

February 1969


# I n t e r i o r s

**Braniff Airport  
Hotels and Restaurants  
Market Report on New Carpets  
Apartments in Contrasting Styles**

Harper & George



Aviles



## Grace.

A sway in the trunk. Branches arching into clusters of delicate buds. All the grace of a mimosa tree hammered out of metal. A tree becomes the inspiration of this custom floor design. Here, a vinyl mimosa grows out of standard Armstrong flooring materials suitable for contract projects.

The pattern used is Armstrong Tessera® Vinyl Corlon®. An appropriate choice because its tiny, textured vinyl chips in earthy colors give the floor a look of nature. The willowy branches are inlaid feature strips of Teak Montana®. They are planted in a ground of gradually darkening Tessera—from Quartz White to Turf Sand to Forest Beige.

It's only a sample of the one-of-a-kind floors you can create when you're working with the world's largest selection of resilient flooring.

Your design? Let your Armstrong man take you on a guided tour through Tessera and all Armstrong materials. He's the expert when it comes to the technicalities of floor selection. Call him. Or write Armstrong, 302 Naylor Street, Lancaster, Pennsylvania 17604.

VINYL FLOORS BY  
**Armstrong**

### Betty Pepis

The interior design world lost an able interpreter in the field when, on December 28, 1968, Betty Pepis died at age 52 in a New York hospital of complications following influenza. Miss Pepis, who was born in Tulsa, Oklahoma, graduated from Wellesley College and continued with graduate studies at Columbia University and the New York School of Interior Design where she later lectured.

In 1944 Miss Pepis became an assistant editor of *Look* magazine. In 1949 she joined the *New York Times* as a staff reporter and later became home editor. In 1956 Miss Pepis was a vice president of the Roy Bernard Company public relations firm, and in 1957 she started a syndicated column on home furnishings distributed to 80 newspapers in the United States and Canada by Bell-McClure. She conceived and edited the magazine *New Ideas for Decorating* and was a feature editor of *House and Garden* in 1962. Miss Pepis was twice cited by Chicago's American Furniture Mart for her reporting of home furnishings news. She was also the author of a number of books, including "Interior Decoration A to Z" and "Betty Pepis's Guide to Interior Decoration."

In Chicago, on January 6th, the American Furniture Mart's board of selection for the Dorothy Dawes Award announced the establishment of an annual design student scholarship fund of \$1,000 as a memorial to Miss Pepis.

Miss Pepis, who was divorced from Myron Michaelman in 1948, is survived by a daughter, Mrs. Daniel Elliott.

### People

AMERICAN SAINT GOBAIN CORPORATION, Kingsport, Tennessee, has announced the appointment of ALAIN PATRICK MAZESCIER DE BROUVILLE as senior vice president/marketing.

## create ELEGANT entryways



### These luxurious mats trap and hide dirt!

#### Out-Adore—outside

A new better idea for stopping dirt outside doorways! Tough 100% polypropylene-on-vinyl mats are sun and weather resistant—last for ages . . . yet have the elegant look of luxury carpeting. Place them at every doorway!

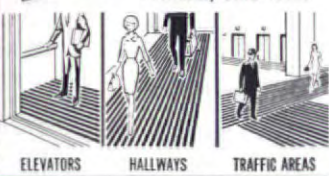
#### Plush Cover—inside

Rich-looking high-low sculptured nylon pile establishes a mood of cleanliness and elegance for your entire building! Traps and holds dirt. Water-stopping vinyl back protects floors. Wear-surface guaranteed 3 years!

FREE MAT/MATTING CATALOG S-2 gives sizes and colors of mats for every purpose.



Phone: 419-332-5531  
**RUBBER CO.**  
Fremont, Ohio 43420



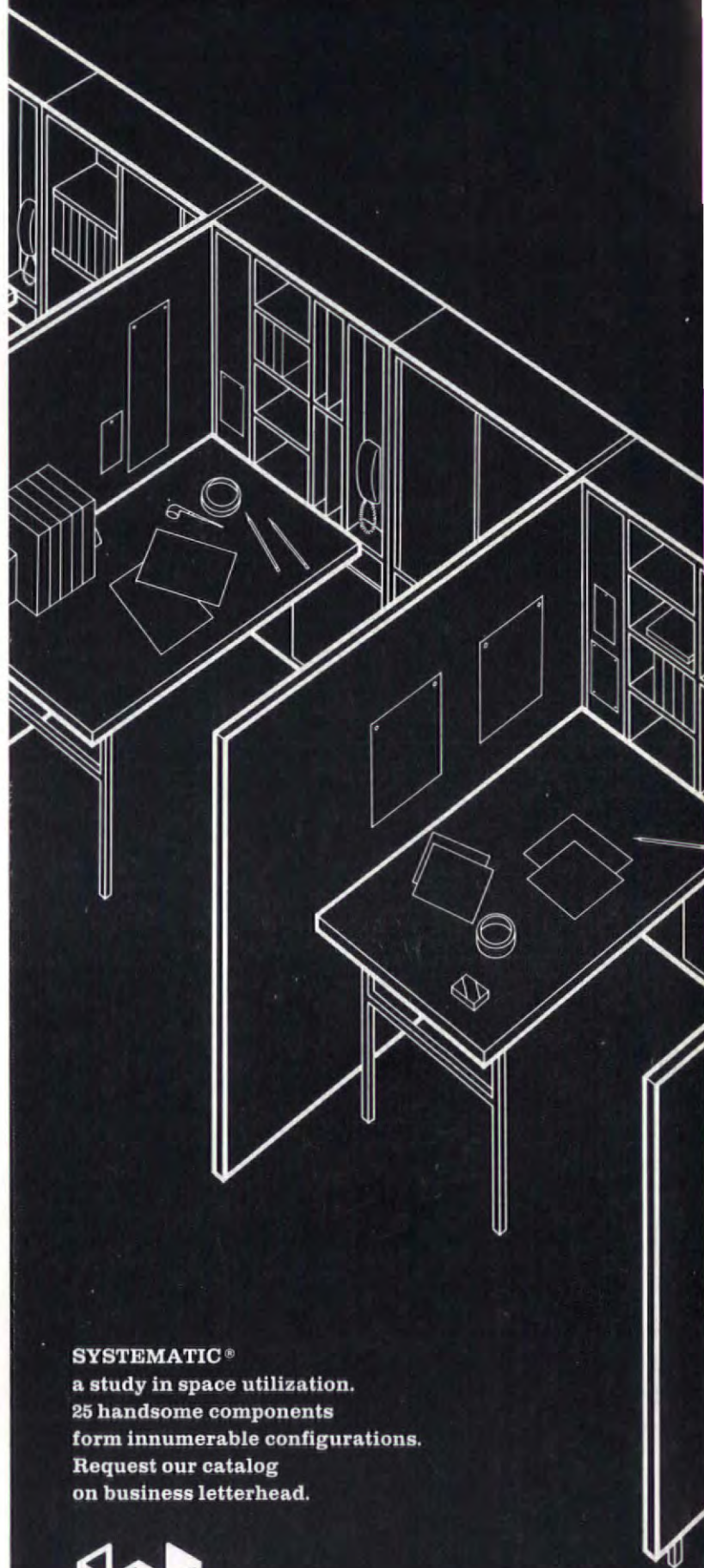
ELEVATORS HALLWAYS TRAFFIC AREAS

BEFORE

AFTER

Circle 90 On Reader Service Card

Circle 91 On Reader Service Card ►



### SYSTEMATIC®

a study in space utilization.

25 handsome components

form innumerable configurations.

Request our catalog

on business letterhead.



WELS INDUSTRIES

160 East 56 Street NY 10022

(212) 758-2611

**HARTER**  
**MSH**  
**900 SERIES**



New MSH seating by Harter. Superbly crafted yet modestly priced. (And even more comfortable than they look!) Available in 6 swivel and conference models. Now on display at Harter showrooms in New York, Chicago, Denver and Los Angeles. Send today for MSH brochure.



**HARTER CORPORATION**  
 202 Prairie Avenue  
 Sturgis, Michigan 49091

Please send me the MSH 900 Series seating brochure.

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Circle 92 On Reader Service Card

GILFORD, INCORPORATED, 387 Park Avenue South, New York, has appointed LESLIE ALPIN vice president.

THE NATIONAL RETAIL FURNITURE ASSOCIATION, Chicago, has announced the election of MILTON S. RIES, president and treasurer of the Ries Furniture Company, South Bend, Indiana, as president for 1969.

THE PICTURE AND FRAME INSTITUTE, Chicago, has elected PHILIP SPERTUS, president of Metalcraft Corporation, Chicago, as its new president.

UNIVERSAL CARPETS, INC., Ellijay, Georgia, has elected JOE K. MC CUTCHEN, JR. president of the company, succeeding J. K. MC CUTCHEN, SR., now chairman of the board.

**Address Book**

ATELIER INTERNATIONAL, LTD. has moved its showroom and offices to 139 East 57th Street in New York City.

FOSTER-MC DAVID, INC., Tampa, Florida manufacturer of dining room and bedroom furniture, has opened a showroom in the Merchandise Mart, Chicago.

HARMONY CARPET CORPORATION, 979 Third Avenue, New York, has been named distributor for TEXAMA carpeting, product of GLENOIT-DOBBIE, INC.

IMPERIAL WALLPAPER MILL, Cleveland, Ohio, has named J. D. KAHNEY director of marketing, a newly created post.

W. H. S. LLOYD CO., INC., 103-year-old wallcovering firm, has opened a new showroom in New York on the tenth floor of the D & D Building, 979 Third Avenue, designed by Roman Heilman, AID, of Chandler Cudlipp Associates.

PARKWOOD LAMINATES, INC., Wakefield, Massachusetts, has named WALTER S. DIDRIKSEN to head its New York City sales office at 10 East 40th Street.

ROBBINS PRODUCTS, INC., Tuscumbia, Alabama, has opened a new showroom at 25 West Chicago Avenue, Chicago.

ROYALMETAL CORPORATION, 1 Park Avenue, New York, has named CHARLES F. DAY manager/Contract Products Division.

W & J SLOANE of Beverly Hills, California, and ANGELUS FURNITURE COMPANY, Los Angeles, have announced agreement on the merger of their retail firms.

J. P. STEVENS & CO., INC., 295 Fifth Avenue, New York, has appointed JOHN C. HEWES manager of the Commercial Carpet Sales Department.

WALTER CARPET MILLS, City of Industry, California, has moved into new headquarters in New York at 295 Fifth Avenue, and has also opened a showroom in the Atlanta Merchandise Mart, Atlanta, Georgia.

**Manufacturers' Literature**

CONTRACT SPECIALIST/DU PONT CARPET FIBERS publishes a 16-page catalog, "Successful Contract Carpeting with DuPont Fibers." Also available is a current resource list of carpet manufacturers and their current carpet styles with DuPont fibers.

Circle 243 On Reader Service Card

SEGURA STUDIOS INC. of Hialeah, Florida, puts out a catalog on the art work of Juan Segura which is in the form of ornamental fiber glass wall plaques that have a sculptured effect and are colored and finished by hand.

Circle 244 On Reader Service Card

### 19 out of 20 hi-fi experts own this small record changer.

The famous Dual 1019 record changer is less than 13" x 10". So although it's designed to meet professional specifications for a broadcast turntable, it can be installed in just about any cabinet or built-in by just about anyone. The Dual 1019 is \$139.50. Other Duals are available from \$79.50. For complete information, write: **United Audio** Products, Inc., Dept. ID, 535 Madison Ave., New York, N.Y. 10022.



## MARGOWEN

INCORPORATED

979 THIRD AVENUE

NEW YORK 22



Hand printed imported and domestic wallpapers, cottons and voiles  
Imported table linens

## Signals by Takis

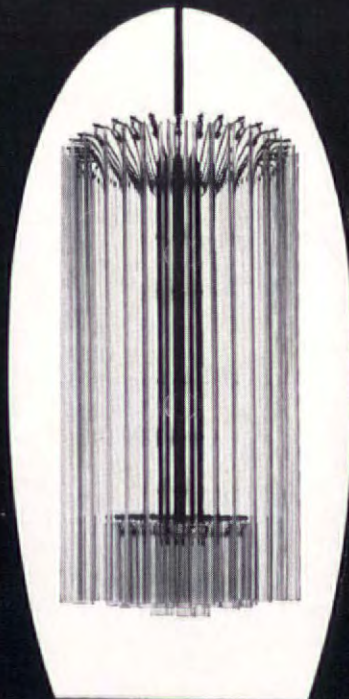
A series of kinetic sculpture in unlimited numbers by the Greek sculptor, Takis.



### lighting associates, inc.

351 East 61 Street, New York, New York 10021  
(212) 751-0575

**venini**  
originators of chandeliers

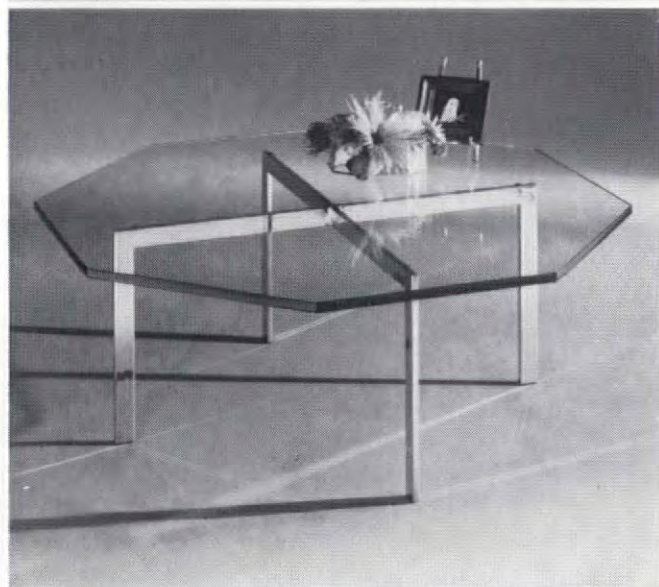


clear or tinted handblown organ pipe glass for any shape or size chandeliers and sconces



16 East 39 Street, NY, NY 10016 / MU 5-3080

# TRI-MARK DESIGNS



COLLECTORS' ITEMS. WRITE FOR CATALOG

TRI-MARK DESIGNS  
1006 ARCH STREET, PHILADELPHIA, PENNA. 19107

SHOWROOMS: New York, Philadelphia, Chicago, Miami,  
Atlanta, Cincinnati, St. Louis, Dallas, Denver,  
Los Angeles, San Francisco, San Juan.

