

# I n t e r i o r s

*April 1959*



*Offices / NOFA convention preview / decorative history of The Plaza*

*louvers in*  
**color**   
*by SINKO*

*...to enhance your interiors*

Through the use of Evenglo polystyrene made by Koppers, Sinko has produced Louvers of enchanting pastel colors to complement the decorative scheme of any room.

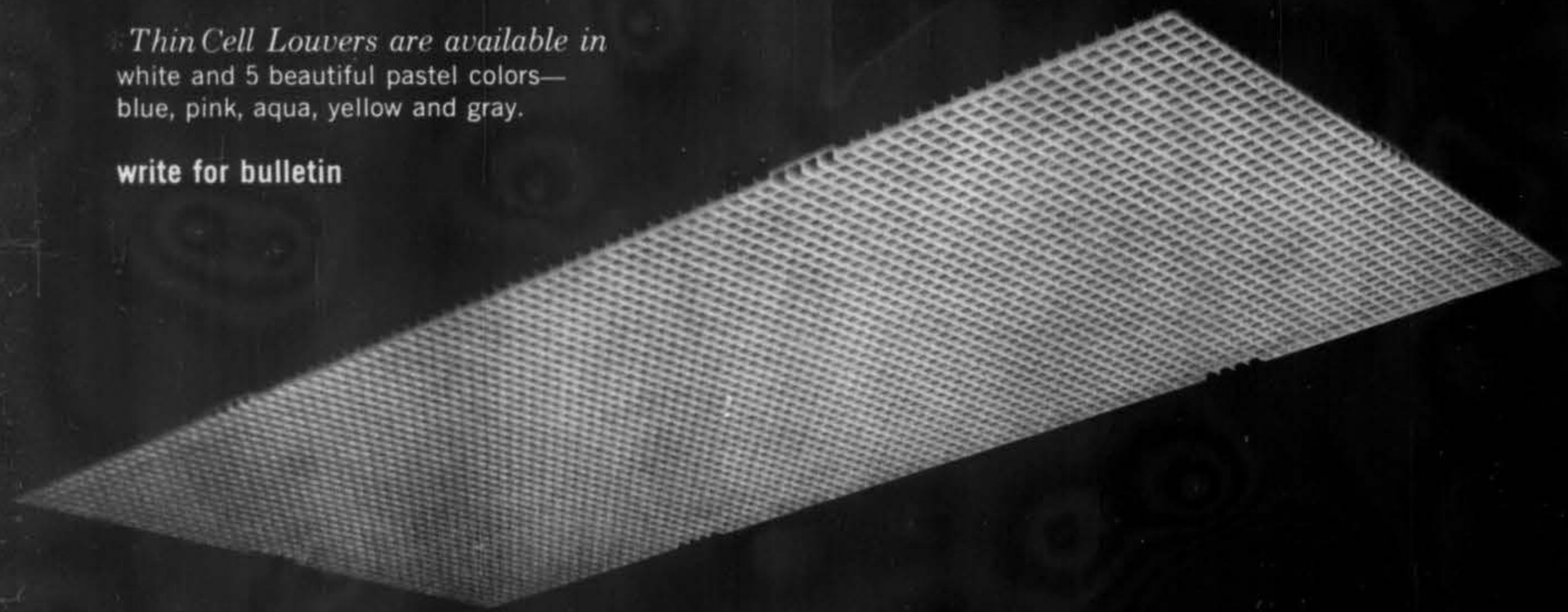
The design and construction of Sinko Louvers has met the requirements of architects, interior decorators and builders in many prominent installations.

Sinko THIN CELL construction offers many advantages: Molded plastic that has permanent color-fast beauty, with high impact strength and rigidity, making Sinko Louvers easy to handle and durable, regardless of size; apertures of  $\frac{1}{2}$ " x  $\frac{1}{2}$ " x  $\frac{1}{2}$ " with a true  $45^\circ$  x  $45^\circ$  cutoff for greater light transmission with no sacrifice of mechanical strength.

Available in standard sizes of 2' x 4', 1' x 4', 2' x 2' and graduated sizes cut to your specifications.

*Thin Cell Louvers are available in white and 5 beautiful pastel colors—blue, pink, aqua, yellow and gray.*

**write for bulletin**



*Sinko Louvers produced and sold by*

**SINKO MANUFACTURING AND TOOL CO. • 7310 W. WILSON AVE., CHICAGO 31, ILL. • PHONE: UNDERHILL 7-9400**

*sales offices*

Golden Associates  
1432 Metropolitan Pike  
Piquette, Pennsylvania  
Chester Hill 3-1920

General Plastics Sales Co.  
5620 Broadway  
Cleveland 27, Ohio  
WUcan 3-7193

Jules J. Dreyfus Sales  
214 Madison Street, S.W.  
Atlanta 3, Georgia  
MURay 7-8800

Jules J. Dreyfus Sales  
150 East 18th, Atlas, Sta.  
Miami 42, Florida  
NEwian 5-4351

Jules J. Dreyfus Sales  
713 Tchoupchouly Street  
New Orleans 12, Louisiana  
RIGmond 3-131

Lighting Parts, Inc.  
105 New Montgomery St.  
San Francisco 5, California  
YUKon 2-5788

Lighting Parts, Inc.  
131 East Jefferson St.  
Los Angeles 11, California  
ADAm 3-8111

Edwin Math & Assoc.  
1810 St. Catharines W.  
Montreal P.Q., Canada  
UNION 1-4216

*export sales office:*

Export Sales International  
111 South Bannock Avenue  
Chicago 5, Illinois



**JS  
AF**

**JOHN  
STUART  
ARCHITECTIVE  
FURNITURE**

for the office and home

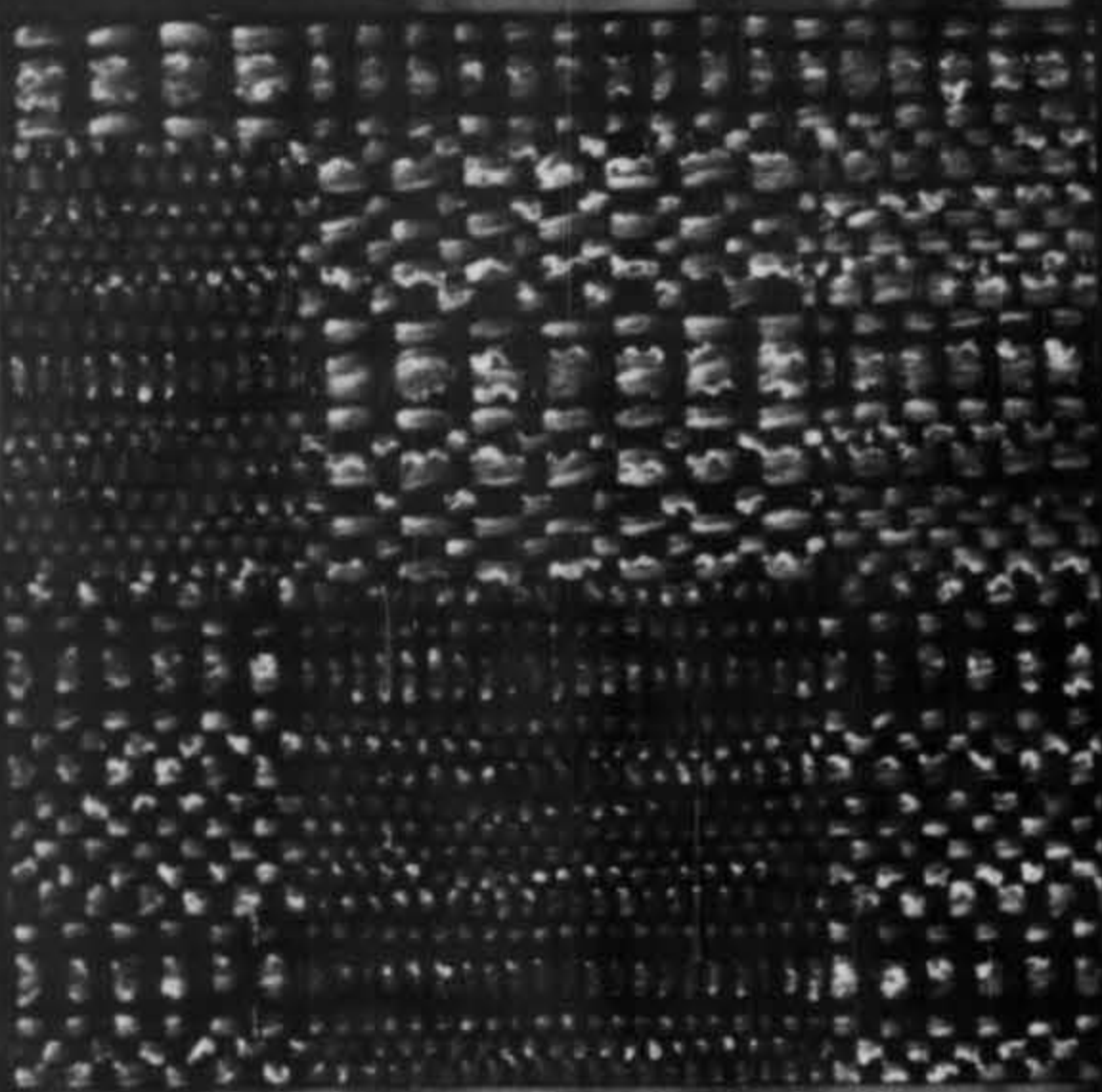
PLEASE ASK US ON YOUR BUSINESS LETTERHEAD FOR **JSAF** CATALOG.



**JOHN STUART INC.**

Principal Office and Showrooms  
NEW YORK Fourth Ave. at 32nd Street

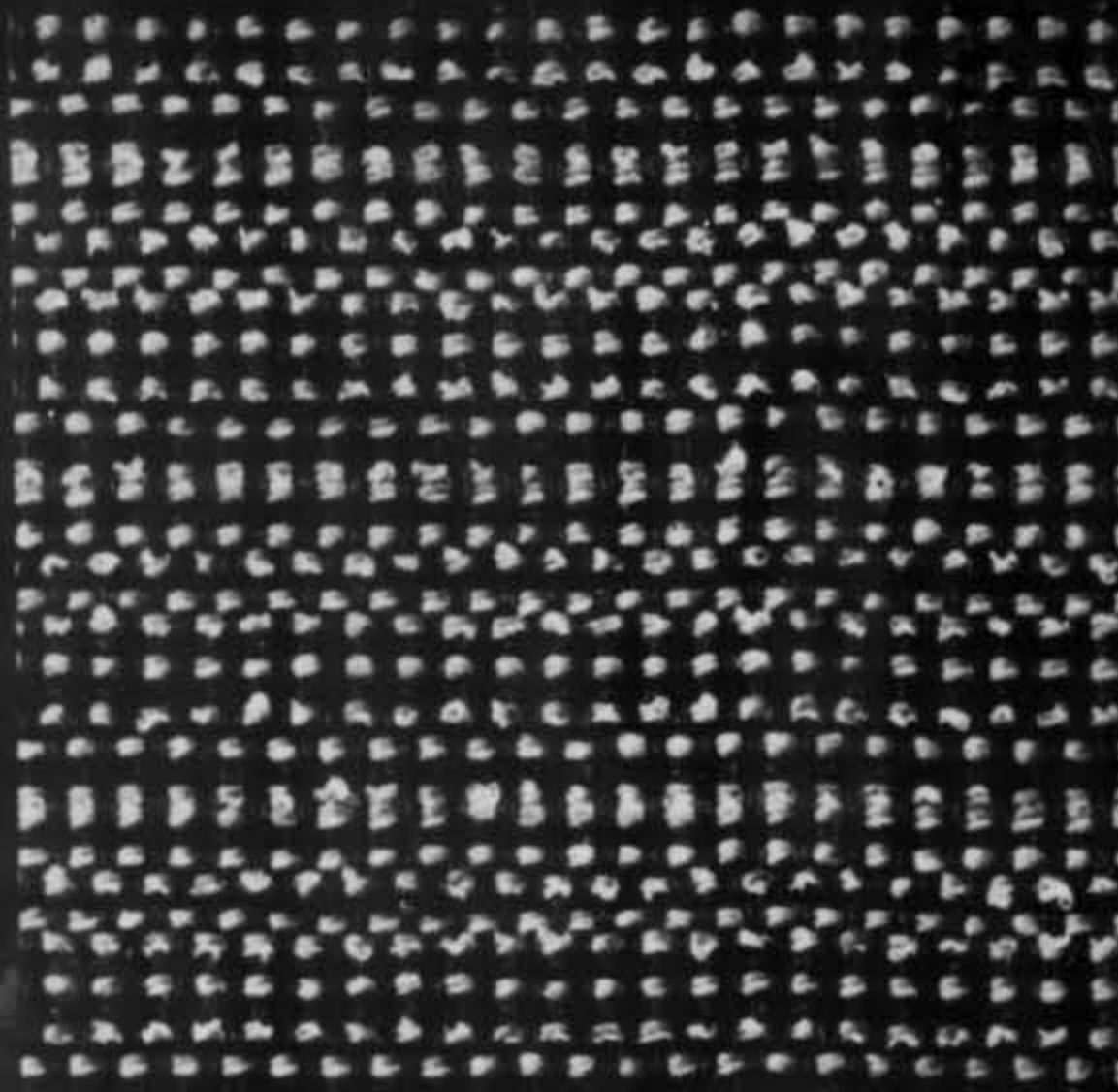
PHILADELPHIA 2301 Chestnut Street  
GRAND RAPIDS Exhibitors Building



*two coordinates from  
the Boris Kroll Contemporary Collection*

*a touch of rugged grandeur*

*Matterhorn*



**BORIS KROLL**

220 East Fifty-first Street, New York

Chicago

San Francisco

Los Angeles

Miami

Dallas

Philadelphia

Boston

# Interiors

71st year of continuous publication.....Established 1888

Published for *The Interior Designers Group* which includes:  
interior designers  
architects and  
industrial designers, who offer interior designing services,  
and the interior decorating departments of retail stores.

Contents for April, 1959  
VOLUME CXVIII, NUMBER 9

- 8 Letters to the editors
- 10 For your information
- 22 Interiors' bookshelf
- 24 A sampling of magazines from abroad
- 93 Interiors' editorial: Pending legislation
- Interiors' Contract Series '59: Offices
- 94 Mutual of Hartford, by Sherwood, Mills and Smith and Associated Designers for Interiors, Inc.
- 100 Three textile headquarters by Beeston & Patterson
- 102 John Tishman office by Victor Gruen Associates
- 104 Brokerage office by Elisabeth Draper, Inc.
- 106 Luxurious private office by Rosamond Fischer, A.I.D.
- 108 Martha Crawford's versatile office snugger
- 109 Contract Interiors, Inc.'s showroom-laboratory
- 112 Preview of National Office Furniture Association's conference and exhibit in Miami April 30-May 4
- 120 Preview of San Francisco A.I.D. Big Show
- 128 The Plaza: Hostess to the A.I.D. National Conference
- 134 V'Soske's "New Levels in Rugs" traveling exhibition
- 136 Handprints on Rich-Wall vinyl
- 138 Array of light: new lighting fixtures and lamps
- 142 Merchandise cues
- 161 Interiors' Baedeker, Part II
- 196 America's Great Sources: An index to advertisers in this issue

Cover Ernest Costa: photograph by Harris Haft

Next month *Interiors' Contract Series '59* highlights Hotels and Motels, leading off with three tropical playlands: Howard Johnson's blithe and beautiful Nassau Beach Lodge by Charles F. McKirahan, A.I.A., and Contract Interiors, Inc.; Morris Lapidus' fantastic Hotel Arawak in Jamaica; and the hand-crafted El Salvador Intercontinental by William Tabler and Robert Englebrecht . . . an exclusive and lavish presentation of 25 model rooms by members of the National Society of Interior Designers for York River House, New York's newest luxury apartments . . .

**Publisher** Charles E. Whitney  
**Editor** Olga Gueft  
**Executive editor** John Anderson  
**Art director** Arnold Saks  
**Associate editor** Marian Page  
**Assistant editors** Jeanne Weeks  
Bodil Wrede Nielsen  
Sylvia Fish  
**Staff photographers** Alexandre Georges  
Louis Reens  
**Editorial contributor** George Nelson  
**Business manager** Alec E. Oakes  
**Advertising director** Paul R. Kane  
**Eastern advertising manager** John V. Byrne  
**Subscription manager** Judith Paul  
**Assistant to the publisher** Sven K. Martinsen  
**Production** George V. Rickel

Publication offices: Whitney Publications, Inc., 18 East 50th St., New York 22, N.Y. Charles E. Whitney, President and Treasurer; Jean McClellan Whitney, Vice-President; Alec E. Oakes, Vice-President; Paul R. Kane, Vice-President; Herbert T. Ettala, Secretary. Copyright 1959 by Whitney Publications, Inc. All rights reserved. The trade mark "Interiors" is registered in the U. S. Patent office.

#### Advertising offices

New York 18 East 50th Street, New York 22, Telephone PLaza 1-2626.  
Chicago Archer A. King & Company, 310 North Michigan Avenue, Chicago 11.  
Boston M. S. Beggs Co., 462 Boylston Street, Boston 16  
Atlanta Blanchard-Nichols-Osborn, 75 Eighth Street, N.E., Atlanta 5.  
Los Angeles The Maurice A. Kimball Co., 2550 Beverly Boulevard, Los Angeles 57.  
San Francisco The Maurice A. Kimball Co., Inc., 681 Market Street, San Francisco 5.  
Tyler, Texas Weaver, Incorporated, P.O. Box 3142, Tyler, Texas.



Member of the Audit Bureau of Circulations



Member of the Associated Business Publications

Interiors is published monthly by Whitney Publications, Inc., 18 East 50th Street, New York 22, N.Y. Second-class postage paid at New York, N.Y. Subscription Price (for the trade only) \$7.00 for one year, \$12.00 for two years, \$15.00 for three years in the United States, U. S. Possessions and Canada. Rates to countries of the Pan American Union are \$10 for one year, \$18 for two years, \$24.00 for three years. Rates to all other countries are \$12 for one year, \$22 for two years, \$30 for three years. Price per copy \$1.00 in U. S. A., Possessions and Canada, \$1.50 to all other countries.

# SCALAMANDRÈ Silks

## for a New York Apartment



TO enhance the charm of a New York apartment designed in the French manner and combining furnishings of both Louis XV and Louis XVI epochs, Eve Eisner, of Trudy Wilkinson Interiors, chose beautiful Scalamandrè fabrics for use throughout the respective rooms. In the living room, for example, Scalamandrè gray-blue damask for draperies and oyster white damask for upholstery on the chairs are combined with Scalamandrè rust silk velvet covering the sofa, in contrast with the beige strié walls and blue carpet, a color scheme inspired by the owners' Dufy paintings. In the bedroom, with luxury as the keynote, Scalamandrè royal blue damask appears on the bed *à la duchesse*, contrasted with off-white walls and unpatterned frosty rose carpet.

Scalamandrè fabrics are available in an endless variety of colors, textures and patterns that are available nowhere else, all in colors that have been specially yarn-dyed for exclusive use by you.

Available, too, are highly styled *wallpapers* specially printed in patterns and colors designed to be coordinated with Scalamandrè's spectacular line of colorful fabrics.

See this great collection of fabrics, wallpapers and trimmings displayed in the showroom of **Scalamandrè Silks, 63 East 52nd St., New York. Phone: Plaza 9-2070.** Scalamandrè *Silcana*, our uptown showroom, is located at **15 East 57th St., New York. Phone: Plaza 3-6190.**



Only **S.F.\*** guarantees

# NO FABRIC LOSS!

Fabric loss in processing — bane of the decorator — is now a thing of the past, thanks to the amazing "SynFin" width control technique. This unique development in fabric processing actually retains the original width of the fabric with little or no shrinkage in length, and minimizes change in surface texture and color!

For all the new finishes, have your supplier ship directly to us. As America's largest independent textile processors of decorative fabrics, we offer the kind and quality of service you want:

(1) Immediate processing when you need it! (2) The largest and most diversified types of processing methods! (3) Nation-wide shipping! (4) Precision quality control including "SynFin" width control! (5) No yardage too small! And, (6) laboratory pre-tests of your fabric samples at no cost, of course!

The whole range of services, and what they mean to you, are described in our informative booklet, "What The New Synthetic Finishes Mean to The Decorator." Write for your free copy today.

- SYLMER, silicone process • PYROSET, durable flame proofing • SYNSET, shrinkage control and crease resistance
- SCOTCHGARD, stain repeller • ACRYLIC, RUBBER AND FLAMEPROOF BACKINGS



**SYNTHETICS** "FOREMOST NAME IN FABRIC FINISHING"  
**FINISHING CORP.**

470 N. 8th Street, Philadelphia 23, Pa. Market 7-4855



**FREE!**

Without obligation, write for your copy of this valuable treatise on all the new processes. A "must" for the decorator's library . . . it's free.

# Letters to the editors

## Progress report on licensing bill

(The following letter from Miss Beulah Spiers, A.I.D., the single individual most directly responsible for initiating the pending Interior Designers' Licensing Bill now before the California State Legislature, details the current status of the bill, which is referred to in our Editorial, page 93.—Ed.)

Sirs:

Assembly Bill 1422 was introduced by Assemblyman George E. Brown, Jr., Monterey Park, on Monday, February 16, 1959. This represents a slight revision of A. B. 2293, introduced in 1957.

AB 1422 goes to the Governmental Efficiency and Economy Committee, composed of the following:

D Masterson (Chairman)	Contra Costa
D Brown, George (Vice Chairman)	Los Angeles
R Bradley	San Jose
R Busterud	San Francisco
R Cusanovich	Los Angeles
D Elliott	Los Angeles
D Hanna	Orange
R Levering	Los Angeles
R Luckel	San Diego
D McMillan	Los Angeles
D O'Connell	San Francisco
R Reagan	Los Angeles
D Winton	Merced

Continuous meetings have been held in Sacramento and Los Angeles with Assemblyman Brown, sponsor of the bill and Assemblyman William Munnell, Democratic Majority Leader of the Assembly. Additional meetings have been held with opponents of the bill (i.e., labor, members of retail department stores, etc.) The purpose of these meetings was to determine the area and depth of the opposition to the bill. In the case of opposition because of misinformation, accurate facts were supplied. These meetings are continuing. Hearings will begin late in March or the first week in April.

Meanwhile, examples of practised fraud and misinterpretation to the consumer are being compiled in letter form from individuals and organizations, together with hundreds of signatures supporting AB 1422. It is planned to present a kit to each Assemblyman containing the bill AB 1422, and a brochure explaining and supporting the bill.

A letter writing campaign in behalf of AB 1422 directed to all Committee Members (Governmental Efficiency and Economy) is being considered. Effective content and timing will be determined based on future meetings with the assemblymen working on the bill. Ample notice will be given for this letter writing.

Statewide press releases will be issued—

the calendar of releases to be determined as support and events indicate (i.e., dramatization of consumer fraud and misrepresentation . . . announcements of prestige support, etc.)

Beulah Spiers, A.I.D.  
Los Angeles, California

## Roses, and a correction, for Playbill

Sirs:

Your February issue is an especially exciting one. We knew beforehand that Melanie Kahane's Playbill Restaurant was going to be covered that month and so we thumbed impatiently to "Restaurants and Bars," beginning on page 63. Pin a rose on Louis Reens for photographing so difficult an assignment as well as he did. Equal handicaps were hurdled with the usual aplomb of Melanie Kahane Associates. I had heard about the "before" condition of the space and wish your readers could only know the problems involved. However here's the *raison d'être* for this letter. You've gone and crossed your wires again. The red damask printed on American Felt Company's "Hushalon" is our "Carnavalet," designed by Grace Ohanian and of course printed by our firm. Melanie Kahane's inspiration was to do it on felt. We must admit it is superb, and we are proud to have contributed to the exciting atmosphere of the Playbill. I cannot close without commenting on your beautiful article on Wharton Esherick in the same issue (February, pages 92-95). My husband and I first "discovered" Esherick while honeymooning in Pennsylvania fifteen years ago, and it was a wonderful experience to be reintroduced to him, both in the Museum of Contemporary Crafts' superb exhibition and in *Interiors*.

Grace Ohanian Ellis  
Jackson Ellis, Inc.  
New York, New York

## A.Y.M. returns, confused

Sirs:

*Interiors'* Letters to the Editors page carries a regular stream of stimulating controversies between its impassioned readers, who show great talent for the art of railery and irreverence. A rebellious designer from New England recently wrote an extraordinary letter criticizing the highly publicized design elite, whose abilities, he contended, were vastly overrated. As he was very angry about the stultifying state of the current Square Deal, and as he seemed to be searching hungrily for spiritual values, one got the impression that here, at least, was a genuine Beat Generation designer — something of a phenomenon in the profession.

But in a subsequent letter, the elites' exalted position was strongly defended by a reactionary decorator from the South. He

prefaced his defense with the admission that his knowledge of famous people was limited to *Time* and *Confidential*. And then he went on to say, in effect, that what's-good-enough-for-the-country's-top-decorating-brass-should-be-good-enough-for-every-other-decorator-in-the-country.

A short time afterward a New York newspaper reported that a leading female decorator, speaking at a meeting of the Woman Pays Club, said that women have one enormous advantage over men in industry: "Women have imagination — men do not." The meeting had hardly ended before a national press service added further abuse upon the males' rapidly declining prestige. A well-known decorator (male) from the West Coast was quoted as saying that bachelors' living quarters lack more than a "woman's touch": "they lack any touch at all." He had reached this sad conclusion after his experiences in trying to supply "cheerful, homey decor to young men-about-town."

Fortunately, the honor and professional reputation of the male was finally redeemed when the New York Chapter of the American Institute of Decorators gave its annual award to Cecil Beaton. After their intense campaigning for a "return to elegance" (Baroque Grace, Renaissance Richness, Gothic Splendour), the decorators must have been startled to hear Mr. Beaton predict a coming vogue for *plainness* in our own houses. He said that a sense of peace and stillness is lacking today, and suggested that we should live with the austerity of monks and nuns.

There is a little fragment by Laurence Housman which might serve as a permanently useful guide for all designers and decorators who may be confused by what they read:

"Or all the facts that life may show  
Combine to give you vertigo."

Yours confusedly,  
Raymond Wing-Jean, architect  
New York, New York

## Kudos for Baedeker

Sirs:

Your "Interiors' Baedeker" (March) was a tough job — and beautifully done. You really did a magnificent job of it. Congratulations to you.

Leonard C. Van Wye  
New York, New York

Sirs:

Congratulations on your "Interiors' Baedeker" feature. Very well done—and that goes for the entire March issue.

Bob Spelman  
Executive Director  
Wood Office Furniture Institute  
Washington, D. C.

(Part II of *Interiors' Baedeker of New York showrooms* appears in this issue, beginning on page 161—Ed.)

# GROSFELD

ROGER B. HARGREAVES DESIGNS FOR THE NEW LOOK AT

# H O U S E



Venetian Dining Room by Roger B. Hargreaves, N.S.I.D.,

shown in a room setting of his own design



Illustrated: Sideboard, #5312—Dining Table, #5311—Arm Chair, #5317—Side Chair, #5318—Server, #5313

Roger B. Hargreaves, prominent interior designer, is one of 10 distinguished names who have recently designed furniture exclusively for Grosfeld House. In all of these collections you'll find the reflection of a new look, a great new elegance in design. Here is an expression of the finest, freshest point of view in furniture... drawn from the best of the past and the present, and projected with vision into the future.

## GROSFELD HOUSE FURNITURE

New York: 215 East 58th Street • Los Angeles: 145 No. Robertson Blvd. • Chicago: 660 No. Wabash Ave. • Cleveland: 2810 Superior Ave. • Dallas: 1544 Slocum St. • Miami: 4800 N. W. 37th Ave.

As always, Grosfeld House furniture is hand-crafted in Grosfeld factories to the highest custom standards. Plan to see the new furniture and room settings by

DORA BRAHMS • YALE R. BURGE • LESTER BYOCK  
MELVIN DWORK • JESSIE EARNSHAW • MICHAEL GREER  
ROBERT B. HARGREAVES • PATRICIA HARVEY • EDITH HERNANDEZ  
MILDRED IRBY

News from the Major Trade Centers Edward D. Stone's Celanese House Exhibitions Trade Fairs

Travel and Vacation Courses News from N.S.I.D., A.I.D. and I.D.I Competitions Awards People

**News from Major Trade Centers**

*The Compleat Trade Mart For Dallas*

Devotees of Frank Loesser music, as well as those more immediately concerned with the home furnishings industry, will be pleased to know that "Big D" is getting bigger all the time. The latest addition to that Southwestern isle of activity is the four-story Dallas Trade Mart, formally opened on February 22. Built by Trammell Crow (responsible also for the Dallas Homefurnishings Mart and the Dallas Decorative Center) as a part of his "Market City" plan for Dallas, the \$18-million structure is the first market building to combine permanent showrooms and temporary booth shows under one roof.

In the nearly one-million square feet allotted them, an estimated 600 permanent exhibitors will display wares that answer virtually all household needs. The square footage of the individual showrooms can range between 400 and 8,000, depending upon the tenant's wish. Decorative accessories, fabrics, housewares, major and small appliances, hard and soft floor coverings, gift-wares, toys, and sporting goods are to be found within. In addition, the entire fourth floor houses closed furniture showrooms. Of the three major gift shows scheduled for this year, the first opened simultaneously with the Trade Mart. Furniture firms located in the new building will share the five market days observed by those in the Dallas Homefurnishings Mart.

Architects Harold Berry, Donald Speck, and consulting architect Harwell Hamilton Harris have been expansive in their consideration of tenants and guests alike. Wide (10 to 25 feet), indirectly lighted corridors with resilient tile flooring connect attractively decorated, glass-walled showrooms. The idea that an edifice devoted to trade can and should offer repose and beauty is convincingly demonstrated by the air-conditioned, glass-enclosed Grand Courtyard, around which the massive structure has been built. Charms of this court include gardens, pools, wild birds, and even a gazebo. Such distressing building problems as elevator bottlenecks and a paucity of parking space have been anticipated and averted by the installation of escalators throughout the Trade Mart's interior, and a 6,000-car, free parking lot outdoors.

The exterior is of pink brick and of beige stone that has been cast in a specially-designed, geometric pattern. The 20 x 49 foot filigree panel dominating the entrance forecasts the romantic mood of the courtyard, while serving the practical purpose of shading a three-story, glass-enclosed balcony.



Top: Sketch of new \$18-million Dallas Trade Mart, built by Texan Trammell Crow. Approximately 600 permanent showrooms will tenant the Mart. An example is shown above.

*New Officers For La Cienega*

At a recent Los Angeles meeting, the 1959 officers of La Cienega Center were installed. They are: Maurice Bailey, president; John Goode, vice-president; Millie Hampshire, treasurer; Ray Hargrove, secretary, and Don Frazier and Jane Ellis, new members of the board of directors. A third board member will be named by Mr. Bailey to fill the vacancy caused by the sudden death of Viola Sampson, who had been elected to the office.



**Edward Stone's Celanese House**

If the New Canaan, Connecticut natives have been more than usually restless of late, it is with good cause. In a woody tract, just a Stone's throw from town, construction on one of the year's most exciting buildings is under way. Dubbed "The Celanese House," the Edward D. Stone-designed structure will serve as a showcase for fabrics being created for Celanese's "The American Idea" fall fabric promotion. That firm's Chemicals and Plastics divisions will contribute vital ingredients to the building and house furnishing materials. John and Earline Brice are superintending the interior design, and New Canaanite Theodore DeF. Hobbs is the builder.

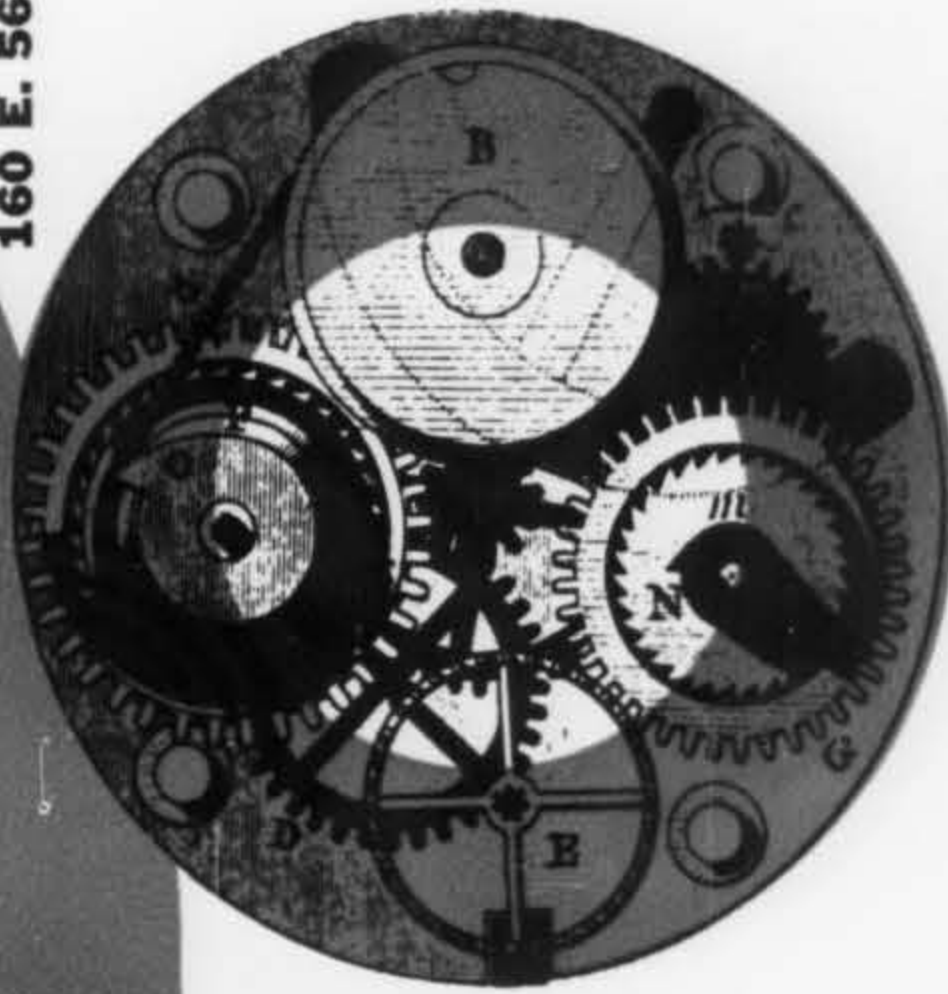
The "House" (see artist's sketch, below), consists of a main structure and an adjoining two-car garage with maid's room and bath. A continuous roof overhang unifies the two buildings, and a translucent plastic panel admits light to the breezeway that connects them. Perched atop the flat roof are twelve fat pyramids, each of which is capped by a glass skylight. Many pyramided wood trellis-work is set out from the shingled exterior walls of the front and rear facades, and encloses a garden.

Inside, all is light and airy. The combined areas of living room and atrium provide a 50-foot span through the center of house, and an additional span of 50 feet across the rear of the plan can be obtained by means of sliding panels that connect the dining room and the study to the living room. Three bedrooms, three baths, and a large kitchen comprise the remainder of the main structure.

Below: Artist's sketch of Edward Stone's design of "The Celanese House," one part of Celanese's "The American Idea" fabric promotion.

160 E. 56th St., New York 22, N.Y. • PL 1-5650

**CRAFTSMANSHIP**



**IN DOMESTIC FURNITURE**



**jg**

POLECK



Above: Mallory-Tillis, Inc. uses Laverne's plastic furniture for a "Box Brunch in a Tree."

Right: Raymond Loewy's "Epicures and Connoisseurs." Gobelin tapestry from French & Co., Picasso from M. Knoedler, Edward Fields rug.

### Exhibitions

#### Breakfast, Lunch, and Dinner at Tiffany's

The season for taking a fresh look at the world is upon us, and this year's parade of decorative inspiration requires new notebooks and sensible walking shoes. Kicking off early in March, Tiffany & Co. held its third annual exhibition of table-settings by leading New York decorators. Tiffany china, crystal, and silver was featured amid imaginative settings of furniture, linens, objects d'art, and other accoutrements for the supreme epicurean experience, provided by the designers. Lending their considerable talents were: Baldwin and Martin, Inc.; Mrs. Chester Burden of the Burden Littell Bureau, Inc.; Robert Samuels of French and Company; Raymond Loewy; Mallory-Tillis, Inc.; Gene Moore; William Pahlmann Associates, Inc.; Mrs. Henry Parish II, Inc.; Valerian S. Rybar, Inc.; Diane Tate and Marian Hall, Inc.; Van Day Truex; Rouben Ter-Arutunian, and Andy Warhol. A wealth of suggestions, ranging from a fanciful box brunch in a tree house (shown at top) to the formal opulence of dining in the presence of great art treasures (right), stood ready for adaptation to home use.

#### Tapestries, Imported

The Museum of Contemporary Crafts, 29



West 53rd Street, New York, offers thirty-nine handsome solutions to the stark walls of today's architecture. In an exhibition of *Contemporary French Tapestries*, the work of 18 members of the French tapestry designers association, plus guest artists Le Corbusier, Fernand Leger, and Jaques Villon, is stunningly hung. Present-day France, as in the Middle Ages, is enjoying a revival of interest in the ancient art of the tapestry and, although the weaving technique has remained unchanged through the ages, superior modern wools lend themselves to greater varieties of visual effects; the artist, in turn, may be more experimental in his design approach. The display, in fact, includes abstract and surrealist

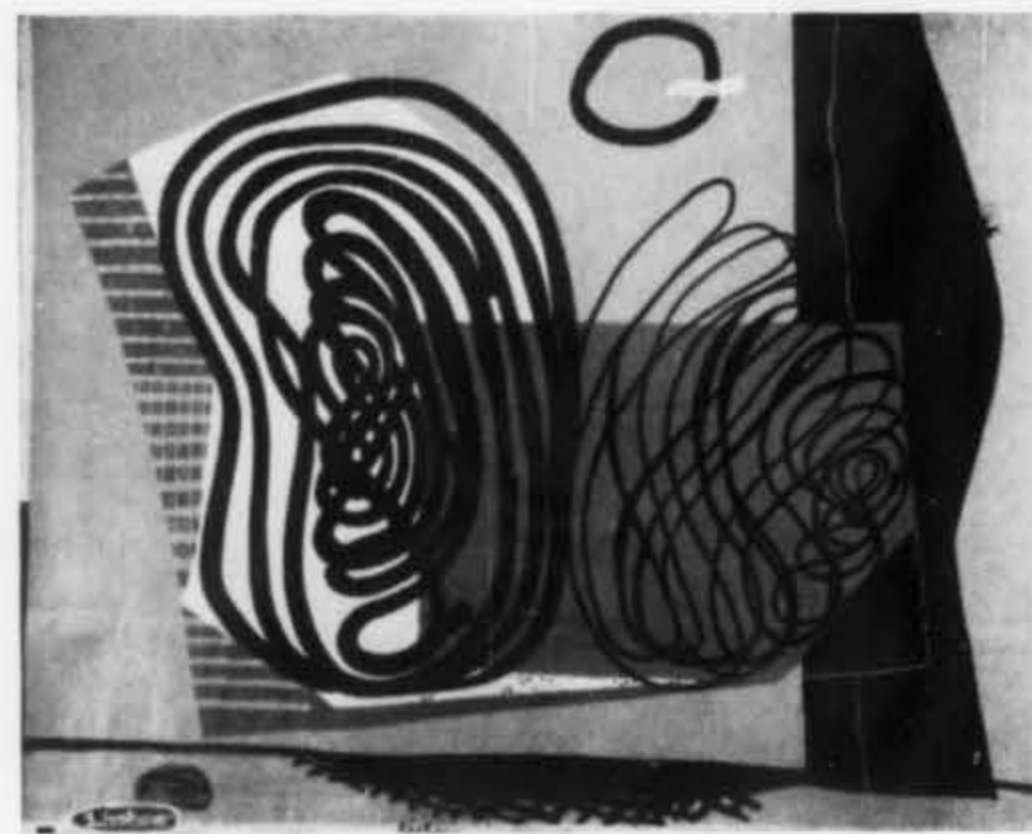
designs, as well as representational. Members in the 13-year-old *Association des Peintres-Cartonniers de Tapisseries*, whose ranks include such name artists as Jean Lurcat, Marcel Gromaire, and Marc Saint-Saens, create the designs that are then executed by one of the 15 weaving families of Aubusson. After May 3rd, the Smithsonian Institution will send the show on tour.

#### Tapestries, Home-grown

At America House, Ltd., 32 East 52nd Street, New York City, ten tapestries designed by a Philadelphian, Alan Porter, illustrate with what successful results the American artist's hand can be turned to the centuries-old craft. Woven in Offenbach, Germany according to traditional dicta, they are, nonetheless, texturally unusual fruits of the loom. This results from the use of raw, rather than pre-spun, wool, which Mr. Porter combs and spins to produce varying widths. The employment of wet and dry wool principles during the dyeing process lend subtle gradations of hue. Although the formal exhibition closed on March 31st, the hangings will be on permanent display at America House.

Below: "Les Huit," Le Corbusier's playful figure eights; tapestry at Crafts Museum.

Bottom: "Hands of Gift and Receipt," one of Alan Porter's tapestry designs at America House.





## THIS IS THE PANEL OF EXPERTS



• America's foremost decorators and architects stand behind Barclite Fiberglass Panels...today's most dramatic influence in interior design.



Translucent and delicately-patterned, Barclite adds airiness to rooms...softly diffuses light...and it's so lightweight and flexible it can be installed with ordinary hand tools. They use Barclite Decorative Panels for room dividers, sliding doors, dropped ceilings, skylights...in homes, offices, stores, beauty shops — everywhere. Barclite is unbelievably low in cost...so economical to install...truly an outstanding way to work decorating magic.

Write for free color literature and samples of this unique new product.



**BARCLITE CORPORATION OF AMERICA\***, Dept. IN4, Barclay Building, New York 51, N.Y.  
\*AN AFFILIATE OF BARCLAY MANUFACTURING CO., INC.

# BARCLITE

*More students at work*

Philadelphians, take note! Five gallery rooms of Lit Brothers Department Store have been invaded by 15 interior design students of Drexel Institute of Technology. The store specified that it wished a living room, dining room, bedroom, fun-room, and a one-room apartment. The students, working in groups of three under the direction of Mrs. Mary McCue Epstein and Mrs. Virginia Ogden of D. I. T., complied respectively: Hope Parish, Sandra Kurkian, Mary Jarvis; Eileen Jursa, Joyce Kirkland, Jaqueline Meiset; Lorretta Wersen, Anita Pettit, Maxine McGinley; Alice D'Angelo, Joan Hrabak, Joan Clifford; June Kajioka, Donna Walker, Mary Ajenski. For those geographically unable to see the happy results, we show example, right. On display, through June.



Above: Living room design by Drexel Institute of Technology interior design students for Philadelphia's Lit Brothers Department Store.

view designs for the Fiber Glass Division of the Pittsburgh Plate Glass Company. Lucky recipients of the respective talents of Ceil Chapman, Vera Maxwell, Adele Simpson, and Pauline Trigere, are drapery manufacturers Covington, Riverdale, Waverly and Titus-Blatter. The exhibition, designed by Peter Muller-Munk Associates, will then tour nine other cities.

**Forecast: Trade Fair Days Ahead**

*Paris—May 1-18.* The 48th Annual Paris Trade Fair will be held in the 125-acre Porte de Versailles. Included in the 20 sections will be exhibitions of furniture, office equipment, antiques, and arts and crafts. Information from the French Chamber of Commerce in the U. S., Inc., 250 West 57th Street, New York 19. *New York—May 8-19.* The Coliseum will house the Third Annual United States World Trade Fair, sponsored by the New York City Department of Commerce and Public Events, and managed by the Charles Snitow Organization, Inc. Elaborate individual pavilions will offset displays of several of the 64 estimated participating countries.

*Chicago—July 3-18.* Visitors to the 1959 Chicago International Trade Fair will discover whole worlds of decorative inspiration. Consumer and industrial products from 65 nations will be exhibited by 3,000 firms in the newly-renovated Navy Pier Exhibition Hall. The Pier's interior is being designed and executed by Andrews Bartlett & Associates, Chicago, and the architectural and engineering firm of Naess and Murphy serves as consulting architects. Six restaurants, four operated

by Chicago's Palmer House, and two Wimpy International, will offer food fare. Two Chicago firms, Idea Associates and the Equipment Manufacturing Company, are designing the Wimpy "Hamburger Deluxe" eateries. Reservations from sponsor, The Chicago Association of Commerce and Industry, 30 W. Monroe St., Chicago.

**Travel and Vacation Courses**

*Danish Course For Travelling Americans*

A two weeks course in *The Arts and Crafts in Danish Living* is offered to all interested Americans from September 1-15. Arranged jointly by the Louisiana Museum, whose exquisite new building is pictured below, and the Danish Society of Arts and Crafts and Industrial Design, the course will be held partly in Copenhagen and partly in Humlebaek on the Danish Riviera. Included are lectures on modern Danish ceramics, architecture, furniture, et al, by well-known Danish authorities, as well as visits to workshops, homes, museums, factories, etc. Cost of the 15-day course (including entrance fees, board, lodging, lectures, excursions) is \$250. Applications should be sent to the Louisiana Museum, Humlebaek, Denmark, before April 30th.

*Monadnock School of Design*

Under the direction of Alfred J. and Augusta B. Dillon (*Interiors*, February 1958), the Monadnock School of Design plans its second summer session. Instruction in designing for various media, as well as in selling those designs, is again offered in the New Hampshire school house transformed by the Dillons into a colorful retreat. Last year's roster has been augmented by additional courses, as well as by "bench space" for those wishing to pursue individual craft work with or without guidance. Course and scholarship information is available, Monadnock School of Design, Hancock, N. H.

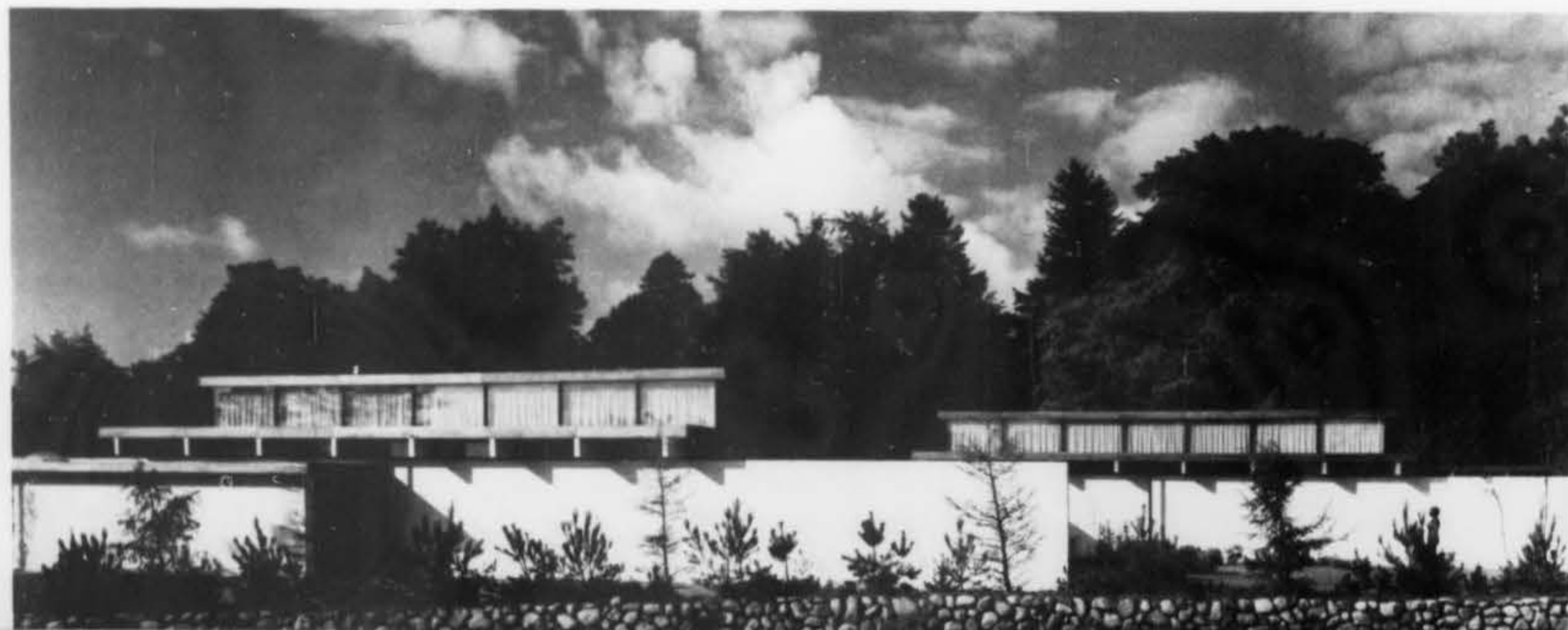
Below: Denmark's beautiful new Louisiana Museum where students of "The Arts and Crafts in Danish Living" will attend lectures.

*The Good Old Days, Revisited*

Two notable exhibitions on old world themes are currently in full swing. The first, honoring the twin discoveries of the Hudson River and Lake Champlain, is at the New York Historical Society, New York City. Outstanding examples of architecture, from Colonial days to "Hudson River Gothic" through F. D. R.'s Hyde Park House, are shown in photographs, paintings and prints. Through 1959. . . Just below the Mason-Dixon Line, at the Baltimore Museum of Art, 450 items gathered from museums, art dealers, and private collections comprise "The Age of Elegance: The Rococo and Its Effect." In the first American exhibition of Rococo, French, English, Italian, German-Austrian, and American expressions of that style can be viewed from April 26th to June 14th.

*Fiber Glass Drapery Fashions Afoot*

When the collective fancies of top fashion designers turn to thoughts of drapery fabrics, news is surely in the making. It will be made, in this case, at New York's Hotel Pierre on April 21st, when press members, decorators, and store buyers pre-



LEADING DECORATORS AND DESIGNERS... LIKE CHARLES BURR LAMAR, A.I.D. ... INSIST ON ROBBINS VINYL TILE

Living Colors  
OF TOMORROW

"... ROBBINS VINYL TILE TRULY GIVES THE DECORATOR-DESIGNER A FANTASTICALLY WIDE RANGE OF CREATIVITY

... the result, naturally, is new beauty and design distinction in hard surface flooring. Robbins newest designs and colors are remarkable from every standpoint of good, sound decorating ... and, give us vast new possibilities to create the kind of floor-

ing excitement and beauty most people want, today. One example of Robbins leadership in vinyl tile is their new BYZANTINE line which I recently selected for a large commercial installation."

fabulous  
floors  
by



**Robbins**  
FLOOR PRODUCTS, INC.  
Tuscumbia, Alabama

MR. LAMAR, PRESIDENT OF LAMAR AND GILLETTE, LTD., NEW YORK, PHOTOGRAPHED IN THE NEW ROBBINS SHOWROOM AT 515 MADISON AVENUE ... THE PANELS IN THE BACKGROUND SHOW THE FULL COLOR RANGE OF ONE OF ROBBINS' BEAUTIFUL NEW VINYL TILES ... BYZANTINE ... AND ITS AVAILABLE ACCENT STRIPS.

**News from the N.S.I.D.**

*A Tour of Homes*

To benefit the Arthritis and Rheumatism Foundation's New York Chapter, as well as the N. S. I. D. Scholarship Fund, the latter organization sponsored its sixth annual Tour of Homes on April 7th and 14th. Mrs. Waldo Hatch and N.S.I.D. President Michael Greer co-chaired the Tour Committee. N.S.I.D. members Mrs. Deva Adams, Mrs. Ralph F. Colin, Leon Dalva, Joseph Lombardo, Valerian S. Rybar, and Mrs. Dora Brahms threw open their own homes for the first day's tour. Jay Dexter Dorf and Frederick P. Victoria, members both, similarly invited hearthside inspection, as did clients of Michael Greer, Donald Hess, David Barrett, and Gouverneur Morris Helfenstein, on the 14th.

*Connoisseurs at Parke-Bernet*

"Tastes of Connoisseurs" was the theme of a recent N. S. I. D. meeting at which honorary memberships were bestowed upon Mrs. Katherine Prentis Murphy and Mrs. J. Watson Webb, distinguished contributors to the art world. Before a black-tie audience at the Parke-Bernet Galleries, N. S. I. D. experts presented examples of their own tastes, and discussed them. They were: John Graham II, Curator, Colonial Williamsburg; George B. Jackson of Edwin Jackson, Inc.; Albert Nesle of Nesle, Inc.; Charles A. Sultner of Arthur Ackerman & Sons, Inc.; John Kent Tilton, Director, Scalamandr  Museum of Textiles; Frederick P. Victoria of Frederick P. Victoria, and Robert Samuels, Jr., who later hosted the reception at his firm, French & Co. Art educator Pierre B dard and Parke-Bernet President Leslie Hyam, led the discussions.

*Student Chapter Debates at*

*Richard Draper's*

That the future of the interior design field lies in bright and knowledgeable hands was brought home clearly to all attending the recent joint meeting of N. S. I. D. student chapters, at Richard Draper & Company, New York. Representing the New York School of Interior Design, Charles Gagnon held that "Using all contemporary furniture produces a showroom; all antique, a museum." "Pros and cons of residential or commercial designing" was Parsons School of Design student Jim Marks' topic. Angelo Abbate of Pratt Institute offered pointers on "The psychological approach of the interior designer," while Art Career School's Don Fairbrother probed "The relationship between architect and interior designer." "Better understanding of the materials with which a designer works" was advocated by Herbert Kramer, Philadelphia Museum School of Art; professionals and students in the audience were vocal on all of the topics.



*Stops along N. S. I. D.'s Tour of Homes. Top: Michael Greer's contemporary design for a client's Park Avenue penthouse. Above: The sitting room of Mrs. Ralph Colin, N. S. I. D., offsets her famous art collection.*

*June and October Shows in California*

Northern and Southern California N. S. I. D. chapters each will sponsor an important home furnishings show at the invitation of Robert L. Boyle, President, Pacific Shows, Inc. Chapter President Anthony G. Hail announced that, under the chairmanship of Reese Lewis, the Northern California Decorators and Homefurnishings Show will be held from June 10th through 14th at the San Francisco Civic Auditorium and will

*Below: A. I. D. house tour. John Abbate's elegant town house was among the ports of call.*



feature a "Design For American Living" theme. Los Angeles' Pan Pacific Auditorium will, according to Edward F. White, Southern California Chapter President, house that city's 10th annual Decorators Show from October 15th through 25th.

**And from the A.I.D.**

*Pre-Easter Tour of Homes*

Anywhere a decorator hangs his hat is, apparently, fair game for rubberneckers. A. I. D.'s New York Chapter held its annual Pre-Easter Tour of Homes on April 14th and 15th. The homes of members Mary Neveleff, Jerome Manashaw, Jane Ashley, Barbara Barondess MacLean, Guy Roop, Jr., Charles Lamar, David Bell, and John Abbate, were visited, as were interiors created for clients by Ruth Strauss, Jane Ashley, Vladimir Kagan, and Ellen Lehman McCluskey.

*Arizona, the 28th Chapter*

Arizona, the 28th chapter to join the national ranks, will receive its charter during the 28th Annual Conference of A. I. D. At a recent Phoenix meeting, National President Harold Grieve presented membership to Stanley Taylor, Paul Collins, Louis Knaak, Kay Baden, Mary Elizabeth Davis, and Dee Boynton of Phoenix, and Sandy Rosenthal and Fred Harvey of Tucson. Mrs. Edna Green, Miss Thelma Hawkins and Alfred Messner developed and arranged the program.

*Panel on Man-Made Fibers*

Following a business meeting last month, the New York Chapter of A. I. D. sponsored a panel discussion entitled, "Look What Man's Made." Led by Sara Little, industrial design consultant, participants were: E. M. Norrell of Eastman Chemical Products; Rod Blackhurst, E. I. duPont de Nemours; Dr. R. G. Stoll, The Celanese Corporation; J. W. McWaters, American Viscose; Paul Filter, Dow Chemical Company; Mark Perrier, Owens Corning Fiberglas; Joseph Tucker, Chemstrand, and LeRoy Jones, National Plastics Products Company.

**I.D.I. Fight for Design Legislation**

The Industrial Designers Institute, a member of the inter-industry National Committee for Effective Design Legislation, met to hear an encouraging report of progress in design protection. Alan Latman, executive secretary of NCEDL, explained the improved design-patent bill, soon to be introduced on the floor of Congress, and led the discussion. John Pile of George Nelson and Company showed a slide film of original designs and their pirated counterparts, and Louis Kelem, Lightolier, Eugene Eppinger of Herman Miller, and Jens Risom, participated in the program. See page 93 for *Interiors'* Editorial Support of this Campaign.



When you choose Bodart reproductions,  
you are assured of *true* French designs,

skillfully recreated in accordance with  
a "habit of quality" that has flourished for  
more than thirty years. They will provide

for you a lifetime of deep satisfaction  
and dependable service . . . as time

enhances their beauty and value.

## THE HABIT OF QUALITY



*Bodart*  
FURNITURE of FRANCE



DISPLAYS:

NEW YORK  
49 EAST 53RD STREET

DETROIT  
1025 BRUSH STREET

CHICAGO  
325 NORTH WELLS STREET

BOSTON  
90 CANAL STREET

ST. LOUIS  
295 NORTH LINDBERG BLVD.

PHILADELPHIA  
2305 CHESTNUT STREET

DALLAS  
330 DECORATIVE CENTER

ATLANTA  
100 SPRING STREET

MINNEAPOLIS  
212 11TH AVENUE, SOUTH

GRAND RAPIDS  
EXHIBITORS BUILDING

BODART FURNITURE, INC. 49 EAST 53RD STREET • NEW YORK, N. Y.

**Competitions**

Midnight, May 4th, is the entry deadline for the Industrial Designers Institute's 9th Annual Design Award Program. The winning individual or team will receive a medal for outstanding work in the field. Entry forms available from Design Award Committee chairman Carl Bjorncrantz, 2212 Pioneer Road, Evanston, Illinois. . . . The winner of the 1959 Copper and Brass Achievement Award will receive \$1,000. The competition's purpose is to honor the year's outstanding advance in use, application, or metallurgy, of copper brass, bronze, or other copper-base alloys. Entry forms, information, from Copper and Brass Research Association, 420 Lexington Avenue, New York 17. Deadline is April 30th.

**Awards**

"For cultural attainment, as well as contribution to industrial design both at home and abroad," Italy's fifth *Premio la Rinascenza Compasso d'oro* went to Milanese architect Franco Albini. . . . Winners of the 1959-1960 *Rome Prize Fellowships* have been announced by the American Academy in Rome. In the field of architecture, they are Theodore John Musho and John Jay Stonehill. . . . Architect Edward Barnes, New York, recently received the Yale School of Architecture's *Yale Medal For Distinction in the Arts*. . . . For his design of the King Saud University, San Francisco architect John Bolles was the first American to receive the Saudi Arabia government's *Merit Award*.

**People**

PIERRE ARMAND KLEYKAMP will join the Rhode Island School of Design, Providence, as associate professor and chairman of the Division of Industrial Production.



A graduate of the Academy of Fine Arts, The Hague, he has designed for Knoll Associates and George Nelson, his fabric designs have been included in the Museum of Modern Art's "Good Design" exhibitions, and his graphic designs have appeared as *Interiors* covers. Professor Kleykamp  
(Continued on Page 176)

**FOR YOUR CALENDAR**

Through April 16. *Forms From Israel, American Federation of Arts Travelling Exhibition*. Albany Institute of History and Art, Albany, New York.  
 Through April 19. *Architecture and Imagery. Four New Buildings shown in models and photographs*. The Museum of Modern Art, New York.  
 Through April 30. *Baroque Textiles of the Louis XIV Era*. Sealamandre Museum of Textiles, 57 East 57th Street, New York City.  
 Through April 30. *Modern Woven Textiles, Sealamandre Museum of Textiles Travelling Exhibition*. Pensacola Art Center, Pensacola, Florida.  
 Through April 30. *Textiles Used in Colonial National Shrines, Sealamandre Museum of Textiles Travelling Exhibition*. Chicago Historical Society, Chicago.  
 Through April 30. *Contemporary Prints From Great Britain*. The M. H. DeYoung Memorial Museum, Golden Gate Park, San Francisco 18.  
 Through April 30. *Textiles of the Italian Renaissance, Sealamandre Museum of Textiles Travelling Exhibition*. Dallas Public Library, Dallas.  
 Through April 30. *Tapestries by Mark Adams*. The M. H. DeYoung Memorial Museum, Golden Gate Park, San Francisco 18, California.  
 Through May 2. *Antico Floor Show*. Design Center, 425 East 53rd Street, New York City.  
 Through May 3. *Contemporary French Tapestries*. Museum of Contemporary Crafts, 29 W. 53 St., N. Y.  
 Through May 10. *Miro: Paintings, sculpture, and ceramics of Joan Miro*. Museum of Modern Art, N. Y.  
 Through May 20. *The Folk Art of New York State*. The Abby Aldrich Rockefeller Folk Art Collection, Williamsburg, Virginia.  
 Through August. *Through History with Currier and Ives — From the Garden of Eden to San Juan Hill*. Museum of the City of New York, 5th Ave. & 103 St.  
 Through August. *The Gibson Girl, Costumes and Drawings*. The Brooklyn Museum, Eastern Parkway.  
 Through October 4. *New York Theaters, Today and Yesterday—exterior and interior views of New York theaters from 18th century to present day*. Museum of the City of New York.  
 Through December. *350th Anniversary of twin discoveries of the Hudson River and Lake Champlain. Prints, Photographs, paintings, and Maps on display*. The New York Historical Society, Central Park West and 77th Street, New York City.  
 Through December. *Decorative Arts: 50 Years of Collecting. Exhibition of 17th, 18th and 19th century decorative arts*. The Newark Museum, Newark, New Jersey.  
 April 1-12. *California's International Trade Fair and Industrial Exposition*. Great Western Exhibit Center, Los Angeles.  
 April 1-22. *British Artist-Craftsmen*. Smithsonian In-

stitution Traveling Exhibition. Rochester Memorial Art Gallery, Rochester, New York.  
 April 1-22. *100 Years of American Architecture*. Smithsonian Institution Travelling Exhibition. Milwaukee Home Show, Milwaukee, Wisconsin.  
 April 1-22. *Swedish Textiles Today*. Smithsonian Institution Traveling Exhibition. Museum of Fine Arts of Houston, Houston, Texas.  
 April 1-May 3. *Ceramic International presented by the Syracuse Museum of Fine Arts to celebrate the 20th anniversary of the Ceramic National Museum of Fine Arts*, Boston, Massachusetts.  
 April 2-16. *Chromatic Wood Sculpture and Color Drypoint by Mortimer Borne*. Connoisseur Gallery, 971 Lexington Avenue, New York City.  
 April 4-May 3. *Massachusetts Crafts Today*. Addison Gallery of American Art, Phillips Academy, Andover, Massachusetts.  
 April 5-12. *9th Annual Metropolitan Home Show sponsored by the Associated Home Builders*. Kentucky Fair and Exposition Center, Louisville.  
 April 5-26. *The American City in the 19th Century*. Smithsonian Institution Traveling Exhibition. Santa Barbara Museum of Art, Santa Barbara, Calif.  
 April 5-26. *Designed in Holland, Smithsonian Institution Traveling Exhibition*. David Strawn Art Gallery, Jacksonville, Illinois.  
 April 5-26. *Fulbright Designers, Smithsonian Institution Traveling Exhibition*. University of Pittsburgh, Pennsylvania.  
 April 5-26. *Twelve Scandinavian Designers, Smithsonian Institution Traveling Exhibition*. Fort Wayne Art School and Museum, Fort Wayne, Indiana.  
 April 13-18. *New York Antiques Fair and Sale*. 71st Infantry Armory, Park Avenue and 34th Street.  
 April 13-26. *Vietnamese Handicrafts and Art Objects*. W. & J. Sloane Company, Beverly Hills, California.  
 April 16. *National Home Fashion League Luncheon, Trail Blazer Awards*. Hotel Roosevelt, New York.  
 April 18-25. *Historic Garden Week*, sponsored by the Garden Club of Virginia. Hotel Jefferson, Richmond.  
 April 21. *Fiber Glass Div., Pittsburgh Plate Glass Co. traveling exhibition of drapery fabrics*. Hotel Pierre, New York City.  
 April 23. *Discussion of Student Work in the Building Arts with student participants*. The Architectural League of New York, 15 East 40 Street.  
 April 24-May 3. *Washington State International Trade Fair*. National Guard Armory, Seattle.  
 April 26-30. *American Institute of Decorators 28th Annual Conference*. Hotel Plaza, New York.  
 April 26-May 3. *Chicago's 5th Annual Spring Home Festival sponsored by the Home and Home Furnishings Council of Chicagoland, and the Chicago Tribune*.  
 April 26-June 14. *Age of Elegance: The Rococo and Its Effect*. Baltimore Museum of Art, Maryland.

April 28-June 28. *Elegance to Scale: miniature rooms prepared by New York Chapter A.I.D. members*. Museum of the City of New York.  
 April 29-May 24. *Luke and Rolland Lietzke—Contemporary Porcelains*. Philadelphia Art Alliance, Pa.  
 May 1-4. *13th Annual Convention-Exhibition of the National Office Furniture Association*. Miami Beach, Fla.  
 May 1-18. *48th Annual Paris International Trade Fair*. Porte de Versailles, Paris.  
 May 4-9. *Eastern States Antiques Fair and Sale*. Westchester Country Center, White Plains, N. Y.  
 May 5-22. *Tokyo International Trade Fair*. Japan.  
 May 8-9. *4th Western Regional A. I. D. Conference*. San Francisco, California.  
 May 8-17. *"Decorators' Big Show" for 1959 presented by Northern California District Chapter, A. I. D.* Masonic Temple, Nob Hill, San Francisco.  
 May 8-19. *3rd Annual U. S. World Trade Fair*. New York Coliseum.  
 May 8-June 30. *Nylon Rug Designs, Smithsonian Institution Traveling Exhibition*. Old Slater Mill Museum, Pawtucket, Rhode Island.  
 May 11-15. *40th Annual National Restaurant Show*. Navy Pier, Chicago.  
 May 13-August 16. *Recent Sculpture U. S. A.* Museum of Modern Art, New York.  
 May 15-August 30. *Forms From Israel, American Federation of Arts traveling exhibition*. Museum of Contemporary Crafts, New York City.  
 May 18-22. *Montclair Antiques Fair and Sale*. Women's Club of Upper Montclair, New Jersey.  
 May 20. *National Home Fashions League luncheon. Scholarship Awards*. Hotel Roosevelt, New York.  
 June 10-14. *Northern California Decorators and Home-furnishings Show, sponsored by N. S. I. D.* San Francisco Civic Auditorium.  
 June 11. *The Work of Younger Architects*. The Architectural League of New York, NYC.  
 June 15-26. *Summer International Home Furnishings Market*. Merchandise Mart & American Furniture Mart, Chicago.  
 June 19-21. *3rd Annual Conference of American Craftsmen sponsored by the American Craftsmen's Council*. Silver Bay, Lake George, New York.  
 June 21-27. *9th International Design Conference in Aspen*.  
 June 22-26. *1959 Convention of the American Institute of Architects*. New Orleans.  
 June 22-26. *Western Summer Market*. Western Merchandise Mart, San Francisco.  
 June 28-July 3. *New York Lamp & Home Furnishing Accessories Show*. Hotel New Yorker and Trade Show Building.  
 June 28-July 3. *Los Angeles Summer Furniture Market*. Los Angeles Furniture Mart.  
 June 29-July 3. *Summer 1959 Southern Furniture and Rug Market*. High Point, N. C.  
 July 3-18. *1959 Chicago International Trade Fair*. Navy Pier Exhibition Hall, Chicago.

# AMERICA'S NEWEST, MOST COMPLETE INTERNATIONAL MARKET

Money-Making Imports from 65 Nations...Over 3000 foreign manufacturers introducing 15,000 new products . . . ALL UNDER ONE ROOF.

## CHICAGO INTERNATIONAL TRADE FAIR

July 3-18 Navy Pier



**Competitions**

Midnight, May 4th, is the entry deadline for the Industrial Designers Institute's 9th Annual Design Award Program. The winning individual or team will receive a medal for outstanding work in the field. Entry forms available from Design Award Committee chairman Carl Bjornerantz, 2212 Pioneer Road, Evanston, Illinois. . . . The winner of the 1959 Copper and Brass Achievement Award will receive \$1,000. The competition's purpose is to honor the year's outstanding advance in use, application, or metallurgy, of copper brass, bronze, or other copper-base alloys. Entry forms, information, from Copper and Brass Research Association, 420 Lexington Avenue, New York 17. Deadline is April 30th.

**Awards**

"For cultural attainment, as well as contribution to industrial design both at home and abroad," Italy's fifth *Premio la Rinascente Compasso d'oro* went to Milanese architect Franco Albini. . . . Winners of the 1959-1960 *Rome Prize Fellowships* have been announced by the American Academy in Rome. In the field of architecture, they are Theodore John Musho and John Jay Stonehill. . . . Architect Edward Barnes, New York, recently received the Yale School of Architecture's *Yale Medal For Distinction in the Arts*. . . . For his design of the King Saud University, San Francisco architect John Bolles was the first American to receive the Saudi Arabia government's *Merit Award*.

**People**

PIERRE ARMAND KLEYKAMP will join the Rhode Island School of Design, Providence, as associate professor and chairman of the Division of Industrial Production.



A graduate of the Academy of Fine Arts, The Hague, he has designed for Knoll Associates and George Nelson, his fabric designs have been included in the Museum of Modern Art's "Good Design" exhibitions, and his graphic designs have appeared as *Interiors* covers. Professor Kleykamp (Continued on Page 176)

**FOR YOUR CALENDAR**

Through April 16. *Forms From Israel, American Federation of Arts Travelling Exhibition*. Albany Institute of History and Art, Albany, New York.

Through April 19. *Architecture and Imagery, Four New Buildings shown in models and photographs*. The Museum of Modern Art, New York.

Through April 30. *Baroque Textiles of the Louis XIV Era*. Scalmandre Museum of Textiles, 57 East 57th Street, New York City.

Through April 30. *Modern Woven Textiles, Scalmandre Museum of Textiles Travelling Exhibition*. Pensacola Art Center, Pensacola, Florida.

Through April 30. *Textiles Used in Colonial National Shrines, Scalmandre Museum of Textiles Travelling Exhibition*. Chicago Historical Society, Chicago.

Through April 30. *Contemporary Prints From Great Britain*. The M. H. DeYoung Memorial Museum, Golden Gate Park, San Francisco 18.

Through April 30. *Textiles of the Italian Renaissance, Scalmandre Museum of Textiles Travelling Exhibition*. Dallas Public Library, Dallas.

Through April 30. *Tapestries by Mark Adams*. The M. H. DeYoung Memorial Museum, Golden Gate Park, San Francisco 18, California.

Through May 2. *Antico Flour Show*. Design Center, 425 East 53rd Street, New York City.

Through May 3. *Contemporary French Tapestries*. Museum of Contemporary Crafts, 29 W. 53 St., N. Y.

Through May 10. *Miro: Paintings, sculpture, and ceramics of Joan Miro*. Museum of Modern Art, N. Y.

Through May 20. *The Folk Art of New York State*. The Abby Aldrich Rockefeller Folk Art Collection, Williamsburg, Virginia.

Through August. *Through History with Currier and Ives — From the Garden of Eden to San Juan Hill*. Museum of the City of New York, 5th Ave. & 103 St.

Through August. *The Gibson Girl, Costumes and Drawings*. The Brooklyn Museum, Eastern Parkway.

Through October 4. *New York Theaters, Today and Yesterday—exterior and interior views of New York theaters from 18th century to present day*. Museum of the City of New York.

Through December. *350th Anniversary of twin discoveries of the Hudson River and Lake Champlain. Prints, Photographs, paintings, and Maps on display*. The New York Historical Society, Central Park West and 77th Street, New York City.

Through December. *Decorative Arts: 50 Years of Collecting. Exhibition of 17th, 18th and 19th century decorative arts*. The Newark Museum, Newark, New Jersey.

April 1-12. *California's International Trade Fair and Industrial Exposition*. Great Western Exhibit Center, Los Angeles.

April 1-22. *British Artist-Craftsmen*. Smithsonian In-

stitution Traveling Exhibition. Rochester Memorial Art Gallery, Rochester, New York.

April 1-22. *100 Years of American Architecture*. Smithsonian Institution Travelling Exhibition. Milwaukee Home Show, Milwaukee, Wisconsin.

April 1-22. *Swedish Textiles Today*. Smithsonian Institution Traveling Exhibition. Museum of Fine Arts of Houston, Houston, Texas.

April 1-May 3. *Ceramic International presented by the Syracuse Museum of Fine Arts to celebrate the 20th anniversary of the Ceramic National*. Museum of Fine Arts, Boston, Massachusetts.

April 2-16. *Chromatic Wood Sculpture and Color Drypoint by Mortimer Borne*. Connoisseur Gallery, 971 Lexington Avenue, New York City.

April 4-May 3. *Massachusetts Crafts Today*. Addison Gallery of American Art, Phillips Academy, Andover, Massachusetts.

April 5-12. *9th Annual Metropolitan Home Show sponsored by the Associated Home Builders*. Kentucky Fair and Exposition Center, Louisville.

April 5-26. *The American City in the 19th Century*. Smithsonian Institution Traveling Exhibition. Santa Barbara Museum of Art, Santa Barbara, Calif.

April 5-26. *Designed in Holland, Smithsonian Institution Traveling Exhibition*. David Strawn Art Gallery, Jacksonville, Illinois.

April 5-26. *Fulbright Designers*. Smithsonian Institution Traveling Exhibition. University of Pittsburgh, Pennsylvania.

April 5-26. *Twelve Scandinavian Designers*. Smithsonian Institution Traveling Exhibition. Fort Wayne Art School and Museum, Fort Wayne, Indiana.

April 13-18. *New York Antiques Fair and Sale*. 71st Infantry Armory, Park Avenue and 34th Street.

April 13-26. *Vietnamese Handicrafts and Art Objects*. W. & J. Sloane Company, Beverly Hills, California.

April 16. *National Home Fashion League Luncheon, Trail Blazer Awards*. Hotel Roosevelt, New York.

April 18-25. *Historic Garden Week*, sponsored by the Garden Club of Virginia, Hotel Jefferson, Richmond.

April 21. *Fiber Glass Div., Pittsburgh Plate Glass Co. traveling exhibition of drapery fabrics*. Hotel Pierre, New York City.

April 23. *Discussion of Student Work in the Building Arts with student participants*. The Architectural League of New York, 15 East 40 Street.

April 24-May 3. *Washington State International Trade Fair*. National Guard Armory, Seattle.

April 26-30. *American Institute of Decorators 28th Annual Conference*. Hotel Plaza, New York.

April 26-May 3. *Chicago's 5th Annual Spring Home Festival sponsored by the Home and Home Furnishings Council of Chicagoland, and the Chicago Tribune*.

April 26-June 14. *Age of Elegance: The Rococo and Its Effect*. Baltimore Museum of Art, Maryland.

April 28-June 28. *Elegance to Scale: miniature rooms prepared by New York Chapter A.I.D. members*. Museum of the City of New York.

April 29-May 24. *Luke and Rolland Lietzke—Contemporary Porcelains*. Philadelphia Art Alliance, Pa.

May 1-4. *13th Annual Convention-Exhibition of the National Office Furniture Association*. Miami Beach, Fla.

May 1-18. *48th Annual Paris International Trade Fair*. Porte de Versailles, Paris.

May 4-9. *Eastern States Antiques Fair and Sale*. Westchester Country Center, White Plains, N. Y.

May 5-22. *Tokyo International Trade Fair*. Japan.

May 8-9. *4th Western Regional A. I. D. Conference*. San Francisco, California.

May 8-17. *"Decorators' Big Show" for 1959 presented by Northern California District Chapter, A. I. D. Masonic Temple, Nob Hill, San Francisco*.

May 8-19. *3rd Annual U. S. World Trade Fair*. New York Coliseum.

May 8-June 30. *Nylon Rug Designs, Smithsonian Institution Traveling Exhibition*. Old Slater Mill Museum, Pawtucket, Rhode Island.

May 11-15. *40th Annual National Restaurant Show*. Navy Pier, Chicago.

May 13-August 16. *Recent Sculpture U. S. A.* Museum of Modern Art, New York.

May 15-August 30. *Forms From Israel, American Federation of Arts traveling exhibition*. Museum of Contemporary Crafts, New York City.

May 18-22. *Montclair Antiques Fair and Sale*. Women's Club of Upper Montclair, New Jersey.

May 20. *National Home Fashions League Luncheon, Scholarship Awards*. Hotel Roosevelt, New York.

June 10-14. *Northern California Decorators and Home-furnishings Show, sponsored by N. S. I. D.* San Francisco Civic Auditorium.

June 11. *The Work of Younger Architects*. The Architectural League of New York, NYC.

June 15-26. *Summer International Home Furnishings Market*. Merchandise Mart & American Furniture Mart, Chicago.

June 19-21. *3rd Annual Conference of American Craftsmen sponsored by the American Craftsmen's Council*. Silver Bay, Lake George, New York.

June 21-27. *9th International Design Conference in Aspen*.

June 22-26. *1959 Convention of the American Institute of Architects*. New Orleans.

June 22-26. *Western Summer Market*. Western Merchandise Mart, San Francisco.

June 28-July 3. *New York Lamp & Home Furnishing Accessories Show*. Hotel New Yorker and Trade Show Building.

June 28-July 3. *Los Angeles Summer Furniture Market*. Los Angeles Furniture Mart.

June 29-July 3. *Summer 1959 Southern Furniture and Rug Market*. High Point, N. C.

July 3-18. *1959 Chicago International Trade Fair*. Navy Pier Exhibition Hall, Chicago.

# AMERICA'S NEWEST, MOST COMPLETE INTERNATIONAL MARKET

Money-Making Imports from 65 Nations...Over 3000 foreign manufacturers introducing 15,000 new products . . . ALL UNDER ONE ROOF.

## CHICAGO INTERNATIONAL TRADE FAIR

July 3-18 Navy Pier





## BUY DIRECT FROM OVERSEAS MANUFACTURERS

Now you can have "first chance" to buy import items directly from foreign representatives!

For the past two years, the world-wide organization of the Chicago International Trade Fair has scouted the globe for the most salable consumer merchandise of 65 nations . . . products chosen for their "sure fire" appeal to your customers.

You can choose directly from thousands of handi-craft items, gifts, accessories, etc. More than 500 lines right from Japan! Hundreds of India's finest products from a giant collection! Canada, Republic of China, Greece, Israel, Korea, Mo-

rocco, Poland, Tunisia, United Arab Republic and the countries of Western Europe are sponsoring major pavilions to bring you "face to face" with foreign manufacturers and representatives. It will be a "dream" market, full of opportunity for large, medium and small buyers!

You'll "shop the world" in comfort, too. Navy Pier is being completely renovated so all exhibits will enjoy Chicago's cool lake air. Open-air "Mediterranean Garden" restaurants right on the Pier will be operated by the Palmer House. Entertainment and special events will be free during trade hours.

1234

TO: **CHICAGO INTERNATIONAL TRADE FAIR**  
 % CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY  
 30 WEST MONROE STREET  
 CHICAGO 3, ILLINOIS FRanklin 2-7700

- I would like to register now at no charge to attend the Chicago International Trade Fair.
- Please send more information on products . . . schedules . . . special services for visiting buyers.
- Please send hotel reservation request form.

Name \_\_\_\_\_

Company \_\_\_\_\_

Type Business \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

### TAKE ADVANTAGE OF ADVANCE REGISTRATION

to make sure you get confidential product information, secure special hotel accommodations, and have your IBM registration ready for you when you arrive . . . no waiting in line to register.



**TALK**

*about beauty!*

*Sample*

**COLOVIN**

Most versatile of all vinyl upholstery materials. Colovin can be styled in any texture and color under the sun. Colovin Munster, sampled here life-size, has the authentic look and feel of fine Irish linen — beautiful example of why decorators traditionally specify Colovin for high style in vinyl elastic fabrics. If you're looking for fresh design ideas, wire us for samples of the complete Colovin line.

**COLOVIN<sup>®</sup>**  
VINYL UPHOLSTERY

COLUMBUS COATED FABRICS CORP.  
COLUMBUS 16, OHIO

# Interiors' bookshelf



Lancaster dubs the early 1920's "The First Russian Ballet Period," notes a tendency to regard a room less as a place to live in than a setting for a party.

## Tart treatise on human habitations

HERE, OF ALL PLACES, by Osbert Lancaster, illustrated by the author. 7" x 9½", 184 pages, 184 pen-and-ink drawings. Houghton-Mifflin Company, Boston, 1958. \$4.00. Library of Congress Catalog Card No. 58-11501.

Parts of this irreverent review of the stately homes and humble hovels of mankind appeared in two volumes published in England, *Pillar to Post* and *Homes Sweet Homes*, but never made available to American readers except on their own initiative or the kind offices of British friends. For this American issue Mr. Lancaster has added comments and drawings on certain peculiarly American styles in building and decor. Taken in toto these 184 vignettes, each with its own acid-etched illustration, are almost more than one can bear, for Mr. Lancaster is as careful a student of human vanity as he is of architecture and he has traced with appalling accuracy the intrusions of one upon the other.

His tour begins with the hole in the ground thatched with pine boughs used by our nomad forbears, and rockets through history ticking off one by one all the Great Styles with their localized variants and a number of styles newly dubbed as such by Mr. Lancaster. To sample a few: Very Early English (as typified by Stonehenge)—"everything, including shelter, was sacrificed to obtain an effect of rugged grandeur"; Gothic—"the floor was covered with rushes changed at most infrequent intervals—an unhappy arrangement since . . . there were far too many dogs"; Elizabethan—"the tremendous literary enthusiasm of the period . . . led to the introduction of numerous mottoes as decorative features . . . inside and out"; Louis XIV—"the ceiling was prettily enlivened with a variety of cleverly painted rapes"; American Basic—"a straight-forward workaday style . . . happily surrounded by . . . shelt-

ering elms"; Le Modern Style—"a tangle of waterlilies cast their tenuous roots from ceiling to floor".

In spite of the spoofing, or perhaps because of it (nothing obscures facts like pedantry) Mr. Lancaster's book is actually a work of considerable scholarship and information, and his appraisals are, with one exception, penetrating and true. The exception concerns his evaluation of everything after Art Nouveau. Apparently Mr. Lancaster finds nothing to credit anywhere in the Machine Age, and drowns everything from Bauhaus to Ranch House under an avalanche of ridicule. Which only goes to prove that time mellows, and that the blatant bad taste of one age is the amusing foible of the next.—B.D.

## Photographic tour of the good life

THE HOUSE BEAUTIFUL TREASURY OF CONTEMPORARY AMERICAN HOMES, by Joseph Barry. 142 pages, 149 color photographs, 25 floor plans. 10¾" by 13¾". Hawthorn Books, Inc., New York, 1958. \$12.95. Library of Congress Catalog Card No. 58-11467.

It is good to know in these precarious times that the solid, upper middle-class American of the era that produced Teddy Roosevelt and the brown-stained shingle Newport cottage, is still among us and has moved himself, lock, stock, and standards of value, into the open-plan, indoor-outdoor architecture of the mid-Twentieth Century. It is interesting to see what he has done to a style that was once the exclusive province of progressive young moderns and also to see how well it has survived the onslaught of a very different set of first principles.

Mr. Barry quite rightly does not call his twenty-five treasures modern. Their structural systems are modern, their materials are modern, but their esthetic concepts are not. And herein possibly lies the distinction between those casually synonymous terms, modern and contemporary. The former in its purest sense is an exciting business of forms in tension, of a balance of opposing forces. If sometimes tension becomes strain and balance hangs on too fine a thread at least there is an honest attempt to state the conditions of the times and to find for them an artistic rationale. Contemporary plays it safe. It imposes traditional ideas of comfort, substance, and security upon the strict articulations of modern.

One cannot really quarrel with Mr. Barry's homeowners for electing to tranquilize their surroundings by suffusing them with soft colors and a full complement of well-upholstered, symmetrically arranged furniture. A man's home is his castle. But one cannot help wishing that they would be daring enough to express their ideas in a design vocabulary a little more suitable to the situation. Peace can be achieved in more ways than one.

Actually there is proof of this right in Mr. Barry's book. Scattered among these handsomely equipped but generally static homes are a handful that are lively, intensely personal, and at the same time utterly serene. One or two of them are by Frank Lloyd Wright (there are eight Wright-designed homes represented in all); another is a home in the San Francisco Bay area designed by Jack Hillmer, chaste but far from ascetic; still another is the home, in Carmel, California, of architect Robert Stanton, an evolutionary home which apparently grew with a Topsy-like ease and vitality. The entire treasury is photographed in full-color, and Mr. Barry's commentary explains what the owners had in mind and the salient points of their achievements.—B.D.

## Introduction to montage

DECOUPAGE, *A Limitless World in Decoration*, by Dorothy Harrower. 191 pages, 11 by 8½ inches, with 16 color plates and 72 black and white illustrations. M. Barrows & Company, New York, 1958. Library of Congress Catalog Card Number 58-12133. \$10.

Cut-and-paste, which is child's play for the pre-primary set, can also be a fine art when elevated to *trompe l'oeil* or its less well known but equally elaborate Italian equivalent, *l'arte del povero*. Examples of both these latter manifestations appear in the historical passages of Mrs. Harrower's book, but her main concern is with the less exacting middle register, the decorative form known variously as *montage*, *collage*, or *découpage*. Her lively and discursive text covers all the practical aspects of how-to-do-it from composition and arrangement, through itemized lists of workshop supplies, to precise formulae for finishes. Included in her projects are trays, boxes, lampshades, and furniture, and such titillating bits of Victoriana as pinprick and tinsel pictures, Valentines, and Easter Eggs.—B. D.

## New Jersey Antiques

EARLY FURNITURE MADE IN NEW JERSEY, 1690-1870, *exhibition catalog compiled by Margaret E. White, Curator of Decorative Arts, Newark Museum*. 88 pages, 22 illustrations, 8" x 10". The Newark Museum Association, 1958. \$1.75 plus 10c postage from the Museum.

This illustrated catalog compiled for the Newark Museum's recent exhibition of early New Jersey furniture should prove a valuable guide to further research on the little-known furniture made in the State before 1870. Representing the only such compilation to date, it includes an article on early New Jersey furniture, a biographical listing of more than 1,000 cabinetmakers who practiced their craft there, and a bibliography.

**A**irfoam  
**B**asic  
**C**omponent of advanced design



EVERLASTINGLY FRESH. AIRFOAM is the *first different basic* concept in furniture design since spring-upholstery was introduced more than 150 years ago. Even after endless hard use, AIRFOAM is as freshly buoyant as the day it was bought, has the same fresh look and shape of newness. It's *real* rubber-latex, and no "nonrubber substitute" has ever been able to equal its lastingly fresh resilience, its stability of mold. There are many "second-best" imitators, but only one AIRFOAM! Manufacturers, designers, homemakers demand AIRFOAM, with its lasting fresh look and feel of newness. When you plan furniture with a *future*, build with AIRFOAM. Goodyear, Foam Products Division, Akron 16, Ohio.

Zephyr Group, by Selig of Leominster, Mass.

Airfoam—T.M. The Goodyear Tire & Rubber Company, Akron, Ohio.

*Airfoam*  
made only by

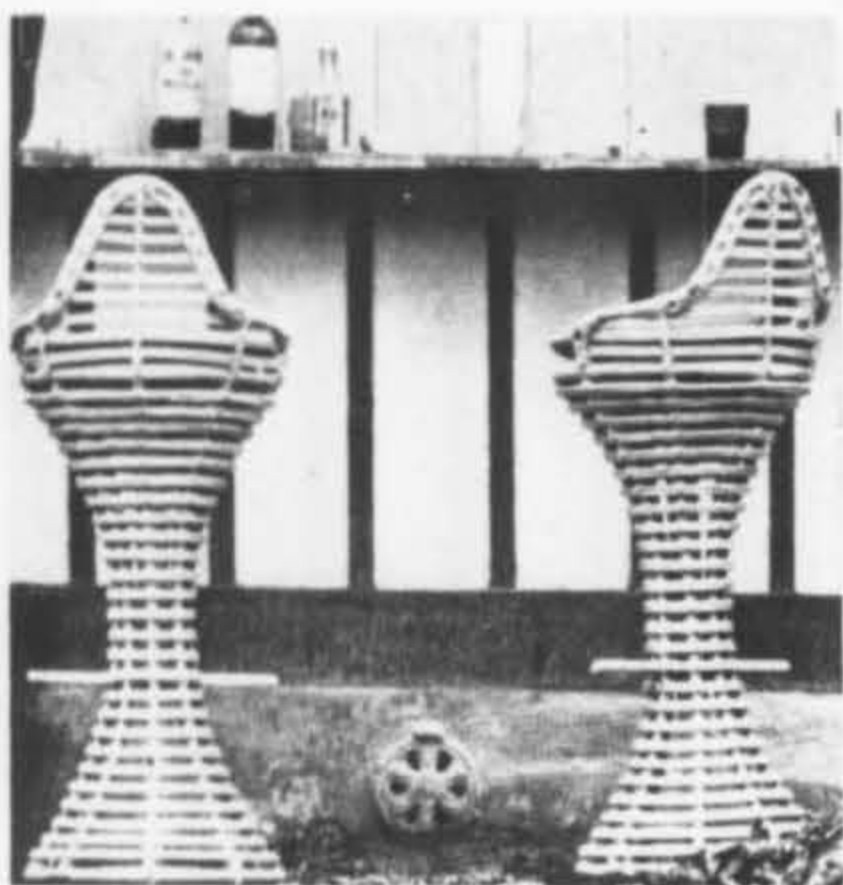
**GOODYEAR**

The Foam Rubber-Latex Cushioning of *Furniture with a future*

# A s a m p l i n g o f m a g a z i n e s



*Left: ARCHITEKTUR UND WOHNFORM, No. 5, Stuttgart. Spiral of pipes beside Eternit pavilion at Hanover Industrial Fair is firm's emblem.*



*Above: MOBILIA, No. 42, Copenhagen. Harmonious circles of bent bamboo make these airy bar stools designed by Mary Bloch for R. Wengler, Copenhagen.*

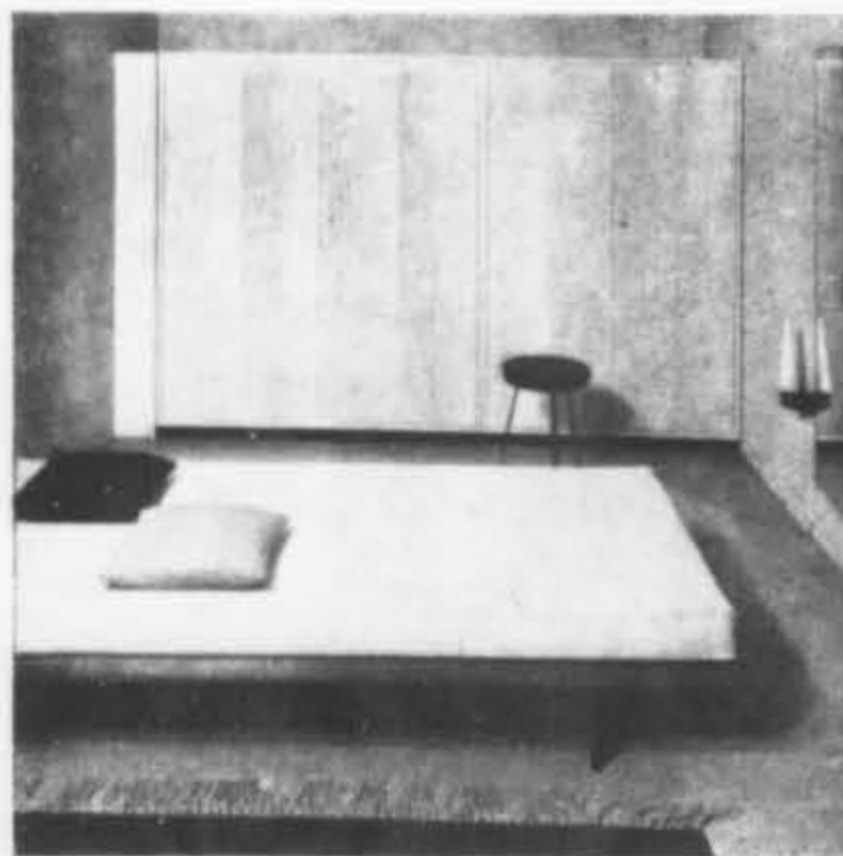


*Above: SHINKENCHIKU, No. 8, Tokyo. Complex ceiling design in Japanese room by Sutemi Horiguchi artfully combines various Oriental ceiling types.*



*Right: DANSK KUNSTHAANDVAERK, No. 9, Copenhagen. Fanciful chair by Conti for Mario Alessi, Florence, in Danish exhibition of Italian designs.*

*Below: DIE KUNST, No. 57, Munich. Gracious entrance hall and stairway is in new domestic science school in Ehingen designed by architect Ernst Breiting.*



*Left: MOEBEL DECORATION, No. 4, Stuttgart. Living-bedroom in housing section of Zurich exhibition devoted to "The Swiss Woman, Her Life and Work."*



f r o m a b r o a d

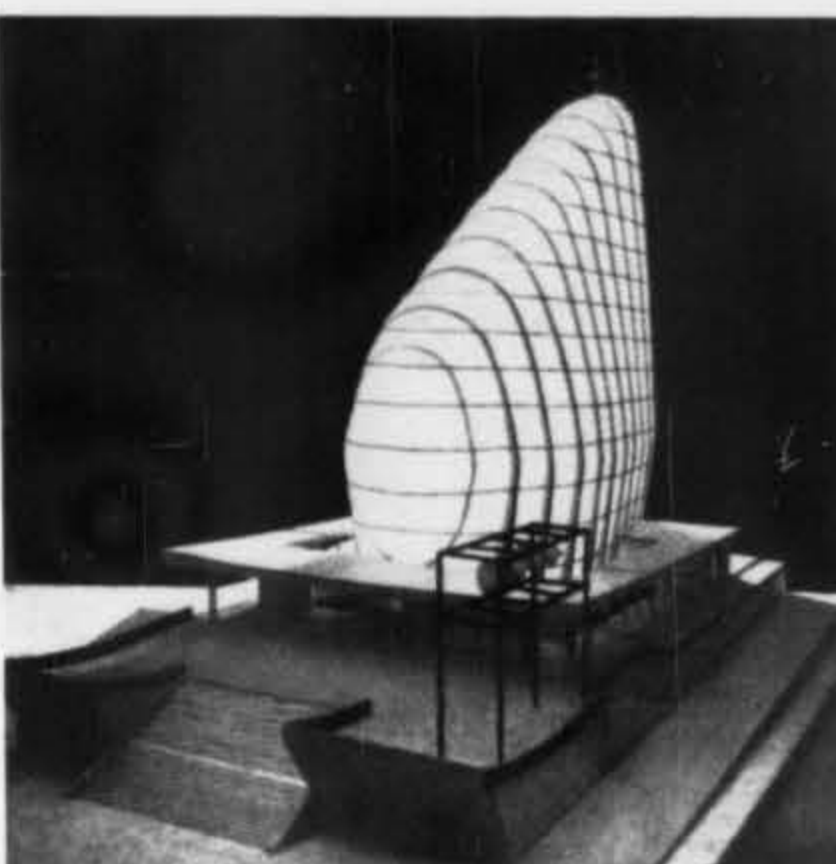


Left: *ART & DÉCORATION*, No. 69, Paris. 16th century Spanish cupboard accents stark simplicity of Pierre Henry's Paris studio as seen from dining room.



