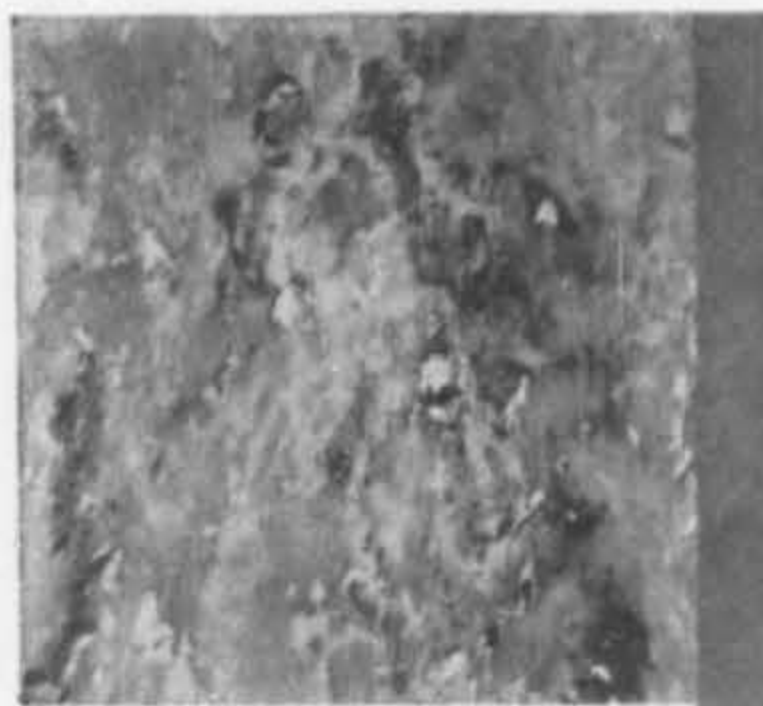


I n t e r i o r s

March 1960

Residences by Otto Zenz / Offices / HGA convention preview / Columns





**CRYSTALITE™
VINYL
TILE**

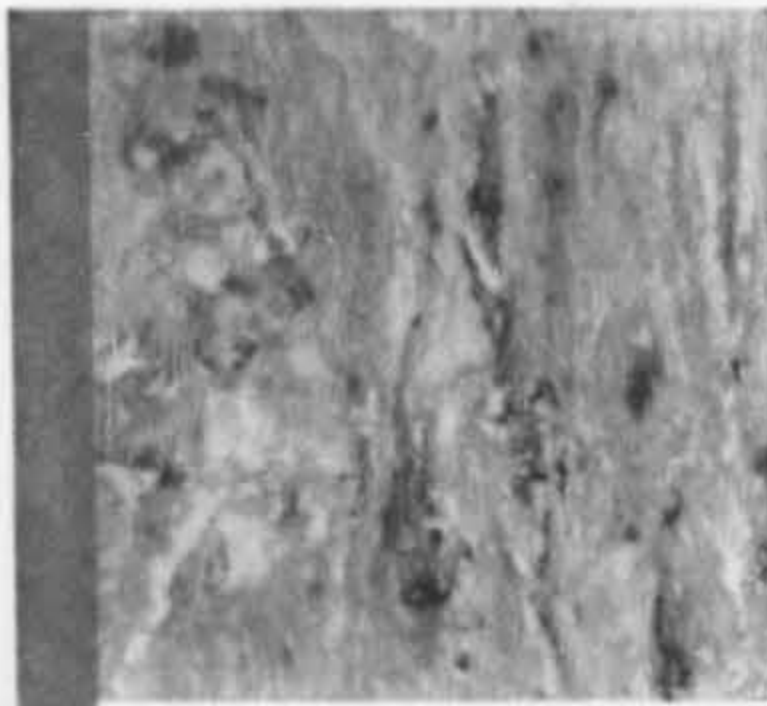


*In New York, visit the new Kentile Floors Showroom: Suite 3119, 31st Floor, Empire State Building, 350 Fifth Avenue.



A new dimension of translucent depth for fine residential floors and walls; also for commercial areas removed from direct street traffic. For color selection, call your Kentile Representative for samples, or consult Sweet's File.*

Kentile, Inc., Brooklyn 15, N. Y.



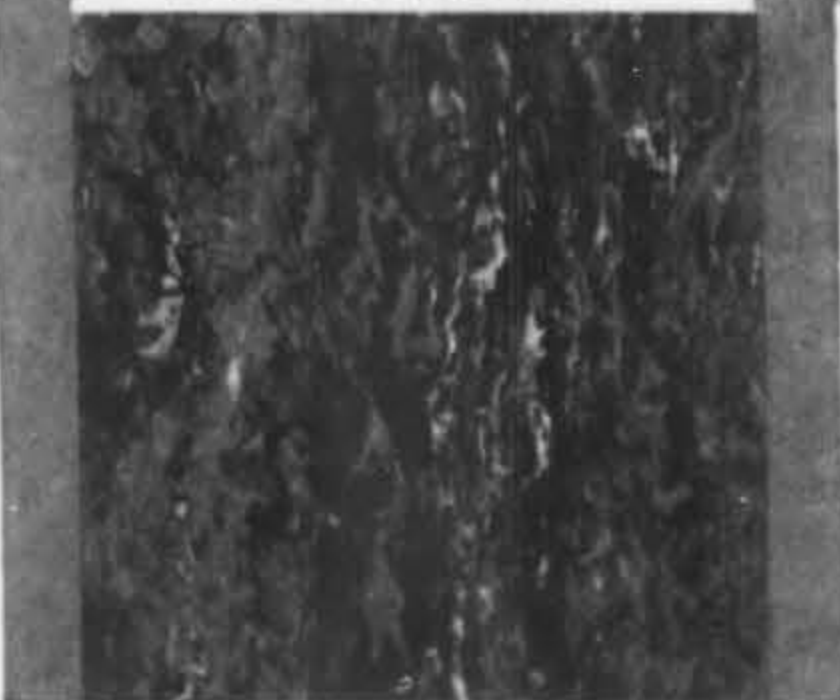
**IN
GRECIAN
MARBLES**



SPECIFICATIONS

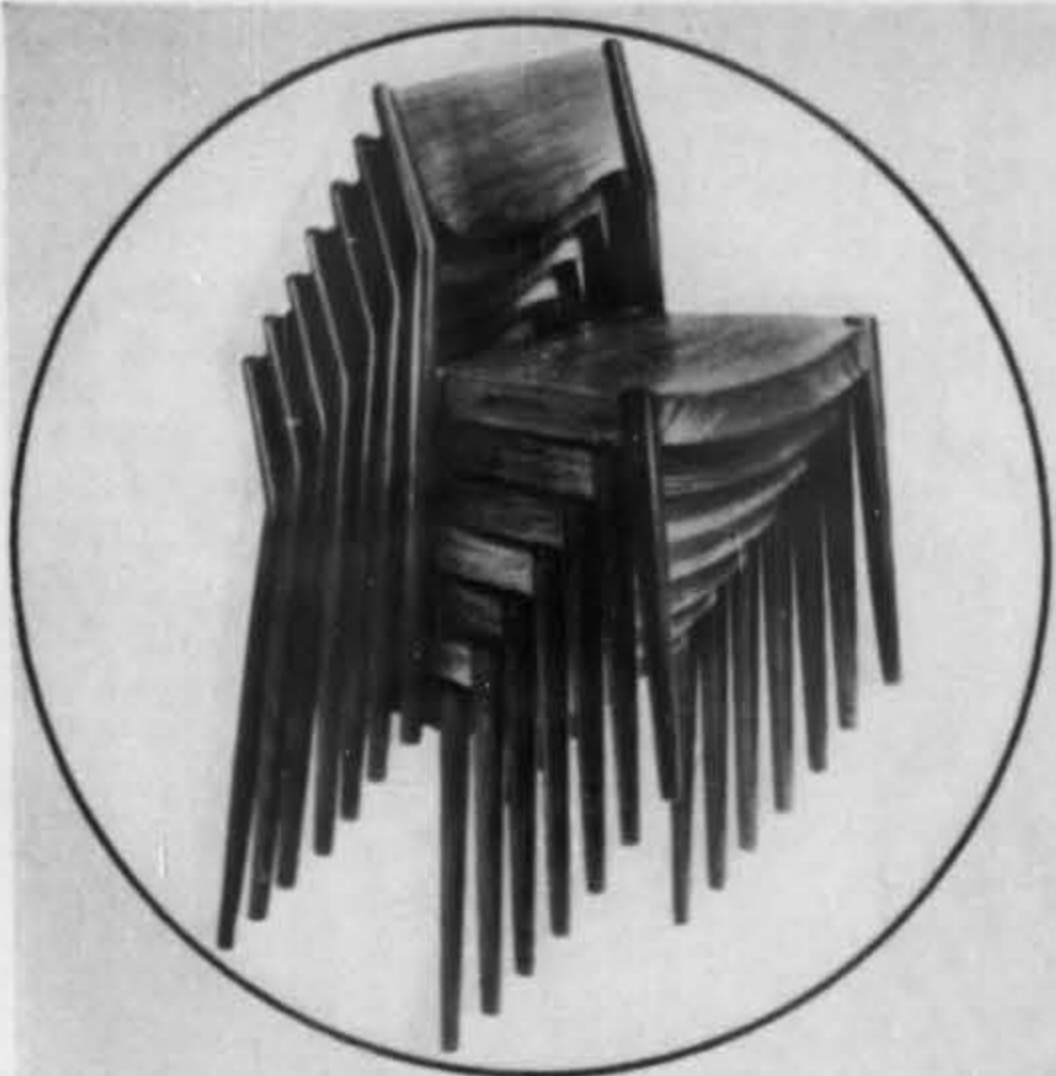
Sizes: Standard—9" x 9", 12" x 12" and 37" x 37" (untrimmed). Special—9" x 18", 18" x 18", 18" x 36", 36" x 36". Thickness: 1/8".

Bright Gold, Bright Silver and Bright Copper Feature Strip: 1/8", 1/4", 1/2", 1" and over widths in 36" lengths. Also 37" x 37" (untrimmed). Thicknesses: .080" and 1/8".



another exclusive style in

KENTILE FLOORS



STACK-ABLE
COMFORT-ABLE
DUR-ABLE
LIKE-ABLE
ARRANGE-ABLE




JOHN STUART INC.

NEW YORK PARK AVE. AT 32 ST.

PHILADELPHIA 2301 CHESTNUT ST.

GRAND RAPIDS EXHIBITORS BLDG.



SPARTAN from a new group of Fiberglas leno weaves

BORIS KROLL

Interiors

72nd year of continuous publication.....Established 1888

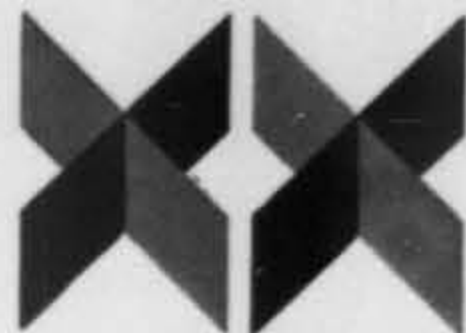
Published for *The Interior Designers Group* which includes:
interior designers
architects and
industrial designers, who offer interior designing services,
and the interior decorating departments of retail stores.

Contents for March, 1960
VOLUME CXIX, NUMBER 8

- 8 Letters to the editors
10 For your information
20 Interiors' bookshelf
83 Interiors' editorial: A warning to architects
84 Carolina residences by Otto Zenke, A.I.D.
Interiors' Contract Series '60: Offices
92 Atlantic Companies offices by Griswold, Heckel & Keiser
96 Rayco Corporation offices by Audré Fiber, N.S.I.D.
98 Office aspects: a potpourri of office interiors
100 Preview of the National Office Furniture Association's Convention
106 Brilliant sea mirage in Manhattan: an apartment by Arthur Drexler
Interiors' Contract Series '60: Educational facilities
112 Swedish State School of Arts and Crafts by Gösta Abergh
118 Women's Residence Hall at Yale by Elisabeth Draper, A.I.D.
120 N. Y. U. Institute of Fine Arts by Venturi, Cope and Lippincott
126 New Furniture: Part II
134 Merchandise cues
America's Great Sources: an index to advertisers in this issue

Cover Arnold Saks

Next month *Interiors* in April will salute the American Institute of Decorators' 29th Annual Conference, to be held May 15-20 in Los Angeles. Among our A.I.D. Conference Issue features will be: a preview of the program and special events; "Design on the West Coast," a review of interiors by members of the A.I.D.'s Pacific Coast chapters; "A Designer's Sight-Seeing in Los Angeles," pinpointing places of extraordinary interior and architectural interest in one of the country's busiest and most glamorous regions; an illustrated comprehensive guide to Los Angeles decorative showrooms; and side trips to the San Francisco and Seattle decorative centers.



Two Decades of Interiors 1940-1960

Publisher Charles E. Whitney
Editor Olga Gueft
Executive editor John Anderson
Art director Arnold Saks
Associate editors Marian Page
Jeanne Weeks
Bodil Wrede Nielsen
Assistant editors Louis Botto
Barbara Brown Plumb
Staff photographers Alexandre Georges
Louis Reens
Editorial contributor George Nelson
Editorial assistant Irene Rausch
Business manager Alec E. Oakes
Advertising director Paul R. Kane
Eastern advertising manager John V. Byrne
Circulation manager Eugene E. Herrman
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 M. Clellan Whitney, Vice-President; Alec E. Oakes, Vice-President; Paul R. Kane, Vice-President; Herbert T. Eitala, Secretary. Copyright 1960 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, 419 North Michigan Avenue, Chicago 11.
Boston M. S. Beggs Co., 420 Boylston Street, Boston 16.
Atlanta Robert L. Watkins Associates, 583 Eight-Five Peachtree Bldg., Atlanta 8.
Los Angeles The Maurice A. Kimball Co., 2550 Beverly Boulevard, Los Angeles 57.
San Francisco The Maurice A. Kimball Co., 581 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 in New York in Murray Hill Apartment

In a delightful setting, in the Murray Hill apartment in New York owned by Mr. and Mrs. James Stathakos, interior designer Gouverneur Morris Helfenstein, N.S.I.D. employs luxurious Scalamandrè silk fabrics combined with 18th-century furniture, rare Greek *objets d'arte* and a notable collection of Lowestoft and jade for a formal effect both pleasant and livable throughout in its quality of studied coolness and elegance; the furniture is arranged in natural groupings for comfort and maximum utility.

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.

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 showrooms 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.**



Two views above show both ends of living room and how Scalmandrè fabrics form an important part of the room's décor; view at right shows bedroom designed in the Directoire manner, notable for the selectivity of its furnishings.

In our trimming department—for both stock and special orders—you will find trimmings from the simplest to the most complex designs.



Letters to the editors

Bernard Ralph Maybeck

Sirs:

The article on Maybeck in the January issue of *Interiors* is really quite wonderful. I have been away from the office so did not see the magazine when it arrived or I would have written much sooner.

I sincerely hope that the result of, first, our little exhibit, and now your splendid article, will be to excite enough interest in Maybeck's work so someone will do a really definitive job on his influence on American architecture.

Philip T. Farnsworth
California Redwood Association
San Francisco

What makes the boss the boss

Sirs:

May we congratulate you for the splendid editorial in this month's *Interiors*, received today.

We do hope architects read this editorial as carefully as we have. There is a great need for better understanding between architects and interior designers. Architects cannot be censored too severely—because of probable experience with unqualified practitioners of interior design. However, this does not qualify them in any manner to usurp a field in which they are totally unqualified.

We have just toured the Southland Center, touted as an excellent example of total design by you. If you actually saw the completed project we doubt if you would consider it a great masterpiece.

Please renew our subscription when it expires. We must read everything you say each month.

Glenn M. Hargrave
Interiors By Cecille
Dallas, Texas

Another bouquet from Texas

Sirs:

All too often we receive our flowers too late to enjoy them! However, I thought now was the time to compliment you on the very timely and appropriate editorial, "What Makes the Boss the Boss."

Roy F. Beal, A.I.D.
Austin, Texas

An architect's comment

Sirs:

In your editorial on "What makes the boss the boss," it is suggested that this be reworded to "Who is the Leader?" Any member of any of the professions cited could be "the boss" if he has the capacity for design and organization.

In the approach to design, one must consider each element, a door or partition, a structural system, orientation, finance, decor, all are important but emphasis should be placed on the synthesis of all considered

requirements in the successful solution of a problem. All considered elements would be reflected in the ultimate design. Fortunately no profession has a corner on ingenuity, aesthetic ability, intelligence and leadership.

Arnold A. Arbeit, A.I.A.
New York

Design firm case study no. 3

Sirs:

I want to congratulate you on your wonderful article on Designs for Business, Inc. in the January 1960 issue of *Interiors*.

Could you please send me two reprints, as I feel that they would assist me immeasurably as a teaching case study at Boston University School of Fine and Applied Arts, where I also teach Architecture.

Barnett B. Berliner
Soep & Berliner
Boston

Family fallout shelters

Sirs:

The news that interior decorators are now attempting to help "close the gap" with luxurious fallout shelters, should make some of us realize that it's time to take to the woods. Can it be possible that the group-think which is one of the decorating professions strongest assets, is also a rich source of its alarming shortsightedness? What is the point, on one hand, of saturating the public with the importance of the right decor for gracious living, when the other hand keeps reminding us that we may well lose *all* of our material possessions — above ground — in the very near future? Why not render unto decorators the things that are decorators', and leave the designing of fallout retreats to the sober engineer, the self-effacing architect (if any!), and the more homey type of physicist.

It should be interesting to hear what the social analyst (the poison pen designation for the status-seeker) will have to say about the socio-psychological significance of "The Family Room of Tomorrow's" vinyl floor with an inlaid hopscotch board. And what will he think about the privately built family shelter, which is to cost \$50,000, with space for *three* servants!

It's no go for the old ideals;

It's no go for Zen, or positive thinking.

We'll be below in a high-styled shelter,

While the rest of the world is sinking.

(after MacNeice)

Raymond Wing Jean, Architect
New York

Sirs:

My reaction to the prospect of atomic warfare is negative, useless, and completely personal. In the event a bomb were dropped or a plane were on its way to drop one, I would go out to meet annihilation under the open sky—or that, at least, is what I

think I would do. It would seem to me far preferable than the prospect of being confined underground like a rat among other rats, with the treadmill of a stationary bicycle for exercise, a tankful of strontium-free water for drink, and a cache of cans for food. Give me liberty . . .

As a citizen of a democratic republic, I have the right to feel this way. But, also as a citizen of a democratic republic, I have the duty of supporting the defense efforts of our country. Therefore, though my own mind refuses to accept the premise that any sane nation might launch an atomic attack, and though I am psychologically incapable of believing in the possibility that that nightmare siren ordering us underground would ever need to be sounded, nevertheless I fully support the Office of Civil and Defense Mobilization's campaign to encourage the public to build enough fallout shelters to enable our total population to survive an atomic attack, even a massive one. If it were known that we could do so, that fact alone would prevent attack.

There can be no doubt that an effort to encourage every family occupying a free-standing home to build an atomic shelter is sound; so is a move to provide mass shelters for dwellers in multi-story buildings. It is sound, also, for the government to publicize specifications for construction, materials, equipment, supplies, and minimum dimensions. I agree, further, that the idea of using the family fallout shelter for a secondary purpose—such as a recreation room—might help overcome the public's apathy to the program. So far so good.

But what I totally fail to grasp is why the dual-purpose project, as humanized, glorified, upholstered, and color-spiked by the American Institute of Decorators, should still adhere to the *minimum* dimensions specified by the OCDM? Concrete shelters are not so expensive as to justify confining a family of five to an 8'6" by 12' room for two weeks, once the idea of investing the shelter with other uses, attributes, and comforts has been accepted! A cubby-hole of the minimum dimensions, too small to swing a cat in, can hardly satisfy the psychological need for privacy or the physical need to stretch one's legs and arms without poking some other member of the family in the ribs. I doubt very much whether striped silk cushions, fancy lighting, or complicated, multi-purpose built-in furniture can compensate for lack of decent space.

Whether the fault is the OCDM's or the A.I.D.'s is something I can't determine, since I don't know which organization is responsible for the slavish adherence to the minimal dimensions. But I believe the effort is self-defeating. Handsome decoration cannot make these tiny, horrible cells look appetizing to the public.

Ann Neglia
New York



THE LARGEST ROTAFLEX GLOBE EVER MADE!

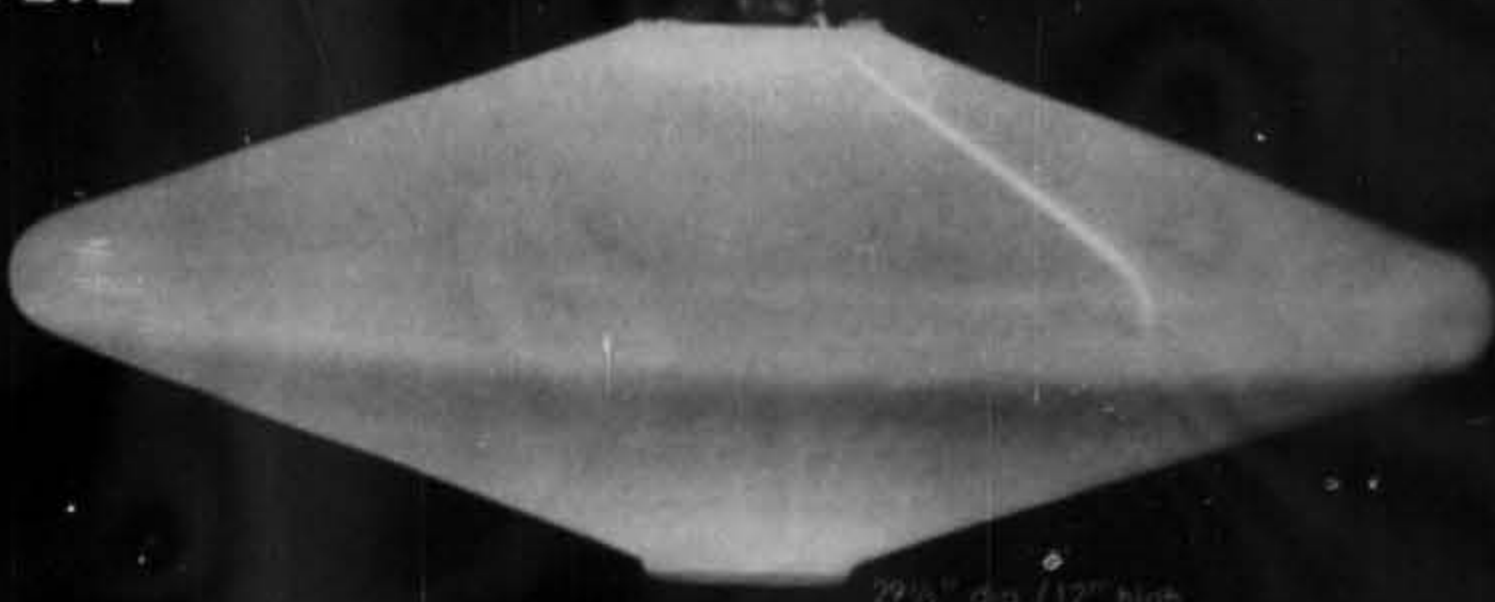
45" dia./14" high



20" dia./9" high



24" dia./10 1/2" high



29 1/2" dia./12" high

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

ROTALEX by HEIFETZ

heifetz design gallery

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

A.I.D. Conference
Design Center News

A.I.D. Color Renderings Exhibition
National Home Fashions League

N.S.I.D. News
Exhibitions

People



Beverly Hilton Hotel in Los Angeles, site of the A.I.D.'s 1960 Conference. Less than five years old, this hotel by architects Welton Becket & Associates is one of the architectural high points in Los Angeles—with interiors to match.

A.I.D. Conference Forecast

Our April issue will be sumptuously, extravagantly, excitingly devoted to the American Institute of Decorators' forthcoming 29th Annual Conference, but a few basic facts and highlights should be mentioned now. The Conference will be held May 15-20 at the Beverly Hilton Hotel (see cut above) in Los Angeles. Conference Chairman Beulah Spiers, Co-Chairmen Mervyn S. Barnett and Dorothy Peterson, and a number of committees are now working out the intricacies of a final program, which will include a round of meetings, lectures, luncheons, showroom "open houses,"—and a studio set party at a major Hollywood studio. At the traditional Awards Luncheon, two sets of awards will be given: cash prizes to winners of the A.I.D.'s student competition (this year's project: "an important city apartment"), and Citations of Merit to designers and manufacturers of outstanding new designs in homefurnishings.

A public exhibition, called "Interiors 1960," will be produced by the Southern California Chapter of A.I.D. from May 6-18 at the Hollywood Palladium. This show will include some 65 residential and institutional settings by A.I.D. members; most of the settings will be sponsored by homefurnishings manufacturers, some will be the designers' own. Special exhibits will include Marc T. Nielsen's Fallout Shelter (December *Interiors*, page 10) and the A.I.D.'s circulating exhibition of color renderings (see below).

The three-week post-Conference trip to the Far East begins on May 21. First stop: Honolulu; and from there to Japan (11 days) and Hong Kong (5 days). Return to U. S. on June 11—except for those who participate in a two-week around-the-world extension, with stops in Bangkok, New Delhi, Athens, Rome, Paris, and London.

More A.I.D. Events

Renderings in Ohio Antiques Exhibition

Credit the American Institute of Decorators and the Taft Museum in Ohio with a unique manner of presenting an exhibition of color renderings. A circulating collection of 118 sketches of contemporary rooms, designed by distinguished A.I.D. members, was deftly combined with an exhibition of rare antique furniture of the Empire, French-Italian Directoire, English Regency, 18th Century, and Austrian Biedermeier Periods in authentic room settings. Thus, while inspecting a room of the Regency Era, the viewer was able to trace its influence on contemporary interiors by the color renderings on the wall.

Sponsored by the Ohio South-Kentucky Chapter of the A.I.D., the show was previewed by the press and 500 guests at a reception on January 19. Jane Ashley, Chairman of the A.I.D.'s National Circulating Exhibitions Committee, attended and spoke on "The Value of the Interior Designer in Today's Economy and Culture." Miss Ashley also praised the diligent work of Katherine Hanna, Director of the Taft Museum, and of Frederick Bernard,

Hanna, Ashley, Bernard, at Ohio Antiques Show.



Jr., President of the Ohio South-Kentucky Chapter, in organizing the dual show and in setting it up. (see cut, below).

Mr. Bernard was also one of the participating designers and contributed several room renderings to the exhibit, one of which appears below.

A highlight of the show was a series of five illustrated lectures by A.I.D. members presented on Tuesdays during the run of the exhibition. Miss Hanna (an Honorary A.I.D.-er) began the series with a comprehensive talk on "The Fashion for the Greco-Roman Taste of the Continent and the New Republic," which traced the influence of Napoleonic France and Regency England on the life and decorative arts of the United States. Don J. Glazer, A.I.D., of Louisville, discussed "The Styles of the French Directoire and Empire," illustrating the importance of Napoleon's invasion of Italy and Egypt and the tremendous influence the events exerted on European design. A survey of the late 18th Century English style (Thomas Sheraton) was the lecture rendered by W. Stephen Ely, of Columbus, and entitled: "The English Regency and Eighteenth Century Styles." Harbine Chatfield, A.I.D., of Cincinnati, spoke on the Biedermeier Style, showing the influence of the Empire on the German period. The final lecture was given by Walter I. Farmer, A.I.D., of Cincinnati, and was called "Decorative Arts and Accessories of the Regency, Directoire, and Empire Periods." The talk served as a summation of the lecture series, covering the decorative arts of the previous lectures and showing the influence of the periods, one to the other.

An added feature of the exhibition was a weekend seminar for student affiliate members of the A.I.D. in the entire Central States area, which included a tour of the Color Renderings and Antique Furniture Exhibition. The discussion topic of the seminar was "Collaboration Between Architect and Designer and How It Can Be Brought About." This was the first of a series of projected seminars.

Below: The color rendering contributed by Frederick Bernard, Jr., to A.I.D.'s exhibition at the Taft Museum in Ohio.





You don't have to settle for anything less than exactly what you want for your clients when you bring them to the largest, most exciting decorator showrooms in America and Canada. If you haven't visited Vanleigh recently, you're in for a truly pleasant experience. Put it down on your calendar right now. VANLEIGH, 323 East 44th Street, New York, at the gateway to the United Nations. In Montreal at 5330 Royalmount Avenue.

For your information



1



2



3



4

1: Mary E. Dunn's sitting room
3: Hilarion Woronzow's Entrance Hall

2: Hector D. Grant's sitting room
4: Lynn Martin's morning room

A.I.D. Room Settings at Winter Antiques

The Sixth Annual Winter Antiques Show held in New York City (*Interiors*, February, 1960) afforded several A.I.D. members the opportunity to design room settings which brilliantly illustrated the use of antiques in the home. Among the displays on view at the Seventh Regiment Armory was Mary E. Dunn's sitting room (1) in the Louis XVI manner, designed for Nancy McClelland, Inc. The small room in watery blue serves as a background for panels of antique Reveillon wall paper with an overall pattern of Cupids in tones of gray, lacquer, and green. The furnishings are all of the period: an antique Louis XVI settee in lacquer velvet, two Directoire open armchairs painted gray, two Louis XVI bergères, and tables in the Louis XV and XVI manner. An Aubusson rug (Ernest Treganowan, Inc.) is placed in front of the settee, over a parquet floor (William J. Erbe).

The stunning country sitting room (2) was designed by Hector D. Grant, Jr., for W. B. Gottlieb, Inc., and utilizes all-Italian furnishings with an early 19th Century garden scene as its focal point. The off-white cur-

tains, trimmed with green, are set off with a splendid gilt cornice. The walls are gray-green and the Directoire chairs, Chinese red. The Eighteenth Century Entrance Hall (3) designed by Hilarion Woronzow for Woronzow and Pierce combine Louis XV and Louis XVI furniture. The sepia drawing by Greuse hangs over an inlaid commode, upon which are displayed two bronze figures of Rousseau and Voltaire, who died in the same year (1778). The carved, oval back chairs are of the Louis XVI Period.

For Thedlow, Inc., Lynn Martin designed a morning room based on a bird motif (4). The walls are charcoal, contrasting dramatically with the floor, which is a red moiré Amtico vinyl with a black and white border. The window is curtained in a black and white bird toile (Brunschwig & Fils) with the same fabric used in upholstering the two Louis XV chairs. An early 19th Century French bird cage (Elinor Merrell) is in the window, and over the Louis XIV commode (Alice Glick), hang two 18th Century oil paintings of bird and fowl. The Louis XV black and gold lacquer writing table (from Old Versailles) has a small red leather Directoire desk chair before it.

A French Directoire crystal chandelier, shaped like a bird cage, completes the scheme.

New A.I.D. Chapter Formed

The A.I.D. has aptly observed its 29th Anniversary by the announcement of the formation of the 29th Chapter of the Institute in Missouri. J. H. Leroy Chambers, National President of the A.I.D., presented the new Missouri East Chapter with its charter on January 30 at a luncheon held at the Bel-Air Motor Hotel in St. Louis. Elected first President of the new Chapter was Thomas N. Putnam of Columbia, Mis-

Tom Putnam



souri, whose photo appears at left. Also elected were: William A. Stevenson, Vice President; Jo E. Macner, Treasurer; and Helene Givens, Secretary. Elected to the Board of Governors were: John Barlow, Chairman; and Mr. Putnam, Mr. Stevenson, Mr. Macner, Mrs. Givens, John Harney and James Ferguson.



Standard Brands, Inc.



The Bank of New York



International Business Machines Corporation

Esso Research & Engineering Company



FURNITURE

BY

Sauer

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

*Photographs illustrate
a few installations of
furniture manufactured
by Walter P. Sauer
& Sons, Inc., to meet the
design specifications of
architects and designers.
Our factory facilities
are available for
manufacturing furniture
for institutional use
on a contract basis.*

WALTER P. SAUER & SONS, INC.

Sales Office: 2 West 46th St., New York 36

Factory: 30-28 Starr Ave., Long Island City 1

Telephone: STillwell 4-5400



N.S.I.D. Committee for Home Show: Ron Kuikendall, Sandy Rosenthal, Doris Thomas, Don Gulickson, and Fred Harvey.

Nat'l Society of Interior Designers

Home Furnishings Show

"Informal Elegance for the Southwest" was the name and theme of the home furnishings show sponsored by the Tucson Members of the Arizona Chapter of the N.S.I.D. and the Service League of Tucson at the Pioneer Hotel in March. The Committee, headed by Fred Harvey, past President of the Arizona Chapter of the N.S.I.D., and the following members of that Chapter: Ron Kuikendall, Sandy Rosenthal, Doris Thomas, and Don Gulickson (see photo, above) were responsible for organizing the first show of its kind in Tucson—a variety of room settings, ranging from foyer to activity room, designed by six local professional members of N.S.I.D. (*Interiors*, February, 1960).

Growth of Texas N.S.I.D. Chapter

The heartening growth of the Texas Chapter of N.S.I.D. is graphically illustrated in the photo below, taken at the chapter's January dinner meeting in Dallas, Texas. More than 75 Texans from all parts of the state turned out for the event held at the Stoneleigh Hotel.

International Antiques Flair

The International Antiques Flair, held at Madison Square Garden from February 28 to March 6, featured exhibition interiors

N.S.I.D. Texas Chapter meeting in Dallas.



by twenty noted professional members of the N.S.I.D. In line with its international approach in public showcases, the N.S.I.D. offered 15 interiors, each an original demonstration of a single basic material used by interior designers in their work. Wool, for example, was featured exclusively in one exhibit, silk in another, and cotton, corduroy, linen felt, Fiberglas, plastics, and Acrilon-Nylon in other designers' exhibits. Both N.S.I.D. trade members' firms and home furnishings organizations were represented in the event.

Design Center News

DuPont Setting by Dorothy Liebes

During the month of February, the Du Pont Textile Fibers Department was an exhibitor at the Design Center in New York City. The first exhibit featured a room setting designed by Dorothy Liebes (see photo at right) which was also displayed at the Merchandise Mart in Chicago in January. The room includes a new Masland carpet of Orlon acrylic fiber and wool, draperies of Dacron polyester fiber and linen by Laverne, and furniture by Harvey Probbler covered in Nylon and cushioned with Dacron polyester fiberfill. The chairs are shown with their detachable legs removed and are covered with vibrant orange and purple Nylon to heighten the glowing colors of the carpeting.

National Home Fashions League

"Architecture and Home Fashions Need Each Other" was the intriguing title of the talk being prepared by Edward D. Barnes, A.I.A. (see photo, at right) as we went to press. According to an advance report, Mr. Barnes, who won this year's Architecture Gold Medal from the National Institute of Arts and Letters, believes that architecture and home fashions have much to learn from each other. To stress his point, he has prepared an invigorating talk with illustrated slides to be rendered at the League's February 16th luncheon in the Hotel Roosevelt (co-sponsored by the Architectural League of New York). Mr. Barnes, who styles and furnishes the interiors of many of the homes he designs, has long held a professional interest in the home fashions field and is well known in the architectural world as an eloquent and witty speaker.

Exhibitions

Fabrics at Newark

The exhibition held at the Newark Museum (December 10-April 3), covering seven centuries of printed textiles, includes among its impressive exhibits the painted wall hanging, pictured at right. Dating from 18th Century India, the fabric contains, in one corner, the stamp of the United East India Company. The cloth is cotton and the size of the hanging is 9'7" by 6'9". The show consists of many early

prints from the Museum's own collections, supplemented by other exceptional materials from the Cooper Union Museum, the Metropolitan Museum of Art, private collections and manufacturers. Shown in two of the Museum's main floor galleries, the exhibition accents the development of the craft and the results of different techniques in one gallery, and presents a display of contemporary fabrics in the other. Many fragments and bits of yard goods from the early years of wood-block printing are on view, as well as examples of plate-printed textiles of France and England. The show contains 150 pieces, from 13th Century fragments to the Fiberglas prints of today. Included are two panels done with silk-screen on canvas for wall coverings; a modern hand-print from the Gallery Shop of the Brooklyn Museum; and contemporary French and Swedish designs.



Above: Room setting by Dorothy Liebes.



Right: Edward D. Barnes, A.I.A., guest speaker at N.H.F.L.'s luncheon.

Indian Fabric



The S. M. Hexter Company proudly presents

THEIR 1959 AWARD FOR THE OUTSTANDING INTERIOR OF THE YEAR TO *Mr. Hans Krieks, A. I. D., Boston, Mass., First Honorable Mention: Benjamin Baldwin, Chicago, Ill., Honorable Mentions: Martha Crawford, New York, N. Y., Eve Frankl, Long Island, N. Y., Manuel Jarrin, Warren, Mich., David Blumenthal, Atlanta, Ga.*



Below are four of the striking items offered for sale at this year's Exhibition of the Artist Craftsmen of New York at the Cooper Union Museum.



1



2



3



4

Artist-Craftsmen Exhibition

The burgeoning Artist-Craftsmen of New York, Inc., which has been attracting attention through its ambitious program since it was created two years ago out of two older organizations (the New York Society of Ceramic Arts, founded in 1892, and the New York Society of Craftsmen, founded in 1905) presented its Second Annual Exhibition at the Cooper Union Museum from January 29 to February 19. Called "The Craftsmen Preview the Sixties," the show afforded the public a forecast of decorative arts of the next decade. It presented 132 items by no less than 81 craftsmen who specialize in bookbinding, ceramics, enamels, glass, jewelry, metals, sculpture, textiles, and wood. Purpose of the exhibition was to encourage the production of household objects of sound design and craftsmanship, which would be both decorative and functional. An unusual feature of the event was the possibility of purchasing most of the articles on display, for prices ranging from \$8 to \$600. Some of the items will be placed on sale at Georg Jensen in the spring.

Among the bargains to be found at the Museum was Krevolin and Constantine's ceramic, double flower pot (1) in which the bottom section acts as a saucer for drainage. The price tag on the *café au lait* pot was \$30.

Estelle Halper's ceramic herb jar (2), shaped like a champagne bucket with magnum and glazed in earthy tones, features colors which have penetrated through the surface of the glaze to achieve a textural interest. The price: \$50. A fine example of contemporary silversmithing is the coffee pot, sugar, and creamer set (3) in sterling and rosewood by Charlotte E. Kizer, which, unfortunately, was not for sale. The accompanying sterling salad set by Kurt J. Matzdorf, however, was available for \$60. Among the fabrics on view was Helen A. Hazelton's Belgian linen (4) in a print called "Charlemagne's Tour." The price: \$13.50 a yard.

With earthen colors predominating among the exhibits, monotony might easily have set in. This was avoided by the delightful, unusual design of many of the objects. There was, for example, an unconventional pottery vase by Charlotte Malten which, at first glance, gave the appearance of an inverted cow udder. Peering out from another shelf was a stylized Indian lion with a drowsy, mushroom face, sculptured in brown terra cotta by Margaret Kempe. A large terrace and garden planter by Louis Leal consisted of slabs of ceramic interrupting a form thrown on a wheel.

During the exhibition, the following special demonstrations were given by members of the Artist-Craftsmen Society: wheel-thrown pottery (Jenny Floch), weaving (Jes I. Brown), fused glass (Priscilla Porter), hooked rugs (George Wells), enameling (Kaye Denning), sculpture in clay

(Rose Krebs), weaving (Muriel Barnes), jewelry (Irena Brynner), "Raku" pottery (Roberta Leber and Gertrude Englander) and silversmithing (Kurt Matzdorf).

The Festival of France

Philadelphians by the thousands have been flocking to the Festival of France Exposition (January 16-March 11) at the Commercial Museum in Philadelphia. Called the most extensive presentation of French commerce and culture ever seen in the United States, the exhibition includes a lavish display of French interior decor. Five rooms, built around a courtyard and pool, and designed by decorator, Eric Powell, are each authentically furnished and decorated in a specific period, covering everything from Gothic to Modern, but illustrating each one as it would appear in a home today. The Modern Room utilizes hand-woven Aubusson Tapestry and valuable sculpture and antiques with a modern table setting of Bacarrat crystal and Limoges china. In opposite rooms are massed fabrics by Leseur of France and Scalmandré French reproductions. A complete adjoining gallery is devoted to a collection of strikingly beautiful Aubusson tapestries in modern designs. French art on display includes collections of French posters ranging from antique to modern; a collection of paintings by Pierre LaMure depicting "The Faces of Paris," many modern examples of sculpture and painting. The Exhibition is jointly sponsored by the Board of Trade and Conventions and the Consul General of France, Pierre Gabard, in Philadelphia. It is the first of a series of festivals planned by the Museum to present a unified picture of each country's impact on world commerce and culture.

Competitions and Awards

The 21st Ceramic National

American and Canadian potters, sculptors, and enamelists are invited to enter the 21st edition of the Ceramic National, the ranking biennial exhibition in the ceramics field, which will be previewed at the Everson Museum of Art, Syracuse, New York, on November 12, 1960. Entries will be received at the following centers: the Cleveland Museum of Art; the Everson Museum of Art; the Georgia Museum of Fine Arts, Athens, Georgia; the Los Angeles County Art Institute; the School of the Museum of Fine Arts, Boston; the San Francisco Museum of Art, and the Walker Art Center, Minneapolis. The dates will vary, according to the itineraries of the selectors. Entries accepted at regional centers will be forwarded to Syracuse for final jurying. Members of the awards' jury and circuit selection for the competition will be Mrs. Grace L. McCann Morley, director-on-leave of the San Francisco Museum of Art; H. Harvard Arnason, director of the Walker Art Center; and Thomas S. Tibbs, director of

(Continued on Page 52)

EXECUTIVE SERIES 2000



An outstanding contribution in the executive manner,
EXECUTIVE SERIES 2000 is a comprehensive line of desks,
cabinets and seating units . . . aesthetically gratifying,
completely functional. FURNITURE BY MARBLE premieres this
specially designed and quality-control-produced group at the NOFA Show,
Convention Hall, Atlantic City, from noon to 6:00 p.m. daily,
Friday, Saturday and Sunday—March 11 through 13th.

B. L. MARBLE Furniture Inc., Bedford, Ohio
103 Park Avenue, New York 17, New York.



Pictured above is the future \$3,000,000 Fleetwood Square Mart planned for Dallas.

New Construction Industry Center

From Dallas comes the exciting news that builder, Edmund G. Peterson, and independent oil operators, Bright and Schiff, have joined forces to build a \$3,000,000 construction industry center in that city—the first of its kind in the entire nation. Designed by Dallas architect, George L. Dahl, and named "Fleetwood Square," the ultra-modern project (see cut, above) will contain an exhibition area, a public restaurant and private club, a fully equipped auditorium and banquet hall, an auxiliary exhibition and display facility, a technical library, and a 126-car underground executive garage. Fleetwood Square, with its Great Hall seating more than 560 persons, is expected to become one of the major trade centers in the nation. The 253,895 square foot center will be ready for occupancy sometime in 1961.

People

Paul McCobb Design Associates has announced the appointment of Frank P. Bennett as an Associate. Former engineering Vice-President of the Three Dimension Company Division of Bell and Howell, Mr. Bennett will head a new creative engineering department of the industrial design firm . . . Bertha Schaefer, A.I.D., has been re-appointed chairman of the Decorative Division of the New York City Cancer Committee's 1960 April Cancer Crusade . . . A. Quincy Jones, newly elected president of the Southern California chapter of the American Institute of Architects, was installed in office by Henry L. Wright, F.A.I.A., second vice president of the national institute, at a dinner at the Beverly Hilton Hotel in California . . . John D. Cooney has been made Acting Director of the Brooklyn Museum, and Albert N. Henrikson, his Assistant. The appointments were announced by the Governing Board of the Museum . . . Theodore Luderowski is the new design chief of interiors and exhibits for W. B. Ford Design Associates, Inc., in Detroit. He was formerly head of the Department of Industrial Design at Cranbrook Academy of Arts in Michigan . . . Sir Gordon Russell, C.B.E., and Fellow of the S.I.A., was awarded the 1959 Design Medal by the President at the Royal Soci-



Bennett



Schaefer



Jones



Henrikson



Cooney



Luderowski



Russell

ety of Arts in England. He is a Royal Designer for Industry and was cited for his perception of the future of design . . . Walter J. V. Litwin is now an Associate Partner in the firm of Edmund W. Dreyfuss and Associates, Architects, in Washington, D. C. . . . George Wisner is the new advertising director of the *National Association of Home Builders Journal of Homebuilding*, also in D.C. (People continued on page 154)

FOR YOUR CALENDAR

Through March 11. *Baroque Textiles of the Louis XIV Period and Rococo Textiles of the Louis XV Period*. Sealamandré Museum of Textiles traveling exhibition. Philadelphia Trade and Commercial Center, Pennsylvania.

Through March 11. *Directoire-Empire Textiles*. Sealamandré Museum of Textiles traveling exhibition. Georgia Museum, Athens, Georgia.

Through March 11. *Silks of the Harmonists*. Sealamandré Museum of Textiles traveling exhibition. Alabama Polytechnic Institute, Auburn, Alabama.

Through March 11. *Festival of France*. Commercial Museum, Philadelphia, Pennsylvania.

Through March 13. *Ancient Treasures of Peru*. Worcester Art Museum, Massachusetts.

Through March 13. *The Antiques Fair and International Flower Show*. The New York Coliseum at Columbus Circle.

Through March 13. *Paintings and Sculptures by ceramist, Peter Vouklos*. Members' Penthouse, Museum of Modern Art, New York City.

Through March 15. *National Gold Medal Exhibition of the Building Arts*. Sponsored by the Architectural League of New York and the American Craftsmen's Council. Museum of Contemporary Crafts, 29 West 53rd Street, New York.

Through March 17. *Contemporary Finnish Rugs*. La Jolla Art Center, California.

Through March 19. *James and Nan McKinnell Potters Exhibition*. Greenwich House Pottery, 16 Jones Street, New York.

Through March 20. *Georgia Designer-Craftsmen Show*. McBurney Art Memorial, Atlanta, Georgia.

Through March 23. *Ceramic International Exhibition*. Philadelphia Art Alliance, 251 S. 18th Street, Philadelphia.

Through March 31. *Contemporary Designs in Woven Textiles*. Sealamandré Museum of Textiles traveling exhibition. Fine Arts Center, Colorado Springs.

Through March 31. *Textiles Used in Colonial National Shrines*. Sealamandré Museum of Textiles traveling exhibition. Green Rapids Museum, Michigan.

Through March 31. *Directoire-Empire Textiles*. Sealamandré Museum of Textiles traveling exhibition. University of Alabama Art Gallery, Alabama.

Through March. *Hand and Machine Printed Textiles, 13th Century to Present*. Newark Museum, New Jersey.

March 2-13. *Michigan Chapter American Institute of Decorators' Decorate for Living Show*. Henry and Edsel Ford Museum, Detroit.

March 2-13. *Family Room of Tomorrow fallout shelter by the American Institute of Decorators*. Henry and Edsel Ford Museum, Detroit.

March 5-13. *New York Coliseum Antiques Fair and Sale*. Sponsored by Westchester Enterprises. Coliseum, New York.

March 6-9. *Fifth Annual Electrical Industries Show*. New York Coliseum, New York City.

March 6-10. *Boston Gift Show*. Hotel Statler and First Corps Cadet Armory, Boston.

March 7-9. *Restaurant of the Future Conference*. Kellogg Center, Michigan State University, East Lansing.

March 11, 12, 13. *14th Annual Convention and Exhibition of the National Office Furniture Association*. Atlantic City Convention Hall, New Jersey.

March 12-April 3. *Bernard Ralph Maybeck*. Smithsonian Institution traveling exhibition. Department of Architecture, University of Illinois, Urbana, Illinois.

March 13-April 3. *Cherry Tree Textile Designers Exhibition of hand printed fabrics*. Watkins Gallery, American University, Washington.

March 13-April 3. *Wearing and Sculpture Exhibition*. Art Center, Sioux City, Iowa.

March 15-April 17. *Norwegian Tapestries*. M. H. de Young Memorial Museum, San Francisco.

March 13-June 19. *British Artist-Craftsmen*. Smithsonian Institution Traveling Exhibition. Commercial Museum, Philadelphia.

March 14-April 30. *Contemporary Danish Design in Textiles and Furniture*. American Federation of Arts Circulating Exhibition. Cedar Falls, Iowa.

March 15-April 5. *Locks and Keys throughout the Ages*. Exhibition assembled by the Yale and Towne Manufacturing Company. Baltimore Museum of Art, Maryland.

March 16-22. *New England Home Show*. Commonwealth Armory, Boston.

March 20-23. *Philadelphia Gift Show*. Hotel Benjamin Franklin, Philadelphia.

March 22. *Decorators' Lighting Symposium* co-sponsored by the Illinois Chapter of the American Institute of Decorators and the Chicago Lighting Institute. Chicago Lighting Institute Headquarters.

March 30-April 24. *Two Worlds of Silk*. Exhibition of modern American and Japanese fabrics, organized by the International Silk Association, Metropolitan Museum of Art, New York City.

April 1-30. *Exhibition of Renderings by American Institute of Decorators*. Baltimore Museum of Art, Maryland.

April 2-3. *Paint and Wallpaper Industry's 4th Annual Merchandising Conference and Trade Show*. The New York Trade Show Building and the Hotel New Yorker, New York City.

April 4-May 15. *20th Century Design: U. S. A.* Dallas Museum of Arts, Texas.

April 9-26. *Osaka International Trade Fair*. Osaka, Japan.

April 18-20. *Spring Show*. Atlanta Merchandise Mart, Georgia.

April 18-23. *Spring Furniture Market*. Merchandise Mart, Chicago.

May 15-21. *American Institute of Decorators' 29th Annual Conference and Exhibition at the Palladium*. Beverly Hilton Hotel, Los Angeles.

June 16-25. *Grand Rapids Furniture Market*. Furniture News Bureau, Grand Rapids.

June 20-July 1. *International Home Furnishings Market*. Merchandise Mart, Chicago.

July 17-22. *Summer Market Week*. Los Angeles Home Furnishing Mart, California.

C'est Magnifique



Rūban Mist



Oo-la-la!

Let your imagination run wild... visualize the exciting decorating possibilities of Rūban Mist, a new ribbon-striped G-E Textolite pattern for colorful, highstyle applications. Picture, too, perfect color harmony achieved by combining Rūban with the other Mist coordinates, Yellow, Green, White, Gray, Cocoa and Beige. Best of all, the Mist collection is available in both the conventional, and the new *Textured* finish. Make sure you get your free samples. Write to: *General Electric Company, Coshocton, Ohio.*

GENERAL  ELECTRIC

GENERAL ELECTRIC CO. • Dept. IR-30, Coshocton, Ohio

Please send samples of new G-E Textolite Rūban Mist and other Mist coordinates.

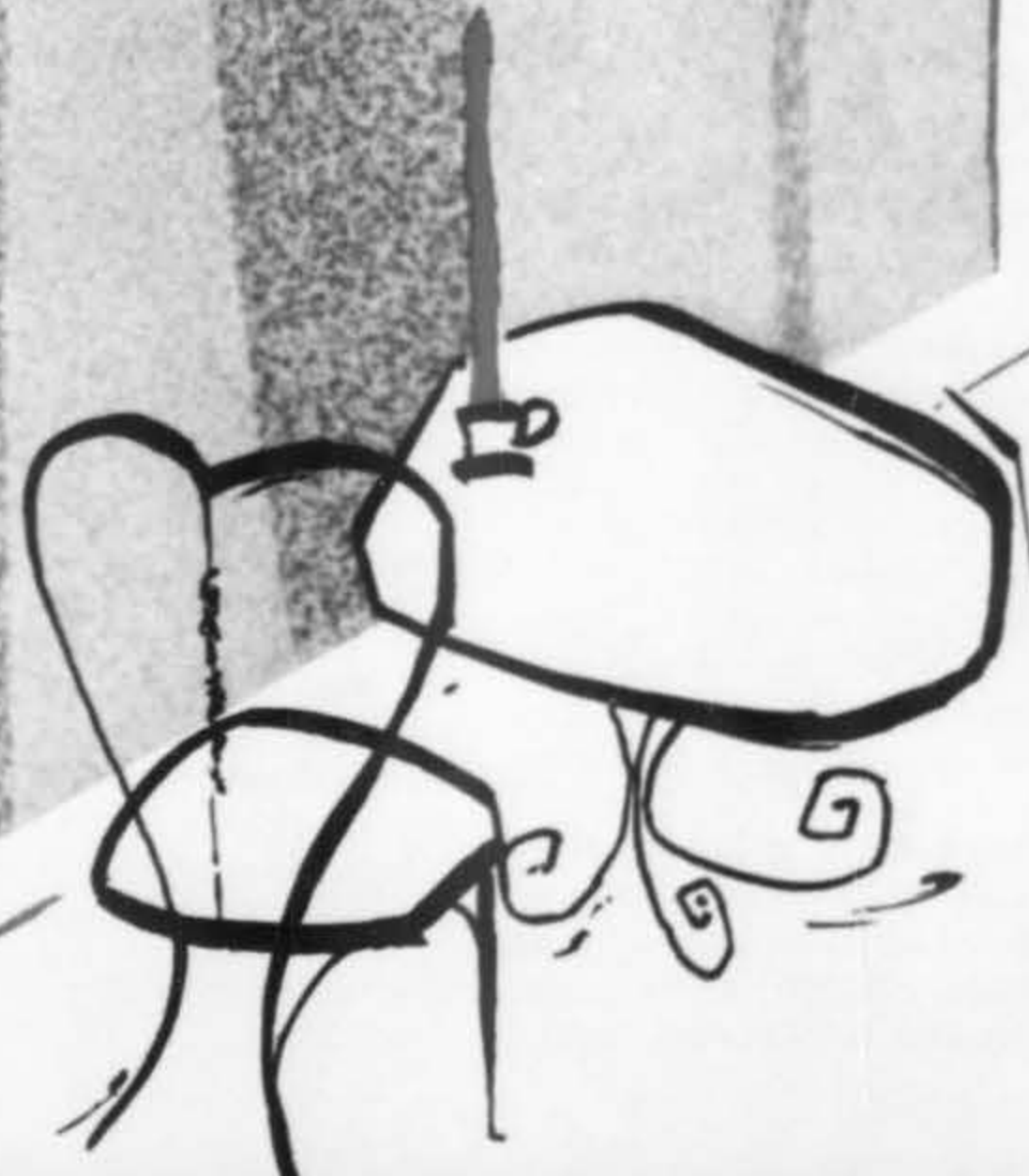
Please have your representative call.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



Interiors' bookshelf



Restaurant in Vallingby Shopping Center, Stockholm, by architects Sven Backström and Leif Reinius, exploits view through glass expanse embellished with tied-back casements.

International restaurant roundup

RESTAURANTS, CAFES, BARS. By Alexander Koch. 8" x 12", 412 pages, lavishly illustrated with black-and-white photographs and plans. Text and captions in German, French, English. Contents at end of book, with index of architects. Published by Alexander Koch, GmbH Stuttgart. Printed in Germany 1959. Distributed in the United States by (among others) Wittenborn & Company, 1018 Madison Avenue. \$25.00.

This handsomely produced, meticulously captioned picture book is the final volume in a series which publisher Alexander Koch launched some years ago with a work on "Hotels, Restaurants, Cafes, and Bars," and followed with an intermediary work on "Hotels," 83 restaurants are presented, each with a preliminary text brief but accurate and competent (triplicated in German, English, and French like the captions); with a clear floor plan; and with black and white photographs. No presentation runs to less than three pages; most run to four or more. The book is organized into six sections: 1. Restaurants, new and remodeled; 2. Special types of restaurants; 3. Community restaurants, 4. Factory cafeterias; 5. Cafes and bars; 6. Restaurant facilities in various means of transport. Germany, Switzerland, Sweden, The United States, England, Finland, Italy, Belgium, France, Denmark, and Japan are the countries represented (in that order of frequency). Most were completed between 1956 and 1958, though one or two works dating to 1952 are included. All of the

Round, vaulted living room with free brick wall in Sarasota house by Victor A. Lundy.



American restaurants and two of the Italian ones have been published in *Interiors*. 96 different architects are represented. Ninety-six different architects—but not one interior designer. Here lies both the strength and the weakness of the book as far as the average reader of *Interiors* is concerned. All of the interiors are airy, crisp, fresh, and modern; a few are sumptuous. With only a handful of exceptions, however, most fall within an extremely narrow stylistic range—that neat, tasteful, well-scaled modern the American eye is beginning to tire of. The style is more than acceptable for factory lunch rooms, high school cafeterias, and the compact eating quarters of ships, trains, and planes.

Though Koch's book can offer few ideas for American designers tackling sumptuous city restaurants, the volume is worth the attention of those interested in low-cost, institutional, or transportation dining facilities. Several pages on details of the superb kitchens in the Mövenpick restaurant chain and on the compact service facilities of the Lufthansa Lockheed Super-Constellation de-luxe passenger planes make an interesting dividend not likely to be duplicated in picture books on restaurant design available here.—O. G.

Exciting spaces, dull interiors

THE SECOND TREASURY OF CONTEMPORARY HOUSES. Selected by the editors of *Architectural Record*. 232 pages, 8 3/4" x 11 5/8". With introductory chapters by Russell Lynes and A. Lawrence Kocher. Plans, text, and black-and-white photographs on 44 houses in the East, North-Central, South, and West of the United States that appeared in mid-May issues of the *Architectural Record* in 1956, 1957, and 1958. Five color plates. Copyright 1959 by F. W. Dodge Corporation, 119 West 40th Street, New York 18, N. Y. \$7.75.

Here is an excellent sampling of work by that small group of dedicated architects who still struggle with the problem of the individual, free-standing residence. Every architect and builder knows, of course, that it is practically impossible to make a living in this kind of work—at least if the architect honestly produces a solution for each client family instead of warming over a set of stock plans and making slight adaptations for particular sites. Small house design is a labor of love requiring an inordinate expenditure of time—inordinate, that is, in terms of the remuneration. It is not surprising, that such examples represent the ambitious efforts of young, idealistic architects, or of the lucky few with independent incomes.

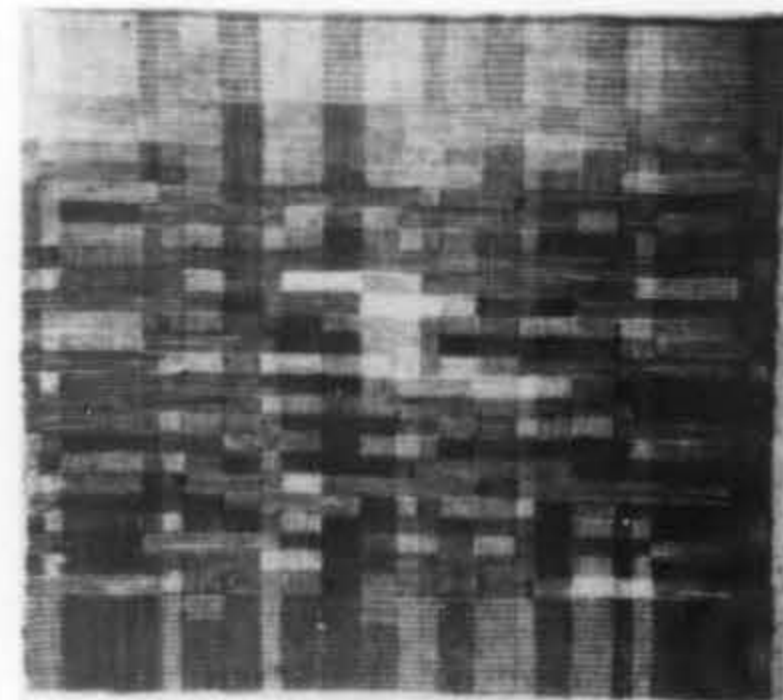
Ranging from strictly budgeted to sumptuous, all examples are fine solutions to individual situations. All are free from the opposite but related sins of functional dishonesty—the dishonesty of aping period styles on the one hand, and the more up-to-date dishonesty of formalism (that is, of forcing the plan to conform to an arbitrarily conceived form) on the other. All are well built and well detailed, though

materials and construction vary sharply according to the budget. All preserve privacy and contact with nature regardless of site conditions—achievements sometimes requiring unusual plans. Almost all use the prevailing open layouts and large glass expanses ubiquitous today. Almost all exploit the design possibilities of exposed structure and juxtapositions of varied textures and tones of materials—stone, brick, painted and unpainted wood. All are in tune with the trends of our times—trends admirably outlined by Russell Lynes in his excellent introductory chapter on *The American at Home*.

Moderately priced by today's standards, this book can do yeoman service as a good review of modern small house architecture for the interior designer who does not subscribe to any of the architectural magazines.

But it is unfortunate that it is not for the interior designer that *The Second Treasury of Contemporary Houses* is primarily intended. In the hands of the public it can do the cause of modern architecture a sad disservice. The trouble is that practically all these excellent houses are bare inside. They are not so much badly furnished as unfurnished. The professional—architect, interior designer, or builder—who reads this book will understand why. In most cases there wasn't any money for the interiors when the house was finished.

The fact that these houses were not complete when the photographs were taken should have been pointed out in the text. As it is, some readers may come away with an idea that modern architecture is not for them, without realizing that they are reacting not against the architecture but against the half-baked interiors.—O. G.



Anni Albers fabric exemplifies her technique-predicated style, tight weave, and power-loomed look—almost unique characteristics in a period where hand-woven look dominates even machine woven fabrics.

The challenge of thread

ON DESIGNING. by Anni Albers. 8" x 8", 71 pages including photographs, construction index. Book designed by Sybil Wuson, Copyright 1959 by the Pellango Press, New Haven, Connecticut, Library of Congress Catalogue Card Number 59-15929.

This small collection of essays, some of which have (Continued on page 170)

we're helping you sell **TILE*THINK** (SAT. EVE.)
to your customers in the **POST!**



for peepul who care what other peepul are peeping at.

those peepul who beet a path to your bath... are there to peer about. they make an excuse "I must powdr my nose" but they've sed to their frends "do you really suppose we'll find it lined with ceramic tile? (the best-in-the-west HERMOSA style?) for a happy-ever-after-math, they know tile's vital to every bath... and the sturdiest, prettiest, quickest to clean... is that great glazed ceramic by GLADDING, McBEAN!

HERMOSA GLAZED CERAMIC TILE CREATED BY GLADDING, McBEAN & CO.

hey... send 10¢ to us at **THE GLADDING, McBEAN TILE*THINK CENTER**, 2901 Los Feliz, Los Angeles 39
for more good news for those of youse who are tile*thinkers*at*heart.

The New View for '60 from

V'SOSKE

Time won't wait—nor will it tell so well as your own discerning appraisal how completely incomparable are the new creations in V'Soske's 1960 collection of designed rugs. The imaginative use of color, texture, and design will give you new inspirations for this year's most distinctive interiors.

On exhibit now

at New York at the Design Center, and at Lord & Taylor, 4 East 57th Street.
See the new V'Soske showings in
Boston • Chicago • Cincinnati • Cleveland • Dallas • Grand Rapids • Los Angeles
Miami • New York • Philadelphia • San Francisco • Seattle • Toronto • Washington

最佳生絲
許多顏色

Parkwood

NEW
RAW
SILK

Now in all its timeless elegance comes the Orient's most luxurious fabric, rediscovered and authentically reproduced for you by Parkwood, leader in quality high-pressure laminates.

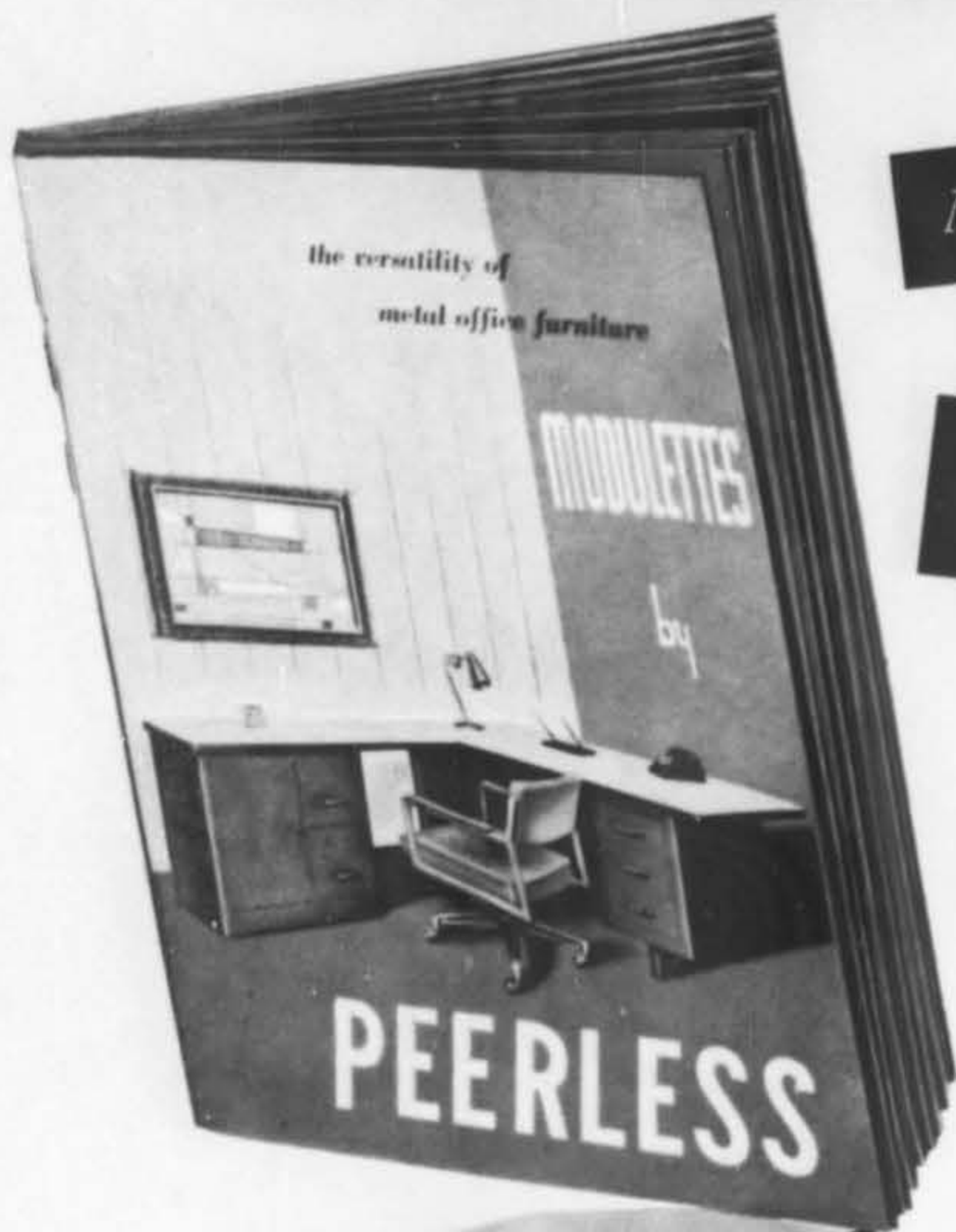
Raw Silk by Parkwood is an entirely new kind of fabric texture. Its simple, uncomplicated design has an amazing three dimensional depth never before achieved. And because it is printed with several colors, not just one, Raw Silk offers unlimited opportunities for color blending. Here is a subtle medium for giving color and enriched meaning to interior design . . . a medium that is really new.

Raw Silk is available in ten color combinations ranging from soft pastels to vivid accent colors. Also available are matching moldings for wall installations. Write today for your free samples of this newest and finest Parkwood pattern.

Parkwood *the Prestige Laminate*

13 Water St., WAKEFIELD, MASS.

How to get your share of business "contracts"



MODULAR office furniture

by

PEERLESS

This portfolio can be your key to more and more office furnishings "contracts" based on modular units and the unlimited combinations of work areas by using the modular system of office furniture efficiency.

See for yourself how effective this contract-aid portfolio can be.

Ask for your copy of Portfolio No. 144—*put it to work for you and the result will be increased sales.*



PEERLESS
STEEL EQUIPMENT CO.

6000 Hasbrouk Ave., Philadelphia 11, Pa.
NEW YORK CHICAGO HOUSTON LOS ANGELES



Tile Description: 1½" Squares, c.e. Pan-O-ramics; Slate Textone, Azure Textone and Blue Granite.
Tile Contractor: Lee Nordloh Tile Company, Cincinnati, Ohio. Color Plate 116.

Tile creates an impressive entrance to House Beautiful's Pace Setter Home ... bringing rich texture and color interest to the exterior and striking a keynote of elegance in the inviting foyer. With American Olean ceramic tile, possibilities for such fresh and distinctive treatments are virtually unlimited. And of course wherever you use it, tile brings an assurance of permanence and ease of maintenance unmatched by other materials. For other examples of outstanding tile treatments, write for Booklets 451 and 550.

CERAMIC TILE
**American
Olean**

Add
Randex
to
your
repertoire!



another dramatic new Blue Ridge® glass by American-Saint Gobain

American-Saint Gobain introduces another in an exciting series of high-style Blue Ridge patterns. RANDEX is modeled to bring you a whole new range of striking visual effects. Its random ribs transmit light in lively modulations . . . pick up colors in ever-shifting accents. RANDEX is sufficiently obscure to insure privacy and effective space-separation—an elegant material for dividers, partitions, decorative uses.

Remember, when you want to *divide* two spaces without *divorcing* them, you'll find the perfect material among the patterned and textured glasses of American-Saint Gobain.

For information, call your local independent glass jobber . . . or our district office nearest you.

IDEA DEPARTMENT:

A motif to accent or amplify any mood or period . . . or to effect a subtle transition between contrasting areas. This vibrant, versatile glass will complement either lush or austere furnishings with equal grace. Use Randex for room dividers, furniture facades, partitions, display backdrops. Take advantage of the visual drama it creates by diffusing color masses in constantly shifting patterns. Randex can call attention or distract . . . project boldly or conceal . . . compel a mood or casually invite it.



AMERICAN-SAINTE GOBAIN

CORPORATION

Dept. I-10, 825 Madison Avenue, New York 22, N. Y.



THONET

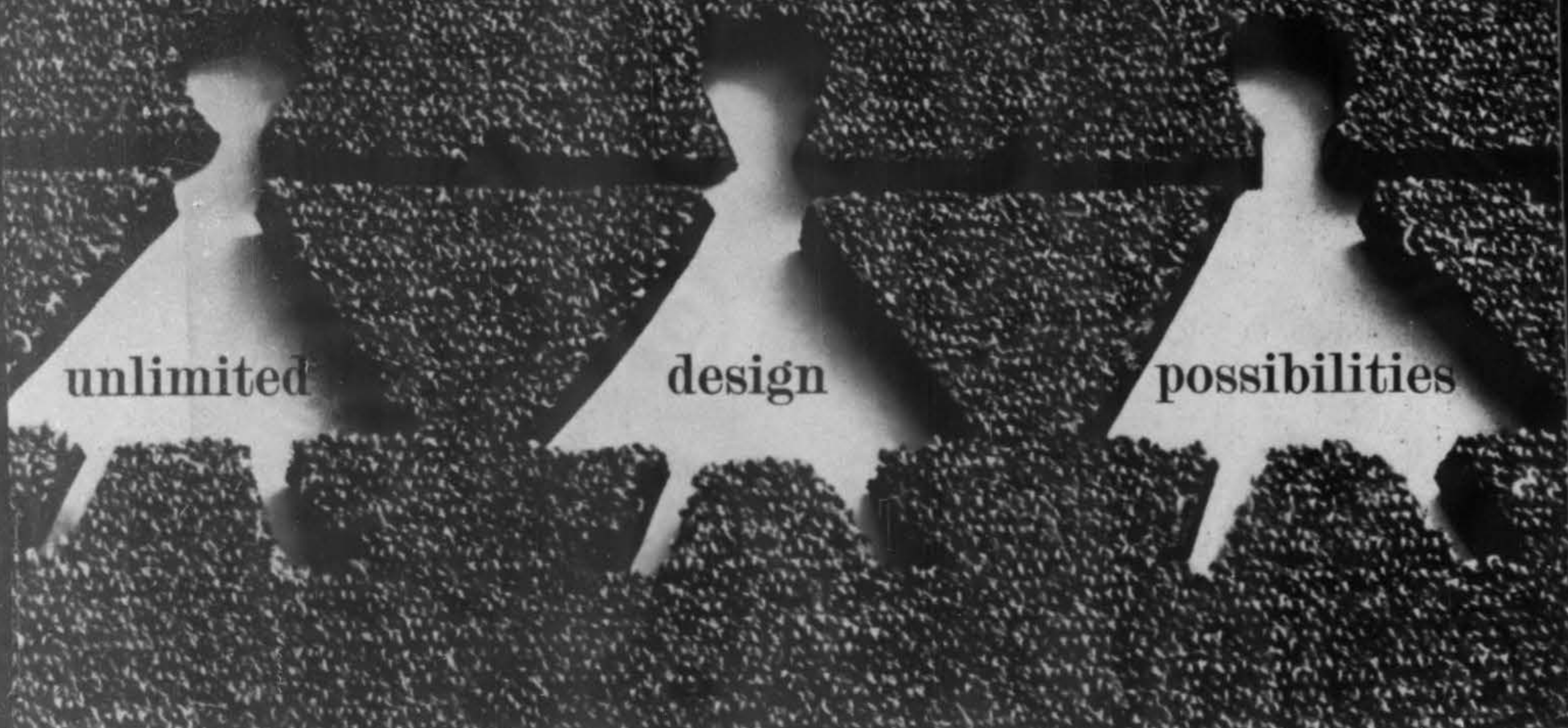
since 1830 makers
of furniture for public use

write for illustrated material
THONET INDUSTRIES, INC.
One Park Avenue, New York 16, N. Y.

