Open up a beautiful, new, colorful world of styling for your important clients with Flexachrome® vinyl asbestos floor tiles by Flintkote.

Take Tex-Flex tile, for instance. This rich warm weave effect has an unusual nubby texture that enriches every inch it covers. Available in 12" x 12" size, in 3/32" thickness, and in eight colors to suit your mood. Ask your Flintkote representative, or write for illustrated folder.

THE FLINTKOTE COMPANY · 30 Rockefeller Plaza · New York, New York 10020
Circle No. 1 on product information card
This Drexel designer has a split personality.

So has his unique Pan-World Collection for Hotels and Motels. Four different furniture styles, all in one group. You’ll like that.

Diversify! Offer your guests a Spanish room. And an Oriental. A French. And an Italian. And decorate each around one of the styles in Drexel’s fabulous Pan-World Collection! Dimensions of any given piece are the same in all four groups so room planning is simple. And you can choose from a wide selection of pieces, all in elegant pecan veneers—furniture created with the famous Drexel quality at really practical prices.

You can even add accent pieces from our popular household lines, if you like. For a free catalog showing full-color room settings of all four styles, write:

Dept. L, Contract Department, Drexel Enterprises, Inc., Drexel, North Carolina
People walk all over Barwick

A hurricane drenched Barwick Acrilan® carpet that had not yet been walked on and it weathered the storm beautifully.

High winds and heavy rains pounded in through open areas of the nearly completed student residence at Old Dominion College, Norfolk, Va. The new Barwick carpet was saturated. Almost every square foot felt the battering effects of the storm. The next day mud was tracked in and ground into the carpet. Rust and furniture stains were apparent. An urgent call went out to Service-Master, a commercial cleaning company, to “save the carpeting!”

Over 3,000 yards of Barwick carpet were cleaned back to beauty on the spot. The rest was completely restored in the plant. Because of prompt action and the quick-drying, low moisture absorbency advantages of Barwick’s Acrilan pile, all 5,000 yards came through the storm with flying colors.

Any time you are in the market for carpet, depend on Barwick carpet with heavy-duty pile of Acrilan acrylic, Chemstrand nylon, Du Pont nylon or Herculon olefin … luxurious man-made fibers that are a lasting investment.

Available in scores of styles, textures, colors and exciting Colorset patterns, Barwick carpet is designed to meet the traffic, spillage, appearance and wearability demands of all types of commercial installations.

For information, case studies and Barwick carpet installations near you, write: Contract Division

Barwick Mills, Inc.
Chamblee, Georgia
World’s largest maker of tufted carpets and rugs

Circle No. 3 on product information card
The Cover

One of several plans for Room of Tomorrow complexes in a kaleidoscopic treatment. Henry End and Morris Lapidus are responsible for the exhibit, to be shown at the hotel show next month. Cover by Bert Lester.
ANOTHER SMART CONTRACT INSTALLATION BY WHITECRAFT

WHITECRAFT
the name for fine rattan furniture

7350 N.W. MIAMI COURT, MIAMI, FLORIDA  SHOWROOMS: NEW YORK • CHICAGO • PUERTO RICO

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All the lighting fixtures you'd ever require for light commercial work ... all in a single easy-to-handle portfolio: the Progress Commercial Lighting Catalog 200. Recessed fixtures, exit lights, chandeliers, pendants, surface fluorescents ... selections from every pertinent Progress category—plus some very special new ones. Included are exact dimensions and convenient Rapid Estimate Illumination Charts. Enough information to start preliminary planning even before contacting a Progress distributor. These light commercial fixtures and facts are right to the point. All are backed by America's leading lighting fixture manufacturer. As for prices—they're the kind only a company as big as Progress could offer. For details and a sample copy of the Catalog 200, see your Progress distributor, or write: PROGRESS MANUFACTURING COMPANY, INC., Philadelphia, Pa. 19134.

We gave our all

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COMMERCIAL
LIGHTING
CATALOG 200

Etc., etc.

Circle No. 5 on product information card
What'd he say?

They didn't hear the punch line of what was a great joke. Too bad. It could have been avoided so easily. A Howe round folding table instead of the oblong being used would have done it.

In contrast with the "mess hall" atmosphere created when oblong tables are used, Howe rounds make everyone feel in the midst of things. A set-up of Howe rounds creates the sort of warm, attractive atmosphere that enables banquet managers to turn prospects into customers.

Another important point: Contrary to popular opinion, a room equipped with Howe rounds usually accommodates as many diners as that same room equipped with oblong tables.

Howe rounds come in 7 sizes to accommodate 4 to 12 diners comfortably. Learn how to use these tables to create the kind of place that people think of first when it comes to making reservations for get-togethers. For the details write today.

Howe Folding Furniture, Inc. Dept. 25
360 Lexington Ave., New York, N.Y. 10017

Please send me details describing HOWE round folding tables.

Name
Title
Institution
Address
City  State  Zip Code

Howe Folding Furniture, Inc.
If it folds - ask Howe

They laughed when they sat down... Howe round folding tables produce the kind of warm, congenial atmosphere that's conducive to a good time. They invite reservations, produce repeat business.

Regional Sales Offices and Showrooms:
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360 Lexington Ave., New York, N.Y. 10017
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Circle No. 6 on product information card
A breathtaking collection of vinyl fabrics in rich patterns and vibrant colors... a reference for interior designers, designer-decorators and the design staffs of America's foremost furniture makers.

It's Airco's sample book... a treasure-house of ideas... a beacon for creative minds that gives sure guidance toward designs for increased sales.

If your business is creating quality furniture, stop in at one of the addresses listed below for a look at our sample book. Or write Airco Plastics Products, a division of Air Reduction Co., Inc., 681 Main St., Belleville, N. J. Call 201-Plymouth 9-3800.


Circle No. 7 on product information card
CONFORMISTS!

Krueger's
Versatile New
MODULAR SEATING

...conforms to any room size, space and seating requirement - with inviting comfort and heavy-duty durability!

Wherever people wait — seat them comfortably on Krueger Modular Seating units. Colorful, posture-curved fiberglass shells and carefree plastic-top tables are rigidly mounted on smartly-styled cast iron bases in two, three and four-unit variations — free-standing, ganged in-line or back-to-back. For added luxury, specify armless shells, foam-cushioned and fully upholstered in Naugahyde Chromata or a heavy-duty textured fabric. Take full seating advantage of any room, any size, with custom styling and selection of Krueger's New Modular Seating designs.

Write for complete information and All-New Complete Line Catalog

METAL PRODUCTS COMPANY • GREEN BAY, WIS • 54306
SHOWROOMS: CHICAGO, 1184 Merchandise Mart
LOS ANGELES, 8815 Beverly Blvd.

Circle No. 8 on product information card
How to be a cool operator

Hospitality in the grand manner pays off! More and more hotel and motel operators are realizing the value in investing in ASTRAL Compact Refrigerators.

The extra comfort of a snack, a cold drink immediately at hand, brings many a repeat visit. Across the country ASTRAL hospitality has paid off greatly. Many motel operators have reported the liquidation of their investment in as short a time as six months.

Get the facts today on the compact refrigerators that are guaranteed silent in operation—no radio or TV interference. No moving parts to wear out. Available in sizes and finishes to fit any decor.

Over 2,000,000 Astral refrigerators now in use.

morphy-richards Astral

MORPHY-RICHARDS, INC. ASTRAL REFRIGERATOR DIVISION
128 Ludlow Avenue, Northvale, New Jersey 07647, Post Office Box #10

Circle No. 9 on product information card
We don't design, construct, decorate hotels, motels, houses, institutions, etc. We make vinyl wallcovering. With so much flair and so much care that you can design, construct, decorate hotels, motels, houses, institutions, etc.—magnificently.

Masland Duran®
WHERE BEAUTY IS MATERIAL
The Masland Duraleather Company, Philadelphia 19134

Malibu and Italia. Pictures can't do them justice. Tear out this ad, send it to us—and we'll forward color swatches.

Circle No. 10 on product information card
DO NOT CONFUSE WITH ORDINARY LAMINATED PLASTICS

FIBERESIN IS A SOLID PLASTIC . . . . THE PERFECT MATERIAL FOR BEAUTIFUL, VIRTUALLY INDESTRUCTIBLE TOPS AND COMPONENT PANELS

Of course it's Fiberesin Guaranteed SOLID PLASTIC TOPS AND PANELS

DEVELOPED AND PIONEERED BY FIBERESIN® PLASTICS COMPANY OCONOMOWOC, WISCONSIN

Fiberesin Grade 62-P meets or exceeds all pertinent commercial standards for melamine high pressure decorative laminates. Fiberesin meets all specifications and requirements of Federal Specification L T-0041c (GSA-FSS) Type III.

Panel sizes up to 48" x 96" maximum and from 1/8" to 1/2" thicknesses. Wide choice of wood grains, patterns and colors.

OCTOBER 1965
The prestigious
Republic National Bank,
Dallas, Texas

The place:

The man:

Joe W. Toomey
Design Coordinator
Dallas, Texas

The carpets:

For the Board of Directors' Room, Mr. Toomey specified Dean
wall-to-wall. Special Beige, Temple Gold and Avocado were the carpet
colors used throughout this beautifully decorated 50-story bank.

Bigelows. For the Board of Directors' Room, Mr. Toomey specified Dean
wall-to-wall. Special Beige, Temple Gold and Avocado were the carpet
colors used throughout this beautifully decorated 50-story bank.

Why do people like Joe W. Toomey specify Bigelow? Because they know that for every hotel,
motel or commercial building, Bigelow has or can
custom-create the perfect carpet. We've done it
since 1825. Our carpet counselors will give you
all the help you need in solving any kind of carpet
problem—at no charge. Simply call your nearest
Bigelow sales office. Or for a colorful free bro-
chure on commercial carpets, write Dept. A, 140
Madison Avenue, 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, Seattle.

Circle No. 12 on product information card
Their new office helper is 7 feet tall

It's the new GF Over-file storage cabinet and GF Style 9000 file, of course! Together they end clutter and add beauty to a busy office. Everybody likes them.

The Over-file holds oversized items that would otherwise create storage problems. It is functional and decorative—and, with file cabinets, even serves as a partition to divide office interiors.

The Style 9000 file is new from GF, too. It has a flush front with inset pulls and label holders to complement today's professionally-designed offices. Available in a variety of colors and letter or legal widths.

For complete information, contact your nearby GF dealer or branch showroom. Or write for descriptive literature to Dept. CN-13, The General Fireproofing Company, Youngstown, Ohio 44501.
How can a carpet cushion make a carpet feel like twice the price and increase its life?

B.F.Goodrich cushion does it with sponge rubber—the best there is. BFG carpet cushion not only makes any carpet feel like twice the price, it makes carpet last longer, too. That’s because the completely uniform cell structure of its high-grade rubber ingredients gives it a unique plus in absorbing shock and resisting compression. All BFG cushion is guaranteed without time limit against defects in workmanship and material. It has the exclusive Duraseal® finish that locks out dirt. And all BFG cushion is non-allergenic and vermin-proof. Cost can be reduced because you will not have to replace the cushion when new carpeting is installed. You’ll find a BFG cushion for every client demand and price range. Several are shown below. For more information and samples, write: The B.F.Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N.Y. 10017. Or phone New York—922-5100.
Take a rich Matelasse with an elegant puffed design. Then translate it to Terson. Result? René: a "cushioned" Matelasse that makes a strikingly contemporary upholstery vinyl for both consumer and commercial furniture. Voila!


Circle No. 15 on product information card
when contract customers ask, "What's the BEST carpet fiber?"

THE ANSWER IS WOOL . . . by

HARDWICK CARPETS

Because wool is the standard of excellence in carpet fibers, it's always used as a comparison. There are carpet fibers that feel like wool . . . look like wool . . . wear like wool. Like wool? Yes. But as they say — imitation is the sincerest form of flattery.

But imitations are just that. Second best. The Bedford Springs Hotel in Bedford, Pennsylvania wouldn't settle for second best. They selected all wool carpeting by Hardwick, the carpet manufacturer that backs up its all wool carpeting with over a century of carpet-making experience.

And because Hardwick is a compact mill, they have the flexibility to give you all wool carpeting in whatever construction in whatever pattern you need . . . whenever you need it. Hardwick's compactness means you get a better edge on price, too.

On your next contract installation, do what H. Ross We of Bedford Springs did — put the first team to work for you . . . all wool carpeting by Hardwick.

Send $1.00 for Hardwick's new "Carpet Selector" . . .

In Hardwick's "Selector" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities to help you demonstrate carpeting dramatically, professionally and effectively.

HARDWICK & Magee CO.
Lehigh Avenue at 7th St., Philadelphia, Pa. 19133
Chicago • Dallas • Detroit • New York • San Francisco • Los Angeles

Circle No. 16 on product information card
Woodard helps you bring the woman's world into every environment.

By direct influence we all know that women wield tremendous power in our daily lives.

She chooses where we will live, the restaurants we eat in.

When creating an environment for women be it a restaurant, a motel, a retail shop, or a home choose Woodard.

It has appeal to every woman, and this is a woman's world!

Woodard
TV-year 1984?
No—it’s the striking Westinghouse Host “Black Screen”

...TRANSISTOR or TUBE

Unlike anything you’ve ever seen—the sensation is much like being in a movie theatre—the screen is “framed” in black. Each picture is more detailed and life-like, whites are purer, blacks sharper, eye-tiring light reflection is much less. This striking beauty makes any guest room a deluxe accommodation!

You can be sure if it’s Westinghouse

A NEW KIND OF TELEVISION
All transistor Black Screen Host Model #9050 . . . No tubes to burn out and replace, uses much less electricity, longer life.
Tube Black Screen Host Model #9025 . . . up to 20,000 volts for optimum picture power.
Instant—On TV . . . No waiting for picture or sound, no walk back to fine tune.
Memory Fine Tuning . . . Pretune each channel for best picture and sound. Once adjusted it automatically re-members proper setting.

Mail today for “Black Screen” brochure and specifications

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Commercial-Institutional Products
Westinghouse Electric Corporation
353 Park Avenue South, N.Y. 10010

Please send:
☐ All transistor “Black Screen” TV specifications—Host #9050
☐ Tube “Black Screen” TV specifications—Host #9025
☐ Other Westinghouse Host TV models

Name______________________________  Title______________________________
Hotel/Motel__________________________
Address______________________________
City________________ State____________ Zip________

DEPT. C.

Circle No. 18 on product information card
In 1963 B.P.*
restretching costs exceeded
$11,000,000
(*Before Poly-Bac)

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

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

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

Patchogue Plymouth
295 Fifth Ave., New York 16, New York
Designer-Architect team of Henry End, A.I.D., and Morris Lapidus, A.I.A., conceives "Room of Tomorrow" in a blend of comfort and advanced styling. The studio-size guest room is converted into one of drawing room proportions with Simmons Wall-A-Beds. No wonder: the retracted Beautyrest* mattress and Naugahyde covered box spring take up 75 per cent less floor space than the standard twin bed. "Room of Tomorrow" motif is accented by deeply tufted Naugahyde over Simmons-designed chair.

Washable, durable Naugahyde is shaped to the Simmons-designed sofa and chair. Latex foam cushioning. Deeply tufted. Sofa is russet. Chair is vermillion. Travelers approve with, "Plush comfort!" Innkeepers say, "Easy-to-care-for."

Versatility. That's the word designers use to describe Naugahyde. And it has never been more apparent than it is the "Rooms of Tomorrow." Designer Henry End, A.I.D., chose from the hundreds of colors, patterns and textures of Naugahyde furniture, box springs and wall covering.

But, innkeepers like the practicality of Naugahyde best of all. It's so easy to keep clean with just the wipe of a damp cloth. Naugahyde's durability makes it ideal to withstand the hard constant wear of motel and hotel living.

See U. S. Rubber at the National Hotel Exposition in the "Rooms of Tomorrow" and Booth 2190.
No matter what kind of a mood your design is in, our tile will go along quietly. It always does. Mosaic tile is the color-compatible tile. Any one Mosaic goes with every other Mosaic. The harmony is built right in.

Take the picture, for example.
Notice how the Bluegrass Green quarry tile floor complements our pool of Faientex 1291 Green. And how the accent wall of Staccato 16 Royal Purple keeps its composure in the presence of our side wall of Champagne Glaze 1823 White (see inset).

Yet the big thing is that Mosaic tile colors go right along with the most domineering (or delicate) accessories and materials. And willingly.

Even when you put Mosaic tile in the foreground, it stays in the background.

Check your Mosaic Representative, Service Center or Tile Contractor for price ranges of tiles shown, alternate colors, samples and availability.

See Yellow Pages, “Tile Contractors-Ceramic”. Or you can write: The Mosaic Tile Company, 55 Public Square, Cleveland, Ohio 44113. In the western states for compatible colors: 909 Railroad Street, Corona, California 91720.

"Mosaic" is the trademark of The Mosaic Tile Company
A marvelous book for putting people to sleep.

Our new Harvard Frames Contract Catalog shows dozens of practical and economical answers to the problems of sleeping people. Problems like maintenance, space, housekeeping and budget. It will keep you wide-awake through all twenty picture-packed pages. And give you some marvelous ideas to sleep on. To help you select the right sleeping units for your installation, get a free copy of your very own. Write: Harvard Bed Frames, Division of Rusco Industries, Inc., 24300 Solon Road, Bedford Heights, Ohio.
Introducing
JEWEL-TONE

Verti-Plush
of
DU PONT NYLON

Unbelievable styling in color!
New construction achieves exclusive depth perception!
Unique color tone values!
JEWEL-TONE colors are so different you have to see them to believe them. May we show them to you?
Write, phone or wire La France for FREE SAMPLE CARD SET.

washable • durable • color fast •
knit-backed • expanded vinyl foam-cushioned
for Furniture and Wallcovering
ROVANA FABRICS GO UP IN THE WORLD!

Rovana certified fabrics have really zoomed! Proof: this exciting 22 story State University dormitory in Albany, N.Y.—a new concept in high-rise student living designed by Edward Durell Stone for The Dormitory Authority—Clifton C. Flather, Director. Rovana fabrics from Dazian's, Inc., were approved from top to bottom and throughout areas of the University by Edmund D. Wood Jr., A.I.D.

Rovana certified fabrics are forward-looking, imaginative in design, and are certified by Dow to meet these standards of performance: 1. permanently flame resistant. 2. washable, dry cleanable. 3. dimensionally stable. 4. abrasion resistant. 5. colorfast.* Only fabrics which contain Dow's saran flat monofilament in the warp can display the Rovana certification mark. The outlook for Rovana is up—up into the future of high-rise living! Synthetic fabrics

Circle No. 26 on product information card
Today's designer selects Alma for his finest offices.
He gets more than he bargains for.

And why not? A world leader in the manufacture of wood office desks can afford to give you more.
More in design, for one thing. Like our new 8000 Series, brilliantly executed in walnut, teak or rosewood, dramatically accented with mirror chrome or brass.
And remarkably priced.

You get more in quality, too. Big little differences, such as Oil Suede plastic tops that look and feel astonishingly like wood.
Or desks that turn into work stations at the drop of a stationery rack, hanging file, sliding tray or typewriter lift.

And you get more—much more—in service.
Alma's wider distribution means we maintain not one, but seven warehouses linked from New York to Seattle.
Plus a unique inventory system that allows us to store the furniture for your installation until you need it.
You never have storage problems, delays or incomplete deliveries.

With a leader like Alma, you always get what you want, when you want it.
That's why you'll want Alma for your next office project.
But only if you want to get more than you bargain for.

