New! Kentile® Shardelle Solid Vinyl Tile in 8 exquisite colors. Shown: Indigo White with accenting Blue and Pink feature strips. Tile size: 12" x 12". Thicknesses 1/16" and 0.080".

New solid vinyl tile—new low price! In Kentile Shardelle, each tile has delicately veined random-size vinyl chips surrounded by clear vinyl. The look is expensive, but installed cost in jobs of 1,000 sq. ft. or more is only about 60¢ per sq. ft. Shardelle is greaseproof, easy to maintain, quiet and comfortable underfoot. Works beautifully with any décor. For samples, call your Kentile Representative.

*1/16" gauge over concrete.
To Accredited Interior Designers; Architects, Contract Firms:

Requests by established interior designers for the privilege of bringing clients to displays of leading manufacturers in the American Furniture Mart have accelerated rapidly over the past several years. They say that their clients have come to expect and demand such service.

The growth of the interior design profession, and the increasing desire of leading manufacturers—the names America knows—to serve the accredited leaders in this field has caused the Mart’s management to establish a new admittance program. Therefore, with extreme pleasure, we are...

Announcing a New Access Policy for Interior Designers’ Clients!

Under the new “Designer Client” Access policy, clients may now accompany representatives of accredited retail store and interior design firms to the American Furniture Mart from Monday through Thursday of each week. They may not use plan on Fridays nor during market periods. Manufacturer-exhibitors determine their own policies as to how and whom they wish to sell. The plan becomes effective Monday, May 17, 1965.

The American Furniture Mart’s Summer 1965 International Home Furnishings Market, Sunday, June 20 through Saturday, June 26, thus becomes doubly important for those who wish to familiarize themselves with the outstanding sources which will now be of greater service in filling the needs of their clientele.

If you are not already accredited for admittance privileges, we urge you to write the American Furniture Mart Registration Department for credentials today.

Cordially,

Frank S. Whiting, President

AMERICAN FURNITURE MART
666 Lake Shore Drive, Chicago, Ill. 60611
For a building this outstanding, the touch of Terson was a natural choice. Architectural expression involves more than just the edifice. In the most carefully created buildings, furniture and fabric become meaningful design ingredients in an architectural unity. Case in point: Terson specified by Skidmore, Owings and Merrill as the upholstery vinyl for the award-winning Emhart Building... a choice that once again bears out the fact that an original architectural concept is more than skin-deep. Athol Manufacturing Company, a division of Plymouth Cordage Industries, Inc. General Sales Office, Butner, North Carolina. Sales Offices: New York, Boston, Chicago, Detroit, St. Louis.

Emhart Corporation
Headquarters Building
Bloomfield, Connecticut
First Honor Award A.I.A. 1964
Architects: Skidmore, Owings & Merrill

KROYDON SPECIFIED
COLOR: CERULEAN
(SWATCH ATTACHED)
The Cover
A fish-eye lens distorts and dramatizes the vast curves of Houston's new Astrodome. The grass grows (not quite so green, perhaps) thanks to thousands of Lucite panels in dome. Cover by Bert Lester.

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BY BETSY GELB

NEW CONTRACT INSTALLATIONS

COMING IN CONTRACT
JUNE—A special study of Boston's huge new Sheraton Hotel, designed by Roland Jutras. Profile of Griswold, Heckel & Keiser, office planning and design firm.

JULY—Office planning and furnishing, plus a report of NOFA symposiums. Two important articles on furniture design—one by Milo Baughman and another by Lee Epstein, well-known author.

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Everybody makes a high pile carpet ... but we make a low pile carpet that wears like hard surface flooring.

Here is Densylon®. Made of the toughest, strongest, dirt- and stain-resistant yarn known to man—high density, continuous filament Caprolan® nylon by Allied Chemical. Woven on looms that can produce a pile more than twice as tight and dense than any in the industry. Permanently bonded to a lifetime resilient 3/16" slab of B. F. Goodrich sponge rubber. Cement this down on your floors and you're in business!

You've got the luxury, the comfort, the acoustics of carpeting without those worn-down traffic lanes. Steel wears down faster. We can prove it. Densylon won't buckle, ripple, crush, pill, fuzz, lint, or shrink, either. Even if you wash it, Which you can—right or location. Another first.
You've got the stamina of hard surface flooring without the relentless costs of washing, waxing, stripping. Just vacuum. The savings in maintenance alone will pay for Densylon within a few years. We can prove that, too!

KIDS CRUNCH ON IT
at the Marconi School, Chicago, Illinois

A high pile carpet looks great until you tramp on it. A high polished floor looks great until you step on it. That's why we invented Densylon. Better investigate it. It outwears and outperforms any conventional carpet selling for $5 a square yard more. Send for our fact book, "Densylon—A Breakthrough in Carpet Technology." It is!

WEATHER BEATS ON IT
Pan American's outdoor passenger loading ramp, Kennedy International Airport

SHOPPERS SHOP ON IT
at Abercrombie & Fitch, New York City, New York

Commercial Carpet Corporation
12 West 33rd Street, New York, New York 10001
Our Canadian Affiliate: C. C. Carpet Co., Ltd.
P.O. Box 532, Woodstock, Ontario, Canada

Please send me your fact book, "Densylon—A Breakthrough in Carpet Technology!"
Please send your representative to give us cost estimates on approximately ______ square yards of DENSYLON.

Name
Firm
Address

*Trademark of Commercial Carpet Corporation

Circle No. 4 on product information card
ORLON® is on a color kick
in casements with a hand-loomed look

Interiors take on new fashion interest with casements of "Orlon" acrylic at the windows. Meltingly beautiful or shockingly brilliant, they're color styled with Du Pont "Savalux"* fast colors that washing and dry cleaning will not faze. Thanks to "Orlon" and "Savalux" this is fabric with true resistance to sunlight. Soft to the eye, soft to the touch, it is wonderfully durable. All ease of care, shape keeping, and resistant to sun rot, too. See the complete line at the Chicago Merchandise Mart, Space 6-137, or write or phone Lussky, White & Coolidge at address below.

*Du Pont registered trademark. Du Pont makes fibers, not fabric

TELEPHONE: CODE 312-236-4080
MAILING ADDRESS: 214 WEST MONROE STREET, CHICAGO, ILL. 60606

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

"TELEMARK" casement fabric shown is 100% "Orlon" in 48" width.
COLORS: Oyster - Bristol Blue - Olive - Foam Green - Snow - Dark Gold - Light Gold

Circle No. 5 on product information card
sooo plush...it's Verti-Plush

"it's DuPont Nylon"

The Lautrec Room, Astrodome Club, Harris County Domed Stadium Houston, Texas. Designed and installed by Finger Contract Sales Co., Houston, Texas. Designer, Chuck Barton, A.I.D.

- washable  •  durable  •  color-fast  •  knit-backed
- expanded vinyl foam-cushioned

Another major contract installation using Verti-Plush, or Verti-Suede. Created to meet the need for elegance, beauty and durability.

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NATIONALLY DISTRIBUTED BY LA FRANCE INDUSTRIES, INC.

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Sample cards available on request.

Chairs by Shelby Williams Industries  #809TB

Circle No. 6 on product information card
Converting the aesthetic energy of your creative imagination into its tangible representation is a problem common to any artistic endeavor.

To give life to this transformation from the ideal to the real, a “finishing touch”—that final stitch in the fabric of creativity is all that remains to be sewn.

To enrich your upholstered creation Ford Fabrics has fabricated an imaginative display of vinyl materials of unlimited charm.

The visual values of the forest are captured in the splendor of Ford Fabric's "Woodcut" collection. The rugged fine-grained texture of fresh-cut timber is matched by the durability and design of this superior vinyl fabric.

The subtle thread of excellence—the “finishing touch”—will be assured when it is skilfully woven into your upholstered creation with fine vinyl by Ford Fabrics.

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Name
Title
Firm
City
State
Zip

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- Fortex Co., Inc., Los Angeles, Calif.
- Scott Vinyl, Inc., New York, N.Y.
- Wooley Brothers, Inc., Jackson
- Textile Products Inc., Miami and Tampa, Florida

Circle No. 7 on product information card
NEW FULL-COLOR COMMERCIAL CARPET BOOK IS READY FOR YOU

YOU'LL FIND IT INVALUABLE . . . YOU'LL FIND, TOO, WHY DOWNS CARPETS ARE THE CHOICE OF DECORATORS, ARCHITECTS, DESIGNERS THROUGHOUT THE UNITED STATES.

Write to Contract Division C65

DOWNS CARPET COMPANY, Inc.
"A" and Indiana Avenue, Philadelphia, Pa. 19134

Circle No. 8 on product information card
Just 3 basic extruded aluminum components give you design freedom far greater than any other method.

**Half Stud.**
Wall and ceiling channel; handrail for bank screen; finished opening or at two- and three-way conditions.

**Insert.**
Fits within Stud or Half Stud to accommodate glass.

**Stud.**
A cover or trim member for panel edges.
United States Plywood announces Designer Wall/6.

A versatile new system for installing movable walls at lower cost with materials readily available from stock.

Weldwood® Designer Wall/6™ offers versatile, fast, and attractive solutions to space division problems at a price lower than comparable systems currently on the market. Weldwood’s Designer Wall/6 is a system of precision-engineered extruded aluminum components based on a space-saving 1/4" wall thickness. Components can accommodate any panel material; panels are usually readily available to you from warehouse stock.

Instance: the rich, rare woods of wood architectural paneling and prefinished paneling used in conjunction with Novoply®, fiberboard, or other material, to up to 1/4" thickness. In addition, you can use 1/4" Weldwood Architectural doors as panel inserts, or permanently colored Weldwood Glasweld®, paintable Duraply® (resin-fiber surfaced plywood) as well as glass, fiberglass, and many other materials of your own choosing.

Installation is extremely simple. Designer Wall/6 allows regular maintenance crews with no special training to erect office walls quickly. Panels are easily interchangeable, and they and all components can be moved and reused again and again. In addition, compatible aluminum door frames are also available under the system.

For detailed information, including suggested specifications, and the name of a Designer Wall/6 distributor near you, just mail the coupon.

Circle No. 9 on product information card
Vincent’s Steak House
West Springfield, Massachusetts

The place:
Sam Salem,
Sam Salem, Inc.
West Springfield, Massachusetts

The man:

The carpets:
Bigelows. The elegant lobby features a Bigelow Custom Carpets Special Hook Craft original, 24 feet in diameter with a sunburst pattern. For the dining room, a Special Hook Craft original block pattern in alternating shades of green.

Why do people like Sam Salem specify Bigelow? Because they know Bigelow is the leader in the contract field. Any way you measure leadership. And if you’ve ever worked with a Bigelow Commercial Carpet Specialist, you know how much easier he can make your job. How? By helping you decide on just the right kind of carpet for the purpose. His knowledge can add weight to your team. Just call our nearest Bigelow sales office. Or send for our colorful free brochure on Commercial Carpets. Write Bigelow-Sanford, Inc., Dept. CTM, 140 Madison Ave., New York, N. Y. 10016.

Find out for yourself why people who know buy Bigelow.

Bigelow sales offices are located in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, etc.
All you have to do is write for the new McCordi Master Swatchbook (there's nothing more to be read on the subject of fine vinyl wall-coverings at $1/3 to $1/4 the price you're paying now)

This hardcover, looseleaf McCordi Master Swatchbook has been specifically designed for professionals and contractors who specify and/or order fine, fabric-backed vinyl wall coverings for contract interiors. It includes everything you need to cover walls efficiently, enduringly at one-third to one-fourth the price you are presently paying for similar quality fabric-backed vinyl. It includes all the standard patterns and color-ways of McCordi Vinyl Wall available on no-minimum-order basis, as well as complete specifications and test findings. If you specify, purchase or approve the purchase of wall coverings for contract and residential interiors, write for your free copy... on your professional letterhead, please THE McCORDI CORPORATION, 707 FENIMORE ROAD, MAMARONECK, NEW YORK, Dept. C-5.
Why did Virco even bother to make this a stacking chair?

At most of the convention centers, hotels, business offices, auditoriums and community centers where Virco stack chairs are in use, they're never stacked. That's because of Virco versatility, the kind that keeps Virco stack chairs busy almost around the clock.

Because of its decorator design, a Virco chair is equally at home in reception areas, dining halls, auditoriums and executive offices. And Virco builds 'em to take the worst kind of day-in-day-out punishment without showing it. Maybe you've already noticed, but where you see one Virco stack chair, you'll see dozens, or hundreds, or even thousands. Virco is the chosen chair for some of the newest and most elegant public facilities around the country.

If you're interested in knowing more about the top value in quality stacking chairs, write: Virco Manufacturing Corporation, Dept. C-5, Box 44846, Hancock Station, Los Angeles 44, California or Dept. C-5, Box 911, Conway, Arkansas.
B.F.Goodrich sponge rubber cushion makes any carpet feel luxurious—like a putting green

(and it's guaranteed without time limit)

here's the best of all possible reasons why BFG makes only the best.
It cannot pack down, lose its springiness, go to pieces, or shred—ever. Every cushion is guaranteed to be free from defects in material and workmanship without time limit, or BFG replaces it, free. BFG has the cushion to suit any area. You can even order it from your local hardware store or the nearest floor covering showroom.


Consumer Products Marketing Division

Household products • Furniture products • Home furnishing products • Drug specialties

exlusive Double Cush-
lateau*. Exclusive, new n-lock ripple design. firmness of flat, the riousness of ripple. not applied for

Aristocrat. Heavy-weight cushion designed for quiet elegance. The utmost in resiliency and bounce. Non-woven fiber backing.

Spongex®, All-purpose ¼-inch favorite for heavy traffic areas. Non-woven fiber backing for easy carpet installation.

Springlawn. Medium priced with built-in stabilizer for more wear and support. Non-woven fiber backing, easy carpet installation.

Circle No. 13 on product information card
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 can find nowhere else. Just one cab fare to one building with more than 2,000 contract lines. Everything you need for any commercial installation. And all just elevator button apart. For a complete directory of exhibiting manufacturers, write:

THE MERCHANDISE MART
CHICAGO

Headquarters for furniture • bedding • floor coverings • draperies • fabrics • institutional merchandise • lighting and fixtures • accessories • kitchen machines and equip

Circle No. 14 on product information card
The soft glow of the ACRYLITE luminous wall in this salon creates an atmosphere of elegance and spaciousness. Backlighting the facia provides glare-free, evenly diffused illumination. And textured ACRYLITE panels in gradually intensifying hues set off the semi-circular divider as a dramatic design motif.

ACRYLITE can add color and excitement to hotel, motel, restaurant, lounge and suite interiors, too. Use it for room dividers, screens, wall and ceiling panels or bath enclosures. With ACRYLITE, in fact, unusual design ideas are unlimited.

ACRYLITE acrylic sheets come in over 70 exciting patterns and colors — velvety smooth or exotically textured . . . transparent, translucent or opaque. Lightweight, fade-proof, impact-resistant and lastingly beautiful, ACRYLITE is the unique new way to divide space and control light dramatically.