SHOWROOMS: New York, Chicago,
Detroit, Los Angeles, San Francisco,
Dallas, Miami, Statesville, N. C., Paris

Phone 1401





Loma Loom, the carpet that grows out of sponge rubber !

Now, custom-made carpet designs are as easy to achieve as the proverbial paper dolls. From trademarks to monograms, Persian paisley to abstract art, color-rich Loma Loom makes decorative desire a practical fact! Shapes can be cut out, clean and sharp — contrast color shapes will fit in, with perfect precision. Loma Loom's special structure makes this possible—wool and nylon carpet with an inseparable sponge rubber base. It's not rubber-backed carpet,



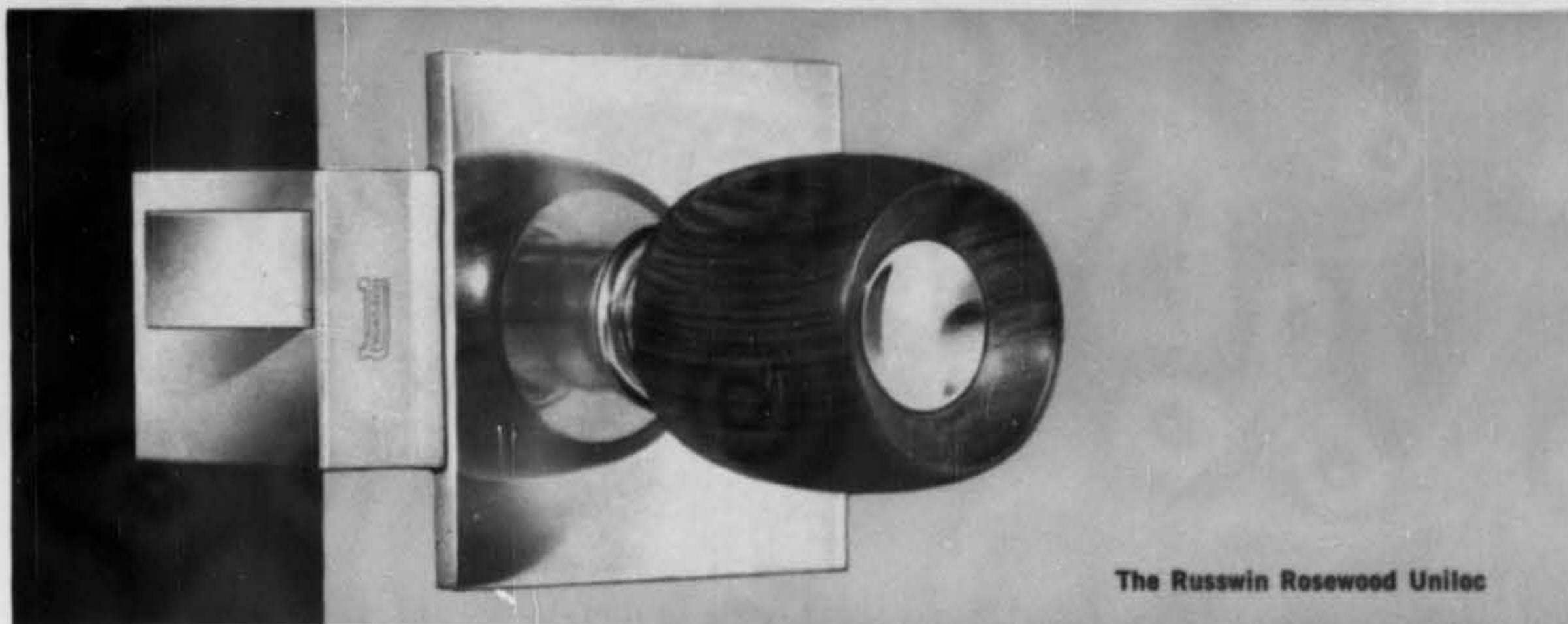
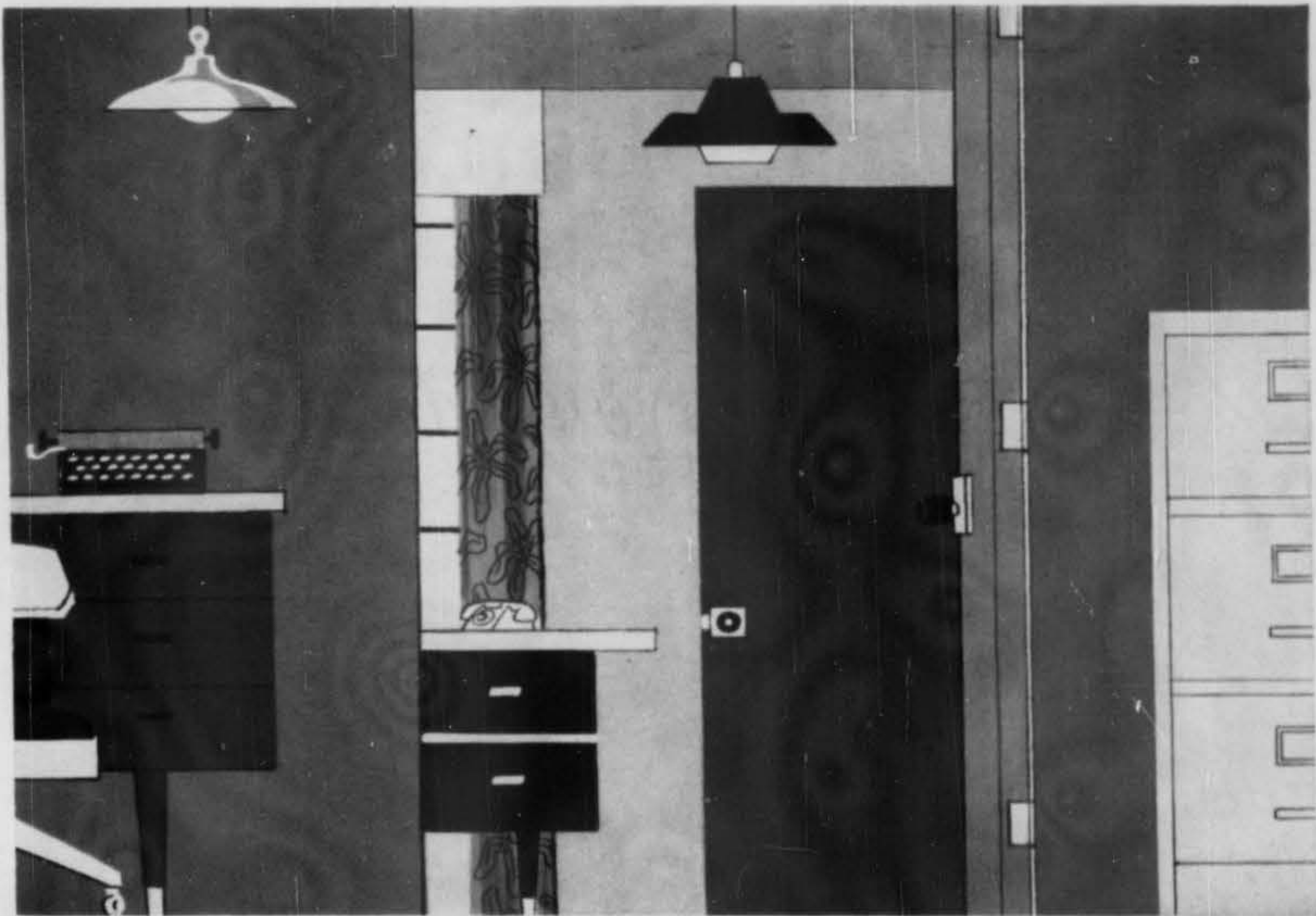
not merely carpet attached to rubber, but a ruggedly durable all-in-one unit that has excellent acoustical properties. Installation costs are slashed — Loma Loom needs no separate underlay, can be installed on any surface—no special tools required. Practically eliminates carpet waste. Loma Loom helps you create the most distinctive, original interiors. It comes in a full range of tweeds, solids or any custom color you want—qualities from ultra-luxury to ultra-economy.

Distributed by: Berven Carpets Corporation, Los Angeles and San Francisco, Calif.; Vol T. Blacknall Co., Atlanta, Ga.; Florwall Inc., Pittsburgh, Pa.; James Carpet and Furniture Distributors, Inc., Syracuse, New York; Theodore Johnson Carpet Co., Minneapolis, Minn.; Kelly Inc., Seattle, Wash.; The New England Floor Covering Co., Hartford, Conn. and Boston Mass.; A. D. Radinsky & Sons, Denver, Colo.; Elias Wilf Corp., Balt., Md., Phila., Pa.

Loma Loom, trademark of Sidney Blumenthal & Co. Inc. One Park Avenue, New York 16, N.Y. A Division of Burlington Industries

SEE THE LOMA LOOM DISPLAY AT N.O.F.A. CONVENTION—SPACE 107





The Russwin Rosewood Uniloc

Knobs of beautifully grained rosewood . . . or ebony, cocobolo, or walnut! Warm, rich, distinctive. Handsome accents for well-appointed interiors. Famous Russwin "unit construction."

Entire latchset installs as a unit. Write for literature. Russell & Erwin Division, The American Hardware Corporation, New Britain, Connecticut, New York Office, 285 Madison Avenue.

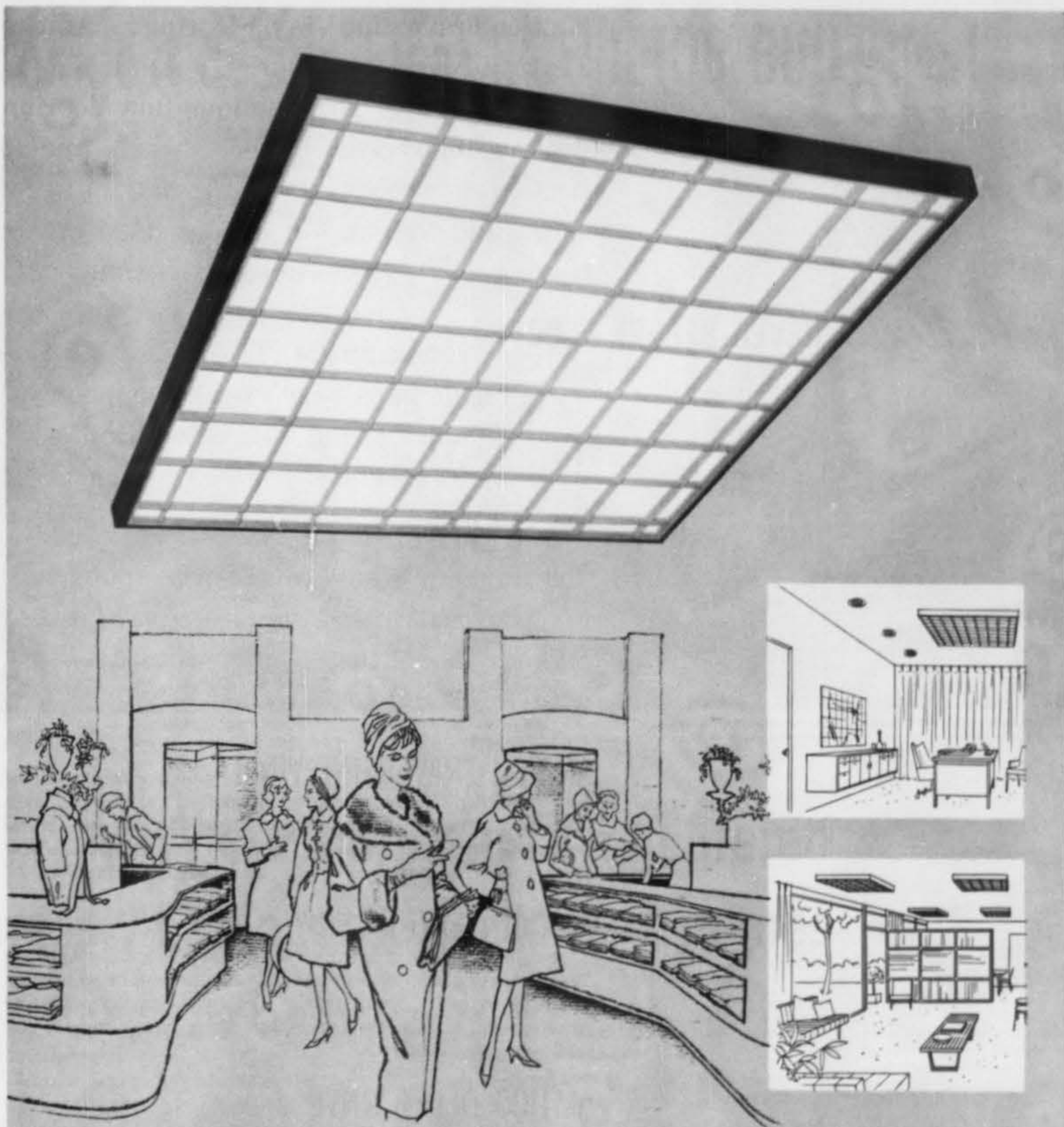
new ideas in doorware . . . new beauty for interiors . . . decorator doorware by russwin





Desks, Inc. makes your designs tick

Any time is the right time to come to us with your office layout requirements. Desks Inc. maintain a contract department that is specifically geared to the unique needs of architects, decorators and designers of office interiors. Our years of dealing with the trade have taught us that the ultimate success of every creative effort . . . its beauty . . . its function . . . is *always* dependent upon the tools and mechanics it takes to make it come alive! See the comprehensive display of America's leading office furniture manufacturers . . . now on exhibit at our newly expanded showrooms.



**WONDERFUL WARM WALNUT...BEAUTIFUL BIRCH
...A NEW CONCEPT IN FLUORESCENT LIGHTING**

Lightolier's Corona is more than an unusual new concept in fluorescent illumination—it is a richly-styled design element for fine residential and commercial interiors. Broadly-scaled yet extra-shallow panels of light have a recessed housing, give the effect of floating in air. Corona's solid walnut frame is satin finished, complements fine furniture and furnishings. Birch baffles cut a pleasing modular pattern across the face of the white vinyl diffuser, adding a feeling of warmth and friendly informality. It's a completely enclosed unit, easy to maintain, easy to relamp. Available in four sizes: 54" square, 30" square, 32" x 54", 16" x 54".

LIGHTOLIER 

For complete information, write today to Dept. I-30, Lightolier, Jersey City 5, N. J. Showrooms: New York—11 East 36th Street • Chicago—1267 Merchandise Mart • Dallas—1718 HiLine Drive • Los Angeles—2515 South Broadway

SEE
THEM
NOW...
Amtico's NEVER-BEFORE FLOORS!

Amtico Travertine Vinyl Flooring... Amtico Textura Vinyl Flooring... Amtico Delft Vinyl Flooring. These unique new flooring achievements came to the markets and to Amtico showrooms across the nation. Decorators and designers by the dozens saw them there and... were absolutely, completely conquered! That was only the beginning. These new Amtico Vinyls have been busy ever since inspiring one brilliant flooring idea after another on the sketch pads of everyone who feasts his eyes on them.

"Never before have we seen so many new and provocative flooring ideas," say hosts of admirers about these Amtico Vinyls. We say only... "You must see them!"

AMTICO TRAVERTINE VINYL comes straight out of every designer's dream of classic distinction. On floors or walls it dramatically captures the look, the texture, the color of natural travertine marble... yet is so much more economical and easier to work with. So practical, too... never needs waxing.

AMTICO TEXTURA VINYL literally begins a new trend... not just the look of texture, but the genuine article. Amtico's Textura gives you an actual three-dimensional sculptured surface. Available in moire, small swirl, large swirl, small mosaic and large mosaic. In fact, the rough-hewn large mosaic already has achieved wide popularity.

AMTICO DELFT VINYL delights with imaginative duplications of old authentic Dutch Delft tile designs... four of them in shades of blue on white, while a fifth has an added dash of yellow. Special colors also available. And such versatile patterns... perfect en masse, charming as accents. In 6" x 6" tiles which may be beveled or unbeveled.

You can't get to an Amtico showroom within the next few days? Then write us for complete information on Amtico Travertine, Amtico Textura and Amtico Delft... but do plan to see them SOON!



First with the Finest

AMERICAN BILTRITE RUBBER COMPANY
TRENTON 2, NEW JERSEY

Showrooms: 295 Fifth Ave., New York • 13-179 Merchandise Mart, Chicago
368 Home Furnishings Mart, Los Angeles • 560 Pacific Ave., San Francisco
3602 Dallas Trade Mart, Dallas

In Canada: American Biltrite Rubber Company Ltd., Sherbrooke, Que.
Showroom: 500 King St. W., Toronto, Ontario



ANOTHER WAY RCA
SERVES YOU
THROUGH
ELECTRONICS

'60's biggest design idea: RCA VICTOR BUILT-INS!

Room designs by Helmut Jacoby



"LIVING COLOR" MURAL TV. Like 2 sets in one, build in the magic of Color TV and get superb B&W reception too. Simplified color-quick tuning, mirror-sharp

picture, 3-speaker panoramic FM sound, adaptable for stereo. Above, The DK107 Frame for rear ventilation. Front ventilation design also available.

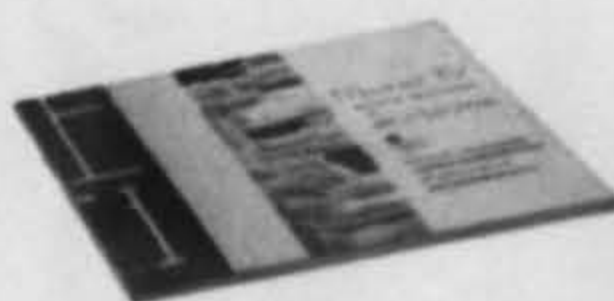
RCA VICTOR Built-in TV and Stereo expressly engineered for today's homes

These interiors by Jacoby show how naturally and how practically home entertainment can be designed into home plans.

RCA Victor engineers have reduced the mechanics of it to a few simple modular units which fit easily into builder's specifications. At the

same time, they have built in the RCA Victor performance and reliability that are a world-wide standard of excellence.

These units mount in walls, wall cabinets, room dividers . . . almost any spot where families meet to enjoy TV and music.



RCA Victor sales engineers are prepared to discuss plans, models, and costs with you. Their experience will be helpful. Write for complete information to RCA Sales Corp., Box 1226-P, Phila. 5, Pa.



RCA VICTOR

Tmk (s) 66



The most trusted name
in TV and STEREO

B&W MURAL TV . . . Another Newsmaker! The custom TV look plus the convenience of "wireless wizard" remote control. Full feature monochrome performance—25% brighter picture. 3-speaker Panoramic sound. Above, The DK103 designed for front ventilation, rear ventilation type available.



PUSH BUTTON RADIO-VICTROLA® . . . High Fidelity Stereo. Monaural and stereo 4-speed record changer that slides out for easy loading, stereo AM-FM Tuner, visual Stereo Balance Control, 2 in 1 supercharged chassis with 58 watts of power. Above, the BK2 shown with DK109 Panoramic Sound, 3-speaker units. (®RCA Trade Mark for Record Players)





FIBERGLAS ...reflecting some of Decorative Fabrics' most dazzling design themes in a new collection of casement and drapery weight fabrics. Hand prints and many-hued solids in a large and lavish treasury of choice weaves and textures...

Send for newest TIME AND SPACE SAVER Book #439—FIBERGLAS, containing 17 fiberglas weaves...131 samples, each 5" x 9" arranged in color families. \$5.00 price of book will be refunded upon receipt of orders of these fabrics totaling 100 yards.




DECORATIVE FABRICS, INC.

Showrooms: 13 East 53rd Street, New York 22, N.Y. Also Miami



Offices: 380 Second Avenue, New York 10, N.Y. 9512 6730 9552



Leadership includes the vision to do significant things first. Executive Office Group was first offered in 1949. It obsoleted the age old pedestal desk and inaugurated a revolution in office planning. Since 1953 the entire office furniture industry confirmed the validity of the EOG concept by paying it the sincerest form of flattery. 
 Incidentally, Herman Miller has now pioneered a new concept in the working office, as advanced today as EOG 11 years ago. If you have need for a planning tool of extraordinary flexibility and elegance, ask us about CSS. 

IN RESIDENTIAL OR COMMERCIAL INSTALLATIONS . . .

**BUILD
IN
MORE
VALUE**



...WITH **Curon** WALL COVERING

Only CURON* wall covering offers you so many selling advantages . . . offers your customers distinctive decor, a new kind of sound-conditioning, thermal insulation plus easy installation, easy maintenance.



WHAT IS CURON? An amazing new 1/4" multicellular material. Fine-grained, soft-to-the-touch texture. Flexible. Light weight. Fire retardant.

DECORATES SMARTLY, CURON wall covering comes in about 20 different colors. In 10" squares, 10" x 20" rectangles, in rolls, in 9' x 50" silk-screened decorator panels. Combine, design for unusual decorating effects.



ABSORBS NOISE AT WALL LEVEL Because you can apply CURON to walls (as well as ceilings), you absorb noise before it builds up. It's the only sound-conditioning material that gives a smart decorator look.

ANOTHER ADVANTAGE . . . INSULATES Because of its 1/4" depth, CURON wall covering insulates superbly. It helps keep out cold in winter, cuts heating bills . . . vice versa in summer. Won't pack, is unaffected by moisture.

.....

For more facts see your CURON dealer today. Or write: Curon Division Section RH-360, Curtiss-Wright Corporation, 1271 Avenue of the Americas, New York 20, N. Y.



WALLS THAT STAY SMART—CURON wall covering keeps new looking indefinitely. Non-static surfaces repel dirt, dust. Spots and stains come off easily with detergent. Needs no painting. Damaged areas are easy to replace.

EASY TO INSTALL—Light weight flexibility makes CURON wall covering easy to handle. Goes over any flat or smooth surface . . . plaster-board, plaster, wood, even cinder block and cement (with proper sizing). Goes around curves, corners. Applies with wallpaper paste. Eliminates special mounting fixtures, furring strips, expensive adhesive.



HOW AND WHERE TO USE CURON EFFECTIVELY—CURON wall covering belongs in every home, office, apartment. It allows new freedom in design and decoration. Ideal for bedrooms, family and hi-fi rooms . . . office machine areas, reception, conference and consultation rooms . . . hallways, corridors. Brings modern look to redecorated, remodelled installations.

Curon

WALL-CEILING COVERING

*CURON is the registered trademark of the Curtiss-Wright Corporation for its multicellular material.

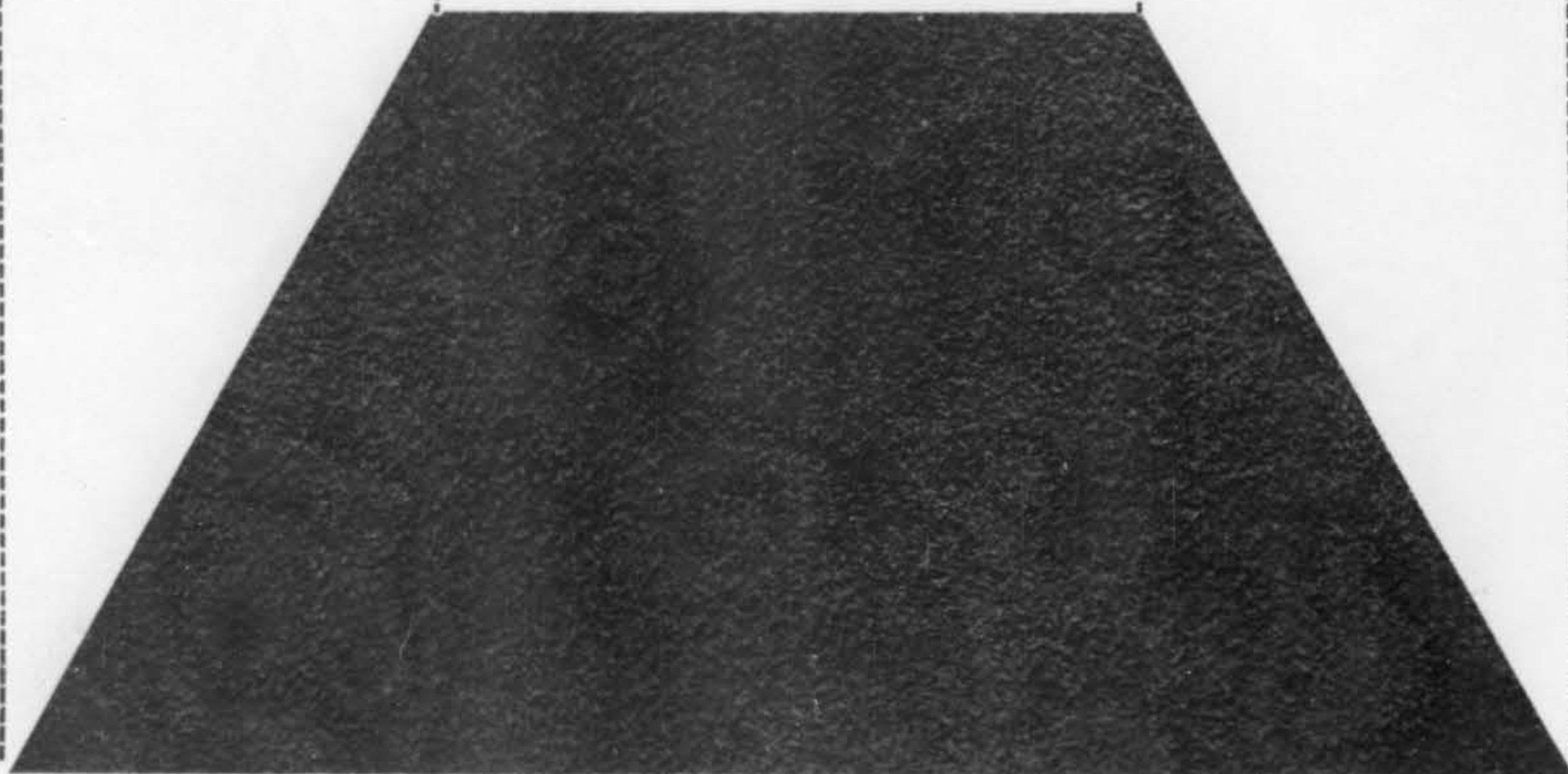


THE SIDE CHAIR ■ ANOTHER NEW PRODUCT IN LEHIGH'S EXCLUSIVE COLUMN-X
COLLECTION OF CHAIRS, TABLES, SOFAS, DESKS; DESIGNED BY WARD BENNETT.
LEHIGH FURNITURE CORPORATION, 16 EAST 53 STREET, NEW YORK 22, NEW YORK.

LEHIGH

The quality carpeting... woven for long wear

The
carpeting
value for
every decor



More than any other carpeting, all-wool Templeton* *belongs* in the modern office, residence or hotel that is distinguished in decor. And Templeton's incomparable beauty of weave and color is a *lasting* attribute that gives *lasting* value and satisfaction.

Templeton Custom Chenilles are the original authentic Chenilles—supreme for over 120 years in density, resilience and richness. They are available in a large variety of grades, finishes and color combinations—all woven from the finest East Indian and Scottish Blackface wools.

All-wool Premier Hardtwist and Plain Perfection Smooth Surface Broadlooms are the standard of comparison in their weaves—offering Templeton quality in a more modestly priced carpeting. They are available in 12', 15' and 18' widths, all stocked in New York for immediate delivery.

Tartan and Chameleon Wiltons—a wide assortment of Chameleon Wiltons, in contemporary designs with interchangeable colorings, and a stock range of 8 authentic Tartan Wilton designs, are now available promptly for as little as 25 linear yards.

CROWN BROADLOOM—*Lovely floral chintz and oriental designs now available in 9' and 12' widths.*

Write for cuttings and full information on sample set-ups.

* Permanently mothproofed

ROBBINS BROTHERS INC., 281 FIFTH AVENUE, NEW YORK 16, N. Y.

Sole U. S. Agents for

JAMES TEMPLETON & CO. LTD., GLASGOW, SCOTLAND

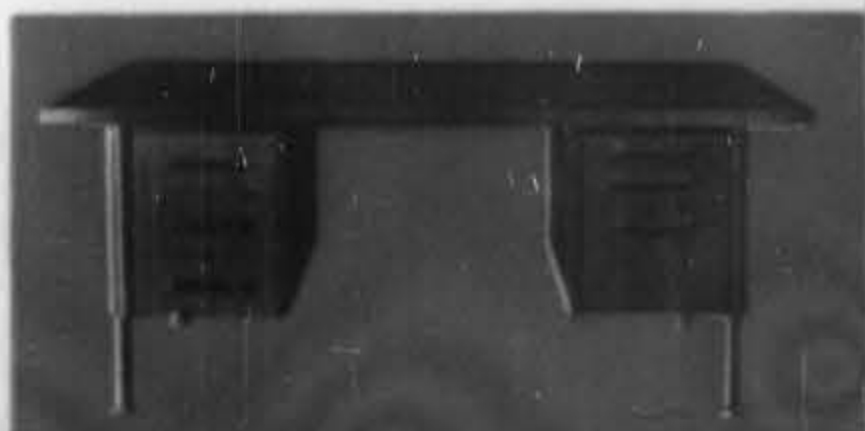
Templeton



The H-bar in action, demonstrating a unique concept in desk construction and design. Choose from several pedestals or tops. Double pedestal or single pedestal models, in walnut or rosewood. Write for catalog: Helikon Furniture Company Inc., 543 Madison Avenue, New York 22.

HELIKON

*Boston: Montage, Inc., 118 Newbury Street
Washington, D. C.: Duncan & Huggins, 2209 L Street N. W.
Dallas: John W. Crossley, 220 Decorative Center*



Pharaoh

a new upholstery fabric
that captures the rich
metallic colors of ancient Egypt



The texture of satin brocade and the richness of new metallic colors make Pharaoh a most interesting upholstery fabric. This new pattern in B.F. Goodrich supported vinyl upholstery is available now in 9 metallic colors, plus decorator shades of black and white.

Pharaoh pattern actual size in Leaf Gold (see other colors at bottom).

design
with
Koroseal
in mind

Furniture design for modern institutions demands new beauty and color, yet must be practical as well. B.F. Goodrich Koroseal's wide selection of vinyl upholstery meets those requirements.

With the addition of the *Pharaoh* pattern, Koroseal's upholstery line includes 177 colors and patterns. Elastic fabric backing makes Koroseal strong — resistant to tears, cracks and gouges. The vinyl surface is washable with soap and water, won't stain or scuff. It stays beautiful for years with a minimum of maintenance. And upholsterers find Koroseal fabrics easy to handle, adaptable to any furniture design.

For sample swatches of the new *Pharaoh* pattern, write Dept. IN-3, B.F. Goodrich Industrial Products Company, Marietta, Ohio.

Koroseal®
SUPPORTED VINYL UPHOLSTERY





NO. 6360-76FC
76" x 42"

MYRTLE...

keeps you ahead in the 60's

MODULE **63**

—is a growing series of wood office furniture that is far ahead of the field in design, construction and engineering features. Here are the newest additions to a line that will again prove . . . Myrtle *quality is dependable economy.*



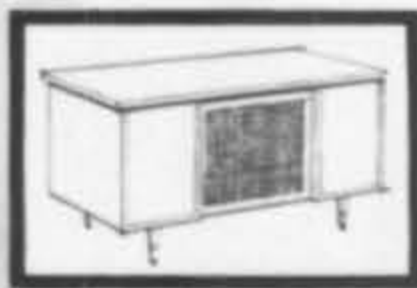
NO. 6360-42F
60" x 42"



NO. 6360-76F
76" x 42"



NO. 6360F
60" x 30"



NO. 6366F
66" x 30"

Invest now in the "selling sixties" by seeing MODULE 63—and the complete MYRTLE line at:

N. O. F. A.
ATLANTIC CITY
SPACES

427 - 428 - 429

MYRTLE DESK COMPANY High Point, N.C.

SINKO

designed by SINKO
engineered by SINKO
molded by SINKO
sold by SINKO

ASSURES YOU OF THE *finest* LOUVERED LIGHT DIFFUSERS
BECAUSE OF...QUALITY CONTROL COLOR STABILITY
FLEXIBLE JOB APPLICATION PRODUCT AVAILABILITY



These facts are the reasons why Sinko THIN-CELL Louvers are being specified by leading architects, lighting manufacturers, interior decorators and builders for all types of lighting installations where a practical and artistic approach to their lighting problem is required.

Since all phases of louver production, from start to finish, are handled within the Sinko plant, you are assured of the finest plastic louvers through Sinko continuous supervision.

For complete job satisfaction specify Sinko's THIN-CELL Louvers in white or pastel colors on your next project.

We invite you to write for Bulletin 32A which gives you pertinent facts on Sinko THIN-CELL Louvers.



produced and sold by

SINKO MANUFACTURING AND TOOL CO., 7310 W. WILSON AVE., CHICAGO 31, ILLINOIS



IN
WOOD
OR IN
METAL
THE FINEST
OFFICE
CHAIRS



ARE UPHOLSTERED IN U. S. NAUGAHYDE®—CUSHIONED WITH U. S. KOYLON® FOAM
THE FINEST IN VINYL UPHOLSTERY THE FINEST IN CUSHIONING

AVAILABLE THROUGH THESE FINE MANUFACTURERS

Ajusto Equipment Co.
 All-Steel Co.
 Alma Desk Co.
 Angeles Desk Co.
 Art Metal Construction Co.
 Art Steel Co. (Steelmaster)
 Blair Aluminum Co.
 Boling Chair Co.
 L. R. Bursk Mfg.
 W. C. Cochran Co.
 Cole Steel Equipment Corp.
 Commercial Mfg. Co.
 Contemporary Office Furn. Co.
 Cramer Posture Chair Co.
 Davis Upholstery Co.
 Do-More Chair Co.
 Dowd & Koster Co.

Flewelling, Inc.
 Gasser Chair Co.
 General Fireproofing Co.
 Globe-Wernicke
 Green Uph. Co.
 Gregson Mfg. Co.
 W. H. Gunlocke Chair Co.
 Hamilton-Cosco Co.
 Harter Corp.
 Horness, Inc.
 Huntington Furn. Corp.
 Huntley Van Buren
 Indiana Chair Co.
 Jasper Seating Co.
 King Posture Chair Co.
 Knoll Associates
 L & B Mfg.

B. L. Marble Chair Co.
 Masden Chair Co.
 Metalcraft Seating Co.
 Herman Miller Furn. Co.
 Milwaukee Chair Co.
 Monarch Furn. Co.
 Monte Verdi Young
 Murphy-Miller, Inc.
 Myrtle Desk Co.
 Niemann, Inc.
 Ohio Chair Co.
 Precision Metal Workers
 G. M. Proctor & Sons
 Rite-Form Chair Co.
 Royal Metal Mfg. Co.
 Schafer Bros.
 Shaw-Walker

Shelly & Anderson Furn.
 Standard Pressed Steel Co.
 Stanley Mfg. Co.
 Stationers Mfg. Co.
 Steelcase, Inc.
 Stow-Davis
 Stylex Mfg. Co.
 Taylor Chair Co.
 Thacken Molding Corp.
 Thinline Mfg. Co.
 Thomas Furn. Co.
 Vista Furn.
 Welch Metal Products
 Wells Chair Co.
 Westin-Nielson Corp.

AT THE NOFA SHOW, ATLANTIC CITY, MARCH 11 THRU MARCH 13
 SEE U. S. RUBBER DISPLAY SPACE 350-355



United States Rubber

Mishawaka, Indiana

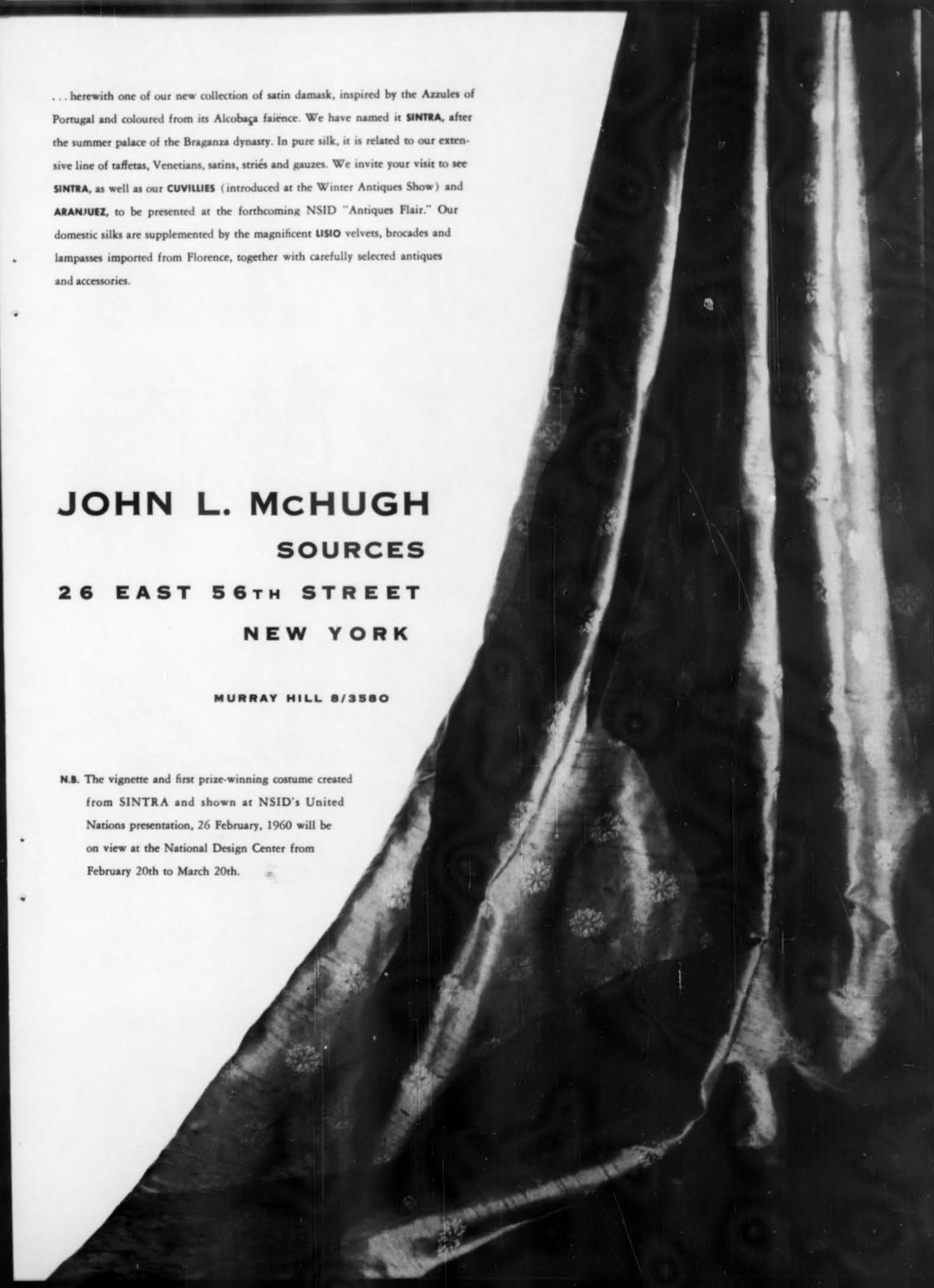
... herewith one of our new collection of satin damask, inspired by the Azzules of Portugal and coloured from its Alcobaga faience. We have named it **SINTRA**, after the summer palace of the Braganza dynasty. In pure silk, it is related to our extensive line of taffetas, Venetians, satins, striés and gauzes. We invite your visit to see **SINTRA**, as well as our **CUVILLIES** (introduced at the Winter Antiques Show) and **ARANJUEZ**, to be presented at the forthcoming NSID "Antiques Flair." Our domestic silks are supplemented by the magnificent **LISIO** velvets, brocades and lampasses imported from Florence, together with carefully selected antiques and accessories.

JOHN L. MCHUGH SOURCES

**26 EAST 56TH STREET
NEW YORK**

MURRAY HILL 8/3580

N.B. The vignette and first prize-winning costume created from **SINTRA** and shown at NSID's United Nations presentation, 26 February, 1960 will be on view at the National Design Center from February 20th to March 20th.





DUX

DUX INCORPORATED • DECORATIVE ARTS CENTER • 305 E. 63RD STREET • NEW YORK



A luxurious new classic designed by Folke Ohlsson
Down-filled back cushions in a full 102 inch frame
Also available in an 87 inch three-seat version

NEW YORK • CHICAGO • DALLAS • LOS ANGELES • SAN FRANCISCO • MALMO, SWEDEN

"Baskets & Bows" ... a new scenic wallpaper
of exceptional delicacy and charm...
composed of five panels... two of which
may be hung individually... where they will
create the greatest decorative drama.

Albert
Van Luit & Co.

4000 CHEVY CHASE DRIVE... LOS ANGELES 39

WALLPAPER FOR THE MOST BEAUTIFUL ROOM IN THE HOME



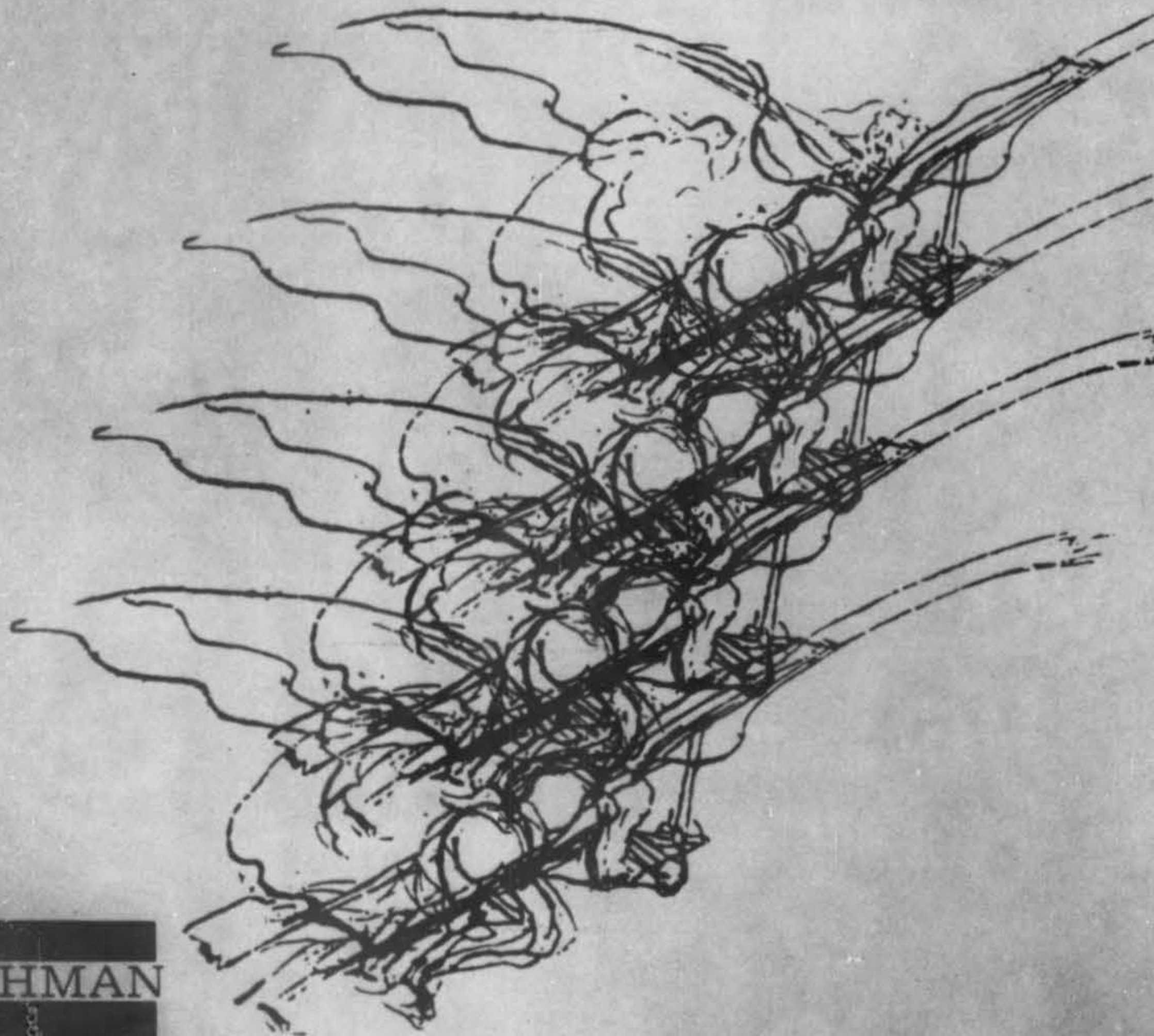
DISTRIBUTORS: DWOSKIN, INC., ATLANTA & MIAMI
ROY JACOBS CO., HOUSTON & DALLAS... WALLPAPERS, INC., SAN FRANCISCO

SHOWROOMS:

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

INGENUITY

IS TALENT, COURAGE AND DETERMINATION EMBARKED ON A FLIGHT OF FANCY



LEHMAN

CONNOR

FABRICS

H. B. Lehman-Connor Co., Inc. □ 509 Madison Avenue, New York 22, N. Y.

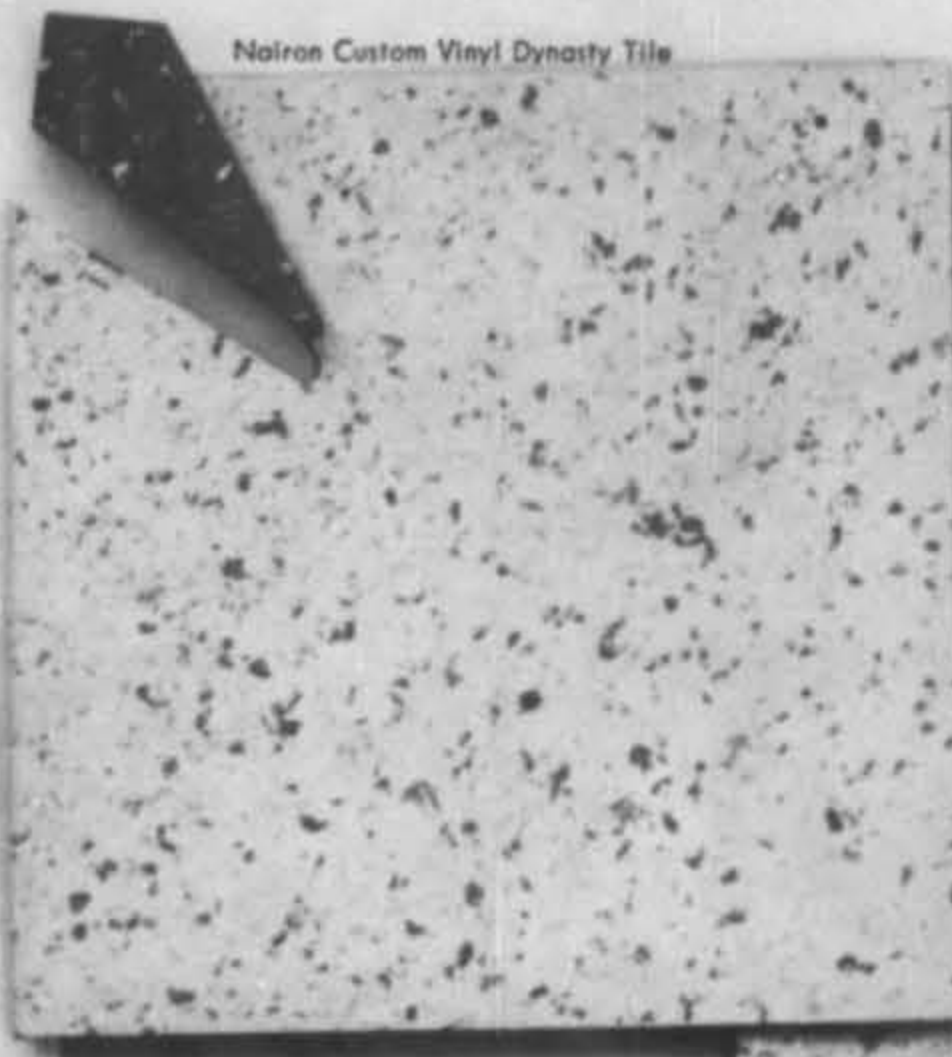
Showrooms: Chicago □ Boston □ Atlanta □ Philadelphia □ Los Angeles □ San Francisco



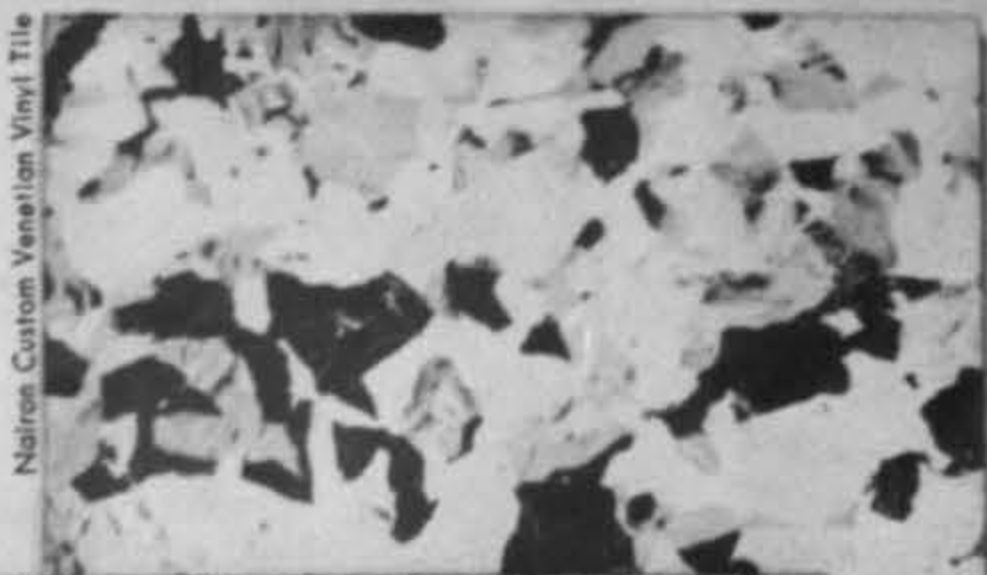
They sit at the summit. These four take their place with dignity and command at the top. Each a symbol of design authority in the age of the follower. Each the best of two worlds. The honored skill of the craftsman is powered in technological advance. Dunbar builds a rich and enduring inheritance. Edward Wormley designs it.

DUNBAR

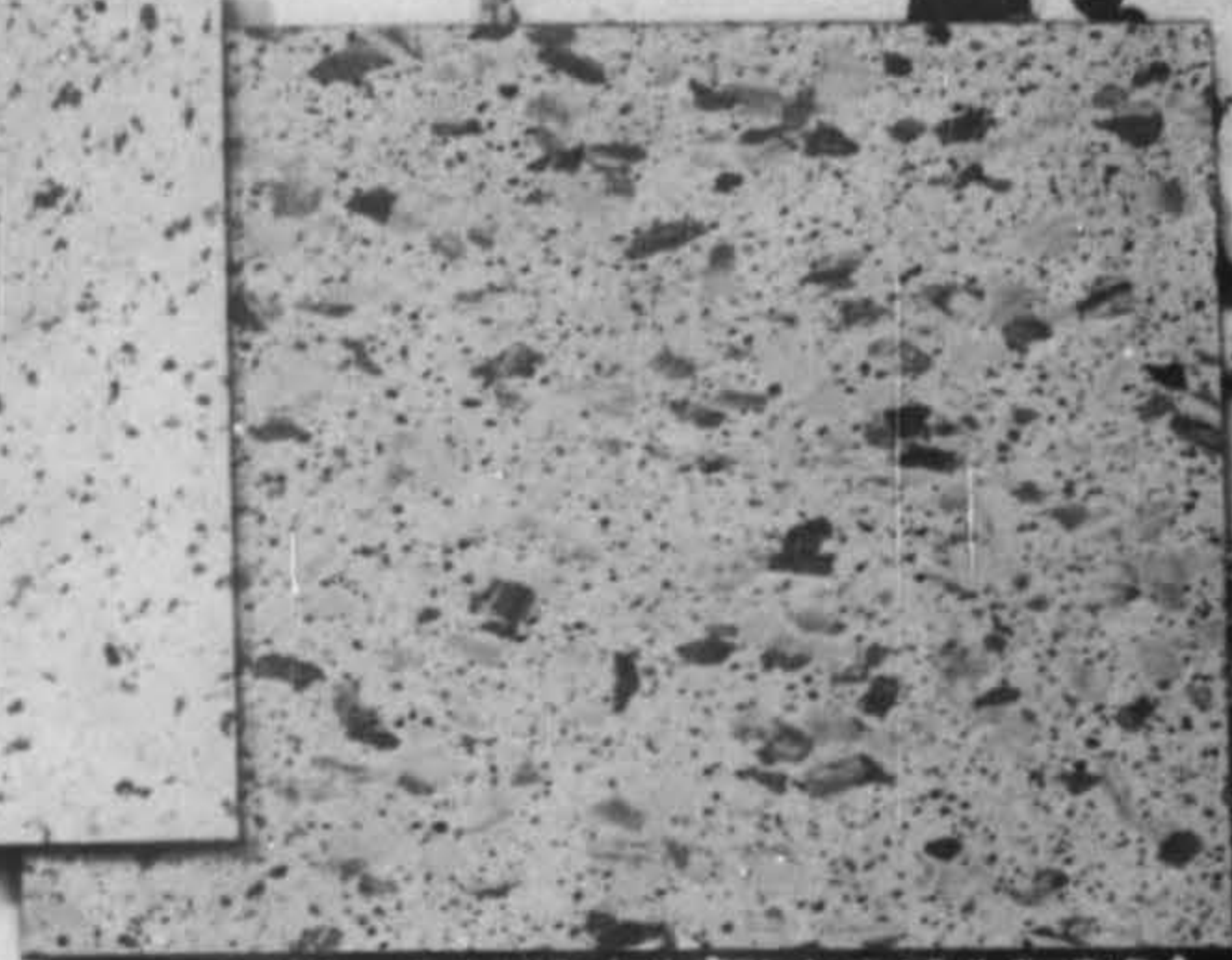
Dunbar Furniture Corporation, Berne, Indiana. Showrooms: New York, Boston, Chicago, Dallas, Denver, Kansas City, Los Angeles, San Francisco, Seattle, Tulsa, Honolulu, Brussels.



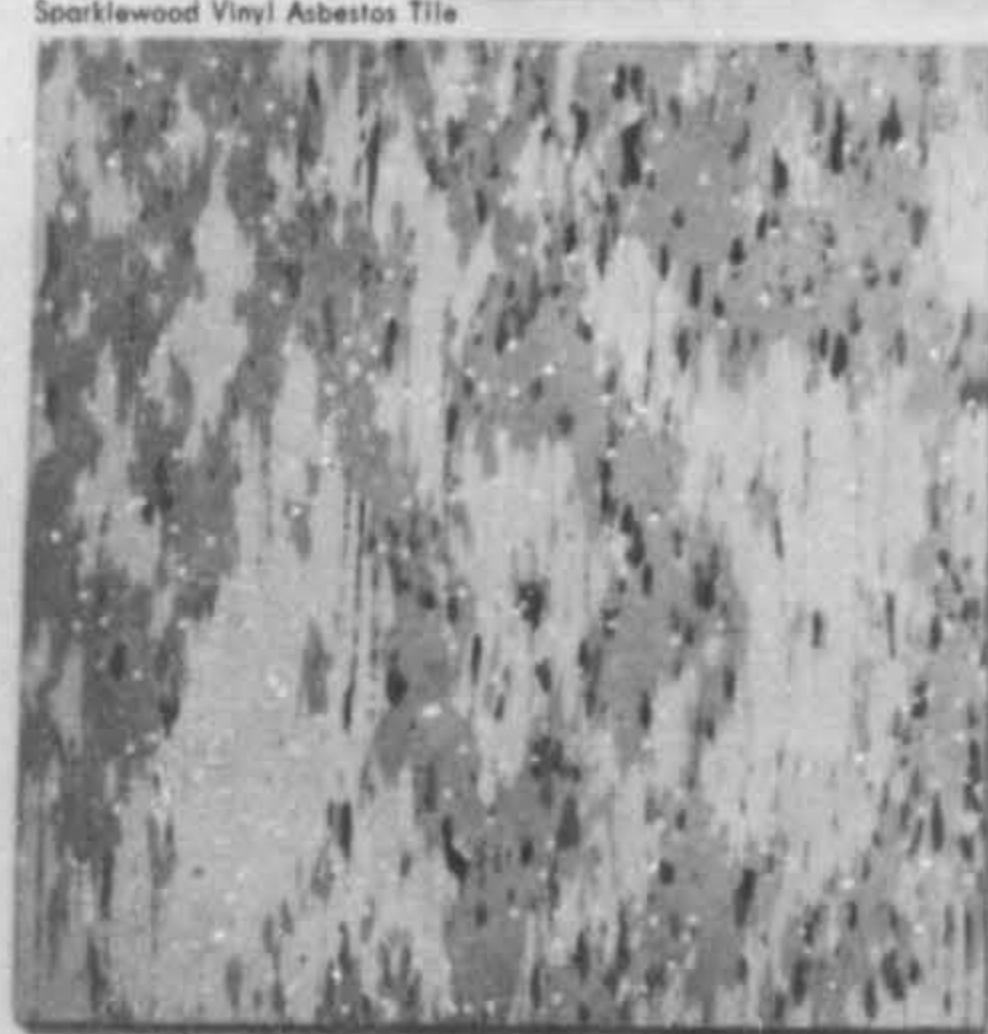
Nairon Custom Vinyl Dynasty Tile



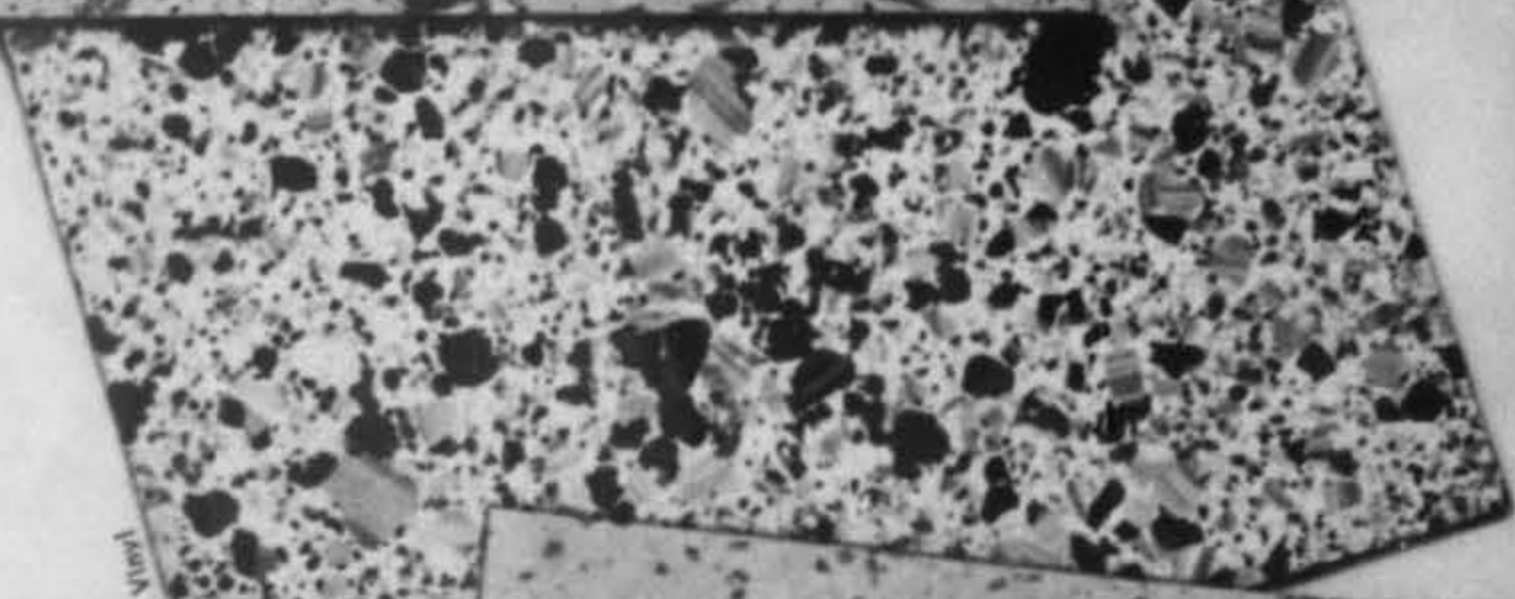
Nairon Custom Venetian Vinyl Tile



Ultima Inloid Linoleum



Sparklewood Vinyl Asbestos Tile



Floweret Composition Vinyl



Concept '70 Inloid Vinyl

YOU SELECT THE PROPER FLOOR

Congoleum-Nairn offers America's most complete line of fine floors. These smart floorings range from the low cost but fascinating SPARKLEWOOD® Vinyl Asbestos Tile to the frankly luxurious NAIRON® CUSTOM TIFFANY VINYL Tile. And it includes dramatically different new vinyls by the yard, COSMOPOLITAN® and CONCEPT '70*; plus the revolutionary ULTIMA® LINOLEUM that has vinyl added to it. Yes, however you design, Congoleum-Nairn can supply you and serve you better . . . without favoring any product type — and giving you the broadest choice. Be a smart designer today; see





NEW SCINTILLATING BEAUTY

ELASTIC FABRIC BACK

IN *Masland Duran*

VINYL UPHOLSTERY

LUXOR PATTERN

The shimmering beauty of Luxor goes hand in hand with the decorator's art to give furniture a new high-style role in interior planning. In distinctive, easy-to-clean colors. For a truly unique combination of upholstery beauty and quality put luxurious Masland Duran Luxor pattern in your plans. Write for sample swatches. The Masland Duraleather Co., Dept. 48, Philadelphia 34, Pa.

For your information

(Continued from page 16)

the Museum of Contemporary Crafts, New York. The prizes will amount to approximately \$3,000. The 1960 Ceramic National will be on view in Syracuse through January 8, 1961. A circuit exhibition will be available.

Sterling Today Design Competition

United States residents who are enrolled in design courses at the college level are invited to enter the Fourth Annual Sterling Today Design Competition, sponsored by the Sterling Silversmiths Guild of America. Entrants must submit one or more designs (sketches or photographs) for sterling hollowware pieces useful in the home. Cash awards totaling \$1,100 will be made for outstanding design, and the first three winners will also receive the Sterling Silversmiths Guild of America Medal. The winning designs will be sent as a traveling exhibition to silver dealers throughout the country. Each winner will retain full rights to his design and will receive a sample of it in silver, after the exhibition. The panel of judges includes: David R. Campbell, president of the American Craftsmen's Council; Austin Homer, president of J. E. Caldwell & Company, Philadelphia; and industrial designer John S. Griswold of Griswold, Heckel & Keiser Associates, New York. The deadline is June 1, 1960. Rules and entry blanks are available from the Sterling Silversmiths Guild of America, 551 Fifth Avenue, New York 17, New York.

Kate Neal Kinley Memorial Fellowship

The Board of Trustees of the University of Illinois announces the twenty-ninth annual consideration of candidates for the Kate Neal Kinley Memorial Fellowship. The Fellowship yields the sum of \$1,500, which is to be used by the recipient toward defraying the expenses of advanced study of Fine Arts in America or abroad. Applicants must be graduates of the College of Fine and Applied Arts of the University of Illinois, or graduates or similar institutions of equal educational standing, whose principal or major studies have been in one of the following: Music (all branches), Art (all branches), Architecture (Design or History). Entrants should not exceed twenty-four years of age on June 1, 1960, although the Committee reserves the right to deviate *slightly* from this provision in the case of very promising candidates. Veterans may deduct the amount of time spent in service. Applications should reach the Committee not later than May 18, 1960. Requests for application blanks and instructions should be addressed to Dean Allen S. Weller, College of Fine and Applied Arts, Room 110, Architecture Building, University of Illinois.

See page 171 for competition news received as we go to press.

Awards

The Dorothy Dawe award cups for distinguished journalistic service in the home-furnishings industry were presented at the Press Club luncheon of the American Furniture Mart in Chicago on January 4. The awards were made in five categories by a panel of experts in the field of home furnishings. Winner in category one (competition among newspapers in cities of under 100,000 population) was Ethel G. Romm, home-furnishings editor of the *Middletown New York Daily Record*, for her exceptional job of reporting—in a town of 25,000. Category two, for newspapers in cities from 100,000 to 500,000 population, (Continued on page 61)

SARANSPUN

fabrics are converted by:
THE GEORGIA COMPANY, 276 Fifth Av., New York 1
MEAD & MONTAGUE, Inc., 245 Fifth Av., New York 16
and distributed through:

- CALIFORNIA:**
Geffman Fabrics, 950 Santee St., Los Angeles
Peerless Ctn. Mfg. Co., 1047 Santee St., Los Angeles
Peerless Ctn. Mfg. Co., 575 Mission St., San Francisco
Jack H. Perle Co., 2414 S. Broadway, Los Angeles
- COLORADO:**
Columbine Mfg. Co., 1250 Broadway, Denver
The Pawley Co., 26th & Walnut Sts., Denver
- GEORGIA:**
Carole Textiles, 906 Ellis St., Augusta
- ILLINOIS:**
Clark Linen & Equip. Co., 303 W. Monroe St., Chicago
Daziens, 125 N. Wabash, Chicago
Lusky, White & Coolidge, 214 W. Monroe, Chicago
Haag Brothers, Box 272, Skokie
- LOUISIANA:**
C. Bel for Awnings, 3139 Tchoupitoulas, New Orleans
- MARYLAND:**
C. E. Bridgell Co., 2800 Hampden Ave., Baltimore
- MASSACHUSETTS:**
Duggan Simmons Co., 131 Portland St., Boston
Andrew Dutton Co., 60 Canal St., Boston
Seaveys Inc., 38 Emerson St., Haverhill
- MICHIGAN:**
Decorative Mills, 14217 Fenkell, Detroit
Morganroth Fabrics, Inc., 7329 W. McNichols Rd., Detroit
- MINNESOTA:**
B. H. Ritterhoff, 600 First Ave., N., Minneapolis
- MISSISSIPPI:**
Woolley Bros., 411 S. State St., P.O. Box 1245, Jackson
- MISSOURI:**
Prairie Products Co., 617 Wyandotte, Kansas City
- NEW JERSEY:**
Krupnick Bros., Inc., 386 Broad St., Newark
S. Radin & Sons, 209 Straight St., Paterson
- NEW YORK:**
A. & J. Shade Co., 37 Franklin St., Buffalo
Frank Niering & Co., Inc., 33 S. Robinson Ave., Newburgh
Crea-Tex Corp., 387 Fourth Ave., New York 16
Daziens, 142 W. 44th St., New York
Jofa Inc., 45 E. 53rd St., New York
Greeff Fabrics, 4 E. 53rd St., New York
Kravet Fabrics, 104 E. 25th St., New York
Melco Fabrics, 7 W. 29th St., New York
Erbun Fabrics, 19 E. 21st St., New York
Maharam Fabrics, 130 W. 46th St., New York
Naco, 291 Grand St., New York
Roly Fabrics, 118 E. 28th St., New York
F. Schumacher & Co., 60 W. 40th St., New York
Stroheim & Romann, Inc., 35 E. 53rd St., New York
J. H. Thorp, P.O. Box 409, Grand Central Sta., New York
Jud Williams, Inc., 18 E. 55th St., New York
- OHIO:**
S. M. Hexter Co., 2810 Superior Ave., Cleveland
Payne & Co., 3500 Kettering Ave., Dayton
- OKLAHOMA:**
Fabricut, 1506 S. Utica, Box 3566, Tulsa
- PENNSYLVANIA:**
Bassett McNab Company, 1032 Arch St., Phila.
Croydon Fabrics, 1926 Arch St., Phila.
Leeedes Fabric, 1318 Arch St., Phila.
Decorators Industries, 2106 Penn Ave., Pittsburgh
- TEXAS:**
A. F. Schmalzried & Co., 2650 Main St., Dallas
Carl E. Williams, 4304 La Branch, Houston
- WASHINGTON:**
Phil Youdene Co., 919 Olive Way, Seattle
- CANADA:**
A. B. Caya, Kitchener, Ont.
Cavers Fabrics Ltd., 60 Front St., West, Toronto
Arthur Sanderson & Sons, 31 Teraulay St., Toronto

THE MOST REVOLUTIONARY ADVANCE EVER MADE IN DRAPERY FABRICS!

SARANSPUN



PHOTO: CANADIAN BANK OF COMMERCE, TORONTO

SARANSPUN provides dramatic beauty, long life and maintenance economy for institutional, industrial and commercial installations. It is inherently and permanently flameproof. Despite its soft hand, SARANSPUN is incredibly sturdy . . . never fragile or brittle. It withstands abuse, won't crack or flake and is unaffected by moisture and humidity. It may be washed or dry-cleaned according to furnished instructions. See SARANSPUN fabrics before you make your next curtain or drapery installation.

SARANSPUN WOVEN BY: J. P. STEVENS & CO., INC.

SARAN FIBERS PRODUCED BY THE FILAMENT AND YARNS DIVISION OF
THE NATIONAL PLASTIC PRODUCTS COMPANY

ODENTON, MARYLAND

MANUFACTURERS OF NEVAMAR DECORATIVE LAMINATES

LUXURIOUSLY
LOVELY...

FLAMEPROOF!
POSITIVE
FIRE SAFETY...

NEVER FRAGILE!
WON'T CRACK
OR FLAKE...

RUGGED! RESISTS
HARDEST WEAR...

UNAFFECTED
BY MOISTURE...

MOTHPROOF!
RESISTS MILDEW...

WASH OR
DRY CLEAN...

SEE SARANSPUN AT
THE NOFA EXHIBIT
MARCH 11, 12, 13
SPACE NO. 356
Convention Auditorium
Atlantic City

SARANSPUN

80% SARAN
20% VISCOSE RAYON



THIS FREE BOOKLET...

Shows how decorative glass brightens and beautifies homes. It is filled with dramatic illustrations of the ways translucent glass adds a touch of luxury and smartness to every room. Write for copy. Address Department 19.



Specify Mississippi glass. Available in wide range of exciting patterns and surface finishes wherever quality glass is sold.



**MISSISSIPPI
GLASS COMPANY**

88 Angelica St. • St. Louis 7, Mo.

NEW YORK • CHICAGO • FULLERTON, CALIFORNIA

WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED & WIRED GLASS

FOR THOSE WHOSE DOORS MUST BE UNIQUE

.....

—ADD PEABODY TRIM TO ANY LOCK

The owner of a luxury home desires an entranceway that reflects the style and beauty of the interior. Mass-produced hardware simply does not fill this need. The Peabody Company solves this problem by providing design and production service. Peabody artisans hand-craft in lustrous metal any design or finish that is required to add a jewel-like touch to an entrance. For your most discriminating customers, call on Peabody. Available through leading builders' hardware firms.



The Peabody Company, Inc.

5816 Hooper Avenue, Los Angeles 11, California

A SUBSIDIARY OF SCHLAGE LOCK COMPANY, SAN FRANCISCO

Spring in California with the A.I.D.

the April 1960

I n t e r i o r s

is training its cameras on Hollywood, Beverly Hills, Venice, Pasadena, San Francisco, Seattle, and other wondrous towns up and down the Pacific Coast in order to celebrate and preview . . .