Circle 97 On Reader Service Card

R-WAY FURNITURE COMPANY, Division of Franklin Industries Inc., has a 12-page catalog that illustrates in color its "Hancock Collection" of traditional executive office furniture.

Circle 245 On Reader Service Card

WORLD WIDE DESIGN HOUSE, LTD. offers "Wide World of Tables," a 16-page catalog featuring custom made tables of every description with wrought iron and wood bases, and a great variety of table tops. Copies are \$1.00 each.

Circle 246 On Reader Service Card

### Lighting

EJS LIGHTING CORPORATION brings the color of avocado green into residential interiors with its new line of fixtures presented in a 12-page color brochure (AIA File No. 31-F-24). Styles go from hanging chandeliers in hand-wrought iron to wrought iron combined with handcrafted woods. The firm's Plexi-Glo-Tone Series has also come out in avocado combined with white.

Circle 247 On Reader Service Card

GEORGIAN LIGHTING STUDIOS, INC. has issued its 36th edition catalog for use of contract buyers of lamps, chandeliers, and decorative accessories. The large Georgian Tole Lamp line is also an important part of the firm's business—for every room in every price range.

Circle 248 On Reader Service Card

GLOBE shows its "Country Classics" casual lighting fixtures in an eight-page color brochure, photographed against appropriate backgrounds. Details of this line include hand-turning, distressing of wood columns, hand-hammering of metals, and antiquing of candle covers to achieve a total effect of rustic simplicity.

Circle 249 On Reader Service Card

Circle 98 On Reader Service Card

Tomorrow's look—  
Meets today's needs.  
Laverne furniture, textiles  
and wallcovering. New catalogs  
and sample books available.

Laverne International, Ltd.  
979 Third Avenue  
New York, N.Y. 10022  
telephone: 759-5455



## WALL ASH RECEIVER

No. 2112-LWP—Rectangular tip action wall ash receiver requiring no sand. Available in the following finishes: Satin aluminum, stainless steel, satin brass, satin bronze, 14 1/4" long, distance from wall 6 1/2", height 5 1/2".



Catalog on  
Request

- sand urns
- smoking stands
- waste baskets
- umbrella stands

- desk appointments
- ash trays
- wardrobe racks
- planters
- costumers

LOUMAC SUPPLY CORP.

MANUFACTURERS AND DISTRIBUTORS

327 East 103rd St. (Dept. I), New York 29, N. Y.

ATwater 9-5374

Circle 99 On Reader Service Card

Circle 100 On Reader Service Card



## DIALOGUE 16

A NEW WALLCOVERING COLLECTION  
COMMUNICATING VISUALLY TO INSPIRE  
THE IMAGINATION

SEND FOR FREE BROCHURE

## THE JACK DENST DESIGNS

SHOWROOM: 6-117 MERCHANDISE MART, CHGO., 60654  
FACTORY: 7355 S. EXCHANGE AVENUE, CHGO., 60649



"MAZARIN" SETTEE

### FINE ARTS FURNITURE INC.

*Manufacturers of Fine Furniture*

232 East 59th Street, New York 10022, PLaza 9-1414  
Drastic Reductions on Showrooms Samples of Trouvailles, Inc.

Circle 101 On Reader Service Card

INTERIORS/February 1969



All cotton

## STEVENS SIMTEX® TABLECLOTHS:

*complete the perfect table setting!*

There is nothing more impressive—and more conducive to memorable dining than a beautiful table set with beautiful tablelinen. Like Simtex tablelinen, just for example.

At a glance, you can see the look of luxury in a Simtex cloth or napkin. Such elegance, such natural lustre, such texture can only be the result of the finest quality combed cotton yarns, Basco\* finished. And only Stevens permanent Basco finish can retain this luxurious look for the life of the cloth.

Stevens high standards of quality are woven, along with the warp and filling, into every Simtex cloth. In

\*Service mark licensed by J.B.&S. Co.

addition to our handsome damasks, our range of tablelinen includes our famous Momie Cloth, printed, piece-dyed or dyed-to-order. And always colorfast to No. 4 Wash Test.

Remember that we also do custom-work on our Simtex tablelinen: special colors, special monograms, special printing.

And remember, too, that such superior tablelinen should be maintained by proper laundering: laundering as excellent as the cloth itself.

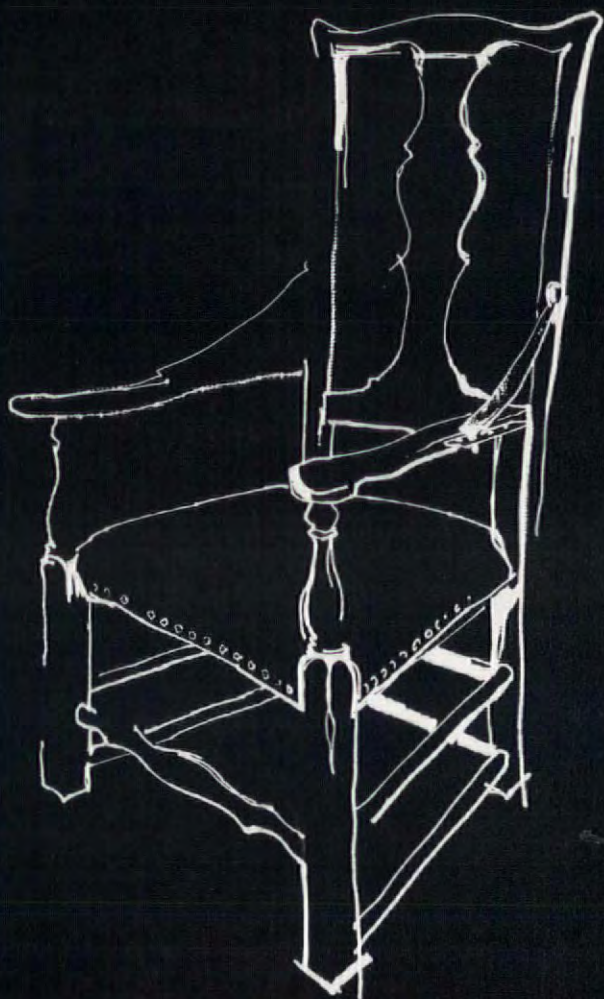


STEVENS SIMTEX TABLELINENS—stocked in white and fashion colors  
See your dealer for these and crest and custom colors.

J. P. STEVENS & CO., INC., New York, N. Y. 10036

Circle 102 On Reader Service Card

143



*Authentic Reproduction of  
an English Ratchet Chair  
in oak, from our  
Artesania Collection.  
Exclusively at ...*

**Rees and Orr**

**NEW YORK SHOWROOM**  
225 Fifth Ave.  
#1 Lower Level

**CHICAGO SHOWROOM**  
230 West Kinzie Street,  
directly behind Merchandise Mart

The Artes de Mexico and Artesania lines are available  
in New York and Chicago, exclusively through Rees & Orr.

Circle 103 On Reader Service Card

THE HALSEY W. TAYLOR COMPANY features in a four-page color bulletin its electric water coolers and drinking fountains for industrial plants and offices.

Circle 250 On Reader Service Card

MARNAY-SIGNORE shows within eight pages of a color brochure the outstanding features found in its "Chromette" office chairs which are completely correlated with any of the company's other office furnishings.

Circle 251 On Reader Service Card

HERMAN MILLER INC. has produced a handsome new master catalog, covering all Herman Miller lines, that has a rose-red looseleaf binder to make it easy to spot on active product file shelves.

Circle 252 On Reader Service Card

MOREDDI presents its collection of fine contemporary furniture in a seven-fold folder. Correlated furniture, lighting, and area rugs for residential and contract are included.

Circle 253 On Reader Service Card

MYRTLE DESK COMPANY has a 16-page catalog on its architecturally conceived "Concept 75" executive and secretarial desks; modular groupings; and correlated chairs, sofas, and occasional tables—all in walnut veneers and solids.

Circle 254 On Reader Service Card

PAUL ASSOCIATES presents its new comprehensive catalog of bathroom accessories, bathroom furniture, and marble, along with exciting and unusual decorative hardware. As the text notes, this firm has an expert staff to help in planning and executing all facets of bathroom construction with the company's coordinated fixtures and designs.

Circle 255 On Reader Service Card

THE HEIFETZ COMPANY, designers/manufacturers of contemporary lighting, introduce a new and varied collection of

Circle 104 On Reader Service Card

**BREAKFRONT HUTCH**

Elegantly detailed  
in choice of wood  
or finish

**Seminole**

**FURNITURE SHOPS, Inc.**  
Manufacturers and distributors of  
house and institutional furniture.



Contract dept. available for estimates, 300 E. 54th St. (at 2nd Ave.) N.Y.C. PL 3-6513

**NALCOBRITE®**

slender, pointed tungsten lamps

Nalcobrite! A bright new light to add sparkling beauty to the loveliest crystal and polished fixtures. Gracefully shaped and hand tipped.

Clear or frosted, 25 and 40 watts. Candelabra, intermediate, standard and foreign bases.

Write for literature and prices.

MADE IN U.S.A.



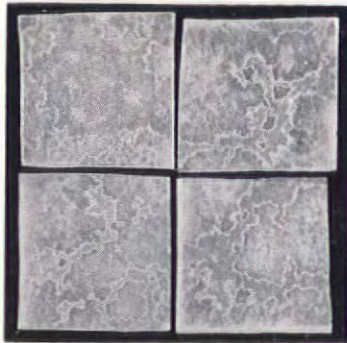
**NORTH AMERICAN  
Electric Lamp Co.**

1532 North 13th St., St. Louis, Mo. 63106

Circle 105 On Reader Service Card

A LATCO EXCLUSIVE

shades  
of  
old Venice



**VENEZICO®**

VENETIAN-CUT MOSAIC TILE

Lavish shades, subtly depicting the glory of Renaissance Venice, have inspired Latco's "Venezico" collection.

Vitreous, hand-crafted tiles in 20 decorator colors, including gold, silver and brass.

Designed for interior and exterior application, it weathers all seasons and time itself!

Mesh mounted on 12" x 12" sheets with complete trimmers, for easy installation at low cost. For further information, write to:

**Latco®**  
PRODUCTS

3371 GLENDALE BOULEVARD • LOS ANGELES, CALIF. 90039  
TELEPHONE: (213) 664-1171

Solitude...

a time for  
contemplation.

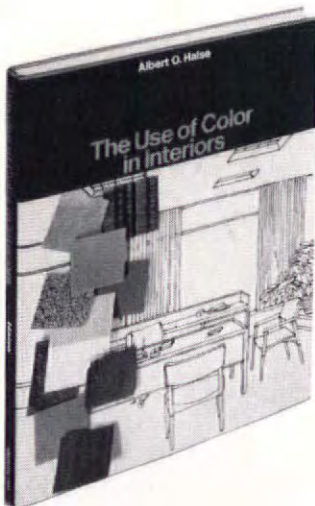
A world of friends.  
As close as a letter.  
Written at this elegant  
small ladies' secretary.  
One of many superbly  
crafted cabinet and  
upholstered reproductions  
from the authentic James  
River Collection.



HICKORY CHAIR COMPANY,  
HICKORY, NORTH CAROLINA



Send \$1.00 for a colorful 60-page showing of our entire James River Collection of living room, dining and bedroom furniture.



164 pp., \$16.50

How to make color really work

THE USE OF  
**COLOR IN INTERIORS**  
By ALBERT HALSE

Even highly talented designers often do not understand their own use of color—and consequently make errors that cost them valuable effects and efficiencies. This important up-to-the-minute book, keyed specifically to the design of interior architectural spaces, analyzes the use of color in detail—including psychology, lighting, color notation systems, products, materials and reflective values.

AT YOUR BOOKSTORE or direct from publisher for

10 DAYS FREE EXAMINATION

McGraw-Hill Book Co., Dept. 23-I-269, 330 West 42nd Street, New York, N.Y. 10036

Send me Halse's THE USE OF COLOR IN INTERIORS for 10 days on approval. In 10 days I will remit \$16.50 plus a few cents for delivery costs and local tax, if any, or return book postpaid.

Name (print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

This offer good in the U.S. and Canada only.



23-I-269



FOR  
DECORATIVE  
BRASS  
HARDWARE

*J. C. De Jong & Co., Inc.*

105-21 Union Hall Street  
Jamaica, N.Y., 11433

See our line in Sweets

Circle 109 On Reader Service Card

lamps for residential and contract interiors in a full-color brochure available to the trade upon request. Vibrant colors, new techniques, and materials highlight groupings of table, floor, wall, and swag lights.

Circle 256 On Reader Service Card

HOLOPHANE COMPANY has begun publication of a new magazine called "Lighting Solutions" that is available to architects and engineers to give them periodical reviews of current lighting system design in various types of buildings.