Above: *TECHNIQUES & ARCHITECTURE*, No. 4, Paris. View of altar in oval-shaped Basilica Saint-Pie X in Lourdes by Vago, Le Donnè, Pinsard.

Right: *BAUKUNST UND WERKFORM*, No. 8, Nuremberg. Model by architect Michel Andrault for church of the Sacré Coeur de Jésus, Algiers.



Above: *WERK*, No. 2, Zurich. Pool in new wing of Louisiana Museum in Denmark, designed by Jorgen Bo, Vilhelm Wohlert to blend with adjoining park.



Above: *ARQUITECTURA*, No. 62, Mexico City. Decorative wall shelters one side of patio as seen from terrace of Mexican house by architect Ignacio Medina Roiz.



Left: *KENCHIKU BUNKA*, No. 149, Tokyo. Training School Library for Japanese National Railways in program to tie in station building with city planning.

**COLORED  
PLASTIC.....  
LOUVERS**

## *The New Trend for Room Dividers and Lighting*



### **The Louver that allows your complete freedom of design**

American Louvers are color staple, attractive, and easy to use. Ideal for stores, offices and homes. They allow the designer full use of his imagination for store displays, room dividers—

American Louver is the ideal shielding media for fixtures, modules on complete ceiling installations. Available in two sizes or cut to specifications. Pastel colors available in white, pink, yellow, green and blue.

• Write for complete information today.

**american louver company**

4240 N. SAYRE AVENUE  
CHICAGO 34, ILLINOIS

## ELASTIC FABRIC BACK

*Masland Duran*<sup>®</sup>

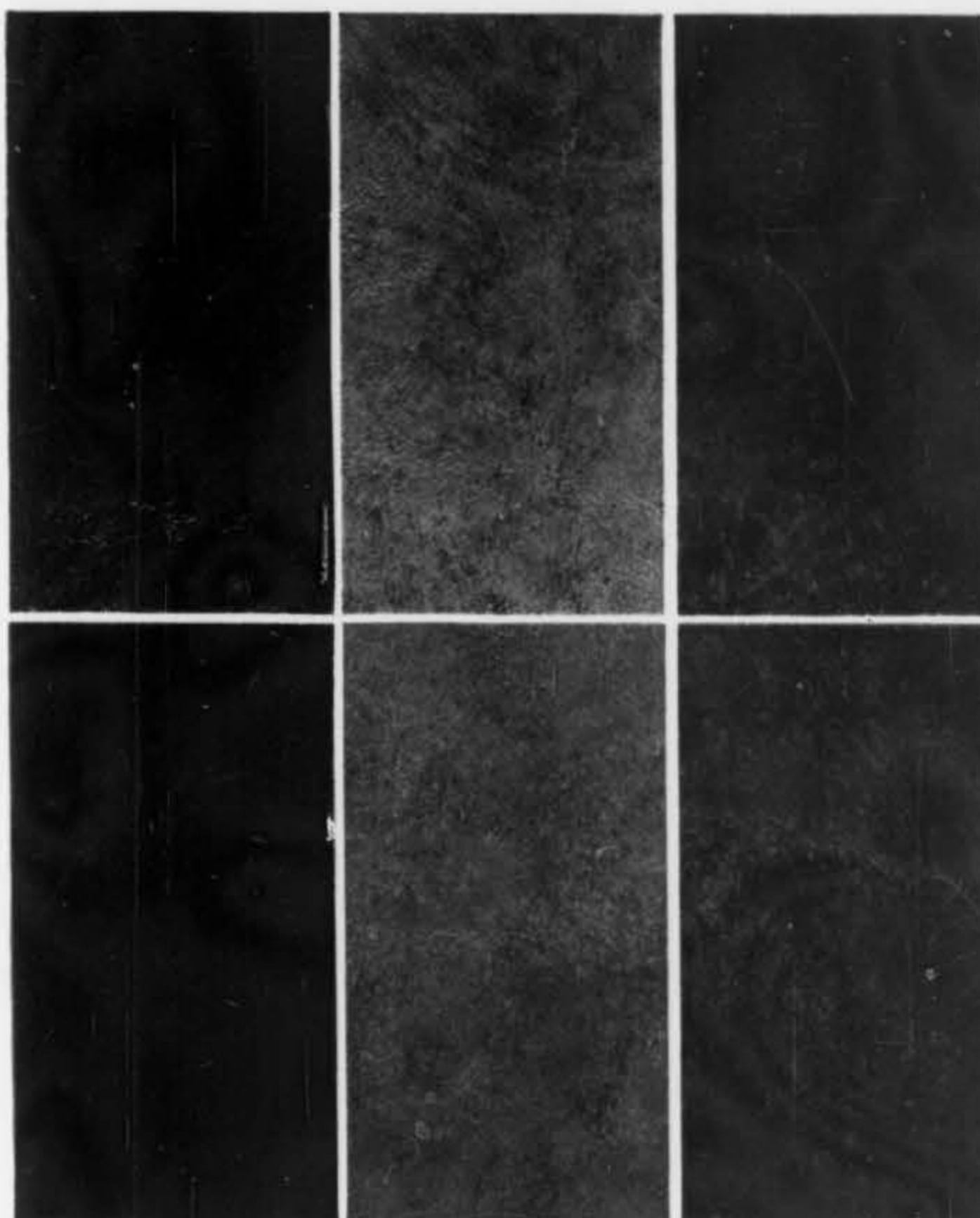
VINYL UPHOLSTERY

Here is Masland Duran with all the mellow beauty you associate with genuine antique leather—plus the colorful decorative scope and easy upkeep that only top quality vinyl can offer. It's Klondike, a new style creation in vinyl upholstery on furniture for executive office or home. See for yourself how truly distinctive Klondike is. Write for sample.



**TRADITIONAL  
ELEGANCE WITH  
MODERN LOW COST  
UPKEEP**

**KLONDIKE  
pattern**

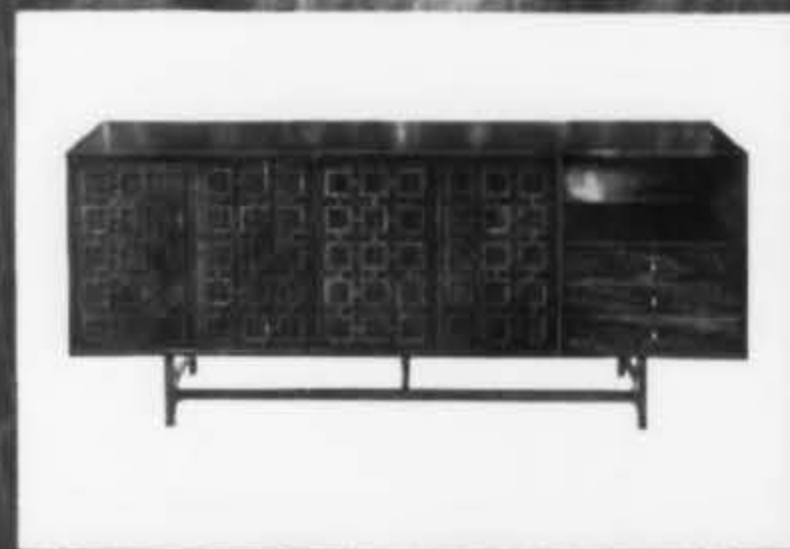


**THE MASLAND DURALEATHER CO.**  
Dept. 48, Philadelphia 34, Pa.



designed by J. R. STRIGNANO

*it's Longacre of course...*



## **Longacre** FURNITURE CORPORATION

SHOWROOMS: **NEW YORK** One Park Avenue • OR 9-8444  
**CHICAGO** JACK PHILLIPS INC. • 410 North Wells Street  
SU 7-9554  
FACTORY: **YONKERS, NEW YORK** 185 Riverdale Avenue • GR 6-4650



THE LARGEST ROTAFLEX GLOBE EVER MADE!

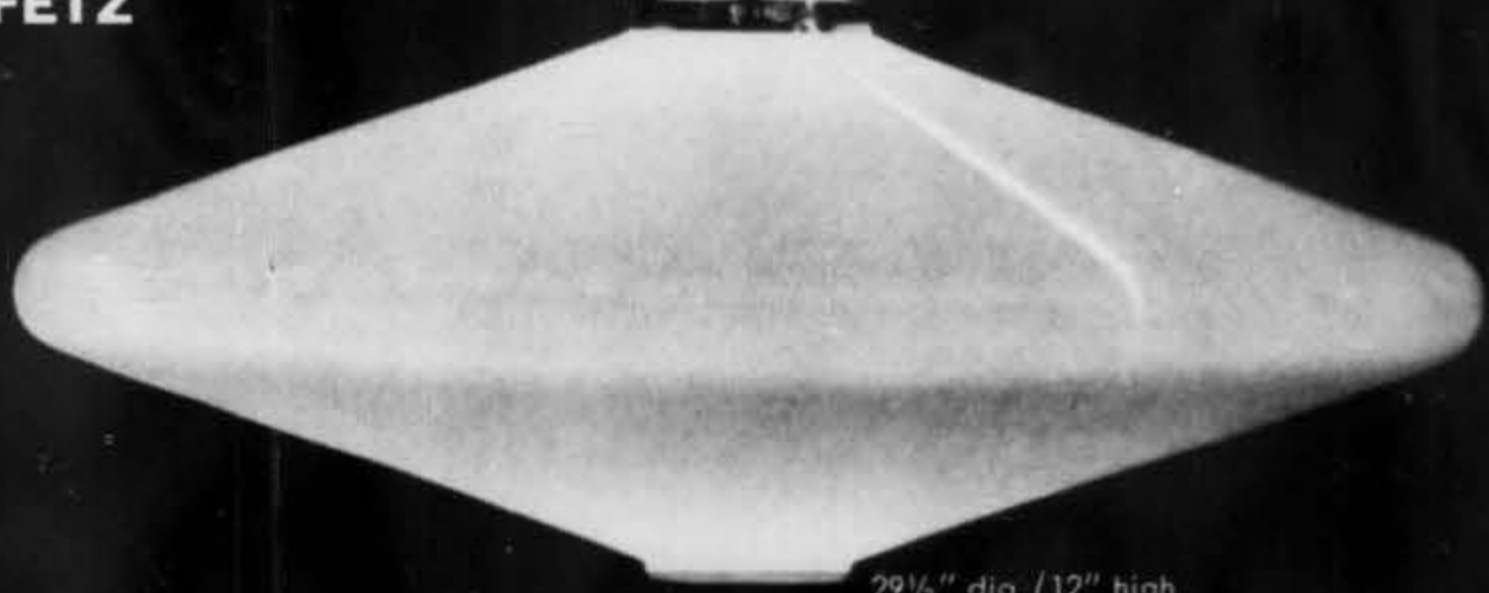
45" dia./14" high



20" dia./9" high



24" dia./10 1/2" high



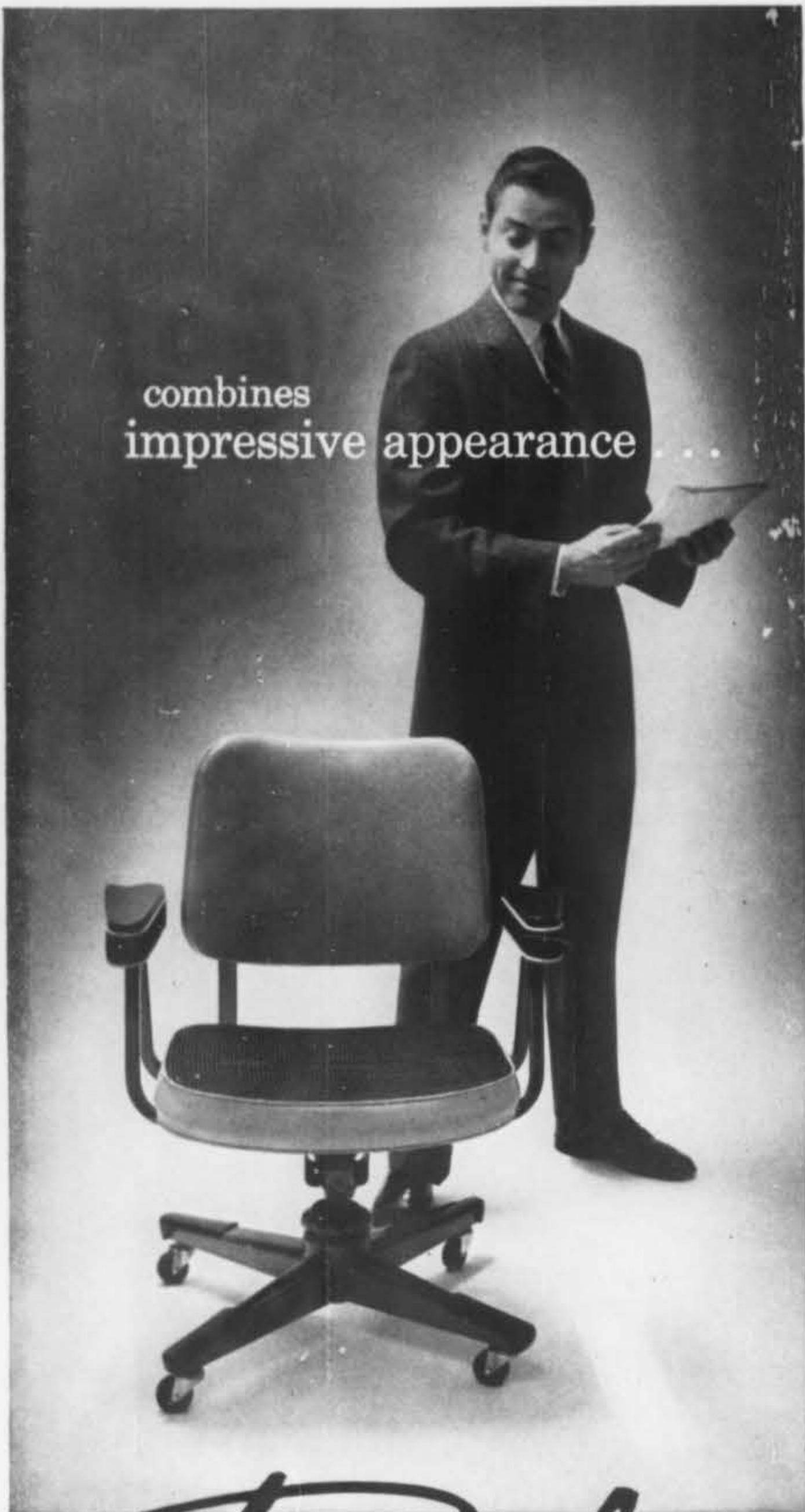
29 1/2" dia./12" high

for light...  
color...  
form...

**ROTAFLEX** by **HEIFETZ**

# heifetz design gallery

THE HEIFETZ COMPANY, CLINTON, CONN. SHOWROOMS 16 EAST 53 STREET, N. Y. C.



combines  
impressive appearance



with  
fatigue-free comfort

No. 1204 Executive Posture Chair Shown Above

# Royal<sup>®</sup> PARK AVENUE

... an original contribution

to office seating design

Refreshingly free from fast-dating fads, Royal's distinguished Park Avenue seating group is a masterful combination of good taste, outstanding materials, and functional efficiency. Graceful *trim-line* bases, comfort-contoured foam rubber seats and backs, vibrant materials in a broad spectrum of

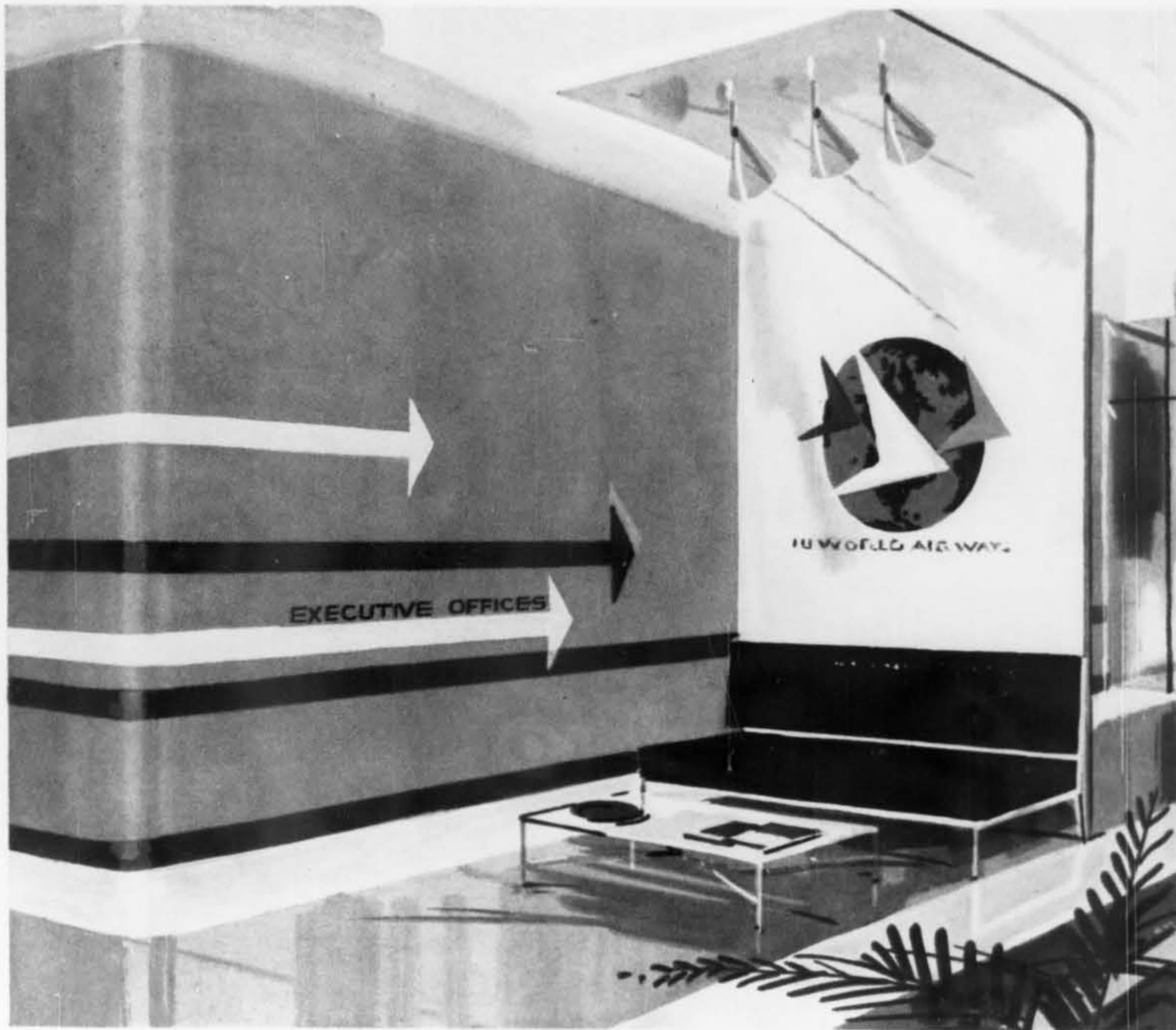
colors and textures, sculptured natural walnut arm rests—and dozens of other refinements make Park Avenue the overwhelming preference of business leaders everywhere. Send for professional brochure showing the entire line of Royal Park Avenue executive, secretarial and conference-room seating.

Royal Metal Manufacturing Company, One Park Avenue, New York 16, N. Y. Dept. 18-D

*Royal* ... the preferred furniture of great and growing organizations

WRITE FOR FREE KALISTRON SAMPLES AND DATA SHEET

Designer-Illustrator: Jeremiah Goodman.



Kalistron colors: use them singly or in combination on walls, columns . . . insignia of your design can be silk-screened to underside of textured vinyl, as are all 35 colors . . . withstand wear and dirt, never wash off or fade. Kalistron® by Weldwood®

United States Plywood Corporation, Flexible Materials Division, P. O. Box 85, Shelby Station, Louisville 17, Ky.

# ALBANO



And, now  
in CHICAGO

The Albano  
Collection  
may be  
seen at  
Charles B. Geller  
Merchandise Mart  
Sixth Floor

THE ALBANO COMPANY, INC.  
309 EAST 46th STREET  
NEW YORK 17

PITTSBURGH:  
Oxfords Furniture Galleries, Inc.  
2969 W. Liberty Avenue

DALLAS:  
Dallas Decorative Center

Designed by  
Leonard Haber



THE BELLS  
ARE RINGING  
AT  
STROHEIM  
& ROMANN

Every day there's something to sing about...  
something to see...something to celebrate. Every  
day that something is new...new colors...new  
fabrics...new fashions. Ring the bell to the showroom soon.

**STROHEIM & ROMANN**



Decorative Fabrics of Distinction, 35 East 53 Street,  
New York 22, N. Y. Boston, Philadelphia, Cleveland,  
Miami, Los Angeles, Chicago, Dallas, San Francisco

# WOOLSUEDE

luxury wall covering



## KATZENBACH and WARREN


joins the wonderful world of **WOOLSUEDE** as exclusive distributor of **Wall Coverings**.

For new dimension in decorating  
for new depth of color  
the exciting non-woven suede fabric which creates  
distinctive elegance for interiors

**WOOLSUEDE** wall covering, 22" wide, 100% wool, Mitin mothproofed with excellent acoustical and insulating properties.

Available in 35 fade resistant colors styled by: **Everett Brown, A. I. D.**

**Katzenbach and Warren, Inc.**, 575 Madison Avenue, New York 22, New York  
Showrooms: Boston, New York, Chicago



**WOOLSUEDE Upholstery and Drapery** fabric rich lustre and luxurious hand matched with durability and strength. 54" wide, 100% wool, Mitin mothproofed, Syl-mer treated for soil and water resistance. In the same 35 decorator colors.

Exclusive with **Isabel Scott Fabrics Corp.**, 515 Madison Avenue, New York 22, New York  
Showrooms: Boston, Chicago, Houston, Los Angeles, Miami, New York, Philadelphia,  
San Francisco, Seattle, Washington, D. C.

**WOOLSUEDE** is a product of The Felters Company, Empire State Bldg., New York 1, N. Y.

**Write for swatchbook — \$2.00**



## Modern office living, interpreted by Steelcase

Here are two of many settings in the new Steelcase 1300 series. For the first time, the full resources of contemporary design and engineering — fired by imagination — have been brought to focus on the modern office. The result: office furniture with a fresh new beauty, crisp efficiency . . . yet sensibly priced. This same imagination can effectively translate your ideas into distinctively different office furniture for your clients. Steelcase Inc., Grand Rapids, Michigan. In Canada: Canadian Steelcase Co., Ltd., Don Mills, Ontario.



**FOR YOU:** On request, a set of 12 full-color 1300 line prints. Just address Department 1.

# STEELCASE INC



for gracious dining . . . at home or club . . . from our special collection

for the professional interior designer . . .

consult us on special volume or individual needs

. . . brochure available, or visit our showrooms.

## **Moselle Meals**, INCORPORATED

681 FIFTH AVENUE, NEW YORK 22 • PLAZA 5-4297

**Showrooms:** 4019 Prospect Avenue, Cleveland, Ohio • EXpress 1-6510  
325 North Wells Street, Chicago 10, Illinois • WHitehall 3-1450  
Design Center for Interiors, Space 120B, 415 E. 53rd St., N. Y.



One name stands apart from all the others in the field. Sherle Wagner, the originator of luxury bathroom fixtures... unrivaled in quality, concept and craftsmanship. Illustrated: Crystal & Gold, a Sherle Wagner Original in 24 kt. gold plate, available with correlated accessories.

*Sherle Wagner*



Write for  
Isabel Scott's  
new, exciting group  
of wool mixtures  
designed by Elisha Prouty.  
Sample book contains thirty-one  
colorways of coordinated  
stripes, two-tones and solids  
\$2.50 a book.

Vermont

Isabel Scott

Isabel Scott Fabrics Corp., 515 Madison Ave., New York  
Denver, Houston, Miami, Seattle, San Francisco, Los Angeles,  
Washington, D. C., Philadelphia, Boston, Chicago, Detroit, Montreal

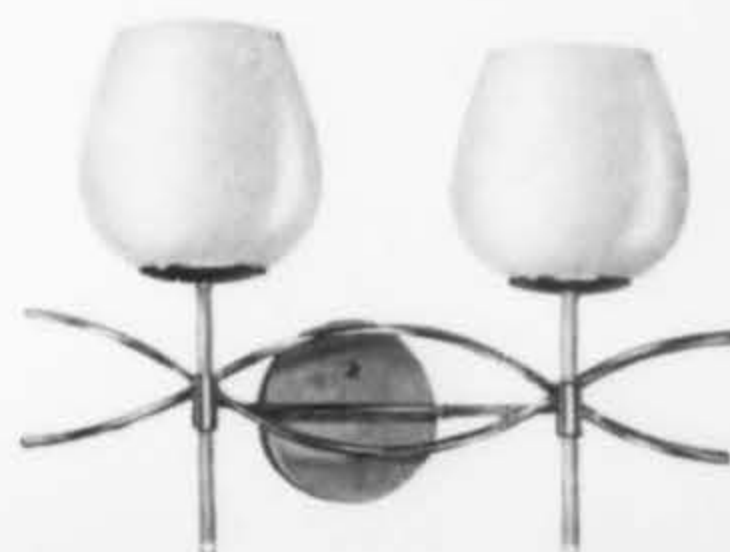
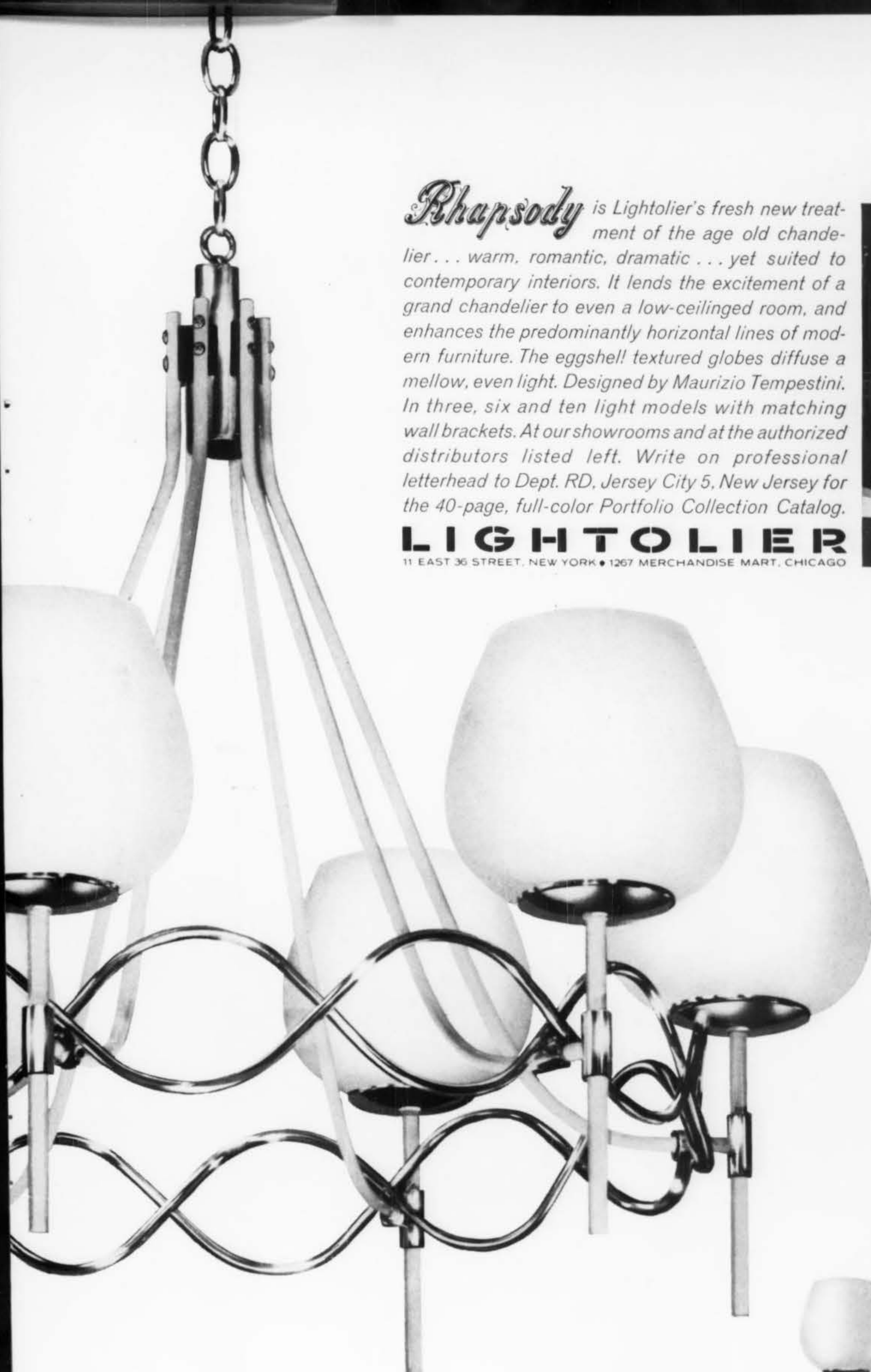
**SEE THE LIGHTOLIER PORTFOLIO COLLECTION  
AT THESE AUTHORIZED DISTRIBUTORS**

- ALABAMA**  
*Birmingham:* Mayer Elec. Sup. Co.  
*Mobile:* F. E. Smith Elec. Co.
- ARIZONA**  
*Phoenix:* Regal Ltg. Fix. Co.  
*Tucson:* Beacon Ltg. Fix. Co.
- ARKANSAS**  
*Little Rock:* Adcock Ltg. & Sup.
- CALIFORNIA**  
*Costa Mesa:* Harry M. Whetsel Ltg.  
*Glendale:* Montrose Ltg.  
*Hollywood:* Mazda Ltg.  
*Los Angeles:* The Lightrend Co.  
*Sacramento:* Hobercht Ltg. Fix. Co.  
*San Diego:* Coast Elec. Co.  
*Ratner Elec. Co.*  
*San Francisco:* California Elec. Sup. Co.
- COLORADO**  
*Denver:* The Central Elec. Sup. Co.
- CONNECTICUT**  
*Bridgeport:* B. M. Tower Co., Inc.  
*Danbury:* Greene Elec. & Sup.  
*Hartford:* Beacon Ltg. Sup. Co.  
*New Haven:* Grand Lt. & Sup. Co.  
*Stamford:* Marle Co.  
*Waterbury:* Starbuck Sprague Co.  
Suburban Sup. Co.
- DELAWARE**  
*Wilmington:* Art Craft Elec. Sup. Co.
- DISTRICT OF COLUMBIA**  
*Maurice Elec. Sup. Co.*  
National Elec. Whises.
- FLORIDA**  
*Daytona Beach:* Hughes Sup. Inc.  
*Ft. Lauderdale:* Edison Elec. Sup. Co.  
*Ft. Myers:* Brockman Elec. Sup. Co. Inc.  
*Gainesville:* Hughes Sup. Inc.  
*Lakeland:* Hughes Sup. Inc.  
*Miami:* Edison Elec. Sup. Co.  
Farrey's Whise. Hdwe.  
*Orlando:* Hughes Sup. Inc.  
*St. Petersburg:* D. C. Damm Lighting  
*Sarasota:* Brockman Elec. Sup. Co. Inc.  
*West Palm Beach:* Edison Elec. Sup. Co.
- GEORGIA**  
*Atlanta:* Electrical Whisers. Inc.  
Noland Co.  
*Augusta:* Hart Elec. Sup. Co.  
*Columbus:* P. & W. Elec. Sup. Co.
- ILLINOIS**  
*Bloomington:* Springfield Elec. Sup. Co.  
*Chicago:* American Elec. Sup. Co.  
Englewood Elec. Sup. Co.  
Harlo Elec. Sup. Co., Inc.  
Steiner Elec. Co.  
Wholesale Elec. Sup. Co.  
*Elgin:* Fox Elec. Sup. Co.  
*Rockford:* Englewood Elec. Sup. Co.  
*Springfield:* Springfield Elec. Sup. Co.
- INDIANA**  
*Ft. Wayne:* Mossman-Yarnelle  
*Gary:* Englewood Elec. Sup. Co.  
*Indianapolis:* Farrell Argast Elec. Co.  
Stillerman Elec. Sup. Co.  
*South Bend:* Englewood Elec. Sup. Co.
- IOWA**  
*Des Moines:* Weston Ltg. Inc.
- KANSAS**  
*Kansas City:* W. T. Foley Elec. Co.
- KENTUCKY**  
*Louisville:* Henry J. Rueff Co.
- LOUISIANA**  
*Baton Rouge:* Electrical Whise, Inc.  
*New Orleans:* Electrical Sup. Co. Inc.  
Interstate Elec. Co.
- MAINE**  
*Bangor:* Standard Elec.
- Portland:* Holmes Elec.
- MARYLAND**  
*Baltimore:* Excello Pub. Serv. Corp.  
Hoffman Elec. Sup. Co.  
*Hagerstown:* Noland Co.
- MASSACHUSETTS**  
*Boston:* Boston Lamp Co.  
Mass. Gas & El. Lt. Co.  
Henry L. Wolfers Co.  
*Brockton:* Columbia Elec. Sup. Co.  
*Fitchburg:* Service Elec. Sup. Co.  
*Framingham:* Framingham Elec. Sup. Co.  
*Lowell:* Middlesex Hdwe. & Sup. Co.  
*Springfield:* Eastern Elec. Sup. Co.  
*Waltham:* Service Elec. Sup. Co.  
*Worcester:* Atlantic Elec. Sup.  
Benjamin Elec. Sup.
- MICHIGAN**  
*Benton Harbor:* West Mich. Elec. Sup. Co.  
*Detroit:* Madison Elec. Co.  
Michigan Chandelier Co.  
*Flint:* Royalite Co.  
*Grand Rapids:* Purchase Elec.  
*Muskegon:* Fitzpatrick Elec. Sup. Co.
- MINNESOTA**  
*Minneapolis:* Northland Elec. Sup. Co.  
*St. Paul:* Lax Elec. Co.
- MISSISSIPPI**  
*Jackson:* Stuart C. Irby Co.
- MISSOURI**  
*Clayton:* Jaffe Ltg. & Sup. Co.  
*St. Louis:* M. K. Clark Co.  
Jaffe Ltg. & Sup. Co.
- NEBRASKA**  
*Omaha:* Elec. Fix. & Sup. Co.
- NEVADA**  
*Reno:* Western Elec. Dists.
- NEW JERSEY**  
*Atlantic City:* Franklin Elec. Sup.  
*Camden:* Flynn's Camden Elec. Co.  
*Phillipsburg:* Leidy Elec. Co.  
*Wildwood:* Franklin Elec. Sup.
- NEW MEXICO**  
*Albuquerque:* The Lighting & Maint. Co.
- NEW YORK**  
*Albany:* Meginniss Elec. Corp.  
*Buffalo:* Buffalo Incand. Ltg. Co.  
*Liberty:* Liberty Elec. Sup. Co.  
*Monticello:* Monticello Sup. Co.  
*Nanuet:* Rockland Elec. & Sup. Corp.  
*Niagara Falls:* Hysen Supplies, Inc.  
*Poughkeepsie:* Electra Sup. Co.  
*Rochester:* Rowe Elec. Sup. Co.  
Royalite Co.  
*Schenectady:* M. Gold & Son  
*Syracuse:* Superior Elec. Corp.  
*White Plains:* Wolar Ltg. Fix. Co.
- NORTH CAROLINA**  
*Charlotte:* Independent Elec. Sup. Co.  
*Kinston:* Kinston Elec.  
*Raleigh:* Bernhard Supply Co.  
*Winston-Salem:* Noland Co.
- OHIO**  
*Akron:* The Sacks Elec. Sup. Co.  
*Canton:* Electric Sales Co.  
*Cincinnati:* B. & B. Elec. Co.  
*Cleveland:* The H. Leff Elec. Co.  
Midland Elec. Co.  
*Columbus:* Elgee Electric  
*Toledo:* Gross Elec. Fix. Co.  
*Youngstown:* Mart Industries
- OKLAHOMA**  
*Oklahoma City:* Hunzicker Bros.
- OREGON**  
*Portland:* Baker-Barkon Co.  
Malloy Robinson Co.
- PENNSYLVANIA**  
*Allentown:* Coleman Elec. Co.  
*Bala Cynwyd:* Albert Acker Co.  
*Erie:* Kraus Elec. Co.  
*Harrisburg:* Fluorescent Sup. Co.  
*Johnstown:* Reese Elec.  
*New Castle:* Midwestern Elec. Sup.  
*Norristown:* Norristown Elec. Sup. Co.  
*Philadelphia:* Ace Ltg. Fix. Co.  
Friedman Elec. Sup. Co.  
Gold Seal Elec. Sup. Co.  
Sylvan Elec. Fix. Co.  
West Phila. Elec. Sup. Co.  
*Pittsburgh:* Allied Elec. Sup. Co.  
Argo-Lite Studios  
*Reading:* Coleman Elec. Co.  
*Scranton:* Lewis & Reif Inc.  
*Uniontown:* Pioneer Elec. Dist.  
*Wilkes-Barre:* Anthracite Elec. Sup.
- RHODE ISLAND**  
*Pawtucket:* Major Elec. Sup. Co.  
*Providence:* City Hall Hdwe. Co.  
Leavitt-Colson Co.
- SOUTH CAROLINA**  
*Columbia:* Noland Co.  
*Greenville:* Sullivan Hdwe. Co.
- TENNESSEE**  
*Chattanooga:* Mid-South Sup. Co.  
*Memphis:* Belvedere Ltg. Co.  
*Nashville:* Nashville Elec. Co.
- TEXAS**  
*Amarillo:* Nunn Elec. Sup. Corp.  
*Brownsville:* Elec. Fix. Sup.  
*Dallas:* Cockrell Winniford Co.  
Rogers Elec. Sup. Co.  
*Ft. Worth:* Anderson Fix. Co.  
*Houston:* Marlin Assoc.  
Worth Elec. Sup. Co.  
Southern Elec. Sup. Co.  
*Lubbock:* Homer G. Maxey  
Nunn Elec. Sup.  
*San Antonio:* Straus-Frank Co.
- UTAH**  
*Salt Lake City:* Artistic Ltg. Studio
- VIRGINIA**  
*Arlington:* Dominion Elec. Sup.  
*Newport News:* Centralite Sup. Co.  
*Norfolk:* Edwin E. Bibb & Co.  
*Richmond:* Atlantic Elec. Sup. Co.  
*Roanoke:* Noland Co.
- WASHINGTON**  
*Seattle:* Seattle Ltg. Fix. Co.  
*Spokane:* Columbia Elec. & Mfg. Co.
- WEST VIRGINIA**  
*Charleston:* Virginian Elec., Inc.
- WISCONSIN**  
*Appleton:* Moe Northern  
*Milwaukee:* Lappin Elec. Co.
- CANADA**  
*Edmonton:* Albert Elec. Sup. Ltd.  
*Kitchener, Ontario:* McDonald Elec. Supply  
*Montreal:* Gray Electric Co.  
Ideal Elec. Co.  
L.D.G. Products Inc.  
Union Elec. Sup.  
*Ottawa:* Union Elec. Sup.  
*Toronto:* Revere Elec'l Dist.  
Toronto Elec. Sup. Co.  
*Vancouver, B.C.:* McLaren Elec. Ltd.  
*Winnipeg:* Dominion Elec. Ltd.
- CUBA**  
*Havana:* The Independent Elec. Co.
- HAWAII**  
*Honolulu:* Hawaiian Ltg. & Sup.

*Rhapsody* is Lightolier's fresh new treatment of the age old chandelier . . . warm, romantic, dramatic . . . yet suited to contemporary interiors. It lends the excitement of a grand chandelier to even a low-ceilinged room, and enhances the predominantly horizontal lines of modern furniture. The eggshell textured globes diffuse a mellow, even light. Designed by Maurizio Tempestini. In three, six and ten light models with matching wall brackets. At our showrooms and at the authorized distributors listed left. Write on professional letterhead to Dept. RD, Jersey City 5, New Jersey for the 40-page, full-color Portfolio Collection Catalog.

**LIGHTOLIER**

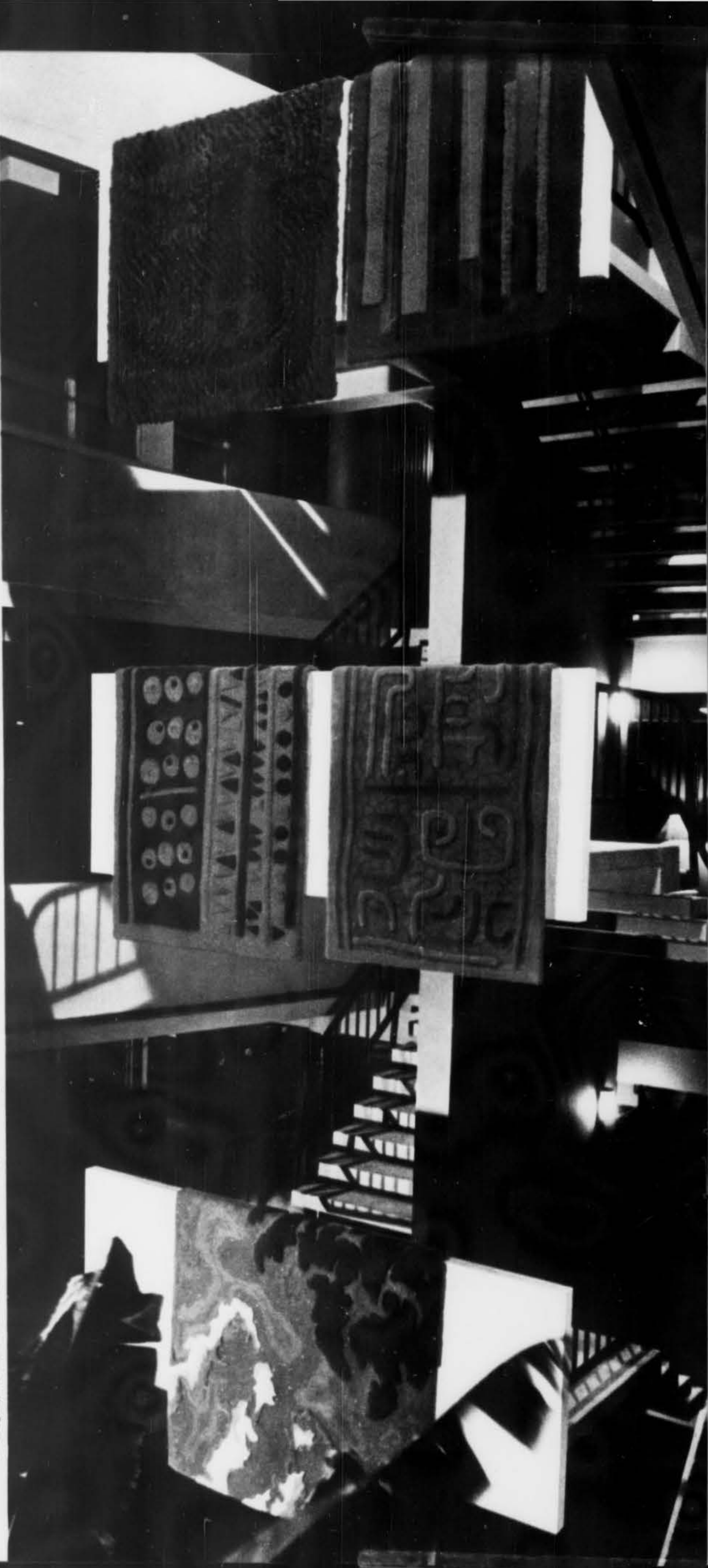
11 EAST 36 STREET, NEW YORK • 1267 MERCHANDISE MART, CHICAGO



New  
Levels  
In  
Designed  
Rugs

A Representative Group From  
An Extensive New Collection

photographed at the La Rada Hotel, San Juan, by Conrad Eiger



In color...



In texture...

## V'Soske presents the 1959 collection.

Representatives in

Boston • Chicago • Cincinnati • Dallas • Grand Rapids • Los Angeles • New York  
San Francisco • Seattle • London, England

Our proudest collection of designed rugs.

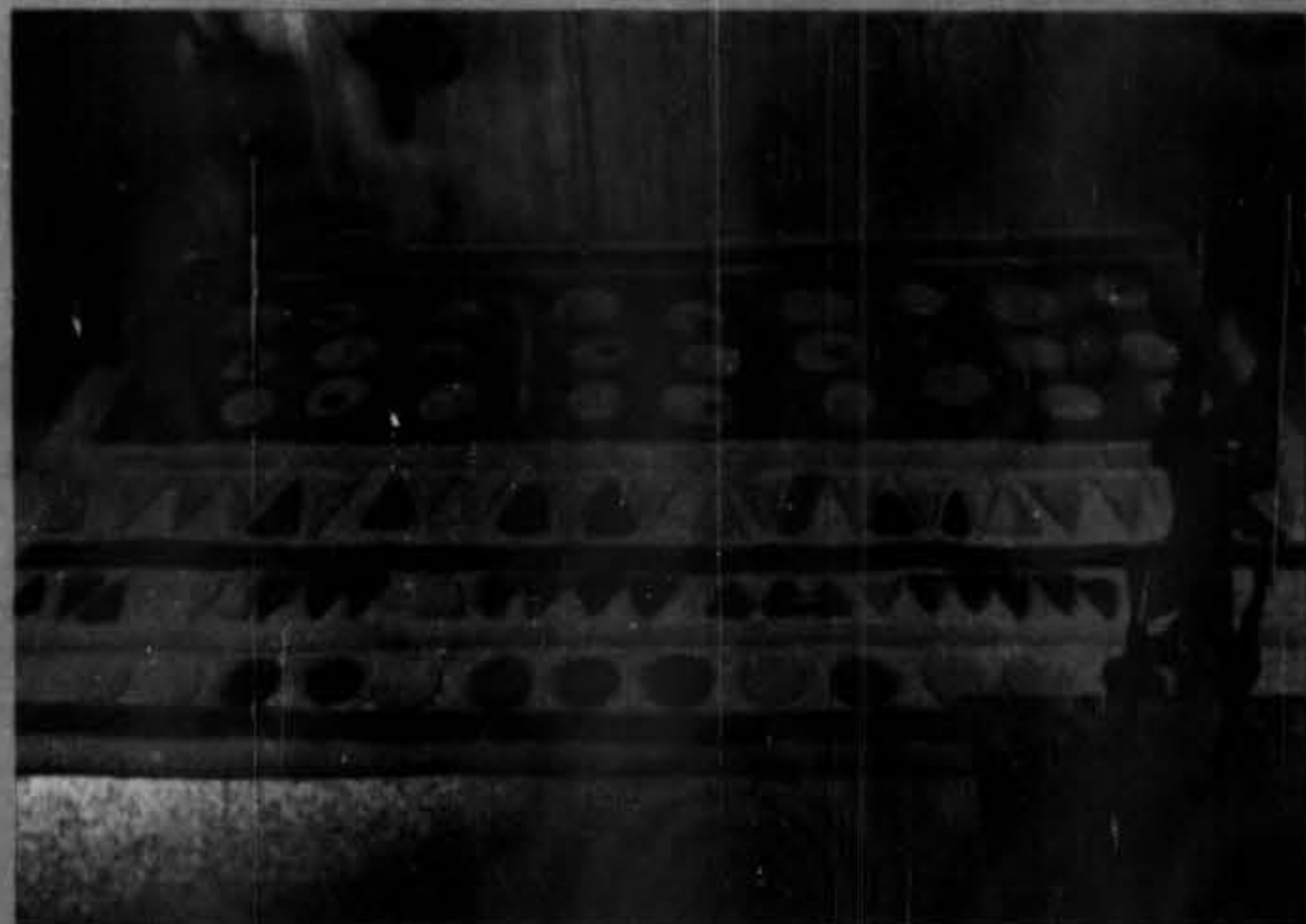
This year, more than ever, it's

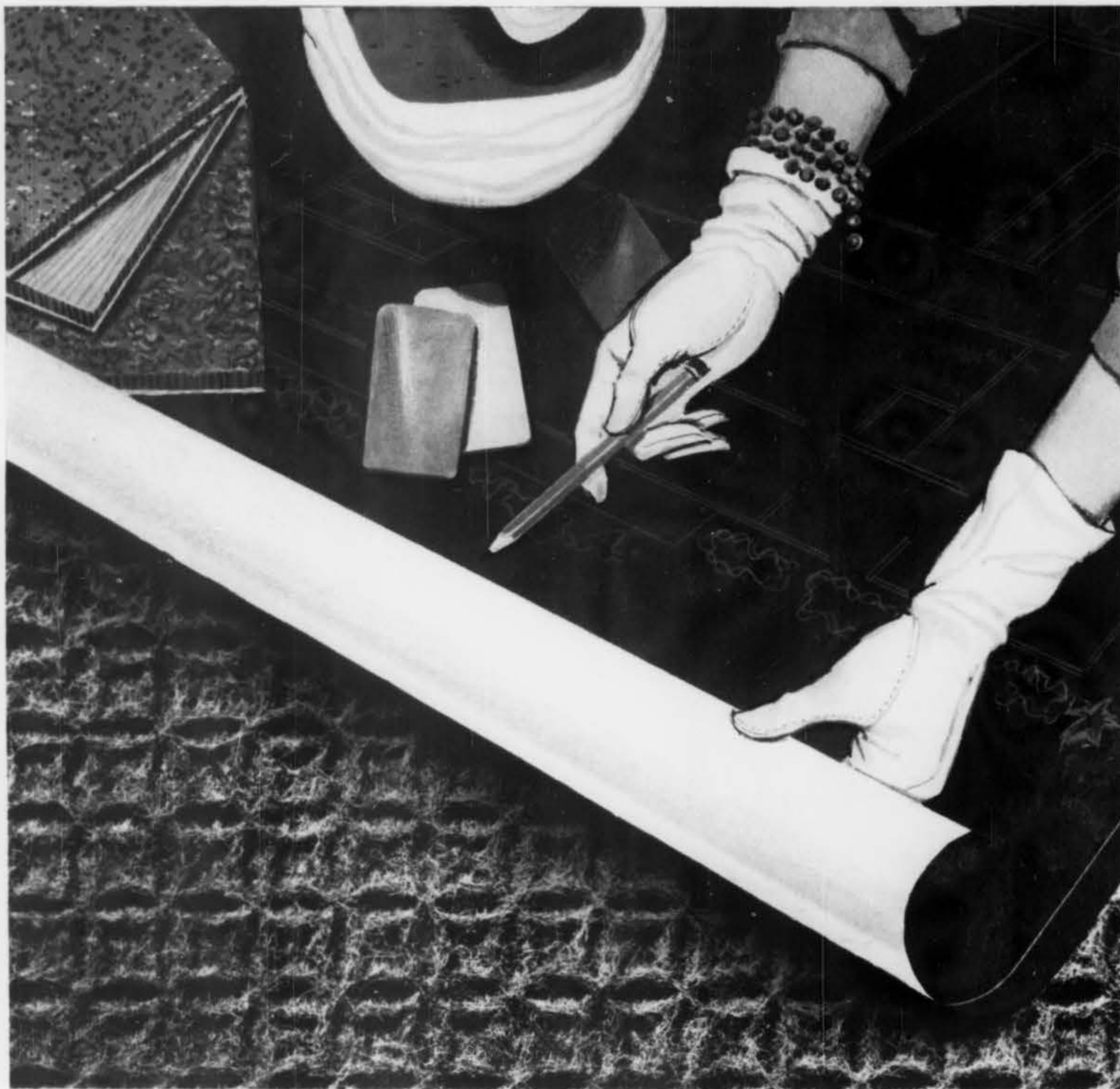


**V'SOSKE**

for the ultimate  
in fine rugs  
and carpets

In workmanship...





### what decorators and designers know about **carpet cushion**:

They know that, of all carpet cushion made, only genuine OZITE has proven its quality by years of hard service. They know that genuine OZITE has never been known to wear out or lose its resiliency. They know that genuine OZITE *more* than doubles the life of carpets . . . and helps to maintain their lustrous beauty. They know there is no dye in OZITE . . . carpets may be shampooed without any danger of stain. And they know that OZITE is permanently moth-proofed.

They know that genuine OZITE is the only carpet cushion that has given 35 years continuous service in leading hotels—proof positive it provides superior protection against heel and foot impact. They know that OZITE is not too firm, not too soft—the only “just right” carpet cushion on the market. No wonder genuine OZITE is the First Name in carpet cushion! No wonder OZITE costs a little more than other carpet cushions—it's *worth* much, much more!

**GENUINE**

**OZITE**<sup>®</sup>  
CARPET CUSHION

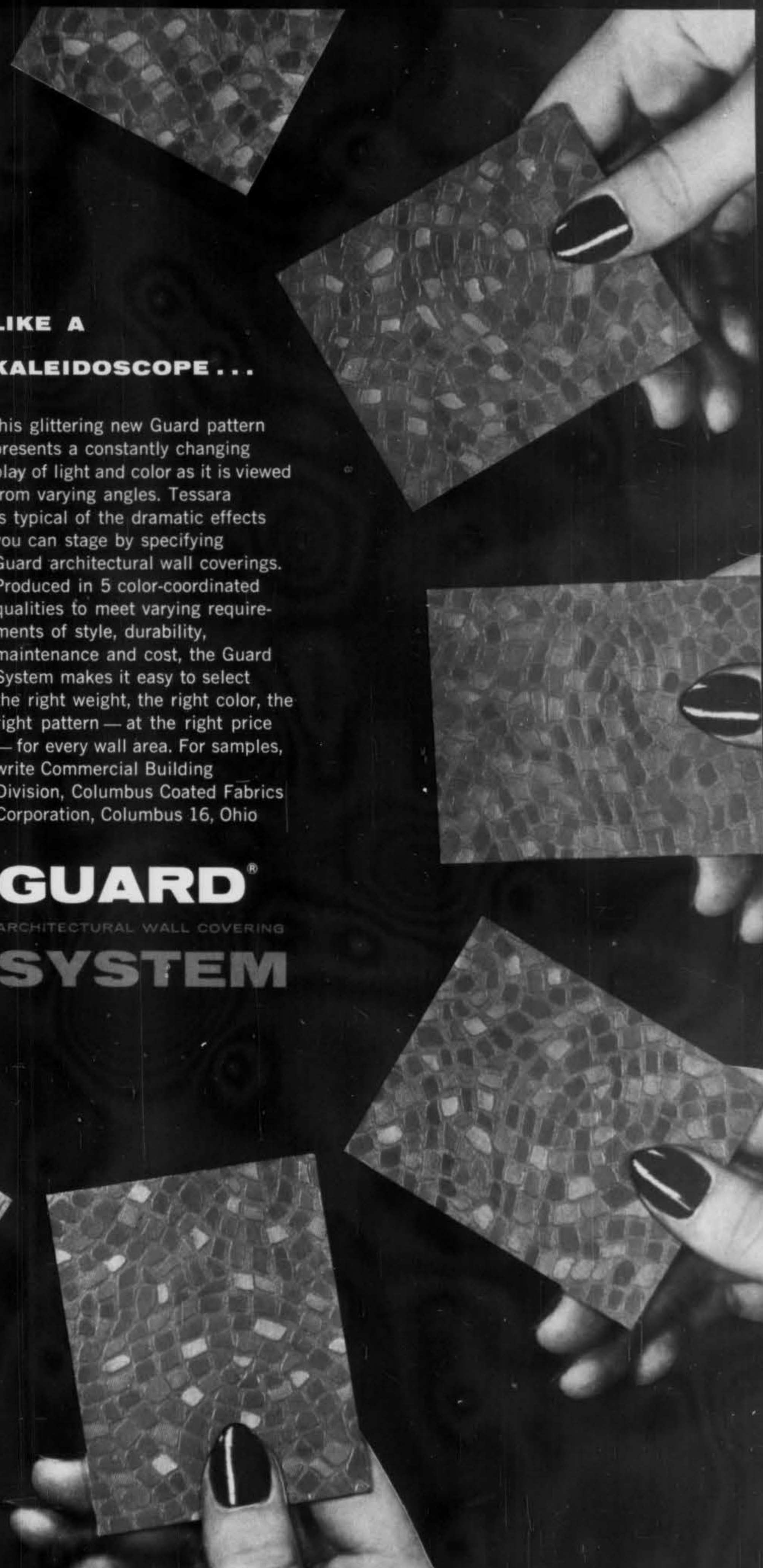
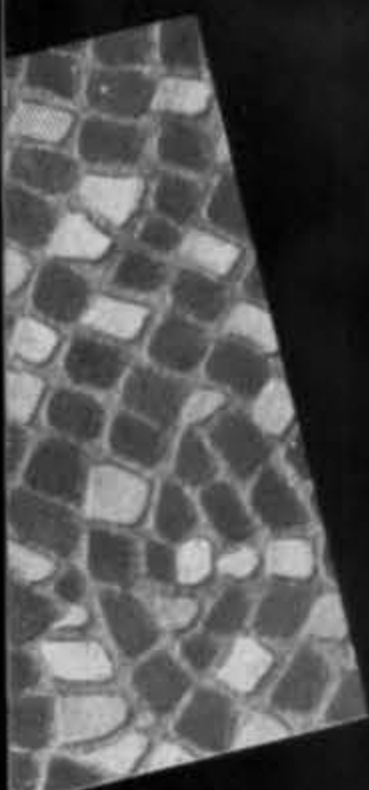
American Hair & Felt Company • Floor Covering Division • Merchandise Mart, Chicago 54, Ill.

# TESSARA

## LIKE A KALEIDOSCOPE . . .

this glittering new Guard pattern presents a constantly changing play of light and color as it is viewed from varying angles. Tessara is typical of the dramatic effects you can stage by specifying Guard architectural wall coverings. Produced in 5 color-coordinated qualities to meet varying requirements of style, durability, maintenance and cost, the Guard System makes it easy to select the right weight, the right color, the right pattern — at the right price — for every wall area. For samples, write Commercial Building Division, Columbus Coated Fabrics Corporation, Columbus 16, Ohio

**GUARD**<sup>®</sup>  
ARCHITECTURAL WALL COVERING  
**SYSTEM**





LEGENDARY

# JOHNSON

GRAND RAPIDS



CUSTOM ARRANGEMENTS



MANUFACTURER MEMBER GRAND RAPIDS FURNITURE MAKERS GUILD

JOHNSON FURNITURE COMPANY 1101 GODFREY AVENUE • GRAND RAPIDS, MICHIGAN

SHOWROOMS: New York • Chicago • Philadelphia • Pittsburgh • Boston • Cleveland  
Indianapolis • St. Louis • Denver • Minneapolis • Los Angeles • San Francisco • Toronto



## Add new elegance with this translucent vinyl tile

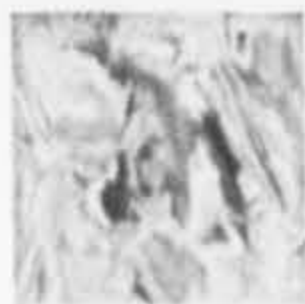
Classic beauty and modern convenience are both assured when you design with new B.F. Goodrich "Corinthian" All Vinyl tile. "Corinthian" looks and lasts like fine marble. The clear-through non-directional veining simply can't wear away.

Your choice of "Corinthian" will reflect an atmosphere of elegance and luxury. Its light weight makes it ideal where reduction in floor load is an important factor.

Stains, oils, greases and detergents can't

harm it (it will outlast the building), and damp mopping retains its brilliance. Though it looks like marble, "Corinthian" tile is amazingly resilient and quiet underfoot.

Use on or above grade. Nine classic colors, 1/8" thickness, in tiles 9" x 9", 12" x 12", and 36" x 36". For more complete details, see Sweet's or write the B. F. Goodrich Company, Flooring Products, Watertown 72, Mass., Dept. IN 4



"CORINTHIAN"  
*Koroseal*

VINYL FLOOR TILE

**B.F. Goodrich** *flooring products*

AT  
THE  
NOFA  
SHOW...



## Rx FOR LIVELIER OFFICE FURNITURE SALES: VITAMIN C\*

\*Chemical compatibility...the "plus factor" that doubles the sales potency of office furniture cushioned with U. S. Koylon® Foam and upholstered with U. S. Naugahyde® or U. S. Naugaweave. This combination is just what the doctor ordered because Koylon, world's finest foam, and Naugahyde, the finest in vinyl upholstery, were developed and manufactured to go together. Not a complaint in a carload because there's no drying out, staining, or any other chemical reaction. Old and faithful users of Naugahyde-plus-Koylon are reporting excellent results with new U. S. Naugaweave...the Breathable† deep-dimensional vinyl that's giving a real shot in the arm to office furniture design. You'll see lots of it at the NOFA Show. Yes, sir, for the ultimate in carefree beauty and long-lasting comfort, try our special brand of multiple Vitamin C. The results are guaranteed! **GET YOUR FREE BOTTLE OF VITAMIN C** (exclusive, easy-to-take U. S. Rubber formula) at the Naugahyde-Koylon Display at the NOFA Show, Spaces C360 & 370

†Patent applied for



# United States Rubber

Coated Fabrics and Koylon Seating Dept., Mishawaka, Ind.

In Canada: Dominion Rubber Co. Ltd.

# TERRAZZO DESIGN

*Amtico*  
PERMALIFE  
VINYL FLOORING

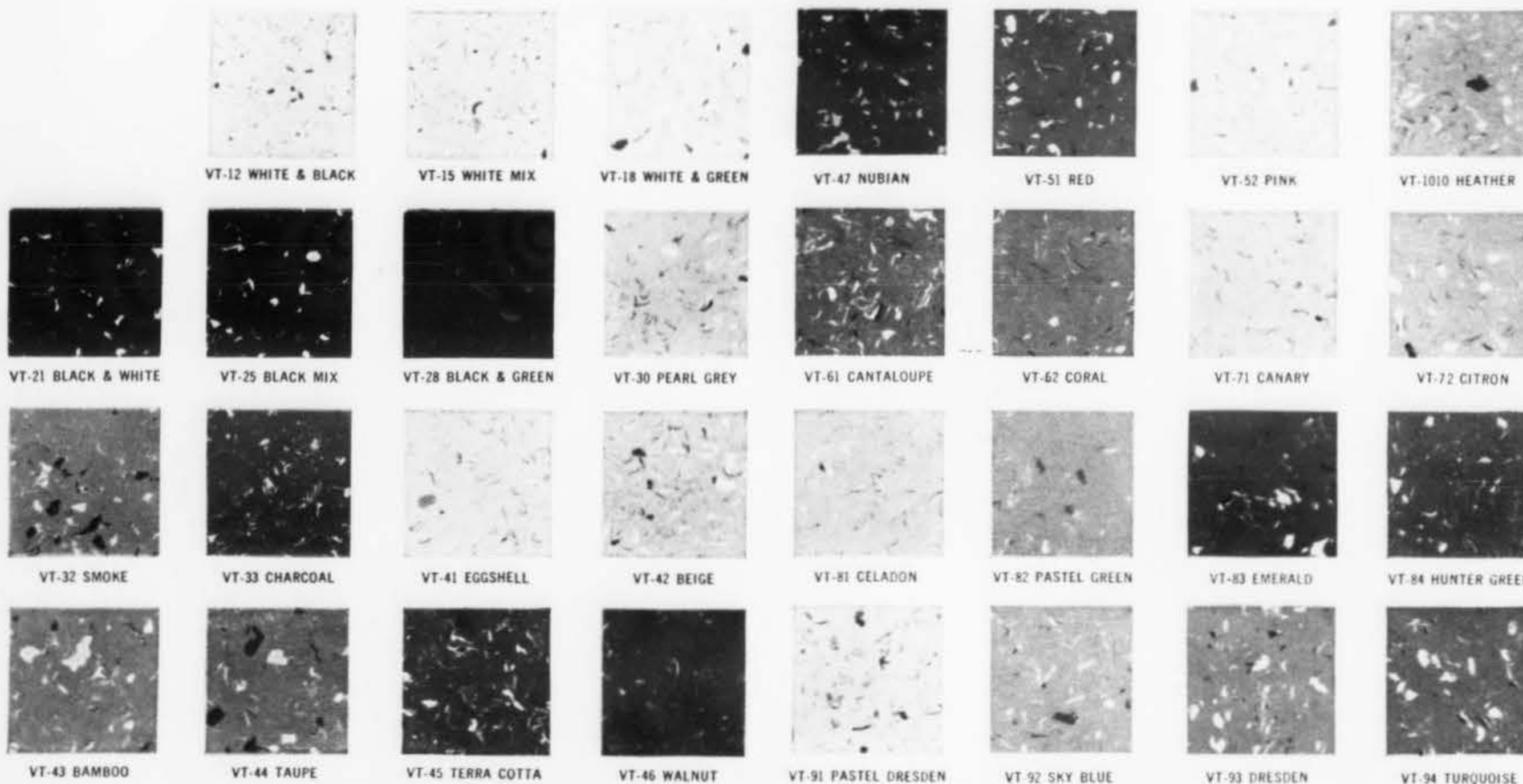
## Smart New Colors Dramatize Flooring Interest

In 31 colors to contrast or harmonize with any room setting, Amtico Terrazzo Design is the most functional of working partners. Light and airy or deep and dominant, its tones exactly match those of Amtico Marbleized Colors and Plain Colors, while coordinating with other interesting Amtico designs. Colors go through and through each all-vinyl tile for long, long wear. Flexible and resilient, will not crack or tear . . . resists grease and acids. Stays new-looking . . . easy to keep clean and bright.



*Living-dining room designed by Lloyd Bell*

Tear out along perforated line and file this useful fact sheet.



World's Largest Producer of Vinyl and Rubber Floorings



**AMERICAN BILTRITE RUBBER COMPANY**  
TRENTON 2, NEW JERSEY

Showrooms: 295 Fifth Ave., N.Y.C. • 13-179 Merchandise Mart, Chicago  
368 Furniture Mart, Los Angeles • 500 King St. W., Toronto, Ontario  
In Canada: American Biltrite Rubber Company Ltd., Sherbrooke, Que.

# Amtico

PERMALIFE  
VINYL FLOORING

# TERRAZZO DESIGN



Designed by Tommi Parzinger



Designed by William Pahlmann Associates

Other outstanding Amtico Vinyl installations: Toffenetti Restaurant, Chicago; Bell State Teachers' College, Muncie, Ind.; Hotel Kenmore, Boston; Arnold Constable Store, Trenton, N. J.; N. Y. Central Railroad, Cleveland; Temple Medical School, Philadelphia.

## SPECIFICATIONS AND DATA

### MATERIAL DATA

Amtico Permalife Vinyl 1/8" or .080" . . . all-vinyl, color throughout, thickness . . . Standard tile sizes . . . 9" x 9", 12" x 12" . . . "Set-on" cove base . . . heights 4", 6" (plain vinyl colors only) . . . Feature strips (Stardust and plain vinyl colors) up to 1" wide, 36" long.

### INSTALLATION DATA

**Wood Subfloors**—Wood subfloors to receive installation of Amtico Vinyl Flooring should be suspended above grade with at least two feet of clear ventilated area between the floor and the ground. Strip wood floors shall be smooth and of double construction with 3/4" or less boards. Plywood or equivalent should be used to cover rough boards or those over 3/4". Seams on all plywood or hardboard floors shall be sanded smooth and filled with latex type underlayment. Wood floors may be leveled and cracks filled with latex type underlayment. Install 15 lb. asphalt saturated flooring felt at right angles to the direction of the top floor boards. Cement the felt to the underfloor with a good grade of linoleum paste.

Install Amtico Vinyl Flooring with Amtico Waterproof Cement. Only sufficient cement should be spread which can be covered in 10 to 15 minutes. Use a standard notched trowel for 1/8" gauge flooring and a fine grained trowel for .080" gauge flooring. Roll the flooring with a 3-section 150 lb. roller as the work progresses and again when the installation has been completed. It is essential that the flooring be thoroughly rolled to eliminate any ridges showing through. Clean any excess cement from the floor immediately, using denatured alcohol.

**Concrete Underfloors**—Concrete floors to receive the application of Amtico Vinyl Flooring shall be clean, dry and free from dust, loose paint, wax, oil, grease, sealing compounds, curing compounds and loose sandy concrete. Fill all expansion joints, cracks and

holes with a latex type underlayment. The same material should be used to level rough or uneven areas in the concrete. Do not use plaster or asphaltic type patching or underlayment materials. Do not install felt on concrete floors.

**Suspended Concrete**—On suspended concrete floors, install Amtico Vinyl Flooring with Amtico Waterproof Cement. Spread only as much cement as can be covered in 10-15 minutes. Roll the floor with a 150 lb. 3-section roller as the installation proceeds, and again when the installation is complete. Remove any excess cement with denatured alcohol.

**On-Grade Concrete**—Amtico Vinyl Flooring may be installed on an on-grade floor using Amtico Chemical Set Cement or Amtico Epoxy Cement. Wipe up any adhesive which gets on the face of the tile immediately, using a damp cloth. Roll the floor frequently with a 3-section 150 lb. roller during installation and roll again after installation is complete.

**Below Grade Concrete**—Amtico Vinyl Flooring may be installed in residential areas below grade using Amtico Chemical Set Cement. The floors must be dry and free from alkaline deposits. Do not install on painted concrete floors below grade. Remove paint by sanding. On commercial installations, approval must be obtained from Amtico.

Follow the mixing instructions on the Chemical Set Cement label. Do not mix more adhesive than can be spread and covered in 30 minutes. Spread about ten square feet of adhesive and install the tile immediately. Wipe up any adhesive which gets onto the face of the tile with a damp cloth. Roll the floor frequently with a 3-section 150 lb. roller as the installation proceeds and roll again after the installation is complete.

### MAINTENANCE DATA

A new Amtico Terrazzo Design installation shall be kept free of traffic until cement is thoroughly dry and hard (approx. 24 hours). Do not wash floor for 48 hours after installation. Damp mop the floor with Amtico Floor Cleaner or mild suds or detergent. Floors subject to heavy, dirty traffic can be cleaned with #00 grade steel wool. Use proper glides and casters on all furniture. Do not use paste wax. A coat of Amtico Floor Dressing adds to the glossy appearance of the floor and minimizes maintenance.



**AMERICAN BITRITE RUBBER COMPANY**

TRENTON 2, NEW JERSEY

World's Largest Producer of Vinyl and Rubber Floorings  
Showrooms: 295 Fifth Ave., N.Y.C. • 13-179 Merchandise Mart, Chicago • 368 Furniture Mart, Los Angeles • 500 King St. W., Toronto, Ont.  
In Canada: American Bitrite Rubber Company Ltd., Sherbrooke, Que.

AMTICO, Dept. IN-4, Trenton 2, N.J.

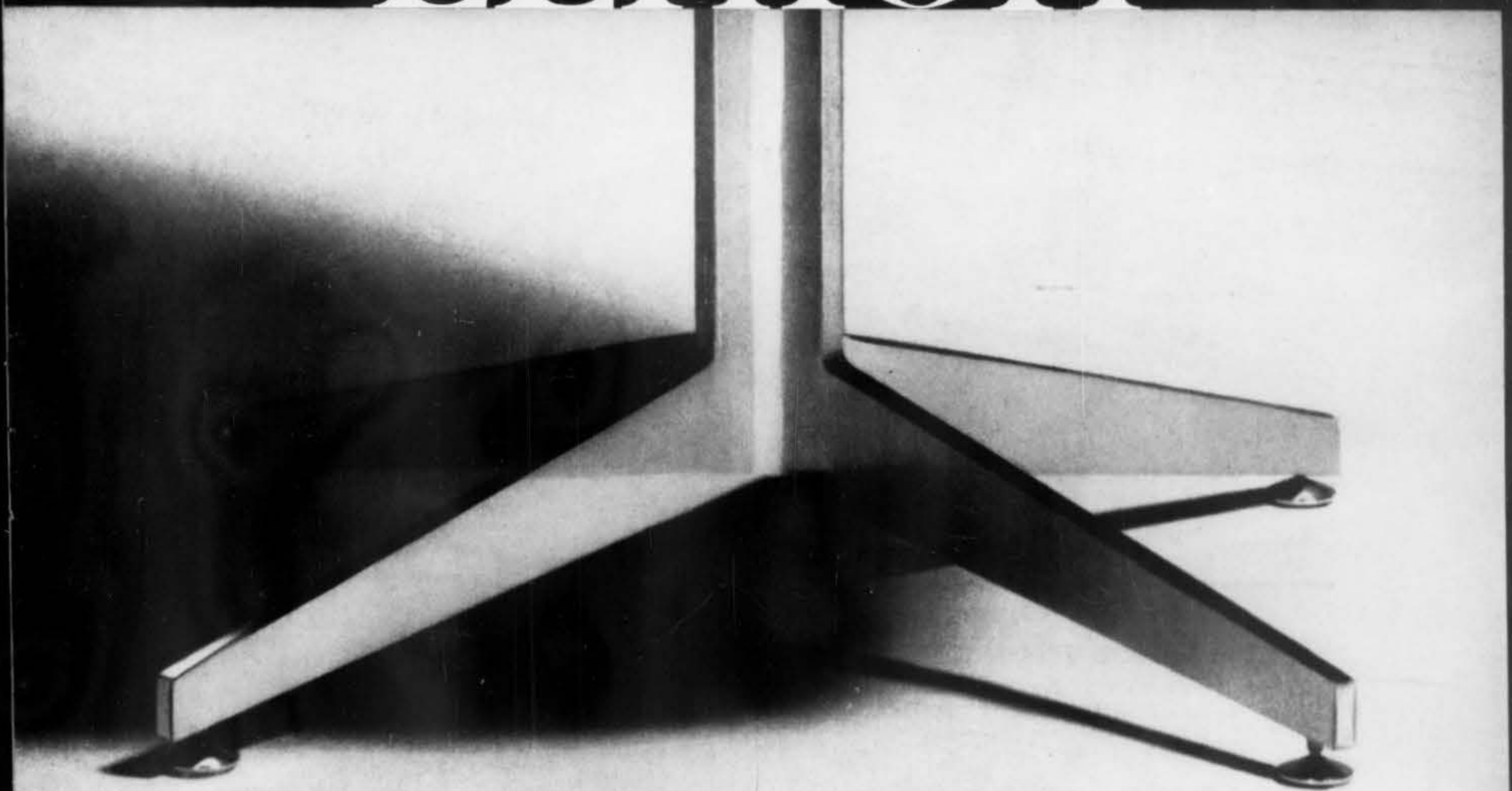
Please send detailed literature and FREE complete set of Amtico Vinyl and Rubber Flooring samples to:

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

(Please attach coupon to your business card or letterhead)

AN IMPORTANT  
ANNOUNCEMENT  
FROM

# LEHIGH



MR. BERTRAM S. SILVER, NEWLY APPOINTED CHAIRMAN OF THE BOARD AND CHIEF EXECUTIVE ADMINISTRATOR OF LEHIGH FURNITURE CORPORATION, LAUNCHES THE NEW "LEHIGH STRUCTURE" WITH A VIGOROUS DESIGN GROUP BY WARD BENNETT... THE COLUMN-X COLLECTION. LEHIGH FURNITURE CORPORATION, DEPT. Y3, 16 EAST 53rd STREET, NEW YORK 22, NEW YORK.

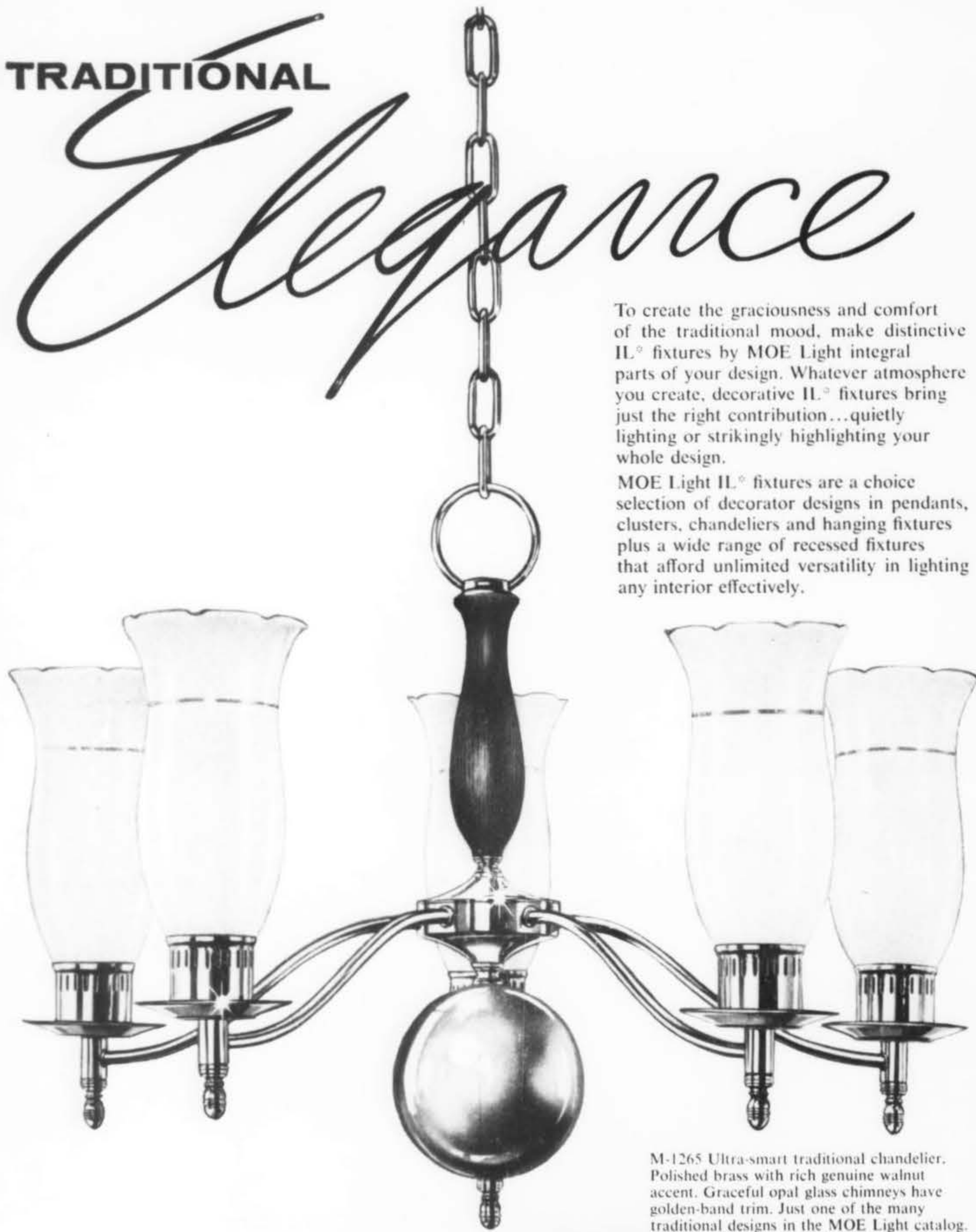
*(COMPLETE DETAILS AND PRICE LIST AVAILABLE ON REQUEST.)*

TRADITIONAL

# Elegance

To create the graciousness and comfort of the traditional mood, make distinctive IL<sup>®</sup> fixtures by MOE Light integral parts of your design. Whatever atmosphere you create, decorative IL<sup>®</sup> fixtures bring just the right contribution...quietly lighting or strikingly highlighting your whole design.

MOE Light IL<sup>®</sup> fixtures are a choice selection of decorator designs in pendants, clusters, chandeliers and hanging fixtures plus a wide range of recessed fixtures that afford unlimited versatility in lighting any interior effectively.



M-1265 Ultra-smart traditional chandelier. Polished brass with rich genuine walnut accent. Graceful opal glass chimneys have golden-band trim. Just one of the many traditional designs in the MOE Light catalog.



**THOMAS INDUSTRIES INC.**

**LIGHTING FIXTURE DIVISION**

Executive Offices: 410 S. Third St., Louisville 2, Ky., Dept. 4

*Leaders in Creative Lighting*

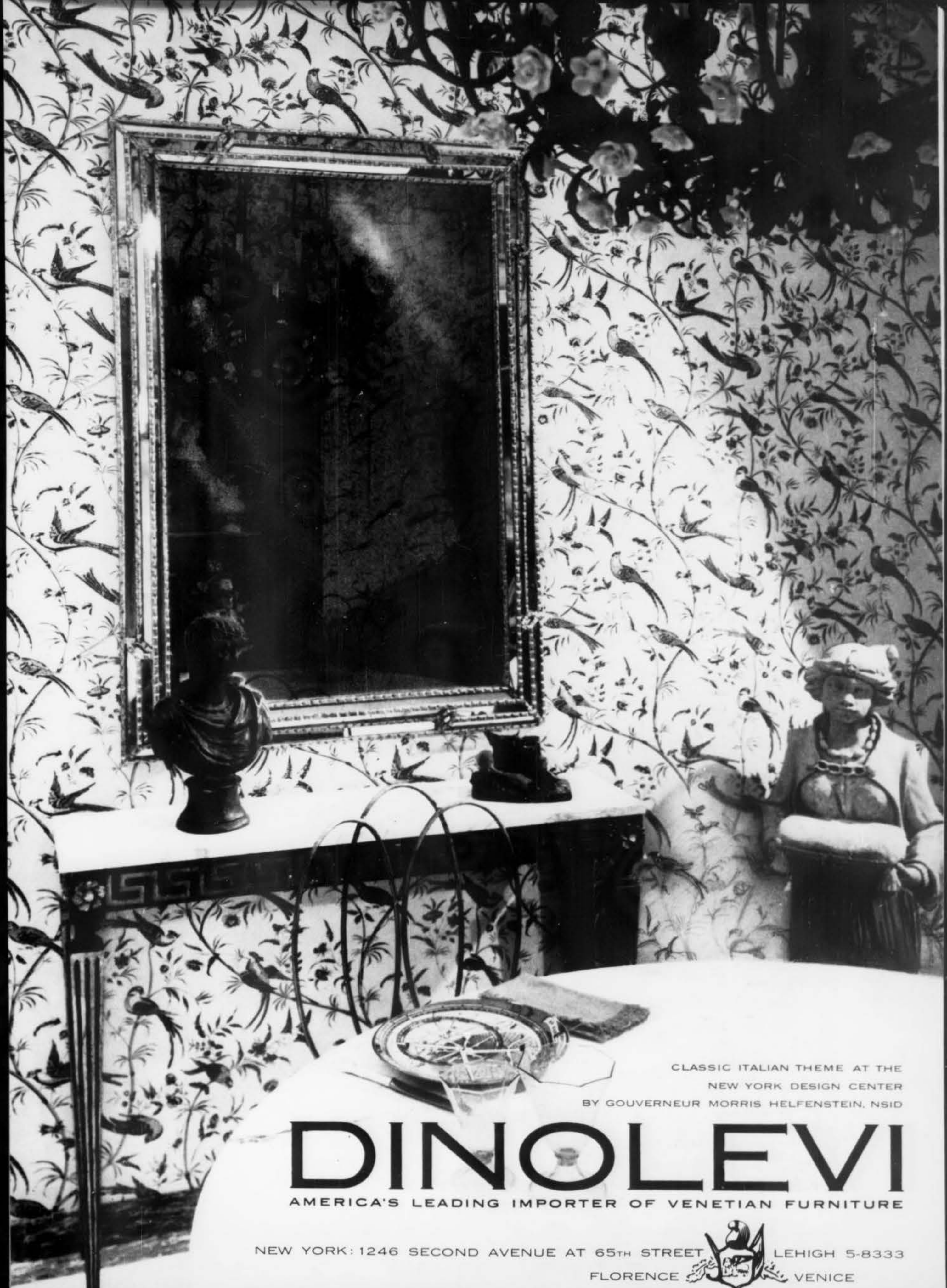
\*Inspiration-Lighting for distinctive commercial applications.

**IL\***

BY MOE LIGHT



Write now for free Literature Library of Lighting, including new 1959 MOE Light catalog.



CLASSIC ITALIAN THEME AT THE  
NEW YORK DESIGN CENTER  
BY GOUVERNEUR MORRIS HELFENSTEIN, NSID

# DINOLEVI

AMERICA'S LEADING IMPORTER OF VENETIAN FURNITURE

NEW YORK: 1246 SECOND AVENUE AT 65TH STREET

LEHIGH 5-8333

FLORENCE



VENICE



Of course,  
**MUTUAL OF HARTFORD**  
Choose  
**PEERLESS** office furniture  
for their new  
home office  
secretarial area

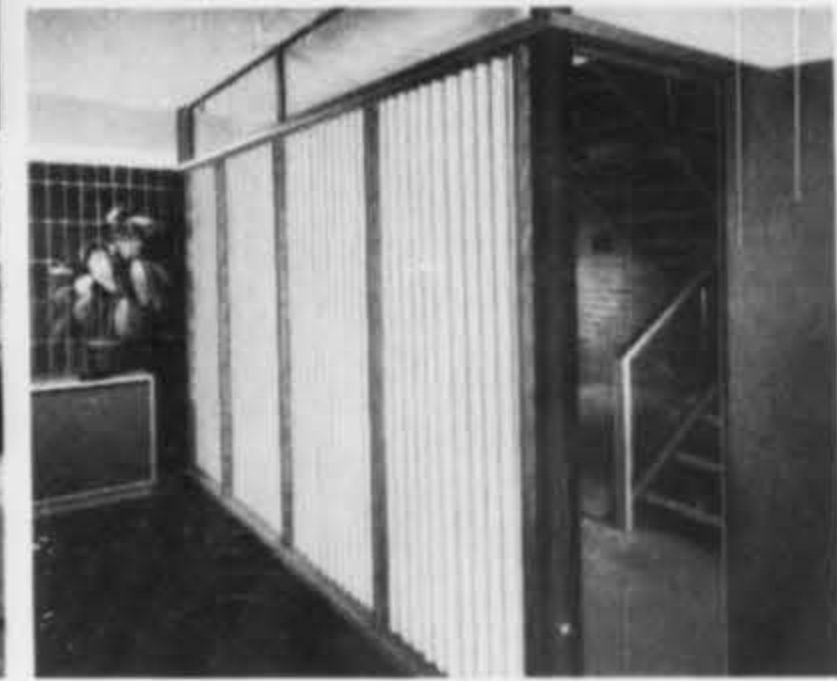
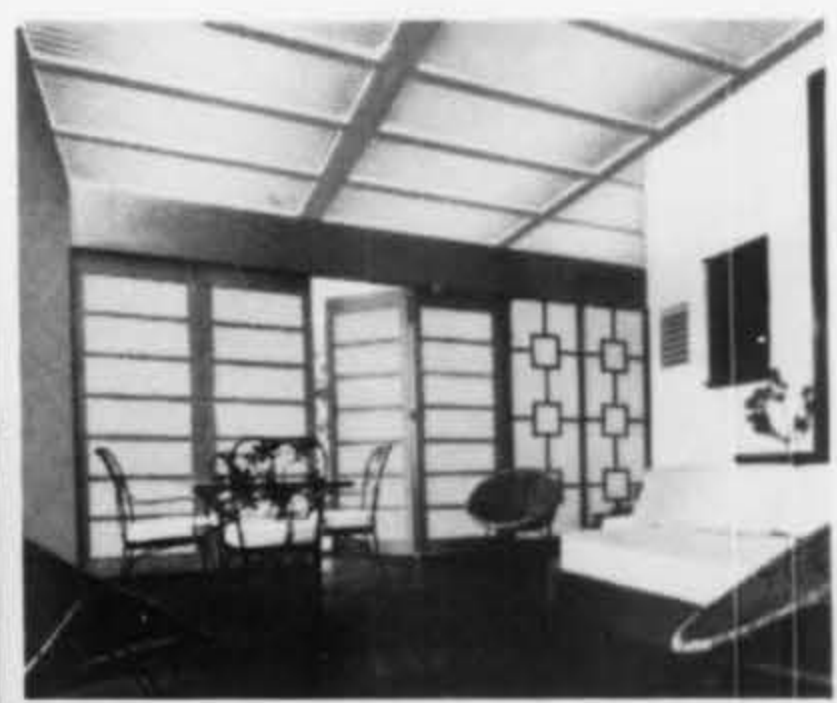
*On your next contract proposal, let the Peerless Stylist cooperate with you, too.*

**PEERLESS**  
*metal office equipment*

Architects:  
Sherwood, Mills and Smith  
Interior Designers:  
Associated Designers for Interiors, Inc.  
Office Furniture: by PEERLESS



NEW INTERIOR DECORATING HORIZONS  
 WITH **FILON**<sup>®</sup>  
 TRANSLUCENT FIBERGLASS PANELS



**CREATE MOODS WITH COLOR AND LIGHT**  
 FILON panels capture any mood with their blend of color and translucent beauty. They transmit softly diffused light without darkening adjacent areas. Bright and cheerful, or subtle and subdued, interiors fashioned with FILON panels add a new dimension to the world of decorating. Ideal for room dividers, shoji screens, doors and shutters, luminous ceilings, sliding cabinet doors, planters, shower doors, tub enclosures, and decorative backgrounds.