The American Institute of Decorators 29th Annual Conference

at the Beverly Hilton Hotel in Los Angeles from May 15th through the 20th, 1960.

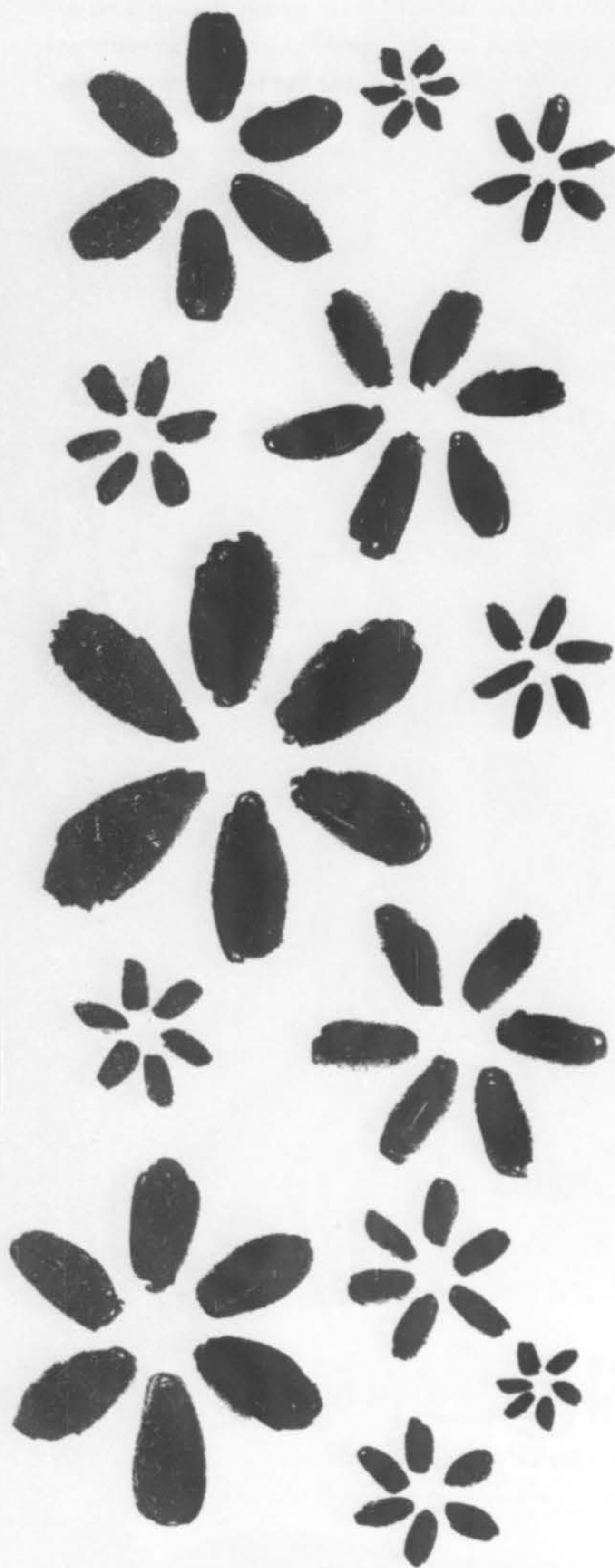
This April 1960 issue of INTERIORS will be used by A.I.D. members as their guide to the 29th Annual Conference and a Baedeker of Los Angeles, the conference city.

It will provide A.I.D. members with:

- 1.*** The complete program of the 1960 conference.
- 2.*** A current review of outstanding interiors designed by A.I.D. members of West Coast Chapters
- 3.*** Full pictorial listing of A.I.D. officers and conference speakers
- 4.*** Detailed maps and guide to Los Angeles, including illustrations of museums and galleries together with a list of worthwhile events
- 5.*** Advice on where to go for the best in dining, relaxation and entertainment

Every fact about this 29th Annual A.I.D. Conference that members will want to know . . . every facet of West Coast art, culture, design and trade news that any member of The Interiors Market would care to know will be presented in INTERIORS' April issue.

If not already an INTERIORS subscriber, now is the time to make certain you will receive this April A.I.D. issue and other informative numbers throughout the year. Use the convenient card bound in the rear of this magazine to enter your subscription today.





“Snap-on” **FORMICA** wall
Laminated Plastic
makes news
for beauty and low cost!

Illustrated: Formica
Royal Walnut #17-BG-44

Here's a new idea in Formica Wall treatment that combines decorative versatility with real savings in labor and material.

Only the thin vertical strips of Beige Formica are fastened securely in place with glue and nails. The balance of the wall is erected in a matter of minutes by simply buckling 17" wide sheets of unsupported

Formica into the 14" space between anchoring strips.

Substantial savings can be realized through elimination of sub-wall construction and veneering operation, although impact resistance will not be as high as in traditional applications where Formica sheet is fully supported by rigid core material.

For information on the latest types of Formica commercial interiors plus color swatches of new solid colors and wood-grains, write Formica Corporation, Dept. A-2, Cincinnati 32, Ohio.

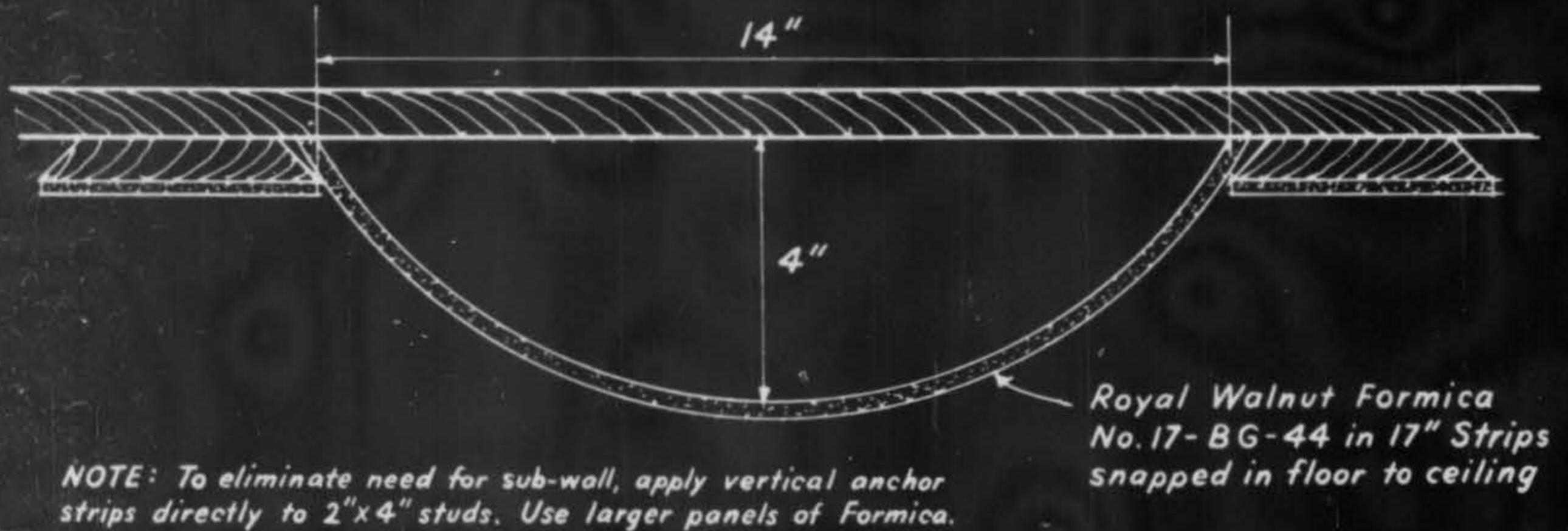
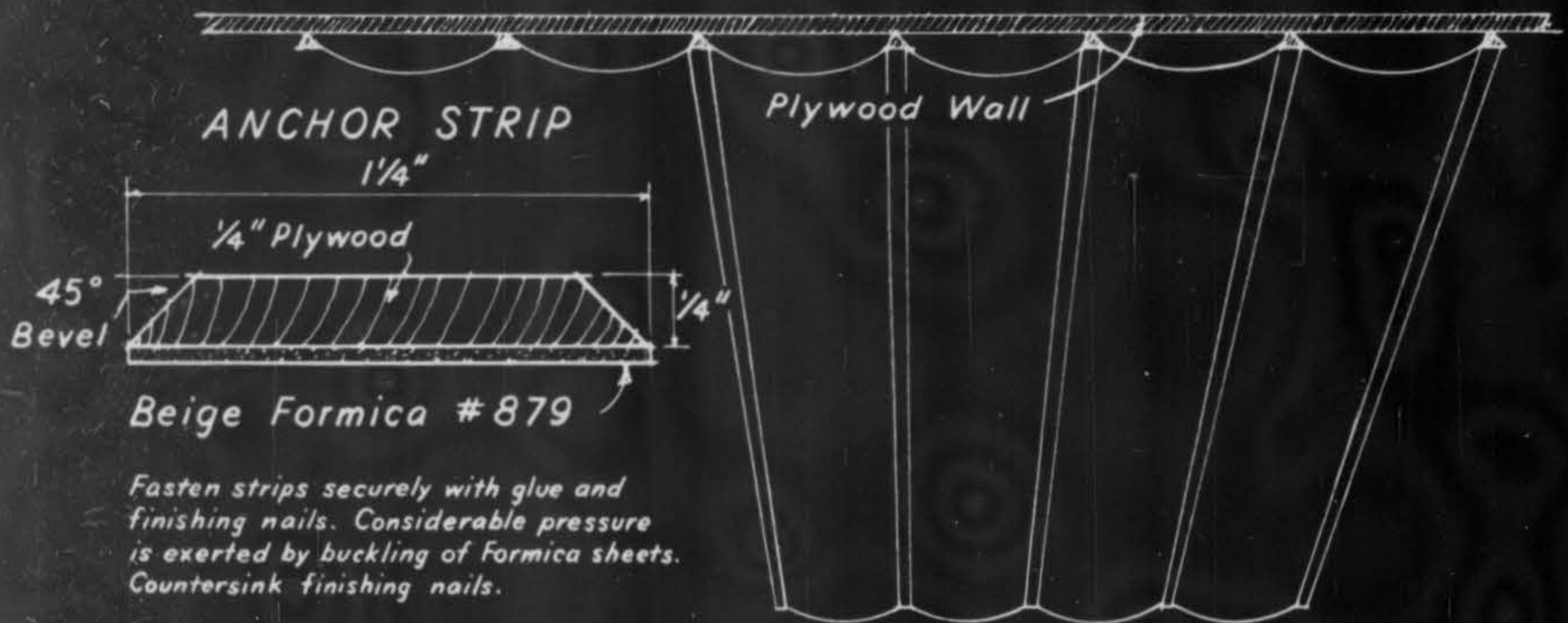


See back of this page
for construction details.

*The wash-off trade mark is your assurance
of the world's finest quality laminated plastic.*

CONSTRUCTION DETAILS

FOR FORMICA "SNAP-ON WALL"



ALTERNATE IDEA



Cut each Formica panel slightly smaller than preceding one.



The Wide World... Under One Roof!

The swiftest jet cannot transport you to as many international markets as you can cover in one day's tour of the 4th Annual U. S. World Trade Fair at the New York Coliseum. For here, under one roof, over 3,000 leading foreign manufacturers, suppliers, exporters and government representatives are exhibiting the best the world has to offer:

Commodities and services from 64 countries featuring TEXTILES, FABRICS, FURNITURE, FURNISHINGS, FLOOR COVERINGS, WORKS OF ART, LEATHER GOODS, CLOCKS, GIFTWARE, LAMPS AND ACCESSORIES.

THIS IS THE FOREMOST EVENT OF THE COMMERCIAL CALENDAR—highlighting **exclusive** high profit, new product lines . . . many being shown for the first time. If it is worth importing, you will see it **first**, buy it **first** at the greatest international trade fair in the Western Hemisphere.

The Fair last year attracted 162,000 businessmen and buyers. Plan now to attend the outstanding merchandising event of the year!

4TH ANNUAL U.S. WORLD TRADE FAIR

MAY 4-14
NEW YORK
COLISEUM

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 _____

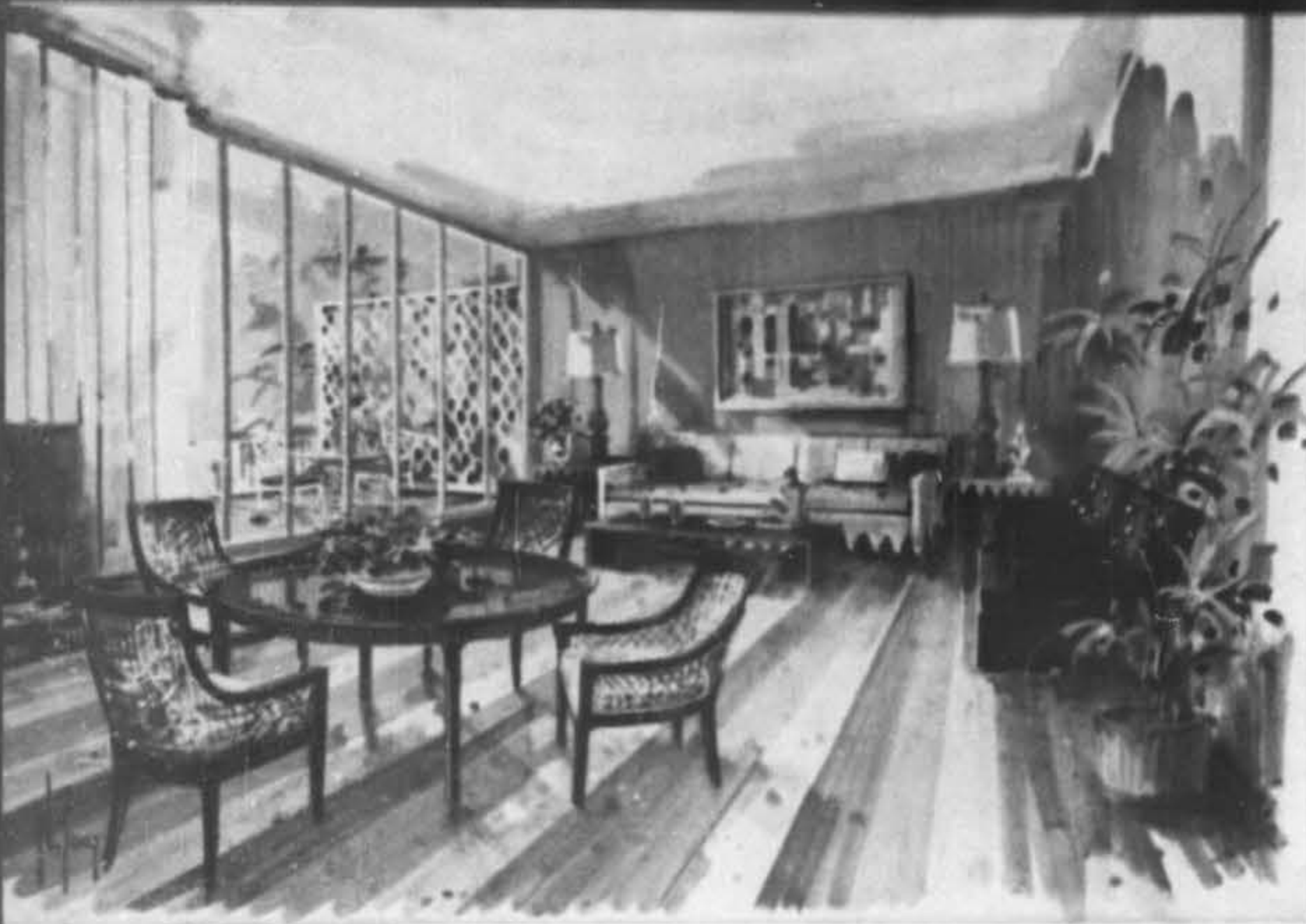
Please check below the classification of your business.

- | | | |
|-------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Wholesaler | <input type="checkbox"/> Exporter | <input type="checkbox"/> Dept. and Chain Store Buyer |
| <input type="checkbox"/> Importer | <input type="checkbox"/> Mfrs.' Agent | <input type="checkbox"/> Other |
| <input type="checkbox"/> Retailer | <input type="checkbox"/> Manufacturer | |

Please send us your hotel reservation blank

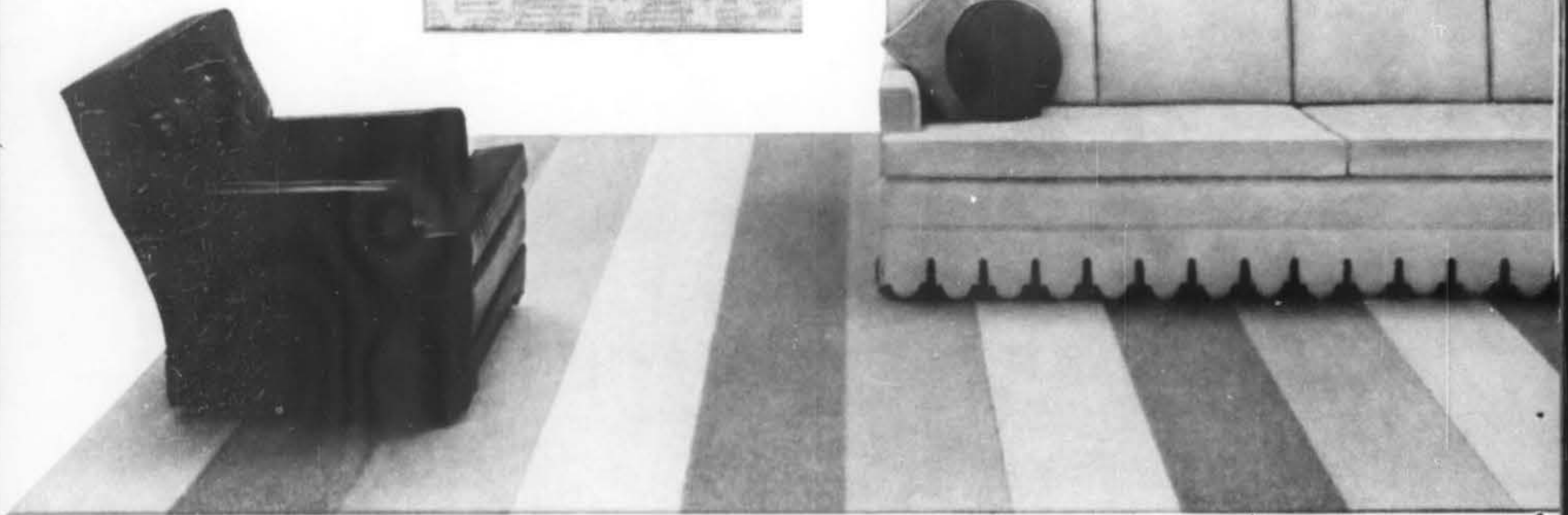
UNITED STATES WORLD TRADE FAIR, 331 Madison Ave., N. Y. 17, N. Y.

Minors under 18 years will not be admitted during trade sessions.



ROOM DESIGNED BY W&J SLOANE

W&J Sloane presents comfortable, colorful, carefree living with...



U.S. NAUGAHYDE®

the finest in vinyl upholstery

The luxury of light, bright, beautiful colors is made completely practical and amazingly durable with the most modern of all upholstery fabrics—U. S. Naugahyde. For this serene and lovely room, W&J Sloane designer Guy Roop, A.I.D., chose both famous Naugahyde and new breathable U. S. Naugaweave tailored over the perfect comfort of U. S. Koylon Foam cushioning. Imagine—a white sofa that resists spots and stains, needs only a damp cloth to keep it fresh and new-looking! Even the walls are covered with wonderful Naugahyde! Both Naugahyde and

U.S. KOYLON® FOAM

the finest in cushioning

Naugaweave are available in a wide range of patterns, colors and textures. And here's exciting carpet news! On the outdoor terrace is U. S. Royal, new weather-resistant carpet-textured vinyl, shown in photo at top right. See this carpeting and furniture at W&J Sloane, Barker Bros. or Sunniland stores throughout the country. For color photo of room shown and complete price list just send a postcard with return address to: W&J Sloane, 575 Fifth Avenue, Dept. J, New York 17, N. Y.



United States Rubber

Rockefeller Center, New York 20, N. Y.

In Canada: Dominion Rubber Company, Ltd.



IT FIGURES... THE REAL REASON

top quality furniture stores all over the country advertise, promote and feature furniture upholstered with

U.S. NAUGAHYDE®
the finest in vinyl upholstery

AND CUSHIONED WITH

U.S. KOYLON® FOAM
the finest in cushioning



is that immediate brand-name recognition and complete customer satisfaction make Naugahyde-Koylon the winning combination for

**BEAUTY · COMFORT · PERFORMANCE
SALES!**

Over 9,000,000 homemakers—*your* customers—will see the dramatic full-color ad on the opposite page in the April issues of *McCall's*, *House Beautiful*, *House & Garden* and *Living for Young Homemakers!*



United States Rubber

Rockefeller Center, New York 20, N. Y.

For your information

(Continued from page 52)

was won by Clara Hieronymus, home goods editor of *The Nashville Tennessean*, for her special stories evolving from market coverage. In category three (newspapers in cities of over 500,000 population), Charlotte Tapley of *The Houston Chronicle* was the winner for outstanding market coverage, use of syndicated columns and five special projects, and the use of color photography. The fourth category was allotted to major magazines and the winner was Florence Byerly of *Better Homes and Gardens*, for excellent photography and for copy that "led people to their stores." In category five (competition among syndicated columns, features, and other special categories) the trophy was awarded to Mel Galliard, Virginia Pegram, and the Home Furnishings Industry Committee, for a new radio show designed to tell consumers more about home furnishings. The awards are named for the late Dorothy Dawe, former home-furnishings editor of *The Milwaukee Journal*, and were presented by Neil T. Regan, Public Relations Counsel for the Mart.

Ford Foundation Grant

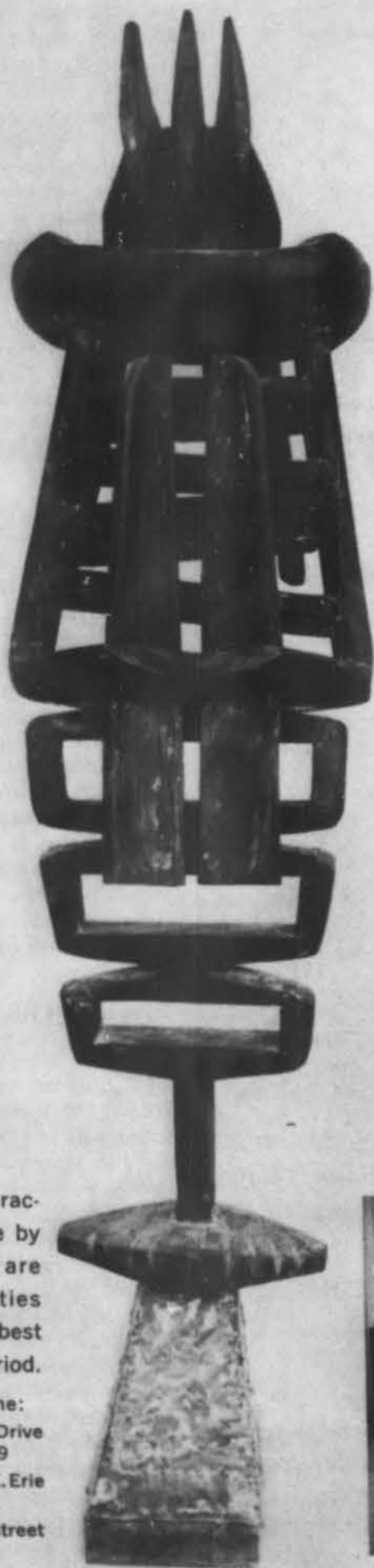
Charles P. Parkhurst, president of the College Art Association of America, has announced that the Association is the recipient of a \$13,500 Ford Foundation grant, under its program in Humanities and the Arts. The grant will finance a preliminary investigation of the nature and aims of education in the visual arts at American institutions of higher learning. A thirteen-member committee has been formed by the Association and the Foundation to conduct the study. The College Art Association is basically concerned with advancing learning in the arts and hopes, through its grant, to make suggestions for improvement in the standards of instruction. Committee members represent areas with which the investigation would be concerned and includes the artist, the art historian, the professional teacher in the studio and the classroom, the museum director, and the general educator.

Dinolevi, Ltd., To Sell Entire Stock

Dino Levi, President of Dinolevi, Ltd., announces a public auction of his entire stock at the Parke-Bernet Galleries, Inc., at 980 Madison Avenue in New York City. The million dollar sale will be held in two parts: part one will take place on March 24, 25 and 26, with the property on exhibition from March 19; part two will be held on April 13, 14 and 16, with the property on exhibition from April 9. Included in the sale will be the following items: Venetian painted furniture, *secrétaires*, commodes, coffee tables, sets of chairs, cabinets (many typically decorated with floral or pictorial ornaments in the 18th Century tastes), walnut and olivewood furniture, *torchères* altar candlesticks, Nubian figures, wall mirrors, Venetian glass chandeliers, plus a variety of decorator material of Venetian inspiration, both for the interior and the garden, sets of wall sconces, Bassano faience, Venetian porcelains, majolica ornaments, and antique pieces of high merit and character.

With this auction, Mr. Levi is relinquishing his retail and decorating business in America, but may resume business later for the trade. He plans to open a new shop in Milan, Italy, and later, one in Rome. Mr. Levi's other shops in Italy are located in Florence and Venice. Both he and the Parke-Bernet Galleries expect the auction to be one of the most important of the year. (Continued on page 171)

Moses on the Mount by Bernard Zimmerman, Sculptor PHOTOGRAPH BY MILTON J. LEWIS



PROPORTION is but one of the characteristics of contemporary furniture by Van Keppel-Green. VKG designs are created in a blend of those qualities which tastefully harmonize with the best architecture and furniture of any period.

For catalog or information, write or phone:
VAN KEPPEL-GREEN — 116 South Lasky Drive
Beverly Hills, California / CRestview 4-6149
VAN KEPPEL-GREEN OF CHICAGO — 161 E. Erie
Street, Chicago, Illinois / DEIaware 7-0361
LUTEN-CLAREY-STERN — 50 East 64th Street
New York, New York / TEmpleton 8-6420



VKG
VAN KEPPEL-GREEN



*Chinese Leopard
Toile*

*West meets East. An amusing
French interpretation of
Chinoiserie and Bengal. Unglazed
print on twill — 50" wide.*

BRUNSWIG & Fils

Decorative Fabrics and Wallcoverings

509 MADISON AVENUE, NEW YORK

Philadelphia • Boston • Chicago • Dallas
Houston • Los Angeles • San Francisco • Paris

Thorp

TRIMMINGS



*So often the accent note makes
the ordinary the exciting.
Distinctive trimmings impart an
aura of elegance to any decor.
Thorp Trimmings are meticulous in
detail, superb in craftsmanship
and best of all, come in an
endless variety of styles.*

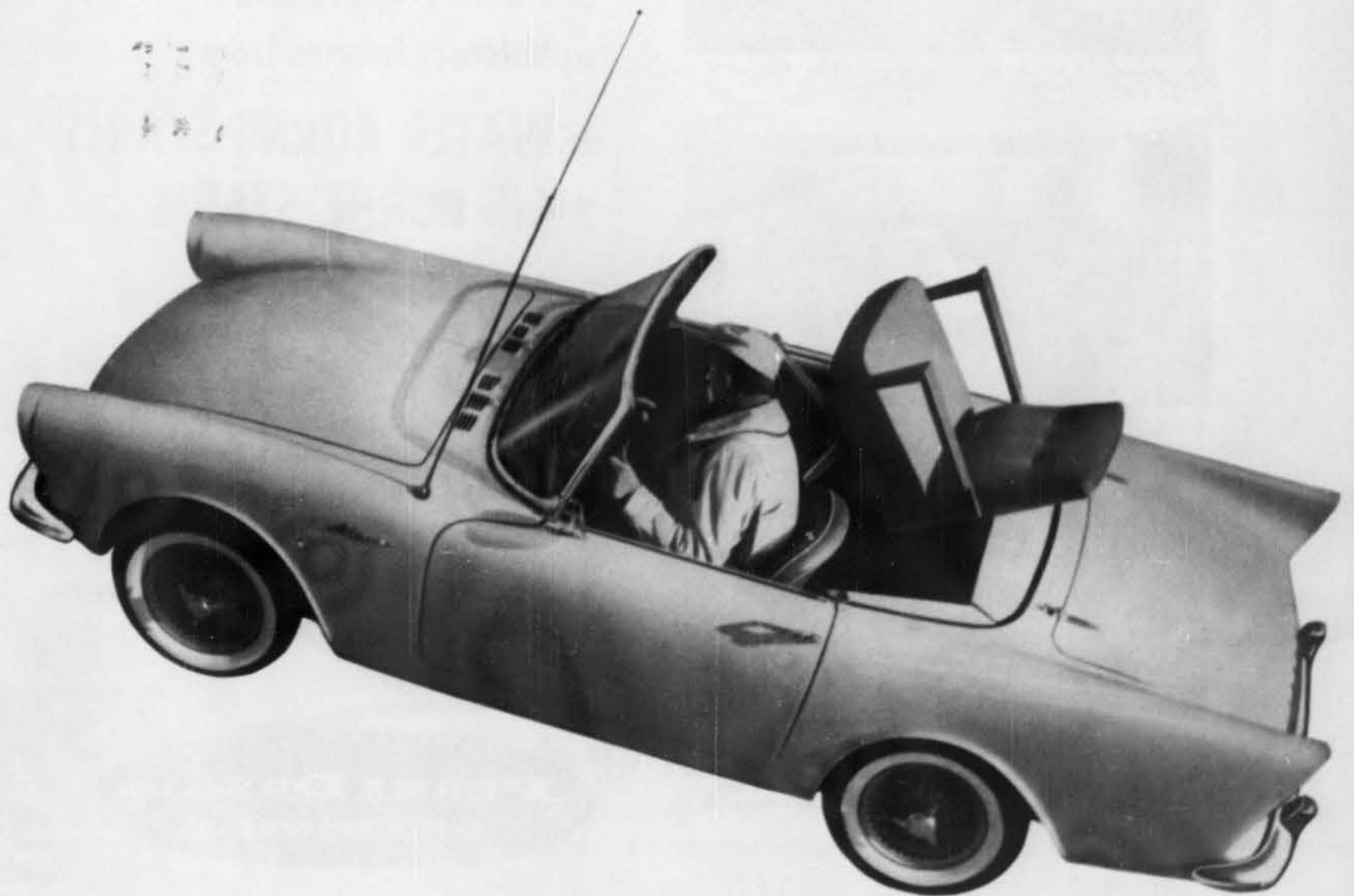
Two New York Showrooms to serve you:

J. H. THORP & CO., INC., DECORATORS' MART. 425 EAST 53RD STREET AND 41 EAST 57TH STREET
ALSO IN BOSTON • PHILADELPHIA • CHICAGO • MINNEAPOLIS • DALLAS • LOS ANGELES • SAN FRANCISCO

DECORATIVE FABRICS • WALLPAPERS • TRIMMINGS • SUNDOUR FABRICS

OFF TO NOFA... to add the finishing touches to our exhibit: a colorful office created for the publisher of a sports car magazine featuring our efficient, versatile Group NINE. This is Jens Risom's newest collection of executive office furniture. Visit us at Space 339-340 at the NOFA Show, March 11-13, Convention Hall, Atlantic City, N. J. **JENS RISOM DESIGN INC., 49 E. 53 Street, New York 22, MU 8-0030** ATLANTA, CHICAGO, DALLAS, LOS ANGELES, COPENHAGEN, MELBOURNE, TORONTO

the answer is Risom



The protection that's preferred is



SCOTCHGARD

STAIN REPELLER



The living room of Mrs. Norman Brickell, with all fabrics SCOTCHGARD processed by Perma Dry; to give lasting protection. Interior design by, Mary Luscher, A.I.D.; N.S.I.D.



The residence of Mr. and Mrs. Ray Parker, Odessa, Texas with all upholstery fabrics SCOTCHGARD processed by Perma Dry. Interior design by, Cecil Williams, A.I.D.; N.S.I.D.



Berkshire Life Insurance Co., Pittsfield, Mass. Lounge, where all upholstery fabrics were SCOTCHGARD processed by Perma Dry. Interior design by, Gerald Luss, A.I.D.



The Pittsburgh-Hilton Hotel, Pittsburgh, Pa., where as usual the upholstery fabrics are SCOTCHGARD processed by, Perma Dry. Interior design by Ernest Wottitz, A.I.D. and David Williams, A.I.D.

Applied by **PERMA-DRY**

More and more decorators in all parts of the country are preserving and protecting the beauty of their work with the proven benefits of SCOTCHGARD as applied by Perma Dry.



SCOTCHGARD

STAIN REPELLER

when applied by Perma Dry protects drapery and upholstery fabrics from

- **WATER BORNE STAINS**
- **OIL BORNE STAINS**
- **and DRY SOIL**

FREE

A new brochure giving you complete data on SCOTCHGARD is available on request. We would also be pleased to process a sample of material — contact us, today.

When SCOTCHGARD is applied by Perma Dry you are assured of durability to dry cleaning



3 West 17th Street, New York 11, N. Y. • WAtkins 4-0877

*Deux
Aspects
Du
Lin
Belge*



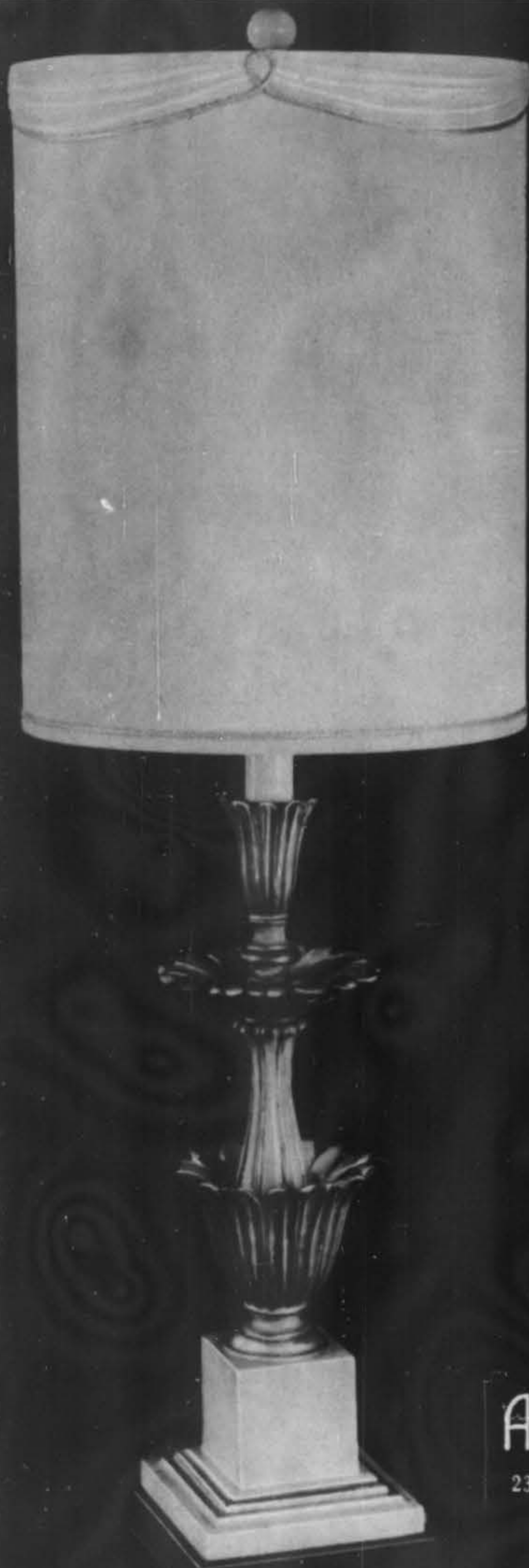
So Naturally Adaptable

A change of print, a change of mood, the unique personality of Belgian linen is always present in the background. Its natural absorbency highlights the true beauty of colors. Its textured surface adds depth and distinction to the patterns.

These new prints by JOFA, "*Cornelia Stripe*," at left, and "*Printemps*," at right, adapt themselves to JACQUES BODART'S distinguished chairs, and show just two of a myriad of effects which linen achieves.

Complete resource information:

THE BELGIAN LINEN ASSOCIATION 280 Madison Avenue, New York 16, N. Y.



"Charleton"®

FROM FLORENCE

where the carving of
wood is a cherished art.

In antique gold and ivory
finish—the first of a new

Spring line which we feel
will earn your applause.

Abels, Wassorberg & Co., Inc.

23 EAST 26th STREET, NEW YORK 10,

Chicago: Space 1575, Merchandise Mart
Los Angeles: Marsh-Fairchild, 527 W. 7th St.
Grand Rapids: Grand Rapids Exhibition Bldg.

WHEN AN OFFICE *must properly reflect the stature and competence of an effective man, Stow & Davis furniture is a most desirable choice. And one your clients will appreciate.**



stow & davis

GRAND RAPIDS 2, MICHIGAN

MANUFACTURER MEMBER



EXECUTIVE FURNITURE GUILD OF AMERICA

**It will be a pleasure to send you our brochure. Please write 11 Summer Ave., N.W., Grand Rapids 2, Michigan*

Announcing a new era in upholstery fabric
VENTILAN

*An excitingly new and important
development in upholstery material*

Now Landers, originator of vinyl fabric upholstery, brings you Ventilán—the fabric that designers and furniture stylists have been waiting for—the fabulous fabric that successfully combines the many practical advantages of vinyl with the rich textures and luxurious comfort of ventilated upholstery cloth. Highly fashionable, uniquely comfortable, and easily cleaned, Ventilán is available in a fascinating range of new textural effects—a trend-setting selection of colors and multi-colored designs. Contact your Landers distributor or write direct for free Ventilán samples.



ABOVE: AIRLOOM PATTERN
LOWER LEFT: CORDAIR PATTERN
LOWER RIGHT: ZEPHYR PATTERN

LANDERS

THE LANDERS CORPORATION, P.O. BOX 911, TOLEDO 1, OHIO • ESTABLISHED 1886



THE FACETED FORM in a new fiberglass-reinforced plastic chair designed by Paul McCobb . . .
standard, swivel, stacking . . . for institutional and residential use. Brochure available.

DIRECTIONAL CONTRACT FURNITURE CORP.

Sales and Display, 160 E. 56th St., New York; 1700 Merchandise Mart, Chicago



We translate your ideas!

This is one of the functions we perform regularly for architects and designers. We start with your ideas and design concepts and translate them into office furniture with all the beauty and utility you visualized — but with an economy you never imagined. These offices are a sample of our work. We will be pleased to show you others in which we have collaborated with many of your distinguished colleagues. Steelcase Inc., Grand Rapids, Michigan; Canadian Steelcase Co., Ltd., Don Mills, Ontario.

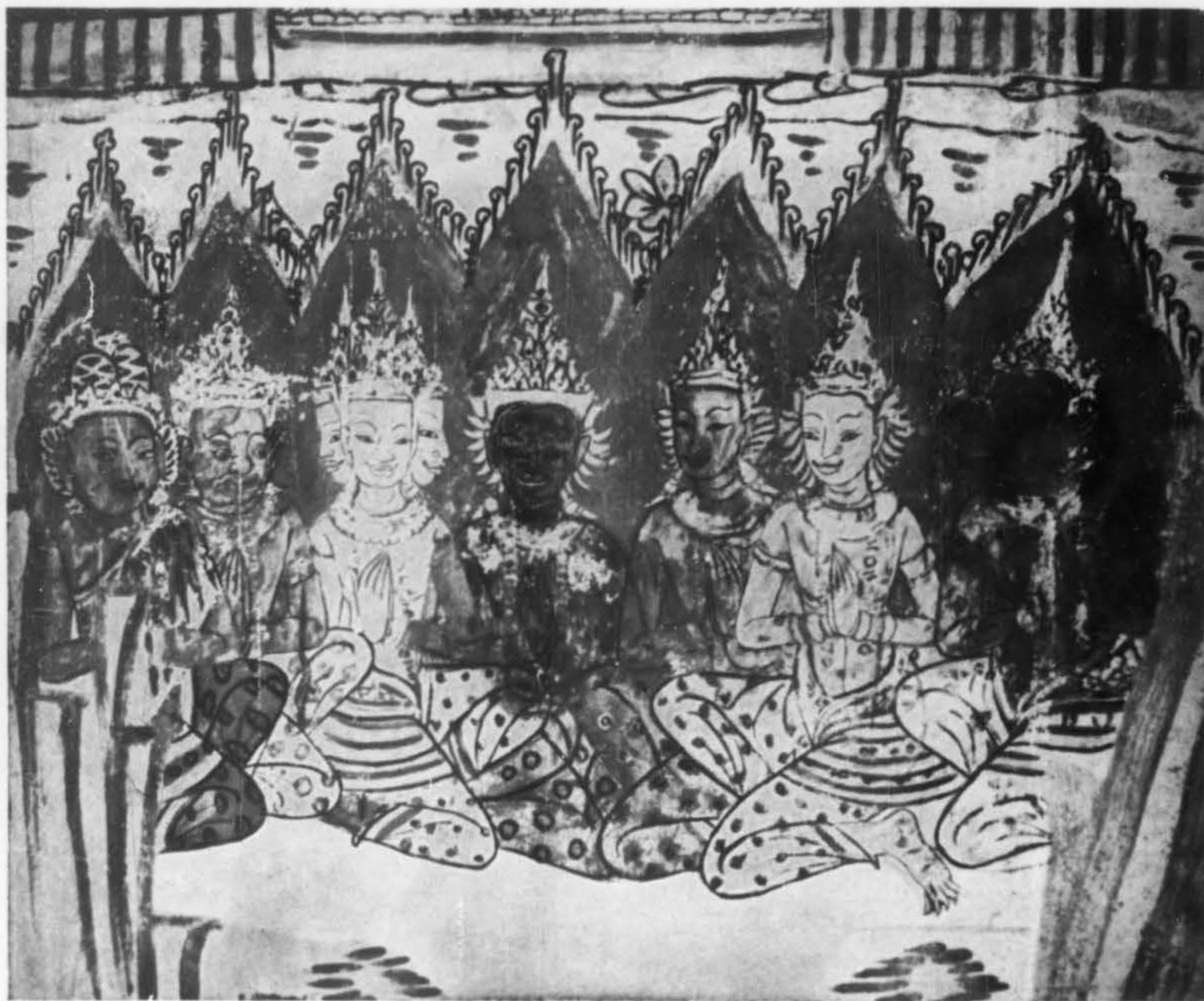
*For your copy of our new full color brochure, address Dept. 1.
For the nearest Steelcase dealer, consult the Yellow Pages.*

STEELCASE INC

*This romantic mood is
brought to you by*
STROHEIM & ROMANN
*who also brings you fabrics
of many romantic moods.*

DECORATIVE FABRICS OF DISTINCTION . . . 30 EAST 53 ST. . . N. Y. 22
BOSTON, PHILADELPHIA, CLEVELAND, MIAMI,
LOS ANGELES, CHICAGO, DALLAS, SAN FRANCISCO






THAIBOK FABRICS, LTD., famous for their Handwoven Siamese Silks, now proudly adds to their American Collection a NEW LINE OF PRINTED FABRICS. We believe they have a special distinction and beauty that derive from the blend of freshness in design and magnificent color — both inspired and inspiring...geared to meet any need.

THAIBOK

3 East 52nd Street ■ New York 22

DISTRIBUTORS—SHOWROOMS: ROBERT S. COLLINS, 140 NORTHEAST 40TH STREET, MIAMI, FLORIDA • ROBERT S. COLLINS, 1616 WALNUT STREET, PHILADELPHIA, PENNSYLVANIA • GEORGE & FRANCES DAVISON, INC., 420 BOYLSTON STREET, BOSTON 16, MASS. • DENST & SODERLUND, 6-117 MERCHANDISE MART, CHICAGO 54, ILL. • CHARLES EISEN, 550 S. COLORADO BLVD., DENVER, COLORADO • BEN HANNEWYK, 2915 FAIRMOUNT AVENUE, DALLAS, TEXAS • KNEEDLER-FAUCHERE, 451 JACKSON SQUARE, SAN FRANCISCO, CALIF. • KNEEDLER-FAUCHERE, 151 N. ROBERTSON BLVD., LOS ANGELES, CALIF. • EDWARD A. MURPHY, 1501 OLIVE WAY, SEATTLE, WASH. • MARY RICHARDSON FABRICS, 78 AVENUE ROAD, TORONTO, CANADA • ARTHUR L. SHERA, WATERS BLDG., 159 OTTAWA AVE., N. W., GRAND RAPIDS, MICH.



GROSFELD HOUSE is design in motion...

...and the motion is ever-changing

in new design directions, new furniture

collections... such as our

Marc Berge group and other new idea-influences

that await you and your clients at **GROSFELD HOUSE**

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: Design Annex, 4800 Northwest 37th Ave.


Shelby Williams

2500 WEST OGDEN AVENUE, CHICAGO 8, ILLINOIS
SHELBY WILLIAMS OF CALIFORNIA, INC., 1319 EAST WASHINGTON BLVD., LOS ANGELES 21, CALIFORNIA
SHOWROOMS: DETROIT • NEW YORK CITY • DALLAS



No. 6175





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





Illustrated: "Shasta" and "Palmento Gold" by Titus Blatter, hand-picked by Pauline Trigère for PPG. PPG manufactures the fiber glass yarn—not the fabric. Photo: Herbert Matter

New fashions in PPG fiber glass...with the fashion-name magic of Ceil Chapman, Vera Maxwell, Adele Simpson, Pauline Trigère!



Your clients will be attracted to the lovely new fiber glass drapery designs and textures advertised this spring in House Beautiful and House & Garden. Selections by these leading fashion designers whose names arouse great interest among women are available, respectively, from Covington Fabrics, Riverdale Fabrics, Waverly Fabrics and Titus Blatter & Company, or their local jobbers. PPG fashion fabrics offer you splendid decorating opportunities. Be sure to see them soon!



PITTSBURGH PLATE GLASS COMPANY, Fiber Glass Division, Pittsburgh, Pennsylvania



No. 1844



No. 1630



No. 1837

SHOWN ARE 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!!



That exquisite Miele look



No. 2008



No. 1528



No. 1644



No. 1918

OVER 250 STYLES ARE ON DISPLAY
IN OUR NEW YORK SHOWROOM.
COMPLETE CATALOG IS AVAILABLE
UPON REQUEST.

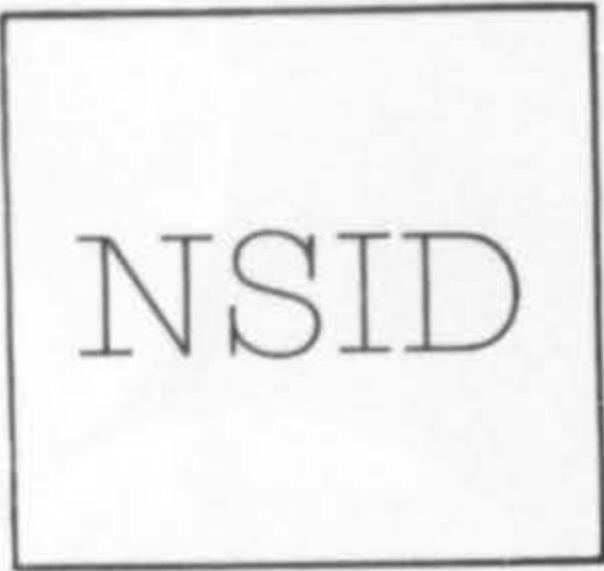
CHICAGO
Richard Norton
612 Merchandise Mart

TAMPA, FLORIDA
Shreve Inc.
1011 Twiggs St.

Ralph A. Miele, inc.

341 EAST 62nd STREET • NEW YORK 21 • TEMPLETON 8-1777

ANOTHER



SERVICE

FAR EASTERN TOUR

TO

JAPAN, HONG KONG and HAWAII

May 6th-May 27th, 1960

For Members

National Society of Interior Designers

Twenty-One Day Tour—\$1557.00

NSID'S FAR EASTERN TOUR is open to all classifications of NSID Members . . . Professional Members, Trade Members, Press Members, Junior Professional Members, and Student Members.

WORLD DESIGN CONFERENCE IN JAPAN IS INCLUDED AS TOUR PRIVILEGE

Tokyo, May 11th through May 16th, 1960

PRIVILEGE OF CONTINUING AROUND THE WORLD FOR \$750.00 ADDITIONAL

NSID has been working diligently since last fall to prepare an exciting trip for NSID Members. Announcement of NSID's Far Eastern Tour made in September 1959 will become an actuality on May 6th, 1960, with departure from San Francisco for Hawaii (four days), then on to Japan for the World Design Conference (optional) for eleven days, on to Hong Kong (four days) and return to San Francisco, arriving on May 27th.

In keeping with the international scope of NSID's program, this World Design Conference tour offers a rare opportunity for NSID Members to study important design influence in the Far East first hand. A combination of study, relaxation, sight-seeing, and fun are exciting possibilities to be enjoyed by every NSID member on this excellent tour. Ample free time has been provided for so that NSID Members can get what they want most from the tour.

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 are accorded Professional Membership.

NSID OFFICES

Virginia Chapter, NSID
6th and Broad Streets
Richmond, Va.

Florida Chapter, NSID
3200 Ponce de Leon Blvd.
Coral Gables, Florida

Texas Chapter, NSID
4608 Allencrest Lane
Dallas, Texas

Michigan Chapter, NSID
3026 E. Grand Blvd.
Detroit, Mich.

Arizona Chapter, NSID
1 South Seventh Ave.
Phoenix, Arizona

Ohio-Kentucky Chapter, NSID
301 Race Street
Cincinnati, Ohio

Connecticut Chapter, NSID
50 Plum Tree Lane
Trumbull, Conn.

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

Southern California Chapter, NSID
718 North La Cienega Blvd.
Los Angeles, Calif.

Midwest Chapter, NSID
1316 North Dearborn Parkway
Chicago, Illinois

New Jersey Chapter, NSID
1139 E. Jersey Street
Elizabeth, New Jersey

Pennsylvania Chapter, NSID
406 South 22nd Street
Philadelphia, Pa.

Northern California Chapter, NSID
1929 Greenwich Street
San Francisco, Calif.

Applications for membership may be requested from:

NATIONAL SOCIETY of INTERIOR DESIGNERS, Inc.

50 EAST 57th STREET

N. Y. 22, N. Y.

PLAZA 5-2126

America's Finest Selection  of Distinguished Furniture



From our new Executive Collection. Desk top 18" x 34"

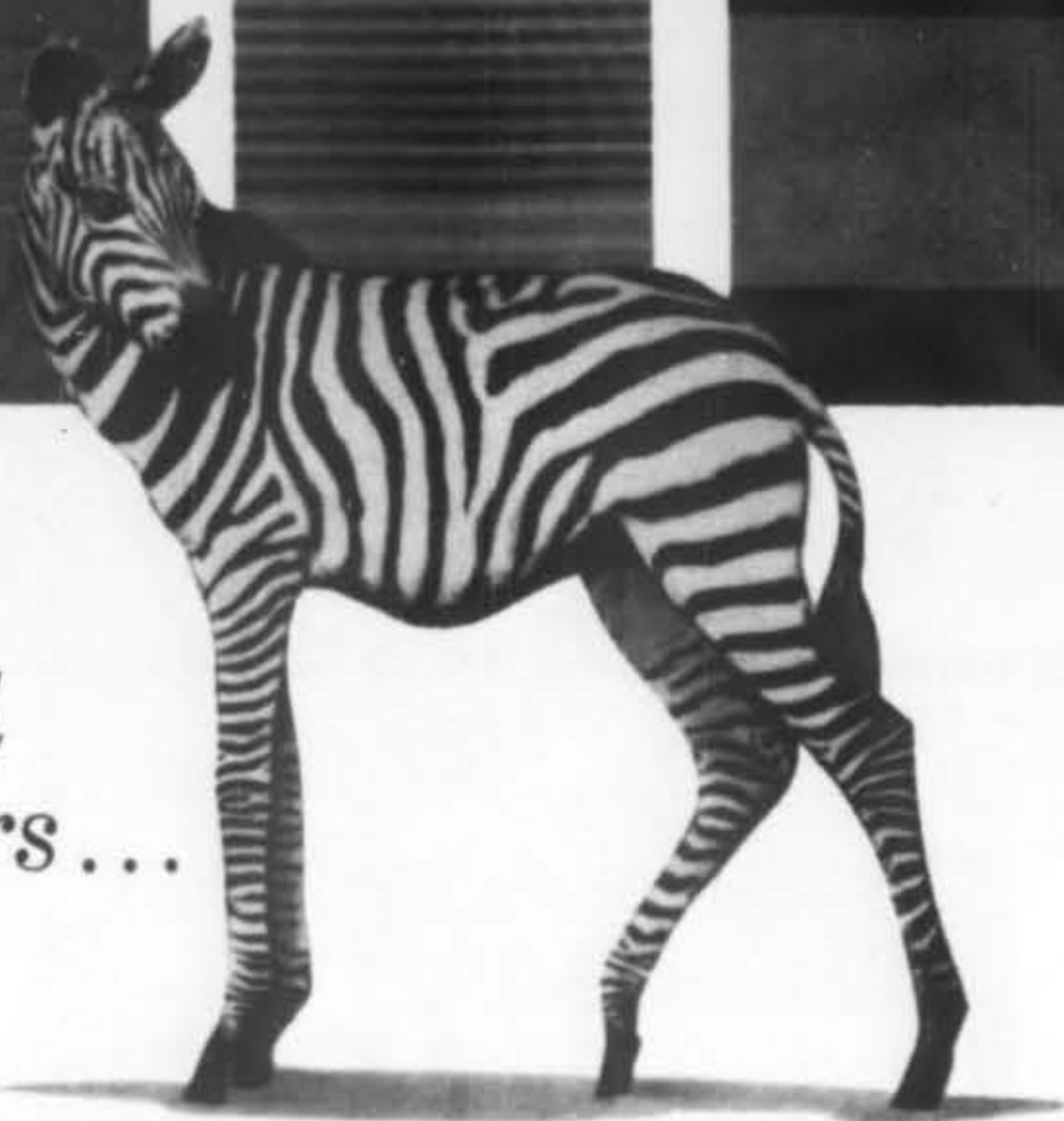
KNAPP & TUBBS

FEATURING

- | | | | | | | | |
|-------|-------------------|---------|----------------|--------|---|------------|----------------------------------|
| BAKER | WIDDICOMB-MUELLER | JOHNSON | JOHN WIDDICOMB | KINDEL | EDWARD FIELDS
CUSTOM FLOOR COVERINGS | STEMBRIDGE | WHEELWRIGHT
(West Coast Only) |
|-------|-------------------|---------|----------------|--------|---|------------|----------------------------------|

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

*speaking
of
unusual
slipcovers...*



Stripes... forever a favorite slipcover pattern, now in a myriad of unusual variations and colorations.

It's our newly imported "Cote d'Azure" collection, on sturdy long wearing cotton cloth, destined to play an important selling role for you in 1960.

There are thirteen designs available to you in 24 samples, together with a book of plain Mainsail cloth, for \$10.00. We think you'll be delighted with the limitless decorative possibilities this group offers.

Schumacher's

"Cote d'Azure" collection of imported slipcover fabrics

F. SCHUMACHER & CO. 60 WEST 40th ST., N.Y. 18 • 535 MADISON AVE., N.Y. • 305 E. 63rd ST., N.Y.



A warning to architects

Before the reader jumps to the wrong conclusion, let him rest assured that we are not trying to shoo architects away from the interiors field. This magazine is dedicated to the belief that the creation of human environment and shelter—inside and out, in large and in detail—is essentially *one* problem, and that although the complexity of that problem encourages a division of labor among those who concern themselves with it, neither separation nor specialization should be perpetuated by inflexible, arbitrary barriers. The only distinctions between exteriors and interiors, between architectural shells and the furniture and adornments we place within them, are technical distinctions—not artistic nor philosophical nor even functional ones. The young architect who becomes interested in interiors is in much the same position as the young architect who becomes interested in skyscrapers. In one case he pokes his elbows into the ribs of his interior designing brethren and in the other he jostles his engineering colleagues. In both cases he has an extra amount of professional equipment to acquire. Nevertheless architects have constructed sturdy skyscrapers and furnished handsome interiors. In either direction our architectural graduate is *qualified as a beginner*. He should be recognized as such. So much for general attitudes to architects who aspire to the interiors field. Most of them are capable of enriching it. We have not erected this warning as a scarecrow against them. Neither is this warning addressed to architects who *have already entered* the interiors field. Architects of this kind account for practically all of *Interiors'* architectural circulation, and the fact that they belong in the interiors field can be clarified by indicating the kinds of professional situations in which they are found. We can cite:

1. *Holders of architectural degrees who devote a significant part if not all of their professional practice to the design of interiors*, such as Mary Morrison Kennedy, A.I.D., A.I.A., Vice President in Charge of Interior Design for Sheraton Hotels, Inc.; or Harold Leeds, Chairman of Pratt Institute's Department of Interior Design; or Philip Johnson, N.S.I.D., whose accomplishments in the interiors field, though less voluminous than his architectural works, include such outstanding interiors as the Burdine apartment and the Four Seasons restaurant (December 1959 *Interiors*); or Florence Knoll.

2. *Holders of architectural degrees who maintain architectural offices employing interior designers to do the interiors in the buildings designed by the firm*, such as Voorhees, Walker, Smith, Smith & Haines; Welton Becket; Victor Gruen; or Skidmore, Owings & Merrill.

3. *Holders of architectural degrees who are employed in large interior designing firms to design interiors rather than architecture*, such as Elmar Schniewind of Eleanor LeMaire Associates; or George Thiele of William Pahlmann Associates.

There is no reason for anyone to shake a finger at these colleagues who labor in our field.

These words of caution, are addressed, rather, to architects *outside* of the interiors field who do not give *enough* thought to it, and specifically to some of the most dedicated, those who in the face of every financial deterrent still insist on devoting their time and energy to the individual house. Every one knows, of course, that this is the least lucrative area for architectural practice today; the fees to be earned, whether calculated on a fee or a cost-plus basis are ludicrously small. The survival of the architect-designed residence is astonishing in view of the far greater fees architects can earn in non-residential work or, if they cling to residential design, as employees or partners of tract builders. Nevertheless a few young, ambitious, and dedicated architects *do* cling to it, and in so doing give rise to many of the best ideas on planning, construction, and the use of materials that appear in the field.

This magazine finds relatively few opportunities to show the interiors of houses of this kind. With certain notable exceptions, most publishable residential interiors—like the interiors of large offices and shops—are in relatively anonymous and undistinguished structures. For unless the client of the trail-blazing young architect is better heeled than most of them usually are, there simply isn't enough money left over for the interior by the time the structure is up. That's why we can so seldom publish such houses. The architectural magazines, of course, publish more of them than *Interiors* does, and impressive collections are rounded up in the books which publishers of architectural magazines put out from time to time. A characteristic example, reviewed on *Interiors'* current *Bookshelf* (page 20) shows the result: fine architecture, unfinished interiors. Not *poor* interiors—for the spaces are well organized and give every possibility for livability and good looks. Simply *unfinished*, with floors too bare for warmth or sound control, an absence of decorative foci for the eye, and furniture either so shabby or so standardized as to completely negate the psychological impact of the well-designed architectural spaces. There are exceptions, of course, but this is the rule.

A great deal has been said about the importance of space—architectural space, interior space. And we agree that it is the most important element of an interior. But it is only a beginning. Moreover, it is highly manipulable, that is, bad architectural spaces can be altered or disguised by competent interior designers.

It is the end result—the finished interior—in which the client must live. It is the finished interior which makes or breaks the modern house in the eyes of the public. Therefore, paradoxically, the undistinguished work of architecture finished by a competent interior designer often succeeds better, and gets a better press, than the superior architectural work.

The implication should be clear: Architects should see to it that the interiors of their houses are well done. Those who can't be bothered should look for collaborators in whom they have confidence. If they fail to do this they may find they have brought on either of two disasters. The first is the re-hash of their houses by interior designers whose concept they may consider contrary to theirs. Or, even worse, these unfinished works may turn public opinion against the cause for which they have labored and sacrificed—their own, the architect's cause.—O. G.

our cover

Two casters serve our Art Director as a symbol of office interiors in general and of the National Office Furniture Association in particular. NOFA's forthcoming conference in Atlantic City, March 11th-13th, is previewed on pages 100-105.



Sun-drenched manors in the present-day South

Interiors of five Carolina houses by Otto Zenke, A.I.D., reaffirm the dignity and stylistic assurance of a way of life revitalized by a booming economy

Survival of the courteous, gracious flavor of country life in the South depends largely on the prevailing splendor of its residences. A country house, like the five Carolina houses shown here, serves its good old-fashioned purpose—fulfilling all the requirements of family contingency, leisure, and conviviality. The diversions familiar and accessible to Yankee suburbanites are not readily available; life is centered in the home, and its interior assumes paramount importance. Lovely surroundings are a necessity, not a luxury, in the Southern concept of the good life.

In these five houses, decorator Zenke has brilliantly interpreted the elements, both material and atmospheric, of the South's tradition, without pre-empting the sterner stuff of liveability. New York-born, Parsons graduate Otto Zenke, who has lived and worked in the South for many years, adopted this concept as his own. Each house was pre-equipped with the owner's collection of antique furniture and expansive doses of strong Southern sunshine in almost every room. Zenke has

accorded healthy, but proportionate respect to the antiques and grateful *carte blanche* to the sunshine. Antiques are arranged in flexible combinations, with light color schemes of pastels and neutrals and wisely rationed dramatic hues to balance their preponderance.

Zenke's thoughtful attention to the function of each room warrants particular note. In corridors and entrance halls, where not much steady gathering is apt to be done, Zenke has concentrated on extravagant visual delights (note the Barringer hall, for example.) Living and dining rooms are formal, geared to the fine rituals of dining and entertaining; their formality is balanced by casual playrooms.

The traditions in the art of living are nowhere compromised, assuring brisker compatriots that not all graciousness is gone with the modern wind. Zenke's success, in fact, invites suspicion that a few elegant Confederate ghosts were summoned to inspect the newly-decorated houses, and to nod disembodied but wholehearted approval.—*B. W. N.*

The Wright house

photographs by louis reens



Below: The living room of Mr. and Mrs. T. H. Wright, Jr., in Charlotte, North Carolina. Sauterne-colored walls, draperies, carpet are accented with yellow-green moire, coral touches. Rigid grandeur of old French mantel and overmantel is balanced by jaunty flower arrangements. Brass-grille, doors protect built-in bookshelves flanking mantel.



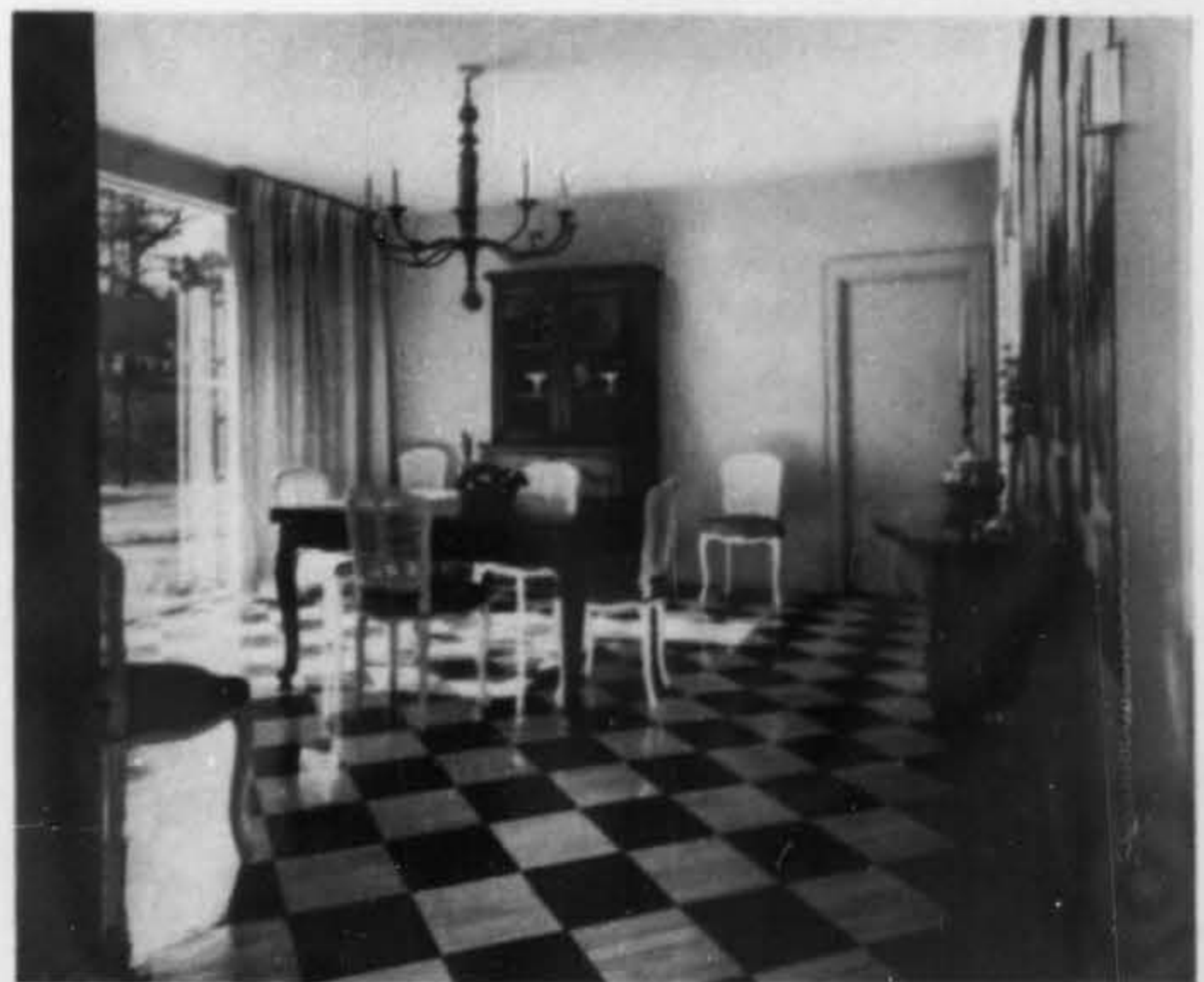
Otto Zenke, A.I.D.



Above: The Wright's dining room. The striking checkerboard of the floor, achieved with large squares of black and gray tile, draws vision and sense of spaciousness out toward the hall and curved stairway. The charcoal, soft yellow, and white scenic wallpaper "Emperor's Garden" fortifies the sense of space, adds balance and architectural importance to the room with a reiteration of arches. A ten-light antique French chandelier is suspended over the old parquet dining table; ornately curved console under the scenic holds two matching candelabras. Cane-backed white Italian chairs are upholstered in the same yellow-green moire used on side chairs in living room.

Right: View of dining room from the hall, looking outside. Further color effects from the living room (left) are repeated: dining room walls are also sauterne-colored, floor-length draperies are vertically striped in sauterne and white. Sun streaming in through the glass wall provides plenty of light during the day, gives warmth to the cool color scheme and deliberate sparseness of furniture. Antique French cupboard against far wall has high grille doors, displays select pieces of old china.

(Suppliers listed on page 174.)



Otto Zenke:
The Barringer house

Right: China, glassware, and other table effects, airily surveyed by an elaborate chandelier, attest to refined tastes of owner Flora Barringer. Eighteenth century English furniture includes needlepoint-seated side chairs. Zenke keyed color scheme to the browns, beiges, and yellows of antique Bessarabian rug (not visible). Portrait of Hugh Swinton Bull, by Henry Inman, hangs over mahogany sideboard.



Opposite: Spectacular entrance hall is lined with antique Chinoiserie scenic paper "Paysages Asiatiques," a romantic blend of browns, soft greens, blues and reds. Early 17th century Spanish rugs are intricately patterned in soft yellow and green with blue. Antique English furniture; carved wa'nut mirror is Italian copy.



Above: Master bedroom in the Barringer house. Large square-canopied Tester bed is painted wood and mahogany, with delicately fringed canopy. Circular antique Aubusson rug, woven in soft blue, beige, gold and brown, cues color scheme: walls are light French blue with white woodwork. Ball-fringed white draperies cover wall behind bed. All antique furniture and accessories. Right: Informal wood-paneled sitting room has sliding louvered wall, brightly upholstered furniture, scenic panel on far wall.







Otto Zenke:
The Sherrill house

Left: Entrance hall in the house of Mr. and Mrs. Frank O. Sherrill in Flat Rock, North Carolina. Stairwell is dramatic open curve sweeping upward to first floor landing, which projects out towards the wall. Color scheme is no less dramatic: hall floor is checkerboard of black and white vinyl; stairs are carpeted in red. Glass-encased chandelier hanging from the ceiling emphasizes the open well; curved wall in hall surrounds circular English drum table. Expanse of stairway wall is broken by arched niche, clock, antique floral prints, light from large window. Below: Sun room in Sherrill house. Room, designed by Zenke, was at one time a narrow porch. Facing wall (not visible) is broken by three pairs of French doors opening out to garden and surmounted by semi-circular windows. Interior window sends sunlight to living room beyond. Far wall, with arched doorway, is paneled in Parana pine with tobacco-brown finish; side wall is papered with Chinese scenic in brown, beiges, off-whites, and green. Furniture, including unusual architect's table below clock-barometer, are English antiques. Black terrazzo floor is covered with sauterne-colored rugs.





Left: Hall in house of Mr. and Mrs. J. Harriss Covington in High Point, North Carolina. Welcoming aura of provincial warmth is achieved with quaintly floral rug, hanging Williamsburg lantern, quilt cushions scattered on the beige sofa. Beige grass cloth-covered wall is hung with old carriage-trade scenes, and defined at ceiling and doorways by carved pine woodwork. Again, furnishings are English antiques.



Above: view of one end of living room. Pine-framed English sofa is covered in apple green silk, chairs are gold, rug is beige. Niche to right of fireplace holds collection of Lowestoft. Left: Covington playroom seems expressly designed for hunt breakfasts. Large fireplace is recessed in old brick wall, adorned with equestrian trophies. Plaid sofas—brown, beige, terra cotta—invite casual comfort; Spanish rug, lanterns hung on leather straps, enhance the woodsy effect. Shadow box on wall near horse print holds water fowl, illuminated by concealed lighting.



The Covington house



Above: The Finch house, architectural counterpart to Zenke's interior, is a rambling white-clapboard building with small dormer windows, steeply pitched roof, impressive but friendly countenance.

Left: Finch living room is sunnily enhanced and expanded by large curved bay window and tree-studded vista of the rural countryside. The view, appropriately, is framed at all windows by ivory silk draperies, smartly curved turquoise-fringed valances. Illusions of eternal summer are suggested in the gay chintz upholstery on roomy sofas and chair, patterned with an inevitable floral motif—magnolias. Turquoise of the magnolia leaves matches color of the walls, which are accented by off white woodwork. Uncrowded, flexible arrangement of furniture illustrates Zenke's consistent belief in the superiority of light and air to "things" as essential components of an interior; a chair, after all, is only to be sat in, a house to be lived in.

Otto Zenke: The Finch house

Right: Finch library glows with masculine dignity and clubby comfort, a carefully created atmosphere achieved with rich blends of wood, warm coloring, heartily stoked fireplace. Walls are covered with French chestnut finished in antique pine color, beautifully paneled on doors, fireplace, and built-in cabinets. Built-in shelves, lined with impressive leather-bound volumes, are separated by sepia wallpaper scenic called "Venetian Scenes," beneath the scenic is a semi-circular console table and scholarly globe.





Above: Stately Finch entrance hall leads to sunny living room (opposite.) Imposing classical doorways and window frames of carved pickled pine control majestic geometrics of space in the beige-walled room, are amplified by sturdy grandfather's clock, English bell lantern. Teakwood floor is partially covered with antique Bessarabian rug.



A LEGEND PERPETUATED *in Atlantic Companies' nostalgic but streamlined new offices*

History hovers lightly over the new Wall Street offices of The Atlantic Companies, a group of marine insurance firms. The company had accumulated over its 118-year existence a treasure trove of nautical memorabilia, some delightful Victorian horsehair chairs and sofas, and several exquisite antique Oriental rugs. Interior and industrial designers Griswold, Heckel & Keiser Associates, Inc., in designing Atlantic's new offices, spotted mementos of the client's distinguished history throughout the four floors of offices: old desks with carved bannister-rail decorations and sloping tops used as department managers' desks; models and old paintings of historical ships; 19th century globes on impressive carved stands; black Victorian horsehair chairs turning up unexpectedly in several locations. All this within a streamlined interior plan employing most up-to-date materials and lighting.