Circle 257 On Reader Service Card

NESSEN LAMPS INC. presents its "Contract Group No. 234" in a 28-page catalog of special lamps for contract use, designed for simplicity of specification, to conform to budget limitations, and to offer a wide selection of materials, sizes, and applications.

Circle 258 On Reader Service Card

PROGRESS LIGHTING has compiled its 116-page Catalog No. 110, in full color, that covers the wide range of fixtures manufactured by Progress for residential interiors and outdoor use.

Circle 259 On Reader Service Card

THE STIFFEL COMPANY keeps files up-to-date with a catalog that illustrates this firm's fine quality contemporary and traditional designs constructed with meticulous detailing. Lamp styles are presented in such groups as crystal and metal, china and glass, wood and metal, pottery, pendants, etc.

Circle 260 On Reader Service Card

**Paneling Products**

CAVROK SALES INCORPORATED has a color brochure showing its Cavrok 4' x 8' pre-grouted flexible masonry panels of

Circle 110 On Reader Service Card

**YOUR SIGN IDEAS** *faithfully reproduced*



Send for free Designer Catalog of custom made and standard letters, nameplates, signs, emblems and plaques... in bronze and aluminum.

**USB UNITED STATES BRONZE Sign Co., Inc.**  
Dept. IN, 101 W. 31st St., New York, N. Y. 10001  
Serving America's Leading Decorators for 40 years

**LYON FURNITURE MERCANTILE AGENCY**  
— ESTABLISHED IN 1876 —

Credit Reference Books  
Credit Reports  
Weekly Supplements  
Weekly Interchange of  
Trade Experience  
Salesmen's State Editions  
Collections



**PUBLISHERS OF  
LYON RED BOOK**

The Nationally Recognized Credit and Collection Agency of the  
Furniture and Housefurnishings Trades

Executive Offices: 185 Madison Ave., New York  
Boston: 150 Causeway St. High Point, N.C.: 401 S. Wrenn  
Chicago: 221 N. LaSalle St. Los Angeles: 1060 So. Broadway  
Cincinnati: 700 Walnut St. Philadelphia: 12 So. Twelfth St.

fiber glass that are applied with hammer and nails and *Cavbond* adhesive. In addition to several bricks, these virtually indestructible panels reproduce stone masonry and barn wood. *Cavrok* may be used indoors or outdoors and 32-square-feet weighs less than 35 pounds.  
 Circle 261 On Reader Service Card

CONSTRUCTION SPECIALTIES, INC. puts out a descriptive bulletin with detailed drawings on the distinctive features of its "C/S Spacettors" system for temporary or permanent office partitioning that combines C/S Duranodic bronzed aluminum structural members with natural wood paneling. C/S post-to-ceiling connectors (without fasteners) permit easy installation without damage to floor or ceiling.  
 Circle 262 On Reader Service Card

**Correction: Gardner Leaver sole designer Steelcase chair**  
 Our November 1968 presentation of the Midnight Sun restaurant in Atlanta's Peachtree Center was erroneous in crediting the design of the new restaurant chairs to Gardner Leaver in collaboration with John Portman, who designed both Peachtree Center and the Midnight Sun restaurant. Sculptor/industrial designer Gardner Leaver (who also designed the textured walls in certain areas of the restaurant) is the sole designer of the chairs, which were made for the restaurant by Steelcase. Steelcase is putting them on the market, as noted in our (inaccurate) caption on page 134 of the November INTERIORS.

**Correction: Shenango China in Midnight Sun restaurant**  
 The source list for the Midnight Sun restaurant designed by architect John Portman for Atlanta's Peachtree Center failed to identify Shenango China as the manufacturer of the restaurant's china (page 131 November 1968 INTERIORS).

Circle 111 On Reader Service Card

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, wallpapers, 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 Pkwy., Dept. 637-012, Chicago, Ill. 60614  
 Accredited by National Home Study Council

NEW "COME-ALIVE" COLORS  
**FELT**  
 FOR EVERY PURPOSE

\*  
 stocked for prompt delivery  
 cut to your requirements

Let us know how you plan to use the FELT — so that we may send you our appropriate FELT COLOR CARD.  
**CONTINENTAL FELT COMPANY, Est. 1905**  
 22 West 15th St., New York, N.Y. 10011

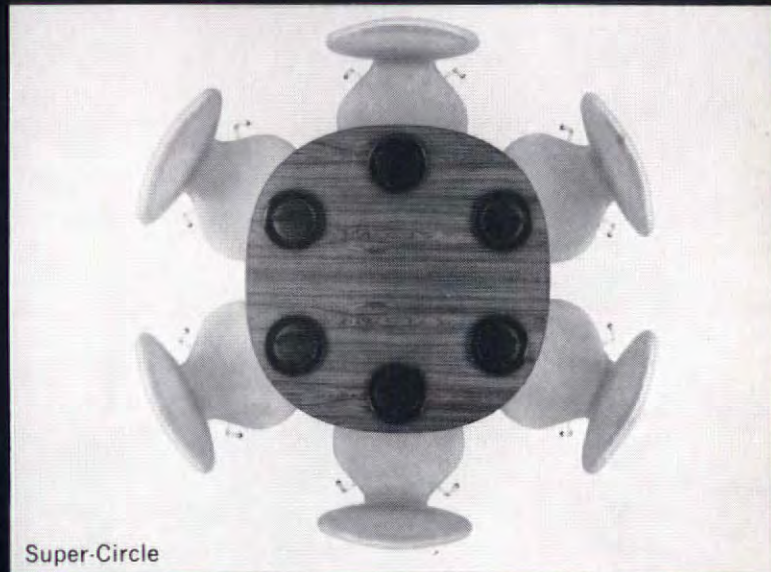
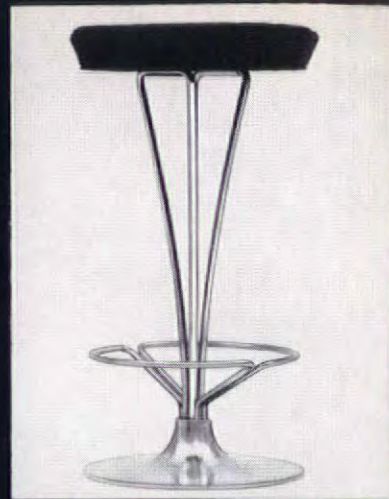
Circle 112 On Reader Service Card

Circle 113 On Reader Service Card ▶

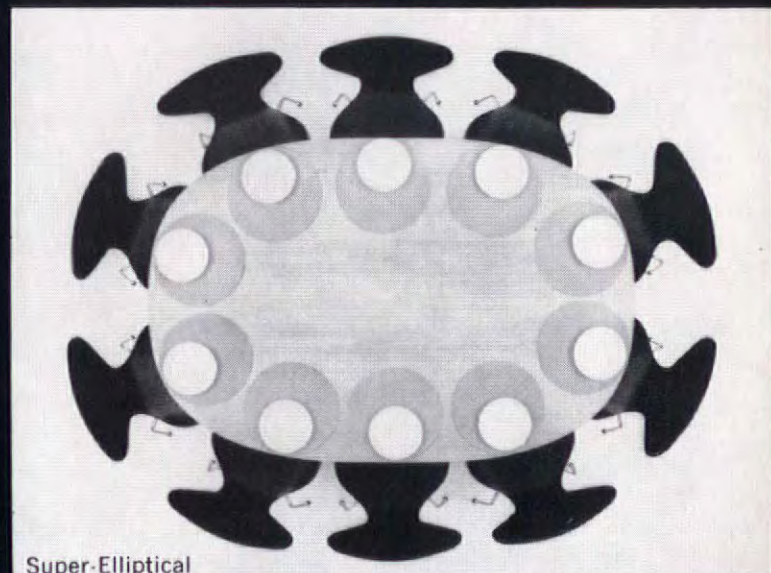


**FRITZ HANSEN**  
 979 Third Avenue  
 New York 10022

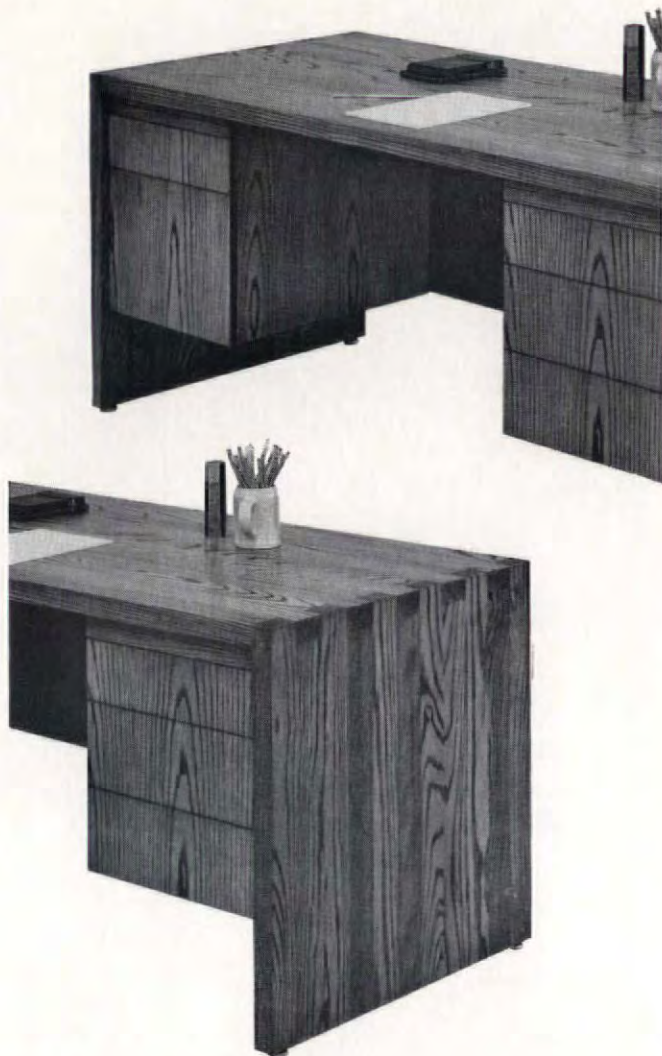
Mathematics in furniture!  
 The ingenious new collection of super-elliptical and super-circle tables by the Danish poet, Piet Hein. Each has the convenience of a round table with the advantages of a rectangle—serving more people in the same space. Tables are fitted with Hein's new steel tubular "span leg" system. Please write for new catalog of all FH furniture.



Super-Circle



Super-Elliptical



# ROFFMAN

160 East 56th Street, New York, N.Y. 10021, PL 3-4252 • Hy Fishbein, 20 Brookside Place, Hillsdale, New Jersey • RJS Associates, 351 Peachtree Hills Avenue, N.E. Atlanta, Ga. 30305 • Russ Lewis, P.O. Box 550, Toledo, Ohio 43601; F. Shane Franz, 189 Sycamore Street, East Aurora, New York 14250 • Patterson Representation, 307 East Hennepin Avenue, Minneapolis 55414 • Alan R. Huller & Associates, 1315 Wesley Avenue, Evanston, Illinois 60201 • C. J. Welch + Associates, The Ice House, 1150 Sansome Street, San Francisco, Calif., 8900 Melrose Avenue, Los Angeles, Calif. 90069 • Gonzales Padin Company, Box 2312, San Juan, Puerto Rico 00903; Designs, Inc., 66 Condado Avenue, Santurce, Puerto Rico 00907. Catalog on request.

EDWARD AXEL ROFFMAN ASSOCIATES, INC.



ATP Series Designed by Edward A. Roffman

Circle 114 On Reader Service Card

## Classified

20c PER WORD PER INSERTION, \$7.50 MINIMUM, PAYABLE

### POSITIONS WANTED

**FURNITURE DESIGNER**—Full background—experience including apprenticeship as cabinetmaker. Travel extensively America-Europe. Proven Success in designing of contemporary upholstered goods—specialty items—case goods and exhibits. Desires new and challenging design work. Box 3712P, INTERIORS, 18 E. 50 St., New York 10022.

**INTERIOR DESIGN EXECUTIVE, NSID**, offers comprehensive residential and contract experience (especially in contemporary) for college teaching. B.A. in Art, some graduate work. Experience teaching painting and design college level. East coast preferred. Box 3613Q, INTERIORS, 18 E. 50 St., New York 10022.

**INTERIOR DESIGNER** excellent in COLOR and COORDINATING available on a free-lance basis to assist Decorators and Architects who are screaming Help! Box 3719W, INTERIORS, 18 E. 50 St., New York 10022.

### POSITIONS AVAILABLE

**ARCHITECTURAL, INTERIOR, INDUSTRIAL DESIGNERS, HOME FURNISHINGS** and related fields. All levels. Prudential Agency—**JOHN C. MAYER** offers professional nation-wide personnel service to employer and applicant. 19 East 48 Street, New York 10017. PL 8-1178.

**SERVICING THE ELEVEN WESTERN STATES** for Interior Designers, Residential & Contract, Architectural Interior Designers, Industrial Designers, Sales Representatives, Product Public Relations and allied personnel. Send Resume to Albert Larsen Personnel Agency, 8811 Alden Drive, Los Angeles, California 90048. Phone (213) 275-6342.

**CAREER BUILDERS AGENCY**—Since 1947 a Personnel Agency specializing in Architectural, Interior, and Industrial Designers; all Home Furnishings and related personnel. Trainees to top executives. Professional screening and personalized service. References checked. By appointment. 501 Madison Ave., New York, N. Y. 10022. PLaza 2-7640.