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$1,150 SAVINGS
ANNUALLY IN GAS HEATING COSTS WITH
MIILLUM® DRAPERIES

Hard to believe? Just look at the figures! Comprehensive tests in the engineering laboratory of a well-known university show that MILIUM®, due to high reflectance, low transmittance and emissive characteristics, offers the best insulation. Its "U" value (the overall coefficient of heat transfer) is well below the value of 0.81 listed in the American Society of Heating, Refrigerating and Air Conditioning Engineers Guide for single glass with draperies or roller shades.

MILIAM® keeps saving you money season after season. It helps preserve furnishings from fading and deterioration, too! Today MILIUM® comes in many fabric types, in both white and decorator styled colors. There are both white and colored room darkening window shades as well. MILIUM has the answer to very window problem—that's why so many large firms, hotels and institutions rely on MILIUM® insulated fabrics.

Write for our report listing the "U" values of each MILIUM® insulated fabric. It is available of charge to architects and engineers.

*8850 THERMS @ 13¢ per therm = $1,150.50 ANNUAL SAVING

MILIAM DEPT. L • 1045 SIXTH AVENUE, NEW YORK, N. Y. 10018

†Name supplied on request

*Reg. TM of Deering Milliken, Inc. for insulated fabric
Design, decorate, coordinate with the most exciting collection of fabric-backed vinyl wall coverings there is—Guard®, Satinesque and Wall-Tex. Freedom for your imagination. Scope—almost unlimited design and weight choice, unsurpassed physical characteristics.

*Guard vinyl wall covering meets Federal Specification CCC-W-408, Underwriters' Laboratories approved.

Send for samples and complete technical specifications, including resistance to tearing, abrasion, mildew, chemicals (we list 137), flame spread, etc. You get specific data to work with. Write to our Wall Covering Division. Dept. C-55.
Dear Sir:

I enjoyed the seminar at the Western Merchandise Mart in San Francisco. It was the best meeting of this type I have attended to date. I would say that speakers like Roland Jutras, Manny Steinfeld and Paul Bischoff of Carson, Pirie, Scott really helped to make the meeting. When one has people talk, like these people did, who are authoritative and can put themselves over the footlights, this makes for a real show.

J. K. Hughes
Dohrmann Hotel Supply Co.
Brisbane, Calif.

Dear Sir:

Thank you for including me on your guest list for the Los Angeles Contract Seminar you so graciously sponsored at our new Design Center. My comments to you on creating such a gracious and pleasant atmosphere for a most impressive panel presentation and discussion if only more affairs could be carried in such a manner.

MARGO GRAH
Design Consultant
IR S1
Los Angeles

Dear Sir:

I wish to express to you my sincere appreciation for your cordial invitation to join with you at the seminar at our Design Center on Tuesday evening, March 9th. It was a very exciting, pleasant and informative evening.

L. B. NELSON
Director Public Relations
Parvin/Dohrmann
Beverly Hills

Dear Sir:

Thanks for an enjoyable educational evening. The industry certainly progressed since last year and your panel was truly well qualified and answered a lot of questions. Best regards from the West Coast.

C. O. BARTLETT
General Manager
Chancellor Manufacturing
Gardena, Cali.

Editor's note: For an account of the proceedings in Los Angeles and San Francisco during March, see our West Coast Report, pages 32-33.

Outstanding

Dear Sir:

Contract has been and is probably the most important publication we receive in our department. However, the March 1965 issue is one of the outstanding issues we have seen this year. It is required reading for everyone on our staff and I am notifying our design people in all of our branches to read this issue.

I do wish to question why floor coverings were not included in the article on acoustics. According to data we have from the Commercial Carpet Corp., floors are probably the single most important factor in sound control for commercial use. Of course, this may be disputed. Nevertheless, it has been our experience that floor covering can do an outstanding job in noise control.

Keep up the good work. You certainly are setting a standard for this type of publication. We appreciate the help you give us in developing interior design in the contract field.

JOHN T. CARUSO, Director
Professional Planning Service
V. Mueller & Co.

Thayer Coggin institutional presents distinctive furniture of superior design by Milo Baughman. Carefully engineered construction assures lasting performance in public spaces at modest cost. The TCI collection is extensive, comprehensive and unlimited in versatility. May we send you a catalog?

THAYER COGGIN
Institutional
High Point, North Carolina

Showrooms: Dallas, Chicago,
San Francisco, High Point

Circle No. 18 on product information card
Don't get frightened. Hydrophobic, in the carpet business, simply means low absorbency. As in the case of this Cabin Crafts carpet with pile of 80% Acrilan® acrylic, 20% mod-acrylic. This low absorbency is the reason Acrilan doesn't mildew. Why it dries so quickly. And why dripping swimsuits and the soggiest sea air won't damage the fiber. It's also the reason stains won't sink into the heart of the fiber, making Acrilan easier to maintain in New York, as well as Nantucket. But don't expect to take one look and think: “AH HAI HYDROPHOBIC!” You won't. Acrilan looks just as thirsty as wool. It just doesn't drink as much, that's all. For further information, write Contract Carpet Merchandising 350 5th Ave., New York, N.Y. 10001.
The Astrodome Club, more than 600 feet long, is reminiscent of San Francisco’s old Hippodrome Theatre at the height of its turn-of-the-century opulence.

A stunning mosaic wall dominates the Las Vegas scene, another of the 53 private club rooms designed by Finger’s.

In this private club room, a richly romantic Spanish mood was created, through the use of carved wood paneling, elaborate brass fixtures and Mediterranean-inspired “Provano” furniture.

Interesting nautical devices create an 18th Century clipper ship cabin in one of the 53 private clubs designed by Finger’s for the Astrodome.

The 8th Wonder of the World

... another outstanding project of Finger Contract Supply

We are very proud of our commission to decorate and furnish the private clubs, boxes and dining rooms of Houston’s Domed Stadium... as well as its interior design. Your project, whether a hotel, motel, apartment unit, hospital, office or institution, receives the same specialized attention of our versatile staff... offering over three decades of experience to help you with your design and decorating problems. We also offer flexible, long term financing to fill your particular requirements.

FINGER contract supply company

“We Specialize In Specialization”
3131 GULF FREEWAY / CA 5-1371 / HOUSTON, TEXAS

DESIGNERS, WHOLESALERS, MANUFACTURERS AND DISTRIBUTORS

Circle No. 20 on product information card
Houston Dome...
The ultimate in sports stadia

selects
Shelby Williams and
Finger Contract
SUPPLY COMPANY

for the ultimate in public seating
The Sky Dome Club

Custom designed chairs, table tops, and special bases executed by

Shelby Williams

exclusively for Houston Dome Stadium

The Countdown Cafeteria

Trail Blazers Dining Room

Private Boxes furnished by:

American of Chicago
Division of Shelby Williams Industries, Inc.

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.
When you ask Lees for a carpet in Tangerine, you know you won’t get a lemon.

How do you know? Because Lees will show you a Tangerine before you ever place your order. And the Tangerine you see in our sample is the Tangerine you get in our carpet—one of the 104 colors we always have in stock.


And with so many colors to choose from, you can wind up with a custom color without all the customary fuss. Lees can help when more than one color is involved, too.

Suppose you want that same Tangerine. Only now you want it with Orange and Citron and Allspice.

Lees can make up any color combination you specify. Our 104 stock colors give you exactly 4,598,126 possibilities to play with.

All at no extra charge, so long as you meet our yardage requirements. And they’re ridiculously low.

Just pick your color or colors, and relax. Lees will never hand you a lemon. Unless of course that’s the color you ask for.

Write Commercial Carpet Department (C-2), James Lees & Sons Company, Bridgeport, Montgomery County, Pennsylvania. We’ll be happy to tell you more.
BE SURE the good looks and wearability of your upholstered furniture is backed up by BURKAIRE cushioning

The luxurious comfort of Burkaire cushioning is matched only by its extraordinary durability.

Burkaire is made by an exclusive process from new cotton impregnated with a plastic binder. Cloud-soft, it yields gently to the body, never collapses. It will never take a permanent set, even under prolonged pressure, but always returns to its original thickness. Dust-free and vermin-proof, it won’t ball up, break down, disintegrate or deteriorate in other ways.

Upholstered furniture cushioned with enduring Burkaire retains its smart new appearance indefinitely — seats and backs won’t sag, covering materials won’t become loose or shabby, nor wear excessively.

Protect your investment in upholstered furniture by specifying Burkaire. Used in America’s finest furniture, it adds not one cent to original cost.

Photos, courtesy Shelby Williams Industries, Inc.
HE signs are Go for institutional furnishers as you look to Washington. In one area after another, you'll be able to extract great hunks of optimism for your future business, from the plans that are being approved, and those that are taking shape, this Spring in the Capital.

Among the items to note:

Legislators and others are talking about extension of the Interstate Highway program. The most commonly heard figure is from 41,000 miles, expected to be achieved by 1972, to 60,000 miles. This means continuation of the move toward new motels at new interchanges, and the competitive scramble of other motels, motor hotels, and hotels to keep pace.

The aid-to-education act the President signed last month has important side-effects for contract furnishers. Besides helping school systems, and thus using some of their dollars for updating present, obsolete equipment, it also serves to put more public attention on the schools. And this is only the first; there'll be more, you can be sure.

Pressures to aid the elderly show no abatement. Administration has wanted to abandon a program of direct loans for elderly housing projects, because these show up on the federal budget in full. It's wanted to substitute rent supplements, instead, for their smaller yearly impact. At this writing, the outlook, however, is that Congress may approve extension of the direct loan program, $50 million yearly for four years, and at a new low 3 percent rate. In addition, it may extend rent supplements to more units. And it may allow nonprofit elderly living projects to include nursing home facilities. All this is prime opportunity for the contract furnisher. And, with the growth of the elderly population—all of whom are old enough to vote at least once—Congressional attention to their needs shows signs of atrophy.

The Medicare program also is a stimulus to nurse-homes.

The college area is another bright one. The latest Bureau projection of college-educated persons is you some idea of this: The total of persons (Continued on page 29)
What are Astra chairs doing in a Ford?

The Ford Exhibit at the World's Fair

Astra captains' chairs are just as much a part of American tradition as the Model T. They're sturdy, homey and comfortable to sit in . . . and you never have to crank 'em. In fact, you seldom have to do anything to an Astra chair. That's because they're made throughout of solid hard rock northern maple, hand-pegged, hand-wedged, and hand-finished, just as they've been crafted since 1906. No wonder Astra has covered the country just about as thoroughly as the Ford. Whether you run the swankiest club in town or a quaint country tearoom, you'll find the Astra chair you're looking for, at the price you'd like to pay, in our new brochure. Send for your copy now.

©ASTRA

ASTRA Bent Wood Furniture Co.
55 Maple Street, East Arlington, Vermont

Since 1906, Astra with Fine Chairs, No. 28-07, to 1917 with 47 Patents.
with 4 years of college or more is expected to reach 0 to 21 million by 1965. That would double the present number. In the 1960 Census, that was just under 10 million. Here, too, federal aid seems just at the threshold—in the hundreds of millions of dollars. Congress is inclined toward cutting the interest rate on college housing loans to 3 percent, and continuing the program at about the $300 million yearly level. But that will go up, by and by. And aid for educational building construction is coming now through various federal programs.

The important fact for you to remember about all these fields: federal aid just won't get smaller.

Environmental design

Design is finally coming in for more federal attention, but there's nary a word spoken in the advance plans about the place of the interior. The General Services Administration Institute will sponsor a five-day symposium starting June 7 here on "Environmental Design and Productivity." Priority for attendance goes federal architects and other executives who are responsible for productive work environments.

Specific attention will go to such topics as: Study the relationships between individual buildings and the total environment; development of criteria for functional analysis and project programming; analysis of the fundamentals of visual scientific design.

Federal furniture

The House Appropriations Committee has been critiquing some federal furniture practices. It claims some senior officials have decorated their offices too lavishly, with rugs, draperies and other equipment "solely for the purpose of dignifying the position of the incumbent."

It also questioned the director of the Bureau of Budget—who, despite his title, isn't a federal housekeeper of this type—about furniture. He responded that the Bureau has been giving strong encouragement to the housekeeper, the General Services Administration, for the rehabilitation of old furniture. He hopes the U.S. can economize a bit pushing harder for this GSA program. The refreshed furniture looks excellent, he says, and costs the government a good deal less than new.

Census of manufactures report

The Census Bureau has begun issuing its first reports on its 1963 Census of Manufactures. In that year, manufacturers in the metal office furniture industry shipped products valued at $390 million, 36 percent more than in 1958. The industry, with 168 establishments, employed almost 20,000 workers, four-fifths of them in production.

Main categories included: Chairs, stools, couches, $4.4 million, up from $38.5 million. Desks, $85.3 million, up from $66.3 million. Cabinets and cases, $7.2 million, from $107.3 million. Other furniture, $3.8 million, was $34.2 million.

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Wood office industry manufacturers in 1963 shipped products valued at $103 million, 63 percent over 1953. The industry included 137 establishments, with 6,700 employees. Main categories included: Chairs, $35.5 million, and sofas, couches, stools, $4.8 million; these in a combined category were $26.2 million in 1958. Desks, $29.7 million, up from $23.4 million. Other, $32.7 million, is $21.1 million.

Some upturn in household furniture

The federal program for procuring household furniture has been depressed about a year, because of the Defense Department's decision to stop outfitting family quarters in the States. But officials detect an upturn in procurement overseas. The reason for this is to stimulate re-enlistments. The Air Force, for instance, has had a Project Hustle in Germany. It is refurbishing furniture both base recreational areas and in family quarters, an effort to keep more men in service.

Contracts to come

Our interest in federal procurement isn't academic, and here is proof of it—a sampling of the recent citations to bid issued by various federal agencies. These are closed by now, but they give you a fair view of what's in store for successful bidders:

General Services Administration, Washington—General office steel chairs, indefinite quantity, Aug. 1 through July 31, 1966. Composite metal and wood furniture, 540 each. Composite metal and wood quarters furniture and metal furniture, for hospital and quarters, 1,884 each. Metal enamel top kitchen tables, 3 each. Floor and table lamps, 614 each. Table lamps, 2 each: 400 each. General office steel desks, indefinite quantity, through April 30, 1966. Metal furniture, 918 each.

Naval Supply Center, San Francisco—Various lots household furniture, including living room: desks, tables, bookcases; dining room, tables, chests, china binet, buffets, upholstered chairs; bedroom, dressers, vanities, benches, chests.

GSA, Kansas City—Tubular steel furniture.

GSA, Atlanta—Wool bed blankets, 360 each.

VA Hospital, Lebanon, Pa.—Theater chairs, 250 each.

GSA, San Francisco—Cushion covers for living-room furniture.

GSA, Chicago—Foam latex pillows, through March 31, 1966.

GSA, New York City—Foam bed pillows, 4,373 each.

GSA, Denver—Cafeteria furniture.

The West Coast, now in the midst of the biggest upsurge of commercial construction and furnishings in history, is urgently concerned with methods of merchandising contract products and services to its host of end-users. This concern was expressed last March at two stimulating seminars in Los Angeles and San Francisco, both of them co-hosted by CONTRACT Magazine with Ben Hellman, publisher, acting as moderator.

