage to decorators. Reed furniture and a gray-beige and off-white carpet make an unobtrusive setting for the line.
Walls Today, Inc.
The showroom is 1,300 square feet and was designed by Glick & Schulke for this manufacturer of high style decorative wallcoverings. There is a dramatic special display on exhibit—two large decorative wall panels, one of Kalemar tapestry, mounted on gray silk, and the other one a Callot, taken from a 17th Century French print. The firm distributes nationally through decorators showrooms and through the decorating departments of top department stores.

Rancocas Fabrics
While not quite 600 square feet, the new quarters of this contract specialist in woven to order wool upholstery fabrics represents a luxury of space for the firm. Rancocas formerly showed its line in a converted conference room, half this size, in the offices of Lord & Adams. Once again, Rancocas has come up with a unique arrangement for showing its line. The designers set up a walnut strip along the length of one wall. From it, on grommets, the master samples are draped in a wonderful color spectrum—running from white to beige to orange to turquoise to blue, etc. On the opposite side of the room, walnut shelves hold corresponding memo samples, duplicated in the same color scheme. The floor is covered in a beige carpet to offset the colorful line.

Laue Bros., Inc.
The company boasts one of the large collections of grasscloths—60 colors as part of its group of 300 woven grasscloth effects. Its handprints a custom colored on any ground and the firm also shows a line of import murals from Hong Kong. Long known to contract designers on a phone-ord basis, this showroom marks the company’s first. It was designed by Rob Pemberton, who played teak, rosewood and a touch of the Orient against the vivid colors of the wallcoverings. A sand and pepper carpet, uncluttered furnishings, opens the space and puts total emphasis on the murals and wall coverings.
World-Wide Marble Importers

In a square, simple room of some 500 square feet of space this importer of more than 300 varieties of marble has also housed an array of every conceivable type of mosaic tile, including majolica tile for walls and floors for both interiors and exteriors, onyx from all over the world, and even the almost extinct marble mosaics. The samples are displayed on 45 degree angle shelves placed around the room as well as on the walls themselves. The collection is unusual.

Fine Art Wallpaper Co.

The luxurious headquarters for the company's diverse collection of hand-printed papers and fabrics, murals, and special effects on silk and vinyl were designed by Mikel Stettner Studios in the style of a Normandy Chateau, with silver and gray and beige colors setting the tone. A huge fabric rotunda is in the center of the room, set down on a beige carpet "island," surrounded by polished walnut floors. Fabric panels are used for windows inside the rotunda. Around the exterior, fabrics displayed on wings are correlated to the wallpapers. Pilasters, antique cypress beams, and period furniture complete the scene.
Stark Carpet Co.

Carpeting and rugs from all major mills are on display in this spacious, open showroom, which is delicately decked out in both pale and dark tones. The samples are shown on racks as well as memoed on finished wooden banks. The over-all atmosphere is conducive to easy viewing of the colorful array of samples on exhibit.

Duralee Fabrics Inc.

An attractive showcase specially designed as a changing exhibit of the firm's fabric lines and highlighted with furniture and accessories greets the visitor to the showroom of Duralee Fabrics Inc. Rosewood is used throughout the large showroom to accent the off-white walls and carpeting, enlivened by plantings. The space is divided into areas of display for the firm's comprehensive line of casement, drapery, and upholstery fabrics, many of them exclusive Duralee prints and patterns. Wallpaper keyed to certain of the fabrics is on display in a wallpaper alcove.

Wall Trends, Inc.

The company, manufacturer, importer and exporter of wallcoverings, used the opening of its new showroom to introduce a large group of wallpaper imports from France, Belgium, and Germany. All new lines, both European and American, are displayed esthetically on wings and walls throughout the showroom. Scenics, architectural design and floral patterns help make up sixteen new selections on exhibit in every nook and corner of the colorful planned showroom. The flooring of white tile, spotted with dark area rug. Slide-out murals, wings, and pilasters are used as wall dividers throughout the breaking the space into vignettes, featuring the latest papers in the full line. Philip Tashman, president of W Trends, celebrates his 50th anniversary in the business this year.
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This new Collection also takes a richer, more beautiful antique finish than has ever before been possible in metal furniture.

Visit Meadowcraft’s new Decorator Showrooms at 979 Third Ave., New York, N.

Circle No. 32 on product information card

Circle No. 123 on product information card

A handsome brochure from Design-Technics illustrates the firm’s unique ceramic wall surfacing and describes the Ceramic Design Palette. Ten different families of clay tiles compose the palettes which can be arranged for original sculptured murals and non-repeat treatments of important walls. Design-Technics produces each wall on a custom basis affording a high degree of individuality for facades and lobby walls at costs lower than those of original ceramic sculpture and results just as pleasing.