Alma DESK COMPANY
High Point, North Carolina

SHOWROOMS AND WAREHOUSES: Dallas, 3720 La France; Denver, 1429 18th Street; High Point, 807 Ward Street; Los Angeles, 1427 E. 4th Street; San Francisco, No. 2 Bryant Street; Seattle, 419 First Avenue, South. WAREHOUSE: New York, Pier 49, N. River

Circle No. 97 on product information card
An unusual position, isn't it? But, even a little bit of a Monarch sofa is comfortable. And it looks good, too. Metal or wood base, it's the right choice for your clients. But don't take our word for it, try one for yourself. The next best thing is to write for information on the full line.

MONARCH FURNITURE COMPANY, INC.
High Point, North Carolina

SHOWROOMS: New York, Anthonson & Kimmel Associates, 440 Park Avenue, South • Dallas, Dick Lowe Associates, 3720 La France
55 floors high in the Chicago sky, and every floor carpeted

A huge carpet installation but: "The job went quickly, smoothly, without worry over restretching later, because

the carpet has

Jute-on-Jute double backing"

—says Roy Merkling

President, Floor Covering Installations, Inc., Chicago—the firm installing the carpeting

He adds: "Power stretching with tremendous tension is a 'must' in installations of this magnitude, where we carpeted all the corridors and lobby. Jute-on-Jute double backing in these Barwick carpets gave us the great strength and dimensional stability needed. With both backings in the carpet Jute, we had full assurance that they would perform similarly, and satisfactorily. This helped the carpeting to install perfectly."

The carpet selected:

Nylon pile SPARTACUS COLORSET
By E. T. BARWICK MILLS, Inc.

For 1000 Lake Shore Plaza, one of America's most luxurious apartment buildings:
Developer: Harold L. Perlman, Chicago
Architects: Sidney H. Morris and Associates, Chicago
Interior designer: Marie Nichols, New York
If you're a carpet expert... you may not need Alexander Smith!

You'll have worked out all the facts:

The carpet color to suit the Club Committee's taste—but can the golfers "spike" it; dig divots in it?

The best grade for the motel trade—but how long will it keep its good looks and how will it clean?

The number of check-ins who'll cross the hotel lobby—but which carpet minimizes traffic lanes?

If you're prepared with all the answers on carpet, just call your Alexander Smith contract dealer and arrange a delivery date.

But if you need expert assistance before you specify, you'll find your Alexander Smith man ready and helpful, too. He can recommend:

- Carpets so rugged, country clubs find golf spikes won't mar their handsome good looks.
- Beautiful carpets so practical, hospitals and hotels use it in their heaviest traffic areas.

Alexander Smith makes every kind of carpet in a fibers and weaves... so we can recommend the carpet that's right for your job! It all makes being a carpet expert simple—for you.

Alexander Smith
Carpets and Cushions
235 Fifth Avenue, New York, New York 10016

Circle No. 30 on product information card
When it comes to decorative accessories for contract use...
Syroco wrote the book!

And here it is.
The world's most complete catalog of world's most complete decorative accessories line.
When you're buying or selling contract furnishings, you have a simple option. You can wade through a foot-high pile of sorted accessory catalogs. One for mirrors, one for panels and another for plaques.
You might find what you want eventually. If you have the patience. And if you go for the extra bookkeeping spreading your orders all over the lot is bound to entail.
Or you can pick up your comprehensive Syroco catalog...and find what you want in a jiffy. With full confidence in our 75-year reputation for quality. At the price you want to pay.
The next time you think of accessories, reach for your Syroco catalog.
Write on company stationery and we'll send you one gratis.
You'll find it the most compelling best-seller you ever read.
No plot. But what a cast of characters!

Syroco, Inc. • Contract Division • Syracuse 1, N.Y.
What's San Francisco got besides cable cars and hills and bridges and food and wine and fog?

A place where you shop (with the aid of our Contract Consultant, if you wish), in carpeted, air-conditioned comfort, on 11 floors—all under one roof—in 600 showrooms of furniture, floor coverings, lamps, wall decor, sleep equipment, built-in appliances, housewares, china, glass, and decorative accessories from around the world:

The Western Merchandise Mart
1355 Market Street, San Francisco, California
Circle No. 32 on product information card

D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:
- Urban programs will aid hotels
- Roadside motels, restaurants still going strong
- Sampling of recent IB's

If you're interested in furnishing hotels and kindred space, you'll be benefiting from the many Federal plans and programs that will be affecting the work you hope to do in the next year, decade, and generation. Never before has the Federal government been so active in so many different areas that mean business to you. And, even more important in figuring your future, its participation will grow from now on, for a variety of reasons.

View from the hotel-motel picture window: Federal aid in many places and spaces. Downtown, urban renewal is uprooting the old and installing the new. This program is moving up in intensity, as more cleared land becomes available. Indeed, the biggest worry at the moment is not Federal aid but the presence of enough redevelopers to utilize the acreage. A prominent feature of many renewal plans has been the new hotel and motor hotel facilities. With this stir, old hostleries find a need to polish more than their silverware—outright auctions of older furniture are becoming rather common.

For areas that have been languishing laggadily in this country's economic boom, there's now a permanent redevelopment agency, newly confirmed by the Congress. Tourism, which means rest, restaurant, and recreation facilities, is a key prop in plans for making poor, picturesque areas progress.

The new Economic Development Administration succeeds to the former Area Redevelopment Administration, which now and then stumbled in approving a hotel loan where other operations were less busy; but the principle of aiding tourism remains.

Meanwhile, out on the road, as more byways become interstate highways, nobody who knows that wheeling makes dealing expects the ambitious Federal 90 percent-aid program to crash to a halt early next decade. More roads will be found to be essential, in need of enlargement. Where there are roads, there are clever-leafs; and where there are exits and entrees, there will be more motels and restaurants. And present ones in good locations will be doing more business.

The Bureau of Public Roads expects that motor vehicle registrations will advance from about 90 million (Continued on page 37)
the end of this year to 116 million by 1975, an expansion of three-tenths.

In addition, the new Department of Housing and Urban Development will show a pronounced bias for concentrated living arrangements. Its effect on housing will be to push for more multifamily structures. The trend to suburban apartments will step up. Aid to institutional housing will increase—for the elderly, for the college student. With this, the new Medicare program will spur nursing homes, and make the path easier for retirement communities.

U.S. reports savings from embargo
In January, President Johnson selected office equipment as the first line of defense in the war against waste in the Federal government. He ordered an embargo on non-essential purchases of filing cabinets, typewriters, and office furniture. This has been made "permanent" in General Services Administration regulations. Now, the Government estimates that it has saved $5.7 million in the first half of the year, better than the original target of $5 million for the first year. These reported savings include $2.1 million for filing cabinets, $3.6 million for typewriters and furniture.

Furniture finishes forum
"Furniture and Interior Finish for Institutional Buildings" will be discussed at a regional meeting of the Forest Products Research Society Nov. 9-10 at Kalamazoo, Mich. This includes pre-finished wood based panels; motel, school, and hospital furniture.

Federal procurement equals plus volume
You may find that getting a Federal contract award can help you smooth out dips in your own regular volume, or aid you in achieving new peaks in business. To get this, however, you have to go through the government routines—not the least of which is getting on the proper lists for notification of invitations to bid on items you are interested in. For an indication of the variety of procurement offices and their recent needs, here is a sampling of invitations, now closed:

- General Services Administration, Seattle—Upholstered lounge chairs, 100 each; upholstered sectional davenports, 200 each. Walnut bunk beds, 200 each. Breakfast china cabinets, 103 each. Draperies furnished and installed at Madigan General Hospital, Tacoma, Wash.

(Continued on page 49)
You can make any building look better
Does that scene on the left look familiar? It's typical of a building where dow treatment has gotten out of hand. Result: an unfortunate mixture of shading devices, loss of clean architectural lines, compromise of building design, a generally unattractive impression.

The exterior appearance of any building—new or old—can be improved inconspicuously through the specification of Feneshield fabrics, made of PPG Feneshield® fiber glass yarns, such as those shown above.

Feneshield fabrics can be obtained in a wide variety of weaves, colors, and yarns to complement any building design. These fabrics present a pleasing appearance at every window, permit a natural flow of line from street level to top floor, eliminate random vertical settings, and enhance the total architectural concept of any building.

That's just one of Feneshield fabrics' advantages. These same fabrics can also control interior environment. Through PPG research, all Feneshield fabrics are performance-rated according to fabric characteristics. Through this Feneshield system, drapery fabrics can be chosen to subdue radiant heat, control glare, improve sound control, enhance a good view or modify a bad one.

What about costs? Over a five year period, total initial and maintenance costs for Feneshield fabrics are less than those for mechanical shading devices.

Get more facts. Participating drapery converters have authorized Feneshield presentations showing the wide range of beautiful fabrics now available.

Through the use of PPG technical data, they can help you select fabrics for specific installations. Write directly to PPG for names of converter representatives near you and for technical information. Use the coupon.

Pittsburgh Plate Glass Company
Fiber Glass Division, Dept 503
One Gateway Center
Pittsburgh, Pennsylvania 15222

☐ Please send me technical information on Feneshield fabrics.
☐ Please send me names of authorized Feneshield converters.

Name
Title
Company
Address
City
State
Zip Code

PPG makes the Feneshield fiber glass yarns only, not the fabric.
### OUR WASHINGTON REPORT

Continued from p. 37

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acorn brown ranch style wood furniture, 465 each.</td>
<td>$465</td>
</tr>
<tr>
<td>Modern living room furniture, wood desks and bookcases, 715 each.</td>
<td>$715</td>
</tr>
<tr>
<td>Composite metal and wood furniture, 435 each.</td>
<td>$435</td>
</tr>
<tr>
<td>Bed lights, 1,350 each.</td>
<td>$1,350</td>
</tr>
<tr>
<td>Folding chairs, 1,500 each.</td>
<td>$1,500</td>
</tr>
<tr>
<td>Folding legs table, 300 each.</td>
<td>$300</td>
</tr>
<tr>
<td>Floor mats, 5,200 each.</td>
<td>$5,200</td>
</tr>
<tr>
<td>Vinyl resin tile, 1,000 cases.</td>
<td>$1,000</td>
</tr>
<tr>
<td>Glass mirror, 3,100 each.</td>
<td>$3,100</td>
</tr>
<tr>
<td>Air Force Academy desks, dressers, and desk components, 1,785 units.</td>
<td>$1,785</td>
</tr>
<tr>
<td>Multipile school desks, 2,150 units.</td>
<td>$2,150</td>
</tr>
<tr>
<td>Built-in furniture for barracks (wardrobes, desks, beds, chest, bookshelves)</td>
<td></td>
</tr>
<tr>
<td>Rattan dining chairs. Wood and metal and upholstered furniture for Castle AFB, Calif.</td>
<td>$1,785</td>
</tr>
<tr>
<td>Multipilave floor covering or equal, 155 rolls.</td>
<td>$1,500</td>
</tr>
<tr>
<td>Cushion covers for household furniture, 5,500 seats and 5,500 backs.</td>
<td></td>
</tr>
<tr>
<td>Aluminum venetian blinds, 81,700 square feet.</td>
<td></td>
</tr>
<tr>
<td>Tubular steel furniture.</td>
<td></td>
</tr>
<tr>
<td>Straight chairs with arms, 300 each.</td>
<td></td>
</tr>
<tr>
<td>Households lamps, 356 each.</td>
<td>$3,560</td>
</tr>
<tr>
<td>Traditional wood bedroom furniture, 349 each.</td>
<td>$3,490</td>
</tr>
<tr>
<td>Rubber carpet cushioning, 434 each.</td>
<td>$4,340</td>
</tr>
<tr>
<td>Traditional wood bedroom furniture, 349 each.</td>
<td>$3,490</td>
</tr>
<tr>
<td>Vinyl film shower curtains, 2,580 each.</td>
<td>$2,580</td>
</tr>
<tr>
<td>Upholstery fabrics: everything you would want in the way of textures, colors, patterns, in cloth and the newest synthetics.</td>
<td></td>
</tr>
<tr>
<td>Draperies: unlimited selection plus a complete custom fabrication service featuring Roc-Lon insulated linings.</td>
<td></td>
</tr>
<tr>
<td>Hear the complete story on how Century Fabrics can serve you.</td>
<td></td>
</tr>
<tr>
<td>GSA, Dallas—Tubular steel furniture.</td>
<td></td>
</tr>
<tr>
<td>VA Hospital, Little Rock, Ark.—Straight steel chairs with arms, 300 each.</td>
<td></td>
</tr>
<tr>
<td>Brooks Air Force Base, Tex.—Library shelves, accessories.</td>
<td></td>
</tr>
</tbody>
</table>

### Federal contract awards

The Federal tightening on some phases of contract furniture procurement does not mean that there are no new awards, as our sampling will show you. Some business continues, even for filing cabinets, the Administration's paper-whipping boy. Among recent awards:

- **National Aeronautics and Space Administration, Cleveland—Filing cabinets,** $49,764, Mosler Safe Co., Arlington, Va.; and $36,859, also Mosler.
Mr. Anthony Athanas, noted restaurateur, shown with Mrs. Athanas and youngest son at Anthony's Pier 4.

next to food
the most important thing
on any table is
INTERNATIONAL SILVER

The gracious ANDOVER pattern was selected by Anthony Athanas for his distinctive Anthony's Pier 4 Restaurant overlooking historic Boston Harbor in Boston, Mass.
carpeting of Creslan® proved it can take heavy traffic and come up smiling.

To quote the manager, “More than a million people walked through our Formica World’s Fair House—on carpeting of Creslan acrylic fiber. It would be hard to estimate how many chunks of candy, wads of gum, or bottles of soda landed on that carpet during that period. Workmen tracked in grease and tar. Spiked heels ground in the dirt. Naturally we were interested in what would happen to this carpet under these unprecedented conditions.”

“Here’s just what happened—with nothing more than ordinary maintenance, carpeting of Creslan kept its luxury pile and rich color day after day, month after month. It was always a handsome showpiece and a credit to the ‘World’s Fair House’.”

“...more than a million people” plus thousands of spills. That would be the end of most carpeting. But not carpeting of Creslan. Small wonder that even in the fine fiber family of acrylics, fastest growing in contract carpet, Creslan is a stand-out. For your next carpeting installation take a long, hard look at acrylics. Check their traffic records. And you’ll agree the choice is obvious. Creslan acrylic fiber is a product of AMERICAN CYANAMID COMPANY, NEW YORK.

Circle No. 37 on product information card
New ticking makes Texfoam a like-new mattress—even after 10 years

Sell the no-sag, no-lumps, no-odor mattress core with the zip-off, zip-on ticking. It lets clients replace a decade of stains with fresh, new ticking in minutes. The firm, light, cool, healthy, non-allergenic mattress core guaranteed for 20 years. Some of the best bedding makers zip their ticking around it. Tell your clients Texfoam... genuine latex rubber by B.F.Goodrich. Write us on your letterhead for specifications. The B.F.Goodrich Co., Consumer Products Marketing Division, 277 Park Ave., New York, N.Y. 10017. Or why not telephone us today? Our number is New York—922-5100.

Your reputation rests better on Texfoam.
Century City complex

The rise of Century City in Los Angeles is opening up not only new building facilities to the region, but also a huge new business potential to the large number of suppliers and services that will be required to bring the multi-faceted project to a successful completion. A case in point is Western Service & Supply Co., which has just placed initial contracts for 52,750 square yards of carpeting to be installed in the Century Plaza Hotel prior to its opening in mid-1966, according to Charles Comstock, project unit manager. Still to be purchased for the 800-room hotel (designed by architect Minoru Yamasaki), are 362 square yards of carpeting, bringing the total yardage for the building to 53,112. Under the direction of Donald Robbins, AID, senior interior designer for Western International Hotels, 32 carpets were developed by Western Service & Supply. Four carpet manufacturers currently represented are Stephen Leedom Carpet Co., Mohawk Carpet Mills, E. T. Barwick Mills, and Sallee Carpet Looms.

Century City complex, because of its size, its diversified facilities, including business, industrial, and residential, and its significance to the contract industry not only on the West Coast but nationally as well, will be the subject of our Landmark Series #3, in a Spring, 1966 issue.

New World Carpet wing opened

Maker of moderately priced tufted carpeting, World Carpets, Inc., Dalton, Ga., has added a new 110,000 square foot wing to its facilities. The wing, designed by architect Bianculli & Tyler, is on one level, providing continuous uninterrupted flow from raw materials to finished product and shipping room, and is 100 percent automated. Dominating the facade of the wing is a huge brick mural (see cut) — 86 feet long by 26 feet high — designed by Mario Bianculli of the architectural firm.

Motelrama, 1966

Robert O. Burton, president of Robert O. Burton, Inc., interior and architectural design firm of Chicago, has been chosen to design the 1966 Motelrama Idea Room. The display has been a major feature of the National Restaurant Show for the past four years. The 1966 event will be held May 23-26 at McCormick Place, Chicago.

TV-phones at Englander

Two Picturephones have been installed at Englander Co.'s headquarters in Chicago, linking it to a network of 35 Picturephones in Union Carbide's Chicago and New York offices. Englander.

(Continued on page 47)
Use it outdoors! Use it indoors! New Ozite Town 'N' Terrace Carpet made with Vectra* fiber. Impervious to water. Long-wearing. Resists stains. Can't rot, shrink or mildew.

Available in a wide range of decorator colors.

Ozite "Town 'N' Terrace" Carpet made with Vectra polypropylene olefin fiber is not just another floor covering in competition with those you already know. It's in a class by itself—an entirely new kind of floor covering with features other carpets just don't have. The result? It opens up scores of new decorating ideas never before possible with conventional carpeting. Check the assignments you're working on now. You'll be surprised how many ways you can find to add dramatic creative touches with this new carpet. Note that because carpet is unaffected by water or moisture, it's practical to install below grade directly on cement floors. Turn this page to details on the remarkable technical advantages of Ozite "Town 'N' Terrace" Carpet, the remarkable new outdoor-indoor carpet made with new Vectra polypropylene olefin fiber.
Tests prove the superiority of Ozite Outdoor-Indoor Carpet made with Vectra* fiber over floor covering costing twice as much!

3,000 revolutions of abrasion test have $11.95 retail acrylic carpet down to the backing!

But, the abrasion wheel (Standard Taber Abraser), which can quickly spin off years of hard wear, barely makes a dent in new Ozite Outdoor-Indoor Carpet made with remarkable new Vectra polypropylene olefin fiber. Ozite's unique manufacturing method permits the use of staple fiber of higher tensile strength than normally used in regular carpeting.

Fadeometer Test

<table>
<thead>
<tr>
<th>Fiber</th>
<th>Wool</th>
<th>Acrylic</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 hours</td>
<td>160 hours</td>
<td></td>
</tr>
</tbody>
</table>

Most manufacturers of piece-dyed carpets try for 40 to 60 hours fade resistance. Even stock-dyed carpets strain to reach 200 hours. The special stabilizing chemicals used in the solution-dyed Vectra fiber enables it to resist ultra-violet rays—and permits Ozite to guarantee its carpet to withstand 500 hours of Fadeometer test without discoloration!