**HELEN HUTCHINS PERSONNEL AGENCY**—Specialist: Interior Design and Decoration, Architecture, Industrial Design; HOME FURNISHINGS—Design, Styling, Color Co-ordination, Sales, Promotion, Publicity, Editorial, etc. By appointment. 767 Lexington Avenue, New York, N.Y. 10021. TE 8-3070.

**DECORATIVE ARTS PERSONNEL AGENCY . . . MERCHANDISE MART . . . CHICAGO.** Specialists in recruiting *interior designers and decorators* and personnel for allied positions. This includes color and style coordinators, furniture and fabric designers, display artists, manufacturers' representatives, showroom personnel. Nation-wide service, oriented to quality. Because of our professional background and our experience in this field, our screening is not equaled elsewhere. This service is ENDORSED BY THE ILLINOIS CHAPTER OF THE AID. MI 2-9449.

**NATIONALLY RESPECTED FABRIC and Wallcovering jobber/convertor** headquartered in East seeking high caliber man to become national sales manager. Duties include direct supervision of present organization as well as expansion, recruitment and training. Travel involved. Individual selected must have proven record as producer in sales management. Replies held confidential. Send resume. Box 3718V, INTERIORS, 18 E. 50 St., New York 10022.

## Advertisements

IN ADVANCE. BOX ADDRESS COUNTS FIVE WORDS

**BARTON-SANS AGENCY**—Creative arts Division specializing in placements for Architects, Interior Designers, Engineers and Planners. Phone, Send Resumes or Visit. 18 E. 41, N.Y. 10017. LE 2-2544.

**RELIABLE, WELL-KNOWN** and established high quality mfr. & converter of fabrics, furniture, wallpaper, wishes to hire experienced traveling salesman to cover Minnesota and Wisconsin to sell decorators; designers; dept. stores; architects; furniture, wallpaper and fabric specialty stores. Not a pioneer job. Salary and over-ride with expenses paid. Box 3714R, INTERIORS, 18 E. 50 St., New York 10022.

**ARCHITECTS & DESIGNERS PERSONNEL AGENCY, INC.**, 667 Madison Avenue, N.Y.C. (61 St.), TE 8-3722. MURIEL FEDER maintains close contact with the entire Architectural & Design fields, for the past 22 years. She is the "PROFESSIONAL JOB CONSULTANT" for N.Y.C. and the nation, at all levels in the areas of: Architecture, Planning, Interior Design, Construction, Engineering, Space Utilization, Product and Industrial Design, Graphics, Packaging, Exhibit Design and Home Furnishing. Office personnel for the above field. Confidential interviews by appointment.

**SPACE PLANNER AND INTERIOR DESIGNER.** Position available in large prestige design firm in Baltimore/Washington area for man or woman with five to ten years experience in non-residential interior design. Should have expertise in custom detailing, writing of specifications, client contact and presentation, supervision of drafting and final drawings, along with in-depth knowledge of contract furnishings. Salary dependent upon ability. Send resume and reference to: INTERIORS, Box 3716T, 18 East 50th Street, New York, N.Y. 10022.

**INTERIOR DESIGNER—BUSINESS INTERIORS** to head design department of leading established office furniture store. Must have experience in design, decorating, and space planning. Send resume with photo to Paul Anderson Co., 125 Broadway, San Antonio, Texas 78205, CA 6-8101.

**WALLCOVERING STYLIST REQUIRED.** By a leading Canadian Wallcoverings Manufacturer. Offering a position of responsibility and scope for the right man. Besides a good background in design and styling, some production experience, and a good knowledge of machine printing techniques would be desirable. Please supply resume of age, education and professional history. Salary commensurate with experience and qualifications. Box 3717U, INTERIORS, 18 E. 50 St., New York 10022.

**THOROUGHLY EXPERIENCED SHOWROOM** and traveling representation available in New York-Chicago-Philadelphia-Boston. Solid following among Designers, Department, Furniture, Wallcoverings and Fabric stores. Box 3715S, INTERIORS, 18 E. 50 St., New York 10022.

**LARGE CASE GOODS MANUFACTURER** with plants in the northeast and southwest is entering the contract furniture field. Experienced, professional contract salesmen with following are invited to submit their resume to Box 3720X, INTERIORS, 18 E. 50th St., New York 10022.

### MISCELLANEOUS

**QUALITY MAILING LIST** of 16, 534 Interior Decorators, 6,740 in metropolitan New York area. Also over 400 other lists of Retailers, Clubs, Fraternities, Wholesalers, Manufacturers, Hotels, Motels, Institutions, etc. Write for FREE catalogue. The Walter S. Kraus Co., 48-01 42nd Street, Long Island City 4, New York. ST 4-5922.



DALI



BASKIN

# Why you should sell original graphics

"Purchases of original art prints have increased an estimated 500% in the United States in the past 10 years."  
*Holiday Magazine*

Original graphics—lithographs, etchings, woodcuts—are a logical extension of *your* business because your customers not only can afford them, but many will not be satisfied with anything else. There is a widespread desire for *original* works of more permanent value than a reproduction. (Original graphics generally increase in value; reproductions never do.)

The names of these artists speak for themselves—as well as for your establishment. Baskin, Chagall, Dali, Miró, Picasso and Shahn are distinguished company for everything else you carry.

Just as outstanding in this field is the name of A. Lublin, Inc.—America's best-known publisher and largest distributor of fine original graphic art. We handle more than 60 of today's most sought-after artists, including Buffet, Calder, Cuevas, Friedlaender, Lebadang, Levine. And important new names are constantly added to the Lublin catalog.

We have prepared a comprehensive report for dealers only—with impressive examples—on the opportunities in selling original graphics. To learn more about the market for original graphics, write—on your firm's letterhead—for a complimentary copy of this valuable guide today.



**A. LUBLIN, INC.**

Dept. JF, 134 East 70th St., New York, N.Y. 10021

Circle 115 On Reader Service Card

an index to February advertisers



**AMERICA'S  
GREAT  
SOURCES**

Abels, Wasserberg & Co., Inc. ....	124	Jute Carpet Backing Council, Inc. ....	35	*Sauer, Walter P., & Sons, Inc. ....	130g
*Alexander, Marvin .....	130k	Karges Furniture Co., Inc., The .....	17	Scandinavian Furniture Fair .....	40
American Biltrite Rubber Co., Inc. ....	23	*Kempfer, George J., Co., Inc., The .....	130i	*Schirmer, G. ....	130j
American Cyanamid Company .....	43	Kittinger, A Div. of General Interiors .....	123	Schumacher, F. & Company .....	33
American Walnut Manufacturers' Association .....	54	Knapp & Tubbs .....	134	*Scott, Marc .....	130h
Antique Reproductions Limited .....	13	Knoll Associates .....	41	Sculpture Studio, Inc., The .....	131
Armstrong .....	Inside Front Cover	Kravet Fabrics .....	59	Seminole Furniture Company .....	144
Baker Furniture, Inc. ....	152	Kroll, Boris, Fabrics .....	4	*Sharodan Furniture, Inc. ....	130j
Bassick Company, The .....	31	Latco Products .....	145	Shaw-Walker .....	71
Beshars' .....	138	Laverne International, Ltd. ....	142	Shelves, Unlimited .....	7
Bowen, Louis W., Inc. ....	128	Levolor-Lorentzen, Inc. ....	34	Steelcase, Inc. ....	45
Brunschwig & Fils .....	125	Lighting Associates, Inc. ....	141	*Stenzlers, Inc. ....	130k
Carpenter, L. E. & Company .....	67	Loumac Supply Corporation .....	142	Stevens, J. P. & Co., Inc. ....	143
Carter, E. C. & Son, Inc. ....	62	Lublin, A., Inc. ....	149	Stow/Davis .....	Inside Back Cover
*Cashmore Furniture Corp. ....	130a	Lyon Metal Products, Inc. ....	29	Stroheim & Romann .....	28
Casual Furniture Mart Inc. ....	42	Lyon Furniture Mercantile Agency .....	146	Stuart, John, Inc. ....	3
Chicago Art of Metal Inc. ....	126	McDowell/Craig .....	47	Stuart, John, International .....	129
Chicago School of Interior Decoration .....	147	McGraw-Hill Book Company .....	145	Supreme Equipment & Systems Corp. ....	60-61
Continental Felt Company .....	147	3 M Company, Vinyl Veneer .....	55	Sweet's Interior Design File, McGraw-Hill Info. Systems Co. ....	151
Conwed Corporation .....	130	*Macey Fowler .....	130e	Thayer Coggin Institutional .....	133
*Croom, Inez, Inc. ....	130d	Margowen, Inc. ....	141	Thonet American Chair Co. ....	127
Crown Rubber Company .....	139	Masland, C. H. & Sons .....	36-37	Thybonny, Wm., Company .....	130
CustomWood Manufacturing Co. ....	128	Medallion Industries, Inc. ....	69	Treganowan, Ernest, Inc. ....	65
David and Dash .....	9	*Metropolitan Lighting Fixture Co., Inc. ....	130f	Tri-Mark Designs .....	142
DeJong, J. C. & Co., Inc. ....	146	*Modern Manor Inc. ....	130l	United Audio Products Inc. ....	141
Dent, Jack, Designs, The .....	143	Molla, Inc. ....	138	United States Bronze Sign Co., Inc. ....	146
Design-Technics .....	133	Multiplex Display Fixture Company .....	126	Van Luit, Albert & Company .....	15
Directional Furniture Showrooms .....	48	National Lock Hardware .....	39	Venini .....	141
DuPont Company, Tyvek Mktg. ....	50	Nessen Lamps Inc. ....	129	Vista-Costa Mesa Furniture Co., Costa Mesa Div. ....	72
DuPont Co. (David and Dash) .....	9	New Castle Products, Inc. ....	49	*Vitow, Ruth .....	130i
DuPont Co. (Boris Kroll) .....	4	*New York Furniture Exhibit Corp. ....	130h	V'soske .....	70
Ficks Reed Company .....	44	North American Electric Lamp Co. ....	144	*Waldner, D., Company .....	130k
Fine Arts Furniture Inc. ....	143	OMNI/Aluminum Extrusions, Inc. ....	63, 64	Wagner, Sherle .....	19
*Fredrick Furniture Company .....	130l	Owens/Corning Fiberglas Corp. ....	56	Wels Industries .....	139
Graf, Philip, Wallpapers Inc. ....	132	Pace/Jil Associates, Inc. ....	137	Whitecraft, Inc. ....	68
Habitat, Inc. ....	11	Patchogue Plymouth Company .....	46	Whitney Library of Design .....	26, 32
*Hall, Frank A. & Sons, Ltd. ....	130k	Patcraft Mills, Inc., Commercial Carpet Div. ....	43	Wilmar Co., Inc. ....	131
Hamilton Cosco .....	53	Philadelphia Carpet Company .....	Back Cover	Wilson, Ralph, Plastics Company .....	20-21
Hansen, Fritz .....	147	Pinecrest, Inc. ....	132	Winfield Design Associates, Inc. ....	127
Hardwick & Magee Company .....	57, 58	Rees and Orr .....	144	Woodard, Lee L., Sons, Inc. ....	51
Harter Corporation .....	140	Risom, Jens, Design Inc. ....	25	Yorkkraft, Inc. ....	137
Hercules Incorporated .....	27	Roffman, Edward Axel, Associates Inc. ....	148		
Hickory Chair Company .....	145				
*Interior Design Building .....	130b-130c				
*METRO EDITION					

*The Orchid Chair, with the free-flowing lines of an Arp sculpture. Danish architect Aage Egeriis has designed an upholstered chair not only to please the eye, but also to assure long-seating comfort. All this, plus inherent strength, was made possible by the use of the new technology and the new materials.*



To keep fully informed visit the John Stuart/John Widdicomb showrooms regularly

**JOHN STUART INC.** NEW YORK 205 EAST 58TH STREET • BOSTON 90 BERKELEY STREET  
PHILADELPHIA 2301 CHESTNUT STREET

◀ Circle 1 On Reader Service Card

Woolpoint

Pebble

Checkers

## DESIGNER'S COLLECTION

ENGINEERED TO ENDURE

designed and woven by Boris Kroll

Goliath

Parthenon



**BORIS KROLL FABRICS**  
FOR HOME AND INDUSTRY

protected with **ZEPEL**  
STAIN REPELLER

# I n t e r i o r s

Volume CXXVIII, Number 7

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.*

Departments	8	News
	14	Dates
	16	Market
	122	Tradition
Interiors' editorial	73	The further adventures of Hope L. Foote
Residential interiors	74	Grotto on the 37th floor, an apartment by Luss/Kaplan
	82	Celanese House: model apartments by McMillen Inc. and J. Neil Stevens in an historic town house
Contract interiors	87	AN AIRPORT, HOTELS AND RESTAURANTS:
	88	Braniff's turned-on airport by Harper & George
	96	The Curaçao Hilton by Toro & Ferrer and Becker & Becker
	104	El Conquistador, with interiors by Alan Lanigan
	110	Raffles Club by Cecil Beaton
Market report	116	News from the carpeting industry, which now happens to be growing 16 times as fast as the economy as a whole
America's great sources	150	Index to advertisers in this issue
Cover		Anthony Aviles, from a design by Harper & George
Next month		THE RESIDENTIAL INTERIOR: John Van Koert's country home. . . CONTRACT INTERIORS are HOSPITALS AND GERIATRIC INSTITUTIONS, introduced by a probing article on hospital interiors by E. Todd Wheeler, F.A.I.A., of Perkins & Will: "RX for Environment" and by innovative INTERIORS TO COME on buildings currently in work by Luss/Kaplan Associates: Hebrew Home for Geriatric Care and additions to North Shore Hospital and Medical Center. Completed interiors illustrated are: Stamford Hospital addition by Perkins & Will, with interiors by ISD Inc.; The Hebrew Home for the Aged by Gruzen & Partners with interiors by Bill Bagnall Associates, Inc.; New York Ear and Eye Infirmary by Rogers, Butler & Burgun, architects and interior designers. . . plus a report on New Furnishings for Hospital Interiors. . . NEW RESIDENTIAL FURNITURE at the Furniture Marts. . . NEWS, DATES, MARKET REPORTS.