**COMPLEMENT ANY DECORATING SCHEME**  
 20 exciting decorator colors to work with, brilliant tones to soft pastels and white. Colors are built in; painting is not needed. FILON's *super-smooth* surface on both sides does not hold dust and dirt. Shatterproof, weatherproof, amazingly strong. Perfect for indoor-outdoor applications. Easy to nail, drill, saw with ordinary tools.

**FILON'S EXCLUSIVE 5-WAY GUARANTEE**  
 1 Superior Fiberglass-and-Nylon reinforced strength.  
 2 Uniform thickness for easier installation, better diffusion of light and color.  
 3 Shatterproof for absolute safety.  
 4 Weatherproof for maximum durability.  
 5 Exceeds standards published by U.S. Bureau of Standards.

Buy FILON at lumber, building materials, and glass dealers. Convenient sizes, various corrugations, flat or shiplap.

**F** **FILON PLASTICS CORP.**  
 Los Angeles • New York • Chicago  
 Atlanta • Dallas • Denver • Miami  
 San Francisco • Pittsburgh

REASSURANCE OF A HOUSE OF MURDER  
 Guaranteed by  
 Good Housekeeping  
 IS NOT AN ADVERTISED TRADE



Insist on the FILON label on every panel you buy  
 — your guarantee of superior quality and lasting beauty

FILON PLASTICS CORPORATION  
 125 LOMITA ST., EL SEGUNDO 73, CALIFORNIA

Send **FREE** "Interiors" Booklet filled with FILON facts, photos, ideas.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**This** distinguished executive desk is shown in Rosewood combined with Ebonized Walnut in a hand-rubbed lacquer finish. The Administrator Series, of which this is an example, includes a wide selection of related cabinets and accessories. As with all Richard Draper furniture, the interior designer may vary specifications to suit his requirements: size, shape, wood, finish, and special fittings.

RICHARD DRAPER • 16 EAST 50 STREET • NEW YORK 22, N. Y. • PLAZA 1-4870



• *Complete brochure on request*

RICHARD DRAPER



the  
something  
missing  
is



# THE CERTIFIED and COMMENDED VINYL FABRIC federan

Be sure to see us at N.O.F.A. show, Booth E501,  
Convention Auditorium, Fontainebleau Hotel

the luxury vinyl plastic fabric at the realistic price, has had its claims of superiority tested and certified by the independent laboratories of the United States Testing Company.

FEDERAN is available in every weight, color and designer created patterns that will SELL your products easier, faster and at a higher profit.

Samples, seal and tag promotion details, and complete price and promotional information are available upon request.



**FEDERAL** Industries a **TEXTRON** company, 700 Main Street, Belleville 9, New Jersey

# New STUDIO BOOKS for decorators



## 100 MOST BEAUTIFUL ROOMS IN AMERICA

by Helen Comstock

A sumptuous volume of the finest traditional home decoration in America—from the informality of centuries-old New England and Spanish colonial homes to the stately elegance of Federal and Empire styles. Over 250 stunning photographs, 17 in color. A big 9" x 12" book, \$12.50



## REVIVE YOUR ROOMS AND FURNITURE

by Ethel Brostrom and Louise Sloane

A complete guide to decorating and redecorating that tells *what* to do, and *how* to do it *yourself!* This unique book of illustrated instructions shows how to revive dated looking rooms, mend broken furniture, refinish damaged surfaces, re-design chairs, sofas, cabinets—in short, how to make over practically any aspect of your home! Only \$5.95



## DECORATIVE ART 1958-59

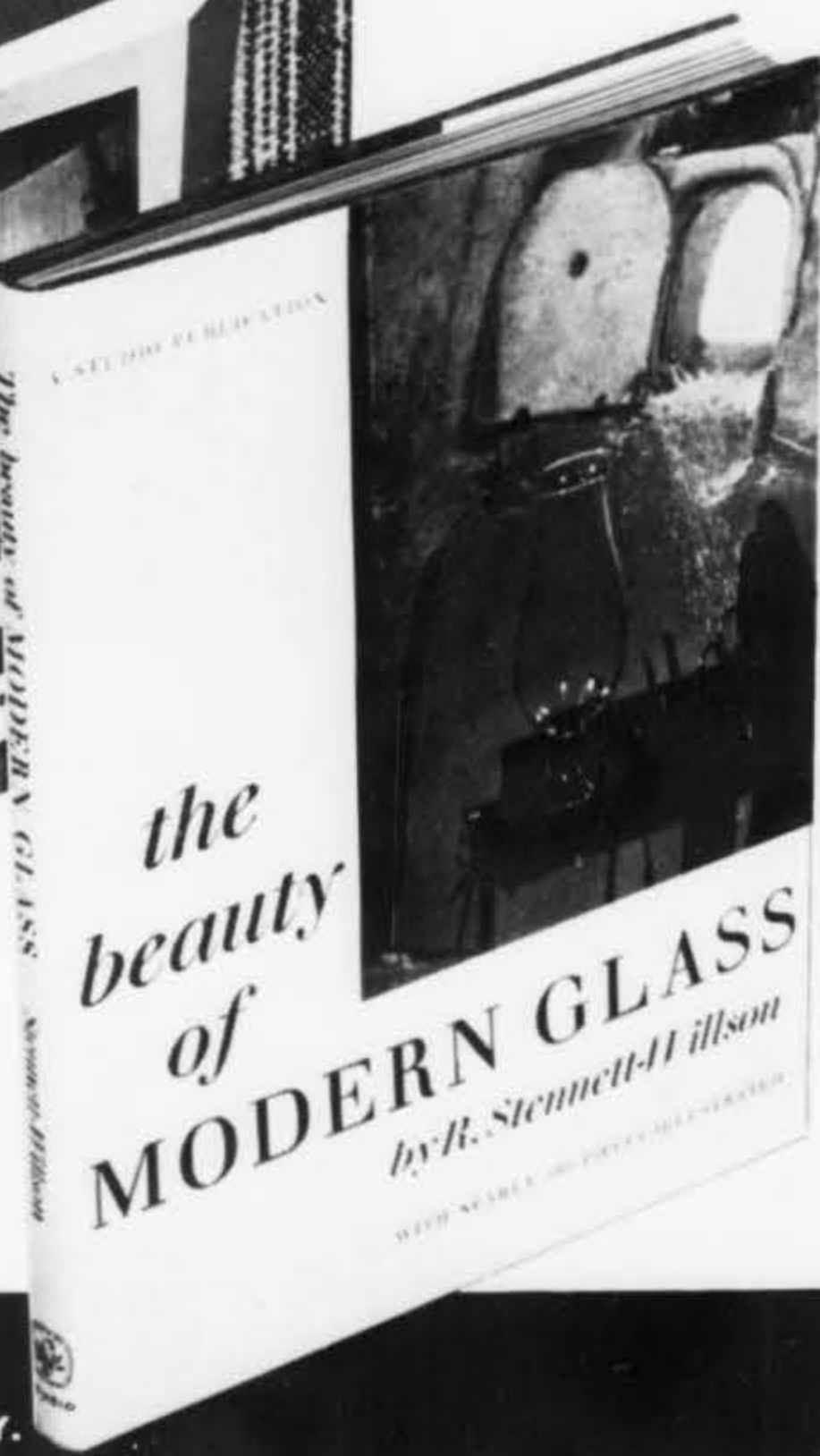
Edited by Rathbone Holme and Kathleen M. Frost

An international survey of decorating and design! 20 countries are represented with fascinating new furniture and furnishing schemes; new houses, rooms, and apartments; and textiles, rugs, wall-papers, lamps, ceramics, glass and silver. Invaluable for everyone in the decorating and industrial design fields. 560 illustrations, 16 in color. Size 8 3/4" x 11 1/4", \$8.95

## THE BEAUTY OF MODERN GLASS

by T. Stennett-Willson

This handsome book, by an important glass designer, presents nearly 500 magnificent examples of the best modern designs from Europe and America. Rich in beauty and wonderfully varied, this contemporary survey will be treasured by collectors and decorators. Size 8 1/2" x 11", \$10.00



At all fine bookstores or direct from:  
**THE VIKING PRESS** 625 Madison Ave., New York 22, N.Y.



**HIGH EXPECTATIONS** . . . beautifully fulfilled by Thaibok fabrics . . . their superb colors, designs and incomparable textures add excitement wherever and however used. Interior Decorators find them a source of inspiration, rejoice in their adaptability, use them with equal satisfaction in both executive offices and private homes.

3 EAST 52ND STREET • NEW YORK 22

# THAIBOK

**OUR DISTRIBUTORS:** ROBERT S. COLLINS, 180 NORTHEAST 40TH ST., MIAMI • ROBERT S. COLLINS, 1816 WALNUT ST., PHILADELPHIA • DENST & BODERLUND, 148 E. ONTARIO ST., CHICAGO • DESIGN RESEARCH INC., 57 BRATTLE ST., CAMBRIDGE 38, MASS. • CHARLES EISEN, 550 SO. COLORADO BLVD., DENVER • BEN HANNEWYK, 2915 FAIRMOUNT AVE., DALLAS • KNEEDLER-FAUCHERE, 451 JACKSON SQUARE, SAN FRANCISCO • KNEEDLER-FAUCHERE, 144 N. ROBERTSON BLVD., LOS ANGELES • EDWARD A. MURPHY, 1501 OLIVE WAY, SEATTLE • MRS. MARY RICHARDSON, 78 AVENUE ROAD, TORONTO • ARTHUR L. SHERA, WATERS BLDG., 159 OTTAWA AVE. N. W., GRAND RAPIDS

*Distinctive setting in a Coral Gables home  
...interior design by Horst Gunther, A.I.D.;  
custom carpeting by Leonard.*



*The result is elegance...always...with Leonard custom carpeting*

Interior designers and decorators — nationwide — are learning about Leonard custom-crafted carpet... how it immediately distinguishes an interior, how superbly it is made, how simple it is to utilize Leonard's complete design service — and how readily Leonard custom carpeting can be sold. And with any Leonard carpet comes pride of ownership, which invariably leads to word-of-mouth recommendations, creating more and more business for you. Leonard uses nothing but the world's finest carpet wools; the result is elegance...always!

Got lots of ideas? Leonard interprets them faithfully... filling any custom carpet order imaginable, executing any design, regardless of style, color, shape or texture. Searching for new ideas? Leonard's design service will supply them — usually within a week or ten days! Send carpet dimensions, floor plans, color swatches, and a style description of the interior — and we'll send you original designs, which will be exclusively "yours", for all Leonard carpeting is custom made only for the trade. Write us; we'll be glad to give you full information.

**Leonard** CARPET  
MANUFACTURING COMPANY

1051 E. 32nd STREET, HIALEAH, FLORIDA

CHICAGO / CLEVELAND / DALLAS / HOUSTON / LOS ANGELES / MIAMI / NEW ORLEANS  
NEWTON CENTRE, MASS. / NEW YORK / PHILADELPHIA / SAN FRANCISCO / WASHINGTON, D.C.

ANOTHER  
L. E. CARPENTER  
ORIGINAL

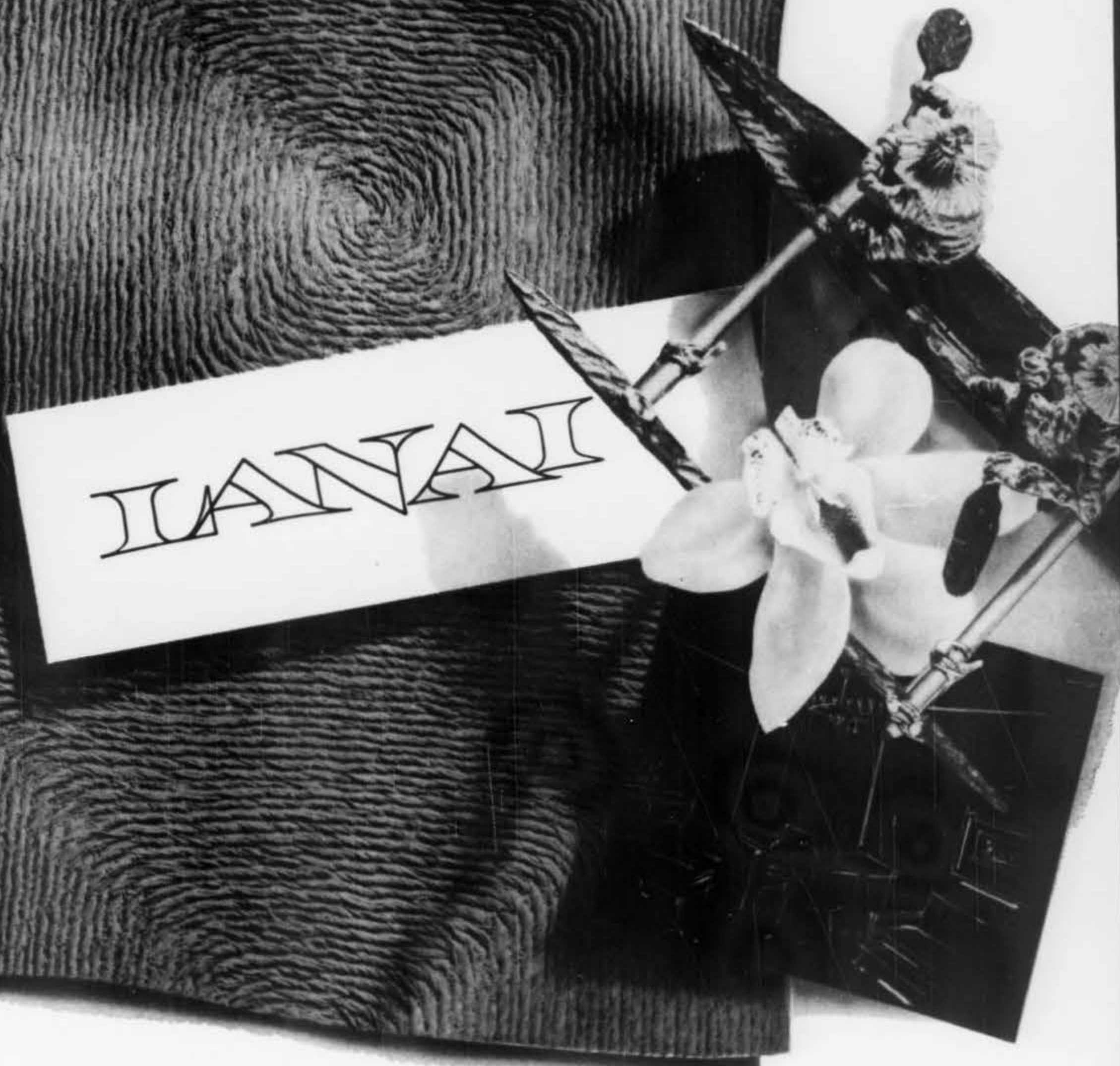
VICRTEX  
DESIGN

Rare, rare, rare,  
when a single element in  
a decor sparks a completely  
new and different  
decorating scheme! That's  
LANAI – the latest  
creative original of  
VICRTEX V E F®  
vinyl wall coverings!

LANAI: image of a  
Hawaiian veranda.  
Authentic as the rustle  
of a hula skirt. Relaxing  
as a palm-rustling breeze!

Team your imagination  
with Lanai's breathtaking  
woven pattern. Your clients  
will be glad you did!

\*VINYL ELECTRONICALLY  
FUSED. No backing needed.

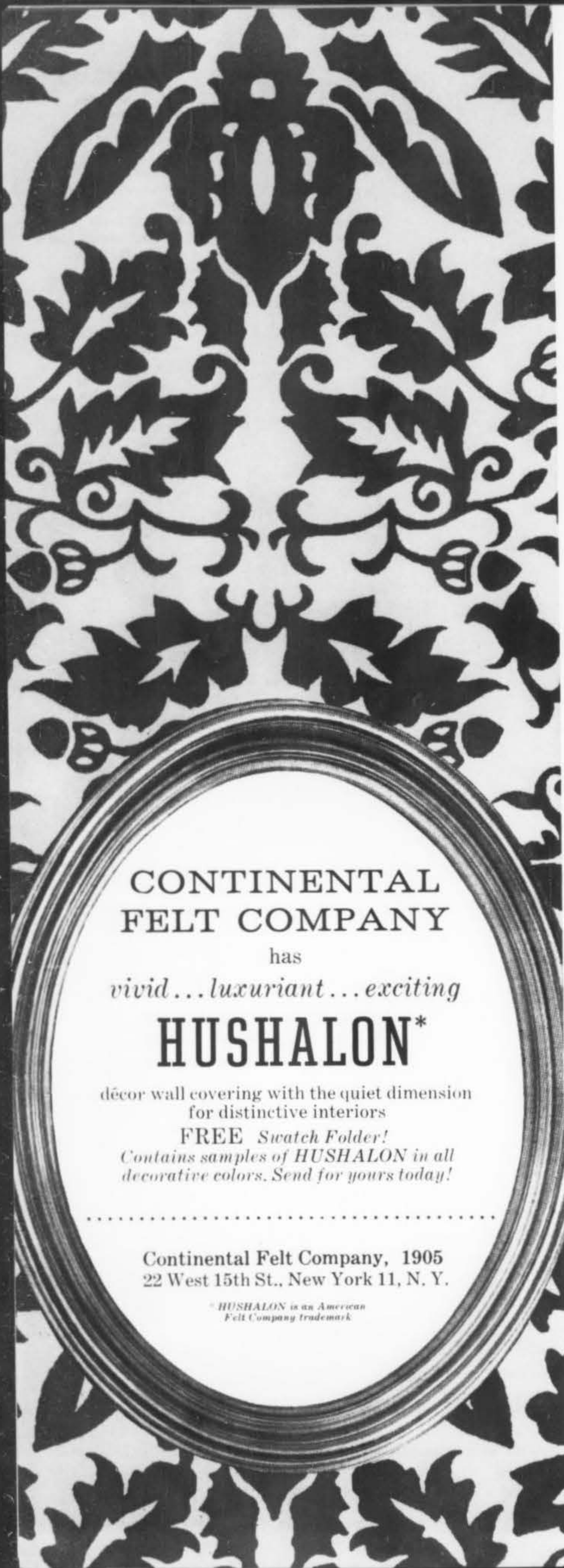


.....newest **VICRTEX V. E. F. VINYL WALLCOVERING**

12 sun-drenched colors. SEND FOR SAMPLES AND PRICES TODAY!

**L. E. CARPENTER & COMPANY, INC.**

EMPIRE STATE BUILDING, NEW YORK 1, N. Y. LONGACRE 4-0080 • MILLS: WHARTON, N. J.



CONTINENTAL  
FELT COMPANY

has

*vivid...luxuriant...exciting*

**HUSHALON\***

décor wall covering with the quiet dimension  
for distinctive interiors

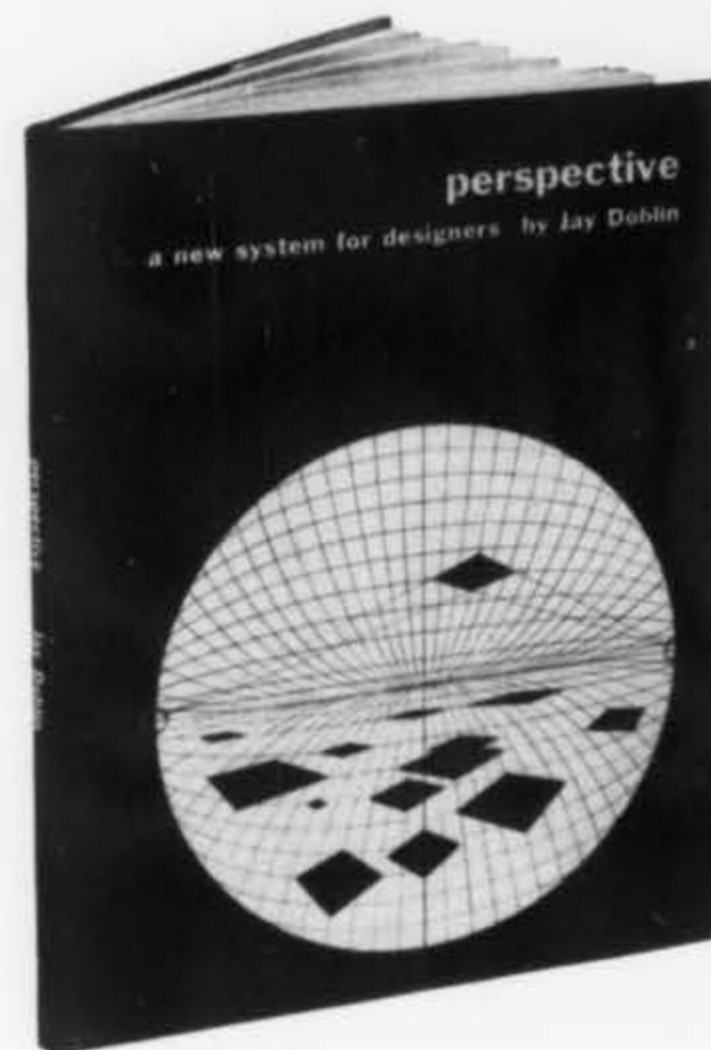
**FREE Swatch Folder!**

*Contains samples of HUSHALON in all  
decorative colors. Send for yours today!*

Continental Felt Company, 1905  
22 West 15th St., New York 11, N. Y.

\*HUSHALON is an American  
Felt Company trademark

**A fundamental contribution  
to the theory of perspective**



**Perspective**

by Jay Doblin

PERSPECTIVE presents a unique development . . . bringing up points not covered in any other text. The author, a prominent practicing designer and President of the American Society of Industrial Designers, 1956-7, searched out the reasons for the enormous errors traditional methods of perspective drawing permit . . . then developed his new theories to eliminate those errors. PERSPECTIVE should occupy a prominent position on the desks and drafting boards of every designer and design student.

*For designers:* PERSPECTIVE is the first system developed to solve the kind of drawing problem encountered by product designers. It eliminates the complex mechanical drawing that an architect, for instance, normally employs in his traditional way of working with plans and elevations; it offers a simpler method of visualizing any three-dimensional object accurately and quickly.

*For students:* It is a complete exposition of perspective drawing, a comprehensive basic text for study of the field.

*For all who use perspective:* This book makes a fundamental contribution to the theory of perspective, bringing up points that are not covered in any other text. The author, a student of perspective systems, discovered that traditional methods permit enormous error; he searched out the reasons, and applied his discoveries to theories that eliminate unnecessary error in perspective drawing.

*Bound in full cloth: 68 pages, 9 x 12 inches, profusely illustrated with original sketches and diagrams. Price \$5.00.*

**SPECIAL QUANTITY DISCOUNTS**

DEDUCT 5% FOR 2 COPIES. 10% FOR 3 COPIES. 15% FOR 4 OR MORE.

WHITNEY PUBLICATIONS, INC. • 18 E. 50 ST., N. Y. 22, N. Y.

Please send me . . . . . copies of **PERSPECTIVE**  
for which payment of \$ . . . . . is enclosed.

NOTE: Please remit 3% sales tax for books mailed to a New York City address. Remit 35c for each copy mailed outside of the U.S.A.

Name . . . . .

Address . . . . .

City . . . . . Zone . . . . . State . . . . .

*decorative . . . luxurious*

## **HUSHALON\***

*. . . the practical wool felt wall covering*

HUSHALON, perfected by American Felt Company, is an interesting new wall covering with a rich texture that lends itself to subtle decorative effects. The color palette ranges from pale to rich, glowing tones . . . an exciting selection of solid shades which may be custom printed if desired.

Dimensionally stable, HUSHALON is the first *practical* wool felt wall covering with significant acoustical and thermal insulating properties. A reinforced backing makes it easy to install by the usual techniques for applying wall coverings. It is moth and flame proof, soil resistant, and colorfast.

*Distributed by:* Central Felt & Fabrics Corp., N.Y.C.  
Continental Felt Company, N.Y.C.

**AMERICAN FELT  
COMPANY**

.....  
Glenville Road, Glenville, Conn.

\*HUSHALON is an American  
Felt Company trademark.

**Executive top!**



**CREATE DISTINCTIVE DESK SURFACES FOR  
ENDURING BEAUTY AND EFFICIENCY WITH**

# NEVAMAR<sup>®</sup>

**HIGH-PRESSURE LAMINATES**

NEVAMAR provides a surface of distinction for modern office decor. In specially developed patterns and colors plus a host of warm wood grains, it offers unlimited scope to the designer's ideas in creating office furniture of rare beauty and charm. NEVAMAR is a prefinished surfacing material that assures lifetime service and satisfaction. It resists stains, scars and burns ... stays spotlessly clean with little effort. It is equally suitable for wall panels and wainscoting. Write for complete information and samples.

**SEE NEVAMAR AT THE NOFA SHOW  
MIAMI BEACH, MAY 1 to 4, BOOTH NO. A-162**

NEVAMAR DIVISION:



**The NATIONAL Plastic Products Company**

Saran and Nylon Filaments — Nevamar High-Pressure Laminates — Wynene Extruded and Molded Products

ODENTON, MD. • NEW YORK, N. Y. • LONG BEACH, CALIF. • MIAMI, FLA. • CHICAGO, ILL. • DENVER, COL. • PORTLAND, ORE.

Charlotte, N.C.: 5640 Wedgewood Dr. • Jackson, Tenn.: 112 Iris Road • Indianapolis, Ind.: 6479 River View Dr.

*This is*  
**NEVAMAR**<sup>®</sup>

- a high-pressure laminate surface
- designed for long life and lasting beauty
- resistant to cigarette burns
- withstands boiling water
- won't craze, crack or peel in normal use
- not affected by alcohol, fruit acids, ammonia, ordinary ink . . . or time
- easy to clean
- never needs painting

NEVAMAR  
TEL. FORT 251 1541

MEMBER OF A GROUP OF COMPANIES  
**Guaranteed by Good Housekeeping**  
IF NOT AS ADVERTISED THEREIN

NEVAMAR conforms to  
NEMA Specifications





# Crescendo

*"Sweet music to a decorator's ear"*

## The new "Crescendo" pattern in TOLEX<sup>®</sup> supported vinyl fabric

combines the durable beauty of vinyl with the illusion of expensive tufted fabrics

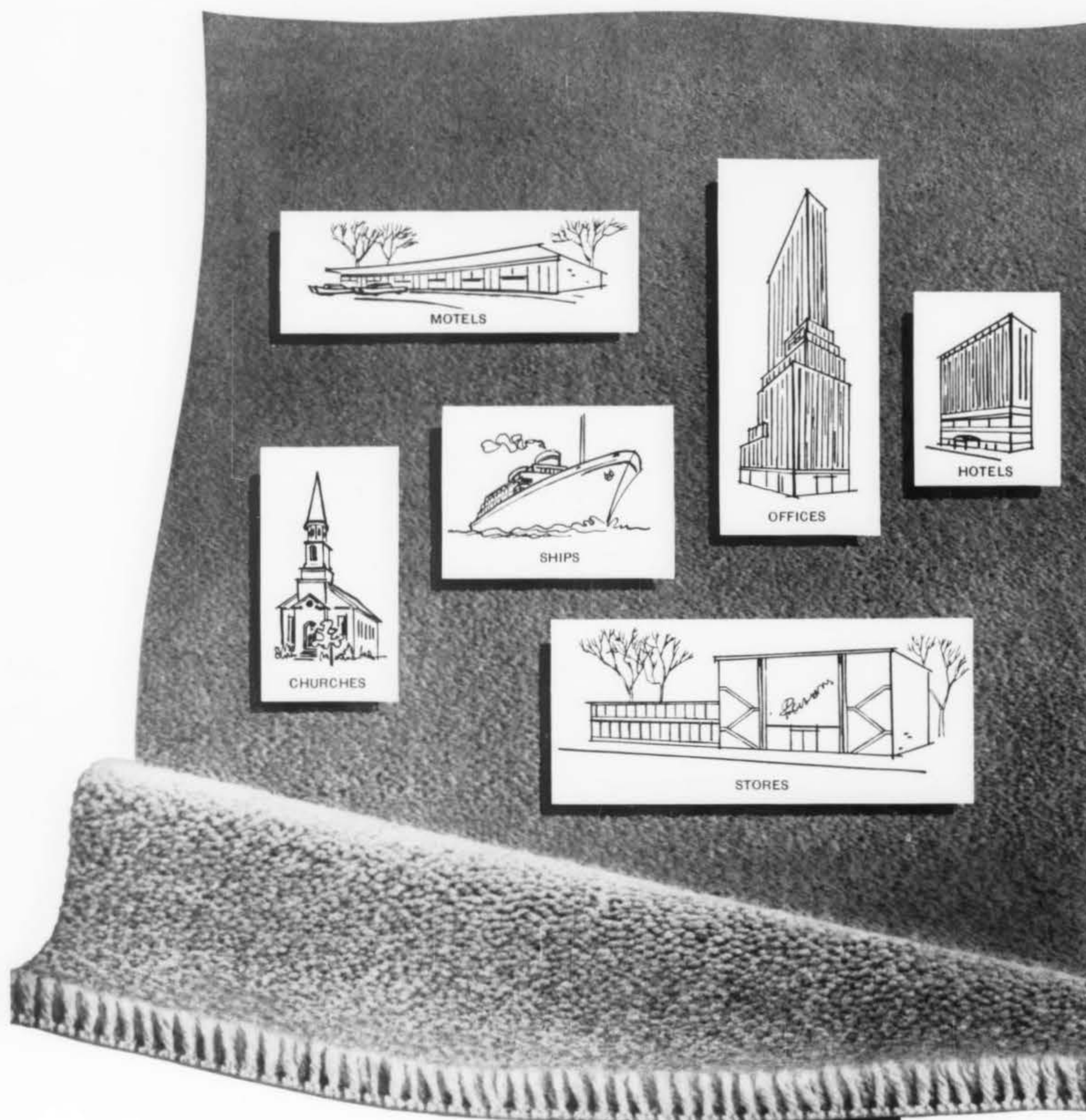
**T**HE rich full sweep of three-dimensional beauty in "Crescendo" is created by an ingenious combination of delicate embossings that give the illusion of thick, soft tufting.

Yet "Crescendo" beauty is not delicate. Like all Tolex supported vinyls "Crescendo" is a bear for wear yet cleans fresh as new with a swish of a sudsy cloth. Add a decorator's "just-right-touch" to chairs, sofas and booths by choosing "Crescendo" in any of the ten smart modern colors. For complete information or the name of your nearest Tolex sales office, write:

*The General Tire & Rubber Co. • Textileather Division  
Toledo, Ohio*



**IF YOU'RE RESPONSIBLE** for a lot of carpet or just a little, you'll be on much safer ground if you consult any qualified LEES dealer. Every one is Lees-trained to help you choose the perfect carpet for your kind of building, your traffic, your decorative scheme and your price.



**You can feel SURE with  
those heavenly carpets by Lees**

*(and sure with Lees dealers, too)*

Immediate delivery on any one of thousands of carpet styles from our strategically located warehouses. Custom designs to your specifications take just a bit longer. Every Lees carpet is mothproof for its life.



James Lees and Sons Company, Bridgeport, Pa. Commercial Carpet Division



## Match walls to draperies with Celaperm "sealed-in" colors

Fabra-Wall, a handsome new woven fabric wall covering, plus matching drapery fabrics, makes coordinated decorating easy—and lasting. Both are made with Celaperm "sealed-in" color acetate, both have Celaperm's extraordinary resistance to sun and gas fading. No special installation for Fabra-Wall; bonded to paper backing, it hangs with wheat paste. No shading. It cleans easily, resists mil-

dew, adds sound-proofing. Fabra-Wall, Celaperm acetate bouclé and cotton. 10 textures from gossamer sheer to nubby casement cloth. (Panama texture shown.) About 43", pre-trimmed. Decorator colors. Matching drapery fabric, about 43". At Fabra-Wall, division of The Georgia Company, 276 Fifth Ave., New York 1, and distributors. Celanese Corporation of America, N. Y. 16. *Celanese*® *Celaperm*®

SEE FABRA-WALL® AND MATCHING DRAPERY FABRICS AT THESE DISTRIBUTORS: Allied Decorative Products, Baltimore, Md.; Decorative Mills, Detroit, Mich.; Greeff Fabrics, Inc., New York, N. Y.; Jack Lippman Company, Brooklyn, N. Y.; Martin Wallpaper Company, Boston, Mass.; Payne & Company, Dayton, Ohio; Peerless Curtain Mfg. Company, San Francisco and Los Angeles; Arthur Sanderson & Sons Ltd., Toronto, Canada.

**Celaperm... a *Celanese* contemporary fiber**



THE **VERSATILE**  
FOLDING DOOR

MODERNFOLD  
PUTS  
**NEW DRAMA**  
INTO  
DOORWAYS!

With exciting new colors...new fabrics...new woods, Modernfold adds new decorator possibilities to the versatile folding door.

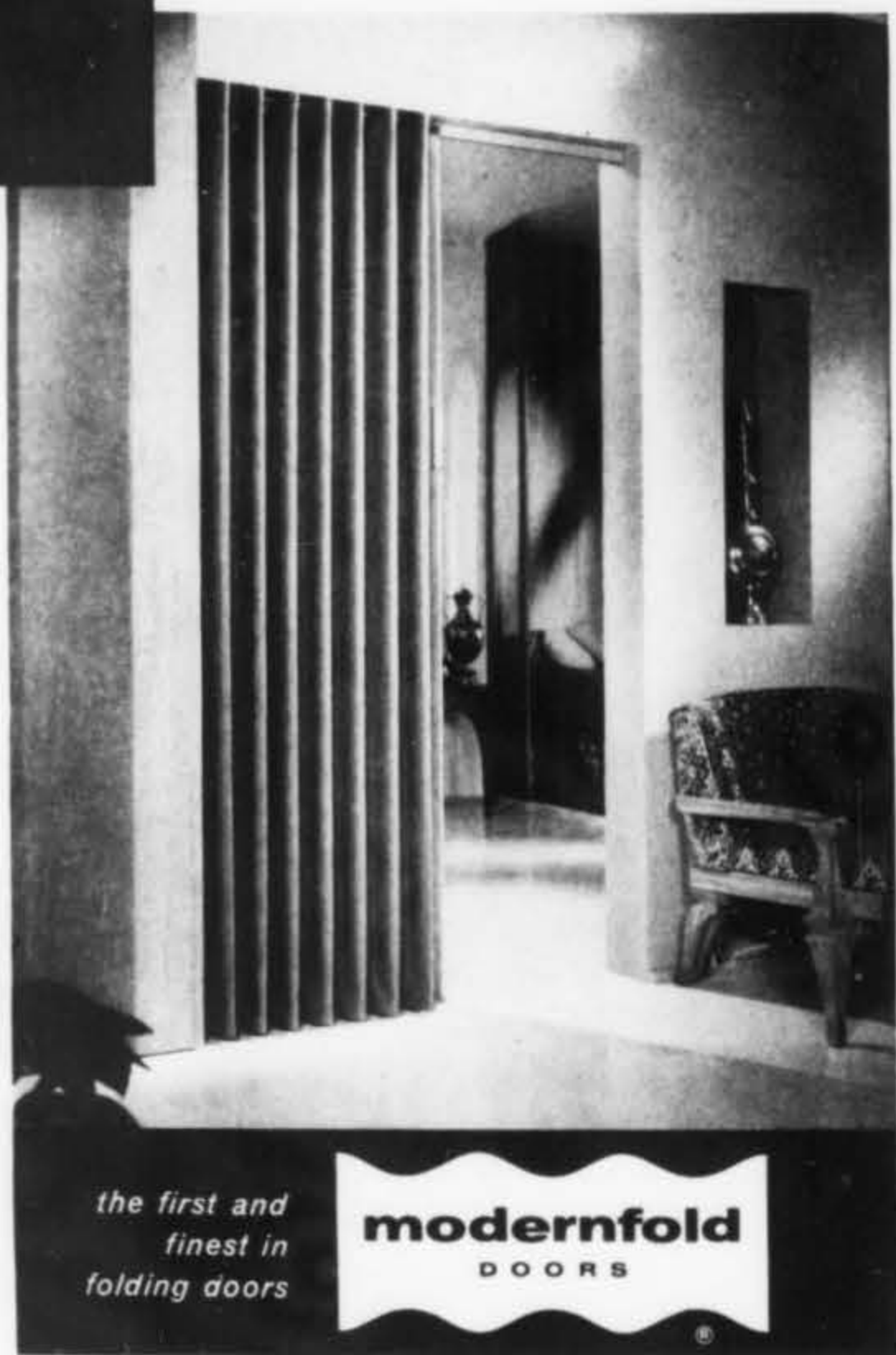
How dramatically Modernfolds transform open space into private space...one room into two. How attractively they close off kitchen, bedroom and closet areas. There is no end to the *spacial* effects possible with Modernfold doors.

And there's almost no end to the selection you have in fabric covered Modernfolds with all-steel inner framework. Choose from the most vivid shades for striking color contrast...to the most subtle tones designed to blend with any surroundings.

Modernfolds now come in wood grain, too. In richly handsome hardwood finishes, custom-made to any size. Quiet and easy gliding.

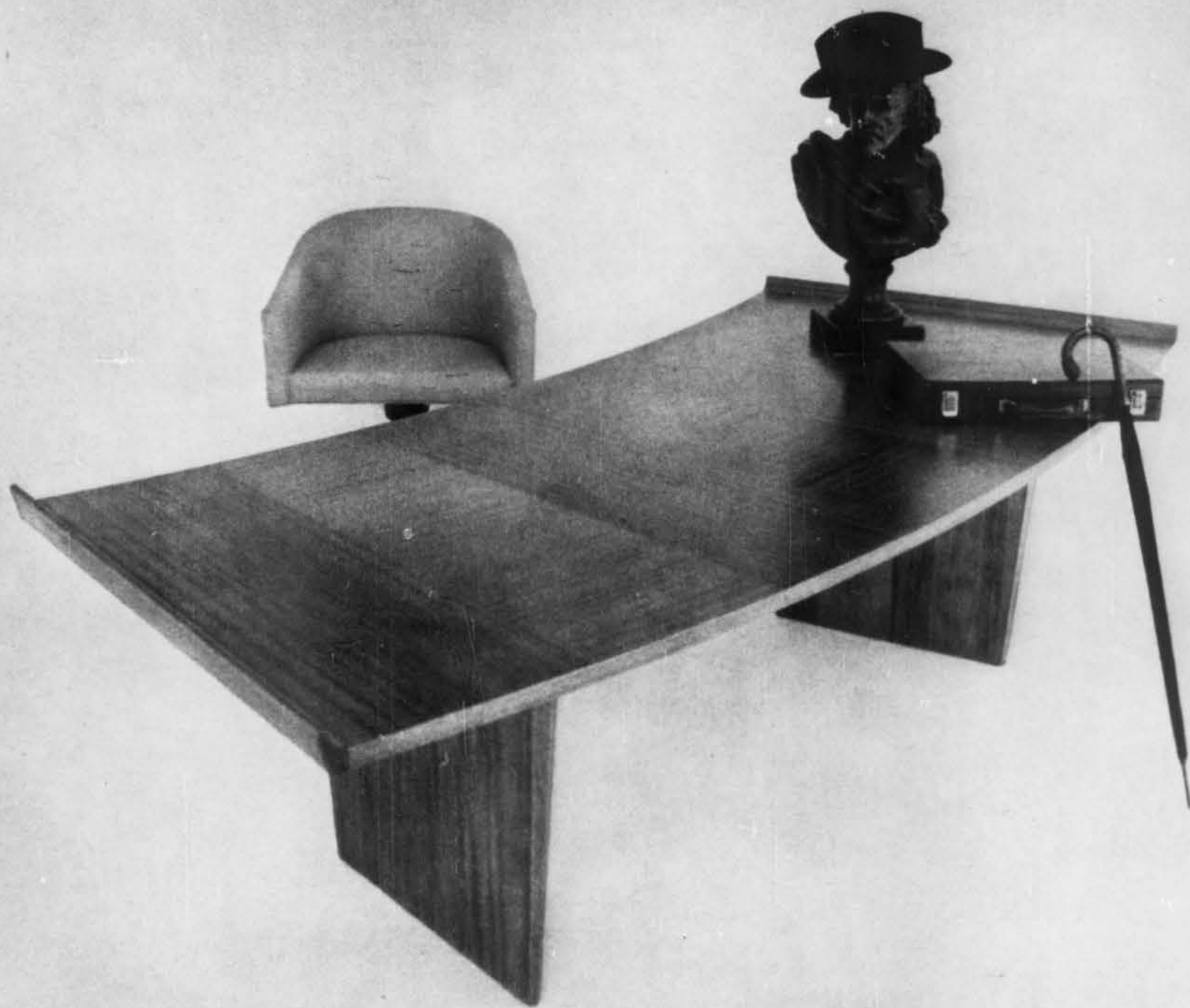
With stunning new colors, fabrics and woods, Modernfold puts new drama into the versatile folding door. See your local distributor. *He's listed under "Doors" in the Yellow Pages.*

NEW CASTLE PRODUCTS, INC., New Castle, Ind. - Manufacturers of "Modernfold" Folding Doors, "Air Doors", "Modern-cote" Wall Coverings and "Peabody" School Furniture - In Canada: New Castle Products Canada, Ltd., Montreal 23



*the first and  
finest in  
folding doors*

**modernfold**  
DOORS



'Inner Office' is an entirely new collection of executive furniture designed for men of attainment and already specified by leading design firms for important installations. Your inquiry is invited.

# HARVEY PROBBER

NEW YORK 41 E. 57th Street CHICAGO 638 Merchandise Mart DALLAS 230 Decorative Center and leading cities

HARVEY PROBBER INC., FALL RIVER, MASS.



Hand-screened prints with a couturière's flair...

**casement and drapery fabrics of 100% DACRON®**  
POLYESTER FIBER

Here are two stunning designs in the new Schiaparelli collection. When done in "Dacron"\* polyester fiber, exciting things happen! Gay... beautiful and flawless in color... they are carefully hand-screened to give them a striking individuality. Both designs shown are tissue poplin of 100% "Dacron". Thanks to "Dacron", these fabrics hold their shape and their colors, too. Be sure you consider these new high-fashion fabrics of 100% "Dacron" in your decorating plans.

\*"Dacron" is Du Pont's trademark for its polyester fiber. Du Pont makes fibers, does not make the fabrics shown.



REG. U.S. PAT. OFF.  
BETTER THINGS FOR BETTER LIVING  
...THROUGH CHEMISTRY



DCM



LAR-1



RAR



DAT



DAA



DKR-2



DSX



DSS

Herman Miller  
chairs  
for home,  
office  
and public  
areas



PSC



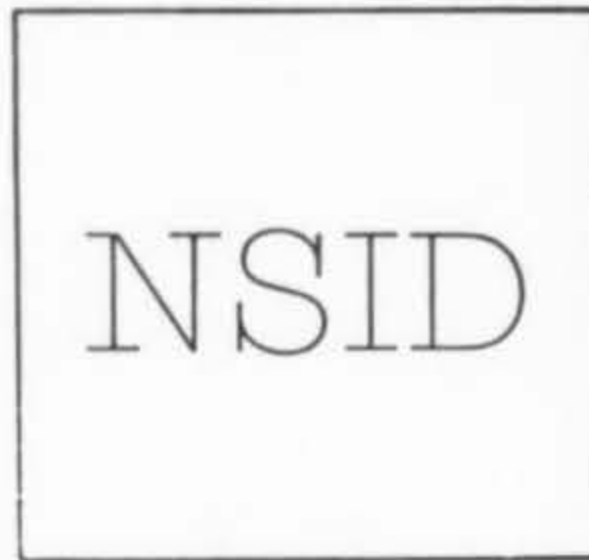
DAX



DAF

For additional information write for folder, The Herman Miller Furniture Company, Zeeland, Michigan. Showrooms located in: New York, Boston, Philadelphia, Pittsburgh, Chicago, Grand Rapids, Los Angeles, San Francisco, Dallas, Toronto, London, Zurich, Milan, Berlin, Stuttgart, Hamburg and Munich

# Aims and Purposes



## National Society of Interior Designers

The National Society of Interior Designers is a coordinated, coherent, professional organization whose aims and purposes are to:

Represent the interior design profession to the public and the trades.

Establish and administer the highest standards of admission for professional membership.

Successfully accomplish the licensing of qualified interior designers as a protection to the public.

Implement and promote through education the professional, personal, and business welfare of its members.

Serve the public as responsible professionals whose obligation is to contribute to its well-being, culture, and satisfaction.

Recognize the indivisible community of interests of all segments comprising the interior design field.

Encompass through the establishment of participating memberships those appropriate segments of the interior furnishing field whose contributions of product and service to interior design create and advance the highest taste level for the American Home, American Business, and a better way of life for Americans.

*Professional Interior Designers, Industrial Designers, Architects, Scenic Designers, Educators in accredited schools of Architecture and Interior Design, Museum Heads, Lighting Engineers, Color and Design Consultants and Landscape Architects wishing to apply for NSID Professional Membership may request applications from:*

#### NSID OFFICES

New England Chapter, NSID  
175 Dartmouth Street  
Boston, Mass.

Arizona Chapter, NSID  
7111 North Oracle Road  
Tucson, Arizona

Texas Chapter, NSID  
5503 W. Lovers Lane  
Dallas, Texas

Southern California Chapter, NSID  
718 North La Cienega Boulevard  
Los Angeles, California

Midwest Chapter, NSID  
1316 North Dearborn Parkway  
Chicago, Illinois

Northern California Chapter, NSID  
350 Greenwich Street  
San Francisco, California

NATIONAL SOCIETY of INTERIOR DESIGNERS, Inc.

50 EAST 57th STREET



N. Y. 22, N. Y.




PLAZA 5-2126

WALTER P. SAUER & SONS, INC.

*2 West 46th Street,  
New York 36, New York*

*FACTORY—30-28 Starr Avenue,  
Long Island City, New York*

*Telephone—STillwell 4-5400*



The Board of Directors Room and an executive office of the Esso Research and Engineering Company, Linden, New Jersey, reflect the superb craftsmanship that is the result of 50 years of fine furniture manufacturing. We manufacture to special order to meet the design specifications of architects and interior designers.

Voorhees Walker Smith Smith & Haines, Architects



**Sauer**

Since 1907 Recognized Craftsmen in Fine Custom Made Furniture and Interior Woodwork



*Design for a Travel Bureau Executive*

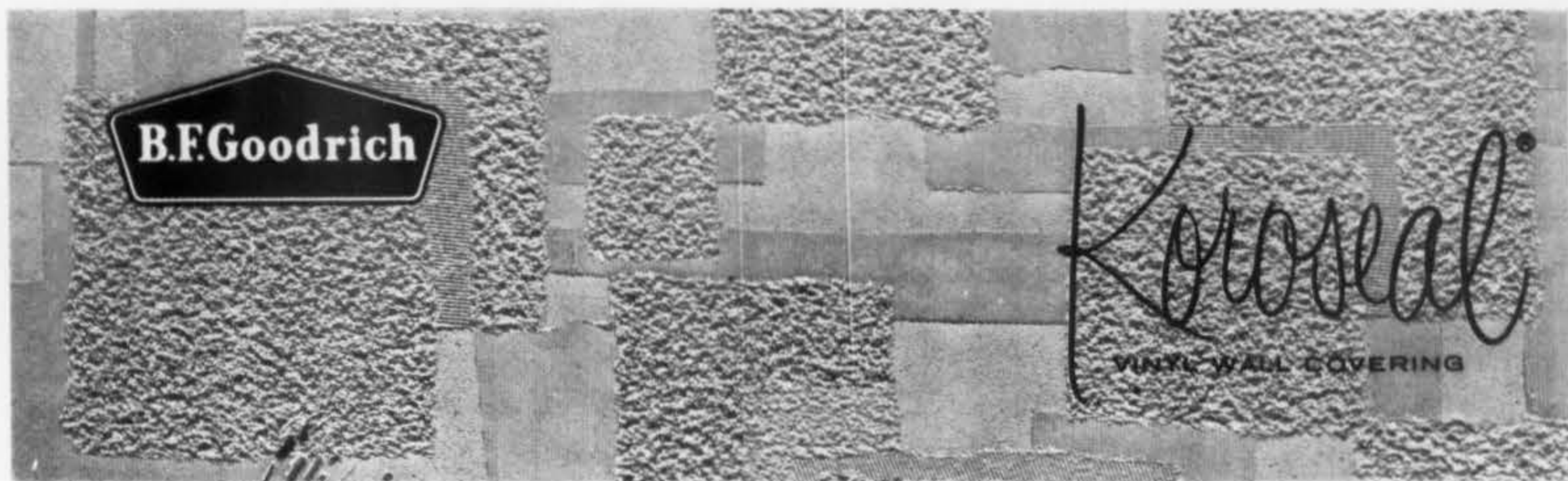
## Your company is judged by the office you keep...

The first impression is a most important impression! Cole Steel office furniture will create the office you want—the impression you want to give. By its rich look, by its integrity of design, Cole instantly tells of quiet good taste. Cole equipment creates an atmosphere of comfort and

luxury that will impress your visitors and make your office an inspiring place to work. See for yourself why Cole Steel is so far ahead in the office equipment field. Free: send for our latest full color catalog...today! Cole Steel Equipment Co., Inc., Dept. 21, 415 Madison Ave., New York 17, N. Y.

# COLE STEEL

NEW YORK CITY • CHICAGO • PHILADELPHIA • LOS ANGELES • SAN FRANCISCO • HOUSTON • ATLANTA • TORONTO, CANADA



*Spatio pattern actual size (Pine Frost color).*

**NEW**

# SPATIO

**VINYL WALL COVERING**

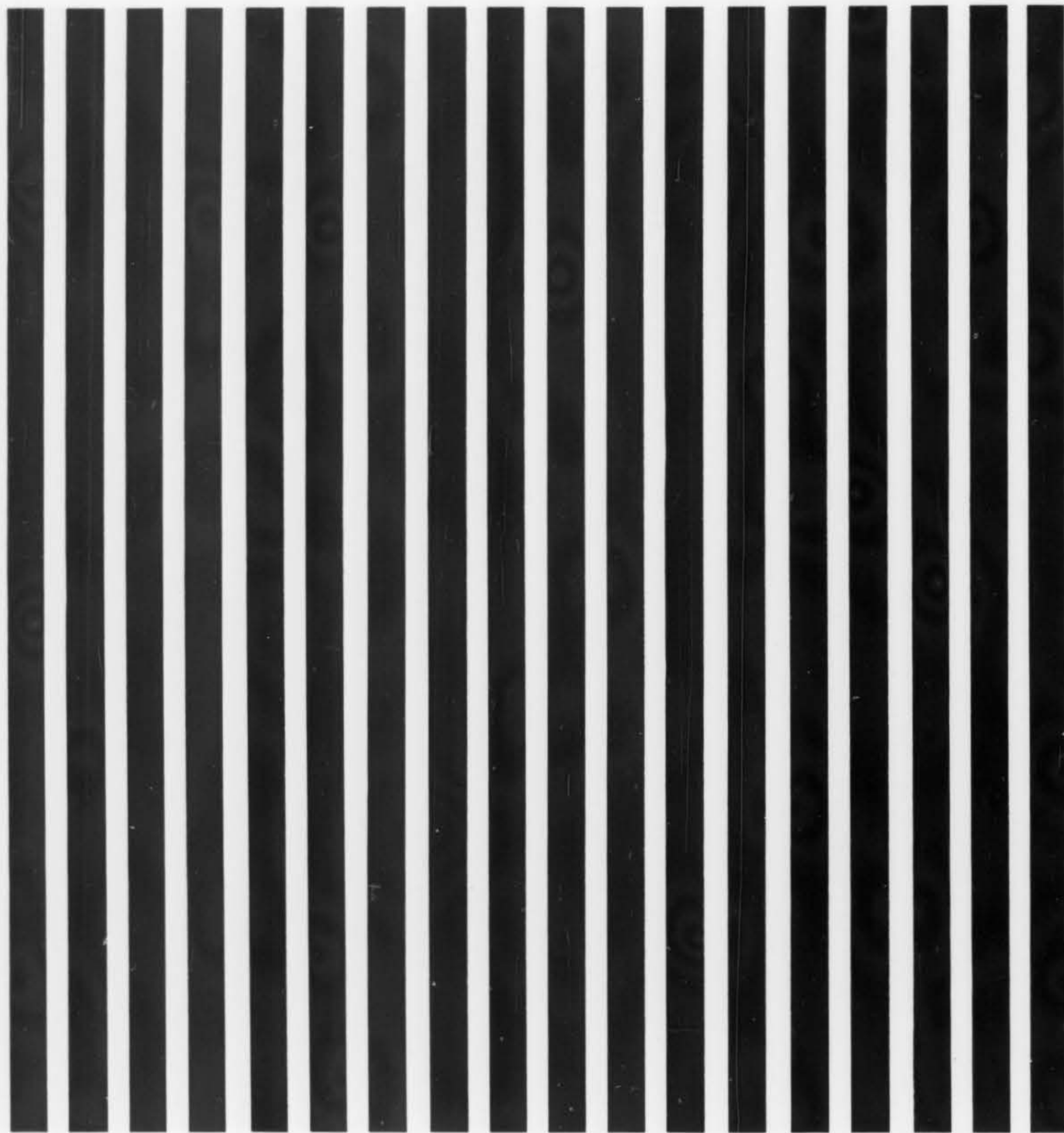
**Spatio** is the latest B.F. Goodrich Koroseal fabric-backed vinyl wall covering. Unusual blending of three textures—smooth, lined and rough—gives *Spatio* a new "3-D" effect in tune with the trend to rich textured walls. This new pattern is available in 18 colors.

Koroseal wall coverings are practically maintenance-free, eliminate the need for periodic painting. They are easy to apply, scuff resistant, washable with soap and water. Koroseal meets the fire resistance requirements of Fed. Spec. CCC-A-700. For swatches, write Dept. IN-4, *B.F. Goodrich Industrial Products Company, Marietta, Ohio.*

**Spatio** brings a rich decorator look to walls in the Dorothy Webster Dormitory for Women at Marietta College, Marietta, Ohio.



**B.F. Goodrich** *Koroseal supported vinyl fabrics*



## A fresh new design concept for windows—the “vertical look”!



*Flexalum Verticals with aluminum louvers that rotate* add a new dimension to window design—*height!* Windows look taller, more dramatic—in perfect step with today’s clean linear look in building design. They have important *functional* advantages, too. You can have diffused sunlight, complete privacy or anything in between. A single control cord rotates the louvers smoothly, quietly to any angle . . . draws the Verticals open or closed. There’s no cleaning or maintenance problem, either. Dust can’t cling to the smooth vertical surfaces. And Flexalum’s special baked enamel finish can’t chip, rust, peel or fade. Include Flexalum Verticals in your plans for interior design.

*Flexalum*® VERTICALS  
with aluminum louvers that rotate.

For name of your nearest Flexalum manufacturer, write: Bridgeport Brass Company, Hunter Douglas Division, 405 Lexington Avenue, New York 17, New York

# America's greatest names in hand-printed wallcoverings choose **RICH-WALL VINYL TEXTURES** to back- ground 1959's most exciting designer print collections

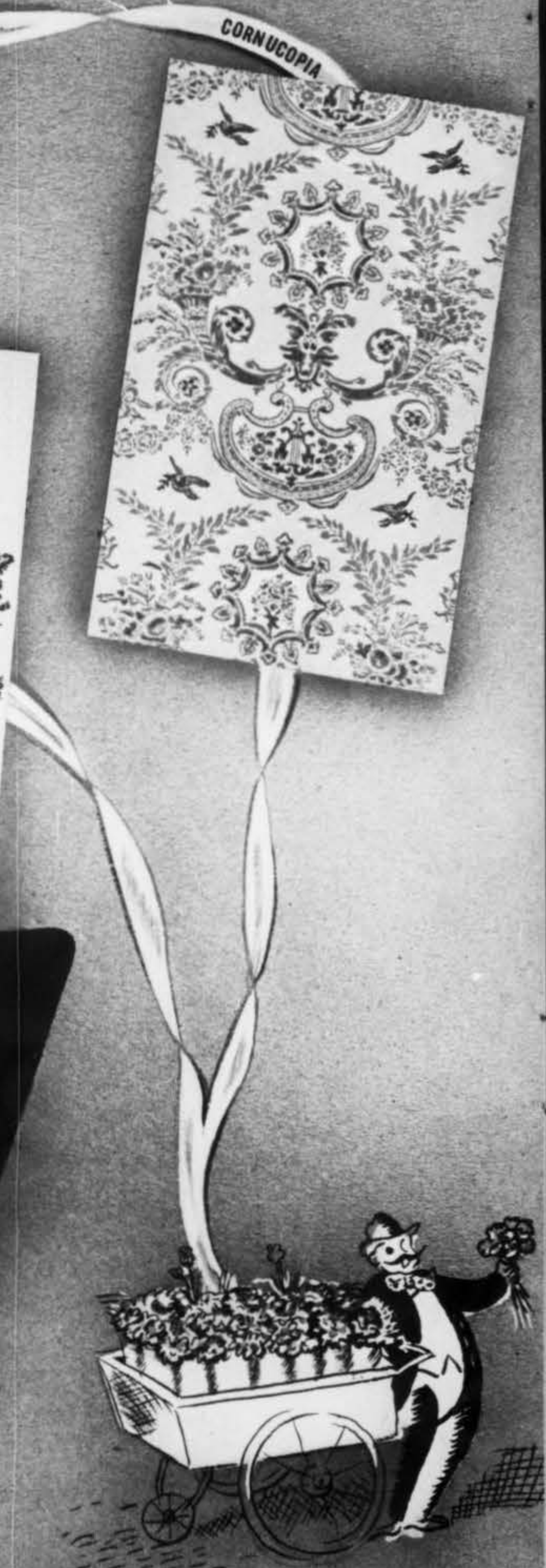
...breathtaking handprints on incredibly beautiful and realistic embossed grounds ("Shiki Silk", "Irish Linen", "Moire", "Taffeta", "Munster", "Ceylon" and more!) that are marvelously scuff-proof, completely washable, abrasive-resistant and impervious to wear. Don't miss the wallcovering news of this or any other year...and add a new dimension to your planning. For complete information, write: **FABRITATE, INC., 515 MADISON AVENUE, NEW YORK 22, NEW YORK**





HANDPRINTED  
ON RICH-WALL  
VINYL TEXTURES

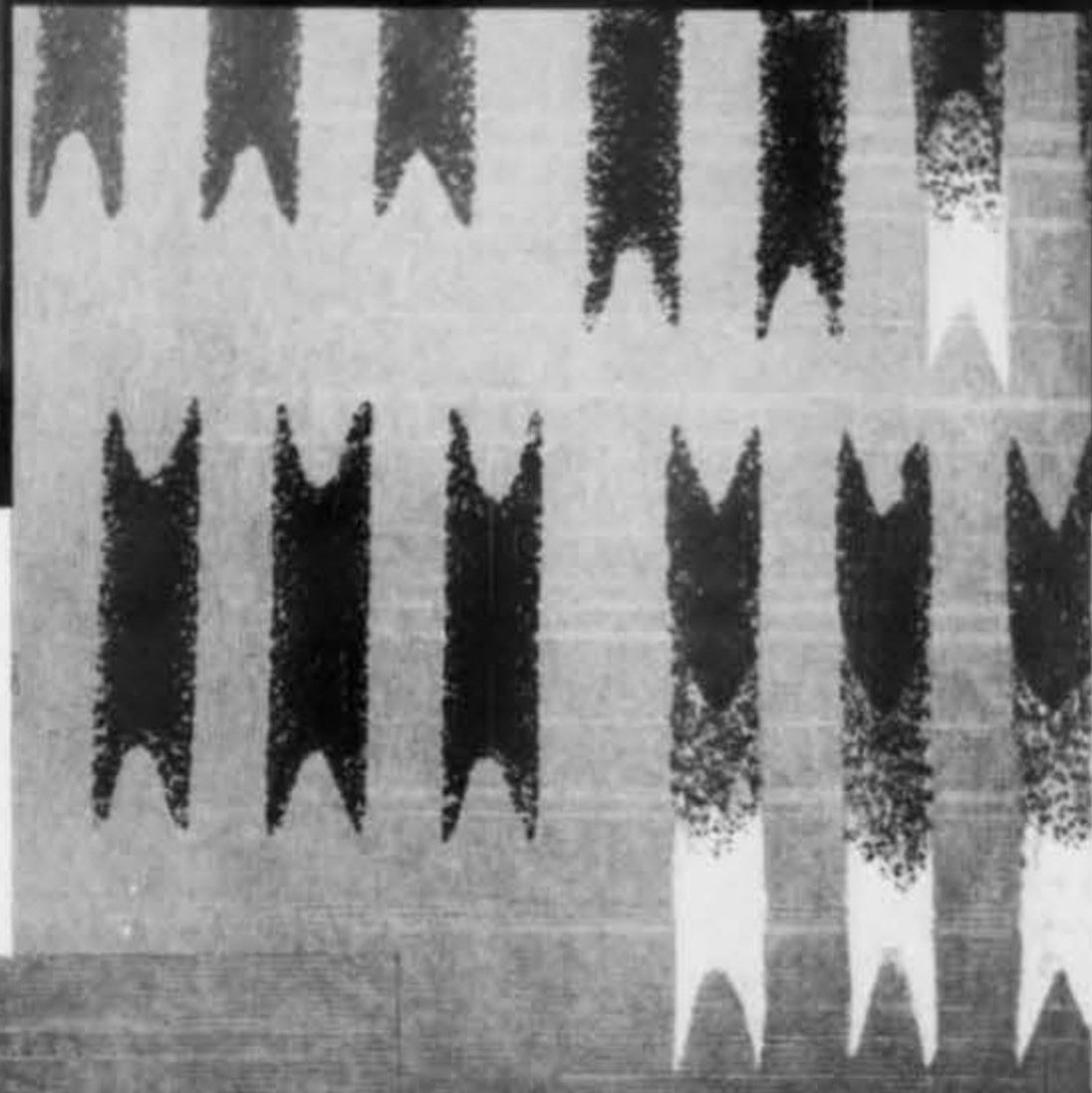
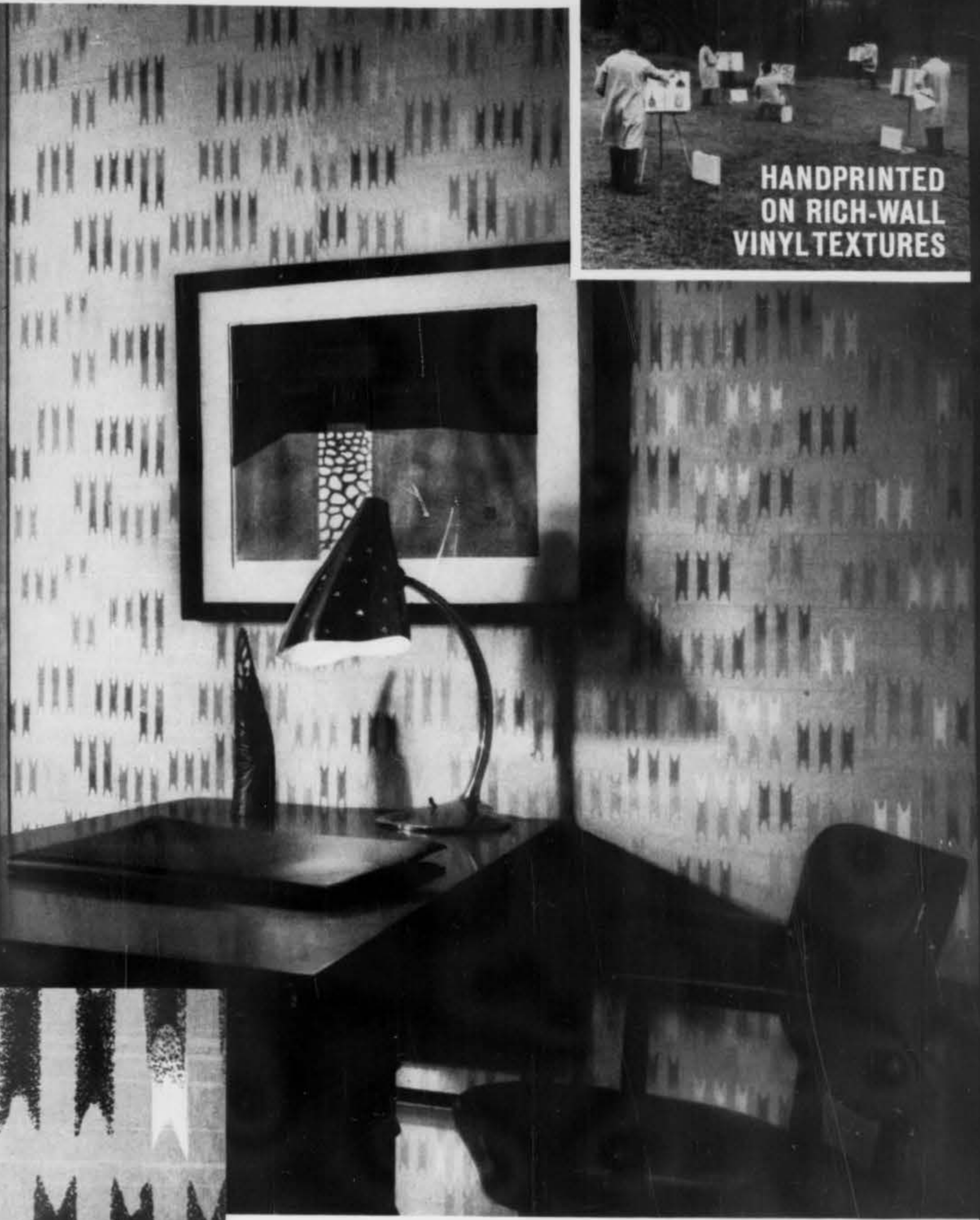
**A. H. JACOBS COMPANY**  
515 Madison Avenue, New York 22, N. Y. — PLaza 5-6585  
*presents* A WIDE COLLECTION OF EXCLUSIVE HANDPRINTS ON  
**RICH-WALL VINYL TEXTURES**  
*Wallcovering*



ALSO OTHER EXCLUSIVE DESIGNS OF HANDPRINTS AND MACHINE PRINTED WALLPAPERS • SOME WITH CORRELATED FABRICS



**HANDPRINTED  
ON RICH-WALL  
VINYL TEXTURES**



**"OPUS"**  
from the  
Piedmont collection



**Stockwell** presents  
**EXCLUSIVELY IN THE WEST**

...an important collection of smart designs and textures...beautifully handprinted on fabulous **RICH-WALL** vinyl. Of particular interest is this contemporary pattern printed over an unusually realistic shiki silk texture...with plain silk to match. Custom designs created and printed for commercial jobs. For further information call or write.

3262 WILSHIRE BLVD....LOS ANGELES 5  
563 SUTTER ST....SAN FRANCISCO 2  
552 SO. LAKE AVE....PASADENA  
Decorator Showroom:  
103 SO. ROBERTSON BLVD....LOS ANGELES



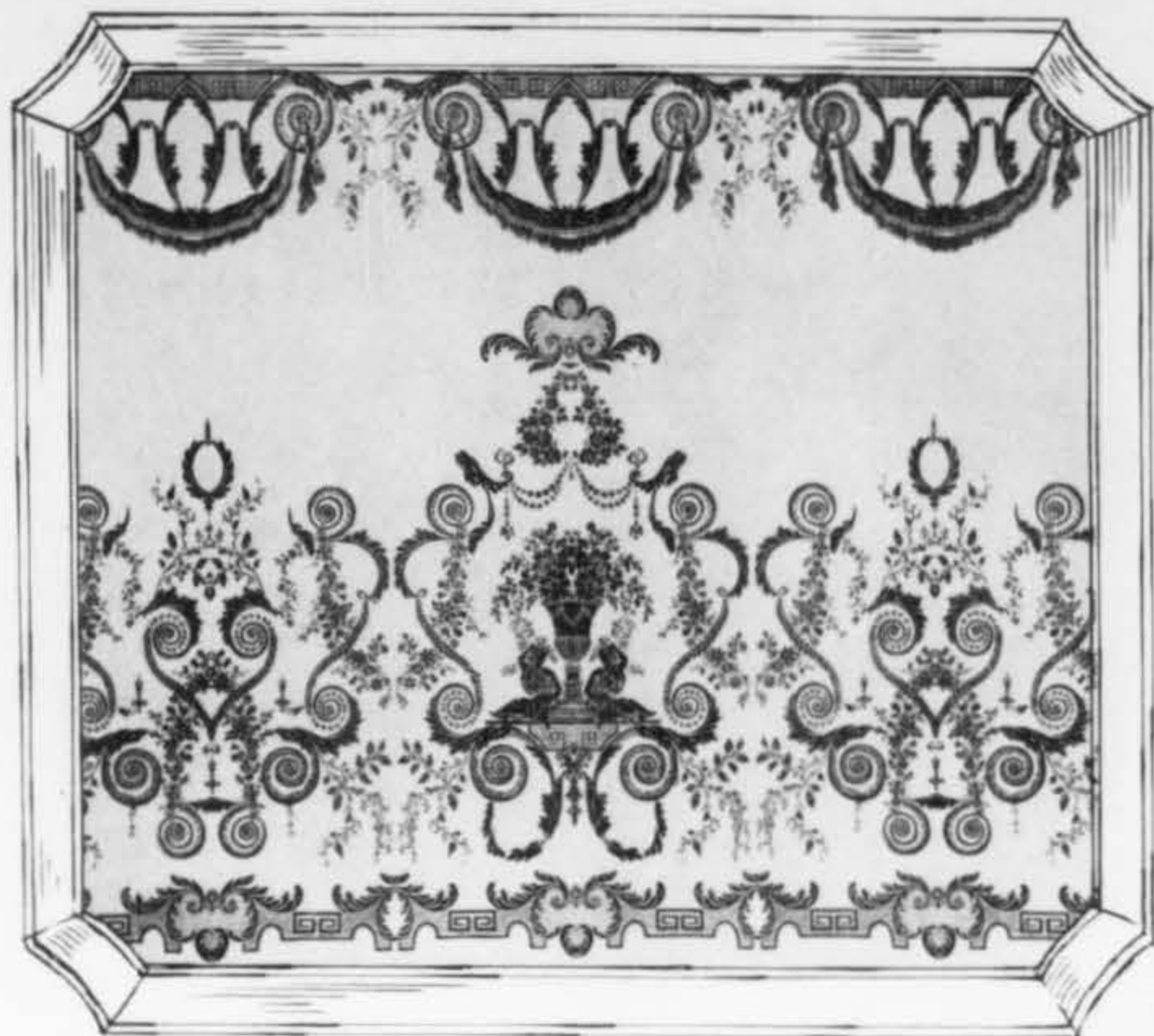
**HANDPRINTED  
ON RICH-WALL  
VINYL TEXTURES**

classique by

**Thibaut**



*The master's touch in handprints on textured vinyl grounds... the ultimate in wallcoverings designed for the interior decorator and architect. See "classique" and the complete vinyl handprint collection at our showroom. Richard E. Thibaut, Inc., 44 East 53rd Street, New York 22, N. Y.*



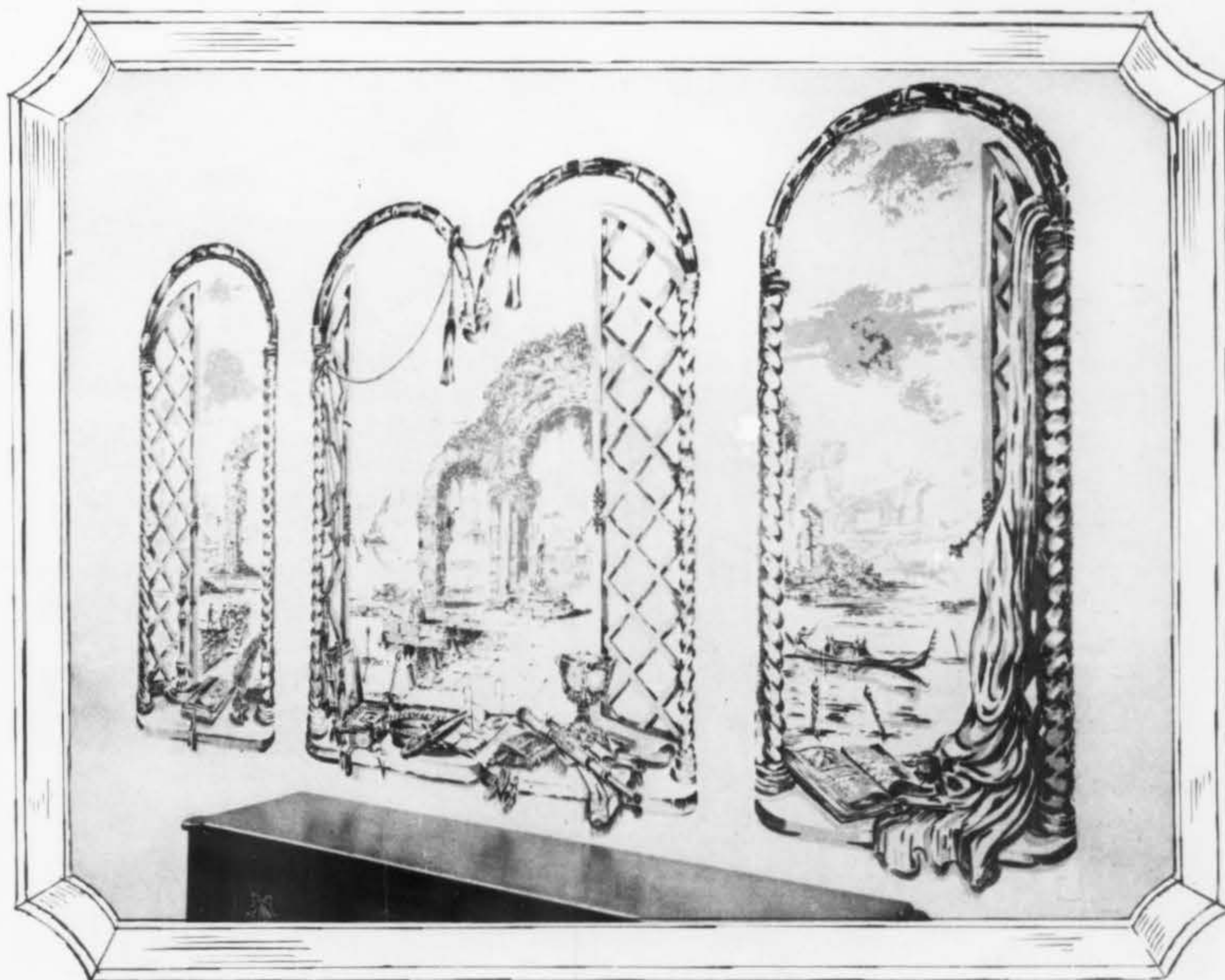
**HANDPRINTED  
ON RICH-WALL  
VINYL TEXTURES**

*“Dauphiné”*

Scenic wallpaper evolved from 18th Century French damask with correlated separated border.

*“Fenestra”*

Nostalgic interpretation of Venetian trompe l’oeuil mural. Individual panels or complete set as depicted below.



Write for our latest illustrated brochure

house of **Verde**

**CUSTOM**  
WALLPAPERS • FABRICS • FURNITURE  
1 East 54th Street, New York 22, N. Y.

Chicago • Philadelphia • Washington • San Francisco • Los Angeles • Dallas • Atlanta • Miami



*This Sample Book...*



*These Installations...*

Desert Inn, Las Vegas  
 Guarantee Trust Co., New York City  
 Plaza Hotel, New York City  
 U.S. National Bank, Salem, Oregon  
 Fort Dodge Hotel, Des Moines, Iowa

*Tell you why*

Gene McDonald

is

1<sup>st</sup>  
 in

VINYL HANDPRINTS

*Samples available now*

- Selected vinyl handprints (no charge)
- Complete book of vinyl handprints—Volume I (\$15)
- Exciting new collection of handprinted fabrics



showroom: 509 Madison Ave., N. Y. C.

tel. PLaza 3-2867

**The May issue of Interiors will highlight a spectacular collection of new resort hotels in the tropics:**

Howard Johnson's **Nassau Beach Lodge**, where blithe Scandinavian furnishings gambol in an ocean-oriented, many-balconied and beautiful building. (Charles F. McKirahan, A.I.A., architect; Contract Interiors, Inc., interior designers).

**Hotel Arawak**, Jamaica, a fantastic playland and miniature village in which Lapidus goes calypso. (Architecture and interiors by Morris Lapidus, Kornblath, Harle and Leibman).

**El Salvador Intercontinental**, where native handcraftsmanship is used to achieve high design sophistication. (William Tabler & Associates, architects; Robert Englebrecht, A.I.A., interior designer).

Additional entries in the May installment of Interiors' Contract Series '59, concerning Hotels and Motels, will include the nostalgically remodeled **Sheraton-Russell** in New York. Mary Morrison Kennedy, A.I.A., A.I.D., Second Vice President of the Sheraton chain and head of Sheraton's vast interior design department; and the imaginative new **Ponce de Leon Motor Lodge** in St. Augustine, Florida (Saxelby and Powell, architects; Ben Jones, A.I.D., interior designer).

*Another exciting feature of the May issue—and exclusive in INTERIORS—will be a lavish and idea-crammed presentation of 25 model rooms designed by members of the National Society of Interior Designers for York River House, New York's newest luxury apartment house. The imagination and skill of more than 20 N.S.I.D. members were called into play for this exhibition, which will be open to the public for three months.*

magee

commercial  
carpet  
wonderful  
to work  
with  
every step  
of the  
way...

**MAGEE EXPERIENCED SPECIALISTS** in the commercial carpet business can help you get a *more satisfactory job* for the money you plan to spend ...can help you *save money* through more skillful planning! Here are just a few of the benefits you derive at no extra cost, when you call in Magee *before* you begin your plans.

**EXPERT ADVICE:** all Magee fieldmen are fully trained at the Magee mill ... know every phase of commercial carpeting. They've coped with your kind of problems many, many times. Let them help you solve yours.

**TREMENDOUS SELECTION:** patterns designed to tie in with every commercial purpose ... available in a complete range of colors, qualities, and weaves! Your choice of standard types and the famous Magee Rubber-Backed Carpets which have proved so economical for commercial use.

**CUSTOM DESIGN SERVICE:** carpets designed *exclusively for you* to give you distinctive, individual

# magee

styling. This custom service is available for all your commercial carpet jobs, large or small.

**MAKE YOUR NEXT STEP** a visit with a Magee Commercial Carpet specialist! And be sure to send for your free copies of Magee's helpful Commercial Carpet booklets:

THE MAGEE  
CARPET  
COMPANY  
COMMERCIAL  
CARPET  
DIVISION  
295 FIFTH AVE.  
NEW YORK, N.Y.

Gentlemen:

Please send me copies of your free booklets, as checked.

- "Cutting Costs with Carpet"  
 "Noise Control with Carpet"  
 "The Measure of Good Carpet Value"

Thank you. Very truly yours,

(SIGNED) \_\_\_\_\_ (POSITION) \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**Patterns that lead to beautiful interiors.** When you specify Panelyte, America's style leader in plastic laminates, you choose from a vast and richly varied line. You discover exclusive colors and patterns to enhance counter tops, walls, any interior surfaces. You choose a durable, quality material that has proved its lasting value. You add permanent elegance to your own imaginative decor. That's the beauty of creating with Panelyte.



*May we send you free samples? Write Panelyte Division,  
St. Regis Paper Company, 150 East 42nd Street, New York 17, N. Y.*

# SARANSPUN DRAPERY FABRICS

*Handsome, durable and safe . . . but never fragile!*



## FOR LONG WEAR, EASY CARE AND SAFETY IN PUBLIC PLACES

**FLAMEPROOF**

**EASY TO DRAPE AND FOLD**

**EXCELLENT FLEX LIFE**

**WASH OR DRY CLEAN**

SARANSPUN fabrics possess unique properties that make them ideal for curtains and draperies in public places. Luxurious, yet incredibly sturdy, SARANSPUN defies fraying, withstands abuse and is never brittle, assuring longer life and maintenance-economy. It may be washed or dry cleaned according to specific instructions\*, and is inherently and permanently flameproof. Unaffected by moisture and humidity, it is moth-proof, mildew-resistant and allergy-free. Solution-dyed for greater fade-resistance, SARANSPUN will stay lovely longer with less care.

*\*Instruction booklet available on request*

- Printed Fabrics by MEAD & MONTAGUE, INC., NEW YORK
- Woven Texture Fabrics by THE GEORGIA COMPANY, NEW YORK

▼  
SEE SARANSPUN AT THE  
NOFA EXHIBIT

Miami Beach, May 1 to 4  
BOOTH NOS.

A-162 • C-332 • C-333



SARAN FIBERS BY:

**THE SARAN YARNS COMPANY**  
ODENTON, MARYLAND

*Specifically better...*

**Sun Valley** Aluminum Sliding Glass Doors  
in **FULL COLOR BEAUTY**

Dover  
White

Tahiti  
Yellow

Sea Isle  
Green

Bahama  
Blue

Monaco  
Pink

South Sea  
Coral

Sahara  
Beige

Jamaica  
Brown

Manhattan  
Black

Buckingham  
Gold



“Decorator Series” Available  
in Both Senior Door and  
Imperial Weatherwall

New Sun Valley Color Process  
Durable, Chip-Resistant and Color Fast;  
Not Paint, Enamel or Anodizing



## DECORATOR COLORS ARE DESIGNED FOR EVERY USE

For residential, commercial and institutional applications, Sun Valley makes the use of color as practical as it is appealing to the eye. Aluminum sliding glass doors add real value wherever used. Now, with Sun Valley offering a choice of ten durable decorator colors, this value is multiplied far in excess of its cost.

## *Specifically better...*

**Sun Valley** colors are a new process not paint—not enamel—not anodizing, but a color impregnated resin with high thermoplastic properties.

**Sun Valley** colors can take it. Temperature and impact tests, dramatically exceeding normal conditions, have virtually no effect on the fine finish.

**Sun Valley** colors have withstood 500 hours of the grueling Weatherometer test which alternately simulates tropical heat and violent storm conditions, proving outdoor durability of the highest order.

**Sun Valley** colors have been subjected to a 2,000 hour salt spray test with absolutely no harmful effect.

**Sun Valley** colors are chip-resistant. Far superior to any paint or enamel.

**Sun Valley** colors are durable. They resist the effects of detergents and cleaning compounds two to five times longer than regular painted surfaces.

**Sun Valley** colors never vary from one production run to another.

**Sun Valley** aluminum doors can be repainted any time a color scheme is changed. The fine base provided by the original coating assures an effective bond every time.

## DECORATOR COLORS ARE ORIGINAL

Colors for Sun Valley's two new decorator series have been created by Virginia Woodbridge, member N.S.-I.D., authoress and lecturer on interior decoration. She has chosen a selection that will blend with or accent any color scheme . . . interior and exterior.

## Sun Valley COLOR SPECIFICATIONS



Dover White . . . . .SV 600-01



Tahiti Yellow . . . . .SV 600-02



Sea Isle Green . . . . .SV 600-03



Bahama Blue . . . . .SV 600-04



Monaco Pink . . . . .SV 600-05



South Sea Coral . . . . .SV 600-06



Sahara Beige . . . . .SV 600-07



Jamaica Brown . . . . .SV 600-08



Manhattan Black . . . . .SV 600-09



Buckingham Gold . . . . .SV 600-10

## NATIONWIDE FACILITIES ASSURE BETTER SERVICE



Warehouse-depots are strategically located in Seattle, Chicago, Atlanta, Dallas and New Jersey, assuring on-time deliveries.

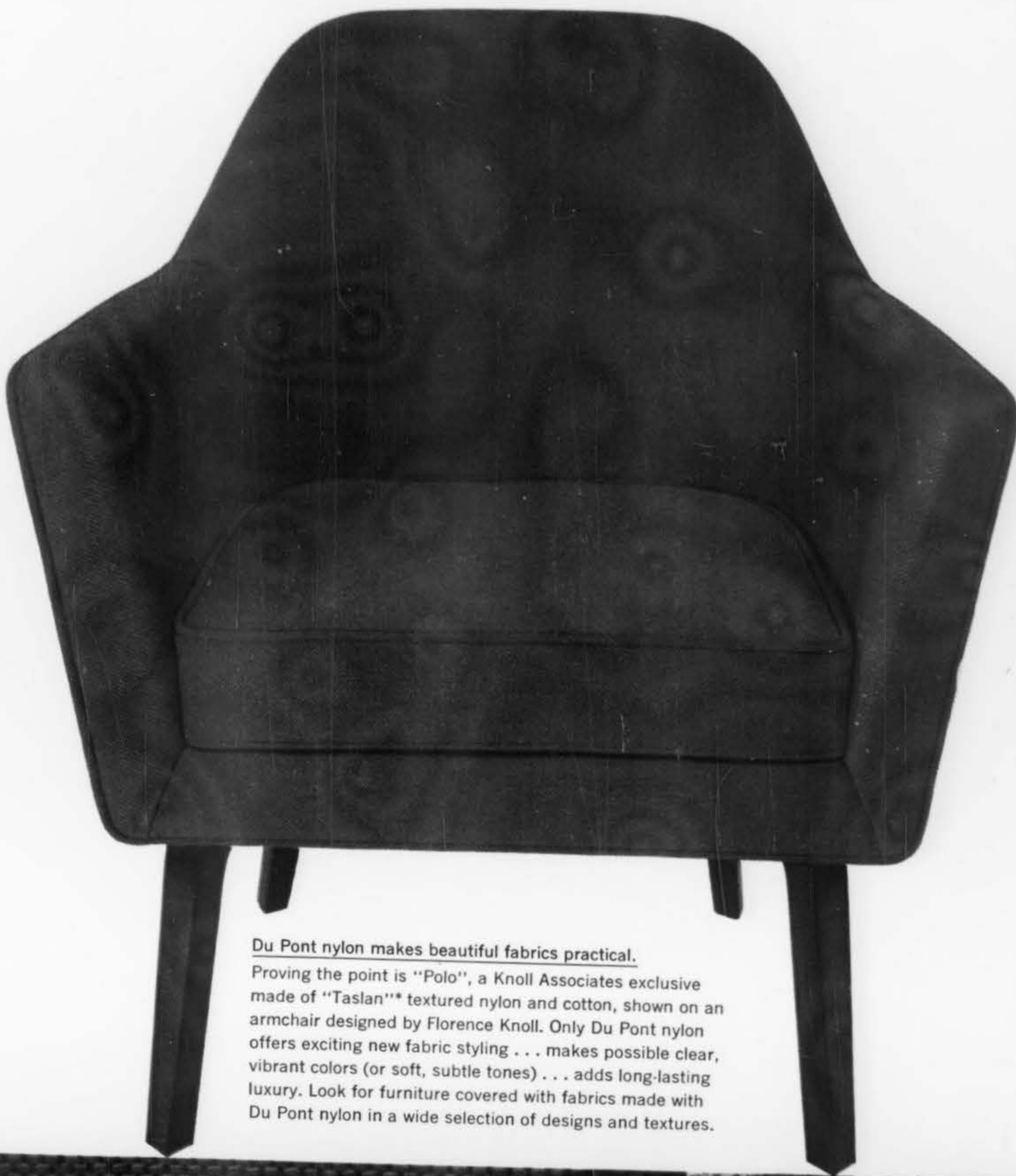
A full time Sun Valley factory representative, qualified to give complete service, is assigned to each area.

### HEADQUARTERS

Sun Valley, California 8354 San Fernando Road  
Chicago, Illinois 4528 West 51st Street

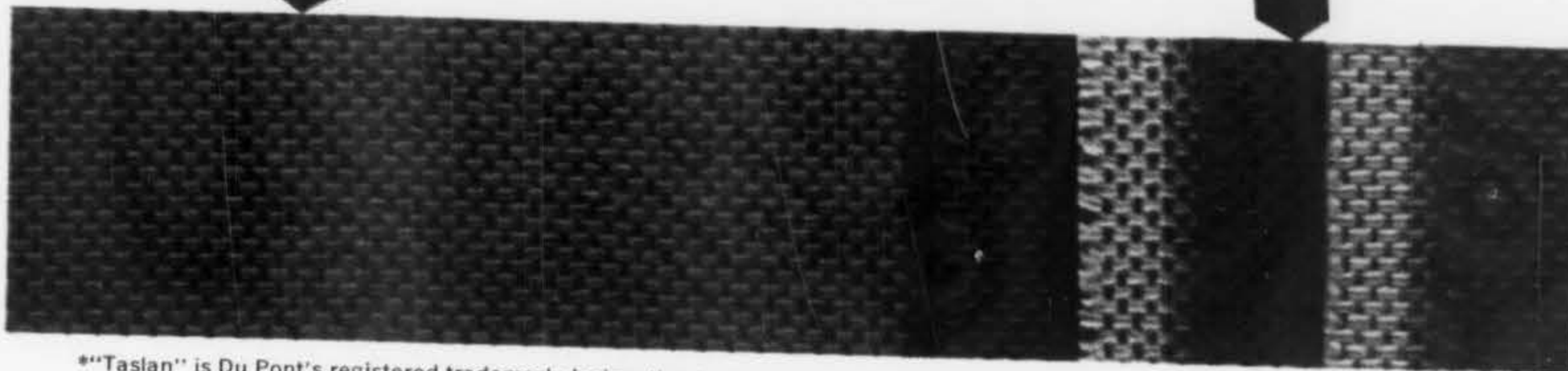
FOR FURTHER INFORMATION CONTACT EITHER HEADQUARTERS LOCATION





Du Pont nylon makes beautiful fabrics practical.

Proving the point is "Polo", a Knoll Associates exclusive made of "Taslan"<sup>®</sup> textured nylon and cotton, shown on an armchair designed by Florence Knoll. Only Du Pont nylon offers exciting new fabric styling . . . makes possible clear, vibrant colors (or soft, subtle tones) . . . adds long-lasting luxury. Look for furniture covered with fabrics made with Du Pont nylon in a wide selection of designs and textures.



<sup>®</sup>"Taslan" is Du Pont's registered trademark designating textured yarns made in accordance with quality standards set by Du Pont. Du Pont makes fibers, not the fabrics or furniture shown.

Du Pont Better Living Fibers Give You So Much More

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY





*"Tossed Flowers"*

— a hand-printed vinyl

LOUIS W. BOWEN, INC.