Stain Resistance

<table>
<thead>
<tr>
<th>Fiber</th>
<th>Wool</th>
<th>Polypropylene</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 hours</td>
<td>160 hours</td>
<td></td>
</tr>
</tbody>
</table>

Vectra polypropylene fiber is resistant to most harmful chemicals that tend to bleach and stain competitive products, including most acids, alkalies, salts, solvents, and oxidizing agents. Ozite Outdoor-Indoor Carpet resists spotting and bleaching from ammonia, chlorine, coffee, tea, soft drinks, shoe polish, merthiolate, mustard, catsup—practically everything, including the accidents of dogs and children. Insects and mildew do not attack polypropylene. Fungus growth is not supported by the fiber itself. It does not absorb moisture—can't shrink, rot, or mildew. And it's non-static and non-allergenic, too.

Competitive carpet fibers absorb moisture to varying degrees, up to 27%.

A filament of Vectra reacts to water much like a solid glass rod. The water rolls right off. Vectra olefin fiber has zero (0%) moisture regain.

Polypropylene without stabilizers 216 hours Polypropylene with stabilizers Over 2,000 hours

Polypropylene

Other Fiber Vectra

Easy to install. Cuts with scissors or knife. Lies flat. Doesn't curl. No binding of exposed edges necessary. Does not need carpet cushion, tacking, or professional installation. And no adhesive is required. If desired, waterproof cement may be used outdoors. Indoors, doubled-faced tape may be used, or cement if you prefer.

And it's a breeze to maintain! Can actually be hosed clean. Simple to patch. Because Vectra fiber is impervious to moisture it can either be scrubbed clean or vacuumed. It dries fast. And patching for cigarette burns (can happen to any carpet, you know) is easily done in minutes with a razor blade and leftover pieces—and it won't show!

Every claim guaranteed by the Ozite Corporation.

Write today for full information.

OZITE CORPORATION
Department C
7-120 Merchandise Mart
Chicago, Illinois 60654

Please send me your 4-page color brochure with complete details on new Ozite "Town 'N' Terrace" Carpet, plus sample swatches of the carpet.

Name ____________________________
Firm ____________________________
Address ____________________________
City ____________________________
State ____________________________
Zipcode ____________________________
design slate: Hiram Walker Inc., new executive offices on the 28th floor of the Hartford Building; Batton, Barton, Durstine & Osborn offices also in the Hartford Building; and the new three story combined office and warehouse building of the H. R. Basford Co. . . . Richard Plumer Business Interiors has been commissioned to design and furnish the offices of the Canadian Gulf Lines Shipping Co. in the new Port of Miami office building on Dodge Island, Florida. . . . Dohrmann Co. will provide complete interior design and furnishing of Tod's Restaurant in Redlands, Southern California, to be completed in the fall of this year. Jack Grotewell is the designer of the structure that will include an outdoor, heated patio, and feature a volcanic rock and colored glass panes exterior at the ends of a soaring, slate roofed “A” frame. Dohrmann's San Bernardino contract department is handling all phases of the planning of the food facilities. (C)

Footnote to Holiday Inns story
The article on Holiday Inns and its contract furnishing arm, Inn Keepers Supply Co., which appeared in our August issue, understated the yearly sales volume of both the parent firm and its subsidiary. Holiday Inns has been moving ahead so fast that its gross for fiscal 1965 is $14 million ahead of 1964; the figure for 1965 is $71,200,000 overall, and $14 million for Inn Keepers.

New assignments . . .
Thalhimers Industrial Sales Corp., Richmond, Va., contract division of which Mr. H. E. Glave is vice president, has been awarded the contract for the interior design and furnishings at the first America House Motor Inn to be built by Richmond Hotels, Inc. Thalhimers contract division recently opened its new showroom building in Westmoreland Center, Richmond. . . . Herne End has received the design commission for the interiors of a new addition to Mt. Sinai Hospital, Miami Beach, that include public spaces, corridors, and patient rooms. Mr. End, who is also engaged in redesign of the Royal Poinciana Ballroom and the Keyboard Lounge of the Palm Beach Towers, will work closely with Morris Lapidus, architect for the hospital's new addition. . . . Maxwell Co. is currently at work on the design and installation of two collegiate housing projects: Farwell Hall at Northern Illinois University at De Kalb, Illinois, is a group of privately financed dormitories that will ultimately add more than 300 rooms to the college facilities, and Master Halls at the University of Wisconsin in Madison. . . . Contract Interiors of Cleveland will design all room interiors, lobby, dining room, and cocktail lounge for the Hotel St. Regis in Detroit. Decor for the hotel is planned to be authentically French design, adapted by Fletcher Williams. Morton Textiles & Furniture has the furnishing and design contract for a complex of seven dormitories to provide housing for 900 students now under construction at Southern Illinois University. The facilities will include a swimming pool, tennis courts, public areas, and a commissary. . . . Design/Planning announced the following projects on their current San Francisco...
CONTRACT NEWS

Design Center Building in Los Angeles marked its first anniversary in June. Martin Lowitz is owner of the building which houses the International Design Center on its first two floors.

Shelby Williams Industries, Inc., Chicago, has purchased substantially all of the outstanding stock of Duo-Bed Corp., Wichita, Kansas, for an undisclosed price. The announcement was made last month by Manfred Steinfeld, president of Shelby Williams. Duo-Bed, a leading maker of convertible bedding units and casegoods for contract and residential use, recorded sales in excess of $2 million for the year ended May 31, 1965. Its modern plant in Wichita has approximately 200,000 square feet of manufacturing space. Shelby Williams is a major producer of seating of all types for restaurants, hotels, and other commercial installations, whose sales are expected to exceed $10 million for the current year. The Duo-Bed operation will be expanded and a substantial increase in the new division's sales is expected.

Airco Plastics Products has appointed MacPherson Brothers, San Francisco, Calif., as west coast distributors for the complete line of Federal vinyl-coated upholstery fabrics and wallcoverings.

General Lighting Co., Inc., and Emeralite Co., Inc., both of Brooklyn, N.Y., have merged with the NL Corp. of Cleveland, Ohio, producers of custom designed, stock commercial, and ecclesiastical lighting fixtures.

Maxwell Co. has taken over the management of Straus-Duparquet, Inc. The arrangement will not involve Albert Pick, Inc., an S-D subsidiary.

Berkshire-Hathaway Inc., will be the sole distributor of Eastman's Chrometta, the acetate lining of chromspun yarns used as a drapery and fabric liner, through its Home Fabrics Division.

Designcraft, manufacturer of wood and metal office furniture, has opened a New York showroom in the Decoration & Design Bldg., 979 Third Avenue.

Louma Fabrics, Inc., of San Francisco, has been renamed Franciscan Fabrics and will produce quality hand-screened prints for the trade. Kneedler-Fauchere will represent the company in the thirteen Western states.

Robert John Co., contemporary furniture makers, has acquired a 42,000 square foot factory to produce the Pennwood Group.

Howe Folding Furniture, Inc. has completed a major addition to its So. Norwalk, Conn., plant which is expected to represent a 60 percent increase in production areas.

Laskey Carpet Co. has been named exclusive distributor for Deltox, Inc. for New England.

ALBINSON STACKING CHAIR

- stacks and gangs
- weighs 9 pounds
- seat and back of injection molded plastic
- 5 integral colors
- textured surface
- legs and frame of die-cast aluminum, burnished finish
- leveling nylon glides
- optional ganging hooks
- units of 2 and 3 gang and stack
- aluminum dolly
- carries 20 chairs in a stable stack
- protects chairs from damage

May we send you a brochure?
**CONTRACT NEWS**

FURNITURE, INC., contract division of WILLIAM FURNITURE CORP., will open a new showroom at the Warren House, New York. Marilyn Motto will plan the interiors for the new showroom.

CHAIRMasters, INC. has announced the opening of a complete showroom and display in the Dallas Market Center, Dallas, Texas.

Boris Kroll Fabrics, INC. will open a new Philadelphia showroom, to be managed by Jeanne Chathan Mackintosh. Daniel T. McAuliffe, formerly with Jofa Inc., has been appointed regional sales manager for the middle Atlantic states.

Roxbury Carpet Co. will close its Chicago and Los Angeles showrooms in the respective Mart buildings. The Roxbury line will continue to be shown in the Carson Pirie Scott Wholesale Division space at the Merchandise Mart, Chicago, and Berven Carpet Corp. will distribute the Roxbury lines exclusively on the West Coast commencing January 1966.

Metlon Corp. announced that Copeland Bros., of Griffin, Georgia, will represent its line of metal yarns in Georgia, Alabama, and Tennessee.

Dale Clark & Associates of Santa Barbara, Calif.; Pacific Clay Products, Los Angeles; Scandinavia Art Metal, Pasadena; and Exotic Products & Driftwood Motif, Los Angeles; have leased new display space in the International Design Center in Los Angeles.

Laminating Services will expand manufacturing facilities for Vin-L-Fab vinyl wallcoverings at its Louisville, Ky., plant.

K. C. Booth Mfg. Co. has moved its quarters to a new building at 1760 Burlington, North Kansas City Mo. to expedite more efficient manufacturing and delivery of all types of furniture.

Curon Div. of Reeves Bros., INC. has appointed Southern Latex, a division of International Latex & Chemical Corp., as executive representative in the rug and carpet field to market its urethane foam.

Labarge Mirrors, INC. has transferred operations to Zeeland, Mich., 140 Colonial St., to new quarters that offer 150 percent more space.

Wall Tube & Metal Products Co. received a citation for consumer product design from the American Iron & Steel Institute for its Surfline collection of casual furniture.

Scroll solid aluminum furniture will be represented in San Francisco through the McCune Showroom, Jackson Square, it was recently announced.

**Correction**

The chairs in the Cherry Hill Inn installation that appeared in our August, 1965, issue were supplied by Stakmore Co.  

**Hotel Astor's Rococo Grand Ballroom**

Recreated to its Former Elegance

**Right Down to the Draperies... and that's where American Drapery Came In!**

The glory that once was the Astor's Rococo grand ballroom is back. Everything has been recreated as it was at the turn of the century. A massive undertaking requiring perfection all along the way. Proudly, American Drapery was selected to recreate the draperies. And proudly, we did. Making faithful reproduction of draperies like this, installing them, making sure everything is perfection and settling for nothing less is our business. It's why more businesses... modern decor or old fashioned decor turn to us. We'd be happy to have you turn to us, too.

American Drapery & Carpet Co., Inc.  
SHOWROOMS: 184 Fifth Ave., New York, N.Y. PHONE: 212-255-8600  
Circle No. 43 on product information card
The word means “linked together”… like “wear” and “beauty” in colorful carpets of continuous filament Caprolan® nylon pile. Continuous filament means there are no short fibers to break loose. No fuzzing, no pilling. Longer wear. And Caprolan means deep-dyed colors, because Caprolan nylon is specifically engineered to take color deep, deep down into the fiber. To give you brighter, fresher colors. The whole colorful story is yours in a free booklet. Write: Dept. 14, Allied Chemical Corporation, 261 Madison Avenue, New York, N. Y. 10016.

Happily it’s Caprolan, the more colorful nylon
PEOPLE


DON YATES was named assistant general manager of the Contract Division of Carson Pirie Scott & Co., Chicago, and will continue his duties of operations manager while in the new capacity.

ALBERT GLASS was appointed new vice president of the Contract Division of Polk Bros, coinciding with the expansion of that division.

JAMES S. LOVE, JR., returns to Burlington Industries, Inc. as director of market research after having served as deputy to the Secretary of Commerce for the Textile Program.

THOMAS H. SLOTTWERBECk has been appointed sales manager of Desks Inc., Chicago.

ARTHUR C. MCKEAGE is the new sales representative for Harvard Manufacturing Co., covering the Philadelphia trading area.

EDWARD LYNCH was appointed sales director of the new contract department of State of Newburgh, Inc., and State of Highpoint, Inc. JUDITH ACKERMAN has been promoted to fill the position of showroom sales manager.

BILL BROWER is the newly appointed sales manager of Emeco Div. of Standard Furniture Co., Hanover, Pa.

ROBERT GEORGE BOWMAN has been named vice president and director of marketing for Coltra Marketing Inc., to handle the Coltra line of decorative glass panels.

JOHN M. BREHM has joined the sales staff of Selig Manufacturing Co. in the Chicago area.

Gloria Quandt joins Design-Planning, Inc. as executive assistant to the firm's vice president and general manager.

MAL O'REILLY has joined the styling department of Aircoc Plastics Products as stylist and design coordinator.

C. ROGER FREDRICSON has been appointed midwest regional manager for Downs Carpet Co.

MURRAY BRICK has been named contract sales manager of Painter Carpet Mills.

MARTY PERCICH succeeds WALTER B. TORPHY, JR. as national field sales manager for Shepherd Casters Inc. Torphy is the new sales manager for the company.

HENRY R. COLLINS was appointed to the new post of vice president-marketing for Commercial Carpet Corp.
Vinyl-Royal Wall Cloth for Superior Interiors*

HAND PRINTS • FLOCKS • SPECIAL EFFECTS

Vinyl-Royal is a new dimension in decorating. Tasteful, versatile, elegant, enduring — these and other values the discerning truly appreciate. This new creation of chemists, engineers and artists was originated solely for use as wall decoration by The Birge Company, Inc., most experienced maker of wallcoverings.

*Ask about exceptional UL ratings.

Printed in Vinyl on DuPont Nylon-Dacron® Cloth

THE BIRGE COMPANY, INC., BUFFALO, NEW YORK 14240

Circle No. 46 on product information card

OTOBER 1965
GEORGE J. ZAHRINGEJR. has joined the textile division of United States Rubber Co. as product sales manager of polypropylene.

IRVING STORCH was recently appointed vice president-marketing for Syroco, Inc.

FRANK HUGGINS has been appointed president of the Win Anderson fabrics division of Jack Lenor Larsen Inc.

Two new sales representatives appointed by Columbus Coated Fabrics Co. are RONALD H. DAVIS, industrial sales for Ohio, Kentucky, Illinois, Indiana and Missouri, and RICHARD R. SMULLEN for Nevada, Arizona and southern California.

ROBERT E. DAVIS is the new regional sales representative for Consoweld Corp. serving Kansas, Missouri, Iowa, and Nebraska.

Hightstown Rug Co. has appointed two new territory managers, JACK SINNHEBER for western Pennsylvania, western Maryland and West Virginia, and PHILLI SMITH for Baltimore, D.C., and Virginia.

CHARLES G. KIPP was named sales manager of the Middletown Mfg. Co., a subsidiary of American Metal Products Co.

LEE WOOD has been promoted to national sales manager of the Haydock Caster Co.

DONALD CARPENTER, JR., was recently appointed to the sales staff of Harry Tehan Associates, Inc., Greensboro, N.C., for Maryland and the Virginias.

Two new sales representatives to the national staff of No-Sag Spring Co. are F. N. PRESSLER for western North Carolina and all of South Carolina, and J. S. WELDON for eastern North Carolina and Virginia.

Sales changes at Barcalo Mfg. Co. include: ARTHUR A. HEUER new administrative sales manager; EARL RUSNAR covering northern Illinois, Porter and Lake Counties in Indiana; MAURY MARSHALL Wisconsin excepting Superior, La Crosse and Eau Claire areas.

PAUL HEIFETZ has joined Richards, Morgenthau & Co. as national sales manager. EVERETT WINTERS, former vice president in charge of sales, is now director of merchandising.

M. B. STRINGFELLOW has been appointed to a new created post of director of business evaluation for Allied Chemical Corp.

RENEO RUTILI has joined the design studio of Torlinson Furniture.

REGINALD G. NEFFGER will become innkeeper of the Freeport, Grand Bahama Holiday Inn.

JAMES GOLDMAN has been appointed Stockwell Wallpaper Co.'s Northwest representative, servicing the area from his showroom in the Seattle Decorative Center.
Cover a wall. Upholster a chair. Add matching draperies. Your imagination is the only limit to the ways you can use Woolsuede. This 100% wool, non-woven fabric is soil, flame and fade resistant and has excellent acoustical and insulating properties. More important its finish remains for the life of the fabric. Woolsuede doesn't ravel, doesn't shine — never wears smooth. Woolsuede is available in thirty-five exceptional solid colors by Everett Brown and in flocked designs for wall coverings. Send $2.00 for Swatchbook to Katzenbach and Warren, Inc., 575 Madison Avenue, New York 10022.

WOLSUEDE

a product of The Felters Company, Boston, Massachusetts—may be seen at the showrooms of KATZENBACH AND WARREN

Circle No. 48 on product information card
Creative ideas in glass:

New line of glass doors shows versatility and trim good looks


Series 1000 Securit Doors are ⅜-inch fully tempered glass. A light-diffusing, image-obscuring Muralex® pattern on both sides gives the doors a surface texture that complements a variety of materials and color schemes. Series 1000 Doors are available with dull bronze or satin chrome hinge and lock housing, and in three standard sizes for wood and metal frames.

For detailed information about Securit Doors, and the complete line of ASG interior glasses, write: Dept. X-10, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee 37662.

Restaurant waiting lounge effects a tasteful interplay between contrasting styles. Delicately curved French provincial furnishings are staged against the crisp simplicity of Securit doors and wall panels of Beadex® patterned glass. Wood-framed glass panels above doors are inscribed to indicate dining room and bar area. Translucent Securit doors carry through the expansive effect created by the glass wall and transmit a hint of image that visually relates each room to its neighbor.

Corporation interview area firmly states the company’s businesslike image to prospective employees. To smooth the flow of incoming and outgoing traffic, the double Securit door (center) is hung so that one door opens in only, the other out only. Walls and partitions of Randex®, a patterned glass with random spaced ribs on one side, allow for the economical sharing of light from recessed ceiling fixtures. Satin chrome door hardware matches finish of aluminum framing system.

The complete glass line for contract interiors!
CALENDAR

1965


October 22-29. Fall Furniture Market. High Point, N.C.


1966


COMPARE all others with WONDERFOLD No. 240-A from NORQUIST

When mobility and flexibility of folding or stacking chairs are desirable or required, the RIGHT chair can be selected only through comparison.

- **STYLING**: Will the chair look right where it is to be used?
- **SIZE**: Is it sized for efficient use of space?
- **PERIPHERAL FEATURES**: Does it present hazardous obstructions?
- **FLEXIBILITY**: Can it be moved easily to various locations?
- **COMPACTABILITY**: Do they store in minimum space?
- **COMFORT**: Do they help achieve your objectives?
- **MATERIAL**: Compare the friendly warmth of wood with other materials.
- **COST**: Which chair offers more of the wanted features at lowest cost?

**NORQUIST PRODUCTS INC.**
Jamestown, N. Y. (716) 485-1171
New York office and showroom
215 Lexington Ave. (212) 683-5220
Factory representatives in 50 States

Circle No. 50 on product information card
Let there be light
Good old natural sunlight is all right in its place.
Outdoors.
But there's no switch on the sun.
So in a motel or hotel where airline pilots
have to nap at high noon
and sleepy guests
like to slumber late...
or in a school or conference room
where audio-visual equipment may dictate instant darkness...
unwanted natural light can be a problem.
The daylight dilemma
was never satisfactorily resolved
until Hathaway Fabrics came up with Opaqueen®.
Opaqueen provides effective insulation and total light control.
It is available in a flameproof finish.
It is dry-cleanable by any method.
It comes with white
or silver backing.
It's so unique we've registered and patented it.
And now Opaqueen has a new exclusive.
Print patterns are available for the first time.
The only print blackout draperies on the market.
Write us at the address below
and we'll send you swatches of Opaqueen.
When you get them, do us a favor.
Hold one in front of your eyes and look up at the sun.
We think you'll see the light.
Because you won't see the light.
Most Important New Idea in Guest Pleasure Since The Swimming Pool

On this electronic marvel — exclusive with Gold Bond — your guests enjoy not only luxurious sleep — but 24-hour relaxation from every angle! A touch of the 4-section push-button control automatically adjusts bed to any desired position. Two universal motors operate head and foot sections independently. Uses less than 4 amps on standard 110 A.C. current. Fits into any present bed or Harvard frame. Praised by designers everywhere, the Gold Bond Push-Button bed is the newest, greatest guest-pleaser for your hotel or motor inn — or your own home!