Circle No. 126 on product information card

A brochure from Marblecraft Co. (Div. of Rexall Drug & Chemical Co.) describes the firm’s man-made marble wall surfacing. The marble-like surface, produced in large 8 by 4 foot panels for easy installation, is an unusually authentic replica of Italian marbles and onyx with superior qualities of endurance and wearability. The brochure includes color illustrations, descriptions, and general specifications of the new synthetic surfacing.

Circle No. 127 on product information card

Stow & Davis Signet line of office furniture, expressly designed for the “middle management, branch management, and professionals,” is fully illustrated and described in a 6-page brochure. The medium-priced line includes executive desks, credenzas, arm swivel chair, armchair, bookcases, wastebasket and wardrobe, all surfaced in matched walnut veneers.

Circle No. 128 on product information card

The 1965 lamp supplement brochure by Nessen Lamps Inc. highlights several table lamps, twin reflector lamps available in floor, wall, or table models, and two floor/table lamps. The one non-lighting item featured is a sand urn with a satin black baked enamel finished box set upon a square upright tube of brass, plated with either bronze or satin chrome.

Circle No. 129 on product information card

Angelica Uniform Co. has prepared a full-color designer’s booklet to illustrate how uniforms can serve as an element in the total decor of restaurants, hotels and other institutional operations. Renderings of formal and period as well as other custom-made uniforms for both men and women are included along with an article to aid designers in checking the uniform needs of their clients.

Circle No. 130 on product information card
Now you can choose fenestration fabrics for more than just decorative purpose. Feneshield fabrics, made from PPG Feneshield® fiber glass yarns, offer you for the first time a new, scientifically-oriented system of selection.

Research by PPG has produced a new system which provides a scientifically-oriented system of selecting fiber glass draperies, based on fabric characteristics most likely to meet environment control needs.

All Feneshield fabrics are classified according to weave and color combinations, and are rated for such factors as shading coefficients, outward vision, privacy, body comfort, eye comfort, and ear comfort.

This is how Feneshield fiber glass fabrics can perform in a variety of installation situations:

Feneshield fabrics control exterior appearance. Correct window treatment contributes greatly to a building’s exterior appearance.

Feneshield fabrics subdue solar radiant heat. Research shows Feneshield fabrics reduce solar heat transfer better than shading devices, allowing much less reradiation, resulting in reduced air conditioning loads and more comfortable working conditions.

Feneshield fabrics control glare. Feneshield fabrics softly diffuse light, but do not shut it out completely, allowing the use of natural light and reducing eye strain and discomfort.

Feneshield fabrics improve sound control. Feneshield fabrics, at windows, room dividers, or partitions measurably improve acoustical control by absorbing sound normally reflected from hard-surfaced walls and windows.

Feneshield fabrics enhance a pleasing view, modify a bad Feneshield weave and color may be selected to emphasize...
and still provide privacy and natural light. An identical color closer, more opaque weave will conceal a bad view, yet still it a high degree of natural light.

**Shield fabrics offer savings.** Although initial cost of Feneshield may be greater than other types of shading devices, combined initial costs and maintenance costs are less for Feneshield for other devices.

**Complete information available.** Participating fabric resources authorized Feneshield presentations which show the wide of fabric weaves and colors available. They can help you fabrics for specific installations through use of PPG techdata. Write PPG for names of jobbers near you. (PPG makes feneshield fiber glass yarn only, not the finished fabric.) can obtain complete technical information, including means section of Feneshield fabrics for any type of building installa-Just mail the coupon.

| Pittsburgh Plate Glass Company, Fiber Glass Division |
| One Gateway Center, Pittsburgh, Penna. 15222 |
| Please send me complete technical information on Feneshield fabrics. |
| Please send me names of authorized Feneshield converters. |

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City State Zip Code
a new stacking, ganging chair series by Troy.

These handsome, sturdy chairs are designed to serve Infinite commercial seating needs. They stack—Infinitely. They gang... Infinitely. And they are offered in an Infinite variety of styles, colors, upholstery details, and frame finishes. Catalog on request.

Designed by Herbert C. Saiger, A.I.D., I.D.I.
What's my lining?