509 madison ave. new york 22, n. y. • chicago • boston • san francisco • los angeles • philadelphia • miami • dallas • montreal

for really beautiful hand-printed vinyl wallcoverings  
on moiré, silk, and linen textures — stock or custom printed to order



# KNAPP & TUBBS

*THE MOST COMPREHENSIVE SELECTION OF FINE FURNITURE IN AMERICA*

BAKER

WIDDICOMB-  
MUELLER

JOHNSON

JOHN  
WIDDICOMB

KINDEL

EDWARD FIELDS  
CUSTOM FLOOR COVERINGS

STEMBRIDGE

CHICAGO: 6TH FLOOR, MERCHANDISE MART • LOS ANGELES: 8778 BEVERLY BOULEVARD • SAN FRANCISCO: 737 SANSOME, JACKSON SQUARE



DRESS BY TRIGERE

STEPHEN COLHOUN

As bright as your garden in full bloom—our Chantilly Rose design—in Schumacher's gay new print, Rutland.

style authority in wrought iron

# Woodard

Write for our new catalogue.

LEE L. WOODARD SONS OWOSSO, MICHIGAN  
305 EAST 63 STREET, NEW YORK 628 MERCHANDISE MART, CHICAGO  
151 NORTH ROBERTSON BOULEVARD, LOS ANGELES  
312 SUTTER STREET, SAN FRANCISCO

This advertisement will appear in — *House & Garden*, April 1959 • *House Beautiful*, May 1959 • *New Yorker*, June 6, 1959

Colorful  
as a garden  
in full bloom . . .

One of Schumacher's  
many new floral patterns,  
shown here on a  
magnificent wrought iron  
sectional by Woodard.

*Schumacher's*

Chantilly rose pattern . . . "Rutland"

For drapery, slipcover  
and upholstery fabrics that give  
any decor the colorful blush  
of eternal spring, be sure  
to see Schumacher's newest  
bevy of botanicals.



**F. SCHUMACHER & CO.**  
60 West 40th Street • N.Y. 16  
Fabrics • Carpets • Wallpapers • Waverly Fabrics

*Albert*  
**Van Luit & Co.** proudly presents BRIARWOOD

...an important new scenic wallpaper...  
beautifully drawn in soft, subtle colors that  
make it the perfect background for today's  
"return to elegance" interiors.

BRIARWOOD... an  
8-panel scenic in inspiring  
colorways. Full color Miniature  
"BWD" now available on request.



OFFICE & FACTORY

4000 CHEVY CHASE DR...LOS ANGELES 39

EASTERN BRANCH & WAREHOUSE

2908 Euclid Avenue...Cleveland 15

SHOWROOMS

NEW YORK / 515 MADISON AVE.  
CHICAGO / 325 N. WELLS ST.  
CLEVELAND / 1240 HURON ROAD  
LOS ANGELES / 104 S. ROBERTSON

DISTRIBUTORS:

DWOSKIN, INC.  
Atlanta & Miami

ROY JACOBS CO.  
Houston & Dallas

WALLPAPERS, INC.  
San Francisco

## Pending legislation

### our cover

The custom of explaining Interiors' covers was initiated when some of our readers, evidently mystified, asked for such explanations. Always ready to oblige, we did our level best to set forth the meaning of each cover whether it had one or not. But on April Fools' Day last, when proofs for this cover came from the engraver, we were finally forced to admit that artist Ernest Costa and photographer Harris Haft had reverted to a style that makes explanations superfluous; they had even taken the precaution of spelling out the message. Perhaps this points to a trend. Can the avant-garde pendulum be swinging away from abstraction?



The dramatic success story of this field is compressed, mostly, into three decades—of depression, war, and restless prosperity—during which the numbers, prestige, and financial prospects of the interiors professions and industry alike have multiplied. The improvements are well deserved—and gratifying indeed. But every now and then a reporter detects (or imagines he detects) a faint note of complaint or resentment in the voices of those who remember when the roster was not quite so huge, or so aware of itself, or so organized. Detected or only imagined, there's no harm in this echo of a wail. Nostalgic regret for the carefree past is the normal accompaniment of change and growth. The power and homage of maturity are always more cordially welcomed than the responsibilities, burdens, and disciplines that come along at the same time.

Complaints are not entirely unjustified. The pressures of the designer's life grow steadily more formidable. The problem doesn't seem to lie in unreasonably high standards of artistic or creative performance. Possibly these standards are not high enough; in any case the difficulty of defining, not to say enforcing artistic standards cancels them as a hurdle to professional success.

The truth is that only a few specialized designers can restrict their activities to creative design. Most members of the profession must channel their energies into other activities, must operate competently as business people and public relations experts, for example. In most communities a going practice requires the designer's active participation in civic, social, and cultural affairs, not to mention a couch-side manner any fashionable psychiatrist might envy.

It is because we sympathize with the hard-pressed designer who wants to reserve at least some part of his attention for design that we feel a bit apologetic about calling his attention to still another extra-curricular activity: campaigning for (or against, as the case may be) pending legislation that concerns our field. Briefly, we outline some of the most important items:

*The Interior Designers and Decorators Law*, Assembly Bill No. 1422 pending in the California Legislature, is the revised version of the bill to license interior designers and decorators introduced by State Assemblyman George E. Brown, Jr. discussed in our November and December editorials. Beulah Spiers, A.I.D., and the Southern California Chapter of the A.I.D. have campaigned ten years for this bill. Californians please write the State Assembly; interior designers in the 49 other States, please copy. A letter on the campaign from Miss Spiers appears on page 8 of this issue.

*The Willis Bill* to effectively and equitably protect original, registered designs from copying, originally introduced in July 1957 as H.R. 3873 by Rep. Edwin E. Willis, Chairman of the House Subcommittee on Patents, Trademarks and Copyrights, was formulated by the National Council of Patent Law Associates. It promises better protection of designs than is now given by either our patent or copyright laws (shortcomings of which were discussed in the November 1953 *Interiors*). It is now being revised under the sponsorship of an organization formed by law, trade, and designer groups, The National Committee for Effective Design Legislation. Write to Alan Latman, Executive Secretary of the NCEDL, 122 East 42nd Street, New York 17, N. Y. for copies of brochure describing the Committee and the principles of the bill.

*Proposal for a Federal Advisory Council on the Arts*, a bi-partisan bill simultaneously submitted in both the Senate and the House, would make modest appropriations to give long overdue and basic recognition and support to the Arts. Write for information to the National Council on the Arts and Government, 22 West 54th Street, New York 19, N. Y. for details of the bill, and whom to write in Congress in its favor. (See page 18 for report of a recent Industrial Designers Institute discussion of this bill.)

*Architectural Design and Works of Art for Federal Public Buildings*, a bi-partisan bill in the House, would provide high standards of design and decoration of Federal public buildings, save historic buildings and sites, and restore works of art owned by the U. S. Government. The Administrator of General Services would be responsible. In the opinion of the National Council on the Arts and Government, this bill originally had faults entailing the possibility of hidebound conservatism, but proposed amendments have corrected them. Write to the National Council on the Arts and Government (as above, 22 West 54th Street, New York 19) for information.

*Liberalization of the Tariff Act for Works of Art and Exhibit Purposes*, a bi-partisan bill simultaneously introduced in the Senate and House (Senators Douglas and Javits are the Senate co-sponsors) would modernize the Tariff Act of 1930, freeing works of art and materials for educational and exhibition purposes from its ludicrously antiquated provisions. Write in favor to Senator Harry Flood Byrd, Chairman of the Senate Finance Committee, and Representative Wilbur D. Mills, Chairman of the House Ways and Means Committee.

If we of the interiors field would be taken seriously by the Government and the public, we will have to do more than merely continuing to mind our own business.—O. G.

*An island of color in main waiting room below,  
on white terrazzo floor: V'Soske rug, Risom sofa in  
Gilford leather, Risom bench and armless lounge chairs  
in Boris Kroll fabrics, Risom round coffee table,  
Finn Juhl armchair from Design Previews in natural  
ox-hide, Venini glass droplights from Altamira;  
teak and cane reception desk by Associated  
Designers made by Custom Design.*



color and black and white photographs by ron harris unless otherwise indicated

## **OFFICES** Architecture and interiors in counterpoint for Mutual of Hartford

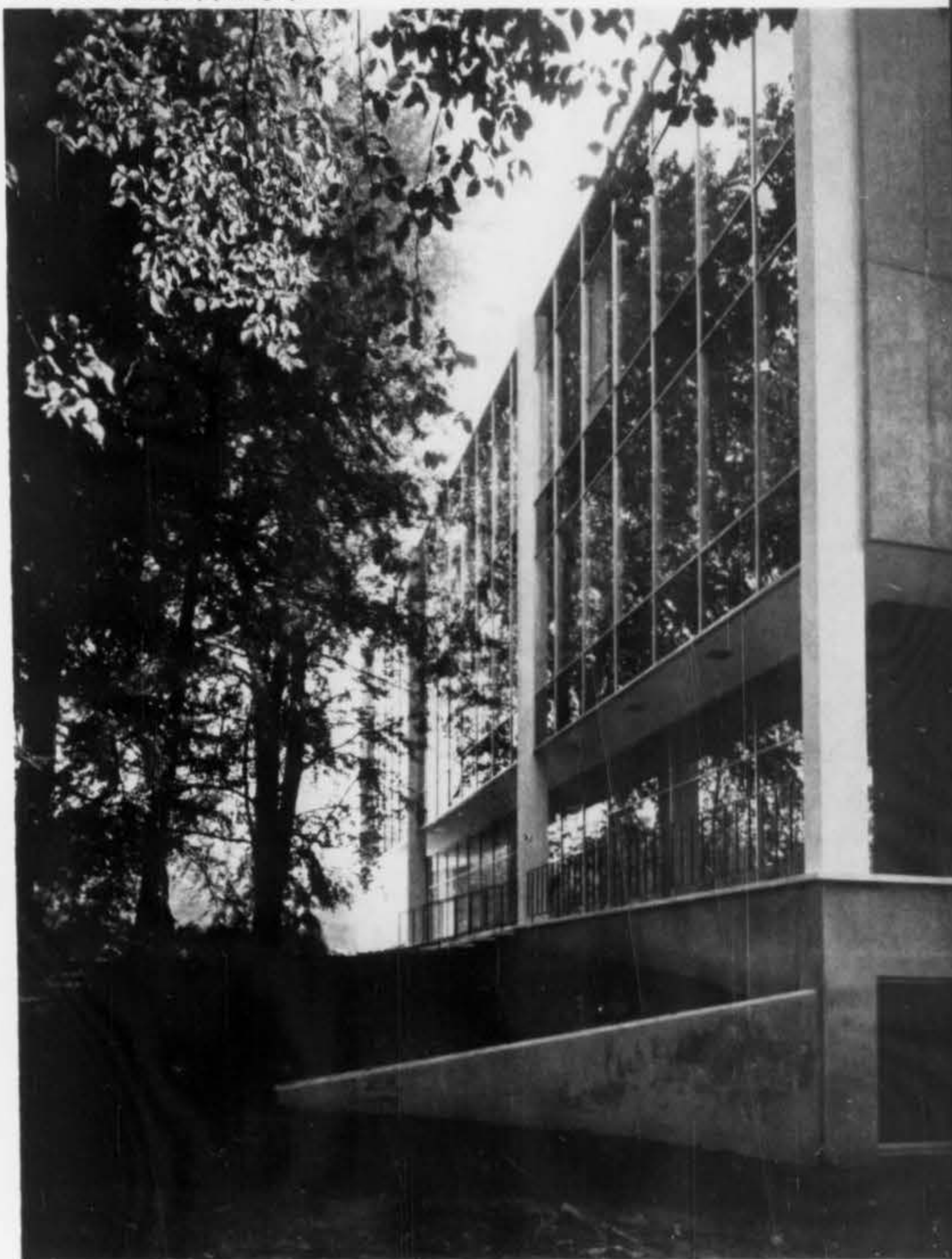
*Executive waiting room  
adjoins main reception room.  
High-back oak chairs designed by  
Madsen and Schubell, from  
George Tanier, in orange, black  
and natural L. Anton Maix fabric;  
Risom table; 3-globe matte  
opal glass lighting fixture from  
Tanier; off-white, greige and  
black rug from V'Soske;  
Kencork floor; teak coat cabinet  
made by Custom Design has  
pull-out coat rods.*



The recent completion of the new building for the Mutual Insurance Company of Hartford, pictured on these six pages, gives that city a rare opportunity to weigh modern business architecture and interiors in two diverging aspects of a basically single esthetic approach. The comparable building is Connecticut General Life Insurance Company (January 1958 *Interiors*) by Skidmore, Owings & Merrill, interiors by the Knoll Planning Unit. The difference in size, great as it is, is actually the least of the variances. Connecticut General is a \$19,000,000 complex of buildings on a 300-acre site, while Mutual of Hartford, by Stamford architects Sherwood, Mills and Smith, is a neat, square, three-story structure on 3½ acres. As elegant, rarefied, and exhilarating as any SOM building, Connecticut General is a superb example of total control over a whole architectural situation, in which architecture, landscape, interiors, color, and art works are all conceived and executed as sternly integral participants in a fastidiously unified statement. Mutual of Hartford, on the other hand, is modestly scaled architecture which takes pleasure in the reflections of trees in its glass walls (at Connecticut General, the whole grounds were cleared to make way for highly refined landscaping by Noguchi) and presents as the main street view, not a testimonial of its steel skeleton frame, but a poetic and living bas-relief sand sculpture by Costantino Nivola, whose abstracted forms of everyday objects and figures subtly change under modulations of daylight.

But despite its departures from the strictest canons, the architecture still remains essentially in the "skin-and-bones," curtain-wall, strongly geometric idiom. It is the interiors, by Associated Designers for Interiors, Inc., which represent the most striking difference from Connecticut General. Deliberately planned as a *contrast* to the crisp architecture, the interiors are warm and relaxed, and composed of elements chosen even more for their individual power to interest and please than for their visual function in a unified whole. Furniture is of the sculptured variety; lighting fixtures are delightful shapes in beguiling clusters; area rugs, some of them shaped and some of them patterned, appear and reappear; and colors are not Connecticut General's simple planes of primaries but rich and complex tones and shades (in the waiting room at left, for instance, the rug is diamond-patterned, in blue with green lines; the bench is upholstered in indigo, lime and avocado stripes; armless lounge chairs are in emerald (Continued on Page 99)

w. f. miller &amp; company photograph



robert stahman photograph



Nivola bas-relief sand sculpture is not an applied decorative ornament but a structural concept at the scale of the architecture. Main floor is set back from building line to create porches on all sides.



**Mutual of Hartford**

*Key to plan: 1 Reception; 2 Executive waiting; 3 Secretarial corridor, executive offices to right; 4 Service core; 5 Conference room and president's office; 6 Agency Service; 7 Employees' lounge; 8 Loss and Inland Marine; 9 Underwriting.*

*Above: Underwriting department is neat, spacious and airy against a generous glass wall in Isabel Scott white striped net. Light gray steel Art Metal desks have off-white Formica tops. Domore posture chairs in red Herman Miller fabric make sharp color accents. Peerless Steel cabinets in gray baked enamel. White and black Armstrong vinyl floor.*





Lynn Montgomery Mary Lou Goldstein

(Associated Designers for Interiors, Inc.)



Thorne Sherwood Costantino Nivola

Right: One of a series of supervisors' offices, with clear glass rather than Factrolite partitions. Black and white tweed Karagheusian carpet, same gray and white Art Metal desk as in underwriters' office. Herman Miller plastic shell chairs.



Below: Secretarial corridor lined with Hauserman partitions in Mississippi Glass' Factrolite, clear glass above. Desks designed by Associated Designers using Peerless Steel pedestals in olive green, Parkwood teak tops, cane screens, aluminum frames. Separate typewriter tables installed by Metwood. Domore posture chairs in orange Maix fabrics. One Lightolier recessed fluorescent dome over each desk and in each executive office.



Above: Vice president's office photographed from outdoors. Charcoal brick wall with light gray mortar. Jens Risom desk and storage cabinets, Domore swivel chair in natural leather, Finn Juhl love seat from Design Previews in yellow Kroll fabric, Wegner chairs in gray-avocado-lemon-old gold Kroll fabric.





#### Mutual of Hartford

*Above: President Alsop runs the business from the far end of a vast board room (which can be separated by a Fairhurst Unit-Slide door). He asked for a completely round desk which he could compartment off for his innumerable activities, settled for a half-moon (right). Black Formica top sets in teak frame; oak legs and stretchers; made by Custom Design. Storage cabinet with black Formica top and ends, teak front, holds eight letter tray drawers, files, Hi-Fi. High-back Directional swivel chair in natural ox-hide. Finn Juhl teak armchairs from Design Previews around conference table are in alternating red and orange Rancocas fabrics. Teak-top, oak-leg conference table seats twelve, with addition of leaves seats twenty; made by Custom Design. Beautiful lighting fixture of eight matt opal glass globes on tapered oak crossbars designed by Osten Kristiansson, from George Tanier. Finland House (Litecraft) brass pendant over desk. Isabel Scott "Tricot" draperies. V'Soske carpet.*



fabric, and the leather sofa upholstery is black; and the chairs surrounding the conference table, color photo, opposite, are provocatively upholstered in alternating red and orange. The blithe and fragile sculpture on the waiting room wall, of multi-color acrylic plastic, brass, copper, and iron, by Shirley Zimmerman, was planned as a contrast, too, with the heavy architectural Nivola mural. The success of these interiors lies in the fact that the interior designers did not confuse contrast with incongruity, absence of a prescribed formula with freedom from discipline. The flow of feeling from outside to in is a flow and not a discomposing sense of astonishment. The gentle forms, warm textures, and vivid colors are carefully composed within "frames" of nice geometric precision, the Hauserman partitioning system's natural anodized aluminum posts usually set off with black reveals to create a strong, steadying rhythm. And the rooms are not a series of closed-in boxes shunning the glass nature of the building; outer rooms possess generous glass expanses draped in light, white nets, and inner rooms are partitioned by Mississippi Glass' translucent Factrolite with clear glass panels above to get some psychological benefits of daylight even at a removed distance.

A 40-foot-square central service core contains elevators, toilets, etc., creating column-free and unencumbered office space on all floors.

The Mutual of Hartford interiors are the first job completed by a year-and-a-half-old partnership, Associated Designers for Interiors, Inc. — otherwise identifiable as Lynn Montgomery and Mary Lou Goldstein. Mr. Montgomery, originally from Pittsburgh, majored in product design at the Institute of Design in Chicago, worked with a consulting engineering firm in New York, from there went to Designs for Business as an interior designer. Mrs. Goldstein, from Seattle, studied English literature at the University of Washington, married an English scholar, went with him to London where she studied interior design at the Central School of Arts and Crafts. Returning to this country, she and her husband settled in New York where Mrs. Goldstein worked as an interior designer with Designs for Business.

Mutual of Hartford president John Alsop (brother of political columnists Stewart and Joseph Alsop) greeted Associated Designers—who had been suggested as the interior designers by the architects — with a strong pronouncement: "Fresh, not too homey interiors that will make people feel *alive!*" Neither he nor the architects changed a single detail in Associated Designers' presentation.—J.A.



*Cafeteria on lower level continues on a terrace. Diamond-patterned Armstrong vinyl asbestos floor positions round Micarta-top Herman Miller tables, Miller plastic chairs in yellow Miller Naugahyde or light gray Knoll Naugahyde. Kurt Versen lighting globes. Travel posters decorate walls.*

*Right: Coding station on lower level seats four around rotating stand. Below: Employee's lounge has restful view of trees beyond white striped Isabel Scott net. Hand-braided rug of blue, green and black wool. Dux sofa in black Gilford leather; Dux chairs in green and blue Rowen fabric; Design Previews long table; Dux game table surrounded by JG chairs.*

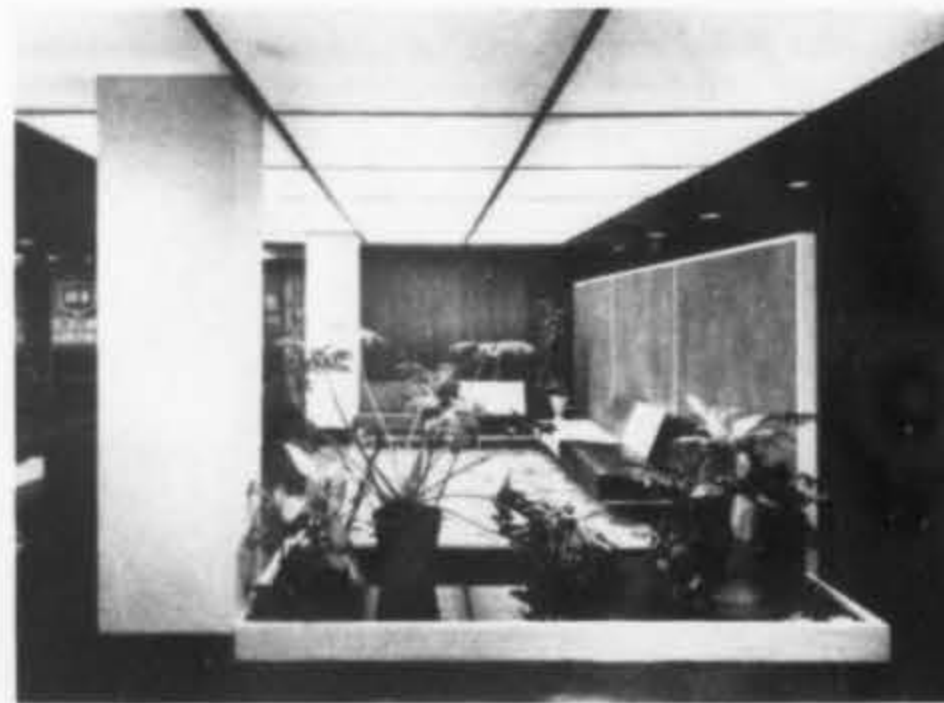


## Three textile headquarters by Beeston and Patterson in one New York building



For **Indian Head Mills, Inc.**, working areas for several sales divisions are arranged on a vast rectangle in the center of the space, executive offices placed along window walls. The main office space is subdivided by several partitioning systems, some opaque, some partly glass, but all well short of ceiling height. A dark Gold Seal rubber tile floor covers the entire center space; this is fringed with a narrow "curb" of solid white, and a "sidewalk" of marbled Gold Seal rectangles acts as periphery corridors. (Flooring installed by William Gold). Executive waiting room (left) is set off from work space by a woven cane screen, and by a half-walnut, half-Formica cabinet, one part for salesmen's storage, the other for visitors' coats. Directional furniture in turquoise Kravet fabric; Wilton sand rug; Lightolier lighting. Below: Main reception area beyond marble pool. Herman Miller seating in black, white, turquoise Naugahyde; Indian motif rug by William Gold; Design-Technics' terra cotta dividing wall; Frink luminous ceiling.

**Wellington Sears'** Martex division is the lushest spectacle in the building. Lush, colorful and sometimes whimsical displays (by T. Miles Gray Associates) disport in a large open showroom. Five sales rooms like the one below blaze with color from Martex towels. Aside from the merchandise, and sofas in vivid hues varying from room to room, other colors are neutral. Cabin Crafts carpet installed by Simon Manges; Directional seating in Quaintance fabrics; Edgewood table; Kravet off-white draperies.



*Charles W. Beeston*



*Rushmore Patterson*



photographs by louis reens

Actually, architects Beeston and Patterson designed headquarters for *seven* firms in a new building for textile and allied companies in midtown New York. **American Cyanamid**, pictured on this page, is one of the neatest and most thorough-going, with desks, tables, lighting, partitions, and letter trays all designed by the architects. The offices—for Cyanamid's new fibres division—were not only planned as work space, but also as a showcase for the firm's products—especially Creslan fibre, used for carpeting throughout entire offices. Formica, another Cyanamid product, is used for all desk tops, doors, cabinets, and most partitions.

A distinct division between salesmen's area and advertising and promotion was needed; they are separated by a partition of Mississippi Glass' Hue-White in a bronze frame (two photos below). Long lightwell above the partition (fabricated by Neo-Ray) visually emphasizes the division while making the screen less of a psychological barrier by throwing so much light on it.

*Above: Files are tidily tucked in wall niches; storage behind white Formica sliding panels. Salesmen's secretaries' desks topped with white Formica, black steel frame; pleasant letter trays also white Formica in walnut frame.  
Right: Secretarial area for advertising-promotion executives, who work behind glass walls. Cane-fronted, Formica-topped desks; Risom chairs in black fabric. Creslan carpet woven by Firth, installed by William Gold.*



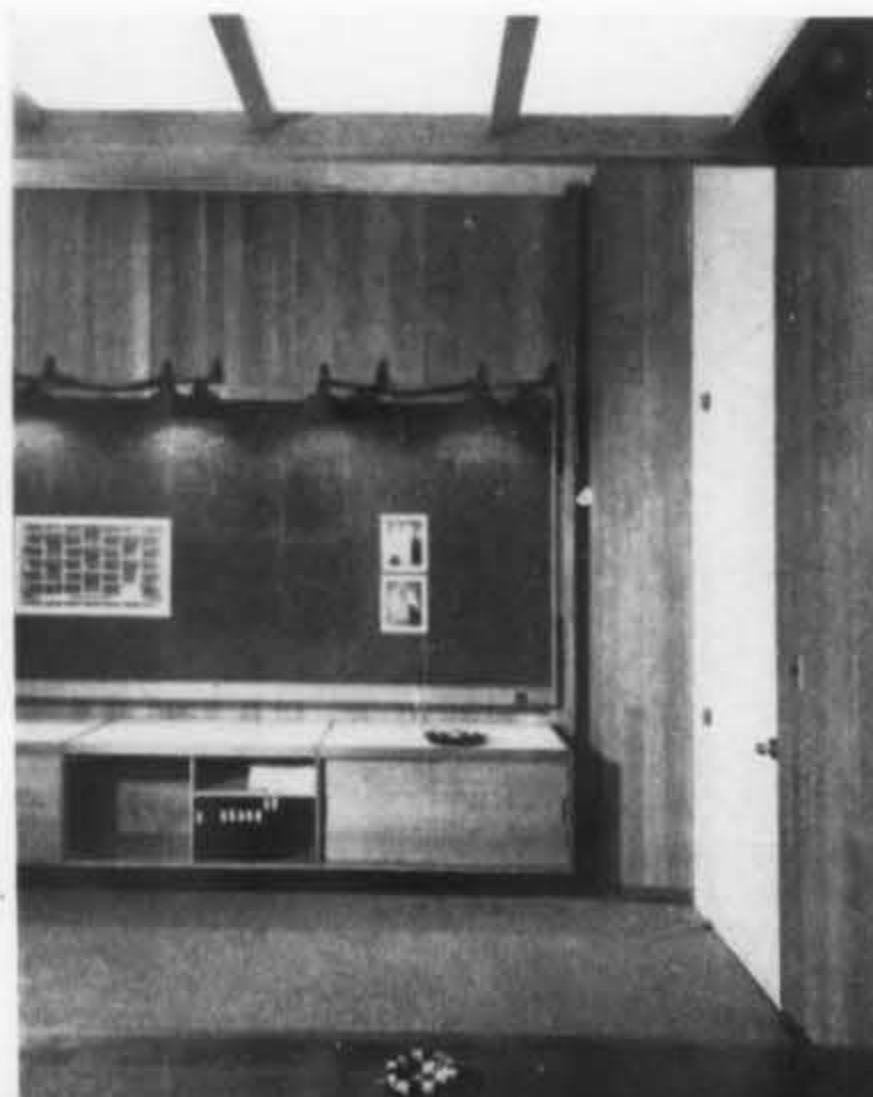
**Gruen Associates' dynamically angular trappings for a construction executive**



Strongly masculine, suitably constructivist, and shrewdly practical is the private office designed by R. L. Baumfeld of Victor Gruen Associates for John Tishman, vice president of Tishman Realty & Construction Company high in New York's new Tishman Building. Used equally for desk work, project conferences, and informal meetings, the office is in two sections: a work area on an island of red Italian quarry tile, with an L-shaped desk arrangement combining conference and work surfaces in one facility; and a comfortable seating area with a breath-taking view of Manhattan. The desk faces a large cork-board panel for charts, prints and renderings. Special lighting fixtures by Gotham are cantilevered out from the wall to light both the corkboard and the Formica counter surface below. Storage cabinet includes drawers for large rolls of blueprints; one section of the cabinet top pulls out to form viewing surface. Natural oak paneling in vertical slats used on three walls and on columns between windows give added height to the room and, together with the carpet surrounding the tiled area, unify the space. The bold lighting fixture above the desk is a construction of plastic panels supported by painted wood beams. Incandescent Century lights above are controlled by a dimmer switch at the desk. In the informal seating area at the far end of the office, a low plant table with teak legs and marble top carries a variety of semi-tropical plants in Architectural Pottery planters.



R. L. Baumfeld



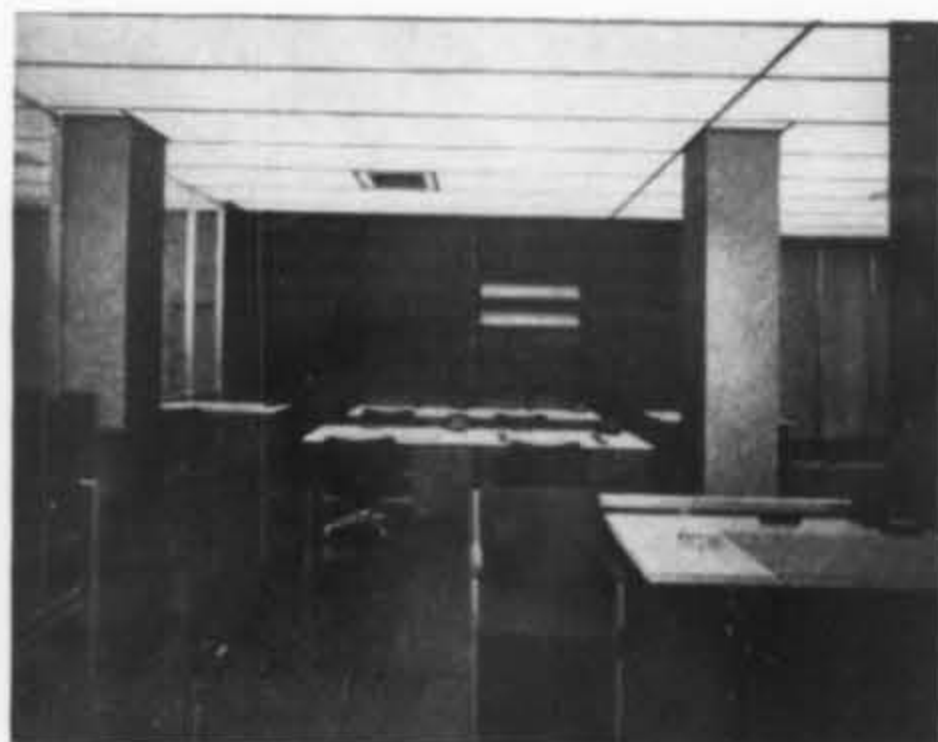
*Teak and oak desk designed by Gruen Associates and made by John Langenbacher has deep overhang for conferees' knees. Quarry tile makes practical surface for metal-legged swivel chair designed by Hans Wegner (through Georg Jensen). Jens Risom pull-up chair in black Naugahyde. White Formica door. Risom sofa in brilliant, rough Boris Kroll fabric; throw pillows also vivid, also Kroll. Henry Calvin casement draperies. Carpet specially woven by V'Soske.*



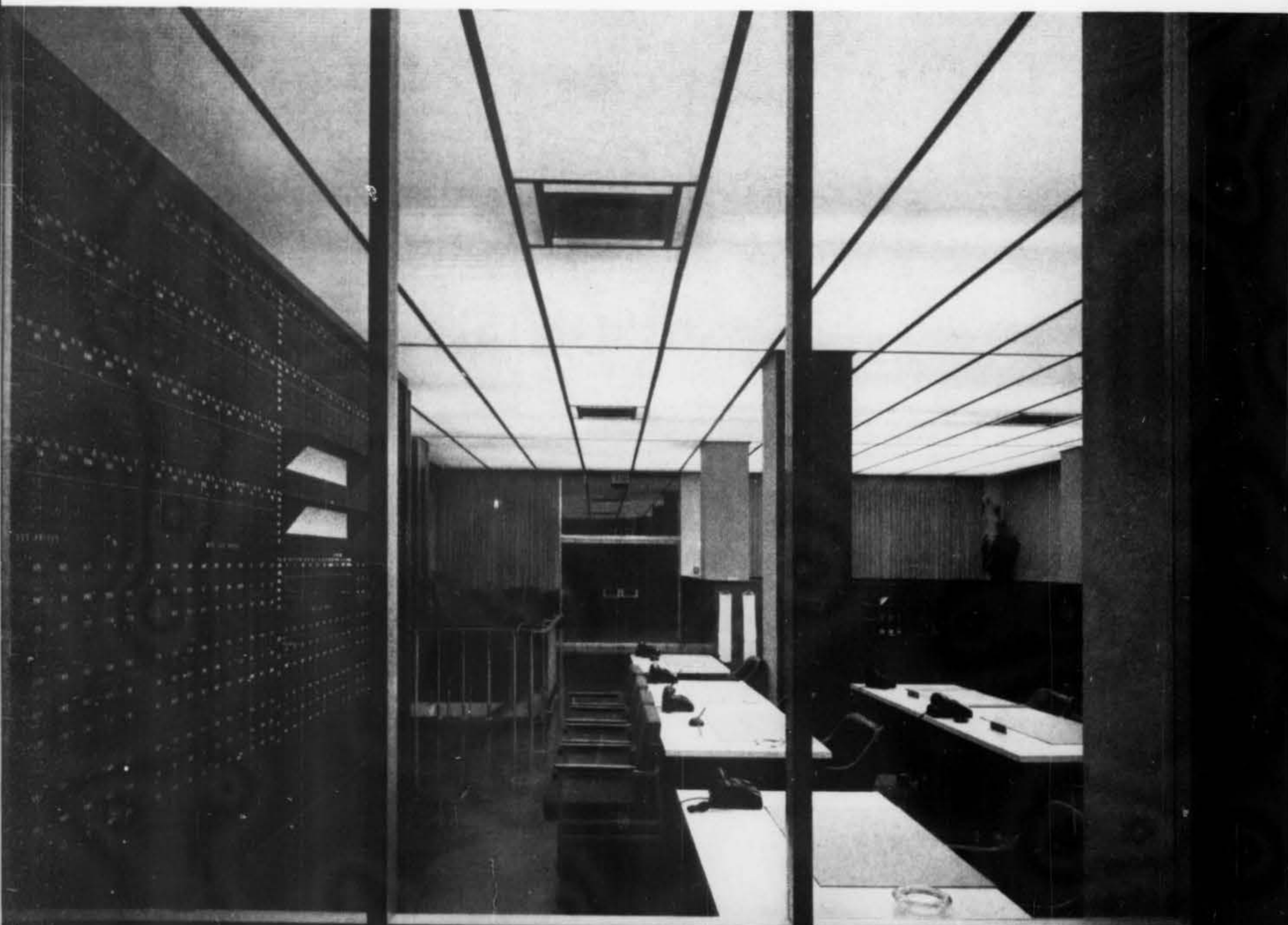
color and black and white photographs by marc neuhof

## Elisabeth Draper calms the hum of a brokerage office

*Stock quotation board, black with white letters and red numbers, is sharply outlined with a raised, black Parkwood band.*



Elisabeth Draper, Inc.'s design of the offices for a Washington, D. C. brokerage firm takes its cue from the handsome, geometric precision of the stock quotation board, visual and operational focus of the space. All desks in long crisp rows, together with a Lumin-Glo luminous ceiling in long panels parallel with the desks, give a calmly horizontal setting for viewing the constantly active board. Two columns, painted black on two sides, gray on the other two, provide the necessary containing verticals. Low-key colors—light gray walls, black and white Amtico vinyl floor, rosewood paneling, white Parkwood tops for Directional desks, black leather upholstery on JG swivel chairs, Creative Looms' linen mesh draperies—maintain visual quiet. Soft color appears on a row of Mueller visitors' chairs in blue-green Isabel Scott fabric. Aluminine's gold-anodized aluminum partition frames add to sharp delineation of the interiors. Glass-enclosed partners' offices at the rear also afford views of the board. Interiors by Robert I. Reynolds of Elisabeth Draper, Inc.; Edwin Weihe was architect for the new building.





One partner who brought his antique desk and guest chairs to the new building wanted a quietly traditional office (left). Black and gold tortoise shell leather paneling, from American Leather, backs his desk. Westcott swivel chair in olive green Good McCreer leather. Putty-colored imported loop rug from Patterson, Flynn & Johnson. Scalamandré strié over black bamboo matchstick blinds from Window Modes. 18th Century chandelier from Arthur Ackerman; 18th Century ink stand from Stair Company; Bouillotte lamp from LeMarco.

Below: Another partner's office in modern vein, with Directional desks, Lehigh swivel chair in leaf green leather, Macey-Fowler armchairs in green and yellow L. Anton Maiz fabric, yellow loop carpet from Patterson, Flynn & Johnson, Janet Rosenblum round Formica-top table, serigraphs from Georg Jensen.



Elisabeth Draper



photographs by alexandre georges



**Rosamond Fischer gets spatial economy with luxurious means**



*Rosamond*



*Jerry Weiss*

*Rosamond Fischer, new to Interiors pages, studied fine arts and interior design at the Cleveland School of Art, was a senior decorator for Halle Brothers, Cleveland, for a time had her own shop for arts and crafts which she operated in conjunction with her own interior design practice. She moved to New York in 1954 where she was a senior decorator with W. & J. Sloane until starting her own practice last year. A member of the American Institute of Decorators, she often works with her son, Jerry Weiss, of Hart & Weiss, registered architects in Ohio.*

The sumptuous but easy-going office pictured here, for the president of a small manufacturing firm in the beauty field, has a triple function: as the president's working headquarters, as a sales room for dealing with customers, and as a meeting room for conferences with the sales staff. The office is a small one high in a midtown Manhattan building, but interior designer Rosamond Fischer, with her son, architect Jerry Weiss, managed to comfortably accommodate its many physical requirements and also to expand its visual horizons in a warm and serene design. Chief visual space-maker is the rich striped carpet running the breadth of the room, designed by Miss Fischer in beiges and browns and made by V'Soske. The waves of the carpet continue beneath the platform-like Lehigh sofa whose legs are set well in from the edges. Miss Fischer had the arms removed from the sofa, gaining that much more physical space and quite a good deal more sensual space since the sofa is then an open design. It is splendid in tufted Radel leather, vicuna color against celadon green Kneedler-Fauchere grasscloth. Periphery lighting by Kliegl on beige mohair Elenhank draperies also enlarges the space.

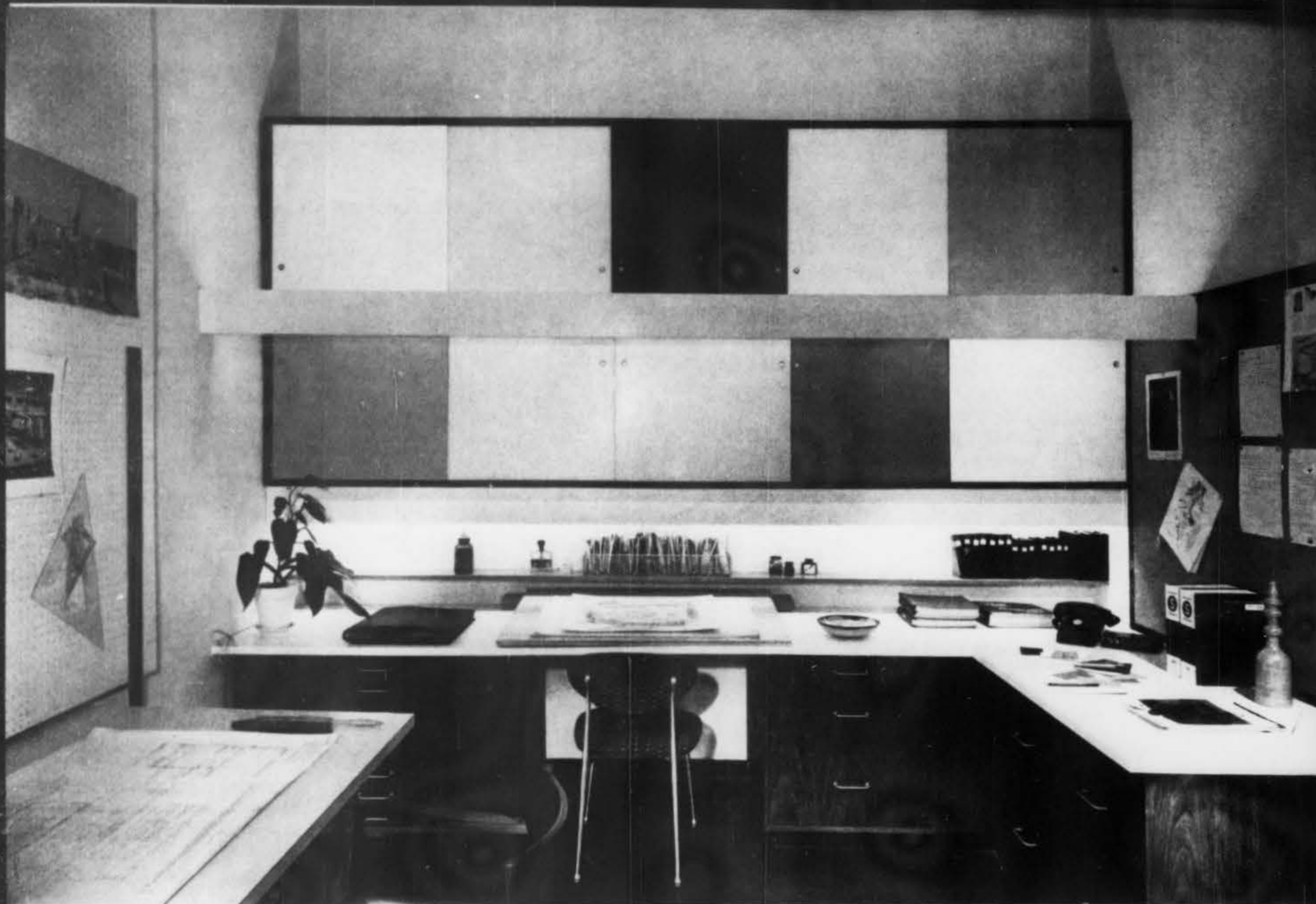
One wall was given over entirely to an unusual amount of necessary storage. A ceiling-high cabinet, nicely proportioned in oil-finished walnut and hardware-free, opening by touch, houses a display case, files, a bar and a closet. A library neatly tucks into the corner.

The proportions of the receptionist's narrow cubby-hole (small photo on opposite page) are improved by a canopy of Honeylight plastic, lit from above.



*Two kinds of Hans Wegner chairs (from Georg Jensen) serve at desk and for guests. Upholstered ones in Boris Kroll beige and ivory texture. Incidental storage is available in a tambour-front lamp table, and in a compartment below the antique verde green marble-topped coffee table. Both tables were designed by Mr. Weiss, made by Capitol Cabinet Corporation. Design-Technics ceramic lamp. Finland House lighting fixture.*

photographs by alexandre georges



### Every inch functions in Martha Crawford's office snugery

This shrewdly engineered cubbyhole for and by New York interior designers Martha Crawford and Associates accommodates work, conference, and presentation space, vast and complicated storage, lighting laboratory, and secretarial facilities. The worst was over when Miss Crawford designed neat storage compartments tailor-made to the sizes and proportions of a myriad items (samples of all kinds, vari-sized catalogs, phone books, tubes, files, blueprints, etc., etc.), all of which had to be out of sight but easily accessible. Miss Crawford's work area is at the storage end, her secretary at the window end. Long table for conferences, presentations, or extra work surface is handy at Miss Crawford's left. A convenient shelf above her drafting board holds utensils and source books. Since the firm specializes in stores, a design field with particularly crucial lighting problems, lighting in the office doubles as illumination and as a demonstration of color and texture renditions under different kinds of light.



Martha Crawford



photographs by ben schnall



Top: Store-like cornice set out from Parkwood cabinets shields fluorescent light; direct lighting below cabinets. Lower cabinets in walnut. Crucible chair in Maix fabric. Above: Light box holds various fluorescent fixtures to check color samples, is covered with decorative Favrex panel. Desk, chairs, conference table from Janet Rosenblum, chairs in Gilford leather. Isabel Scott draperies. Heifetz desk lamp. Cabinetwork by Frank Chase.

## C.I.'s inconstant showroom-laboratory-design HQ

Two old brick buildings where Boston matrons once sipped smokey tea and looked out through big bay windows onto stately Newbury Street below, now house a young and vigorous design firm called Contract Interiors, Inc., which has already succeeded in snaring some highly enviable assignments (see Howard Johnson's Huntington motel, July 1958 *Interiors*).

Contract Interiors' showroom (besides operating as a design firm, C.I. is an outlet for furniture, fabrics and lighting to other New England designers and architects) may be more accurately termed a furnishings *laboratory*. It is a temporary resting place where items are tested for structural stability, performance suitability, and visual appeal before moving on to a ski lodge, an executive office, or a resort hotel. One area is set aside specifically for testing lighting fixtures, another is equipped with stage-set walls to facilitate the creation of experimental hotel or motel rooms complete to the last bathroom



photographs by louis reens

*Above: Private office  
glass-partitioned from entry.  
Below: Main waiting room.*

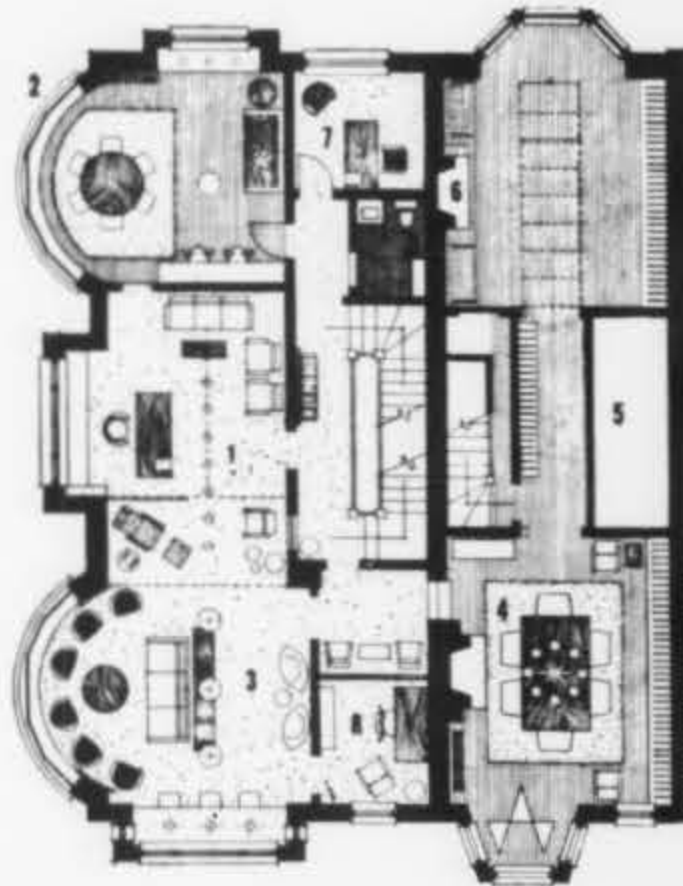


**Contract Interiors, Inc.**

*Right: Showrooms also act as conference space for dealing with clients; presentation boards show examples of work.*



*Key to plan of second floor:  
1 Reception; 2, 3 Showrooms;  
4 Fabric-carpet sample workroom;  
5 Samples hallway; 6 Lighting  
showroom; 7, 8 Private offices.  
Above: Fabric and carpet samples  
are kept in hallway adjoining  
workroom pictured at right.  
Some sources: Greeff, Jofa,  
Boris Kroll, Jack Lenor Larsen,  
Isabel Scott, Schumacher,  
Stroheim & Romann, Thorp;  
V'Soske, Mohawk, Bigelow-Sanford,  
Firth, Alexander Smith.  
Lighting fixture from Tanier.*



fixture. Furniture throughout constantly changes, although it is always contemporary, always first-rate, and suitable for commercial, institutional, and business interiors. Among the here-today-gone-tomorrow furniture you will espy in our pictures are pieces from Herman Miller, Knoll, Jens Risom, George Tanier, Stendig, Pacific Overseas, Frederik Lunning, McLaughlin, Rockwood Industries, and C.I.-designed casegoods from Grosfeld House.

Occupying the second and third floors of its Back Bay brownstone, Contract Interiors devotes its lower level to reception and showroom space, delegates offices, design department, sample room,

storage, and the experimental hotel-motel room to the third floor. Some old walls were eliminated, others moved, and doors created between the two buildings to achieve a desired sense of spaciousness. On the second floor, off-white walls and a sand-colored carpet continue from one area to another, and the large reception room can flow into one adjoining showroom by opening a folding screen (see plan). But a nostalgic tie to the past is maintained in the fabric and carpet sample workroom below, where magnificently detailed fruitwood window blinds, fine old moldings, and a Victorian white marble fireplace remain.

Interiors' Contract Series '59: Offices



*Principals in Contract Interiors: John Woodard, left; Frank Wolcott; Bradley T. Sack*



**The National Office Furniture Association  
meets in Miami April 30-May 4  
for its 13th Annual Convention and Exhibit**

W  
E  
O  
Z

The 13th Annual Convention and Exhibit of the National Office Furniture Association coming up April 30-May 4 in Miami gives us an opportunity to take stock of what we might elaborately call the "present surrounding conditions" of the office furniture industry. To begin with a statistic: More than 40 per cent of America's total labor force today work in offices—the highest percentage ever, and barring unthinkable catastrophes, certain to increase. The market situation this creates, cheerful as it is (NOFA president Melvin L. Levin predicts 1959 sales of office furniture will soar far beyond the billion-dollar mark), is only part of the picture. Equally important is the new *attitude* toward office interiors and furnishings. This approach may be succinctly summarized in two words, in this case so intimately connected they demand hyphenation: science-design. Time was, big business was run by big businessmen, who maintained iron control over every angle and corner of their business — and took special pride in their untutored but extraordinary gifts in space planning and interior design. These notions didn't quite die with the robber barons; there is many a bull-headed president still around who draws up the floor plans and whose wife picks out the color schemes. But stockholders, like the little old lady or the dumb blonde (depending on whether you saw the Broadway or the Hollywood version) in "The Solid Gold Cadillac," are constantly insisting on a bigger voice in management. The result is that the *public*, and not the mighty man of business, is the object of office interiors' affections. And with a body of people rather than a single individual to answer to, office design is not approached as an expression of the boss' personality, but as a science, and the job is entrusted to professionals. Eloquenty illustrating the truth of this is the fact that more and more office furniture dealers have established their own interior design departments. This department may be one trained person, or it may be a staff of many, but in any case it has become the next thing to a necessity for an office furniture dealer who wants to capture his share of the market. Consider the case of the W. B. Wood Company, Newark office furniture dealer. Fifty years old, this firm first hired a designer only four years ago (and was probably among the

first to do so), today employs four full-time designers, comprising 4/11ths of the total staff since there are seven salesmen. With its design staff, W. B. Wood can tackle jobs on a scale undreamt of before; current jobs range all the way up to \$250,000 and include schools, bank offices, restaurants, churches, bowling alleys, etc. The firm designs — and supplies — complete jobs, from floor to ceiling, including lighting, walls, fabrics, accessories, as well as furniture. And it is unstinting in its design and maintenance services. Complete presentations, with floor plans, renderings, photographs of furniture are always made to clients, and there is space in Wood's six-story building for setting up full-scale models of offices. Every six months a man is sent out to a completed job to oil the leather, re-linseed-oil the desks, and generally see that the interiors are in top functioning order. And the design intensification is still in its early stages at W. B. Wood; says Charles N. Gelber, N. S. I. D., Wood's first and now chief designer: "I definitely see an architect in our future."

**Record attendance expected**

NOFA's convention-exhibit in Miami promises to illustrate more dramatically than ever before, the growing demand for complete office planning on the part of the office furniture dealer. Themed "Office Furniture Selling in the Jet Age," the convention anticipates a record attendance of over 5,000 and some 300 manufacturing firms are expected to participate in the exhibit at Miami's new Convention Hall (a list of exhibitors complete up to press time appears on page 116).

It is illuminating to witness the strong emphasis on spatial economy, flexibility, maintenance factors, and engineered function of many of the new products to be shown, previewed on the following pages. Producers of non-furniture items —fabrics, surfacing materials, carpets, paints, lighting, accessories — are participating in new numbers, again recognizing the growing role of office furniture dealers as planners and suppliers of entire offices rather than mere furniture merchants.

A special day—May 4—will be set aside for interior designers, decorators, and prominent businessmen to view the exhibits. Admittance will be by invitation only.—J.A.

## PROGRAM

### THURSDAY, APRIL 30

9:00 A.M.-5:00 P.M.—NOFA Sales Institute. Director, Dr. Joseph Thompson, Michigan State University; Chairman, Dale J. McKnight, Lackawanna Leather Company.

12:00 Noon—NOFA Sales Institute Luncheon.

12:15 P.M.—NOFA Officers Conference and Luncheon. Melvin L. Levin, NOFA President, presiding.

### FRIDAY, MAY 1

9:30 A.M.—NOFA Business Meeting; Election of Officers; Reports of Activities.

11:00 A.M.—Office Furniture Management Clinic. Speaker, Charles Myers, President, National Office Machine Dealers Association.

12:00 Noon—Opening Luncheon. Speaker, Walter N. Johnson, Jr., Senior Vice President, Capital Airlines: "Selling in the Jet Age." *Fleur de Lis Room.*

2:00-9:00 P.M.—Exhibits. *Convention Hall.*

### SATURDAY, MAY 2

9:30 A.M.—Workshop Meetings. Dealers' Workshop led by R. P. Lewis, R. P. Lewis Company, Flint, Michigan. Manufacturers' Workshop led by J. M. Eppinger, director of office furniture sales and product development, B. G. Mesberg Company, New York. Manufacturer Representatives' Workshop led by James C. Hearn, Atlanta.

11:00 A.M.—Report of Workshop Groups.

12:00-6:00 P.M.—Exhibits. *Convention Hall.*

6:30 P.M.—Aquacade. Bob Maxwell's Water Show Troupe. Cash Bar Cocktail Party. *Fontainebleau Hotel Pool.*

7:30 P.M.—13th Annual NOFA Banquet. Entertainment: Gretchen Wyler, Broadway and TV star; Sammy Shore orchestra. *Grand Ballroom.*

### SUNDAY, MAY 3

10:30 A.M.—Non-denominational Religious Service.

12:00-7:00 P.M.—Exhibits. *Convention Hall.*

8:30 P.M.—"Brainstorming for Profit Making Ideas." Conducted by Dr. Joseph W. Thompson.

### MONDAY, MAY 4

10:00 A.M.-4:00 P.M.—Exhibits open to interior decorators, designers, and businessmen; by invitation only. *Convention Hall.*

*Note: All events except the Exhibit take place in Fontainebleau Hotel.*

## LADIES' PROGRAM

### FRIDAY, MAY 1

10:00 A.M.—Get Acquainted Reception.

11:00 A.M.—Treasure Hunt (souvenirs).

12:00 Noon—Ladies' Luncheon. *Rosewood Room.*

2:00 P.M.—Bus Tour of Miami Beach and Miami.

### SATURDAY, MAY 2

10:00 A.M.—Southern Style Breakfast.

2:30 P.M.—North Bay Boat Cruise.



Top: Fontainebleau Hotel, site of NOFA Convention. Above: Miami's new Convention Hall where NOFA Exhibit will be presented.



Melvin L. Levin



George Stuart



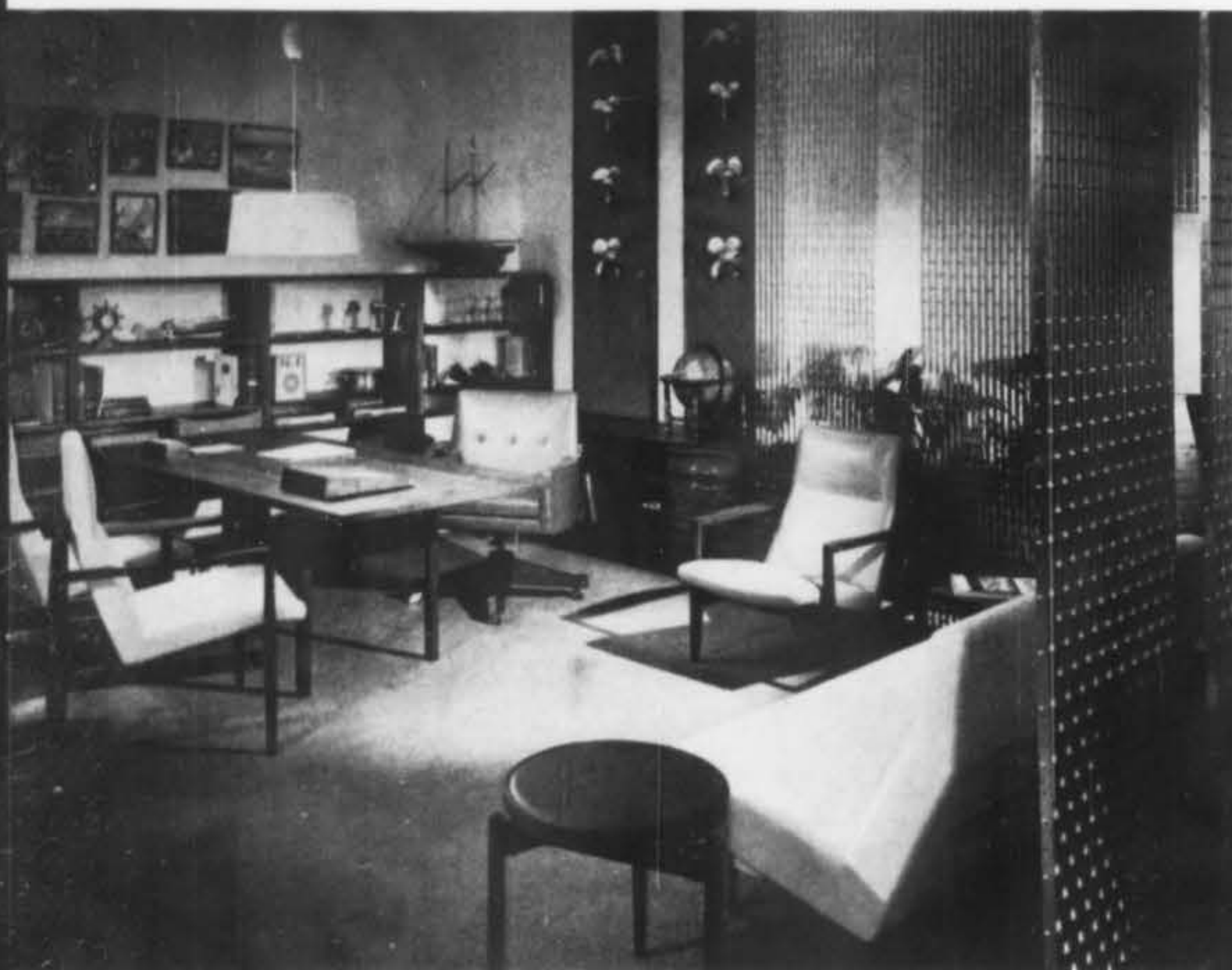
Walter N. Johnson



J. M. Eppinger

NOFA Convention personalities: Melvin L. Levin, president of Business Equipment Corporation, Boston; NOFA President. George Stuart, of George Stuart, Inc., Orlando, Florida; NOFA National Director, Chairman of 1959 Convention-Exhibit. Walter N. Johnson, Jr., senior vice president of Capital Airlines; keynote speaker. J. M. Eppinger, of B. G. Mesberg National Sales; will head Manufacturers' Workshop.

**A preview of new furniture and settings to be shown at the NOFA exhibit**



THE UPHOLSTERY LEATHER GROUP setting at left, just finishing a month's engagement at New York's Design Center for Interiors, will be reconstructed in toto at the NOFA exhibit. Designed for Jens Risom Design, Inc., by Vern Currie, A.I.D., of Richard Plumer in Miami, the setting is an office for a hypothetical president of a motor boat company, and it well demonstrates Mr. Risom's dictum that top executive offices should not be prosaic or impersonal but should express the tastes, interests and requirements of the individual. Leather, naturally, comprises many surfaces: two vibrant red vertical panels holding chrome propellers, swivel chair in turquoise, conference chairs in off-white, high-backed armchair in red, pull-out trays in shelves holding collection of marine objects in turquoise, etc. Red carpet, sofa in white cotton. Aluminum bridge gratings used as screens give cool contrast, exotic shadows.



Vern Currie



COSTA MESA FURNITURE MANUFACTURING COMPANY



JENS RISOM DESIGN, INC.



HERMAN MILLER FURNITURE COMPANY

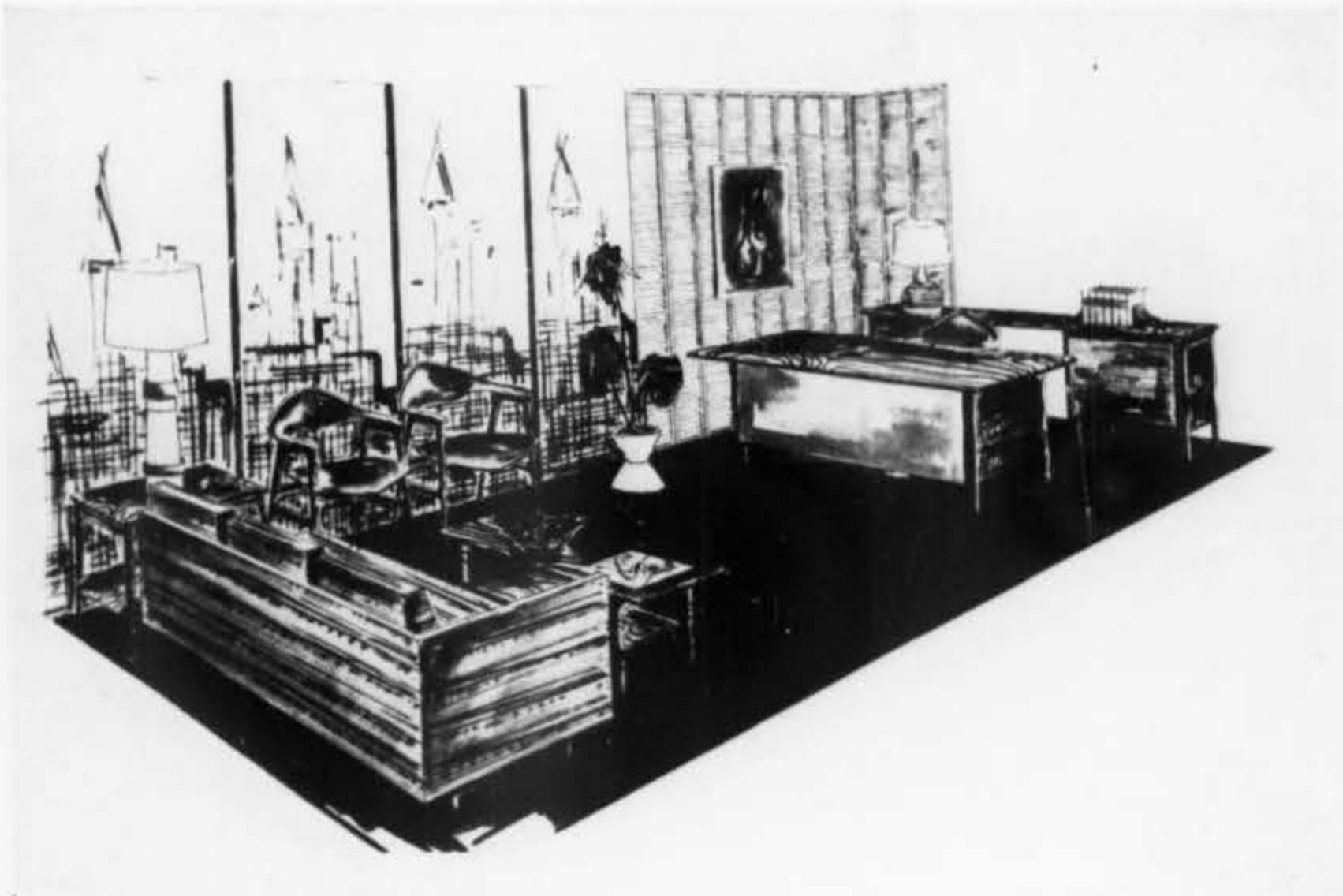


B. G. MESBERG NATIONAL SALES, INC.

JENS RISOM DESIGN, INC. offers a new model of its high-backed armchair, with a low seat for comfortable lounging. (Shown in leather in Upholstery Leather Group setting, in fabric in product photo). 27x30x34" high.

COSTA MESA FURNITURE MFG. CO. will introduce a new system in desk construction, in which all panels are replaceable. No longer a "box" construction, the desks have a welded steel skeleton to which individual front, side and back panels attach by screws from inside (see detail photo). Maintenance benefits are obvious. All drawers are on steel suspension arms. Now in gunstock finish on walnut, or light walnut lacquer; plastic panels slated for future. Legs in satin brass, chrome, or black steel.

HERMAN MILLER FURNITURE COMPANY will introduce its new "Comprehensive Storage System" designed by George Nelson to solve most storage problems, or accommodate nearly any office facility except seating. The components—simple shelves, doors, and dry assembled panels attached to poles in gray or natural anodized aluminum with black steel brackets—allow complete flexibility. Conference wall (large photo) includes blackboard, corkboard, light valance also holding movie screen, maps, charts. Small desk tops can fold out, or large ones can be set perpendicular to storage wall and rest at other end on satin chrome legs, with or without pedestal. Other possibilities: coat storage, concealing intercoms or loud-speaking telephones. Poles are 94, 106 and 126 inches long and extend two additional feet. Spring attachment at top rests against ceiling.



STANDARD FURNITURE COMPANY

B. G. MESBERG NATIONAL SALES, INC. will show many new lounge chairs, desk chairs, sofas, and desks designed by Paul McCobb. Pictured is steel-frame satin chrome-plated lounge chair with interesting stretcher and back frame detail, foam cushioned channeled seat and back. Manufactured by Custom Craft.

STANDARD FURNITURE COMPANY'S executive office setting will feature new lounge seating, cocktail and end tables, and accessory elements to match the 63 Group Executive Suite all-walnut natural-finish furniture. Many new correlated seat coverings in exclusive fabrics and leathers.

JOHN STUART, INC. will show its Architective office furniture designed by von der Lancken and Lundquist (June 1958 Interiors) with new structure for seating pieces: walnut legs of same grooved-corner design as desks and tables. (Steel pedestals still available, of course).



JOHN STUART, INC.



## A list of N. O. F. A. exhibitors, complete up to press time, and more new furniture

- Adapto Steel Products  
 Aetna Steel Products; Arnot Division  
 Alma Desk Company  
 Anderson-Hickey Company, Inc.  
 Art Steel Company, Inc.  
 Artistic Desk Pad & Novelty Company  
 Associated Plastics Company  
 The Bassick Company  
 Baumritter Corporation  
 Bay Products, Inc.  
 Bentson Manufacturing Company  
 Berkey Leather Furniture Corporation  
 Bernard Franklin Company, Inc.  
 Bevco-Precision Manufacturing Company  
 Blair Aluminum Furniture Company  
 Boling Chair Company  
 Borroughs Manufacturing Company  
 Brunswick-Balke-Collender Company  
 John D. Brush & Company, Inc.  
 Challenger Sales Company  
 Chicago Lock Company  
 Cole Steel Equipment Company  
 Columbia-Hallowell Division, Standard  
 Pressed Steel Company  
 Columbus Coated Fabrics Corporation  
 Corry-Jamestown Manufacturing  
 Corporation  
 Costa Mesa Furniture Manufacturing  
 Company  
 Cottonsmith Furniture Company  
 Cramer Posture Chair Company  
 Crucible Products Corporation  
 L. A. Darling Company  
 Davis Upholstery Company  
 Dazor Manufacturing Corporation  
 Delta Products Division, Air Accessories,  
 Inc.  
 Deluxe Metal Furniture Company  
 Designcraft Metal Manufacturing  
 Corporation  
 Despres Brothers Wood Products Company  
 Dorset Steel Equipment Company  
 Douglas Furniture Corporation  
 Durable Metal Products Company  
 Duraloom Carpet Mills, Inc.  
 E. I. du Pont de Nemours & Company  
 Eagle Ottawa Leather Company  
 Eisen Brothers, Inc.  
 Emeco Corporation  
 Equipto Division, Aurora Equipment  
 Company  
 Faultless Caster Corporation  
 Federal Industries, Inc.  
 Fibresin Plastics Sales Company  
 Filex Steel Products Company  
 General Plywood Corporation  
 The General Tire & Rubber Company,  
 Textileleather Division  
 Geyer's Dealer Topics  
 Giftcraft Leather Company  
 Gregson Manufacturing Company  
 W. H. Gunlocke Chair Company  
 Hale Industries, Inc.  
 Hamilton Cosco, Inc.  
 Hanes Chair & Furniture Company  
 Paul Hanson Company, Inc.  
 Haskell, Inc.  
 Hemisphere Steel Products Corporation  
 Hercules Seating Company  
 Herring-Hall-Marvin-Safe; Hall's Safe  
 Company  
 Hillside Metal Products, Inc.  
 The H-O-N Company  
 Hoosier Desk Company  
 Imperial Desk Company  
 Indiana Chair Company  
 Indiana Desk Company  
 Interchemical Corporation, Cotan Division  
*Interiors Magazine*  
 Interstate Metal Products  
 Invincible Metal Furniture  
 Irvall Associates  
 Jasper Chair Company  
 Jasper Desk Company  
 Jasper Office Furniture  
 Jasper Seating Company  
 JG Furniture Company  
 Johnson Chair Company  
 Kravet Fabrics, Inc.  
 Kreuger Manufacturing Company  
 The Landers Corporation  
 Jack Lenor Larsen, Inc.  
 Laverne, Inc.  
 Lehigh Furniture Corporation  
 The Leopold Company  
 McDonald Products Corporation  
 The B. L. Marble Chair Company  
 Marden Manufacturing Company  
 Marnay Sales & Manufacturing Company  
 Martin-Senour Company  
 Masden Chairs, Inc.  
 The Masland Duraleather Company, Inc.  
 Maso Steel Products  
 Master Manufacturing Company  
 Mayfair Industries, Inc.  
 Meilink Steel Safe Company  
 B. G. Mesberg National Sales  
 Metalstand Company  
 Herman Miller Furniture Company  
 Mills Company  
 The Milwaukee Chair Company  
 Modern Office Procedures  
 Modern Steelcraft, Inc.  
 Monarch Furniture Company, Inc.  
 Mueller Metals Corporation  
 Murphy Manufacturing Company  
 Murphy Miller, Inc.  
 Myrtle Desk Company  
 NOFA Office Furniture Magazine  
 D. M. Nacional S. A.  
 National Lock Company  
 National Plastic Products Company  
 National Sales Agency  
 National Store Fixture Company, Inc.  
 Nessen Studio, Inc.  
 Nucraft Furniture Company  
 The Office  
 Office Appliances  
 Office Equipment Manufacturing  
 Company, Inc.  
 Office Suites, Inc.  
 Parker Steel Products, Inc.  
 Parkwood Laminates, Inc.  
 Peter Pepper Products, Inc.  
 Polar Manufacturing Company  
 Harvey Propper, Inc.  
 Protectall Safes  
 Jens Risom Design, Inc.  
 Janet Rosenblum, Inc.  
 Rowen, Inc.  
 Royal Metal Manufacturing Company  
 St. Louis Industries, Inc.  
 St. Regis Paper Company, Panelyte  
 Division  
 Sainberg & Company, Inc.  
 John Savoy & Sons  
 Frank Scerbo & Sons, Inc.  
 Isabel Scott Fabrics Corporation  
 Shelbyville Desk Company  
 Shepherd Casters, Inc.  
 Sight Light; M. G. Wheeler Company  
 The Sikes Company, Inc.  
 Smith Metal Arts Company  
 Smith System Manufacturing Company  
 Smokador Manufacturing Company  
 Smo-King Products, Inc.  
 Stacor Equipment Company  
 Standard Furniture Company  
 Stanley Manufacturing Company  
 "Stauffer Office Gym;" Stauffer Reducing,  
 Inc.  
 John Stuart, Inc.  
 Sturgis Posture Chair Company  
 Stylex Seating Company  
 Taylor Chair Company  
 Thomas Furniture Company  
 Tiffany Stand Company  
 Trent Furniture Company  
 Tropicraft, Inc.  
 Troy Sunshade Company  
 United States Rubber Company  
 Upholstery Leather Group  
 Valco Company  
 Vanguard Steel Equipment Company  
 Victor Safe & Equipment; Remington Rand,  
 Inc.; Division of Sperry Rand  
 Corporation  
 Virco Manufacturing Company  
 Virginia Fibre Corporation  
 Vogel Peterson Company  
 Wells Chair Corporation  
 Westin Nielsen Corporation  
 Williams Desk Series  
 Wood Office Furniture Institute



JG FURNITURE COMPANY, INC.

JG FURNITURE COMPANY, INC. has added new pieces to its line of furniture originally used in the U. S. Air Force Academy. Pictured is an upholstered chair for use in conference rooms and board meeting rooms. Walnut with aluminum castings and foam rubber, it can be had with ash tray in arm as shown.



TAYLOR CHAIR COMPANY

TAYLOR CHAIR COMPANY'S space, designed by Leon Gordon Miller, will display a variety of Taylor's newest chairs in fabrics and leathers in gold, white and orange, Moselle Meals coffee-conference table. Background in Laverne's flecked gold and orange canvas wallcovering, bamboo and bead divider from Lutten-Clarey-Stern.



ROYAL METAL MANUFACTURING COMPANY

ROYAL METAL MANUFACTURING COMPANY will introduce a new reception room and lounge seating system, including chairs with backs, ottomans, a variety of tables and planters. A 24-by-20-inch module makes possible an unlimited range of linear, corner, and other seating arrangements. A standard square-tube frame achieves complete flexibility.



BENTSON MANUFACTURING COMPANY

BENTSON MANUFACTURING COMPANY will concentrate on executive and general office desks and companion cabinets, including newly revamped double-pedestal flat-top desk shown here.



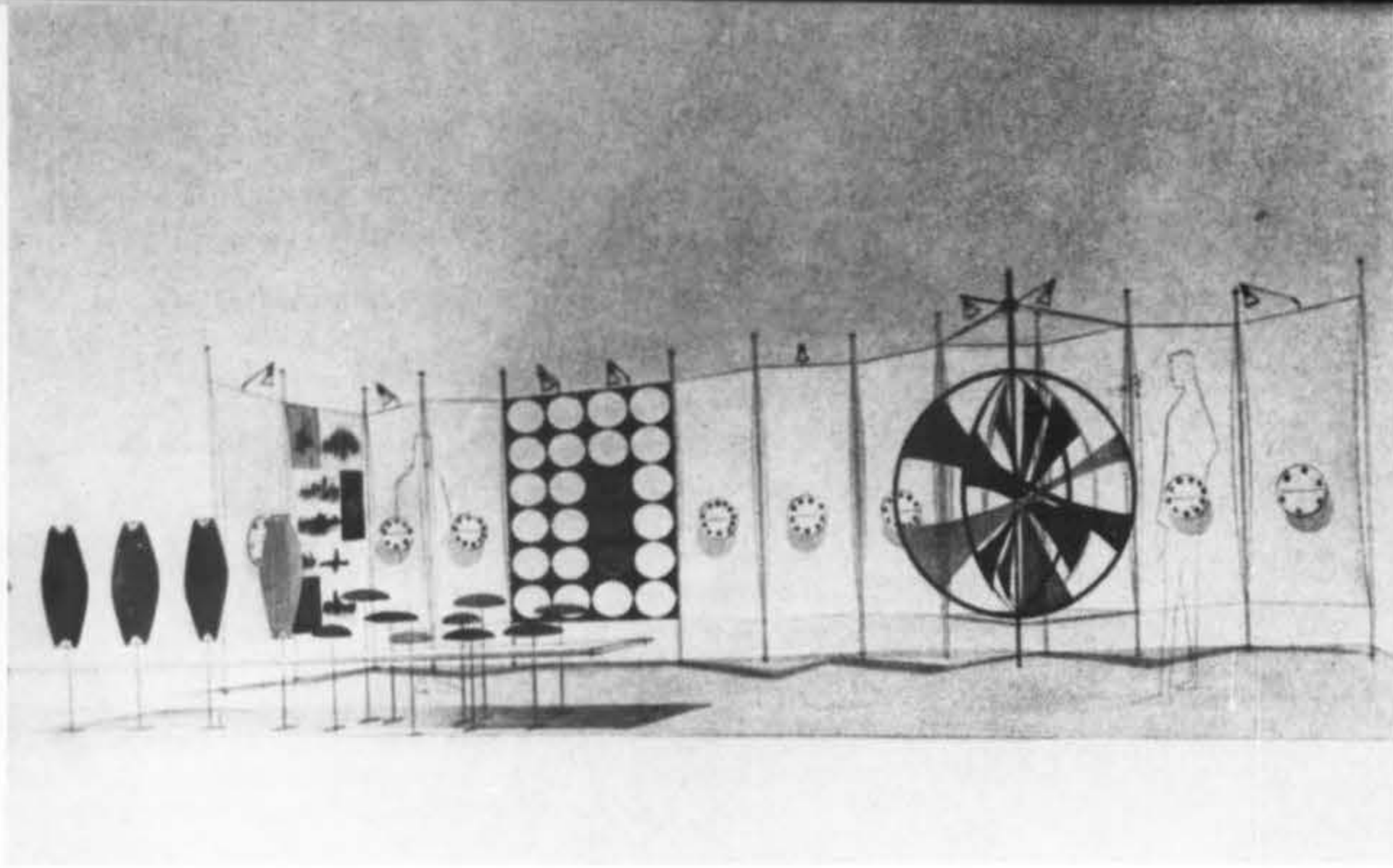
IMPERIAL DESK COMPANY

IMPERIAL DESK COMPANY'S new "Predicta" line of desks is engineered to gain the benefits of three materials: the strength and rigidity of steel in framing members, the practical efficiency of wood for drawers, and the indestructibility of Fibersin solid molded plastic for drawer fronts, panels, and tops. Adaptable to either executive or general offices, the desks have easily interchangeable drawers, three-point drawer suspension using self lubricating bearings to reduce friction of sliding parts.

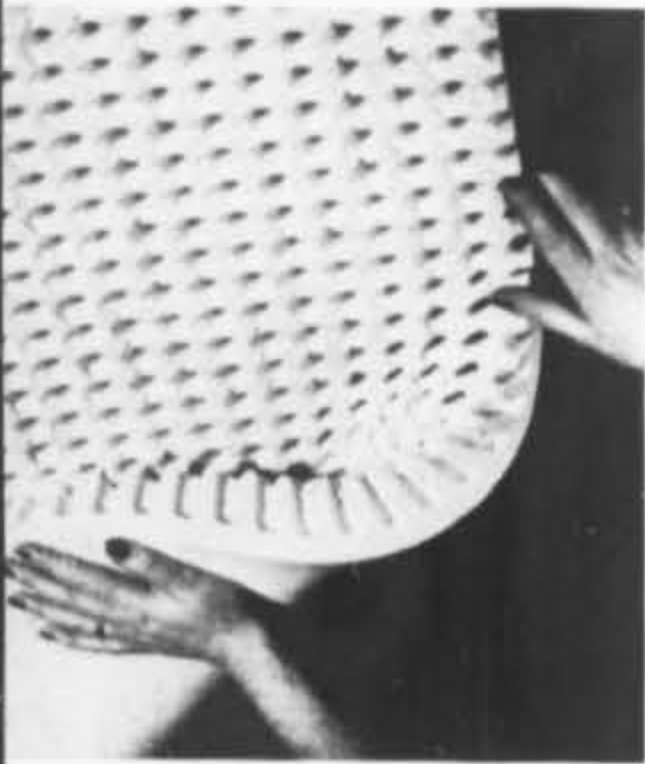


COLE STEEL EQUIPMENT COMPANY, INC.

COLE STEEL EQUIPMENT COMPANY, INC. will show a new line of "Imperial" modular units including tambour-door cabinets, pedestals, desk tops, bookcases, and combination units. Bases are recessed. Cabinets have adjustable compartments. All made of heavy steel in desert sand, mist green, or Cole gray baked enamel.



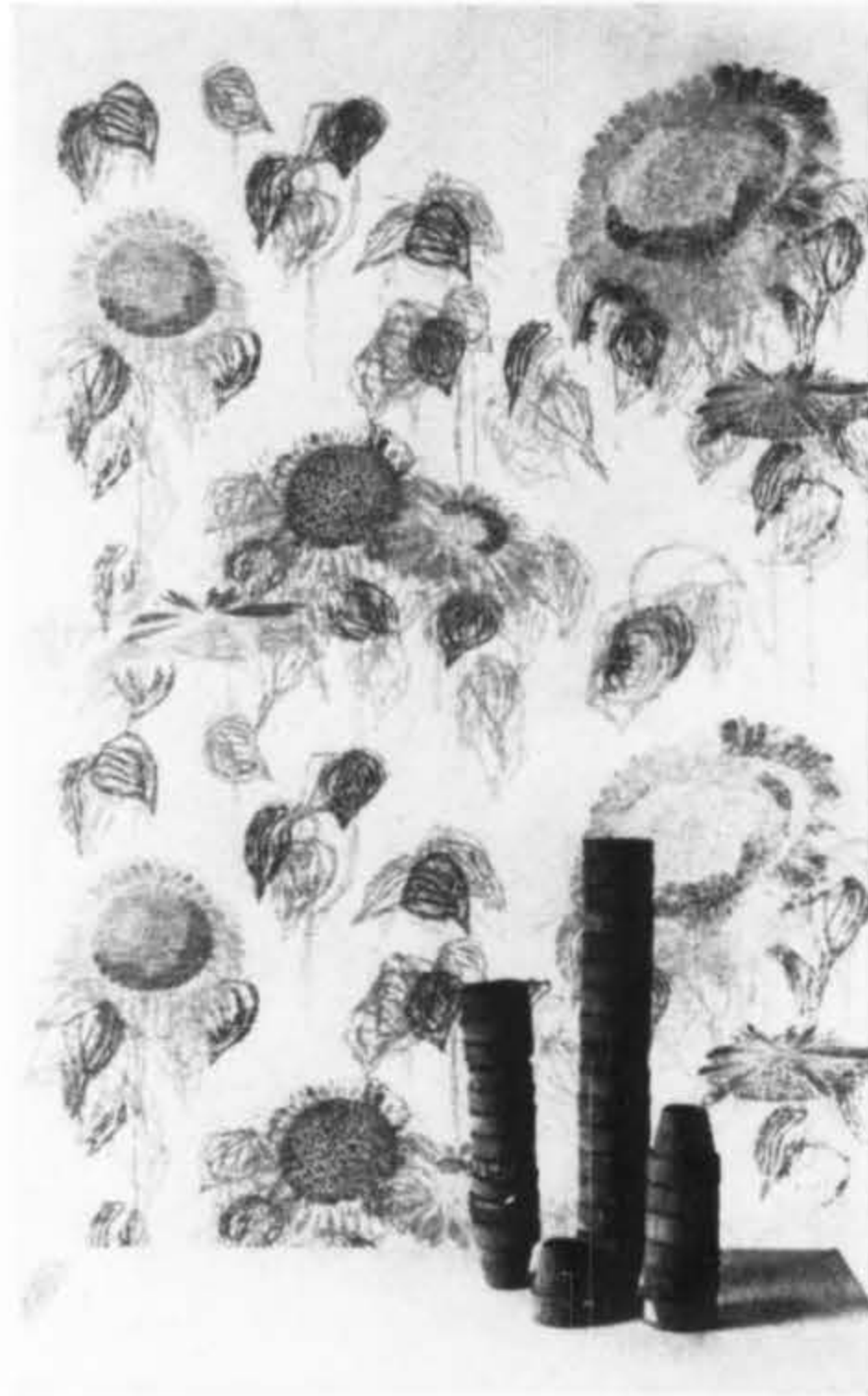
THE LANDERS CORPORATION



UNITED STATES RUBBER COMPANY



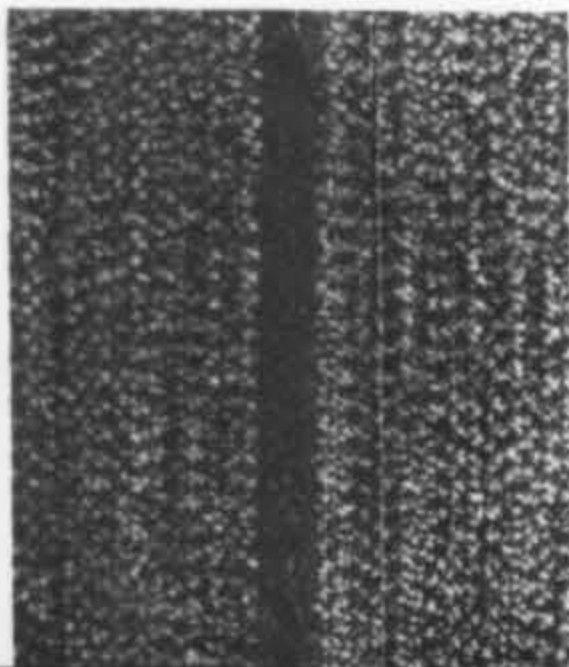
FAULTLESS CASTER CORPORATION



JACK LENOR LARSEN, INC.



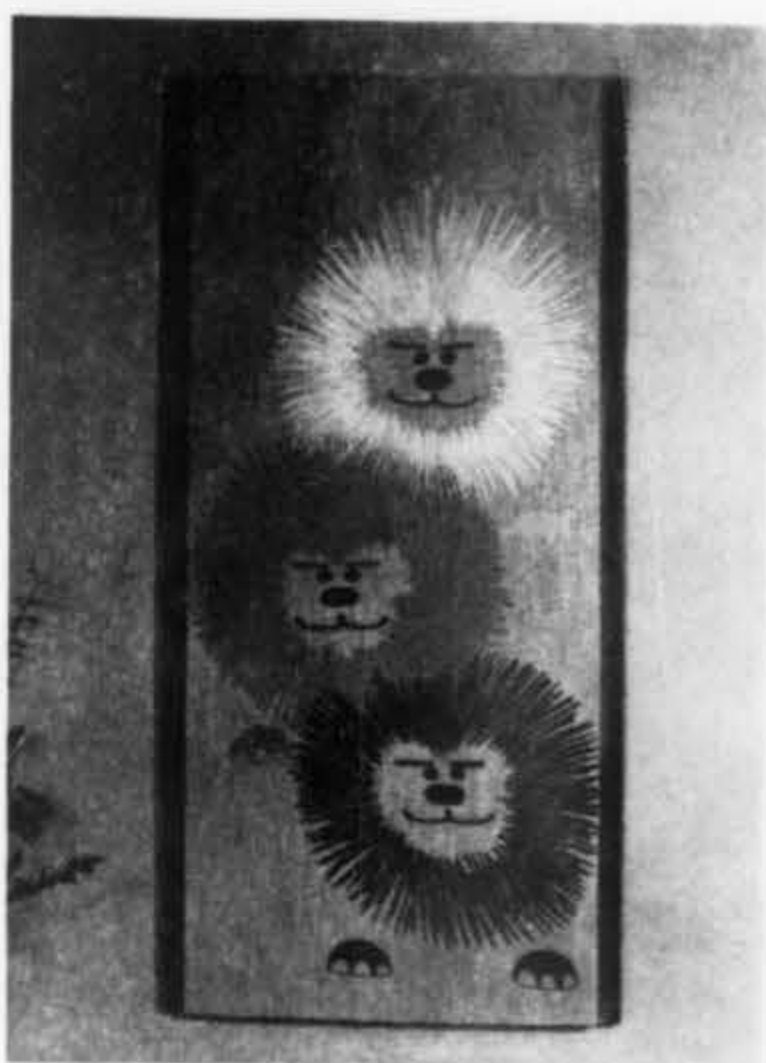
DURALOOM CARPET MILLS



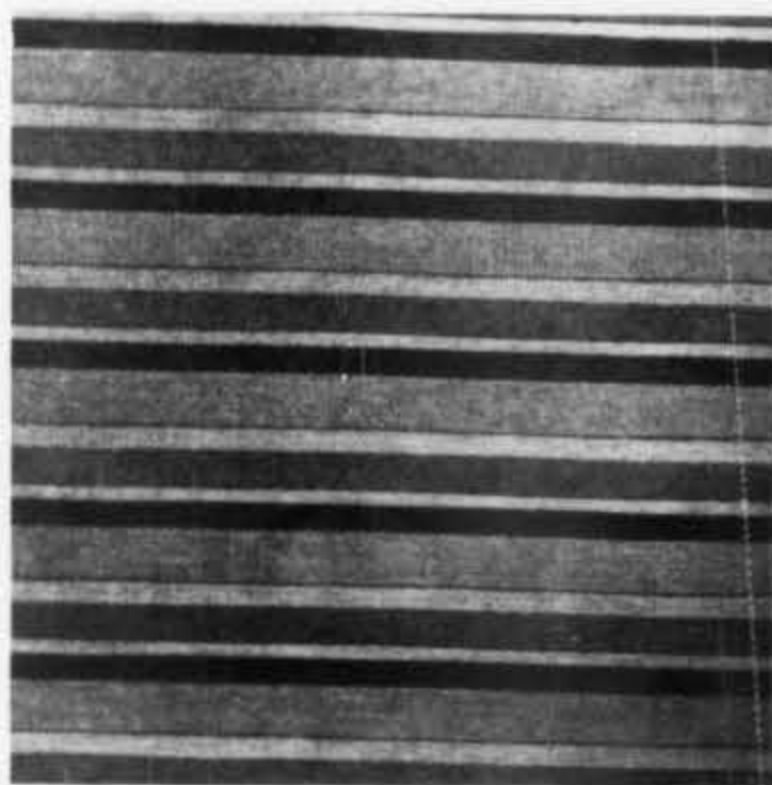
NATIONAL PLASTIC PRODUCTS COMPANY

## Accessories and basic materials firms participate

**NOFA**



PETER PEPPER PRODUCTS, INC.



KRAVET FABRICS, INC.



PARKWOOD LAMINATES, INC.

THE LANDERS CORPORATION will display its *Vaquero*, *Splendor*, and *Fascination* lines of vinyl-coated fabrics in many shapes in a light-hearted display by William Schmidt Associates. Sphere at right revolves.

UNITED STATES RUBBER COMPANY introduces its new *Koylon* cored foam flat cushioning in thicknesses of one and two inches (pictured). Also, new patterns and colors in *Elastic Naugahyde* and breathable *Nauga-weave*, and a new vinyl carpet.

FAULTLESS CASTER CORPORATION will demonstrate a new "Royal-Roll" caster. The wheel is a 2-inch ball of non-marking rubber, spherical steel horn, has double ball-bearing swivel construction.

JACK LENOR LARSEN, INC. will introduce two new fabrics: Selma Brody's "Sunflowers" (pictured) and Larsen's bold diagonal geometric, "Mystic."

DURALOOM CARPET MILLS' booth will be floored and backed in "Homespun" carpeting, newly available with one-inch stripes set two feet apart. Samples in bench. Booth designed by George S. Kanelba.

NATIONAL PLASTIC PRODUCTS COMPANY will show new *Nevamar* high-pressure laminates especially developed for office furniture surfacing. New patterns are *Stripetone*, *Riviera*, and *Nub Linen*, all in subdued shades for minimum eye-glare. Also in photograph, National Plastics' *Saranspun* draperies.