In Los Angeles, CONTRACT collaborated with the Design Center at a dinner meeting on March 9 devoted to the new sales and merchandising techniques that have developed in the contract field in the past few years. Panelists included Adele Faulkner, well-known interior designer; Paul Schafer, sales-manager of Schafer Bros., manufacturer of contract chairs; Richard Kramer, head of Integrated Design Associates, L.A.; Nor Goldman, vice president of Parvin-Dohrmann, leading West Coast design and supply firm; and Charles Kratka, of the architectural firm of William Periera, Inc., L.A. The panel was occupied for two hours after dinner with eager questions and discussion from the 115 manufacturers and designers in attendance. It was disclosed during the course of the session that a leading group of contract furnishers in the Los Angeles area have held exploratory meetings toward the formation of a trade association.

In San Francisco, Mr. Hellman moderated a contract workshop on March 11, to which the entire morning and a luncheon session were devoted. The distinguished luncheon speaker was Kemmons Wilson, chairman of the board of Holiday Inns, Inc. Questions discussed included pricing problems, merchandising to various types of customers, trade ethics, designer education, elevation of product standards, etc.

The meetings were so rewarding that CONTRACT was asked to repeat both of them next year. The San Francisco seminar will be extended from a morning session to a full-day conference to allow all segments of the industry to participate more fully. It will consist of a general meeting in the morning, and a series of specialized panel sessions in the afternoon.

Co-sponsored by the International Design Center and CONTRACT, dinner meeting in Los Angeles on March 9, drew wide attendance (can photos across page). Johnny Johnson, CONTRACT representative, and Mr. Ben Hellman flank speakers (l. to r., above): Nor Goldman, Charles Kratka, Adele Faulkner, Ben Hellman, Paul Schafer, and Richard Kramer.

Featured speakers at the morning session of the Contract Workshop held March 11 at the San Francisco Western Merchandise Mart (l. to below): Ben Hellman, publisher of CONTRACT and co-host and moderator; Paul Bischoff, Carson Pirie Scott & Co.; Roland Jutras, designer; and Manfred Steinfeld, Shelby Williams Industries.
**Fiberglas design winners**

Owens-Corning Fiberglas Corp. has announced the winners of its Creative Design Contest, open to students in design schools throughout the country and that called for original and imaginative designs for Fiberglas fabrics for curtains and draperies. A significant aspect of the contest is that all winning weaves will be marketed by Owens-Corning. First prize was awarded to Joyce Chown, Cranbrook Academy of Art. Second prize to Joseph Hamling, Cranbrook. Third prize, plus an honorable mention, to Judy Dungan, Rhode Island School of Design. Honorable mentions were awarded to: Beverly Cropper, California College of Arts & Crafts; Toshiko Horinichi, Cranbrook; Meda Parker Johnston, Cranbrook; Naomi J. Whiting, Rochester Institute’s School for American Craftsmen; Linda Lee Young, California College. A special award for creativity went to Meliha Kavak, Berea College. Illustrated are the three top winning designs.

**Suppliers’ association**

Formation of a new trade group, the Association of Suppliers to the Furniture & Decorating Trades, Inc., was announced last month in New York City. Membership in the group is open to manufacturers supplying fabrics, frames, down, foam, and other supplies to the furniture manufacturing trade. Officers of the new association are: Seymour Zaldin, Zaldin Sons & Co., president. Marvin Cohen, Naco Fabrics; Irving Weis, Townhill Fabrics; George Grulk, Jarob Fabrics; Julie Jofe, M. Jofe & Sons, Jerry Lewkowicz, Belle Fabrics—all vice presidents. Ed Faerber, Gramercy Equipment Corp., secretary, and Jerry Rheiner, Rheiner Fabrics, treasurer. Milton S. Teicher has been named legal counsel to the group. Offices are at 39 Broadway, New York City.

The organization aims to improve the position of its members in the trade. Among activities presently projected are plans to keep the membership informed of all legislation affecting the industry, plans for an exchange of ideas and information among members, including credit information.

**Home/office concept**

More and more American homes will be furnished with office-type equipment as a result of a cross-pollination of office building and residential interior design. This prediction was made by C. J. Hunt, marketing director of General Fireproofing Co., large manufacturer of business furniture. Root of this trend is the growth of the high-rise building devoted to both apartments as well as offices, and designers, commissioned for interior work, have begun to apply home furniture fashion concepts to the office. Conversely, some office furniture ideas are being applied to the homes, Hunt stated.

**Tile Council sets certification program**

The Tile Council of America has established the first quality testing and certification program in the history of the ceramic tile industry. This Certification program, effective April 1, is designed to provide better service to designers, architects, contractors, and ultimately the end-user by providing assurance of quality in ceramic tile. Under the program, the Tile Council certifies that tile bearing its triangular Certification mark (see cut) equals or exceeds the highest quality standards set forth for Standard Grade Tile in Department of Commerce Simplified Practice Recommendation R61-61 and Federal Specification SS-T-308b. Only tile that meets these high quality standards can carry the Tile Council Certification mark. The program which will cover 91 percent of all domestic ceramic tile production, has four basic objectives: increase acceptance of high quality domestic ceramic tile; continue to improve quality standards for ceramic tile; make available tile that can be specified with confidence; provide assurance of quality to tile purchasers.

**New assignments . . .**

Leon Gordon Miller & Associates, Cincinnati, has been retained by Island Creek Coal Co. as consultant for a coordinated program of space, interior, equipment planning. . . . Integrated design Associates, Beverly Hills, will stage Continental elegance in guestrooms and suites for the Los Angeles Ambassador Hotel. In a $2 million first phase of elaborate three-part refurbishing program at Las Vegas’ Thunderbird Hotel, integrated will update all public areas, guestrooms, including the theater-rentant . . . Mark Karlen, AIA, has been named architect for the new Architect Builders Center, in Philadelphia’s P. Towers complex . . . Morton Textile Furniture, Chicago, has been awarded a $250,000 furnishings contract for Pioneer Motel Inn, a 141-unit lake motel which will include restaurant meeting rooms, indoor and outdoor plus a marina at its Lake Winne site in Oshkosh, Wis. . . . Richard Roselle, industrial-interior design sulting firm of Seattle, is currently working on such commissions as: styling United Boatbuilders’ 1966 line of Unicruisers; exterior-interior consultant a new 7-building high school complex Bellingham; exterior and materials sultant for the new three-building Be ham Technical School; exterior-inter color and materials consultant and d consultant for furniture and furnis of Seattle First National Bank . . . liam B. Tabler, well-known hotel s, will design the multi-million Sheraton-Universal, a 500-room Sheraton-Universal, a 12-story building to be built at Universal City 5 Universal City, Calif. The fully air ditioned, 12-story building will cover acres and is the first phase of plans for a $40 million, 1,800 hotel-motel complex. (C)
With the approval of the AMHA, the Motelrama Idea Room for '65 again explores new ways for lodging managers to make their premises more inviting, their chores less time consuming, and a guest's stay more memorable. An annual feature at the joint convention of the National Restaurant Association and American Motor Hotel Association, held May 24-28, McCormick Place, Chicago, the exhibit is planned as an idea source for innkeepers. The newest in furnishing and equipment from more than 30 experienced hostelry suppliers combine ideas for planning new rooms, rehabilitating and updating old units, with an eye out for economy.

Mary Powell, AID, designing this year's Idea Room, selected a Spanish inspired group, La Fonda, from American of Martinsville and extended the theme to the room generally, blending vivid accent colors, wrought iron accessories, red Tuscan draperies by Cohama, and spindle heads at the windows.

Emphasis centers on conveniences in the guestrooms, beginning at the entry to the Idea Room with an instant hot drink service, compact refrigerator, and electric shoe polisher. In the bathroom, a ceiling cluster holds sun lamp and two infra red lamps for added light and warmth.

Introduced for the first time at the exhibition is a lobby-lounge setting with new developments in management service units. The Guest Dial Pak switchboard automatically records all local and long distance telephone calls, directly dialed by guests. Another, the compact status system panel built into the reception desk, shows room availabilities at a glance, provides message indications, and housekeeper-to-desk intercom. For the guests, refreshment wall units dispense hot coffee, cold drinks, snacks, and cigarettes, a boon to late arrivals and for early departures. The unit is paneled to blend into the wall unobtrusively.

A spacious patio complete with barbecue kettle concludes the exhibit. There is comfort and convenience for guests, function and practicality for management.

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Tom Lee Ltd. has moved to new and expanded quarters at 1010 Third Avenue, New York City. The location was chosen for its proximity to supply sources and much needed additional space.

Wilson L. Harrell, the largest individual stockholder in Straus-Duparquet Inc., and president of the firm’s subsidiary, Wilson Harrell & Co., has been elected chairman of Straus-Duparquet. Plans for immediate and drastic housecleaning and rebuilding program for the firm will curtail unprofitable operations and reorganize the designing and building of commercial food service facilities and catering furnishings—the traditional business of Straus-Duparquet. Albert Pick Co., Inc., another subsidiary engaged in the same operation, will now operate a branch of the S-D Institutional Division, rather than as a separate company.

Molla Inc., has been awarded a U. S. patent for its special coupling device, used for applying webbing. Molla has over 49 patents and patents pending in addition to an almost equal number of design patents and copyrights.

Thaibok Fabrics Ltd., has moved to newly designed offices at 306 East 61 St., New York City. New offices and shipping facilities are handy to recently opened trade showroom at 969 Third Avenue, New York City. Thaibok also has a Boutique of its exclusive accessories of Thaibok silk.

State of Newburgh and State of High Point opened a new showroom in New York City, where the firms’ latest upholstered furniture is on display. Traditional styling in sofas, loveseats and chairs—State of Newburgh will be shown, along with Country Manor House line of wood frame and upholstered pieces from State of High Point.


Arthur H. Lee & Sons, Inc., has purchased the complete assets and control of Jofa, Inc. Though will be run as a separate corporation, its showrooms will be moved to the Lee Fabric Bldg., New York City, and its present national representation rests under the new management.
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No intermediate stops. Delivery is faster, surer.

And there’s much less chance of damage (expe-
rience proves damage is less than 1%!). There can
be no concealed damage either since your products
travel uncartoned.

Here’s how it works. At your loading dock, a specially-
trained and experienced North American driver takes
full responsibility for loading your products into the
specially-equipped and capacious North American van.
There are no heavy, space-wasting cartons.

On the road, your North American driver is in daily contact
with North American Central Dispatch. He and your products
arrive right on schedule. No waiting at the unloading site. (Our
driver notifies the consignee of his exact time of arrival 24 hours
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For instance, notice above how it harmonizes with the wall colors (background, 6448 Parchment; with subtle vertical abstract, in 6449 Spice Mocha, 6451 Fawn Beige and 6447 Gold Dust). Convincing? Like we say, you should see the rest of our palette. Your Mosaic Representative can arrange that. And talk price ranges and local availability while he’s at it.

Or, write The Carlyle Tile Company, Ironton, Ohio. For availability of Carlyle Quarry Tile on the Pacific Coast, write to The Mosaic Tile Company, 909 Railroad Street, Corona, California 91720.

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PEOPLE

ROBERT J. RUNGE assumed duties as president Milwaukee Chair Co. as of February 1965.

JAMES R. FITZPATRICK, JR., was named new president of Hightstown Rug Co.

RAY FRAZIER was appointed to the new post of manager, Branch Koylon Sales, for the Koylon foam rubber bedding division of U.S. Rubber.

THOMAS H. DANIELS, newly appointed sales representative for Imperial Desk Co., will cover California-Nevada territory.

FRANK RUSSELL has joined Tintawn, Inc. as regional sales manager for the New York market for Tint's Irish carpeting.

HOWARD SUTTON was recently appointed sales promotion manager by Herman Miller Inc.

BART FORD joins the New York sales staff of Avon Inc., Furniture.

Recent appointments at Kirsch Co. are: JAMES LORD, sales representative for Louisiana; ROGER SECONDINE, San Antonio; ALLEN E. THOMAS, Dallas, Texas. RICHARD REPPE and THOMAS MEEHAN were named full-time representatives for Architectural Kirsch's commercial drapery hardware line, for Chicago and New York respectively.

EDWARD J. HICKET has been appointed secretary-treasurer of General Plywood Corp. THOMAS PAPPAS joins the firm as new regional sales manager of the Mid-Atlantic and Southeast.

HENRY BELL has been named a showroom man for J. K. Gill's contract furnishings and interior division in Portland, Oregon.

MAX MEISEL, JR., manager of the Burl-Crest department of Burlington House was appointed a member of the executive committee and chairman the sponsorship committee for the 1966 Rooms Tomorrow.

GEORGE F. NEUROHR, new southwestern sales representative for the fibers and fabrics division Union Carbide, will handle the sales of Vileau fabric in Texas, Louisiana, Mississippi, Arkansas and Oklahoma.

LARRY J. D. SALTER, newly promoted Detroit district manager for Corry Jamestown Corp., is succeeded by MARTIN KEITH WRIGHT, Detroit district representative.
On the eleventh floor of The Merchandise Mart, Chicago, you will find the world's largest concentration of contract furnishings, established especially for the use of contract designers, architects, dealers and their clients. *What could be more convenient and efficient?*
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But for the first 2500 coffee breaks (five full years), you'll have the best upholstery guarantee there is. It's the one we offer on our Blue Chip Vinelle* upholstery collection for contract furniture. Simply stated, the guarantee says that if Blue Chip Vinelle fails in service as a result of defective material or does not stand up under normal wear for a period of five years, we replace it free, including a reasonable charge for labor. Once you learn that this guarantee is five times better than anything else in the industry, you'll probably want to see Blue Chip Vinelle's 21 beautiful decorator colors right away. And who could blame you? The General Tire & Rubber Company, Chemical/Plastics Division, Lawrence, Massachusetts.
Creative ideas in glass:

Free-form panels of glass set doors and walls aglow

ASG's Huewhite translucent glass turns a composition of simple abstract shapes into a luminous mural of light patterns, in these exciting concepts by Charles Winecoff of Planned Office Interiors, New York.

Patterns (top) for doors along an executive office corridor differ widely, yet have an emphatic and harmonious visual relationship. Huewhite® glass, inserted in a single sheet through a slot in door top, allows light to pass between offices and corridor, yet affords maximum privacy. Doors are made of Brazilian rosewood scored in 3" vertical sections. The dark, rich wood was chosen for maximum contrast with the whiteness of the glass.

White-on-white mural effect (above) in conference room is achieved by setting "windows" of Huewhite glass into a white textured plaster wall. The glass is made softly luminous by light from adjoining corridor. Sculptured form extending from the wall has backlighted doors of Huewhite and serves as a storage unit. A floor-to-ceiling panel of Huewhite (right) in each corner admits gently diffused illumination and gives a feeling of space and light beyond the room.

Huewhite transmits and diffuses light at the same time it obscures images seen through it. Its uniform whiteness and subtle surface pattern work harmoniously with an extensive range of color schemes and complementary materials. For more information on Huewhite and the whole exciting line of ASG patterned glasses, write: Dept. X-5, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee 37662.