Don't have to play the question-and-answer game with Henry. When it comes to draperyiggs, you'll get the same answer every time: good draperies have to lined with sateen. For best protection against color fading. For maximum privacy. For keeping them longer. For having them hang and full the way draperies should. Too long ago, Henry would have used cotton sateen. But, like all true craftsmen, he's quick to recognize an improvement when it comes along. One such is Bourne Mills' new "cotton plus" fabric. Cotton plus Zantrel®. Cotton plus Zantrel polynosic® rayon. Looks real silky. Doesn't crease as fast. Has a soft, smooth "hand".
The next time you're specifying draperies, insist on "cotton plus Zantrel" sateen by Bourne Mills. Do it to satisfy your client... and Henry.

BERKSHIRE/HATHAWAY inc.
HOME FABRICS DIVISION/HATHAWAY FABRICS & BOURNE LININGS
261 Fifth Avenue • New York 16, N.Y. / 3028 E. 11 Street • Los Angeles, Calif. / 100 Wellington St. W. • Toronto 1, Canada

Circle No. 36 on product information card
Swivel cocktail stools

Two swivel cocktail stools from George Industries feature polished cast aluminum pedestals. The sculptured fiber glass shell seat available in white, charcoal, turquoise and shrimp. The polyurethane foam seat is stock in upholstery colors of black, white, persimmon and turquoise supported leather grained vinyl. Seat heights for both models are 24 inches or 30 inches.

Circle No. 91 on product information card

Vinyls from General Tire

A new upholstery vinyl, Mustang, introduced by the Chemical/Plastics Div. of General Tire features a new deeper embossing in a leather grained pattern. The deeper graining is obtained by antiquing effects which create a high degree of contrast between the print characters and the color base. A stretch knit backing used for Mustang has outstanding wear qualities and permits elaborate tucking, pleating and tufting. A basic range of twelve colors, chestnut, Arabian tan, russet, saddle tan, beige, gold, parchment and black, includes two unusually rich shades, red and oxblood, expected to show off the deep pebble graining. Persimmon and avocado round out the color spread. Mustang joins other recently introduced designs from General Tire, Mantilla, a Spanish scroll effect, and Sabrina, a rich iridescent tapestry design, both in melon, turquoise, beige, gold, white, and others.

Circle No. 92 on product information card

Higher tear strengths with new Avisco fiber

The American Viscose Div. of FMC Corp. has developed a new high strength rayon staple, XL-11, as a filler yarn for woven base fabrics intended for vinyl coating. The Avisco fiber is said to deliver three to four times greater tear strength yet tests of the XL-11 combination fabrics demonstrated excellent pliability with ease of tailoring. Stretch and set characteristics as well as dry and wet shrinkages of the XL-11 combination fabrics were well within standard specifications. In addition to its greater tear strength, the use of XL-11 in broken twills tested gave conditioned tensiles up to 80 percent higher than cotton. A brochure which includes comparative graphs and finishing information may be obtained.

Circle No. 93 on product information card

Office furnishing components

Williams Mod-U-Plan offers office furnishing components, credenzas, bookcases, filing cabinets that may be stacked or used individually for multitude of office arrangements. Various types of vertical cabinets suited for offices furnished completely in wood, are available with shelves, hinged or sliding doors in either lacquer or oil finishes with wood or polished chrome legs. Each bookcase is furnished with two adjustable shelves. Plastic tops are walnut textured or white in a variety of sizes.

Circle No. 95 on product information card
The best of two worlds

Idiom

IMPORT DESIGNS OF MONARCH

MONARCH FURNITURE COMPANY, INC. • HIGH POINT, N. C.
Ray Zimmerman designed lounge chair, shown here, has a tight, buttonless tufted rubber-Dacron seat and back and was designed as a companion piece to Zimmerman's popular conference chair, in walnut, teak or rosewood. A lounge chair very adaptable for contract installation combines black leather with polished chrome in sweeping contours and is foam rubber padded throughout.

Circle No. 96 on product information card

Geo. K. Birge Co. expands lines

George K. Birge Co. will represent two internationally known wallcoverings lines, Tekko and Salubra-Plus of Salubra, SA of Basel, Switzerland, to North American markets. Introduced into the U.S. in the 1930’s, the Salubra line pioneered in scrubbable wallcoverings and was used in leading hotels, among them the Astor, Belmont Plaza and Waldorf Astoria. Distribution will be handled through the present George K. Birge Co. channels but these will be expanded to match the potential of the Salubra line. Last year, the firm also introduced a new line of vinyl wallcoverings hand silk screened on fabrics specially developed by Ford Fabrics Div. of Ford Motor Comp.