**Publisher** Charles E. Whitney  
**Editor** Olga Gueft  
**Managing editor** Jeanne Weeks  
**Art director** Ellen Keusch  
**Associate editors** Marian Page  
 Betty Raymond  
 Catherine C. Crane  
**Contributing editor** John Anderson  
**Staff photographers** Alexandre Georges  
 Louis Reens  
**Business manager** George McClellan Whitney  
**Advertising manager** Donald J. Carroll  
**Eastern advertising manager** Bernard Slotnick  
**Circulation manager** Murray Sussman  
**Production manager** Ben P. Marchetto

Publication offices: Whitney Publications, Inc., 18 East 50th St., New York, N. Y. 10022. Charles E. Whitney, President and Treasurer; Jean McClellan Whitney, Vice-President. Copyright 1969 by Whitney Publications, Inc. All rights reserved. The trademark "Interiors" is registered in the U. S. Patent Office.

**Advertising Offices:**

New York 18 East 50th Street, New York 10022. Telephone 751-2626  
 Chicago 410 North Michigan Avenue, Chicago 60611  
 Atlanta Robert L. Watkins Associates, 505-805 Peachtree Bldg., Atlanta 30308  
 Los Angeles Area Cole, Sweeney & Anthony, 1830 W. Eighth Street, Los Angeles, Calif. 90057  
 San Francisco Cole, Sweeney & Anthony, 582 Market St., San Francisco, Calif. 94104

Interiors is published monthly at 10 McGovern Ave., Lancaster, Pa. 17604 by Whitney Publications, Inc. Editorial and Executive offices: 18 East 50th Street, New York, N.Y. 10022. 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 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 to U.S.A., Possessions and Canada. \$1.50 to all other countries. Second-class postage paid at Lancaster, Pa. 17604.



Member of the Audit Bureau of Circulations



Member, American Business Press, Inc.



Member, Second Class Mail Publications, Inc.



Above and below: "Old Jeff," a familiar Greenwich Village landmark and now the Jefferson Market Regional Branch of the New York Public library, proudly wears a new AIA plaque.



**AIA honors an eccentric Victorian Cinderella in Manhattan**

New York's 92-year-old Jefferson Market Courthouse which witnessed Harry K. Thaw's arraignment for the murder of Stanford White in 1906 along with other sordid scenes, and which was the fairy-tale heroine of a battle for its preservation in the 1960's, is justly being honored by the American Institute of Architects with a handsome AIA plaque.

No matter what you call it—Venetian Gothic, Victorian Gothic, "an invincible romantic confection" as the *New Yorker* once did, or something else—"Old Jeff" has been a familiar Greenwich Village landmark for generations. It was designed by Frederick C. Withers and Calvert Vaux in the 1870's and was voted one of the ten most beautiful buildings in the U.S. shortly after its completion. Toward the middle of the 20th century, its original glory dimmed, "Old Jeff" was used for a variety of things such as storage space for the city's Public Works Department. Its demolition seemed inevitable by the late 1950's when a growing underground army of its admirers—shrewd, articulate, and obstinate Greenwich Villagers—took up the battle for its preservation. The astonishing result was that they won against all the odds—and the odds



Edgar Tafel, member of the executive committee of the New York AIA chapter (left), and Giorgio Cavaglieri, AIA, (right), presenting plaque to Eugene Allison, chief librarian at "Old Jeff" (center).

against preserving old buildings in Manhattan are pretty formidable. After the formation of many committees, long debate, and innumerable studies, it was finally agreed that it would be feasible to save "Old Jeff" by converting it into a library.

Giorgio Cavaglieri, AIA, was the architect selected to convert the building into the Jefferson Market Regional Branch of the New York Public Library. In his sensitive conversion of "Old Jeff," Mr. Cavaglieri has achieved a wise blending of old and new. The exterior has been kept very much as it was while new lighting, new doors, and other necessary interior components are frankly modern but used in such a way as not to do violence to the building's romantic Gothicisms, but rather to enhance them.

The restoration was accomplished through New York City's Capital Budget at a cost of \$1,380,390 including furnishings, equipment, and new book stock.

The AIA award plaque was presented to "Old Jeff" at an AIA New York Chapter meeting held in December. The 92-year-old building with its dominating clock tower was one of 20 structures chosen for honor awards from 377 nationwide entries in the AIA's 20th annual awards program.

**"The Architect and the Natural Environment" to be aired at New York's MOMA**

The New York Chapter, American Institute of Architects, and the Museum of Modern Art's Department of Architecture and Design, are co-sponsoring what promises to be a lively symposium in the MOMA auditorium on February 25. *The Architect and the Natural Environment* is the subject and William H. Whyte, author of *The Last Landscape*, is the moderator. Panelists will be Barry Commoner, director, Center of the Biology of Natural Systems, Washington University, St. Louis, and author of *The Science of Survival*; Ian Nairn, editor, *Architectural Review* (London), and author of *American Landscape*; and Nathaniel Owings, partner in the architectural firm of Skidmore, Owings & Merrill.

Tuesday evening, February 25, at 8:30 p.m. is the time. Tickets are on sale at the Museum—\$3. for non-members, \$2. for members.

**Exhibitions**

*To give your senses a push*

The spectator becomes the participant at the current exhibition called "Feel It" at New York's Museum of Contemporary Art.

(Continued on page 8)



"Old Jeff" in new role.

Woodworkers since 1899

# SHELVES UNLIMITED

division of I. Silverman & Son Inc.

1134 FIRST AVE. (62nd ST.), N.Y. 10021 Phone: (212) TE 8-5012

## the source . . . for all your shelf and bracket needs

SHOWN: Bracket wall mount system, unit #WBC 300 in cathedral oak; the total wood look, warm and welcome wherever you require a working wall that must not sacrifice good taste for function — in the home, or in an executive office. Available in 122 customized wood and paint finishes for utmost planning versatility. Write for literature. • Designs by Naomi Gale.

ATLANTA: George E. Cox, Decorative Arts Center • CHICAGO: John R. Wills Co., 325 N. Wells • DALLAS: Wm. Q. Smith & Son, 1012 Dallas Trade Mart and 410 Decorative Center • SAN FRANCISCO: Paul deBenedictis, 1150 Sansome Street, Icehouse #1.



rary Crafts. It was designed especially for the Crafts Museum by Swedish architects Gustaf Clason and Eric Sörling in collaboration with a group of young Swedish artists. "People have grown tired of passive watching, of prescribed responses," explains Eric Sörling. "They want to achieve their own experiences." Whether or not this is so, it is an idea that

seems to be catching on all over the world from Stockholm, Sweden, to Muncie, Indiana. In Muncie, for example, it was called an "environmental happening" when a show of sights, sound, and touch, was created last month especially for children at the Bertha Crosley Ball Art Center.

The New York exhibition, "Feel It," as its title suggests,

ask, can't the exhibition itself be experienced? They feel that a "re-evaluation of the term 'exhibition' may reveal a new medium, a new means of expression which has no limitations in space, but originates in the participation and motion of the public." They believe that our sensibility is suppressed and impaired by the pace of modern life. "Sensations of contact, enhanced by light, sound, and even smell are there to give our senses a push," says Sörling. And "Feel It" will be at the Museum of Contemporary Crafts through March 16 to do just that.

*Approaches to Color at Harvard's Carpenter Center*

*Approaches to Color*, an exhibition at the Carpenter Center for the Visual Arts at Harvard University through February 28, features demonstrations designed to show the striking transformations of colors under the influence of their surroundings. The major part of the exhibition is devoted to student work done during the first five years of the Carpenter Center and shows how colors create space and how colored lights or transparent materials display and control an endless variety of hues.

Additional experimental work displayed in a special section was contributed by Arthur Anderson, Skidmore College; Hannes Beckmann, Cooper Union School of Art and Architecture; Richard Filipowski, Massachusetts Institute of Technology; and Sewell Sillman, Rhode Island School of Design. There is also a selection of models and historical documents illustrating the many attempts to establish laws of color harmony and to present the dimensions of colors systematically.

The exhibition was prepared under the direction of Eduard F. Sekler, director of the Carpenter Center, and the installation was designed by Toshiro Katayama. Rudolph Arnheim, Paul Rotterdam, and other members of the teaching staff researched the exhibition.

*Plastics to be featured at Milwaukee Art Center*

More proof that plastic has come of cultural age (see INTERIORS December News, page 6) is an announcement from the Milwaukee Art Center that a major comprehensive survey of plastics as media is being planned for presentation in November 1969. The exhibition is to be concerned primarily with current trends and with artists who are working in plastics in ways which emphasize the particular qualities of the various materials, rather than plastics as a substitute for traditional

media or in imitation of other media. The work of both American and foreign artists working in the United States will be included.

The Milwaukee exhibition which is being sponsored by Philip Morris Incorporated of New York, and Milprint Incorporated of Milwaukee, through a grant made to the Milwaukee Art Center—will subsequently travel to other museums.

**CMA in 1969 to focus on NEOCON**

William F. Ernst, midwest sales manager of The Troy Sunshade Company, who has been elected president of the Contract Manufacturers Association of the Merchandise Mart for 1969, said that the CMA will focus its major emphasis during 1969 on NEOCON, the first National Exposition of Contract Interior Furnishings, scheduled for June 22-27 at The Merchandise Mart in Chicago (INTERIORS, November 1968, page 14). NEOCON, says Mr. Ernst, "will be an unparalleled opportunity for architects, designers, contract furnishers, purchasers, and specifiers to gain a complete overall view of the commercial furnishings industry."

During 1969, the Association will also be participating in activities in conjunction with the Restaurant Show, and the National Office Products Association Convention.

The complete list of CMA officers and board members elected along with Mr. Ernst is as follows: Two vice presidents: Chester Wettstein, Thonet Industries, Inc., and Fred Vanderschaf, American of Martinsville. Treasurer: Donald G. Lence, Krueger Metal Products, Inc. Secretary: John Collins, The Globe-Wernicke Company. Members of the Board are: Louise Dunbar, Ben Rose; Manfred Steinfeld, Shelby Williams Industries; Lou Schultz, Commercial Carpet Corp.; Ted Mathews, Steelcase, Inc.; Gary Beals, Knoll Associates, Inc.; William Fuller, All-Steel Equipment, Inc.; Mrs. Norma Davidson, R-Way Furniture Co., Inc.; William Riddle, The Buckstaff Company; Milo Bloch, Stendig, Inc.; Alec SeCaris, Peerless Steel Equipment Company; and Paul Hay, Victrex Sales Corp. of Illinois, Inc.

The number of directors has been expanded, according to Mr. Ernst, so that the CMA represents a better cross section of the total contract industry.

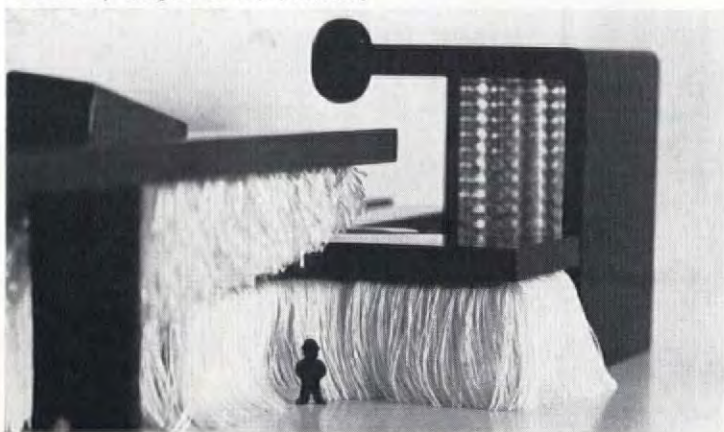
**Contract '69 to feature "Design Innovation Center"**

Contract '69, the contract industry's national trade show and convention to be held at the New York Coliseum, September 8-10,

(Continued on page 10)



Swedish architects Gustaf Clason (left), and Eric Sörling, producers of the exhibition "Feel It," experiencing the A7/B10 Pathway, and (below) two models they designed of the exhibition.



was designed to focus on the sensory perception of the audience. The installation is a dense maze of semi-transparent plastic strips suspended from the ceiling through which the museum visitor walks and in which he encounters a variety of sensory experiences. There is, for example, the *A7-B10 Pathway*, "an artificial landscape for your feet" designed by Bertil Vallien; *Maestro*, an electronic-sounding globe of plastic and aluminum which produces music by means of light rays; a plastic and fabric vibrating column called *Darling* created by sculptor Olle Adrin.

Sörling and Clason wonder why anything need be shown at an art exhibition. Why, they



# GENEVA



## INTERNATIONAL VELVET

Imported From Belgium by

**DAVID and DASH**

COMPANION FABRIC AND WALLPAPER  
INTERNATIONAL HEADQUARTERS  
2445 North Miami Avenue, Miami, Florida  
201 East 56th Street, New York, New York  
Philadelphia  
Cleveland  
Chicago  
Dallas  
Los Angeles  
San Francisco  
Minneapolis  
Washington, D.C.  
Toronto  
Honolulu  
Portland  
Seattle  
New Orleans  
Boston  
London  
Rome

Available with

DU PONT  
**ZE PEL**  
STAIN REPELLER

will include a "Design Innovation Center," according to an announcement made by Jerome Brown, president of National Expositions Company, producer of the show. The "Design Innovation Center," says Mr. Brown, will present unconventional materials such as urethane, molded fiber glass, stretch fabrics, chemical fibers, opaque and transparent acrylics that transmit and refract light, plastic foams, and patterned acrylics, which all have forms and functions of their own and have brought about new dimensions in design and are making possible things that never could have happened before.