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Why Leopold's new TMSL Line is a better buy than authentic traditional

Leopold's new TMSL Line has a traditional feeling but that's as far as it goes. Behind the facade of its distress finish is pure modern thinking. For instance, the exterior finish looks antique but it's as modern as today's technology can make it. The beautifully grained American Black Walnut has a baked on finish that is chip resistant, mar resistant and won't crack or peel . . . and it's all accented by antique bronze drop pulls. The knee-space corner posts are treated by a special densifying process that eliminates splinters, dents, and unsightly mars. Densiwood® is the name and it makes these posts impervious to abuse. The file drawer features a suspension system with nylon rollers for smooth, quiet operation . . . even when the drawer is fully packed. The box drawers utilize the three-point suspension system to give trouble-free operation for a "desktime." All drawers, including the center drawer, are equipped with adjustable partitions to help keep work organized. The hand rubbed drawer interiors are evidence of Leopold's extra care at no extra cost. The price is authentic, though . . . authentic "old fashioned." All of this is possible because Leopold's modern production techniques are backed by over 75 years of desk manufacturing experience. But see for yourself. Visit your Leopold dealer and see why Leopold's new TMSL Line is a better buy than authentic traditional. If your tastes run to contemporary, ask to see The Template Line and the elegant new Mitre Group . . . or write for specific literature.

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BY BETSY GELB

ALREADY called the eighth wonder of the world, the span of Houston’s Stadium’s dome (641 feet) dwarfs Rome’s Colosseum. And although the emperor Vespasian put up a tentlike roof during one long hot summer, it was nowhere near as effective as the new arena’s air-conditioning system, which transforms Houston’s unkind climate into a cool, dry ambience in all seasons.

Building a stadium with a domed top to keep football fans rainproof and baseball watchers air conditioned influences interiors as well. In the Harris County Domed Stadium, which opened April 9 in Houston, the traditional shirtsleeve atmosphere has become coat-and-tie, among interiors emphasizing the trend toward luxury.

Harris County—metropolitan Houston—built the actual stadium. But planning and designing of the two restaurants, two private clubs, cafeteria, and 53 unique private-box clubrooms was a project assumed by the Houston Sports Association, owner of the Astros National League Baseball Team. These interiors, ranging from a beer garden to the exclusive Skydome Club, were assigned to project designer Charles H. Barton of Houston’s Finger Contract Supply Co., a division of Finger Furniture Co.

The primary Domed Stadium theme is outer space, since Houston is NASA’s Manned Spacecraft Center headquarters, and Barton’s design team favored the experimental almost as devoutly as does NASA. New ideas abound in the stadium, but they center on its two “private clubs (required by state law for restaurants serving drinks stronger than beer or wine).

A new flooring material and tabletop process are innovations in the Astrodome, a club with a Gay ’90s theme and such luxury touches as a Velvetex wall. Located on the stadium’s fifth level, the club is 600 feet long but less than 30 feet wide, divided into sections by bead curtains.

The flooring in one section is Torginol, a porcelain-like substance. “It’s the same material they use to make false teeth,” Barton said. So by Torginol Inc., the material is imported from Czechoslovakia. Barton chose it for the stadium because it is lighter in weight than terrazzo, necessary consideration for upper levels.

Another new idea appears in a section of the Astrodome Club titled the Lautrec Room. Each tabletop, 36 inches square, is composed of four different Lautrec Moulin Rouge scenes, each by a special process actually designed in the Formica. There are also two Formica murals in the Lautrec style, made by the same new process.

The ninth-level Skydome Club scores its “first” in an effort to make diners and cocktails guests feel that they are truly in a spaceship. Lighting is the primary factor. The room is kept at cocktail hour dimness day and night, and one long wall lined with “diorama” murals, lighting effects similar to those in a planetarium. Each mural consists of a black felt-like background, with stars, m
Photos; (nilf J'hoto

and nebulae flocked in a special pigment show up in ultra-violet light. When lighted, the mural seems to vanish, leaving only stars visible and making the room appear wider. The murals were designed and built by the Houston branch of Atkins & Merrill Inc., which adapted them to the Houston Astrodome by Dimension Plastics Corp. There is an illusion of looking into their depths, and a further illusion that the tops are floating without support, since the bases are clear lucite. Laverne lucite tops round out the effect.

The Skydome's table tops, less by Dimension Plastics Corp. There is an illusion of looking into their depths, and a further illusion that the tops are floating without support, since the bases are clear lucite. Laverne lucite tops round out the effect.

Another unusual Skydome feature is a section for Japanese Tempura cooking, performed in center of five brick "islands." Diners sit in height stools at the counter around the grids. Each cooking island hangs a 12-foot semi-transparent "flying saucer" of plastic—Finger's ver, considering the 8 foot ceilings, to the problem of venting. Each flying saucer has a vent in its center, totally concealed.

The entire spectacular which led to such combinations as outer space and Japanese cooking ades the stadium, and characterizes the man and it all, Judge Roy Hofheinz. Barton summarized the Houston Sports Association president, former judge and former Houston mayor, this way: "Any man who could conceive of something fantastic as the Domed Stadium is going to expect the interiors to be something special. Nothing can be what he calls 'plain vanilla.'"

The HSA, which operates the stadium under a 40-year lease, has already bid for both the Republican and Democratic National Conventions in 1968. As Hofheinz pointed out, "The entire 1964 Democratic Convention, including Atlantic City's Convention Hall in which it was held, could be placed right in the playing field and you'd still have 45,000 seats for spectators." To further qualify the stadium for all types of conventions, a 13-acre exhibit center will be built adjoining it. This center is due for completion early in 1966.

The stadium itself is a circle 710 feet in diameter; the Lucite dome with its thousands of skylights has a maximum height of 208 feet above the playing field. The field itself is about 25 feet below ground level, so that two of the stadium's nine seating levels are below ground and six above it. The air-conditioning system has 6,600 tons of cooling capacity.

Ramps leading to each seating level rim the outside of the stadium, and the playing field is a giant circle in the center. Thus the public rooms are banana-shaped strips pieced into an imaginary circle between ramps and field. And the resulting very long, narrow areas for restaurants and clubs are what designer Barton considered his greatest challenge.

"We didn't want a tunnel effect, and we didn't want to really partition the rooms, because that
53 LUXURIOUS CLUBROOMS, adjoining the private Skydome ninth level boxes and each styled as an efficiency apartment in a distinctively different motif, rent for $15,000 and up annually on a five-year lease. Above: a nautically accessorized ship's cabin. Below: Las Vegas Room antes up with dice, roulette carpet, and specially commissioned mosaic wall by Bob Fowler. Furnishings, carpeting, and accessories were custom designed throughout to fit each clubroom theme.
MOORISH MOTIF is opulent diversion in Spanish Room (above). What appears to be a wood carved wall is actually plain paneling to which special carvings are attached. And for a touch of local color—the Cattlemen’s Room (below) is patterned after the casual comfort of a Texan ranch. To achieve an air of spaciousness in the narrow (11 by 16) clubrooms, Finger “pushed back the walls” by using paneling, draperies, and architectural devices like the mock fireplace of Featherock.

FINGER CONTRACT SUPPLY CO.

In business 37 years, Finger Contract Supply Co. of Houston, Tex., has planned and furnished contract jobs from Saudi Arabia to Brazil. Finger has had a hand in designing and equipping fire stations, boats, trailers, jails, and railroad cars. Their contracts annually include furnishings for more than 8,000 hotel rooms, and 3,000 apartments, including work for firms such as Holiday Inns, Roadway Inns, Congress Inns, Holiday Inns, Parliament, International Hotel, and other chains.

According to Charles Barton, Finger’s chief specialist, the company is the largest commercial account of Bigelow Carpet Co., Englander Co. (mattresses), and several other furnishings manufacturers. Barton heads a contract design department whose staff of ten specifies and orders millions of dollars worth of furniture, floor coverings, fabrics, and other appointments every year. Finger contract, headed by J. P. Kost, vice president, is dramatic evidence of the large scale that contract business has achieved in the Southwest, and particularly in the great State of Texas.
would have made it difficult for waiters and people in general to get around. That's why we used only dividers like beaded draperies, and in one case swinging doors, like the old saloons, which are almost the whole width of the room—in an emergency a lot of traffic could get through.”

Another challenge were large square columns roughly 20 feet apart in the restaurants and clubs. These Finger disguised in keeping with each room's theme. In the first-level Domeskellar, fashioned as a Bavarian Beer (and hot dog) Garden, each column is a concrete oak tree “in the Black Forest.” In the third-level Count Down Cafeteria the theme is sports in 500 B.C. Greece, and the supports are concealed inside fluted Ionic columns.

The columns are the background for hangings and accessories in the higher-level rooms—covered with wood paneling, for instance, in the sixth-level Trail Blazer Dining Room. Here a series of paintings depicts trail blazers in history from wagon masters of the early West to the astronauts.

Barton's design team included William V. Griffin of Miami, and Carol Wilhite and Manning Mann of Finger's. The foursome worked a year and a half, not only on the stadium's public dining areas but also on 53 private-box clubrooms, each with its own theme. Special ninth-level boxes for actual viewing of games are just across a corridor from these 11 by 16 clubrooms, each with washroom, ice maker, refrigerator, telephones, closed circuit and regular TV. The least expensive combination of box and clubroom rents are $8,000 per year, with a five-year lease; the boxes themselves contain 24 to 30 seats.

Design of these clubrooms—really almost efficiency apartments—varies in theme, color schemes, wall treatments, and furniture used. One is nautical in motif, another rustic western, one stark modern, another Spanish, other stylings encompass everything from Vegas to New Orleans to Siamese and Chinese themes.

In these clubrooms and its public rooms stadium has all custom carpets by Berven, allcoveringa by Dwoskin. Chairs and tables most public rooms are by Shelby Williams.

Seats in the stadium itself are by American Seating upholstered in DuPont Antron, with ticket section a different color. Probably the
The LAUTREC ROOM (left) of the Astrodome Club, features a special process Formica “painting” in the style of Toulouse-Lautrec. Chairs and tables are by Shelby Williams, the chairs in lipstick-red nylon Verti-Plush—on expanded foam to achieve a velvet effect (by Vertipile Industries Corp., distributed by LaFrance Industries). Custom-designed carpet is Berven; Stadium Sports in 500 B.C. is the theme of the Countess Cafeteria (above) appropriately decorated with original picture of ancient sportsmen. Bands of orange, olive, and yellow tiling establishes the color motif, carried over into Shelby Williams chairs and tables. Center photo (right) details one of dome's 4,596 prismatic panels of DuPont's Lucite acrylic. Bottom photo (right): custodian at work on one of the 90 fully cushioned and nylon upholstered seats supplied by American Seating.

A breathtaking view in the entire stadium is the sight of its striking tiers of seats—red, orange, gold, bronze, blue, purple—nine colors in these seats, and the basic interiors of the entire stadium, were the responsibility of James Muller, resident architect with Lloyd, Morgan & Bates, AIA, of Houston. Muller selected Azrock or tile in the cafeteria. The floor of the beer garden is concrete—it's under the seats on the first level. The Trail Blazer Room is floored oak strip, while the Astrodome and Skydome are carpeted.

Ceiling lights, also Muller's selection, are primarily surface-mounted Holophane fixtures. The fongs are National Gypsum's Solitude acoustical tile. Finally, Muller created elevators as lively as the seating by surfaced the interiors in bright mica panels bordered by black strips, a com-porary and practical effect.

step out of an elevator and you may be in a jet-walled club or cheering your team on from electric-blue seat. There's everything in Houston's Domed Stadium—except "plain vanilla" decoration.

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NEW CONTRACT INSTALLATIONS: A REVIEW OF IMPORTANT PROJECTS IN THE COMMERCIAL/INSTITUTIONAL FIELD THAT INCLUDES BANKS, SHOWROOMS, OFFICES, SHIP'S LOUNGE, CLINIC, BROKERAGE, ART STUDIO

FOUR BANKS

That circular shapes are gaining increased popularity in bank design is evidenced by two bank offices in Wyoming and Ohio. The design element works equally well for the interplay of the various banking departments besides linking the drive-in facilities to the main operation. For the Union National Bank in Youngstown, Ohio, Architect P. Arthur D'Irazio designed a roof of folded steel plates divided into segments which radiate from a central skylight — a concept winning the Eastern Ohio AIA Merit Award. Once inside, color softens the strong architectural theme with warm golds, teak wood counters, and a blue green carpeted lobby. Sun glass windows have translucent en casements from Creative Lo which draw back and fasten to mullions. The General Fireproof Planning Studios repeated the sign element in the teller area w it again adds increased efficiency. Tellers have quick access to all business machines while the number of machines needed to service each teller station is reduced. Here again, warm colors of walnut, gold, and white are alternated at each station. Writing stands and managers' furniture from General Fireproof and Peter Pepper accessories blend with overall architecture. A v

UNION NATIONAL BANK
General Fireproofing Planning Studios
on the circular theme in Cas-

r, Wyoming, features a domed ro-
nda which houses all the bank fa-
tilities of the Wyoming National
ank under a clear span. View
rough the interior lobby shows the

-foot dome unsupported by interior
ars. A special sun-filtering and
il-resistant glass was used be-
een the curved buttresses which
ods the interior with natural illum-
ation. Banks are also using more
more carpeting in public as well
private areas these days. Over
,000 square yards of James Lee's
mmercial carpeting was installed,
th 13,000 square yards in the main
by alone.

WYOMING NATIONAL BANK
Marvin Knedler, J. Robert Benche, Designers
Two quite differing approaches to bank design have a common basis: both reflect a way of life. The offices of the Morgan Guaranty Trust Co. in Manhattan, retain an opulence that characterized prosperous financial circles at the turn of the century. The El Dorado State Bank in Nevada, signifies the informal, progressive mode of Western living.

The original J. P. Morgan Bldg. received a complete renovation and expansion into its neighboring building, at the hands of Chandler Cudlipp Associates, the designers, and architects, Carson, Lundin & Shaw, Rogers & Butler. Many of the distinctive features, handpicked by Pierpont Morgan, such as the marble walls, mosaic pilasters, magnificent Florentine coffered ceiling and marble fireplace, were retained. In the main banking platform, a vast room 136 feet long, interior partitions were removed and a massive chandelier, the largest of its kind ever made in the U.S., was specially designed by Lewis Smith & Co. The Florentine coffered ceiling was accentuated by repainting in tone...
EL DORADO STATE BANK
Western Contract Furnishers, Designer

For the walls, Scalandre supplied a copy of a fabric from the Morgan Library, a deep green mask which was used for the valances and over drapery as well, with fragments of sand colored Fiberglas at the long windows. In the conference room, walnut paneling was re-used from the temporary quarters of the Morgan Guaranty Trust and installed in the new quarters. Silver chandeliers and draperies of green and off-white enhance the original conference table and chairs. On the second floor, planters divide the International Division for which Chandlee & Cudlipp Assoc. specially designed the desks and chairs, then executed.