Gold Bond Sleep Products Have Been Chosen Totally and Exclusively by America's Finest Hotels and Motor Inns


Circle No. 53 on product information card

CONTRACT
Whee...the answer is Risom...again!

Once upon a lime there was an executive who wanted to be hard-working.

But he couldn't. He was always tired and morose.

"I don't blame you for being tired and morose," said Hilda, the office maid. "Your office is dull and depressing and your chair makes my back ache."

As for the executive, he's hard-working, happy and successful.

Nuts and bolts note: The strong handsome "Risom look" is born of a simple uncluttered form that follows function. The chair (1343) is one smooth wrap-around shell that's molded and cushioned to follow the natural shape of the body and upholstered in the finest leather. The desk (from group nine E) doubles as a conference table. Hand sanded and hand rubbed in linseed oil or lacquer... again and again... the magnificent natural walnut makes for a wonderful working surface.

See the "Risom look" in furniture at our showrooms nationally.

Jens Risom Design Inc.,
49 E. 53rd St., N.Y. Also:
Atlanta, Chicago, Los Angeles, San Francisco.
Until today there were only two ways to cover an office floor.

The hard way.

The soft way.

Now there's the right way.

Densylon.

And the designer*, executives, secretaries and maintenance people of the Jewel Tea Company love it.

The secretaries love it because it makes the "pool" such an attractive, quiet, warm place to work in. It has the feel, the look, the hush of beautiful carpet. Not hard and skiddy and noisy like those high polished floors yet chairs roll over it easily (because Densylon has a tough, dense, smooth Caprolan® nylon pile bonded to a cushiony \( \frac{3}{16} \) slab of B. F. Goodrich sponge rubber).

The executives love it because it's a godsend not to hear high heels clickety-clacking down the halls.

The maintenance people love it because it costs only about half as much to maintain as hard floors*†. One man, one vacuum, once a day. For 50,000 square feet! Spills—even permanent ink, carbon paper—sponge right off. Washes easy as tile too, but only needs it about once a year.

The comptroller loves it because it holds down insurance costs. Heating costs too. There's far less danger of lawsuits from people skidding, like on hard waxed floors.

The designer loves it because it performs as promised. Doesn't get that drab, tired, worn look. Doesn't show traffic lanes. Or crush marks—from chairs, tables, high heels. Aesthetic and utilitarian. Eliminates the frustrating restrictions of the "practical" vs. "luxurious" areas—an unprecedented opportunity for more freedom of design... more unity of expression. What's more, Densylon maintains a staff of specialists to supervise installations from start to finish.


Bruce Posey, Jewel Tea's Office Service Manager must love it or he wouldn't have approved it. For the entire building.

Densylon doesn't do things the soft way, like carpet. Or the hard way, like tile. It does things the right way like Densylon.

Densylon won't crush, pill, fuzz, lint, buckle, ripple or shrink like carpet... never needs restretching, and doesn't need constant washing, waxing, stripping, like tile. Allied Chemical's high density continuous filament Caprolan® nylon yarn is the toughest, strongest, dirt and stain resistant known to man!

That's why you'll find Densylon in thousands of offices, department stores, restaurants, hotels, motels, apartments, houses, churches, temples, theaters, banks.

And thousands of unexpected places such as drugstores, cafeterias, supermarkets, automobile showrooms, restaurant kitchens (Densylon's creating a revolution in residential kitchens too), hospitals, nursing homes, schools—even airport outdoor passenger loading ramps!

To get the whole exciting story, send for our Fact Book—"DENSYLAN—A Breakthrough in Flooring Technology!"

*You'll love Densylon too.

Rohm Warner: president of Business Interiors of Forest Park, Ill.

**From actual cost figures supplied by the Chicago Floor Maintenance Company—one of the two largest contract maintenance firms in the world.

CCC
10 West 33rd St., Dept. C-10
New York, N. Y. 10001

Attention: Mr. Oliver A. Wyman

Check Here

Please send me your Fact Book, "DENSYLAN—A Breakthrough in Flooring Technology!"

Please send your representative to give us cost estimates on approximately... square yards of DENSYLAN.

NAME

FIRM

ADDRESS

CITY

STATE

Visit Booths 4212-4213 National Hotel & Motel Exposition.

Circle No. 55 on product information card
Cape Cod, that windswept fishhook of sand dunes and salt marshes jutting out into the Atlantic, is vacationland for countless Americans. Every year, thousands flock to its magnificent beaches and quaint villages, looking for the true flavor of seafaring New England. Everywhere on the Cape, in hotels, motels, in restaurants that specialize in wonderful seafood, you find Astra Solid Hard Rock Maple Furniture. For what could be more truly New England than this sturdy Vermont-crafted furniture. Even Astra names smack of the sea — the sturdy Captain’s Chair, the versatile Mate’s Chair, the handsome Admiral’s Chair, and a whole fleet of genuine Early American chairs, tables, and bar stools. Every one is built taut as a Yankee clipper, of northern hard rock maple. Deeply saddled seats with hand-pegged and wedged legs and armposts, steam-curved backs, steel-pinned joints — these are the cabinet-making details that keep Astra chairs shipshape season after season. Chart your course to Astra. Send for our brochure.
"Chairmasters' had the manufacturing skill and design appreciation to create seating equipment that completely met my objectives," states Carleton B. Varney, Jr., A.S.I.D.

Carleton B. Varney, Jr., A.S.I.D.
Executive Vice President
Dorothy Draper & Company, Inc. of New York and Rond Santa Fe, California, personally directed the design of the 1965 edition of Designs for Dining to be premiered at the National Hotel & Motel Exposition, November 8-11, New York Coliseum. His firm is internationally famous, with credits including projects for leading hotels, motels, restaurants, cafeterias, clubs, show rooms, offices, banks and aircraft.

RUGBY RESTAURANT

Hearty dining in a gracious atmosphere describes the Rugby...one of 5 interiors created for Designs for Dining. CHAIRMASTERS has been specified exclusively for all chairs, stools, banquettes, bars, counters, tables, and table bases throughout DESIGNS FOR DINING.

Visit our Booth No. 2085, National Hotel & Motel Exposition, November 8-11, New York Coliseum.

Write for catalog and details on Chairmasters complete service.

Chair No. 1852A, spring seat, upholstered arms and back rest, wood turned frame. Available in standard wood finishes and upholstery covering to specifications.

Circle No. 57 on product information card

Circle No. 58 on product information card
Lytespan. The one track for the best connections.

Flexibility. With the cleanest look possible. That's Lytespan. Run it straight. As far as needed. Curve it. Turn corners. Run Lytespan on a surface. On stems. Recessed. Run Lytespan on walls (vertically or horizontally). Extruded anodized aluminum looks clean any way you mount it. Anywhere...because all fastenings are concealed. Lytespan accepts these 3 and 25 other Lytespots...for flexible focal lighting, vertical surface illumination, and general lighting. Interchangeable color filters, spread lenses and heat filters fit most fixtures. Wattage ranges from 25-watt pencil spots to 500-watt floods including Cool-Beam lamps. Accessories, such as a built-in dimmer control for Lytespots and a pendant adapter for Lytespan, add practical versatility. That's the long and short of Lightolier's Lytespan. Literally. See Yellow Pages for nearest Lightolier distributor, or write to Lightolier, Jersey City, N. J. 07305 for brochure 40-A.
KIESLING-HESS HAS ACQUIRED PERMA-DRY

Now, more than ever, Kiesling-Hess is the fastest growing fabric finisher in America. Not just in size, but in quality, speed, convenience, economy and total service.

Specifically speed. Which is to say our same-day service. Fabrics received before 2:00 P.M. are processed and shipped the same day. Orders received after 2:00 P.M. are shipped the following day.

Specifically convenience. Just call our New York office and our truck fleet will pick up your fabric directly at the New York source. Or ship it to whichever address below is most convenient for you.

Specifically economy. To the best of our knowledge there are no lower prices anywhere. See for our detailed price list and see for yourself!

Specifically total service. K-H has large, modern plants on both coasts. We offer a full range of finishes from Scotchgard®, ZEPEL®, SYLMER, flameproofing (California-approved) to fabric backing.

Specifically quality. We’ve always been famous for it. And that’s why we picked our new acquisition with such care. Perma-Dry thinks quality, too. And everybody knows two heads are better than one.

So now with Kiesling-Hess and the Perma-Dry Division of Kiesling-Hess you can’t go wrong. Choose either one and collect your full share of satisfaction.
Lees has just made the first nylon carpet without nylon’s two old curses.

The dirt and the static.

Lees didn’t use a new kind of witchcraft. Just a new kind of nylon. Antron?
It’s why our new Design III carpet doesn’t pick up the cursed dirt as fast or show it as much as regular nylon.
So you don’t get a carpet that looks like a dirty shame, after a day on the floor.
You don’t get as much static to swear at either. Ever.
Design III gives you less than any nylon carpet before, because it’s the first with a permanent anti-stat. Not just a chemical coating, but an actual part of the fiber. It won’t wear out or walk off.
In fact, Design III won’t act like any other nylon carpet ever has before. Except.
Except for the way it wears.
Lees wouldn’t change that for anything.
If anything, we improved on it.
We gave Design III an extra tough double jute backing. And 63 inspections to make sure there were no skips and misweaves. No weak spots that could fall apart in a year. Nothing that could turn into a curse later on.
Not a thing.
If you’d like to learn some new words to use about nylon, write Commercial Carpet Department, James Lees & Sons, Bridgeport, Pennsylvania.

*ANTRON* NYLON BY DUPONT

©JAMES LEES & SONS CO., BRIDGEPORT, PA, A DIV. OF BURLINGTON INDUSTRIES
General Tire Sponge Rubber Carpet Cushion starts real savings program at Boston's Lincoln National Bank

Over 1,400 square yards of General Tire Sponge Rubber Carpet Cushion, newly installed at three branches of Boston's Lincoln National Bank, assure trouble-free service, longer carpet life... real, long-run savings of interest to any establishment. You can specify from nine quality grades to withstand all types of traffic; to satisfy the most exacting clients. General Tire Sponge Rubber Carpet Cushion delivers more quality, more satisfaction, per dollar than any other underlay made.

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.
LEON GORDON MILLER ASSOCIATES: FROM INDUSTRIAL DESIGN TO THE PLANNING OF OFFICES, RESTAURANTS, LABORATORIES, AND HOUSING COMPLEXES

It is difficult to pin a label on Cleveland-based industrial designer Leon Gordon Miller. His activities range from restaurant interiors to the development of new laboratories for the teaching of medicine and the planning of entire city blocks.

As president of the Industrial Designers' Institute in 1961, Miller explained to young school children that his is a profession of problem-solvers. "Business, industry, institutions and public services of all types feel the pressure of new demands in order to meet the needs of our fast changing world," he reported. "The industrial designer's job is to solve the problems of the growing pains of our society on almost every level."

The main requirement of the job is to have the ability to absorb and understand what is normally everybody else's business. This may mean an understanding of the technology of an entire industry, from the raw materials through the fabrication process to distribution and sales. In finding a realistic solution to the problems that face his client, the industrial designer may use all the paraphernalia of the graphic arts including drawings, photographs, and models, but these are simply the tools of communication.

"Industrial design is chiefly a thought process, not a drawing process," warns Leon Gordon Miller. "The designer is employed to find solutions to basic problems; his use of graphic materials is only a means to an end, not that end in itself. No other field is oriented in quite the same way."

The industrial designer's abilities are so unique, says Miller, that he sometimes lands a job by default, because no other profession can offer so complete a problem-solving package. "Just as important is the fact that we can step into the picture in almost every area of operation and at any level," he continues. "For example, we can design a product, design a machine to make that product, or lay out the space where the machines are to be installed to make this same product."

A partial list of clients served by the Leon Gordon Miller Associates staff offers many ex-
amples of just this point. Included are a wide range of design and problem solving activities from simple interiors to the development of whole new concepts to help the physical world serve man's needs better than it has in the past. For example:

The interior design of the fabulous Theatrical Restaurant in downtown Cleveland and the remodeling of the suburban Golden Bowl restaurant. Remodeling the main offices of the Third Federal Savings Loan Association, the interior design of dining areas in the Central National Bank of Cleveland, and the creation of a new store front for B. R. Baker Co., a downtown retailer.

Leon Gordon Miller Associates, Inc. does not design the apparel manufactured for young adult women by Bobbie Brooks, but it does design the firm's offices and showrooms, its three-dimensional marketing displays, and its packaging. Further, the Miller organization is involved at one or more levels with the companies that produce such nationally known products as Formica laminates, Mosaic panel walls, Taylor chairs, and St. Charles laboratory furniture. Other well-known clients are General Electric, General Plastics, Campus Sportswear, Marathon Oil, and World Publishing Co.

Where the industrial designer really shines, however, is when he is handed a truly complex problem involving a wide variety of variables and asked to come up with an over-all solution. When he is brought in at the inception of the project, the industrial designer is usually faced with his most demanding challenge as a problem-solver.

The development of new teaching methods at Western Reserve University's School of Medicine is a case in point. Here Leon Gordon Miller was brought in to assist in the design and planning of the laboratory equipment. When Miller walked in, the normal practice had been to assign different laboratories for each department in the school, with the student moving from lab to lab.
as he takes the various courses. When he walked out, Leon Gordon Miller had changed the basic concept of this system right down to the plumbing, creating a new name for the world of medical education, the "multi-discipline laboratory." Instead of students moving from one lab to another during their years at the medical school, each is assigned to one lab place for his permanent use all through his education on a 24 hour a day basis, seven days a week, regardless of what course he happens to be taking at the time.

A publication of the School of Medicine reports that visiting delegations from all over the world have come to Cleveland to tour the laboratories at an average of two groups a week. The new "multi-discipline laboratory," which did not exist before, has now become a standard unit of teaching equipment virtually everywhere. Medical institutions throughout the world are patterning their own laboratories on the Western Reserve model.

In the wake of the success at Western Reserve, Leon Gordon Miller was then asked to tackle a planning survey for the Vanderbilt University School of Medicine at Nashville, Tennessee. Basic to this type of development, of course, is the element of space planning. In the midst of a good many misunderstandings over exactly what the industrial designer does for a living, space planning has emerged almost as a specialty field in itself.

Miller feels that space planning as such may be the spinal column to the nerve center of our fast growing economy. With at least 65 percent of his firm's activities wrapped up in interior planning of one sort or another, it is the sense of "space value" that must be communicated to the client wherever machines or people or furniture are involved.

To the general public, however, Miller feels that the industrial designer still has not lost much of the lustre of the impractical visionary in a Buck Rogers world. Too often a prospective client may think of the designer as a dealer in the gimmicks and gimcracks of the comic strip of the mid-thirties suddenly come to life. Obviously Miller wants to see some tarnish on the glitter of this image—a few nicks and scratches from hard use of the profession itself. Toward this end, for example, he will take himself out on a cold night to lecture a Kiwanis gathering as readily as to a group of colleagues. He drags with him an assortment of diagrams and photographs mounted on sticks as if to picket the loopholes in worn-out concepts.

In a sense the concept of space value in planning illustrates the interchangeability of space into other values. Square feet, for example, can be converted into the minutes it takes to get people or product from one area to another, and by the same token these minutes can be converted into man-hours and dollars-per-man-hour.

Leon Gordon Miller points out that some 50 percent of his firm's activities are involved in these engineering aspects of space planning. There is, however, a certain broadening of scope for the industrial designer as he is brought further and further into the planning picture. At the earliest stages of a project, for example, the planning of space as such broadens from laying out the form of the space to laying out the form of the project itself.

For the commercial client this may simply involve a feasibility study to determine if such a project is practical, and if so, what form the project should take.

"Actually the size of a project—it could be a planned move to a new location or simply remodeling the old plant—has little to do with the need for such a study," says Miller. "The over-all costs could run as much as $5 million or more or as little as $5,000 for the entire project. In
Tremco Mfg. Co.: spacious lobby of this manufacturer of industrial finishes in Ohio incorporates buff brick walls, clear glass and framed translucent panels with clean lined, contemporary furniture.

Marathon Oil Co.: Personnel cafeteria is planned with bold colors and teak panel dividers to provide visual interest and give a suggestion of privacy. A double lane cafeteria facility expedites food service for the company's 400 employees.

WHERE DOES THE CONTRACT DESIGNER FIT IN?

Is the contract designer, with his own design department, a direct competitor of the industrial designer? Leon Gordon Miller says he needn't be. "When the industrial designer steps in, the contract firm need not step out," says Miller. For example, his office has often been brought in as consultant by offices that earn their income from the profits of sales in furniture and equipment. The client pays the fee, but the main fear of the dealer is that he will not be able to supply the exact lines that may be specified. Miller points out that this may happen more and more in the future as contract furnishings for larger institutions, business, and industrial customers become more involved. "In such cases where specific lines are not available to the contract designer on the job, we obtain the furnishings through our own sources and see to it that the contract firm receives its full, fair profit," Miller concludes.
The point, of course, is that the success of anything is implicit in its design or in its planning, and to the industrial designer the two words mean the same thing. Designing a chair, for example, is much the same sort of job as designing a building project. Certainly it cannot be denied that the success of either depends a good deal less on such details as brick, mortar or steel and plastics than it does on the over-all thought behind the over-all job.

In reality, then, the industrial designer's job is to approach his client's problems from ground zero, from the very inception of the plan, if this is at all possible. Once he works out a desirable plan, his next task is to communicate it to his client. Quite often the best way to do this is with a model or with scale drawings.

"In my own office we use all the tools of the graphic arts, but simplicity always takes top priority," Miller explains. "We do not write a solution if we can tell our client the answer. We do not draw a solution if we can write the answer.

The feasibility study is aimed at justifying the expense by taking the guesswork out of planning. There are instances, of course, where the study would indicate the project inadvisable. But the fact that the industrial designer becomes a part of the project so early in the planning brings to his task a new, broader dimension. With the feasibility study for an institution, for example, the study itself becomes the plan.

The Urban Renewal Program calls for planning at a rather high level. The lack of good planning can kill off a project or create costly delays that accomplish the same end. An example of such a failure was a six block area obtained for development under the Urban Renewal Act in New York City, with completion scheduled in five years. Six years later construction had not yet begun and the promoters were so heavily in debt to the city that the entire project had to be abandoned.
We do not make a model of the solution if we can sketch or draw the answer."

The method of communication is not as important as the idea itself. An idea, of course, is not a thought alone, or even a concept. Perhaps it can best be explained as a thought in action. Planning is putting a thought to work. The wrong plan can doom a project; the right plan can make a success of it.

The industrial designer plans his project by taking all factors into consideration. This is quite different from the architect or the interior decorator. The architect may be given the task of designing a building, but he is not asked to decide if such a building should or should not be built.

A case in point is the Cleveland Health Museum Development Program. The museum was the first of its kind in the United States and the forerunner of all the health museums in the country today, but it is housed in an ancient structure with replacement of the building long overdue. As consultant, Leon Gordon Miller was brought into the picture. Ostensibly all that was involved was a new museum building, but Miller saw that the project would stand a better chance at survival, including the gathering of funds, if it could be worked into the over-all urban renewal picture.