The executive floor receives the most nostalgic treatment. Here the Marine Disaster Library, holding 341 volumes of records concerning all known sea disasters; and the Mary Celeste Room, themed after a famous mystery ship discovered in 1872 sailing in mid-Atlantic without a soul aboard, are devoted entirely to perpetuating a legend. An arcade outside these two rooms helps achieve an air of ceremony and tradition. The arcade recurs within the library, where it works in company with fancy carved Victorian furniture and a faded antique Oriental rug to produce a sense of a cherished past which continues to affect the present—the present reflected by a contemporary lighting system of recessed downlights, and such 20th century materials as vinyl flooring and acoustical tile ceiling.

Hugh M. Keiser was partner in charge; Glenn C. Mead was staff designer.—J.A.



John S. Griswold



Albert A. Heckel



Hugh M. Keiser



Glenn C. Mead

Left: Designers set client's century-old globe at executive entrance, hung portraits of past presidents in gold carved frames on gray Viortex wall. Kittinger swivel chair; desk from Desks, Inc.; P. Nathan armchairs in blue Boris Kroll fabric; Templeton brown and gray carpet, through Robbins Brothers; Gotham downlights; Kliegl spotlights on portraits.



Two photos above: Delicately scaled arcade extends along Marine Disaster Library and Mary Celeste Room—the two major repositories of memorabilia. Secretarial pool is just off the arcade. Below: Library repeats the arcade. Victorian horsehair sofa and chairs were made for Atlantic a century ago. Two lounge chairs by P. Nathan Sons are in green Boris Kroll fabric. Green felt (Central Felt & Fabric) covers wall behind sofa and doors at rear. Pompeiian vinyl floor by Robbins installed by Circle Floor; client's antique Oriental rug.

photographs by charles n. pratt





Atlantic Companies

Above: The Mary Celeste room, a replica of an old-time marine underwriting office, is named after a famed mystery ship discovered sailing without a soul on board in 1872. Lap desk and miniature sewing machine are from the Mary Celeste. "Boy's desk" near door is a replica of desk at which office boys used to sit. Antique Oriental rug (client's own) is centered on a Pompeiian vinyl tile (Robbins, installed by Circle Floor). Desk and chair by P. Nathan Sons. Wall covering is a beige flocked striped hemp cloth by Louis Bowen. White curtains designed by Ellen Siegal installed by American Drapery & Carpet. Recessed downlights from Gotham. Some accessories are from Packet Boat Antiques Shop; document framing by The Old Print Center.

Right: Gold Room, one of two small private dining rooms, reflects gold leaf ceiling and orange carpet (Templeton, installed by John Crone) off subtle white-on-white Pippin wallpaper of spaced flower pattern. Neslé chandelier and mirror from Doris Dessauer are glittering accents of gold. Dark-stained furniture by P. Nathan Sons; woodwork by Juno Woodworking; bowl from Mary Ryan; Georg Jensen ashtrays.





Above: Employees' lounge is a large space subdivided into sociable areas, largely by the furniture itself—a variety of modern Scandinavian and American designs (Dunbar, Knoll, Tanier, Jensen). Wall panel halfway down is bright orange, which plays beautifully against dark purple Thorp pil-

lows on natural Boris Kroll fabric of Dunbar chairs and sofa. Card tables, lamp tables, coffee tables by P. Nathan Sons. Matico vinyl asbestos tile floor; orange and red stripe Rugcrofters rug in far area. Fixtures by Eastern Lighting in Johns Manville ceiling. Ben Rose drapery linen.

Below: Board room with chairs (P. Nathan) in green and black formal fabric (Boris Kroll) which gains in regality against glowing gold chenille carpet (Templeton). Draperies are beige Scalamandré silk, installed by American Drapery; wall behind camera is green shiki silk (Bowen).





A small new building in Paramus, New Jersey, for Rayco Corporation houses the series of design surprises shown on these two pages — surprises in floors, in ceilings, in walls, in lighting. Audré Fiber, N.S.I.D., approached the interiors with *élan* and an original eye, never missed an opportunity for drama, endowed each area with a distinct visual conception that delivers an immediate impact. Two unusually creative aspects which cannot be told in black and white photographs are the colors and the textures; as a vivid example, walls and ceilings in the board room and in the president's office are Woolsuede felt—bronze-colored in the former, beige in the latter; the president's high-backed chair in each case sings out in bright red Woolsuede against the bronze or beige wall. Martin Nosenchuk, head of Rayco's architectural department and designer of the new building, collaborated with Miss Fiber on many interior details, such as the stairway, fixtures, special cabinetry.

Executive board room (left) is design on an operative scale. Walls are bronze Woolsuede felt (Felters Company, through Isabel Scott), ceiling white Woolsuede. High-back chair (Richard Draper) for president is in red Woolsuede. Other chairs (also Draper) are in black plastic leather (Gilford Leather). Solid walnut table (designed by Miss Fiber, executed by Piano & Sons) is edged in ebony with a pewter inset; pedestal base is tipped with pewter. Dropped section of ceiling follows contours of table; Gotham lighting fixtures are installed in this hung ceiling. High point is the carpet—a deep lawn of squares and rectangles in many earth, bronze, and black colors; Miss Fiber customized an Edward Fields pattern to achieve the stunning effect, enlarging a smaller-scale pattern and selecting colors.

SURPRISES UNLIMITED enliven Rayco offices by Audré Fiber, N.S.I.D.

Reception area (right) is dominated by an exciting open staircase, triangular treads of solid lumber creating a sculptured effect.

Freely spaced lighting fixtures (Gotham) in blue and green dance on the wall.

Antico tile floor is flecked white, with silver stripes and black squares (designed by Audré Fiber, installed by Herbert Bright).

Desk and bar from Richard Draper; Lehigh seating in blue and green

Isabel Scott fabrics; planters from John Vesey.

Fused glass "painting" on right wall from Virginia Frankel Gallery.



Executive dining room (below) shimmers elegantly with yellow painted canvas wallcovering (Laverne), aluminum lighting fixtures (designed by Miss Fiber and Mr. Nosenchuk, made by Gotham) dappling the long table with light. Table and chairs are Lehigh, the chairs in Isabel Scott gray and white stripe fabric on back, white plastic leather (Gilford) inside. Floor is teak vinyl in herringbone pattern, made by Dodge, installed by Harvey Bright. Raymor accessories.



President's office (above and below), a spacious retreat, functions for conferences, entertaining, and luncheons, as well as desk duties. Office is hushed by walls and ceilings in beige Woolsuede, deep sculptured beige carpet (Edward Fields). Two sets of draperies—sheer Egyptian linen and a linen casement, both from Isabel Scott—draw across glass doors which lead to patio. President's swivel chair (Richard Draper) is in red Woolsuede; pull-up chairs (Draper) in black plastic leather (Gilford). Desk was designed by Miss Fiber, executed by Charak. Conference "brain-storming" area has comfortable sofa and lounge chairs, upholstered swivel chair for president (all Fine Arts Furniture), plus a Donald Deskey design for Charak. Charak two-tier cabinet for hi-fi and TV is another Deskey design in walnut and aluminum. Dining table also Charak-Deskey, with Charak chairs in beige Isabel Scott fabrics. Art works from Virginia Frankel.

Offices

photographs by hcnr van nes



Audre Fiber

OFFICE ASPECTS

A potpourri of office interiors illuminates today's design diversity



sonya noskowiak



hans van nes



Offices of Ernest J. Kump, architect, in Palo Alto, California, include the large central space above, which at present serves as an exhibit area for architectural drawings and models. It could be partitioned off to serve other functions, such as a conference room. Skylight is a geodesic dome 30 feet in diameter of polyester fibre. Flooring is light and dark gray slate. Desk and chair are Torben Strandgaard designs for Pacific Overseas.

Georgia Pacific Plywood Corporation executive offices by Dorothy Draper & Company, Inc. bring fine woods to the 37th floor of New York's Seagram Building. President's corner office (left) is furnished so as not to obstruct the two views — but when draperies are closed, Jack Lenor Larsen's "Conifer" design of stylized trees suggests a forest glade. Mahogany desk and Queen Anne armchairs from Schmieg & Kotzian; high-back swivel chair from Moselle Meals; lounge chairs by P. Nathan; L. Jones carpet. Walls and doors are of matched flitches of Georgia Pacific teak. Board room (not shown) has Brazilian rosewood walls, solid redwood slab table, photo mural of forest on one wall. Focal point in reception area is huge photographed cross section of a 664-year-old Douglas fir from Georgia Pacific forests.



→
Converse Rubber Company executive offices in Boston by Hans Krieks, A.I.D., are expertly composed, delightfully scaled, modestly colored small spaces with an air of luxury arising chiefly from beautiful figured teak plywood walls with thin black wood strips between panels. Paintings hang on chains from a metal U channel above plywood. Spotlights (Gotham) wash the walls with light. Desk designed by Krieks has solid teak top with brush chrome legs penetrating top. Colors are neutrals to allow paintings their full effect. Herman Miller swivel chair and Jens Risom sofa are in sampan (beige) leather; this color is repeated in ceiling-high door. Tanier side chairs are in elephant-color leather. Wool Rugerofers carpet is in sampan and elephant stripes.



louis reens



ernest m. silva

selwyn pullcn

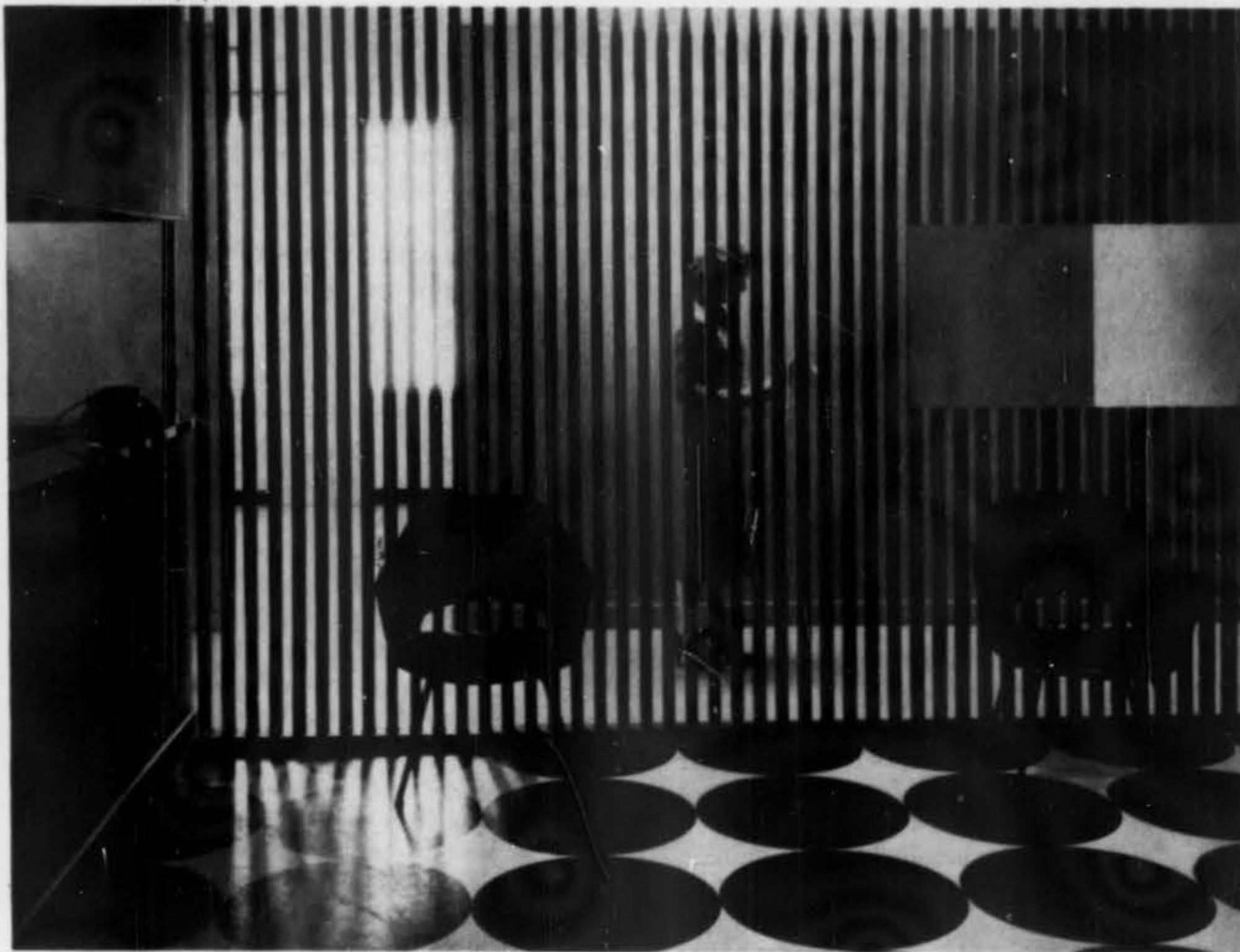


Galaxy Attractions offices in New York's Seagram Building by Michael Greer, N.S.I.D., include the brilliant-hued conference room at left. Walls are in a yellow Katzenbach and Warren paper with faint brown textured print. Jack Lenor Larsen's "Midsummer" linen print in gorgeous reds, oranges, browns and greens covers a steel-based Lehigh sofa. Conference table and surrounding chairs are also Lehigh, the chairs in Kravet striped red, orange, beige and black texture. Boris Kroll sheer curtains filter light softly. Carpet is brown, from Vogue; steel and marble coffee table and black lacquer floor lamp from Paul M. Jones; special red lacquer cabinet from Michael Greer, Inc.; unreal plants from John Czeck.



Cockfield, Brown & Company, Ltd. offices in Vancouver, B. C. by Lester Beall greet visitors with the evocative scene at left: reception room with lily-pod-like vinyl floor of black circles on white background (laid by T. Eaton) and wall of square wood rods marking off the corridor. Knoll chairs.

Goodson and Todman offices in the Seagram Building received the services of two designers: Janet Langerman for Mr. Goodson's office, James Amster, A.I.D., for Mr. Todman's office (below). Antiques are of several periods: Empire architectural draftsman's mahogany table (from Old Versailles) used as desk, Regency tub chairs with scalloped bottoms (Comer of London), Biedermeier coffee table (Accessories & Design), Trafalgar Regency side chairs (Herbert Lanning). Lawson sofa is totally upholstered — legs included — in Thorp heavy textured blue fabric. Celadon green carpet by Edward Fields; Scalamandré peacock silk draperies with Thorp green and white tape. Walls are mahogany, partly bleached and partly stained to break up the large room and not to overwhelm the various woods of the antiques.



linn duncan



R. J. Strassenburgh Company laboratories in Rochester enjoy the striking lobby at left, designed by Beverly Lucks Hafner of Rochester Stationery Company. Long sweep of concave wall invited decoration: a clay mosaic relief by Frans Wildenhain. Lobby is broken up into smaller areas by round and rectangular Spinning Wheel rugs. Furniture is all Herman Miller: Eames chairs in several colors of Miller fabrics; Nelson sectionals in Jack Lenor Larsen earth tone fabrics. Raymer frosted glass lighting fixtures; Kentile vinyl floor; ceramic accessories by Design Technics and Secrest.





The National Office Furniture Association convenes for discussions and exhibition of new products in Atlantic City, New Jersey, March 11 to 13

N O F A

A crowded program (as evidence, see opposite page) is in store for the National Office Furniture Association's 14th Annual Convention and Exhibition to be held in Atlantic City, New Jersey, March 11-13. And it promises to be not without argument of special interest to the design field. The argument will revolve around: who should and who shouldn't do what? Many office furniture dealers have established interior design services; and many interior designers feel that such services are beyond the province and capacity of a dealer. Michael Saphier, chairman of the board of the noted New York interior design firm bearing his name, will make precisely this point during a "Put and Take" discussion session, urging office furniture dealers to reexamine their relationships with the design community, and rather than compete with designers, service them.

Some dealers (Allwin Office Furniture of New York is a good example) agree with Mr. Saphier, strictly *avoid* any design or planning operations. Allwin aims its services toward the *designer*, even more than to the eventual customer; Allwin takes over installation and delivery problems, modifies furniture to designers' requirements, and assumes responsibilities for maintenance. Jerry Brodie of Allwin estimates that Allwin's sales through interior designers today amount to more than 60 per cent of its total sales—as against about 20 per cent only four years ago.

But what's good for Allwin—located as it is in New York City with its vast pool of interior designers as customer potential—may not be good for every other office furniture dealer, especially those in areas of the country rather shy of professional designers. And the undeniable fact—whether everyone likes it or not—is that more and more office furniture dealers are establishing design and interior planning services.

The position of *Interiors* regarding all this is as a very much interested disinterested observer. Frankly, we don't care *who* designs a good interior so long as it's a good interior—and by "a good

interior" we don't mean merely a beautiful one, but an efficient and well-wearing and eminently usable one — our definition, in sum, requires a professionally trained person. Some of our most noted interior designers today are on the payrolls of department and furniture stores (Eleanor Forbes, A.I.D., of Gump's in San Francisco, and Guy R. Roop, A.I.D., of Sloane's in New York, are shining examples); and we have no doubt that similar luminaries will arise out of office furniture dealers' design staffs.

It is easy for an independent designer to wish he had got the assignment for a suite of offices that he learned was given a dealer's planning division; and it is easy for a dealer to resent the very *existence* of "these decorators and architects" who buy directly from manufacturers rather than from him. But a longer view is perhaps saner. Our guess is that the success of one breeds the success of the other, and our optimism is based on two happy facts about the American scene today. The first of these is our marvelous prosperity; and the second is our growing awareness of and insistence on good design.

He is an ungrateful dealer indeed who refuses to recognize that one of the strongest factors in increasing his office furniture sales over the past few years has been the acceptance of the works of the independent professional designer, by creating dissatisfaction among businesses with their old plants—dissatisfaction on a *design* level even more than on an obsolescence level.

The heaviest responsibility lies today with the dealer, and it resides in quality of design. If dealers' design staffs are populated by talented, skilled, professional persons who can turn out interiors of enviable distinction, sufficient numbers of other businesses will become sufficiently envious to redo their own plants, to the redounding and cumulative advantage of the whole design profession and the whole office furniture industry.

Neither the designer nor dealer should regard competition as their enemy; the enemy of both is mediocrity.—J. A.

CONVENTION PROGRAM

Friday, March 11

- 9:30 a.m. Association Business Meeting, and election of officers. Haddon Hall, Vernon Vallet presiding.
- 10:30 a.m. "The Office—1960 Model," presentation by Mrs. Lucille Anderson, F. Schumacher & Co., New York.
- 12:00 to 6:00 p.m. Exhibits, Convention Hall.
- 7:00 p.m. Cocktail party and reception for incoming officers.
- 8:15 p.m. NOFA Fun Party, with television, movie and New York City show talent.

Saturday, March 12

- 8:30 a.m. Breakfast.
- 9:30 a.m. "Put and Take" Session. Moderator, Arthur Poliquin, manager, office furniture division, Horder's, Inc., Chicago. Panel members: J. K. Boling, vice president, Boling Chair Company, Siler City, N. C.; H. Wray Crane, vice president, sales, Peerless Steel Equipment Company, Philadelphia; James C. Hearn, manufacturers' representative, James C. Hearn Associates, Atlanta; Roger W. Young, manufacturers' representative, Detroit; Robert B. Gibby, Desks, Inc., New York. Guests on the panel will be Edward M. Krech, director of purchases, J. M. Huber Corporation, New York, and Michael Saphier, Michael Saphier Associates, Inc., New York.
- 12:00 to 6:00 p.m. Exhibits, Convention Hall.
- 7:00 p.m. 14th Annual NOFA Banquet. Speaker, Dr. Carl S. Winters. Presentation of NOFA Oscar to "Mr. Office Furniture Dealer;" committee chairman, John A. Marshall, Kansas City, Missouri. Also presentation of NOFA Oscar to "Office Furniture Salesman of the Year."

Sunday, March 13

- 8:30 a.m. Breakfast, Haddon Hall. Presentation of 25-year plaques to veterans of industry.
- 10:30 a.m. Non-denominational church service, Haddon Hall. Music by Princeton Choir.
- 12:00 to 6:00 p.m. Exhibits, Convention Hall.

LADIES' PROGRAM

Friday, March 11

- 10:00 a.m. Reception and tea, Haddon Hall.
- 12:00 noon Luncheon, Haddon Hall. Mrs. Robert Dillon of Pittsburgh will introduce Mrs. Lucille Anderson, F. Schumacher & Co., who will present "Personality in the Home."
- 7:00 p.m. Cocktail party and reception for incoming officers.
- 8:15 p.m. NOFA Fun Party.

Saturday, March 12

- 9:30 a.m. Haddon Hall. The palmist Ronda will be present for individual sessions with the ladies.
- 12:00 noon Haddon Hall, luncheon. Mrs. B. G. Metzler will present a review of Broadway hits.
- 2:30 p.m. Trip to Fischer's Greenhouse, to see world's largest display of African violets. Also trip to Orchid Farm.
- 7:00 p.m. 14th Annual NOFA Banquet.

Sunday, March 13

- 10:30 a.m. Non-denominational church service, Haddon Hall.



Vernon Vallet



V. L. Caldwell



John R. Gray



Lucille Anderson



Michael Saphier

NOFA Convention Personalities

Vernon Vallet, vice president and general manager, Southern California Stationers, Los Angeles; NOFA president.

V. L. Caldwell, manager, office furniture division, John Wanamaker, Philadelphia; NOFA Convention chairman.

John R. Gray, NOFA executive director.

Mrs. Lucille Anderson, style consultant and color expert, F. Schumacher & Company, New York; will present "The Office—1960 Model."

Michael Saphier, chairman of the board, Michael Saphier Associates, New York; guest, Put and Take panel workshop.



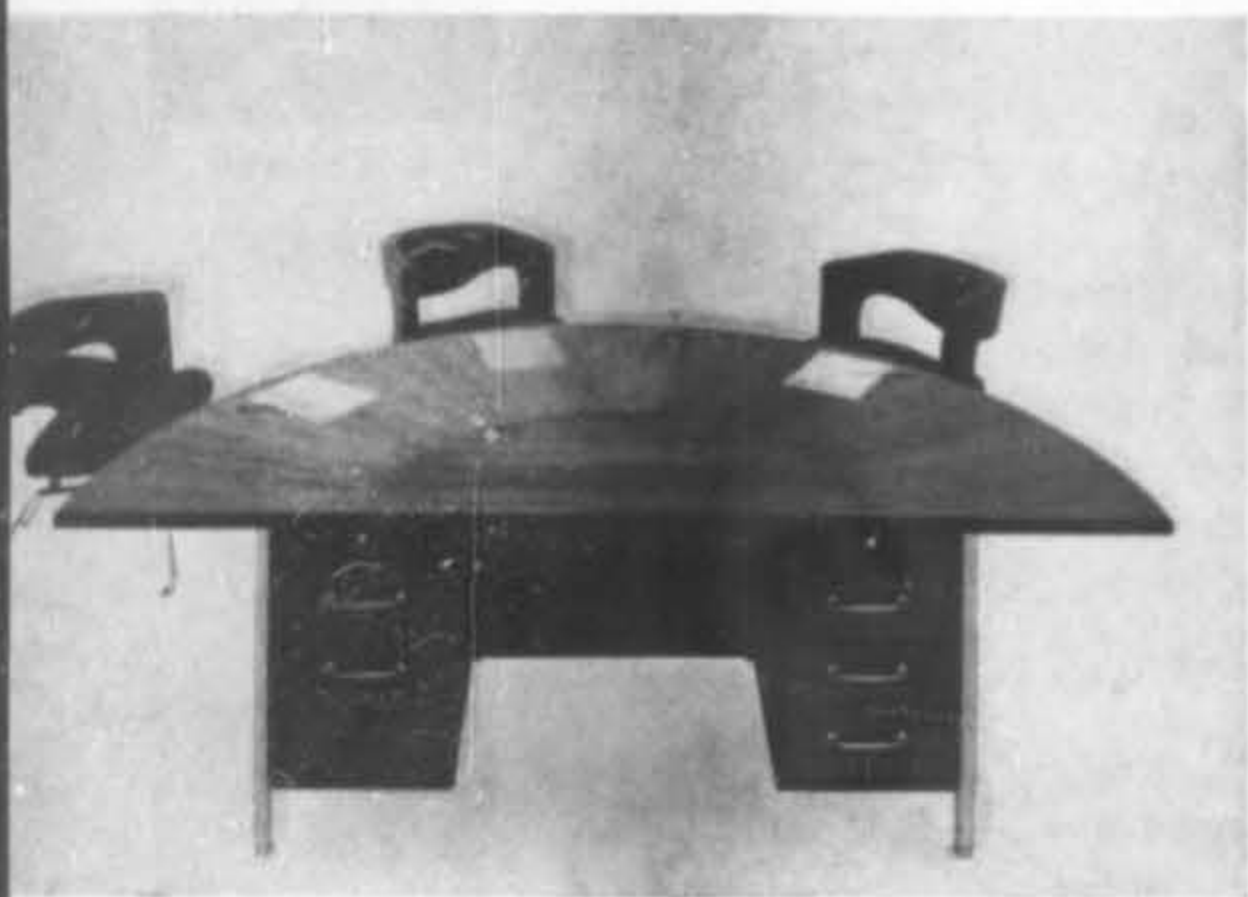
1, 2, 3, 4 B. L. MARBLE



1



2



3

4



LEHIGH



GEORG JENSEN

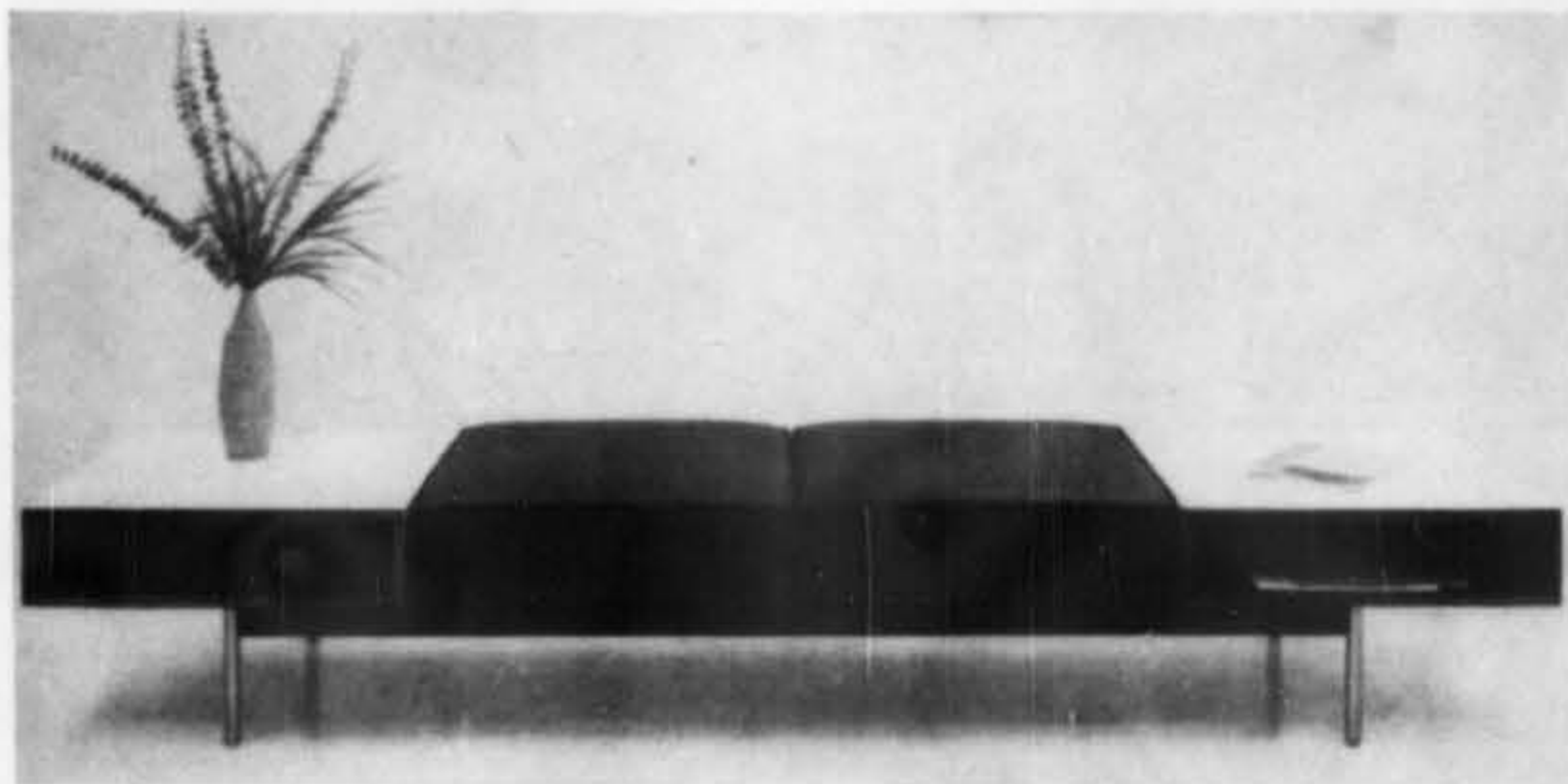


HELIKON

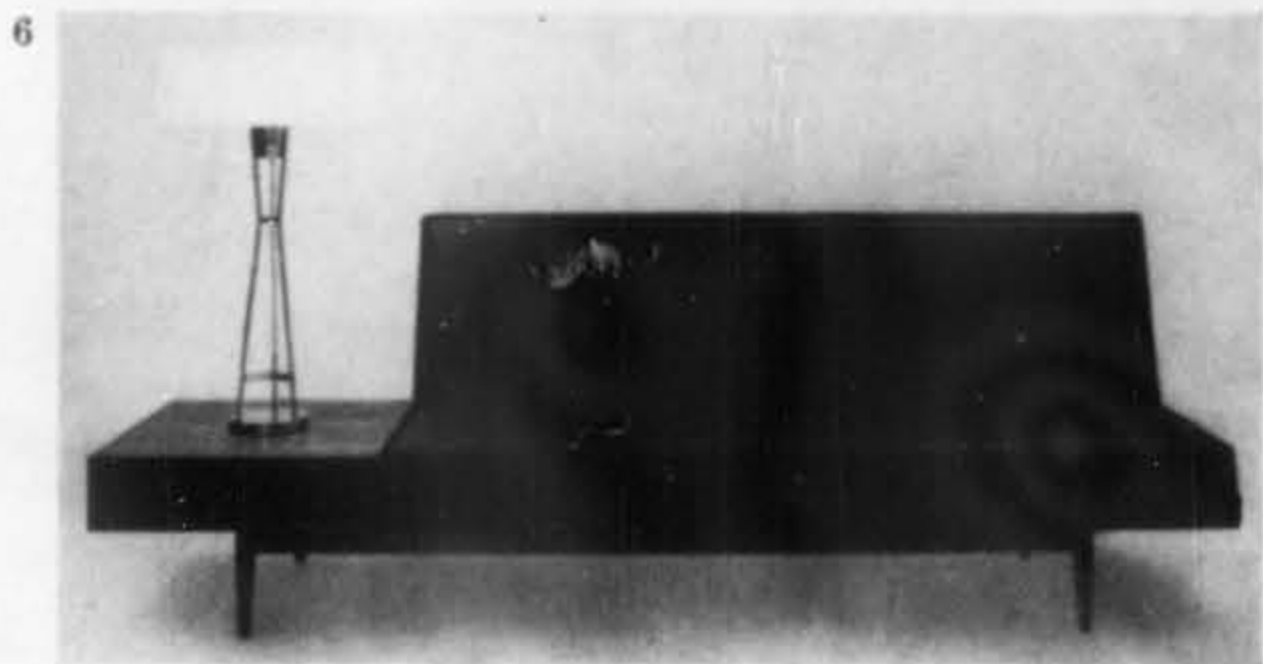


KNOLL ASSOCIATES

A preview of new furniture to be shown at the NOFA exhibition



5

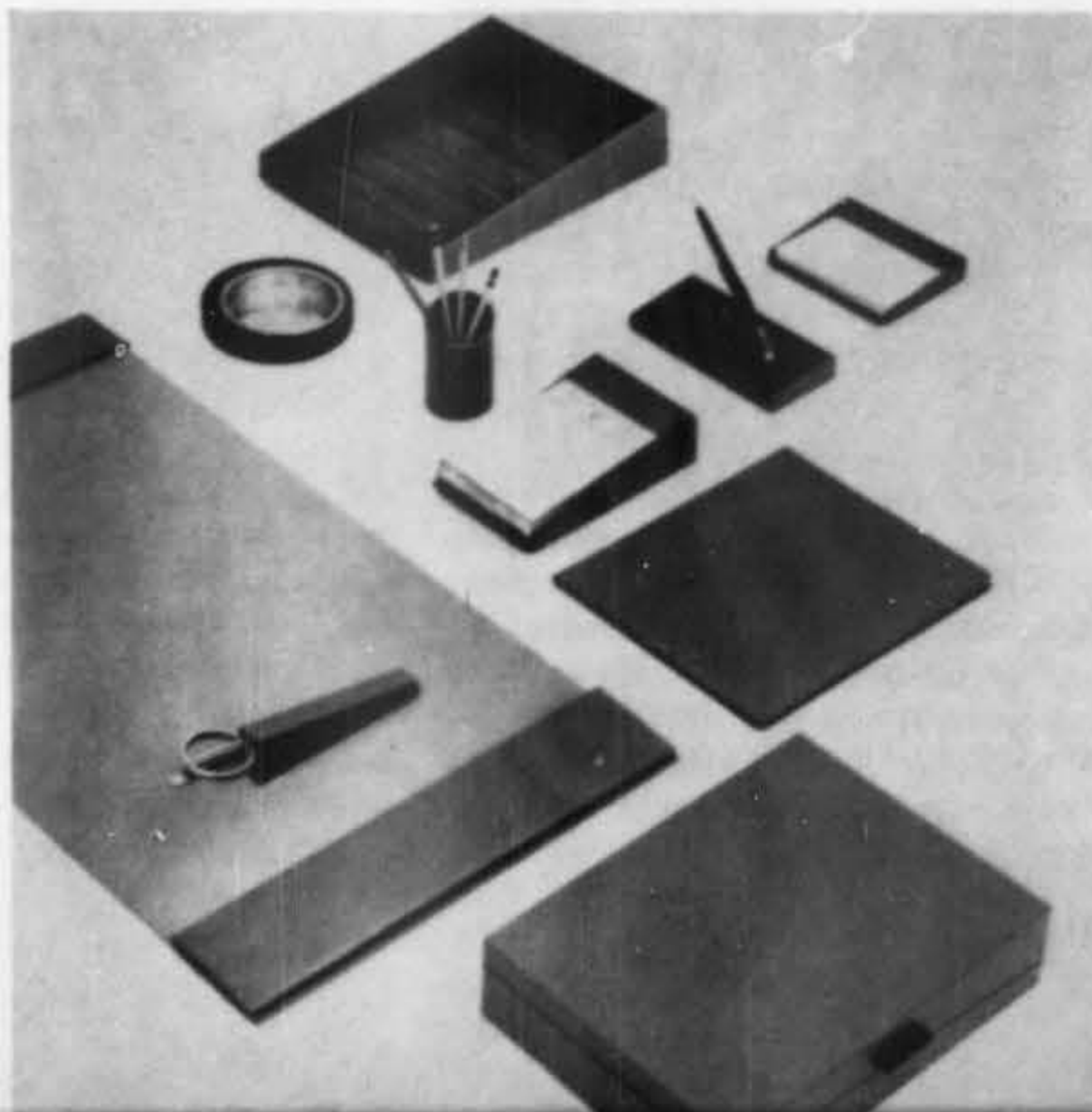


6

7



5, 6, 7 DIRECTIONAL



JENS RISOM

B. L. MARBLE FURNITURE, INC., will introduce its first line of desks and cabinets. Designed by William Sullivan, I.D.I., the desks incorporate features to "engineer out" common shortcomings in office furniture. One new feature is a steel channel system for suspending the fully interchangeable drawers in pedestals; this allows extremely close tolerances, which makes for rigidity and unusually smooth-working drawers. Another patentable feature is unusually simple locking mechanism; another is plug-in system of modular shelves and drawers which may be installed in cabinets at any time. Desk versions include: L-shaped (1), curved (2), semi-circular (3) and simple table with walnut legs (4). Book-matched walnut veneers on tops and pedestals contrast handsomely with chromed steel legs in satiny finish that resists fingerprints. Marble also has a new group of chairs. Shown in photos 1 and 3 is the "Ring Chair," with molded plywood, upholstered seat and back sections mounted on chromed legs, or on a swivel; designed by Hugh Pettibone. A new swivel chair (high-back version in photo 4) by Gordon Hrach has new hidden-mechanism swivel.

LEHIGH FURNITURE CORPORATION has added armless Ward Bennett side chair to "Column X" collection. Cast aluminum base comes in satin polish with or without black porcelain accent finish, or all mirror polished. Leather, plastic, or fabric upholstery.

KNOLL ASSOCIATES, INC., will preview high-back swivel arm chair by Vincent Cafiero, 38" high, 25½" wide, 26" deep.

GEORG JENSEN, INC., will show desks and cabinets designed by Sigvard Bernadotte and Acton Bjorn of Denmark, all in Bangkok teak, also chairs, including dainty teak-back swivel chair pictured.

HELIKON FURNITURE CORPORATION will show its complete line of desks and chairs designed by Robert Becker (December Interiors, pages 126-127), including this interestingly sculptured solid walnut side chair.

DIRECTIONAL CONTRACT FURNITURE CORPORATION's new line of contract seating—including a versatile modular system, and a collection of chairs—was designed by Kipp Stewart. The modular seating comprises single, double, triple, or quadruple seats—24", 48", 72", and 96" long. Table sections, either flat or with magazine or drawered storage compartment, come in the same 24" width. Base and legs may be solid walnut, or chrome-finish aluminum legs with black-finish 2" base. Seating comes with or without backs, with or without arms. Shown are a 96" metal-based, backless, two-table version (5); and a 96" walnut-based version with back and one table (6).

The new chairs in oiled walnut include arm and armless desk chairs, lounge chairs, and high-back versions of each. Armchair cradles are separate from frames (7).

JENS RISOM DESIGN, INC.'s new collection of desk accessories combines oiled walnut with soft natural leather. Designed by Jens Risom and made by Sainberg & Company, Inc., the group includes 17 items—some shown at left. Leather in 14 colors.



ROYAL METAL



MYRTLE DESK



SHELBYVILLE DESK



COLUMBIA-HALLOWELL



IV CHAIR



BAUMRITTER



TROY SUNSHADE

ROYAL METAL MANUFACTURING COMPANY will show new additions to its Viscount reception room seating group, including a 24" square modular table and planter. Either unit will adapt to outside corner installations. New accessories include wall-saver leg attachments for chairs, ottomans, optional center and end arms.

MYRTLE DESK COMPANY will present its Executive 6300 line. In addition to the desk with square-cornered top pictured, there is a similar desk with curved corners. Wood handles are metal-tipped. Both desks measure 76 x 42 inches.

COLUMBIA-HALLOWELL, division of Standard Pressed Steel Company, will feature the "Ballerina," secretarial posture chair with

a single-bend leg instead of the usual S leg. This design change also led to a new development in caster-seating. When the foot is machine tempered to a precise dimension, the caster can be inserted directly, with a spring-action collar on the caster stem expanding to lock the caster in place.

SHELBYVILLE DESK COMPANY will have a new group of modern furniture in quartered walnut matched veneers, including several executive and secretarial desks with complete line of accessories. Interlocking dovetail construction used throughout.

IV CHAIR COMPANY'S new office chair designed by John Yellen sets a laminate cradle on a cast aluminum base. The vinyl or heavy drill fabric is laminated to a

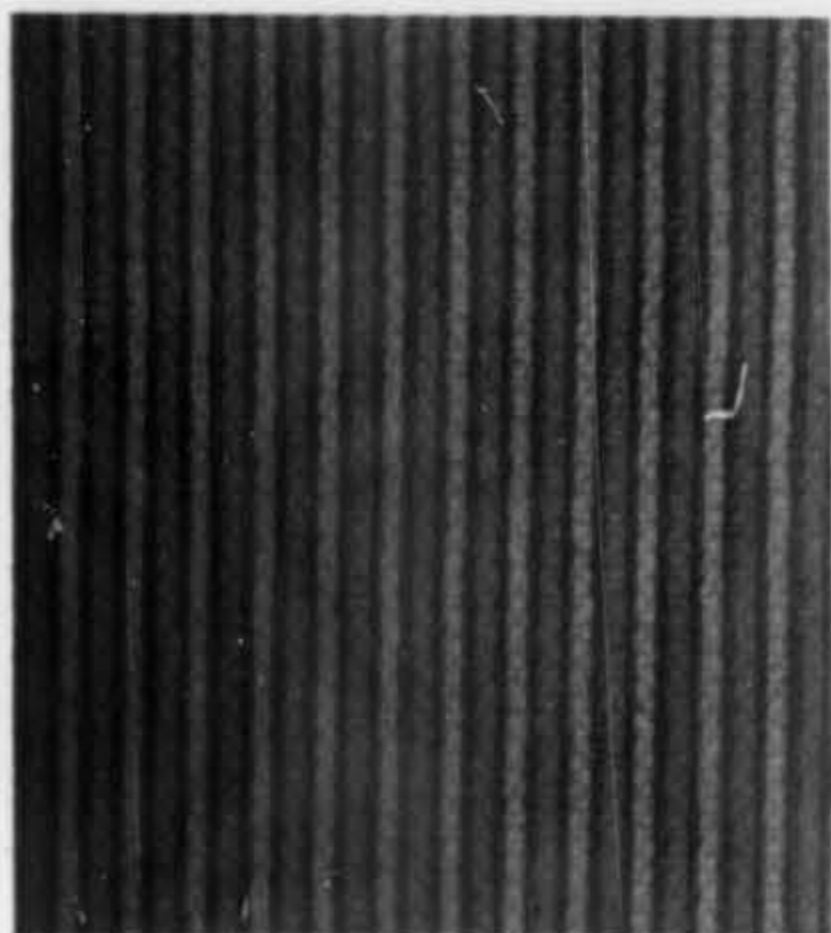
formed supporting shell. The chair swivels and tilts back soundlessly because of a new Bassick torque. Arms are cast aluminum. BAUMRITTER CORPORATION'S "Viko" tubular steel furniture features a square-tube steel frame in "platinum" tone, reversible foam cushions, and sculptured wood arms. Included are left and right sectionals, sofa, arm chair, and armless slipper chairs.

TROY SUNSHADE COMPANY will exhibit "Domino," its newest line of contract seating pieces. Designed by Ursula DePugh, A.I.D., "Domino" is modular in concept: 36, 48, 60, 72, 96 and 120" frames of common design, to which seating and table units are readily assembled. Line also includes chairs from captain's style to lounge.

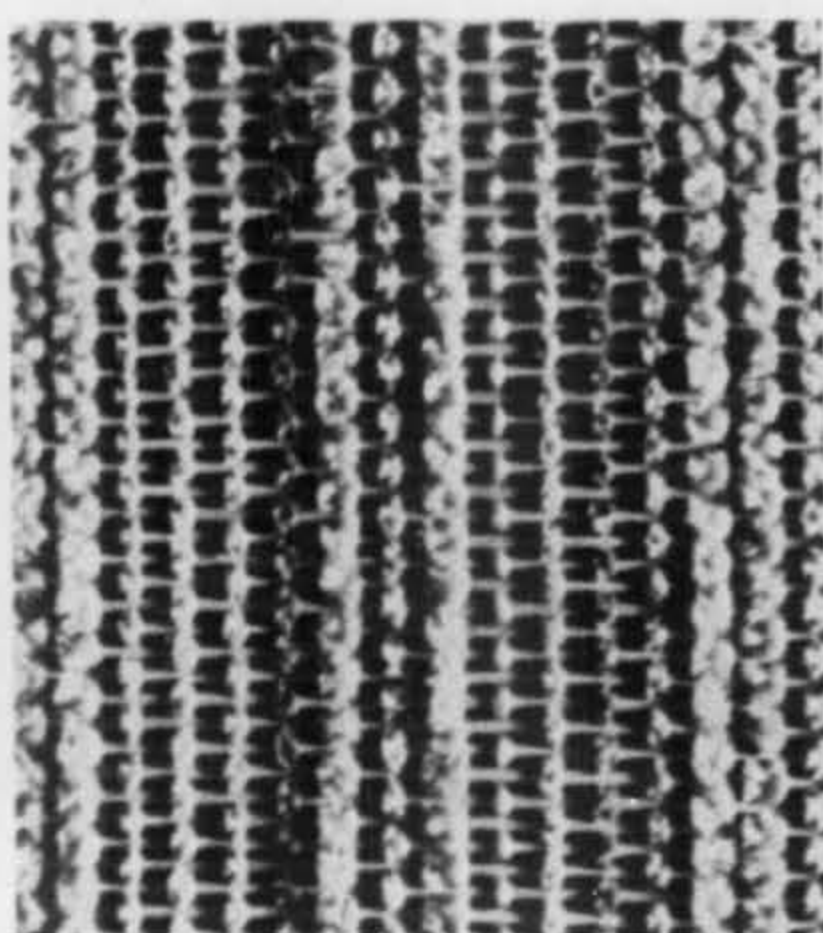
NOFA EXHIBITORS

- Alma Desk Company
 American Leather Manufacturing Company
 Anderson Hickey Company
 Arnot Division of Royal Metal Manufacturing Company of Jamestown, Inc.
 Art Steel Company
 The Bassick Company
 Baumritter Corporation
 Berkey Leather Furniture Corporation
 Bernard Franklin Company
 Blair Aluminum Furniture Company
 Boling Chair Company
 Borroughs Manufacturing Company
 Bright Chair Company
 Brown, Saltman
 Brunswick-Balke-Collender Company
 Maurice Burke & Associates
 Challenger Steel Products Corporation
 Chicago Lock Company
 W. C. Cochran & Company
 Cole Steel Equipment Company
 Collins & Aikman
 Cottonsmith Furniture Manufacturing Company
 Curtis Partition Corporation
 Cutler Metal Products
 Davis Upholstery Company
 Designcraft Metal Manufacturing Corporation
 Despres Brothers Wood Product
 Directional Contract Furniture Corporation
 Dorset Steel Equipment Company
 Douglas Furniture Corporation
 Douglas Steel Products Division, Astrometals Corporation
 E. I. du Pont de Nemours & Company
 Durable Metal Products Company
 Duraloom Carpet Mills
 Eagle Ottawa Leather Company
- Eisen Brothers, Incorporated
 Emeco Corporation
 Faultless Caster Corporation
 Fiberesin Plastics Company
 Filex Steel Products Company
 Geyer's Dealer Topics
 Gift Craft Leather Company
 Gregson Manufacturing Company
 Hale Industries
 Hamilton Cosco
 Hanes Chair & Furniture Company
 Haskell, Incorporated
 Helikon Furniture Company
 Hercules Seating Company
 Hooker Furniture Corporation
 Hoosier Desk Company
 Imperial Desk Company
 Indiana Chair Company
 Indiana Desk Company
 Irval Associates
 IV Chair Company
 Jasper Chair Company
 Jasper Desk Company
 Jasper Office Furniture Company
 Jasper Seating Company
 Georg Jensen, Inc.
 Knoll Associates, Inc.
 Lackawanna Leather Company
 The Landers Corporation
 Lehigh Furniture Corporation
 Loma Loom Carpet Company
 Luxco, Inc.
 McDonald Products Corporation
 Maison Gourmet Limited
 B. L. Marble Chair Company
 Marnay Sales & Manufacturing Company
 Masden Chairs
 Master Manufacturing Company
 Metals and Company
 Milwaukee Chair Company—Milwaukee Metal Furniture Company
 Model Office—Steel
 Model Office—Wood
 Modern Partitions Incorporated
 Modern Steelcraft
- Menarch Furniture Company
 P. O. Moore, Inc.
 Murphy Manufacturing Company
 Murphy-Miller, Inc.
 Myrtle Desk Company
 National Lock Company
 NOFA Freight Car
 National Plastic Products Company
 National Store Fixture Company
 Neiman Steel Equipment Company
 Nessen Studio, Inc.
 Office Appliances
 Office Imports
 Parker Steel Products
 Peerless Steel Equipment Company
 Pioneer Plastics Corporation
 Polar Manufacturing Company
 Port-A-Wall Office Partitions Division, Hemisphere Steel Products
 J. K. Rishel Furniture Company
 Jens Risom Design, Inc.
 Royal Metal Manufacturing Company
 Janet Rosenblum, Inc.
 Sainberg & Company
 Shelbyville Desk Company
 Sight Light M. G. Wheeler Company
 The Sikes Company
 Smith Metal Arts Company
 Smith System Manufacturing Company
 Smokador Manufacturing Company
 Smo-King Products
 Stacor Equipment Company
 Standard Pressed Steel Company
 Sturgis Posture Chair Company
 Stylex Seating Company
 Tropicraft of San Francisco
 The Troy Sunshade Company
 U. S. Rubber Company
 Vanguard Steel Equipment Company
 Virco Manufacturing Corporation
 Vogel-Peterson Company
 Waljohn Plastics, Inc.
 Wells Chair Corporation
 Westin-Nielsen Corporation
 Williams Office Furniture

More new products to be shown at the NOFA exhibition are described on page 171



LANDERS CORPORATION will display Ventilán (breathable vinyl fabric which allows air circulation and resists dirt) and Vaquero (vinyl coating fused permanently to a knit fabric backing) on office chairs of several firms. Ventilán "Cordair" pattern is shown.



TROPICRAFT OF SAN FRANCISCO will show new woven wood designs for shades, dividers, wall coverings, etc., in colors for the office. "Grant Avenue," pictured is an all reed design with a warp of two sizes of chenille to achieve a tweed effect.



NATIONAL PLASTIC PRODUCTS COMPANY will show its line of "Nevamar" high-pressure laminates featuring wood grains and special colors developed expressly for the office furniture industry. "Nevamar" reproduction of American walnut pictured.

Brilliant sea mirage in Gotham

Apartment for an art collector by Arthur Drexler;

Poppy Wolff, N.S.I.D., consultant



Arthur
Drexler



Poppy Wolff
N.S.I.D.

Above: Recessed gallery in corridor, defined by curving wall, partly concealed by rectangular column. Blue glass Carrara mosaic tile floor (Casavan) flows in from rest of corridor. Only furniture here are wall-hung natural oak cabinet and huge pouf in orange Scalamandrè silk velvet (both designed by Drexler). Objets d'art include Despiou head, and "In the Park," painted by Maurice Prendergast. Below: Blue floor dominates vista towards living room. Recess, indicated by plant, leads to gallery shown above.



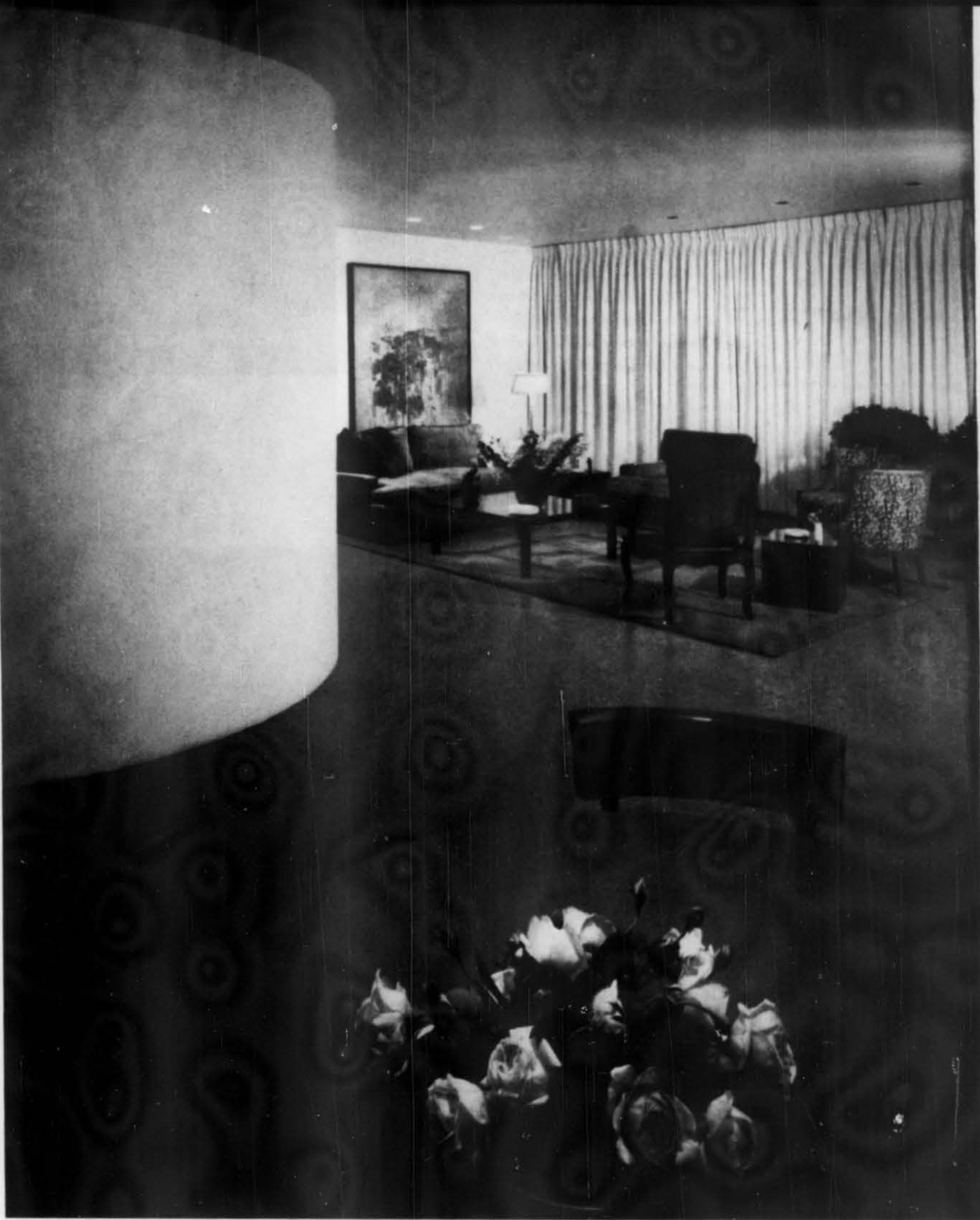
To create an interior from scratch, picking up lovely little accessories here and there, is one thing. To create an interior around a priceless collection of modern and Oriental art and Louis XV and Biedermeier antique furniture is quite another. This was the problem presented by the five-room Manhattan apartment of Mrs. Eliza Parkinson, widow of Bliss Parkinson, long-time trustee of New York's Museum of Modern Art. The solution, by Arthur Drexler, with Poppy Wolff, N.S.I.D., as consultant, is at once elegant, unorthodox, and breathtaking. Young Drexler's precocious career contains no clues to the urbanity and fantasy he has achieved here. Trained as an architect, he joined the Museum of Modern Art as Curator of the Department of Architecture and Design in 1951, at the ripe old age of 26, has since become Director of the Department. He has designed some of the Museum's most brilliant exhibitions, including last year's controversial *20th Century Design*, authored such publications as the museum's *The Architecture of Japan*; and *Built in U.S.A.: Post-War Architecture* (with Henry-Russell Hitchcock); also the new Braziller publication, *Mies van der Rohe*.

Unexpectedly, the apartment is totally without architectural exhibitionism. Built-ins and alterations have been accomplished unobtrusively, modestly. Structural articulations are flush and invisible. Hardware is absent. With few exceptions lighting fixtures are absent too, lighting jobs shouldered by recessed spotlights that wash walls and pin point works of art. Even architectural frames seem absent, for after knocking down existing walls Drexler put up a curving wall and negated the familiar element of doors by hiding one—a sliding door—completely within one wall, while another door is dwarfed by recessing it within a wall that has been thickened. Nothing that might steal attention from the *objets d'art* is allowed to make a statement. Drexler designed several pieces of furniture to supplement Mrs. Bliss's antiques. Though beautifully made, they are stylistically inconspicuous.

Light and space alone, though they may serve as ideal background elements for works of art, do not suggest particularly interesting interiors. But in the Parkinson apartment, they are accessories to a magical result: this interior, housed on an upper floor of a very conventional East Side apartment building, is psychologically at least a thousand miles away.

It is a seascape, isolated, peaceful, whose mysterious limits are suggested rather than defined by white walls that seem less substance than light. The floor of this seascape is a shimmering surface of tiny vitreous glass mosaic, appearing to range in hue from sapphire to azure with Mediterranean vividness. Sunlight plays across the surface like a fly-casting fisherman. Transforming one of the flat dimensions of the apartment into a depth, the blue starts as a narrow rivulet at the entrance, broadens, doubles back on itself in a corridor to the dining room, covers the dining room also. Ahead of the turn-back, it meanders into a gallery-bar partly concealed from the corridor by a large rectangular column, and finally opens past a great estuary into the huge ocean of the living room. The estuary point is the bold sweep of the curved wall which encloses the library. At the library door, the blue stops. This room, which can be completely shut off by a sliding door concealed in the wall, is carpeted in dark brown. And the bedroom, beyond the barrier of a thick wall, is another refuge on carpeted terra firma.

Except for the main conversion group camped on the fresh green island of the living room rug, and the dining furniture on the deep Venetian red of the living room rug, the elegant furniture—mostly antique—disposed about the spacious blue seems to float free and weightless in a perfect climate where indoor amenities can be left out in the open. Small-leaved bright green cressulas grown large in their pots, and several vivid fruit-laden orange bushes confirm the suspicion that a bit of Mediterranean has been transported intact with its sunshine to our sooty, wind-driven metropolis.



Above: From corridor: curling wall heralds panorama of living room. Drexler designed simple round foreground table of polished ruddy cherry to blend with client's Biedermeier chairs. Ahead on the azure floor, the fresh green rug (Stark) floats like an island furnished with sofa and armchair in celadon Stroheim & Romann silk velvet. Sofa and chair were designed by Drexler, as were glass-topped square coffee table with cherry frame, and two versatile, unobtrusive cherry cubes on casters. Only standing lamp is simple Nessen classic. Antique chairs include cane-backed Louis XV's, paisley-upholstered Biedermeiers. Draperies white Scalamandré velvet.

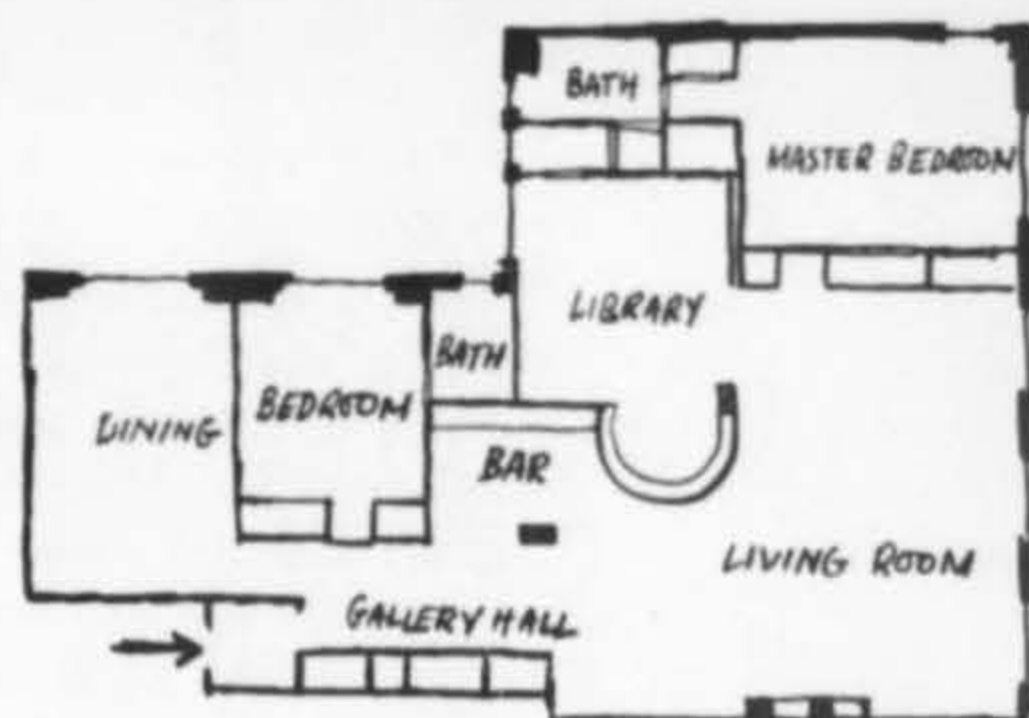
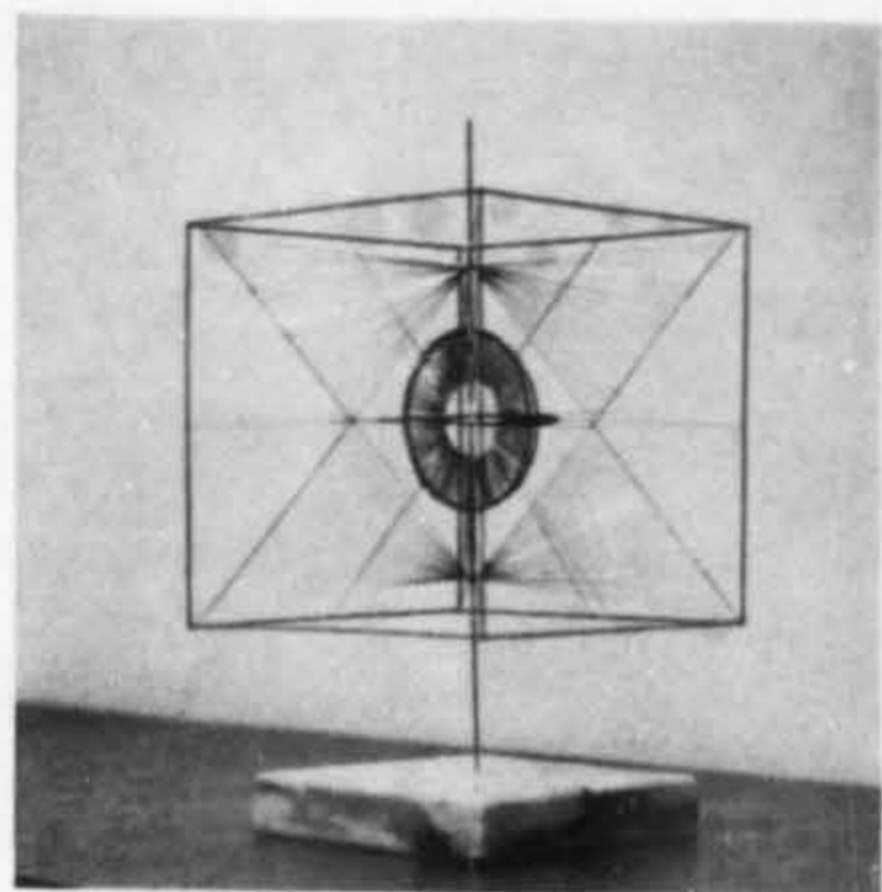
Right: View from living room towards 1. luncheon table and chairs, with entry beyond, 2. dining room doorway, and, 3. cul-de-sac gallery furnished with huge pouf. Curving wall clasps library within it. All walls and ceilings white; floor is covered with shimmering blue Italian vitreous mosaic tiles. Painted antique Louis XV chairs in foreground have cane backs, seat cushions in metal-shot, blue-green Joja silk. Ben Feibusch was the upholsterer.

Antique Biedermeier chairs are cherry with black horsehair-upholstered seats, circle an unobtrusive round polished cherry luncheon table designed by Drexler.



The Parkinson apartment





Entire apartment is continuous expanse of blue glass tile flooring except carpeted, closed-off bedrooms, library.

Left above: Richard Lippold's *The Seed in gold*, stainless steel and copper wire on bar in gallery.

Left: View from green rug (Stark) that forms island on the blue glass mosaic floor. Length of piano is key to scale of the unbroken wall's expanse. Deep, down-cushioned chair (as well as the sofa, over which our camera is poised) in celadon Stroheim & Romann silk velvet. Curtains are white Greeff cotton batiste; draperies white Scalamandré silk velvet. All draperies made by Continental Craftsmen. Potted glossy-leaved cressulas, orange trees complete Mediterranean effect.

Mantel-less fireplace wall is dominated by vertical of flush built-in oak stereo cabinet. Mark Tobey's *New York* hangs over fireplace, Ming statuary ceramic occupies projecting shelf. Over piano hangs Marsden Hartley's *Off to the Banks*. Largest painting is misty, pastel-touched *Allegro* by Kenzo Okada. Below: antique Chinese bird atop polished cherry cube on casters a versatile table or free-wheeling seat.



The Parkinson apartment

Library is an intimate, comfortable retreat enclosed by the curved wall. Complete seclusion can be achieved by closing sliding door (from left) completely concealed in wall at exact boundary between sea-blue glass tile floor outside and dark brown rug (Stark) that covers entire library floor. Dominant color accent is afforded by bold swaths of orange-on-yellow, white, and brown in Mark Rothko's large painting, Orange and Ochre. Antique Louis XV chairs covered in apricot silk. Drexler designed the legless black-covered daybed and cherry cube table in geometric counterpoint to predominant antique furniture.





Above: The formal dining room is far from the living room, but has the same floor of blue glass mosaic that washes over all social areas of the apartment, uniting them into a single marine expanse. Here the island is a deep Venetian red rug bearing an antique Biedermeier dining table and chairs with black horsehair-covered seats. Graceful, cane-seated bench is early American. Unusually high, shallow, and long suspended sideboard designed by Drexler is oak with a cream marble top highlighted by the sparkle of cut crystal 18th Century English candelabra. Magnificent tapestry-like panel is a profuse design by Charles Prendergast. Oriental works include 18th Century Chinese painting, Official with Retainer, on paper with brocade border over sideboard; 17th Century Coromandel screen (not visible) hiding kitchen door.

Right: View into library from living room. Glass-topped, cherry-framed table by Drexler holds Maillol's Seated Woman. Elie Nadelman's wood sculpture The Singer perches on high pedestal.





Three Designs for Higher Education

To house the world's fast-swelling population of institutions for higher learning is enlisting some of our best contemporary design talents with a result which seems to give validity to Aristotle's saying that education is an ornament in prosperity and a refuge in adversity. From the vast array of exciting ornaments in the field of higher education *Interiors* has selected three: The new Swedish State School of Arts and Crafts (through page 117), a women's residence hall at Yale (pages 118-119), and the new home of New York University's Institute of Fine Arts in the former Duke mansion (pages 120-125).—M. P.

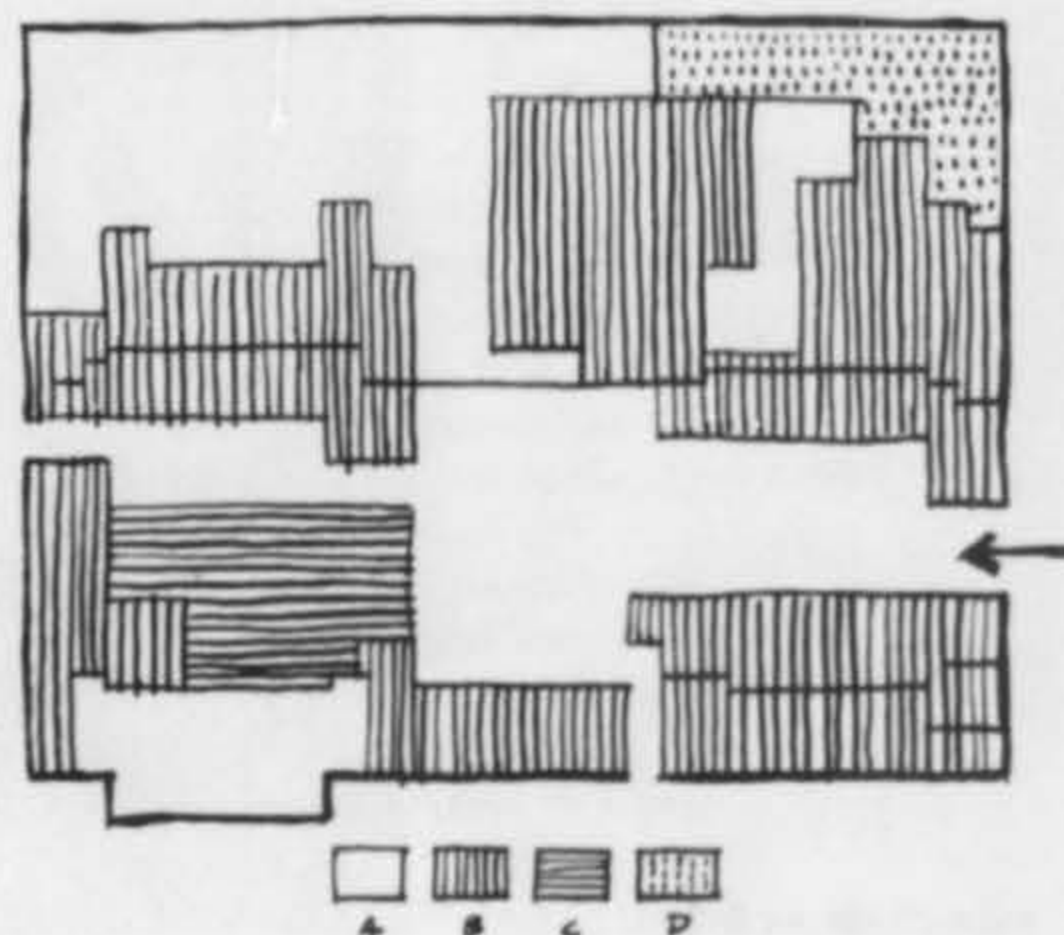
Swedish State School of Arts and Crafts

by Architect Gösta Abergh

The new home of Sweden's State School of Arts and Crafts (facing page) spreading over a city block on the outskirts of Stockholm is an exciting example of modern school design for which the architect has successfully considered the student and his activities as an important element of the design. The school, which is dedicated to training Sweden's designers of tomorrow, offers courses in seven branches of art: furniture and interior decoration, textiles, glass, ceramics, metals, commercial and graphic art, decorative painting and sculpture. Composed of three main four-story buildings, some lower wings, and a three-story auditorium, the plan allows for light and spacious interiors remarkably attuned to their function. Curtain walls hung on a skeleton of concrete are of black and transparent glass alternating in irregular patterns and framed in aluminum. It is, however, the wonderfully fresh interior atmosphere that distinguishes this school and makes it such an appropriate setting for the study of arts and crafts.

"Our intentions," says architect Gösta Abergh, "were not only to make a functional shell for school activities, but to create a stimulating neutral locale for creative work. In many modern buildings the milieu is sort of built in by the architect to a degree where it overwhelms the occupants and prevents the forming of the unique, personal atmosphere that surrounds most creativity. The way *Konstfack* now stands," says Abergh modestly, "it fairly well overcomes this danger. During the short moments of each day when the school is deserted by students it appears rather bleak. But not so with the students there. The students themselves, colorful both in dress and personality, form a very important part of the whole."

The Swedes seem to have a special genius for exploiting the natural beauty of materials. It is apparent in the simple grace of a hand-blown glass bowl or a hand-woven linen curtain; and it is the imaginative synthesis between natural materials and spaciousness that gives the Swedish school interiors (see also overleaf) their air of immaculate taste. Interior walls are of smooth concrete sprayed white, or of untreated natural white Swedish pine. Specially designed black wrought iron and wood stair railings and balconies (overleaf) add decorative notes wholly in harmony with the overall simplicity. It is altogether an inspired background for the students' activities as well as for the rhythmic play of light streaming through the building's irregularly placed black glass panels and transparent glass windows.