Scerbo and Orsenigo. Still higher in the building, two complete floors were set aside as elaborate dining areas, with 10 private dining rooms, three dining halls for officers, guests, and bank employees. All of the dining rooms afford an expansive view of either the city or Upper New York Bay. The officers' dining room has been done in a contemporary style with off-white vinyl walls, blue and white Fortuny print draperies and valances, and a blue carpet. The room is completed with walnut tables, cane-backed open arm chairs and red vinyl seats and banquettes. For the El Dorado State Bank, Designer Scott Mitchell of Western Contract Furnishers created an unusually warm and inviting atmosphere. Sofas and chairs from Jens Risom set against Redwood paneling walls with mosaic trim form a relaxing lounge area for the bank customers. The check-writing tables have built-in adding machines, specially designed and recessed. Risom chairs in mustard colored vinyl are grouped around the stands. Austrian-style shades of sheer ochre fabric allow a well lighted privacy. The color theme of olive and turquoise extends into the conference room where a Risom conference table, sofas and chairs of moss-bronze and turquoise complement the wood tones. Table lamps from Marbro match the specially designed cigarette urns by McDonald Products.
The design program for Technicon, Inc.'s new wing involved more than an acute need for additional office space: the client wanted executive offices that would impart a prestigious atmosphere and comfortable facilities in which to conduct its periodic training programs for customers. To achieve this end, Technicon enlisted a tripartite team for both the architecture and interior design. That the project was successful in the eyes of the client is a testament to the close cooperation and working relationship achieved by the team. Each member was commissioned at the outset and all attended major planning sessions, thereby coordinating all phases of design.

Although Technicon is located in Chauncey, New York, a small suburban community, there is nothing provincial about its operations. The firm manufactures precision scientific equipment for hospitals and laboratories, has a number of subsidiaries producing component parts, and conducts sales operations that are international in scope. To promote its highly complicated equipment and to assure their proper and efficient use, Technicon conducts periodic lecture and workshop seminars and acts as host to its invited "trainees," many of whom hold advanced degrees. Thus, Technicon specified offices and facilities that would reflect a balance of hospitality and dignity in a contemporary setting consonant with its sophisticated products and audience.

Totaling 8,440 square feet, the new glass-walled wing juts out from the existing manufacturing plant and sits alongside a sweeping drive leading to the main entrance. The addition contains a reception room, executive offices, conference room, dining room for executives and visitors, amphitheater-type lecture room, and a lounge that doubles for staff conferences.

All interiors were created by Sherburne Associates, which was responsible for the basic design treatment, specification of furniture and furnishings, and development of a compatible color scheme. Sherburne worked closely with Kahn & Jacobs, architectural firm and design consultant overseeing the entire project to assure uniformity between exterior and interior architectural elements. Building architect was Edward J. Hurley.

Sherburne's interpretation of the interior plan was dictated by the father-son team that controls and operates Technicon. Active in all phases of the operation, the two executives preferred to share the same office, an anomaly in today's business society where the solitary splendor of the private office, its size and location having become an executive status symbol.

Father and son, board chairman and president respectively, now share a large room, the hub of all company activity. Their commodious desks are placed back-to-back, with storage cabinets horse-shoed around the groupings. At the far end of the room a sofa upholstered in orange tweed, is the scene of more relaxed conferences.

Carpeting is a black-white-gray stated tweed, one wall is paneled in oiled butternut, and Fiberglas draperies were specially printed in colors to coordinate with the upholstery and vinyl wallcovering.

Next door is a secretarial office, a small lounge that serves as private reception area for the executive office, and a nearby conference room spacious enough to accommodate sixteen persons.

The most dramatic space is the main reception room. Although brilliant colors predominate throughout the wing, this area is a magnificent study in black and white. But it is not monotonously monochromatic. Sherburne sedately dispelled the possibility of coldness with warm wood paneling, deep red terrazzo flooring, potted plants, and a dramatic ceramic mural.

Focal point of the room, the mural symbolically dramatizes the function of the firm. Designed and executed by Willard Bond, it is a huge blow-up of dyed cellular tissues prepared for microscope slides.

Areas primarily used by the visiting technicians were given special treatment by Sherburne. Lectures we all remember, can become tedious and with this in mind, Sherburne punctuated the lecture room with buoyantly strong colors to help avoid mid-afternoon lassitude. Comfort padded arm-tablet chairs are briskly upholstered in warm terracotta hyde. In contrast, one wall is keyed in a strong turquoise; the others white. For acoustic control and a restorative touch, walls surrounding amphitheater seating are composed of concrete blocks, with header bricks stacked and projecting out a few inches to break any echoing that might be present. In addition, the ceiling is acoustically tiled. Seating 48 persons at one session, the room is outfitted...
RECEPTION ROOM enriches its black-and-white motif with warm butternut paneling, deep red terrazzo floor, and colorful ceramic mural by Willard Bond. Furnishing notes: black-white-gray tweed rug by Mohawk (through Carpet Distributors); Viertex wallcovering; black Cohyde on I.V. chairs; white laminate tops on I.V. tables; Greenhouse plantings; Karl Mann and Design Technics accessories; Pilot Woodwork paneling.

OFFICE shared by the two top executives is handsomely furnished with B.L. Marble desk, credenzas, and sidechairs; Imperial swivel chairs; Mohawk carpeting; Laue grasscloth wallcovering; Fiberglass draperies by Contract Fabrics; vertical window blinds from Vertical Blinds Corp. All chairs are upholstered in black top-grain leather. Far end of the room (below) contains orange tweed sofa from Bright Chair Co.; Directional Contract Furniture occasional tables; Howard Miller Clock Co. and Karl Mann accessories.
with a PA system, movie and slide projectors, screen, and a laboratory table for demonstration.

The same strong color scheme of the lecture room is carried on into the dining room. Pedestal chairs are upholstered in turquoise and bright orange; table tops are off-white laminates; wallcoverings are blue and white. Beige, white, and terracotta vinyl flooring alternates in three-foot strips placed horizontally across the length of the room. A curtained window wall overlooks the landscaped grounds.

In its capacity as design consultant, Kahn & Jacobs reviewed all interior recommendations that involved “structural” elements, such as wall paneling and flooring. It participated actively by designing the interior stairway connecting the reception area with the second floor (photo below).

Although the completed wing represents the work of three firms, responsibility for the highly successful interiors belongs to Sherburne Associates, and particularly to Robert McKean, partner in charge of design. McKean, a member of ASID/IDE, joined Sherburne Associates in the early 1950s, dissolving his own established practice to effect the merger. The other member of the partnership, in charge of general management and new business, is Leon G. Sherburne, who represents the third generation of Sherburnes in the practice. He succeeds his father and grandfather, the latter having founded the firm 1908.

Since its inception Sherburne & Associates has devoted its practice entirely to contract interiors, specializing at the outset in store planning and planning that accounts for much of its services. The firm developed, it expanded into other areas of activity, and McKean joined the firm, he brought with him new skills in industrial graphic design, office and show planning.

Sherburne offers more than just sign to its clients. In the store planning field alone it is prepared to
LARGE CONFERENCE ROOM, necessary for a firm conducting business that is international in scope, centers on enormous I.V. walnut conference table and sixteen I.V. chairs, upholstered in a combination of black DuPont Cordero and orange transportation cloth. For the adjacent lounge (left), used by staff and visitors alike, Sherburne specified seating in beige and walnut tables, both by Jens Risom. Set against Laue's grasscloth wallcovering, the decorative ceramic wall sculpture is from Design-Technics.
THREE SHOWROOMS IN NEW YORK

Showroom design and planning is a specialized art that must take into consideration a number of factors: The showroom is a merchandising tool that must be esthetically inviting; displays must be presented imaginatively; quiet conference areas for designers and their customers are necessary; the over-all scheme should be flexible enough to accommodate special displays and promote new merchandise. Although the three showrooms on these pages fulfill these requirements, each was approached in a very different manner. Underlying the design theory in each instance, however, is the premise that the showroom's function is one of service and information.

For Fine Art Wallpaper, designer Mikel Stettner recreated an elegant "French chateau in modern dress" to display extensive lines of wallpapers and fabrics. The enormous space is physically delineated as an octagon within an octagon, with its outer perimeter divided by eight carved wormy chestnut columns. In between are bays—galleries in miniature, each displaying a different collection of wallpaper. The inner octagon, a gazebo-like structure illuminated with a Lightolier luminous ceiling, houses drapery panels and fabric samples. All backgrounds are in muted tones, letting the colorful displays create their own accent notes: carpeting is a soft champagne, Fine Art's own wallcoverings are silver on green and champagne on white, and elegant silks upholster Chal Art's antiqued silver chairs. The modified French table-desks were custom-designed by Stettner.

Spacious, open areas were prescribed by Seymour Fabrics for its newly built showroom (and warehouse) in Westbury, New York, and designed by Henry Sheehan, working with the shell of the building, evolved an understated setting that capitalizes the enormous space. All fabric samples are on wings, encased along walls beneath a fascia of U.S. Lumber's Weldwood cherry paneling. The center floor area is allocated three furniture groupings—orient contemporary, and French Provincial—mood settings in which to view Seymour's comprehensive fabric line. The furniture, by John Stuart, is upholstered in Seymour fabrics, each grouping sits upon its own pet by Sanford Hall Corp. Chandeliers are by Edward Krumpe; interdraperies from Lorraine Studios.

Special display and storage systems keynote the showroom of E. Timme & Son, manufacturer of a diversified line of fabrics for apparel, furniture, industrial, and industries. This efficiently wor
cept was conceived by Commercial Interiors Corp., after a survey of the firm's sales operation and techniques, which revealed the need for a new approach to display and sell fabrics, a simplified and rapid method of handling samples, and better lighting. Commercial Interiors custom-designed a portable display easel, angled panel seven feet long and nine inches high, surfaced with a specialty treated cork to prevent slippage of samples. Its pitch, the same as a chair back, enables the buyer to visualize fabrics on an upholstered piece of furniture. Along the rear wall is a bank of open sample cabinets. Doors pull out on ball-bearing rollers and when tucked away only the specially designed Textolite front panels show. Individually controlled incandescent spots and fluorescent pipes in the ceiling permit a variety of hanging patterns to bring out the tonal qualities and textures of fabrics.
In the midst of the traditionally hot, dry climate of New Mexico, the reception room of Lovelace Foundation's new clinic is a refreshing oasis of cool greens, in a contemporary setting that reflects the clinic's research and development programs in space medicine. Planned, designed, and furnished by Interiors for Business, newly established design branch of American Furniture Co., the room is keynoted with a custom-designed Alexander Smith carpet that repeats the pattern of the coffered ceiling, with dark green outlining insets of a lighter shade. Repeating the colors, Harvey Prober barrel-chair units are upholstered in durable Ford vinyls, the outer chairs in dark green, the inner ones in a lighter shade. For contrast, Directional sofas around the perimeter reflect local Southwest color in Ford's sienna vinyl upholstery. High lights occur in solid white Formica tops on Prober tables and white enamel shades on Habitat lamps. Accessories were supplied by McDonald (floor-stand ashtrays) and Architectural Pottery (sand urns).

AUCHINCLOSS, PARKER & REDPATH
Elisabeth Draper, Designer

In planning new offices for the Washington brokerage firm of Auchincloss, Parker & Redpath, Elisabeth Draper faced two problems: a long narrow space and lack of natural light. Mrs. Draper unified the main room with a luminous ceiling, supplementing the natural light from the street-floor window facade hung with Creative Loom curtains. Quiet color notes minimize the large columns: light gray walls and black-and-white Amiico vinyl flooring, while rosewood paneling, blue-green upholstery, and white-topped desks add warm accents. Dominating the room is a huge stock quotation board, visible from all partners' offices, which are enclosed with Alumiline gold anodized partitions and translucent glass. In contrast, the senior partner's office breaks away from the contemporary with a traditional motif, complete with special installed cornice and pilasters. Scalamandre beige silk and linen damask curtains hang over Window Mode black matchstick bamboo blind antique armchairs are covered in black horsehair; Westcort desk chair is in green leather; chandelier is from Charles Ackerman, Inc.

Photo: Dick Ke...
NEW, DRAMATIC LINE OF CASEMENT FABRICS WITH WOVEN-IN FLAME RESISTANCE BY Chicopee Manufacturing Company

YOU ARE INVITED TO WRITE FOR INFORMATION AND SAMPLES. CHICOPEE MANUFACTURING CO., CORNELIA, GEORGIA.

Circle No. 149 on product information card
When the Government of Israel and Israel's largest shipping firm, Zim Lines, jointly undertook the planning of a major passenger liner, they decided on one of luxurious proportions, not only to vie with the airlines for the highly competitive tourist trade, but also because of its prestige value for the relatively young nation. The ship, the result of several years of planning and building, incorporates both architectural and interior innovations. The S/S Shalom made its maiden voyage in the Spring of 1964. In terms of passenger comfort, spaciousness in cabins and public rooms was the rule, and all areas were furnished in a highly luxurious fashion, with wall-to-wall carpeting, striking and unusual color schemes, appurtenances associated with land-based luxury hotels, and specially commissioned artwork (close to $300,000 worth) by such notable Ben Shann, Mexican muralist Rufino Tamayo, surrealist Victor Brauner, French artist Guy Soleille, and contemporary Israeli ceramist Emmanuel Luzzati, of Israel's leading design firms, Mansfeld & Noy, was commissioned to create all interiors, including Circle, one of the first-class lounges. Following the sweeping arc of Shalom's bridge front, this shaped room repeats the pattern of the oval dance floor, circular seating arrangements, and semi-circular bar. Elegant furnishings complete the scene, dominated by two contemporary classics—the Egg Chair by Arne Jacobson for Fritz Hansen, or scheme combines vibrant blues and greens against rosewood w
General Tire Sponge Rubber Carpet Cushion is elected at Washington’s Hotel Dupont Plaza

Over 5,000 square yards of General Tire Sponge Rubber Carpet Cushion comfortably serve at this cosmopolitan Washington, D.C. hotel. It’s part of the atmosphere of hushed elegance which attracts discriminating guests again and again. General Tire underlay is made to help create luxury like this. Choose from nine quality grades which meet the requirements of all types of traffic while delivering trouble-free service and longer carpet life. For an installation to satisfy the most demanding of clients, specify General Tire Sponge Rubber Carpet Cushion.

Guaranteed Unconditionally

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

Circle No. 47 on product information card
That good design and creative planning are not necessarily precluded by small budgets was effectively demonstrated by Planned Office Interiors Corp. in creating new offices for Comart, an advertising art design studio and sales promotional agency, when it leased new space. The entire installation, occupying an area of about 5,000 square feet, averaged approximately $4 per square foot for furnishing and construction charges above the lease.

The design accomplishment that bore a number of custom details that appear expensive yet were very economical to execute. For example, a standard Designcraft reception desk is enclosed in heavy wood panels that give it importance in a small space; a plywood door, horizontally grooved on 3-inch centers, gives the appearance of a more expensive paneled door; red and felt walls in waiting area are automatically washed with inexpensive installed cove lighting. One of the most unusual areas is the cubicle arrangement for the art staff. Working with sheet rock partitioning standard supplied by the builder, the designer simply cut them to five-foot heights, thereby engendering a feeling of openness while also providing privacy. The end of the cubicles are accented in orange, gray, yellow, and blue, signed in keeping with the needs of its occupant, the executive office incorporating a custom-designed writingboard desk, Roffman ash-framed chairs, and Janet Rosenblum executive swivel chair, with custom work topping a low bank of filing cabinets. The conference room is around a white Formica Knoll table which are placed upholstered Eames chairs from Herman Miller. The cork wall, for client presentations, is spotlighted with Lightolier Litespan ceiling track.