Circle No. 97 on product information card

ANOTHER UNUSUAL FIRST

We saw it on the deck of Oasis' cruise, and wherever deeper people are, who have knowledgeable taste of mass products a healthy trend appears. Chair in weatherproof white leather with latticed seat over closed bottom compartment for storage. Brs. dia. 25", seat-height 16", cushioned with pine, blue or beige, apricot, pale yellow, or special order colors; or chair of natural black, white or green, all with foam rubber pillow in blue royal.

OMBRELLI ITALIANI

WE HAVE THE WORLD PATENTS AND U.S. EXCLUSIVE. SUMMER THE RAGE OVER ALL EUROPE AROUND SWIMMING-POOLS, BEACHES, COUNTRY HOMES, CLUBS.

Left: 50" diam. Portable table with white sides to mount on frame. Off-center leg support for unobstructed movement. Comes foldable into 36" bag.

Right: 24" diam. Stationary table model. Also with off center support to keep table top and view clear.

Colors: Solid Red, Blue, Yellow, Green, White; pie-shaped sections or curled.

Ombrelli Italiani

Circle No. 39 on product information card
Blue Chip Vinelle sees you through 10,000 trips to the water cooler. No other upholstery will make that guarantee.

Five years' worth of trips to the water cooler means a lot of wear and tear on your hair's upholstery. But if it's covered with Blue Chip Vinelle — the Answer Fabric — it's guaranteed to sit through it all perfectly. Plus any other normal use. If it fails in any other way, we replace it free. That's the crux of our five year guarantee on Blue Chip Vinelle — smart upholstery fabrics in 21 decorator colors. Order furniture covered in Blue Chip Vinelle. We guarantee it will last longer. Get full information from: The General Tire & Rubber Company, Lawrence, Massachusetts.
the best idea yet
for surfaces between floor and ceiling
FORMICA® V.I.P.* paneling is impressively beautiful. Beyond the offering of colors and patterns in the normal V.I.P. paneling line, the entire range of the FORMICA decorator line is available: new and exciting woodgrains... solid colors in a 44-hue palette... special designs for that spark of individuality. And a joining system that provides tight V-grooves of colorful stripes.

FORMICA V.I.P. paneling is sensibly economical. For the life of the building, zero maintenance, zero refinishing, zero replacement. Your client pays for this paneling only once. He saves on it because of the little maintenance attention he has to give it... no refinishing or replacement required—ever.

FORMICA V.I.P. paneling may be installed over new or existing walls. The 16” wide panels (8’ and 10’ high) can be put up by one man, if necessary. All components come prepacked, ready to install... quickly, easily, economically.

Learn more from your Formica office.

Get this literature:
1. Full color descriptive catalog.
2. Swatched sheet of colors and patterns in stock.

Phone, write, or wire.

FORMICA CORPORATION
Cincinnati, Ohio 45232

*Trademark
IF YOU WOULD LIKE AUTHENTIC AND LOVELY NEW ENGLAND CHARM — FOR YOUR NEXT CONTRACT JOB —

Guest bedrooms; country dining areas; waiting rooms

THE HITCHCOCK CHAIR COMPANY
RIVERTON (HITCHCOCKS-VILLE) CONNECTICUT
CONTRACT DIVISION

You are Invited...

to visit us
at our New Showrooms
at
145 East 57th Street
New York, N.Y. 10022
Tel.: 688-2344

New process metalizes fabric

A new process, Verolon, for metalizing fabric is offered by Mo-Vac International Inc. This process applies aluminum in a very thin layer to one side of synthetic fabrics suitable for curtains and draperies. The result is a high degree of sun reflectivity—up to 75 percent depending on the weight of the fabric—and is expected to be of great use in high-rise commercial buildings with large fenestration areas, decreasing air conditioning loads as well. The Verolon process does not affect the drapability or “see-through” qualities of the base fabric and is nonstatic thus requiring a minimum of cleaning or washing. Laundering rules are the same as those of the fabrics to which the metal adheres. The new process can also be used with paper and plastic laminates and in the fabric field its use will extend to tents and awnings where sun reflectivity is important.

Circle No. 98 on product information card

PRODUCTS & SERVICES

Style Index, Volume Two

A new collection of wallcoverings, Style Index Volume Two, from Murals & Wallcoverings is designed to provide a comprehensive workbook for the interior designer. Comprising approximately 120 repeat patterns in all and available in a wide range of papers, foils, textures, and vinyls, Style Index Volume Two, presents patterns inspired by great design ages of past and present. All designs printed on plain grounds are Plastisealed, rendering them scrubbable, as well as grease and stain resistant. Avignon combines flowing shapes and patterns in a French theme with subtle colorings. Stylized garlands, draping and urns characterize Claremont, a wallpaper design with a metallic glitter. Printemps expresses the leafy boughs of spring on a lightly textured ground. Special colorings are available without additional cost with a six roll minimum order.