Designers and manufacturers interested in exhibiting their work and products in the Design Innovation Center at Contract '69 should contact: Howard Marshall Mays, National Expositions Company, Inc., 14 West 40 Street, New York, New York 10018. A special committee of Industry Advisory Board members will select the designs and products for display.

## Sweet's Interior Design File presented to AID and NSID

Last month, Richard W. Shaver, manager of Sweet's Interior Design File (INTERIORS, December 1968), presented the inaugural issues of the new service to officers of the American Institute of Interior Designers and National Society of Interior Designers. In presenting the two professional organizations with all 6,000 pages of the new file which includes detailed source information from 275 manufacturers of interior furnishings, Mr. Shaver thanked the AID and NSID for their support and assistance in developing it. He also noted that "the dramatically increasing demand for professionally selected interior furnishings, coupled with equally dramatic numbers of product additions and innovations, has created a blizzard of printed

product literature. The need for its organization and continuous access was never more urgent, a fact underscored again and again in our researching of interior design activity throughout the country. As a result," Shaver told the AID and NSID officers, "Sweet's is happy to join with your profession and with your manufacturer-suppliers in issuing this File to fill a critical communications need."

The new File is being distributed without charge to 6,000 interior design offices determined by Sweet's research to be responsible for more than 80% of the design and specification activity on commercial interior projects. The new service, issued annually, is financed by participating manufacturers.

## AID

### Workshop Series in New York

The New York Chapter of the American Institute of Interior Designers, inspired by the success of its fall workshop series on "Dollars and Sense," has just wound up its second series called "Designer's Presentation to Clients." Moderators of the four sessions in the second series were: Audre Fiber, AID; John Gerald, AID; Eleanor Pepper, AIA, AID; and Melanie Kahane, FAID.

Part III of the Workshop Series has been scheduled for four sessions in March—March 4, 11, 18, and 25—at the New York District Chapter office, 979 Third Avenue.

### Lucille Morgan named life member of AID

Lucille Morgan, who has been an interior designer with Rich's, Inc. in Atlanta for more than 35 years, has been named a life member of the American Institute of Interior Designers. Miss Morgan is the first Georgian to be so honored and only the seventy-eighth in the nation. She has been active in the Georgia



Lucille Morgan

Chapter, AID, for a number of years and is currently serving as historian. Miss Morgan graduated from Brenau College, Gainesville, Georgia, and the New York School of Interior Design. She has been an Atlanta civic worker for many years, and is a member of such organizations as the High Museum of Art, Atlanta Music Club, Atlanta Opera Company, and Women's Chamber of Commerce.

### West Coast Regional Conference in March

NSID's West Coast Regional Conference, March 13-15, at the Newporter Inn, Newport Beach, California, promises a variety of fare for NSID members, according to an announcement made by Peggy Kerns, national program chairman.

On the morning of March 13, a panel discussion under the heading of "Looking at NSID" will be moderated by Robert Tuggey, president of the Southern Pacific Chapter. The panel will include members of NSID's national executive council and the national committee chairmen. Rudy Zuccolotto, president of the Orange County Chapter will welcome NSID members at luncheon after which NSID national president C. James Hewlett will participate in a dialogue with James Langenheim, AIA, of the William Pereira architectural firm, architects of the new University of California campus at Irvine. After lunch James Simpson of the Palm Springs Chapter will conduct a tour of the Irvine campus.

On Friday, March 14, the morning session will be devoted to a chapter Public Relations and Press Relations Workshop conducted by Ted Materna, NSID's national public relations counsel, with a panel of press members. Marian Gardiner will be chairman of the Friday luncheon and the speaker will be Dr. E. Van Delden, former New York University professor, who will talk about communications. In the afternoon Blanche Stewart, national chairman of the Interiors Environment Research Council, will conduct a workshop on "Environmental Design." Speakers will include Walter Kleeman, NSID, and

Andy Addkinson, AID. Mr. Addkinson is with the Environmental Design Department of the California College of Arts and Crafts in Oakland. That evening a gala Designers Ball, sponsored by the Southern California Chapter, will be held at the Century Plaza Hotel in Los Angeles.

On Saturday, March 15, Joyce Colton of the Southern California Chapter will be chairman of a luncheon which will feature Dr. Robert B. Haas as speaker. Dr. Haas heads the University of California's Arts and Humanities department. An optional visit to Disneyland is on the agenda for Saturday afternoon.

The Orange County of California Chapter is the official host chapter of the conference. Chapter president is Rudy Zuccolotto and Vera Dennis is chairman of the conference.

Additional information about the conference may be obtained from NSID national headquarters, 315 East 62 Street, New York, New York 10021; or Vera Dennis, 1727 Antigua Way, Newport Beach, California 92660.

### 10th anniversary meeting sponsored by New England Chapter

The National Society of Interior Designers' 10th anniversary conference sponsored by the New England Chapter at Jug End in the Berkshires was called a big success by all who attended it. Highlights of the weekend included a talk by Walter Kleeman of Springfield, Ohio, who is a member of NSID's Environment Research Committee. He discussed the studying habits of students and its effect on educational facilities. "A" students, he said, do not study much at their desks. Instead they prefer to study in bed which, in effect, becomes their desk. "Fair" students do better when they study in pairs—preferably in a corner in what amounts to four square feet of space. Round tables, he said, are best for school libraries because they enable students to relate. Preferably the tables should be no more than 48" in diameter. Students also seem to prefer their own cubicles for study, Kleeman said, even when the definition of a cubicle is no more than a matter of lines on the floor.

Other speakers included Louis Malamud, national vice president of NSID, who reported that some twenty design schools and colleges are in favor of licensing interior designers; Gary Tate, of Owens Corning Fiberglas, who talked about the impact of color in today's world which he attributed to youthful

(Continued on page 12)



Left to right: Edward J. Perrault, chairman of the board of AID; James Merrick Smith, president of AID; Richard W. Shaver, manager of the Interior Design File; Ausby E. Lee, chairman of the board of NSID; and C. James Hewlett, president of NSID.

# HABITAT



Fringe shade conceals 150 dimmer controlled watts. 54" high. Only one of many new Habitat® floor lamps just introduced. Habitat catalog number 9519 (twenty eight pages) available to the trade on request—on your letterhead please. HABITAT INCORPORATED, 341 EAST 62 STREET, NEW YORK, N.Y. 10021 / TEL. (212) 758-0922

influences; Robert P. Herzog of Walter M. Ballard Corporation, who, while acknowledging the influences of youth on today's design, believes that by "the time the younger generation is affluent enough to afford the type of facilities we design for, they too will prefer more traditional design."

## European glass at the Corning Museum

The Corning Museum of Glass in Corning, New York, recently announced the reinstallation of a major part of its collection of European glass which includes a cross section of some of the finest pieces in the collection made in the last 15 years. Among them are four important recent acquisitions: a beaker engraved by Max Rössler of the firm of J. & L. Lobmeyr in Vienna, produced about 1917; a bowl and accompanying plate by Simon Gate about 1920-24, made at Orrefors in Sweden (see photo); a covered urn designed by Edvard Hald, also from Orrefors, and made about 1927; and an engraved vase designed by J. Drahnovsky and produced in Czechoslovakia about 1920-30.

The two pieces made at Orrefors, according to Paul N. Per-



Engraved oval bowl and matching plate designed by Simon Gate of Orrefors Glass Works, Sweden, and made there about 1920-24.

rot, director of the Museum, "were designed by two of the most influential designers of the post-World War I period: Simon Gate and Edvard Hald. These two men were responsible for the development of 'the Scandinavian movement' in glass, a movement which exerted enormous influence on the development of European glass in the 1920's and 1930's and which had a vital effect in the United States in the early 1930's."

The engraved beaker from Lobmeyr, says Mr. Perrot, "is undoubtedly among the finest pieces of engraved glass in the Museum's collection. It shows that the great tradition of German-Bohemian engraving of the 17th and 18th century persisted into the 20th century in a few continental firms such as Lobmeyr."

The vase designed by Drahnovsky was presented to the Museum by the National Museum of Prague in Czechoslovakia and is, says Mr. Perrot, "the

only piece in the Corning Museum's collection by a highly influential Czech designer whose work is only rarely seen outside that country." In exchange the Corning Museum sent some examples of contemporary American glass to the Prague museum.

## Short course in lighting

A short course in the "Fundamentals of Illumination Engineering" is being offered, June 9-13, at the University of Colorado in Boulder. The course, which is directed by Assistant Professor Ronald N. Helms, is designed to expand the participants' knowledge of basic lighting fundamentals and current design procedures. Participants will study the fundamentals involved in lighting, including color and the human eye. Up-to-date information on lighting sources will be included, and numerical methods will be discussed with application to a variety of spaces. Demonstrations in the University's modern lighting laboratory will supplement the lectures by Professor Helms. The Illuminating Society Handbook, fourth edition, will serve as the course text.

The University of Colorado is the only university in the country which offers a bachelor of science degree in illumination and electrical systems through the department of architectural engineering.

Tuition for the short course will be \$75 per person which includes registration, text, notebook, and other course materials, but does not include housing.

For a brochure and registration form address: Bureau of Continuing Education, 328 University Memorial Center, University of Colorado, Boulder, Colorado 80302.

## Commissions

The Boston planning and design firm of **Forrest Associates, Inc.** has been retained by Auerbach, Pollak & Richardson, New York institutional research firm, for the space planning and design of its new offices at One New York Plaza in downtown Manhattan. The building is expected to be completed late this year.

The interiors division of **Albert C. Martin and Associates**, Los Angeles architectural firm, has been commissioned to do the space planning and interior de-

sign for Bank of America's 21 floors and banking facility in the \$140 million Atlantic Richfield Plaza in Los Angeles; the firm also designed the twin-tower 52-story building scheduled for completion in 1971.

**Richard D. Roselle**, NSID, industrial and interior design consultant of Seattle, has been retained by the Western Washington State College in Bellingham, Washington, to prepare a master plan for refurbishing its student housing and food facilities during the next five year period.

The architectural team of **Snibbe-Tafel-Lindholm** which was formed five years ago by Rolf Myller, Edgar Tafel, and Dick Snibbe with E. Lindholm to design one building at the New York State University at Geneseo, has now completed a fine arts building, lecture hall, administration building, dormitories, and dining hall. Additional dormitories and a student center are under construction. The State University Construction Fund has also engaged STL to coordinate and design the interiors as well. The New York City University Construction Fund has named STL architects for master planning York College in South Jamaica which is now occupying temporary quarters. The permanent campus is expected to be a complex for 10,000 students. Dormitories are also being planned as part of this inner city four-year college.

New York architect **Donald Kenneth Busch**, AIA, has been commissioned to do the interior design and decoration for the Dairymen's League, Cooperative Association (Dairy Milk Products) at 1250 Broadway, New York City. . . . **Tom Lee Limited**, New York interior design consultants, has been retained to do the interiors of a new 14-story Tower addition to the Doral Beach Hotel in Miami Beach. Tom Lee, in collaboration with architects Mel Grossman and Philip Birnbaum, designed the original Doral and thus his present assignment assures continuity of approach. The new Tower will house complete convention facilities including vast areas for exhibit display, a multi-purpose theater, dining area, meeting rooms, roof area with enclosed swimming pool and outdoor tennis courts, as well as 300 new guest rooms. . . .

## People

**Morison S. Cousins**, IDSA, has announced the merger of the New York design firm of **Morison S. Cousins & Associates** with the Toronto design firm of **Stewart & Morrison Limited**. The new corporation, which brings together a well-known New York industrial design group and Canada's largest in-

dustrial design firm, will be known as **Stewart Morrison Cousins**.

At a special director's meeting in January, **Parvin/Dohrmann Company**, Los Angeles-based interior design, institutional supplier and Las Vegas hotel and casino operator, elected the following directors: **Delbert W. Coleman**, chairman of the board of The Pacific Coast Company; **S. W. Cantor**, chairman, Interstate Department Stores, Inc.; **Louis J. Nicastro**, president and chief operating officer of Commonwealth United Corporation; **John J. Louis, Jr.**, chairman, Combined Communication Corporation; **William C. Bartholomay**, chairman of the board and president of Atlanta Braves and president of Olsen & Bartholomay, Inc.; **E. Parry Thomas**, chairman of the board of the Bank of Las Vegas; **R. A. Furbush**, president of American National Insurance Company. **Delbert W. Coleman** was also elected chairman of the board and chief executive officer and **William C. Scott**, formerly a partner in the accounting firm of Arthur Andersen & Company, was elected president and chief operating officer.

This completes a previously announced transaction in which Mr. Coleman purchased 300,000 common shares from A. B. Parvin and Harry A. Goldman, formerly officers and directors of the company.