PETER PEPPER PRODUCTS, INC.'S "Dandy Lions" wall plaque of natural linen in walnut frame is offered as a trophy of distinction for execs without safaris in their pasts.

PARKWOOD LAMINATES, INC. will show among its many *Superwood* laminates of wood reproductions the new *Carpathian Elm Burl* pictured here, an almost extinct species.

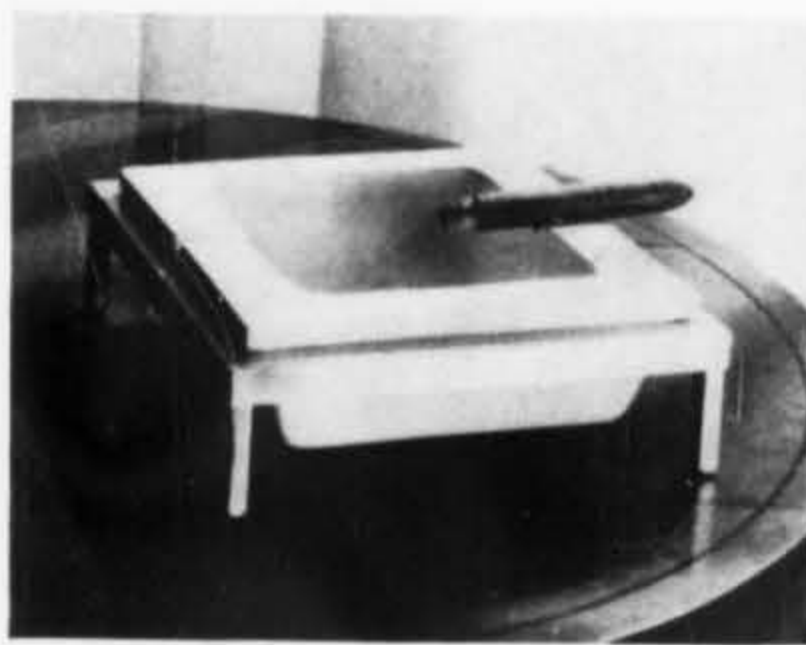
KRAVET FABRICS, INC. will show synthetic fabrics—nylons, sarans, and combinations thereof—for upholstery and draperies. New, very silk-like nylon stripe for upholstery pictured.

NESSEN STUDIO, INC. will feature new office lamps and accessories; table lamp in black or beige leather, fittings in brushed or polished brass, or satin chrome. Ash tray is satin white ceramic in 8-inch square brass stand.

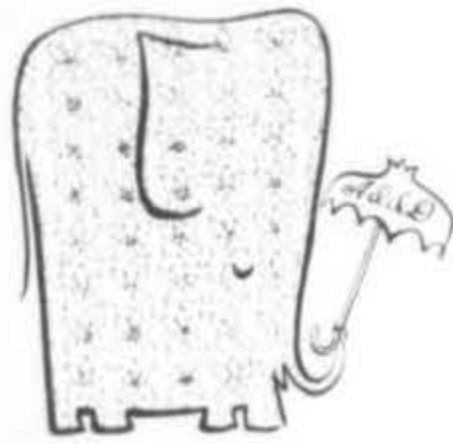
NOTE: Not illustrated but newsworthy is MARTIN-SENOUR PAINTS' new "Backgrounds for Business" palette of colors, coordinated with the colors of a number of NOFA-member office furniture lines, and suggesting both large-area wall and accent colors.



NESSEN STUDIO, INC.



# preview of **The Decorators Big Show** and **A.I.D. 4th Western Regional Conference**



*The American Institute of Decorators' Northern California Chapter is making another strong bid for the attention of industry and public alike in a conference also backed by the Southern California, North Western, and Texas chapters*

Saturday May 9th through Sunday May 17th will be gala days in San Francisco. On Friday the 8th and Saturday the 9th, the Northern California Chapter of the American Institute of Decorators will play host to the A.I.D.'s Fourth Annual Western Regional Conference. This is an important occasion for A.I.D. members and the trades, but alone would hardly be news to the public at large. It is the Northern California Chapter's attendant enterprise, the Decorators Big Show, which transforms the professional conclave into a promotion that is bound to capture the imagination of the public.

At this writing all exhibition space in the big Masonic Temple on Nob Hill (across the street from The Huntington Hotel, headquarters of the Conference) where the Big Show is to be held, is completely sold out. Judging by the attendance at previous "Big Shows" and by the promotional efforts that have long been under way, it will be a sell-out to the public too. "Big Show" Coordinator Everett Brown is putting finishing touches on an array of products and ideas representing manufacturers, importers, individual members of San Francisco's A.I.D. (the extra I. signifies this chapter's incorporation), and the Southern California, Arizona, and Pacific Northwest chapters.

#### **Officers of the Host Chapter**

Jeannette Kapstein, President  
A. Dudley Kelly, First Vice President  
Virginia L. Taylor, Second Vice President  
David W. Hall, Secretary  
Frank D. Stout, Treasurer

#### **Host Chapter's Board of Governors**

Karl Lengfeld, Chairman  
Archibald Taylor, Assistant to Chairman  
Jeannette Kapstein  
Karl Rhode-Hamel  
Malcolm Fries  
Delcena Bair  
A. Dudley Kelly  
Virginia L. Taylor  
Muriel Frowenfeld  
Nora Oberfeld  
Frank D. Stout  
David W. Hall  
Everett Brown  
Lawrence Kelly

#### **New Officers (elected on April 7th)**

Karl Rhode-Hamel, President  
Lawrence Kelly, First Vice President  
Everett Brown, Second Vice President  
Beatrice B. Rendal, Secretary  
Frank D. Stout, Treasurer

#### **Program of the Conference**

##### *First Day, Friday, May 8th, 1959*

Registration, 8:30 a.m.-12:30	Huntington Hotel Lobby
General Meeting Officers and Members 9:30 a.m.-12:30	Masonic Temple
Luncheon 12:30 p.m.-2:00	Fairmont Hotel Hunt Room
Tour and Wine Tasting Party as guests of The Jackson Square Assn. 2:00 p.m.-5:30	Merrivale to Jackson Square
Chinese Dinner 7:00 p.m.	Johnny Kan's Restaurant, Grant Ave. at Sacramento

##### *Second Day, Saturday, May 9th, 1959*

A.I.D. Big Show 9:00 a.m.	Masonic Temple
Tours 1:00 p.m.-6:00	Members Homes and Studios
Buffet and Dinner Dance 7:00 p.m.	St. Francis Yacht Club

Collins



Fries, A.I.D.



Brown, A.I.D.



Kapstein, A.I.D.



Kelly, A.I.D.



Bair, A.I.D.



Taylor, A.I.D.



Oberfeld, A.I.D.



Taylor, A.I.D.



Rhode-Hamel, A.I.D.

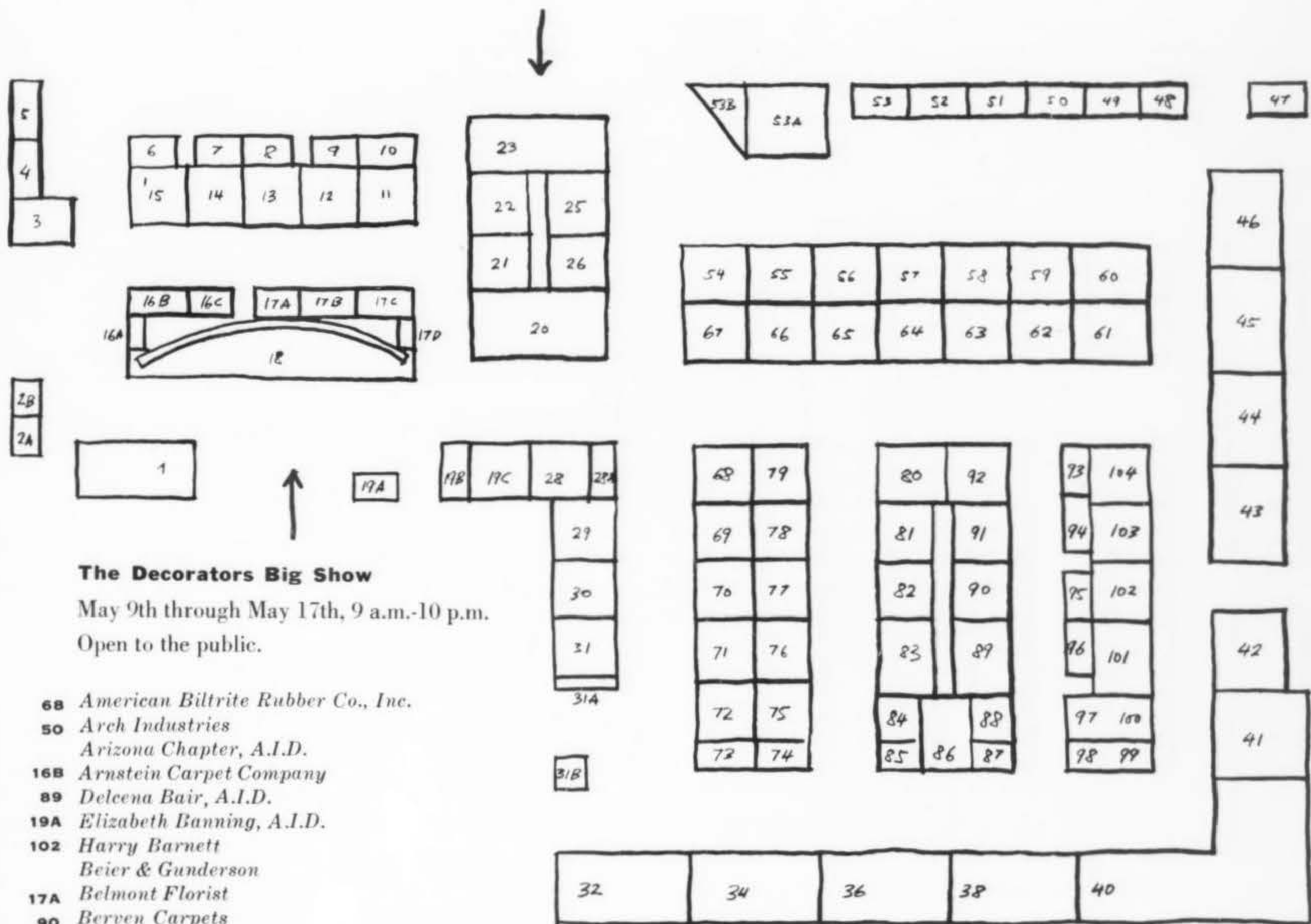


Lengfeld, A.I.D.



Hall, A.I.D.





**The Decorators Big Show**

May 9th through May 17th, 9 a.m.-10 p.m.

Open to the public.

- 68 American Biltrite Rubber Co., Inc.
- 50 Arch Industries
- Arizona Chapter, A.I.D.
- 16B Arnstein Carpet Company
- 89 Delcena Bair, A.I.D.
- 19A Elizabeth Banning, A.I.D.
- 102 Harry Barnett
- Beier & Gunderson
- 17A Belmont Florist
- 90 Berven Carpets
- 5, 44, 71, 14 Bonyuge's
- 45 Breuner's
- 11 Everett Brown, A.I.D.
- Mabel Burrowes, A.I.D.
- 31 Butterfield & Butterfield
- 67 Cal-Craft Wood Fabrics
- 29 Caro & Upright, Inc.
- 98 A. J. Casella
- 104 Decorative Plant Rentals
- Ruth Ellis
- Derek Fairman, A.I.D.
- 100 The Felters Company
- 92 Edward Fields, Inc.
- 55 Fortuny, Inc.
- 94 Leonard Foss
- 81 Muriel Frowenfeld, A.I.D.
- 87 Walton Gilbert, A.I.D.
- 176 Glass Fabrics
- 15 Greeff Fabrics, Inc.
- 32 Gump's
- 2A Lois Gundlfinger
- 28 David Hall, A.I.D.
- Hexcel Products
- 16C Hildebrand
- E. M. Hundley Hardware
- 1 Jackson's
- 88 Lillian Jankelson, A.I.D.
- 83 Jeannette Kapstein, A.I.D.
- 80 A. Dudley Kelly, A.I.D.
- 91 Lawrence Kelly, A.I.D.
- 21 Doree Kerr, A.I.D.
- Kneedler-Fauchere
- 54 Boris Kroll Fabrics, Inc.
- Kuhlmann

Booth Information Available As We Go to Press  
Information Booth is 42A

- 13 Lackawanna Leather Company
- 103 Helen Lamont, A.I.D.
- Laverne, Inc.
- 49 Richard Lawson
- 30 Gladys Layton, A.I.D.
- 82 Karl Lengfeld, A.I.D.
- Lenore Linens
- 31A Virginia Lewis, A.I.D.
- 17C Louma Hand Prints
- 85 Martin Imports
- McKinnon-Gavaller
- Lola McManus, A.I.D.
- 99 McPhee Wallpapers
- 26 Merryvale
- 28 Frances Mihailoff, A.I.D.
- 48 Graham Miller, A.I.D.
- 16B Mutual Woodworking
- Oakland Art Museum
- 95 Marie O'Donnell
- 18 Owens-Corning Fiberglas Corporation
- 75 Pacific Northwest Chapter, A.I.D.
- Palace of the Legion of Honor
- Paramount Venetian Blind Company
- 25 Neel Parker, A.I.D.
- Paulton Furniture Company
- 51 Lola Pilhower, A.I.D.
- 96 Pillow Craft of California
- Podesta & Baldocchi
- 6 Prints, Inc.
- The Resources Council of the A.I.D.,
- 74 Rickberg Importers
- 23 Robbins Floor Products, Inc.
- 53A Maurice Sands, A.I.D.
- San Francisco Museum of Art
- 47, 52, 53 Scalamandré Silks, Inc.
- 12 F. Schumacher & Company
- Isabel Scott Fabrics Corporation
- 75 Southern California Chapter, A.I.D.
- C. W. Stockwell Company
- 61 Frank Stout, A.I.D.
- 76 Archibald Taylor, A.I.D.
- 3 Howard Terhune, A.I.D.
- 56 J. H. Thorp & Company, Inc.
- 73 Thortel
- 93 Dean Trimble Imports
- 46 Tropicraft of San Francisco
- 62 Edwin F. Turrell
- 65 United Enterprises
- 40 United States Rubber Company
- Albert Van Luit & Company
- V'Soske
- 16A, 17D Sherle Wagner
- 22 James Walker
- 20 Wallpapers, Inc.
- Hamilton Wayne, A.I.D.
- 101 M. G. West
- 19C Clair Young, A.I.D.

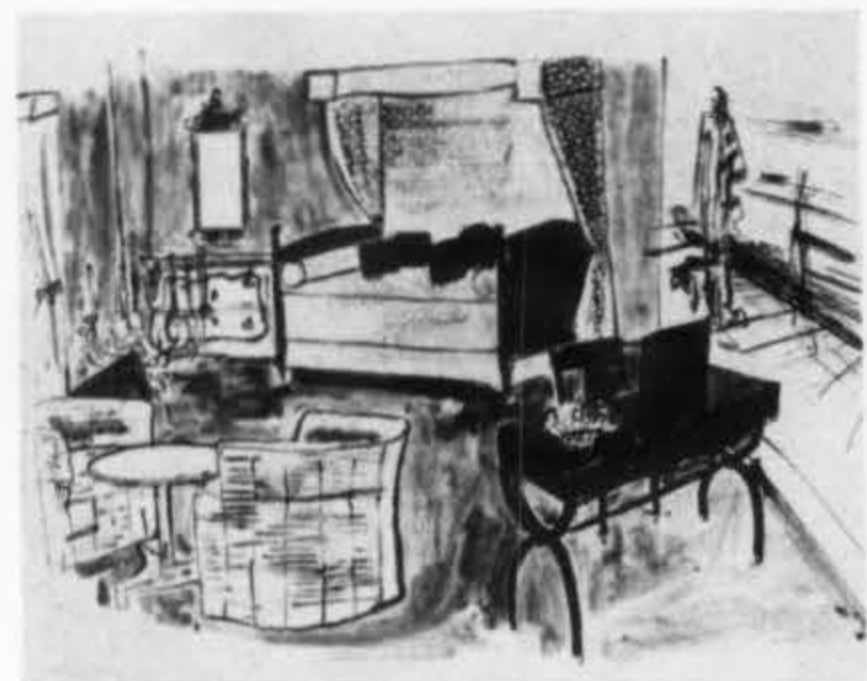


**Preview sketches for "Big Show"**

*Below: "Wake me up room" by Clair Young, A.I.D., has red Shiki silk walls, off-white floor, white metal canopy dotted with red flowers, brass poles.*



*Above: For Robbins Floor Products, Albert Richard Stockdale, A.I.D. associate, designed an "Air Africa" ticket office with a translucent plastic mosaic, and "Salon Femina" foyer, (background) in sienna and off-white vinyls.*



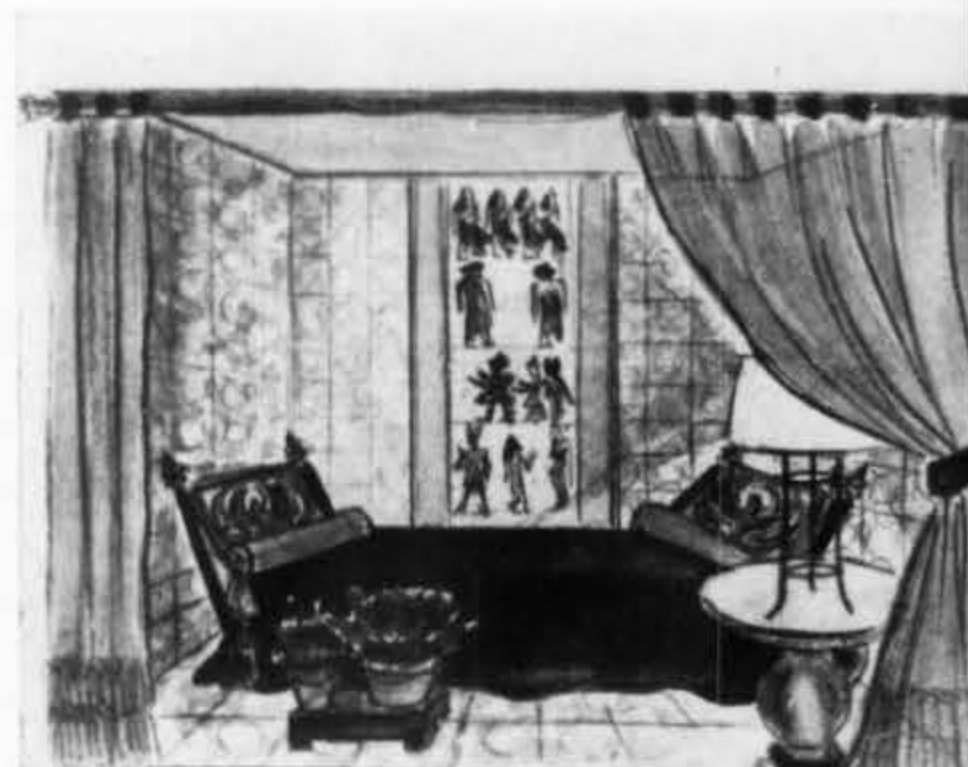
*Above: Karl Rohde Hamel, A.I.D., of Bonyng's designed a "Just 17" bed-sitting room, Viennese in manner, aqua and white in color, with Louma white-on-white polka-dot silk casements and linen lambrequins and wall covering.*



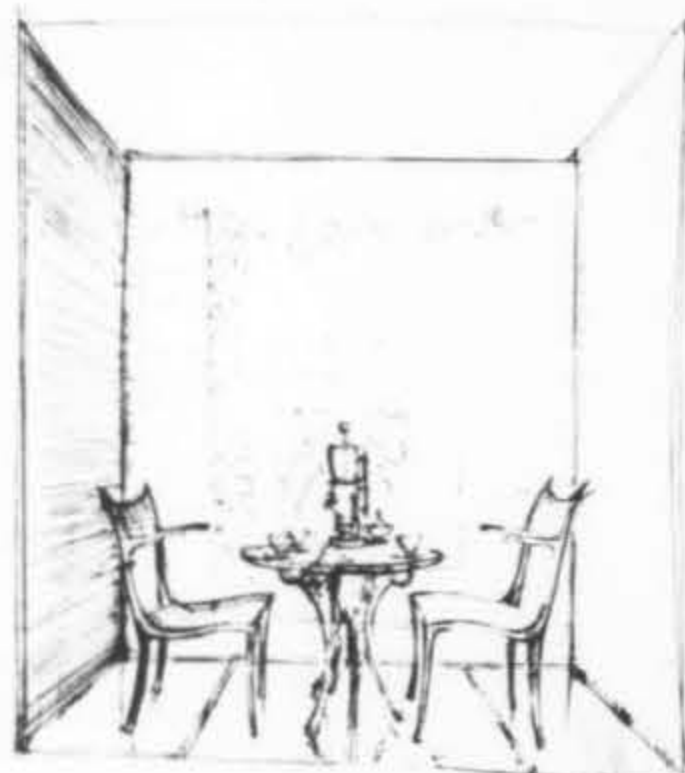
*Above: Felters Company game corner by Everett Brown Associates uses Emperor Blue Woolsuede banded with Chinese Ivory on antique chairs and desk, on walls, for draperies. Floor is white Marlite topped with Brown-designed hand-woven rug.*



*Above: The Fortuny study by Everett Brown Associates sets Italian Provincial antiques on a petit point Stark carpet surrounded by Dandolo Delphinum panels over walls painted in Chinese ivory, with blue and gold washed moldings.*



*Above: The Pacific Northwest Chapter is represented by Kaye and Kaye of Oregon, Egyptian prints adorn walls covered with textured Gene McDonald wallpaper, which covers the floor also. Ceilings and draperies are Felters Company "Woolsuede"; "mink" bedspread is Greeff's.*



*Above: Arch Industries bronze Italian furniture from the Dan Johnson Studio is posed before a Spanish Moss Felters Woolsuede wall and over Antico's Celestial Champagne Mist Vinyl Flooring, brass-striped. The designers: Everett Brown Associates.*



*Above: "A Corner of Repose" by Helen Breck Lamont, A.I.D. uses antique furniture in a frame of off-white Scalamandr  silk paper, off-white Scalamandr  silk windows, Scalamandr  velvet upholstery, and hand-painted mural by Al Banner of San Francisco.*



*Above: Lackawanna Leather and its West Coast distributor, Pacific Hide and Leather, present "Love Leather" in a setting by Everett Brown Associates. The luxurious new upholstery leather comes in 15 new colors, also by Brown.*



*Above: Formal "Garden Entrance" by Layton's of San Mateo focuses on a Baker Venetian cabinet in antique white and gold leaf, set before persimmon Japanese silk paper (Wallpapers, Inc.), custom-blacked "Chum Yin" scenic (Murals Inc.), over raised floor in Corsican Black Antico Renaissance vinyl tile.*

**Tour of Homes and Studios of A.I.D. members reveals subtly varied San Francisco Style**



dean stone-hugo steccati

**Jeanette Kapstein achieves serene classicism**

*Below: Jeanette Kapstein, president of the host Northern California Chapter of the A.I.D., is represented on the tour of homes both by her studio (illustrated) and her home. Both make the most of antique treasures as well as hand-made reproductions and works of art from her own workrooms, yet both are summery and uncluttered, taking advantage of San Francisco's view and flower-encouraging climate.*



**Spacious livability at Delcena Bair's**

*Delcena Bair, A.I.D. (Mrs. Bert Rabinowitz) firmly believes in expressing her client's personality. In her own living room she expresses her adaptability (a Montana girl, she has studied on both the East and West Coasts) and a predilection for comfort and roominess. Antique and contemporary furnishings are blended in a scheme of beiges, gray-blues, and flame accents. Draperies and woodweb shades are both handwoven. Marble and brass modern tables appear with antique tables and an antique French desk.*

**Frances Mihailoff's grand manner**

*Frances Mihailoff, A.I.D., moved her studio into what had been a leaky Bohemian atelier. Off-white paint on burlap walls, off-white Amtico vinyl floors, spring-green matchstick blinds covering the skylight create a refreshing background for mural panels by Douglas Riseborough on pecky Cypress, gold-leaf and persimmon screens, Scalamantré cotton brocatelle-covered sofa in spring green and off-white. Photograph at right is something else; a paneled Venetian display room for Magnin's designed by Mrs. Mihailoff.*



dean stone-hugo steccati



jack papazian



jack papazian



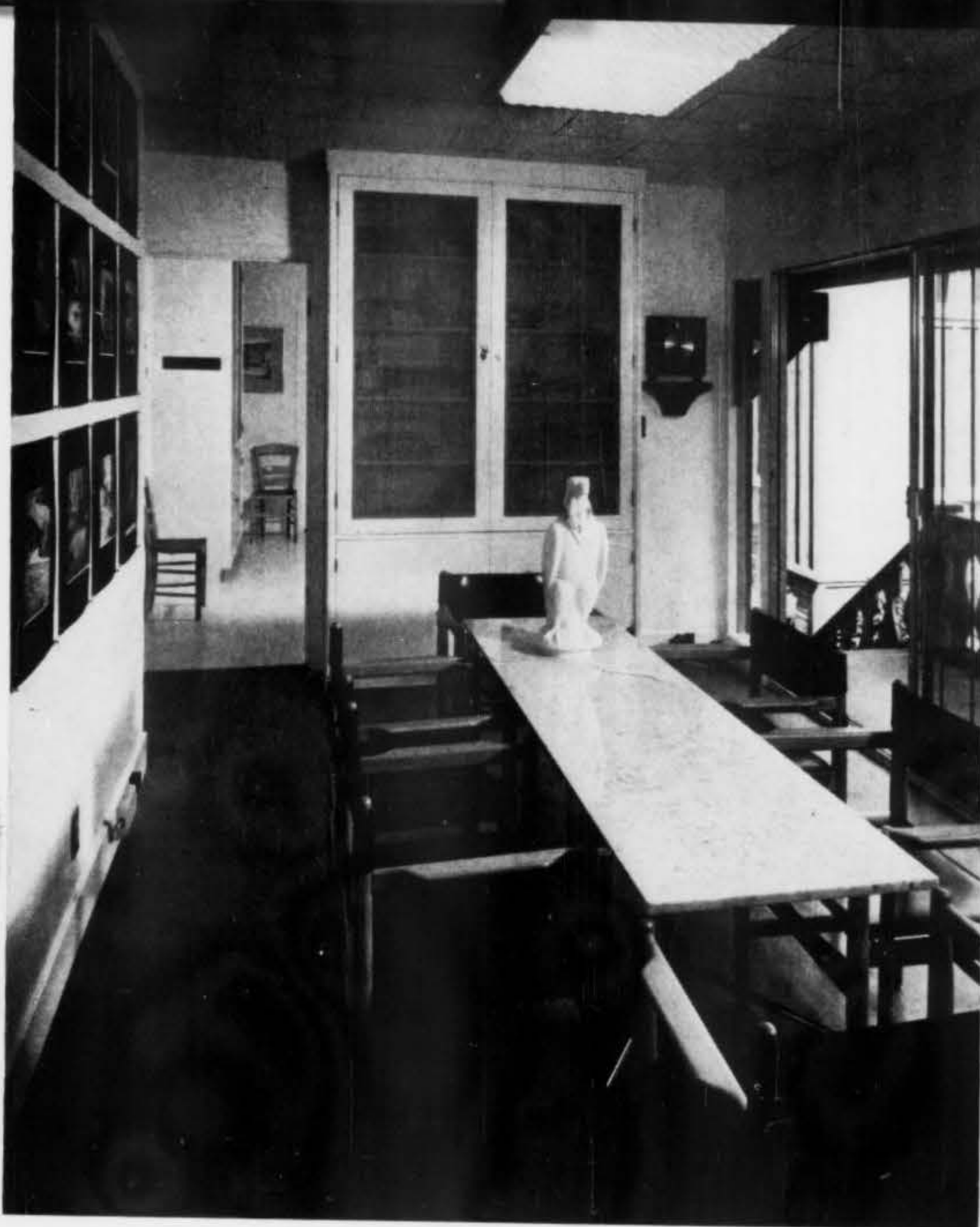
**A tour highlight: Everett Brown's delightful studio-residence on the Bay**



hedrich-blessing

*Everett Brown has recently redone his wonderfully Steinbergesque, thousand-angled all-shingled house and studio thrusting out over San Francisco Bay. The remodeling is even more in the direction of fun than Brown's original light-hearted treatment. New color scheme is predominantly red and white; these colors appear in carnival canopy over porch at right, and on walls and floors of dining room above, where rattan peacock chairs flank white marble table. Enjoyable details abound: old wooden spindles on window, white-painted carved cupid ornaments flanking lower window at right.*





*Studio for Everett Brown Associates on upper floor includes conference room at left, where handsome Danish chairs from Rickberg, Importers, in black leather surround a long, narrow table of marble on brass legs—the legs standing like sentries set out from the top; table designed by Everett Brown Associates. Photographs of work on left wall.*

hedrich-blessing



*Above: Living room is glass-walled to porch and view, comfortably settled on shaggy white rug. Red wall, red-and-white striped sofa, white piano and bench in niche by windows.*

photographs by dean stone-hugo steccati unless otherwise noted



*Left: Mr. Brown's office with massive desk built for two; his right-hand-man, J. Robert Collins, shares it.*



## On the tour: Barton Davis' century-old house and Graham Miller's apartment



all photographs on this page by dean stone-hugo steccati

BARTON DAVIS, A.I.D.



Drawing room of Barton Leonard Davis, A.I.D.

*Barton L. Davis, A.I.D. lives in a house that very well predates the San Francisco fire and earthquake, being, in fact, at least one hundred years old. Designer Davis has obvious respect for its superb proportions and details, has not tampered with its moldings, doors, windows, and niches, including the arched door niche that opens from the drawing room to the tiny protected patio that makes the best of San Francisco's long months of temperate weather while fending off its rather aggressive winds. Early nineteenth century predominates as the period of furniture and accessories, though well-upholstered anachronisms are placed without compunction where the demands of comfort dictate.*

### Period interiors aglow with daylight

*Graham W. S. Miller, A.I.D. is represented on the tour by reconverted apartments in a large old house on Presidio Heights. The living and bedroom illustrated belong to the rear or East apartment on the upper floor, with North windows looking out over the Golden Gate Bridge, Belvedere, and Sausalito. The living room was converted from the old dining room, from which paneling and built-in cabinets have been removed. Modern textured herringbone carpet sets off simple upholstered pieces and more elaborate accent antiques (Louis XIV, Louis XV, and Directoire) Regency bronzes, and Lowestoft. Colors are off-white for walls, beige, and avocado.*

GRAHAM MILLER, A.I.D.



Living and bed rooms in apartment of Graham W. S. Miller, A.I.D.





photographs on this page by phil palmer

### English recruit on Jackson Square



DEREK BARKER

*Derek Barker, formerly of the Royal Air Force, came to the United States in 1947. His working life has centered around carpets—their design, manufacture, and distribution, starting with a study of fabric and carpet design. Latest chapter in Barker's success story is his new corporation, International Carpet Mills; Barker will act as president both of that and of International Floorcoverings. International Floorcoverings will remain at its present location, but in late April International Carpet Mills will open headquarters at 560 Pacific Avenue in old Barbary Coast territory. Barker's affinity for San Francisco decor is exemplified here by two photographs of his duplex apartment. View from entry into living area (above) shows heavy gold-leaf folding doors made from original Italian molds, a black iron Italian cockerel, and Hong Kong teak. In upstairs living room (below) white Rugerofers rug and carpet match grass walls, silk draperies; avocado, burnt orange accents.*



### Jofa, another recruit

*Jofa Inc., formerly at 442 Post Street (since 1928), has just moved its San Francisco headquarters to Jackson Square—precisely 711 Sansome Street at the corner of Gold Street. The new showroom, occupying approximately 2200 square feet, is under the management of George Manning. The telephone number, incidentally, remains the same, SUTter 1-1886.*





*Manhattan's proud memento of Edwardian elegance—home to princesses and potentates, movie queens and oil magnates, Eloise and Frank Lloyd Wright—plays hostess this month to the American Institute of Decorators*

If Central Park is a welcome oasis within the stony confines of Manhattan, the Hotel Plaza looming majestically over the Park's main entrance is no less of an oasis in this city of compulsive newness. A sprawling park with all of nature's verdant contours and a hotel with mansard roof and marbled interiors seem outrageously outdated in today's Manhattan. Yet by some happy chance these felicitous neighbors have managed to escape the city's inveterate destroyers of yesterday.

Many hotels have come and gone in this restless town, but the Plaza stays on like an aristocratic old dowager proudly flaunting her old-world manners with a self-assurance that denies contradiction—a superplush example of the hotel style of the early 1900's, as Lucius Beebe has said, "whose regular patrons still take single eye-glasses, Rolls-Royces and the oldest titles of Europe as the merest commonplaces."

#### **Better view than the Alps**

When the Plaza opened its now legendary doors on October 1, 1907, the *New York Times* featured such front-page headlines as: *Mrs. A. G. Vanderbilt in Auto Smash, Bogus Count Steals \$17,000 by Cable, Must Quit Sports to Get a Million, Kipling Starts West, Arose From Coffin* which tells of a woman who apparently did just that. Among the day's advertisements we learn that Lord & Taylor was having a sale of muslin underwear, silk petticoats, kimonos, corsets, and wash waists; while under *Help Wanted Female* we find that Domestic, Lady's Maids, Seamstresses, and Singers, were all that was wanted.

On page 12 we learn that *New Plaza Hotel Will Open Today*. "In point of fact," says the *Times* reporter, "the new hotel, which represents all that is latest in hotel building and fitting," opened the previous evening at a dinner for about 100 representatives of the press who heard enthusiastic speeches by the Plaza's architect Henry J. Hardenbergh and other interested gentlemen. Perhaps the general exuberance of the occasion can be summed up by the remark of one speaker who considered the view from the Plaza "better than any view from the Alps or the Rockies." The dinner was held, we learn, in a small banquet hall, "one of a series elaborately decorated with mirrors hung with brocaded old-rose satin, and last night, lighted up with innumerable electric chandeliers; it immediately gained recognition as one of the prettiest banquet

halls in the city." Another exciting feature of the opening ceremonies was a fleet of new French taximeter motor cabs parked in front of the hotel, "attractive looking vehicles," according to one report, of "a rich red shad color, picked out with green."

"Alfred Gwynne Vanderbilt's name," the *Times* tells us, "appears on the new register as that of the first guest." This, it should be realized, was a startling revelation in 1907. No respectable person would have considered living in a hotel before the Plaza came into being, as can be guessed by the many awed newspaper accounts about the wealth and prominence of the people who planned to make their home in the new hotel. Even technical writers were apparently not immune to this awe. "Here," elated the *Architectural Record*, "a wealthy man can establish a permanent, attractive residence, without the trouble of having to look after its maintenance; nor need he dismiss his servants when he goes abroad or to his country seat."

But the Vanderbilts were apparently breaking more than social precedence. According to Mrs. Clara Bell Walsh who lived in the Plaza from the day it opened in 1907 until she died there in 1957, she and her husband were the first to sign the register and not until years later did she hear that "one of the Vanderbilts signed his name above ours."

#### **Palaces that stir the passion**

The "world's most luxurious hotel" as the Plaza was called in 1907 was by no means the only architectural spectacle on Fifth Avenue. Henry J. Hardenbergh's gigantic version of a French chateau of the Renaissance overlooked a spectacular parade of fanciful mansions touching grandiose shoulders as they marched up the Avenue from the 50's to the 90's—"palaces that stir the passion of the socialist to envy," to quote *Munsey's Magazine*. It was the extraordinary absence of unity in the architecture of these millionaires' mansions that prompted a visiting Frenchman to call America "the country of the individual will." Individuality was indeed rampant in and out of these palaces. Billions of dollars worth of old paneling, tapestries, furniture, and old masters had been ravished from the castles, palazzos, and mansions of Europe to equip their interiors, not to mention Mrs. John Jacob Astor's famous two-ton bathtub cut out of a solid block of marble. (Continued)

# THE PLAZA

*By Marian Page*



*Facing page: The Plaza as it looked from Central Park in 1907. Above, top to bottom: One of original dining rooms; French taxis at 59th Street entrance of new Plaza; Tea Room of 1907, now known as the Palm Court.*

## The Plaza

### Chacun a son gout

Neither was the Plaza exempt from eccentricities. There was, for example, the Princess Vilma-Parlaghy who always checked into the hotel accompanied by her own crested gold dinner service and a retinue of servants. When she served dinner in her suite, it has been told, five butlers and two footmen appeared in crimson satin jackets and black satin knee breeches, with sterling silver buckles on their pumps. And there was Evander Berry Wall, "The King of the Dudes," who refused to rinse out his mouth with anything but vintage champagne; and the Augustus A. Busches who stayed at the Plaza en route from St. Louis to Europe and transported their luggage from hotel to pier in a wagon drawn by six Sicilian donkeys. Perhaps the only idiosyncrasy that was not overlooked by the Plaza authorities was Mrs. Patrick Campbell's (G. B. Shaw's Stella) unbelievable indiscretion in lighting a cigarette while having tea in the Palm Court.

But the Plaza has always been lenient with its non-conformist guests. Haven't we learned from *Eloise*, Kay Thompson's best-selling brain child and probably the most uninhibited guest the Plaza ever had to contend with, that it is "the only hotel in New York that will allow you to have a turtle?" Another non-conforming current\* Plaza resident, Frank Lloyd Wright, tells us it has lots of things wrong with it "but no place else in New York could even begin to approximate home to me."

Undoubtedly one of Manhattan's most storied hotels, the Plaza has featured prominently in best-sellers from *The Great Gatsby* to *Eloise*, and it is interesting that neither the first socialites who moved into the hotel's luxurious high-ceilinged suites in 1907, nor F. Scott Fitzgerald's sad young men of the 20's, would feel a bit out of place in the Plaza of the 50's that *Eloise* knows so well.

### As if from out the forest itself

As an indication of how little the appearance of the Plaza has changed since it opened in 1907, we have only to refer to the comments in the architectural magazines of the time. The Plaza's own architect, Henry J. Hardenbergh has his say in *The New York Architect* of January 1908. "In designing the exterior," he tells us, "an earnest effort was made to embrace the opportunity offered by the exceptional site in allow-

ing the building to be viewed in its entirety from many points of view and considerable distances—to present a dignified mass with bold sky lines, rather than a composition of more elaborate or picturesque detail . . ." The four lower stories of marble "in bold lines and projections," he explains, "give the necessary suggestion of solidity for the base, the severity of eight stories above left bare of ornament . . . while the remaining stories superimposed break out in balconies, loggias, gables, and tourelles, crowning the whole and giving the note of interest and architectural effect. As seen from across the open plaza outlined against the sky or from within Central Park rising beyond the foreground of green trees and foliage as if from out the forest itself (page 128), the building at least fulfills," says Mr. Hardenbergh somewhat wistfully, "the intention of the designer and possesses a unique charm which, it is hoped may count as a successful performance."

*Designing a Metropolitan Hotel—The Plaza*, an article in a 1907 issue of *Architectural Record*, commends the appointments of the Plaza which include "besides sumptuous decoration, the latest devices that make for facility of operation and the maximum of comfort for the most exacting and fastidious hotel patron." Nevertheless this architectural critic of 1907 was not entirely pleased with the public rooms. "In treating of another hotel in a recent issue," he tells us, "it was remarked that the decorating of our large hotels is proceeding along more rational lines, recognizing the fact that the inmates of a hotel have a right to expect their surroundings to be entertaining and amusing. In the Plaza," he complains, "we do not find any indication that such a point of view has been entered into, and if we are to express our opinion on the merit of its interior decorative treatment we should say that it is characterized by a failure to make the public rooms entertaining. While the Café and the barroom (facing page) . . . are very pleasing in effect, they lack . . . the quality of being also amusing and diverting." While he considers the Plaza's restaurants "very gorgeous in their ornate coffered ceilings and glittering chandeliers, they are not," he says "rooms in which it is inviting to eat." The fashionable and famous eaters who frequented these restaurants suggest that perhaps the architectural writer should stick to design and leave digestion to the chef. "You knew almost for sure," said Clara Bell Walsh when reminiscing about the Plaza's early days "that day after day certain people would be at their accustomed tables in



*The Plaza's Grand Ballroom as it was restored by David Williams, A.I.D. Royal purple silk damask curtains (F. Schumacher & Company)—extending from stylized crown on central arch of proscenium and in archways—accent gold and white elegance of the setting. Right: Palm Court as painted in 1907 by C. Allan Gilbert. Far Right: 1907 Oak Room showing still existing carved oak paneling and murals of three Rhine castles between arches.*

\* The word "current" was accurate when this article went to the printer but as we go to press we are informed of the sudden death of Frank Lloyd Wright in Phoenix, Arizona.



## The Plaza

the various restaurants. You could count upon seeing the Dolly sisters, Diamond Jim Brady and Thomas Fortune Ryan at dinner in the Grill . . ." And as for breakfast in the Café (the present Edwardian Room), she recalls that John (Bet-a-Million) Gates, tin magnate John Topping, and others of equal "influence and wealth" could invariably be found "plotting" the course that Wall Street would follow that day "over prodigious repasts of pig's knuckles, creamed chipped beef, and mutton chops."

### Dowager of the haute noblesse

A large percentage of the Plaza's guests over the years has consisted of permanent and semi-permanent residents. Thus a great portion of the upper floors is devoted to suites and apartments, some of them still occupied by those who made the Plaza their home in the exuberant pre-war years when capitalists could afford to, and usually did, indulge their most fanciful vagaries. It is the spirit of that carefree and elegant age that still hovers over the Plaza and, no doubt, partly explains its appeal for the old ladies and comfort-loving tycoons, as well as the titled Europeans and young Americans who are still to be seen sitting in its lobby, having tea in its Palm Court, dining in its Edwardian Room, sipping cocktails in its Oak Room, dancing in its ballroom.

One walks between the impressive bronze torchères which guard the Plaza's Fifth Avenue entrance and one feels the breath of a more elegant, more leisurely era whispering around its marble columns, down its spacious corridors, around its glittering chandeliers, its high coffered ceilings, its elaborately carved wood and bronze work. Half a century after it opened the *New York Times* paid tribute to the Plaza as "a dowager of the *haute noblesse* . . . still dashing and fashionable."

### The past recaptured

How the Plaza has managed to mellow so gracefully into a New York tradition is not entirely clear. Neither its happy proximity with the Park nor the loyalty of its discriminating clientele can wholly explain how the Plaza has escaped the city's post-war wreckers' rampage. Some of the credit must go to the Hilton Corporation which took over the hotel in 1943. But even the experienced and cynical Conrad Hilton admits that he succumbed to the Plaza's subtle charms. So in the final analysis we can only assume that it is the Plaza herself who casts a spell on all who enter her ornate portals.



1) State Suite as it was in 1907; and 2) as restored by James S. Graham Jr., A.I.D., in 1954.

3) Palatial bedroom in Venetian suite done by Tom Lee, A.I.D. with gold and white flocked wallpaper, gold baroque wood carving over bed, bombe dresser and carved baroque mirror.



4) Drawing room of Lady Mendl suite as redecorated by David Williams, A.I.D.; and 5) as it was done by Lady Mendl herself. Note rococo console and mirror in both versions. New suite is done in olive green and pale blues. Imported French armchairs (Bodart) were added to suite by Williams.





6



7

6) Plaza's Vertes suite decorated by Lady Mendl with pieces from French 18th, 19th centuries and General Grant periods. 7) and 8) Miss Duncan's suite as it was when she lived in it. 9) Drawing room as redecorated by David Williams, A.I.D., keeps original antique gold occasional chairs and love seat newly upholstered in green silk damask with pink rose pattern (Greeff). Draperies are green silk (Kravet).

8



9



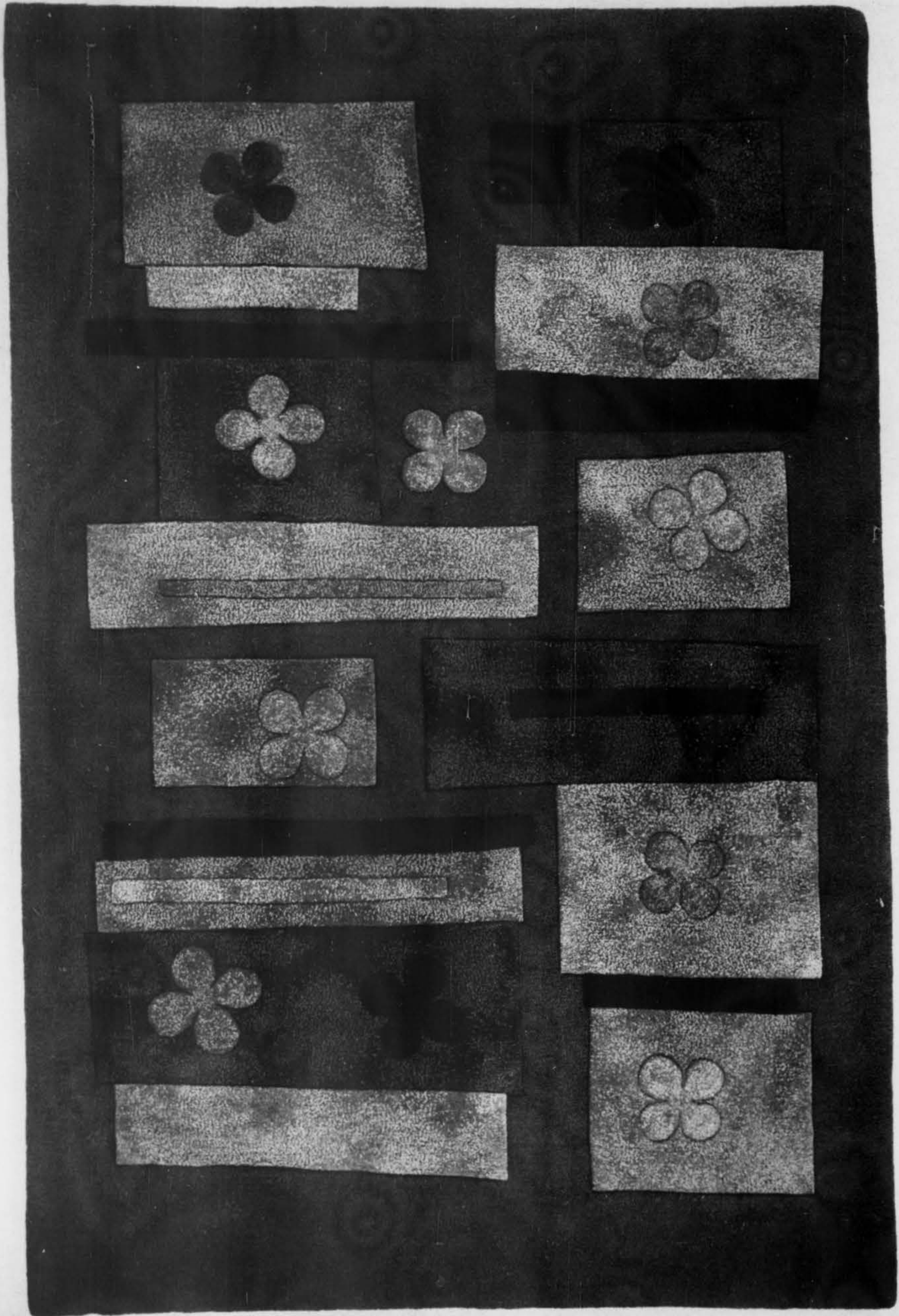
When the Hilton people decided to refurbish the Plaza they realized they were dealing with precious intangibles. They thought for a long time before bleaching the Oak Room's black paneling to brown, and were highly relieved when it was accomplished without arousing the protest of a single guest. More spectacular but no less successful was the recent restoration of the Plaza's ballroom. Last summer, under the guidance of Hilton decorator David Williams, A.I.D., it was beautifully restored to the gold and white grace it had formerly possessed. Although the present ballroom was not added until 1921, its original decor was entirely in keeping with the spirit of the Plaza. However the passing years and coats of beige paint had dimmed much of its exquisite panel carving, painted medallions, and tracteries of Louis XVI arabesques. A meticulous restoration reveals once more the ornaments which give this room an intimate aura of splendor seldom found in public ballrooms.

#### de Wolfian touches, Tiffany glass

It was inevitable that Elsie de Wolfe, otherwise known as Lady Mendl, and "America's First Decorator," should have left an impression of her taste upon some of the Plaza's suites (see cuts)—a taste, in fact, which while widely advocating "the beauty of suitability" and the expression of personality, had a way of running to the exuberance of Louis XVI chairs, Savonnerie carpets, and Nattier portraits—plainly the Plaza's decorative metier. The suite originally decorated by Lady Mendl in the mid-40's for her own use has just been redone by David Williams to suit contemporary guests, while retaining a few de Wolfian touches.

Neither did Mr. Williams entirely neglect the Edwardian flavor of another recently redecorated Plaza suite which had been occupied for half a century by Miss Susan Duncan, who liked to surround herself with Tiffany lamps and family portraits. We might have wished that Mr. Williams had not found it necessary to transform Miss Duncan's Tiffany-chandeliered dining room into a contemporary den but the living habits of today's guests cannot be ignored altogether.

The Plaza's State Suite, recently called "a pink memento of old New York," by an appreciative reporter, was faithfully restored to its early splendor in 1954 by James S. Graham, Jr., A.I.D. (see cuts). Originally planned for the private entertaining of notables, the State Suite was leased early in its career as part of the apartment of art collector S. R. Guggenheim, and (Continued on Page 180)



V'Soske's 1959 exhibition of 15 area rugs, entitled "New Levels in Rugs," represents a total mastery of the rug-making craft by Stanislav V'Soske, interpreted through the design imagination of V'Soske himself, Al Herbert, George Nelson, and Olivia Lord. The extraordinary refinement of techniques which Mr. V'Soske originated more than thirty years ago, is apparent in his use of subtle changes in the rug textures, which range from luxurious velvets to carved wools; differences in pile height defining the designs; combinations of cut and looped pile; and a unique use of vibrant colors.

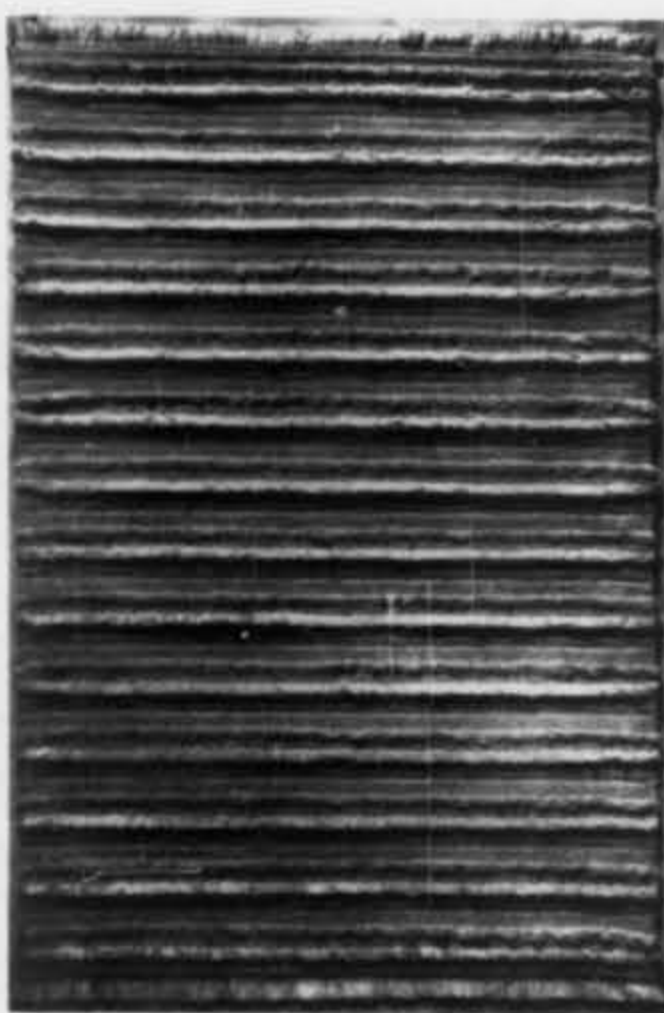
The rugs are divided into four groups. The first, labelled "Texture and Color," includes three rugs of particular interest that can also be used as wall hangings. "Bow-Knot" (facing page), designed by Al Herbert, is a contemporary study in geometric shapes, given interest by the simple clover cut-out. The entire design is of higher pile than the background, while differences in height within the design itself are achieved through a blending of cut and un-cut pile. The colors are reds, oranges, and magentas. "Nocturne" (2) designed by George Nelson, deceptively arranges primitive shapes in soft brown on a brilliant blue background of velvet texture. Craftsman V'Soske designed the fascinating "Smoke and Flame" (3). The low velvet-textured ground is a pale tan, offsetting both the higher level of un-cut fine worsted yarns and the green-brown and vermilion of the design itself, an arrangement of sinuous leaping forms. The second group, "Three Carved Rugs," includes Olivia Lord's design "Rosa Grande" which exploits V'Soske's talent with pile to the fullest: the classic rose shapes are developed three-dimensionally to seem to grow from the lower-pile background rather than on it.

"Two Adventures in Texture," the third group, are both designs by V'Soske: "Nouvelle" (1) and "Chevalier" (4). "Nouvelle" has a sheared texture ground to which V'Soske has applied cut strands laid flat in straight lines; a technique which creates exciting shadows in the basic color—gold. "Chevalier," the second, further refines this cut-strand techniques with alternate broad stripes of higher pile and narrow stripes in lower pile in a bold chevron pattern. The coloring is a delicate combination of beiges. The three designs in the fourth and last "Heirloom Group" represents the V'Soske fine-weave that resembles needlepoint. The rugs in this group are of a thin, tapestry quality which lies close to the floor. The exhibit, which was introduced at the Chicago Winter Market, now is anchored at V'Soske's New York showroom, 4 East 53rd.

# V'SOSKE

1959 Exhibition

*of rugs: refinement of technique turns  
a craft into an art*



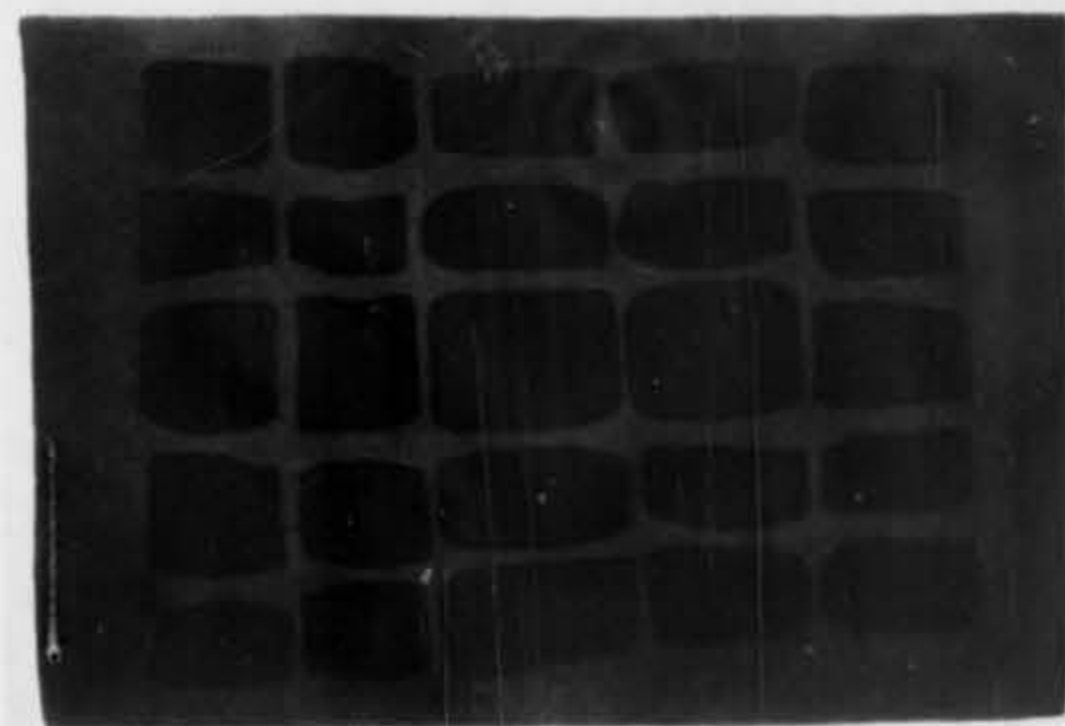
1



Stanislav V'Soske

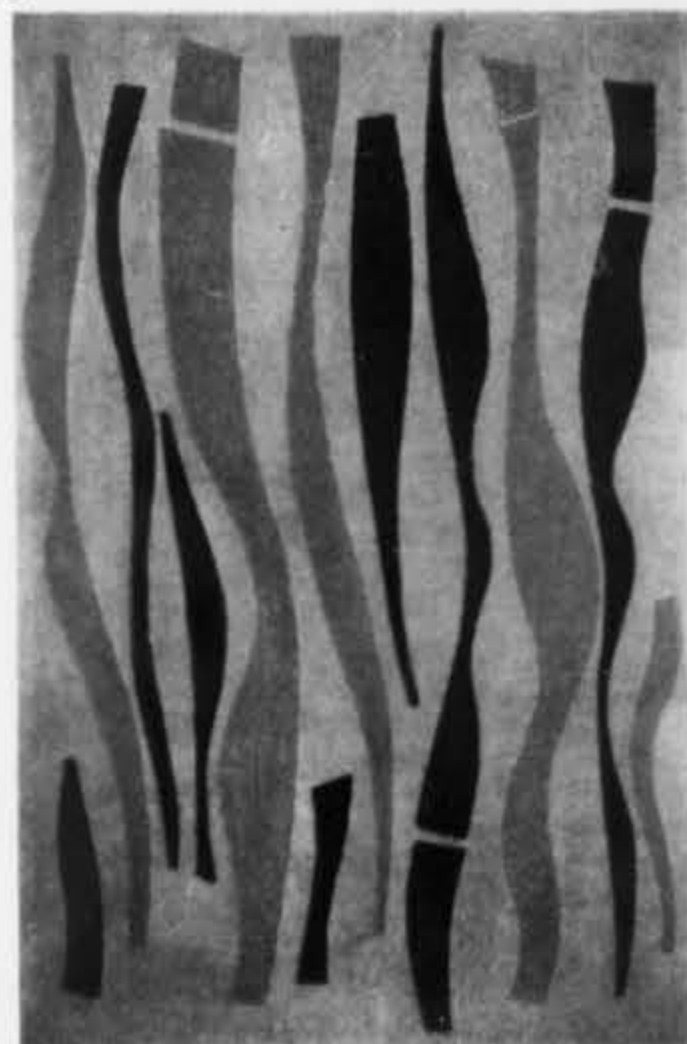
*Left: V'Soske's own design, "Nouvelle," applies cut strands to a low-texture ground in a straight line pattern. Color: gold. Below: "Nocturne" by George Nelson. A quasi-geometric arrangement of primitive shapes exploits V'Soske's gift for color; soft brown on bright blue.*

*Below: two designs by Stanislav V'Soske. Left: from the "Texture and Color" group, an exciting pattern in black and vermilion dances on a lower-cut ground of pale beige, called "Smoke and Flame." Right: varying pile heights of "Chevalier" combine with the cut-strand technique.*



2

3



4



# Hand-Prints on Vinyl

*Five wallpaper houses  
and Fabritate, Inc.  
print a wealth of designs  
on indestructible Rich-Wall*

FABRITATE, INC., 515 Madison Avenue, New York, manufacturer of Rich-Wall vinyl wall covering, and five producers of hand-printed wallpapers are enthusiastically embarking on a new approach to walls: combining the beauty and charm of printed designs with the hardihood and textural interest of vinyl. Rich-Wall, a wall covering of Monsanto vinyl permanently bonded to a non-woven fabric backing, presents a practically indestructible "hide," resisting dirt, scuffing, abrasion and gouging; it is washable with soap and water. Cut to 30-inch widths—the standard wallpaper width—Rich-Wall makes it possible for wallpaper firms to print any of their designs on Rich-Wall without any waste material.

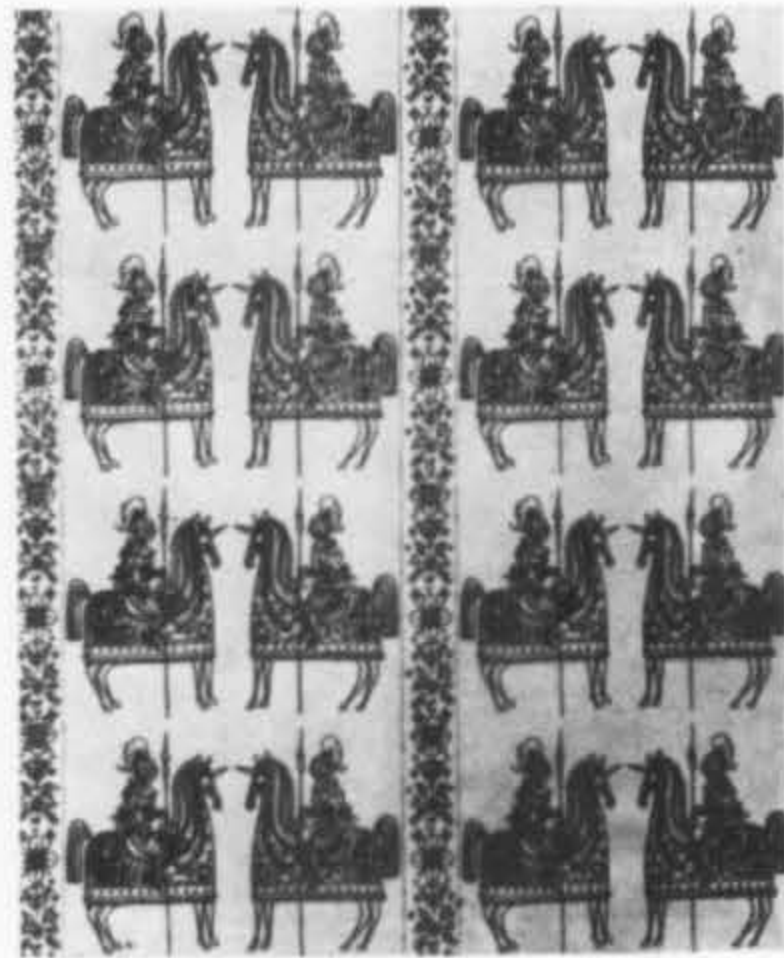
Each of the wallpaper houses participating in the Rich-Wall hand-print program is taking its own approach; some are developing special designs, others are making all their designs interchangeable on wallpaper, Rich-Wall and fabrics (see details below). Fabritate has brought out its own line of about a dozen handprints, all designs by Gene McDonald (these are exclusive with Fabritate, do not duplicate McDonald's own patterns). All the designs may be had on any of Rich-Wall's various embossed textures: Moiré, Taffeta, Munster (a square woven effect), Irish Linen, Ceylon (a wavy vertical grain), and Shiki Silk. The designs exhibit a wide range of qualities and tones, from the jewel-like glint of "Mecca" with its broad, intermingling bands of metallic colors appearing only on the highest surface of the deeply embossed Munster; to the disarming "folk-art" stylization of leaves and butterflies called "Oslo." "Providence" (1) is a lightly sketched design of vertical plants in five gentle colors; and "Canterbury" (2) a bold heraldic motif in line. Retail prices from about \$16 to \$20 per 15-yard roll.

### **New designs especially for vinyl**

PIEDMONT PAPERS will soon reach the total of 37 prints designed especially for vinyl on either Moiré or Shiki Silk. "Tapis Fleur" (3) and "Compote" (4), patterns of great charm, are representative of the 12 designs already in the new collection which is being distributed in the East by RICHARD E. THIBAUT, 44 East 53 Street, New York, and in the West by C. W. STOCKWELL, 563 Sutter Street, San Francisco. The papers are traditional in feeling with five and six color-



1



2

RICH-WALL'S "PROVIDENCE" (1) AND "CANTERBURY" (2)



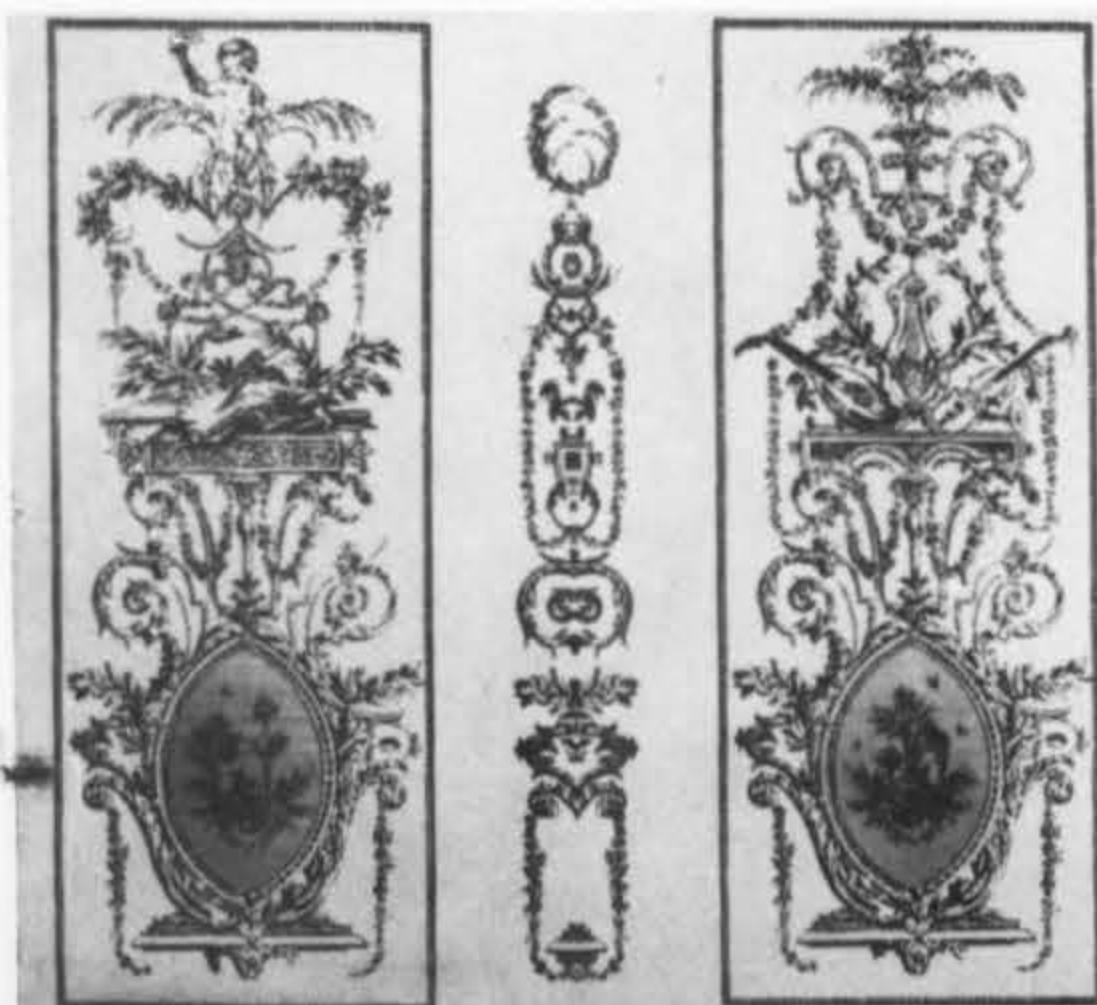
3



4

PIEDMONT'S "TAPIS FLEUR" (3) AND "COMPOTE" (4)

HOUSE OF VERDE "QUADRILLE" (5)

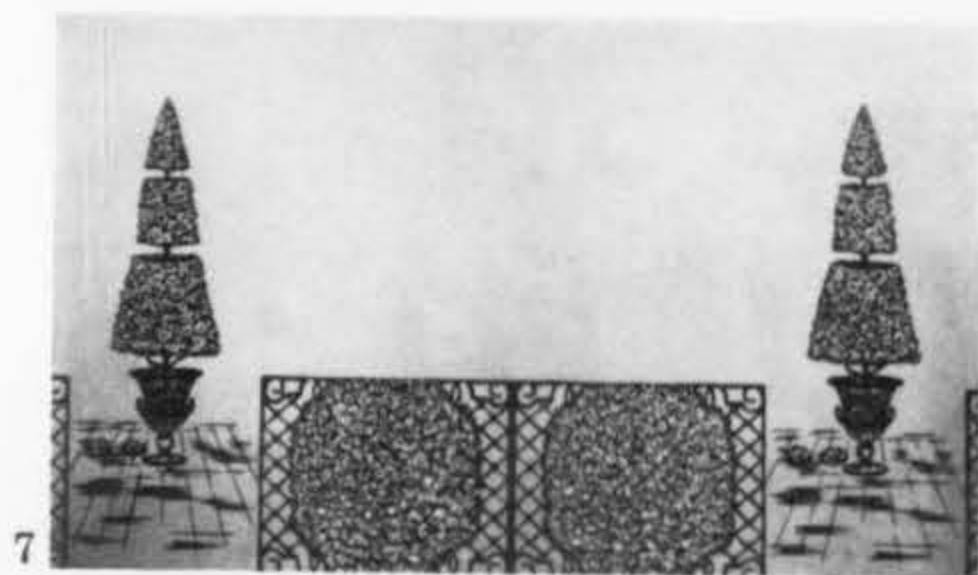


5

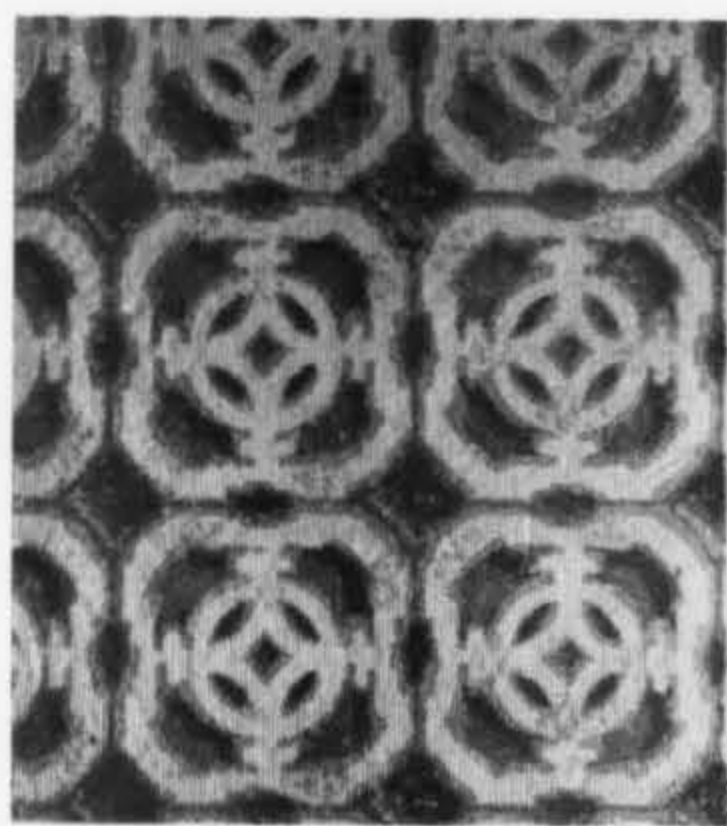


6

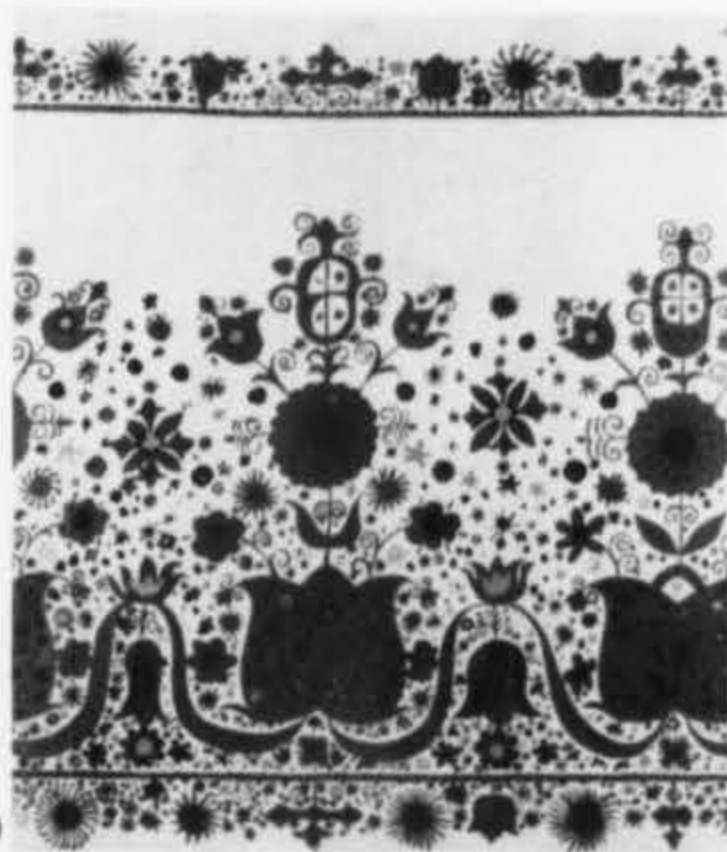
A. H. JACOBS' "CELESTIAL" (6) AND "TOPIARY" (7)



7

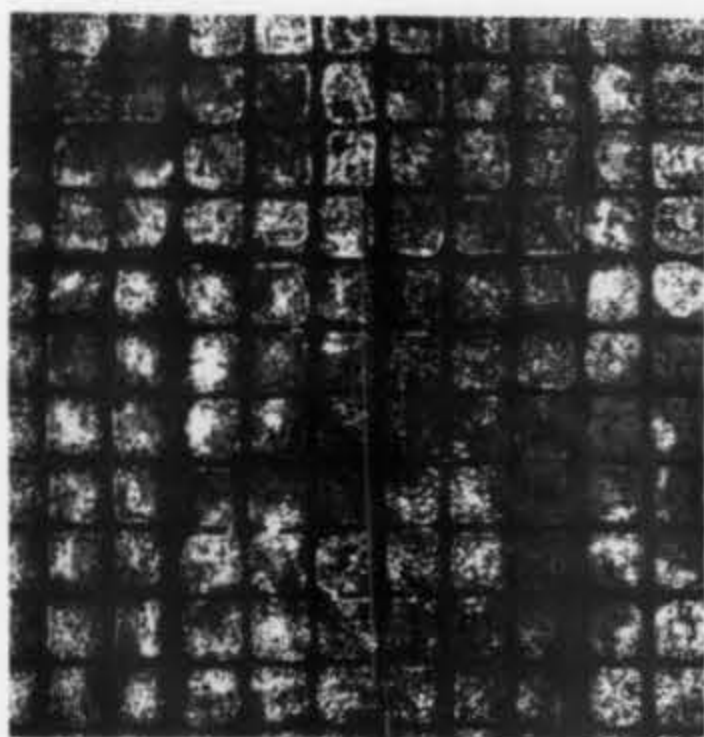


8



9

GENE MCDONALD'S "MACAO" (8),  
"TASCO" (9) AND "MOSAIC" (10)



10

ways each and range from the informality shown to a formal gold-backed floral "Fontainebleau." Prices, \$13.70-\$17.95.

#### Washable flocking on vinyl

HOUSE OF VERDE, INC., One East 54 Street, New York, from now on will develop interchangeable paper and vinyl patterns. After some experimentation, they discovered flocking takes well to waterproof vinyl surfaces, in particular smooth Shiki Silk, and becomes washable, maintaining the practical aspect. Verde designs are all elegant and graceful such as "Quadrille" (5), a two-panel print and flocked design with a dividing 8½ inch pilaster. Prices from \$18 to \$21.

#### Two new convertible panel designs

A. H. JACOBS COMPANY, 515 Madison Avenue, New York, are adapting their facilities to give the decorator a choice of either paper or vinyl backing to their patterns. At present, there are two new convertible designs. "Celestial" on a vinyl roll with a scatter design of stars, or a repeat panel with a heavy concentration of star clusters at the top (6); and, "Topiary" (7), a series of single wall panels with a smartly clipped topiary tree, 66 inches high, and a connecting dado panel of a decorative fence which is sold by the one fence-one yard repeat. For these light and graceful designs, Jacobs suggests Moiré and Shiki Silk smooth vinyls. Prices average \$15.

#### Patterns printed on three materials

GENE MCDONALD, INC., 509 Madison Avenue, New York, in his own atelier, is printing all designs on vinyl, wallpaper, or fabric. McDonald's fresh inventive spirit has begotten a variety of patterns such as the three shown. "Macao" (8), is an architectural design printed on deeply textured Munster to give a feeling of depth. "Tasco" (9), also on Munster, with Pennsylvania German freshness of design was conceived as a dado but may be used as a wider motif by reversing one of the 30-inch borders. "Mosaic" (10), on Shiki Silk, achieves added textural interest with uneven color application, may be brilliant or muted depending on colors chosen. Because of the higher cost of Shiki Silk and Moiré surfaces, (which he does use when requested), McDonald chooses to adapt most of his patterns to Munster, Irish Linen, and Ceylon to sell at approximately \$13.50 to \$15 a roll.

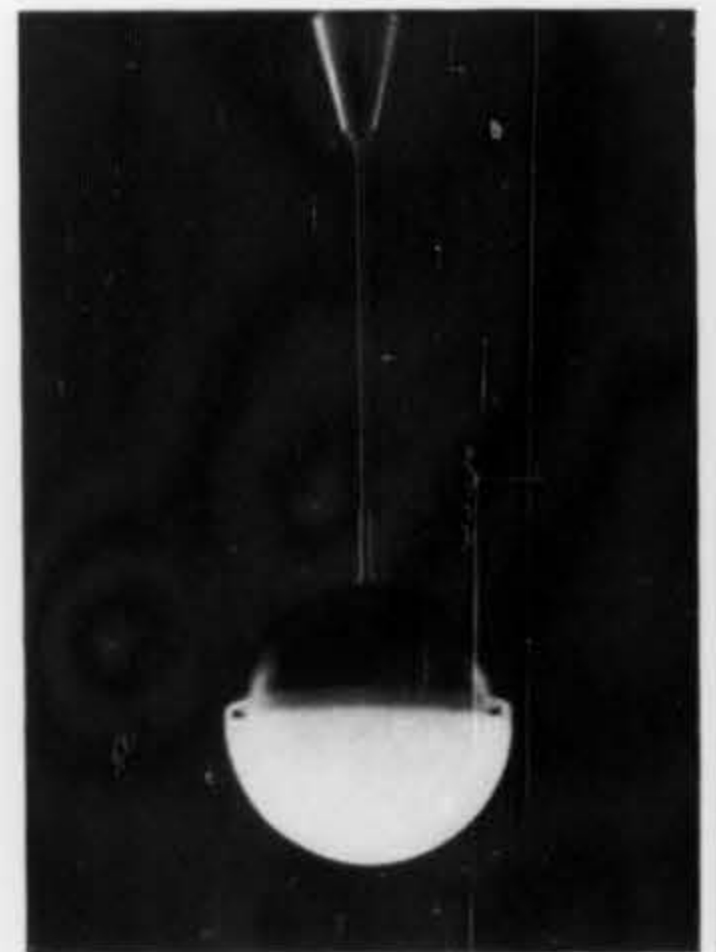
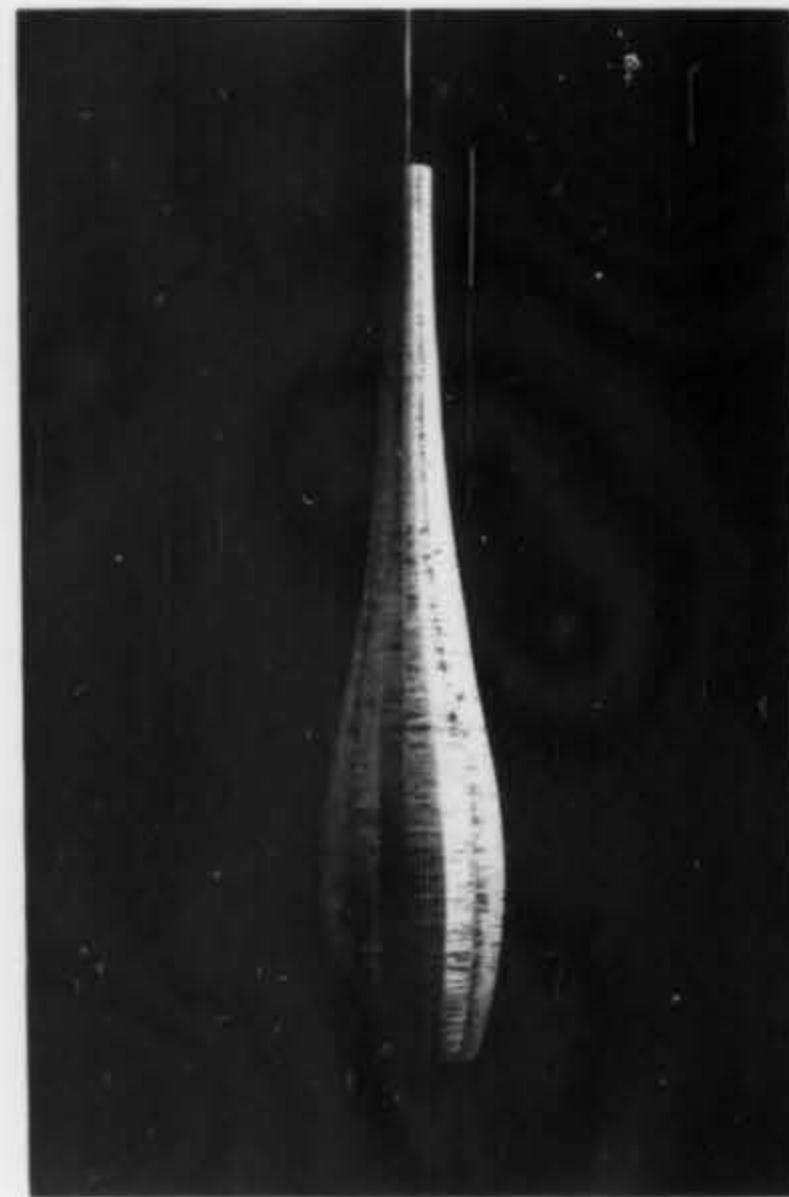
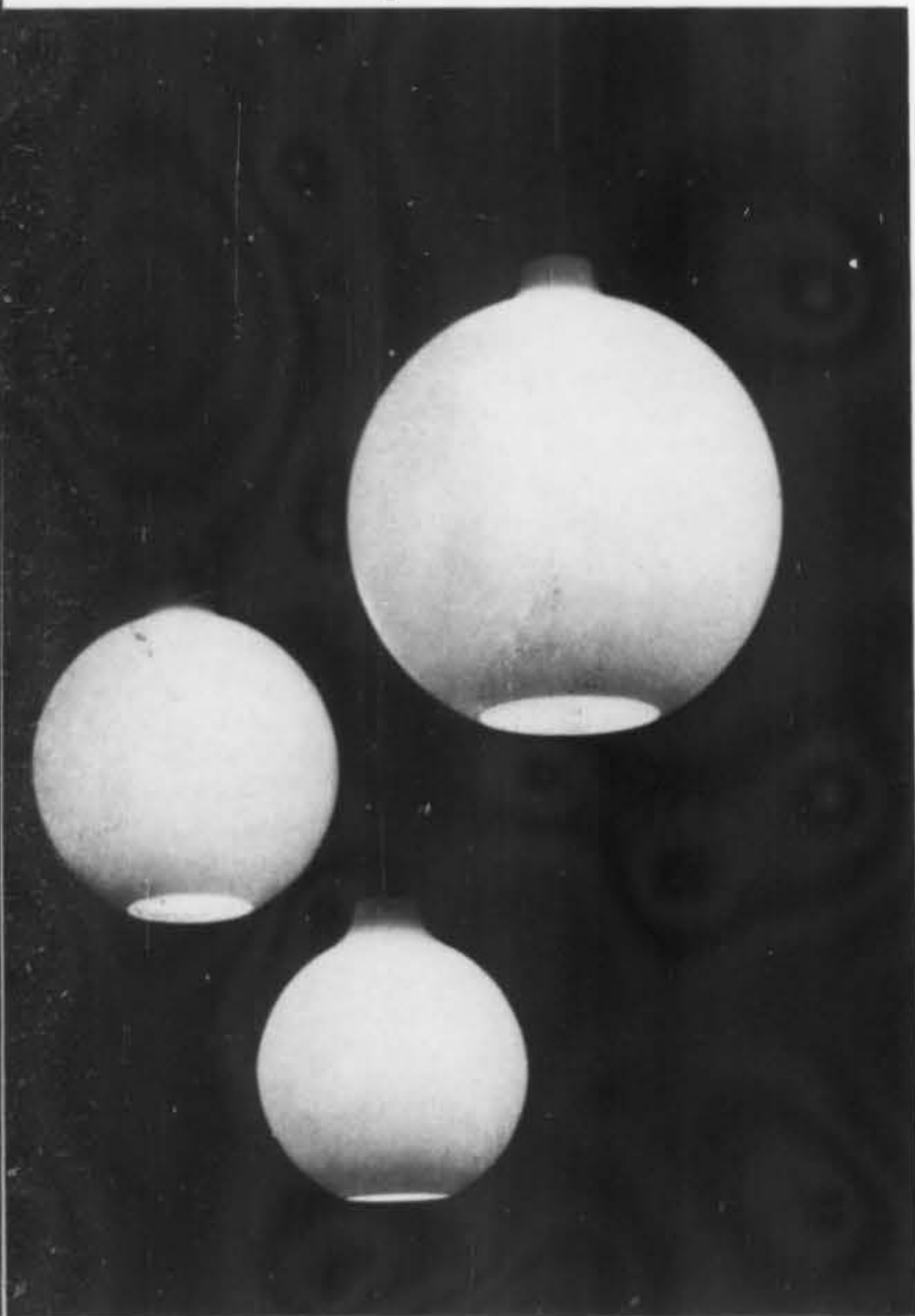
# ARRAY OF LIGHT

*This spring, lamps both domestic and imported*

*come in virtually any shape or material: lanterns,*

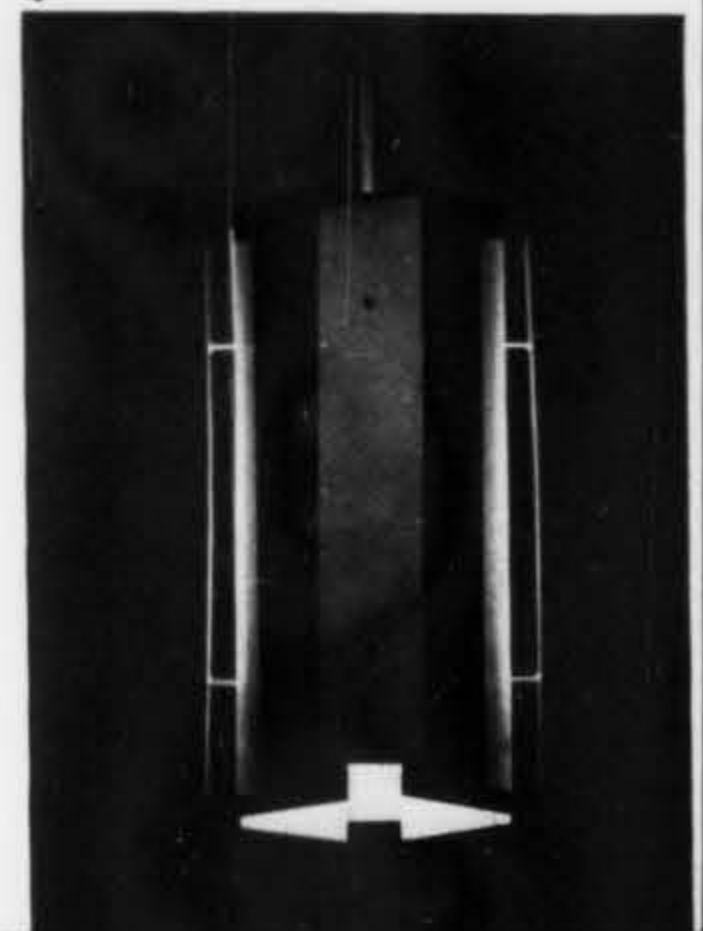
*bubbles, ovals, cylinders and squares shine*

*in metal, plastic, raffia, linen, glass or wood*



3

4



1. **SVEND WOHLERT, INC.**, 473 Jackson Street, San Francisco, presents three sizes of a fanciful translucent polished glass globe, designed by Wilhelm Wohlert to dangle airily from the ceiling. Globes retail for \$19.50, \$24.50, and \$29.50 for 10", 12", and 14"-diameter sizes.

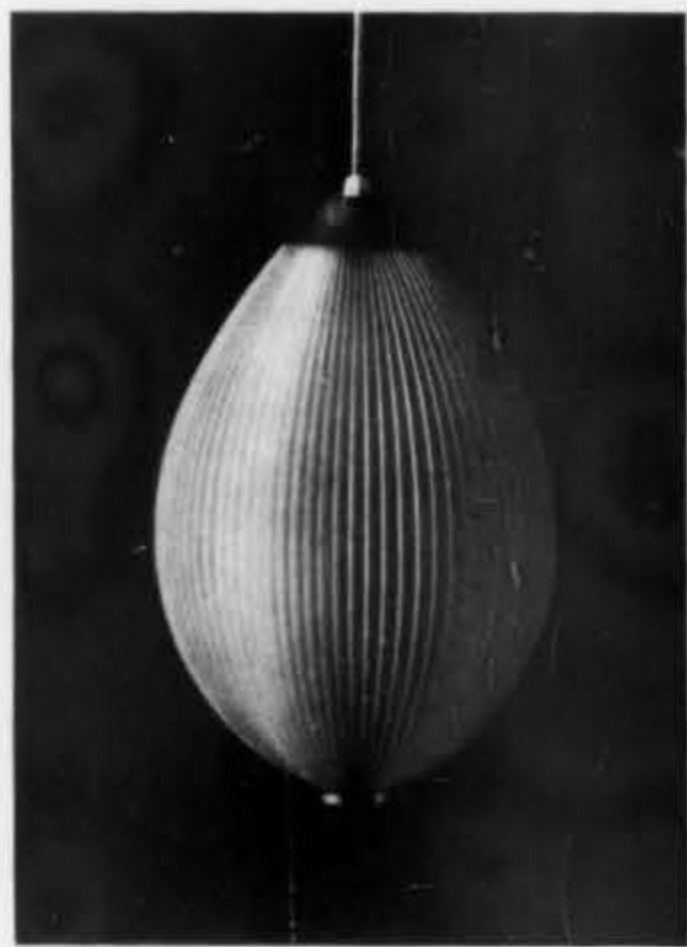
2, 3, 4. **GEORGE TANIER, INC.**, 521 Madison Avenue, New York, has a varied new group of Scandinavian pendants, uniquely shaped in white linen, natural straws, metals, and glass. One of a collection in raffia (hand-wrapped on metal frame) by Swedish designer Vage Ward, "Baghdad" (2) is a slender, curved 36 inches; \$36. Also in clusters. From Danish designer Johs. Hammerborg: a dynamic sphere (3) with opaline plastic diffuser, lacquered charcoal metal shade, brass detail. 13½" diameter, \$42; 9½", \$29. Danes Kotja and Th. Resting created 32087 (4), a striking lantern which groups planes of brass and black lacquered metal around a white enamelled interior; 15" high, 8" in diameter; \$41 retail.

5. **SCAN, INC.**, 102 South Robertson Boulevard, Los Angeles, now has the hand-pleated lanterns and shades from Denmark's Le Klint in a sturdy washable plastic for outdoor and indoor use. The classic lantern shapes include this fat teardrop; \$21.50.