Circle No. 99 on product information card

Circle No. 42 on product information card

Circle No. 43 on product information card

Circle No. 41 on product information card
In your way to hospitality see the 9 new Penguin refrigerated Cabinets.

This is Penguin convenience. Enjoy it.

Now take one more step. Write for the new Penguin 4-color catalog. You will see a luxurious collection of completely re-designed refrigerated furniture. Backs, for example, are finished in the same genuine woods (teak, rosewood, walnut and mahogany) as the fronts. Hardwood serving areas are specially processed to resist burns and stains. Defrosting is automatic. 4 full size aluminum ice cube trays. Molded plastic interiors. Full information included in the new catalog. Specify Penguin in your next layout.

SPRINGER-PENGUIN, INC., Brookdale Place, Mt. Vernon, New York

Circle No. 44 on product information card
Kentile's pebble grain
Pebble Grain is the latest resilient tile from Kentile Floors Inc. The tile series is one of a new group of solid vinyl floors called Crestex. In their new styling, variegated sized pebbles form a subtle faced texture in a range of color tones. Domina colorings are white, pink, mist, green, beige, and gold, with harmonious, subtly colored backgrounds. The Pebble Grain tile series is in a larger 12 by 12 inch size.

Chairmasters new restaurant seating
Two new chairs, a captain's and mate's chair from Chairmasters Inc., feature upholstered foam rubber seats and tufted backs. An unusual feature of the two chairs are the arm rests at either side of the back for comfortable elbow resting. Frames are carved with turned legs and a riser on four sides. The chairs are available in a wide variety of finishes and upholstery coverings.

Circle No. 100 on product information card

NETTLE CREEK'S NEW CONTRACT PORTFOLIO is the best seller for elegantly coordinated guest room ensembles

The Nettle Creek Contract Collection is styled with the great flair and imagination that has made them the most important name in bedroom decor. You can now order a completely coordinated guest room featuring bedspreads, draperies, headboards, chairs, and wall colors.

Decorating is made easy with 10 exciting groupings illustrated in full color and actual fabric swatches. By simply adding your desire for guest rooms of matchless luxury and style, this book can lead you to higher occupancies, higher average room revenues, and higher customer esteem.

Fill in this coupon immediately and see how Nettle Creek can transform your guest rooms into richly decorated individual homes. Price is only $10.00 and is credited to you with your initial order.

Name: ____________________________
Firm name: ____________________________
Address: ____________________________
City: ____________________________ State: ____________________________

□ My check for $10.00 is enclosed.

The Nettle Creek Contract Division Peacock Road • Richmond, Indiana

Circle No. 45 on product information card
Carpet Stars in Tough Guy Role at ANTA Theatre

Caprolan Nylon

Powerful performer at ANTA Washington Square Theatre is the 600 yards of INVINCIBLE carpeting by Commercial Carpet Corp. Pile of 100% high-density continuous filament Caprolan nylon. This carpeting is in its second season at ANTA, and still no traffic lanes are worn in aisles. Caprolan resists stains, cleans easily, saves on maintenance. For an encore of Caprolan's performance at your next showplace, write: Fiber Marketing Dept., Allied Chemical Corp., 261 Madison Ave., New York 16.

Circle No. 22 on product information card.
THE FRAME'S THE SAME whether you order it with plain mirror, beveled mirror, or without any mirror. It’s our notable Barbizon 901-C-2, sumptuously sculpted and finished in dusty gold of various shades. From Belgium. In seven sizes, from 17” x 20” to 34” x 54”, every one a classic.

Write for Prices

LaBarge Mirrors inc.
THE LOOK OF QUALITY / HOLLAND, MICHIGAN

We've woven a wondrous spell!

CELLUCORD comes in 5 artistic patterns in white: color combinations on special order

We call it Cellucord. A knitted drapery casement fabric that has all the charm and differentness of a hand woven fabric. A natural fiber yarn 144 inches wide and flameproofed. It's already working wonders in both important commercial and fashionable residential interiors.

If you want something utterly different write for a swatch of Cellucord. You can’t help but find it charming.