Since the urban renewal agency had no extensive plans for the area as yet, Miller felt free to enlarge on the needs of the museum for a new building and think more in terms of the community as a whole. The result is Health Square, a grouping of health agencies and institutions, including the museum, into a geographical complex of small buildings placed harmoniously about the landscaped area.

A major factor in the new project, of course, will be that it will be quite a bit easier to collect funds for Health Square than to collect funds for the museum alone. To an institution, in fact, the very existence of the project depends on the ability to obtain funds. In a sense this ability becomes an aspect of form and, as such, the industrial designer as planner is concerned with his important, basic dimension.

This same dimension exists in the commercial and industrial design world as well. A product has this extra dimension in its ultimate sales appeal. A restaurant or department store has its own related values in these terms. The industrial designer, then, becomes an engineer in everything, and Cleveland's Leon Gordon Miller fits the role admirably. (C)
## PROGRAM OF EVENTS

### Monday, November 8

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8:30-10:30 A.M.</td>
<td>1966 Room of Tomorrow, Press Preview: fourth floor meeting room, Coliseum.</td>
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<tr>
<td>10:00 A.M.</td>
<td>Official Opening of Golden Jubilee National Hotel &amp; Motel Exposition: Grand Foyer, Coliseum.</td>
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<td>10:00 P.M.</td>
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### Tuesday, November 9

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<td>10:00 A.M.</td>
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### Wednesday, November 10

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### Thursday, November 11

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<td>All Mica Fabricating Co.</td>
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<td>American Mat Corp.</td>
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<td>Antico Flooring Div., American Biltrite Rubber Co.</td>
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<td>Beta Bent Wood Furniture Co.</td>
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<td>Authentic Furniture Products</td>
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PRODUCT PREVIEW: A QUICK LOOK AT A NUMBER OF FURNITURE AND FURNISHINGS LINES TO BE SHOWN AT NEXT MONTH'S NATIONAL HOTEL & MOTEL EXPOSITION IN NEW YORK

A Kroehler's fully upholstered space-saver chair, specifically designed with the small hotel-motel guestroom in mind, occupies a floor area of only 24 by 26 inches. Constructed on a kiln-dried hardwood frame, the chair is double-doweled. Circle No. 140.

B Thonet has modified its classic Vienna bentwood chair by varying its back support with a scroll design, replacing the looped one-piece of the original. Both side chair and armchair versions combine light weight with strength. Circle No. 141.

C Style companion to a dining chair, B. Brody's bent steel barstool comes fully upholstered, in a wide choice of fabric coverings and a variety of paint finishes. The same model is also available with an oval backrest to match another dining chair. Circle No. 142.

D Another Brody design features a new sculptured cast aluminum base, which can be specified on a number of swivel chairs in place of the regular welded steel base. Circle No. 143.
Sturdily constructed of beech hardwood, Arthur's captain's chair can be ordered in any finish desired, with a wide choice of vinyl upholstery. The same chair is also available with a swivel base. Circle No. 145.

Spacemaker, Englander's convertible deep-sit unit, fits compactly in a guest-room corner and converts to a pair of 80-inch-length beds. For daytime use, a free-sitting bolster covered by four back linings runs the length of one wall. Gaily upholstered Valencia is one of six in the new Encompass Collection. Circle No. 146.

A versatile addition to function rooms, Sico's portable stage fits together like building blocks, yet is strong enough to hold a car. It is constructed with a structural steel frame and vinyl asbestos tile deck with steel edging. A special proscenium for lights and draperies will fit any combination of Sico stage or choral riser units. Circle No. 147.
A A number of unusual serving pieces takes on new shapes in Form, by Shenango Ceramics. A custom-made design, the collection comes in plain white, as shown, or in simple designs highlighted by vivid modern underglaze colors. Circle No. 148.

B When closed, Acme’s Debonaire unit is an attractive piece of furniture that encloses a 5-cubic foot porcelain-lined refrigerator, 25 pound freezer, two-burner slide-out electric range, stainless steel sink, and storage cabinet—all within compact measurements: 39 inches wide, 36 inches high, 25 inches deep. Circle No. 149.

C Mariner’s Chair by Astra is crafted entirely of solid northern hard-rock maple, hand rubbed and waxed in a deep rich spice finish. The scrolled backrest is pierced with an ornamental hand grip; knurled armrests are trimmed with antiqued metal rosettes. Circle No. 150.

D Companion to a dining chair, L&B’s barstool includes a return-swivel mechanism in its frame of tapered heavy-gage steel. For added durability, all points are welded. A choice of elastic-backed vinyl covers thickly foam padded seat and back. Circle No. 151.

E Cast aluminum forms a trim pedestal base for Rachlin’s new barstool, topped with an upholstered seat in a wide color choice of Delta vinyl. Circle No. 152.
There are numerous variations to Philhar's standard twin-arm lamps, including the three shown here. Combinations of ceramic, metals, and woods produce an extensive line in wide color ranges, from soft hues to vivid tones. Shades are either opaque parchment or textured fabric, with a choice of trim. Circle No. 153.

Featured in Room of Tomorrow exhibit, Nessen lamp sits solidly on a square, highly polished brass base, topped with a white linen shade. Circle No. 154.

Two vinyl patterns from Amtico: bateau (H), a new edition of old French encaust tiles in 12-inch squares, is patterned with deep-gouged grout beds. majorca (J) simulates cork bark in random striations, in shades from light cork through natural, nutria, and espresso. Circle No. 155.

La Via, American of Martinsville's French-Italian Classic, will be showcased in a special setting by Richard Kent. Another room setting will debut an 18th Century English group, aimed specifically at the refurbishing market with a number of versatile pieces, including a 114-inchplex wall unit. Its elegant, formal look is distinguished by highly figured mahogany veneers in a hand-padded and distressed brown-toned mahogany finish. Top and edge bandings are in matching plastic laminate. Circle No. 156.
A With the installation of specially designed toilet partitions, this ladies' powder room takes on a new look and a utilitarian aspect inherent in the permanent qualities of laminated plastic. The complete product package by Formica offers unlimited colors and numerous designs, such as Wildflower, repeated in wall and cabinet surfacing. Circle No. 157.

B For the maintenance-minded executive housekeeper, Morgan Jones' flat-woven bedspread of cotton and rayon is machine-washable and tumble-dried, comes preshrunk and lint-free. Mosaic Tailored, with a small geometric design, fits standard and oversized beds. Circle No. 158.

C, D Commercial Carpet Co.'s Starlite (C) finds a new thematic application in Boston's Hayden Planetarium, where its resilient sponge-bonded backing and dense woven construction contributes greatly to acoustical properties of the room. Zenith (D), in a mobile classroom for the Chicago Board of Education, cushions youngsters during informal reading session. Circle No. 159.

E Vogel-Peterson's Checker double-faced hat/coat rack accommodates 40 coats and hats, with hangers spaced 4 to the foot. Model DF4-40CK is 5 feet 1 3/8 inches long, 79 inches high. Mobility is provided by 3-inch casters. Circle No. 160.
Chicago Hardware modifies the barrel shape in this new chair, topped with a padded backrest. Comfortably padded and neatly upholstered, the seating unit is securely on a five-pronged, bright chrome base. Circle No. 161.

Classic styling distinguishes Authen- ti’s Master Host chair, finely crafted with smooth lines. Continuous wood of the arms moves upward, forming part of the back support. Circle No. 162.

Glenda is a multi-colored houndstooth pattern, newly added to Masland Dura- ther’s vinyl upholstery fabric line. Five dramatic color combinations are offered in two elastic fabric-backed qualities. Circle No. 163.

Fast-food service shops will find Bela’s armchair a versatile chair, with such options as an underseat rack and the exclusive Miracle-Fold tablet arm. Sculpted seat and back are formed with one-piece molded Fiberglas, reinforced and contoured for comfort. Circle No. 164.

Two-toned yarn-dyed cotton damaskable covering repeats its Oak Leaf pattern, matching napkins, both part of James Hardy’s Festivity line. White on blue, white on gold, and white on pink are standard colors. Circle No. 165.

SurfLine patio furniture, by Wall Tube Metal Products, has nickel stainless steel frame. As shown in Room of Tomorrow exhibit, seating is of open weave vinyl in coral. Circle No. 166.
WHEN Henry End approached the design of the 1966 Rooms of Tomorrow, a feature exhibit at the National Hotel-Motel Exposition, he borrowed a bit of stagecraft to put his design concept across. In choosing the theme for the 8th annual exhibit, “Yesterday, Today, and Tomorrow,” the designer was given free rein to illustrate what can be done in guestroom design with professional know-how. In a series of three rooms, End contrasts a typical hotel room of Yesterday (still in service in ¾ of the existing hotels today, End estimates), updates it for Today, and tops it off with an imaginative Room of Tomorrow.

The Today rooms were planned, End hastens to add, not as an extravagant showcase, but in a practical, down-to-earth manner. Comprising a bedroom/bath and studio/bath, they utilize the same dimension and plan as the Room of Yesterday. Yet by the use of brilliantly colored, boldly scaled prints at windows and on beds, and soft traditional furnishings, the Today bedroom is a perfect example of how an obsolete guestroom can be transformed into fresh, hospitable surroundings.

The Today studio room is another remodeled version of the Room of Yesterday. Here, unusual patterns and colors predominate to convert the dull room into inviting quarters tailored to the traveling executive or entertaining family. Designer End chose random flagstone flooring, furniture faced with a new laminate pattern, and bright accent rug for visual excitement. The patterns are relieved by cool white walls and royal blue Naugahyde upholstery on the sofa beds. A plus utility feature is a built-in valet that holds ironing board and iron.

The highlight of the display is the Room of Tomorrow, a combination studio/bedroom an
Room of Today Studio: for the traveling executive or entertaining family, the studio room affords a pleasant home away from home. There is room for entertaining, room to do office chores, and room to relax in pleasing surroundings. Interplay of lively patterns reflected in random flagstone floor, marbelized blue and white laminate surfacing on the furniture, and bright accent rug is contrasted against cool white walls and marine blue Naugahyde upholstery on the studio beds. An ironing board valet flips up and is concealed behind an ample mirror for last-minute grooming.
Room of Tomorrow

bath, using the combined services of designer Henry End and architect Morris Lapidus. A modified hexagon in plan, the room concentrates on exploiting usable areas, according to architect Lapidus. By this design concept he has sought to create a sense of dimension concerned not with width and length, but with the amount of space to be used for the four important areas of transient accommodation, namely, bedroom, living room, office, and entertainment. The hexagonal system, moreover, changes the typical tunnel effect of the long hotel corridor into a pleasant pattern with natural foyers at each room entrance. With a slight modification, the hexagonal plan will fit into many kinds of construction; it adapts to hotel and motel construction, garden apartment complexes, tower-type high-rise apartment buildings, and tract-built residences. Another innovation is the ceiling constructed of folded planes, adding height and incorporating acoustical properties.

To further the functional space theory, designer End revitalized an idea seen once before in the 1963 Rooms, hideaway beds that disappear into the wall at a touch of a push-button. Furniture chosen by End for the Room of Tomorrow has round and friendly lines, much of it upholstered in durable Naugahyde.

Doing away with the many individual control and systems necessary in a guestroom and usually peppering the various walls, End has custom designed a compact communication console. The single unit incorporates all the hotel services and telephones, the control of lighting, room temperature, a clock, even to a message receiver that televises the message directly from the clerk's desk onto a small projection screen on the console. What might also develop into a hotel trend is the unique door lock that works like a telephone dial. The door opens to a pre-set number dialed by the guest. By means of a special system, however, service personnel need dial only the last number to enter the room. And better still, with the Dialoc system there are no keys to lose or to be carried off unaware by the guests.
Feature exhibit is a guestroom and spacious bath that follows a modified hexagon in floor plan. Devised by Architect Morris Lapidus, the plan adapts to a number of construction methods, including hotels, motels, and high-rise units. Designer Henry End then incorporates hideaway beds that fold into the wall and add more floor space for living and entertaining. Built-in features do not stop there but continue to a communication console (left), custom designed by End to contain all the hotel and room services in one compact unit, and a bar equipped with glassware and a hot coffee service. Opposite wall of the room (below) has a comfortable sofa located strategically to the service bar.

SPONSORS

Amico Flooring Div.: floor coverings.
Angelica Uniforms: service personnel uniforms.
E. T. Barwick Mills, Inc.: carpeting (nylon fibers by Chemstrand Co.), area rug.
Burlington House Fabrics Co.: draperies, Austrian-style shades, bedspreads (fabricated by Nettle Creek Industries Inc.), towels, linens, blankets.
Coffee Host, Inc.: coffee dispensers.
Crane Co.: bathroom fixtures.
Dialoc Corp.: dial door locks.
Nessen Lamps, Inc.: all lighting.
Parkwood Laminates Inc.: counter tops and surfacing.
Shenango Ceramics Inc.: china
Simmons Co.: all furniture.
Spaeth Displays, Inc.: plants.
Harris G. Streng, Inc.: wall accessories.
United States Gypsum Co.: acoustical tile ceilings.
United States Rubber Co.: Naugawall wallcoverings, Naugahyde upholstery.
Wall Tube & Metal Products Co.: stainless steel patio furniture.
Zenith Sales Corp.: television sets.
DESIGNS FOR DINING:  THE PAST IS UPDATED IN A QUINTET OF ROOMS

The Rugby Bar. Adding a new twist to cocktail lounge seating, Carleton Varney of Dorothy Draper & Co. draws upon specially designed tete-a-tete chairs linked with brass-topped cocktail trays. This setting is one of five created for next month's National Hotel & Motel Exposition in New York. Emerald green Naugahyde upholstery on the walnut-finished chairs and bar stools strikes the dominant color theme, complementing citrus green panels applied to driftwood smoke Pionite Walls. The entire room is underscored with bold, Scottish tartan carpeting.

Au Bon Chef (right). Elegance is the word for this French dining room, furnished with crystal chandeliers, white-on-white wallcoverings. Louis XV chairs, carved mirrors, and silver-plated wine stands and buckets. The very French color scheme of blue-white and vibrant red is used in the damask draperies, table linen, china and carpeting, as well as for the Naugahyde upholstery of the banquettes and chairs.

The Rugby. The warm, rustic atmosphere pervading this dining room is punctuated with brilliant red, rich walnut, and matte black. Wing banquettes, brick patterned walls, and carriage lanterns complete the old country inn look—its total effect heightened by special lighting. A practical aspect to yesteryear's motif is achieved by use of today's vinyl products—random-width plank flooring and simulated brick wallcovering.

Discotheque Patio (right). Separating the Rugby bar from the Rugby dining room, this area is utilized for dancing—a concession to today's tastes, as the name implies. It's designed to resemble a patio or terrace, with plantings, garden wall, and a canopy tent.

Drummer's Inn. Quick-service coffee shop is whimsically transformed into a story-book setting by means of sentry boxes, checkerboard shades and canopy, apothecary styled glassware and china, drummer uniforms and majorette costumes—all in candy-cane colors of lemon yellow and emerald green, with bright red accents. But though the motif stems from a fairy tale, down-to-earth furnishings include new matching chairs and settees, specially designed by Chairmasters, which are being shown for the first time.
BETTINGS TITLED "FIFTY YEARS AGO TODAY" BY DESIGNER CARLETON BATES VARNEY

SPONSORS

Amtico Flooring Div.: all vinyl floor coverings; vinyl wallcoverings in The Rugby and Discotheque Patio.

E. T. Barwick Mills, Inc.: carpeting in Au Bon Chef and Rugby Bar.

Bastian-Blessing Co.: back counter equipment in Drummer's Inn.

Chairmasters, Inc.: all chairs, banquettes, settees, counter stools, bar stools, tables, bases, counter top and back counter, bar, serving cart.

James G. Hardy & Co., Inc.: all table napery.

International Silver Co.: all silver flatware and holloware, pewter mugs and plates, cold buffet wagon.

Jackson Vitrified China Co.: all chinaware.

Klopman Mills, Inc.: all uniforms, specially designed by Carleton Varney.

Louie Glass Co., Inc.: all glassware.

Metropolitan Lighting Fixture Co.: crystal chandeliers, sconces, carriage lanterns.

Pioneer Plastics Corp.: Pionite in Drummer's Inn for wall surfaces; counter tops, counter facing, table tops, sentry box coverings, back counter equipment accent strips, under counter drawer facings in Drummer's Inn; wallcoverings, bar tops bar facing in Rugby Bar; table tops in The Rugby; door coverings in Au Bon Chef.

U.S. Rubber Co.: U.S. Naugahyde upholstery for all seating; wallcoverings in Au Bon Chef; front and side exterior walls in display corridors; arm rest in Rugby Bar; Naugahyde tent above Discotheque Patio; Naugahyde ceiling in Gourmet Arcade; Ceiling recess in Au Bon Chef; window shades, canopy, soldier's uniforms in Drummer's Inn; Koylon latex foam rubber cushioning for all seating.

ASSOCIATE SPONSORS


Antman Shop: drapery fabricator, Au Bon Chef.

Consolidated Trimming: ball and braid trimming.

Facade by Paaul, Inc.: all hand-screened Naugahyde.

Klieg Bros.: architectural lighting.

Linker & Wexler: mirrors.

Patricia Murphy's Greenhouses: white orchids and tropical foliage.

Telephone Center: French telephones in Au Bon Chef.

CHATEAU FLEUR DE LIS: A SOPHISTICATED APPROACH TO CUISINE, ARCHITECTURE, INTERIOR DESIGN CHARACTERIZES THIS NEW ATLANTA RESTAURANT

When the Chateau Fleur de Lis Restaurant opened this spring, Atlanta acquired a superb blend of architecture, interior design, and cuisine. Today, the restaurant's reputation for food and service ranks high—it has been favorably compared to Le Pavillon of New York, Maxim's of Chicago, and Perrino's of Los Angeles.

The building’s architectural attraction derives from a series of slender, simplified arches that frame the building and create a walkway around its periphery. At night, the lighted arches dominate the landscaped site. The long, low structure was designed by the Atlanta architectural firm of Cooper, Salzman & Carry.

Echoing the exterior, the Gothic arch is an integral part of the interior architecture—in space dividers, doorways, and other structural elements—serving as a graceful background for the interior design, whose major theme is taken from a set of 16 handsome Burgkmair prints hanging in the dining room. The interiors were designed by Alan L. Ferry and Hugh Latta, of Alan L. Ferry Designers, Inc., a young and highly successful contract design firm of Atlanta.

The octagonal-shaped lobby of the Chateau Fleur de Lis contains eight archways radiating to the dining room, bar and cocktail lounge, win cellar, and other facilities that service the restaurant. Brightly colored heraldic banners, reproductions of those in the Burgkmair prints, hang festively above each arch. The custom carpeting is centered with an octagonal design in deep purple, crimson, and golds, surrounded by a solid crimson field. Rough plaster walls are accented with black-stained oak trim and a crimson ceiling.

The softly lighted cocktail lounge, large enough to accommodate a huge gathering without losing its intimate flavor, is opulently furnished with deeply cushioned, low-based chairs and booths upholstered in heavy gold velvet. Tables are topped with a custom-designed plastic laminate simply decorated with a single fleur de lis. Rather than the customary barstools, the bar is encircled with upholstered chairs set upon sleigh bases. Thus, the chairs tip forward ever so slightly, so that patrons can comfortably lean upon the padded armrest of the bar. The same wa
Chateau Fleur de Lis' simple rectangular shape serves as a backdrop for the modified Gothic arch motif, dominating not only the exterior, but the interior architecture as well. In the main dining salon, wall divider in background is hung with mesh screen by Kenbury Glass Works. All cabinetry is by Nelson-Smith.
CHATEAU FLEUR DE LIS

to-wall tapestry-like carpeting covers the walls in two of the alcoves, further adding to the room's excellent acoustical qualities. Decorative accents include shadow boxes containing pieces of armor; the ceiling well over the bar is filled with gold and silver leafed heraldic crosses, kept in motion by air currents.