Some of the school's 200,000 square feet of floor space is currently rented to enterprises whose activities are related to the work of the school. Swedish Design Center, the country's first permanent exhibition of contemporary Swedish design is one of the important tenants of this educational cultural center. Flexible main floor plan, above, shows A) school entrance hall, workshops, dining room, kitchen, et al; B) rentable space including C) Swedish Design Center quarters; and D) Graphic Institute. Below is view of ceramics department showing tables specially designed for the purpose.



all photographs courtesy of the american-swedish news exchange

swedish school

1



Architect Gösta Abergh

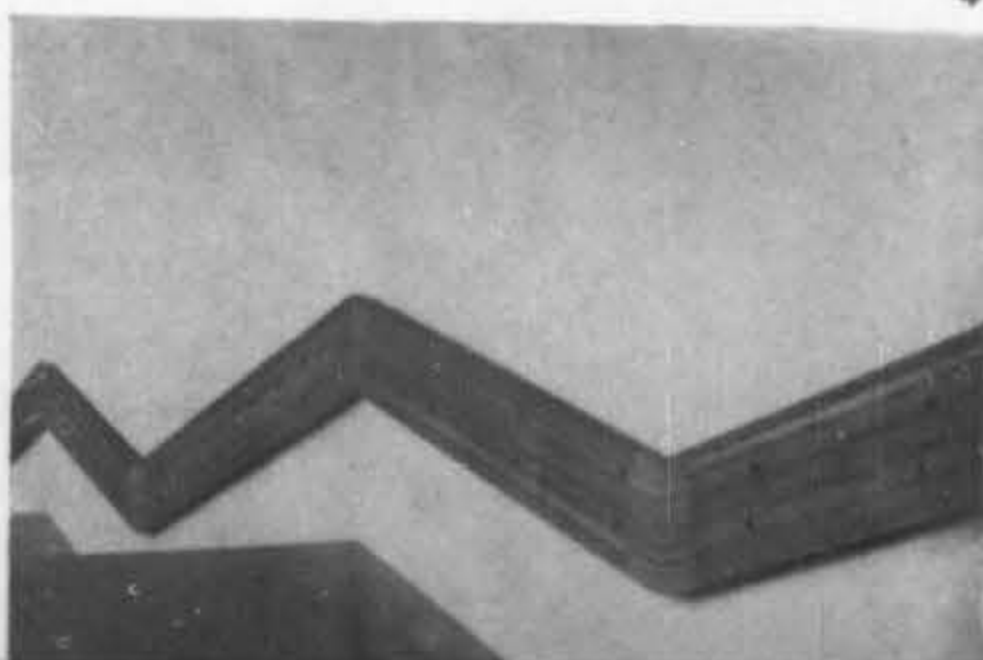
2



3



4

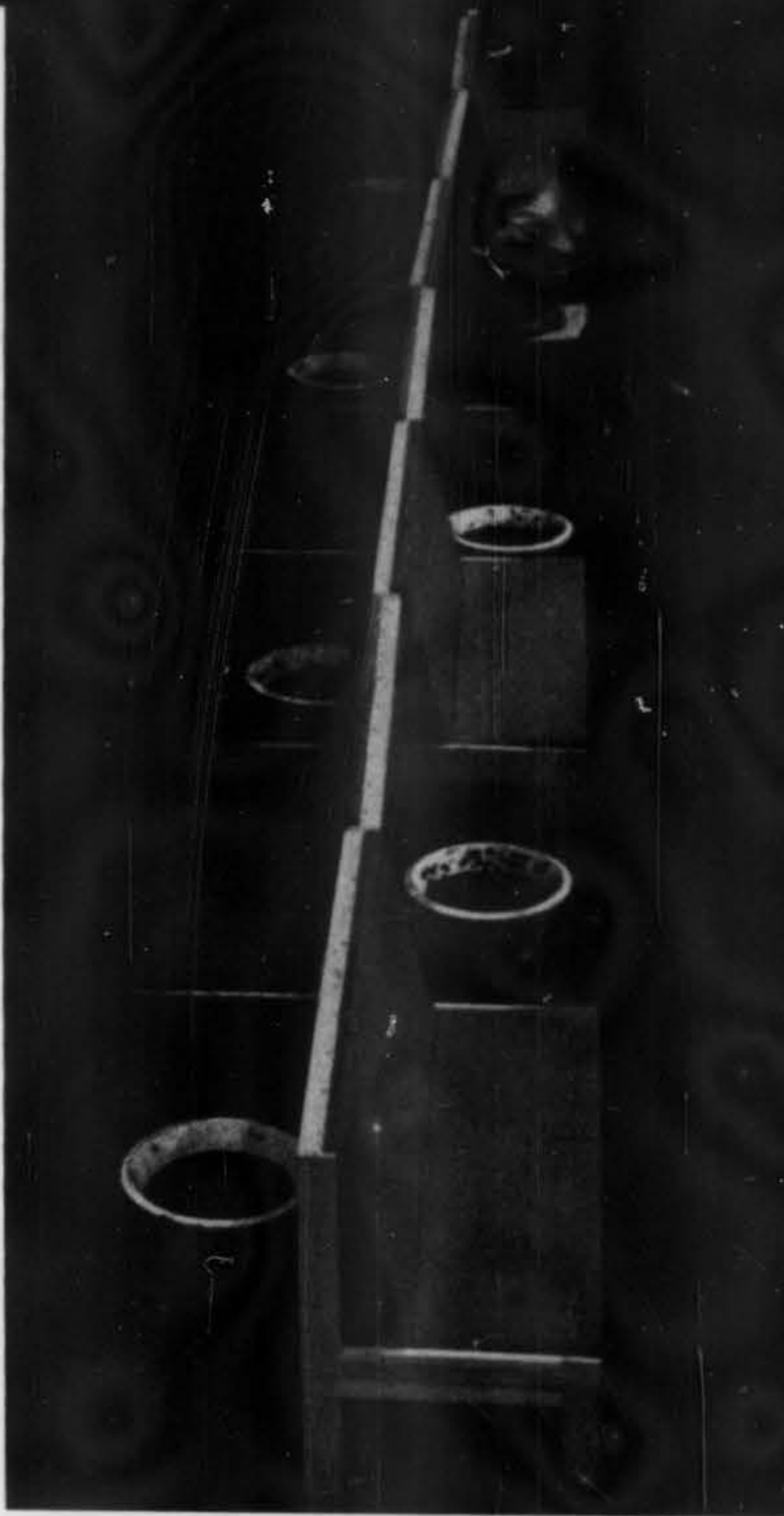


A knowing restraint and a typically Swedish feeling for material create an artful foil for the students and their colorful activities in the new quarters of the century-old Swedish State School of Arts and Crafts. Founded in 1844 and taken over by the government in 1859, the school in its new premises can currently accommodate about 1,000 day students and 500 evening students while there is enough space on the upper floors to handle any foreseeable future expansion. At present this space is being rented for private and public offices with the understanding that they will be vacated when the school needs more room.

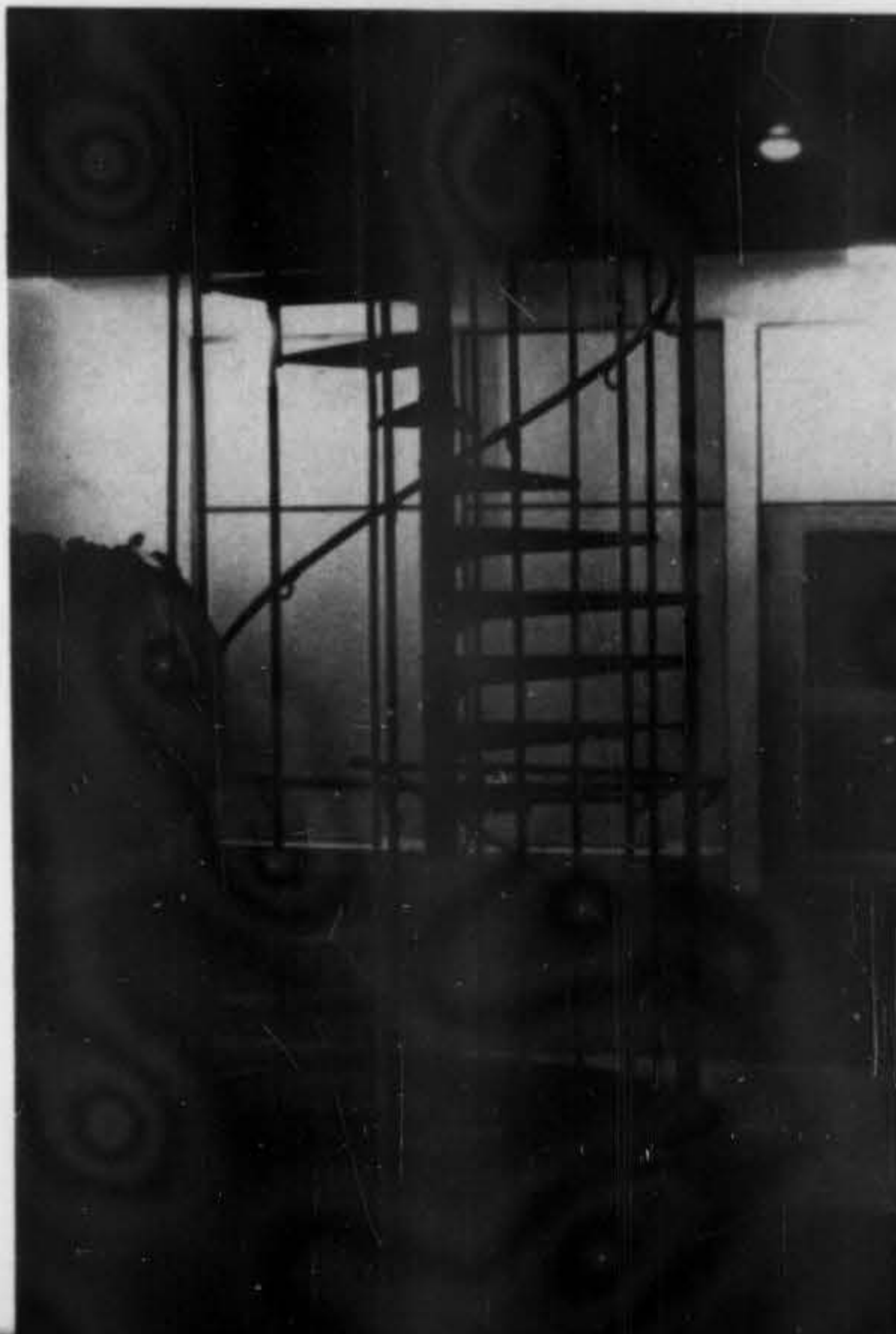
School interiors on these pages include:

- 1) a view of the main floor reception area from which a broad stairway leads up to the school quarters. This large two-story-high room quickly became known as the "white sea" because of its white-washed walls and general all-white appearance. The ceiling is of aluminum squares.*
- 2) One of the specially designed wrought iron and wood stairways which add appropriately subtle abstract accents to the school's unadorned interiors.*
- 3) View of student exhibition area showing effective pattern made by black wrought iron stair railings against natural pine wood wall.*
- 4) Pine hand railing of main entrance stairway.*
- 5) Sofa benches create interesting pattern in center of "white sea" reception area which is a favorite student meeting place.*
- 6) Circular wrought iron stairway connects floors. Ceiling is of aluminum strips.*

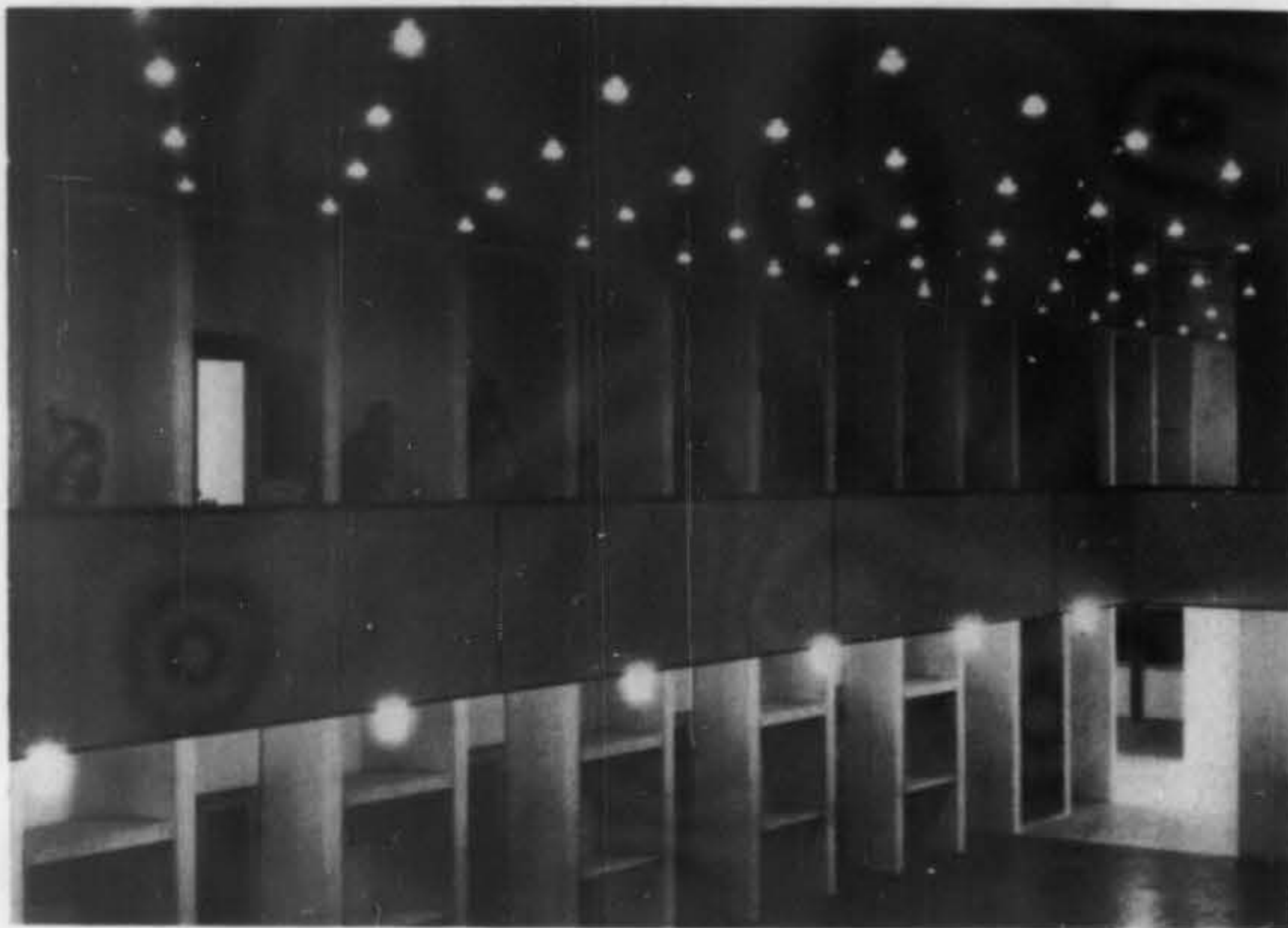
5



6



1

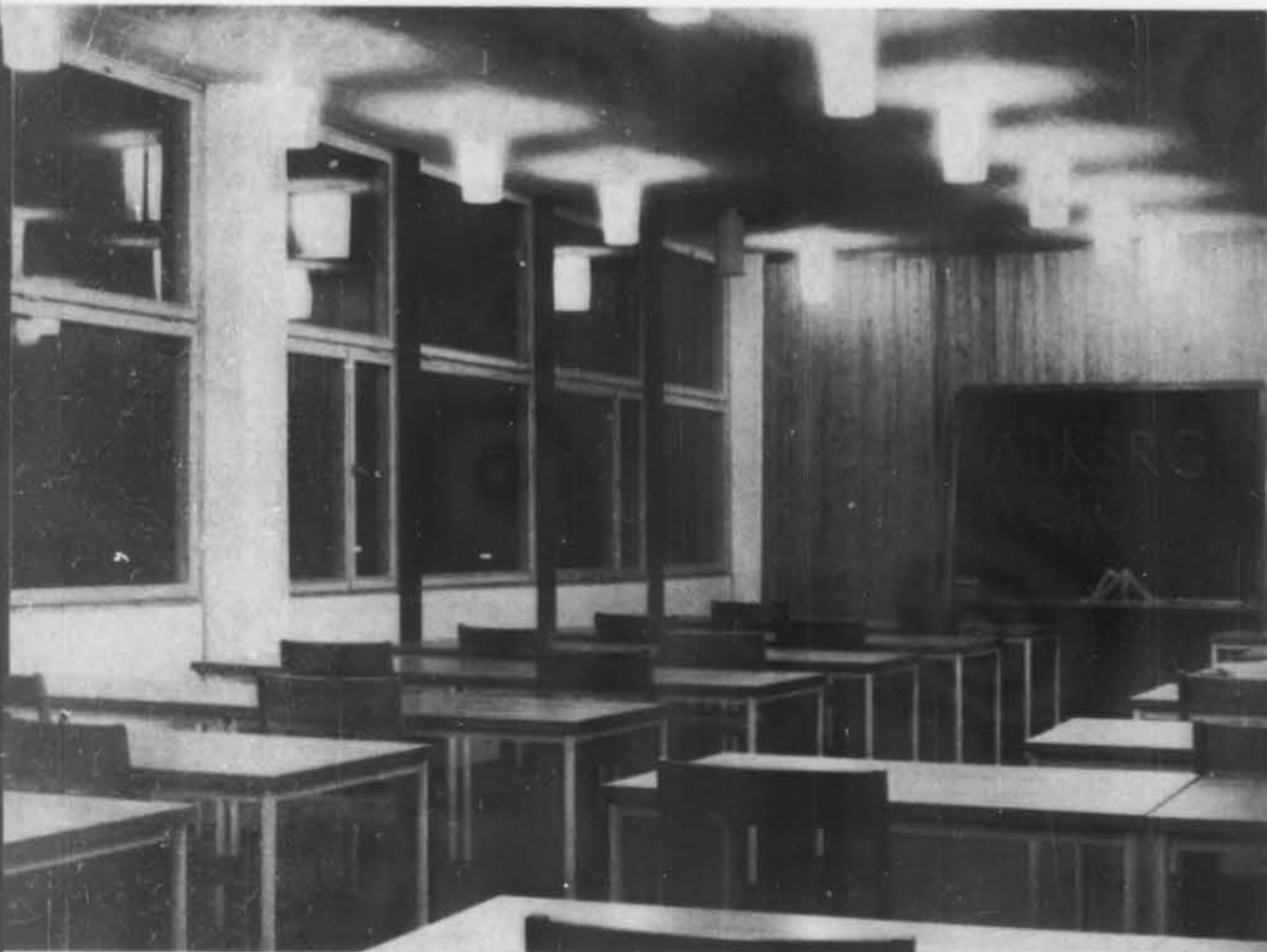


swedish school

2



3



1) Gallery niches along two sides of the "white sea" (see also pages 114-115) are lined with natural Swedish pine panels which tend to add a warm tone to the otherwise white-washed surfaces of the area. Doors leading to studios and classrooms are of masonite panels with natural wood frames like most of the school's interior doors.

2) View through doorway shows students working in ceramics department.

3) One of the classrooms showing the rough wooden siding which is featured throughout the school interiors and helps give them their rustic yet friendly character. Black steel girders frame windows, ceiling is painted white.

4) Natural pine wood walls make an effective background for yarn mixer in weaving room. The pine walls can also be used for pinning up drawings, color sketches, or weaving samples as shown here.

5) Pine wood panels against white-washed walls in furniture and interior decoration department provide an appropriate place for hanging student room plans, furniture designs, et al.

One of the chief aims of the Swedish State School of Arts and Crafts is to steer students toward becoming active participants in their country's striving for a richer and deeper design culture. It would be hard to imagine a more fitting environment for such an undertaking.



4



5

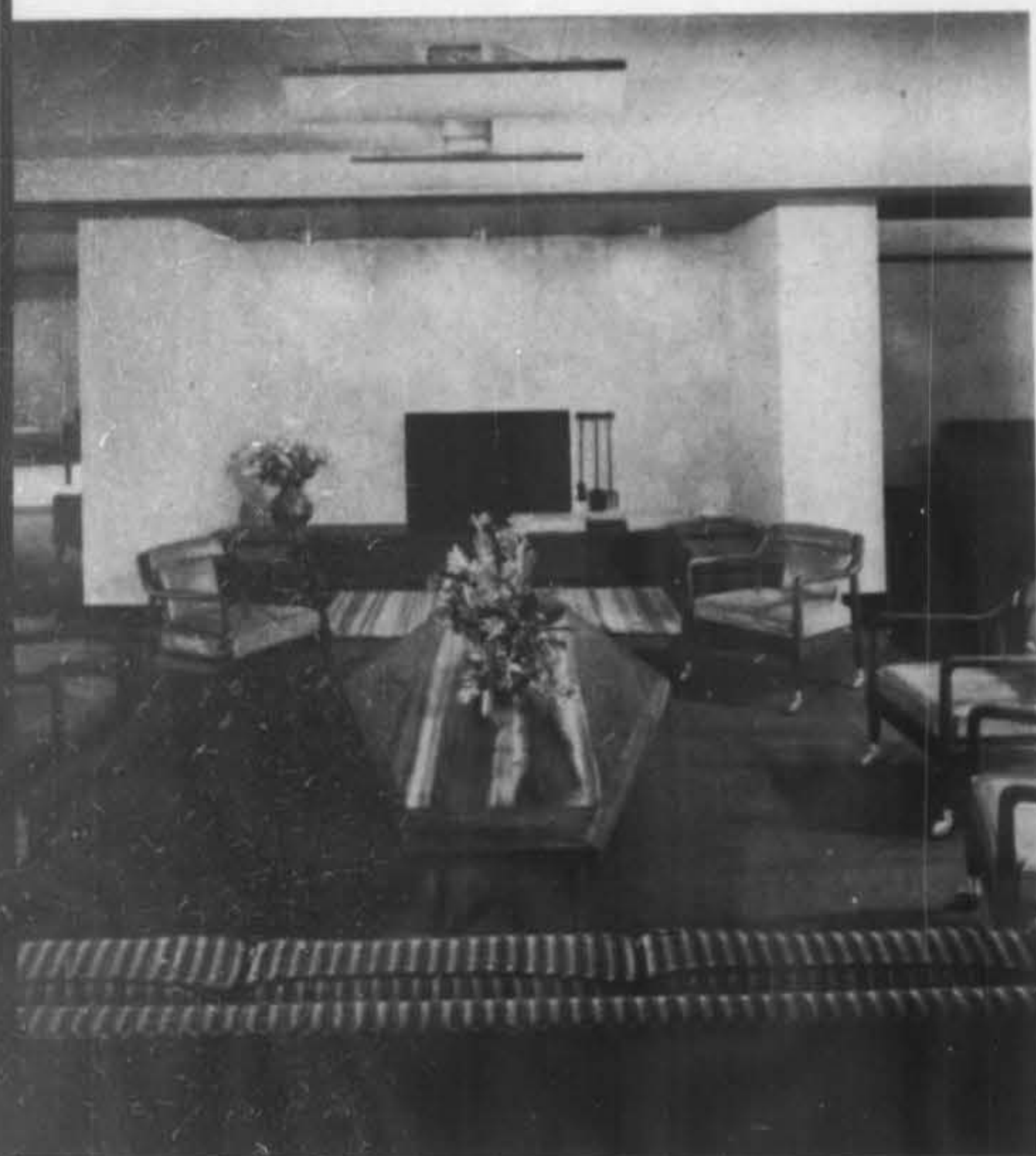


Elisabeth Draper, A.I.D.



Left: Entrance facade of new Graduate Women's Hall of Residence at Yale University designed by Douglas Orr, F.A.I.A. Below: Two views of Elisabeth Draper-designed main lounge showing fireplace grouping, left, and snack area in one corner of lounge, right.

Skillful arrangements create diversified areas in Women's Residence Hall



Although working on a strict budget, Elisabeth Draper, A.I.D., has endowed the contemporary interiors of the new Graduate Women's Hall of Residence at Yale University with a harmonious simplicity in a plan that has been skillfully worked out to accommodate the many uses of the residents. The new six-story dormitory building was designed by Douglas Orr, F.A.I.A., to house more than 200 women students in the University's newly-established Graduate School of Education. On these pages we show various views of the spacious main floor lounge in which Miss Draper's ingenious furniture arrangements create natural

functional divisions while her choice of clean colors and textures gives the entire area an esthetic cohesion. The fireplace grouping, above left, features a handsome six-sided table flanked by leather covered armchairs and a sofa on a moss-green area rug. The hearth rug is in greens, gold, and sienna and fireplace stools are covered with olive-green plastic. In the snack area, above right, rattan and aluminum chairs are grouped around a low pedestal table and under George Nelson's airy bubble light. Cinnamon colored fabric covers the far sofa, and blue Saran the near one. (For complete list of suppliers, see page 173).

all photographs by alexandre georges



View, above, is looking across fireplace grouping (facing page) toward front window wall curtained with Fiberglas. Striped Trilok covers sofa to right and blue Saran upholstered sofa in background is flanked by a pair of chairs upholstered in brown.

View, below, is to the right of the area shown above. Here the circular brown-black terrazzo-topped table is surrounded by mustard-gold covered chairs. Two high-back chairs in background are covered in black plastic. Area rug is moss green.

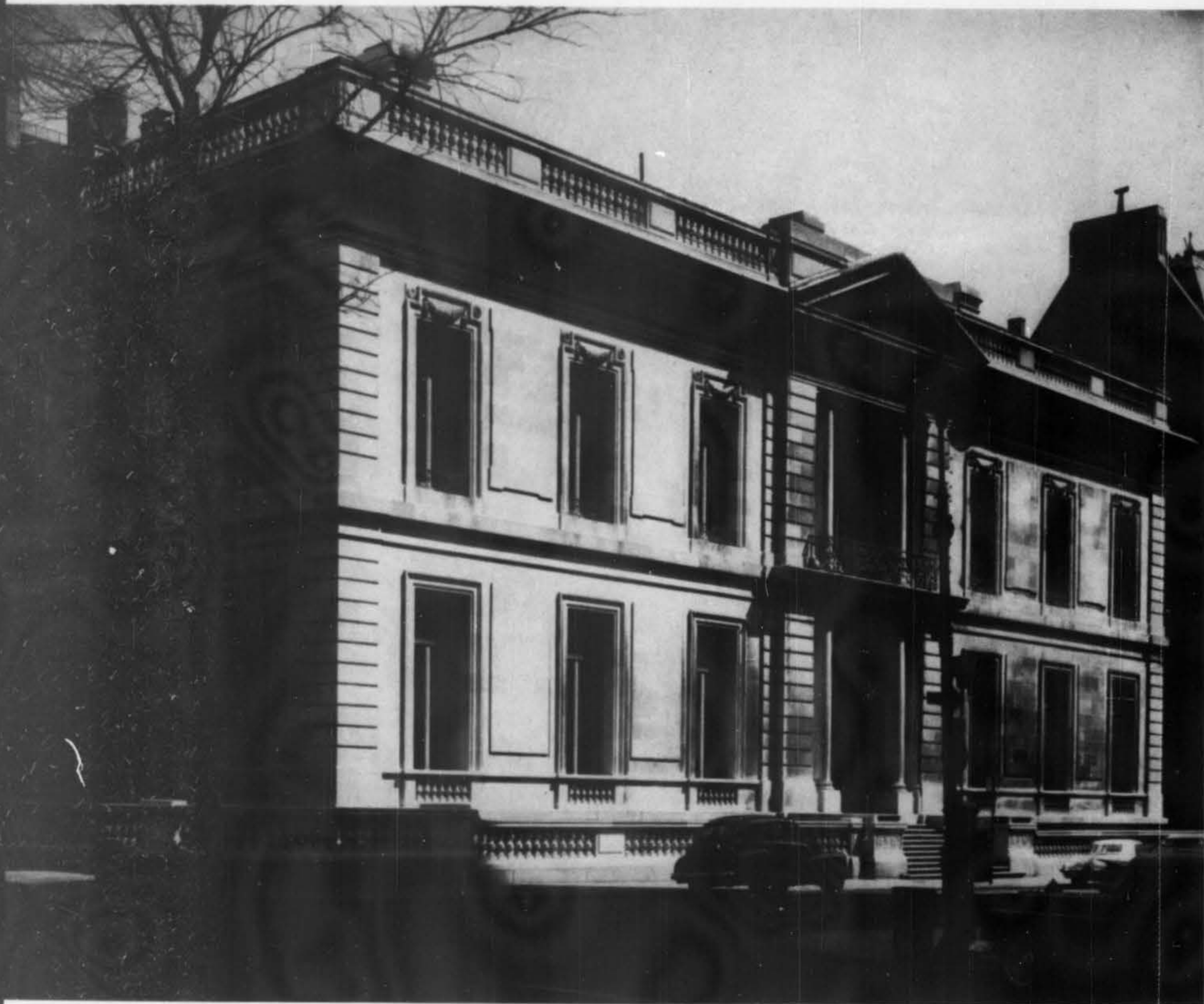


*Remodeling by architects
Venturi, Cope, and Lippincott*

**Rhythmic play between
tradition and modern converts
Fifth Avenue mansion to
scholastic institution.**



*"Not integration but
juxtaposition . . ."
The fine exterior
proportions of the 30-room
limestone Duke
mansion (below) and almost
all of its exquisite
interior details (see also
overleaf) have been
left intact by the architects
who remodeled it
for New York
University's Institute of
Fine Arts without
trying to modernize
the old or to
give an antique look
to the new. The original
interiors of the
Duke house were by Alavoine.*





The geometric pattern created by standard contemporary library stacks provides a striking and surprisingly compatible counterpoint for the fine details of the 18th century French interior of the Duke house. Wherever possible the existing light fixtures were kept.



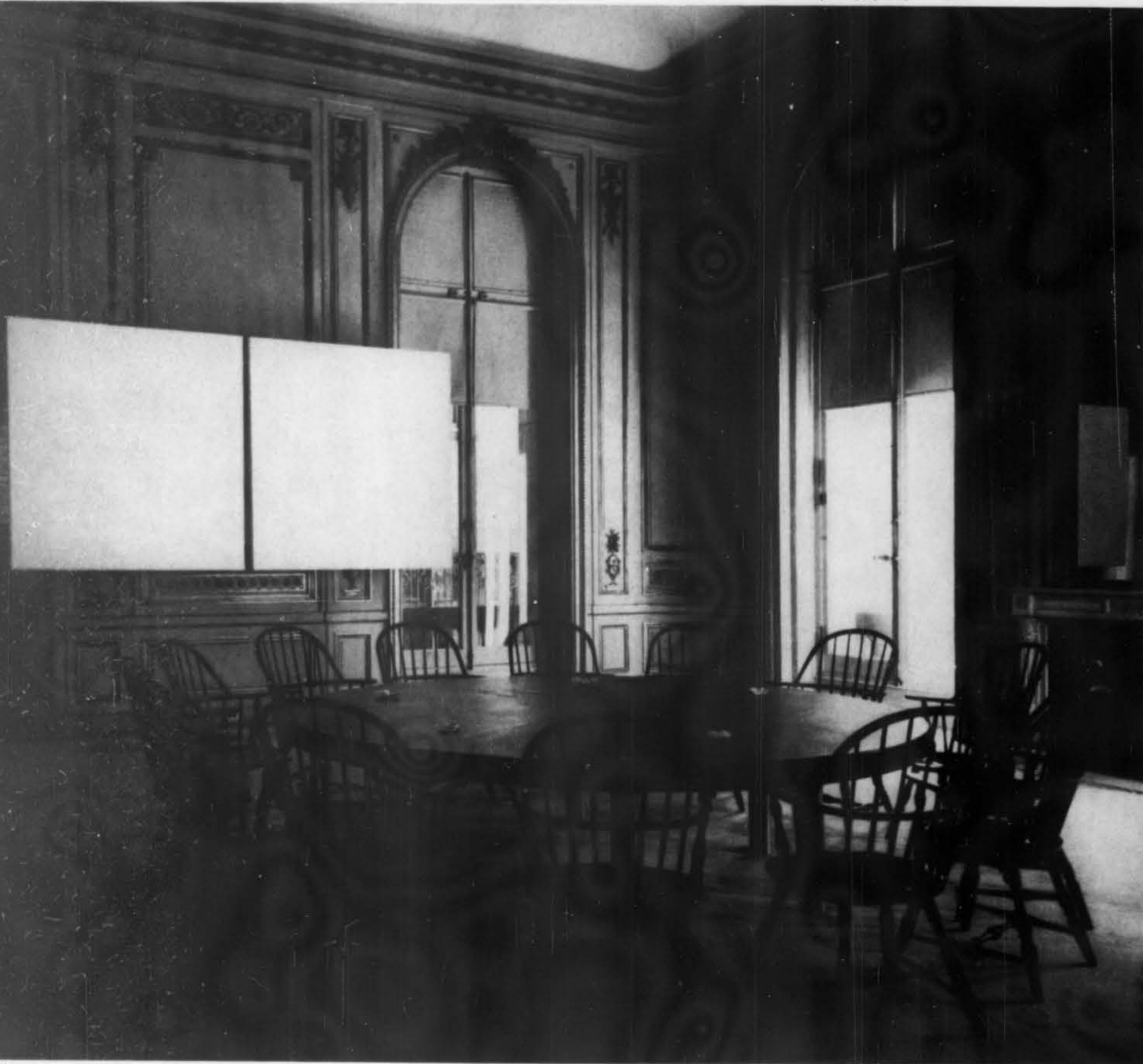
all photographs by Ieni Iselin

duke house

Below: The formal drawing room on the first floor of the Duke house became the Institute's seminar room. The slide screen which has been "floated" out from wall is not, point out the architects, "analogously related in size, shape, or position to the older paneling." Saybolt and Cleland's reproductions of 18th century Windsor chairs are lacquered dark blue to contrast with the buff and gilt wall panels.



all photographs by leni iselin





Harmony is beautifully achieved through contrast in second-floor work-study rooms, above and below, where the architects have boldly contrasted the old Louis XVI paneled walls with the new scaffolding of open shelving which is placed well in front of the moldings. Lighting in work-study rooms is provided by fixtures suspended from movable rings on ceiling tracks and shelving fixtures (above) which are hooked to slotted shelving posts. Thonet's library tables are lacquered dark blue with dark green linoleum tops. Bentwood nylon-caned chairs were imported by Stendig, Inc.



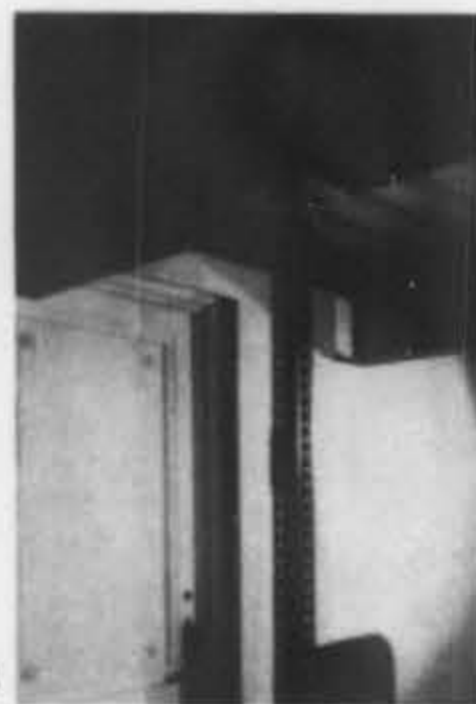
Adapting the architectural ornaments of another age to the educational requirements of today was the difficult challenge successfully met by Philadelphia architects Robert Venturi, Paul Cope, and Mather Lippincott who made the transition from Fifth Avenue mansion to scholastic institution with the kind of skillful art that looks deceptively easy. Following the general trend of many of Manhattan's fabulous Fifth Avenue mansions which have been taken over by educational and allied organizations, the 32-room Duke mansion was recently given to New York University's Institute of Fine Arts by Doris Duke and her mother, Mrs. James B. Duke, to be used as a graduate school of fine art. The Duke house was designed in 1912 for tobacco magnate James B. Duke by Philadelphia architect Horace Trumbauer who modelled it after the Hotel Labottière, an 18th century Bordeaux town house. Its unique characteristics, according to the architects who altered the mansion for its new role, "are its enormous scale—a Louis XIV scale in a Louis XVI building—and the fineness and chasteness of its Edwardian-Louis XVI details inside and out."

Their problem was to provide suitable quarters for its new function without destroying the character of the house. Their technique, in their own words, "was to create harmony through contrast rather than similarity; to employ the principle of juxtaposition rather than integration; to visually separate the old and the new; to change by adding to rather than modifying the existing elements; to consider furniture rather than structural architecture as the new element; to use furnishings which, if they were not 18th century in form, were not of modern design in the fine arts sense but rather contemporary objects often industrially produced and designed . . . not primarily for esthetic effect."

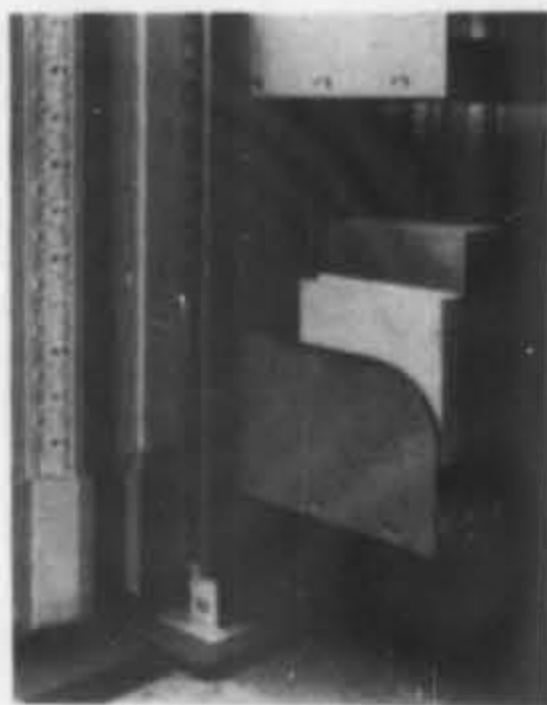
The architects adapted the elaborate first floor rooms to their new uses with little change, confining the major part of their work to the second floor where the Institute's working library was divided among the seven bed and sitting rooms, each devoted to a particular period or field of art. One bedroom (previous page) "became a stack room containing general and reference books suspended from and resting on a newly installed mezzanine structure. . . ." Of the bookshelving the architects say: "We had not enough space for free-standing shelving . . . and neither the inclination nor the budget to incorp-



1



3



duke house

The off-white Louis XVI paneled walls and fireplace in a former bedroom graciously lend their elegance to one of the Institute's work-study rooms above.

Left: 1) The principle of juxtaposition rather than integration is reflected in such details as brass brackets (above light switch) used throughout the house to connect shelving to wall. 2) Proximity of ornate traditional moulding and modern slotted upright of shelving again shows but one of many highly effective contrasts between the old and new.

3) Shelving uprights are suspended from newly-installed mezzanine structure.

Facing page: Former dining room becomes Institute's first-floor reading room.

ate wood shelving in the existing Louis XV paneled walls. We employed standard Remington Rand steel shelving designed for library stacks. . . . The geometry and rhythm of the open shelving, always only partially filled with books, is juxtaposed in a fugged relationship to the contrasting patterns of the off-white panels. The scaffolding of shelving appears to float, touching the walls and floor only lightly and discreetly. Parts that do touch the architecture—the feet and brass brackets which connect it to the walls—were the only details which were redesigned by the architects." Of the lighting: "Where overall lighting was needed, as in the lecture room, the existing crystal chan-

deliers were supplemented for notetaking by recessed flush downlights in the ceiling. In the study rooms we did not want bright, overall lighting . . . but rather several sources of local light for the study tables and book shelving. . . . Table lighting fixtures, designed by Richard Kelly, are suspended from movable rings on ceiling tracks. This permitted a limited flexibility of location and height and did away with floor outlets and cords. Shelving lighting fixtures were specially designed metal brackets in the vocabulary of the shelving . . . hooked to the slotted posts in the same manner as the shelving. Of the furniture: "Tables chosen for the study rooms . . . are the standard,

sturdy wood library tables . . . manufactured by Thonet, slightly modified by us. They have straight chamfered legs, analogous to 18th century Chinese Chippendale legs. . . . Chairs for the seminar and reading rooms on the first floor are reproduction American 18th century Windsor chairs. They are not to read as antique chairs but as classic contemporary library chairs. . . . Study rooms and office chairs are nylon-caned bentwood armchairs imported from Czechoslovakia by Stendig, Inc. . . . These are light and comfortable and although an industrial product they have a sinuous elegance not dissimilar to French 18th century chairs and their architectural context here."

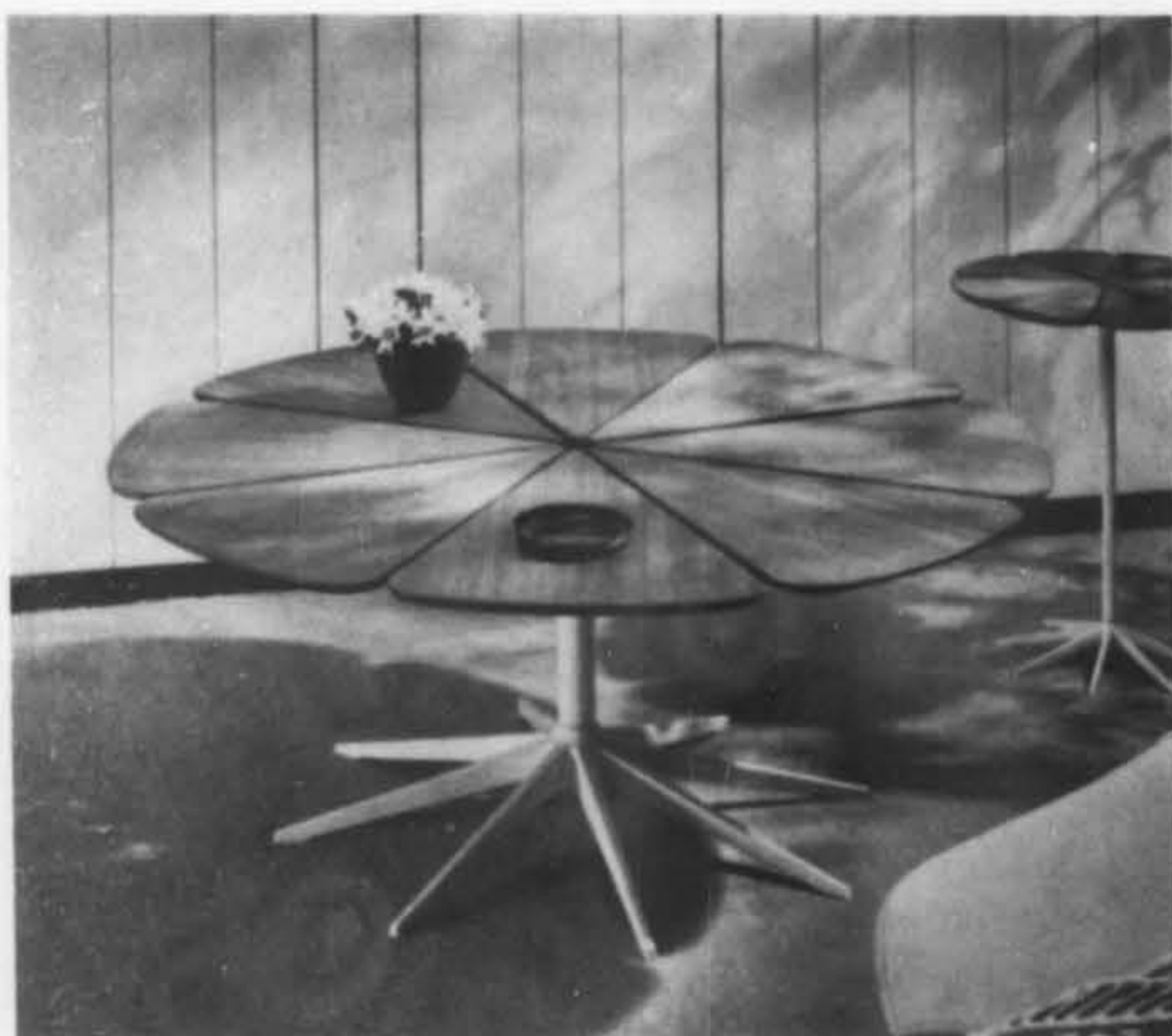
(For complete list of suppliers, see page 174.)

photographs by leni iselin



FR2

Furniture Report Part 2: *Greater design flexibility is found for office and contract installations through refined elaborations of the module system. Residential pieces continue in the decorative trend of more ornamentation and period influences.*



1



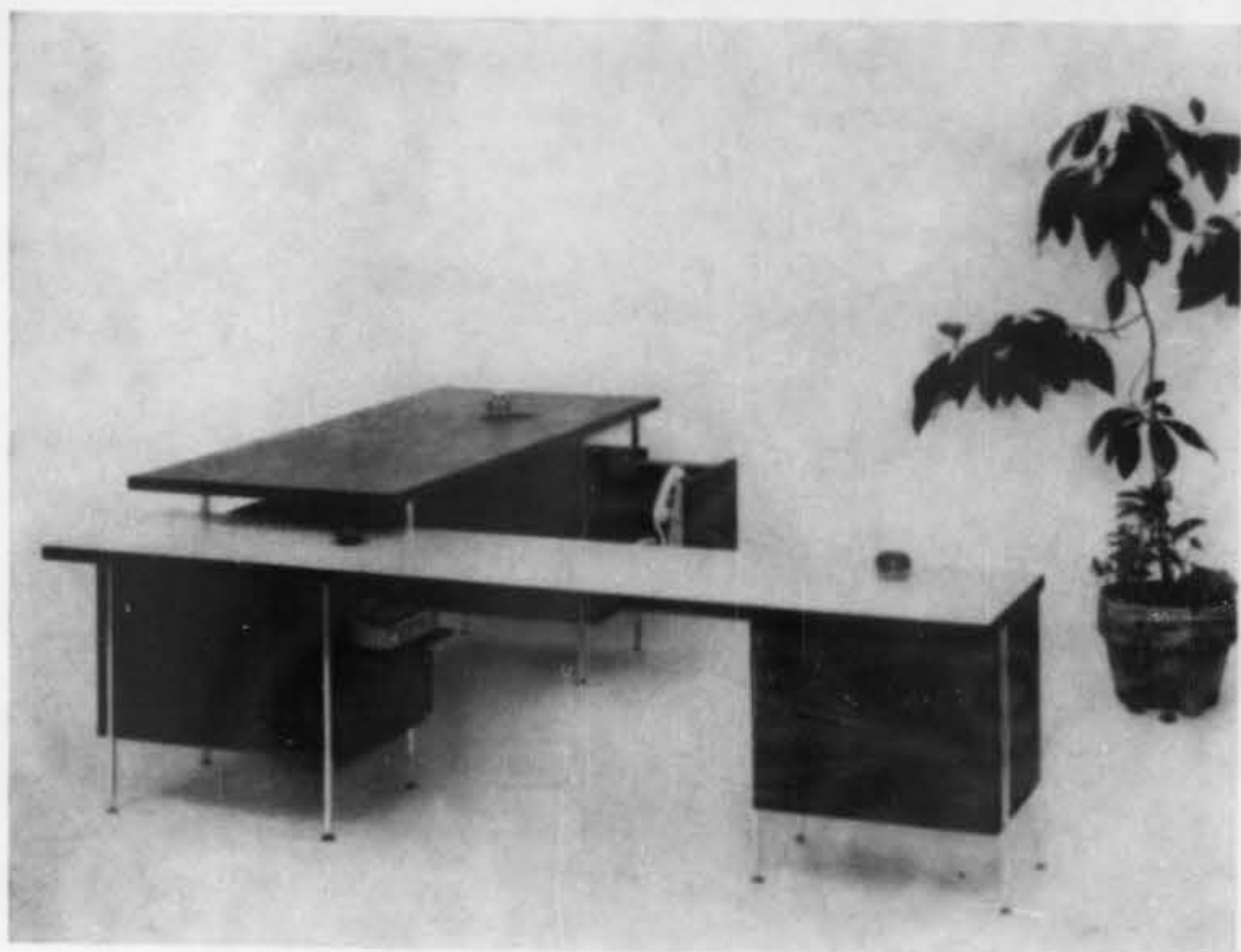
2

3

1, 2, 3, 4 Knoll

4



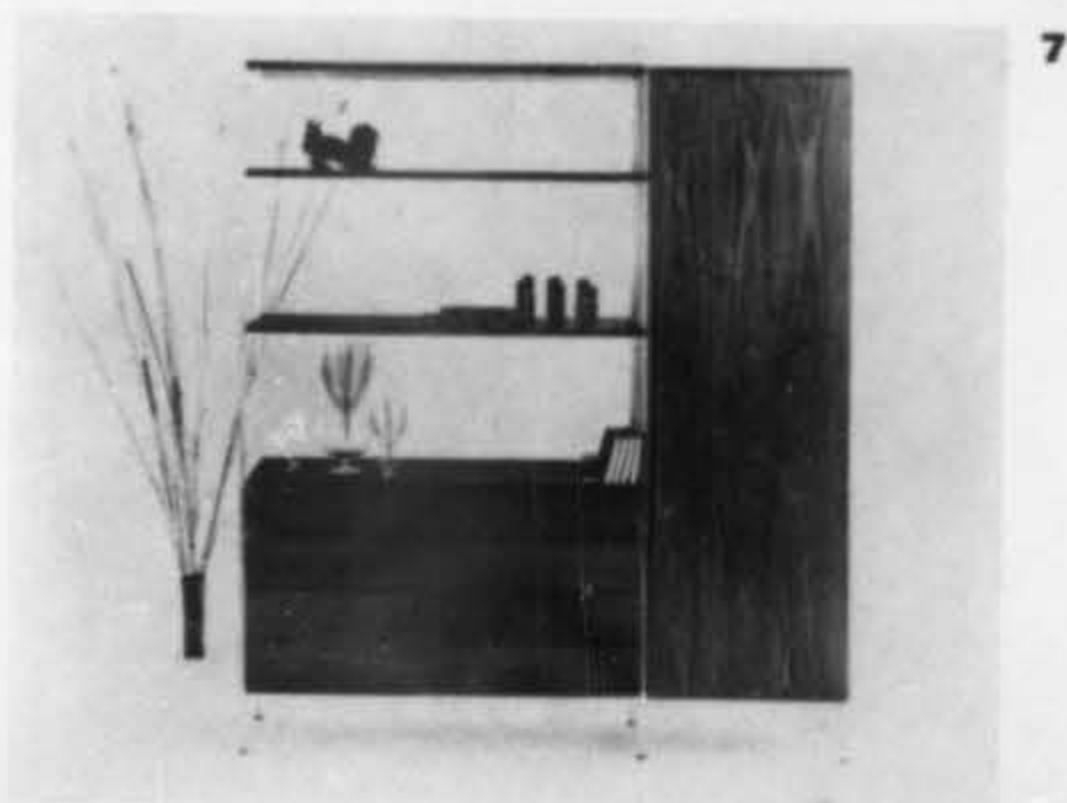


5, 6, 7 Hugh Acton

5

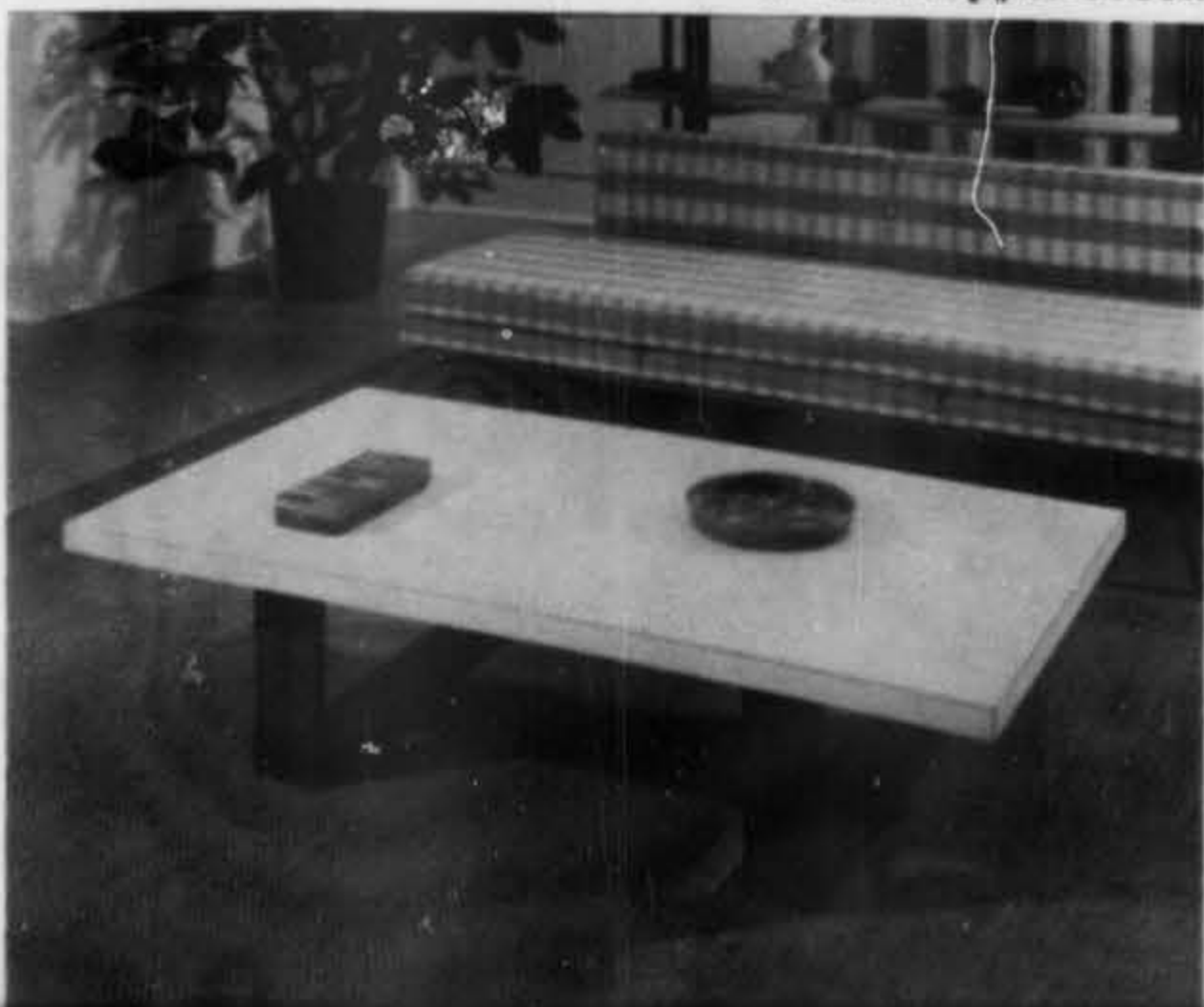


6



7

8 Van Keppel-Green



Knoll Associates Inc., 575 Madison Avenue, New York, presented a diverse group of occasional pieces for either residential or office application. Highlights are the "Petal Tables" (1) designed by Richard Schultz with eight redwood petals sprouting from a cast iron base. A new process which fuses a plastic coating to the base insures rust resistance and allows the tables to stand up in all weather. Available in two top sizes and a variety of heights. The molded plastic shell side chair (2) designed by Schultz has a new center vent construction to allow stacking of up to six chairs. A new technique permanently joins upholstery to shell. The chairs are in "Skol," a Knoll tweed, and a heavy linen, but other fabrics may be used. The base matches the shell. The Schultz card or dining table (4) employing a similar base and column has a square 36-inch top with rounded corners in a walnut, white, or black laminate self-edged finish. The cast iron base is white, gray or charcoal.

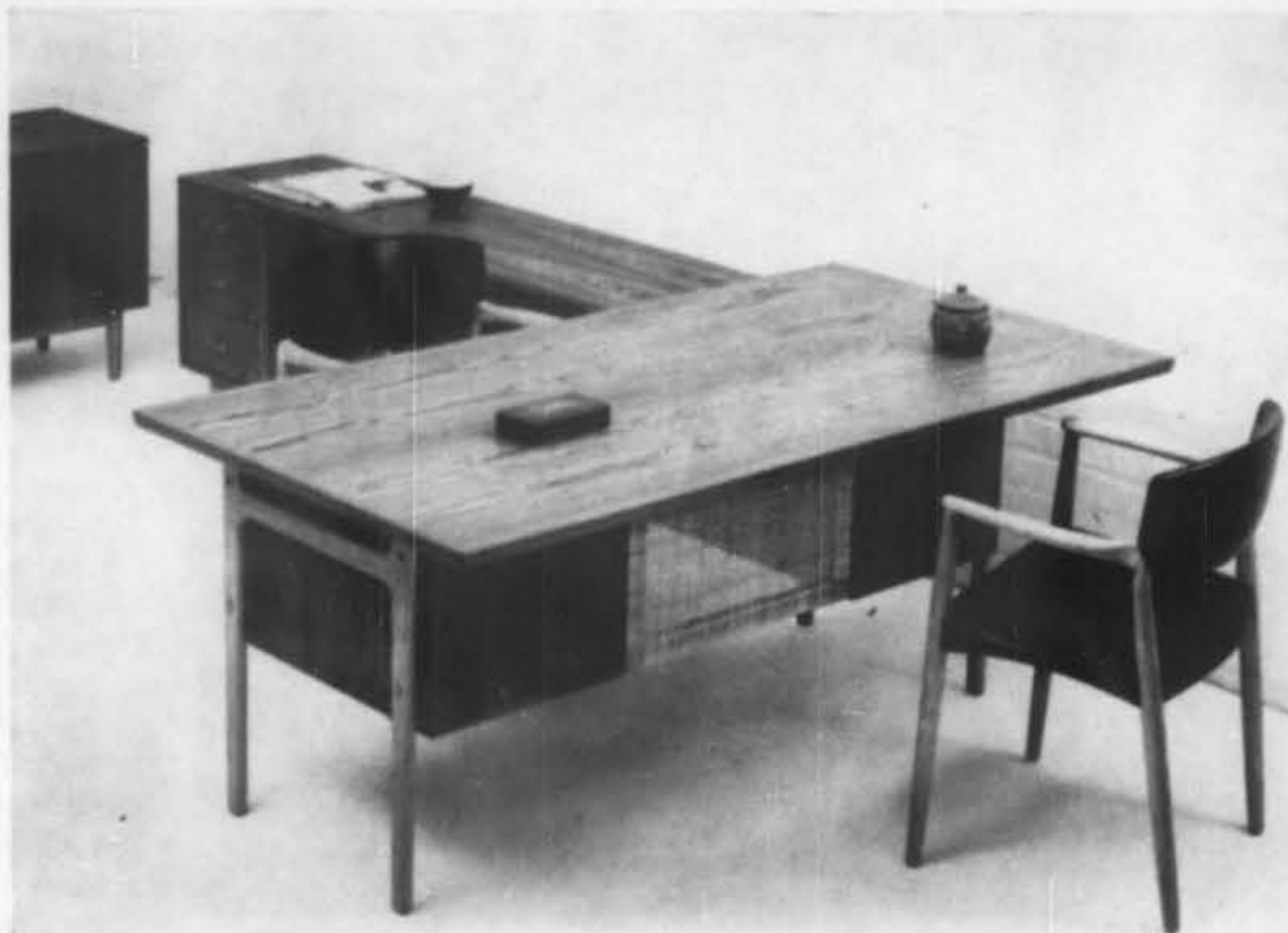
Florence Knoll has designed a group of four beautifully proportioned chests, one of which is shown (3); a suspended vanity, and a bed table. They come in oil finish walnut or white plastic laminate, all with backs of white plastic. A new feature is a drawer equalizing mechanism which prevents jamming commonly caused by opening or closing drawers from one side.

Hugh Acton, 588 Brookside, Birmingham, Michigan, launched a system of modular desk and storage structures for the office. The system begins with a small desk which consists of a floating slab of oiled walnut resting on a series of square metal channel leg structural uprights; under-slung pedestal cabinets are added to house storage for a built-in telephone, removable waste basket, and filing drawers. With this system of uprights, additions are conceived in any direction. As shown (5) an L shape desk is devised from multiples of single units. The cabinet at left houses a typewriter. In this case the extension slab is covered in white Formica. An adjunct to the desk system is a storage and clothes closet grouping (7) which also contains a high degree of design flexibility. A catalog is available showing many of the Acton arrangements.

The seating unit (6) is unusual in its functional comfort. It comes in lengths of two to twelve feet, and in three back heights—one, two, or three cushions high. This seating piece is the result of an engineering concept giving varied spring tension to individual areas through No-Sag springs set into the upholstery. Each section pivots under shifts of posture.

Van Keppel-Green, 116 South Lasky Drive, Beverly Hills, introduced the season's collection in a new showroom at 161 East Erie Street, Chicago. This new group of indoor-outdoor furniture was shown in vivid paints and stains of greens, oranges, reds, and yellows. Tables of various shapes are in either coffee or dining table heights. The convertible coffee/dining table (8) with beige formica top has double legs finished in Espresso brown which unfold and lock into a full upright position.

FR2



1, 2, 3, 4 Pacific Overseas

1



2



3



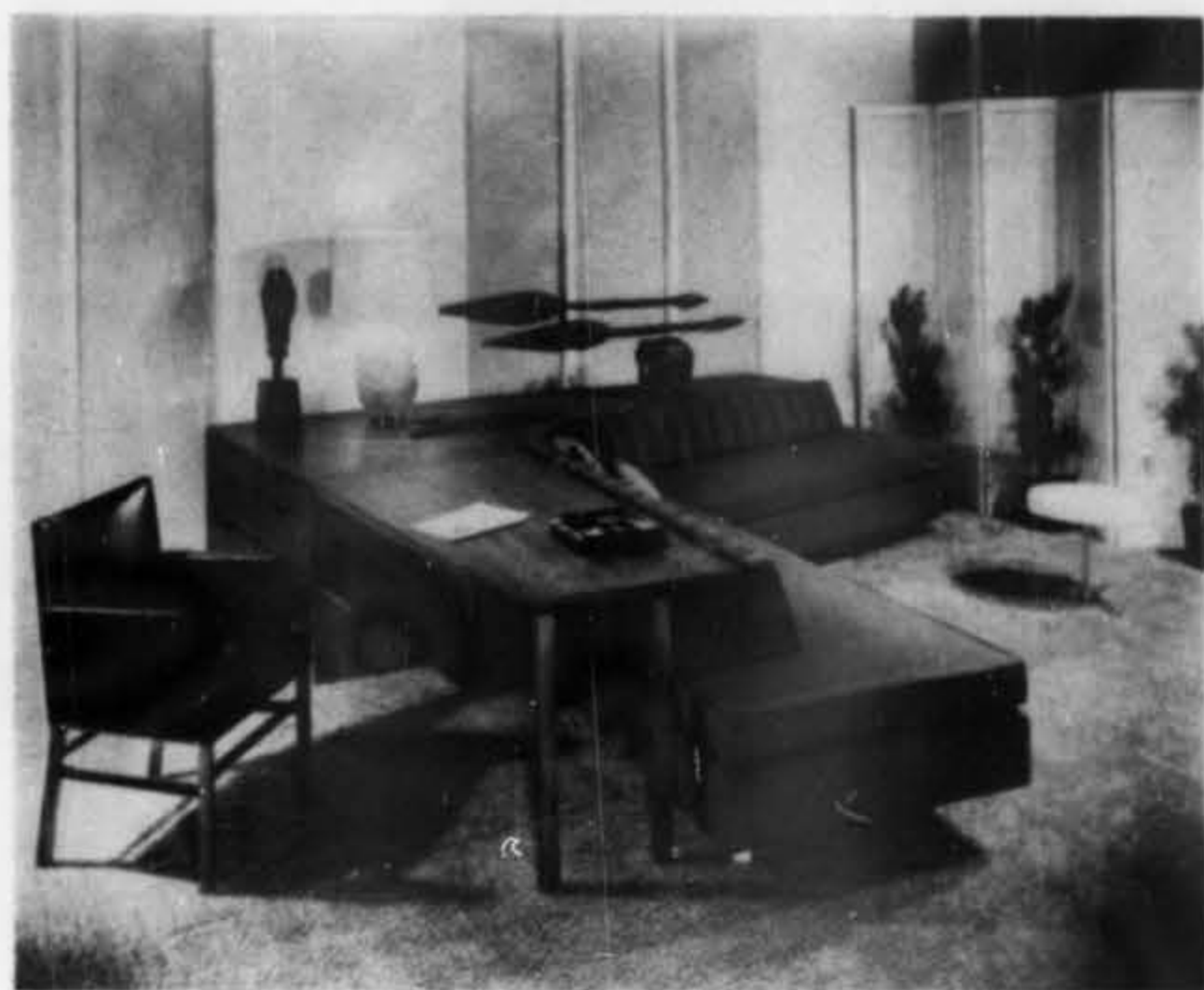
4



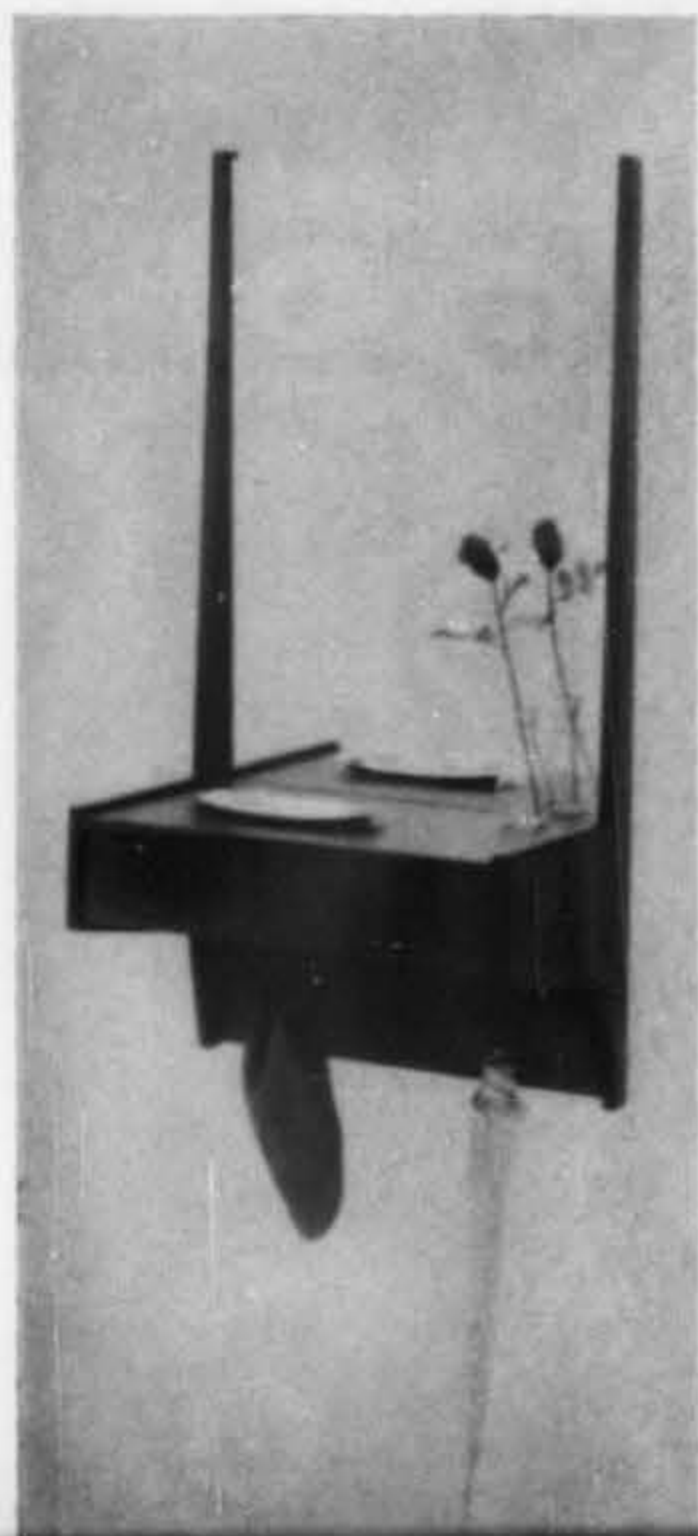
5 Unagusta



6 Kroehler



7 Arch Gordon



8 Glenn of California

9 Murphy Miller



Pacific Overseas, Inc., 478 Jackson Square, San Francisco, has introduced a new line of executive office furniture. Designed by Danish architect Torben Strandgaard after discussions with and encouragement from many American architects and interior designers, the line exhibits a Scandinavian feeling applied to a flexible system which allows many combinations of tops and pedestals in simple desks or L arrangements. A variety of bases are available, all having a slight sculptured quality. A distinctive Scandinavian touch is the play of oiled teak tops and pedestals against lighter color of oak bases (desks are also available in walnut). Shown (1) is an executive desk with L extension and cane modesty screen. One of three conference tables (4) has a ten-foot boat-shaped slab of teak on oak legs.

Besides the new office furniture, Pacific Overseas also has new Strandgaard designs for hotels, motels, schools and hospitals. The sofa bed (2) would be appropriate for any sort of interior. In teak and oak with reversible cushions in zippered covers, it can be made in several versions: with or without back, arms, or arm cushions. The stacking bench-tables (3) in teak and oak have grooved slots for stacking or for pulling cushion edges through to be attached underneath.

Strandgaard often works with architects and interior designers in developing furniture as integrated parts of an interior or architectural job. He designs in this country, has the furniture made in Denmark.

Unagusta Manufacturing Company, Hazelwood, North Carolina, has a small group of simple bent wood arm chairs of sculpted form from Denmark. As shown (5) the loose seat and back cushions are covered in a tweed fabric.

Kroehler Manufacturing Company, Naperville, Indiana, again has a small choice group of case pieces for multiple order contract purposes only. Designed by Nicholas Ungaro, these pieces are particularly adaptable for hotels, motels, and schools. The space saving "wall table" (6) lets down to seat four. When closed, the legs fold over to become a picture frame. The under table is covered in a grass cloth with small butterflies and sea grass.

Arch Gordon, 2500 N. Bosworth, Chicago has designed a large close fitting tri-sofa desk unit (7). The upholstered seating frame is curved to fit the contour of the desk. Back rest cushions lean against wooden "boxes" suspended below the desk. Drawers on the desk are stepped down.

Glenn of California, 130 North First Avenue, Arcadia, California, with new designs of Richard Thompson for the "Baronet" group, is showing this charming panel mirror (8). Framed in walnut the sloping side panels extend below the glass to form a shelf with drawer and a clothes rack.

Murphy Miller Inc., Owensboro, Kentucky, brought out a group of correlated tables designed by Al Bruce. The 32-inch square corner table (9) is available in walnut only with a top of burnproof, and mar-resistant laminated plastic.

1



2

3



1, 2, 3 Erwin-Lambeth

4 Century



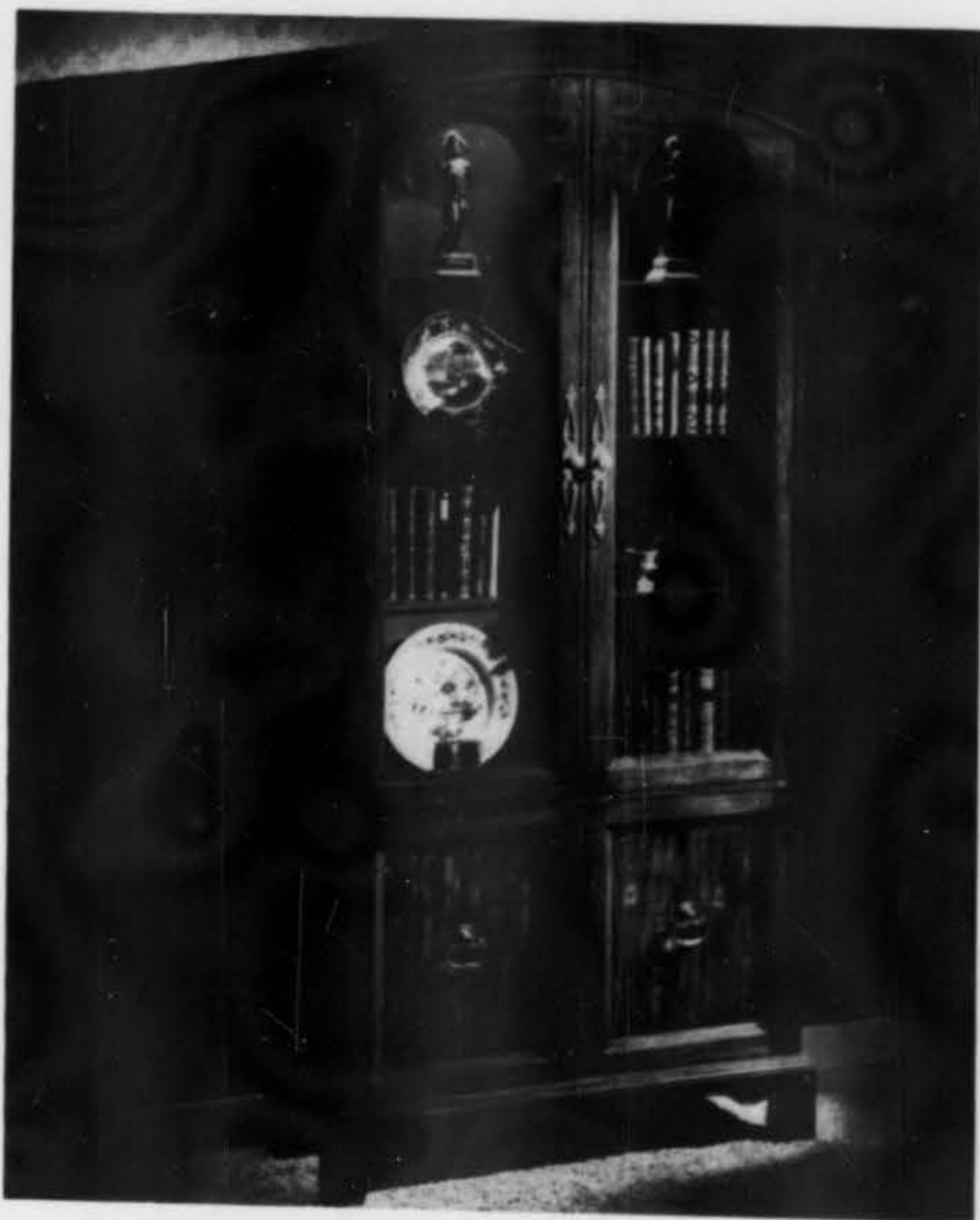


5 Kaplan



6 Statton

7 Heritage



Erwin-Lambeth, Inc., P.O. Box 671, Thomasville, North Carolina, presented three groupings of upholstered and wood pieces in its collection for the new season. The first group was inspired by designs and architectural devices of Renaissance Italy and France and includes a large group of small-scale upholstered and occasional pieces in this theme. Many of the wood pieces have been painted and antiqued in classic pigments of Sorrento Blue, Carpathian Tan, Zircon Mist, Athenian Gold, and Solfatara Green—or have a light wood finish.