THE Karen CORPORATION
184 Fifth Ave., N.Y.C., Tel: 212-255-8600

Circle No. 117 on product information card
In 1963 B.P.*
retailer restretching costs exceeded $11,000,000
(*Before Poly-Bac)

A devastating statistic!
Poly-Bac expects to change all that.
How? By its natural resistance to the major use of restretching—humidity! (It is the effect of humidity upon the backing that can produce wrinkle or buckle.)
Because Poly-Bac is woven of polypropylene, it is impervious to humidity changes. Unlike conventional backing, Poly-Bac is not affected by natural moisture, nor by lingering dampness used by “on location” shampooing or incidental wetting. Therefore Poly-Bac will not wrinkle or buckle. The result—more stable carpet!
The next time you talk with potential customers, tell them about Poly-Bac’s stability.

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

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

Patchogue Plymouth
295 Fifth Ave., New York 16, New York

Circle No. 20 on product information card
New MARBLE PATTERNS
including Travertine for luxurious walls in any decor, any building.

New DECORATOR PATTERNS
including four Chantilly designs plus Fleece, Lace and Nugget designs.

New MARLITE MURALS
including Ponta Roma, River Landing and Williamsburg for custom-decorated walls.

New TRENDWOOD FINISHES
including Colonial Maple and Provincial Walnut for distinctive interiors.

Beautiful decorating ideas come easy with Marlite plastic-finished paneling.

Now more than ever, Marlite plastic-finished paneling offers infinite decorating possibilities to help you plan distinctive and luxurious interiors. With Marlite's 1965 line of smart Decorator Paneling, no other material gives you such a wide selection of colors, patterns and designs for building and remodeling.

Unique decorator patterns, rich marbles, authentically accurate Trendwood reproductions, bold new designs and striking new Marlite Murals make this sophisticated paneling at home in any decor for any client.
wash-and-wear Marlite resists heat, moisture, stains and
glare. It's easily installed over old or new walls, never needs
repair or further protection. Marlite stays like new for years
by an occasional wiping with a damp cloth.

For complete details on new Marlite Decorator Paneling from
building materials dealer, consult Sweet's File, or write
to Division of Masonite Corporation, Dover, Ohio.

Marlite
plastic-finished paneling

ANOTHER QUALITY PRODUCT OF MASONITE RESEARCH

MARLITE BRANCH OFFICES AND WAREHOUSES: 171 Marlite Blvd., Atlanta, Georgia • 67 Smith Place, Cambridge, Massachusetts • 436 James Place, Melrose Park, Illinois (Chicago) • 3988 Chancellor Row, Dallas, Texas • 771 13th Avenue, San Leandro, California • 3020 Leoniis Blvd., Los Angeles, California • 39 Windsor Avenue, Mineola, L. I., New York • 2440 Sixth Avenue S.W., Seattle, Washington
defrosting and no drain is required for the unit designed to be recessed in a wall, cabinet or under a bar. The U-Line Ice Cube maker measures a compact 14 inches wide by 24 high and 15 3/4 inches deep, fitting between standard 16 inch studs. Larger free standing, recessed models or vinyl covered units are also available.

Circle No. 103 on product information card

Haeger’s 65 highlights
Haeger Lamp Co. presents a varied collection of new lamps for 1965. The group includes both contemporary and traditionally styled lamps in matte and gloss glazes. The Spanish bottle lamp, shown, is 34 inches high and sets on an iron tripod in red, blue and olive colors. The contemporary tapered cylinder is 45 inches high with an antique brass base in matte black and banded in sunset colors.

Circle No. 102 on product information card

Compact ice maker for hotel/motel
Two new models of stainless steel ice cube makers from U-Line are designed to provide an automatic and convenient ice cube supply for guests in hotel/motel suites, or smaller bars and restaurants. The low cost units have a continuous capacity of 22 lbs. (400 cubes) per day and automatically store 8 1/2 lbs. (150 cubes). All models are equipped with maintenance-free automatic

Circle No. 104 on product information card

Swiss bed features wood slat springs
On the American market for the first time Swiss-Holma beds imported from Switzerland are exclusive imports at North American Import Bedding Inc. A unique wood-slat spring base on which any mattress can be used, combines firmness with flexibility and is extremely durable. The Swiss-Holma collection includes bunk bed hi-risers or trundle beds, single, double, study and custom sizes—all featuring the wood spring. The spring base is also available as a separate unit. Wood slats spaced at half inch intervals are composed of three layers of ashwood laminated together on a principle similar to that of skis, forming a resilient, unbreakable spring with therapeutic value. Each slat fits individually in the frame and lifts out easily for cleaning or replacement. Bed frames are available in a variety of woods, maple, beech, cherry, mahogany, elm, walnut, teak, oak, palisander and ash, in a finish desired. A slatted wood, folding head rest is optional.