The main dining salon focuses on a large octagonally shaped Venini chandelier that repeats the lines of the tiered ceiling. The setting is backed by the tracery of a permanent divider of gold leaf with deep red and gray trim bordering a mesh screening. Wall booths of extra-plush crimson velvet are designed to seat four persons on three sides of the table, leaving the fourth side free for service from the garadon, where finishing touches to dinner courses are added in the French style. Dining chairs, in a distressed gold finish and plush velvet upholstery, are extra wide, further enhancing the aura of luxuriousness. Table tops are also over-sized. A special wallcovering was created by the designer in deep gold-on-gold nylon flock strip on vinyl; carpeting is deep pile crimson nylon.

Opened for dinner only, the restaurant covers 33,000 square feet, with seating for 225 guests in the dining salon and an additional 110 guests in the adjacent cocktail lounge. All elements of the Chateau Fleur de Lis were carefully articulated to appeal to sophisticated tastes in a manner that is relatively new for the traditionally minded south. (C)
One of the arched doorways in the octagonal foyer (above), simply furnished with chandelier and brazier table from Artes de Mexico, leads to main dining salon (right), color themed in deep plush crimson velvet upholstery, by Schumacher, on chairs, banquettes, and booths by Robertson Furniture. Over-sized tables are by Chicago Hardware; chandelier and sconces by Venini; wallcovering by Dwoskin; carpeting in both foyer and dining salon by Cabin Craft.

Unusual furnishing feature of the cocktail lounge (opposite page and left photos) are the deeply upholstered bar chairs, set upon sleigh bases that tilt forward as patrons lean against the armrest of the octagonal bar. Beehner & Thomas chairs are upholstered in heavy gold velvet by Schumacher. Bar chair sleigh bases by Costa Mesa; lounge chair bases and table bases by Chicago Hardware. Formica table tops were custom-designed with black fleur de lis inset. Wallcovering by Dwoskin; carpet by Masland; stage curtain by Jack Lenor Larsen; ceiling sculpture by John Brooks; lighting by Montrose.
In its handling of a recent renovation at the Sherry-Netherland Hotel, a posh New York City establishment many of whose suites are contracted for by the year, Albert Van Luit & Co. provides a sprightly demonstration of how mural wallcoverings can pick up drooping guestrooms. Working with the hotel manager, Philip Landau, Van Luit's New York showroom rejuvenated the Sherry-Netherland suites with Balin (1) in burnt orange, Maple Bower (2) in tones of deep blue, olive green, and yellow gold on a Thai-tex ground, Hibiscus (3) kelly green and cobalt blue on white silk vinyl, and a bathroom in Tisuba (4) on a silver ground with medallions in shades of blue and green. Van Luit's wallcoverings are available on vinyl-protected paper, solid scrubbable vinyl, as well as on special silk grasscloth, burlaps, etc. Other furnishings shown here are by Hibriten (furniture), Paul Hanson and Warren Kessel (lamps), upholstered pieces by Charles W. Beckerman, lighting fixture (bathroom) by Metropolitan Lighting, and bathroom fittings by Crane.
Even the greatest restauranteur envies what Burke can do for fine food. Burke’s timeless design, virtually indestructible materials, and dramatic colors combine to add flair to any fare. Burke furniture gets into all the right places. You will too when you contract for Burke.
Home Furnishings Daily calls it "a pacesetter for a window revolution."

We call it simply "Paneltrac."

Paneltrac is window decorating panels on tracks. Extruded aluminum tracks with sliding strips in them with Velcro® nylon tape fastened to the strips. And almost any fabric fastened to the tape to form flat-hanging panels. Now customers can display prints without pleats. Or make shoji screens, tapestries, sun shades, wood and expanded metal screens. (A 6-channel installation with 45° panels can cover 21.5" as a one-way draw; twice that as a center-open draw. Yet width is less than a French-pleated drapery.) Paneltrac sets come assembled and with Velcro tape and hem weights. Custom-order sizes available and priced by the foot. Call or write Kirsch Company, 809 Prospect, Sturgis, Michigan 49091.

Paneltrac comes in single, double and triple channels. Combine them and you can decorate any window.

Paneltrac is ideal for unique, multi-colored paneled window treatments. And when you draw one panel (with an unobtrusive nylon baton), all the others follow.

You can use Paneltrac with any material that won't sag or stretch. And because Paneltrac eliminates the need for fullness, you need use only about half as much yardage...
This man is Henry Doelger. One of the nation’s largest builders.

These two luxury apartment houses in San Francisco are his. Both are dramatically and lavishly appointed. Both are carpeted with Gulistan.


For complete description of the many Gulistan lines and services see our full-color catalog in Sweets Architectural File. Or write:

Gulistan Commercial Department
Gulistan Carpet Division
J. P. Stevens & Co., Inc.
295 Fifth Avenue, New York, N.Y. 10016

GULISTAN
CARPET
DIVISION OF J. P. STEVENS & CO., INC.
Circle No. 65 on product information card

OCTOBER 1965
99
New office furniture
Shelby Williams Industries Inc. announces a new line of office furniture that includes desks, credenzas, secretarial chairs, and executive chairs. Both double and single pedestal desks come with a choice of tops of solid walnut or laminated surfaces; matching credenzas are multi-drawer for storage and many feature sliding door bookcases. Secretarial side units and a whole series of accessories, including stationery racks and file units are available to complement the new collection. The seating line includes a series of swivels and torsion bar recliners in vinyl or fabric uphosteries.

Wall bracket lighting fixtures
Habitat, Inc.'s extensive line of wall brackets adapts to any number of contract uses. Characteristic of the Habitat units are contemporary styling in combinations of metal, opaque and translucent plastics, in multicolors and solids. The light forms in many sizes and materials can be close to the wall or extended out on specially constructed arms up to 48 inches from the wall line, as general purpose lamps or spots and floods for directional light control. Habitat has also designed a special tension swivel with a wide vertical and horizontal axis for use with the line, along with new hardware for pin-up use, and inconspicuous switches. Habitat covers its complete line of wall bracket lights (more than 90 indoor and 25 outdoor designs) in a newly published catalog.

Versatile sleep/sit unit
Basic Witz has added a special new contract piece, a sit and sleep unit, as part of its Basicourt collection. Designed for living-bedroom combinations, the space saver group consists of two full-length bed units on a special low frame for seating height, and a table corner unit. A padded vinyl bolster provides a backrest for the exposed bed and cuts it down to comfortable seating depth. The bolster lid is piano-hinged and lifts to form storage space for blankets and pillows. The bolster unit can be supported in a choice of three ways: attached to the corner bed unit at one end, free-standing on metal leg brackets supplied with the unit, or affixed to the wall. Wood parts are butternut veneers and corner unit top is matching plastic laminate.

Texturefoil wall patterns
A combination of textures and color patinas is the theme of Rezia Flocks, a new wallcovering collection from Timbertone Decorative Co. The new wallcoverings include a variety of patterns and colors flocked on patina foil, affording a pleasant variance of reflected color and the flocked matte surface. Many of the patterns are issued in color-coordinated pairs. The flock on foil patterns shown are French Tapestry and Dimensions.

New Vicrtex pattern
Vicrtex vinyl wallcoverings will feature a new pattern, Hemp, in addition to its other 60 available patterns. The new design has the texture of handwoven hemp fabric and is furnished in 20 subtle colors.
10 New Wilson-Art Wood Grains

EXCLUSIVE PLASTIC LAMINATE PATTERNS . . . especially styled for your creativity! WILSON-ART now offers you 10 new woods with a choice of finishes (Gloss, Satin, Velvet, and Velvet Super Dull) to match your decorating ideas. And they are available in easy-to-fabricate sheets . . . 30", 36", 48" and 60" widths in 6', 7', 8', 10' and 12' lengths — and 1/16" standard, .050 post-forming, and .035 vertical surfacing thicknesses.

You can’t beat wood grains for BEAUTY . . . and you can’t beat WILSON-ART for VALUE . . . and FAST, DEPENDABLE DELIVERY!

NEW CATALOG OF WILSON-ART WOODS
Our brand new, full-color catalog contains samples and complete information about these 10 New plastic laminate Wood Grains.

ORDER YOURS TODAY BY WRITING OR CALLING RALPH WILSON PLASTICS, TEMPLE, TEXAS
PRODUCTS & SERVICES

CONTINUED

Desk line from Richard Draper Associates

A new executive desk line from Richard Draper Associates is constructed of walnut in many optional variations of size, shape, and arrangement. The custom series has a paneled front and side that coordinates a horizontal and vertical wood grain pattern; the top measures 36 by 66 inches. Other recently introduced Draper designs include a cocktail table with a white Formica top inset, a contemporary table-desk with a satin mirror chrome base, a walnut and leather armchair, and generous high back executive swivel chair.

1966 lineup of Weldwood panels

A wood paneling with a lively grain pattern is one of five new hardwood species added to the U.S. Plywood lineup of Weldwood panels. Old English elm has a medium warm beige tone that is slightly lighter than another new addition, Salem Korina, a black-coffee toned panel. Following a trend to oak paneling and furniture, U.S. Plywood will introduce two new oak panels, Craftsman Tudor oak and Glen oak in lighter wood tones. These plus butternut round out the Weldwood line of prefinished plywood panels for 1966.
Banish blandness, cute lines, and coy detailing.
Take “Tierra”. Put it in a room and watch things happen.
The hardware is brutal and primitive. The finish?
Espresso-coffee-colored Cardamon. Rugged, rustic, romantic.
And it’s the only Contract group that looks handsomer with use and years, because its nicked, antiqued finish was designed to “mellow.”

Write for a complete collection of color brochures on all Kent-Coffey Contract groupings.

KENT-COFFEY CONTRACT DIVISION
KENT-COFFEY MANUFACTURING COMPANY / LENOIR, NORTH CAROLINA
Fashionable executive chairs

Shelby Williams Industries, Inc., an advocate of comfortable and fashionable seating, has announced two new chairs in its executive line. One is a foam padded spring seat side chair with a returnable swivel and a brushed satin finish to the pedestal base. The striped fabric lends a note of richness to the office setting. The other, a Danish modern chair with solid walnut armrests, has a seat made of two-inch deep foam and is also covered with a fine fabric.

Circle No. 171 on product information card

Quietly sophisticated casters for the corner office, tailored casters for multi-desk areas, engineered casters with silent-rolling, easy-swiveling action . . . this is the Faultless flair. It's evident in these four casters. Your local Faultless Representative is as near as the telephone book. Or write to Faultless direct.

Faultless Caster Co.
A Division of BLISS AND LAUGHLIN INDUSTRIES
Evansville, Indiana 47717

Circle No. 69 on product information card

Decorative Glass Balls on Chains, all Bead Curtains in Colors and Crystal, Glass, Plastic, Wood, Cork, Custom Made. Write on your letterhead for brochure.

Circle No. 70 on product information card
Clocks for today's modern interiors . . . Institutional clocks designed by architect-designer George Nelson. Four dial styles available in 14 and 18 inch diameters. Choice of satin-finished black, white or olive in single or double face. For mounting, directly to wall or suspended with bracket from ceiling or wall. Write us for our illustrated catalog.

Howard Miller Clock Company, Zeeland, Michigan 49464
Office chair mat in patterns
Designed to blend with modern floor coverings, transparent office chair mats manufactured by Texstar Plastics are made of high impact patterned acrylic. Guaranteed against breakage for three years, the mats, called Textured, feature Level-Edge, which eliminates the ridge between mat and carpet, allowing the mat to lie level.

Circle No. 172 on product information card

Can-do Chair Company...

The three C's have stood for Charlotte Chair Company for over fifty years. During those fifty years Charlotte has built a reputation for “CAN-DO”. Interior people throughout the country have learned to turn to Charlotte for those special seating touches. They know that Charlotte “can-do” the exact chair they’re looking for.

Charlotte experience, and know-how, both in design and in manufacturing can be used by you to give the exact effect and mood you desire. While Charlotte quality is always the finest, you’ll find the costs to be pleasantly attractive, too. Give us a call. Perhaps we “CAN-DO” just the chair you need for that next seating job.

Charlotte Chair Company
CHARLOTTE, MICHIGAN

Circle No. 72 on product information card
Inimitable Look of **Belgian Linen**  
Handsome Background for Hotel and Motel  
Guests Who Demand Style and Luxury

Belgian linens left to right:

... Natural sheer with white nubs, striped in two tones of color, “Lido” by Design Tex.

... Robust natural, black and white upholstery weight “Linen Tweed” from Myron Paul.

... Sheer white casement with natural yarns woven through drawn threads, by Kravet.

... “Cordlin”, medium casement solid stripe with two lines of design, by Lehman-Connor.

... Natural sheer, diagonal weave stripe edged with open warp, by Decorative Fabrics.

Visit The Belgian Linen Association display #4124, Fourth Floor, the Hotel & Motel Exposition, Nov. 8-11, at the New York Coliseum.
PRODUCTS & SERVICES CONTINUED

Leopold expands desk line
Leopold has expanded its Template line with the addition of a new executive desk. A feature of the unit has a paper rail along its full length and on the end. The secretarial unit features a stationery pedestal furnished with a receding magnetized door with stationery tiers, and each shelf is furnished with a specially designed paper stop. Leopold also offers a wide range of modular components to customize the units to specific needs.

Circle No. 173 on product information card

New contract table bases
Two new table bases making their first market appearance at the National Hotel Motel show feature classical motifs to blend with a variety of tops. One model has a stylized Greek Key design along the floor base that comes in a variety of finishes. Another design, a stylized Roman column, is furnished in green, black, crackle, or brass plate. Both are introduced by Chicago Hardware Foundry Co.

Circle No. 174 on product information card

Template series is its versatility; executive and secretarial units can be furnished with different size tops of various shapes in either wood or matching laminated plastic. The overhangs are also changeable and can be located to exact specifications and varying amounts. The return top on the executive

Want to slip into something comfortable

Try Armstrong

Armstrong furniture co
BOX 636 • MARTINSBURG • WEST VIRGINIA
Circle No. 75 on product information card
OUT OF THE MANY MOODS OF MOLLA

MARINA ... the inviting group for pool, patio, or any outdoor location. It offers an ideal blending of beautiful design with comfort, low maintenance, and exceptionally long wear. Heavy vinyl straps give an almost airborne enjoyment to sitting... amazing new Alumaloy gives luxury look of wrought iron to the frames... with only 1/2 the weight. Alumaloy is more durable, too, and it won't rust ever! Write for illustrated catalogue. Molla Contract Company, Inc., 425 East 53 Street, New York 10022. (212) PL 1-3788.

Circle No. 76 on product information card

OCTOBER 1965
PRODUCTS & SERVICES
CONTINUED

Architectural interior signs
Vomar Products introduces a group of three-dimensional sculptured letters for interior and exterior signage. The new prismatic and round faced letters are fabricated of rigid vinyl materials with integral color and may be flush-mounted or pin-mounted. The sizes of the sculptured letters are 2, 4, or 7 inches with additional letters in 1 and 1\(\frac{1}{2}\) inch heights, with gold or aluminum color faces to complete the collection. Vomar Products offers a full range of graphic fabrication services from institutional door and wall plaques to directory design and custom signing. Aluminum framed identification plaques are another new item recently introduced.

Circle No. 175 on product information card

Asphalt tile has rustic look
Colonial Flagstone, a textured asphalt tile from Kentile Floors Inc., comes in red, blue, plum, and green, with bold texturing that matches that of quarried flagstone. Rustic in its effect, the tile can be used in every area of decoration, and comes in nine by nine inch sizes with 1\(\frac{1}{8}\) inch thickness.

Circle No. 176 on product information card

Cantilevered booth
With fully upholstered backs and seats, the cantilevered Holiday booth by B. Brody Seating Co. has seats held by a single central metal support that anchors to wood and masonry floors with the same standard fastenings used for counter stools. The booth comes with wall panels, as pictured, or as a free-standing island model, in a wide range of upholstery colors and laminated surface finishes.

Circle No. 177 on product information card
NO OTHER CUSHIONING improves
and prolongs the durability, comfort and beauty of
upholstered furniture like BURKAIRE

Upholstered furniture cushioned with Burkaire retains its smart new appearance and luxurious comfort far longer than normal expectancy. Padded areas won't break down or lose their shape; covering materials won't become loose, nor wear excessively or prematurely.

The secret of Burkaire superiority is the exclusive process by which it is made from new cotton fibres and impregnated with plastic binder. Permanently, softly resilient, Burkaire yields firmly but gently under weight. It will not take a set and quickly returns to its original thickness. It won't break down or deteriorate. It is both dust-free and vermin-proof.

Specify, insist on Burkaire cushioning. Sharply competitive with other padding materials, it is feasibly used in the lowest cost metal chairs as well as the industry's highest priced custom merchandise.

Photos: Howard-Palmer Furniture Co., winner of "Highest Distinction in Display" award presented by Display World Magazine at the American Furniture Mart during the 1965 Summer Market.

BURKART
A textron COMPANY
4900 N. SECOND ST., ST. LOUIS, MO. 63147
**PRODUCTS & SERVICES CONTINUED**

**Myrtle Desks' new Chippendale series**

A fully coordinated new line from Myrtle Desk Co. the 700 Traditional Series, includes desks, service units, tables, office seating, occasional chairs, reception pieces, designed for unified planning in a Chippendale-inspired style. Distinctive features of the new group are rich moldings, generous scaling, brown-tone lacquer, and English antique brass bale pulls. Seating pieces coordinated to the collection have mahogany exposed wood, some studded with brass nail head accents, and include executive swivels, secretaries, arm chairs, wing chairs, sofas and occasional items. Decorative accessory items in the 18th century theme are also available. The new group falls in the upper price range of Myrtle's "medium bracket" merchandise.

Circle No. 178 on product information card

**Economy-priced seating line**

Available with black pastelle aprons in double or triple seating units, Royalmetal's new 7000 E Viscount series is available with or without center arm dividers. Settees are made without center legs to heighten the appearance and to make floor maintenance easier. The series comes in a choice of satin or bright chrome legs with a large selection of upholstery materials available.

Circle No. 179 on product information card

← Circle No. 79 on product information card
The inability of men to develop sympathetic understanding of other men of different cultural and political heritage is surely a major obstacle to coexistence. Ideology gives purpose, motive, and meaning to the life of a nation. But it is a source of strength only so long as it is the instrument and not the master of national policy. It is constructive only so long as it is open to criticism and adjustment in response to changing human needs and aspirations.

These words were spoken by Senator Fulbright, Chairman of the Foreign Relations Committee of the U.S. Senate, one of 67 distinguished scholars and statesmen from countries who came together in New York City before an equally representative audience of 2500. They convened to talk out the requirements for peace — "peace, simple, and durable." Their words were beamed around the world by 350 members of the press, radio, and television.

Thus, the Center for the Study of Democratic Institutions, sponsor of this unique Convocation, initiated a new international conversation on the most pressing problem of our time.

The Center organized the Convocation on Peace on the inspiration of Pope John's famous encyclical, Pacem in Terris, and in pursuit of its major purpose: to sort out the issues involved in maintaining a free and just society and get them understood and discussed. The Center, a nonprofit educational organization, depends on public contributions for its support.