The regular line of upholstered pieces this year is far lighter in scale—a new departure for this house. For the third group, Barney Flagg, A.I.D., I.D.I., designed a small series of accent pieces in a more contemporary manner.

The little 24-inch high tri-legged classic pedestal table (1) of pecan wood is in an Old World walnut finish and a Carpathian elm burl inlay square top; however, it may be painted as mentioned above. Indicative of the group of small-scale upholstered pieces is the 58-inch hall bench (2) of upholstered foam. The narrow wooden frame is of pecan wood finished in black lacquer. Triangular tasselled bolsters may be matched to the upholstery or made to contrast in fabric or color.

The Barney Flagg 60-inch accent sofa (3) has a beautifully curved and grained oil finish walnut frame with inset panels of natural cane. Both seat and loose back cushions are upholstered foam.

Century, Hickory, North Carolina, presented a group of case pieces called "Colonna" which are highly architectural in design. Shown (4) is a buffet simple in line with arches and unadorned pilasters of a careful proportion and scale. The group is finished in "Colonna"—a light finish.

Kaplan Creations, division of Eureka Furniture Manufacturing Corporation, 5939 South Lowe Avenue, Chicago, presented as a beginning of a new collection for the decorative trade a small group of case and occasional pieces. The wall commode (5) in a toaz finish features a pair of accordion-fold doors paneled in black leather with Spanish nailheads of weathered brass. Available in New York at Ben Fiebusch Inc., 162 East 62nd Street.

Statton Furniture Manufacturing Company, Hagerstown, Maryland, presented 25 new pieces of American classic tradition designed by William A. Beard, A.I.D. The small drawered table (6) is a reproduction from a late 17th century boudoir piece with winged pulls and duck-foot legs. Available in "Cumberland Cherry," "Maryland Maple," or the new finish introduced at this market—"Fruitwood."

Heritage Furniture, Inc., High Point, developed a large collection of handsome case and occasional pieces, "The Tidewater Collections by Morganton." In the English formal manner, the pieces of mahogany are also available in antiqued and painted finishes. The curio cabinet (7), shown with lighted glass shelves, also has an alternate with wooden shelves.

FR2

1, 2, 3 Mueller Metals

1



2

3

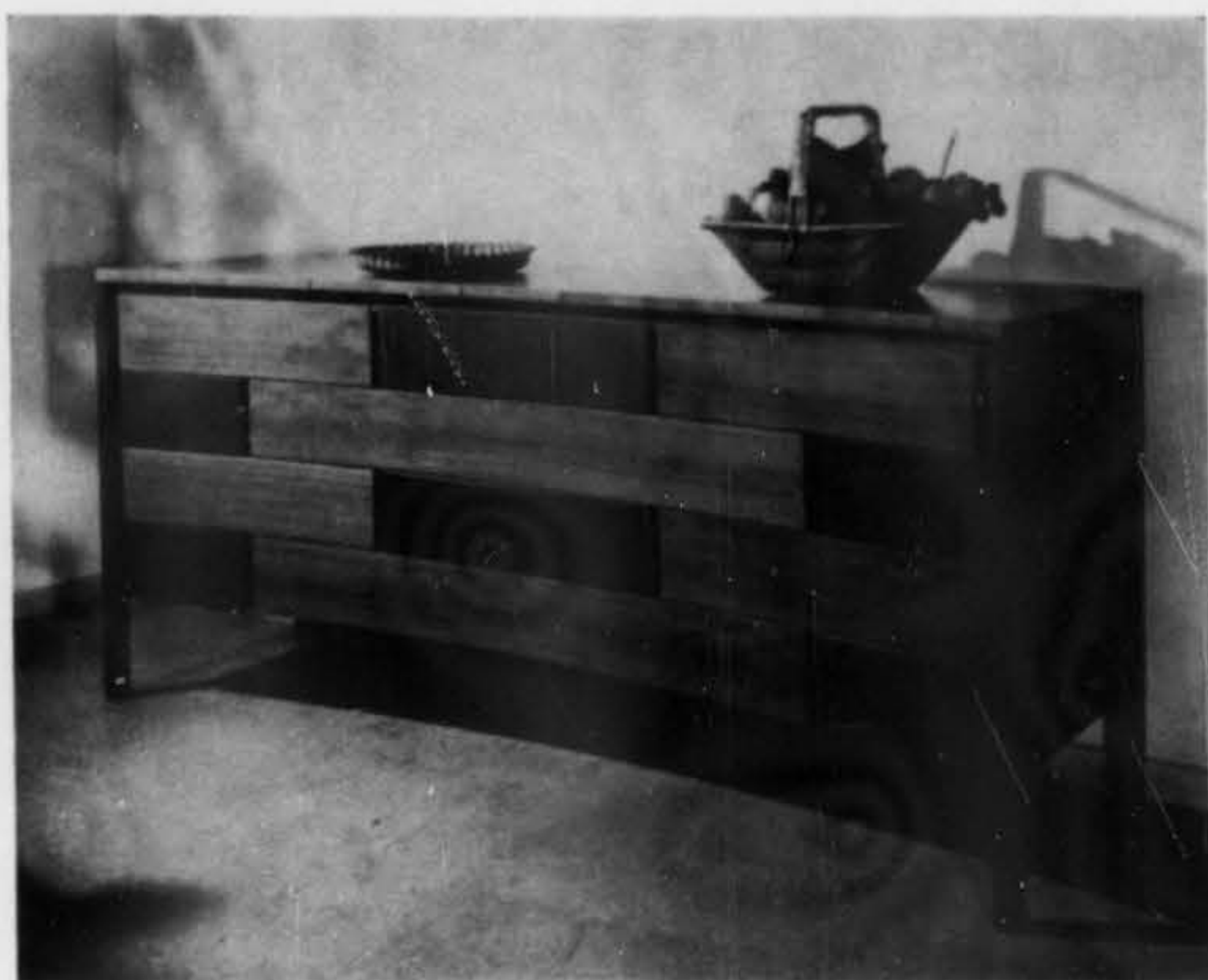


4

5



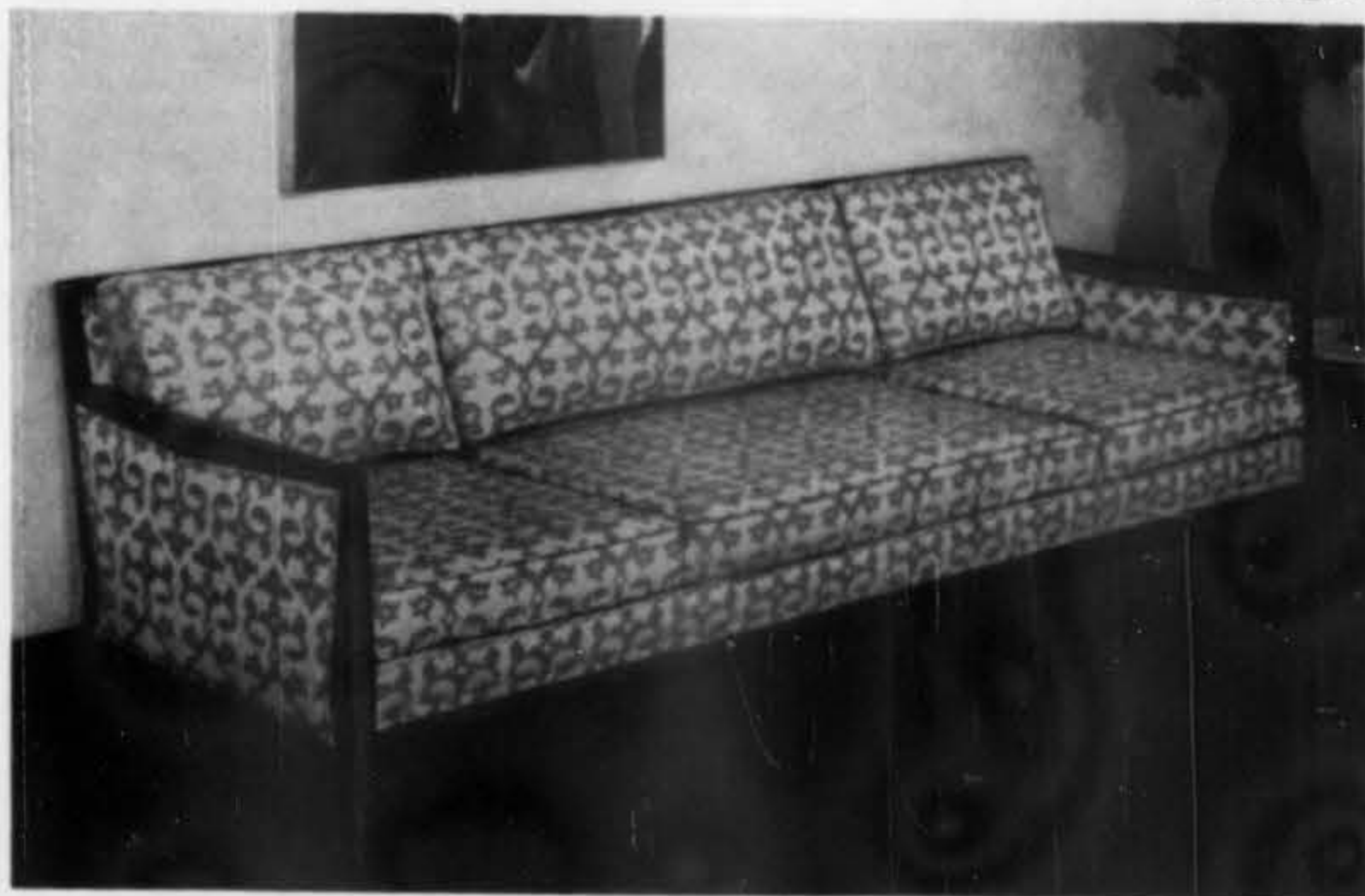
4, 5 Thayer Coggin



6 Urban



7 Rubee



8 Singer

Mueller Metals Corporation, division of Widdicomb-Mueller, 514 Fifth N.W., Grand Rapids, as a complete departure, created its first collection of all-wood pieces designed by Ralph Logan and called "Fulton Place." The contemporary walnut bedroom grouping has a series of eight related pieces including the little cabinet (2). Simple in line with a softening touch of grooved edges on the cases and legs, the case pieces are finished with a highly ornamental and originally designed cut metal escutcheon and wide pull. This is one of three styles of pulls made to create a fresh personality by lending a contemporary, Oriental, or traditional atmosphere to the piece. The octagonal coffee table (1) of walnut with knobbed corners has a square frame support with legs that are grooved and knobbed. The table top is framed in a darker shade of walnut.

Four upholstered chairs mounted on magnesium legs were also presented. The little tub chair (3) has unusual upholstery treatment of vertical buttoned straps.

Mueller Metals will continue to produce its metal lines of furniture, but also plans to add new pieces to its residential wood lines at future markets.

Thayer Coggin Inc., Burton Street, High Point, extended its Milo Baughman collection with a large group of occasional chairs set in wood frames, small scaled tailored upholstered pieces, and a few delightful tables with unusual and highly decorative inlays. The small pedestal table (4) has an ornate sunburst inlay of three tones of wood. One of the occasional chairs (5) is of molded foam with a bent curved frame creating a light airy feeling.

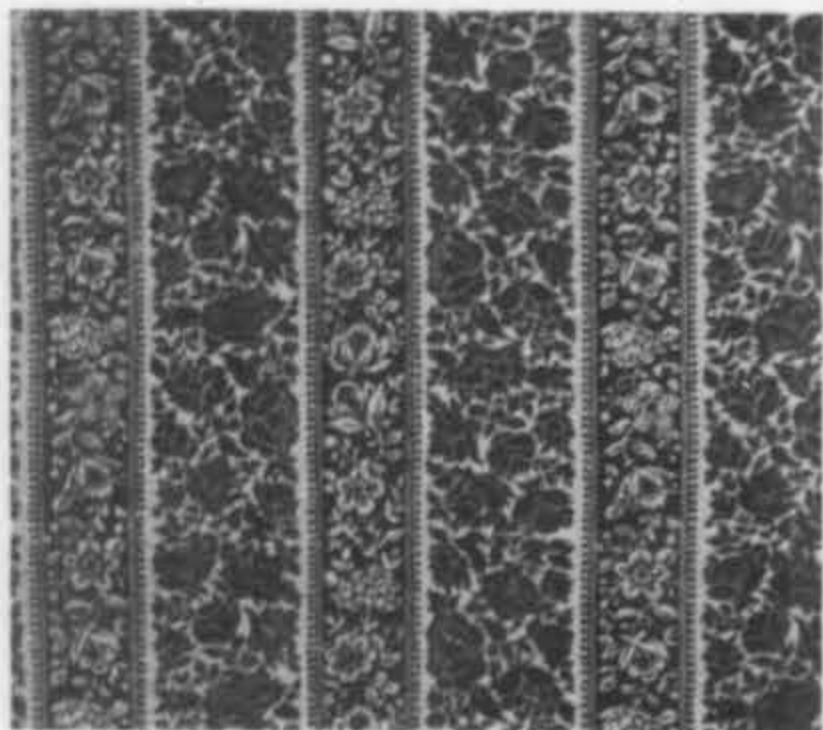
Urban Furniture Company Inc., 96 New South Road, Hicksville, New York, presented in January, a collection of case pieces by the Swedish Guild of Cabinet-makers at the National Design Center, 415 East 53rd Street, New York. All are large pieces with considerable decorative interest by means of carvings, inlays, and the alternate uses of light and dark woods. The concave cabinet (6) has a random block arrangement of drawers highlighted by opposing grains and tones of wood.

Rubee Furniture Manufacturing Corporation, 1026 West Van Buren Street, Chicago, created a group of pieces in an Oriental theme, called "East Wind." The sofa lounge (7) with trundle on casters for storing underneath, is of a natural walnut and striking paint finish. Seat cushions, mattress, and back cushions are all upholstered foam rubber.

M. Singer & Sons, 41 East 57th Street, New York, produced this sofa as the beginning of a complete collection of light-scale upholstered sofas and chairs soon to be on the market. Designed with wooden frames for easier maintenance, the sofa features fabric placed on panels and edged, not with welting, but with a flat self tape. (Cushions are welted, however). As shown (8) the sofa is eight feet long but may be ordered any length. It has a walnut frame shaped in a slightly triangulated theme. Cushions are foam or down.—J. W.

merchandise cues

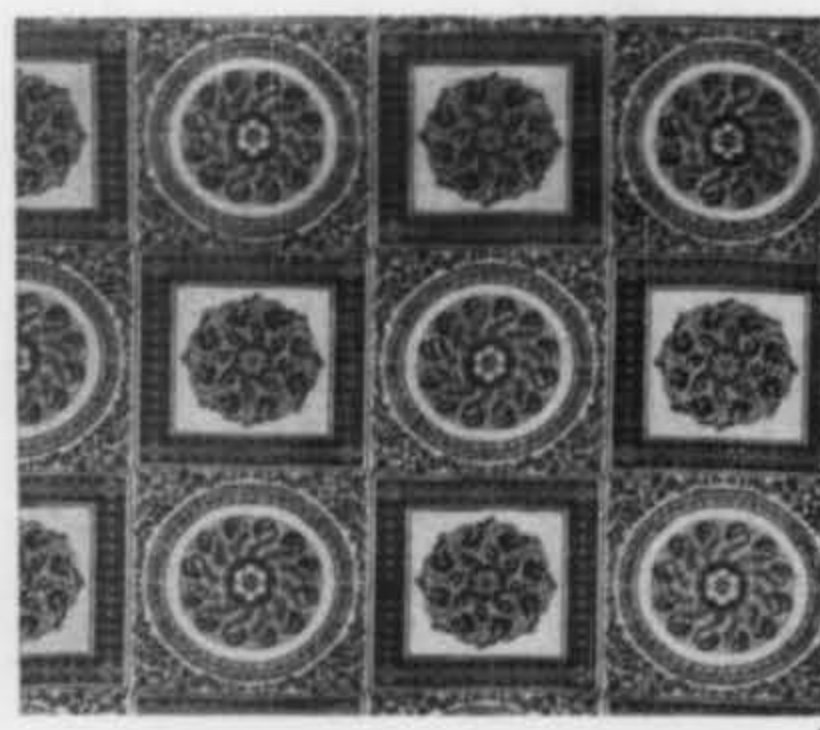
Fabrics... Furniture... Rugs... Wallpaper



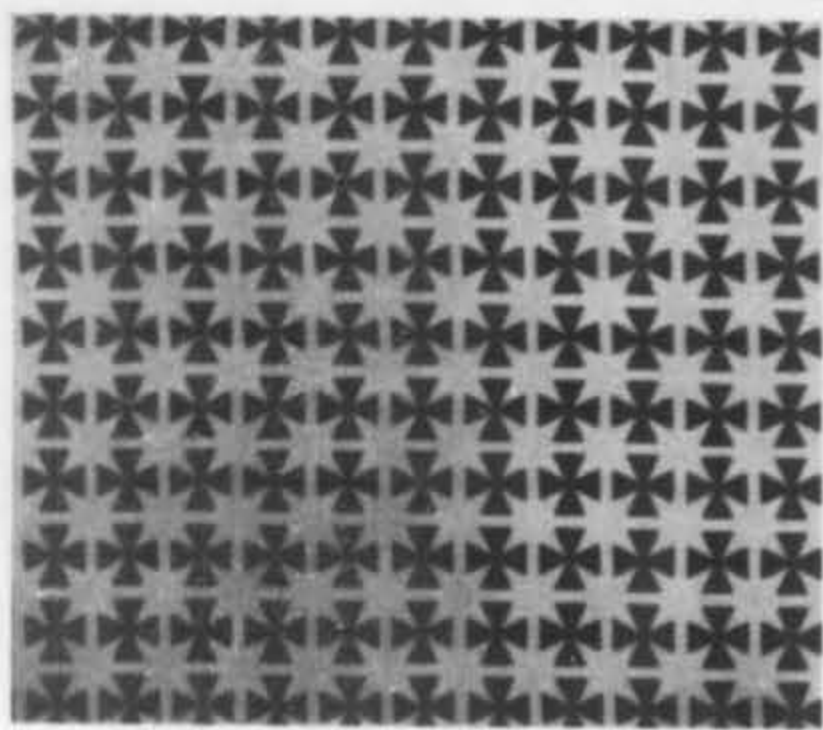
1



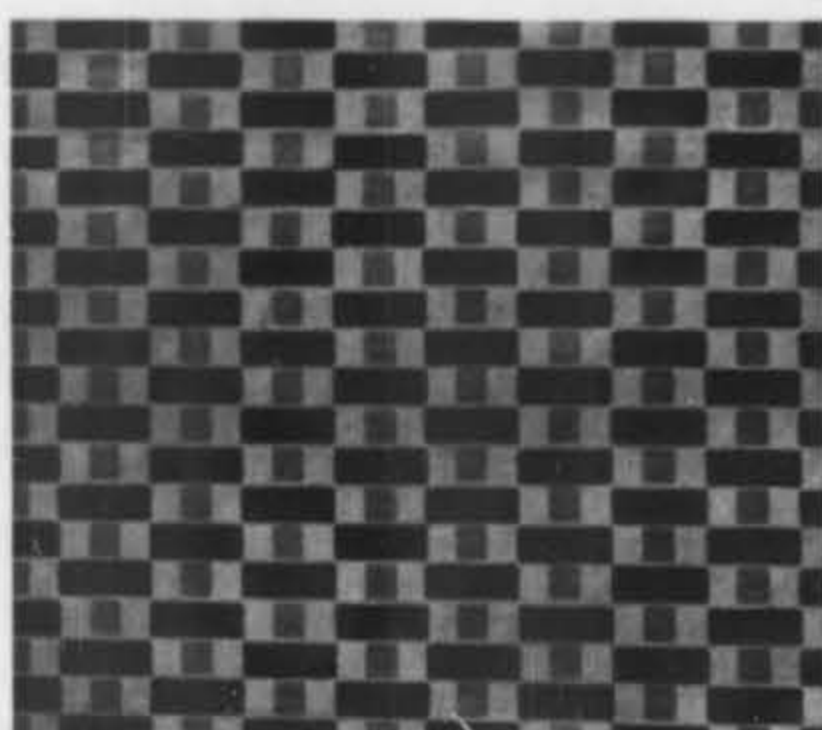
2



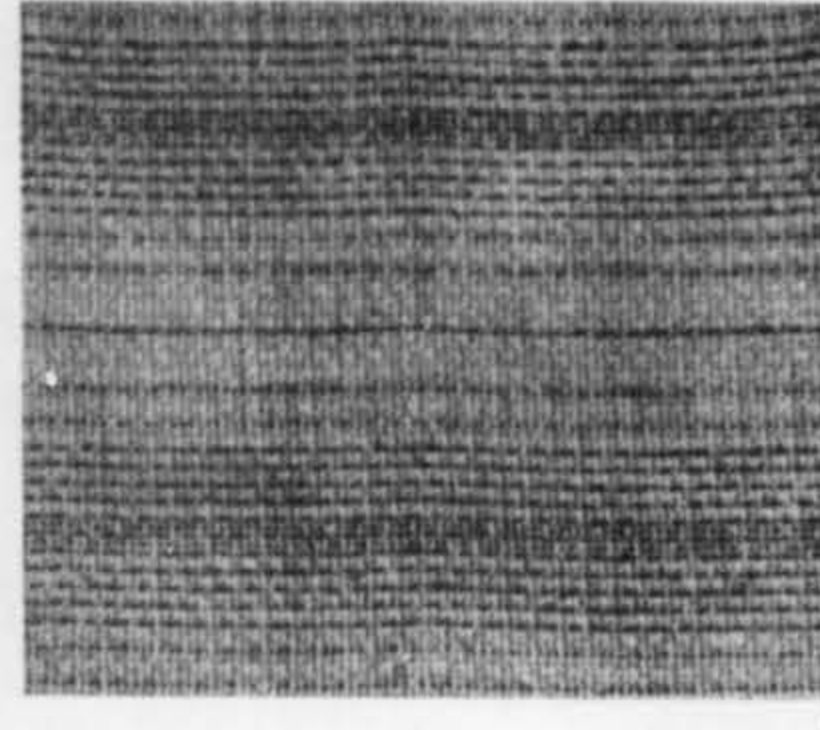
3



4



5



6

1, 2, 3 JOFA

4, 5, 6 ANTON MAIX

The mood is traditional at Jofa

JOFA INC., 45 East 53rd Street, New York, in presenting its Spring collection is reaffirming a belief in the traditional patterns of quality prints, wovens, textures, and casements with designs considerably influenced by the English, French, and Italian periods.

A choice group of chintzes in fresh colors show handblocked designs of country multi-florals. "Lindsay," "Dudley," and "Stuart" are beautiful examples of these English-type patterns. "Loire," also a chintz of a fine domestic glaze has tiny scenes enclosed in small diamond, oval, or triangular picture frames which are set into a bed of small formal roses and beaded swags. Other prints on various backings include "Greenway" on a 48-inch cotton, an ideal fabric for children's rooms, which shows a series of illustrated, script-written nursery rhymes. "Cornelia Stripe" (1) is a 36-inch pre-shrunk and washable Belgium linen printed with alternate wide and narrow stripes of floral bandings. "Chablis" (2), a print on a rayon, linen, and Dacron sheer, is of a formal repetitive damask design of carefully arranged bouquets surrounded with entwining garlands of leaves. Decorative period weaves of Italian and French influence have been gathered to fulfill a growing demand for the traditional; they are of rayons, moires,

silks, and cottons. "Middleton Damask" (3), an all rayon damask, has a series of ornate picture frames surrounding very feathery medallions. Many of the Jofa weaves go back to the small neat traditional upholstery patterns.

In the textured group are a slubby, tight-weave rayon-and-cotton in ten bright colors called "Stevens," and "Sansom Cloth," with a latex backing a tight mottled tweed.

Three new linen casements similar in flavor have been added. Two are of woven ragged circles of either 6-inch or 4-inch size in shades of natural, and a third is of a honey comb weave of natural linen.

A. Maix: lightweight linen prints

ANTON MAIX FABRICS, 48 East 53rd Street, New York, has inaugurated a new line of lightweight linen prints in a remarkably reasonable price range. This Windsor Group of imported Irish linens was created by California designers as "Fabrics for Architecture in California." The entire group is correlated with plain colors of the same hospital-tested, vat-dyed lightweight linen. The prints retail for \$6.75 per yard and the solids for \$3.60 per yard. Also new at Anton Maix are groups of Scottish and Belgian casements and

upholstery fabrics.

Robert Checci's "5906" (4) is a two-screen print on lightweight Irish linen with neat rows of Formee crosses in gold or orange on a white ground. Mr. Checci's "5905" (5) builds squares on rectangles and rectangles on squares in wheat, gold, black, and brown. Abstracted, geometrized rain drops give "Rain" by Maya Gideon its name. This small, scattered cube print comes in blue, gray, metallic blue, metallic copper, and black. "Hands Up" by Stewart and MacDougall exhibits staggered columns of abstracted trees stiffly obeying an imaginary "stick 'em up" order. Small colored balls bounce amongst the trees.

The Scottish casement group is called "Clouds" because the weight range is light to very heavy, depending on the amount of sunlight desired. "Monkton" (6), a linen mohair and cotton mixture, exemplifies the thick variety. Prices for these casements range from \$6.00 to \$22.00, retail. Anton Maix's very handsome group of Belgian casements is in the fantastically low price range of \$2.25 to \$4.50.

A very soft upholstery fabric group is "Astra" with a nylon face and cotton back, in 13 colors at \$15.00 per yard, retail. "Duncannon," \$18.00 retail, is a durable linen, cotton, and mohair Scottish blend which feels like hand spun fabric.



PACKER HALL which originally housed practically the entire university has long been a symbol of LEHIGH to some 30,000 graduates and former students. Now this landmark is preserved and made more suitable to continue as the center of university life.

**LEHIGH UNIVERSITY'S HISTORIC
PACKER HALL FOLLOWS A TREND
... TO KITTINGER FURNITURE**



Over the years and from coast to coast, educational institutions of varying sizes... Dartmouth, Oberlin, Indiana, Tufts, Brown, Smith, Wellesley, —to name a few... have shown a preference for Kittinger Traditional and Contemporary Furniture. Packer Hall at Lehigh University has many Kittinger designs, all selected by Chandler Cudlipp Associates, New York City.



This same trend is evident among churches, hospitals, insurance companies and many other institutional, business and banking organizations. For full information about our complete facilities to cooperate in contract work, please write our Contract Department, Kittinger Company, 1921 Elmwood Avenue, Buffalo 7, N. Y. Showrooms: at the factory and in New York, Boston, Chicago, Dallas, Los Angeles and San Francisco.

Advertisement



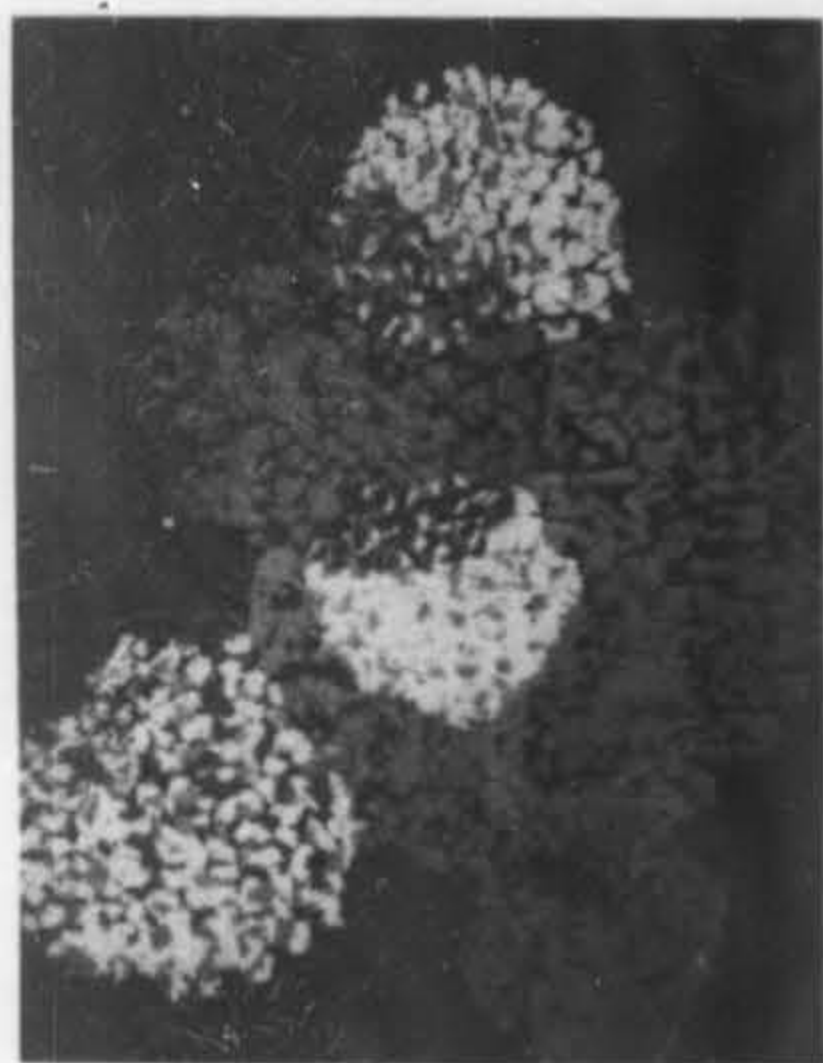
1

1960 carpet spectacular from V'Soske

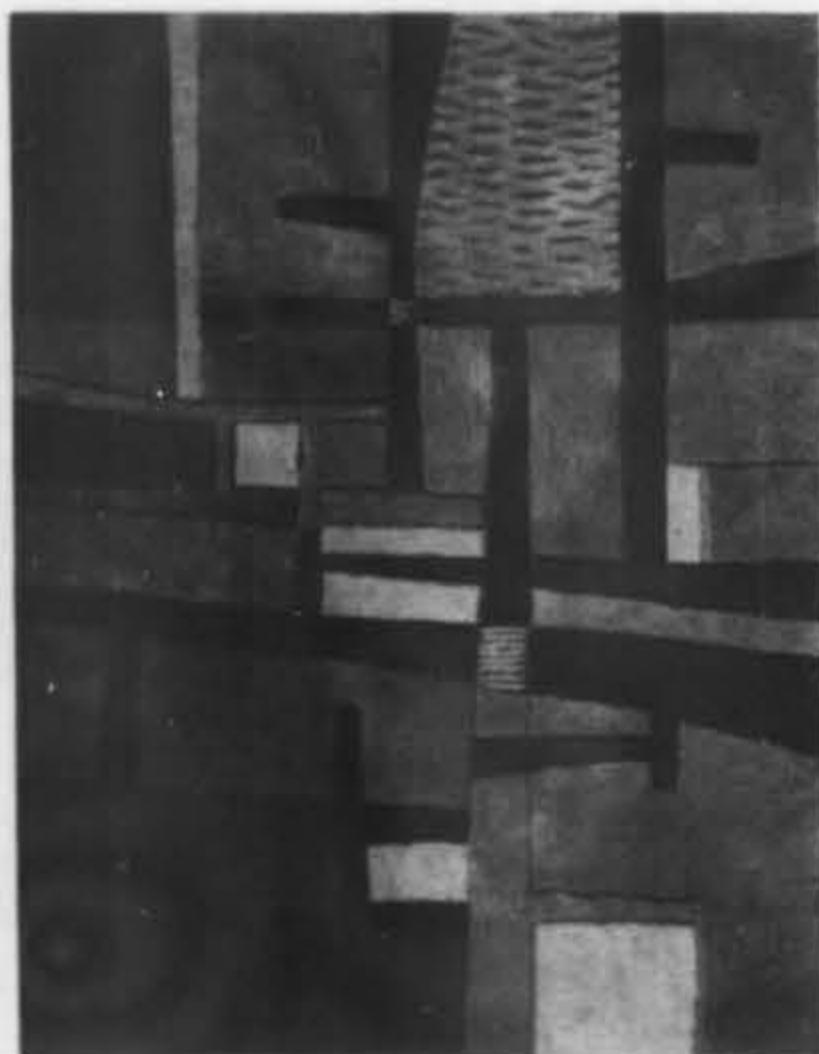
V'SOSKE, 301 Scribner North West, Grand Rapids, Michigan, exhibited its colorful and imaginative collection, larger in size and broader in scope than any of its previous offerings, at The National Design Center in New York from January 18th to February 18th. To further enhance this V'Soske extravaganza, Tom Lee, A.I.D., I.D.I., designed a series of panel structures which display the rugs like works of art in a gallery. The designs for this very spectacular collection were selected by Stanislav V'Soske on the bases of good design for the floor; suitability for the size limitations of area rugs; reflection of the revival of interest in the Near East as a source for design ideas; fresh color expression; and variation in texture treatment. (Three rugs in the collection were chosen by Everett Brown of San Francisco for permanent display in the Directional Showroom, which he designed and arranged settings for, at the Merchandise Mart in Chicago.)

A Near Eastern influence is apparent in the exotic colors and dramatic designs of a group by Al Herbert. The bizarre pattern of "Turkish Delight" (1) by Mr. Herbert captures the Arabian Nights romanticism of swords, half moons, and other zodiacal fancy so convincingly that it looks as if it might have been inspired by the astrologically decorative pointed hat of a wizard. Slender, lofty minarets that crown the grandiose Cairo mosques are abstracted in Mr. Herbert's "Mecca." The design is executed in a two level texture of blue and green to give it the character of a mosaic. Gerald Mast, teacher at the Grand Rapids Art Gallery, designed "Skin," the *pièce de résistance* of this delectable collection. It is a dramatic composite of strange patterns that look

(Continued on Page 152)



3



2

5



4





FROM THE LUNNING COLLECTION

Teak conference group of unparalleled handcrafted quality

by the imaginative Danish designers, Madsen & Larsen.

Chair available in teak and cane or teak and black oxhide.

Write for new furniture catalog and illustrated price list, \$1.25

FREDERIK LUNNING INC.

667 FIFTH AVENUE, NEW YORK 22, NEW YORK • 315 PACIFIC AVENUE, SAN FRANCISCO 3, CAL.

Tai Ping imports limitless variety

TAI PING RUGS, 295 Fifth Avenue, New York, imports from Hong Kong a remarkable carpet combination: meticulous Chinese craftsmanship and extraordinary wool yarn. The carpets are available to decorators at F. SCHUMACHER & COMPANY, 60 West 40th Street; ERNEST TREGANOWAN, INC.; 49 East 53rd Street; SIMON MANGES & SON, INC., 575 Madison Avenue; STARK CARPET CORPORATION, 509 Madison Avenue; GOTHAM CARPET ASSOCIATION, INC., 515 Madison Avenue; L. JONES & COMPANY, INC., 19 East 53rd, all in New York. For such precision workmanship and high quality, a commensurate price would be expected. But a custom made, seamless carpet in any size, shape, or color, and with no limitation on the amount of carving or embossing costs approximately \$3.00 per foot. Tai Ping Rugs will custom execute any design submitted or will create their own. "Cameroon" (2), Scandinavian in feeling, is a cut pile carpet in four colors with a single ply ground and a three ply design. A single bold sunburst gives a powerful impact to "Mary Mount" (1), embossed with a single ply yarn on a cut pile ground. Other designs range from sharply defined geometrics to gently fragile florals; from classical Chinese designs to whimsical French fantasies.

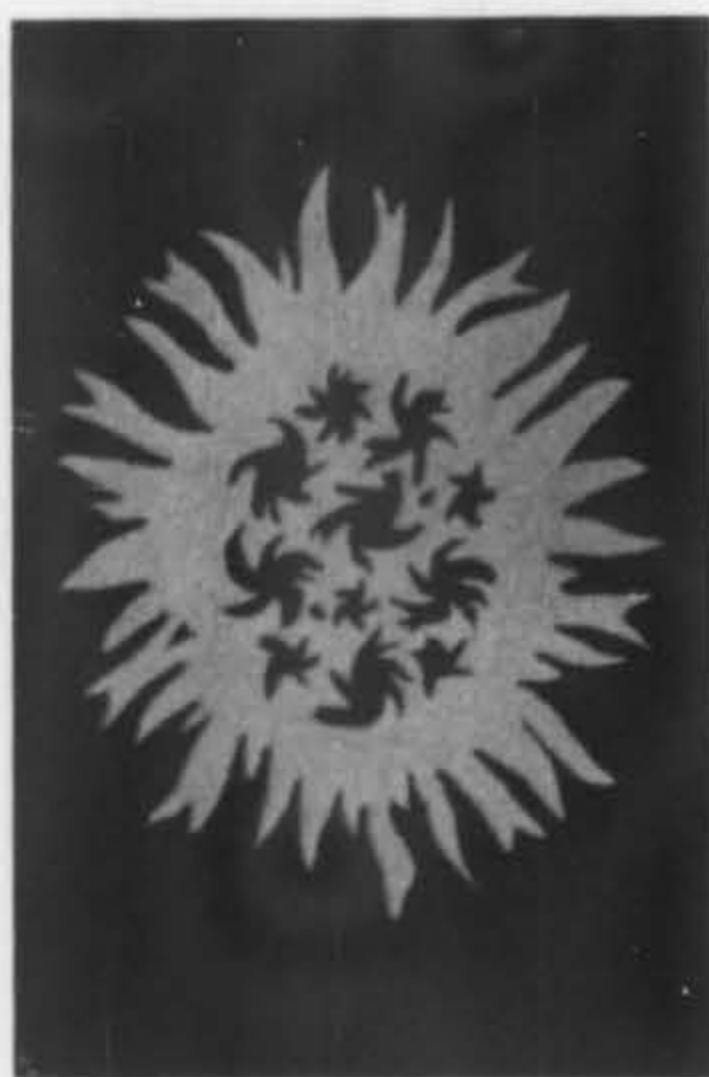
Morjikian: European reproductions

A. MORJIKIAN COMPANY, 108 East 48th Street, New York, specializes in reproductions of classic rug designs that have graced the polished floors of palaces in Spain, Portugal, and France for centuries. Mr. Morjikian has made a life-long study of the colors of these precious originals in order to duplicate their rare subtlety and delicacy as accurately as possible. His reproductions are woven in small European villages where the carpet craft has been sustained by passing on its precious secrets from father to son. Besides the 50 patterns in the regular line, there are original 18th century European rugs and American hook rugs.

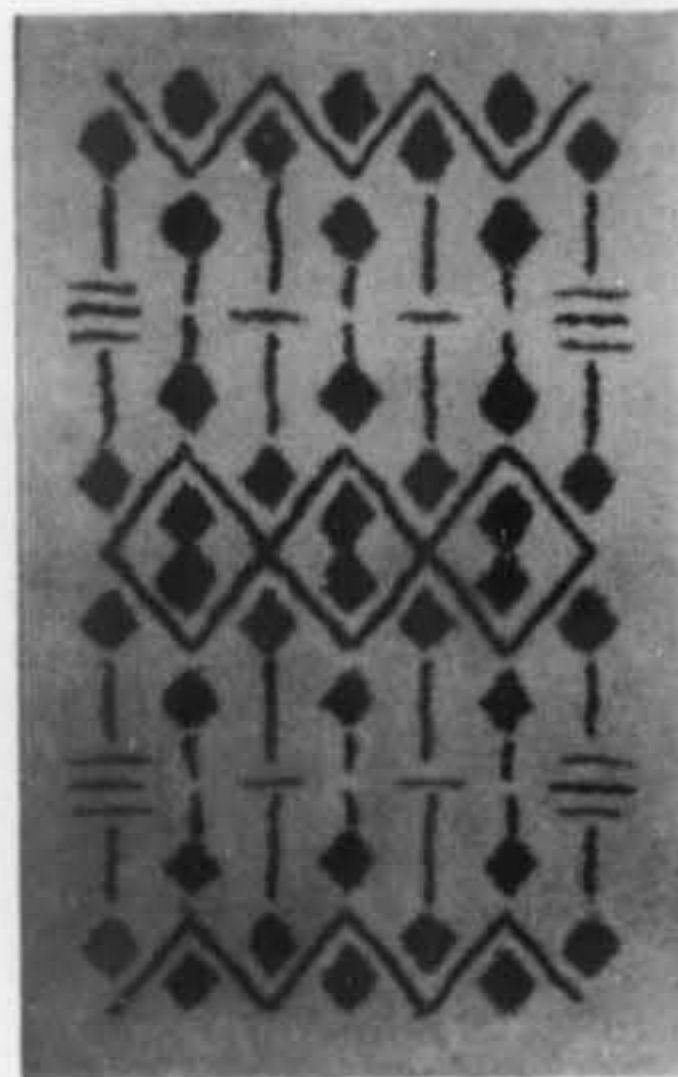
"Gordian" (3), named after the mythical Gordian knot, features a tight Oriental hand-knotted weave brought to Spain by the Arabs. The border of this ancient animal design is inscribed with Arabic poetry. The disc pattern of "Ministro" (4) is copied from an 18th century Spanish rug.

Downs new tweed carpet

DOWNNS CARPET COMPANY, INC., Indiana Avenue and A Street, Philadelphia, has recently introduced "Entrant" (5) to its New Era group. This tweed carpet is an all-wool tufted vari-colored textured broadloom. The many intriguing tweed color combinations are shell beige-nutwood brown; bark brown-shell beige; natural white-shell beige-sunset beige; maize-shell beige-nutwood brown; natural white-sunset beige-shell beige-bark brown; azurlite-natural white-sunset beige; spruce green-bark brown-shell beige.



TAI PING



2



MORJIKIAN

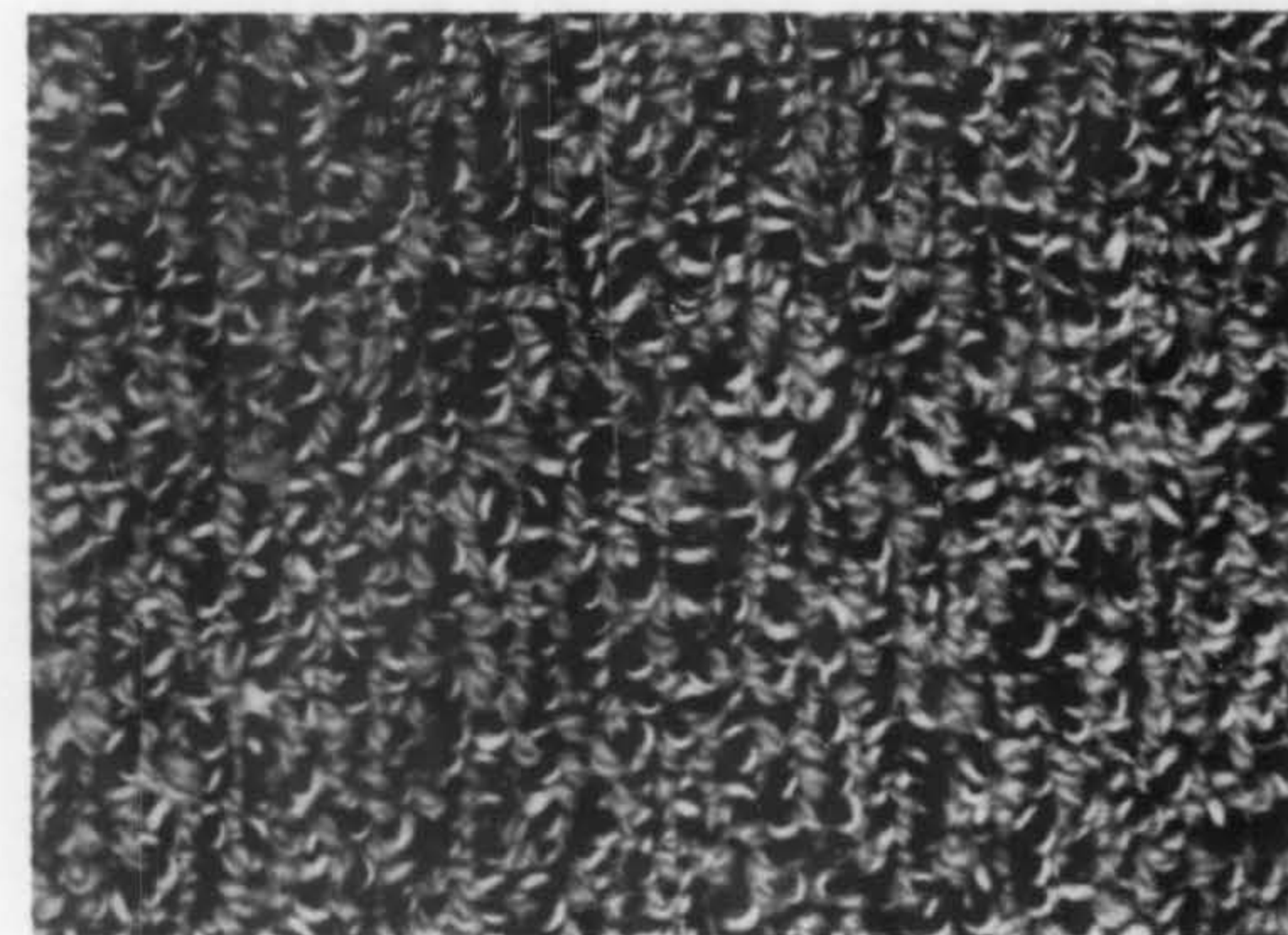
3



4

5

DOWNNS



LIQUIDATION BY PUBLIC AUCTION SALE
OF THE STOCK OF

DINOLEVI, Ltd.

NEW YORK • FLORENCE • VENICE

At the

PARKE-BERNET GALLERIES, Inc

Sold by Order of Dino Levi, President

Consequent to Giving up Retail and Decorators Business

PART ONE *Sale March 24, 25 and 26 at 1:45*

PART TWO . . . *April 13, 14 and 16 at 1:45*

Both sales comprise Venetian painted furniture, walnut and olivewood furniture, as well as garden and terrace furniture and sculpture, for which the Dinolevi firm is so well-known. The decorations will include torchères, altar candlesticks, lecterns, Nubian figures, Venetian glass chandeliers, wall sconces, Bassano faience, Venetian porcelains and majolica ornaments, etc.

On Exhibition at

PARKE-BERNET GALLERIES, Inc

980 MADISON AVENUE • NEW YORK 21

Part 1 Commencing Saturday, March 19

Part 2 Commencing Saturday, April 9

WEEKDAYS 10 TO 5 • TUESDAY TO 8 • CLOSED SUNDAY & MONDAY

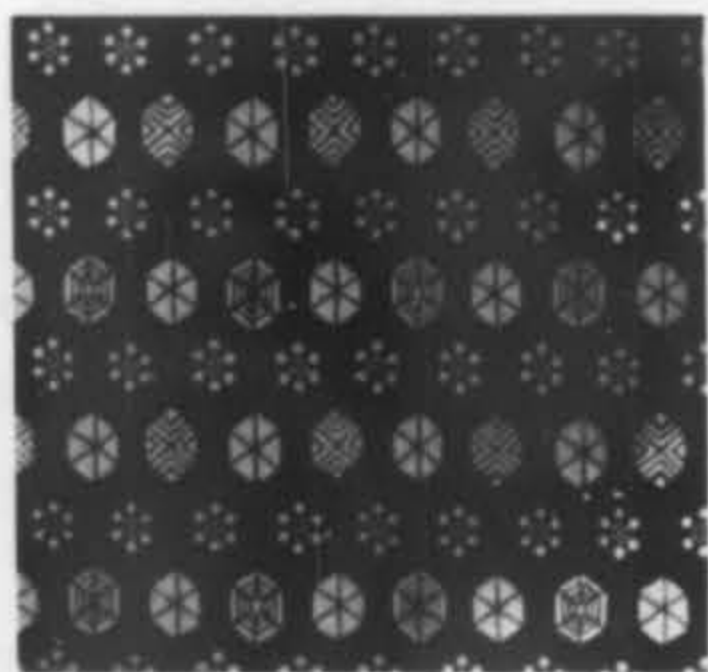
Profusely Illustrated Catalogue \$1.00 Each Part

Address Department IS – PARKE-BERNET

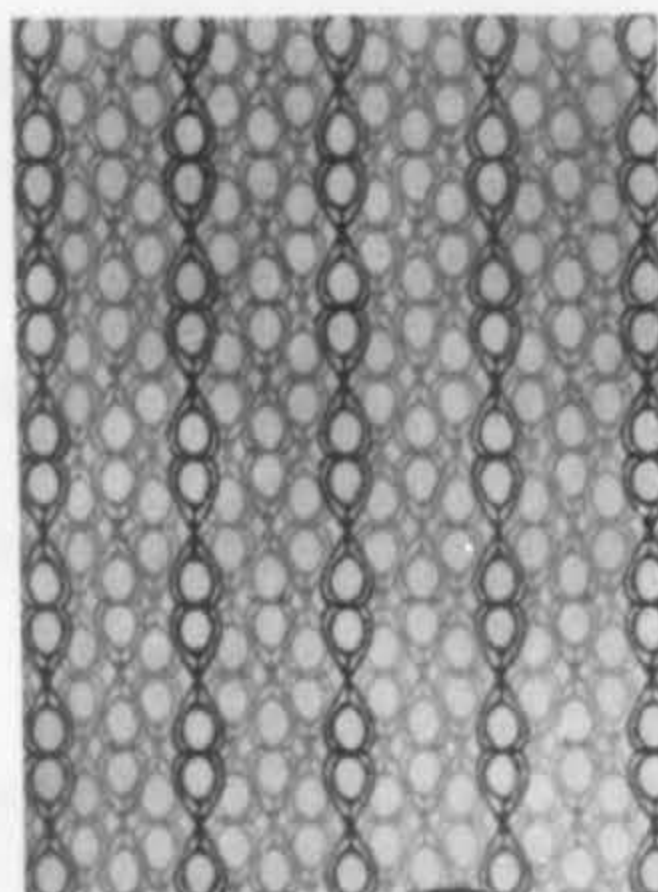
1, 2, 3 KATZENBACH AND WARREN



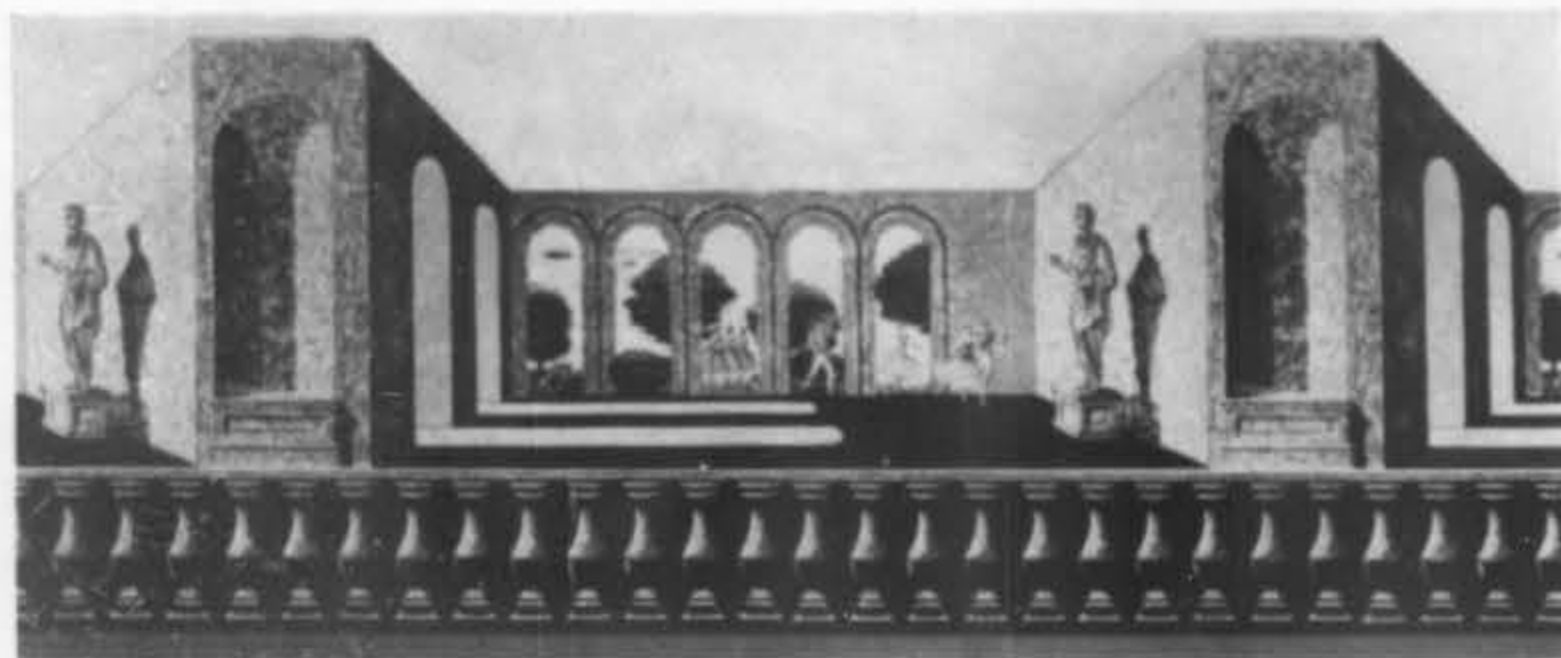
1



2



3



4

4, 5, 6 JACKSON ELLIS



5



6

Katzenbach introduces vinyl papers

KATZENBACH AND WARREN, INC., 575 Madison Avenue, New York, has presented a new collection of Sanitized, vinyl-finished wallpapers, specifically designed for bathrooms, kitchens, and special areas. Most of the designs are non-directional, permitting their extension across ceilings and down walls. Mosaics, stripes, geometrics, small florals, calicos, and scenics are all carefully scaled for the small areas they are to fill. Brilliant purples, oranges, and violets provide the needed contrast for the purity of white, which is consistently used as either backgrounds or accents. As a result of their flat vinyl finish, all these papers are scrubbable and stain resistant. They are also fortified with built-in antibacterial protection which resists growth of bacteria and germs, mold and mildew. Despite the vinyl finish, these papers are easy to hang with regular wallpaper paste. "Bull Fight" (1) is executed with a sketchy, water color effect that looks more brushed than printed. The suspended action of the matadors and bulls in the foreground and the crowd in the background brings the illusion of a view to an area that has none. "Hexagons" (2) is a linear design with columns of Japanese kite forms punctuated by rows of pin points within circles of circles, giving the impression of snow flakes. A fragile filigree pattern in four colorways lends Paul Johnston's "Loopity Loop" (3) a feeling of graceful elegance. Its linear effect is softened by non-directional circles.

Papers match fabrics at J. Ellis

JACKSON ELLIS COMPANY, INC., 17 East 54th Street, New York, custom hand prints any design, including scenics, on any paper, fabric, or leather for a specified minimum order. In addition to a varied group of scenics, Jackson Ellis carries architectural prints, a decoupage collection of grilles, and a wide selection of borders. Most of the papers are made up in special colors at no special cost; the scenics, however, are less expensive in the stock color schemes where there is a choice of six to ten colors for each scenic. A wide variety of companion papers is available to complement the scenics.

"Ballerina" (4) by Eric Mulvany provides an architectural backdrop that seems to open up a wall so that it looks out on a vista of great breadth and depth. In the background, dancers gracefully twine in and out of monumental arches. This set of six panels, each 27" wide and 10' high, covers 13'6" of running wall space. The balustrade dado is 24 1/2" in height but can be made higher by leaving more background paper at the bottom of the design to act as a chair-rail. Yvette Mereille, designer of "Montmartre" (5), brings to life the old world charm and gaiety of Paris as she knew it when she lived there. The five panels in six colors cover 10'3" of running wall space. "Curtain of Leaves" (6) by Justema abstracts leaves with three screens so that they look like penny suckers on sticks attached to branches.



FIRESTONE HELPS YOU DESIGN FOAM COMFORT INTO DORMITORY PLANNING

Design service offers a successful Firestone Foam Rubber mattress for any specific application

Firestone's professional designer assistance is another "no obligation" extra in a long checklist of Firestone Foam Rubber mattress advantages. Here are some others:

- * Less overhead per bed because carefree Firestone Foam Rubber never needs turning—never mats.
- * Level-best sleeping with more load-bearing buoyancy in center section to end midriff sag.
- * Breeze-cool Firestone Foam Rubber "breathes away" body heat with millions of tiny air vents.
- * Long-lasting Firestone Foam Rubber has a far longer service-life than any conventional mattress.
- * Non-allergenic Firestone Foam Rubber stays free of dust, odors, mildew, moths, mold and insects.

Gentlemen:

I would like Firestone's assistance in special foam rubber design for institutional and dormitory applications. I understand there is no obligation.

NAME _____

TITLE _____

SCHOOL _____ NO. OF BEDS _____

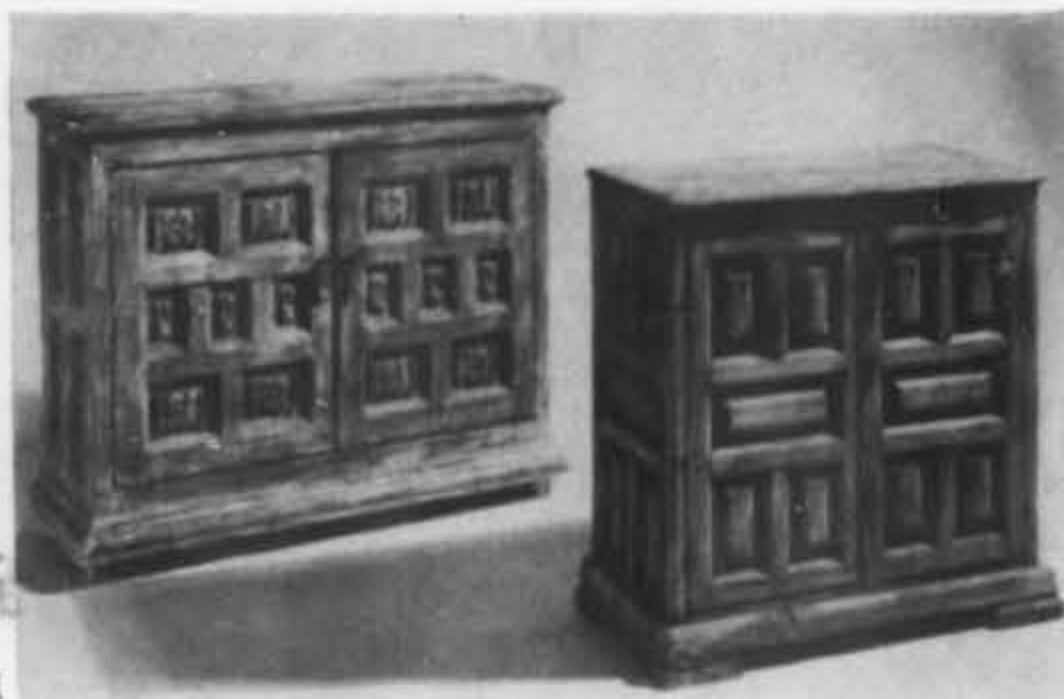
ADDRESS _____

CITY _____

ZONE _____ STATE _____

Firestone

RUBBER & LATEX PRODUCTS CO.
FALL RIVER, MASS.



1



2

3



4



5



Yale Burge: period reproductions

YALE R. BURGE ANTIQUES AND REPRODUCTIONS, 42 East 57th Street, New York, has added numerous fine reproductions to its exemplary "Traditional Collection." The collection represents extremely interesting examples of diverse furniture periods, beautifully reproduced with painstaking attention to minute details.

Among the new additions to the "Traditional Collection" is a pair of seventeenth century Spanish Colonial-style cabinets (1). One, to the left, has carved panelled doors and sides with intricately scrolled leaf-like motifs. The chest is antique-finished, with a metal pendant pull on each door; measures 41½" wide, 15¾" deep, 33¾" high. The smaller cabinet, to the right, has uncarved, deeply defined panelling, with a metal pendant pull on the right hand door. It measures 31" wide, 33¾" high, 13¾" deep. \$480 retail.

A new Directoire folding bench (2) of stainless steel and brass is ideal for pull-up seating. The base is gracefully curved at the floor and at the seat supports, seat is natural leather. The bench measures 19½" high, 22¾" wide, 16¼" deep. \$165 retail.

A Directoire iron and brass "Gueridon" table (3) is mounted on three curved legs with brass cloven-hoof feet, hung at the top with brass rings; metal-encircled top is marble or slate. \$390 retail. Another cocktail table (4) is wormy chestnut with a carved pedestal base, mounted on a carved tripod stand. The table is 28½" high, 36" in diameter; \$390 retail.

One of the most impressive of the new chairs is a Directoire wing chair (5) with an enormously high back. Seat, back, and sides are upholstered; frame is beautifully carved wood defined by rows of metal studs which emphasize the curve of the back. \$690 retail.

"Traditional Collection" reproductions are also available through Frederick George Bruns, 804 Montgomery Street, San Francisco; Robert S. Collins, 160 North East 40th Street, Miami; and E. C. Dicken, 650 Decorative Center, Dallas. A catalog of the collection is available without charge; write on letterhead to Yale R. Burge at top address.



**this is a
GLOBE-WERNICKE**

LIVING OFFICE

Here is a brilliant new concept of the business office, planned for day-in, day-out comfort and efficiency. Just as furniture is designed for home living, Globe-Wernicke office furniture is designed for "business living." Your G/W dealer* will be happy

to show you how a custom-designed Streamliner "Living Office" can effectively lower your operating costs through increased efficiency. Call him soon, or write us direct for free booklet, Dept. K-3 *Dealers listed in Yellow Pages under "Office Furniture"



"C" PEDESTAL offers choice of 2 letter-size file drawers, 4 box drawers, or 2 box drawers and a file drawer. Same overall dimensions as other pedestals.



VERTI-SWING® or any hanging folders suspend directly from sides of Streamliner file drawer —no special or extra frame is needed.



VISIBLE RECORD CARD TRAY fits into desk arm slide, keeping facts at your fingertips. Holds 50 5" x 8" cards for 100 complete records.

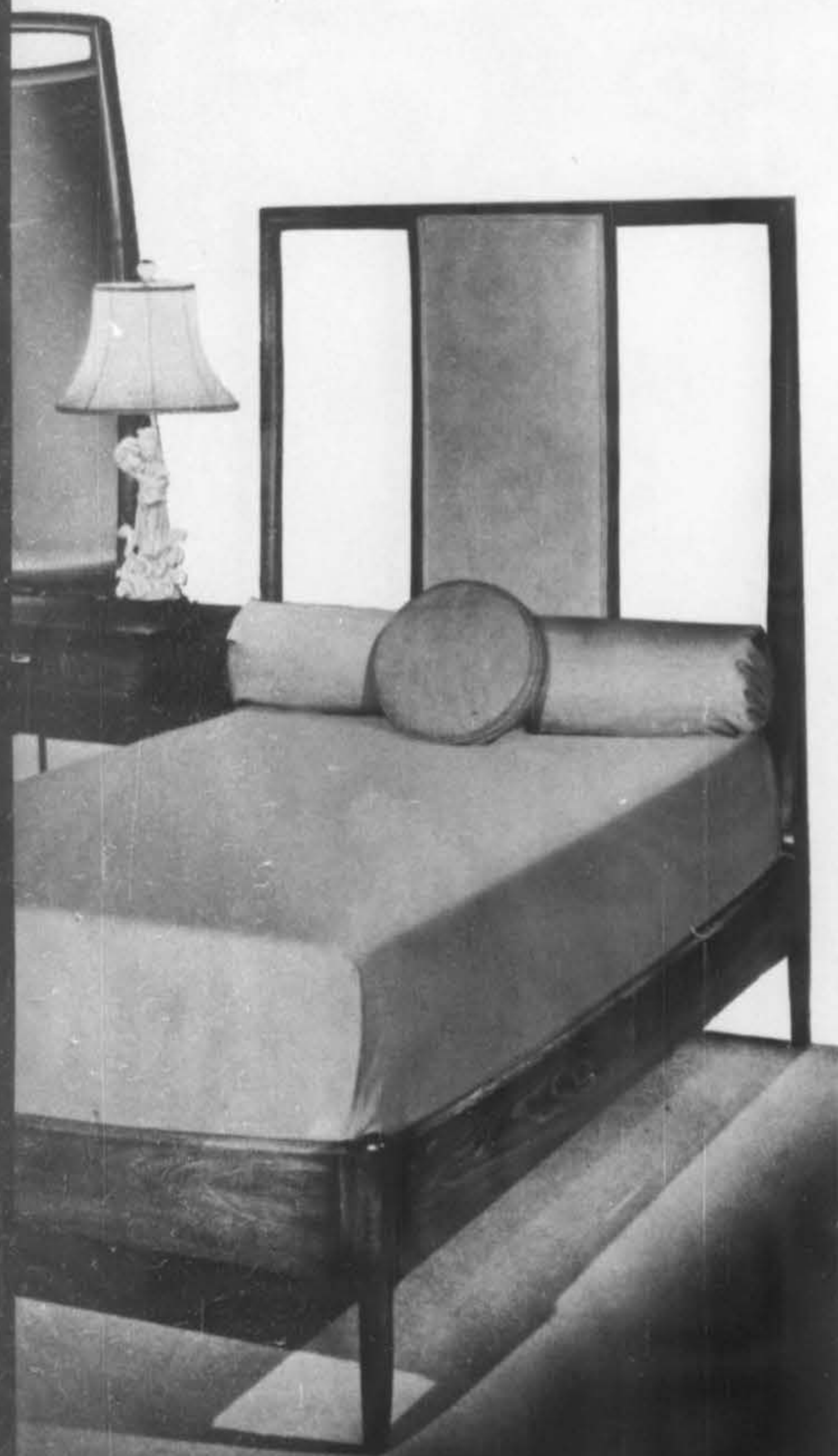


THE GLOBE-WERNICKE CO.

CINCINNATI 12, OHIO

Globe-Wernicke makes business a pleasure

Portfolio
COLLECTION



mount airy
CHAIR CO. FURNITURE CO.
north carolina

Baker buys Stembridge

Controlling stock of the Stembridge Manufacturing Company, Chicago, has been purchased by Baker Furniture, Inc., Grand Rapids and Holland, Michigan. Baker's motive for this purchase was to join forces with a manufacturer of high grade metal furniture and parts, comparable in quality and style to their own furniture. In addition to its regular line, Baker now produces a major group of fine executive office furniture, designed in conjunction with Skidmore, Owings, and Merrill, and made of fine cabinet woods and steel. This type of contemporary design requires both technical facility and precision-made stainless steel and wood parts. Since, over the years, Baker has purchased a substantial quantity of brass parts and furniture components from Stembridge, it can confidently indorse that company's record of both fabricating and finishing fine quality metal products.

The manufacturing operations of the Stembridge Company will be continued in Chicago where facilities will be increased as conditions warrant. Present production of Stembridge is divided between contract work and brass furniture items done for other manufacturers or for direct distribution to stores. No changes in this general policy are planned.

"Top Brass," Stembridge's present line of brass furniture and accessories, will be developed and expanded; the name, "Top Brass," will continue to be featured often in special advertising. The Baker national sales organization and distribution facilities will be used to increase the volume sales of brass furniture, brass accessories, and mirrors. Through the Baker design department and European sources, plans are being projected to add unusual designs in accessories, lamps, furniture, and combination wood and brass items.



A pair of floral marble inlays in 18th Century ivory inlaid frames — 20" x 30"

SAXON & CLEMENS

214 East 53rd St., New York City • PL 9-5791
Trade Member NSID

Officers of the newly organized company will be Hollis M. Baker, President; George Stembridge, Jr., Vice President in charge of manufacturing; Robert Stembridge, Vice President in charge of contract sales; Harold M. Schumacher, Secretary. The Directors will be Hollis M. Baker, Frank Van Steenberg, Hollis S. Baker and Siegel W. Judd. George Stembridge, Sr. will continue in charge of quality and technical control.

Economy dormitory and guest beds from Royal

The 2300 series of all-metal dormitory and guest beds has recently been added to the line of Royal Metal Manufacturing Company, Department PR-1, 1 Park Avenue, New York. All models feature 1½" square tube frame construction, rounded bed end corners, all-welded construction finished in Plastelle enamel colors or two-tone color combinations. The series includes the following: full panel high-back dormitory or guest bed, 36" wide; full panel low-back dormitory or guest bed, 36" wide; semi-paneled dormitory or guest bed, 36" wide; twin size guest bed, 39" wide; double size guest bed, 54" wide.

Industrial Rayon: bulked nylon filament yarn

"Nyloft," a new bulked nylon filament yarn, has been introduced by Industrial Rayon Corporation, Nylon Division, Union Commerce Building, Cleveland, Ohio. The yarn has been developed specifically for use in the manufacture of floor coverings. "Nyloft" carpets, sold under the name Souvenir, were shown initially in a Gulistan fabric by A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York. Other manufacturers will include "Nyloft" yarns in their lines as soon as additional supplies become available. Tests affirm that carpet fabrics made with "Nyloft" have favorable loft, luster, and resilience; are easily cleanable; and provide extraordinary wear.