Circle No. 105 on product information card

Tables and stack chairs from Virco
Virco Mfg. Co. supplied more than 2,000 of flexible stack/gang chairs to the Las Vegas Room of the Hacienda Motel in Fresno, Calif., rather than the amount printed in the December issue. In addition to the 2,000 chair and 2 banquet table installation in the Las Vegas Room, Virco chairs were specified for use in public room dining rooms, and convention sections of the motel.

Circle No. 106 on product information card
ike 29", 42", or 60" bookcases, with 12" or 18" deep shelves, that can be had open, with non-locking steel doors, or locking steel doors, or even glass doors, with or without backs, and umpteen other things*, in any of ten wild colors (counting white).

*If you like these Borroughs bookcases, you should see the rest of our line (including the rich-looking credenza you can form by combining a couple of our bookcases with either our six- or eight-foot long walnut-finished Formica tops). Where? At 3000 North Burdick St., Kalamazoo, Michigan, if you happen to be in the neighborhood. Otherwise write us for our new catalog or see your nearest Borroughs dealer.
Third American Legacy Collection from Greeff

Greeff Fabrics Inc. has just introduced the third series of its American Legacy collection of fabrics and wallpapers. Developed for the most part from source material in the Henry Ford Museum, the designs vary from the faithful reproduction of documents to inspirations from such typical Americana as cast iron fire marks, a bride’s dower chest, and an early 19th century stencilled hat box. The woven fabrics range from casement to upholstery materials with quilt and coverlet weaves, doubleweaves and several unique new weaves simulating textiles of the early century. The wallpapers feature a new printing technique which captures the feeling of the old papers that inspired them. Some are related to printed fabrics while others reproduce documentation. Paul Revere’s Boston, a cotton screen print, is derived from inflammatory documents engraved by Paul Revere in pre-revolutionary days and is especially suited for contract work. It is 36 inches with an approximate 27 inch repeat. Another highlight is Greeff’s adaptation of a crewel embroidered quilt, all cotton, 50 inches wide with an approximate 21 inch repeat.

Circle No. 108 on product information card

Marble patterned paneling

The plastic-finished Marlite paneling line Marsh Wall Products is expanded with a Travertine marble reproduction. The marble pattern has a satin-stone finish and is highly resistant to heat and moisture making it ideal for bathroom and kitchen installations. The hardboard panels are 4 feet by 8 feet and 1/8 inch thick with harmonizing moldings also available.

Circle No. 109 on product information card

HANDSOME and HARDY

INDOORS — OUTDOORS

Hospitality by GOSHEN

Goshen, leader in the field of fine, leisure furniture for 75 years, presents the Hospitality Collection. Four of the ten pieces, in Cinnamon Spice, are illustrated here. All are also available in striking enameled finishes 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

Circle No. 51 on product information card
Golden Anniversary vinyls

A new group of vinyl fabrics from Masland Dur-leather Co. marks the company's 50th anniversary and accentuates the versatility of vinyls. The Golden Anniversary collection includes five new patterns in various weights, in textured florals, triple printing, and embossed effects. Barock is a boldly scaled floral of expanded V-350, inspired by the brilliant linens of India and available with a stark white or slightly tinted background with gold, jasmine, melon, turquoise, brown, on standard 54-inch roll widths. Eagle, with an early Americana theme, is furnished in expanded V-350 Vinylaire, in olive, tangerine, brown, gold, and red.

Circle No. 110 on product information card

Durable stack chair

A versatile stack chair from the Astro tablet air line of Fixtures Mfg. Co. is designed for multi-purpose classrooms. The stack chair has a thermoplastic seat that molds to the body shape for individual comfort and a folding tablet to permit students to move in and out with ease. Each chair, with a 5-year guarantee, is highly resistant to knives, cigarettes, stains, weather and pact. Chairs stack 20 high and can be transported on a special dolly for ease of handling.

Circle No. 111 on product information card

For long-term FLOOR PROTECTION

use Carpet Cover

MATS
3' x 4', 3' x 6', 4' x 6', 4' x 8'

RUNNERS
20-yards long in 3', 4', 6' widths

Carpet-Cover is a fine investment for your customers! Carpet-Cover traps tracked-in dirt... and preserves your costly flooring materials. Reduces floor maintenance... looks good even when "loaded" with dirt. Top quality plush nylon is immersion-fused to durable vinyl backing by exclusive Crown process. Always looks beautiful and luxurious. Eliminates daily mop-ups. Needs only occasional vacuuming... spraying with a hose... or shampooing. A practical solution to long-term requirements.