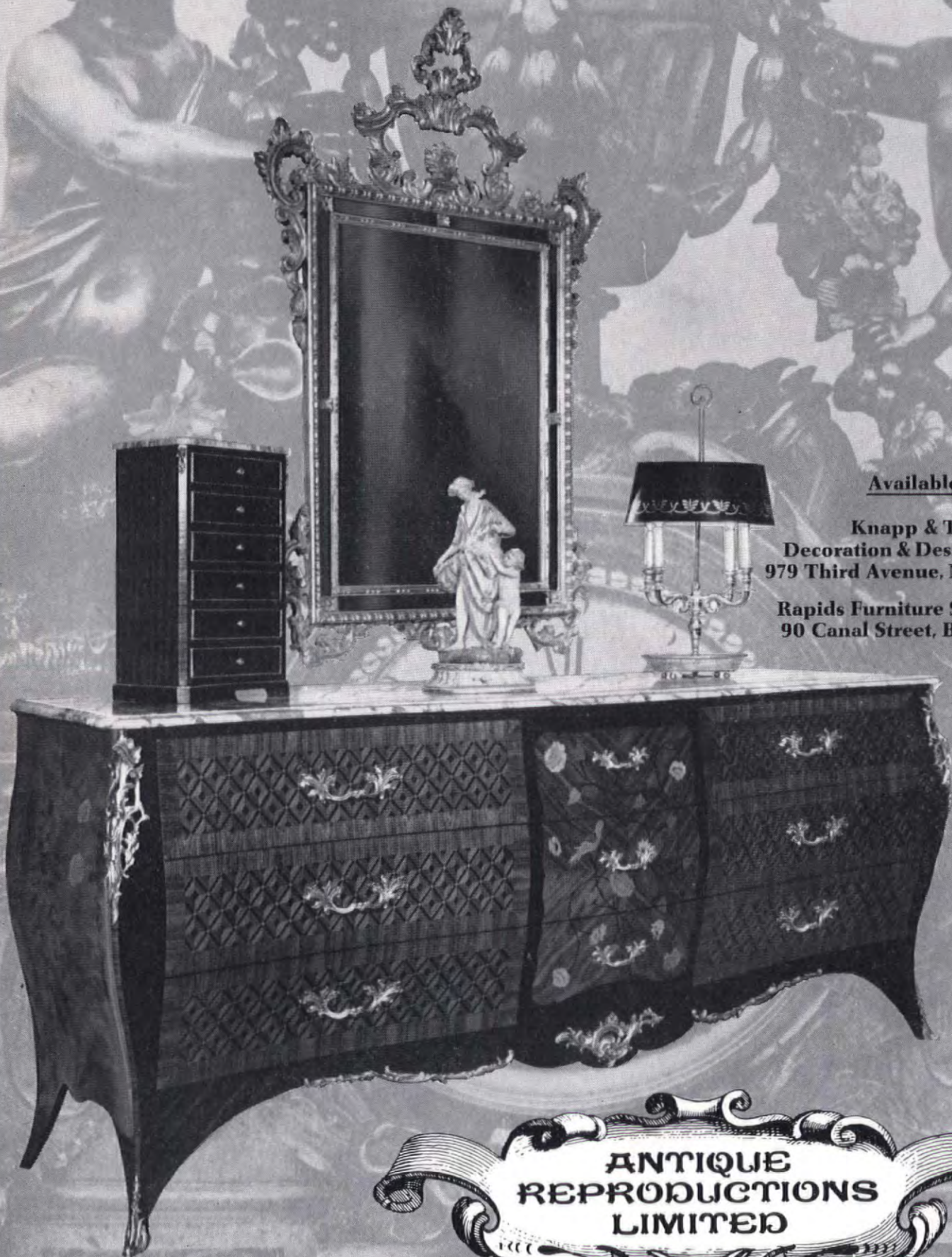
At a recent board meeting of the architectural and interior design firm of **Harper Richards Associates, Ltd.**, **Harper Richards**, AIA, was elected chairman of the board, and **Richard N. Hague**, AIA, succeeded him as president of the firm. Four new associates were also announced—**James Duke**, **Joseph Kobylecky**, **Nelson Buck**, **Peter Majewski**, **Patrick Raymond**, AID, formerly director of design for Mohasco industries, Inc., recently joined the staff of Harper Richards Associates to direct the firm's expanded design program.

**Frederick D. Nichols**, Cary D. Langhorn professor of architecture and co-chairman of the division of architecture at the University of Virginia's school of architecture, has been named to the board of the Society of Architectural Historians.

**Maurice H. Mogulescu**, president of **Designs For Business, Inc.**, announced the opening of Chicago offices at 75 East Wacker Drive. **Edward H. Steuer**, a vice president of **Designs For Business**, is in charge of the Chicago office which will serve as headquarters for the company's midwestern operations. **A. D. Aulicino**, senior vice president of the New York based **Designs For Business**, will supervise all midwestern operations.

(Dates are on page 14)

# French Court\* for 20th Century living.



Available at:

**Knapp & Tubbs,  
Decoration & Design Building,  
979 Third Avenue, New York, N.Y.**

**Rapids Furniture Show Rooms,  
90 Canal Street, Boston, Mass.**

**ANTIQUE  
REPRODUCTIONS  
LIMITED**

# next month in Interiors

## residential interior:

John Van Koert's conversion of a pretentious country house into a very personal home for himself

## contract interiors—hospitals and geriatric institutions:

"RX for Environment," an article by E. Todd Wheeler, F.A.I.A.

Two "Interiors to Come" by Luss/Kaplan Associates:

The Hebrew Home for Geriatric Care, and additions to North Shore Hospital and Medical Center

Stamford Hospital addition by The Perkins & Will Partnership, with interiors by ISD Inc.

Hebrew Home for the Aged by Gruzen & Partners, with interiors by Bill Bagnall Associates, Inc.

New York Ear and Eye Infirmary by Rogers, Butler & Burgun, architects and interior designers

Report on new furnishings for hospital interiors

## market report:

New residential furniture at the semi-annual furniture markets

## dates

Through February 23. **Creative Austria: 20th Century.** The Museum of the Philadelphia Civic Center, Philadelphia, Pa.

Through March 2. **Chinese Art Under the Mongols.** Asia House Gallery, New York City.

Through March 16. **Please Be Seated.** Smithsonian Institution's Art and Industries Building, Washington, D. C.

Through March 16. **Feel It,** an exhibition sponsored by the Swedish Institute for Cultural Relations. Museum of Contemporary Crafts, 25 W. 53 Street, New York City.

Through March 30. **Amlash Pottery.** The Newark Museum, 43-49 Washington Street, Newark, New Jersey.

February 11-March 19. **Exhibition of Pottery by Armand Mednick.** The Philadelphia Art Alliance, 251 South 18th Street, Philadelphia, Pa.

February 14-16. **National Home Improvement & Remodeling Exposition.** New York Coliseum.

February 15-22. **Exhibition and Sale of Furniture and Decorations from various owners.** Parke-Bernet Galleries, New York City.

February 17-March 16. **Architectural, Urban Design Exhibition.** The Philadelphia Art Alliance, Philadelphia, Pa.

February 20-25. **Exhibition and Sale of English XVII-XVIII Century Silver from various owners.** Parke-Bernet Galleries, New York City.

February 22-March 1. **Exhibition and Sale of Furniture and Decorations from various owners.** Parke-Bernet Galleries, New York City.

February 23-28. **New York Gift Show.** Park Sheraton Hotel and the New York Coliseum, New York City.

February 23-28. **225 Fifth Avenue Spring Market.** 225 Fifth Avenue, New York City.

February 25. **The Architect and The Natural Environment.** A symposium at 8:30 P.M. The Museum of Modern Art, New York City.

February 28-March 1. **Interior Design Educators Council Student "Design-In."** Chicago Merchandise Mart.

March 2-April 6. **25th Ceramic National Exhibition, sponsored by the Everson Museum of Art.** Krannert Art Museum, Champaign, Illinois.

March 4, 11, 18, 25. **Workshop Series Part III—American Institute of Interior Designers.** New York District Chapter office, 979 Third Avenue, New York City.

March 11-April 27. **Charles Sheeler.** Whitney Museum of American Art, New York City.

March 13-16. **West Coast Regional Conference, National Society of Interior Designers.** Newporter Inn, Newport Beach, California.

March 14. **2nd Annual National Society of Interior Designers Design Ball.** Century-Plaza Hotel, Los Angeles.

March 15-30. **Design Derby '69.** Hialeah Race Course, Miami, Florida.

March 20. **The Nineteenth Century American House—talk by Henry J. Magaziner, architect,** at 5:30 P.M. The Philadelphia Art Alliance, Philadelphia, Pa.

March 20. **Elsie de Wolfe Luncheon to benefit Cooper-Hewitt Museum.** American Institute of Interior Designers. Plaza Hotel, New York City.

March 21-April 8. **Charleston's (S.C.) 1969 Festival of Houses.** Historic Charleston Foundation, 51 Meeting Street, Charleston, S. C.

March 22-30. **Eurolastica.** Third International Plastics Exhibition. Brussels, Belgium.

March 23-26. **Philadelphia Gift Show.** Benjamin Franklin Hotel, Philadelphia, Pa.

March 24-April 20. **Wisconsin Designer-Craftsmen.** 48th annual juried exhibition in all craft media. Milwaukee Art Center, 750 N. Lincoln Memorial Drive, Milwaukee, Wisconsin.

March 25-27. **6th Annual Trade Exhibition of the Interior Designers Institute of Manitoba.** International Inn, Winnipeg, Canada.

March 25-May 18. **The Machine as Seen at the End of the Mechanical Age.** The University of St. Thomas, Houston, Texas.

April 14-May 2. **Annual exhibition of Artist-Craftsmen of New York.** Lobby of First National City Bank. 399 Park Avenue, New York.

April 15-27. **Fourth annual exhibit by League Potters of the Craft Students League.** West Side Branch of the Young Women's Christian Association. New York City.

April 18-25. **Spring Southern Furniture Market.** High Point, North Carolina.

April 19-26. **36th Annual Historic Gaden Week in Virginia.** The Garden Club of Virginia, Room 3, Mezzanine, Jefferson Hotel, Richmond.

April 24-28. **American Institute of Interior Designers' Semi-Annual Conference.** Plaza Inn, Kansas City, Missouri.

April 28-May 8. **International Handicrafts Fair.** Florence, Italy.

April 29-May 27. **25th Ceramic National Exhibition, sponsored by the Everson Museum of Art.** Kalamazoo Institute, Kalamazoo, Michigan.

May 5-10. **Eastern States Antiques Fair.** Westchester County Center, White Plains, New York.

May 7-11. **Scandinavian Furniture Fair.** Malmo, Sweden.

May 8-11. **National Home Fashions League's Tenth Annual Conference.** New Orleans.

May 8-11. **6th Annual Southern Tier Arts & Crafts Show & Sale.** Corning Glass Center, Corning, N.Y.

May 9-23. **American Institute of Interior Designers' Soviet-American Symposium.** Moscow, Leningrad, Budapest, Vienna.

May 19-23. **Montclair Antiques Fair.** Women's Club of Upper Montclair, 200 Cooper Avenue, Upper Montclair, New Jersey.

May 23-25. **7th Annual International Designers' Weekend—American Institute of Interior Designers.** Hartford, Connecticut.

May 25-28. **Contract Manufacturers' Center Activities in conjunction with The Restaurant Show.** Chicago Merchandise Mart.

June 9-13. **Fundamentals of Illumination Engineering course.** Boulder campus, University of Colorado.

June 11-14. **1969 National Conference of the National Society of Interior Designers.** Ambassador Hotels East & West, Chicago.

June 12. **Zoo Party—American Institute of Interior Designers.** Central Park, 9 P.M.—1 A.M. New York City.

June 15-20. **19th International Design Conference in Aspen.** Aspen, Colorado.

June 15-21. **International Home Furnishings Market.** Merchandise Mart, Chicago.

June 15-21. **15th Floor Merchandisers Club Decorative Accessories Market.** Chicago Merchandise Mart.

June 22-26. **New York Home Furnishings Show.** New York Coliseum.

June 22-26. **New York China & Glass Show.** New York Coliseum.

June 22-26. **New York Lamp Show.** New York Coliseum.

June 22-26. **American Institute of Architects' annual convention.** Palmer House, Chicago.

June 22-27. **First National Exposition of Contract Interior Furnishings.** (NEOCON) The Merchandise Mart, Chicago.

June 23-August 24. **The Machine as Seen at the End of the Mechanical Age.** San Francisco Museum of Art, San Francisco, California.

September 6-10. **American Institute of Interior Designers' 38th Annual Conference.** Regency-Hyatt House, Atlanta, Georgia.

September 8-10. **Contract '69.** New York Coliseum.

September 13-21. **Second Total Home Showcase sponsored by American Home and Better Living Exposition, Inc.** New York Coliseum.

September 17-19. **The National Association of Furniture Manufacturers Convention.** Ambassador Hotel, Chicago.

September 24-27. **Contract Manufacturers Center Activities in conjunction with the National Office Products Association Show.** Chicago Merchandise Mart.

October 20-24. **Fall Market for Summer & Casual Furniture.** Chicago Merchandise Mart.

October 27-31. **11th Annual Business Equipment Exposition, sponsored by the Business Equipment Manufacturers Association.** New York Coliseum.

October 28-30. **Business Equipment Manufacturers Association Conference.** New York Coliseum, New York City.



**Arabesque** is a delightful wall decoration. It is composed of two classic panels which may be used wherever you wish to add touches of decorative individuality. Several rich, refreshing colorways are available as is the matching textured background material.