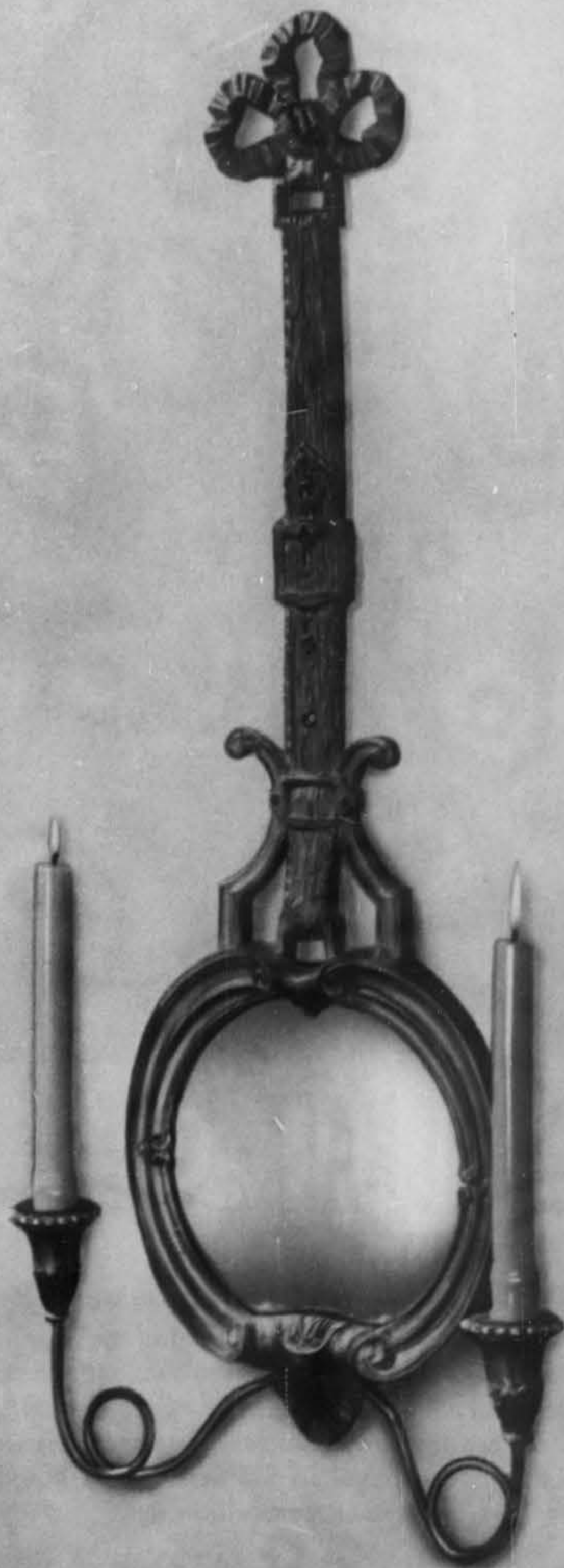
design-technics ceramics

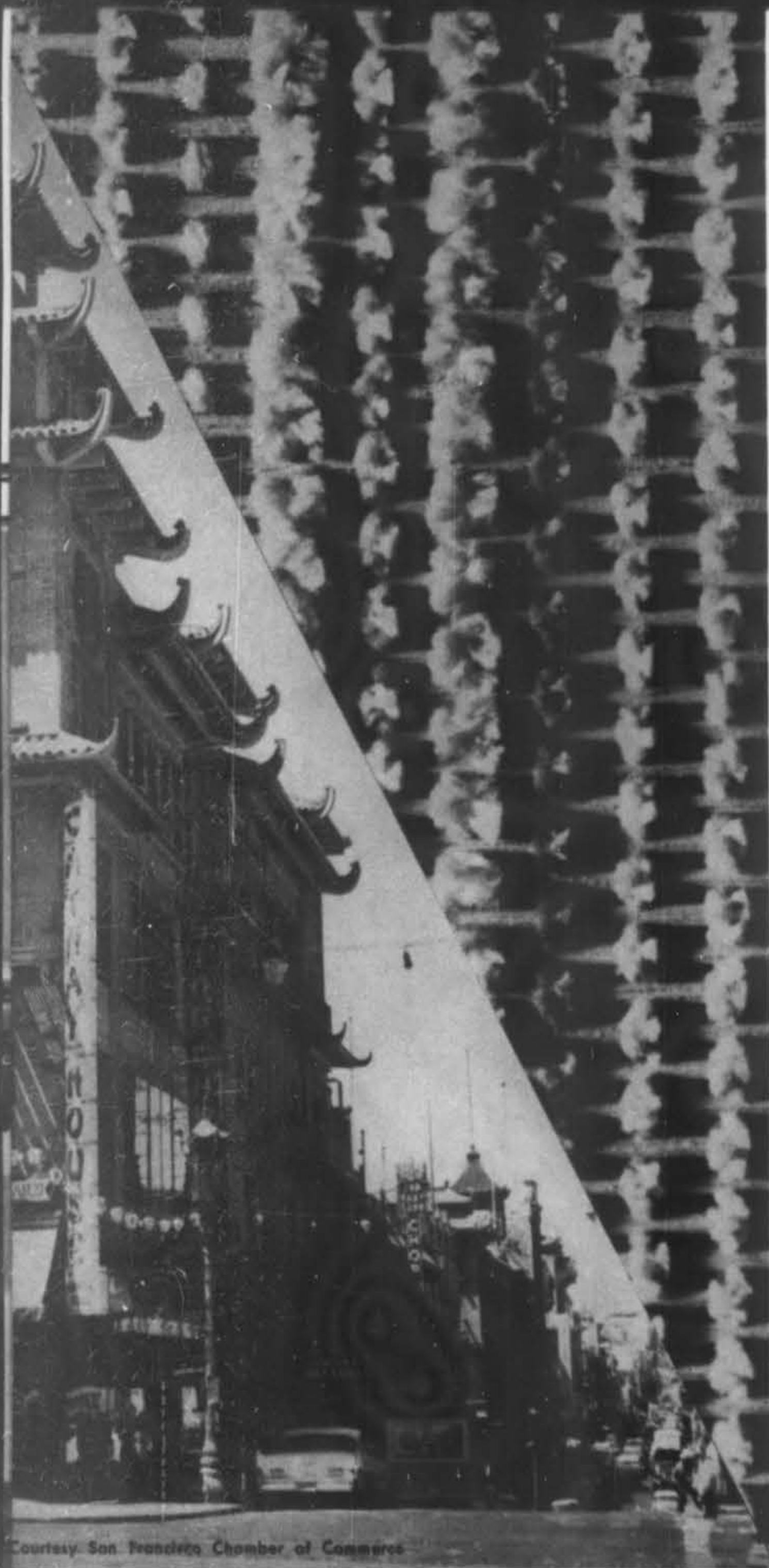
4 EAST 52 STREET NEW YORK 22

CHICAGO: HARVEY PRODUCE WOODLATE'S MERCHANDISE MART
ATLANTA: THE ANNEX INC. 603 WEST PEARSONE S.E.
MIAMI: THE ANNEX INC. 111 NORTH BOST WORTH STREET

W-1009/ Wall Sconce with convex mirror, two lights. Frame and suspending silk ribbon motif in antique gold leaf finish. Dimensions: 31" x 13". Interiors' Import Co., Inc. / 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.

PALLADIO®





Courtesy San Francisco Chamber of Commerce

TROPICRAFT *of San Francisco*

presents "GRANT AVENUE" a new Woven Wood design in colors chosen for the modern office. An all reed design with a warp of two sizes of chenille achieves a richly textured tweed effect. Beautifully fashioned into draperies, shades, area dividers, wall coverings, panel screen inserts and movable walls. Available in custom colors.

568 Howard Street • San Francisco 5 • YUkon 2-4157

Loma Loom carpet custom-dye program expanded

The custom-dye program for Loma Loom carpeting has been expanded by Sidney Blumenthal & Company, a division of Burlington Industries, 1 Park Avenue, New York. Most qualities of Loma Loom carpet, ranging from luxury to popular priced qualities, are now included in the program. A minimum of 45 yards is the requirement for custom dyeing. In addition, special tweeds and stripes are available in both the Super and Nu Trend qualities in comparatively small yardages.

Chromata Naugahyde from United States Rubber

A new line of elastic Naugahyde, called Chromata, for furniture upholstery has been introduced by United States Rubber Company, 1230 Avenue of the Americas, New York. It is available in 20 colors: smoke grey, opal white, absinthe green, royal blue, antique gold, empire green, mocha, regal purple, bronze green, citron, cerulean, marigold, sand, espresso brown, regimental red, russet, azure blue, vermilion, white, and black. Chromata, 54" wide, smooth and supple, has a dull finish.

"Cumuloft" for carpets from Chemstrand

An exclusive process for texturing continuous filament nylon yarn for carpets has been developed by the Chemstrand Corporation, 350 Fifth Avenue, New York. The new yarn, identified as "Cumuloft," is unlike staple nylon fiber, which is cut into short lengths and then spun into carpet yarn, in that it is a continuous filament textured nylon yarn. It has a modified cross-section with a built-in crimp with rounded corners. Carpets of "Cumuloft" offer maximum wear, excellent color range, superior loft, non-shedding and non-piling. In accordance with the standards set up, the carpets must be made with a face of 100% of the new textured filament nylon yarn.



Visit our convenient showroom — complete selections

- Imported and Domestic Carpets
- Rugs • Orientals
- Linoleums and Tiles

Our own workrooms and supervised installation facilities assure complete satisfaction.

L. Jones & CO., INC.

Floor Covering Specialists for Over Half a Century

19 East 53 St. • New York 22
Phone: PLaza 5-4900

Member: Floor Covering Assn., Inc.

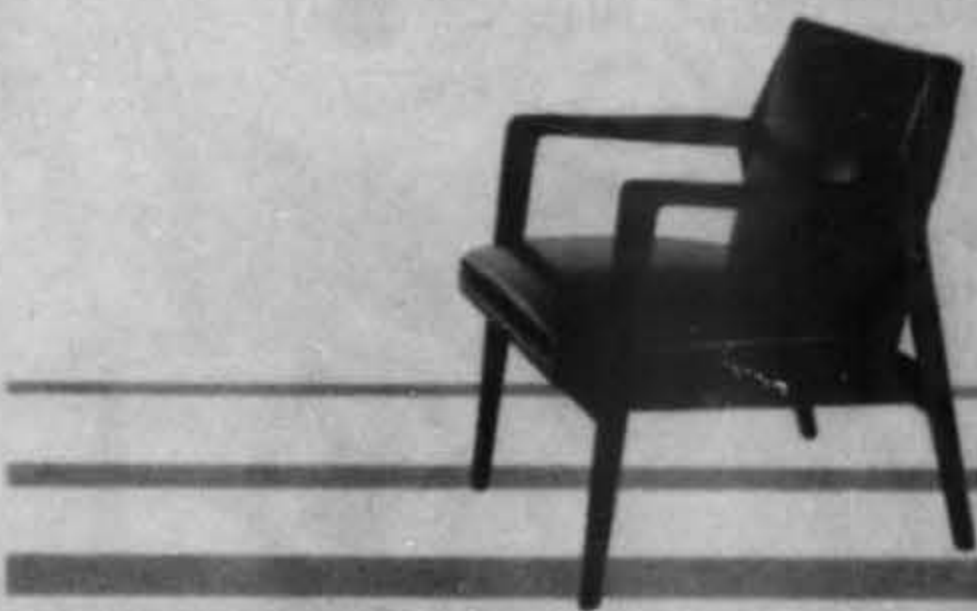
Hand blown bulbs imported from Holland

A new group of bulbs for chandeliers, sconces, and other home lighting pieces are available at Medevco, Inc., 420 Lexington Avenue, New York, exclusive factory representative of N. V. Splendor Gloeilampenfabriken of Holland. Splendor lamps are hand-blown by Dutch and Flemish craftsmen in shapes that cannot be duplicated by machine. They are "crystallized" for added luster. With 1,000 hours of burning time, their life is about 25%



longer than that of conventional bulbs. Available in either clear or opal white, Splendor "Jeweltip" (left) lamps are made in 25, 40, and 60 watt sizes with choice of standard Edison base or small candelabra base. An attractive variation of this lamp is the "Flametip" (right) shape. "Jeweltip candeliers" are \$3.50 per box of six, clear; \$4.50 per box of six, opal white. "Flametip" lamps are \$4.50.

INDIVIDUAL OR MULTIPLE SEATING UNITS
NO. 161 ARM CHAIR AND NO. 261 SETTEE



WRITE FOR NEW CATALOG

ELDORADO 5-0785

robert

6 EAST 53 STREET, NYC

barber

STRUCTURAL PERFECTION

PLUS...

FORM

The creators of architectural masterpieces over two thousand years ago were searching for the same principals as you, today's furniture designer. The achievement of structural perfection and balanced form.

No-Sag's high carbon steel springs, offered in over 300 shapes, provide the strength and versatility of form to create *enduring* furniture constructions.



The best foundation

no-sag[®]
NO-SAG SPRING CO.
124 W. STATE FAIR / DETROIT 3, MICH.

from
the
di Lucca, inc.
collection
of outstanding
reproductions



#513 Trompe L'oeil Breakfront

Write for catalogue on professional letterhead \$2.00

di Lucca, inc.

ANTIQUES & REPRODUCTIONS

1226 Second Avenue, New York 21, N. Y., LEhigh 5-0005

Maintenance—Products, Data, Services

Anti-rust paints by DuPont

A demand for simplified procedures in painting metal to stop rusting, as well as to beautify, motivated E. I. du Pont de Nemours & Company, Du Pont Finishes Division, Wilmington, Delaware, to develop five new products suited for any metal finishing job. Three of the anti-rust paints are primers; the fourth is wrought iron black, which produces a low sheen, jet black finish; and the fifth is chrome finish aluminum. All the metal primers are engineered for topcoating with "Duco" enamel colors. One of the primers is a zinc chromate formulation for iron, steel, tin, and aluminum which is free from rust. It is excellent for touch-up and can serve as a satisfactory all-purpose interior and exterior primer. Another primer, which dries in 30 minutes, is designed for use over new or non-rusted galvanized metal and copper.

Service Master launches wall cleaning program

A wall cleaning operation that restores the original look of a wall finish has been perfected by Service Master, 2117 North Wayne Avenue, Chicago. The company developed a synthetic cleaner known as Wall Glide which cleans any washable surface. The process also applies a protective film on the wall surface to retard the resoiling process. Safety is assured since Wall Glide does not contain solvents that soften the painted surface and cause permanently damaging effects. The operation is a process of cleaning, rinsing, and drying with large terry cloth glide pads attached by plastic hoses to a machine containing the solutions. A once-over with Wall Glide loosens atmospheric and other soil which is later swept away in the rinse operation. The rinse solution contains an additive that sets the painted surface and renders it soil

DURABLE and SMART furniture



NO. 8228
Low Arm Chair

Wide assortment of chairs and tables. See your dealer or write us for distributor's name.

AMERICAN CHAIR COMPANY

Manufacturers
Sheboygan, Wisconsin

Permanent Displays: Chicago • New York • Miami • Boston • San Francisco

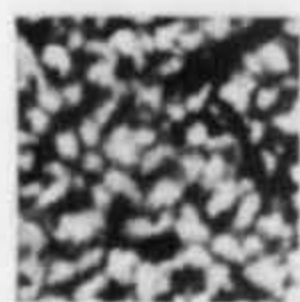
and bacteria resistant. The cost of the wall cleaning system which is swift and spatter proof is approximately one-quarter that of painting a room. Wall Glide is available at retail stores. In addition Service Master has special products and techniques for treating rough surfaces, smoke-damaged walls and ceilings, acoustical tile, non-washable paint, wallpaper and wood paneling.

New stain protection for all Miller lines

All new and regular upholstery fabrics designed by Alexander Girard for the Herman Miller Furniture Company, Zeeland, Michigan, will be treated with "Scotchgard" brand stain repeller. Herman Miller will also feature treated fabrics on all pads of the plastic chairs designed by Charles Eames. Among the fabric lines to be treated are Woolway, Mogul, Saranylon, Woosquare, Wooldot and the new Miller Wool. Quality control is required both by Herman Miller and the manufacturer of the stain repeller, Minnesota Mining and Manufacturing Company, St. Paul, Minnesota. Effectiveness in repelling food, liquid stains, and dirt, to which furniture is frequently exposed, is due to the fluorochemical base of the treatment which is impregnated into the fabric fibers. Fluorochemicals will not mix with oil or water, but rather cause them to "bead" on the surface so that they may be wiped away.

Film on fire-safe tile ceiling from Armstrong

A 16mm sound motion picture introducing a new concept in fire-safe acoustical tile ceilings for commercial, institutional and industrial buildings has been produced by the Armstrong Cork Company, Lancaster, Pennsylvania. The film explains how to achieve rated fire protection for steel supporting members or metal decks by using new prefabricated Armstrong Acoustical Fire Guard.



FOR CARPET IT'S



MANGES



SIMON MANGES & SON INC.
575 MADISON AVENUE, NEW YORK 22, N. Y.

Tempo



Tempo by Isabel Barringer Associates.

The enchantment of city vistas... delightfully depicted in a three-panel wallpaper of refreshing charm. The panels may be used together or individually, with equal effectiveness.

WALLS TODAY, INC.
Fine Wallcoverings

9 EAST 53rd STREET NEW YORK 22, N. Y.

BOSTON • CHICAGO • LOS ANGELES • MIAMI
PHILADELPHIA • SAN FRANCISCO • MONTREAL



janet rosenblum

incorporated

602 madison avenue

furniture

Address Book

CAL-MODE CONTEMPORARY FURNITURE, Culver City, California, now manufactures upholstery pieces in the Paul McCobb Collections, both Directional and Planner, and the American Design Foundation Collections for California, Oregon, Washington, Arizona, and Utah. The rest of the country will continue to be serviced by Custom Craft, Inc. and by Modernize, Inc.

S. J. CAMPBELL COMPANY, Merchandise Mart, has been named the Chicago distributor for Sherle Wagner's entire line of bathroom accessories and wall papers.

JOHN F. CARDY ACCESSORIES has launched a new line of wall and free standing accessories in the Samuel Copelon Showroom, 241 East 51st Street, New York. Medieval wall friezes by designer Edgar Miller and the Jo Mead lamp line will be included.

GALLERY HANDPRINTS, INC., have moved their factory from Jersey City to 2700 Grand Avenue, North Bergen, New Jersey. The move assures new expanded printing facilities to serve the trade more quickly and efficiently. The New York outlet is at 515 Madison Avenue.

GEOFFREY GEORGE ASSOCIATES, artists and sculptors, have occupied a building at 8821 Diplomacy Row, Dallas, Texas. All sculptured reliefs and statuary are constructed of hydrocal, a high strength material of stone-like quality.

GREENE BROTHERS will move to new showrooms and offices at 1059 Third Avenue, New York, on March 15. As experts in fine quality chandeliers and lighting fixtures, the firm promises the new showroom will include many innovations unique for a lighting fixture firm.

Carpets...

Carpets and area rugs at William Gold are as imaginative and exciting as the Smooth Surface floors for which we are famous . . . Custom and Standard in unlimited Colors — Textures and Designs.



Carpets

BY WILLIAM GOLD INC.
Decorator Mart, 425 East 53rd Street, N.Y.
Contract Division: 1270 Sixth Avenue, N.Y.



Hallmark
of quality floors

GROUTITE*—offers maximum design adaptation to provide a permanent, seamless and waterproof surface.

VINCERAMIC* COMPOSITE FLOORS combine Vinyl, Metal and Ceramics in unlimited floor designs.

VIGRO-MATRIX*—Eroded pebbles and stones of translucent Vinyl set in a bed of Groutite.

*Patent Pending

"The Most Beautiful Floors in the World are Created at WILLIAM GOLD"

KAPLAN FURNITURE COMPANY, maker of the Beacon Hill Collection, has moved to a newly remodeled building at 574 Boston Avenue, Medford, Massachusetts. The new location allows ample room for factory, office and showrooms.

HERMAN KASHINS is now located in showroom space 919 at 225 Fifth Avenue, New York. Giftware and early American furniture have been discontinued in favor of exclusive concentration on lamps: tole, brass and ceramic.

SAM MANN/CONTEMPORARY CRAFTS, Box 691, Westport, Connecticut, has been organized by Samuel J. Mann, formerly an industrial designer with Eliot Noyes & Associates, New Canaan, Connecticut. Mr. Mann's beautifully designed and expertly crafted line consists of accessories and giftware in Brazilian rosewood and cherry.

STANDARD FURNITURE COMPANY, Herkimer, New York, has opened a Chicago showroom on the sixth floor of the Exhibitors Building, 325 North Wells—just across the street from the Merchandise Mart. John Blomquist is in charge of the new showroom, which will serve interior designers and architects from a vast Midwest region, as well as dealers in Chicago and throughout the Midwest.

J. H. THORP & COMPANY, INC., has taken over sole distribution of the Morton Sundour fabric line in the United States. Casements, damasks, and upholstery fabrics are included as well as new additions to the Sundour line which that firm sells in Great Britain.

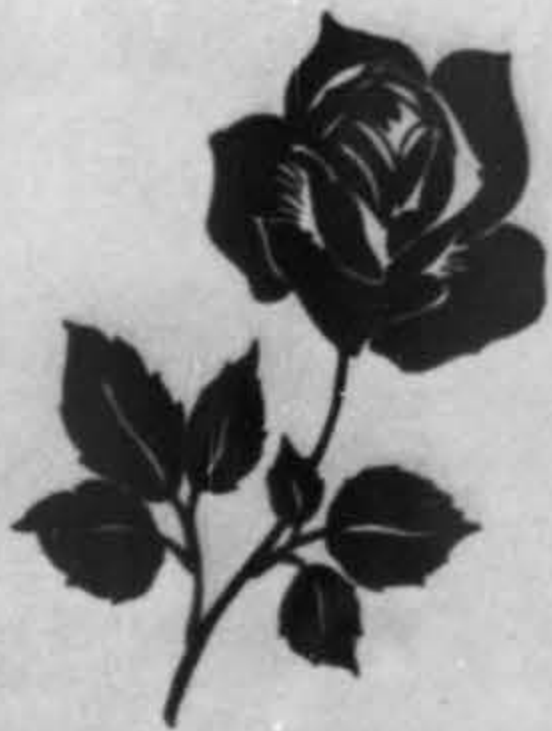
TROPICRAFT OF SAN FRANCISCO has announced that the central headquarters for the East is located in the Isabel Scott Showroom, 515 Madison Avenue. This New York office has been established to better serve customers in the East.

MARGARET OWEN

INCORPORATED

515 MADISON AVENUE

NEW YORK 22



Hand printed imported and domestic
Wallpapers, cottons and voiles

BERJAC INCORPORATED



Now
one source
for both
cabinets
and
components!

#103

CUSTOM CABINETS FOR STEREO HI-FIDELITY & TV

Designed
and
manufactured
specifically
for Stereo,
Hi-Fi & TV!

All brands of
components supplied,
installed & serviced
by our own
acoustical engineers!



#104

#106

DESIGNS BY LEN ROTH



540 MADISON AVENUE
PLAZA 2-0893 NEW YORK



GREENE BROS. INC.

Announces their
removal to new
and more spacious
showrooms.
You are cordially
invited to visit us.

1059 THIRD AVENUE
(BETWEEN 62nd and 63rd STREETS)
NEW YORK, N. Y.

PLaza 3-2507



CHANDELIERS
SCONCES
CANDELABRA
ACCESSORIES

V'Soske, 1960

(Continued from Page 136)

like patches of leopard skin, giraffe skin, etc., in delicate pastels that fade into pale pink, off-white, beige, and honey brown. The texture is so smooth and velvety that it actually feels like animal skins. William Hinz's "Club 99" (2) is interpreted in a deep, smooth texture carved to delineate brilliant planes of color.

Another new group introduces the work of José Cleón. His "Chrysanthemums" (3) offered a challenge in technique to the genius of Mr. V'Soske, who met it and mastered it, just as he has done with so many other challenges to his craftsmanship in the past. On a deep gold background, the difficult-to-handle chrysanthemums are tufted in a unique free, wind blown texture which promises to become even more attractive as it is walked on. Mr. Cleón's "End of Summer" (4) is a vibrant abstract that Mr. V'Soske executed in a rough, deep texture. The violence and turbulence of its color treatment contrasts sharply with the immobility of two inset colossal vases, over-turned and empty. Dark greens and gray greens mark the strong definitions in this rug with vermilions and oranges in the accent areas and warm yellows, lime greens, and white in the general field. "Color Plot," also by Mr. Cleón, features irregular, off-set squares in a brilliant blue and green combination, outlined by deep tufting in ultramarine. The result is squares that are not square enough to make the eye follow lines.

In addition to his geometrics, Al Herbert created some interesting variations on the stripe theme. Some stripes are broken, either by broken line or texture variations, and some are varied by mottled areas. Katherine Patton's "Trout Stream" exploits the graceful, feminine curves of

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. 1-3 19 EAST 26th ST., NEW YORK 10, N. Y.



ROYALTY LINE

by King Sleep Products offers you the widest variety of foam-rubber sofa sleepers — Oriental, French Provincial and Contemporary, and many others. Single and double sleepers are available in standard sizes or can be custom-built to your specifications.

Free Brochure Available of 16 Exciting New Styles!

KING SLEEP PRODUCTS

45 EAST 20th STREET, NEW YORK • GRAMERCY 5-6382
 Pittsburgh: OXFORDS FURNITURE GALLERIES, INC., 2969 W. Liberty Ave. Boston: RAPIDS FURNITURE CO., 90 Canal St.

We Take Pleasure in Announcing our Appointment
 by the celebrated Wilton Weavers
 William C. Gray And Sons Ltd.
 of Ayr, Scotland as
 Sole Agents in the United States

We Take Pride in Introducing

Armada

Woven on Wilton Looms
 in 19 Colors and
 8 Widths



ASTRA®

ASTRA TWEED®

KARIBE®

Durable

HOMESPUN

Unique

Rugged

Attractive

Long-wearing

Original

One and Only

Mothproofed

Duraloom sells through franchised dealers — distinctive office carpeting free of competition from ordinary carpet stores

Specialists in Carpeting for the Office Furniture Industry

DURALOOM CARPET MILLS, INC.

Lehighton, Pennsylvania

NOFA Convention — A Cordial Welcome Awaits You at Booth 245

CHF

Award-winning designs for dining! The functional flair . . . touch of color . . . and carefree quality that befit your creative achievements.



THE QUADRON No. 947-A
A black column, baked finish with bases. Cast Solid Bronze \$54.76; Cast Solid Aluminum \$37.56; Cast Iron, Black Finish with Chrome edge \$30.80

CHICAGO HARDWARE FOUNDRY CO.
SHOWROOMS IN ALL PRINCIPAL CITIES

NORTH CHICAGO • ILLINOIS

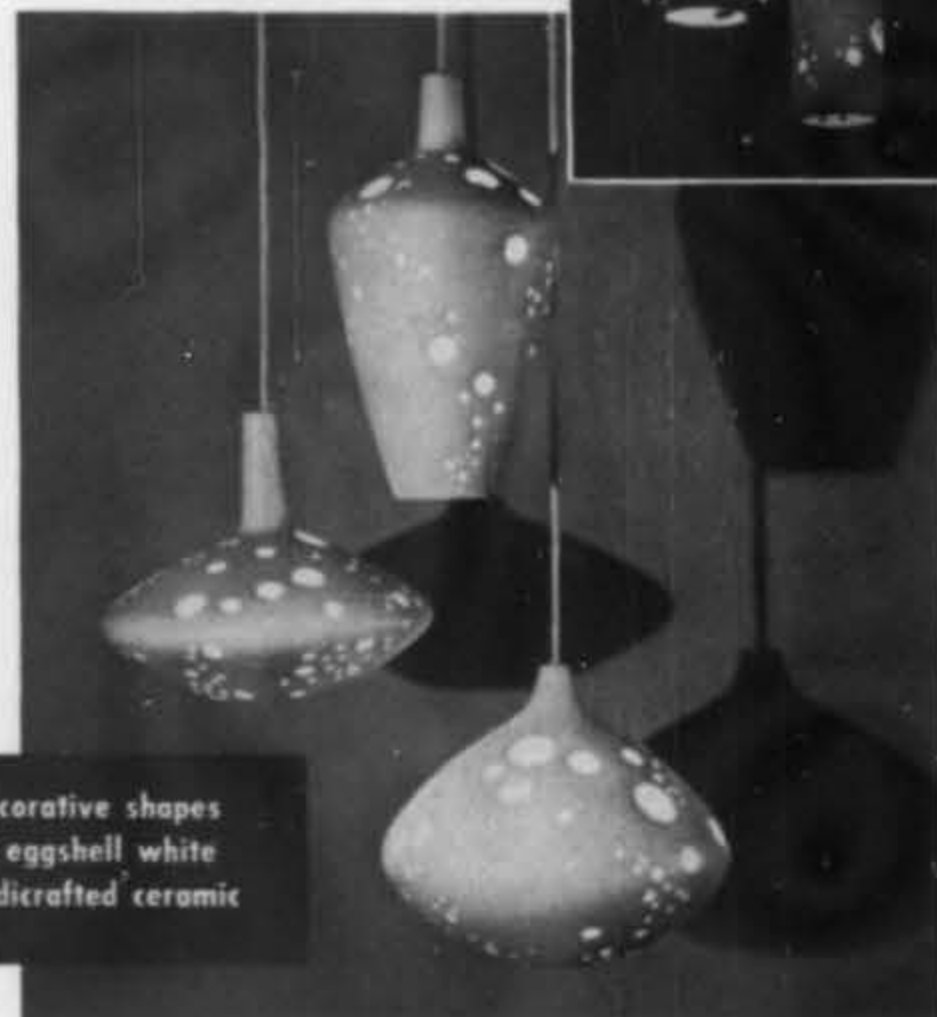
a swiftly flowing stream by combining subtle colors and deep texture to give the impact of shadow and movement. Mr. V'Soske uses a three-dimensional treatment in his execution of Abbot Pattison's "Space" (5). This arresting abstraction comes to life through its combination of rough and smooth textures in a carved design, emphasized by blendings of deeper colors.

People

(Continued from Page 18)

Peter Quay Yang, industrial designer, has been retained by the Robertson Manufacturing Company of Trenton, New Jersey, as design consultant on architectural ceramic tiles, and also, as director of advertising . . . Harold W. Rountree has been appointed Assistant to Herbert U. Martin, Managing Director of the Atlanta Merchandise Mart. He will assist Mr. Martin both in present facilities and in matters dealing with the new Atlanta Merchandise Mart, now under construction . . . In Montreal, Stanley R. Shefler, President of Designs for Business of Canada, Ltd., announces that his firm has been retained by Canadian National Railways to assist in preparation of the interior designing, planning and decor of the railway's new headquarters office building . . . Eleanor Adams has been appointed Home Equipment Editor of *The New York Herald Tribune*. She has been a member of the Women's Feature Department of the *Tribune* since 1957 . . . Gunnar Birkerts and Frank Straub announce the formation of a partnership for the practice of architecture, under the firm name of Birkerts & Straub Architects, in Birmingham, Michigan. Both have been associated with some of the most important buildings in the area: the Reynolds Metals Building, the General Motors Technical (Continued on Page 156)

Exotic sparkling Casbah Lights



Decorative shapes
of eggshell white
handcrafted ceramic

Write today
for complete
information

Casbah Lights
Matthews & Wood

2906 W. Coast Highway, Newport Beach, Calif., LIberty 8-5320

CHAIRS and TABLES

for home or public use by Jamestown Lounge Co.

Dependability in crafting a single
piece or thousands of pieces



Send for literature "Chairs & Tables"
Jamestown Lounge Co.
Jamestown, N. Y.



FINE ARTS FURNITURE INC.

Manufacturers of Fine Furniture

FACTORY AND SHOWROOM — 320 E. 65th ST. • REGENT 7-4482 • NEW YORK 21

Ballooning with Domenico

UNUSUAL WALLPAPER

This highly decorative wallpaper pattern was designed by the well known Italian artist Domenico Gnoli who is famous for his fantastic and beautiful drawings.

Distributed by
THIBAUT / NEW YORK
WARNER / CHICAGO & DALLAS
SEABROOK / MEMPHIS & MIAMI
STOCKWELL / LOS ANGELES



3262 WILSHIRE BLVD.
LOS ANGELES
Decorator Showroom
103 S. ROBERTSON BLVD.
LOS ANGELES
SAN FRANCISCO...PASADENA

**Stockwell
WALLPAPER**

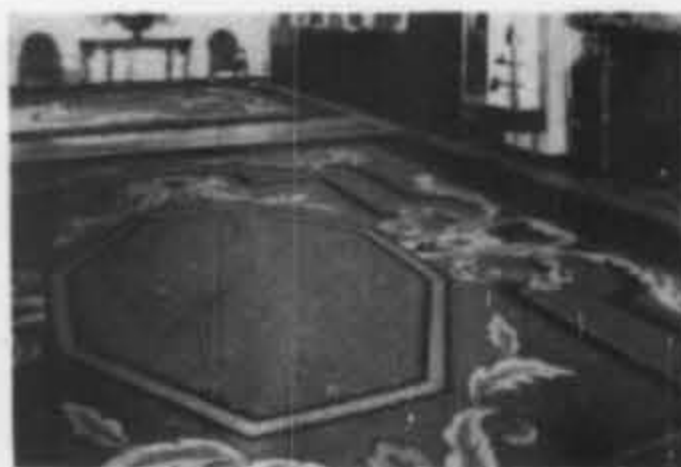
People

(Continued from Page 154)

Center, and the American Concrete Institute Building . . . Beryl S. Austrian, president of Intramural, Inc., announces that her firm has been commissioned to design the lobby and public areas of Stewart House, a new 21-story air-conditioned cooperative apartment residence in New York City, designed by Architect Robert L. Bien . . . In San Francisco, Albert Davis, of the Davis Furniture Company, was elected President of the Retail Furniture Association of California during the Market Week Annual Meeting of the group.

Rugs in Savoy Hilton designed by Marion Dorn

Our February 1960 article on the remodeling of the Savoy Hilton public rooms (pages 76-79) omitted an important bit of data. The rugs which designer Tom Lee chose for the lobby — a photograph of which is reproduced here — are adaptations of antique Savonneries specially designed for



Marion Dorn



the job by Marion Dorn. The rugs were manufactured by Edward Fields, Inc., 509 Madison Avenue, New York, who introduced a collection of similar rugs, adaptations of Louis XIV Savonneries designed by Miss Dorn, in 1958.

beauty · quality · distinction



DeGaal
AND WALKER, INC.



405 EAST 62ND STREET, NEW YORK 21, NEW YORK

**CALL
GOTHAM
PLAZA 9-3388
FOR ALL YOUR
CARPET
NEEDS ..**

COTTONS
CUSTOM MADE
RUGS

CHENILLES
CORK TILE

BRAIDED RUGS
BROADLOOMS

AREA RUGS
BATH RUGS

HAND WOVEN
RUGS
HOOKED RUGS

KNITTED
CARPETS
LINOLEUM

NEEDLEPOINT
RUGS
PLASTIC TILE

TAI PING
RUGS

TUFTED RUGS
VINYL TILE

G
O
T
H
A
M

GOTHAM
CARPETS
HELP
CREATE
FINE
INTERIORS

GOTHAM CARPET ASSOCIATES INCORPORATED

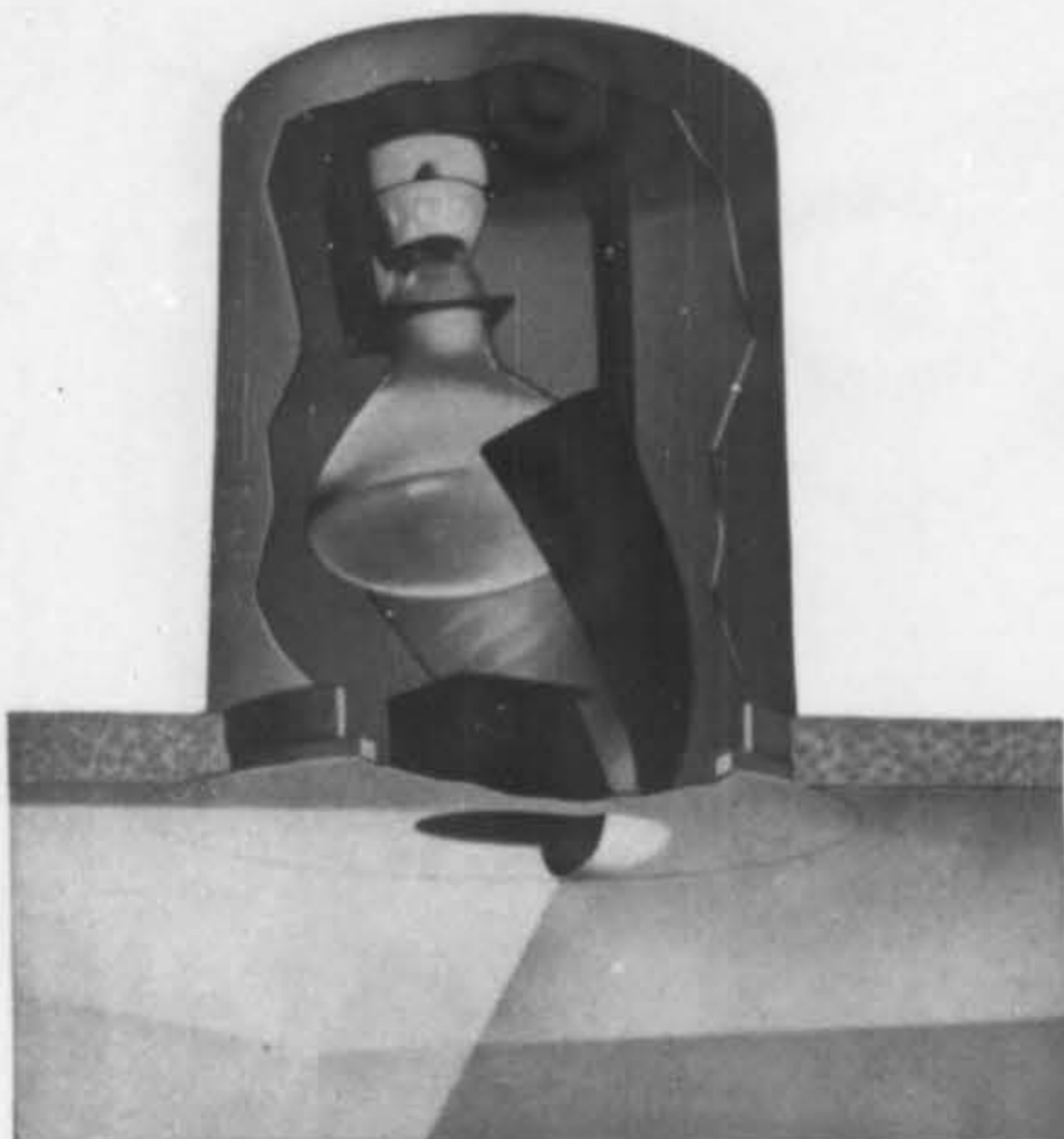
515 Madison Ave., N. Y. 22, N. Y. Plaza 9-3388 • 1728 Connecticut Ave. N.W., Washington, D. C. North 7-4355

Luxuriously Designed...

**PENGUIN
REFRIGERATED
FURNITURE**

Handsome custom-built cabinets in the finest hand-rubbed hardwoods...with a spacious refrigerated compartment and a separate unit for liquor and glassware. 9 distinctive models for home and office. Now available: Refrigerator Assemblies for Built-ins. Write for illustrated brochure.

SPRINGER-PENGUIN, INC. **9-07 34TH AVE., LONG ISLAND CITY 6, N. Y.**



Wall Washer Downlights with Designed Optics by Kliegl . . . the Great Name in Lighting!

Designed optics . . . controlled wall lighting from an inconspicuous overhead light source. A specially shaped Alzak finished reflector was created for Kliegl Wall Washer Downlights. This unit, with its uniquely shaped reflector, permits the use of a pinhole aperture and produces a soft overall light pattern without annoying hot spots or scallops.

Kliegl Wall Washers are optically designed to correctly illuminate *any* wall whether it is blank or decorated with pictures, murals or tapestries.

Plan to use Kliegl Wall Washer Downlights in your next project. In the meantime, for complete information, write for our Architectural Lighting Catalog.

lighting

KLIEGL BROS.

UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.

321 W. 50th ST., NEW YORK 19, N.Y.

ORIGINATORS AND MANUFACTURERS OF KLIEGLIGHTS

For Your Information

(Continued from Page 61)

Conversations With Artists in Philadelphia

Dean E. M. Benson of the Philadelphia Museum College of Arts has organized a provocative series of four panel discussions on vital topics relating to the art of our time. Called "Conversations With Artists" the series began on Monday, February 29 with an evening on "Art for the Client" which featured Mildred Constantine, Associate Curator of Graphic Design, Museum of Modern Art as moderator; and panelists Ralph E. Eckerstrom, Director of the Department of Design for Container Corporation of America; Louis I. Kahn, Professor of Architecture, University of Pennsylvania; Leo Lionni, Art Director of *Fortune Magazine*; and Frances Thompson, film producer and director. Part Two (March 14), "The Arts of Design" will have Edgar Kaufmann, Jr., critic and author as moderator; and panelists Jack Lenor Larsen, fabric designer and trustee of the American Craftsmen's Council; Elaine Lustig, graphic artist and interior designer; Sibyl Moholy-Nagy of Pratt Institute, critic and author of *Native Genius in Anonymous American Architecture*; and Harriet Morrison, Home Furnishings Editor of *The Herald Tribune*. Part Three (March 28) devoted to "Painting" will have critic Harold Rosenberg as its Moderator, and panelists Philip Guston painter and staffer on New York University; Robert Motherwell of Hunter College; and Jack Tworckov, an "action" painter now associated with Pratt Institute. Part Four (April 4) on "Sculpture" will have Robert Goldwater, Director of the Museum of Primitive Art as moderator; and panelists David Hare, Ibram Lassaw, Jacques Lipchitz, and Jose de Rivera—all sculptors.

Contemporary Spanish Imports



PM2 Loveseat


A pulse of Old Spain in the Contemporary mood, blended in sculptured wood with rush seat.

Catalogue with exclusive Spanish and Italian imported frames available for immediate delivery sent upon request.

Exclusive Importers and Distributors

Chal-Art Crafts, Inc.

11-13 MARYLAND AVENUE PATERSON 3, N.J.
N.J. Tel. ARmorey 4-7440-1 N.Y. Tel. OXford 5-5665



NS 980
BRASS BASE \$60

NS 981
WALNUT BASE \$54

- MADE OF BRASS
- AVAILABLE IN
- BRUSHED BRASS
- POLISHED BRASS
- SATIN CHROME
- PLATE OVER BRASS

NESSEN
STUDIO INC.
317 EAST 34 STREET
NEW YORK 16, N. Y.

OVERALL HEIGHT: 53"

Antique Reproductions



Antique Agra Oriental Rug Design
by Patterson, Flynn & Johnson.

Patterson, Flynn & Johnson

55 East 57th St., New York 22, PL 1-6414

Floor coverings of distinction

MAY WE ASK A FEW QUESTIONS, PLEASE?

Why is marble—nature's oldest, loveliest, and most enduring building material—always set in conventional slabs?

Why $\frac{7}{8}$ "? Why not $\frac{3}{8}$ " to $\frac{1}{2}$ " or $\frac{5}{8}$ "?

Do you know that a marble wall or floor $\frac{3}{8}$ " to $\frac{1}{2}$ " thickness is just as durable and elegant and functionally satisfying as the conventional $\frac{7}{8}$ " and other thicknesses?

Do you know that an affidavit or bond is yours if you doubt it?

Do you know that the secret of a successful marble installation is the setting—not the thickness?

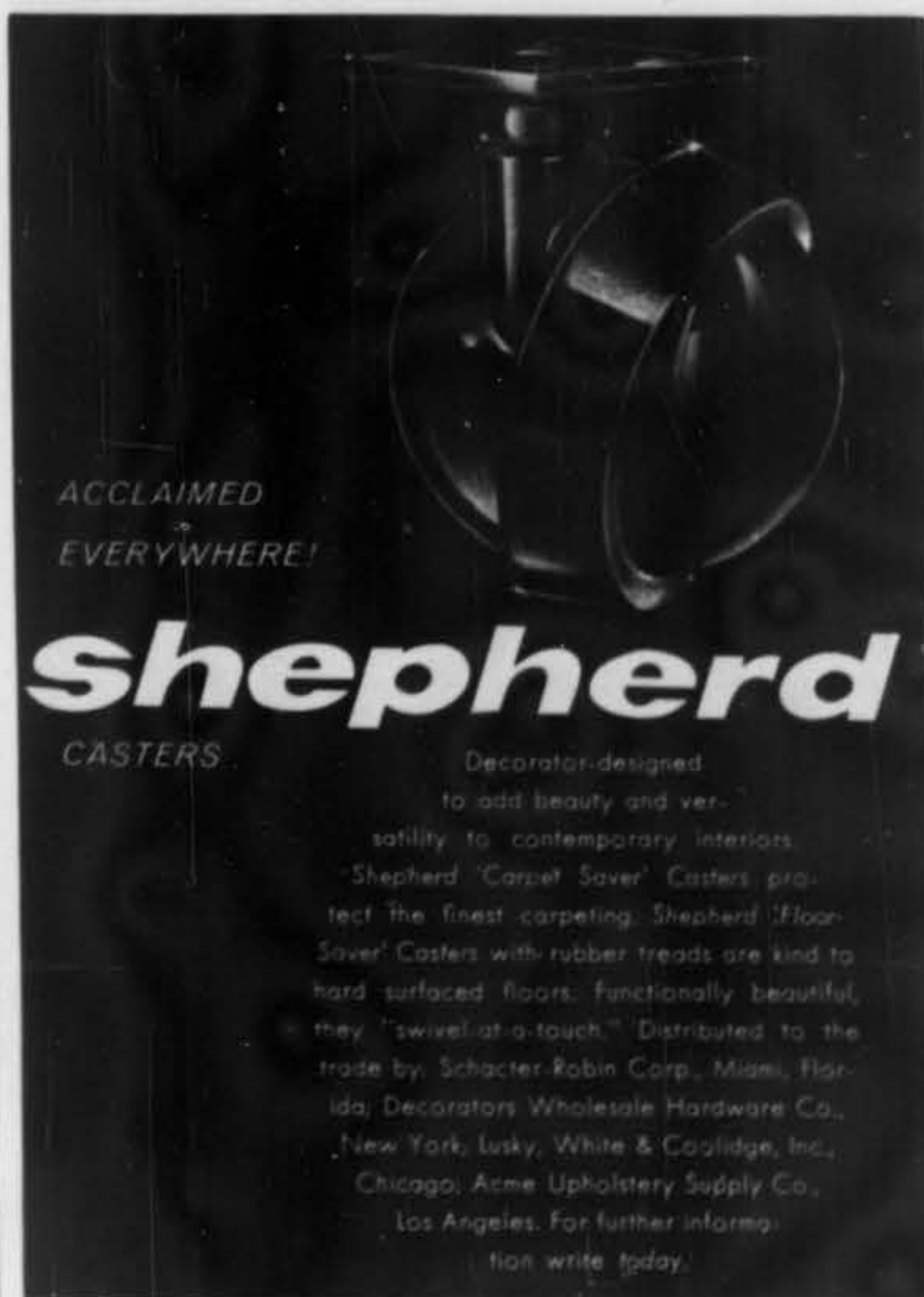
Do you know that $\frac{3}{8}$ " to $\frac{1}{2}$ " imported marble is available in *any shape, any design, any perspective*—with definite assurances of savings of 50% to 75%? (In some instances even greater savings!)

Can you imagine more than 150 varieties of marble? The largest selection of available marble from Italy, Portugal and other parts of the world is on display in our New York showroom.

We guarantee your imagination will be stimulated; you will think of walls and floors in a new perspective.

MARBLE INTERNATIONALE, LTD.

Architects Building 101 Park Ave., New York 17, N. Y. MU 3-6896
Marble Floor and Wall Tile • Table and Furniture Tops • Ceramics
Mosaics • Pre-Cast Marble Tile • Onyx • Sculptures



ACCLAIMED
EVERYWHERE!

shepherd

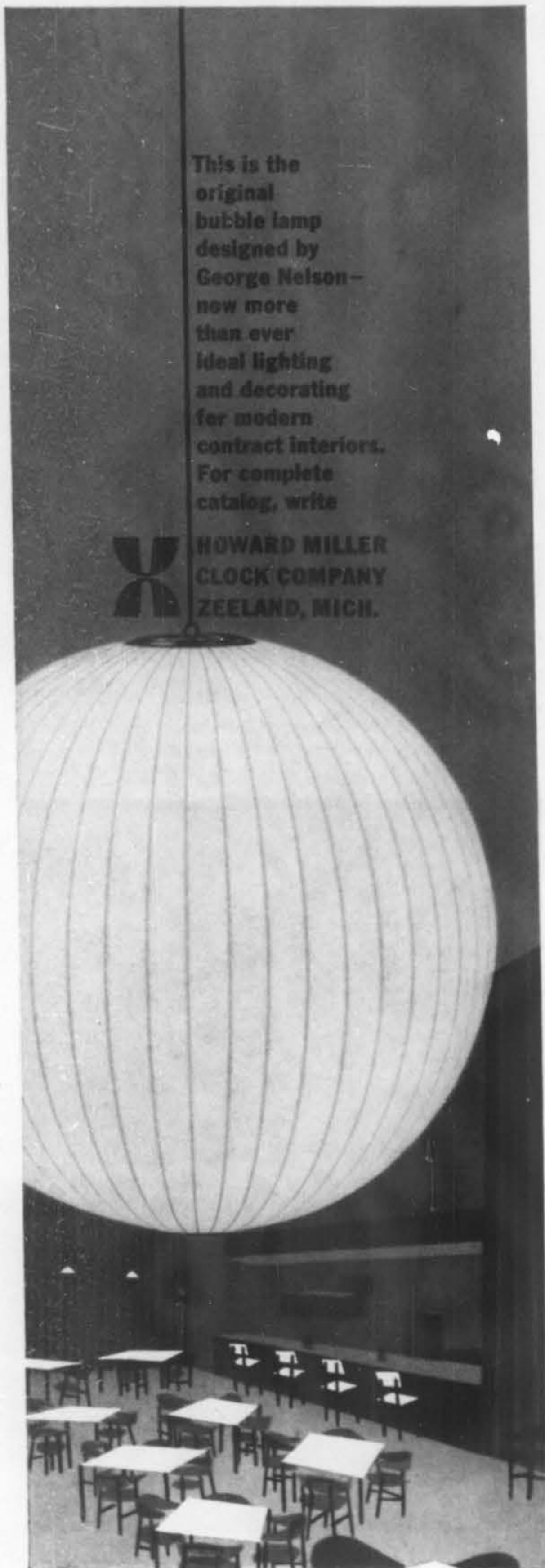
CASTERS

Decorator-designed to add beauty and versatility to contemporary interiors. Shepherd 'Carpet Saver' Casters protect the finest carpeting. Shepherd 'Floor Saver' Casters with rubber treads are kind to hard surfaced floors. Functionally beautiful, they "swivel at a touch." Distributed to the trade by: Schacter-Rubin Corp., Miami, Florida; Decorators Wholesale Hardware Co., New York; Lusky, White & Coolidge, Inc., Chicago; Acme Upholstery Supply Co., Los Angeles. For further information write today.

SHEPHERD CASTERS, INC., P.O. BOX 672—BENTON HARBOR, MICHIGAN
In Canada: Shepherd Casters Canada, Ltd., Toronto, Ontario

This is the original bubble lamp designed by George Nelson—now more than ever ideal lighting and decorating for modern contract interiors. For complete catalog, write

**HOWARD MILLER
CLOCK COMPANY
ZEELAND, MICH.**



Nat'l Design Center joins NAHB in London Exhibit

Tom Lee Designs Interiors for USIA-sponsored House

Readers who have been impressed by the tremendous activity of The National Design Center will not be the only ones interested in the following information, which was released too late to be included with other *National Design Center News* (page 14).

Norman Ginsberg, President of the National Design Center, 425 East 53rd Street, New York, boarded a jet for London on February 25th after announcing that he would attend the opening of an exhibition of a model house on which the National Design Center had collaborated with the National Association of Home Builders in cooperation with The National Housing Center at the request of the United States Information Agency.

Dubbed the "London House," the full scale, fully furnished structure represents a typical American home (in the \$23,000 to \$24,000 bracket) representing no regional characteristics. The sponsor of the exhibition is the newspaper, *The London Daily Mail*, which has been putting on an "Ideal Home Exhibition" every Spring for thirty-odd years in a huge, handsome London armory.

The show, always presented in a fragrant profusion of landscaped gardens, has never drawn fewer than one million British spectators during the last decade. This year the floral setting is reported to be more magnificent than ever, and a minimum attendance of one-and-a-half million is expected. The current show will be on from March 1st through 26th.

The British Government was the originator of the request for the exhibition house, which is generally representative of a cross-section of 1960 housing in the U.S.A. Comfortable, unpretentious, well-planned, and well-equipped, it is a typical wood-frame house whose design and equipment are the result of NAHB and National Housing Center recommendations, as interpreted by architect Herman York and interior designer Tom Lee, A.I.D.

Space for particulars on the interiors is not available here now, but complete data will be included in our next issue with photographs flown in from London.

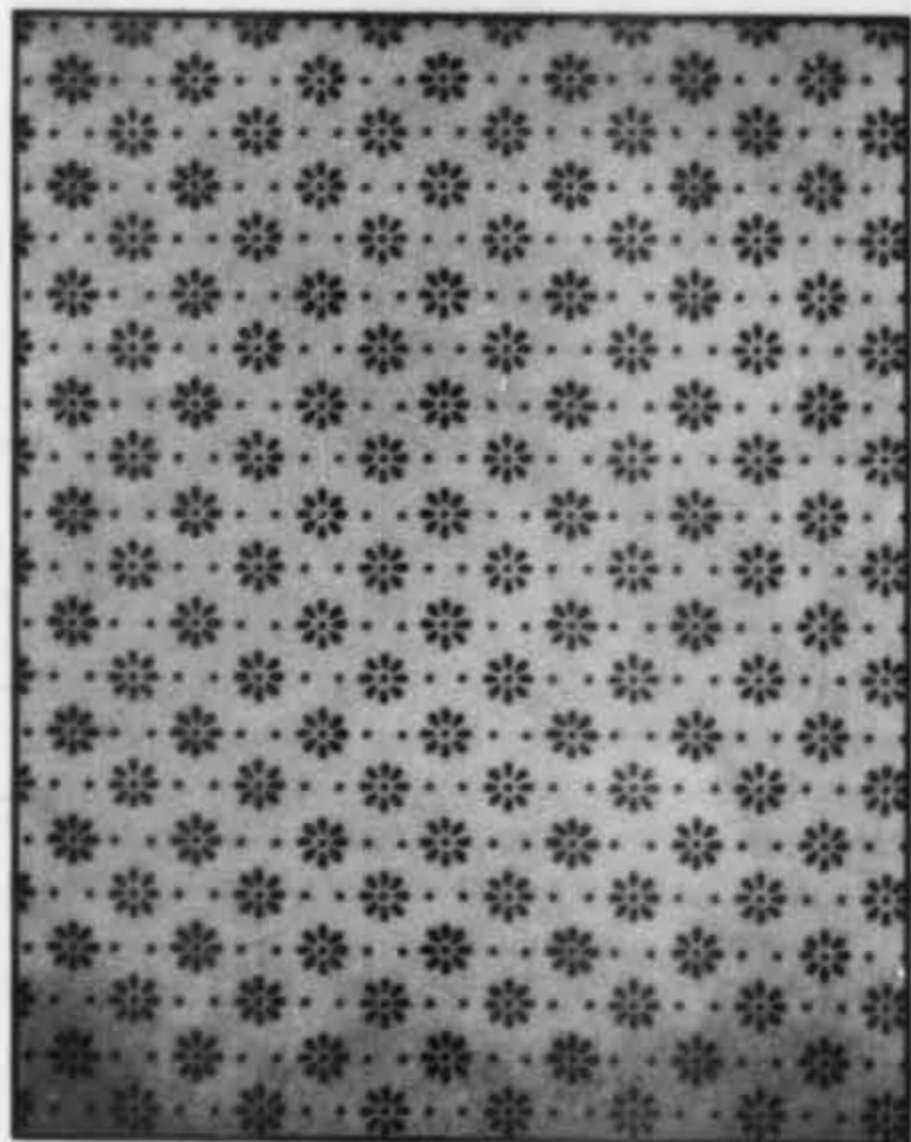
The British Government initiated the project in the hope of providing a spur and catalyst for the building and furnishings industries in Britain. Execution of the project is a tribute not only to American housing standards but to the efficiency of the NAHB and the National Design Center, since the job was planned and carried through with extraordinary speed. The late Carl Mitnick, who was president of the NAHB until his death last summer, had formulated an exhibition program after receiving the British Government's request, but the U.S.I.A. did not re-


Leopold Colombo & Bra
Importers and Makers of Fine Furniture
327-329 EAST THIRTY-FOURTH STREET
NEW YORK 16, N. Y.

Catalog on request



*Hobe Erwin Editions
In Wallpapers
"Empire Eyelet"*



Jones and Erwin, Inc.

15 East 57th Street New York, N. Y.

A colorful and varied collection of

**PLAIN
CARPETS**

always available at

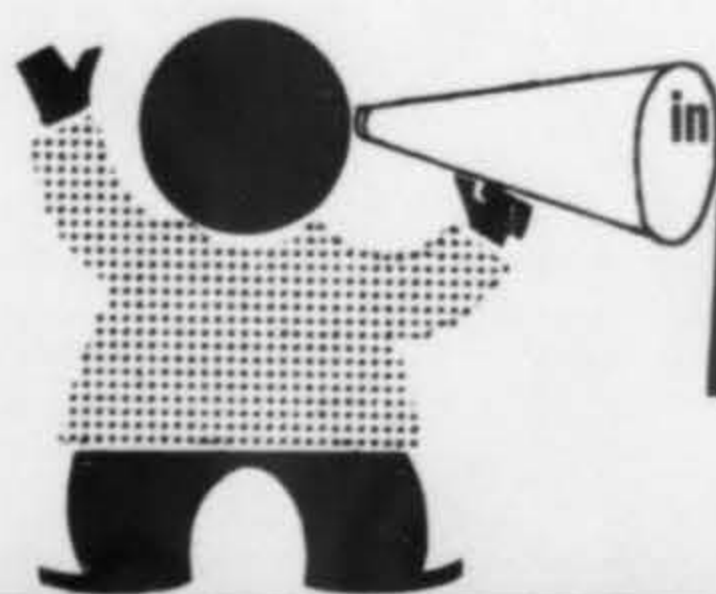
SPECIALISTS SINCE 1886

Kent-Costikyan INC.

PLAIN CARPETS ORIENTAL RUGS

305 East 63rd Street, N. Y. TEmpleton 8-3120

Western representative: R. Donald Skinner
719 North La Cienega Boulevard, Los Angeles



in Booth #239

NEWS!

Vinyl Plastic
Desk Molding
at the NOFA Show
at Atlantic City

**YOUR NEW SOURCE FOR THE
NEWEST PLASTIC PARTS**

VINYL PLASTIC DESK &
OFFICE FURNITURE MOLDING

PLASTIC EXTRUDED PATTERNED
PARTITIONS & ROOM DIVIDERS

PLASTIC PVC CHANNELS FOR FIRM
FIT OF PLASTIC & GLASS PARTITIONS

PLASTIC STUDS IN
ALL COLORS & SHAPES

You're Cordially
Invited
March 11, 12 & 13

WALJOHN PLASTICS, Inc.

400 88th Street, B'klyn 9, N.Y. SHORE ROAD 8-0300

DIVISIONS OF WALJOHN

MARIDON MFG. CORP. — Injection Molding Plastics

THE ROTUBA EXTRUDERS, Inc. — Rigid-Type Plastic Extrusions

"SKIPPER RIDING DOLPHIN"

Swimming pool or fountain, suitable up to 3" pipe.

Visit our extensive
showrooms—Wrought
iron furniture, Garden
ornaments and a large
selection of statuary
in Lead, Bronze
and Stone.



Catalogue G-60
on request

Ask your
dealer,
decorator
or
write direct




The Florentine

CRAFTSMEN, INC.

479 FIRST AVE. (cor. 28th St.) New York 16
Phone LExington 2-3926

Meadowcraft

ALL  WEATHER Group*

Award-winning design and styling . . . Available in all the popular new colors . . . at leading stores everywhere.



UNCONDITIONAL
10 Year Guarantee
against rust and corrosion



*Patented
No. D-180-240



BIRMINGHAM
Ornamental
IRON COMPANY, INC.
4363 First Avenue, North - Birmingham, Alabama

ceive orders to proceed until November — at which point Messrs. York and Lee went into action. Design, coordination, and shipping were all accomplished on schedule in the intervening four months.

A duplicate of the house will be built in the United States for NAHB-sponsored National Home Week.

Lighting events in New York and Chicago

Richard Kelly Takes the I. E.S. through "Four Seasons"

On February 19th, members of the Illuminating Engineering Society of New York enjoyed a rare demonstration of the interaction between good lighting and good food in creating the ideal environment at that most elegant of restaurants, *The Four Seasons* in the Seagram Building. The I.E.S. meeting, dedicated to the study of the complicated, exquisite lighting which is an integral element in the design, consisted of two parts: at 5:30 the members climbed the terrazzo steps at the bronze-framed glass doors that separate building lobby from restaurant lobby, and were permitted to wander about freely in the pool room, the bar-grill, and the downstairs entrance lobby. After a thorough inspection of the art-treasure-packed spaces, they had their fill of *hors d'oeuvres* and cocktails in two of the "starlit" private dining rooms, and at 6:30 settled down in gilt and red velvet folding chairs to hear lighting consultant Richard Kelly, who was responsible for *The Four Seasons'* lighting, give a slide illustrated lecture on *Restaurant Lighting*. Kelly, a relaxed and witty speaker, illustrated his talk with examples of his work—some going as far back as 1938 and coming forward as far, of course, as the recently completed place where the meeting was being held. The most fascinating part of the evening was inevitably the last, when Kelly answered detailed questions on *The Four Seasons*. Kelly's accomplishments in the job were thoroughly probed by the audience, which is of course extremely knowledgeable on the technical aspects of lighting.

The *Four Seasons'* lighting is staggeringly complicated. Walls are washed and works of art are pinpointed by a system of Edison Price Darklites recessed at wall peripheries and also spaced in the ceiling grid. The grid also holds Darklites that adequately illuminate faces, food, and menus without glare and without revealing themselves (the Darklites) as the light source. The ceiling grid also houses recessed theatrical spotlights—color controlled—for fashion shows.

Other fascinating challenges solved by *The Four Seasons'* lighting system is the lighting of the plants which are so important to its design. The plant lighting has two jobs to do. The visual job is that of making the most of the

New York Furniture Exhibit Corp.

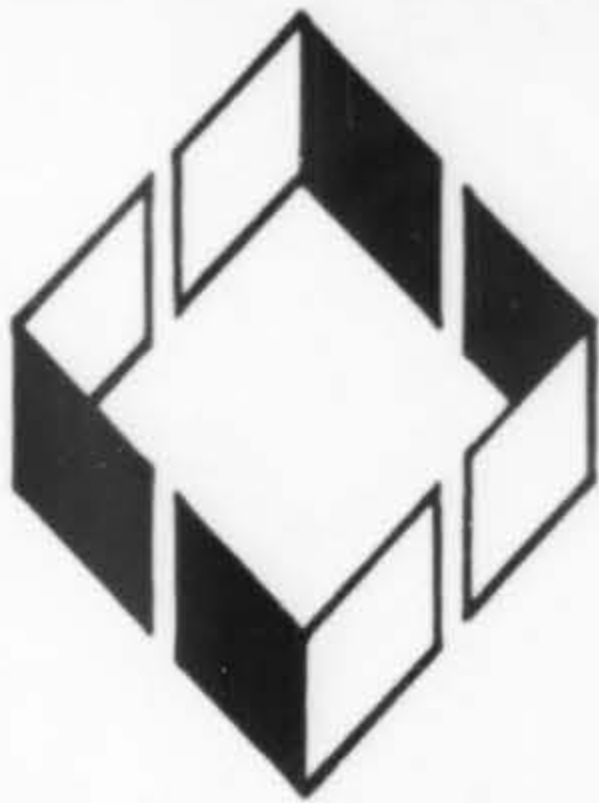


THE MARBLEHEAD
Cherry Group
by **Consider H. Willett**

Over 125 pieces of furniture for every area of the home. The Early American line we find the A.I.D.'s like best. Brochure available on request.



451 PARK AVE. SOUTH, NEW YORK 16, N. Y. MU 3-7650



Interiors

If this copy of INTERIORS belongs to one of your associates, the attached card is provided for your convenience to avoid the problems of shared copy readership.

NEW SUBSCRIPTION CARD

see other side for additional information

I n t e r i o r s

INDUSTRIAL DESIGN

INDUSTRIAL DESIGN

please enter my NEW subscription to

name _____ position _____

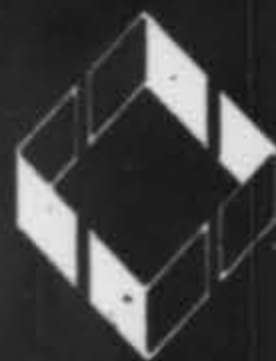
firm name _____ 3 years \$24.00
 2 years 18.00
 1 year 10.00

products manufactured or designed by firm _____

home company address _____ payment enclosed
 bill company

city _____ zone _____ state _____ send bill to me

Above rates apply ONLY to the U. S. A., Possessions & Canada. Add \$2.00 per year for subscriptions to Pan-American Union countries. Add \$4.00 per year for all other countries.



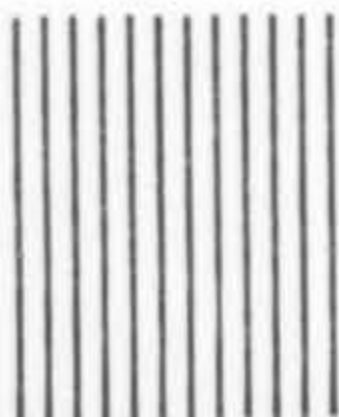
I n t e r i o r s

POSTAGE
WILL BE PAID BY
INTERIORS

BUSINESS REPLY MAIL
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

FIRST CLASS
PERMIT NO. 38538
NEW YORK, N. Y.

I n t e r i o r s
18 EAST 50TH STREET
NEW YORK 22, NEW YORK



ID

INDUSTRIAL DESIGN

ID will help you, as no other publication can, to make your company's products the favored contenders in the marketplace.

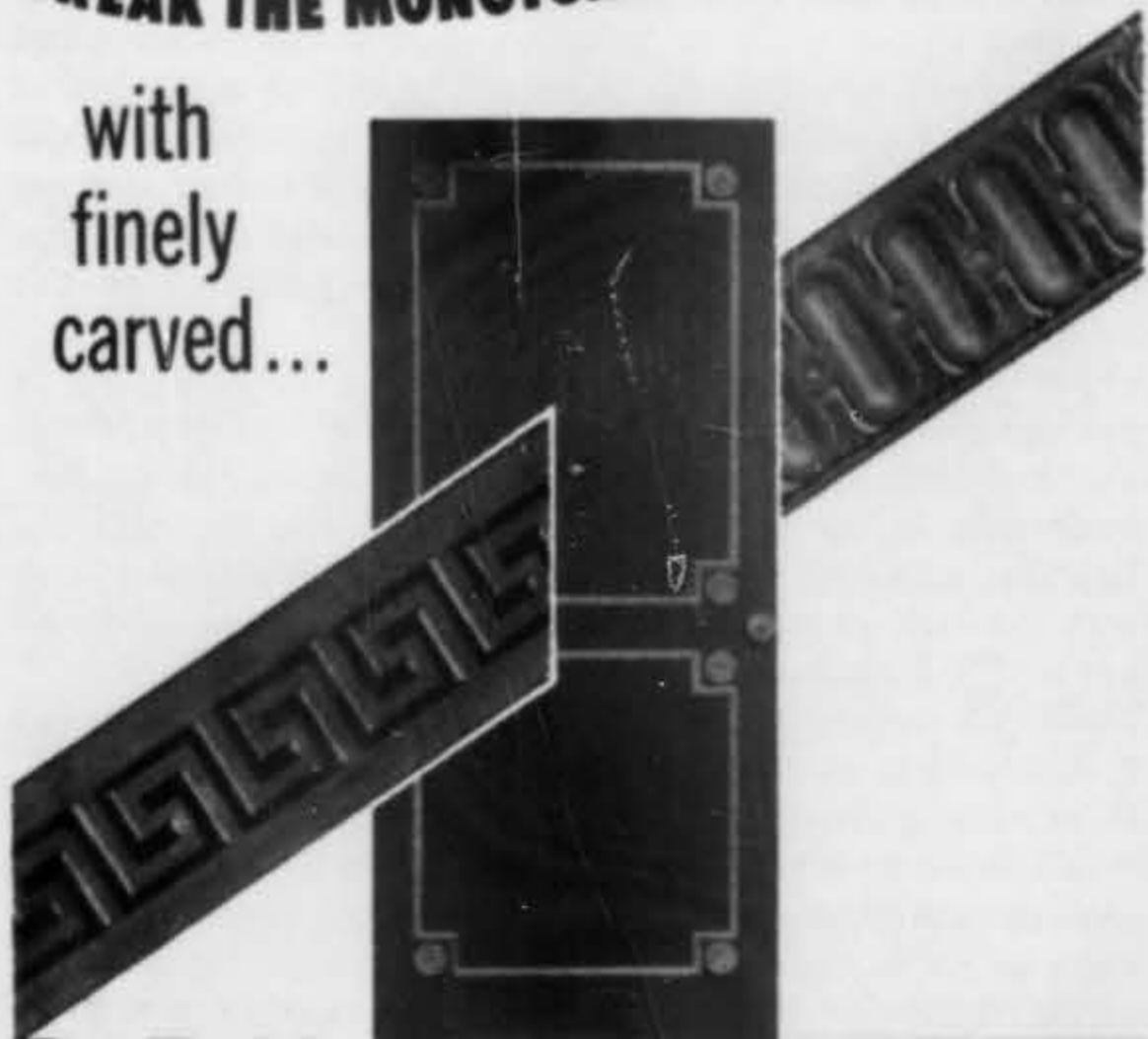
Each monthly issue will bring you an exclusive, pictorial review of the significant new design achievements in the various product fields; and it will keep you reliably informed on all new processing techniques, forming methods, new plastic compounds, alloys, bonding agents, finishes, etc., as soon as they become available for the designer's use.

Isn't this the time to enter your subscription — now, while you are thinking of product leadership?

INDUSTRIAL DESIGN

leading decorators
BREAK THE MONOTONY OF FLUSH DOORS

with
 finely
 carved...



BENDIX
mouldings
 INC.

192 LEXINGTON AVENUE, NEW YORK 16, N.Y.
 MUrray Hill 6-3395

How Stereo Components Simplify Your Hi Fi Problems

... Place them on a bookcase, in a buffet, or build them into a wall ...
 H. H. Scott stereo hi fi components offer you unlimited versatility
 ... give you a custom hi fi music system that looks smart in any room,
 traditional or contemporary. Find out how H. H. Scott hi fi components
 can be used in your decorating plans. Write for you FREE copy of
 "How To Use Hi Fi Components In Your Decorating Plans."

H.H. SCOTT STEREO
 HIGH FIDELITY
 COMPONENTS

H. H. Scott Inc., 111 Powdermill Road, Dept. 1-3, Maynard, Mass.
 Export: Telesco International Corp., 36 W. 40th St., N. Y. C.



Interior Design by Gilbert M. Garte, N.S.I.D. Furniture and fabric by Herman Miller
 Furniture Co. Sculpture and paintings by the Swetsoff Gallery, Boston.

I. Schwartz
 GLASS & MIRROR CO.
 412-418 East 59th Street, New York 22, Plaza 9-7866

No. 176
 30" x 55"
 Write for
 Catalog

Manufacturers of
 VENETIAN MIRRORS
 MIRRORED FURNITURE
 Creative Designers of
 Complete Mirror Installations
 Originators of the Beautiful Scazzetti and
 Mother of Pearl Antique Mirror

Miami: A. Robert Schoen Associates
 108 N.E. 39th Street

*your company
 is judged
 by the office
 you keep*



**COLE
 STEEL**

Send for our latest full color free catalog
 and see for yourself why Cole Steel is
 so far ahead in the office equipment field.

Cole Steel Equipment Co., 415 Madison Ave., Dept. A1, N.Y.C. 17



focus
on
telescope

**Folding
Rattan
Arm Chair**

See its companion pieces — the chaise, stack chair, single and double gliders. They're all in our new, four-color catalog, yours on request. Use your professional letterhead, please.

**The
Telescope
Folding
Furniture
Co., Inc.**

**Dept. D2
Granville, N. Y.**

plants as sculptural forms and colors in the interior. Then there is the maintenance job: light is necessary to the growth and survival of the plants, and Kelly, following directions of landscape architect Karl Linn and the Horticultural Department of Rutgers, had machine-controlled switches set to bathe the plants in specified wattages at night after closing time in order to supply the required amount. The plants receive light from the ceiling system, of course, but are also highlighted specially by bucket lights shooting upward from concealed positions on the floor and plant beds.

Other special problems had to be solved to light the pool, to render the water a transparent "water color" instead of inky; also to light the marvelous suspended brass-rod Lippold sculptures in the bar. Here the problem was to angle the lights so as to hit the rods with an effect of celestial rays seen through an opening in clouds . . . for these works of art are, in fact, designed to serve as cloud symbols.

The final complication in the formidable, switch-mastered system is that of dimmer control of every lighting element. Most of it is usually automatically handled by electric eyes which raise or lower the lighting level in accordance with daylight conditions, the mood, and the hour. Lighting levels are kept in balance with daylight, so that lighting is lowest at the wee hours, brightest at noon. The lights can even be used to send reluctant late customers home: by an unexpected raising of the lighting level. (See illustrations in December 1959 *Interiors*.)