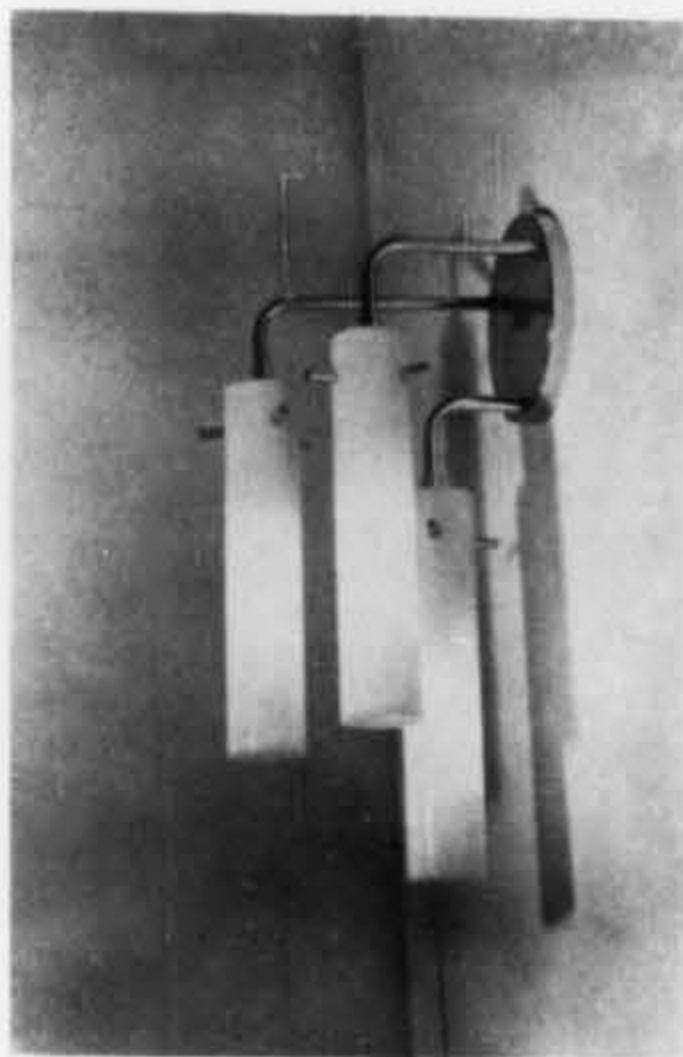
6, 7. **HABITAT, INC.**, 336 Third Avenue, New York, has the endless variety of new forms in light designed by Paul Mayen: spheres, squares, and cylinders in all sizes. In the Modulus lantern group, there are twelve singles and five clusters; style shown (6) comes in three sizes; \$24, \$30, and \$36. Disk is white or brass; brass frame holds plastic laminated linen or slat textured white plastic shade. From the wall fixtures group: three graceful glass cylinders 2" by 9½" (7) cluster on slender arms of white, brass or chrome; \$39.50.

8. **HOWARD MILLER CLOCK COMPANY**, Zeeland, Michigan, varies the George Nelson designed bubble lamps by hanging them in clusters of two to six (elliptical style shown). Bubbles are of steel and translucent white plastic, supported by a canopy of white, chrome, or brass marked with spheres of birch or walnut. Priced from \$50 to \$90. Distributed by Richards Morgenthau, 225 Fifth Avenue, New York.

9. **HEIFETZ COMPANY**, Clinton, Connecticut, has spheres, cylinders, pancakes and ovals of white or colored Tenite formed by Heifetz' Rotaflex extrusion process. Our examples are four sizes (8", 10", 12" and 14" diameters) of ovals in various two-tone color combinations.



5



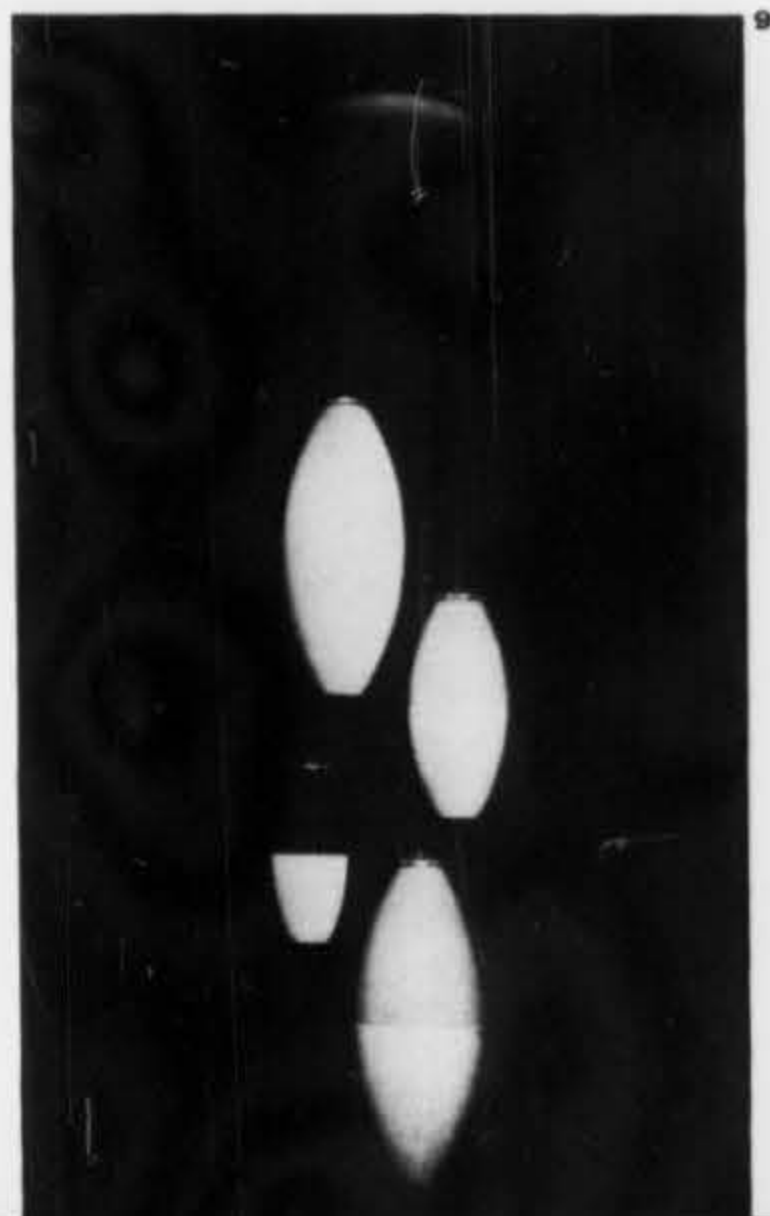
7



8

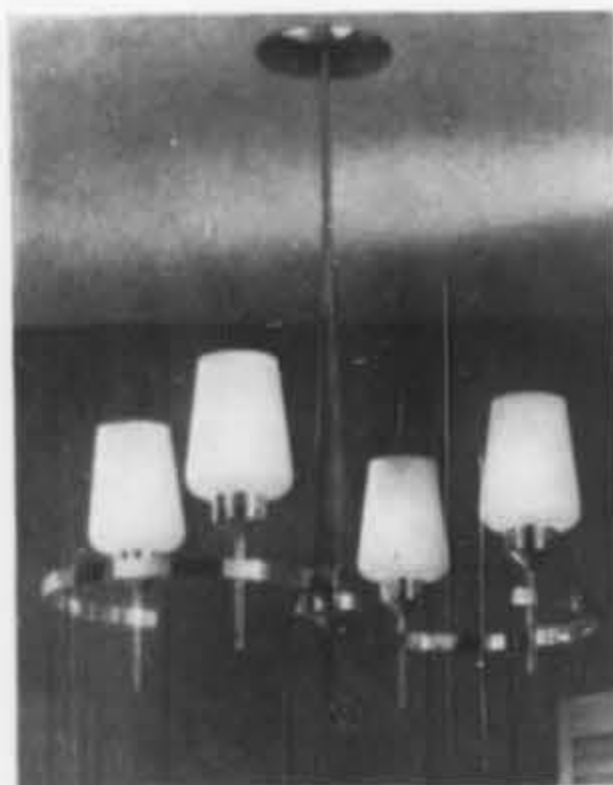


6



9

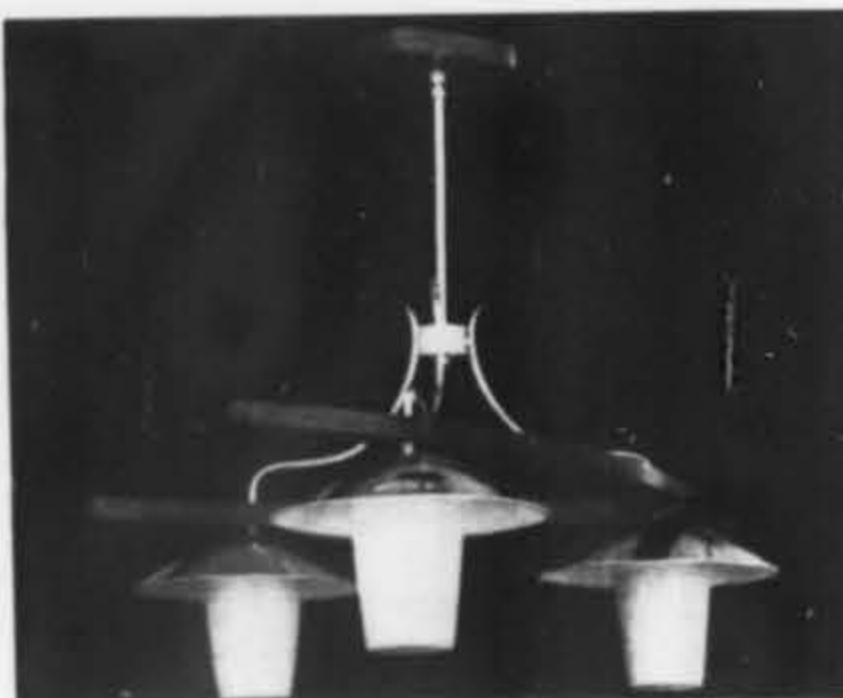
Array of light



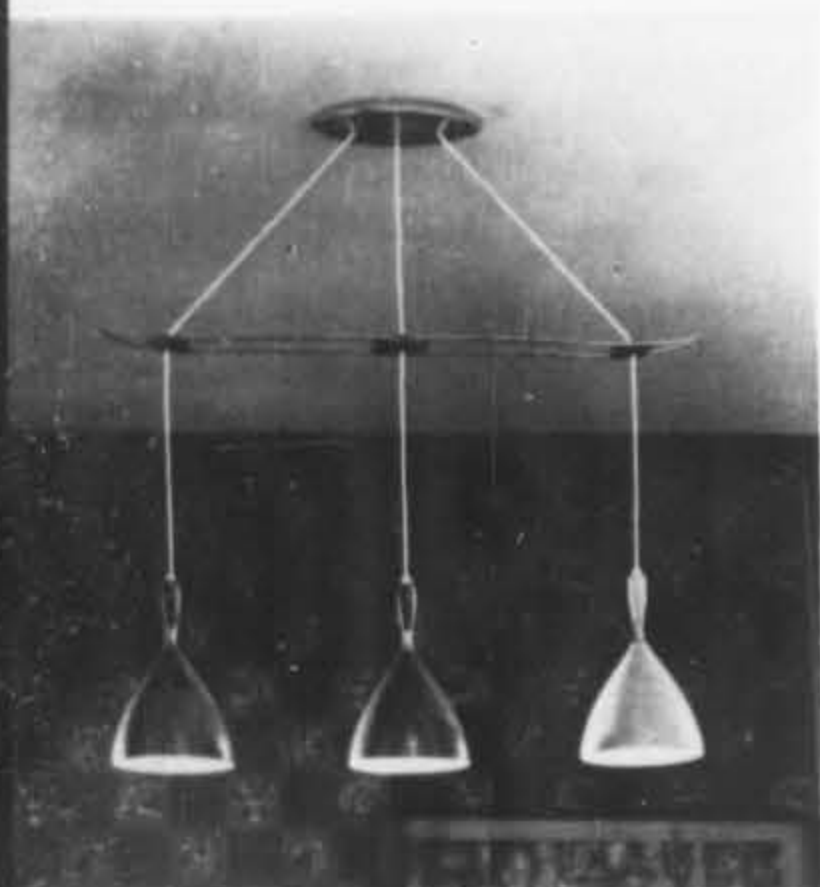
3



1



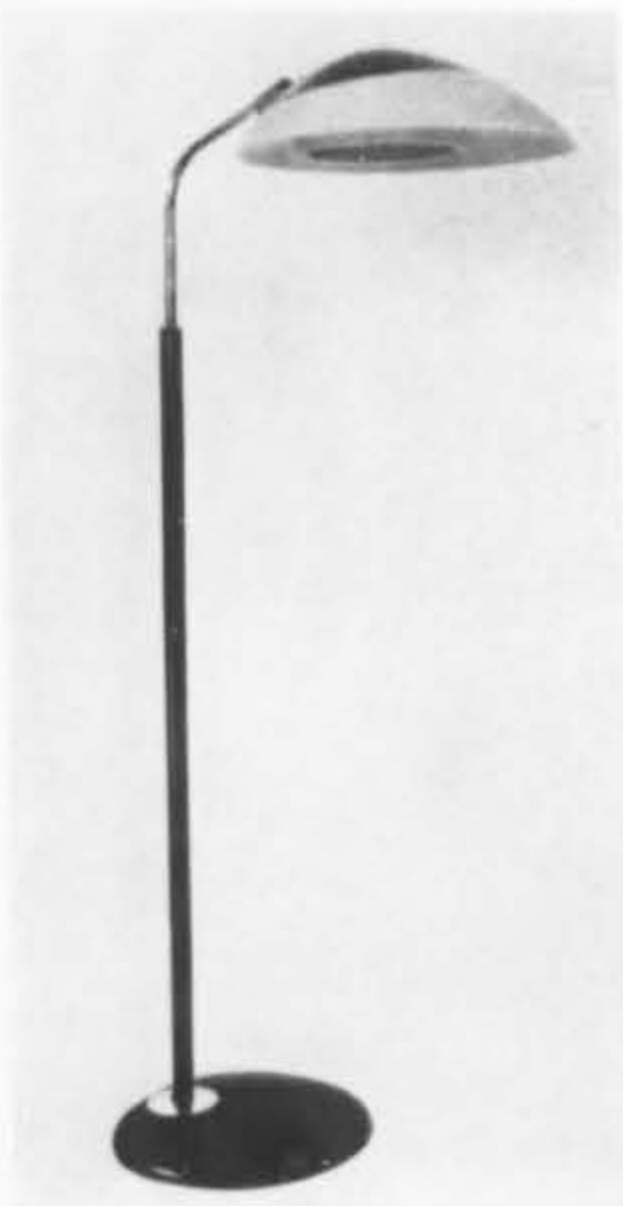
2



4



5



6

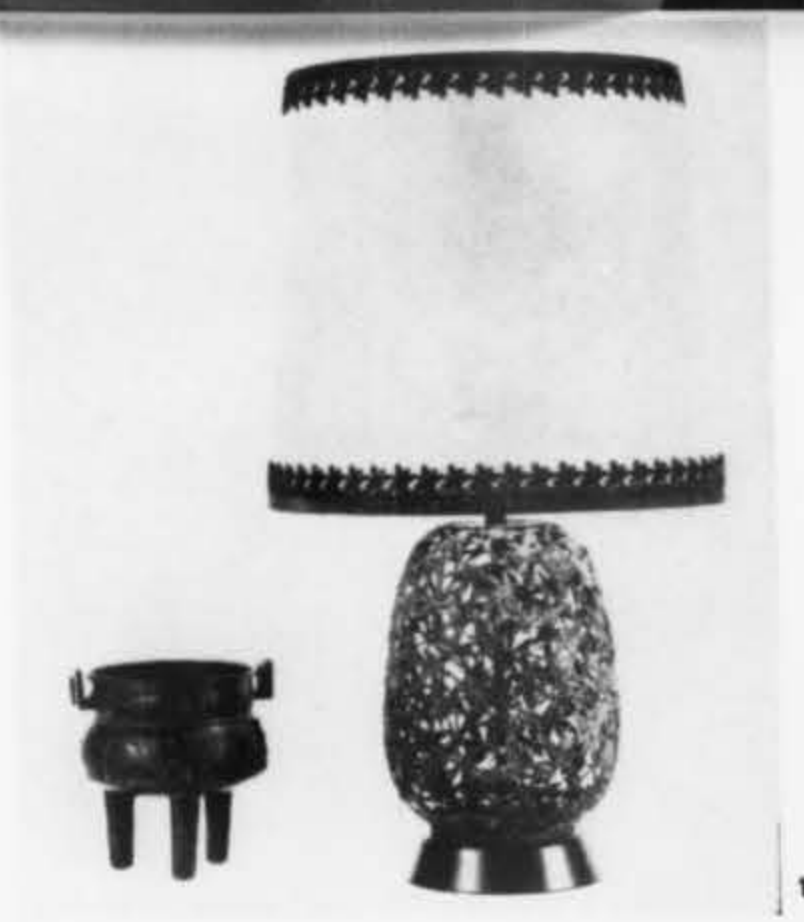


7

1. 2. JAY LIGHTING MANUFACTURING COMPANY, INC., 25 Quincy Street, Brooklyn, New York, has two new groups: the formal *Colony* lamps, and the playful *Anzac Walnut* collection. *Colony* lamps give a modern interpretation to early New England design; all are made of polished brass with imported opal satin or clear hurricane glass. Some are further enhanced with imported crystals, like this five-lighter (1), with cups of opal satin glass. The *Anzac* group combines polished brass with a walnut motif inspired by the Australian boomerang. In a cluster pendant, (2) the boomerang encircles three lights of soft white-line glass on slender brass arms.

3. 4. THOMAS INDUSTRIES, INC., 410 South Third Street, Louisville, Kentucky, makes news with its *Enchante* line this spring—a varied collection of chandeliers, ceiling units, reel pull-downs, clusters, and pendants. The line features brass, teakwood, and walnut trims, and selections of white case glass, white opal glass, and satin case glass. An *Enchante* chandelier (3) has curved polished brass holder; cups are frosted crystal glass with clear glass vertical stripes; stem is teakwood. A three-in-line cluster of metal pendants (available in six colors) is held by brass spreader with walnut inserts.

5. 6. 7. LIGHTOLIER, INC., 346 Claremont Avenue, Jersey City, New Jersey, has an enormous variety of new styles. The *Lytecaster* group, for example: six new pulley features using natural materials for shades, such as ultra-thin veneer strips of red birch laminated over Fiberglas (5); 24" wide; \$55. The architectural *Parabola* line of desk and floor lamps designed by Gerald Thurston in styrene and metal includes floor lamp (6) with telescoping arm which rotates 360 degrees. In choice of four colors; \$30. Mr. Thurston also designed an interpretation of the Early American student lamp (7) in the *Independence* collection. Chimneys are opal glass; shades are black-and-white striped metal; spindle is fruitwood with satin gold accents; \$45.



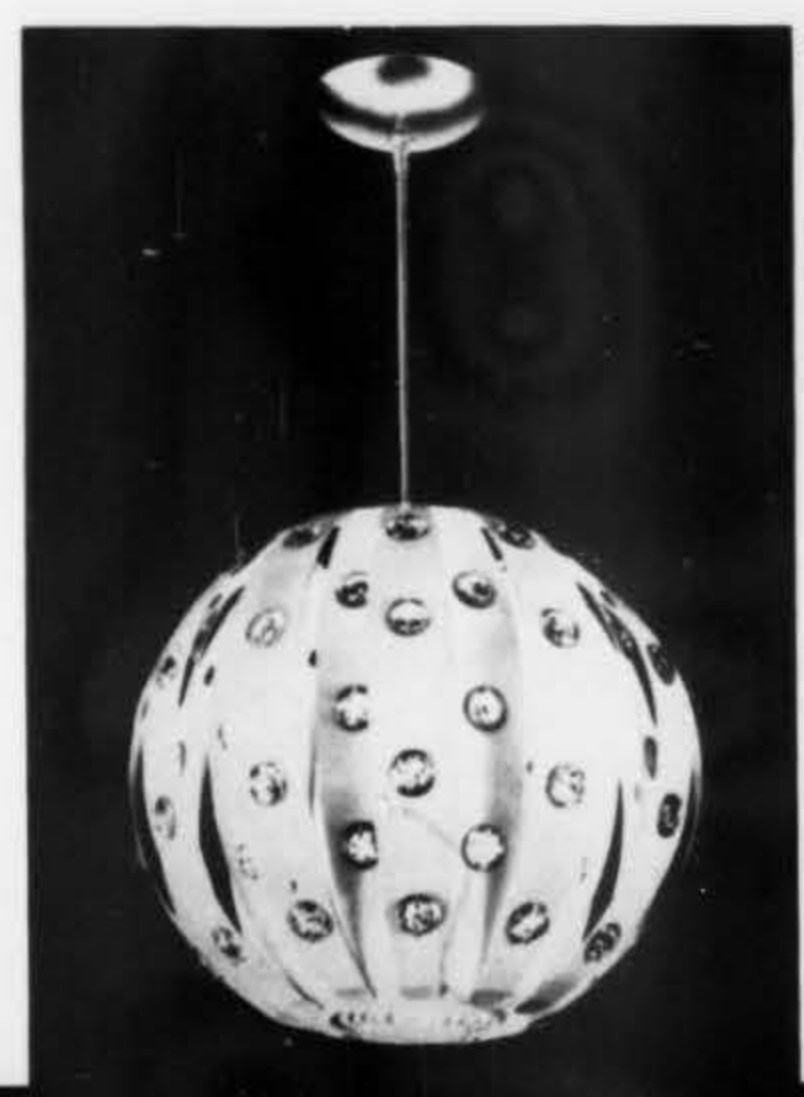
1



3



6



7



2



4



5

**1, 2. LUTEN-CLAREY-STERN.** 50 East 64th Street, New York, has an unusual variety of new lamps from Dean Trimble Imports, Inc., 802 Montgomery Street, San Francisco, in such different media as black lacquer, white porcelain, brass, and cast bronze. In the latter, one (1) is a delicate see-through maple leaf pattern; 10" diameter, 13" high. Complete with custom shade, \$227.50. Another collection comes from J. Lowell Groves, 19 Child Street, San Francisco: majestic forms such as this 24" high monolith of hand-carved teak, \$110 wired (2).

**3, 4. NESSEN STUDIO, INC.** 5 University Place, New York, has two clean-cut, classic new shapes. In walnut: a rectangular table lamp 34" high including square white linen shade (3); with three-way switch. In brass: a 53" high floor lamp with 8"-square base and square tubing; also with three-way switch; \$60 (4).

**5, 6. CAMER GLASS, INC.** 305 East 63rd Street, New York, has numerous accessories and lamps in delicately colored Venetian glass. A traditional lamp (6) in the 17th century Venetian manner has a lace-like pattern, called *vetro fenecio*, of dark gold over lighter gold glass; 36" high; \$130. A contemporary lamp (5) is gracefully curved, colored in a combination of Venetian opaline and periwinkle blue; 44" high, \$160.

**7. GLOBE LIGHTING PRODUCTS.** 1710 Flushing Avenue, Brooklyn, New York, features among several new lines its *Crown Jewels* collection, inspired by the art and ornamentation of the Near East. The collection includes single and multiple light units in coordinated designs; ceiling models, wall brackets, and pull-down fixtures. Fixtures are of metal with colored "jewels" facetiously reflecting the light. Highlight of the *Sinbad* group, which resembles a bunch of updated turbans, is this globe (7) in three sizes (10", 12", and 16" diameter), which conceals the light source with strips of gray and white metal studded with amber jewels. Also in clusters.



1

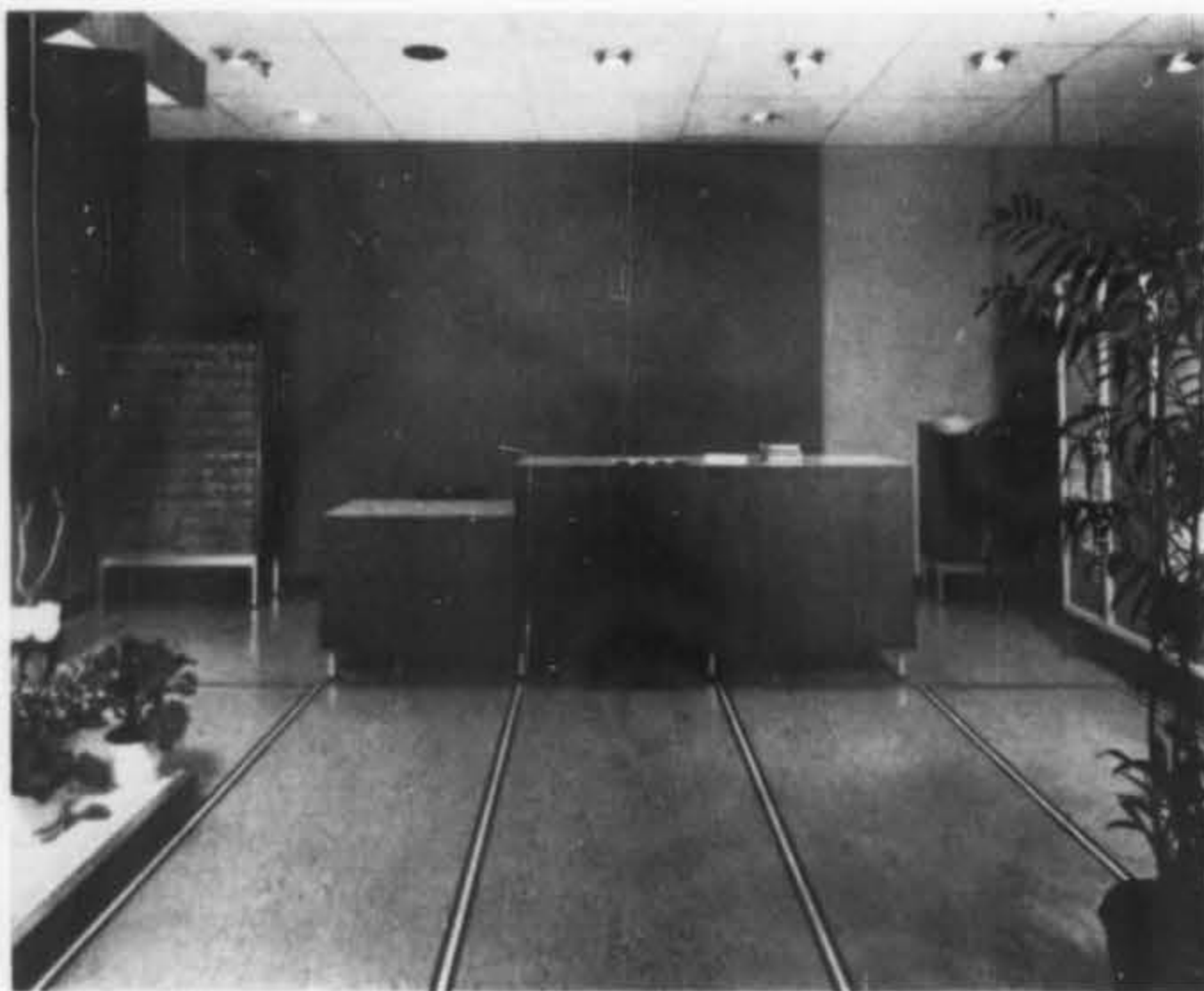


2

## merchandise cues

Contract and residential furniture . . . Vinyl tiles . . .

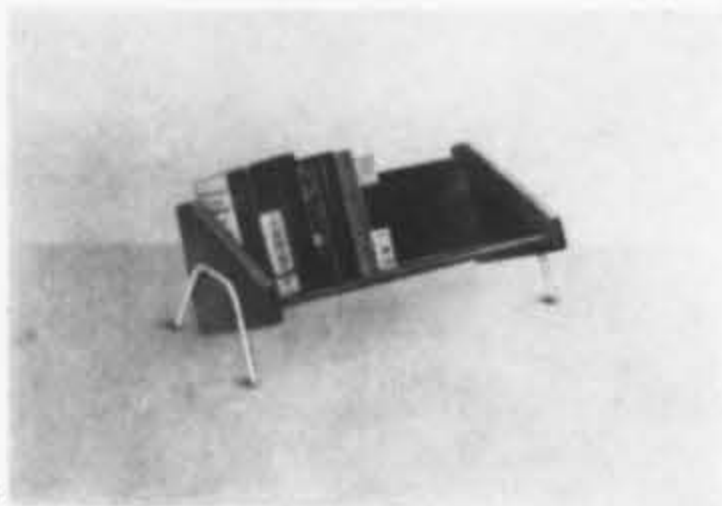
Decorative accessories . . . New fabrics



3



4



5



6

### New design for modern libraries

**REMINGTON RAND**, Division of Sperry Rand Corporation, 315 Fourth Avenue, New York, has, with great success, collaborated with designer Norman Cherner to create a new group of library furniture with a "warm feeling which combines metal and wood that will last as long as the library." Of a simple yet aesthetic basic structure, the units of this "Designer" group have a steel frame base with anodized satin aluminum finish to which box-like birchwood exteriors in a number of custom finishes are attached. The large central charging desk, with white Texolite surface, comes in both heights shown at left: 30 inches or 39 inches high by 36 inches deep. Convenient book card slots are on the top surface for storage of the daily cards of borrowed books. Because of the simple construction, durable roll-under equipment such as book trucks and Kardex units — not shown — have been carefully scaled to be stored underneath. The 72-tray card cabinet in left corner (3) has Saftipull drawers and the label holder with pull is in a choice of bronze or aluminum. Aside from the comfort of the cane back and leather side chairs (1), and the upholstered easy chairs (2), in wide color range, they have been designed to fit under the 29-inch high tables at an easy reading level. A flexible system for displaying current books and periodicals may be devised with the removable Standard Steel Shelving and sloping racks attached by metal wall strips (background, 2). Other neatly designed equipment is the portable display stand for new books which has a cork-type bulletin board set into the handle (4), and the atlas roller shelving case (6). This was specifically adapted for the protection of heavy bound books and atlases; the easy motion of spaced rollers prolongs life as the volumes are pulled out for use. The dictionary cabinet (2 and 3), also doubles as a lectern. Not shown, is a children's table 78 inches long by 30½ inches deep with a double slope top. The rack is conveniently placed 26 inches from the floor in keeping with the low matching benches. Photographs shown here were taken at the March pre-view installation at the Design Center, 425 East 53 Street, New York.

*the answer is Risom*



INTERIOR BY VERN CURRIE, A. I. D., OF PLUMER'S, MIAMI, FOR UPHOLSTERY LEATHER EXHIBIT AT N. Y. DESIGN CENTER

*See this same dramatic executive office featured by Risom in spaces D410-411 at NOFA's Miami Beach convention.*

**JENS RISOM DESIGN INC.,** 49 E. 53 STREET, NEW YORK 22, N. Y. Chicago, Dallas, Los Angeles, Atlanta, Miami, Toronto.

merchandise cues



**Furniture: Swiss, Californian, and Early American**

**Chrome and leather furniture**

STENDIG, INC., 600 Madison Avenue, New York, is now showing a collection of the "Swiss Design Group" furniture with some overtones of the Bauhaus movement of the 20's. The influence is probably most noticeable in the large solid squared-off "Atlas" chair shown above and a matching three seat sofa. With the current revival of elegance, it is interesting to note the balanced contrasts of materials and design with the use of luxurious gloveskin leather, soft down cushions in a heavy solid structure and the fine line of the metal frame. Also included in this group of designs are five variations on a theme of black leather and chrome-steel frame chairs, a two and a three seat settee and several tables. This latter collection of the "Swiss Design Group" of Robert Haussman, Hans Eichenberger, and Kurt Thut were recently exhibited at the Zurich Museum. Of unusual note are two chairs. One is a small side chair, "Polaris," being used in the new UNESCO building in Paris. Of tufted black leather, this chair has a molded quality to the seat and back unit suspended over the attached arched hollow tube frame. The other, a captain's arm chair has boxed, tufted leather cushions which

rest on wide leather thongs attached to a hollow tube frame and echoes the square solid look. In the table group, one is shown above; the other, a 56-inch dining or conference table has a pair of inverted T chrome-steel bases with a slab top of plastic, rosewood, or walnut.

Also of note, but not part of the above group, is the Hans Coray "Swiss" chair which is a completely waterproof stacking chair. In a large range of anodized colors, the perforated back and seats, cut from the same pattern, are attached to a bent tubing frame. Delivery is 8 to 10 weeks.

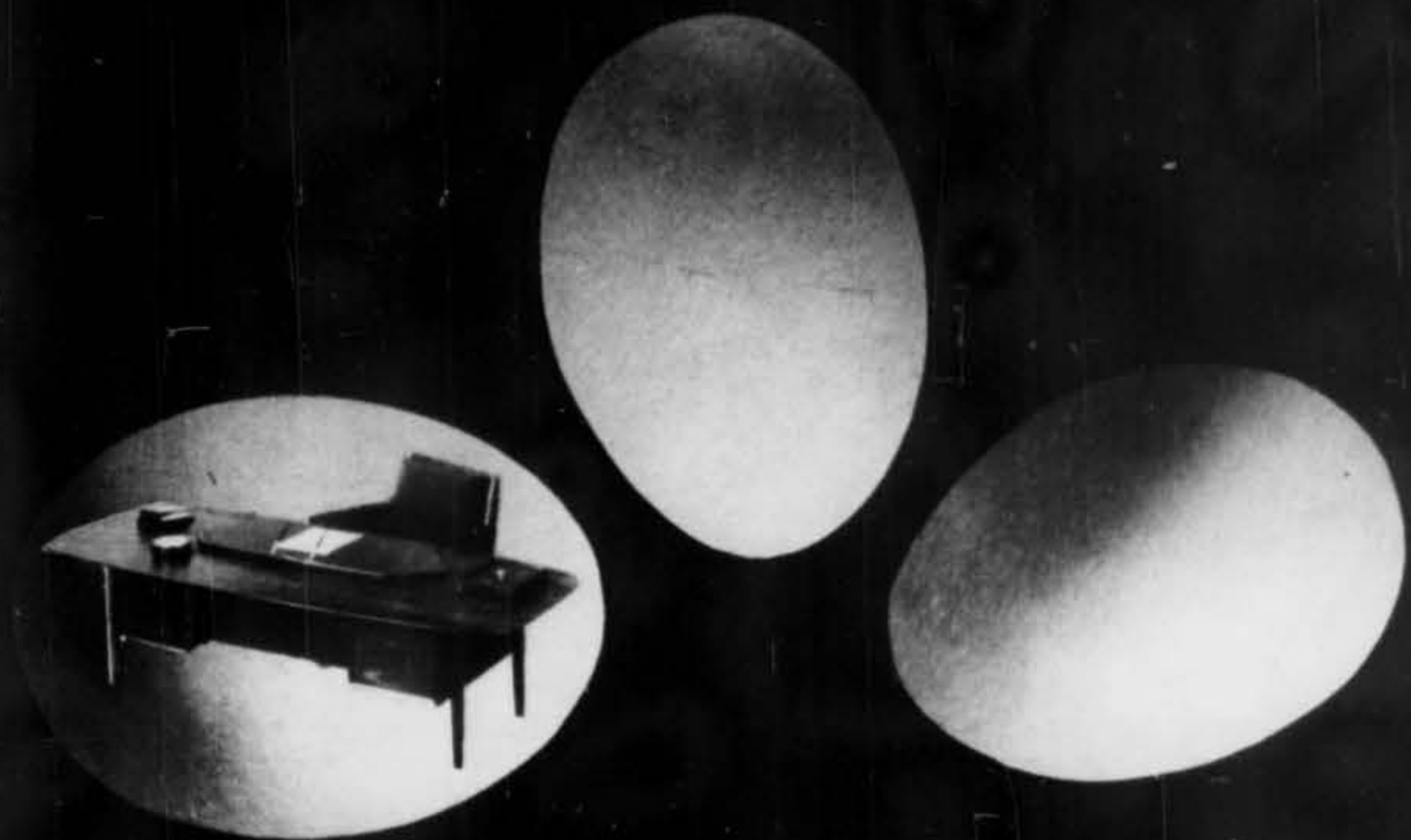
**Hydraulic powered luxury chaise**

VAN KEPPEL-GREEN, 116 South Lasky Drive, Beverly Hills, California, has developed a hydraulic powered chaise—below left—for those who love their relaxation in the luxurious and easy way. Scaled on the large side, this 4-foot by 6-foot air foam mattress rests on a thin upholstered and sectioned frame. The base comes in steel or aluminum. By means of a dual fingertip control attached to a wire for convenient placement, the back and foot sections may be raised or lowered independently. Exclusive of the necessary 12 yards of fabric, the price is \$850.

**Early Americana: Cabot group**

VANLEIGH FURNITURE COMPANY, INC., 323 East 44th Street, New York, has a new group of Early American reproductions and adaptations of dining room and occasional furniture called the Cabot Collection. Made of knotty, deep-grained pine, the pieces come in three finishes: mellow, antique, and golden, and can be ordered in any size. The dining furniture includes thick-planked round, square, and rectangular tables, detailed with softly worn edges and sturdy supports. A heavy rectangular table has an unusual double trestle (4); a round table 48" in diameter comes with three 12" leaves to accommodate any number of gourmands. To surround the diners, there is a group of imposing breakfronts, such as the Marblehead hutch cabinet, detailed with simple curves, brass pulls on the doors and drawers, and two glass-paned china cupboards. Occasional pieces include an edged triangular cranberry sorter, which serves as a lamp table between two chairs; a cobbler's bench with built-in drawers; an end table with a flip-over top which becomes a chair; a many-drawer apothecary's chest; and a sturdily curved captain's desk (3) with a lift-up top and porcelain-knobbed drawer.





creativity, lovingly nurtured ...



what comes first... the decorator or the supplier?  
At Desks Inc. Contract Department your imaginative  
planning is always given primary consideration.

The reasons why your ideas are hatched better at  
Desks Inc., are basic... a spacious showroom housing  
the largest stock of office furniture and furnishings  
in New York... fast delivery to your client from our  
tremendous warehouses... and our exclusive  
**COMPLETE VISUALIZATION** service to decorators  
and designers... which allows you and your client to  
preview the interiors you design, completely  
furnished to your exact specifications.

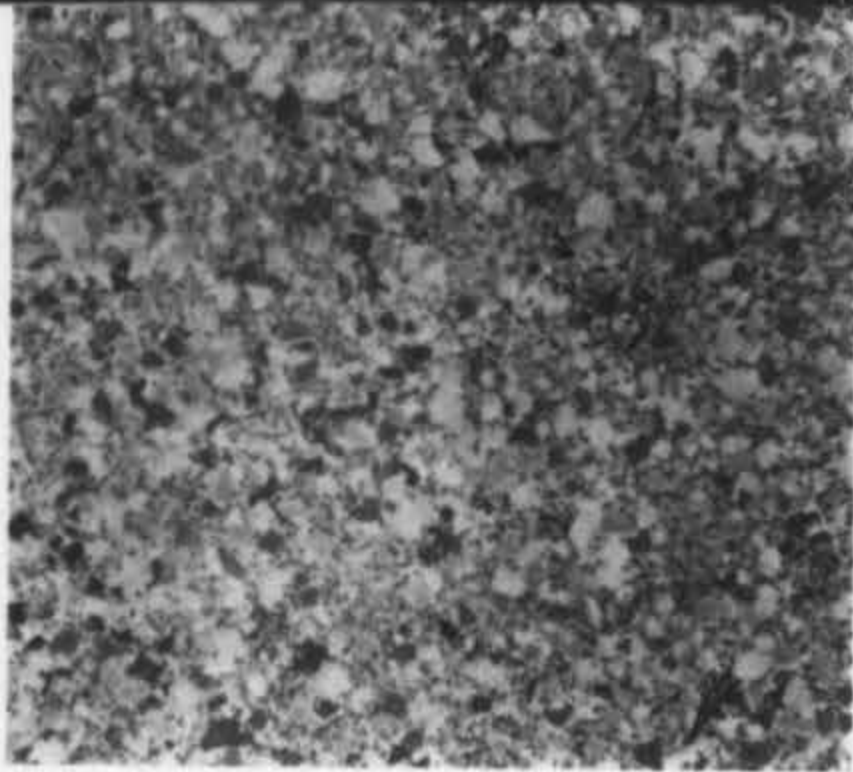
from planning to installation... Desks Inc. has built  
an enviable record of confidence  
with decorators and designers.

*Desks, Inc.*

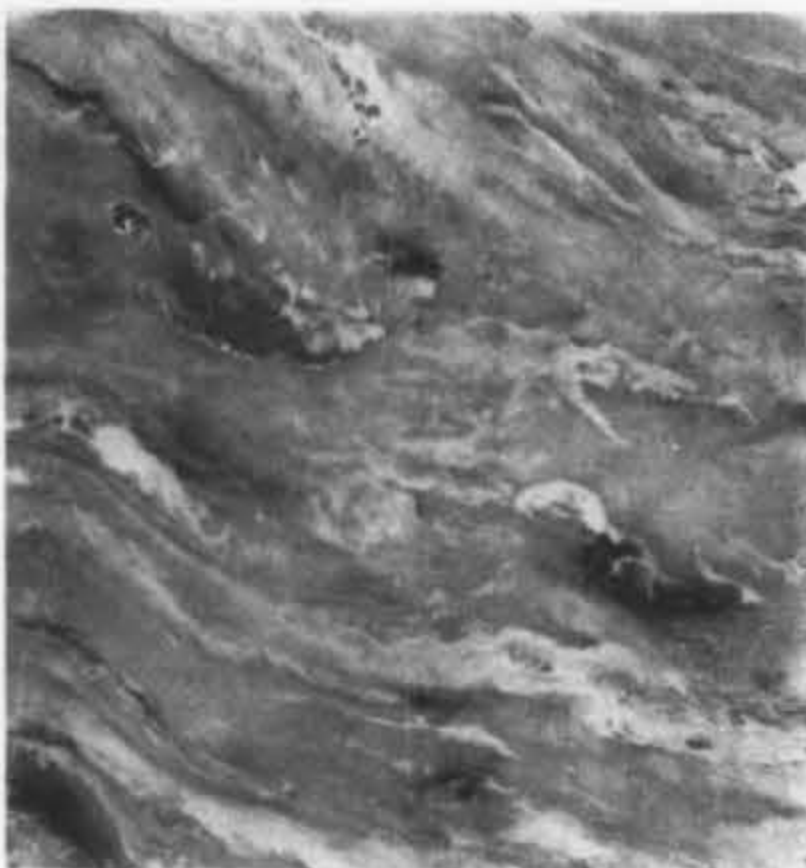
BUSINESS FURNITURE... FOR OFFICES THAT REFLECT SUCCESS  
71 Fifth Avenue (at 15th Street), New York 3, N.Y. AL 5-5454



2

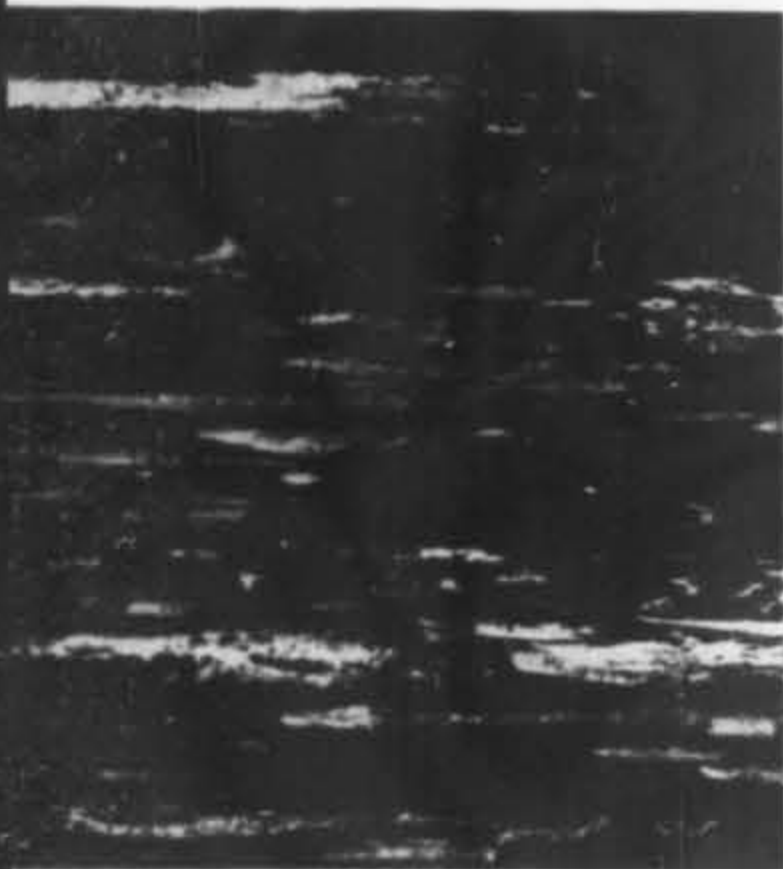


1

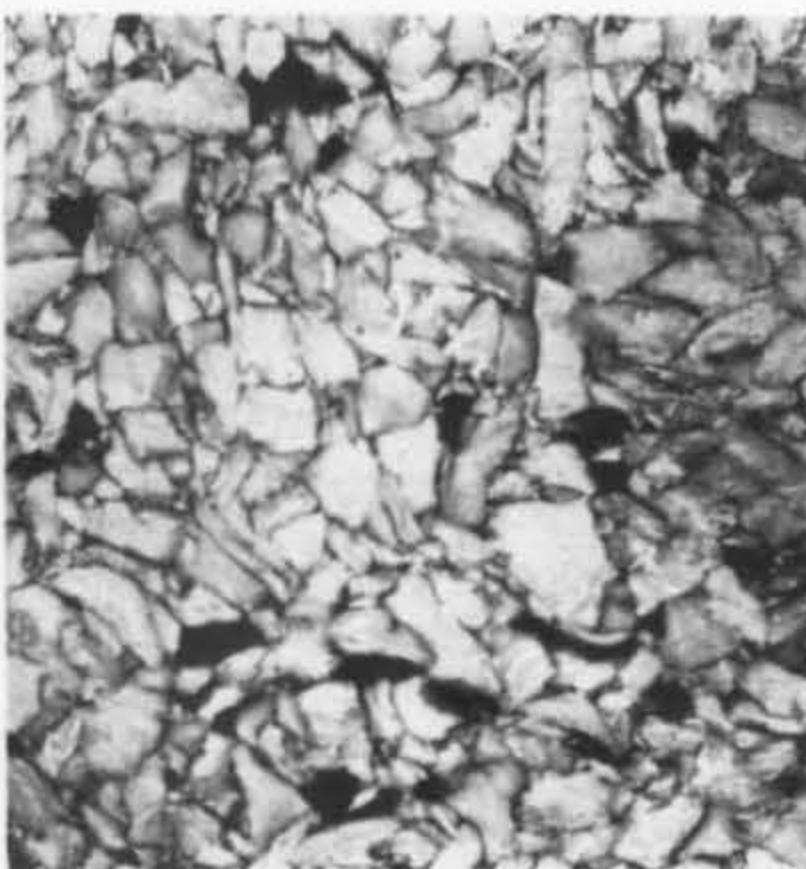


3

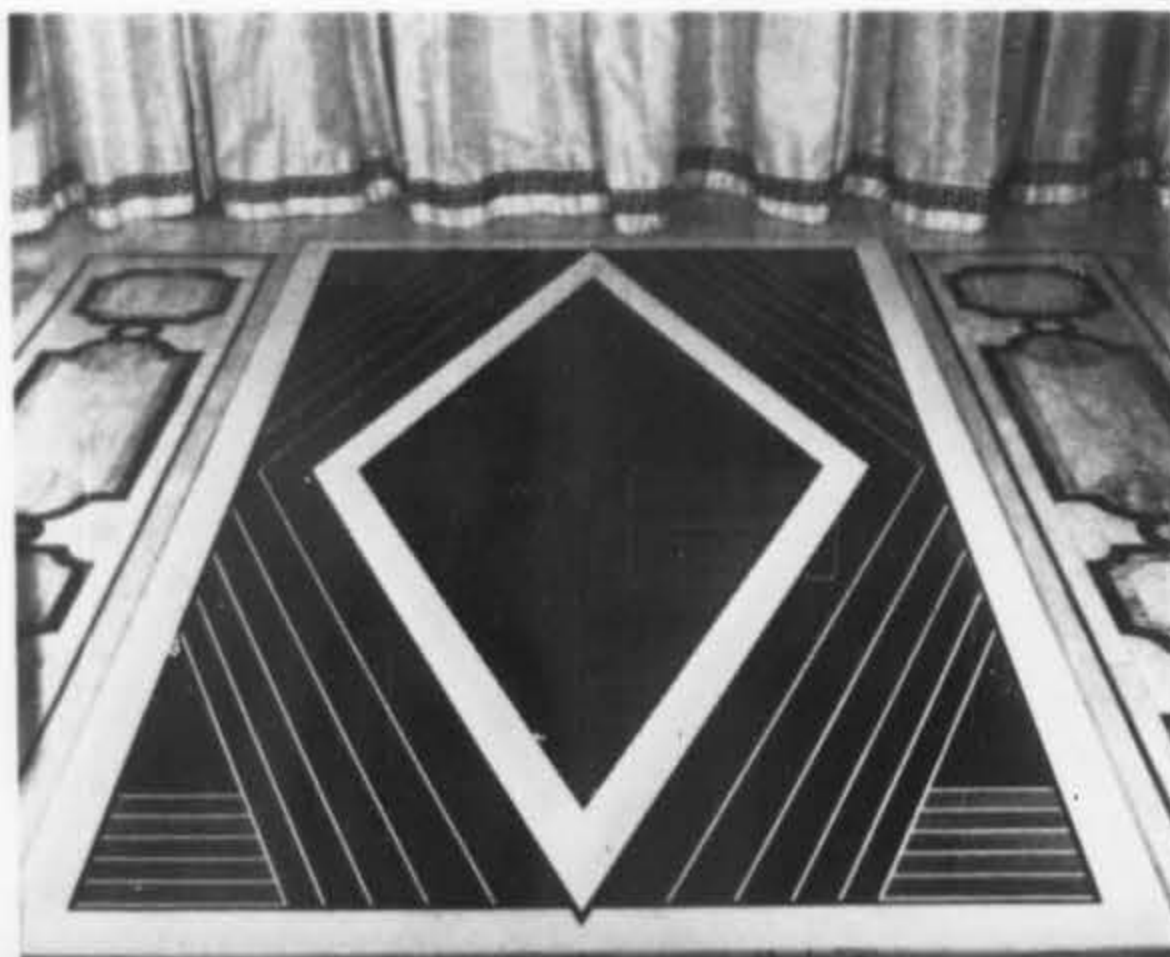
merchandise cues



4



5



6

### Vinyl floors: countless designs

**1. ARMSTRONG CORK COMPANY.** Lancaster, Pennsylvania, has more than 600 individual patterns in its current line of resilient flooring, floor covering, and wall covering, 60 of which have been recently introduced. Linoleum has the largest number of patterns; the rest are in cork, plastic, rubber, asphalt, vinyl-asbestos, and vinyl. Two new patterns have been introduced in Vinyl Accolon rotogravure floor coverings, bringing the total up to eight: "Treasure-Trove" (1) a stone-chip design with gold metallic highlights which resembles fine terrazzo; and "Pebblestone," a random arrangement of rounded stones.

**2. THE B.F. GOODRICH COMPANY.** Flooring Products, Watertown, Massachusetts, is presenting its most complete line of flooring products this year. An unusual variety of new colors and patterns has been added to the standard floor covering lines, which include solid vinyl, vinyl-asbestos, rubber, asphalt, and rubber with cushion backing. An entirely new vinyl tile makes the biggest news: Corinthian Koroseal (2), which has a translucent three-dimensional effect with crystal-clear marbelization. In eight colors.

**3. THE GENERAL TIRE AND RUBBER COMPANY,** Building Materials Division, Akron 9, Ohio, has a fine, new translucent vinyl floor tile (3), named "Cirrus" for its soft, cloud-like appearance. "Cirrus" comes in nine basic colors; both the black and white are available with added gold metallic veins.

**4. KENTILE, INC.,** 58 Second Avenue, Brooklyn, New York, has introduced a new translucent vinyl tile known as *Crystalite*, which comes in two styles: "Grecian Marbles," and "Glitter." "Grecian Marbles" has a fine, deep-grained marble appearance, and come in six colors; "Glitter" is solid black or white with metallic flecks of gold or multi-colored inlay. In addition, Kentile has numerous new colors in other tile patterns. Metallic style vinyl asbestos comes in nine spotted or mottled colors, such as Sable Gold (4) on black ground.

**5. ROBBINS FLOOR PRODUCTS, INC.,** Tusculumbia, Alabama, features its entire new array of patterns in its stunning new showroom at 515 Madison Avenue, New York. Among the vinyl tile patterns: marbles, mosaics, and metallics; also "Byzantine" (5), which has chips of pearl-toned marble accented with pastel chips in six colors.

**6 HERBERT BRIGHT,** 509 Madison Avenue, New York, designs vinyl floors to order, using 36" slabs from virtually every manufacturer of vinyl flooring. From the slabs he cuts any pattern desired, duplicating, for instance, wallpaper motifs, fabric motifs, and traditional inlaid marble flooring, like this diamond (6). Mr. Bright has also developed a technique for wrapping vinyl around the edge of stair treads; and a technique for reproducing the high-and-low effect of brick and tile floors.

**your best clients will welcome**

# the change for the better in furniture fabrics

Today's smart families expect more from furniture because they use it more. Beauty alone is not enough. More *living* at home—larger families—more home entertainment—demand ever better quality in upholstery.

Fabrics of Caprolan and Textured Caprolan are ideally suited to active, modern living. For Caprolan is an entirely new kind of nylon. Its lustrous, high-fashion colors and rich textures *stay* beautiful for years.

If you're looking for fabrics you can recommend with complete assurance, look into

**TEXTURED**  
*caprolan*<sup>®</sup>  
THE CHANGE FOR THE BETTER IN NYLON

For sources of fabrics of Caprolan write:

Fiber Sales & Service



National Aniline Division

261 Madison Avenue, New York 16, N. Y.



ALLIED MAKES THE CAPROLAN FIBER—NOT THE FABRIC

**Garden statues and fountains**

1, 2. **THE FLORENTINE CRAFTSMEN, INC.**, 479 First Avenue, New York, have a complete collection of sculptured statuary, garden ornaments, and fountains in lead, bronze, and stone, all with an old-world Italian flair for richness of detail. Animals and children, saints and satyrs, and animated cupids by the dozen are reproduced, some with spouting dolphins (including Verrochio's famous one.) The menagerie includes this bushy-tailed squirrel (1), 15½" high in lead, \$40. Most of the fountains are free-standing; others are intended for wall decoration, such as this ornate French dolphin (2) in aluminum and wrought iron, finished in Pompeian blue and white, or white and gold. 28" wide, 57" high; \$325.



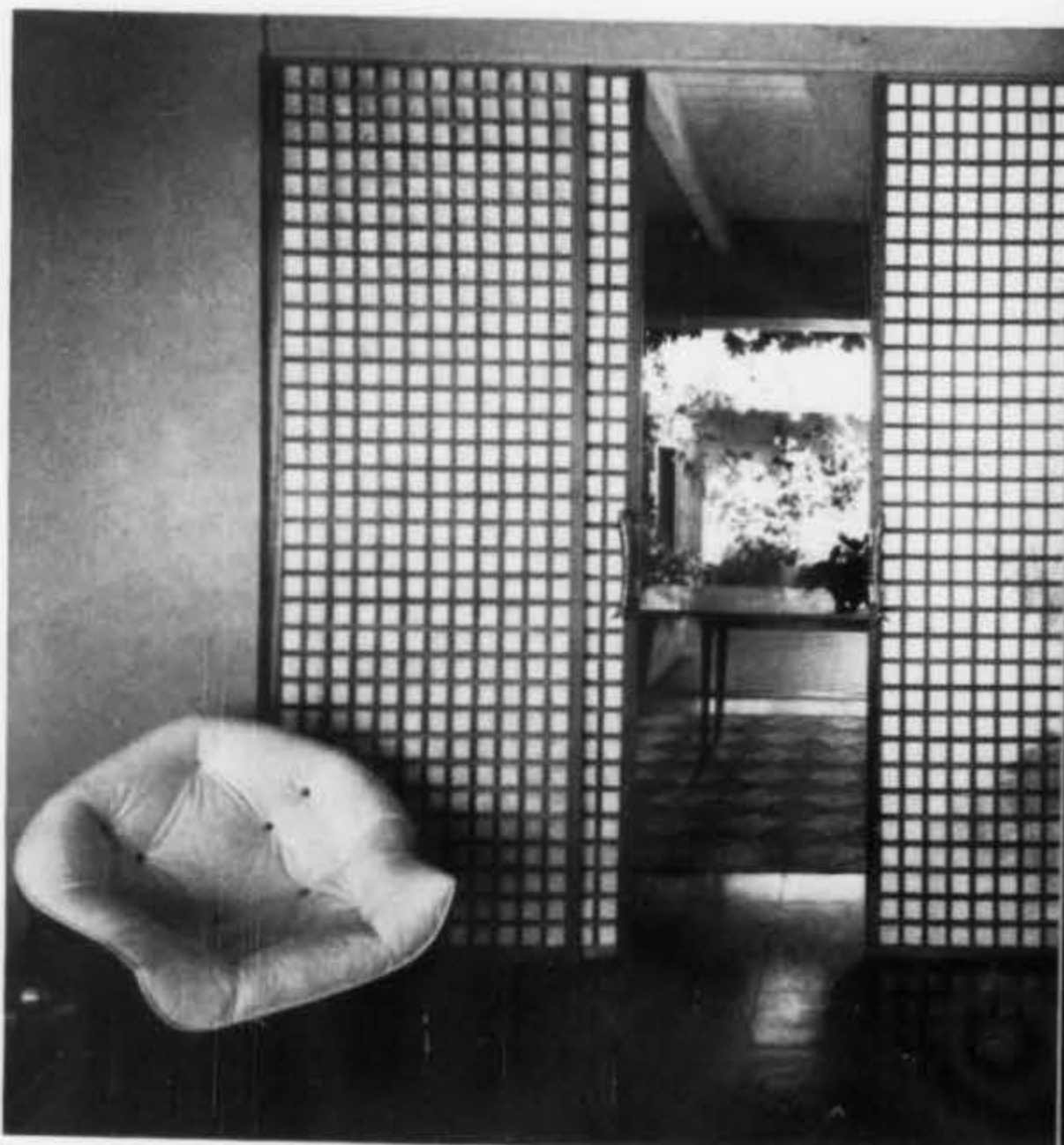
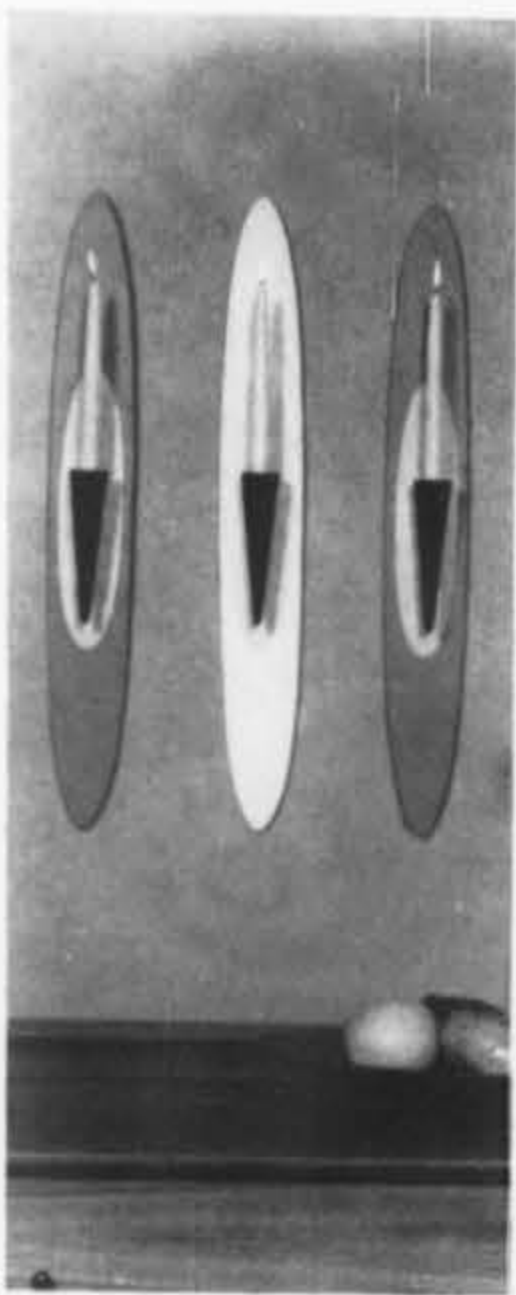
**Clocks from the Palladio collection**

3. **INTERIORS' IMPORT COMPANY, INC.**, 783 Third Avenue, New York, has a variety of decorative clocks in its enormous *Palladio* collection of furniture and accessories, which is manufactured in Interiors' Import Company's own factories in Florence. The *Palladio* group, which is manufactured mostly of metals, includes reproductions as well as adaptations of antiques, such as this wall clock (3) in the French eighteenth century manner. In cast aluminum with antique gold leaf finish; 18" high; 13½" wide.



**Modern clocks and candle-holders**

4, 5. **PETER PEPPER PRODUCTS, INC.**, P. O. Box 1003, Palos Verdes Estates, California, specializes in decorative wall accessories and clocks; all unusual and definitely contemporary in design. The "Autumn Leaves" clock (4) has an abstract arrangement of gold, silver, and black leaves on beige silk. 18" by 50"; \$69.50. The "Skinny Sconces" (5), designed by Garry Carthew have hardwood candle cones with satin black finish mounted on gold-colored ovals; backgrounds are solid board in black, white, vivid orange, or cerulean blue. 4" by 30", \$10.



**New panels of mahogany and shell**

6. **DECORATIVE IMPORTS**, 408 Jackson, Square, San Francisco, has imported a handsome new concept in room dividers from the South Pacific Islands: panels of mahogany and translucent shell. The small squares of sparkling shell diffuse a soft light, affording fragile contrast to the warm tones of natural mahogany. The panels come in two sizes: 2' by 6' (\$34) or 18" by 7' (\$32). They can be used as sliding doors (6), singly, or framed together as free-standing room dividers, or hinged together as screens. Special sizes at \$4 per square foot. The panels are available in New York from Luten-Clairey-Stern, 50 East 64th Street; in Chicago, from M. Singer and Sons, 619 Merchandise Mart.



An ideal, smartly styled arrangement for the receptionist who requires a clear desk top and ample drawer and cabinet storage facilities.

**handsome appearance . . . matchless efficiency**



Spacious secretarial desk arrangement with files, records, stationery supplies at fingertip reach. Auxiliary top at business machine height.

**dramatically combine in Executive Techniplan**



Typical custom arrangement for the business executive includes suspended file drawer, generous storage space, wall-mounted bookcase.

**Globe-Wernicke Executive Techniplan**, embodying every advanced feature of comfort, convenience, and luxury, will be a constant source of pride and pleasure. The sheer beauty of its contemporary design will immediately transform your client's office into an exciting and completely functional working environment. And, of modular construction, Globe-Wernicke metal Executive Techniplan can be easily arranged to suit your client's special needs, yet, stay within the confines and space limitations of his present accommodations. Components include varied-size Desk and Auxiliary Tops, Drawers, Bookcases, Cabinets, Storage Units, Credenzas, End Legs and Panels, Custom Hardware, and 240 different Color Harmonies.



New, free brochure in full color shows many arrangements, diagrams, and color schemes for Executive Techniplan. At all G/W Dealers\* or write us direct—Dept. K-4.

\*Dealers listed in Yellow Pages under "Office Equipment"

**Globe-Wernicke**

**makes business**

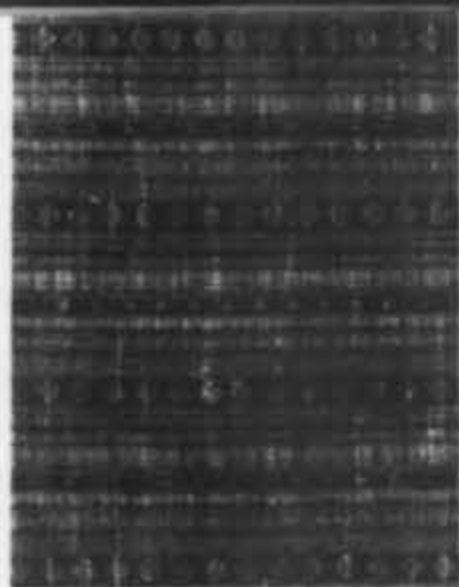
**a pleasure**



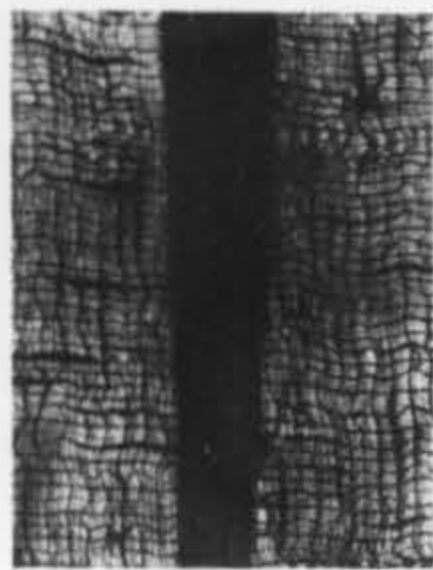
The Globe-Wernicke Co. Cincinnati 12, Ohio



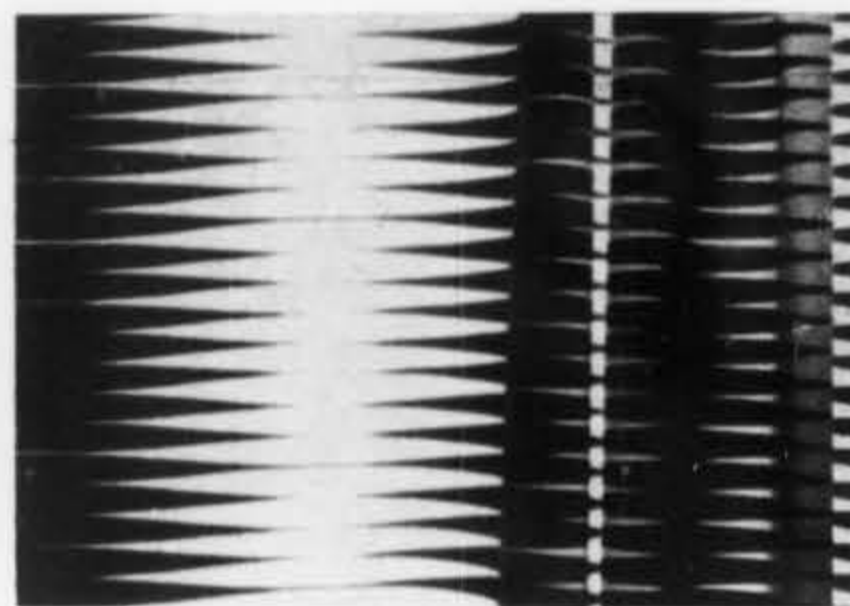
1



2



3



4

## New fabrics in many moods at Thorp . . . Bergamo . . . Rowen

### 140 years of fabric at Thorp

**J. H. THORP & COMPANY**, 425 East 53 Street, New York, in celebration of their 140th anniversary have brought out a sparkling and varied spring collection of 47 new upholstery, drapery, and casement fabrics, and for the convenience of decorators, a group of assorted pillows. Also, a medium priced group of correlated fabrics "Keystone." To start with the solid colored upholstery fabrics in the basic weave types there is a rich, lustrous Sylmerized cotton velvet in 13 antique colors; an imported "Marino Matelasse" with self-quilted small box-within-box patterns; an imported "Weymouth Jaspe Texture"; "Velestrie Textured Nylon" with a velvety striated surface; "Lamballe Satin" of imported rayon and Bemberg; and "Lyons Antique Silk Taffeta" using 18 per cent Dacron for practicality.

Upholstery fabrics in inventive textured and woven patterns include "Yucatan" (2), a heavy slubbed peasant texture of 54-inch linen with alternating plain and banded diamond stripes, \$7.50. "Checkered Linen," 52 inches, comes in natural and tan only, \$4.15. The Irish name of "Tubbercurry" fabric is derived from its home-spun, rayon and cotton tweedy effect—54 inches wide, \$6.00.

Interesting drapery weights include "Provence Lisere," an unusual 50-inch cotton brocade of toile-like country scenes in red, green, brown, or blue, \$16.50. "Adam Damask" (1), a reversible pattern on 54-inch rayon, has cupids, urns, and medallions defined in scarlet, emerald, Bristol, gunmetal, or gold on white, \$14.50. "Imported Tainan Hand Blocked Chintz" has small formal floral stripes, one with lovers in a bower and one with musicians on 50-inch cotton, \$10.50. "Directoire Hand Print" is a handsome large classical floral on 50-inch cotton; the grounds are quiet in mood, \$7.90. "Floral Brocade Aquatint" has a delicate watered pattern printed on a 50-inch gold painted background, dry-cleanable, \$14.75. The floral design of "Aubusson Hand Print" suggests a woven floral pattern on 50-inch cotton, \$7.90. "Green Castle Hand Print" has primitive drawings of small trees in bold all-over effect, \$7.15. "Jamaica" has a narrow series of geometric non-directional modern designs in striking colors on 50-inch cotton and linen, \$7.15.

"Florentine Damask" has a silver painted background on 50-inch cotton, which shines through a vague aquatint wash overlay, \$13.50. "Perennial Border" hand print is a stylized, non-directional dainty floral border printed on one side of a 50-inch antique rayon satin, or on matching marquise casement cloth, \$8.65. "Scheherazade" has a vague indefinite pattern suggestive of Persian rugs in brilliant colors on a choice of 50-inch cotton or sheers of rayon, Dacron, or mohair, \$7.15. "Lorraine Classic" has large bouquets of flowers on rayon and cotton antique satin, \$4.00. "Harwich Stripe," with a plain gray satin and a wide gray and white woven stripe has an additional choice of stripes in lipstick red, royal, emerald, gold, toast, and slate on 47-inch imported cotton, \$4.15. Also among the drapery weight fabrics are several large scenic designs: "Marina Piccolo," a 50-inch double woven cotton with bold outline drawings of tall-masted ships; four colorways, \$8.65. "Transportation" a hand printed 50-inch linen shows a dramatic large suspension bridge against a city skyline and other travel motifs, \$6.50. "Galleria" suggests an architectural drawing of the Milan Galleria. Outlines are black on white 50-inch printed cotton with three colorways, \$7.15.

A great variety of casement cloths may be found among Thorp's vast anniversary collection. "Shutter Casement," a mixture of small rectangular woven and pulled thread blocks of design, has three neutral colors on 52-inch linen, \$5.80. "Bantry Casement," 51-inch imported textured linen, has a wide woven stripe alternating with narrow stripes of beige on white or beige, \$3.40. "Cavan" 51-inch linen has a wide stripe with a narrow open-work center stripe similar to hem-stitching, natural only, \$3.45. The bamboo and tropical flower design of "Lotus Blossom" has a 37-inch repeat on 47-inch rayon, Dacron, and mohair sheer, \$8.75. The modern and crisp "Pinwheel Hand Printed Sheer" has scattered gaily colored Japanese pinwheels on 50-inch linen, \$5.65. "Hand Printed Peonies and Grasses Velote Sheer," an exquisite pattern of sketchy flowers in soft shades and white flocked grasses is on 50-inch silk and Fortisan sheer, \$9.75. "Grasses Hand Printed Sheer" is the white flocked blades of grass only on straw or champagne 50-inch silk and Fortisan,

\$8.65. "Tree and Leaf" is a hand print 50-inch Bemberg sheer with an old pen and ink quality to the drawing of delicate tree outlines, in six colors \$6.40. "Floral Fantasy" suggests linoleum-blocked flowers on a marbelized ground; 50-inch silk and Fortisan, \$7.90.

In the medium priced range, Thorp presents a coordinated group of matching fabrics. It includes six prints: a large all-over cabbage rose; a Federal eagle and shield print; "Spice Garden" oriental patterned flower garden; "Frontier" western motifs; "Milano" Jacobean bouquets of flowers with all over vines; and "Fragrance," tiny repeat clusters of various fruits and flowers; \$4.15 each. To match these prints there are also six plain, 13 striped, and eight striates all on 50 per cent cotton and rayon, \$6.75 each.

### Modern prints for contract use

**BERGAMO FABRICS INC.**, 26 East 56 Street, New York, has added three new modern drapery handprints to its collection. "Spiral," "Sonic," and "Grille," designed by George Tscherny for use in the contract field, are a fire resistant combination of Saran and nylon on a Dacron warp that will stand up under almost any atmospheric condition. Both washable and dry-cleanable, the 48 inch over all designs may be printed in any custom color on solid grounds of natural, sand, orange, peacock, dark blue, light blue, or green. "Grille," a simple stylized pattern is reminiscent of early Spanish wrought iron. "Sonic" (above 4), in the manner of visual sound on an oscilloscope, is a series of elliptical stripes in dark and light patterns. "Spiral," is a neat, self-contained little pattern of delicately spiralling "S" shapes repeated in orderly vertical stripes. Price is \$8.25 a yard and there is a 3 to 4 week delivery.

### Two groups of designs at Rowen

**ROWEN, INC.**, One East 53 Street, New York, is introducing three new prints and one upholstery weave by Albert Herbert and two new open weave casement fabrics by James and Marie Howell. The three prints, "Alhambra," "Trestles," and "Palette" are on 40-inch Dacron or linen, Alhambra, a verti- (Continued Overleaf)

Announcing the NCBI  
Furniture Design Awards  
for 1959

**\$60000**

Six \$1000 prizes for new upholstered furniture designs featuring cotton and spring cushioning

**JUDGES:**

*ELEANOR PEPPER*  
Chairman, Dept. of Interior Design,  
Pratt Institute

*PAUL McCOBB*  
Designer

*OLGA GUEFT*  
Editor, Interiors Magazine

*All sales rights will remain property of entrants. Sponsor will refer interested manufacturers directly to designers.*

In addition to the payment of six cash prizes to winning entrants, the National Cotton Batting Institute will promote a selection of designs for sale to manufacturers. Interested manufacturers will be referred directly to the designers for negotiation. The sponsors will reserve publicity and advertising rights on all entries.

National Cotton Batting Institute and National Cotton Council, Memphis, Tenn.

**ENTER NOW!**

*Fill in and mail coupon  
for complete information*



National Cotton Batting Institute  
P. O. Box 9907, Memphis, Tenn.

Send complete information on the  
NCBI Furniture Design Awards.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_



Functional beauty in The Dorado, the magnificent new Puerto Rican resort. Fabrics were finished with amazing "SCOTCHGARD" Repeller.



## *THE SPOTLESS LOOK*

*comes to the*

*Dorado and*

*residences, too!*

Easy living! Fabrics in this Freeport, N.Y., room are protected by "SCOTCHGARD" Repeller.



Soil whisks away! Water, oil gently blot away!



*Protects fabrics against  
water, soil, even oil!*

Yes! The fabulous new finish—"SCOTCHGARD" Brand Stain Repeller—goes into the glamorous Dorado Hotel, Puerto Rico . . . into residences, too!

Gives fabrics more protection than any other single finish. This amazing fluorochemical protects fabrics three ways—from soil, watery spills, even oily spills.

Imagine *your* installations with the practicality of The Spotless Look. Every fiber wears an invisible shield, yet the fabric breathes. Hand is improved; colors remain true.

Hundreds of decorator fabrics now boast "SCOTCHGARD" Repeller protection. Almost any fabric can be treated. See your source or finisher. Or for more information, write 3M, Dept. WZ-49, St. Paul 6, Minnesota. © 1959 3M Co.

**CONTACT THESE FINISHERS, SPECIALLY LICENSED BY 3M:**

California Flameproofing and Processing Company, Pasadena, California • Fiber Cone Finish Co., Los Angeles • Geltman Sponging Co., Minneapolis, Los Angeles, San Francisco, Cleveland • Kiesling-Hess Finishing Co., Philadelphia • Manhattan Sponging, Kansas City and St. Louis, Missouri • Perma-Dry Co., Inc., New York City • Southeastern Textile Shrinkers, Inc., Atlanta • Synthetics Finishing Corp., Philadelphia • Western Piece Dryers & Finishers, Inc., Chicago.



**MINNESOTA MINING AND MANUFACTURING COMPANY**  
... WHERE RESEARCH IS THE KEY TO TOMORROW

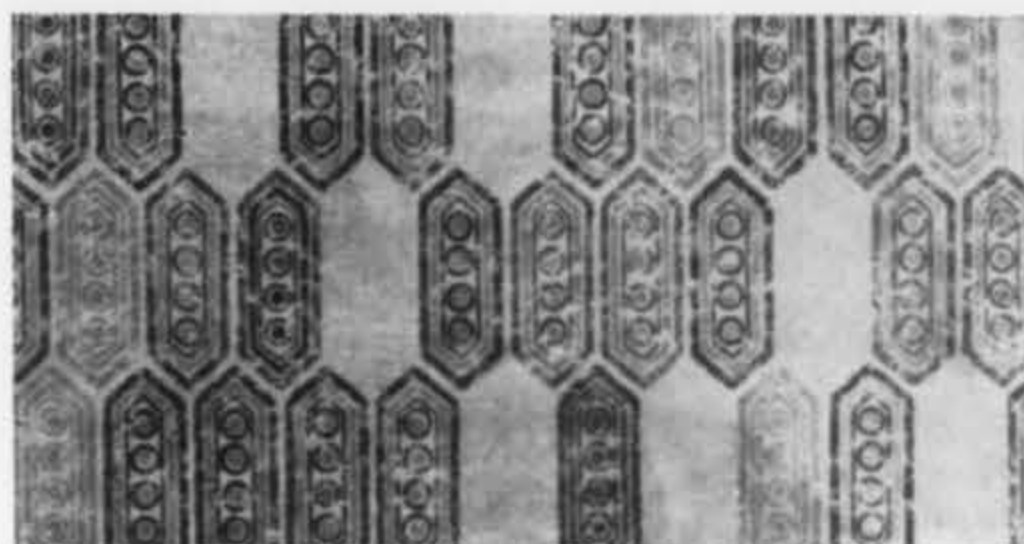


cal series of circles with a star-like flower in the center, separated by a heavy broken stripe has colors of white and gold on yellow Dacron or two shades of lavender on white Dacron. The white linen background has a combination of red, vermilion, and maroon; charcoal, gold, or tan; or, green, turquoise, and cobalt. "Trestles," a delicately drawn Klee-like all-over pattern of small circles, beams, and cross sections is on white Dacron with a print of white or black. Otherwise, the pattern is available in charcoal, orange, olive green, and blue on white linen. "Palette" is a small rectangular all-over series of mosaics of clear well-defined color on linen. In the intense color range, there is a combination of five shades of blue; green; or red, orange, and pink. For the muted range: tans and gold, or sunny yellow. A delicate white Dacron is available with opaque white blocks.

In the new weaves, the Herbert "Saratoga" is an upholstery weight, closely woven matching plain, pin-stripe, or multi stripe fabric of cotton and rayon in 38 colors in each of the major color ranges. The two James and Marie Howell loose open weave casement fabrics are 52 inches wide. The difference is in the use of yarns and weave. #526 is a simple open weave stripe with natural yarns of linen, spun rayon, and cotton. #533 (3 on preceding page) has a predominate yarn of heavy natural linen with black and white stripes of wool and cotton yarns.

**Rondo: a spring collection at Murals, Inc.**

To the new spring collection of Murals, Inc., 16 East 53rd Street, New York, there have been added 21 new distinguished handprinted repeat papers called "Rondo." The moods range from the lacy delicacy of "Mignon" and the flowers and musical instruments of "Roma," to large patterned overall designs such as the damask effects of "Toscany" and "Contessa"; "Arabesque" is styled from



an old Moorish ornament; "Melody" has gay rippling geometric forms; "Kismet" is an adaption of a mid-eastern mosque grille; An Aztec motif is called "Acapulco"; and "Florence" (shown above), is a six-sided Florentine design. Also shown are marbled papers and parchment-like papers. A beautifully illustrated "Rondo" catalog is available as well as the "Rondo" Sample Book Volume 5, which contains over 130 large samples of all the designs. Sample book is \$15.

**Columbus Coated Colovin now for metal laminates**

The Colovin vinyl of Columbus Coated Fabrics Corporation, Seventh and Grant Avenues, Columbus, Ohio, has now been developed for use in a laminate form not only on wood but on all metal surfaces. This highly versatile product is chip-proof, scratch-proof, stain-proof, flame-proof, and weatherproof. Any color, surface texture, or design within the designer's requirements or imagination can be fulfilled with this new product.

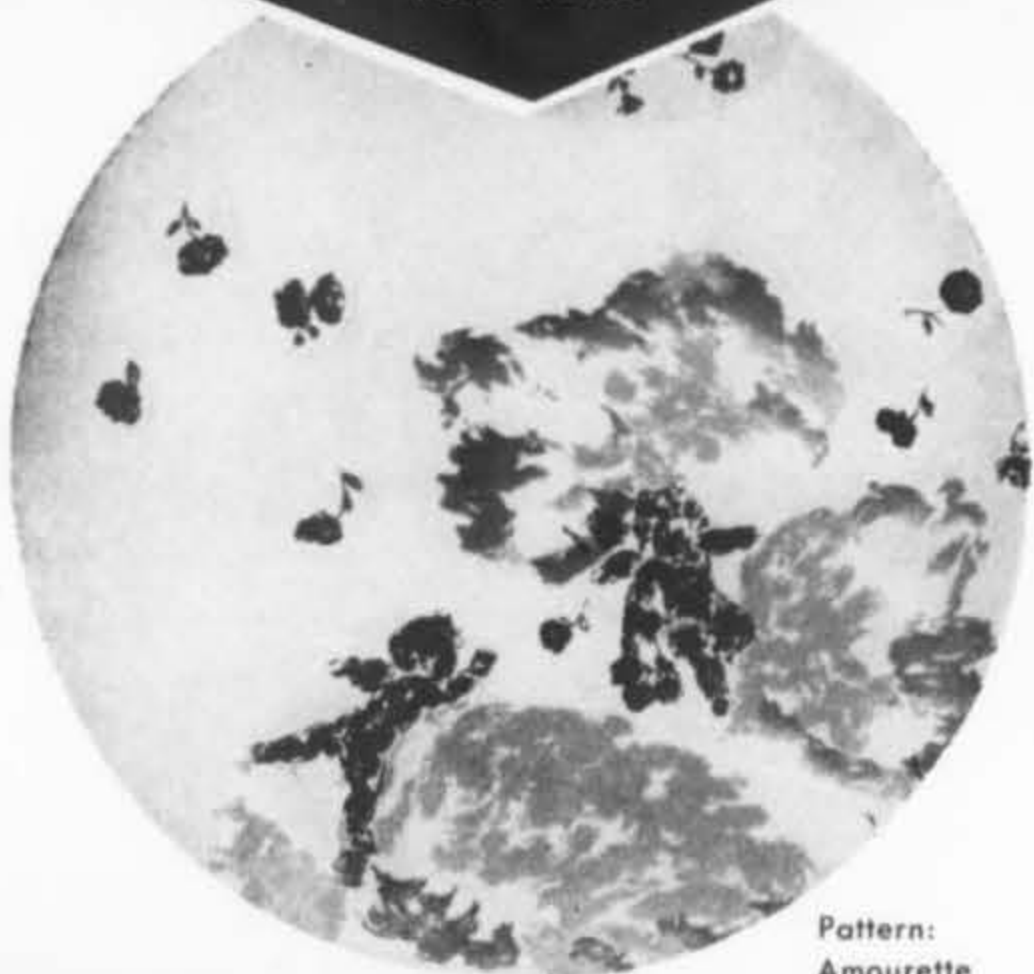
Designers specifications may be sent to Columbus Coated Fabrics, who will make the surface sheet to be delivered to any local laminating company for final adhesion. Further information and names of local laminating companies are available from Columbus Coated Fabrics.

from the new

*Renverne*

HANDPRINT  
PORTFOLIO  
Vol. 5

RENVERNE · 515 MADISON AVE.  
NEW YORK



Pattern:  
Amourette

#### **Bibi imports Belgian Congo arts and crafts**

For the first time in the United States, a large quantity of native arts and crafts from the Belgian Congo is being imported by Bibi and Company, 253 Fifth Avenue, New York, whose stock in trade for many years has been imported European chandeliers, porcelain, china, and glassware. The Congolese articles include sizable busts, heads, masks, and full figures carved in native rosewood, ebony, and wengi wood, as well as carved tom-toms decorated with animal skins; finger instruments, chairs, and table bases ingeniously carved from one piece of wood.

#### **Vermarco curtain wall panels**

Vermont Marble Company, Proctor, Vermont, has developed a new marble-faced curtain wall panel that offers designers the possibility of an interior finish which is an integral part of the structure. The panels are faced on one or both sides with ½-inch thick, 1-foot square marble units and have a core of rigid insulating material. They are framed in extruded anodized aluminum. Marble and aluminum elements come in various colors; panels come in three basic types with custom sizes and patterns available.

#### **Italian velvet quality carpet back in U. S.**

Italian velvet quality carpets are being imported into the United States, for the first time in over half a century, by Dylan Carpet, Inc., 140 East 55th Street, New York. There are very thick spongy types, luxurious heavy piles, solid colored textures, and velvets with mirror-like finishes. Prices are based on the qualities available. Dylan also represents such well-known carpet manufacturers as Masland, Lees, Philadelphia Carpet, Mohawk, Rugcrofters, Firth, Hardwick & Magee, Stephen-Leedom, and McGee.

*Available immediately from*

**NATIONAL**... *fabrics treated with*



*Contemporary! Traditional! Period! An exciting range of color, texture!*

Available immediately . . . over 150 patterns stocked by National with this amazing new protection against watery spills, soil, even oily spills. In all decorator lengths. For contract or residential use from leading manufacturers everywhere. Immediate delivery. For dealer franchise information, contact Minneapolis office.

**NATIONAL FABRICS**

110 North Fifth Street, Minneapolis 1, Minnesota

#### *NATIONAL FABRICS Franchised Dealers*

**DENVER, COLORADO**

Clark Foam and Fabrics, Inc.  
1200 South Acoma

**MIAMI, FLORIDA**

Textile Products, Inc.  
5601 N.W. 35th Avenue

**SALT LAKE CITY, UTAH**

Western Leather Co., Inc.  
144 So. 4th East Rear

*Representatives in all principal cities of the United States and Canada.*

WHERE  
IN THE  
WORLD  
CAN YOU  
SHOP ALL  
THE WARES OF  
THE WORLD?  
AT THE  
3rd ANNUAL  
UNITED STATES  
WORLD TRADE  
FAIR  
MAY 8-19, 1959  
COLISEUM  
NEW YORK



### HERE—UNDER ONE ROOF

—the world of interior design and decoration comes to you excitingly alive . . . in a wide and varied range. Thousands of products . . . many exhibited for the very first time in the United States. See new concepts, striking motifs . . . new beauty, functional ideas . . . proud contributions of quality craftsmen from Belgium, Czechoslovakia, England, France, Germany, Holland, India, Israel, Italy, Japan, Mexico, Poland, Spain . . . to mention just a few.

**YOUR SINGLE-STOP SOURCE** for interiors, the Fair highlights the new and the old, the exotic and the familiar in subtly colorful fabrics, textiles, furniture, furnishings, floor coverings, leather goods, works of art . . . and so much more.

**Learn How To Do Business With The New EUROPEAN COMMON MARKET!** Get the facts about the European Common Market direct from government officials and manufacturers themselves . . . and learn how you can profit by it.

**THE ONLY ESTABLISHED INTERNATIONAL MARKET** in the Americas, the United States World Trade Fair last year attracted over 530,000 visitors, including 144,700 businessmen and buyers from all over the world. These men established invaluable contacts and accounted for a record-breaking amount of business with over 3000 exhibitors from more than 60 countries.

These statistics prove that the Fair is the most efficient, most effective way to shop the wares of the world. It's the Western Hemisphere's greatest international trade market. Be sure you attend!

#### SEND TODAY FOR YOUR FREE ADMISSION CREDENTIALS:

##### REGISTRATION COUPON FOR THE TRADE ONLY

Save time by registering NOW. Fill in and mail this registration coupon to the address below and your admission credentials will be mailed to you. There is no registration fee.

Please check below if you wish us to make hotel reservations for you.

PLEASE PRINT

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

FIRM \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

TYPE OF BUSINESS \_\_\_\_\_

PRODUCTS MFG'D OR SOLD \_\_\_\_\_

Please check below the classification of your business

- Wholesaler       Exporter       Dept. and Chain Store Buyer  
 Importer       Mfrs.' Agent  
 Retailer       Manufacturer       Other

Please send us your hotel reservation blank.

UNITED STATES WORLD TRADE FAIR, 331 Madison Ave., N. Y. 17, N. Y.

*janet rosenblum*

*incorporated*

*602 madison avenue*



#### **Area rugs are back at Howard and Schaffer**

Howard and Schaffer, 509 Madison Avenue, New York, has re-entered the carpet field with a collection of area rugs to correlate with some of its new decorative fabrics. Decorators may design their own wool rugs using special colors. In addition to the rugs, Howard and Schaffer is showing custom carpeting in a wide range of colors in wool. These also may be dyed to order at no extra charge.

#### **New rug fiber from Allied Chemical**

An important new rug fiber, called Caprolan, has been produced by Allied Chemical Corporation, 261 Madison Avenue, New York. Caprolan is called "a kind of nylon," but its slightly different formula produces a pure white rather than a yellow-white fiber, therefore taking color more brilliantly. The continuous filament yarns of Caprolan, textured by a converter, produce a rug which is thicker, richer, and more resilient, that does not pill, fuzz, or shed. Rugs woven of textured Caprolan also present fewer cleaning problems, and resist mold, mildew, and rot.

#### **Italian mosaic wood floors from Miller Brothers**

Mosaics of solid hardwoods, a new type of flooring originated in Europe, are now being manufactured in the United States by Miller Brothers Company, Inc., Johnson City, Tennessee. The flooring, known as Micro-Saic, assembles the mosaics into 18" by 18" sheets, which achieve unusual stability because of the alternating grains of the woods, and because the individual pieces are not laminated but adhere independently to the sub-floor. The wood mosaics come in two types: Italian Micro-Saic, which consists of 400 individual 9/10"-square pieces of hardwood 5/16" thick in each 18" sheet, available in a random pattern of six hardwood species or entirely of oak; and Standard Micro-Saic, which consists of 4 1/2" staves 5/16" thick arranged into 16 squares in each 18" sheet, manufactured entirely of oak, maple, walnut, and cherry. A brochure of installation specifications and photographs is available (A.I.A. File Number 19-E-9).

#### **Colored plastic skylight by Consolidated General**

A colored plastic skylight has been developed by Consolidated General Products Inc., 2401 Nicholson Street, Houston, Texas. Designed to overcome the cold, commercial feeling generally associated with skylights, this Consolite Double Dome Skylight is produced in astro-green, mist white, pale pink, pale yellow, and pale blue. It is a fiberglass-reinforced twin-domed insulating plastic bubble. The dead air space between its inner and outer domes gives it a low rate of heat transmission—a "U" factor of 5 and good insulation value. Tougher than either glass or the acrylic plastic of conventional skylights, Consolite Skylight will support a uniform load of 200 pounds per square foot and is shatterproof. Available in 3 shapes, square, round, and rectangle in self-flashing, low- or high-silhouette and curb mounting; the skylights vary in size from 14 inches square to 38 x 74 inches. Retail prices start at \$22. Additional information available from Kenneth Beer, Consolidated General Products Inc., P. O. Box 7425, Houston 8, Texas.