COMART ASSOCIATES
Planned Office Interiors Corp., Designer

Circle No. 48 on product information.
This is color-lon insulated drapery lining. It can make a world of difference to you.

Chart a new world of color harmony and correlation with these 12 color-lon shades.

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Lemon Tangerine Aqua Antique Gold Soft Pink Periwinkle Blue Beige Leaf Green Ivory Nutmeg Ecru White

World of color has just opened up! There's no need to settle for ordinary. Not when you can get insulated in color, (we call it Color-Lon) in shades that harmonize and correlate. Any interior or exterior, any color is only the beauty part. More to the Color-Lon story.

Protection against sun rot and fading. Ease of washing and dry cleaning--plus controlled shrinkage--to keep your maintenance costs down. Acoustical properties to help deaden street and interior noises. Fire retardant, too! Want to create a Color-Lon that solves special problems? You can. Add blackout laminates or other special finishes--all in color. We'll be happy to consult on any special needs. On your next window decorating job--specify Color-Lon. It's worlds apart from ordinary linings. For swatches and information, write today: ROCKLAND MILLS, INC./BROOKLANDVILLE, MARYLAND 21022. New York Showroom: 347 Fifth Avenue, New York 10016. World's largest manufacturer of drapery linings.
Any fabric hangs better on a Graber drapery fixture.

Potato sacks to silks, name your fabric, Graber has a drapery fixture to solve every window decorating problem. The full Graber line — over 2000 items, from pulleys to pins. Graber has two sizzling new product lines: ELEGANCE (Cafe and Cafe Traverse Rods for posh residence window treatments), CONTRACK (heavy-duty drapery track for dependable service in “mistrated” public buildings).

HIGH FASHION ELEGANCE adds that lightly ostentatious touch to window treatments. Windows now take an active part in elegant room decor. Cafe Rods and Cafe Traverse Rods with hand crafted beauty. Finely fluted, classic pineapple design pole ends, and antiqued finishes — a Graber exclusive. Antique Brass, Antique White, Decorator White, Bright Brass.

COMMERCIAL DUTY CONTRACK the heavy-duty drapery track for public building or institutional service. The strength of anodized aluminum. The versatility of 6 track styles, plus exclusive Graber super-quiet ball-bearing carriers. Cord or cordless (hand) traverse operation.

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□ Elegance  □ CONTRACK
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MIDDLETON, WISCONSIN

Circle No. 45 on product information card

Circle No. 50 on product information
Take a touch of the Orient. Mix well with functional design. Keep it elegant. Behold:

accent east

American of Martinsville uses burl and imagination to make the beautiful difference. Treat yourself to a first-hand look at Accent East and all other outstanding contract designs in any of our showrooms: in New York, Chicago, Los Angeles, Dallas, Atlanta and Martinsville. Or send 50c to Dept. C-565, American of Martinsville, Martinsville, Virginia for details and brochure.
Determined to produce a line of office furniture that properly balanced design and function, Steelcase Inc. turned the design concept inside out. First the interior features of its desks were scrutinized and perfected. Only then, after applying sound engineering principles and construction techniques, was the exterior finalized. The result is the 4200 desk series, structurally sound, contemporarily styled, with many built-in conveniences.

In attacking the greatest weakness of the cube design—the desk pedestal—Steelcase stylists and engineers assured proper drawer function by designing a strong drawer frame with four vertical uprights and a “picture frame” construction (use of beveled drawer stops on the inner pedestal) and rigidly welding the frame to the pedestal. Ex- heavy gauge steel angles lock tops to the pedestals and U-shaped inner channels strengthen the legs.

The inside-out engineering approach made it possible to incorporate such built-in conveniences as an automatic reference shelf (A) either top box drawer, with a Flanagan glass cover to protect underpaper and give additional writing surface. A progressive suspension system (C) carries the drawer completely free of the pedestal when opened; in addition, drawers are double walled and interchangeable. The center drawer of sloped-un design (B) has a three compartment tray that removes for easy cleaning and a locking device that controls drawers. Square leveling glides with rubber feet, position themselves every 1/2 turn for perfect leg alignment; carpeting and tile glides are optional items.

For many years, Steelcase have incorporated a Swingstallat back panel to simplify mounting telephone junction apparatus. The 4200 series, Interchangeable panels (D) for this purpose standard. Mounting panels are drilled to accommodate three standard types of connecting blocks.

As is all Steelcase furniture, 4200 desk series may be finished in 23 acrylic finishes and a wide range of laminate tops. For further information, circle number 49 on reader service card.

Circle No. 106 on product information card.
PEDESTALS, CHAIRS
BARSTOOLS &
WORMY CHESTNUT TOPS
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**Contract Products and Services**

**Limitless stock of contract carpeting**
Probably the broadest range of contract carpets today is available through Carpet Trades Ltd. The firm, which has been manufacturing carpets in England for over a century, offers a highly specialized contract service throughout the world. Its standard range of qualities covers all types of Wilton and high-grade Axminsters with woolen, worsted, wool/nylon or nylon pile yarns in a truly endless variety of patterns. In addition, special qualities and designs will be made to particular specifications, widths, etc. Its famous plain Wilton, Wessex, is stocked in 20 selected colors and five special qualities. Patterns shown are a Fontainbleau quality square of the Louis XIV period, one of a broad range from this period, and Van Gogh, one of a carpet series inspired by the Arts. The greens, soft blues, brush work, and texture of Van Gogh’s paintings are clearly reflected in this design.

Circle No. 110 on product information card

**Union Carbide enters contract vinyl field**
Union Carbide Corp. introduced fourteen new collections of its Vileau vinyl fabrics, formally entering the contract wallcovering and upholstery field with the opening of its New York showroom. The new groupings fall into three basic categories: elegant desk wallcoverings with emphasis

Circle No. 112 on product information card

**Tablet-arm stack chair**
Herman Miller’s side chair with fold-up tablet stacks without removing the arm. The white 15-ply laminate tablet is said to support 300 pounds. The chair’s bright plated steel base attaches to rubber shock mounts which are unconditionally guaranteed. Six shell colors are available with special colors and fabrics on request. Sixteen chairs stack to less than six feet high and stacking dollies are available.

Circle No. 111 on product information card

**Broad range of movable partitions**
Royalmetal’s latest addition to its movable steel partitions, Partitionnette 6000, has decorative strips in wood grain finishes or a choice of enamel colors for many design treatments. The panels are available in vinyl board, plastelle-enamel steel, vinyl clad steel, Royaloid plastic bonded to steel—a wide range of colors and finishes. Partitionnette 6000 is made in a variety of heights and widths, as well as combinations of steel with upper panels of fritrol glass, acoustical, cork or chalk board. They may also be specified with height clear glass panels. Install the series is simple and may be re-ranged at any time, since the height intermember to form any type of arrangement.

Circle No. 113 on product information card
Getting into all the right places is easy for Burke furniture. People admire Burke’s beauty. Envy Burke’s strength. Marvel at Burke’s splendid grip on the realities of business.

Of course, you may not be interested in getting into the right places. You may already own one. If so, contract for the furniture that combines modern technology and the best in materials to achieve beauty and practicality...Burke!
Nantucket Looms decorative fabrics

Following a tradition of faithful adherence to 19th Century designs, Nantucket Looms has created a quality line of decorative fabrics for casement, upholstery, and drapery. The patterns in a total of 48 colorways can be seen at Thaibok showrooms across the country. Each fabric, of exclusive custom-dyed natural fibers, reflects the care and supervision of the Loom’s sponsor, the Nantucket Historical Trust which oversees the preservation that island’s heritage. The result is a unique collection of traditional Early American fabrics fit for an authentic period museum setting or Katherine Granahan’s executive office suite. The fabric shown is a filmy, all-wool casement in off-white with interwoven lacy stripe.

Circle No. 114 on product information card

Burke adds to rubber cove base line

Burke Rubber Co. has added two new items to molded rubber cove base line, a butt-type cove long-wing topset corners. The butt-cove is for with 1/8 inch tiles to assure a smooth sanitary transition from floor to wall where absolute floor sanitation is a must. It is available in 4 inch heights in brown and 12 commercial plain colors with our plain corners to match. The long-wing outside corner are for use with the company’s regular topset base. They are 4 inches high with 5 inch wings provide easier, more attractive installation and available in 24 plain colors.

Circle No. 115 on product information card

Jules Heumann has performed another successful marriage. Graceful, forceful Group F is the result: A chair and a series of sofas from 4 feet to 8 feet with exposed arms and legs of satin nickel steel, tipped with black walnut feet. Group F is available in dozens of fabrics, plastic and leather. Send for our complete, illustrated family album of contract furniture. No charge when you write on your professional letterhead to: Metropolitan Furniture Corporation, Dept. T, 950 Linden Ave., So. San Francisco, Calif.
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PLANTS AT DETROIT, MICH., RAHWAY, N. J., HERRIN, ILL., DYERSBURG, TENN., COMPTON, CAL.

Circle No. 52 on product information card
Contemporary lighting designs

Lighting designs from Koch & Lowy are crisp and contemporary in heights engineered for perfect chairside or desk illumination. Chrome and marble note the stylings, featuring linen or metal shade glass balls, and polished satin brass or chrome stems mounted on marble or metal cube bases. Several models have tilting devices for controlling the light to the desired spot. The Swedish glass globes may be ordered in white, beige, charcoal, black, blue, turquoise, yellow, orange, red or green.

Marble, onyx, alabaster accessories

Ashtrays of marble, onyx, and alabaster are imports available from American S.E.R.P.E. Corp. Exclusive designs at S.E.R.P.E., the stone accessories also include coasters, placemats of 1/2 inch thick polished marble, lamp base designs, and executive desk letter boxes. Other S.E.R.P.E. imports are terracotta and ceramic tiles, in a wide variety of patterns, imported from France and Spain, and available at highly competitive prices.

Circle No. 116 on product information card

Circle No. 117 on product information card

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Circle No. 116 on product information card

Circle No. 117 on product information card
Combining dignity and beauty, these interesting weaves appear to change with the light. They bring lightness into the room, and shut darkness out.

J. H. THORP imports an entire collection of these artistically designed and expertly woven Belgian linens.
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No. 430 Mate's Chair
24-99 quantity.
$42.38 list

No. 432 Captain's Chair
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We do not like 'the new'—instead present the classic, traditional "Corre Rouges" (hexagonal terracotta or cross-colored ceramic tiles 4" side-to-side x 1/2" thick) imported from France, ours are the oldest and most modest priced in the world. Existing imported stock or contract for less than competition). Also these and any other fancy models in terra cotta or any color, plain or glazed, Imp just arrived.

WE ARE LOWEST PRICED IN TILE FIELD

"ALAMBRILLA" 6" X 3 1/2"
"VARIERA" 7" X 2 1/4"
"POBLET" 9 3/8" X 4 1/2"
"CURVINERA" 4" X 1 1/4" & 3 1/2"

ANOTHER UNUSUAL FIRST
OUTDOORS . . INDOORS . . BOATS
"It's seen it on the deck of Queen's yacht and wherever diverse people are, who have that knowledgeable dislike of mass production, a reality goes approach. Chair in weatherproof whitewashed wood with foldable seat on closed bottom compartment for storage. Folded 10" wide. Handle support for unobstructed movement. Comes foldable into 24" bag.

Left: 50" diam. Portable cabana with white sides to attach to frame. Off center leg support for unobstructed movement. Complete foldable into 24" bag.
Right: 60" 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 circled.

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

Left: 100 diam. Portable cabana with white sides to attach to frame. Off center leg support for unobstructed movement. Comes foldable into 24" bag.
Right: 120 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 circled.

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Circle No. 55 on product information card
Irly Celtic Art inspires sculpture collection

Extensive research into the purest Celtic period (ninth to tenth centuries A.D.) inspired the Jo Mead collection of decorative sculpture. The Celts combined their own pagan forms with Coptic and Syriac designs and developed an entirely new art form, reproduced and adapted by Jo Mead Designs for present interiors. St. Patrick, an intricately detailed stone carving, is 41 inches high and finished in either limestone of polychrome. A panel of low bas relief divided into four sections, is adorned with symbols of the four evangelists and inspired by the book of Magh’s illuminated pages; finishes are gold and silver overlay, or wood and bronze. The original of Adam’s reliquary was used for hiding jewels, relics, costly church possessions; from Mead in limestone ancient enamel colors. The Tara Mirror, inspired the most famous of Irish manuscripts, the Book of Kells, and named for Tara, the ancient seat of Irish high kings, is 39 inches high, finished in wood and bronze or ancient enamel colors. A Gaelic lamp and decorative disc complete the Celtic section.

Circle No. 118 on product information card
Translucent fiberglass paneling

A new development in fiberglass paneling from Alsynite Div. of Reichhold Chemicals Inc. has warmth and color of a fine wood grain and yet, translucent. Called Ridgewood, the paneling is highly weather-resistant and will not shatter, fade, rot, rust, craze or mildew. Lightweight and easy to install, it spreads a soft, glare-free light over an area. The new material is thought to have countless application possibilities, both indoors and out.

Circle No. 119 on product information card

Never before have we had so complete a sales endorsement of styling. The new collection of Haeger Mediterraneans are now more than a trend. They are triumphs of authentic Spanish styling color-cued in compatible hues to the most popular colorations for home decor. Check the specifications on Haeger Design #6510 then make your selection very soon from the whole line at our nearest display room.

HAEGER DESIGN #6510 (Illustrated) Height 29". Glazes: Peasant Red—Peasant Yellow; Peasant Olive—Peasant Blue. Matching opaque shade. Suggested Retail $35.95.*

*Prices slightly higher where transportation costs necessitate.

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GREAT NAME IN AMERICAN CERAMICS
7 MAIDEN LANE, DUNDEE, ILLINOIS

Circle No. 58 on product information card
Kabinet Deluxe Office Furniture
FINISHED WITH TEXTOLITE LAMINATED PLASTIC
BY Tassell

The enduring charm of Colonial...clearly stated by THONET

This lounge grouping expresses in simple and direct design the principles of enduring style. Here, a beautiful tradition is refined to a linear clarity of construction; and strength engineered for continuous public use reflects the specialized techniques and craftsmanship developed over 130 years of Thonet leadership. One look at Thonet's exciting and comprehensive selection of institutional furniture will show you what this can mean to you. On display at these THONET SHOWROOMS:

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9731 chair • 9732 two-seater
9733 three-seater • 9700 coffee table
9701 shelf table • 9712 tier table
Formica's plastic laminate line expanded

Formica has added two new patterns and a wood grain to its Deluxe line of laminated plastics, in addition to three new colors to its Portuguese Marble line. Willow and Fernglo, the two pattern newcomers, are subdued nondirectional designs.

**What gives this desk its big Selling Edge?**

Desk by Leopold Co.