Forthcoming Decorators' Lighting Symposium in Chicago

The American Institute of Decorators and the Chicago Lighting Institute are collaborating on a Decorators' Lighting Symposium to be held at the Chicago Lighting Institute, 140 South Dearborn Street, Tuesday, March 22nd,

FLOOR COVERING HAND CRAFTED IN FINE WOOL



EASTERN CARPET COMPANY 295 FIFTH AVENUE, NEW YORK 16
MERCHANDISE MART, CHICAGO 54

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 I-3, 2221 S. Sepulveda Boulevard
Los Angeles 64, California • Phone BRadshaw 2-3226

Do you design for **HEAVY TRAFFIC AREAS** AND THE LITTER OF CROWDS?

New DUK-IT "Jumbo" Wall Urns

... will enhance the interior decor of your buildings ... as they keep traffic areas neat, litter-free and reduce maintenance costs. Choose from new, modern DUK-IT "Jumbo" Wall Hung Urn or Floor Stand designs in sparkling metal. Or, our styling staff will gladly work with you in adapting special models and finishes to your original decorative patterns.

Write us of your needs. We would like to co-operate!

McDonald Products Corporation

223 DUK-IT BUILDING • BUFFALO 10, N. Y.
 Showrooms: New York, 225 - 5th Ave. • Chicago, 1335 Merchandise Mart
 Los Angeles, 5006 South Western Ave.

MORRISON imports

BAMBOO COCHIN LANTERN

10 gold street • Jackson square
 san francisco • california

Crisp new design in wood office furniture

The Template Group by LEOPOLD

Now quantity production makes high styled furniture affordable and practical for the general office.

Architects, designers and decorators are invited to write direct for pricing and purchasing information.

The LEOPOLD COMPANY, Burlington, Iowa

VOGEL-PETERSON Decorator Line

Aluminum COAT and HAT RACKS

Shelf No. 21
 7 1/2 x full length Mirror Rail extending 11-5/8" from wall

Shelf No. 31
 new slanted die cast anchor style coat hooks instead of Coak hanger fast

Shelf No. 11
 general utility shelf or hat extra hat shelf above types 21 or 31

108

Packaged—Ready to put up. Shelves, corner pieces, fully assembled ready to install.

Write for Bulletin DL 625

VOGEL-PETERSON COMPANY
 Rt. 83 and Madison St. • Elmhurst, Ill.

Fine Floor Coverings Since 1917

CONTRACT FLOOR COVERINGS

We are proud to number among our satisfied clients many of this country's leading universities, schools and churches.

Distinctive and original floor coverings to fit any budget.

Call or write our Contract Department for consultation.

ERNEST TREGANOWAN, INC.

49 EAST 53RD STREET, NEW YORK 22, N.Y.
TELEPHONE: PLAZA 5-0330

Member of
the Floor Covering Association, Inc.

from 2:30 through 6:00 p.m. Speakers will be Karl Steinhauer, President of the A.I.D.'s Illinois Chapter, who will serve as Moderator; Aileen M. Page, Residential Lighting Specialist of General Electric Company (stationed at Nela Park, Cleveland), who will speak on *Designing for Functional and Environmental Effect*; Thomas Smith Kelly, New York lighting consultant—who should not be, but frequently is confused with afore-reported lighting consultant Richard Kelly—who will speak on *This Thing Called Light (and how to use it)*; C. Eugene Stephenson, F.A.I.D., who will speak on *The Importance of Light Control to the Interior Designer*; and John Anderson, Executive Editor of *Interiors*, who will make *A Plea for More Imagination in Lighting*.

Last-Minute A.I.D. Meeting Reports

Resources Council Roundtable Conference on Fabrics

The A.I.D.'s Resources Council drew a full house for its February 17th Roundtable Conference on *Fabrics*, February 17th from 5:00 to 7:00 p.m. at the Hunter College Playhouse (Lexington Avenue and 68th Street, New York). This, the first of a series of forums designed to help the A.I.D.'s professional and trade members iron out mutual problems, was an interesting experiment, in that the audience, not the panel, was the principal initiator of discussion topics.

Melanie Kahane was in charge on the platform, though the special moderator for the speakers' panel was Mary Hamman of *Life* magazine. Panelists—the targets of the audience's questions—were seated in two groups, representing the synthetic fibers and the natural fibers. Standing up for the synthetics were Louis Laun of Celanese Corporation of America, and Carl Manges, representing Owen-Corning Fiberglas Corporation. Representing the natural fibers

HUTCH CABINET

Made to order with
choice of wood finish.
Always with the finest
authentic reproductions
of period furniture.

Seminole

FURNITURE SHOPS, Inc.

Manufacturers and distributors of household and institutional furniture.
Contract dept. available for estimates, 300 E. 54th St. (at 2nd Ave.) N.Y.C. PL 3-6513



OLD and NEW PRINTS

MOST FABULOUS
GROUPS
TO CHOOSE FROM

Phyllis Lucas

OLD PRINT CENTER

161 EAST 52nd STREET

Between Lexington and 3rd Avenues

PLAZA 5-1516

Hours: 9:30 to 6

were Peter Leavitt of F. Schumacher & Company, and Frank Judson Jr., of Stroheim & Romann.

In order to enable questioners to get to the heart of the touchy problems to be discussed, without treading on toes or defaming possibly innocent targets, the A.I.D. had drawn up a number of "house rules" distributed to the audience as it entered:

1. No specific clients to be mentioned;
2. No specific manufacturers to be named;
3. All situations to be kept hypothetical;
4. No situations not pertinent to the day's subject to be mentioned;

5. Questions to be brief.

Suggested discussion targets were:

1. Problems in selling products
2. Problems in workrooms.
3. Claim and refund responsibility.
4. Correct use of products.
5. Product performance.
6. Maintenance.

A.I.D. Visits Armstrong Cork Company

On Friday, February 5, members of the Board of Directors visited Armstrong Cork Company facilities in Lancaster, Pennsylvania. The day's activities included a discussion of flooring products at the Armstrong Styling Center, as well as tours of the Company's Research and Development Center and Lancaster Floor Plant. Host of the group was R. C. Stabern, Manager of Market Development for Armstrong and a Vice President of the Resources Council.



Collection of imported
Ceramics for office and home.

Gallery of Contemporary Lighting



KOCH & LOWY INC.
201 E. 34th St., NYC
LEx 2-2871

shelves to infinity

The outposts of your imagination are the only boundaries for our Custom Shelves. Special sizes, custom shapes, unique finishes are but routine challenges which we triumphantly encounter each day. The finest solid hardwoods hand-cut to your specifications, hand-finished into shelves of breathtaking and enduring beauty. Choose from our 16 standard finishes or we will match any finish you desire. For every decor, clean-line modern or our exclusive classically-sculptured traditional shelves.



Write for brochure.
SHELVES UNLIMITED
Woodworkers since 1899

127 Greene Street New York 12 AL 4-4676
Showrooms: New York: Graham Walsh/425 E. 53rd St./PL 9-4557
Chicago: John R. Willis & Co./325 N. Wells

ANODIZED ALUMINUM

OFFICE and INSTITUTIONAL CHAIRS

Inspired by Furniture

Executed for the U.S. Air Force Academy by

**BLAIR ALUMINUM
FURNITURE CO.**

and brought to you by

allwin



EXECUTIVE SWIVEL CHAIR

Features the revolutionary new FLO-TORK control which embodies the same torsion bar principle used in our most modern automobiles. With or without upholstered or oil walnut arm rests



SIDE ARM CHAIR

Very attractive contract item because of its smart design and low cost. With or without

upholstered or oil walnut arm rests.

Seats and backs available in your own material or in a choice of stock Naugahydes and fabrics.

Drop in or write to ALLWIN for catalogue...now!

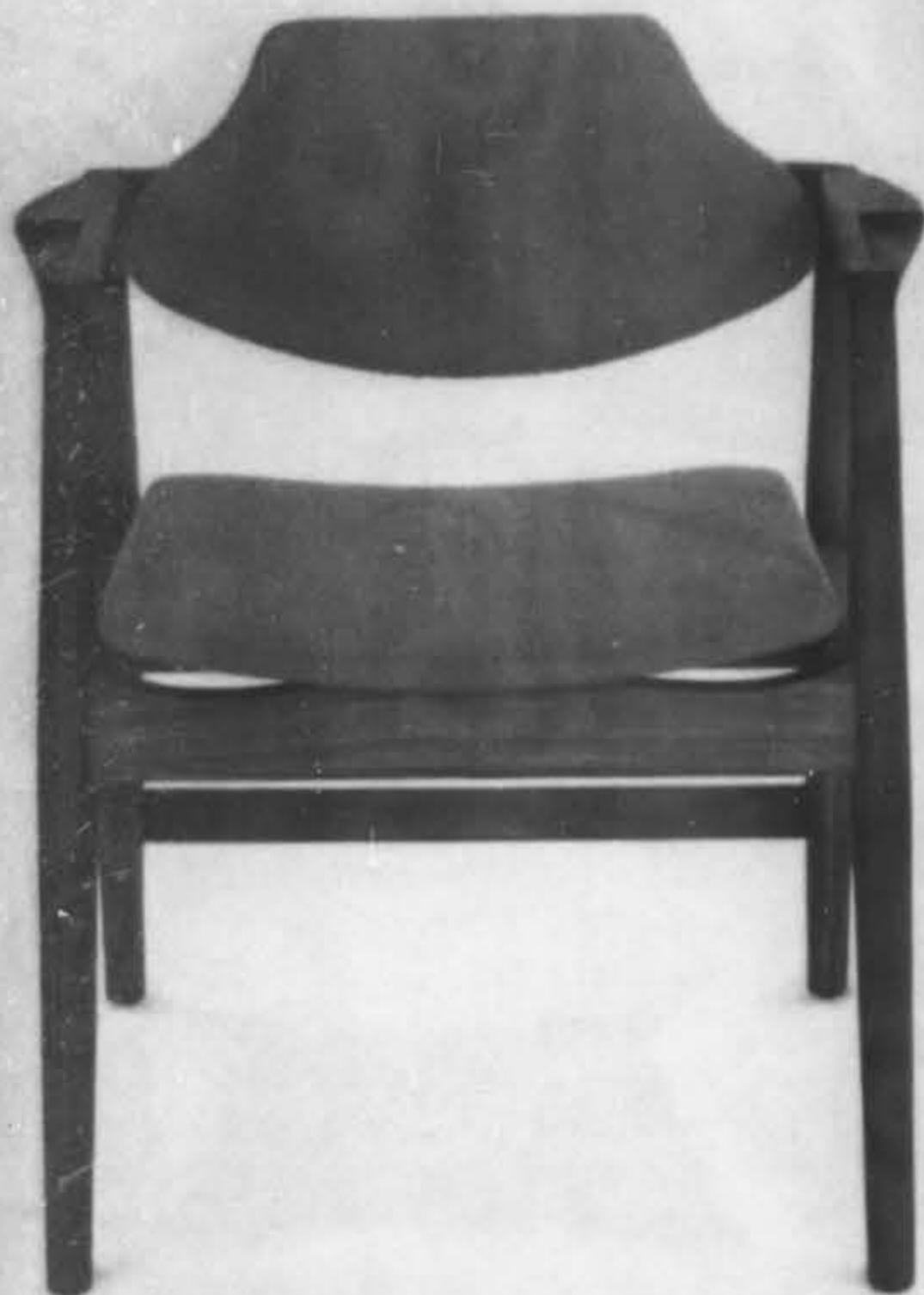
(Allwin serves designers, has no conflicting design service of its own.)

ALLWIN OFFICE FURNITURE COMPANY, INC.

6 EAST 33rd ST., NEW YORK

MU 4-0970

Designed by Edward A. Roffman



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 3-8232



R-37 Arm Chair

Catalog available to the trade

Restaurant of the Future Conference

The "Electro-Mechanical Restaurant of the Future" will be the cohesive theme for the March 7-8-9 symposium at Michigan State University's School of Hotel, Restaurant and Institutional Management. An actual working operation will be built on the stage of the Kellogg Center. An analysis will be made of the construction and adaptation problems in kitchen design and equipment, to determine how changing techniques affect restaurant design.

Interiors' Bookshelf

(Continued from Page 20)

previously been published, go under a slightly misleading title, since the word *textiles* should follow *designing*. One of the best fabric designers to have come out of the Bauhaus, Mrs. Albers, who is the wife of another important Bauhaus artist and teacher — Josef Albers of the famous *trompe l'oeil* geometric graphics — ranges here from interesting data on the history of weaving to specific ideas on her approach to textile design. Like a true child of the Bauhaus, her design always expresses the technique to be used, and since she seems to have a working familiarity with every technique — ancient and modern, primitive and mechanized — her work varies dramatically. She is one of the few in her field who makes a point of avoiding the handloomed look in machine-woven textiles. Well written and printed, her book offers more to the reader who already understands the elementals of weaving than to the neophyte, but for the advanced student it offers many usable specific ideas, some illustrated by construction diagrams. Another bonus is a small but exciting group of close-ups of some of her most original fabrics.

Decorator's Assistants, Junior Decorators and others. You are invited to take advantage of a . . . **NEW HOME STUDY COURSE** in INTERIOR DESIGN AND DECORATION

One of the most complete courses offered. Designed to help assistants, juniors, etc., in the trade advance more rapidly. Ideal also for the beginner starting a career. Thorough grounding in furnishing, furniture arrangement, period styles, color, wall-papers, accessories, textiles, draperies, pictures, antiques, lighting, etc. Home study avoids wasted time. Lessons in handy, permanent loose-leaf form. Step-by-step "learn by doing" method under individual instructor. Low tuition — diplomas awarded. Write for free booklet.

CHICAGO SCHOOL OF INTERIOR DECORATION

835 Diversey Parkway, Dept. 4153, Chicago 14, Illinois
Accredited by National Home Study Council

Interior and Exterior
Plant Designs
For Town and Country . . .
Planting — Maintenance — Rentals

the
Greenhouse

254 East 51 Street, New York 22, N. Y. Plaza 9-5543

NEW PRODUCTS AT NOFA EXHIBITION

(Continued from Page 105)

New Faultless caster with hooded horn

Faultless Caster Corporation will introduce a new office chair caster with a streamlined hooded horn. Called "The Triumph," the caster is available in bright brass and nickel



finishes, with two-inch wheels of Plaskite or Ruberex. A choice of three stems permits the caster to be used on all types of office furniture — wood, cast aluminum, molded plastic, pressed steel, and tubular metal legs.

Vinyl bumper bindings by Waljohn

Waljohn Plastics, Inc., 400 88th Street, Brooklyn 9, New York, will introduce several new plastic products for offices and office furniture at the National Office Furniture Association Convention and Exhibit March 11-13 in Atlantic City. First of the new items is a "Tourex" vinyl bumper binding for desk tops. This binding or molding offers a completely scratch-proof edge to desk tops, which also protects clothing. It comes in several colors, to offer

Lattiswood Shades and Draperies ...an American Creation

10 lovely stock weaves plus unlimited custom weave combinations in all fast colors. You can be sure of the quality and workmanship—they're American made, of course.



Visit any Showroom

- ★ 101 Park Avenue, New York, N. Y.
- ★ 2626 Lacy St., Los Angeles, Calif.
- ★ 368 South Warren St., Syracuse, N. Y.

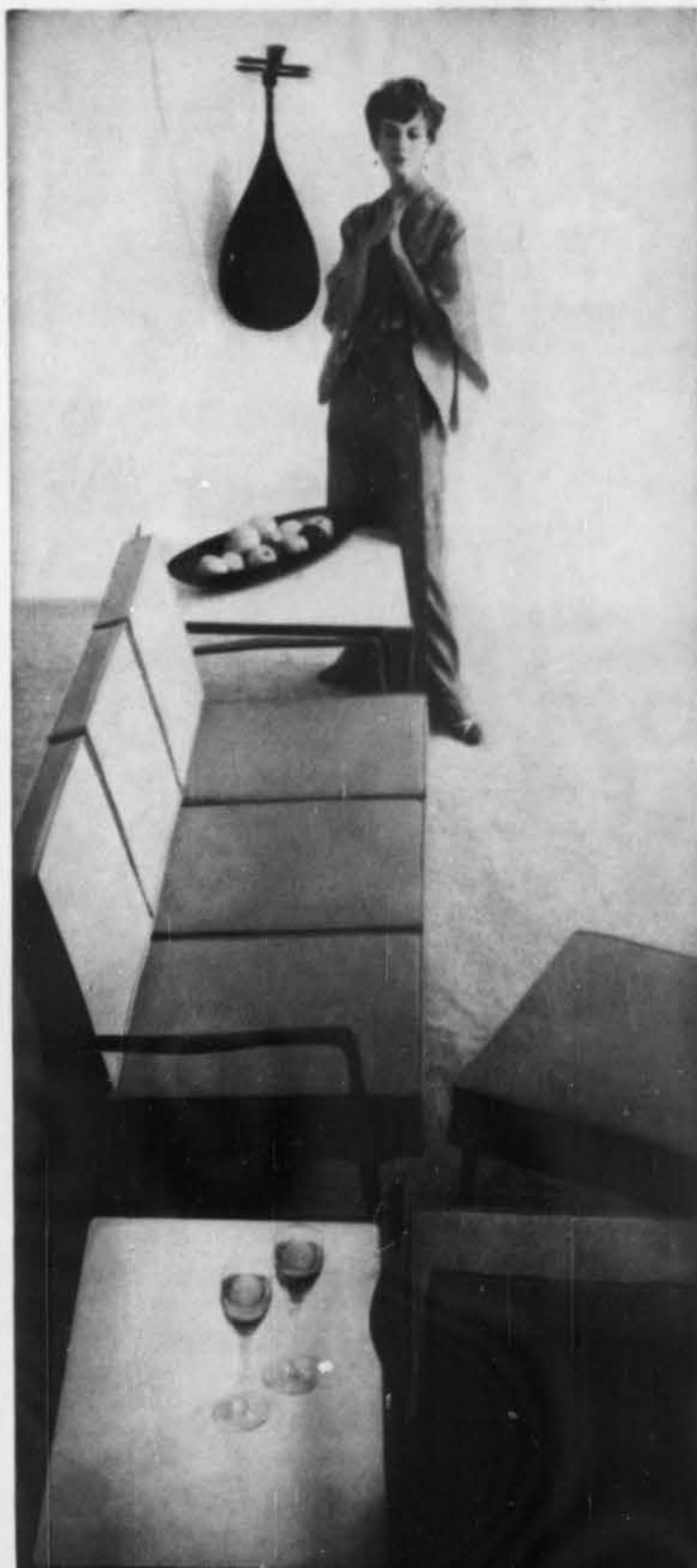
THE *Columbia* MILLS
SYRACUSE, N. Y.

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



Soft new note... in sculptured aluminum. Slender elegance of contemporary design in forever-lasting metal. Soft, light, very new look by Molla.

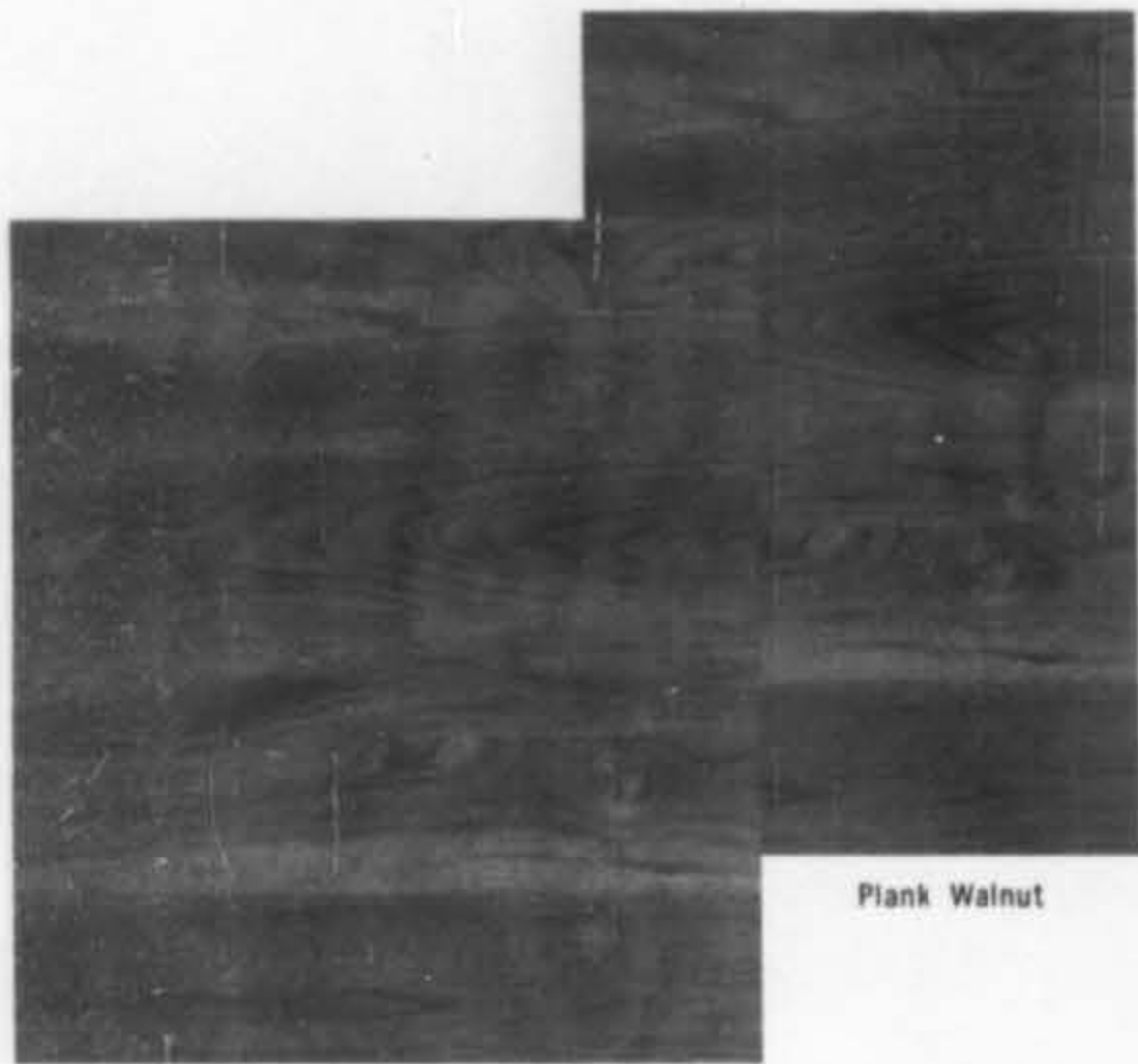
The world's widest selection of fine metal furniture is in our catalog—write for your copy.

molla
METAL FURNITURE

VISIT OUR NEW SHOWROOM!

Molla, Inc., 425 East 53rd Street, New York 22, New York
Chicago, San Francisco, Los Angeles, Boston, Providence, Dallas

DECAR DOES IT!



Plank Walnut

Reproduced in the new Decarlite WG-23 for leading furniture manufacturers

In designing fine furniture, select the choicest hardwood grains . . . perfect the furniture finish you want. Decar now reproduces them *authentically* with the new Decarlite WG-23 high pressure plastic . . . creates a volume supply for production. And you get the exclusive custom finish you want from the widest range of finish color tones with the built-in plus value of Decarlite Plastic, USE-TESTED by McCALL'S.

DECAR DOES IT WITH NEW



Write Now for New Brochure

DECAR

plastic corporation

1212 N. Central Park Avenue
Chicago, Illinois

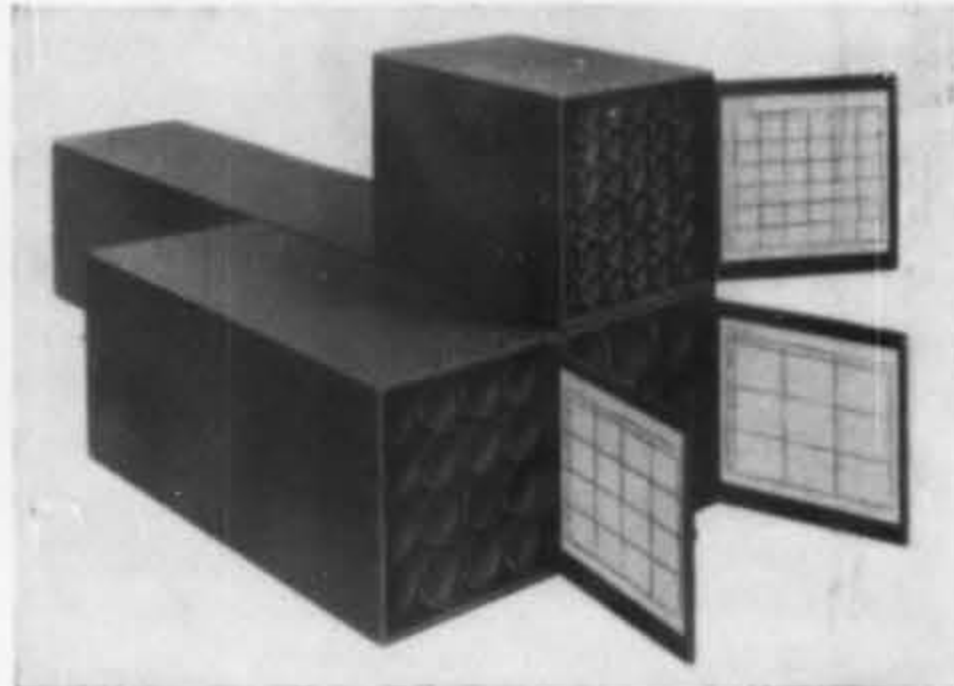


a colorful touch to a desk. No adhesive is necessary to apply the binding to a desk top; it snaps into place in an aluminum frame.

Waljohn will also show new polyethylene studs for files, cabinets, dictaphones, and other office equipment. These plastic studs are soft and flexible, strong, non-scratching, non-abrasive. A new use for an older Waljohn product will also be shown: "Extru-Lite RI," a diffusing material for lighting fixtures, used as office partitions.

Staktube roll files now in 24 sizes

Stacor Equipment Company has expanded its size selections in Staktube Roll Files for rolled prints, drawings, charts and maps, which will be shown at the NOFA exhibition. The line now consists of three tube diameters



in eight tube lengths. Tube sizes now include a new 16-tube, 3 3/8" I.D. size, in addition to the 36-tube, 2 1/4" I.D. and 9-tube, 4 3/8" I.D. sizes. Lengths range from 18 to 60 inches. The 15 5/16" square roll files are of heavy-gauge steel with a baked gray enamel finish.

MARK TAYLOR INC.

7th Floor • 131 West 24th St., N. Y. C.

Robert Schneider to serve you with the Finest Custom Draperies and Upholstered Furniture — completely *Taylored* to your needs.

Visit our workshop and see a new revelation in fine custom work.

Phone WA 9-2370.

Luxurious, superbly crafted,

TEMLITE

Loomwood
woven wood

FOLD AND ROLL SHADES . . .
. . . and many other decorating uses.
Write for free folder, price list and color swatch.

The AEROSHADE COMPANY
"Superior woven wood craftsmanship since 1911"
A Division of Consolidated General Products, Inc.
Waukesha, Wisconsin

Sources for Women's Residence Hall

(page 118)

Fireplace group. Table: Beran - Orban Contemporary American Interiors, Inc.; Chairs: Erwin-Lambeth, Inc.; Sofa and stools: Valley Upholstery Corporation. Upholstery: Good-McCree division of Blanchard Brothers & Lane, Inc. (leather on chairs); Herman Miller Furniture Company (plastic on stools); J. H. Thorp & Company, Inc. (Trilok on sofa). Floor covering: Carpet Distributors Corporation (area rug); F. Schumacher & Company (hearth rug). Mantle paper: Laverne Originals.

Snack area. Pedestal table and sofa: Directional Furniture Showrooms, Inc.; Open-arm sofa: Shelton-Kass Furniture Corporation; Chairs: Telescope Folding Furniture Company, Inc. Upholstery: Rowen, Inc. (Saran). Lighting: Design-Technics (table lamp); Howard Miller Clock Company (bubble fixture). Pottery jug: Avard.

(page 119)

Across fireplace group. Chairs near window: Mills-Denmark. Upholstery on far sofa: Cohn-Hall-Marx. Fiberglass curtains: Titus Blatter & Company. Lamps: Design-Technics.

Adjacent area. Open armchairs: Paoli Chair Company; Sofa: Design Previews, Inc.; High-back armchair: Directional Furniture Showrooms, Inc.; Base of circular table: Korngold Brothers. Teak end table: Stewartstown Furniture Company. Area rug: Carpet Distributors Corporation.

Not pictured. Furniture: Advance Design, Inc.; Brown Jordan Company; Edward Axel Roffman Associates, Inc.; Knoll Associates, Inc. Curtain fabrics: Eaglesham Prints, Inc. Folding screen: Timbertone Decorative Company, Inc.

exclusively designed for decorators

WALLPAPER Handprints, Machine Prints

Also Plastic Coated and Vinyl Wallcoverings.
Some with correlated fabrics.
Included are exclusive designs
made to your own color specifications.

A. H. JACOBS COMPANY 515 madison ave., n.y. 22

Continental
BRAND
FELT

Felt in
Spectrum
Colors

vivid
vivacious
versatile

- Decorator Felts
- Upholstery Felts
- Wall Covering Felts
- Drapery Felts

NATIONALLY ADVERTISED
FREE Color Swatch
Folders on request!

CONTINENTAL FELT COMPANY Since 1905
22 West 15th St., N.Y.C. WA 9-5262



New HOWE Mobil-Matic "12" folds
and rolls away in 3 seconds.

3 seconds ago this conference room did not exist!

You, too, can make a conference room appear or disappear this quickly. All you need is this new HOWE folding table and a little floor space.

Ever increasing costs and constantly changing needs have turned many efficiency-minded firms to multi-purpose space use.

The new HOWE folding conference table, the Mobil-Matic "12," was designed with this in mind. The Mobil-Matic "12" is functional in every detail. It seats 14 comfortably. The counter-balanced spring tension and synchronized action of its patented understructure make it easy and safe to open or fold in just 3 seconds. Folded, the Mobil-Matic "12" is rolled away smoothly on 4" swivel casters. Because it measures just 14" folded, it stores against the wall, barely protrudes into the room.

For all its functionalism, the HOWE Mobil-Matic "12" sacrifices nothing in the good looks department. Its top and edge are marproof, patterned Formica. (For those who prefer, an anodized aluminum-edge model is also available.)

To keep the unit bright and fresh-looking, the entire understructure is plated with rustproof Cadmium.

Custom Division

HOWE FOLDING FURNITURE, INC.
1 PARK AVENUE, NEW YORK 16, N.Y.

FREE! Just fill in and mail the handy coupon and you'll be sent illustrated literature free on the Mobil-Matic "12" and other HOWE folding tables. Act now.



Name _____
Firm _____
City _____ Zone _____ State _____



DESIGN-CONSCIOUS AMERICA LOOKS TO LUXO LAMPS FOR CREATIVE LIGHTING! Graceful wherever it goes, the Luxo Lamp moves at the touch of a finger to any angle or position... and stays put! Comfortable to work under, too... Luxo's scientific design eliminates glare and disturbing shadows. Specify Luxo Lamps for efficient local lighting for work or play... in all smart decorator colors. UL and CSA approved.



Request Luxo's New lamp idea catalog!

LUXO LAMP CORPORATION
PORT CHESTER, N. Y.

San Francisco, Cal. • Montreal, Que.

choose the
LUXO
flair

in Dove Grey,
Desert Tan, Frost
Brown, Mist Green,
Ebony Black,
Oyster White.

WE KNOW HOW TO SERVE YOUR CUSTOMERS FOR YOU



- Your own *ServiceMASTER* carpet and furniture cleaning department will:
- ✓ Provide a strong sales-closing tool
 - ✓ Cut complaints
 - ✓ Keep close customer contact
 - ✓ Clean and service what you sell
 - ✓ Boost your profit on every sale

your customers are better customers

with

ServiceMASTER
THE RESPONSIBLE SYSTEM

Call your local ServiceMaster manager. (See the Yellow Pages.) Or write: ServiceMaster Chicago 14, Ill.

for carpet, furniture and wall cleaning

Sources for Duke house (pages 120-125)

Furniture: Remington Rand Corporation (book shelving); Saybolt and Cleland (Windsor armchairs); Stendig, Inc. (bentwood armchairs); Thonet Industries, Inc. (library tables). Window shades: Adco Venetian Blind Company. Electrical fixtures designed by Richard Kelly: Harry Gitlin, Inc. Projection screens and desks: Minic Display.

Sources for Houses by Otto Zenke (pages 84-91)

The Wright House Dining room scenic: Louis W. Bowen, Inc. Living room rug: Cabin Crafts. Dining room upholstery: Updecor Fabrics.

The Barringer House Bedroom curtains: F. Schumacher and Company. Dining room draperies: Stroheim and Romann.

The Sherrill House Carpets: Cabin Crafts. Sun room chintz upholstery: Greeff Fabrics, Inc.

The Covington House Living room carpet: Cabin Crafts. Leather: Good-McCree. Grass cloth: Hexter. Playroom upholstery: Kent-Bragaline. Hall sofa upholstery: Milton Rothschild and Son. Living room sofa upholstery: Scalamandre Silks, Inc. Hall rug: Stark. Playroom rug: Ernest Treganowan.

The Finch House Living room side chairs: Baker. Library scenic: Bowen. Living room drapery fringe: Consolidated Trimming. Library chintz: Greeff. Library wing chair upholstery: Milton Rothschild and Son. Living room draperies: Scalamandre. Library coffee table, upholstered pieces in library and living room: Thomasville Chair Company.

See the brilliant
handprint collections of
A. H. JACOBS CO.
printed on

RICH-WALL TEXTURED VINYL

... incredibly lovely Shiki Silk, Moire,
Irish Linen, Taffeta, Munster, Ceylon.

Fabritate, Inc., 515 Madison Ave., New York 22 • PL 2-0480

the new Dimension for your fixtures!



nalco Candle Flame lamps
made in U.S.A.
Graceful Candle Flame Lamps bring forth richness and beauty too often obscured by less imaginative lighting. They suggest flame itself... warm and soft... add new distinction and charm to any fixtures.

- Available clear, frosted, amber, red, or candle flame (white with yellow tip) tints.
- Special carbon filaments assure long burning life.
- Standard, intermediate, or candelabra base.

Write for literature and prices.

250 Fulton St., New York 7, N.Y.
1532 No. 13th St., St. Louis 6, Mo.

NORTH AMERICAN
Electric Lamp Co.

Interior design film by Waverly Fabrics

A thirteen minute technicolor movie called "The Fabric Story" has been made by the Waverly Fabrics Division of F. Schumacher & Company, 60 West 40th Street, New York. The principals in the film are interior designer Melanie Kahane and her husband, radio commentator Ben Grauer. The film includes a discussion of basic decorating principles with the emphasis on the important role of fabric in an over-all decorative scheme. It further shows how the personality of a room can be changed with pattern alone; this is illustrated by the film's use of a single living room and a single color scheme as the background for four definite style changes through fabric design. A visit to a print mill is also included. Groups may schedule private showings.

Electronic pool alarm from Honeywell

A highly sensitive electronic alarm designed to prevent the drowning tragedies that often occur when children or pets fall into unattended swimming pools has been developed by Minneapolis-Honeywell Regulator Company, 2747 Fourth Avenue, Minneapolis. The system, which can be adjusted so finely that it will detect a hand splashing in the water, is equally effective for home pools or those built by motels, hotels, schools, and clubs. The cost of installation in new and existing pools is less than \$200. Included in the system are a sensing element that is encased in a protective box and mounted on the pool wall a foot below water level; and a remotely located alarm panel. Whenever an object falls into the water, the sensing element detects the sound vibrations caused by the splash, then electronically relays a signal to the alarm panel which can be located up to 100 feet from the pool. An alarm horn is then sounded with the objective of summoning aid to the pool area immediately.



INTERIORS BOOK OF OFFICES

This first authoritative book on office planning and design contains, among its 300-odd illustrations, offices for organizations of all sizes, all types, and in all sections of the U. S. The text gives the latest trends in the field, starting with lobby and reception areas and moving on to secretarial and executive offices, general offices, and then dining and other free-time facilities. Two outstanding installations are shown in their entirety; there is also a section on partitioning systems which explains when and where flexibility makes for economy and efficiency, and a special section in color by Gerald Luss.

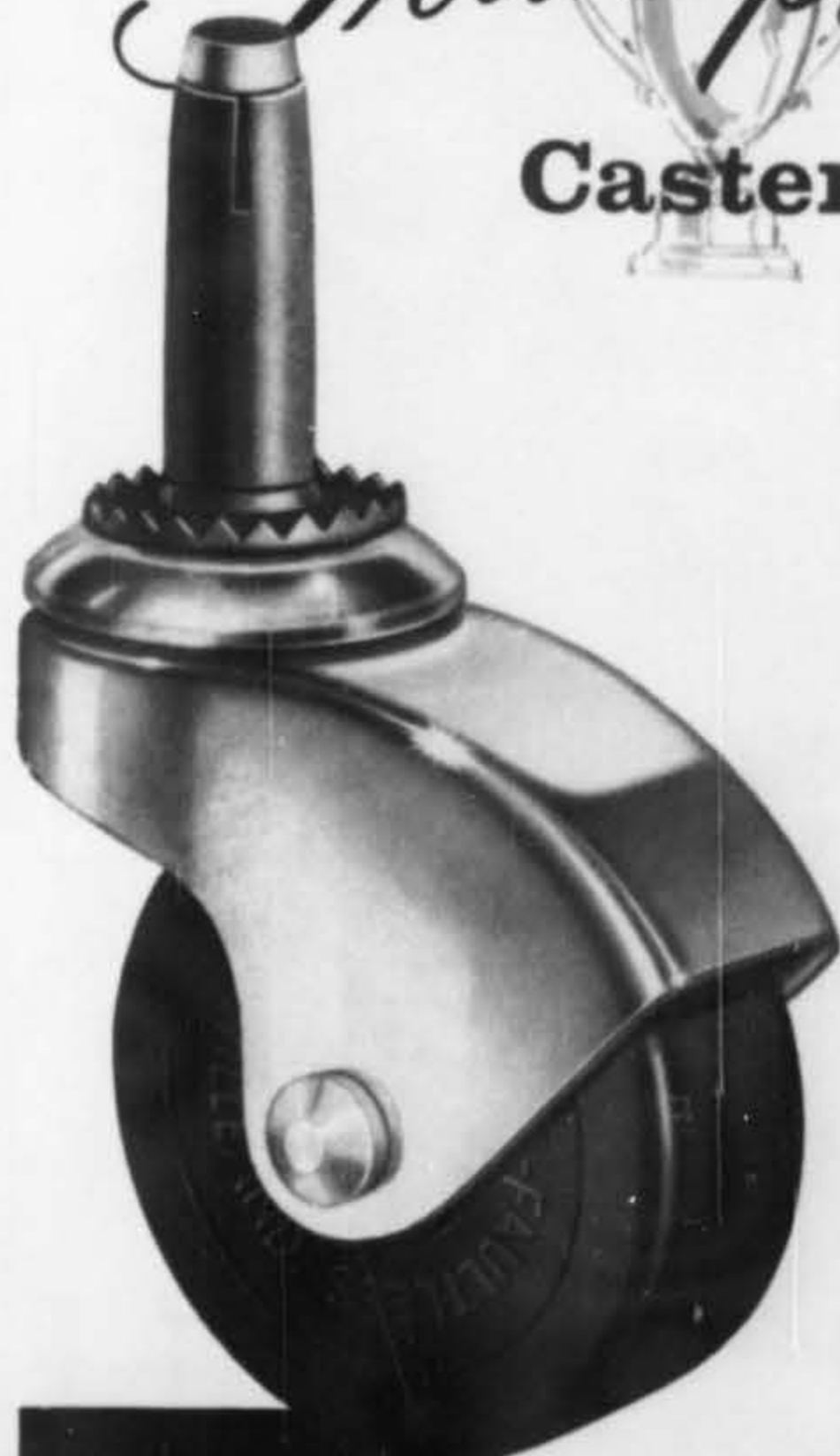
Interiors Book of Offices **\$12.50**

184 pages, 9 x 12; 340 illustrations, 20 in full color.

Whitney Library of Design

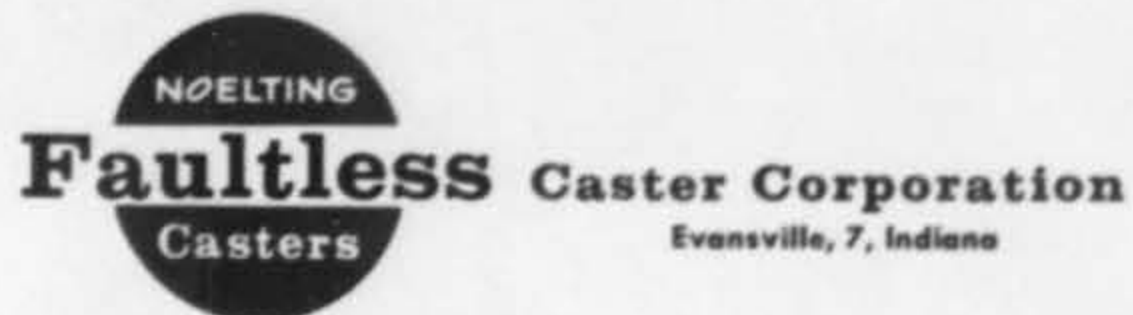
18 East 50th Street New York 22, N. Y.

The NEW Faultless



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

See the New Faultless Triumph at the NOFA Show, Booth No. 341, or write for complete information.

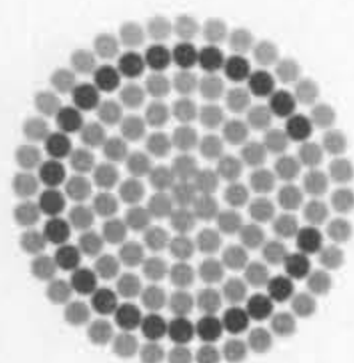


Branch Offices in principal cities, see the Yellow Pages of the telephone book under "Casters". Canada: Stratford, Ontario.



sofa designed by
JACOB EPSTEIN

tables designed by
ALBERT HERBERT



CUMBERLAND / FURNITURE CORPORATION

4 EAST 53 STREET NEW YORK 22 NY

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.

SALES AND ADVERTISING EXECUTIVE—10 years experience in decorative and contract furnishings desires relocation to San Francisco. Write Box 2349-L, INTERIORS, 18 East 50th Street, New York 22, New York.

INTERIOR DESIGNER—Man with a soundly cultivated background in fine modern commercial and business interiors looks for a top level position. Broadly qualified in presentation, design, planning, detailing, contracting, administration and client relations. Registered Architect, married, presentable, employed, New York. Box 2534-Q, INTERIORS, 18 East 50th Street, New York 22, New York.

INTERIOR DESIGNER/DECORATOR—Male, college graduate, 6 years experience all phases of business. Specializing industrial, business, institutional interiors. Capable to carry through independently entire package-project: Consultation, sketches, space-planning, mechanical drafting, layout, design, decorating, coordinating, buying, cost, customer-presentation. Crisp color art; original ideas. Presently heading contract department with large firm in New York City seeking professional challenge, responsibility, corresponding compensation. Box 2355-R, INTERIORS, 18 East 50th Street, New York 22, New York.

What are your requirements? A graduate interior designer in his middle 30's, qualified to practice his profession as a profit-producing unit from the blueprint to the ultimate satisfaction of the client and the employer? An A.I.D. decorator who is well schooled, well trained, well groomed; one who is alert, aware, logical and conditioned to function as a total asset to a reputable firm? Foreign location considered. Box 2345-T, INTERIORS, 18 East 50th Street, New York 22, New York.

HELP WANTED

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.

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.

FURNITURE DESIGNER—Locate—S. E. Florida. Must be creative, good perspective required. Write full details, salary required. Excellent opportunity. Ideal living conditions. Box 2347-L, INTERIORS, 18 East 50th Street, New York 22, New York.

WANTED: INTERIOR DECORATORS. Complete experience including furniture for a home furnishing store. Salary commensurate with ability. Largest store in Southwest. American Furniture Company, El Paso, Texas.

ARCHITECTURAL DESIGNER/DRAFTSMAN—to work on contemporary architectural projects in small office situated in pleasant university community. Write full particulars, salary expected. Cooper Milliken A.I.A. Architect, Old Town, Maine.

Importer of world renown line quality Scandinavian Furniture offering new position in Chicago showroom. Sales to decorator-architect clients plus administrative responsibilities. Unsurpassed opportunity for bright future with rapidly growing company. Box 2346-K, INTERIORS, 18 East 50th Street, New York 22, New York.

Advertisements

IN ADVANCE. BOX ADDRESS COUNTS FIVE WORDS.

CREATIVE ARTIST—designer of drapery screen prints wanted. Apply by mail only. Si Bochner, Covington Fabrics Corporation, 267 Fifth Avenue, New York 16, New York.

SALES REPRESENTATIVES—Chicago, Dallas and Miami. America's foremost contemporary line of drapery and upholstery fabrics, showroom not essential. Salary and commission. Box 2350-M, INTERIORS, 18 East 50th Street, New York 22, New York.

PROMINENT NEW YORK MANUFACTURER with showrooms New York, Chicago and California having complete facilities for making metal tables and floor lamps of quality, contemporary and traditional, seeks the services of a designer. Interview will be arranged at your convenience. Box 2357-T, INTERIORS, 18 East 50th Street, New York 22, New York.

INTERIOR DESIGNER (Male) for position in large North Carolina city. Creative ability and some experience necessary. Write giving background and experience. Box 2351-N, INTERIORS, 18 East 50th Street, New York 22, New York.

DECORATOR REPRESENTATIVE—KENTILE, INCORPORATED. Manufacturer of famous Kentile resilient floor requires male representative to call on Interior Decorator trade in New York City area. Following with decorators and understanding of interior design essential. Age 30 to 45. Salary based on background, plus additional employee benefits. Submit written resume to Department WN, Kentile, Inc., 58 Second Avenue, Brooklyn 15, New York, stating salary expected. Strictest confidence assured. Our employees know about this advertisement.

SALES REPRESENTATIVES—EXECUTIVE WOOD OFFICE FURNITURE. Manufacturer of group of furniture for executive area use, offers opportunity to men experienced in selling top bracket design and quality contemporary equipment. Must be able to work equally well with architects, equipment dealers or designers. Territories open are: New York State except metropolitan New York City; New England; Southwest; and West Coast. State lines sold, territories covered, full experience and personal data in your reply which will have confidential treatment. Box 2352-O, INTERIORS, 18 East 50th Street, New York 22, New York.

SALESMEN—to represent a leading contract furniture manufacturer. Open territories are Metropolitan area, Ohio, Western Pennsylvania, Atlanta, Georgia. Box 2356-S, INTERIORS, 18 East 50th Street, New York 22, New York.

MISCELLANEOUS

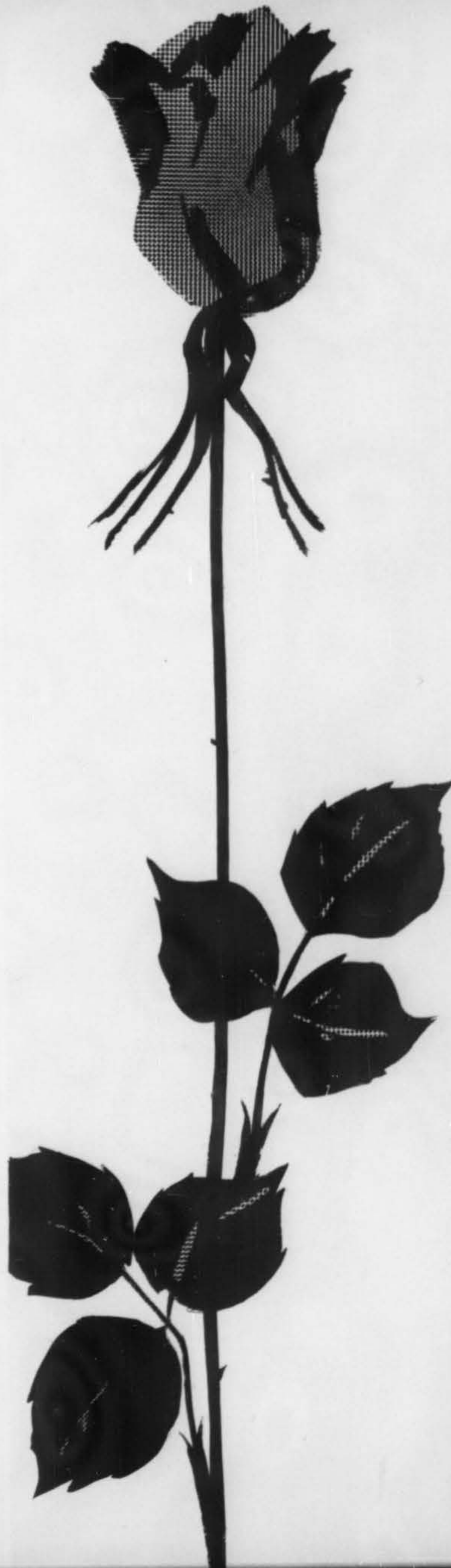
FREE mailing list of Interior Decorators. Also over 350 other lists of Retailers, Wholesalers, Manufacturers, Hotels, Motels, Institutions, etc. Over 2 million names on Addressograph plates. We charge only for addressing. Write for **FREE** catalogue. Speed-Address Kraus Company, 48-01 42nd Street, Long Island City 4, New York. ST 4-5922.

EXPERIENCED INTERIOR DECORATOR—challenging opportunity to own well established business in progressive Southern city. Liberal financial arrangements. Must sacrifice to join family. All replies confidential. Write Box 2348-M, INTERIORS, 18 East 50th Street, New York 22, New York.

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 17 to 20th centuries, Chinese scroll paintings, etc.

Showrooms for furniture and allied trades only at 1059 Third Avenue, near 62nd Street, New York City. Each floor 50 x 85 square feet. Excellent location. RE 7-4700.

PARTNER—male wanted for interior decorating business established many years in Bergen County, New Jersey to replace retiring partner. Average earnings \$6,000 each per year. Increased business possible. Price \$10,000. Box 2353-P, INTERIORS, 18 East 50th Street, New York 22, New York.



PAGEANT Wallpaper Corp., 515 Madison Ave., New York 22, N.Y.

"Magic Landscape"

A superb new scenic design allowing
unlimited variations in its use.

fine wallcoverings to the decorating trade

LOUIS W. BOWEN, inc

509 madison ave., new york 22, n. y.

los angeles • philadelphia • miami • dallas • montreal

chicago • boston • san francisco

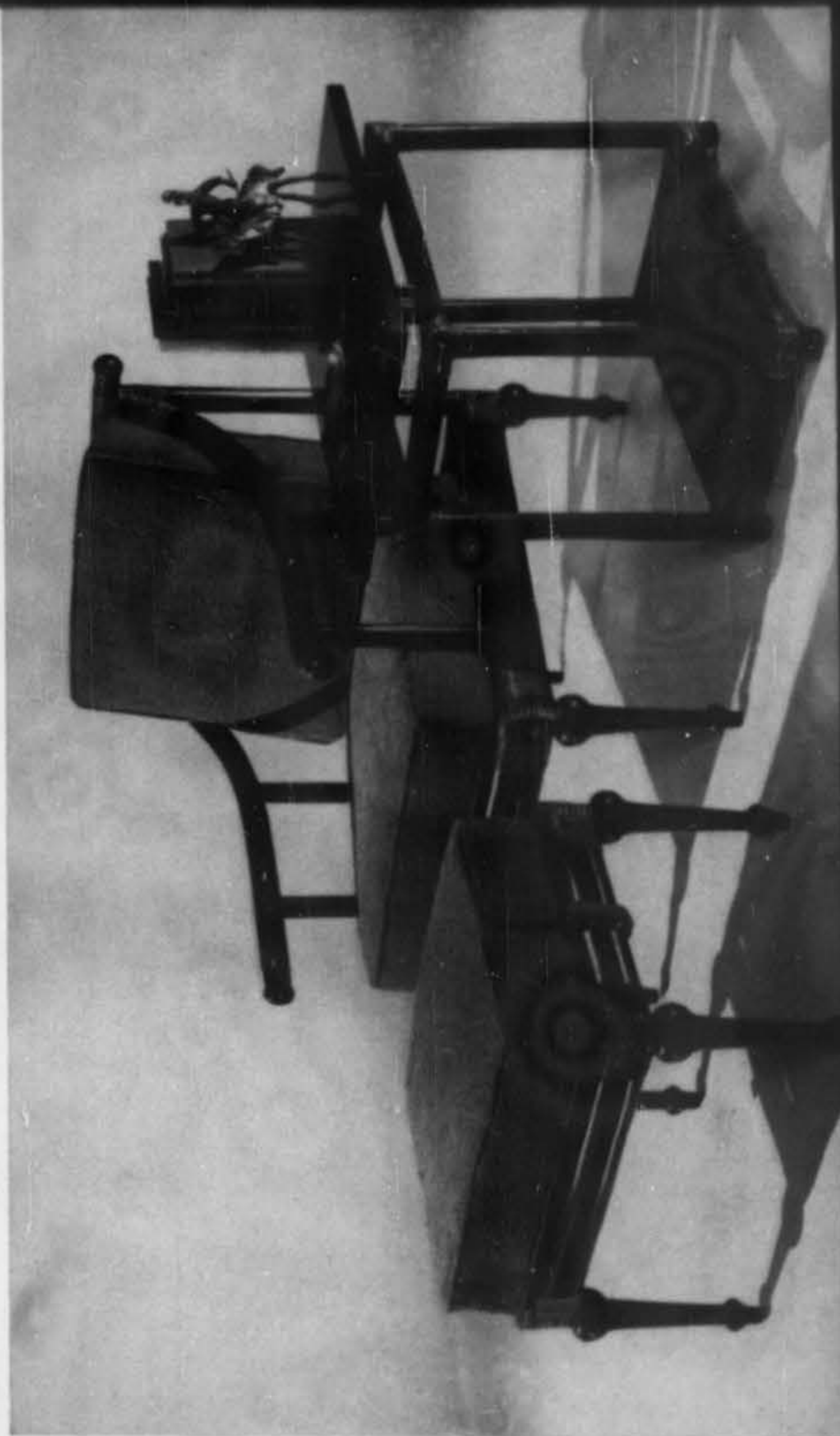
AMERICA'S an index to GREAT SOURCES



Abels, Wasserberg & Co., Inc., 23 E. 26th St., N. Y.	MU 6-0445	68
Allwin Office Furniture Co., 6 E. 33rd St., N. Y.	MU 4-0970	169
American Bilrite Rubber Co. Inc., Trenton, N.J.	EX 6-4533	32
American Chair Co., 911 N. 11th St., Sheboygan, Wisc.	GL 7-5027	148
American Hardware Corp. (Russell & Erwin Div.), New Britain, Conn.	BA 5-7411	29
American-Olean Tile Company, 1000 Cannon Ave., Lansdale, Pa.	UL 5-1111	25
American Saint Gobain Corp., 625 Madison Ave., N. Y.	MU 8-8850	26
Baker Furniture, Inc., 25 Milling Road, Holland, Mich.	EX 2-3181	180
Barber, Robert, Inc., 6 E. 53rd St., N. Y.	EL 5-0785	149
Belgian Linen Assoc., The, 280 Madison Ave., N. Y.	MU 4-7147	67
Bendix Mouldings, Inc., 192 Lexington Ave., N. Y.	MU 6-3395	165
Berjac, Inc., 540 Madison Ave., N. Y.	PL 2-0893	151
Birmingham Ornamental Iron Co., Inc., 4363 First Ave., N. Birmingham, Ala.	LY 2-7233	162
Blumenthal, Sidney, & Company, Inc., One Park Ave., N. Y.	MU 5-4480	28
Bowen, Louis W., Inc., 509 Madison Ave., N. Y.	EX 2-5810	178
Brunschwig & Fils, 509 Madison Ave., N. Y.	TE 8-7878	63
Carpets by William Gold, Inc., 425 E. 53rd St., N. Y.	EL 5-7103	150
Chal-Art Crafts, Inc. (Invincible Parlor Frame Co., Inc.), 11-13 Maryland Ave., Paterson, N. J.	AR 4-7440	158
Chicago Hardware Foundry Co., Inc., 2500 Commonwealth Ave., N. Chicago, Ill.	DE 6-5770	154
Chicago School of Interior Decoration, 835 Diversey Parkway, Chicago, Ill.	EA 7-9120	170
Cole Steel Equipment Co., Inc., 415 Madison Ave., N. Y.	TE 8-6200	165
Colombo, Leopold & Bro., Inc., 327-329 E. 34th St., N. Y.	MU 5-3975	160
Columbia Mills, Inc., 120 W. Onandago St., Syracuse, N. Y.	HA 2-0111	171
Congoleum-Nairn, Inc., 195 Belgrove Dr., Kearny, N. J.	MU 5-0520	50
Consolidated General Products, Inc., 24th & Nicholson Sts., Houston, Texas	UN 2-6671	172
Continental Felt Co., 22 W. 15th St., N. Y.	WA 9-5262	173
Cumberland Furniture Corp., 4 E. 53rd St., N. Y.	PL 9-8443	176
Curtiss-Wright Corp. (Curon Wall Covering), 50 Rockefeller Plaza, N. Y.	JU 2-5020	36
Decar Plastics Corp., 1212 N. Central Park, Chicago, Ill.	AL 2-1373	172
Decorative Fabrics, Inc., 380 Second Ave., N. Y.	SP 7-3622	34
De Gaal & Walker, Inc., 405 E. 62nd St., N. Y.	TE 8-7575	156
Design-Technics, 4 E. 52nd St., N. Y.	EL 5-3183	145
Desks, Inc., 71 Fifth Ave., N. Y.	AL 5-5454	30
DiLuca, Inc., 1226 Second Ave., N. Y.	LE 5-0005	148
Dinolevi, 1246 Second Ave., N. Y.	LE 5-8333	139
Directional Furniture Showrooms, Inc., 41 E. 57th St., N. Y.	PL 9-5330	71
Dunbar Furniture Corp., Berne, Ind.	2-2111	49
Duraloom Carpet Mills, Inc., Lehighton, Pa.	DR 7-1000	152
Dux, Inc., 1633 Adrian Rd., Burlingame, Cal.	OX 7-3800	46
Fabritate, Inc., 515 Madison Ave., N. Y.	PL 2-0480	174
Faultless Caster Corp., 1421 N. Garvin, Evansville, Ind.	HA 5-9041	175
Fine Arts Furniture, Inc., 318-20 E. 65th St., N. Y.	RE 7-4482	155
Firestone Rubber & Latex Products, One Firestone Ave., Fall River, Mass.	OS 6-8511	141
Florentine Craftsmen, Inc., 479-485 First Ave., N. Y.	LE 2-3926	161
Formica Corporation (Subsidiary of American Cyanamid), 4607 Spring Grove Ave., Cincinnati, Ohio	KI 1-3670	57, 58
General Electric Co. (Textolite Laminated Surfacing), Coshocton, Ohio	MA 2-5310	19
Gladding McBean, (Hermose Tile Co.), 2901 Los Feliz, Los Angeles, Cal.		21
Globe-Wernicke Co., The, 5025 Carthage Ave., Cincinnati, Ohio	MU 1-2600	143
Goodrich, B. F., Co., The (Koroseal Div.), Marietta, Ohio	FR 3-6611	40, 41
Gotham Carpet Assoc., Inc., 515 Madison Ave., N. Y.	PL 9-3388	157
Greene Brothers, Inc., 962 Third Ave., N. Y.	PL 3-2507	152
Greenhouse, The, 254 E. 51st St., N. Y.	PL 9-5543	170
Grosfeld House, Inc., 215 E. 58th St., N. Y.	EL 5-3227	75
Heifetz Co., The, Route 81, Clinton, Conn.	MO 9-8218	9
Helikon Furniture Co., Inc., 543 Madison Ave., N. Y.	MU 8-3210	39
Hexter, S. M., Co., 2810 Superior Ave., Cleveland, Ohio	PR 1-0146	15
Howe Folding Furniture Co., Inc., One Park Ave., N. Y.	OR 9-5040	173
Interiors' Import Co., Inc., 783 Third Ave., N. Y.	PL 1-4740	145
Invincible Parlor Frame Co., Inc. (Chal-Art Crafts, Inc.), 11-13 Maryland Ave., Paterson, N. J.	AR 4-7440	158
Jacobs, A. H., Co., 515 Madison Ave., N. Y.	PL 5-6585	173
Jamestown Lounge Co., 40 Winsor St., Jamestown, N. Y.	SI 154	155
Jones & Erwin, Inc., 15 E. 57th St., N. Y.	PL 9-3706	161
Jones, L., & Co., Inc., 19 E. 53rd St., N. Y.	PL 5-4900	146
Kent-Costikyan, Inc., 307 E. 63rd St., N. Y.	TE 8-3120	161
Kentile, Inc., 59 Second Ave., Brooklyn, N. Y.	SO 8-9500	
King Sleep Products, 45 E. 20th St., N. Y.	Inside Front Cover	
Kittinger Company, Inc., 1893 Elmwood Ave., Buffalo, N. Y.	GR 5-6382	153
Kliegl Brothers Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y.	BE 3010	135
Knapp and Tubbs, Inc., Room 6-187 Merchandise Mart, Chicago, Ill.	CO 5-0130	158
Knoll Associates, Inc., 575 Madison Ave., N. Y.	DE 7-7144	81
	MU 8-7900	
	Back Cover	
Koch & Lowy Mfg. Co., 201 E. 34th St., N. Y.	LE 2-2871	169
Kroll, Boris, Fabrics, Inc., 220 E. 51st St., N. Y.	PL 5-6200	4
Landers Corporation, The, 837 Buckingham St., Toledo, Ohio	CH 1-4295	70

March advertisers

Lehigh Furniture Corp., 16 E. 53rd St., N. Y.	PL 5-2045	37
Lehman-Conner, H. B., Co., Inc., 509 Madison Ave., N. Y.	PL 8-2100	48
Leopold Co., The, 914 Osborn St., Burlington, Iowa	PL 2-4553	167
Lightoller, Inc., 11 E. 36th St., N. Y.	LE 2-2900	31
Lucas, Phyllis Old Print Center, 161 52nd St., N. Y.	PL 5-1516	168
Lunning, Frederick, Inc., 667 Fifth Ave., N. Y.	PL 1-2400	137
Luxo Lamp Corp., Dock St., Portchester, N. Y.		174
Macey-Fowler, Inc., 305 E. 63rd St., N. Y.	TE 8-5900	
	Inside Back Cover	
Manges, Simon, & Son, Inc., 575 Madison Ave., N. Y.	MU 8-7700	149
Manor House, The, 305 E. 63rd St., N. Y.	TE 2-8640	180
Marble Internationale, Ltd., 101 Park Ave., N. Y.	MU 3-6896	159
Marble, B. L., Chair Company, The, 89 Willis St., Bedford, Ohio	BE 2-0100	17
Masland Duralather Co., The, Amber & Willard Sts., Philadelphia, Pa.	GA 5-3050	51
Matthews & Wood, 2906 West Coast Highway, Newport Beach, Cal.		154
McDonald Products Corp., 226 Duk-it Bldg., Buffalo, N. Y.	MU 4-4680	167
McHugh, John L., Inc., 26 E. 56th St., N. Y.	MU 8-3580	45
Miele, Ralph A., Inc., 341 E. 62nd St., N. Y.	TE 8-1777	79
Miller, Herman, Furniture Co., McKinley St., Zeeland, Mich.	PR 2-2161	35
Miller, Howard, Clock Co., Zeeland, Mich.	PR 2-2187	160
Mississippi Glass Co., 88 Angelica St., St. Louis, Mo.		54
Molla, Inc., 110 State St., Westbury, Long Island, N. Y.	ED 4-2885	171
Morrison Imports, Los Altos, Cal.	YO 7-1387	167
Mount Airy Furniture Co., Mount Airy, N. C.	ST 6-5000	144
Mt. Airy Chair Co., Mt. Airy, N. C.	ST 6-5000	144
Myrtle Desk Co., High Point, N. C.		42
National Plastic Products Co., The, Odenton, Md.	WO 9-9000	52, 53
National Society of Interior Designers, Inc., 50 E. 57th St., N. Y.	PL 5-2126	80
Nessen Studio, Inc., 317 E. 34th St., N. Y.	OR 9-6760	159
New York Furniture Exhibit Corp., 451-453 Fourth Ave., N. Y.	MU 3-7650	162
North American Electric Lamp Co., 1520 N. 13th St., St. Louis, Mo.	CE 1-2585	174
No-Sag Spring Co., 21590 Hoover Rd., Detroit, Mich.	JE 9-0500	147
Office Furn., Ltd., 351 E. 61st St., N. Y.	TE 8-2816	171
Owen, Margaret, Inc., 515 Madison Ave., N. Y.	EL 5-1672	151
Pageant Wallpaper Corp., 515 Madison Ave., N. Y.	MU 8-5029	177
Parkwood Laminates, Inc., 24 Water St., Wakefield, Mass.	CR 9-2004	23
Patterson-Flynn-Johnson, 55 E. 57th St., N. Y.	PL 1-6414	159
Peerless Steel Equipment Co., Unruh and Hasbrook Ave., Philadelphia, Pa.	PI 5-0100	24
Perma Dry Co., Inc., 3 W. 17th St., N. Y.	WA 4-0877	66
Pittsburgh Plate Glass Co., One Gateway Center, Pittsburgh, Pa.	AT 1-5100	78
Radio Corporation of America, Front & Cooper Sts., Camden, N. J.	WO 3-8000	33
Risom, Jens, Design, Inc., 49 E. 53rd St., N. Y.	MU 8-0030	65
Ritta, Herbert, Inc., 2221 S. Sepulveda, Los Angeles, Cal.	BR 2-3226	166
Robbins Brothers, Inc. (James Templeton & Co., Ltd.), 281 Fifth Ave., N. Y.	MU 9-3612	38
Roffman, Edward Axel, Assoc., Inc., 17 E. 48th St., N. Y.	PL 3-7648	170
Rosenblum, Janet, Inc., 602 Madison Ave., N. Y.	PL 3-0259	150
Sauer, Walter P., & Sons, Inc., 30-28 Starr Ave., Long Island City, N. Y.	ST 4-5400	13
Saxon & Clemens, 214 E. 53rd St., N. Y.	PL 9-5791	144
Scalamandre Silks, Inc., 63 E. 52nd St., N. Y.	PL 9-2070	6, 7
Schlage Lock Co., 2201 Bayshore, San Francisco, Cal.		55
Schumacher, F., & Co., 60 W. 40th St., N. Y.	LO 5-5700	82
Schwartz, I., Glass & Mirror Co., 412-418 E. 59th St.	PL 9-7866	165
Scott, H. H., Inc. (Hi-Fi Components), 111 Powdermill Rd., Maynard, Mass.	TW 7-8801	165
Seminole Furniture Shops, Inc., 300 E. 54th St., N. Y.	PL 3-6513	168
Shelby Williams Mfg. Co., 2500 W. Ogden Ave., Chicago, Ill.	SE 8-4055	76
Shelves Unlimited, 127 Greene St., N. Y.	AL 4-4676	169
Shepherd Casters, Inc., P. O. Box 672, Benton Harbor, Mich.		159
Sinko Manufacturing & Tool Co., 7310 W. Wilson Ave., Chicago, Ill.	UN 7-9400	43
Springer-Penguin, Inc., 9-07 34th Ave., Long Island City, N. Y.	AS 8-7700	157
Steelcase, Inc., 1491 Division Ave., So., Grand Rapids, Mich.	CH 1-2681	72
Stockwell, C. W., Co., 3262 Wilshire Blvd., Los Angeles, Cal.	DU 7-3231	156
Stow & Davis Furniture Co., 25 Summer Ave., N.W., Grand Rapids, Mich.	GL 6-9681	69
Straub, Paul A., & Co., 19 E. 26th St., N. Y.	MU 3-5460	152
Stroheim & Romann, 35 E. 53rd St., N. Y.	PL 5-9500	73
Stuart, John, Inc., 4th Ave. & 32nd St., N. Y.	OR 9-1290	3
Taylor, Mark, Inc., 131 W. 24th St., N. Y.	WA 9-2370	172
Telescope Folding Furniture Co., The, Granville, N. Y.		166
Templeton, James, & Co., Ltd. (Robbins Brothers, Inc.), 281 Fifth Ave., N. Y.	MU 9-3612	38
Thaibok Fabrics, Ltd., 3 E. 52nd St., N. Y.	MU 8-7367	74
Thonet Industries, Inc., One Park Ave., N. Y.	MU 3-1230	27
Thorp, J. H., & Co., Inc., 425 E. 53rd St., N. Y.	EL 5-5300	64
Treganowan, Ernest, Inc., 49 E. 53rd St., N. Y.	PL 5-0330	168
Tropicraft of San Francisco, 568 Howard St., San Francisco, Cal.	YU 2-4157	146
Turner, Priscilla, Rug Guild, 295 Fifth Ave., N. Y.	MU 5-0064	166
United States Rubber Co., 407 N. Main St., Mishawaka, Ind.	BL 5-2181	
	44, 60, 61	
United States World Trade Fair, 331 Madison Ave., N. Y.	MU 2-4802	59
Van Keppel-Green, 116 S. Lasky Dr., Beverly Hills, Cal.		82
Vanleugh Furniture Co., Inc., 323 E. 44th St., N. Y.	MU 4-6700	11
Van Luit, Albert, & Co., 4000 Chevy Chase Dr., Los Angeles, Cal.	CH 5-5106	47
Vogel-Peterson Co., 1127 W. 37th St., Chicago, Ill.	CL 4-7788	167
V'Soske, 301 Scribner N.W., Grand Rapids, Mich.	GR 8-5492	22
Wade, Wenger & Associates, Inc. (Servicemaster), 2117 N. Wayne Ave., Chicago, Ill.	BI 8-7400	174
Wagner, Sherie, 123 E. 57th St., N. Y.	PL 8-3300	77
Waljohn Plastics, Inc., 400 88th St., Brooklyn, N. Y.	SH 8-0300	161
Walls Today, Inc., 9 E. 53rd St., N. Y.	PL 9-3165	149
Willow & Reed, Inc., 32-24 111th St., E. Elmhurst, L. I., N. Y.	DE 5-0807	179



Pagoda
collection

designed by HENRY OLKO

WILLOW & REED

FACTORY & GENERAL OFFICE: 12 24 111th Street, East Elmhurst, N.Y. • SHOWROOM: NEW YORK, 1 Park Ave. • GRAND RAPIDS, Michigan, 1000 Grand Rapids • BOSTON, New England Contract Furniture, 1000 Cambridge St. • CHICAGO, Contract Furniture, 2117 N. Wayne Ave. • SAN FRANCISCO, Ragery Furniture, Inc. • CLEVELAND, The Sales Furniture Co. • MINNEAPOLIS, M. J. Furniture Co. • SEATTLE, The Furniture Co.



*Classic Palladian
Hand Crafted by Baker
for those who appreciate the finest*

BAKER

BAKER FURNITURE, INC., 25 MILLING ROAD, HOLLAND, MICHIGAN

COMPLETE
DISPLAYS
OF BAKER
FURNITURE
MAY BE
SEEN IN:

NEW YORK

CHICAGO

PHILADELPHIA

LOS ANGELES

SAN FRANCISCO

DALLAS

ST. LOUIS

ATLANTA

MONTREAL

INDIANAPOLIS

CLEVELAND

MINNEAPOLIS

PITTSBURGH

GRAND RAPIDS



*There's a look of quiet efficiency in this office furnished
with our new group of executive steel furniture.*



MF

Write for copy of our
latest brochure "Professional Tools".

MACEY FOWLER, Incorporated

305 East 63rd St. New York 21, N. Y.

TEmpleton 8-5900



Executive Office, Connecticut General Life Insurance Co., Hartford Interiors designed by the Knoll Planning Unit

An imaginative treatment of interior space by
the Knoll Planning Unit. May we send further in-
formation to you on Knoll Furniture and Fabrics?

KNOLL ASSOCIATES, INC., AND KNOLL INTERNATIONAL, LTD., 575 MADISON AVE., NEW YORK 22

Boston, Chicago, Dallas, Detroit, Miami, New York, Philadelphia, St. Louis, San Francisco, Washington.

Skidmore, Owings and Merrill, architects Idaka, photograph