#### **City Skyline drapery panel by Elenhank**

A new decorative drapery panel, "Skyline," is being presented by Elenhank Designers Inc., 347 East Burlington Street, Riverside, Illinois. The printed length of "Skyline" is 7 feet, 6 inches and may be ordered with custom color backgrounds on any client selected fabric. The design of towering skyscrapers graduates from black to grays as the buildings rise one above the other. A reduced print of 38 inches is also available and, to avoid confusion, is called "The City."

**HERE'S WHY YOU SHOULD SELECT  
PERMA DRY the 1st NAME IN TEXTILE PROCESSING**

TO APPLY  **SCOTCHGARD®** TO YOUR FABRIC  
STAIN REPELLER

A PRODUCT OF MINNESOTA MINING AND MANUFACTURING COMPANY

**"ANY PROCESS, EVEN SCOTCHGARD IS ONLY  
AS GOOD AS THE PROCESSOR WHO APPLIES IT"**

That's why PERMA DRY, the first name in textile processing, always applies SCOTCHGARD, Stain Repeller, to your fabric under the direct technical supervision of a member of The American Association of Textile Chemists and Colorists.

**JOIN THE CARRIAGE TRADE COMING TO PERMA DRY!**

**THE DORADO** the luxurious new resort  
hotel in Porto Rico

**THE ST. JAMES THEATRE**

The magnificent theatre in New York City

**SHERATON HOTELS**

Serviced by PERMA DRY nationwide

**S.S. SANTA ROSA-S.S. SANTA PAULA**

The prideful beauties of the Grace Lines

**Scotchgard is**

resistant to water type  
stains . . . resistant to  
oil type stains . . . resist-  
ant to dry soil.

For complete facts on giving your fabrics  
the protection they deserve, call or write:



3 West 17th Street, New York 11, N. Y. • WAtkins 4-0877





## FERN

*Repeat 33"* — OUR GRACEFUL Fern

design has inspired a whole new mood

in "dream-like" colors for papers, to

coordinate our Fern on Sheer

#7100 and Fern on linen #7216.

# Brunschwig & Fils

*Decorative Fabrics*

509 MADISON AVENUE • NEW YORK 22

Philadelphia • Boston • Chicago • San Francisco • Los Angeles

Dallas • Houston • Sarasota • Canada • Paris

### New fabrics for Gerdau furniture

The Otto Gerdau Company, 82 Wall Street, New York, is now importing a new group of Danish tailored wool fabrics as an upholstery selection for the loose cushion group of their contemporary teakwood and walnut furniture. The three groups of top quality fabrics, in plain weave, vary in texture from a fine wool to an uneven rough-textured wool. Some are mottled with either black or white. The colors are clear and sharp, such as burnt orange, jade, emerald, royal purple, brown, gold, red, rust, teal blue, white. These fabrics were designed to complete the authenticity of the Gerdau Danish furniture groups.

### Manufacturers' Literature

ABITIBI CORPORATION, 956 Penobscot Building, Detroit 26, Michigan, has issued a colored folder on its Wood-Grain Plateboard, a low-priced hardboard for wall paneling said not to splinter, crack or split. Abitibi Plateboard comes in four patterns, either in oak or walnut finish.

AMERICAN LOUVER COMPANY, 4240 North Sayre, Chicago 34, Illinois, has issued a detailed brochure (Sweet's Catalog 32b/Am) on its plastic louvers, which contains installation photographs as well as complete mechanical, thermal, optical, physical, and electrical specifications. The louvers, which interlock to eliminate riveting or welding, come in two sizes: 10 $\frac{3}{4}$ " by 47 $\frac{7}{8}$ ", and 23 $\frac{1}{2}$ " by 47 $\frac{1}{2}$ ". The special features of the louvers include color stability, low surface brightness, lighter weight, and uniform light diffusion.

HABITAT, INC., 336 Third Avenue, New York, has issued a file folder (A.I.A. 31-F-2) showing its new group of architectural lighting fixtures designed by Paul Mayen. The folder includes descriptions and photographs of the new group, which consists of multiple spheroids, cylinders, or squares of hand-blown white glass (a few in color), suspended in a variety of clusters from brass or chrome ceiling fixtures and rods.

KITTINGER COMPANY, INC., 1893 Elmwood Avenue, Buffalo, New York, has issued its 15-page 1959 catalog, including its revised price list and a brochure on new upholstered lounge furniture. The catalog shows photographs, with specifications, of new Kittinger beds, dressers, armoires, and tables.

NATIONAL LUMBER MANUFACTURERS ASSOCIATION, 1319 18th Street, N.W., Washington 6, D. C., has published a new booklet, "Livability Unlimited, with Homes and Products of Wood," which illustrates with colored photographs and drawings the many uses of wood in architecture and furniture. Descriptions of various woods, and their advantages in building, are included.

OWENS-CORNING FIBERGLAS CORPORATION, Toledo 1, has published three new pieces of literature on acoustical products. The 30-page booklet, "Fiberglas Noise Control Products" AC-43C is a comprehensive analysis of the availability, installation technics, and general information concerning the Fiberglas line. "Sonofaced Noise Control Products" AC-501 describes the increasingly popular Sonofaced tile in detail, showing colors and patterns. "Acoustical Access Tile" AC-791 discusses the rapid application and easy access of the noise control new kerfed access tile. All brochures are available at the above address.

THE RUBBER MANUFACTURERS ASSOCIATION, INC., 444 Madison Avenue, New York, has published a 14-page brochure on rubber and solid vinyl flooring, entitled "The Aristo-

crats of Floors." Photographs of institutional as well as residential installations of both types of flooring are shown, demonstrating their versatility and practicality. Specifications and background information on both are also included, and a description of the limitless patterns and colors available.

### Address Book

CONTEMPORARY CALIFORNIA is the name of the new showroom in New York, at 118 East 31 Street for Costa Mesa Furniture Company and Vista Furniture Company.

JOFA, INC., 45 East 53rd Street, New York, has opened a new San Francisco office at 711 Sansome Street.

SIMON MANGES AND SON, INC., 575 Madison Avenue, New York, announces that, effective Friday, February 20th, Martin Wolf has been named Executive Vice President; Charles Potash, Vice President and Secretary, and Jack R. Goldstein will remain as Vice President.

WILLIAM PAHLMANN ASSOCIATES INC., are moved to their new quarters at 136 East 57 Street, New York. The phone is the same—PLaza 9-7306.

HARRIS G. STRONG, MODERN CERAMICS, recently moved its main offices and workshop to a huge loft at 455 East 147th Street, New York, and in its expanded facilities is developing a new group of stock ceramic tile murals which should be of special interest to designers faced with limited budget jobs. The complete line will offer ten selections averaging about 10½ square feet in size, done in impressionist style. Several are already available. There will also be a group of abstract tile designs which can be repeated to cover entire walls. All of the stock murals will offer some color choice, and price will depend upon this, as well as upon size and subject; approximate retail for a 16-tile mural of 6-inch tiles is \$90. Mr. Strong, who is a ceramic engineer, develops all his own glazes and is currently working on textured-surface tiles for full-wall installations. A sampling of the range of the firm's products can be seen at the Design Center, Space 151.

PETER QUAY YANG ASSOCIATES, INC., has moved to 114 East 40th Street, New York (telephone: MU 2-3068.)

### Company News: Executives, Distributors, Affiliates

BIGELOW-SANFORD CARPET COMPANY, INC., 140 Madison Avenue, New York, has appointed Patrick A. DeBiase Assistant to the President, coordinator of marketing, design and development. Mr. DeBiase was formerly with Sears, Roebuck and Company in charge of carpet buying.

CABIN CRAFTS, INC., Dalton, Georgia, carpet manufacturers, has concluded exchange tieups with Gamlestadens, of Gothenburg, Sweden, and Lana Rossi, of Milan, Italy. Under terms of the new licensing agreements, Cabin Crafts will exchange style and design information, production and sales technique with its new European affiliates. Cabin Crafts has similar arrangements with Rivington Carpets, Ltd., and Everwear Candlewicks, Ltd., both of the United Kingdom, and Balson et Cie. of Chateauroux, France, as well as affiliates in Canada, South Africa, New Zealand, and Australia.



## PALLADIO®

### INTERIORS' IMPORT COMPANY, INC.

M-2038 LOUIS XIV MIRROR. HAND-WROUGHT IRON.  
DEEP ANTIQUE GREEN AND GOLD LEAF FINISH. 23½" x 42".

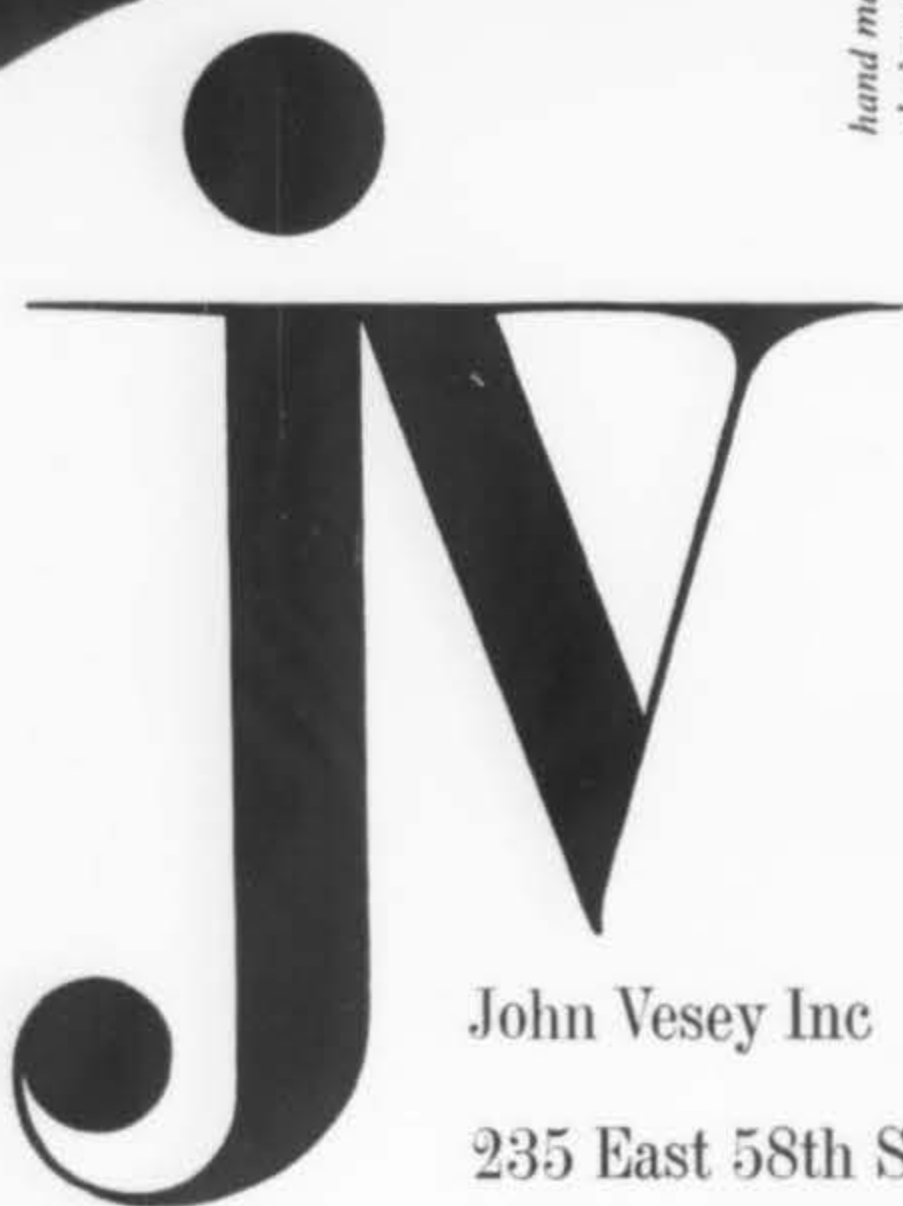
B-460 MATCHING CONSOLE. WHITE MARBLE TOP WITH GRAY VEINING.  
12½" x 38½" x 32½".

SHOWROOMS: NEW YORK • 783 THIRD AVENUE, A. MARANGONI, PRES.  
CHICAGO • MERCHANDISE MART • SPACE 6-170  
OUTSIDE U. S. INQUIRE: P. O. BOX 668, FLORENCE, ITALY

CAT



hand made aluminum and tufted calfskin sofa/8 feet long/also matching benches, chairs and sofas in varying lengths



John Vesey Inc  
235 East 58th Street  
New York 22  
Murrayhill 8-7766

B. L. MARBLE CHAIR COMPANY, office furniture manufacturer of Bedford, Ohio, announces the appointment of two veteran New York office furniture retail store executives as vice presidents and directors. John E. Mossman and Jack G. Schwander, former president and board chairman, respectively, of Desks, Inc. in New York City, are the new Marble Chair officers, effective April 1—the date their resignations from Desks, Inc. become effective. The two newly-appointed executives head up expanded sales offices in New York City. C. B. Schubert, Marble Chair Company vice president and director in charge of the New York office, retires on July 1.

ORIENTAL RUG IMPORTERS ASSOCIATION, 330 Fifth Avenue, New York announce the appointment of Elizabeth Whitney, A.I.D. as consultant.

F. SCHUMACHER AND COMPANY, 60 West 40th Street, New York, has appointed Otto J. Hausmann manager of the carpet department, and promoted Torben Caspersen to the newly created position of executive director of the carpet department.

THOMAS INDUSTRIES, INC., 410 South Third Street, Louisville, Kentucky, has named Miss Rose M. Coakley as consultant in lighting.

J. H. THORP & COMPANY, INC. has announced the appointment of Charles P. Davies as vice president in charge of western operations covering the 11 western states, Hawaii, and Alaska. Mr. Davies has been with the Morton Sundour Company, Inc. on the west coast for the past 22 years. He will make his headquarters after April 1 in the Thorp offices, 131 North Robertson Boulevard, Los Angeles.

**VOGEL-PETERSON**  
**Decorator Line**  
*Aluminum*  
**COAT and HAT RACKS**

**Shell No. 21**  
has full length Hanger Rail extending 11-5-8" from wall.

**Shell No. 31**  
has staggered, die cast, anchor-style coat hooks instead of Coat hanger rail.

**Shell No. 11**  
general utility shell or for extra hat shell above types 21 or 31

108

**VOGEL-PETERSON COMPANY**  
1127 WEST 37TH STREET • CHICAGO, ILLINOIS

**Packaged—**  
**Ready to put up.**  
Shelves come boxed, fully assembled ready to install.

Write for Bulletin DL 625

## INTERIOR'S BAEDEKER—PART II

It was bound to happen. Our Compleat Baedeker of New York's decorative showrooms (March, pages 108-113), published for the convenience of American Institute of Decorators members who will attend the annual Conference at New York's Hotel Plaza, April 26-30, was not compleat at all, mysteriously lacking as it did some of the most splendid and world-famous sources in the business. For instance, there was (or should have been) Macey-Fowler. The vast collections of executive and office furniture of this time-honored firm could not begin to be accommodated in its exhibit at the Architectural Samples Corporation (101 Park Avenue), which we *did* mention; the lines require an entire floor in the Decorative Arts Center, 305 East 63rd Street. New are an oval table on polished brass legs, the top made from an elaborate and rare piece of walnut criss-crossed with a brass inlay; and a brass-legged sofa with loose-cushion leather (natural or colored) upholstery.

How we neglected *all three* of F. Schumacher's Manhattan showrooms is also beyond our ken. You can't miss them: 60 West 40th Street, 535 Madison (near 54th) and 305 East 63rd, and each carries the complete array of spring fabrics (March, page 154) and Bittan Valberg's lovely rugs (February, page 106).

An addition to the large and airy carpet showroom of Simon Manges and Son, 575 Madison, is the new—and exclusive with them—Cabin Crafts "Vendome" carpeting. This is luxury, high-pile Acrilan which comes in 12- and 15-foot widths and six colors: two tones of beige, wood-tone, larkspur, gold, and green. Here also may be seen Cabin Crafts' complete spring rug collection.

Stratford House is the large and friendly shop at 443



budget imports by the manufacturers of



the highest quality custom hardware



*P. E. Guerin Inc.*

23 JANE ST. • NEW YORK 14, N. Y.  
2 blocks south of 14th Street, east of 8th Avenue

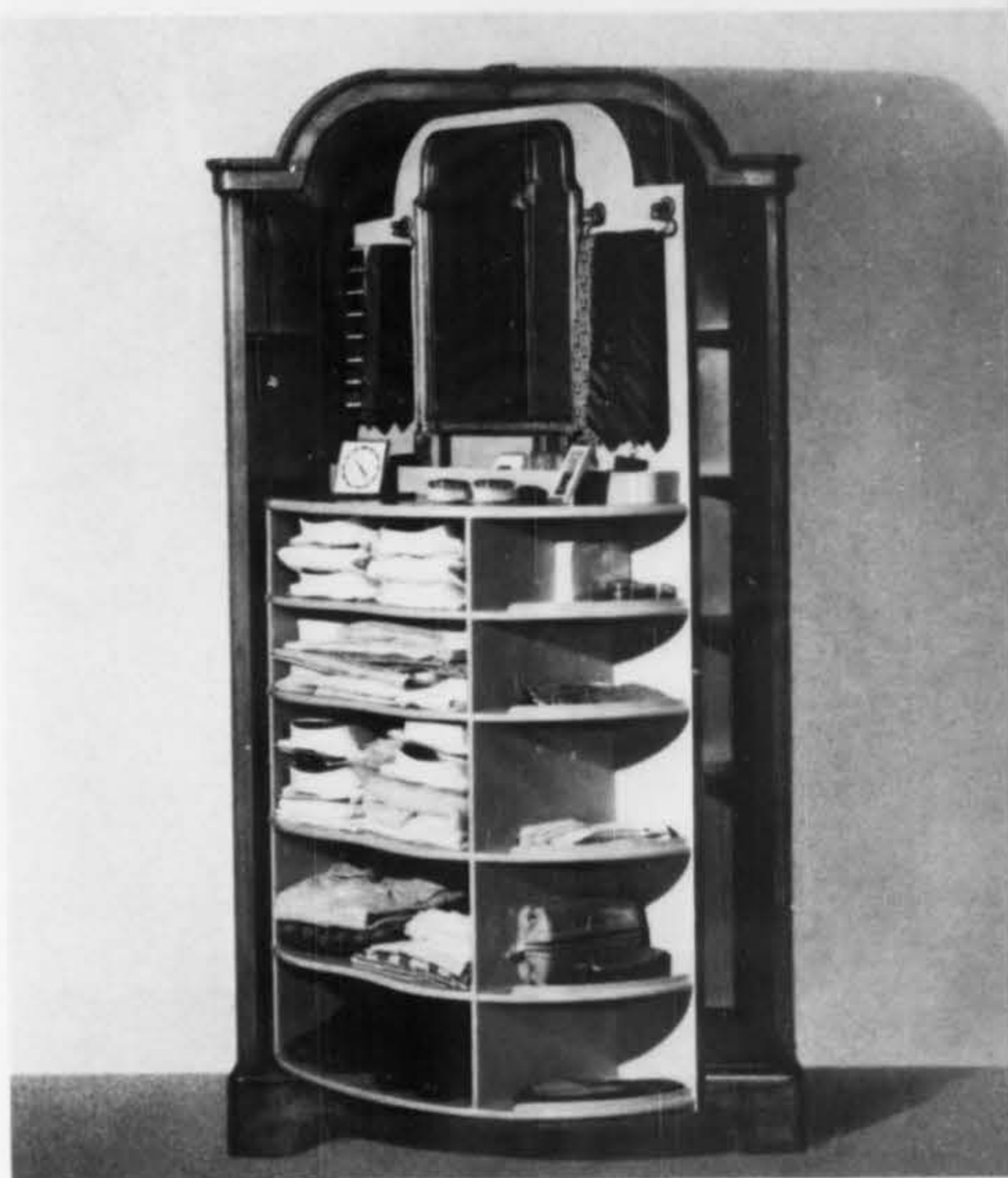
"CONTEMPORARY" bathroom accessories



A  
GOOD  
TURN...

for the  
man of the  
house

The single door of this Armoire revolves to present his wardrobe!



Sold thru Decorators and Dealers

**KITTINGER**  
company, inc.

Showrooms: BUFFALO NEW YORK CHICAGO BOSTON  
LOS ANGELES SAN FRANCISCO DALLAS



**IF IT'S CHAIRS...  
IT'S MIELE**

A few imported designs from New York's largest collection of seating styles. Old world craftsmanship, quality materials and hand-finishing impart a delicate touch of grace to these French and Italian Provincial pieces.

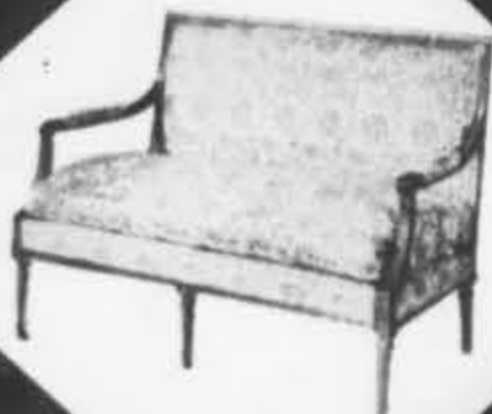
A wide variety of finishes are available or we will match your sample at no additional charge!



No. 1566



No. 1515



No. 1918



No. 1589



No. 1801

Over 250 styles are on display in our New York showroom. Complete catalog is available upon request.

CHICAGO:  
Richard Norton  
612 Merchandise Mart

BOSTON  
Berthold S. Stern  
698 Beacon St.

**Ralph A. Miele, Inc.**

341 EAST 62nd STREET • NEW YORK 21 • TEMPLETON 8-1777

Fourth Avenue. They have been in this location for the last 26 years showing a large group of famous-name manufacturers such as Glenn of California contemporary furniture, and the Elegette division of Furrnette Hi-Fi cabinets and case goods. Here too are many French Provincial chairs and occasional pieces.

*In geographical order*

Now, to confuse your kinesthetic sense somewhat, we'll start downtown once more and work upward. Down in the financial district near Wall Street is 50 Broad and Minute Hygiene with bathroom appliances. Back to Greenwich Village, this time to 21 Jane Street where P. E. Guerin harbors a huge collection of antique and reproductions of hardware, including the brand-new "Lotus" line of bathroom fixtures. North of the Village, at 22 West 15th, Continental Felt has no showroom to speak of, but pick up your cards here showing their fabulous felt color line. After that, Beddingcraft invites everybody to bounce around on their custom springs and mattresses at 17 East 16th Street. Don't doze off, though, because Swivelier, a few blocks over, has revamped its showroom at 30 Irving Place to display its Gyro-lite recessed and adjustable spotlights.

Back again across Fifth . . . Kappa-Shell, 121 West 17th, has lighting fixtures and place mats made of — believe it or not — mother-of-pearl. Up at 44 West 18th, Carlisle Upholstery claims: "If you've got a room like a pretzel I can make furniture to fit it." On East 22nd, number 12, Rainbow Wood shows off wooden decorative accessories like trays, cigarette boxes, book ends, etc. Hoof it onward from there to Duro-Built at 155 East 23rd — the

# DRAW-MATIC

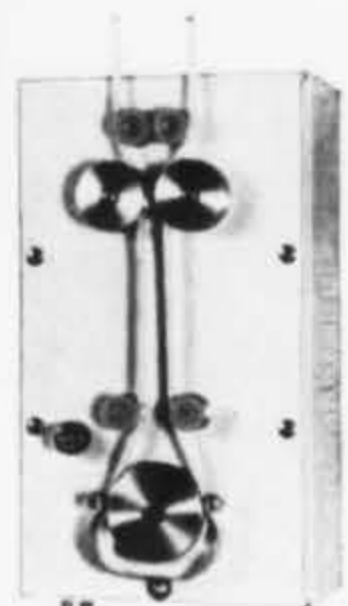
OPERATES ANY  
TRAVERSE DRAPERY  
WITH THE FLICK  
OF A SWITCH

**FOR ARCHITECTS AND  
INTERIOR DESIGNERS  
WITH IMAGINATION!**

• COMPLETELY CONCEALED,  
SIMPLE INSTALLATION

• PRECISION PRODUCT,  
UNCONDITIONAL  
2-YEAR GUARANTY

• REMOTE CONTROL,  
IF DESIRED



USA • CANADA

MEXICO • HAWAII • VENEZUELA

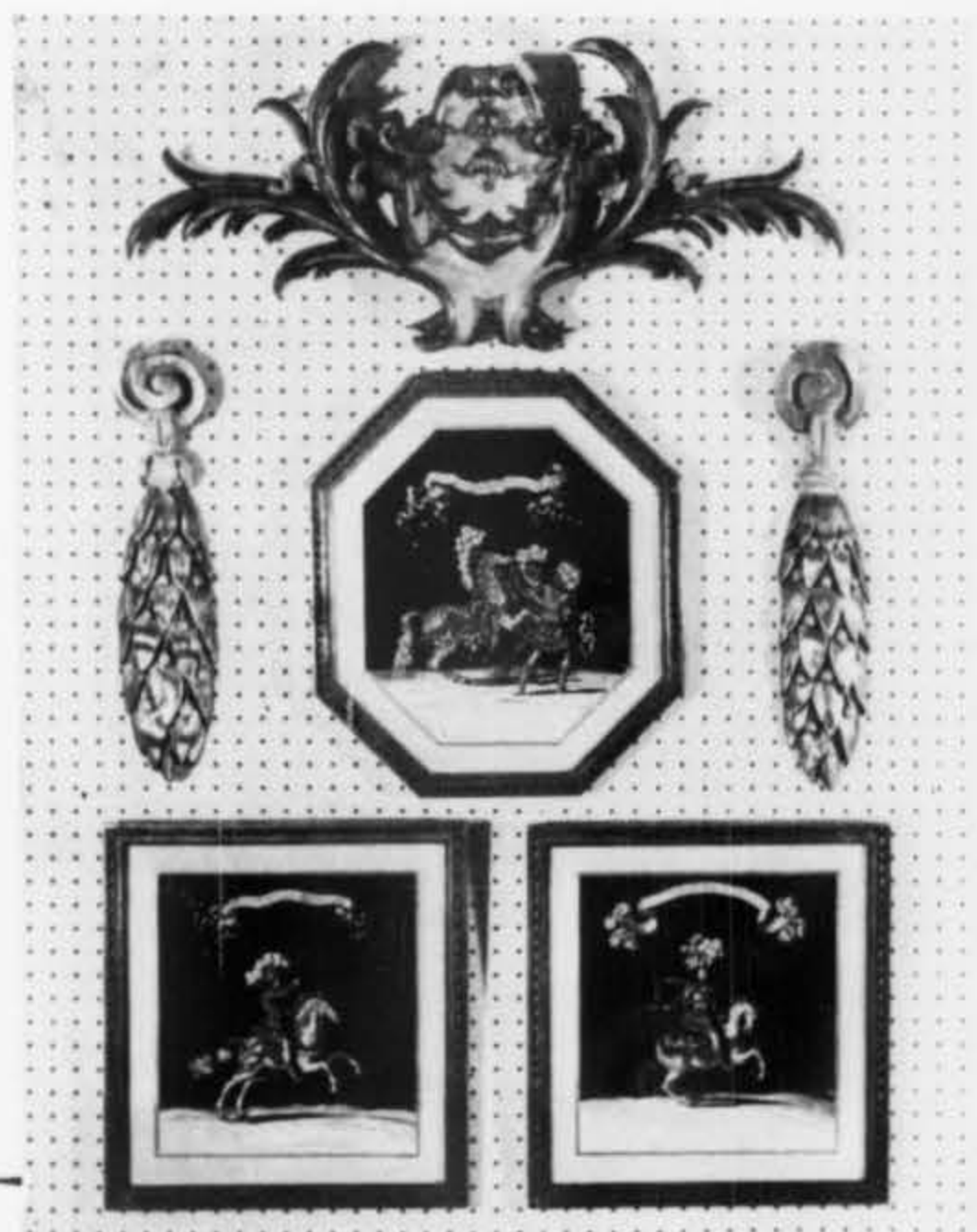
**DRAW-MATIC ENGINEERING CO.**

13025 West McNichols Road, Detroit 35, Mich

specialty is custom work, but there's still a nice display of provincial and modern upholstered furniture. **Central Felt**, over at 24 West 25th, has a how-to-apply exhibit of Hushalon wallcovering, for anyone who got fouled up the last time; they're also showing Tempora drapery fabrics. **James G. Hardy**, 11 East 26th Street, has yarn-dyed cotton damask table cloths and napkins for contract use — they use them, for instance, in the Dorado Beach Hotel in Puerto Rico. If you haven't gotten with the Oriental trend yet, **Miya** at 39 East 28th should convince you — they have glass lanterns, bamboo draperies, many new patterns on shoji screens. Not far away is the renowned emporium, 225 Fifth Avenue. Here the latest at S. S. Sarna are harem lanterns of pierced brass imported from India. Here, too, **Erich Herrmann** has frames for any picture, sells some new modern paintings and American colonial pictures as well; and **Raymor** has furniture from **Crucible Products** among its myriad lines. **Wendell Plastic Fabrics** at 1220 Broadway boasts Fabricane, a man-made cane-like fabric for walls, room dividers, furniture.

Whoops — backtrack for a minute — we almost forgot **Paul A. Straub** at 19 East 26th Street, and their lovely collection of china figurines, dinnerware, and cut glass shouldn't be forgotten. **Theodore Engbert**, custom woodworkers at 329 East 29th, will design and execute wall paneling, furniture frames, and cabinetry. Now a tour up the big avenues around the lower thirties: at 192 Lexington, **Bendix Mouldings** shows wood mouldings and a group of carved wood ornaments for flush doors. Cross over to One Park, where **Longacre** has an enormous display of versatile upholstered furniture, especially sectionals, and **Allison Furniture** is carrying the Cochrane upholstery fabric line, featuring the elegant "La Scala"

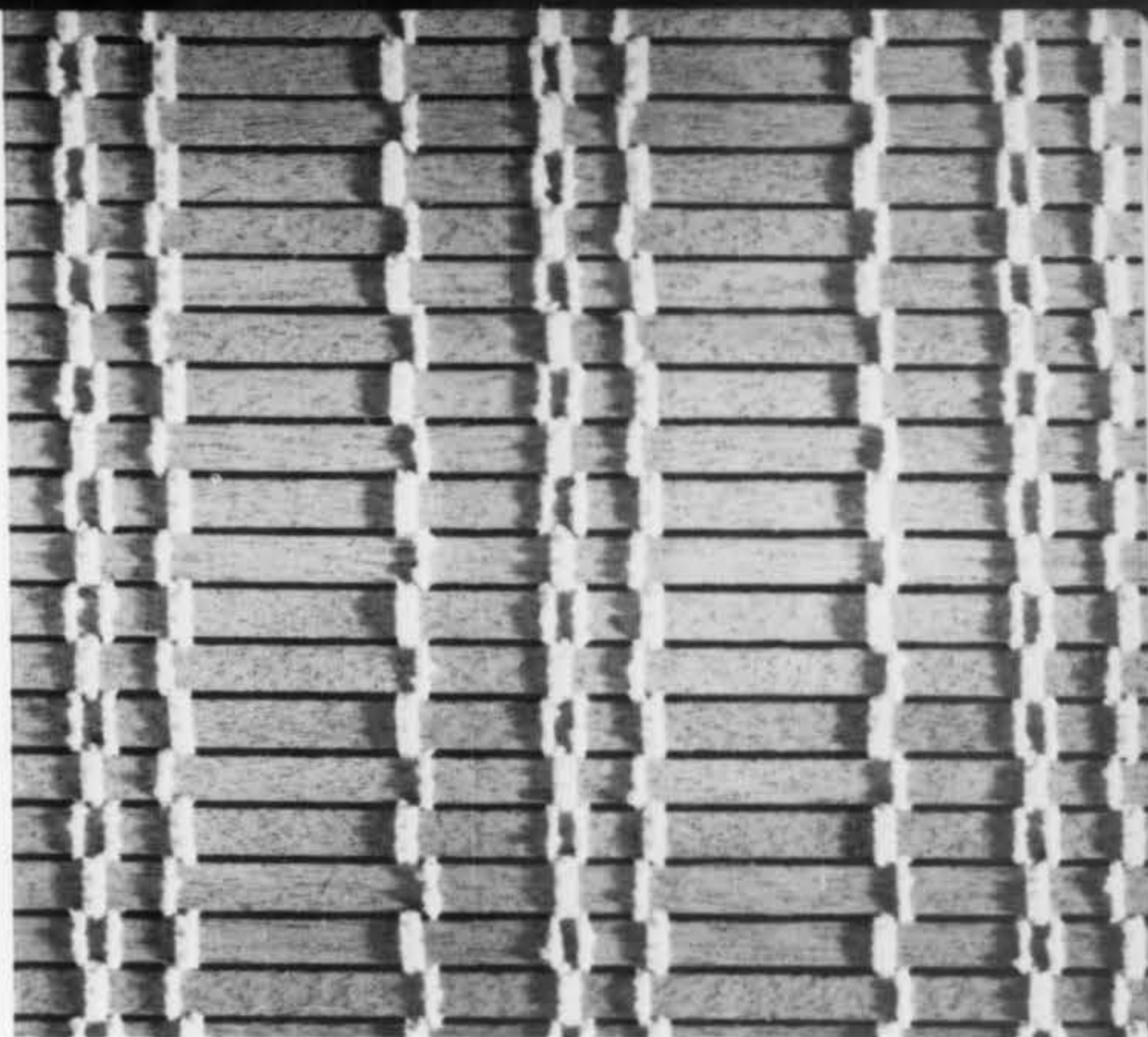
*(Continued Overleaf)*



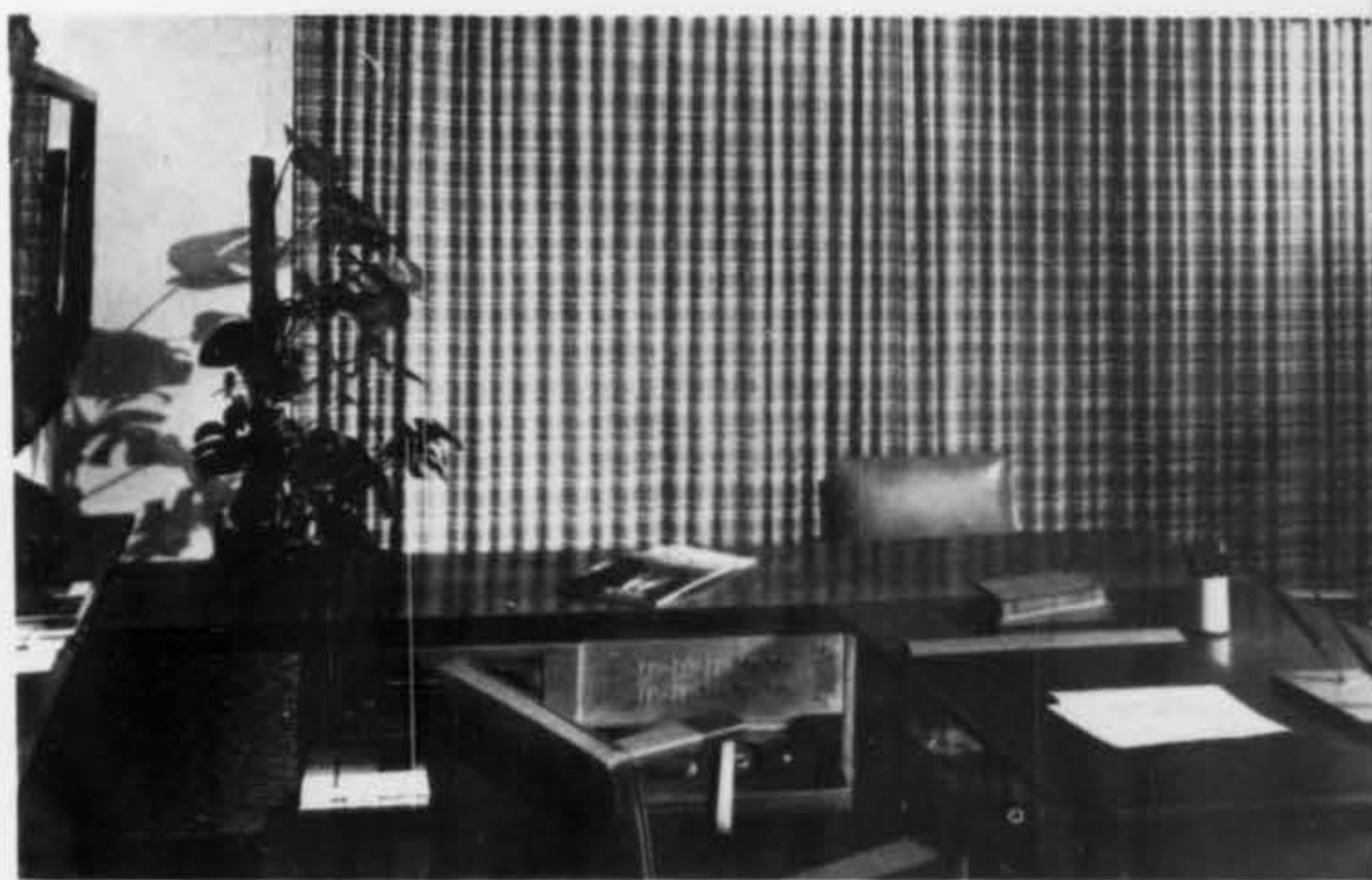
*A constantly changing collection  
of antique pictures and plaques*

**SAXON & CLEMENS**

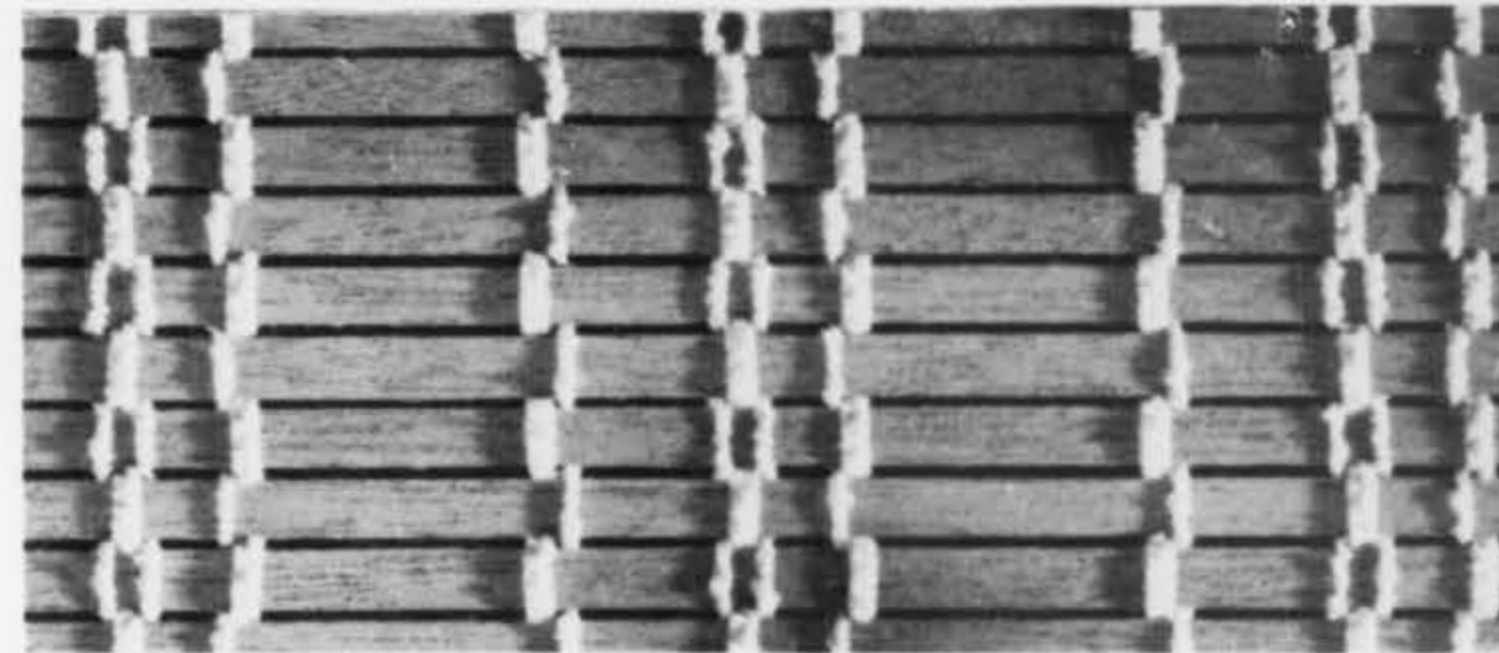
214 East 53rd St., New York City • PL 9-5791  
Trade Member NSID



Tropicraft Woven Wood "Cable Car" design draperies for the executive office. Available in two stock patterns and custom colorways; also beautifully fashioned into shades, area dividers, floor screens and folding doors.



Philadelphia: Acton-Carberry, RI 6-1693 • New York: Isabel Scott Fabrics Corp., PL 3-7418  
Mass.: Everett: George Ghiloni, DU 7-1333 • Fort Lauderdale: Jim Griffith, JA 4-0739  
Washington, D. C.: Peggy's Showroom, FE 3-1045 • Chicago: Denst Soderlund, DE 7-6420  
Grand Rapids: Arthur L. Shera, GL 9-7234 • Dallas: W. Glenn Hennings, RI 7-1105  
Houston: Et Cetera, JA 3-6202 • Honolulu: Pacific Home Furnishings, Ltd., Honolulu 50-1845  
Colorado, Evergreen: Robert F. Lehr, Evergreen 084-R3 • Seattle: George Davis, MA 2-8122  
Los Angeles: Ed Brewster, CR 5-8751 • San Francisco: YU 2-4157



**TROPICRAFT**

*San Francisco*

568 Howard Street • San Francisco 5



*Unmistakably*

C  
U  
M  
B  
E  
R  
L  
A  
N  
D



designed by  
Jacob Epstein

C  
H  
O

CUMBERLAND  
FURNITURE  
CORPORATION

4 EAST 53rd ST.,  
NEW YORK 22  
PLAZA 9-8443

group. Over to 230 Fifth, where **Majestic Lamp** shows its well-known collection of room dividers with built-in lighting, as well as contemporary table lamps and residential fixtures. Upward on Fifth: at 276, **The Georgia Company** shows its Fabra-Wall group: natural fabrics bonded to paper wall hanging, with matching drapes; also at Georgia, miraculous textured Saranspun. At 350 Fifth resides **Kentile, Inc.**, home of beautiful floors (see page 146) and large samples of the new "Grecian Marbles." Back to Park Avenue, number 77, where **Lighting Services** invites decorators to come in and discuss any lighting problems they have—demonstrations will be given on beaming and intensity. Take five and then go to 232 East 36th Street and see **William J. Erbe's** display of all sorts of wood floors, mostly parquetry.

*Forty-second to Fifty-second Street*

**Dazian's** fabulous fabric house is showing the "Espagna" line of correlated plaid, plain, and striped upholstery with matching casements, at 142 West 44th. **D'Anna Maria, Ltd.**, at 309 East 47th, has antiques and reproductions; carved furniture and figures can be finished in any color here. **Empire State Chair**, 424 Madison, have new imported institutional furniture for department stores, hotels, restaurants. At 327 East 48th, **Ye Olde Mantel Shoppe** has, yes, mantels from all periods, most of them antiques, and accessories. And so to 206 East 49th, where **John Czeck Flowers** has artificial floral arrangements and plants for finishing touches. While you're east, **Lopipero, Inc.**, 788 Third Avenue, has a complete line of Early American furniture reproductions for every room in the house. Bear left now . . . **Richard Draper**, 16 East 50th, has the

*(Continued Overleaf)*



ANTIQUE NEEDLEPOINT, 9'3" x 9'1",  
one of the many fine antique  
rugs in our extensive collection.

*Write for illustrated brochure*

SPECIALISTS SINCE 1886



**Kent-Costikyan**  
INC.

305 East 63rd Street, N. Y.

PLAIN CARPETS  
ORIENTAL RUGS  
TElephon 8-3120

# Parkwood

*means prestige  
in offices...*

There's no mistaking that look of elegance in office furniture surfaced with Parkwood Superwood. All of Parkwood's exclusive Superwoods — walnuts, teaks and new burl — faithfully reproduce the subtle swirls and rich colorings of natural wood grains. They combine this unmatched beauty with the permanence and ease of maintenance of a competitively priced high-pressure laminate. Parkwood Superwoods must be seen to be fully appreciated. So write today for samples. You'll be amazed by their authenticity.



Area Plan Desk in  
Walnut Superwood  
Designed by  
Paul McCobb  
Manufactured by  
Murray Furniture  
Mfg. Co.

**PARKWOOD LAMINATES, INC.**  
*The Prestige Line* 14 Water St.  
Wakefield, Massachusetts

# Treescape

BY  
WALLS TODAY

9 EAST 53RD. ST.  
NEW YORK, N.Y.



FINE WALLCOVERINGS

BROCHURE ON REQUEST

BOSTON

CHICAGO

LOS ANGELES

MIAMI

PHILADELPHIA



*Frederick Cooper*

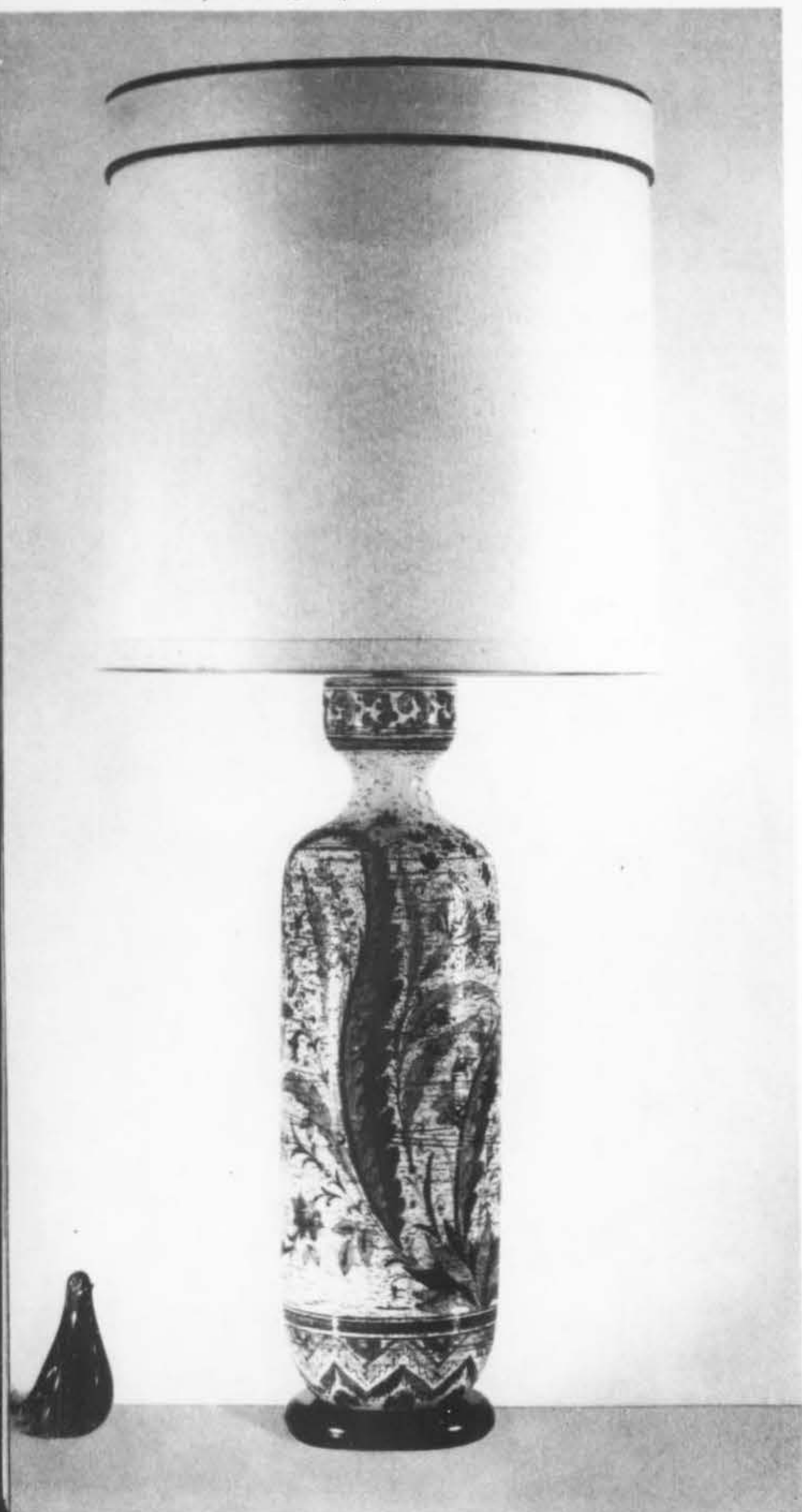
729 MILWAUKEE AVENUE • CHICAGO 22, ILLINOIS

**SHOWROOMS**

CHICAGO • 1279 Merchandise Mart  
NEW YORK • Suite 341 • 225 Fifth Avenue  
LOS ANGELES • 753 Furniture Mart  
SAN FRANCISCO • 501 Western Merchandise Mart  
DALLAS • 1012 Dallas Trade Mart

MODEL 5057

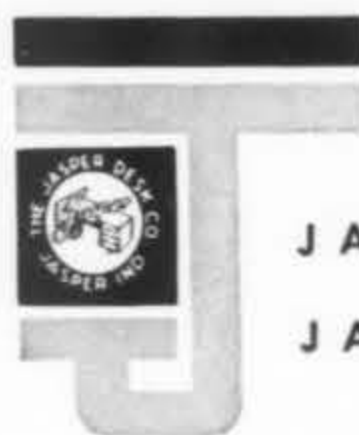
*Write for catalog on professional letterhead.*



new "Administrator Series" and other office furniture. **Ben Karpen** at 212 East 51st features 20 new solid brass headboards in all styles, also brass tea carts, benches, and tables. At 16 East 52nd, **Mansion Carpets** boasts 1700 different qualities of carpeting, and new colors like electric green and electric blue. Nearby is 509 Madison, where wonderful-rug man **Edward Fields** is showing Dorothy Liebes blinds for the first time, and **Dippel, Vogler & Sharkey** handle innumerable carpet lines. Some new **Carter Bros.** carpets here.

*Fabulous Fifty-Third*

Slightly upward of that is richly stocked 53rd Street. At 4 East, **Cumberland Furniture's** stunning new showroom (*February Interiors*) is highlighted now by a new line of desks. Same block, at 18 East, **Manuel Feldman** features custom-designed area rugs with modern Oriental motifs; and at 19 East, **L. Jones** shows new carpets from **Stephen-Leedom**, such as a cut-pile Wilton called "Adoration." At 48 (still East 53rd) **L. Anton Maix** has modern linen screen prints, upholstery fabrics, and matching Egyptian cottons, and at 50, **Timbertone** has a new line of flocks on patina backgrounds, all sorts of other wall-coverings. Now, all the way over to familiar Design Center territory, where **H. Saks** and **Shelves Unlimited** combine showrooms at 425 East 53rd — Saks showing new Palladian dining-room furniture with a new approach to classicism, and Shelves Unlimited showing wood shelves cut and finished to order in any wood grain. Trotting back to Madison, stop in at **Victor Henschel** at 299 East 53rd, where there's a generous supply of hard and soft floor-coverings, and at **Jacques Lawrence**, 244 East 53rd, where there's a large collection of old prints from the

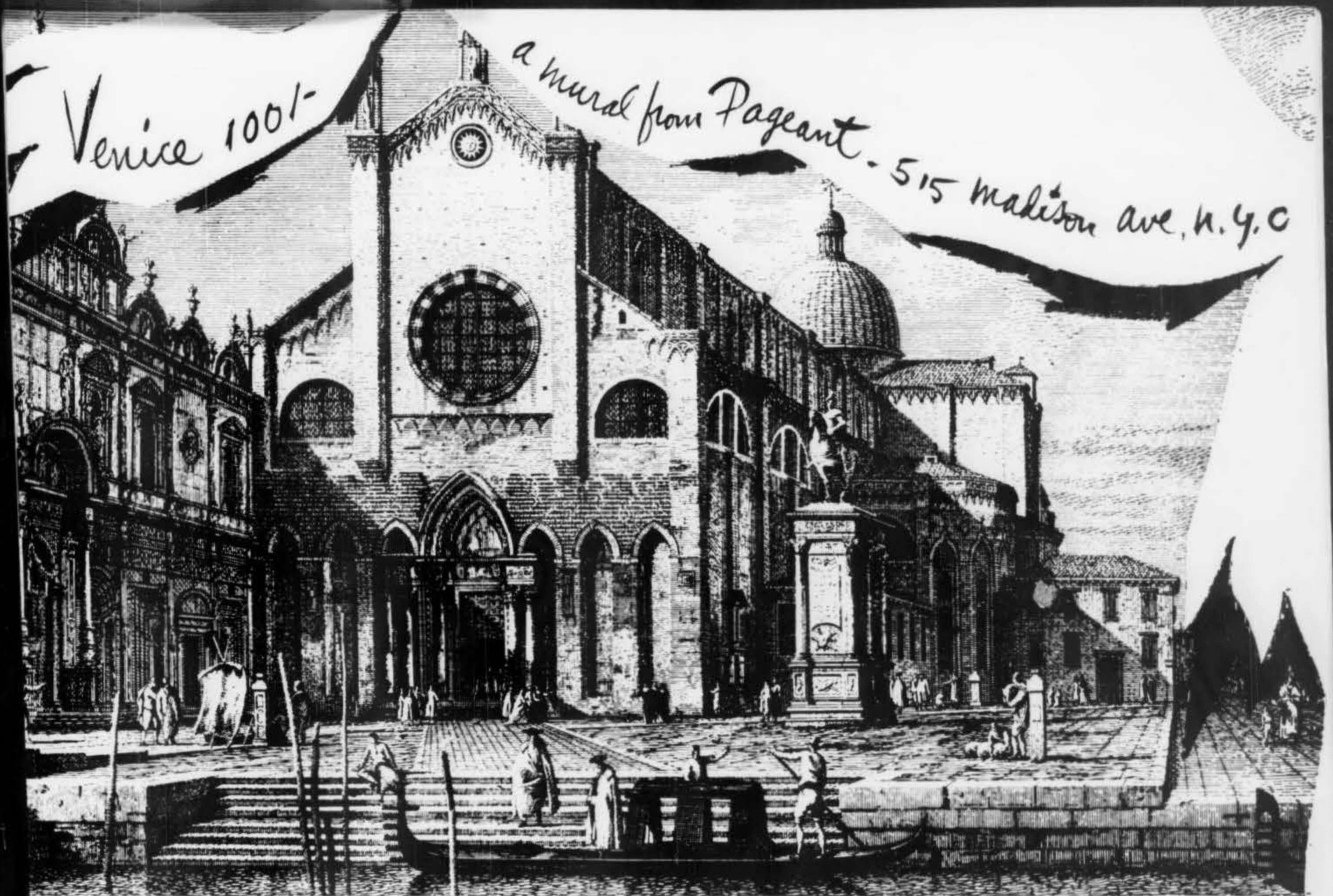


**JASPER DESK CO.,  
JASPER, INDIANA**

Series 15, genuine walnut furniture designed for modular flexibility in executive and general office application. Features an extremely simple assembly system permitting economical KD shipping.

*Write for informative brochure*





**OMNIBUS**  
for the office or the office-at-home

**raymor**

**RICHARDS MORGENTHAU & CO.,**  
225 FIFTH AVENUE, NEW YORK 10, N. Y.

Showrooms: 225 FIFTH AVENUE, NEW YORK 10  
1215-1216 MERCHANDISE MART, CHICAGO



# OMNIBUS

## OMNIBUS by RAYMOR

A full size furniture collection of cases that may be used wall-hung or free-standing . . . shelves, desks, storage and work space units . . . in natural oil-finished Bangkok teak or American walnut. Established as a proven success for residential interiors, Raymor OMNIBUS now introduces OMNIBUS-FOR-THE-OFFICE. Specifically designed office units such as Pendaflex file cabinets, typing shelves, desks, pedestal files and file shelves are now available as part of the basic system. For the first time the classic beauty and craftsmanship of fine Danish furniture has been adapted to suit American office needs. A system that permits flexibility of interior arrangements is essential in professional office or office-at-home installations. Omnibus by Raymor allows almost unlimited combinations to meet changing office needs.

Write to Department B  
for new catalog.

Louis XV drawer Serpentine commode with Deré Bronze, Bois de Rose and Marquetry Chinois Figural decoration. Breche Violette Marble top.



## Treasured Heirlooms

### FROM THE MEREDITH COLLECTION!

Authentic antiques of the Louis XV and XVI periods, choice and rare . . . and only a small part of an exquisite group of treasures you'll find at Meredith. Come in and see our distinguished masterpieces of French, English and Venetian furniture.



Pair of Louis XV two drawer commodes in Bois de Rose and Satinwood Marquetry trimmed with Doré Bronze mounts. Sienna Marble tops.



Louis XVI carved giltwood Bergere upholstered in Beauvais embroidered Aubusson.  
Louis XVI Acajou two drawer oblong table de Chevet.

# Meredith

GALLERIES, INC.

*Importers to the Trade*

214-216 EAST 57th STREET, NEW YORK 22, N. Y.  
PLaza 3-0572-3-4

Under the personal supervision of  
MRS. STANLEY SOLON

17th, 18th, and 19th centuries, also original watercolors. Now you're back toward 515 Madison Avenue, again, and here the **Gotham Carpet Association** features its Mahtog quality in co-ordinated colorways. **Gotham**, incidentally, also has a hand-made special order line in any color, size, and design. At 515 still, **Pageant** has small vignette settings using their latest wallpapers. **Pippin Papers** is here, too, with a delightful fresh collection of handprints, and **Felters Company** shows its Woolsuede wall covering felt at **Isabel Scott's** place. Run back to **Arden Lamps and Shades** at 16 East 53rd, to see antique lamp bases of porcelain, bronze, wood, etc. with custom shades to match.

### Fifty-fourth to Fifty-ninth Street

While still on Madison, a short block up at 530 is the abode of **Adams Leathers**, now featuring gold-tooled leather walls and doors, along with accessories and upholstery. Sideways from here: at 115 West 54th, **Royal Art Frame** shows the unusual in picture framing. **House of Verde**, 1 East 54th, has new flocked prints on **Rich Wall vinyl** (see page 137), and over to 10 East 54th, whence newly-settled **Dan Cooper** (in five floors of showroom) writes: "For the benefit of the AID we would like to hold open house in our new building to rest the aching feet of visiting members." This should meet with much gratitude. **Edwin Jackson** at 159 East 54th features steel fireplace equipment used through the ages in England, France and modern America.

A stroll up Third Avenue finds, at 944, a gathering of many: **Charles Beckley** has moved his corner swing bed and other furniture there; **Phillips-Bruce, Inc.**, has reproductions of all periods — what they call "new antiques" with bright colors; **Lawrence Carpet** shows a new line



### Drama with a difference

3 arm Flemish wall sconce hand cast and hand finished in solid brass.  
32 1/4" high  
No. 2006Le

**The Harvin Company**  
Waynesboro, Virginia

**Shutters Unlimited, inc.**  
MOVABLE STATIONARY AND SHOJI  
TR 7-6620  
FACTORY: 100 WEST END AVE. (64) N. Y. 64th Street  
SHOWROOM: 1054 SECOND AVE. N. Y. 55th-56th Street



Warren-Lloyd

**studied dimensions . . .**

This graceful upholstered silhouette, created by Warren-Lloyd, offers a fresh accent in a modern mood . . . another 'Arkwood' original that lends individuality to a residential or commercial interior.

*Inquire for brochure illustrating 'By All Means' collection.*

**WARREN-LLOYD, Inc.**

GRAND RAPIDS

Dept. 1-31

Paterson 3, New Jersey

BUFFALO-DALLAS

THIS IS  
*Mandalay!*

Rattan with an unprecedented flair. For true individuality in your most cherished interiors, use Mandalay. Designed by John Wisner, A.I.D.

**FICKS  
REED CO.**

4900 CHARLEMAR DRIVE, CINCINNATI 27, OHIO

SHOWROOMS: New York • Chicago • Grand Rapids  
• San Francisco • Indianapolis • Minneapolis  
• Miami • Cleveland • Buffalo • Denver • Dallas

HANDSOME NEW CATALOG, JUST OFF THE PRESS, AVAILABLE ON REQUEST.





No. 6300

**CHAIRS by**  
*Shelby Williams*  
**INCOMPARABLE** *Style*  
**INCOMPARABLE** *Value*



No. 6175



No. 5700

Refreshing new designs are coupled with remarkable craftsmanship to make Shelby Williams chairs both comfortable and durable. Available in a wide range of flawlessly smooth finishes to enhance the decorative atmosphere of any interior.

Write for free seating guide.

*Shelby Williams*

**MANUFACTURING, INC.**  
 2500 W. Ogden Avenue  
 Chicago 8, Illinois

Showrooms: New York • Chicago • Los Angeles • Dallas

of specially designed tile cut-outs for flooring, as well as custom carpets and a special type of cork wall; and **Accessories for Interiors** has a glamorous new showroom with an extensive collection of wall decorations — clocks, sconces, oil paintings, et al. Drift upward to 976 Third, where the **Head-Bed Company** harbors a variety of headboards as well as beds.

Lexington, a block over, has **American Home Accessories** at 686, who beautify closet interiors with hangers, boxes, edgings, etc. **Reiss-Slavin**, also at 686, possesses a fabulous and fascinating collection of restored, re-mounted and re-colored old prints combined with antique *objets d'art* — prints and *objets* can be combined and mounted to order. You should be somewhere near 140 East 55th now, where **Dylan Carpet** and **Dylan Designs** combine showrooms with carpets in one, featuring Italian velvet quality, and steel-based commercial furniture in the other. At 64 East 55th, **Lozano-Fisher** has introduced roll-up casement blinds designed by Matias Lozano, which contain asbestos-glass yarn that Lozano-Fisher helped Johns-Manville develop — it resists fire and mildew besides being very decorative. **Avard**, on the other side at 66 West 55th, displays modern residential furniture — new lines include dining groups, end and coffee tables, and a new low side chair.

Now an attack on 56th Street, in the direction of traffic: **John L. McHugh** at 26 East includes new fabric designs by Mr. McHugh, along with luxurious imports — a new shipment of antiques from England includes Renaissance chairs and decorative accessories. This is really a show-place. **JG Furniture**, relocated at 160 East 56th, welcomes decorators to their recent-move confusion through which shines all sorts of contract furniture. Down to 202 East 56th, where **Three Centuries** has an unusual com-

(Continued Overleaf)



**1053 Floor Lamp**

Ht. adjustable 47" — 59"  
 Walnut & Pol. Brass  
 List Price: \$45.00

Delivery: Immediate

**KOCH & LOWY MFG. CO.**

201 East 34 St., New York 16  
 LExington 2-2871

REQUEST CATALOGUE!

**TIVOLI**

A NEW  
 HANDPRINTED  
 REPEAT PAPER  
 FROM  
 RONDO VOL. 5



**MURALS**  
 INC.

SHOWROOMS: NEW YORK • LOS ANGELES • DALLAS • CLEVELAND • MINNEAPOLIS



A Delight in Any Home or Office

## PLANTER ARRANGEMENT BY CALART

Calart planters add the highlight touch to home or office interior design. The captivating beauty of these Calart creations is yours to see and order in our Spring line.

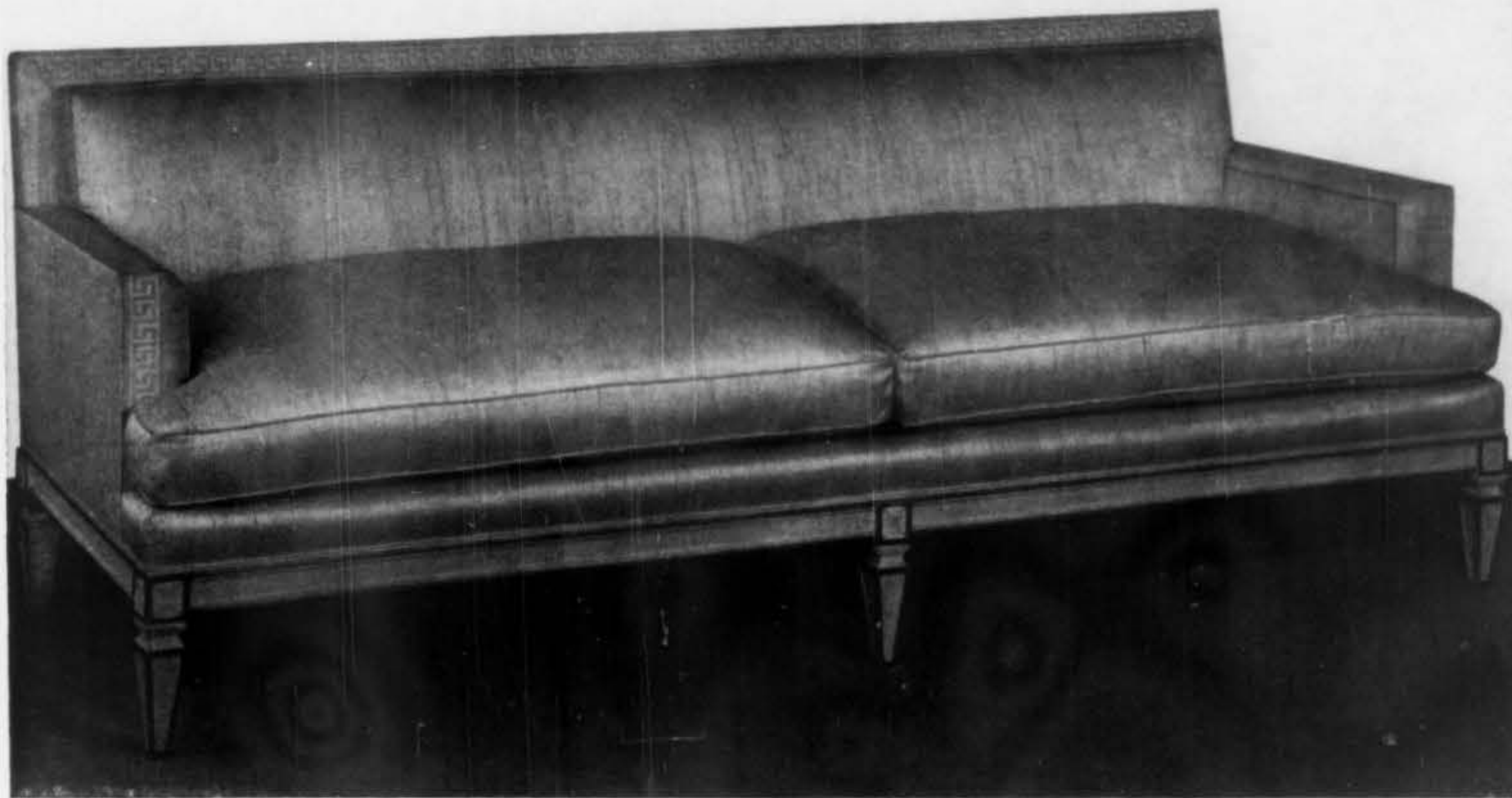
See our complete line on display at our showrooms, contact one of our representatives below, or write for free catalog.

### California Artificial Flower Company

400 Reservoir Avenue, Providence, Rhode Island

#### CALART REPRESENTATIVES

*W. L. Ash 16142 Burgess Detroit, Michigan	Jack Michelson 5305 Tippet Avenue Baltimore, Maryland	Herman Zanders 4532 W. 65th St. Kansas City, Missouri	*Paul Hildebrand 338 Merchandise Bldg. Dallas, Texas	*Bert Lewis 137 Wellington St. W. Toronto, Canada	*J. Gordon O'Brian 505-S Merchandise Bldg. Minneapolis, Minn.
*Walter Fritchie 44 School Street Boston, Massachusetts	R. T. Pickering Cinderella Road Lockout Mt., Tenn.	*Eric Bataille Rm. 509-511 225 Fifth Avenue New York, New York	*Henry Miller 1507 Merchandise Mart Chicago, Illinois	Lewis Fox 22160 Curtis Detroit, Michigan	*William Westall 216 Terminal Sales Bldg. Seattle, Washington
			John Tatman 1529 Carol Court Northbrook, Illinois	John MacCallum 50 Sais Avenue San Anselmo, Calif.	*Denotes Showroom Facilities



## FINE ARTS FURNITURE INC.

*Manufacturers of Fine Furniture*

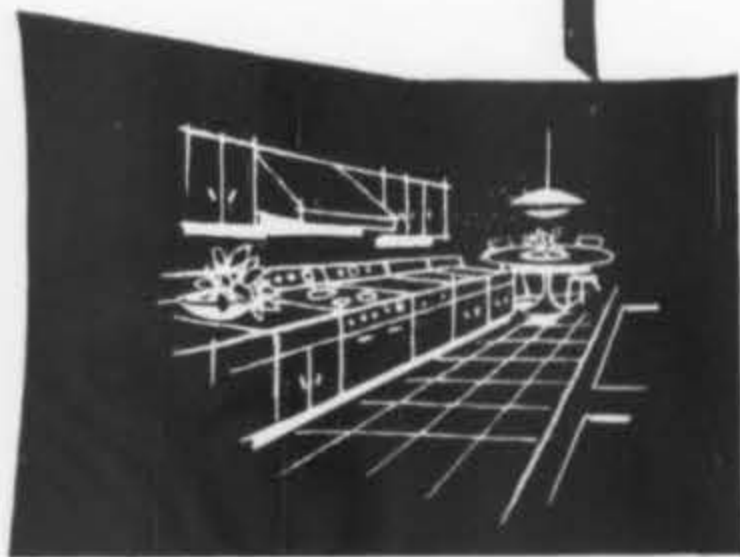
FACTORY AND SHOWROOM — 320 E. 65th ST. • REGENT 7-4482 • NEW YORK 21

why stop at the  
threshold when  
your client  
talks KITCHENS!

rely on **JULIAN HESS**  
for

- engineered layouts and perspectives
- cabinetmaker wood grain or steel  
baked in unlimited choice of colors
- complete labor package

... a complete "money-saving" service that will enhance your prestige with your clientele, relieve you of all unnecessary details. Architects, decorators and builders have taken advantage of our specialized kitchen knowledge to achieve maximum beauty and efficiency in one hundred thousand kitchens both small and large in the New York area since 1935.



**JULIAN HESS**  
ENGINEERED KITCHENS®

514 West 181st Street, New York 33, N. Y. • WAdsworth 8-6300

*Editorially featured on T.V., in the New York Times and trade publications. Locally advertised in the New Yorker Magazine.*

SERVICES: perspectives and work drawings • demolition • tile removal • installations • plumbing • patch plastering • electrical work • all kitchen appliances • all laundry appliances • essential accessories  
FROM A SINGLE APPLIANCE TO A COMPLETE KITCHEN BY NEW YORK'S LEADER IN KITCHENDOM.

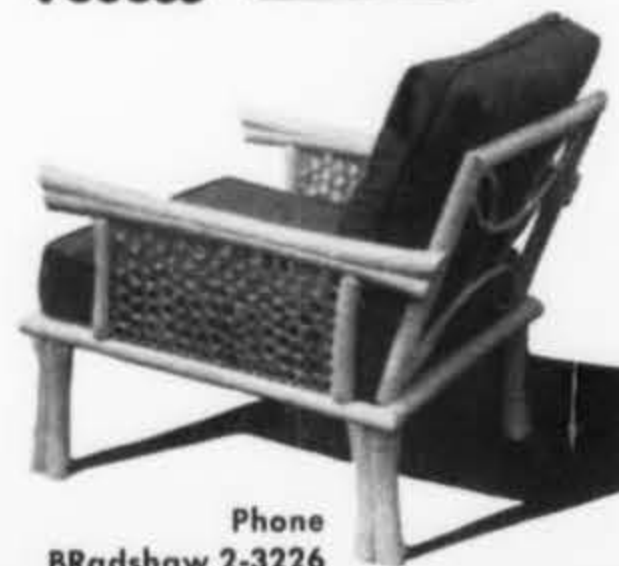
bination of French and Venetian antiques, handmade French terra cotta tiles, and Old Dutch fireplace tiles. A few doors down, at 227, **Raynes and Rhine** has the Compata 10-inch modular group of cabinets.

Back to familiar Madison Avenue again, where at 601 **Mayfair Industries** shows the newest design in its "2000" series — aluminum folding chairs for contract interiors. Across the street, at 602, **Mezzanine** has traditional chairs, tables, and accessories and a few Oriental and contemporary pieces. Latest item on the floor is a Directoire 54"-diameter dining table that opens to 120 inches. Now down "art gallery row" — 57th Street. At 117 East, the **Comerford Gallery** shows rare Japanese color wood block prints, decorated scrolls, bronzes, ivories, and blue and white porcelain. And **John McCagney** at 139 East has Puerto Rican and domestic carpets and new imports from Mexico. In last month's Baedeker, **John Vesey's** elegant new showroom was listed at his old address, but actually it's at 235 East 58th and should be a must — it has fur rugs, a sunken garden, and Mr. Vesey's lovely leather chairs. While over there, **J. Alden Studios** at 1112 Second Avenue has a new series of old hand-colored engravings called "La Grande Galerie de Versailles" and **Susan Rogers, Ltd.**, at 1150 Second shows hand-carved wood lamps and sculpture. At 412 East 59th, **Continental Craftsmen** has enlarged its showrooms to introduce odd shapes and sizes in chairs; **Beekman Hill Lampercrafters** has moved to 410 East 59th; **Plants from the Tropics** at 318 East 59th is a marvelous source for such greenery as Hawaiian ti plants and Egyptian papyrus; and a crosstown bus will take you to 518 West 57th, where **Hotel and Theatre Carpet Company** has everything in rugs, notably Aubusson and Savonnerie carpets to order in any design and color.

(Continued Overleaf)

introducing **TAN-SU**...another  
distinguished **Ritts ORIGINAL**

This Goda Chair from the Tan-Su collection is a symphony of Oriental grace and tranquility. Like the other unusual pieces in this authentic group, it is a true reflection of present day Japanese living and hospitality. The Tan-Su group is available with all accessories, for a complete Pagoda room. Write the factory for photos, price list and location of your nearest Ritts showroom.



Phone  
BRadshaw 2-3226

RITTS CO. Factory, 2221 S. Sepulveda Blvd., Los Angeles 64, California

from the raw silk to the finished fabric...

**BERGAMO**

BERGAMO FABRICS 26 East 56th St., New York 22

# Cramer

OFFERS  
CONTEMPORARY  
COMFORT  
WITH THE



Contemporary design and function have been artfully combined by Cramer craftsmen to create the "K" Line series. Offered in five chair models and in a galaxy of luxurious fabric colors. Cramer brings not only new beauty and style to office furniture but unmatched comfort and reasonable cost as well.

*The "K" Line color brochure is yours for the asking. Write:*

CRAMER POSTURE CHAIR CO., INC., 625 Adams Street, Dept. I-4, Kansas City 5, Kans.

catalogue available on request



# ROFFMAN

EDWARD AXEL ROFFMAN ASSOCIATES, INC.

NEW YORK: 17 East 48th Street • PLaza 3-7648  
BOSTON: Arthur Dennis Ltd. 420 Boylston Street • COpley 7-9340  
PITTSBURGH: Oxfords 2969 West Liberty Avenue • LOcust 3-6232

DISCOVER LASTING BEAUTY AT

# MANGES



In our exclusive showroom see the magic of Acrilan\* in carpeting designed exclusively for interior designers and decorators. Color that quietly sparks a decor, luxury texture that softly whispers elegance. This special carpeting and rugs by Cabin Crafts here at

**SIMON MANGES & SON INC.**  
575 MADISON AVENUE, NEW YORK 22, N. Y.

\*acrylic fiber by Chemstrand

## Sixtieth Street and Above

These are scattered . . . Lloyds Distributors, 116 East 60th, has many unusual antiques and reproductions; at 306 East 61st, **Coventry Furniture** has a custom line of upholstered furniture and a custom drapery workshop; **Alfino-Weiland**, 325 East 64th, boasts fine French and French Provincial furniture. Upwards now, for the final stint: **Edgewood Furniture**, 334 East 75th, has an enormous line for contract work, especially public seating for airports, hospitals, churches, offices, and such. Over to many-splendored Broadway, where **Al Huller** at 1780 features the little cocktail table and spindle chair shown in February *Interiors*; and way, way up to 220 East 134th — worth the trip — **Finesse Originals** has a fine collection of decorative wall plaques and wall sculptures. **Julian Hess** at 514 West 181st executes wood and metal refrigerator cabinets to specifications.

Well! That's the isle of Manhattan from Bowery to Bronx. If you're not homeward bound immediately, a trip to New Jersey will turn up two treasures in Passaic: **Chal-Art Crafts**, at 11-13 Maryland Avenue, has imported unfinished furniture frames from Italy and Denmark, and their own provincial frames; and **Pace Designs**, 100 8th Street, shows contemporary residential furniture.

Not far out on Long Island are **Acme National Refrigeration** (19-26 Hazen Street, Astoria) with a bar-refrigerator-sink-stove combination, comely in ebony, walnut or mahogany finish; **Springer-Penguin** (9-07 34th Avenue, Long Island City) who custom-makes refrigerated bar cabinets in fine hardwoods for home or office; and **I. V. Chair Company** (10-02 38th Avenue, Long Island City), now featuring a new line of molded contour seat office chairs and bar stools.




327-329 EAST THIRTY-FOURTH STREET  
NEW YORK 18, N. Y.

*Catalog on request*



**CARTER'S**

A recent exclusive collection of



**IMPORTED & DOMESTIC  
CURTAINS**  
and CURTAIN FABRICS

are now available at our  
local and branch showrooms

515 MADISON AVE., NEW YORK 22, N. Y.  
BOSTON • PHILADELPHIA • LOS ANGELES • CHICAGO • DALLAS

*The art of*  
**WILLOW  
 &  
 REED**



320 TV - HI-FI  
 Cabinet Buffet

CATALOG ON REQUEST

FACTORY & GENERAL OFFICE:  
 32-24 111th Street, East Elmhurst, N.Y.

SHOWROOMS:  
 NEW YORK, 1 Park Ave.: GRAND RAPIDS, Waters Bldg.  
 BOSTON, 90 Canal St., New England Contract Furnishings  
 CHICAGO, 325 N. Wells St., Coronet Showroom  
 SAN FRANCISCO, 26 Hotaling Place, Rogers-Kneedler, Inc.

**HOWELL**  
 MODERN METAL FURNITURE



Modern interpretation of quality and taste in design...Practical durability in tapered tubular steel and plastic...Custom versatility in styles, finishes and upholstery combinations...

**Howell**—for over 30 years the leading metal furniture for home and institutional use. Choose from a complete, coordinated line of lounge, reception room and dining furniture. Warm, gleaming electroplated Bronztone or Blactone metal finishes—dozens of decorator upholstery covers—wide selection of woodgrain plastic table tops.



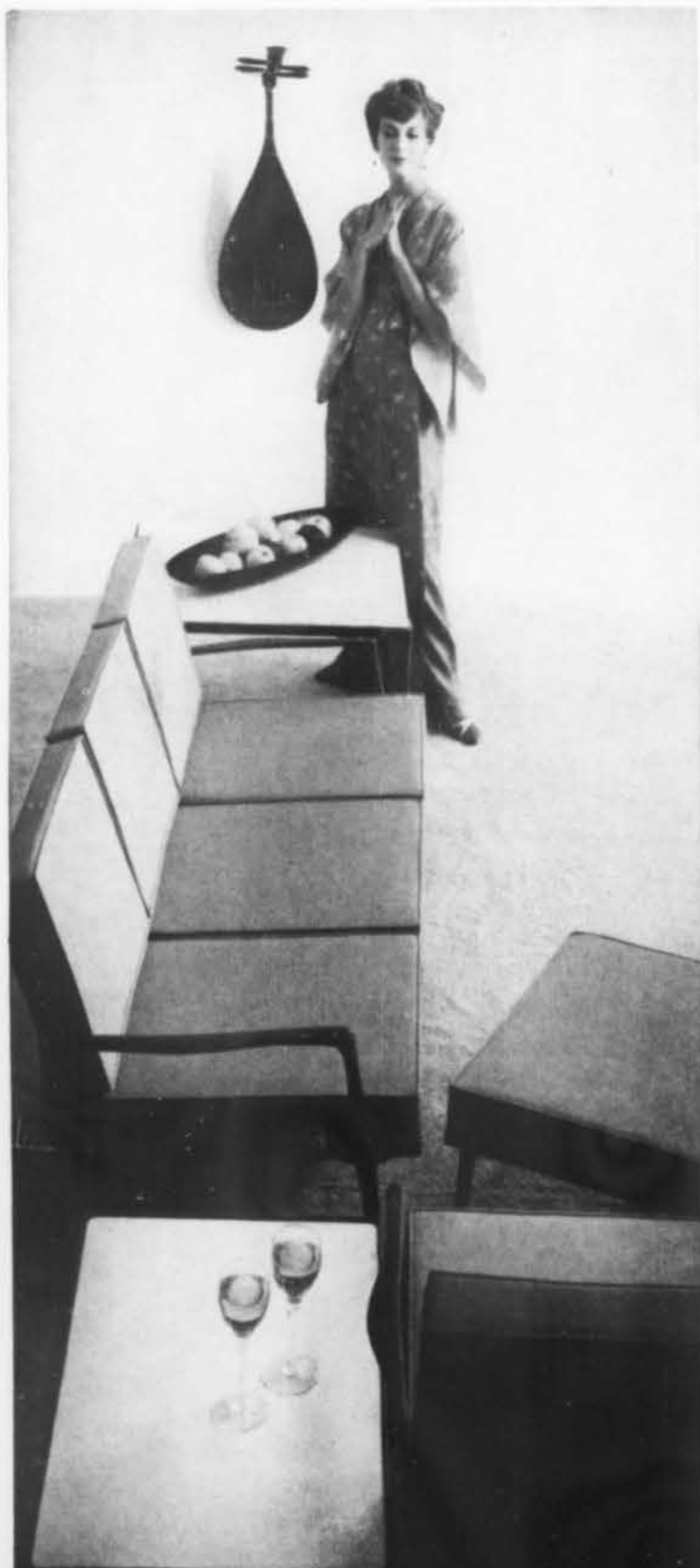
The Howell Co., 425 S. First St., St. Charles, Illinois

Please send me your new 4 color catalog of contract furniture and room arrangement planning kit.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**Soft new note**... in sculptured aluminum. Slender elegance of contemporary design in forever-lasting metal. Soft, light, very new look by Molla. The world's widest selection of fine metal furniture is in our catalog—write for your copy.



**VISIT OUR NEW SHOWROOM!**

Molla, Inc., 425 East 53rd Street, New York 22, New York  
Chicago, San Francisco, Los Angeles, Boston, Providence, Dallas

**FOR YOUR INFORMATION**

(Continued from Page 18)

presently teaches at the University of Pennsylvania, and is visiting professor at New York University. . . . J. K. BOLING, vice president of the Boling Chair Company, Siler City, N. C., has been re-elected as president of the Wood Office Furniture Institute. . . . BERTHA SCHAEFFER has been re-appointed chairman of the Decorative Trades Division of the New York City Cancer Committee's 1959 April Cancer Crusade. . . . WILLIAM D. HEDGES, vice president for Product Research and Development of the Columbus Coated Fabrics Corporation, is on an extended business trip to investigate new raw materials and production techniques in six European countries. . . . The newly inaugurated Decorating Division of Bergdorf Goodman's Antiques Shop is headed by HAROLD RUBAC, A.I.D. He has been with James Amster Associates for the past 15 years. . . . Serving as designer panel for the Venetian Blind Institute's Venetian Blind Panorama, April 16 and 17 at the Hans Van Nes Studio in New York are: ETHYL ALPER, A.I.D.; EVERETT BROWN, A.I.D.; JOHN FITZGIBBON, N.S.I.D., MALLORY-TILLIS, A.I.D., and MANASHAW and DAGGETT, A.I.D. . . . Pratt Institute, Brooklyn, has announced the appointment of FREDERICK J. WHITEMAN as associate dean of the Art School. He has been with Pratt since 1940. . . . As a part of its "Point Four" program, The International Cooperation Administration has contracted the DAVE CHAPMAN, INC., industrial design office, Chicago, for design-aid to Lebanon and Iran. . . . GERTRUDE BROOKS DIXON has been appointed Home Furnishings Editor of *House and Garden* magazine. She was most recently with St. George & Keyes, Inc., is active in the Home Fashions League, and is an associate member of A.I.D.

**We take pleasure in announcing**

Two of New York's finest sources,  
**ITALIAN MARBLE MART & FURNITURE IMPORTS,**  
are now consolidated in larger quarters  
under one name for your convenience

*Niccolini* Inc.

800-802 THIRD AVE., N. Y. C. MU 8-3373



*I. Schwartz*

GLASS & MIRROR CO.  
412-418 East 59th Street,  
New York 22, PLaza 9-7866

Manufacturers of  
**VENETIAN MIRRORS  
MIRRORED FURNITURE**

Boyer-Brown, Inc.  
151 N. Robertson Blvd. 312 Sutter Street  
Los Angeles San Francisco

Write  
For  
Catalogue

Added Elegance

for Office Walls

# Leathers by Adams



Designed by RAYMOND LOEWY ASSOCIATES

In this Board of Directors Room of Federated Department Stores the distinctive touch of Raymond Loewy Associates is nowhere more evident than in the exciting Gold tooled leather wall by Adams. Another dramatic application of leathers that are consistently the first choice of foremost designers and architects.

- Specially tanned of larger, finer British hides with exclusive Velvetone hand finish for luxury and economy.
- Eighty stock colors plus 17 metallic leathers including genuine 24 carat gold.
- Exclusive Glove Soft leathers also dyed to your specifications.

530 MADISON AVENUE, NEW YORK 22, N. Y. • PL 9-7303

San Francisco:  
KNEEDLER FAUCHERE

Boston:  
BERTHOLD STERN

Cleveland:  
TOMS SINKS

Los Angeles:  
KNEEDLER FAUCHERE

Washington, D.C.:  
JACK HOROWITZ, INC.

## Show Time '59

Seven of the nation's leading markets bring you exclusive and outstanding new ideas in gifts, stationery, china and glass, lamps, shades and home furnishing accessories. Plan your buying trip now . . . these shows are your first step toward a profitable season.

- **NEW YORK STATIONERY SHOW**  
MAY 17-22 • Hotel New Yorker
- **NEW YORK LAMP & HOME FURNISHING ACCESSORIES SHOW**  
JUNE 28—JULY 3 • Hotel New Yorker & Trade Show Building
- **WASHINGTON GIFT SHOW**  
JULY 19-22 • Hotel Willard
- **CHICAGO GIFT SHOW**  
AUGUST 2-13 • La Salle Hotel & Palmer House
- **NEW YORK GIFT SHOW**  
AUGUST 23-28 • Hotel New Yorker & Trade Show Building
- **BOSTON GIFT SHOW**  
SEPTEMBER 13-17 • Hotel Statler & First Corps Cadet Armory
- **PHILADELPHIA GIFT SHOW**  
SEPTEMBER 27-30 • Hotel Benjamin Franklin

FOR FURTHER INFORMATION ABOUT THESE SHOWS, PLEASE WRITE: 220 Fifth Avenue New York 1, N. Y.



## The exotic look of cane...

... captured in a man-made fiber! A subtle blending of the primitive and practical has produced in FABRICANE a material which is durable, economical and remarkably adaptable to modern decorating taste. FABRICANE and dozens of other exciting materials are woven by our mills in colors, patterns and weaves to provide unlimited possibilities in all areas of contemporary design. Samples Available Now.

**FABRICANE** *A New Decorative Material*  
Wendell Plastic Fabrics Corporation, 1220 Broadway, New York 1

## National Lighting Exposition

The National Lighting Exposition, presented at New York's Coliseum March 1-4, drew over 17,000 lighting experts, interior designers, builders, dealers and others in the trade to examine the newest lighting products for residential, commercial, institutional, industrial and recreational uses. A series of symposiums on various lighting topics ("Light and Architecture," "The Blackwell Report," "Theater Lighting," "Office Lighting," etc.) were also well attended, the largest audience of all (over 800)



*Residential lighting panelists Melanie Kahane, William Blitzer, Myrtle Fahsbender, Thomas S. Kelly, Rose Coakley*

gathering to hear the quintet pictured above discuss "New Ideas and Techniques in Residential Lighting." Theme of the exposition was "New Dimensions for the Footcandle," based on the recent Blackwell Report, which presented new light-quantity requirements for various seeing tasks. (In general, the Blackwell findings were in the direction of higher footcandle levels than were previously considered desirable or necessary).

Melanie Kahane, president of the New York Chapter of

### SECRETARY COMBINATION

Dramatic contemporary piece in mahogany, fruitwood or any other desired woods and finishes.



**Seminole**

FURNITURE SHOPS, Inc.

Manufacturers and distributors of household and institutional furniture.  
Contract dept. available for estimate, 300 E. 54 St., (at 2nd Ave.) N.Y.C. PL 3-6513

## DILDARIAN

### SELECT AND UNIQUE RUGS

antique oriental  
european

Expert Restoration and Repair

947 Madison Ave., New York 21, New York

the American Institute of Decorators, while recognizing the value of a scientific approach to illumination levels for industrial uses, warned against a summary acceptance of the footcandle levels for residential applications. "The interior designer and, in turn, the consumer cannot be an extension of the experiment," she said. "...The real catalyst in resolving a lighting problem for the home is the human factor, in which esthetics and personality requirements differ and where emotional responses are more acute and environmental influences so strong."

William F. Blitzer, vice president in charge of design engineering and product development for Lightolier, Inc., also felt that quantity of light is not alone a sufficient criterion for good lighting; the aim should be greater flexibility: "Light where we want it, when we want it and designed for the specific purpose for which we want it."

Thomas Smith Kelly, lighting consultant, said that he "goes along" with the recommended footcandle levels, but that "a man's home is his castle and he has a perfect right to any light intensity he prefers."

Myrtle Fahsbender, residential lighting director of Westinghouse Electric Corporation, noted recent technical advances in incandescent and fluorescent light sources. Rose Coakley, lighting consultant for Thomas Industries, was moderator.

Another feature of the National Lighting Exposition was the introduction of a new color motion picture, "Light — As You Like It," sponsored by The Superior Electric Company and illustrating the dramatic varieties in atmosphere, accent, form and utility possible with Luxtrol light control. This film will be shown at Superior Electric's luncheon for the American Institute of Decorators on Thursday, April 30, during the A.I.D. Conference in New York. Prints of the 24-minute film are available, from Superior Electric Company, Bristol, Connecticut.