See your Crown distributor or write for his name.
Leather wall tiles

The luxurious effects of a leather wallcovering can be achieved at less expense with leather wall tiles from Leather Tile Industries. The firm's standard color line is expanded with its custom service which makes any color, finish or size available. Murals, family crests and special designs can also be planned on a custom basis. The leather tiles are ideal border materials for accentuating a fireplace or foyer in addition to their known adaptability in libraries and dens.

Circle No. 112 on product information card

One call does it all!

Here are 110 experts all under one roof, and all at your service! Each is a specialist in his (or her) own field from decorating coordination to measuring and figuring to your best advantage. Nothing is left to chance or taken for granted. It's why so many of America's top decorators call our number or visit us. It will pay you to do the same. Call us and see how fast and economically we can solve your individual problems, individually. We're all waiting to serve you.

American Drapery and Carpet Company.
Showroom: 184 Fifth Ave., New York, N.Y.
Factory & Warehouse: 5 West 22nd St., N.Y.C. Phone: 212-255-8600

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-PETERTON CO.
ELMHURST • ILLINOIS

Circle No. 55 on product information card

Scroll's new Facette collection

The new Facette collection of solid aluminum furniture introduced by Scroll is very adaptable for contract use. Designed by George Flemister, AID, the collection features trimly fluted arms and legs, along with panels and accents. The Facette collection includes a complete line of seating and dining groupings with sectional sets and an occasional table.

Circle No. 113 on product information card

Four minute laundering for fiber glass curtains

A new fabric washer has been developed jointly by the Fiber Glass Div. of Pittsburgh Plate Glass Co. and the Hoyt Mfg. Co. Called the Roll Along washer, it is expected to broaden the use of fiber glass in hospitals, hotels, motels, and other institutional and commercial buildings. The washer launders and dries fiber glass curtains and draperies in a continuous operation leaving them wrinkle free, dry, and ready for hanging. A pair of 90-inch draperies can be laundered in less than four minutes. The operation is simple and practically automatic. After a brief soak in the wash tank, sponge-covered rollers draw
fabric between two rows of high pressure jets spraying a specially formulated low sudsing detergent that drives the dirt out of the fabric. The second row of water jets then rinses the fabric, the rollers absorbing moisture in a blotting motion after which the draperies are delivered automatically to a receiving hopper. Since there is no tumbling or wringing action, the washer is ideal for washing items such as Venetian blinds.

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versatile sectional chairs by Scandix

The distinctive styling of a new sectional chair by Scandix affords flexibility in use through an easily manipulated bracket that permits a number of chairs to be ganged as needed, as well as op-

national armrests that quickly snap in place on a m-lined spring steel frame system. Over-all depth is 26 inches, width 23 inches, height 27⅔ inches. Comfortable padding in the models shown is upholstered with a high-quality vinyl.

ace-saving bath unit

4-½ foot model of the Bildor bathtub was introduced by American-Standard for installation in limited space. The durable enameled cast iron tub is especially suitable for smaller remodel-

bathrooms, motel/hotel and institutional use. Modern styling and simple trim on the front includes a straight tile edge for faster, er-cost installation. The Bildor unit is a full inches wide with a bathing well length of 45 inches and is available in seven colors and white.

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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. Panel members will be Pa Bischoff of Carson Pirie Scott, Manfred Steinfeld of Shelby Williams, and Roland Jutras of Roland Wm. Jutras & Associates. For further details, write to Robert Zinckton, Western Merchandise Mart, 1355 Market Street, San Francisco 3, Cal.

March 22-25. Furniture Show. War Memorial Auditorium, Boston.


April 4-8. Furniture Market. Jamestown, N.Y.

April 5-10. Spring Furniture Market. Americana Furniture Mart, Chicago.


April 23-30. Southern Spring Furniture Market. High Point, N.C.


CLASSIFIED ADVERTISEMENTS

Rates: $12.00 per column-inch payable with order. No extra charge for box numbers. This section closes on the 5th of preceding month.

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SALESMAN WANTED: Experienced contract fabric salesperson needed. Established, aggressive company has excellent opening for a full time, qualified salesman operating out of New York City. Lucrative territory requiring approximately 9-11 weeks travel each year, plus extensive use of active New York accounts. Drawing against liberal commission and travel allowance. Maharam Fabric Corp., 30 West 46th St., New York 36, N.Y.

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Many important manufacturers ask CONTRACT magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have not new advertisers, write to the publisher of CONTRACT magazine. State your name, address, and area covered. It is a free service. Write to: Publisher, CONTRACT, 2533 43rd St., New York, N.Y. 10017.

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