**Good Design and Craftsmanship**

plus the lifetime protection

of DENSIWOOD

No dents, scratches or scuff marks! . . . No jagged edge snagged nylon! . . . Those are the big selling pluses in future reinforced at edges, center posts, moldings and other points with amazing Densiwood.

Densiwood is real wood made diamond-hard through a patented process that retains all of the wood's warmth and deep-grained richness. Here is beauty actually built to last a lifetime!

Send today for list of furniture manufacturers using this unique "lifetime" product. Write:

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Circle No. 62 on product information card
Willow has bursts of webbed circles scattered random, carrying a hint of tree or flower clusters of green, yellow, gray, beige or blue against white ground. Fernglo, another floral motif, blends leaves and a linen texture in color availabilities of ink, blue, yellow, green or gray on white. The new woodgrain design, Barnwood (shown), features a rough-hewn, rustic look in a predominant tone of ray. The new patterns and marble color additions are available in all standard sheet sizes.

Circle No. 121 on product information card

Isabel Scott

For its new PERMANEAT® PLEAT SYSTEM

Curtains hang in controlled straight lines. Will retain this precise character for the life of the fabric. Will stack compactly into less than one-half the space usually required.

Isabel Scott Fabrics Corp., 979 Third Ave., New York 10022

Circle No. 122 on product information card

1965 A.I.D. INTERNATIONAL DESIGN AWARD

ISABEL SCOTT

FOR ITS NEW PERMANEAT® PLEAT SYSTEM

Curtains hang in controlled straight lines. Will retain this precise character for the life of the fabric. Will stack compactly into less than one-half the space usually required.

Isabel Scott Fabrics Corp., 979 Third Ave., New York 10022

Circle No. 123 on product information card

New materials and custom designs in lighting, in lamps and in architectural and structural elements can be utilized. Plastics are engineered to be perfected to maximum degree of light transmission, light reflection and complete light diffusion and are manipulated into a wide variety of shapes and forms. The color range covers the entire spectrum of color and shade variations. Highlight groups are Otasflex and Crystalume expressed in a variety of forms, and Tupan, in varied geometric plane surfaces.

Circle No. 122 on product information card

The NEW Faultless

Triumph

Caster

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

Game table and chairs from Burke
A contemporary furniture piece, the game table, functionally designed by the Burke Div. of Brunswick Corp. with convex sides, allowing easy game participation from any seating position. The table have Formica tops in a new marquetry pattern may be specified in Burke's San Remo white leather. The weighted table bases are cast aluminum in polished or brushed aluminum, white, beige, or charcoal fluidized butyrate finishes. Grouped around the table are chairs from Burke's Star collection with molded fiberglass seat shells, fully upholstered and mounted on an automatic return swivel base cast aluminum.

Circle No. 124 on product information card

Secretarial desk by Robert John
A flush-top secretarial desk available in walnut or teak veneers is offered by Robert John Co. as highlight to the newly designed Pennwood Group. The unit features a personal effects compartment at the rear of the stationery storage pedestal. All doors are supplied with screens as an integral part of the assembled unit. Matte finish wood-grain plastic to match the oil walnut or oil teak, is also available.

Circle No. 125 on product information card
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Circle No. 66 on product information card
**Office refrigerator unit**

This compact refrigerator from the Sub Zero Freezer Co. can be completely enclosed in a cabinet or wall or used as a free standing unit. The model is ventilated through the back and bottom so that it operates efficiently even with cabinet doors closed. The self-contained refrigerator is equipped with a 2 tray ice cube evaporator and features a compression type refrigeration system. The door panel (which is removable and can be changed to match any decor or wood finish) folds down, doubling as a service area. Over-all dimensions: Height 15 inches, width 26 inches, depth 15½ inches.

Circle No. 126 on product information card

**Colored chips form new pattern**

American Cyanamid designers have customized vertical panels on the reception desk by featuring multi-layers of Acrylite acrylic plastic colored chips cemented over a base of translucent Acrylite. The company's building products division manufactures Acrylite for general and decorative purposes in numerous applications.

Circle No. 127 on product information card

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**Totally Comfortable**

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

V.I.P. Lounge

Gasser CHAIR CO., Inc. YOUNGSTOWN 5, OHIO

See us at the National Restaurant and Motel Exposition, Booth 220, McCormick Place, Chicago May 23-28

WRITE FOR OUR CATALOGUE

Circle No. 148 on product information card
Go creative...with Barwick’s Colorset

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 of 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 it’s hard to believe, COLORSET transforms electronic designs into deep-pile, permanently patterned Barwick carpet... so beautiful and yet so rugged and long-wearing. Designs flow through the entire thickness, metalized dyes assure long years of color clarity.

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

Barwick fashions ACRILAN (ACRYLIC/ NYLON/ HERCULON OLEFIN) into luxurious COLORSET carpet pile of radiant, enduring designs.

Barwick mills, inc.
CHAMBLEE, GEORGIA

World’s largest maker of hooked carpets and rugs
Technology made our restaurant and cocktail lounge furniture stain-proof, scratch-proof, split-proof, sag-proof, squeak-proof, heat-proof, kick-proof, dent-proof, warp-proof and wobble-proof.

We made it beautiful.
And we can personalize table tops. Actually silk-screen your emblem, or corporate seal, or monogram. Or any decorative design. Shockingly reasonable cost. Write for details on our complete line and the personalized design program. The Commercial Division, Daystrom Furniture, South Boston, Virginia.

Built to take it... beautifully

Chair with sculptured chrome base swivels silently. Washable super-vinyl upholstery. Selection of wood grain or colors in plastic laminate table tops. Gloss or textured finish. Ebony or self-edged.

PRODUCTS & SERVICES

Combination humidifier-air cleaner
A console humidifier with a built-in electronic air cleaner is now available from Hamilton Humid-Air. Called the Electra, the new unit can be used in offices, schools, hospitals, hotels, motels and showrooms. The electronic air cleaner affords the unit year round use to remove 70 to 95 per cent of pollen, dust and smoke from the air. Overall size of the console is 31 by 22 1/2 by 18 inches and it operates on standard 115 volt cycle current. Controls are front mounted behind flip-open cover.

Waikiki wallcoverings from Deltox
A new Fabricraft wallcovering from Deltox features a basket weave of tropical inspiration accentuated by interwoven contrasting colors. The pattern, called Waikiki, has colorways of ebony and white, dr

Built to take it... beautifully

Circle No. 69 on product information card

Circle No. 129 on product information card

Circle No. 128 on product information card
Made of tubular steel, zinc plated inside and out. Expertly welded and finished in bronze-tone, black or white by an exclusive system that defies rust.

Vinyl cord in eight gay decorator colors assures years of beauty and trouble-free service for the discriminating.

TOWN & COUNTRY is the ultimate in casual furniture for the discriminating public who seek the finest. Made of tubular steel, flawlessly welded and treated for years of rust-free usage.

Laced in virgin plastic, hand tied to just the right tension. Frame and cord available each in four decorator colors.

For quality and styling, which will be yours to enjoy for years, we sincerely recommend "TOWN & COUNTRY."

ANOTHER EXAMPLE OF FINE SEATING BY

Circle No. 71 on product information card
Those chair people are at it again...

... or is it still. Charlotte has been "at it" for more than fifty years. Turning out designs and chairs that have met the exacting eye and approval of decorators has been second nature with Charlotte. Designs come and go, but the fine art and highly specialized skill of making chairs have been perpetuated and improved upon... until today Charlotte can build almost any chair you need for a particular setting or effect.

Charlotte Chairs, while giving the impression of "very expensive" and "luxurious," are surprisingly reasonable... very probably within the budget you are looking for. Write us today.

Charlotte Chair Company
Charlotte, Michigan

Circle No. 72 on product information card
dimensional stability of paper. The wallcoverings are easily installed—after a dip in water, they are ready for application. Small air bubbles which may become trapped behind the paper dry flat and need not be punctured for removal. Five permanent embossed effects are background features in the new collection: fleurette, taffeta, moire, silk shantung and matte. The pattern shown, Concerto, a stylized medallion design with a Spanish influence, is steam, stain and fade proof, as are all patterns in the Sunworthy vinyl collection, available in 14 yd. rolls.

Circle No. 130 on product information card

Haydock's low-cost plastic caster
A new sphere-shaped caster employing a durable plastic, Cycolac, is engineered in gleaming metallics. The Haydock caster is said to have been tested under extreme conditions to meet all heavyweight furniture requirements. The pivot post was designed below axle for instant swivel and finger-touch movement even over heavy carpeting. Non-marking finishes include chrome, brass, copper, and a variety of colors in sizes for both small and large furniture and fittings for wood and metal requirements. The Cycolac casters are low priced and designed for rugged mass use.

Circle No. 131 on product information card

Ultima
UNiQIJE

America's Finest, Most Flexible Line of Co-ordinates for Office, Lounge and Reception.

Beautifully styled, ruggedly built and designed for maximum decorator flexibility.

Write or call today for complete information
GRIGGS EQUIPMENT, INC.
Belton, Texas

Circle No. 74 on product information card

Exciting designs in many delightful colors beautifully handprinted on soft luxurious fabrics which are resistant to flame, sunlight, shrinking and have wonderful hanging qualities. For further information write:

CALIFORNIA WOVEN FABRICS CO.
2117 Pontius Ave., Los Angeles 25
DISTRIBUTORS IN LEADING CITIES EVERYWHERE
U.S. Rubber's adaptable upholstery material

A new exterior seating material, perfected by U.S. Rubber Co., will withstand extreme climatic conditions and makes possible a wide range of seating designs. Known commercially as Royalite 75, the material can be formed into any shape by a one-piece molded process that eliminates cutting, piecing and sewing—for economical production costs. Developed originally for the boating industry, Royalite 75, is waterproof, resistant to punctures and abrasion, retains its appearance, and is impervious to crack stiffening, and steam rot. Tests conducted by U.S. Rubber have found the material ideal for outdoor upholstery, public transportation, and all types of public seating. Royalite 75, in a wide color range, exceeds standard commercial specification requirements established by the government.

Circle No. 132 on product information card

PERM-A-RACK WALL RACK

For permanent or temporary installation. Unit can be easily attached with set of finish mounting brackets. Can be removed in a few seconds by lifting upwards. Selected genuine American Walnut with six round 1/4" Brass hooks. 3 1/4" dia. No exposed screws. Mounting hardware included. Also available with satin chrome hooks. 3 1/4" x 9" high x 24" long. Weight... 5 lbs.

FREE CATALOG ON REQUEST

Circle No. 132 on product information card
Want to Know About PANLON?

It's a drapery or a folding door. It won't fade, warp or deteriorate. Cleans in a minute — at no cost. Speaking of cost, the initial price is low, maintenance costs non-existent. Fifteen (15) decorator colors combine with any traditional material for unlimited design possibilities — Truly — you make the difference!

Want to Know More About PANLON?

Write:

Louvre Design Company
Post Office Box 9815, Van Nuys, California

NEW! from SurfLine

The addition of a new five-position chaise makes the SurfLine group even more complete. The line now contains seven pieces all featuring NICKEL STAINLESS STEEL construction. Long-lasting, beautiful stainless steel won't peel, chip, crack or whiten and is corrosion resistant ... even in salt-air climates. Virgin PVC cord-wrap in five decorator colors stays bright and resilient for years. Full 10-year warranty means low investment cost per year and reduced maintenance.

Write today for Free Color Brochure.
Dept. C-565

WALL TUBE AND METAL PRODUCTS CO.

Circle No. 79 on product information card

AY 1965
Tradco introduces transitional line

Grand Prix Lumiere, a line of contemporary lighting fixtures by Tradco, introduced two transitional lighting fixtures of more traditional design, the first in a continuing series of additions. Tradco manufacture and imports lighting fixtures from all over the world under the Grand Prix Lumiere label. The two new fixtures combine clear, hand-blown tinted glass with...
s or aluminum of various surface treatments. One new model comprises a flat glass bowl underqued white metal shade, and clusters of two or candelabra bulbs inside a 14-inch glass cylinder brass holder. The holder is available in satin, qe or polished brass with smoke, blue or mauve.

Circle No. 133 on product information card

nless curtains in endless widths
ncraft’s exclusive imported polyester voile, d Tergal, will curtain a window of any width out seams. A weave of completely balanced yarns, same number in both warp and fill, permits the wise use of the fabric across long windows, afford-seamless drapery of any width. Tergal is washable dry, with excellent color fastness to sun in addi-to its dimensional stability. Twelve basic colors available in standard widths from 69 to 165 inches. les Bloom Inc. is exclusive distributor for French orted, unpatterned Tergal.

Circle No. 134 on product information card

ed draperies from Elenhank
ew design in tufted draperies is available from hank Designers, Inc. (winners of an award pre-sented by the AID for its accent rug designs). Called Regalia, the tufted bands, ranging from velvet cut to shaggy, are arranged horizontally at varied intervals, draping softly to emphasize the harmony between tufted bands and the woven ground. Re-galia may be custom ordered in panels of any length-with the varied tufting arrangements and grounds in numerous colorways. Tufting is cotton and rayon on a textured ground of varicolored yarns.

Circle No. 135 on product information card

STACK CHAIRS

savings in time and space pay for these comfortable chairs fast.

carroll chair company, inc.
1508 west carroll street
Chicago 7, Illinois • TA 9-3396

where service and quality count most
A new pattern and color selector for Durasan vinyl surfaced wallboard panels is available from National Gypsum Co. Designed for handy reference and fast selection, the selector contains vinyl swatches of patterns and color availabilities in standard, special and custom decorator panels. Also included are technical and performance data, panel sizes, ordering guide, and stylized selection service.

Circle No. 136 on product information card

A 135-page sample book, Textured Walls, is new issued by James Seeman Studios, Inc. The collection of vinyl-coated textured wallpapers contains a broad range of colorways and interesting textures designed for wall areas where unobtrusive treatments are sought for the display of other furnishings. The textures coordinate with the firm's major scenic and repeat wall-paper collections to serve as addition panels and fillers.

Circle No. 137 on product information card

The 1965 general catalog of Goshen outdoor furniture and home-play equipment contains the popular Hospitality series along with lawn swings, glides and benches.

Circle No. 138 on product information card

Wherever the gracious "country look" is featured, this handsome line adds beauty on a casual note. Full line for all uses. Very sturdy top-quality construction for long life. Write for contract prices.

CHESTER B. STEM, INC.

1600 GRANT LINE ROAD • NEW ALBANY, INDIANA, U.S.A.

Circle No. 84 on product information card

"The most famous name in rattan furniture"

4900 Charlemar Drive—Cincinnati, Ohio 45227

Circle No. 85 on product information card

CONTRAC
available to the trade is Georgia-Pacific's Building Industrial Products catalog. It includes specifications for decorative paneling, overlaid surfaced and specialty plywood, siding and sheathing, hardboards, masonite boards and Appalachian and southern hardwoods. The many forest products described are indexed for quick referral and presented in color photographs.