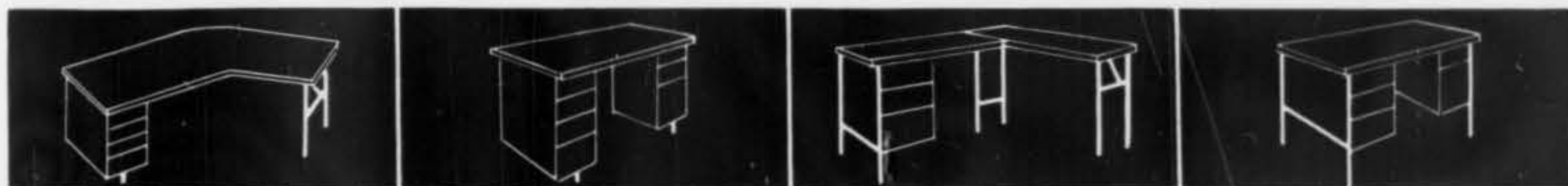


**WALL - SAVING  
EASY CHAIR No. 660**

Wide assortment of chairs and tables.  
See your dealer or write us for our distributor's name.

**AMERICAN CHAIR COMPANY  
MANUFACTURERS  
Sheboygan, Wisconsin**

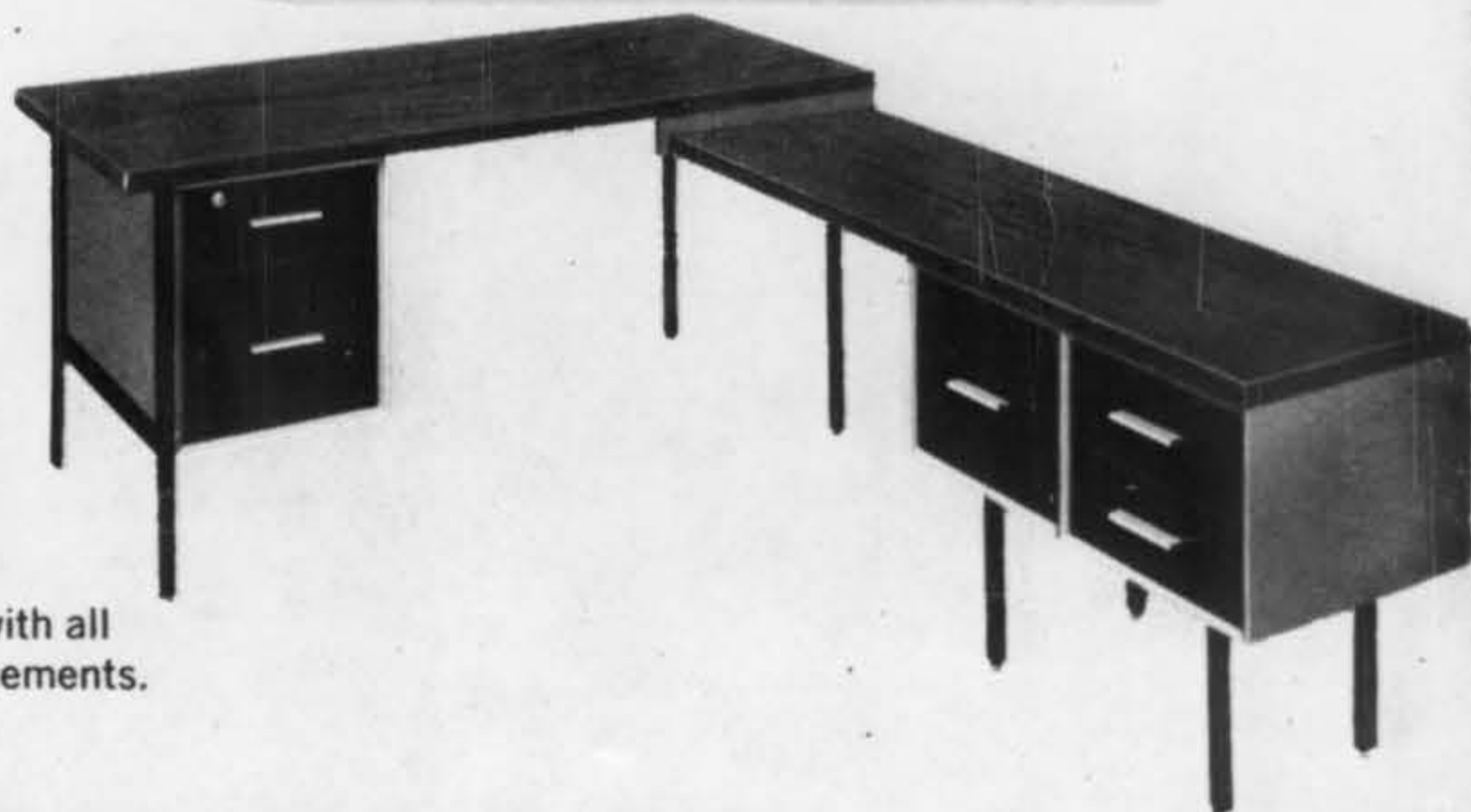
**PERMANENT DISPLAYS:**  
New York • Chicago • Boston • Miami • San Francisco



**DESIGNCRAFT**

**DIMENSIONAL GROUP**

Designcraft's dimensional group brings forward the architect's look to interior office design and decor. Application of Designcraft's dimensional components provides a creative source for the integration of steel and wood and formica with all contemporary architectural elements.



**DESIGNCRAFT METAL MFG. CORP., 155 27th ST., BROOKLYN 32, N. Y. • SOUTH 8-3303**



**Brand New Beauty**  
**Time-Tested Construction**



**Faultless**  
*Royal*  *Roll*  
TRADEMARK  
**Caster**

Patent  
Pending

You add a smart and functional touch to furniture with the new Faultless Royal-Roll Caster. Faultless famous double ball bearing swivel construction—the result of almost three quarters of a century of caster making experience—is combined with a new design concept to give a caster that responds to the slightest touch, saves floors, gives furniture a new distinction. The Royal-Roll is available with a choice of 3 stem types and 5 finishes.



*Write for full particulars*

**FAULTLESS CASTER CORPORATION**

Evansville 7, Indiana

## The Plaza

(Continued from Page 133)

later occupied by a wealthy recluse. After studying photographs of the rooms as they were in 1907, and after many of its original furnishings had been dug out of odd corners of the hotel ("If there is an Exit sign," says Eloise, "I always have to go into it because there might be a mattress in there and I can lie down on it and carry on for Lord's sake . . ."), Mr. Graham was able to revive much of the pink and gold Louis XVI ornateness that must have been admired by Mrs. Astor's "400."

In 1892, not many years before the Plaza was built, Louis Sullivan had written that "ornament is mentally a luxury, not a necessity," and he added that "it would be greatly for our aesthetic good if we should refrain entirely from the use of ornament for a period of years in order that our thought might concentrate acutely upon the production of buildings well formed and comely in the nude."

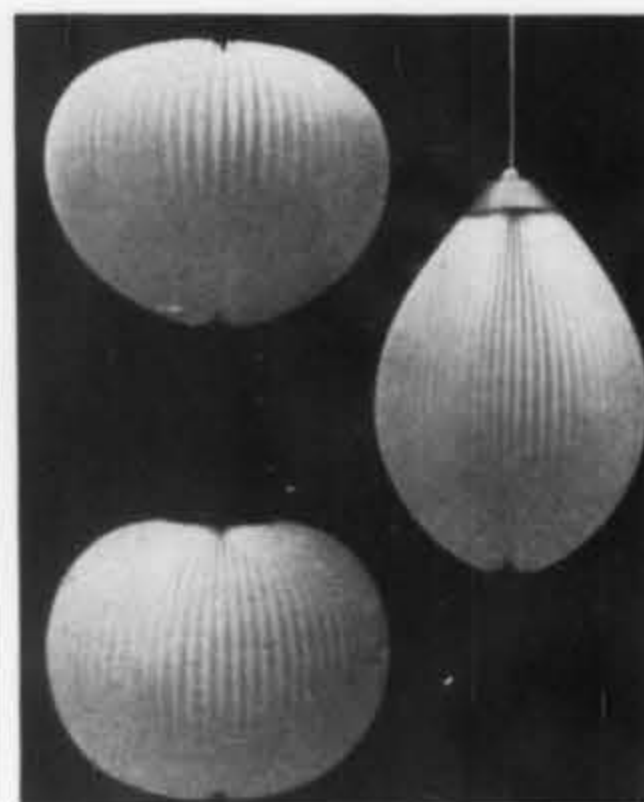
In Manhattan there has been little else but buildings "in the nude" to concentrate upon for some time which may explain the nostalgic attraction which the ornamented Plaza has for modernist and traditionalist alike. But Clara Bell Walsh was probably nearer the truth when she said "The Plaza is the Plaza, and there isn't another place like it."

Moreover the Plaza, bless her Edwardian heart, doesn't pretend to serve the cause of utility or nudity. If this haughty dowager must now look up instead of down upon most of her neighbors, she is no less self-assured. Nudity, she seems to say, has never been more comely than well-chosen adornments.



Dean Trimble Imports  
**WELCOMES**  
The Western Regional  
Conference of the AID

DEAN TRIMBLE IMPORTS  
802 Montgomery St.  
at Jackson Square  
San Francisco



**LE KLINT**

National  
Distributor

**SCAN, Inc.**

102 S. Robertson  
Los Angeles

Catalogue  
on request

San Francisco  
Showroom  
Finlinson-Horne  
584-A Washington



東  
洋

**TOYO TRADING CO.**

*Importers of*  
**Fine Oriental Decorative Accessories**  
*Shoji, Byobu Picture Screen, Iron and  
Bronze Ornaments, Scrolls, Flower Vase, etc.*

brochures available  
Write Dept. N-4  
800 West 11th St., Los Angeles 15, Calif.

**Portrait  
Of  
Perfection**

Precise craftsmanship,  
practical creativity in  
imaginative designs, in-  
terpreted in striking  
lamps and tables in  
brass, marble and  
wood. Graceful concep-  
ts, expressed to ar-  
tistic perfection by Ex-  
celsior, since 1920.



*write for free catalog*

**excelsior art studios**

**18 West 18th Street, New York, N. Y.**  
Chicago—Horace W. Smith & Son, 1285 Merchandise Mart  
Mark & Jo Danner, Showroom: 1109 1st Fl. Mart Bldg., Dallas, Texas  
Ruben, Ltd., 550 Pacific Ave., Jackson Sq., San Francisco, Calif.

*Now Available at*  
**DYLAN CARPET**

*From The Creative Genius of  
Vittorio Vergani*

**ITALIAN  
VELVET BROADLOOMS**

*Unavailable in the United States  
For Half a Century*

*Write for Free Samples of Complete Line*

**DYLAN CARPET**

140 East 55th St., N. Y. 22

Murray Hill 8-0347



*for sparkling light - Spheres in Shell*

*24" list \$130 · 18" list 96 · 12" list 64. unwired*

*featured in the Beverly Hilton Hotel*

408 JACKSON STREET · SAN FRANCISCO 11  
*new york · dallas · chicago · miami · los angeles*

Decorative  
Imports



L. H. Krusi



*di Lucca, inc.*

REPRESENTATIVE EXAMPLES FROM  
THE DILUCCA COLLECTION  
OF OUTSTANDING REPRODUCTIONS.

Baroque urn base console with candelabra and wood carved gilt mirror. To the right: Black Moor on pedestal base with marbled column, carved garlands.

**DI LUCCA INC.** Antiques and Reproductions

1226 Second Avenue, New York 21, N. Y. • LEhigh 5-0005

Write for catalogue on professional letterhead — \$2.00



**Alexander H. Jacobs**

From its inception more than forty years ago, the A. H. Jacobs Wallpaper Company has never deviated from its dedication to a product of unvarying excellence nor from its policy of treating orders both large and small with impartial fairness. For these were the principles of Alexander H. Jacobs, founder and president, who died on March 18th after a brief illness. A man famed for his integrity, Mr. Jacobs was also known in the trade for his sensitivity to changing trends, and was always among the first to anticipate and create new styles.

The policy of the company will remain unchanged under the direction of his widow, Mrs. Theresa Anderson Jacobs, who has, for thirty years, worked closely with her husband in all phases of the firm's management.

**Estey P. Charak—1895-1959**

Funeral services were held in Newton, Massachusetts for Estey P. Charak, who died on March 3 after a prolonged illness. The son of Jacob Charak, founder of the Charak Furniture Company, he was, until his retirement several years ago, president of the furniture manufacturing firm. He leaves his widow, Marie, and two sons. Also surviving are two sisters, and a brother.

**THE MCGUIRE COMPANY**  
HOTELING PLACE AT JACKSON SQUARE SAN FRANCISCO 11



NEW YORK CHICAGO DALLAS LOS ANGELES  
RATTAN FURNITURE WITH RAWHIDE BINDINGS

rare Oriental solid brass hardware

FROM **Ritts**

Beautifully hand-crafted by Oriental artisans to reflect the classic elegance of the Far East. Gleaming brass or antique silver-on-brass . . . the ultimate in fine quality, decorative hardware.

Write the factory . . . on letterhead please . . . for wholesale price list. Hardware sample of each finish included for \$1.



**RITTS CO.** Factory, 2233 S. Sepulveda Boulevard  
Los Angeles 64, California • Phone BRadshaw 2-3226



Stock or special order machine loomed wood fabrics . . . custom handweaves . . . single item or major commercial installation — check with Cal-Craft, THE source nationwide for wood fabrics both for selection and service. *Write for latest catalog.*

**Cal-Craft**  
**WOOD FABRICS**  
 407 JACKSON SQUARE  
 SAN FRANCISCO 11, CALIF.  
 DOuglas 2-7096

DRAPERIES • SHADES • DIVIDERS • SHUTTERS • SHOJIS

# JACKSON

## THE JACKSON SQUARE ASSOCIATION

*of more than 70 firms  
 representing some 500 lines*  
 The Nation's Unique Wholesale Design Center  
*welcomes*

THE FOURTH WESTERN REGIONAL CONFERENCE  
*of the  
 American Institute of Decorators  
 to the  
 Heart of Historic San Francisco*

*For the Jackson Square Directory  
 Address: The Jackson Square Association  
 P.O. Box 2529, Station B, San Francisco 26, California*

# SQUARE



Fine genuine furniture leathers... in a comprehensive variety of colors and finishes

*Prompt delivery*

*Sample books on request*

**Gilford** LEATHER CO. INC.  
 515 MADISON AVE., NEW YORK 22, N. Y.

PLAZA 3-7128



Over 500 beautiful decorator colors in over 30 patterns of vinyl wall covering and upholstery fabrics.



STAINED  
 GLASS  
 LIGHTING

MORRISON IMPORTS  
 LOS ALTOS • CALIFORNIA

*For today's successful living...*



FLOOR COVERING HAND CRAFTED IN FINE WOOL



PLEASE WRITE FOR COLOR BROCHURE



## Priscilla Turner RUG GUILD

THIRTY-SIX YEARS IN THE VILLAGE OF TURNER, STATE OF MAINE

*Showrooms*

**EASTERN CARPET COMPANY**  
295 FIFTH AVENUE, NEW YORK 16  
MERCHANDISE MART, CHICAGO 64



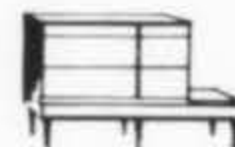
### Herman B. Lehman—1895-1959

In 1908, a 13-year-old boy was hired by the fabric house of E. H. Finman as a delivery boy at \$5 a week. Although he attended night school regularly, a span of six years found Herman B. Lehman sufficiently schooled in his trade to be sent on the first of many European fabric buying trips. Upon Mr. Finman's retirement a few years later, Mr. Lehman purchased the business, was shortly thereafter joined by Jim Connor (many years since retired), and the firm of H. B. Lehman-Connor was formed. That his firm is among today's largest and most respected attests to his understanding of and dedication to fabrics of highest quality, as does the number of leaders in the field who were trained at Lehman-Connor. A veteran of more years in the field than any presently active person, Herman B. Lehman died on March 15. A widower, he is survived by a daughter, Mrs. Judith Lochman, and a son, Barry.

### Maurice Grieve—1889-1959

Maurice Grieve, famed for his hand-carved wood frames and moldings, died in New York on March 19. He created frames for many masterpieces in the Carnegie, Frick, Hariman, and New York Public Library collections.

## ALLISON



N  
T  
E  
R  
P  
L  
A  
Y

1 PARK AVENUE, NEW YORK 16, N. Y. MU 3-6143  
DINING, BEDROOMS CORRELATED UPHOLSTERED FURNITURE

Every Decorator  
Should Know

**ELECTRO-TRAVERSE**

### AUTOMATIC ELECTRIC CONTROLS FOR TRAVERSE DRAPERIES

ELECTRO-TRAVERSE is the answer to convenient operation of drapery installations covering large openings. Draw draperies "open"... "close" and "stop" automatically. Completely concealed. Simple to install on wall. Can be operated by remote control. Fully guaranteed.

Write today for illustrated catalog and prices • Distributor inquiries invited

**ELECTRO-TRAVERSE CORP.** Dept. A • RE 1-2268  
1011 So. Western Avenue, Los Angeles 6, California



Gerdau brings you  
durable old-world craftsmanship  
in distinctive new world designs . . .  
in imported  
**DANISH  
TEAKWOOD**  
for your  
interior planning

Write Contract Division:  
**THE OTTO GERDAU CO.**  
Established 1872  
**82 WALL STREET  
NEW YORK 5, N. Y.**

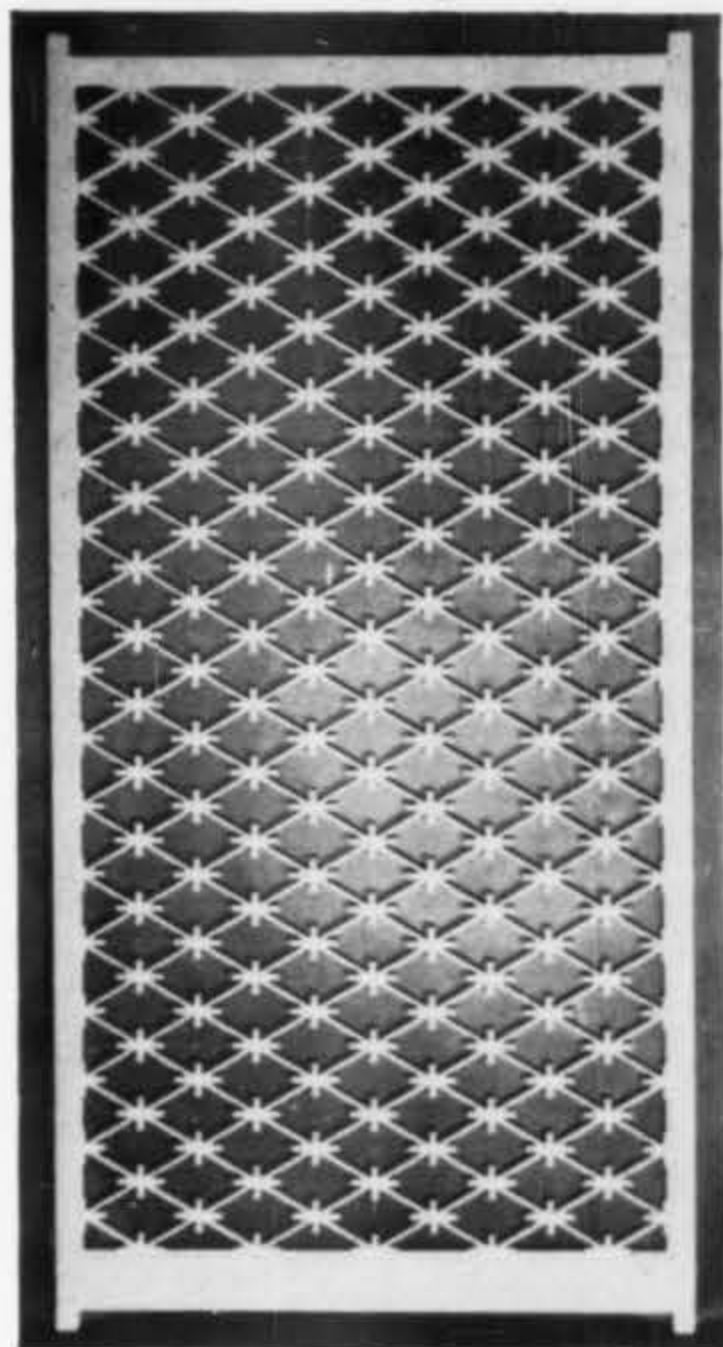
Gerdau of Canada Ltd.  
19 Melinda St., Toronto 1

- DENMARK •
- ENGLAND •
- FRANCE •
- GERMANY •
- HONG KONG •
- INDIA •
- JAPAN •



No. 9051GT

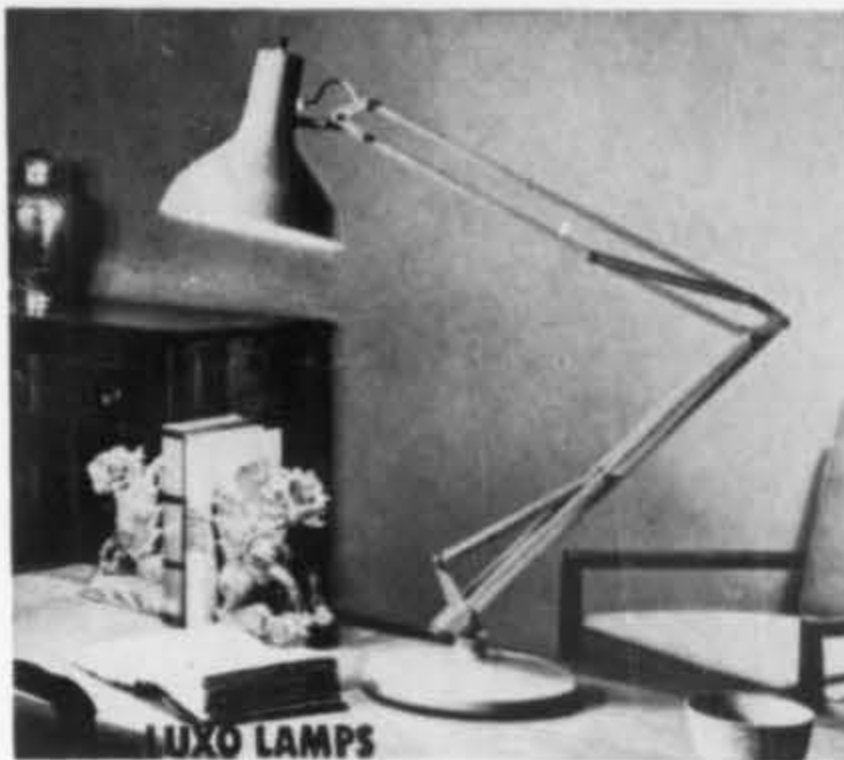
**ASIAN ARTS** 223 east 58th st.  
new york 22, n. y.  
plaza 5-2647



no. 20 star design shoji w. 34" h. 68"

DESIGNS BY HARRY GITLIN

*lighting*



LUXO LAMPS

**HARRY GITLIN**

917 THIRD AVENUE • NEW YORK 22, N.Y. • PLAZA 1-7130

infinite  
possibilities

for original  
wall  
treatments

Endless combinations  
of texture, color  
and pattern may now  
be seen in our  
**NEW EXHIBIT** of sculptured  
ceramic wall surfacing  
designed by Lee Rosen  
for interiors and exteriors

**design-technics**

4 east 52 street, new york 22



**c  
r  
u  
c  
i  
b  
l  
e**

**Products Corporation  
67 Vestry St., New York 13**

CHAIRS OF CAST ALUMINUM ALLOYS  
VERSATILE AND FLEXIBLE IN USE. COM-  
PLETE CATALOGUE ON REQUEST.

NOFA exhibit May 1-4  
Miami Beach, Space F-652

#500



#777



National Distributor: RICHARDS MORGENTHAU CO.  
225 Fifth Ave., N.Y.C. 1215 Merchandise Mart, Chicago, Ill.

### Where Do We Go From Here?

#### or The Decline and Fall of Wall-to-Wall

*From a talk given by Michael Greer, N.S.I.D., A.I.D., to the Floor Covering Association on March 12th in New York.*

A long time ago, back when you and I were young, Maggie, people actually and unwhimperingly paid retail prices for carpets and rugs. Then along came the guy who said, "I can get it for you wholesale." After a while there were so many guys who could get it for you wholesale that they exceeded the number of guys who *couldn't* get it for you wholesale. Before long, a woman learned she could wave away the guy who said "I can get it for you wholesale" because she could actually go and get it for *herself* wholesale. The next step in this sad progression is obvious to me and I'm sure to you, too. We're plainly at the dawn of the era of the guy who can get it for you *less* than wholesale. *Then* we're due for the guy who can get it at less than *cost*. At which point, the carpet manufacturer has turned into a cross between the Rockefeller Foundation and socialized medicine. This retail-wholesale business, as the rug and carpet industry has allowed it to degenerate, is as sound financially as robbing Peter to pay Paul. Except there aren't very many Peters around anymore to rob. . . . Everybody can see the handwriting on the wall-to-wall; unless some expedient as effective as Fair Trading is introduced to the carpet industry, the industry is going to continue to resemble the vast flock of pigeons in St. Mark's Square when a single handful of crumbs is flung before it.

Now then, since in most cases our clients can get floor

*(Continued on Page 188)*

### ANNOUNCING New Home Study Course in INTERIOR DESIGN AND DECORATION

A school of high ideals and established responsibility announces a new home study course, prepared by leading interior decorators and teachers. This well-planned training program has been especially designed for Decorator's Assistants, Junior Decorators and others in the decorator trades.

This unusually comprehensive training includes: furniture arrangements, furnishings, period styles, wallpapers, color schemes, textiles, lighting and many other subjects. No classes. No wasted time. Diploma awarded. Low tuition. Send for free booklet.

CHICAGO SCHOOL OF INTERIOR DECORATION  
Dept. 4154, 835 Diversey Parkway, Chicago 14, Ill.

FLOORS ALL AROUND ANY HOUSE WILL BE HAPPIER COVERED BY OUR RUGS, CARPETS, TILE, VINYL, ETC.

**MANUEL  
FELDMAN  
CO. INC.**

18 EAST 53rd STREET - NEW YORK 22 - PLAZA 3-7640  
*Wholesale Floor Coverings of Distinction*

DISTRIBUTOR TO THE TRADE OF FLOOR ACCESSORIES BY RIGODA  
Member of The Floor Covering Association, Inc.

This is the matrix, the light that sparked the others. Ranked as a first award winner at the IX Triennale it's still the preferred version among discriminating professionals. The 54" stem, adjustable arms and clamps are all brass. The shades and handles come in a choice of red, yellow, white or black. Made in Italy, of course, and imported directly by us. Our catalogue number is AR 12128.



**altamira**

125 East 55th Street, N.Y.C. 22  
Telephone: PLaza 3-7644

## FLOOR COVERINGS



*Since 1922, we have been offering Service and Integrity to our clients. These are our most important products.*

**IMPORTED  
AND  
DOMESTIC**

**JOHN McCAGNEY INC.**

139 East 57th Street  
New York 22, New York

PLaza 1-4565

Member F.C.A.

## after all... THERE ARE ONLY 10,000 SEATS

available. So let us know now if you want to be with us on May 1, 1959, for Atlanta's greatest event since the G. W. T. W. premiere. (Only Rhett Butler and Scarlett O'Hara will be missing.) . . . Construction Day ceremonies for the Atlanta International Coliseum and Merchandise Mart. This \$20,000,000 project includes the nation's biggest coliseum, an 11-story ultra-modern mart, and a 608-unit motel (the world's biggest). National and international celebrities and dignitaries, colorful ceremonies. Seats will not be sold . . . but they must be reserved, for 10,000 only. Write or call today!

**Southeastern  
Merchandise Mart, Inc.**  
680 W. Peachtree St., Atlanta 8, Ga.  
Phone TRinity 3-2541

### Distinctive JAPANESE *Shoji* Screens

(Sliding  
or Hinged)

W-22  
Architectural  
Panel

Choice of fiberglas,  
laminated plastic,  
plain or butterfly  
design (extra charge).  
Installation on request in  
Metropolitan N.Y.C. area.

**Miya**

**COMPANY, INC.**  
39 East 28th St.  
New York 16, N. Y.  
LExington 2-4866

12-D—Shippo design  
24x84 or 30x96  
Natural

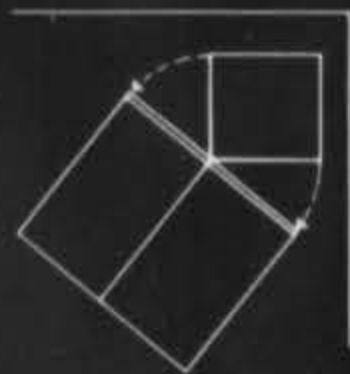
10-D-1  
Natural, Walnut,  
or Black Lacquer



## Newest way to swing "Day" into "Night"!

By day — comfortable sitting divans. At night — a spacious dual bed. And it's all done by swinging the sides of the corner table into a headboard! Not exactly magic — but pretty close to it!

The handsome table, made of walnut with white formica top, doubles as a storage cabinet for linens and blankets. The divans offer a luxury sleep on superb Beckley box springs and mattresses.



THE ARMS BECOME AN ATTRACTIVE HEADBOARD



## CHARLES H. BECKLEY, INC.

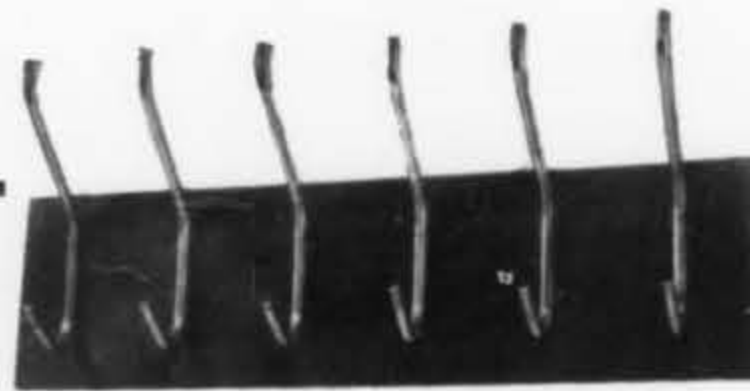
Showroom: 944 Third Avenue, New York 22, N. Y. PLaza 9-8450  
Office & Factory: 749 E. 137 St., N. Y. 54, N. Y. MEIrose 5-2321

coverings for themselves as cheaply as we in the decorating profession can get them for them, what's to *keep* those of us who have a decorating title on the door putting the Bigelow on the floor? What's in it for us? How can your hi-pile add to the height of our personal pile? Well, in point of fact, the decorators and designers have a device to protect their markup which must be the envy of everyone else in the floor covering industry. Decorators can sell their clients only specially-designed-by-the-decorators and specially woven carpets which are one-of-a-kind, and hence which aren't available to anyone else anywhere else at all. It's not a case of retail or wholesale, but retail or *no* sale. Decorators are human, you know. They'd rather sell, at a profit, a small specially-designed area rug to lie on a bare floor, than sell, at no profit, enough wall-to-wall to carpet Madison Square Garden. Gertrude Stein has this to say about money: "Money is always there but the pockets change, and that's all there is to say about money." Well, that's not quite all there is to say about money. If it's a decorator doing the talking, one of those changing pockets has got to be his.

We all know, of course, that the quantity of floor coverings actually sold by decorators to private clients is just this side of a drop in your bucket. Dollar for dollar, you needn't worry too much about how often and how much decorators are inviting you to cut a rug. That is, you needn't worry in the short run. But in the long run we must admit that the decorating and designing profession sets fashions which take perhaps a decade or longer to filter through every level of the American market, and that a decorating trend that means only a million dollars to you today could mean 50 million dollars to you the day after tomorrow. As an example, I have only to cite the

(Continued on Page 190)

## NO LIMITATIONS IN CARPET DESIGN AT EDWARD FIELDS



### PERM-A-RACK

Hat and coat wall rack for permanent or temporary installation. Unit can be easily attached with set of flush mounting brackets. Can be removed in a few seconds by lifting upwards. Selected genuine American Walnut with six round solid Brass hooks  $\frac{3}{8}$ " dia. No exposed screws. Mounting hardware included.  $\frac{3}{4}$ " x 6" high x 24" long. Weight..... 7 lbs.

Free Catalog on Request

**LOUMAC SUPPLY CORP.**

MANUFACTURERS AND DISTRIBUTORS

333 East 103rd St., Dept. I, N. Y. 29 • ATwater 9-5374-5

## COME VISIT

our magnificent new Long Island showrooms —  
serving the architect designer and decorator



Here you will find a new elegance  
in flooring created and installed  
for you by ALMOOR — from the most  
comprehensive selection of carpeting  
and smooth surface materials.  
For residential and commercial interiors.

### ALMOOR FLOORCOVERING, Inc.

24 N. Franklin Street, Hempstead L. I., N. Y. IV 3-6496

"Fashions in Living" Exhibitor Roosevelt Raceway April 18

INSPIRATION FOR INTERIORS  
OF EXTRAORDINARY

*Elegance*



*KappaShell*®

Genuine OCEAN PEARL SHELL

Apply a touch of genius with a thrilling interior creation of Kappa-Shell, the decorative material made of real ocean pearl seashells. Its inimitable precious beauty lends a soft satinsheen iridescence of rare splendor to your choice of decorating themes. Amazingly versatile as a surface for walls and ceilings, furniture, lighting and accessories. Practical, durable and easily maintained.

Send for sample and full details. Our technical staff will assist you in planning any type installation or application.

KAPPA-SHELL PRODUCTS, Inc. 121 West 17th St., New York 11, N. Y.

CHOSEN FOR:



The FONTAINEBLEAU, Fla.



HOTEL PIERRE, N. Y.



BONWIT TELLER, Pa.

HILTON HAVANA, Cuba  
DUPONT-TARLTON, Fla.  
BISMARCK HOTEL, Chi.



NS966 DUAL CONTROL LAMP

ARMS SWING AT BASE ON CONCEALED SWIVELS. REFLECTORS PIVOT ON NEW BRASS TENSION SWIVEL. BRUSHED BRASS, POLISHED BRASS OR CHROME PLATE. WHITE REFLECTORS.

NESSEN

STUDIO, INC. 5 UNIVERSITY PLACE, NEW YORK 3

NOFA EXHIBITOR — BOOTH #E544

**SELECTED...**  
FOR EXCELLENCE OF DESIGN  
BY THE PASADENA ART MUSEUM

IN CALIFORNIA DESIGN EXHIBITION 5



Designed by Tadao E. Inouye

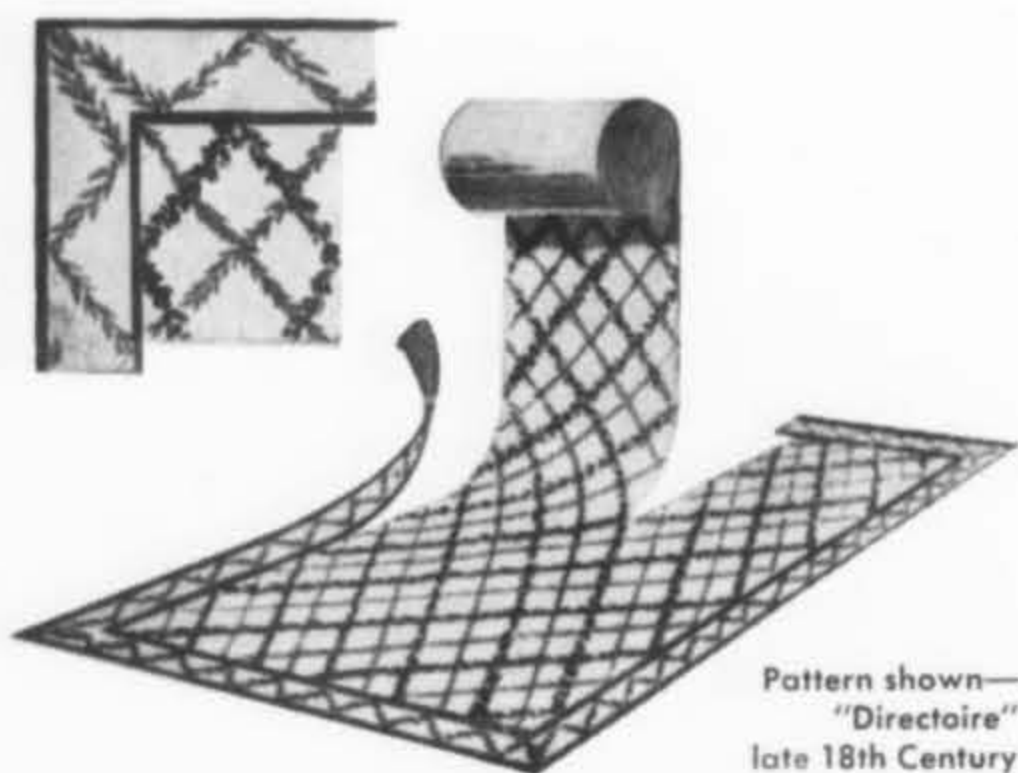
Showrooms

Los Angeles Furn. Mart Space 473  
San Francisco Mdse. Mart Space 576  
Bettina Hanson, Inc.—115 N. Robertson—L.A.

For Decorator Portfolio write:

BEVERLY HILLS RATTAN  
6505 South Alameda St.  
Los Angeles 1, California

# The Petit Point Group



Pattern shown—  
"Directoire"  
late 18th Century

The "Petit Point Group" consists of 25 faithful reproductions by known French designers of period pieces belonging to well known collections. Mechanically woven in France exclusively for us in duplication of petit point.

Visit us at your earliest convenience and see our diversified collection of quality carpets and exclusive designs, including for immediate delivery, Rainbow X, Piedmont, Swirltex and the new Snowflake design.

Carpets woven to order in Aubusson, Savonnerie, Hand Knots and other unusual weaves: to your specification or from any of our exclusive designs.



**Stark Carpet Corp.**  
509 Madison Ave.  
New York 22, N. Y.  
PLaza 4-1070

Los Angeles Representation: Tel. Poplar 1-4746

decorator-inspired trend away from wall-to-wall carpeting and to area rug carpeting. . .

Every spring and fall, the Paris fashion houses introduce a new line of women's clothes. These couture showings are well attended by buyers from America, but even so, the number of French originals that are imported to sell — or even to be copied to sell — is an almost negligible part of the total ready-to-wear sold in America. Now then, why do you suppose that a colossal manufacturing giant like DuPont all but moves heaven and earth to see to it that perhaps two of the 150 dresses in the Dior line are made of DuPont nylon? To sell yardage? . . . No, DuPont wants to be in the Dior line because what's on the Dior customer's back today will be on everybody's back three or five or ten years from now. Just as what is on the floors of the decorator-designed residences today will be one day on the floors of all America, and as inevitably as tomorrow's dawn.

We all know that the retail-wholesale-no sale rat race in which the carpet industry finds itself is a deeply complicated affair. There are no easy solutions. Therefore there must only be hard ones. The decisions (and I don't pretend to suggest what they may be) are as difficult and as basic as those facing another industry which springs immediately to mind. We are all sadly aware that there is only a fixed number of engineers in the country today. Being an engineer is like being pregnant — you either is or you ain't. Except it takes a lot longer to become an engineer than it does to become pregnant, (I'm told). It takes years to become an engineer, and therefore at any one time, engineers exist only in fixed quantity. And yet you can scarcely lift the business section of the Sunday New York Times for the weight of the ads luring

(Continued on Page 192)

## Brilliant New Light

for your loveliest fixtures

### nalcobrite

Decorative Tungsten Lamps  
made in U.S.A.



How much more you'll love the sparkling beauty of your crystal and polished fixtures with Nalcobrite! Gracefully hand-tipped, clear or frosted, 25 or 40 watts in candelabra, intermediate, or standard base. Write for literature and prices.



**NORTH AMERICAN**  
*Electric Lamp Co.*

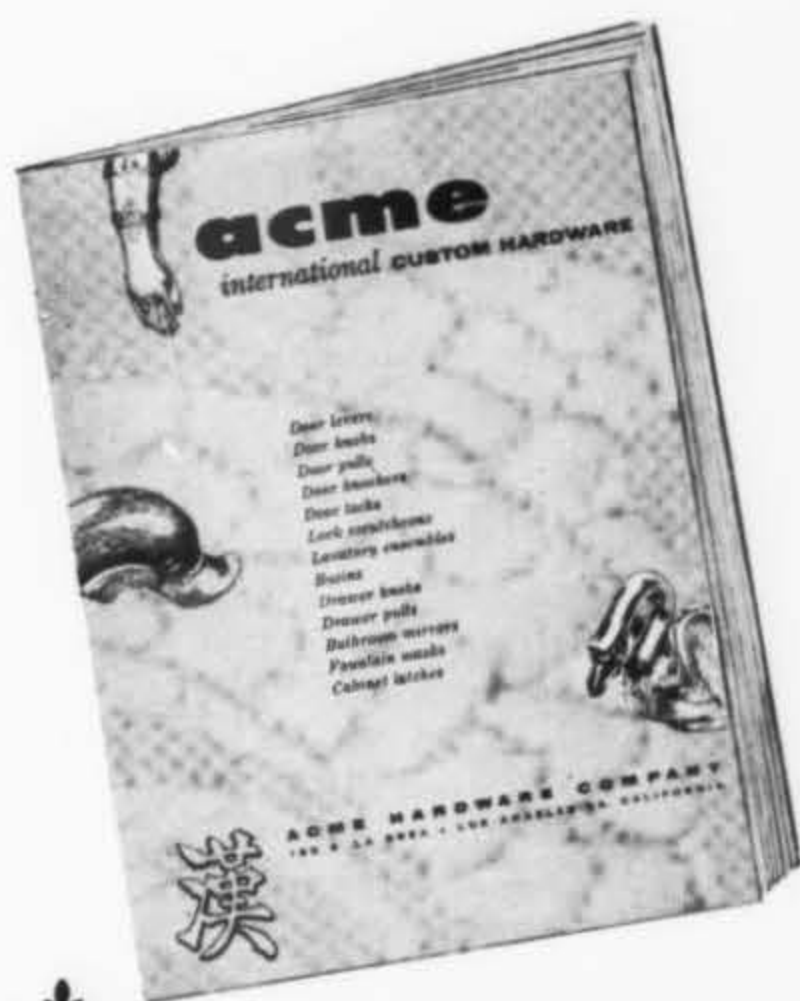
250 Fulton St. 1532 No. 13th Street  
New York, N. Y. St. Louis 6, Mo.

Exclusive  
Decorator  
Showrooms  
Largest  
selection of  
custom  
residential  
office  
contract  
furniture.



**OFFICE FURNITURE, LTD.**

351 East 61 Street, New York 21, N.Y.  
TEmpleton 8-2816

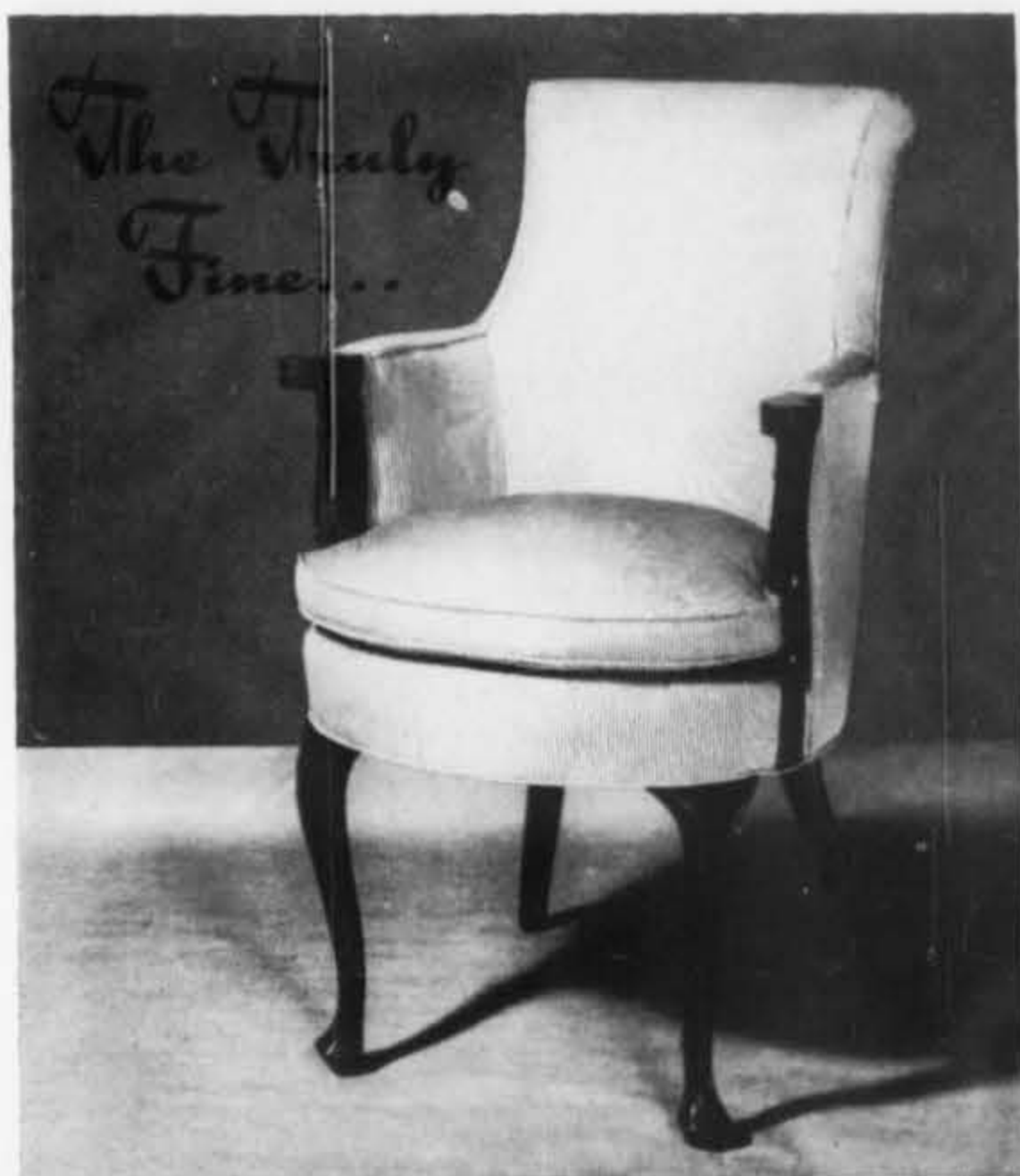


✦ Write for your free catalog

**acme**

*international* CUSTOM HARDWARE  
Sold exclusively through decorators

**ACME HARDWARE COMPANY**  
150 S. LA BREA AVE., LOS ANGELES 36, CALIF.



... combining elegance of design with flawless workmanship. Our new showroom offers you an expanded collection of distinctive custom furniture... each unique piece fashioned and built by

**continental craftsmen, inc.**  
412 east 59th street • new york city • el 5-6840

PASCO BAVARIAN CHINA



*"Apart"*

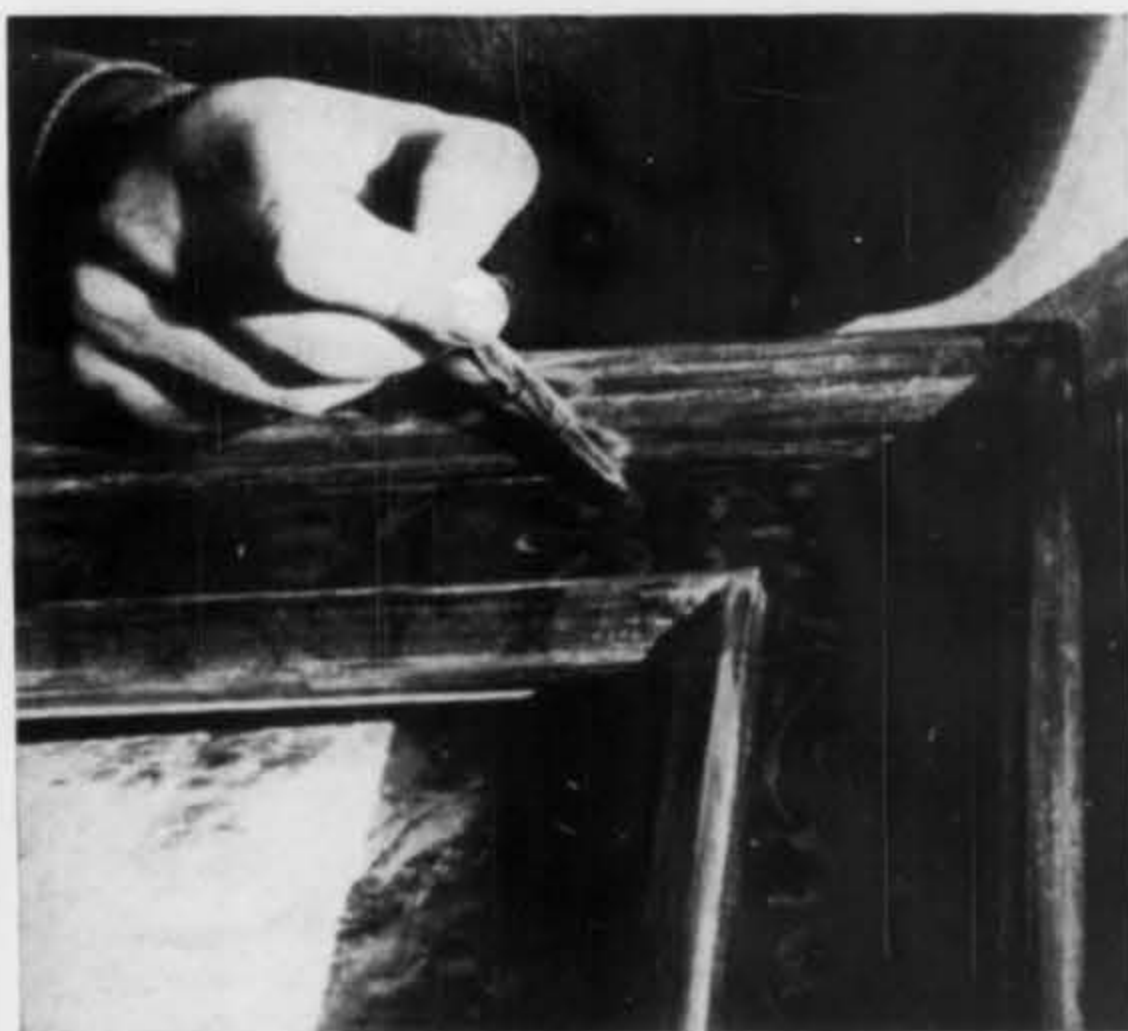
SCULPTURED BY HANS ACHTZIGER

The tremendous success of this elegant contemporary dinnerware has resulted in the adding of many new formal and informal accessory pieces.

A cordial invitation is extended to you to view this and numerous other dinnerware patterns, at our showroom.



PAUL A. STRAUB & CO., INC., DEPT. 1-4 19 EAST 26th ST., NEW YORK 10, N. Y.



SGRAFFITO

**PICTURE FRAMERS**

Dedicated to the fine art of frame making and painting restoration. Fine reproductions of carved and gilded frames from great periods of history/*Italian*: Pre and High Renaissance, Venetian, Florentine/*Spanish*: 14th to 17th Cent./ Gothic Diptychs, Triptychs, Tabernacles/*Dutch and Flemish/French*: Louis XIII, XIV, XV, XVI/ *American Contemporary* in gold, fruitwoods, Korina and other exotic woods.

**DAIN / SCHIFF INC.**

19 EAST 69 STREET, NEW YORK 21 • LE 5-1566

Fine Floor Coverings Since 1917

太  
TAI PING  
平

ERNEST TREGANOWAN, INC.,  
now brings to the interior  
designer, decorator and  
architect, the famous Tai Ping  
rugs and carpets, meticulously  
hand made by free Chinese  
weavers in the British Crown  
Colony of Hong Kong.

The finest 100% virgin wool is  
used to create any type of  
floorcovering — plain cut pile,  
loop pile, stripes, designs and  
textures in any color desired.  
Made rectangular, oval, round,  
free form or L T and U shapes.  
Delivery 60 to 90 days.

Also, see seven interesting  
designs . . . each in seven color  
combinations . . . carried in  
stock in this country in sizes up  
to 12' x 18'.

*Samples on request.*

ERNEST TREGANOWAN, INC.

49 EAST 53RD STREET, NEW YORK 22, N.Y.  
TELEPHONE: PLAZA 5-0330

Member of  
the Floor Covering Association, Inc.

engineers from one electronic plant to another. One firm bribes a man away from another firm with an ad one week, and the original firm bribes him back with another ad the next. Nothing is done actually to remedy the situation. Nothing is done to get out of the box. . . . This is what I call musical chair advertising — there isn't enough to go round and so somebody always gets left.

There's no reason why anybody in the carpet industry today should be getting left. We are all aware that floor coverings have never been more beautiful, more wearable than they are today. Your product is superb. But your creative salesmanship ain't. There has to be a lot more free, wild, and unfettered thinking. *Basic* changes have to be made if you're going to stop playing musical chairs with each other. Firms which manufacture so-called "package goods" spend fortunes on research and development to find *new uses* for their existing products. Well, and don't quote me, maybe what we have to do is to think of carpeting walls and ceilings as well as floors. Maybe we have to think of carpet so thick and luxurious it could be used instead of mattresses on beds. . . .

But ideas don't have to be wild and wooly to be good. I was talking with the president of a major carpet company not long ago and he asked me what single thing he could do to improve his line most. I answered that I thought he could improve his spectrum of colors. He said, well I already have 48 colors in my line. Well, you don't need a *lot* of colors to create excitement. Here, for example, are the six colors I might choose if I were a carpet manufacturer and could have *only* six colors in my line. . . .

*Close:* Nobody here can rest as long as he sees a face on the barroom floor. There's got to be a *rug* on the barroom floor.

Credit Reports  
and  
Collections

WM. J. MILLER  
General Manager



LYON  
FURNITURE  
MERCANTILE  
AGENCY  
ESTABLISHED 1876  
Publishers of  
LYON RED BOOK

The Nationally Recognized Credit and Collection Agency of the  
Furniture, Carpet, Upholstery, Undertaking, Picture Frame, Mirror,  
Refrigerator, Stove and Housefurnishings Trades

Executive Offices: 185 Madison Ave., New York

Los Angeles: 1060 So. Broadway

Philadelphia: 12 So. Twelfth St.

Boston: North Station Industrial Bldg.

High Point, N. C.: 401 S. Wrenn

Cincinnati: 406 Elm St.

Chicago: 221 N. LaSalle St.

smith  
WITOW



custom  
lamp shades  
and  
mountings . . .

923 third avenue  
new york 22, n. y.  
eldorado 5-6881  
6616

*New York Furniture Exhibit Corp.*



**PRESENTING THE NEW MACKINAC GROUPING**

To our group of many fine lines we are proud to add Habitat, America's only firm producing Knotty Pine furniture exclusively. Illustrated is a piece from the new MACKINAC grouping. Casual American with the rugged character and warm appeal of Knotty Pine. Send for brochure.



*New York Furniture Exhibit Corp.*

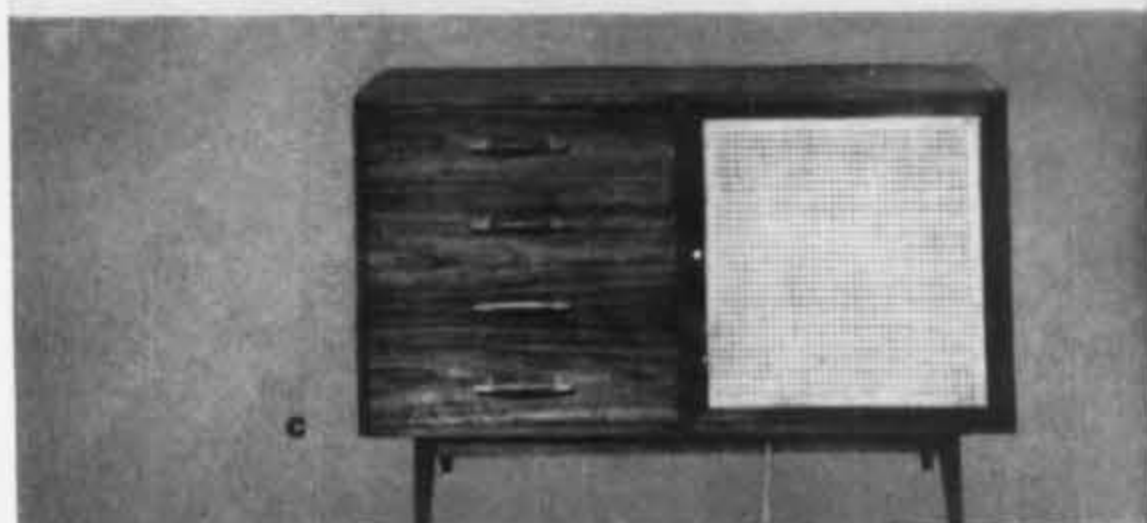
451 Fourth Ave., New York 16, N. Y. • MU 3-7650

robert **barber** inc.

6 east 53 street, n.y. • el 5-0785



**a** P 7 triangular table  
**b** 21 lounge chair  
**c** B 48C combination cabinet



**# 802 HOME DESK**

From our comprehensive group of walnut furniture.  
54" x 24" x 28½" H.  
Catalog on request.



Fine Showroom Representation Available

**Design Previews Inc.**

600 MADISON AVE. • N.Y.C. • PLAZA 1-5482



**MODERN MULTIPLEX DISPLAY UNITS WILL MAKE MONEY FOR YOU**

Effective display makes your selling job easier . . . and for curtains, upholstery and drapery fabrics, wallpaper, mirrors, pictures, frames, etc., Multiplex provides an exceptionally effective display. Ideal where space is limited. Steel-framed panels come in sizes from 18" X 21" to 48" X 84"—as wall models, floor models, and counter top models. Swing to greater sales with Multiplex. Get the facts. Mail the coupon today.

**MULTIPLEX DISPLAY FIXTURE COMPANY**

935-945 North 10th St., St. Louis 1, Mo.

Please send your catalog of Display & Selling Equipment.

Name .....

Company .....

Address .....

City & State ..... AP59

# Head over heels

... in love with a Bentson desk!  
Work's done faster ... easier ...  
and with plenty of "elbow room".  
Unlimited unit and color combina-  
tions satisfy any space or office  
requirement. Select your office fur-  
niture needs from the Bentson line  
... it's your assurance of years  
and years of good dependable serv-  
ice. Full line catalogue on request.



**BENTSON MFG. CO.**  
664 Highland Ave., Aurora, Ill.  
See us at the NOFA Show—Booth B-280



**BENTSON MFG. CO. AURORA, ILL.**

## Classified

15c PER WORD PER INSERTION, \$5.00 MINIMUM, PAYABLE

### POSITIONS WANTED

DECORATIVE ARTS PERSONNEL AGENCY—MERCHANDISE MART—Chicago. Specializing in employment for architects, designers, interior decorators, office and sales personnel in Decorative Arts, Home Furnishings, Trades. Our fine quality of applicants and careful screening saves the busy executive time and money. 629A Merchandise Mart, Chicago. MI 2-9449.

VERSATILE DESIGNER ARTIST OFFERS ORIGINAL DESIGNS traditional, modern and abstract for upholstery, drapery fabrics, wall coverings, china, etc. Well known artist, widely traveled. Designs on assignment or from available collection. Box 2212-F, INTERIORS, 18 East 50th Street, New York 22, New York.

INDEPENDENT INDUSTRIAL DESIGNER, Pratt graduate, diversified experience in furniture, product, and interior design, associated for four years with top level furniture designer, seeks contact with manufacturer interested in raising design standard of existing line. Box 2218-L, INTERIORS, 18 East 50th Street, New York 22, New York.

INTERIOR DESIGNER'S SECRETARY, apprentice, college and business experience. Box 2220-N, INTERIORS, 18 East 50th Street, New York 22, New York.

INTERIOR DESIGNER, 28, desires challenging position with contract design firm. Knowledge of presentation, market, client contact, selling. Presently employed in design office. College and design school graduate. Box 2227-U, INTERIORS, 18 East 50th Street, New York 22, New York.

IF YOU DEMAND QUALITY AND A FRESH, STYLISH LOOK . . . may I promote your home furnishing product, exhibit and displaywise. Valuable experience, pleasant attitude, married, responsible, dependable work in organized manner. Box 2228-V, INTERIORS, 18 East 50th Street, New York 22, New York.

### HELP WANTED

CAREER BUILDERS—PLACEMENT SERVICE—For architects, architectural designers, interior decorators, industrial designers, draftsmen, sales personnel and office personnel. Interviews by appointment. PLAZA 7-6385 35 West 53rd Street, New York.

CONTACT PERSONNEL AGENCY—A placement service devoted to: Architects, Draftsmen, Interior Decorators, Industrial-Furniture-Textile Designers, Homefurnishings, sales and office personnel. Call Mrs. L. G. Fox for appointments. 18 East 41st Street, New York. MU 5-1674.

ARCHITECTURAL AND DESIGN PERSONNEL AGENCY—Muriel Feder—A personalized placement service for top level architects, designers, engineers, draftsmen, interior decorators, and home furnishing personnel. Selective contacts arranged in a confidential and professional manner. Interviews by appointment. 58 Park Avenue, New York. MU 3-2523.

HELEN HUTCHINS PERSONNEL AGENCY—Specialist Professional, Sales, Administrative Personnel for Interior, Architectural, Industrial Designers; Home Furnishings Manufacturers, Distributors, Stores, Publications, etc. By appointment. 767 Lexington Avenue, New York TE 8-3070.

WANT DRAPERY FOREMAN who is experienced cutter, workroom supervisor, drapery measurer and installer. Excellent opportunity for conscientious man with experience in finer custom residential work. Give references and state salary expected. Write Howard Lorton, Inc., Attention S. J. Sweet, 724 Speer Boulevard, Denver 4, Colorado.

SOUTH AMERICA (Colombia): Decorative firm, needs qualified interior designer/decorator, preferably Spanish speaking. Excellent future with share of profits. Write, giving training, references, personal details, photo. Confidential. Box 2214-H, INTERIORS, 18 East 50th Street, New York 22, New York.

DESIGNER, TABLE LAMPS contemporary, traditional early American styling. State experience. Steady work. Box 2215-I, INTERIORS, 18 East 50th Street, New York 22, New York.

HELP WANTED. Salesmen—to represent exclusive quality contemporary cabinet and table line. Choice territories available. Box 2216-J, INTERIORS, 18 East 50th Street, New York 22, New York.

## Advertisements

IN ADVANCE. BOX ADDRESS COUNTS FIVE WORDS.

**SALES REPRESENTATIVES WANTED** for fine heavyweight vinyl wall-covering concern. Can handle non competitive lines. Liberal commission basis. Excellent opportunity. Existing accounts turned over. Write full details experience, following and geographical area covered. Box 2217-K, INTERIORS, 18 East 50th Street, New York 22, New York.

**WANTED: EXPERIENCED INTERIOR DECORATOR** to manage, with one assistant, this phase of painting and decorating business established 28 years—500 miles from the metropolitan buying market. Must do buying and estimating. Please advise qualifications and salary expected. Write Box 2219-M, INTERIORS, 18 East 50th Street, New York 22, New York.

### MISCELLANEOUS

**FREE mailing list of INTERIOR Decorators.** Also over 350 other lists of Retailers, Wholesalers, Manufacturers, Hotels, Motels, Institutions, etc. Over 2 million names on Addressograph plates. We charge only for addressing. Write for FREE catalogue. Speed-Address Kraus Company, 48-01 42nd Street, Long Island City 4, New York. ST 4-5922.

**DISTRIBUTORS WANTED: SIAMESE LINE.** Leading Siamese manufacturers and exporters of handloomed silk, hand-engraved silver plaques, gold-plated teakwood plaques, wish to contact American distributors for promoting and distributing these goods. We also have niello silver jewelry, niello silver flatwares, bronze flatwares, stoles, scarves, etc. Inquiries cordially invited. Ubaida Trading Co., 88 Lang Talad Charoen Pol, Bangkok, Thailand.

**MELTZER GALLERY, 38 West 57th Street—**In the New Print Room in spacious surroundings a large and varied collection of special interest to architects and interior designers. American and European serigraphs, Scandinavian graphics, all media, American and European watercolors, drawings and prints, Japanese woodblock prints 17th to 20th Centuries, Chinese scroll paintings, etc.

**MODERN DESIGN FILM STRIP PREPARED IN COLOR BY GEORGE NELSON** for the Herman Miller Furniture Company is now available to students of design, architects, interior decorators, furniture dealers, and schools. An invaluable teaching aid, this informative film offers a thorough presentation of the uses of new and traditional materials in furniture design. The color photos of design classics alone make this a worthwhile addition to any library. Cost for film strip and script is \$17.50. Order from the Herman Miller Furniture Company, Zeeland, Michigan. Dep't. FS. Preview prints available.

**IMPORTED SCANDINAVIAN FURNITURE AND RUGS.** We are looking for showrooms or sales representatives to present a small, new line of imported furniture and rugs. Write for further information, giving experience and present association. Write B. K. Alsin, Inc., 523 Union St., Seattle, Washington.

**AGENTS WANTED** to distribute Ma Huang Herb tea. Used by the Chinese for 6,000 years. Retail prices 12 oz. Package, \$1.50 or 2 packages for \$2.76 post paid. Write Cross Road of the World Mail Order Service, P. O. Box 406, Times Square, New York 36, New York.

**SCANDINAVIAN DESIGN CONSULTANTS OFFER DESIGN SERVICES.** Contemporary styling; furniture, fabrics, furnishings, prestige background and experience. Box 2213-G INTERIORS, 18 East 50th Street, New York 22, New York.

**FOR RENT: Scarsdale, share half my store** (better grade lamps). Ideal for Decorator, fabrics, wallpaper, art etc. Ideal location, unusual opportunity. Box 2221-O, INTERIORS, 18 East 50th Street, New York 22, New York.

**FOR LEASE OR SALE, specialty shop, interior decorating.** Building contains store, unusual front, display rooms furniture, living quarters, shop equipped and operating. Established 20 years. Cash volume \$75,000 or better per year. City where located, stabilized, many diversified world industries, healthy employment situation. Reason for disposal, health. Full particulars must accompany requests for further details. Apply Box 2226-T, INTERIORS, 18 East 50th Street, New York 22, New York.



R. S. V. P.  
for  
a free  
sample  
of a  
practical  
luxury

Now your clients don't have to choose between practicality and luxury. They buy both with a B.F. Goodrich carpet cushion. It makes even the most luxurious carpets more so. All rubber, it is naturally bug-proof, clean, resilient and non-allergenic. But judge our claims for yourself, simply fill out the coupon below for generous sample and A.I.A. File No. 28-E.



The B.F. Goodrich Company, 515 Derby Place, Shelton, Conn.

NAME

ADDRESS

CITY

STATE

**B.F. Goodrich**  
carpet cushions



# AMERICA'S GREAT SOURCES

an index to

Acme International Hardware Co., (Div. Acme Hardware Co., Inc.), 150 S. LaBrea Ave., Los Angeles, Cal.	WE 8-9121	191
Adams Leathers, Inc., 530 Madison Ave., N. Y.	PL 9-7303	177
Albano Co., Inc., The, 309 E. 46th St., N. Y.	PL 1-5980	32
Allied Chemical Corp., 261 Madison Ave., N. Y.	HA 2-7300	147
Allison Furniture Co., One Park Ave., N. Y.	MU 3-6143	184
Almoor Floor Covering, Inc., 24 N. Franklin St., Hempstead, N. Y.	IV 3-8715	189
Altamira, 125 E. 55th St., N. Y.	PL 3-7644	187
American Bitrite Rubber Co., (Amtico Flooring Div.) Foot of Perrine Ave., Trenton, N. J.	EX 6-4533	47, 48
American Chair Co., 911 N. 11th St., Sheboygan, Wisc.	GL 7-5027	179
American Felt, Glenville Road, Glenville, Conn.		61
American Hair & Felt, Floor Covering Div., Merchandise Mart, Chicago, Ill.	SU 7-7252	42
American Louver Co., 4240 N. Sayre Ave., Chicago, Ill.	UN 7-7800	26
Asian Arts, 223 E. 58th St., N. Y.	PL 5-2647	185
Baker Furniture, Inc., Holland, Michigan	EX 2-3181	198
Barber, Robert, Inc., 6 E. 53rd St., N. Y.	EL 5-0785	193
Barelite Corp. of America, 385 Gerard Ave., N. Y.	CY 2-7100	13
Beckley, Charles H., Inc., 749 E. 137th St., Bronx, N. Y.	ME 5-2321	188
Bentson Manufacturing Co., 664 Highland Ave., Aurora, Ill.		194
Bergamo Fabrics, Inc., 26 E. 56th St., N. Y.	PL 1-0470	172
Beverly Hills Rattan, 6501 S. Alameda St., Los Angeles, Cal.	LU 3-6461	189
Bodart Furniture, Inc., 49 E. 53rd St., N. Y.	EL 5-6171	117
Bowen, Louis W., Inc., 37-06 36th St., Long Island City, N. Y.	EX 2-5810	88
Brunschwig & Fils, 509 Madison Ave., N. Y.	TE 8-7878	158
Cal-Craft Wood Fabrics, 407 Jackson Sq., San Francisco, Cal.	DO 2-7096	183
California Artificial Flower, 4000 Reservoir Ave., Providence, R. I.		171
Carpenter, L. E., & Co., 350 Fifth Ave., N. Y.	LO 4-0080	59
Carter, E. C., & Son, Inc., 515 Madison Ave., N. Y.	PL 5-3888	174
Celanese Corporation of America, 180 Madison, N. Y.	MU 9-6000	65
Charak Furniture Co., 425 E. 53rd St., N. Y.	EL 5-5045	
Chicago International Trade Fair, c/o Chicago Association of Commerce & Industry, 79 W. Monroe St., Chicago, Ill.	FR 2-7700	19, 20
Chicago School of Interior Decoration, Dept. 415A, 835 Diversey Parkway, Chicago, Ill.	EA 7-9120	186
Cole Steel Equipment Co., Inc., Dept. 21, 415 Madison Ave., N. Y.	TE 8-6200	72
Colombo, Leopold & Bro., Inc., 327-329 E. 34th St., N. Y.	MU 5-3975	174
Columbus Coated Fabrics Corp., 1280 N. Grant Ave., Columbus, Ohio	AX 9-2112	43
Columbus Coated Fabrics Corp., (Commercial Building Division), 1280 N. Grant Ave., Columbus, Ohio	AX 9-2112	21
Continental Craftsmen, Inc., 412 E. 59th St., N. Y.	EL 5-6840	191
Continental Felt Co., 22 W. 15th St., N. Y.	WA 9-5262	60
Cooper-Frederick Studios Inc., 729 N. Milwaukee Ave., Chicago, Ill.	MO 6-4567	166
Cramer Posture Chair, 625 Adams St., Kansas City, Kansas	MA 1-6700	173
Cruicible Products Corp., 67 Vestry St., N. Y.	WA 5-1888	186
Cumberland Furniture Corp., 4 E. 53rd St., N. Y.	PL 9-8443	164
Custom Floor Covering Mills, Inc., 413 W. Hawthorne, Dalton, Ga.		2133 197
Dain/Schiff, Inc., 19 E. 69th St., N. Y.	LE 5-1566	191
Decorative Imports, 408 Jackson St., San Francisco, Cal.	DO 2-0196	181
Designcraft Metal Mfg. Corp., 155 27th St., Brooklyn, N. Y.	SO 8-3303	179
Design Previews, 600 Madison Ave., N. Y.	PL 1-5482	193
Design-Technics, 4 E. 52nd St., N. Y.	EL 5-3183	185
Desks, Inc., 71 Fifth Ave., N. Y.	AL 5-5454	145
Didarian, J. H., Inc., (Antique Oriental and European Rugs), 947 Madison Ave., N. Y.	BU 8-4948	178
Di Luca, Inc., 1226 Second Ave., N. Y.	LE 5-0005	182
Dinolevi, 521 E. 72nd St., N. Y.	LE 5-8333	51
Draper, Richard, & Co., Inc., 16 E. 50th St., N. Y.	PL 1-4870	56
Draw-Matic Engineering Co., 13025 W. McNichols Road, Detroit, Michigan	UN 4-1330	161
Dylan Carpet, Inc., 140 E. 55th St., N. Y.	MU 8-0345	181
Du Pont de Nemours, E. I. & Co., Inc., Home Furnishings—Casements & Draperies, Wilmington, Del.	PR 4-1000	68
Du Pont de Nemours, E. I. & Co., Inc., (Nylon Div.), 350 Fifth Ave., N. Y.	LO 3-6400	87
Electro Traverse, Dept. A., 1011 S. Western Ave., Los Angeles, Cal.	RE 1-2268	184
Excelsior Art Studios, 18 W. 18th St., N. Y.	CH 3-8049	181

Fabritate, Inc., 515 Madison Ave., N. Y.	PL 3-0878	75
Faultless Furniture Hardware, Div. of Faultless Caster Corp., 1521 N. Garvin St., Evansville, Ind.	HA 5-9041	180
Federal Industries, 681 Main St., Belleville, N. J.	PL 9-3800	55
Feldman, Manuel, Co. Inc., 18 E. 53rd St., N. Y.	PL 3-7640	186
Felters Co., Empire State Bldg., N. Y.	LA 4-2200	34
Ficks Reed Co., 4900 Charlemar Dr., Cincinnati, Ohio	BR 1-9011	169
Fields, Edward, Inc., 509 Madison Ave., N. Y.	PL 9-2200	188
Filon Plastics Corp., 125 Lomita St., El Segundo, Cal.		53
Fine Arts Furniture, Inc., 318 E. 65th St., N. Y.	RE 7-4482	171
Gerdau, Otto, Co., The, 82 Wall St., N. Y.	WH 3-6200	185
Gifford Leather Co., Inc., 515 Madison Ave., N. Y.	PL 8-7128	183
Gitlin, Harry, 917 Third Ave., N. Y.	PL 1-7130	185
Globe-Wernicke Co., The, Carthage & Ross Avenues, Cincinnati, Ohio	ME 1-2600	149
Goodrich, B. F., Flooring Products, Watertown, Mass.		45
Goodrich, B. F., Industrial Products Co., (Plastic Products), Marietta, Ohio	FR 3-6611	73
Goodrich, B. F., Sponge Products, Shelton Conn.	RE 5-4661	195
Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, Ohio	FR 6-1411	23
Grosfeld House, Inc., 215 E. 58th St., N. Y.	EL 5-3227	9
Guerin, P. E., Inc., 21-25 Jane St., N. Y.	CH 3-5270	161
Harvin Co., The, 625-631 Portland St., Baltimore, Md.	MU 5-3270	168
Heifetz Co., The, 16 E. 53rd St., N. Y.	PL 5-6330	29
Hess, Julian, Co., 514 W. 181st St., N. Y.	WA 8-6300	172
House of Verde, Inc., One E. 54th St., N. Y.	PL 3-0740	79
Howell Co., The (Div. Acme Steel Co.), 425 First St., St. Charles, Ill.		95 175
Hunter Douglas, Aluminum Div. of Bridgeport Brass Co., 405 Lexington Ave., N. Y.	OX 7-9720	74
Interiors' Import Co., Inc., 783 Third Ave., N. Y.	PL 1-4740	159
Italian Marble Mart (Furniture Imports), See Niccolini		
J G Furniture Co., Inc., 543 Madison Ave., N. Y.	PL 1-5650	11
Jackson Square Association, 435 Jackson Sq., San Francisco, Cal.	SU 1-5306	183
Jacobs, A. H., Co., 515 Madison Ave., N. Y.	PL 5-6585	76
Jasper Desk Co., Box 111, Jasper, Ind.		166
Johnson Furniture Co., 1101 Godfrey Ave., Grand Rapids, Mich.	CH 5-1161	44
Kappa-Shell Products, Inc., 121 W. 17th St., N. Y.	OR 5-1750	189
Kent-Costikyan, Inc., 307 E. 63rd St., N. Y.	TE 3-8120	164
Kittinger Co., Inc., 1893 Elmwood Ave., Buffalo, N. Y.	BE 3010	161
Knapp and Tubbs, Inc., Rm. 6-187 Merchandise Mart, Chicago, Ill.	DE 7-7144	89
Koch & Lowy Mfg. Co., 201 E. 34th St., N. Y.	LE 2-2871	170
Kroll, Boris, Fabrics, Inc., 220 E. 51st St., N. Y.	PL 5-6200	4
Lees, James & Sons Co., Bridgeport, Pa.	BR 2-2600	64
Lehigh Furniture Corp., 16 E. 53rd St., N. Y.	PL 5-2045	49
Leonard Carpet Manufacturing Co., 1051 E. 32nd St., Hialeah, Fla.	TU 8-8404	58
Lightolier, Inc., 11 E. 36th St., N. Y.	LE 2-2900	38, 39
Little, George F., Management, 220 Fifth Ave., N. Y.	MU 9-7147	177
Longacre Furniture Corp., 185 Riverdale Ave., Yonkers, N. Y.	GR 6-4650	28
Loumac Supply Corp., 333 E. 103rd St., N. Y.	AT 9-5374	188
Lyon Furniture Mercantile Agency, 185 Madison Ave., N. Y.	MU 5-1800	192
Macey-Fowler, Inc., 305 E. 63rd St., N. Y.	TE 8-5900	
Magee Carpet Co., Inc., 295 Fifth Ave., N. Y.		Inside Back Cover
Manges, Simon & Son, Inc., 575 Madison Ave., N. Y.	MU 8-7700	174
Manor House, The, 305 E. 63rd St., N. Y.	TE 2-8640	198
Masland Durable Leather Co., The, Amber & Willard Streets, Philadelphia, Pa.	GA 5-3950	27
McCagney, John, Inc., 139 E. 57th St., N. Y.	PL 1-4565	187
McDonald, Gene, Inc., 34 Beekman St., N. Y.	WO 4-0436	80
McGuire Co., The, 38 Hotaling Place, San Francisco, Cal.	YU 6-5776	182
Meals, Moselle, Inc., 681 Fifth Ave., N. Y.	PL 5-4297	36
Meredith Galleries, Inc., 212-216 E. 57th St., N. Y.	PL 3-0572	168
Miele, Ralph A., Inc., 341 E. 62nd St., N. Y.	TE 8-1777	162
Miller, Herman, Furniture Co., Zeeland, Michigan	PR 2-2161	69
Minnesota Mining & Mfg. Co., (Scotchgard Div.), 900 Bush Ave., St. Paul, Minn.	PR 6-8511	
Miya Co., Inc., 39 E. 28th St., N. Y.		152, 153
Molla, Inc., 110 State St., Westbury, L. I., N. Y.	LE 2-4866	187
Morrison Imports, Los Altos, Cal.	ED 4-2885	178
Multiplex Display, 935-945 N. 10th St., St. Louis, Mo.	YO 7-1387	183
Murals, Inc., 134-12 Atlantic Ave., Richmond Hill, N. Y.		193
National Cotton Council, Memphis Tenn.	RR 6-2783	151
National Plastic Products, Odenton, Md.	WO 9-9000	62
National Society of Interior Designers, Inc., 50 E. 57th St., N. Y.	PL 5-2126	70
National Fabrics, Decorative Div., 110 N. Fifth St., Minneapolis, Minn.	FE 3-6435	154
New Castle Products, Inc., New Castle, Ind.		3300 66
Nessen Studio, Inc., 5 University Place, N. Y.	AL 4-3442	189

## April advertisers

New York Furniture Exhibit Corp., 451-453 Fourth Ave., N. Y.	MU 3-7650	193
Niccolini, Inc., 800 Third Ave., N. Y.	MU 8-3373	176
North American Electric Lamp Co., 1520 N. 13th St., St. Louis, Mo.	CE 1-2585	190
Office Furniture Ltd., 351 E. 61st St., N. Y.	TE 8-2816	190
Pageant Wallpaper Corp., 515 Madison Ave., N. Y.	MU 8-5029	167
Parkwood Laminates, Inc., 24 Water St., Wakefield, Mass.	CR 9-2004	165
Peerless Steel Equipment Co., Unruh & Hasbrook Ave., Philadelphia, Pa.	PI 5-0100	52
Perma Dry Co., Inc., 3 W. 17th St., N. Y.	WA 4-0877	157
Propper, Harvey, Inc., 1082 Davol St., Fall River, Mass.	OS 4-3591	67
Raymor (Richards Morgenthau), 225 Fifth Ave., N. Y.	MU 9-8184	167
Renverne, 515 Madison Ave., N. Y.	MU 8-2540	154
Richards Morgenthau (Raymor), 225 Fifth Ave., N. Y.	MU 9-8184	167
Risom, Jens, Design, Inc., 49 E. 53rd St., N. Y.	MU 8-0030	143
Ritts Co., 2221 S. Sepulveda Blvd., Los Angeles, Cal.	BR 2-3226	172, 182
Robbins Floor Products, Inc., Tuscumbia, Ala.	EV 3-3321	15
Roffman, Edward Axel Assoc., Inc., 17 E. 48th St., N. Y.	PL 3-7648	173
Rosenblum, Janet, Inc., 602 Madison Ave., N. Y.	PL 3-0259	156
Royal Metal Mfg. Co., One Park Ave., N. Y.	MU 3-8141	30
St. Regis Paper Co., 150 E. 42nd St., N. Y.	OX 7-4400	83
Saran Yarns Co., The, Odenton, Md.	WO 9-9000	84
Sauer, Walter P., & Sons, Inc., 79-10 Starr Ave., Long Island City, N. Y.	ST 4-5400	71
Saxon & Clemens, 214 E. 53rd St., N. Y.	PL 9-5791	163
Sealamandre Silks, Inc. 63 E. 52nd St., N. Y.	PL 9-2070	6
Sean, Inc., 102 S. Robertson Blvd., Los Angeles, Cal.	BR 2-3587	180
Schumacher, F., & Co., 60 W. 40th St., N. Y.	LO 5-5700	91
Schwartz, I. Glass & Mirror Co., 412-418 E. 59th St., N. Y.	PL 9-7866	176
Scott, Isabel, Fabrics Corp., 515 Madison Ave., N. Y.	PL 3-7418	38
Seminole Furniture Shops, Inc., 300 E. 54th St., N. Y.	PL 3-6513	178
Shelby Williams Manufacturing, Inc., 2500 W. Ogden Ave., Chicago, Ill.	SE 8-4055	170
Shutters Unlimited, Inc., 100 W. End Ave., N. Y.	TR 7-6620	168
Sinko Manufacturing & Tool Co., 7310 W. Wilson Ave., Chicago, Ill.	UN 7-9400	Inside Front Cover
Southeastern Merchandise Mart, 630 W. Peachtree St., Atlanta, Ga.	TR 3-2541	187
Stark Carpet Corporation, 509 Madison Ave., N. Y.	PL 4-1070	190
Steelcase, Inc., 1491 Division Ave., So., Grand Rapids, Mich.	CH 1-2681	35
Stockwell, C. W., Co., 3262 Wilshire Blvd., Los Angeles, Cal.	DU 7-3231	77
Straub, Paul A., & Co., 19 E. 26th St., N. Y.	MU 3-5460	191
Stroheim & Romann, 35 E. 53rd St., N. Y.	PL 5-9500	33
Stuart, John, Inc., Fourth Ave. & 32nd St., N. Y.	OR 9-1290	3
Sun Valley Industries, 4528 51st St., Chicago, Ill.		85, 86
Synthetic Finishes, 470 N. 8th St., Philadelphia, Pa.	MA 7-4855	7
Textileather Div., The General Tire & Rubber Co., 607 Madison Ave., Toledo, Ohio	CH 4-8612	63
Thaibok Fabrics Ltd., 3 E. 52nd St., N. Y.	MU 8-7368	57
Thibaut, Richard E., Inc., 180 Varick St., N. Y.	YU 9-9800	78
Thomas Industries, Inc., Moe Light Division, 410 S. Third St., Louisville, Ky.	JU 5-5866	50
Toyo Trading Co., 800 W. 11th St., Los Angeles, Cal.	RI 9-8876	181
Treganowan, Ernest, Inc., 49 E. 53rd St., N. Y.	PL 5-0330	192
Trimble, Dean, Imports, 802 Montgomery St., San Francisco, Cal.	SU 1-5880	180
Tropieraft of San Francisco, 568 Howard St., San Francisco, Cal.	YU 2-4157	163
Turner, Priscilla, Rug Guild, 295 Fifth Ave., N. Y.	MU 5-0064	184
U. S. Rubber Co., (Coated Fabrics Dept.), 407 N. Main St., Mishawaka, Ind.	BL 5-2181	46
United States Plywood Corp., 55 W. 44th St., N. Y.	MU 2-1900	31
U. S. World Trade Fair, 331 Madison Ave., N. Y.	MU 2-4802	155
Van Luit, Albert, & Co., 4000 Chevy Chase Dr., Los Angeles, Cal.	CH 5-5106	92
Vesey, John, Inc., 150 E. 54th St., N. Y.	MU 8-7767	160
Viertex Sales Corp., (L. E. Carpenter & Co.), 49 E. 53rd St., N. Y.	PL 1-3565	59
Viking Press, 625 Madison Ave., N. Y.	PL 5-4330	56
Vitow, Ruth, 923 Third Ave., N. Y.	EL 5-6881	192
Vogel-Peterson Co., 1127 W. 37th St., N. Y.	CL 4-7788	160
V'Soske, 301 Scribner, N.W., Grand Rapids, Mich.	GR 8-5492	40, 41
Wagner, Sherle, 123 E. 57th St., N. Y.	PL 8-3300	37
Walls Today, Inc., 9 E. 53rd St., N. Y.	PL 9-3165	165
Warren-Lloyd, 132 Beckwith Ave., Paterson, N. J.	AR 1-1111	
WI 7-8918		169
Wendell Plastic Corp., 1220 Broadway, N. Y.	LA 4-1322	178
Willow & Reed, Inc., 32-24 11th St., E. Elmhurst, L. I., N. Y.	DE 5-0807	175
Woodard, Lee L., Sons, 317 Elm St., Owosso, Mich.	SA 5-7117	90

# MAHARAJAH

*in floor coverings*

ACTUAL PILE HEIGHT

Characteristic of the finest Indian hand-knotted carpet, MAHARAJAH is shipped in only two weeks!

- Tailor-made, Seamless, per diagram . . . L-T-U-Shaped, at no extra charge.
- 80% Wool and 20% Nylon for unexcelled wearing qualities. Weight per sq. yd.—approx. 7 pounds.
- Pad-Loc back eliminates stretching, curling and insures ease of installation.
- Permanently mothproofed against destructive carpet vermin.
- MAHARAJAH can be profitably retailed at approximately \$20.00 sq. yd.

INQUIRE AT YOUR LOCAL DISTRIBUTOR OR WRITE THE MILL FOR COURTESY SAMPLES.

**C**USTOM Floor Covering Mills

413 WEST HAWTHORNE, DALTON, GEORGIA  
Representatives in: New York, Rochester, Washington, D. C., Detroit, Milwaukee, Minneapolis, Chicago, St. Louis, Atlanta, Miami, Dallas, Denver, and Los Angeles.

# A NEW CONCEPT

# BAKER

*Skilled Hands  
make the Difference*



## NEW YORK

305 EAST 63RD STREET

## CHICAGO

MERCHANDISE MART

## GRAND RAPIDS

EXHIBITORS BUILDING

## LOS ANGELES

8778 BEVERLY BOULEVARD

## SAN FRANCISCO

737 SANSOME STREET

## DALLAS

110 DECORATIVE CENTER

## ST. LOUIS

912 LUCAS AVENUE

## ATLANTA

100 SPRING STREET, S. W.

## MONTREAL

STERNTHAL BUILDING

## CLEVELAND

1240 HURON ROAD

## INDIANAPOLIS

31 WEST 13TH STREET

## PITTSBURGH

200 FOURTH AVE.

## PHILADELPHIA

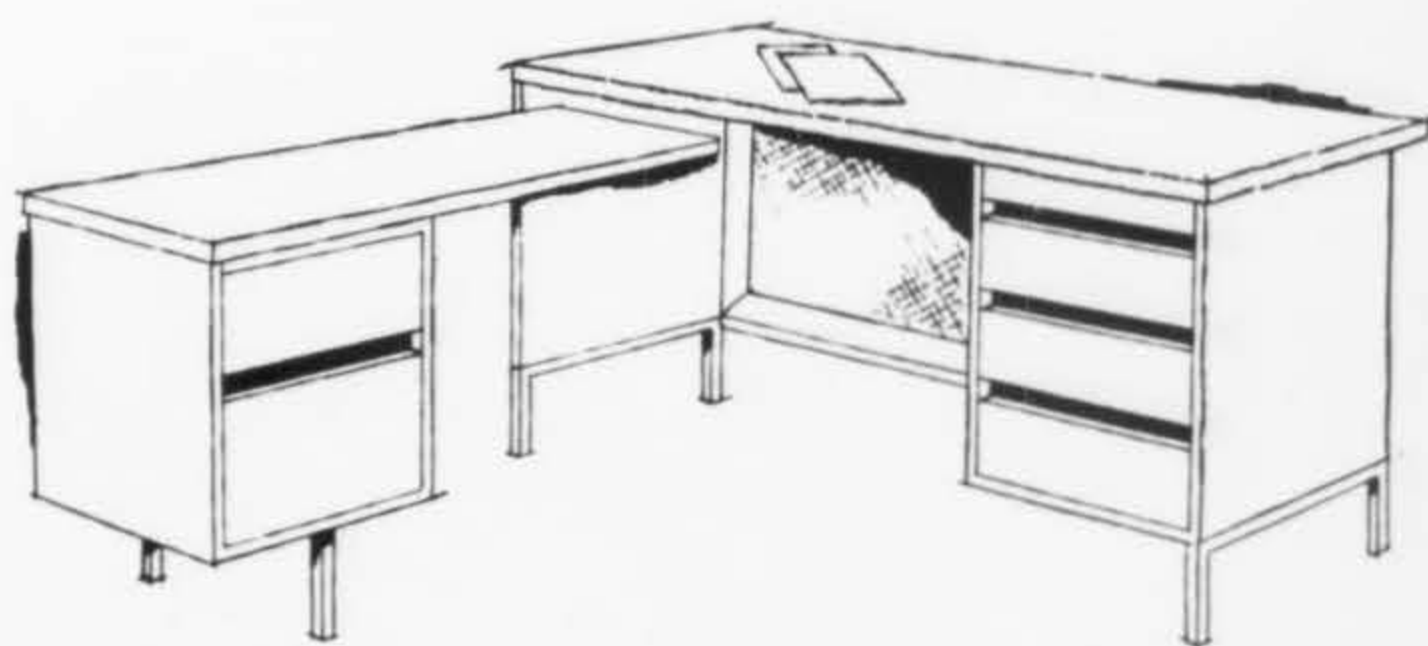
40 SOUTH 23RD. ST.

*For those who appreciate the Finest*

BAKER FURNITURE, INC., 25 MILLING ROAD, HOLLAND, MICHIGAN



From our extensive collection of executive and general office furniture . . . ideally suited for reception or secretarial use. With oil walnut finish and cane knee panel. Desk top — 60" x 30". Side working unit 18" x 48".



**MF**

**MACEY FOWLER, Incorporated**  
305 East 63rd St., New York 21, N. Y. TEmpleton 8-5900



## CHARAK

*TRADITIONAL AND CONTEMPORARY FURNITURE TO MEET YOUR MOST EXACTING REQUIREMENTS.*

*Showrooms: **NEW YORK** 425 E. 53rd St. • **BOSTON** 38 Wareham St. (Factory) • **CHICAGO** M. D. Barr, Inc., 325 N. Wells St. (after May 1st)*

***LOS ANGELES** James Stewart, 143 North Robertson Boulevard • **DALLAS** Houston & Knight, 2621 McKinney Avenue • **ATLANTA***

*The Annex, Inc., 1013 W. Peachtree, N. E. • **SEATTLE** Paul Siegel, 1707 Olive Way • **MIAMI** The Annex, Inc., 111 North East 40th St.*