For information on memberships in the Center and on its many publications and tapes (including those of the Convocation), write to the Center, Box 4068F, Santa Barbara, California 93103.
New office furniture line
The Eton series of office furniture has been announced by Domore Chair Co. and includes desks, secretarial L units, credenzas, tables, lounge and executive chairs and sofas done in a classic modern design.

New wallpapers with wide appeal
Katzenbach & Warren presents the third edition of its “Papers to Live With” collection of wallpapers. Comprising 21 designs, the group offers a wide variety of themes that encompass the latest trends in color and patterns. There are seven floral designs ranging from lightly scaled to bold contemporary renditions, such as the Zinnia floral shown. Other schemes depict heraldic motifs and traditional damasks. Companion papers of harmonizing stripes and textures broaden the versatility of the collection. All papers are pre-trimmed and vinyl-finished.

New color added to Kentile line
The color line of Shardelle solid vinyl tiles from Kentile has been expanded to include Yukon white, a pure white much lighter than any of the other eight colors in the Shardelle pattern. Shardelle is a smooth surface design composed of large chips or shards set in translucent solid vinyl with gold and silver accents. Other standard colors include indigo-white, meadow, gray-mist, brown taupe, beige-white, sand, April green and white fawn.

Our Contract Division supplies dimension boards and beams, hand-carved from Western red cedar, to your specifications... our design or yours. Other original designs by William Westenhaver available.

For information about custom doors, railings, wall plaques and other hand-carved decor, write for our Contract Division Brochure.

Circle No. 181 on product information card
Circle No. 180 on product information card
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Circle No. 81 on product information card
BIG SENSATIONAL
NEW DERBY BASES
ALL-PURPOSE FOUR POINT DIE-CAST ALUMINUM

All-Color Textured Painted Finish

Write for full information

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WAREHOUSES: Dallas, Texas; Houston, Texas; Fitchburg, Mass.; Fort Smith, Ark.; Hickory, N. C.; High Point, N. C.; Los Angeles, Calif.; Miami, Fla.; Seattle, Wash.; Tupelo, Miss.; London, Ontario, Canada

Circle No. 82 on product information card
Kirsch drapery scoops

Two new holdback designs from Kirsch Co. are planned to hold draperies in natural folds and do away with wrinkling. The holdbacks, in a stylized plume motif, have longer arms and are contoured with additional space to permit a more satisfactory “hold” for bulky fabrics without bunching. They are constructed of vacuum-formed plastic and finished to simulate antique brass. The six-inch holdbacks, in either a double or single plume version, are packaged in pairs.

Circle No. 183 on product information card

Desk dollies and chair trucks

Nutting Truck and Caster Co. is manufacturing a desk dolly that handles most desk sizes and a chair truck that handles any type of folding chair with an outside leg dimension up to 19 1/2 inches. The dolly is equipped with a telescoping handle and four swivel casters for easy maneuvering, while the truck comes in three standard sizes to manage 26, 32, or 44 chairs in an upright position.

Circle No. 184 on product information card

New tool speeds carpet installation

A new tool developed by the Commercial Carpet Corp. insures a precise cut of carpeting flush to the wall and speeds up installment time. Though the Viking Per-
CASEMENT BEAUTY: CERTAINLY!
FLAME RESISTANCE: YES OF COURSE!
DECISION: CHICOPEE!
Two statues added to collection

Austin Products, Inc. has added two new statues to its line of sculpture. One is a clown by Mardo, 11 inches tall with a multicolor finish, and the other, 25 inches tall with an antique bronze finish, is a ballet dancer by James Gardner.

Circle No. 186 on product information card

Triomphe is a new, large-scale baroque design that has been added to the Style Index, Volume Two, recently introduced by Murals & Wallcoverings, Inc. The design motif is flowing arches and drapery interspersed with garlands and relate

themes. Triomphe has a 39½ inch repeat, comes in five colorways on Sari grounds, with flocking as an option. The entire Style Index collection may be ordered in special colorways without additional charge with six-roll minimum.

Circle No. 187 on product information card

Flemish brass candlestick with verdi green opaque shade. Height 33"
CLASSIC IN THEME,
UNIVERSAL IN BEAUTY,
GRACEFUL IN STYLING.

LA CLASSIQUE.

SOLID ALUMINUM FURNITURE

SCROLL SHOWROOMS: NEW YORK, SCROLL, INC.,
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LOS ANGELES, CLARK & BURCHFIELD, INC.

Other Showrooms in Cincinnati, Cleveland, Dallas,
Denver, Grand Rapids, Indianapolis, Miami,
Nashville, Philadelphia, Pittsburgh, San Francisco,
St. Petersburg, Syracuse, Tampa, Washington, D.C.

WRITE FOR FREE COLOR CATALOG: SCROLL, INC., 800 N.W. 166TH STREET, MIAMI, FLORIDA, 33164
A SUBSIDIARY OF KELLER INDUSTRIES INC., MIAMI, FLORIDA
Circle No. 86 on product information card
Damask patterned vinyl
McCordi's new vinyl wallcovering pattern simulates a heavy, deeply textured damask while offering the hard-wearing surface, strength, and flame retardance of vinyl. Called Embassy, the light-weight vinyl will find acceptance in a broad range of period styles, flowing from Mediterranean to English Regency. The new pattern is available with no minimum order requirement in five lavish colorways.

Circle No. 188 on product information card
Take the functional simplicity of Danish design. Add an American love of comfort. This is...

American of Martinsville know-how translates the best of Scandinavia for American innkeepers. See it in our showrooms. Visit the one nearest you: New York, Chicago, Los Angeles, Dallas, Atlanta or Martinsville. Or send 50¢ to Dept. C-1065, American of Martinsville, Martinsville, Virginia for details and brochure.
**PRODUCTS & SERVICES**

**CONTINUES FROM PAGE 121**

**Stain- and fire-resistant wallcovering**

When laminated to Tedlar, a stain-resistant film from DuPont, McCordi Corp.’s vinyl wallcovering retains excellent fire-, flame-, and smoke-retardance. Available in many patterns and colors, the easy-to-hang wallcovering features a resistance to staining that DuPont technicians equate with that of ceramic tile. One design is Shadow Stripe, in six colors, suited to contemporary and traditional interiors as well as Empire and Directoire settings.

*Circle No. 190 on product information card*

**New Fiberglas chair by Krueger**

Krueger Metal Products Co. has added a tablet arm model to its 6000 Series Fiberglas stack chair line, as well as side and pedestal models, with Fiberglas or upholstered shells, and optional book rack attachments. Featuring a large writing area surfaced with light maple woodgrain plastic laminate, the new chair has square tubular steel mounting frames finished in chrome or black enamel to match leg finishes. Tablet arms come separately for later installation.

*Circle No. 189 on product information card*

**For meetings of the minds...**

Thonet gets down to business with uncluttered flexibility in this functional conference room. Perfect for conference facilities in business or elsewhere, Thonet furnishings provide engineered versatility and rugged durability through years of public use. This substantial superiority is found throughout our comprehensive line, and it’s the reason for Thonet’s 130 years of leadership in institutional furniture. We invite you to select from our diversified collection, at Thonet showrooms: New York, Chicago, Dallas, Los Angeles, San Francisco, Miami and Atlanta.

**THONET INDUSTRIES, INC.**

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New York, N. Y. 10016
Telephone: (212) MU 3-1230

*Circle No. 90 on product information card*
ight clusters. Tole colors of shades and stems of the floor, table, and desk varieties run the broad range of traditional colors, to name a few, black, white, olive, mustard, or beige, in a satin finish accented with gold striping.

Circle No. 191 on product information card

Contract reed furniture

Maxwell Co. chose a versatile reed table and chairs from the Whitecraft Co. for installation in the new Fastaways Inn in Florida. The tables, with a decorative inset top, features a durable reed construction; companion chairs have covered seat pads. Whitecraft also supplied the bar stools and seating in the cocktail lounge.

Circle No. 192 on product information card

Circle No. 91 on product information card
8th consecutive year...

PARKWOOD HOTEL ROOM OF TOMORROW
Henry End, A.I.D. Morris Lapidus, A.I.A.

PRODUCTS & SERVICES

Chairs for the office
An office chair from the W. H. Gunlocke Chair Co.'s Steuben group is a black walnut steam-curved business chair. It has one inch foam upholstered seats on curved plywood, with $\frac{1}{2}$ inch foam upholstered back.

Circle No. 193 on product information card

Grand Prix collection
Featuring thin line architectural simplicity, Patri­cian Furniture Co.'s elegant Grand Prix series is available with wood or metal perimeter or sleigh bases, and has foam rubber reversible cushions.

Circle No. 194 on product information card

Dura-Bond offers burn protection
A new foil underlay that protects fine wood veneers and surfaces from burns has been developed by Well-ington Electronics, Inc. Called Dura-Bond, the ma­terial protects through a high thermal conductivity that diffuses and rapidly dissipates heat before it can cause scarring or charring. Laminated directly under the veneer by conventional processing tech­niques, Dura-Bond's surface allows standard adhes­ives to bond as positively to the foil as to any wood surface.

Circle No. 195 on product information card

SEE PARKWOOD'S EXCITING NEW 1966 LINE AT BOOTH 4070 NATIONAL HOTEL EXPOSITION, NEW YORK COLISEUM, NOVEMBER 8-11th, 1965
Now you can plan and design with total creativity and meet client requirements at lower cost. With SICO portable dance floors and stage units, you can plan for special activities rather than plan around expensive, permanent installations.

Now you can even have a standard carpet installation without having to plan around dance floor facilities. SICO portable dance floors, in 3 foot oak parquet sections can be assembled in minutes, even over carpeted areas, for a smooth, rigid, dancing surface just the right size for the occasion. When not in use, SICO sections are self-storing in the easy-to-handle SICO Caddy Cart.

SICO portable staging units permit flexibility in stage design, size and location. Units offer one-man mobility, rigid construction and professional appearance.

Find out now how SICO portable units help you to more creative planning and design.
We started with a simple philosophy which we never had reason to abandon. Our aim remains to offer the architect and designer the very finest in original furniture design.

We feature classic furniture of bentwood, the Bauhaus and pre-Art Nouveau eras; made to the original specifications, often in the original factories where they were first produced.

Also a wide range of carefully selected furniture by contemporary designers, tried and tested for commercial use.

If you are one who bemoans the commonplace and the look-alike quality of most furniture on the market today... then our furniture is for you.

**STENDIG**

New York  
Stendig Inc.  
487 Park Avenue

Chicago  
Stendig Inc.  
The Merchandise Mart

Cincinnati  
Trefzger's  
3010 Woodburn Avenue

Royal Oak  
Hampton Products  
1824 Bellaire Avenue

Los Angeles  
C. J. Welch & Assoc.  
8900 Melrose Avenue

Minneapolis  
Clay Patterson  
25 University Ave., S.E.

San Francisco  
C. J. Welch & Assoc.  
430 Pacific Avenue

Circle No. 95 on product information card
For the first time —
special colorings without additional cost* in our
magnificent new Style Index, Volume Two, Collection
Murals & Wallcoverings, Inc.

For the first time —
special colorings without additional cost* in our
magnificent new Style Index, Volume Two, Collection
Murals & Wallcoverings, Inc.

Customer-proof booths
A durable booth covered with maximum thickness
plastic laminate to protect against hard use and
vandalism is available from Wood-Plastic Research
& Mfg. Co. The booths are contour molded for seat-
ing comfort and have sturdy steel constructed aisle
supports. The seats, wall panels, and tables can be
decor coordinated from 80 colors and patterns.

Circle No. 196 on product information card

Circle No. 99 on product information card
2 Quick ways to make rooms

CUSTOM KWIK-WALL OR TRACK KWIK-WALL

SIMPLE one-hand locking action holds each panel solidly in place. Custom built to location height. Kwik-Wall's 4-way interlocking rubber seal effectively reduces sound transmission. Designed on standard 48 inch module...quickly portable. Specify any finish or covering. Set up in minutes!

EASIEST panel to move—Finger-tip control. Panels glide on a flush ceiling track, switch 90 degrees for storage at end of track. One hand locking action. Ideal for use where ceilings are higher than usual. 4-way rubber sound seal. Choice of any finish or covering. Specify Kwik-Wall...move into place in seconds!

KWIK-WALL COMPANY SPRINGFIELD, ILLINOIS

See us at Kwik-Wall Booth #2209, NH/ME, New York, November 8-11th

AVAILABLE FOR IMMEDIATE DELIVERY

HardyCraft brings FESTIVITY into your dining room...

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

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

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

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

No Minimum Order Required!

Now in stock for immediate delivery—ALL standard sizes and matching napkins.

SPECIAL ORDERS can be crested and/or yarn-dyed to your color specifications.

Please Write for Samples & Prices.

JAMES G. HARDY & CO. INC., 11 EAST 26th St., New York, N.Y., 10010, or Phone—212-MU 9-6680

Circle No. 98 on product information card

OCTOBER 1965
Divider systems provide instant walls
Galway, Inc.'s divider system provides an attractive way of breaking up a length of wall or partitioning off a room area. Consisting of floor-to-ceiling pressure poles, some with 24-karat gold finish, and screw-on panels in a variety of patterns, the units blend with all types of furnishings and install quickly. Since they are held in place by tension, they can be taken down and rearranged with no trouble.

Circle No. 197 on product information card

POSITIVE PROFITS!
SLIP-X spectacular sales growth is positive proof that Hotel, Motel, Institution and Hospital managements are convinced that SLIP-X is a NECESSITY for guest and patient SAFETY! Continuous advertising campaigns in national consumer and trade publications stimulate sales. Join the increasing list of suppliers who are CASHING IN on SURE PROFITS. SLIP-X . . . in five decorator colors — Soft White, Shell Pink, Azure Blue, Light Toast and Mist Gray.

STYLE C / NINE 20" STRIPS

WRITE OR PHONE
SLIP-X
Safety Treads
P. O. Box 581
Dept. R-10
Springfield, Ill.

Circle No. 100 on product information card
Circle No. 101 on product information card

Contract Seating for America's Finest Restaurants, Clubs, Offices and Homes

Information and literature upon request.

1133 NORTH McCADDEN PLACE, LOS ANGELES 31, CALIFORNIA

NORCOLD COMPRESSOR REFRIGERATORS

FASTEST ICE CUBE MAKER
PROVEN SERVICE-FREE
PATENTED COMPRESSOR
5 POSITION THERMOSTAT
5 YEAR WARRANTY
LOWEST COST INVESTMENT
FROM $59.95

If you investigate before you invest your choice will be Norcold. The reasons are obvious: Smallest in size. Biggest in capacity. Quietest in operation. Greatest efficiency. Smartest in design. Lowest in cost.

NORCOLD, INC.

16200 South Maple Avenue, Gardena, California • PH. Faculty 1-9300, area code 213
Warehouses in New York, Chicago, Los Angeles, Vancouver and Toronto

Circle No. 102 on product information card
New system covers old resilient flooring

A new flooring system from Armstrong Cork Co. makes it possible to install sheet vinyl materials over an old resilient floor. Developed for use with Armstrong's Montina and Tessera vinyl corlon, the application involves a perimeter bonding technique with a new two-part adhesive. The adhesive is applied in a 4-inch band around the perimeter of the room and in a 2-inch strip on each side of a new seam. The Perimiflor Installation System can offer a definite savings in time and labor costs incurred by ripping up the old resilient flooring. Armstrong considers its Perimiflor system particularly well suited to commercial remodeling projects and other commercial and institutional uses where the subfloor is structurally sound.

Layout board for floor plans

Printed in ¼ inch squares and numbered from zero to 15, Prestape Grid Board from Prestape, Inc. permits fast, easy layouts of residential and commercial floor plans to scale. The surface takes pencil, tapes, and water colors and can be reused without damage to surface or printed grid lines.

Circle No. 201 on product information card

For high-styled comfort

New Howell Channel-Upholstered Chairs

Howell quality and channel upholstery make an unbeatable combination for institutional seating. The channel upholstery in Howell chairs is the superior quality that you find only in the finest cars. And the chair frames are built with Howell craftsmanship, assuring long-lasting durability. Isn’t it time to consider superior seating—by Howell? There’s an upholstery color to fit your decor. Send for catalog #28.

Howell Modern Metal Furniture
436 South First Street,
St. Charles, Illinois

Circle No. 103 on product information card
Plywood posture chair

A low-priced posture chair for typists and typing classes in schools recently introduced by Bevco Precision Mfg. Co. has a centerpost seat height adjustment that allows up to an 8 inch adjustment. The contoured plywood seat and posture back float on springs for comfortable support. A higher model with footring is available for cashiers or draftsmen or for use in schools as laboratory chairs. Casters can be furnished if desired.

Circle No. 203 on product information card

Heavy duty floor matting

R. C. Musson Co. has introduced a 100% nylon matting permanently bonded to a ¼ inch thick vinyl backing that can withstand heavy traffic in recreation areas such as country clubs. The matting comes in 34, 46, and 70 inch widths in rolls 10 yards long in a variety of colors. Since it has flush-finished edges with no borders, it is easily applicable to recessed floor installations in entrances, lobbies, as well as surface applications.

Circle No. 204 on product information card

Seamless resilient flooring

A seamless floor for interiors and exteriors has been developed by Carboline Co. Called Sancoura, the resilient floor is poured on as a liquid and hardens to a high-gloss, non-slip surface that needs no waxing or polishing. Sancoura can be applied over any surface, wood, metal or concrete. The floor is custom designed from 24 basic colors and is said to be stain-proof, non fading and extremely durable. Since it is unaffected by weather conditions it can also be used for pool decks and patios in addition to a wide range of commercial and institutional uses.

Circle No. 205 on product information card
WE ARE LOWEST PRICED IN TILE FIELD

WE DO NOT LIKE "THE NEW"—INSTEAD WE PRESENT THE CLASSIC, TRADITIONAL "CAR-REAux ROUGES" (HEXAGONAL TERRACOTTA OR CREAM-COLORED CERAMIC TILES 6" SIDE-TO-SIDE X 1/2" THICK) IMPORTED FROM FRANCE. OURS ARE FROM THE OLDEST AND MOST MODERN PRICED MAKER, EXISTING IMPORTED STOCK OR CONTRACT. (ALL LESS THAN COMPETITION.) ALSO THESE 6 AND ANY OTHER FANCY MODELS IN TERRACOTTA OR ANY COLOR, PLAIN OR GLAZED.

WE ARE DIRECT SELFIMPORTERS, GENERAL CONTRACTORS, MARBLE & TILE SETTERS, BATHROOMS A SPECIALTY. CUSTOM BED-HEADS, DISTINCTIVE FRENCH & SPANISH TILES.

IMPORTS JUST ARRIVED

6" CURVILINEAR 6" x 5 3/4"

9" CURVILINEAR 7" x 4 1/2"

"ALAMBRILLA" 4 1/2" x 1 1/4"

"PORLET" 4 1/2" x 1 1/4"

american s.e.r.p.e. corporation
716 madison avenue at 63 street
new york 21 n y
tel te 8 7000
imported marble and furniture
paris office: 10 rue royale paris france

New school lounge furniture
A new budget-conscious line of school lounge furniture from Steelcase incorporates a number of high price features. The seating pieces are upholstered foam rubber in a broad choice of fabrics and vinyl. Sofas and settees are available with two or one arms or armless models in sizes to adapt to small or large rooms. Bases are durably constructed of inch steel tubing, in polished or brushed chrome, or a variety of enameled colors.