Circle No. 139 on product information card

Commercial interior wall displays for reception rooms, office lobbies projecting corporate identities dimensionally in all materials.

design / construction / installation

DISPLAYCRAFT

56 West 45th Street/New York, N. Y. 10036/YU 6-4955

Designed for maximum durability, Excel lamps are available in a wide range of styles and sizes—or custom-made to your specifications. Write for catalog.

EXCEL MANUFACTURING CORP. Muncie, Indiana

Circle No. 87 on product information card

with Excel lamps

Hilight the beauty of it all with Excel lamps

Circle No. 86 on product information card

the first time -

special colorings without additional cost* in our magnificent new Style Index, Volume Two, Collections & Wallcoverings, Inc.

1010, D&D Bldg., 979 Third Avenue, New York, N. Y. 10022

for illustrated brochure:

C 5, 50 Rose Place, Garden City Park, N. Y. 11041

use to interior designers, six roll minimum

Circle No. 86 on product information card

1965
World-Wide Design House Ltd. has published a flyer with photos and price lists on its many table designs: dining, game, end, and occasional. The table feature Spanish-style wrought iron bases or graceful Provincial curved legs with a variety of parquetry tops.

Syroco's '65-'66 catalog illustrates its entire collection of decorative wall accessories—plagues, mirrors, sconces, clocks, planters—in a wide range of styles and finishes. There are 60 pages of color illustration and an index for easy reference.

The many moods of Molla outdoor furniture are featured in a new 64-page catalog from Molla, Inc. The Molla lines, in designed settings, suggest the varied uses of metal furniture. A companion-piece to the catalog is an unusual color chart which reproduces exactly the texture and coloring of Molla colors in vinyls and cotton upholsteries, as well as the textures and colors of the Formica table top.
complete preview of decorative sculpture, plaques, vases, lamps, and accessories, is given in a catalog from Jo Mead Designs. All of the Mead designs beautifully reproduced or adapted from the pages of history. There are ships and sea, medieval, primi-
tive, Celtic, Spanish, and American themes to choose from just the needed decorative effect of any
room scheme. The 96-page catalog costs $1.00.

Circle No. 145 on product information card

B. P. John Furniture Company of Portland
promises a new 14-page brochure of household furniture approved by its General Services Administration con-
tent. The merchandise, a related group of bedroom, living room, and dining room pieces, is Danish mod-
ern styling and identified with Federal stock numbers and descriptions. Three pages contain taches of upholstery fabrics including Masland and vinyl in a variety of colors and patterns.

Circle No. 146 on product information card

Look to LEE for America's finest values in ... Seating-Lounging-Sleeping

Versatility unlimited!
Unique space-saving and styling innovations
The ultimate in comfort!

Circle No. 93 on product information card

SHOWROOMS — For Stocking Dealers: Chapman, 225 Fifth Ave., N.Y.C.; 1210 Merchandise Mart, Chicago; 310 Decorative Center, Dallas; Morganton Furniture Company, High Point; 266 N.E. 60th Street, Miami; Space 588, Western Merchandise Mart, San Francisco; 8850 Beverly Boulevard, Los Angeles.

For Decorators: Facade Designs, Inc., 969 Third Ave. (58th St.), N.Y.C.

FACTORY AND OFFICES: Chapman Manufacturing Company, Avon, Massachusetts 02322

Circle No. 94 on product information card
Circle No. 95 on product information card

**CALENDAR**

1965

- **May 5-8.** National Association of Educational Burers. Hilton Hotel, Denver, Colo.
- **May 8.** Interior Design Education Week, sponsored by Illinois Chapter, American Institute of Interior Designers with Chicago design schools. Exhibit at Merchandise Mart, Chicago.
- **May 24-28.** National Restaurant Association-American Motor Hotel Association Convention and Exhibit, featuring Designs for Dining Motelrama. McCormick Place, Chicago.
- **June 7-9.** Fifth National Lighting Exposition. Coliseum, New York City.
- **June 14-18.** American Institute of Architects Annual Convention and XI Pan American Congress of Architects. Washington, D.C.
- **June 20-26.** Summer Furniture Market. Merchandise Mart and American Furniture Mart, Chicago.

**Want Lifetime Flooring?**

**Low Cost Maintenance?**

**Moderate Price?**

**Specify Teakwood!**

Only genuine teakwood flooring imported from Thailand (authentic “Tectona Grandis”) gives elegance plus practicality that today’s hotels, motels and institutions demand! And now, you can get immediate delivery at prices that are competitive with other fine floorings and coverings. Nothing beats genuine teakwood for its ability to stand up to heavy traffic, for low maintenance cost, for resistance to rot and decay. And once you install teakwood ... it’s there for the life of the building. So specify genuine teakwood for beauty, practicality, durability. Send today for Bulletin on Thak-teak teakwood flooring.

** POWDERS & MOORING.**

Gives elegance plus practicality that today’s hotels, motels and institutions demand! And now, you can get immediate delivery at prices that are competitive with other fine floorings and coverings. Nothing beats genuine teakwood for its ability to stand up to heavy traffic, for low maintenance cost, for resistance to rot and decay. And once you install teakwood ... it’s there for the life of the building. So specify genuine teakwood for beauty, practicality, durability. Send today for Bulletin on Thak-teak teakwood flooring.

**DINING COMFORT**

**Want Lifetime Flooring?**

**Low Cost Maintenance?**

**Moderate Price?**

**Specify Teakwood!**

Only genuine teakwood flooring imported from Thailand (authentic “Tectona Grandis”) gives elegance plus practicality that today’s hotels, motels and institutions demand! And now, you can get immediate delivery at prices that are competitive with other fine floorings and coverings. Nothing beats genuine teakwood for its ability to stand up to heavy traffic, for low maintenance cost, for resistance to rot and decay. And once you install teakwood ... it’s there for the life of the building. So specify genuine teakwood for beauty, practicality, durability. Send today for Bulletin on Thak-teak teakwood flooring.

**Havanese**

**FOLDING TABLES**

for every purpose

Rectangular—square—trapezoidal—circular—half-round folding tables for banquets, meetings, classrooms, offices or homes, are built by Metwood/Hanover. Handsome in appearance, superior in construction, and economical to use, M/H Folding Tables are easy to stow, quick to setup and lock automatically, providing a table as rigid as a regular table.

Write for catalog.

Circle No. 96 on product information card

Circle No. 97 on product information card
19-23. Western Furnishings Market. Western Merchandise Mart, San Francisco.

Chair Trucks
Table Trucks
Band Stands
Portable Stages
Choral Stands

Precision made of the finest quality materials, designed and manufactured for long life & service. Whatever the need . . . whatever the application . . . there is an AMTAB product that will do it better!

Write for catalog and price list

Circle No. 99 on product information card

Circle No. 98 on product information card

Circle No. 100 on product information card
now closet doors can be beautiful!

HOMESHIELD decorator bi-folding doors

Women love these stunning decorative doors that beautify closet openings, screen off laundry and utility areas, serve as handsome room dividers. The durable Royalite® panels come in 4 striking contemporary or traditional designs, in Off White. See your building materials supplier, or write for complete Specification Kit. AMERICAN SCREEN PRODUCTS COMPANY, Chatsworth, Illinois 60921, Dept. CO-5.

CLASSIFIED ADVERTISEMENTS

Rates: $12.00 per column-inch payable with order, extra charge for box numbers. This section closes on 15th of preceding month.

EAST COAST REPRESENTATIVES WANTED: By one of nation's largest and best established contract furnish firms. Offering a complete package: including, manufacturing, design, financing and installations, to Hotels, Motels, Schools, and Institutions. Only experienced salesmen will be considered. Reply in complete confidence to: Box A-229, Contract.

MANUFACTURERS REPRESENTATIVES WANTED: Large Angeles manufacturer seeks qualified representatives nationally advertised line of stacking, swivel, side counter chairs. Full color catalogs and prepaid free program backed by large factory inventory. Many territories available. Apply directly to Blisscraft of Hollywood, Dept. C, 15007 S. Western Ave., Gardena, Calif., 90249, with résumé and lines handled.

REPRESENTATIVES WANTED: Contemporary furniture manufacturer wants road men currently calling on archi designers and specifiers with non-competing products. Strong additional quality line. New York State, England, Philadelphia, Washington and Baltimore and Commission only. Write, stating experience and present lines carried. Box A-228, CONTRACT.

SEEING IS BELIEVING...

BE AN EYE WITNESS TO THE NEW WONDERS OF WALLCOVERING, OUR VOLUME 14 • SEND FOR FREE BROCHURE

THE JACK DENST DESIGNS INC.

7355 S. Exchange Ave., Chicago, Ill. 60649

Circle No. 102 on product information card

METAL LETTERS BY KNIGHT

Distinctive accent for prestige interiors

ANY OFFICE or building puts its "best face forward... at low cost... when you use Knight Metal Letters and Numbers. Designed by master craftsmen, distinctive three-dimensional letters are cast in bronze or aluminum. There are sizes for every style for any decor... in oxidized, polished or finishes. All are easily applied to doors and walls out drilling... actually cost less than painted lettering.

ANOTHER LUXURY TOUCH: Personalized desk plates in solid bronze with polished Modern design...

WRITE FOR FULL INFORMATION.

H.W. Knight & Son Inc.

Circle No. 103 on product information card
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Any important and new 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. You want us to include your name in a confidential list of new advertisers, write to the publisher of CONTRACT magazine. State your name, address, and area covered. This is a free service. Write to: Publisher, CONTRACT, East 43rd St., New York, N.Y. 10017.

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CONTRACT, Circulation Dept., 7 East 43 Street, New York, N.Y. 10017

HOMESHIELD decorator bi-folding doors
It's easy to install these decorative door panels in existing framed openings. Each polyethylene bag in 2-bag carton contains 2 hinged panels, complete with famous Harvey Hardware, for convenient 2 or 4-door installation. All popular sizes. See your building materials supplier, or write for complete Specification Kit. AMERICAN SCREEN PRODUCTS COMPANY, Chatsworth, Illinois 60921, Dept. CO-5.

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

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IS
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IN YOUR REFERENCE FILE?

Every item: CUSTOM MADE

☐ WINDOW COVERINGS ... handloomed fabrics ranging from spider-web sheer casement to dramatically elegant draperies ... exotic wood weaves combining specially treated slats with everything from beads to bobbles. Installations include executive offices, banks, clubs, hotels and homes.

☐ WINDOW MECHANISM ... an exclusive Webb installation for raising & lowering flat weave blinds of any size with ease and hairline precision ... takes just fingertip pressure! Typical installation: Interstate Hots, L.A. International Airport.

☐ WALL COVERINGS ... handloomed fabrics, yarn-dyed to your specifications in Webb light-fast colors. Webb’s award-winning Weathered Wood, an aged wood that applies to any surface, available by the lineal foot and custom-finished to your order of related colors. Samples upon request.

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2010 NORTH LINCOLN, PASADENA, CALIFORNIA
AREA CODE 213-681-6107

Circle No. 107 on product information card

DISPLAYCRAFT
(Draperies)

Dowens Carpet Co. (carpeting)

E.I. DuPont de Nemours & Co. (fabric fibers)

Excel Mfg. Corp. (lamps)

Faultless Caster Corp. (casters)

Fiber mold Corp. (furniture)

Ficks Reed Co. (furniture)

Finger Contract Supply Co. (furnishings)

Ferd Fabrics (vinyls)

Fermica Corp. (wall panels)

Gasser Chair Co. (chairs)

General Fireproofing Co. (furniture)

General Tire & Rubber Co. (cotton cushion)

General Tire & Rubber Co. (Vinelle upholstery)

B.F. Goodrich Co. (Koroseal vinyl)

B.F. Goodrich Co. (carpet cushion)

Graham Hardware Co. (drapery hardware)

Greelf Fabrics, Inc. (fabrics)

Griggs Equipment Co. (furniture)

Haabrook-Sondersgaard (pedestals, bar stools)

Haeger Potteryies, Inc. (lamps)

Hardwick & Magee (carpeting)

Hitchcock Chair Co. (chairs)

Kentile Floors, Inc. (resilient flooring)

H.W. Knight & Sea (cast metal letters & figures)

L. & B. Mfg. Corp. (counter stool bases)

La Barge Mirrors, Inc. (mirrors)

La France Industries, Inc. (fabrics)

Lee Ltd. Furniture (furniture)

James Lees & Sons Co. (carpeting)

Leopold Co. (furniture)

Lighthill Inc. (lighting)

Loomac Supply Corp. (wall racks)

Louvre Design Co. (Panion)

Lundstrom Laboratories (furniture)

Maison Furniture Industries (furniture)

Malin Co. (outdoor furniture)

Marden Mfg., Inc. (furniture)

McCordi Corp. (vinyl wallcoverings)

McDonald Products Corp. (office accessories)

Jo Mead Designs (art objects)

Merchandise Mart

Metropolitan Furniture Mfg. (furniture)

Metwood Hanover (tables)

Milmun Div., Deering Milliken (insulated fabrics)

Molla, Inc. (outdoor furniture)

Mosaic Tile Co. (tiles)

Myrtle Desk Co. (desks)

Murals & Wallcoverings Inc. (wallcoverings)

Norcold, Inc. (compact refrigerators)

Norman's Contract Div. (draperies & bedspreads)

Norquist Products, Inc. (combination chairs)

No-Sag Spring Co. (springs)

North American Van Lines. (shipping)

Photomammoth Murals (photographic murals)

Richter Arctect Inc. (wall accessories)

Rockland Mills Inc. (drapery linings)

Royalton, Inc. (Acry-Crystal)

Scales & Leaks Silks (fabrics)

Frank Searle & Sons, Inc. (furniture)

Schafer Bros., Inc. (furniture)

F. Schumacher Co. (fabrics)

Isabel Scott Fabrics Corp. (fabrics)

Sculpey Studio Inc. (sculpture)

Shelby Williams Industries, Inc. (chairs)

Alexander Smith Carpets (carpeting)

Spring-Penguin Inc. (refrigerated furniture)

Chester B. Stern, Inc. (wood veneers)

Synthetics Finishing Co. (fabrics finishing)

Tassell Industries Inc. (office furniture)

Thayer Cagggin Institutional Inc. (furniture)

Thonet Industries (furniture)

Tropitone Furniture Co., Inc. (furniture)

U.S. Bronze Sign Co., Inc. (display signs)

U.S. Plywood Co. (Woodwork)

Vertipile Industrial Corp. (vinyl fabrics)

Virco Mfg. Co. (chairs)

Vogel-Peterson (coast racks)

Waco Products (furniture)

Wall Tube & Metal Products (casual furniture)

Webb Textiles (fabrics)
What color is green?

Ask us for a green fabric and we'll probably overwhelm you with our hundreds of shades of greens (or reds or blues, etc.). Color is critical in decorating. Almost exact is seldom good enough. For perfect color harmony, shop Schumacher's. And speaking of greens, see our new collection, "That Touch of Ireland" created by Leon Hegwood—Carleton Varney of Dorothy Draper & Co., Inc. Ask your decorator. E. Schumacher & Co., 58 W. 40th St., N.Y. Showrooms: 939 Third Avenue, New York.
INOSCULATED — joined, blended, or united in an intimate manner. That's the only word which can properly describe the complete unity of two distinct finishes applied on one piece of fabric by SF's combination technique!

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