Erbun's new workbook now contains every color imaginable—177 in all. It's the largest, most beautiful collection of 100% cotton velvet in the decorating field...and they are water-repellent, spot and crease resistant. To help you talk your blue streak, send $5 and our exciting new velvet workbook will be on its way to you. If you're not completely delighted—send it back to us within ten days and we'll refund your money.

Erbun FABRICS CORP., 111 Fifth Ave., New York, N.Y. 10003, dept. C
Circle No. 106 on product information card
Naugahyde adds new quilted pattern

A new quilted pattern, called Rhapsody, is the latest Naugahyde upholstery fabric offered by U.S. Rubber. The pattern features a stylized floral print in eight colorways and has an embossed surface that resembles quilting. Rhapsody has a stretchable knitted fabric backing for tailoring ease, is color-fast, will not stiffen or crack, and, in short, has the quality features of other Naugahyde vinyl upholstery fabrics.

Circle No. 234 on product information card

Luxury booth in medium price range

B. Brody Seating Co. brings a touch of luxury and comfort to booths in the medium price range with the introduction of its new quilt-back model. The

sewn tuft back treatment is available with single, end, center, wall bench, quarter circle, and half-circle units, with legs or a closed base. The fully upholstered spring seats are offered in a full range of colors.

Circle No. 235 on product information card

Pedestal columns

Plastic columns for pedestal tables are offered by Plastiglide Corp. in three new designs. Constructed of a special formula plastic, the columns are said to be sturdy, durable, and virtually unbreakable. Colors, which are impregnated in the plastic, stay fresh and new. The three styles, Concord, Athenian, and Carveda, are 27 inches in height.

Circle No. 236 on product information card

Circle No. 107 on product information card

BUCKSTAFF COMPANY
OSHKOSH • WISCONSIN

CONTRACT & LIBRARY FURNITURE

SINCE 1850
INC. — 1882

PLEASE VISIT OUR DISPLAY - BOOTHs #4039-4040 AT THE 50TH NATIONAL HOTEL AND MOTEL EXPOSITION, NEW YORK COLISEUM, NOVEMBER 8TH TO 11TH INCLUSIVE 1965.
MANUFACTURERS' LITERATURE

If you have puzzled over the increasing number of man-made fibers and the differences between them, "Textile Fibers and Their Properties," from Burlington Industries is a reference to have at hand. The 72-page booklet describes in simple language the generic and trademark classifications of man-made and natural fibers, a descriptive paragraph on each, dyeing and finishing data, safe ironing temperatures, and other technical information. Burlington's booklet, now in its fourth edition, is a definitive guide for educators or anyone interested in textiles.

Circle No. 206 on product information card

Empire State Chair Co. has just completed a new 104-page catalog showing its entire line of chairs, upholstered seating, tables, and bar stools that will be of assistance to contract designers and furnishers.

Circle No. 207 on product information card

Featuring brilliant color in clear or opaque glass, Metropolitan Lighting Fixture Co.'s ceiling fixtures, chandeliers, and wall brackets are illustrated in a brochure that includes specs and price information.

Circle No. 208 on product information card

A new medium for the contract furnisher. Richter Artcraft brings you a totally different type of wall accessory. We call it "sculptured painting," because the entire surface is deep-sculptured and painted with an authentic palette knife technique. It's easy to blend into any atmosphere and color scheme—provides a noticeably creative touch. Twelve variations are now available, including those shown here.

Fade-proof, washable, virtually indestructible.

Each Richter sculptured painting is made of tough reinforced plastic material in a hardwood frame. The finish has the appearance of an expensive hand-painting, but it can't chip, flake, or become dull and dingy looking. From every point of view, here is the decorating innovation destined to add a new dimension to your profession.

Available custom-designed on quantity orders. Pictures and prices sent on request.

See our selection of sculptured paintings, burlaps, Early American and Spanish accessories at Booth 4102, National Hotel and Motel Exposition, New York Coliseum.

Richter Artcraft, Inc.
1100 Dorr Street • Toledo, Ohio

PERMANENT SHOWROOMS: Room 804, American Furniture Mart, Chicago; Room 1303 National Furniture Mart, New York.

Circle No. 108 on product information card

Circle No. 109 on product information card

DOROTHY DRAPER and COMPANY, Inc., on its outstanding Designs for Dining.

METROPOLITAN is proud to have been selected again to fabricate the decorative lighting for this exhibit.

Send for our Custom Lighting Designs Catalog C1640.

METROPOLITAN Lighting Fixture Co., Inc.
16 East 39th St., New York, NY 10016
Telephone: 212 OR 9-7979

Circle No. 109 on product information card
Steelcase offers a full-color catalog to present its line of traditionally-styled seating for executives, middle management, secretaries, and general office workers. A fold-out spec sheet lists dimensions, posture adjustments, upholstery requirements, and construction data.

Circle No. 209 on product information card

A special 4-page brochure from Murals & Wallcoverings, Inc. shows pictorially all 26 patterns in its Style Index Volume Two collection of wallcoverings. The collection, which covers a wide range of periods, styles, and themes on a variety of grounds, is available in special colorations at no additional cost with a six roll minimum, making the group extremely versatile.

Circle No. 210 on product information card

An authentic reprint of a kerosene oil lamp and oil burner catalog by Plume & Atwood is a good source for reference and restoration of Early American lamps. Price: $2.

Circle No. 211 on product information card

Nylon-on-vinyl mats are described in a flyer from Crown Rubber Co. that tells how the nylon pile traps dirt and moisture, reduces maintenance time, and extends floor life. The vinyl backing, which lays flat and tight on the floor as a safety feature, is bonded to the mat without adhesives.

Circle No. 212 on product information card

Institutional Products, Inc. offers a full-color catalog to present its line of traditionally-styled seating for executives, middle management, secretaries, and general office workers. A fold-out spec sheet lists dimensions, posture adjustments, upholstery requirements, and construction data.

Circle No. 209 on product information card

A special 4-page brochure from Murals & Wallcoverings, Inc. shows pictorially all 26 patterns in its Style Index Volume Two collection of wallcoverings. The collection, which covers a wide range of periods, styles, and themes on a variety of grounds, is available in special colorations at no additional cost with a six roll minimum, making the group extremely versatile.

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Circle No. 212 on product information card

As seen at Philadelphia Interior Decorator Exposition—"Swirl" pattern floors "Straitline" wall

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 line 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 and durability. Send today for Bulletin 600 on Thai-Teak teakwood flooring.

Specify Teakwood!

INSTITUTIONAL PRODUCTS, INC.
"I" & VENANGO STS., PHILA., PA. 19134

Circle No. 110 on product information card

Circle No. 111 on product information card

OCTOBER 1965

137
Specifically for contract use, Nessen lamps offers a portfolio of lamps not shown in its regular catalog. These contract lamps are illustrated by means of graphic sketches and can be modified or specially adapted to fit a particular use. The designs include desk, table, wall bracket lamps, and bed lights.

Two modular seating systems, one contemporary and one with the Bauhaus approach, are described in two bulletins from Madison Furniture Industries. The first describes the seating systems themselves, Lexington and Martignoli, with color illustrations showing various types of installation, and the second gives complete installation data.

A collection of about 200 lamps that range from classic and modern simplicity to baroque opulence are presented in a catalog from Safran & Glucksman. Each lamp is shown in a large, clear black and white photograph with sizes and description below.
Circle No. 115 on product information card

"NUMAPLAST" FABRIC LAMINATES

DEVELOPED & MANUFACTURED BY:
NUMA RESNICK PLASTICS
NEW YORK, N.Y.

are not 'ordinary laminates'

CONRAD HILTON HOTEL
CHICAGO, ILL.

- Give us any plain or printed fabric or design and we will process it into a high pressure melamine laminate.
- USE NUMAPLAST on your table tops and forget about day-in day-out maintenance and costs of linen.
- YOU WILL save more than $150.00 on each table per year, and it will always look warm, rich and exclusive.

NUMAPLAST is used for surfacing: table tops, bars, counters, desks, walls, tops and fronts of case goods, elevator cabs, murals and many other projects.

National distributor
L & B Products Corp.
3247 Laconia Avenue, Bronx, N.Y. 10469

“Numaplast is made to or above NEMA specifications. Visit our booths 1200-1201 at Hotel Motel Exposition, Nov. 8-11, Coliseum, N.Y.

There’s no business like show business to stir up interest in a product. Gasser expects to steal the November Hotel and Motel Show as they have in the past. Gasser makes chairs as designers want them... Adaptable, Modish, Versatile, Comfortable and Economical to fit any SIT-uation they may contrive.

See Gasser’s SAT-isfying Show Pieces at National Hotel & Motel Exposition at Booth 2126-27 on November 8-11, New York Coliseum.

GASSER CHAIR CO. YOUNGSTOWN, OHIO 44505

Gasser Chair Company
Chosen Best of the Show...
... By Those Who Know Best

OCTOBER 1965

Circle No. 116 on product information card
Custom Chandeliers

Crystal • Brass • Wood • Wrought Iron

Designed and Fabricated to your specifications for Hotels, Motels, Restaurants, Catering Halls, Lobbies, Banks, Churches and Synagogues.

Phone, Write, Wire for free copy of new illustrated Catalog.

Lighting Fixture Corp.
307 Richardson Street
Brooklyn 22, New York
Telephone: 212 EV 6-0831

Ringing Triumph! Another exciting mirror treatment by LaBarge—Spanish No. 2911, hand carved, heavily antiqued gold leaf finish, with dark inset of interlocking rings. 271/2" x 391/2". For particulars, write the design world's most prolific source of fine quality wall mirrors and sconces.

LaBarge Mirrors Inc.
Holland, Michigan 49423

Permanent Showrooms:
1724-A Merchandise Mart, 218 Hickory Home Furnishings Mart
Circle No. 118 on product information card

MANUFACTURERS' LITERATURE

Desks, tables, and credenzas in the Architectural Group of Harpers of California, described in a booklet, are protected with a thermosetting acrylic finish bonded to the metal to resist chemicals, retain color.

According to a floor maintenance guide put out by Armstrong, pedestal and computer floor areas need special care. After listing materials to avoid because they can be harmful to equipment or connections, the guide details maintenance procedures for new and old floors.

Four Kennatrack catalogs cover complete line of sliding and folding door hardware, folding doors, and room dividers. A foldout Tracerback is designed for direct tracing by the builder.

Folder from Wells Chair Corp. describes a line of prestige seating including executive posture, swivels, side chairs and contoured receptionist chairs.

Circle No. 216 on product information card

Circle No. 217 on product information card

Circle No. 218 on product information card

Circle No. 219 on product information card

Circle No. 117 on product information card

Lighting Fixture Corp.
307 Richardson Street
Brooklyn 22, New York
Telephone: 212 EV 6-0831

Morrison Imports Inc.
323 Pacific Avenue, San Francisco 11, California 94133

Circle No. 119 on product information card
Color prints of 30 hardwood species used for furniture are included in a brochure from Fine Hardwoods Association. Most of them are described along with matching techniques, construction of hardwood plywood and slicing methods. Circle No. 220 on product information card

A full line of coordinated bank check desk fixtures is illustrated and described in a booklet from Kerr-Changepoint. Including pen sets, stands, and signs, it also includes specs and details of custom-made ordering. Circle No. 221 on product information card

Globe Lighting Products’ latest pamphlet includes four types of incandescent and fluorescent architectural lighting that can be ceiling- or wall-mounted. Circle No. 222 on product information card

According to Sher & Jones Inc.’s Buyers’ Guide for Chairs, there are six essential features to consider when purchasing office chairs. Twenty illustrated pages give all the necessary information. Circle No. 223 on product information card

A brochure from the Copper Development Association, Inc. tells how copper, brass, and bronze can be used effectively at competitive cost for exterior and interior finishes. Circle No. 224 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. FICKS

“The most famous name in rattan furniture” 4900 Charlemar Drive—Cincinnati, Ohio 45227 Showrooms: New York, 305 E. 63rd; Chicago, 631 Merchandise Mart

Seating Designs for Dining . . .

Just one of many new, important seating designs featured in the versatile Bianco collection of contract seating. Whenever decor requires fresh, new seating ideas with decorator flexibility — your selection of an enhancing and complementary style engineered to meet the most exacting demands can be found in the complete line of Bianco seating.

Bianco Manufacturing Company 9730 Victor St. St. Louis Mo. 63134

Circle No. 121 on product information card Circle No. 120 on product information card Circle No. 122 on product information card

GOLDEN OPPORTUNITY
See the greatest array of exhibits and displays ever shown at one time. This year’s show is not only an historic occasion, but the most profitable and efficient way to shop.

GOLDEN JUBILEE
Celebrating half-a-century of service to the hotel-motel, restaurant, and allied industries.

NATIONAL HOTEL & MOTEL EXPOSITION
Activity of N. T. State Hotel & Motel Assn., Inc. and Hotel Assn. of NYC, Inc.
ALPHONSE W. SALOMONE, CHAIRMAN

NOVEMBER 8-11, 1965 / NEW YORK COLISEUM
For free admission badges (to the trade only), contact: W. K. Seeley, General Manager, National Hotel & Motel Exposition, 141 West 51st Street, New York, N. Y. 10019, (212) Circle 7-0800.

THE GREATEST MASS HOUSING AND FEEDING SHOW IN THE WORLD.
Circle No. 129 on product information card

Seating Designs for Dining . . .

Just one of many new, important seating designs featured in the versatile Bianco collection of contract seating. Whenever decor requires fresh, new seating ideas with decorator flexibility — your selection of an enhancing and complementary style engineered to meet the most exacting demands can be found in the complete line of Bianco seating.

Bianco Manufacturing Company 9730 Victor St. St. Louis Mo. 63134

Circle No. 122 on product information card

OCTOBER 1965 141
"Sound Advice" is the title and offering of a manual from Georgia-Pacific Corp.'s Bestwall Gypsum Div. on advanced structural systems to meet noise control problems in residential, commercial, and institutional buildings.

Demountable partition systems, detailed in E. F. Hauserman Co.'s 36-page booklet, include a functional movable interior wall, a companion product that allows use of wood, glass, vinyl, and other materials, and a practical metal movable wall at low initial cost. Specs, technical data, and illustrations are included.

A folder with individual sheets describes Norman Perry's traditional and continental-style lamps, chairs, and decorative accessories.

Dura-Bond combined with a suitable finish will protect the beauty of real wood surfaces against damage from lighted cigars, cigarettes, hot soup plates, coffee pots – even spilled boiling foods. It can be laminated directly underneath the veneer by conventional processing techniques. Dura-Bond makes wood more warp-resistant, split-resistant, and buckle-resistant.

Dura-Bond really works! It has passed extensive tests made by the Hardwood Plywood Manufacturers Association and is approved by the Fine Hardwoods Association.

Write today for specific details on how Dura-Bond can give your products an exciting plus in sales appeal.

**MANUFACTURERS' LITERATURE**

**NEW DURA-BOND FOIL UNDERLAY**

Protects scarring and charring of real wood.

Dura-Bond Foil Underlay protects real wood surfaces against damage from lighted cigars, cigarettes, hot soup plates, coffee pots – even spilled boiling foods. It can be laminated directly underneath the veneer by conventional processing techniques. Dura-Bond makes wood more warp-resistant, split-resistant, and buckle-resistant.

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Write today for specific details on how Dura-Bond can give your products an exciting plus in sales appeal.

**DURA-BOND FOIL UNDERLAY**

* A product of WELLINGTON ELECTRONICS INC.  
  55 Honeck Street, Englewood, N.J. (201) 567-2620

**LONDON LAMPS**

2651 Manhattan Beach Blvd., Redondo Beach, Calif. 90278

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

Circle No. 124 on product information card

**AUTHENTIC NEW ENGLAND**

WRITE FOR BROCHURE ON CHAIRS, CHESTS, BEDS, TABLES, MIRRORS.

**"Arrowback"**  **"Inn"**

CONTRACT DIVISION:

THE HITCHCOCK CHAIR COMPANY

Riverton (Hitchcocks-ville) Connecticut

SHOWROOMS: Merchandise Mart, Chicago; Home Furnishings Mart, N.Y.C.; Hickory Home Furnishings Mart, N.C.

Circle No. 125 on product information card
Lightolier offers solutions to a wide range of lighting problems in a booklet that considers light control, flexibility, durability, and adaptability to tailor the lamp to the environment. Illustrating lighting in many combinations of finishes, colors, and materials, it also features a section on authentic stoneware table lamps produced exclusively by the firm. Circle No. 229 on product information card

Durhair carpets, made of 98 percent goat's hair, is available from Durkan Carpet Corp., who offers a swatch book showing 20 decorator colors. The carpeting is said to withstand dirt, wear and tear, and is soil-, water-, and moth-resistant. It cements directly to the floor without rippling and needs no professional cleaning. Available in 6-foot 6-1/2 inch and 3-foot 10-inch widths. Circle No. 230 on product information card

Two illustrated flyers from Arts for Architecture, Inc., describe designs from award-winning sculptured wall module collection by Erwin Hauer. One features elliptical capsule-shaped openings between the modules that gives a screened-off effect yet permits light to come through. The other is strongly sculptural and well suited to exterior applications. Circle No. 231 on product information card

Chandeliers, sconces, lanterns in crystal, bronze, tole, and wrought iron are presented in Greene Brothers' catalog describing its stock and custom contract lines. Circle No. 232 on product information card
**Durability where it counts... thanks to DENSIFOOD**

The manufacturers of fine wood desks who use Densiwood for legs, center posts, moldings and other wear-points insure lifetime beauty for their furniture. The exclusive Densiwood process gives rich woods the mar-proof durability of a diamond — where it counts. No dents, scratches or scuff-marks! No jagged corners to snag nylons! If you buy, build or specify fine office furniture, Densiwood offers the ultimate in service-free functional beauty. Write for complete details.

**THESE MANUFACTURERS FEATURE DENSIFOOD ON THEIR QUALITY LINES OF OFFICE DESKS**

- Hoosier Desk Co. • JOFCO • THE JASPER DESK CO.
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A product of: **LUNDSTROM LABORATORIES, INC.**

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**BUYERS' GUIDE FOR CHAIRS**

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**WORDEN**

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**WORDEN of holland michigan**

brochure on request

Circle No. 130 on product information card

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Rates: $12.00 per column-inch payable with order. No extra charge for box numbers. This section closes on the 15th of preceding month.

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**DESIGN SERVICE:** Complete professional interior design service offered on a contract basis. Offices and industrial establishments a specialty. Located in Great Lakes area. Write: Box A-268, CONTRACT.

**CONTRACT REPRESENTATIVES WANTED:** World's largest manufacturer of decorative wall accessories wants manufacturers reps. calling on architects, design offices, and contract furnishings accounts. Write: Contract Division, Syroco Inc., 15 E. 26 St., N.Y.C., or see us at the Hotel Show Space 4027-4028.

**LINES WANTED:** Contemporary Furniture showroom, New York City, with strong following among architects and decorators, seeking representation of furniture lines with commercial and/or residential application. Write: Box A-258, CONTRACT.

**WANTED:** Industrial Designer with contract interior knowledge. Excellent opportunity for creative person to gain experience on major accounts. Send resume. Box A-259, CONTRACT.

**Fixtures Mfg. Corp.**

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Circle No. 131 on product information card
MEN WANTED: Contemporary Furniture Manufacturer wants road men currently calling on architects, designers, and specifiers with non-competing products. Strong additional quality line. All territories available East of Mississippi River except Metropolitan New York area. Write, stating experience and present line carried. Commission only. Box A-257, CONTRACT.

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