OFFICE & FACTORY  
4000 CHEVY CHASE DR., LOS ANGELES 90039  
EASTERN BRANCH & WAREHOUSE / CLEVELAND, OHIO  
VAN LUIT SHOWROOMS  
NEW YORK / D&D BLDG. • CLEVELAND / 2800 SUPERIOR AVE.  
CHICAGO / MDSE. MART • LOS ANGELES / 100 S. ROBERTSON BLVD.  
VAN LUIT DISTRIBUTORS  
SOUTHEAST / DWOSKIN, INC. • TEXAS / ROY JACOBS CO.  
NORTHWEST / WALLPAPERS INC. • HAWAII / BORLAND TEXTILES



"Bernini"



"Minotaur"



"Bernay"



"Euphrates"



"Abruzzi"

**Annotations from far places**

BORIS KROLL FABRICS INC., 979 Third Avenue, New York. The *Nomad Collection* is the latest here. The nomad, of course, is Kroll himself who, having the wanderlust, also has the penchant for seeking out new colors, forms, and patterns in any corner of the globe. In time these bits of exotica are translated within Kroll's contemporary terms into fresh exciting weaves and prints for each upcoming seasonal line.

The patterns in this, the latest collection, emanate from the Orient, Egypt, Crete, and Italy. A few have been incorporated into the *Historical Design Collection*, a growing program of documents; the rest are additions to the prints, (including warp prints), and weaves. There are a few fine simple weave casements.

The number of new Jacquards, a Kroll forte, includes "Bernini," (which also is a *Historical Design Collection* addition), which is derived from a 16th century Turkish motif; the stylized figured vertical stripe, "Bernay;" and the horizontal "Euphrates" stripe. Unusual within the context of a damask, is the large scale patterned (30" repeat) linen and cotton "Abruzzi." One wool weave, "Minotaur," is most striking in black and white (or four other bold vibrating colorways) with an Oriental rug-like motif appearing to be hand embroidered over the solid twill weave. Circle 212 On Reader Service Card

(Market continued on page 18)

Circle 8 On Reader Service Card ▶



*The Karges Furniture Company, Inc.*  
*Evansville, Indiana 47707*

*Write for latest Brochure (in full color) \$1.*

New York: Knapp & Tubbs, Inc. - D & D Bldg., 979 Third Ave.  
Chicago: Charles L. Orr, Inc. - Exhibitors Building  
Los Angeles: Efreem Zax - L. A. Home Furnishings Mart  
Knapp & Tubbs, Inc. - 8778 Beverly Blvd.  
Philadelphia: Armand Morell - 2313 Chestnut St.  
Detroit: Interiors International - 1200 Sixth Ave.  
San Francisco: Knapp & Tubbs, Inc. - 737 Sansome St.  
Boston: Paine Furniture Co. - 81 Arlington St.  
Cleveland: Knapp & Tubbs, Inc. - 2900 Superior Ave.

*Karges*  
FINE CABINET MAKERS SINCE 1886

St. Louis: R. R. Hansberger - 4663 Maryland  
Minneapolis: Gene Smiley, Inc. - 1108 Nicollet Ave.  
Miami: A. T. Euster Co. - 3300 N. E. Second Avenue  
Atlanta: Threlkeld-Schlemon - Decorative Arts Center  
Denver: Furniture Galleries - 1615 East Colfax  
New Orleans: Hurwitz-Mintz - 211 Royal St.  
Grand Rapids: Knapp & Tubbs, Inc. - Exhibitors Bldg.  
Salt Lake City: Crawford & Day - 150 South State St.

Story of five lines

STROHEIM & ROMANN, 155 East 56th Street, New York. Five new fabric collections are being introduced here.

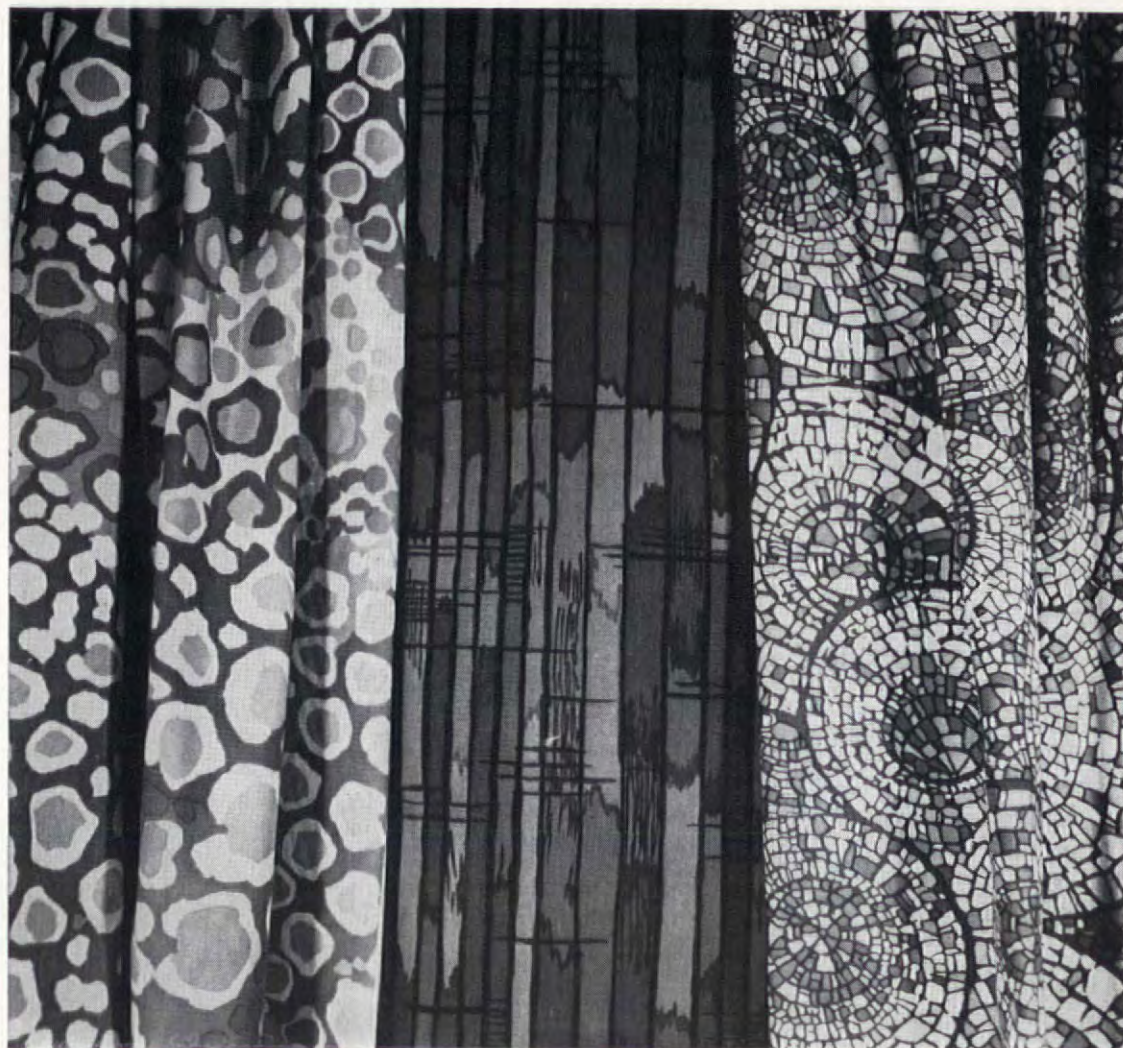
The first—dazzling color, flowing design—it's "Impact '69"—a new group of 54" heavy cotton prints designed by Margaret Nelson, vice president and stylist. "Morocco" is something between a tortoise shell and a spatter. "Bengal" is a flowing abstract bamboo, and "Barcelona" is a non-directional swirl of spheres of tiny tile. All are a beautiful flow of color, and appropriate for railroading.

The second collection, "Monte Carlo Textures," consists of 7 patterns of contemporary woven textures in 19 different colors. Two traditional vine-type jacquard patterns are reinterpreted in contemporary texture. And a selection of modern weaves and textured damasks are available in neutral tones in stripes, twills, and slubs. The complete collection will be available to interior designers in book form for \$8.50.

The third—"The Chateau Tapestry Collection," might well start a revival of interest in bright weaves. Stroheim may be setting a trend by introducing the succulent colors of tangerine and raspberry to lisere and tapestry weaves. A selection of samples in a 14" x 10" book will be available to designers for \$9.00.

The fourth collection is a group of "Traditional Prints." "Wedgewood" is available in monochromatic colorways in both 50" cotton and 50" Belgian Linen. "Longwood Garden" is a fresh and springy 50" chintz printed in 6 colorways on pastel—yes pastel—grounds. "Eagle" is a big handsome gutsy English import on 50" cotton in 4 colorways. Detail is so handsomely defined that it could have been done by steel engraving. "Arabesque" is a meandering vine on antique satin or on Belgian Linen. Again raspberry and tangerine give the design new verve.

The fifth, "The Connoisseur Collection," is breathtaking. It is a selection of 35 samples of fine Italian cotton damask made



IMPACT '69: (left to right) "Morocco," "Bengal," "Barcelona"



"Eagle"

with long staple cotton and mercerized thread. There are nine colorways in a "Sculptured Linen Velvet" including Stroheim's famous lipstick raspberry, fern, bronze, and goldenrod. The show-stopper is a "Flame Stitch Moire" which has

the icy etched look of Steuben glass. These dressy but durable designs are available to designers in book form for \$12.00. Circle 213 On Reader Service Card



"Flame Stitch Moiré"

(Market continued on page 22)



**SHERLE WAGNER  
LEAVES NO STONE  
UNTURNUED**

Malachite, lapis lazuli, amethyst, tiger eye, onyx, rock crystal, rose quartz. All carefully chosen for perfection of color and flawless surface. Then appropriately set in 24 karat gold plate for this exclusive collection of jeweled hardware and bathroom fixtures. Not surprising so many of America's distinguished homes are now wearing jewelry. Make sure your grandchildren like your choice. They'll be using it, you know.

REPRESENTED IN LOS ANGELES AND SAN FRANCISCO BY KNEEDLER-FAUCHERE; IN CHICAGO BY S. J. CAMPBELL; IN ATLANTA BY PAUL RAULET; IN DALLAS BY E. C. DICKEN; IN BOSTON BY DEVON SERVICE.

**SHERLE WAGNER**

125 EAST 57TH STREET, NEW YORK, N.Y. 10022. PLAZA 8-3300.

# When there's a reason to use plastic laminate in '69,



Wilson-Art stays *solidly* ahead by offering colors in *two* finishes: satin and textured.



RALPH WILSON PLASTICS COMPANY

Architectural Products Division—Rexall Drug and Chemical Company

Wilson-Art Architectural Design Representatives offer immediate personal assistance. Call today. California: Robert L. Ashbrook, 213-723-8961; John Backues, 213-723-8961; George Davenport, 415-822-5580; Gordon Skager, 213-723-8961; Texas: Ray Gunnoe, 512-344-5597; Washington: Cecil Duncan, 206-228-1300; Illinois: Ernest Van Der Heyden, 312-437-1550; Florida: Jack Wetzel, 305-888-9702; New York: Gene Whitman, 914-358-2993.

there are reasons  
to specify **Wilson-Art** in '69!



**1969 Wilson-Art woodgrains are authentic reproductions of the world's most popular woods.**

Fully-stocked Wilson-Art Quick-Delivery Warehouses are located in: New York, New Jersey, Atlanta, Miami, Chicago, Seattle, San Francisco, Los Angeles and Temple, Texas.

**When the chips are down. . . you can depend on Wilson-Art.**



RALPH WILSON PLASTICS COMPANY

Architectural Products Division—Rexall Drug and Chemical Company

Circle 10 On Reader Service Card

(Continued from page 18)

## Hot winds from Key West

KIRK BRUMMEL ASSOCIATES INC., 979 Third Avenue, New York. Key West, a tiny tropical island marking the southernmost tip of Eastern United States—more Spanish in flavor than American, is where owners-designers, Dick Kirkham and Mike Brummel, journeyed for design inspiration for next summer's wallcovering collections. Patterns and their pivotal color—a blazing citron—are both reminiscent of the steaming tropical flora, birds, and azure clear waters found there.

To relate to the citron color, which appears on all patterns, are colorations in the hot vibrating range—raspberry, orange, purple, and much green—great for that beach resort look.

There are ten patterns in the *Key West Collection* which may be printed on paper or vinyl in any custom color. Most have related fabrics. Included are such delights as the friendly parrots of "Boca Chica," a series of jagged coral trees set into horizontal stripes in "Key West," the stark palm fronds against an architectural trellis background of "Bahia Honda," and the delicately drawn sea shells "floating" under an abstract sea of "Islamorada," (all illustrated).

Others include large poppy-red flowers, a decidedly oversized architectural rattan design and basketweave, and a school of quick darting colorful parrot fish.

*Key West Collection* will break in New York mid-February appearing simultaneously in Sloane's Fifth Avenue windows, as background for a Lily Pulitzer dress collection at Lord & Taylor's, in room settings at Altmans, as well, of course, at the Kirk Brummel showroom in the Decoration and Design building. Circle 214 On Reader Service Card



"Boca Chica"



"Islamorada"



"Key West"



"Bahia Honda"

(Market continued on page 24)

Lorenzo, solid vinyl tile—individually etched travertine marble.

# How can you get honest, impartial, objective, unbiased, non-pushy advice on when to tile and when to carpet?

## Ask the company that makes both.

Makes sense, right? If you ask a carpet company, or a vinyl tile company, you'll get only one side of the answer. We're both. So we'll give you both sides. And tell you which side makes *better* sense for your requirements—and why. For color folio and name of Amtico representative, call or write us at Amtico Flooring Division, American Biltrite Rubber Co., Inc., Trenton, N.J. 08607.



*Fashion Leader in Vinyl and Carpet*

Scotch Mist, luxury carpet of Zelkrome™ acrylic.

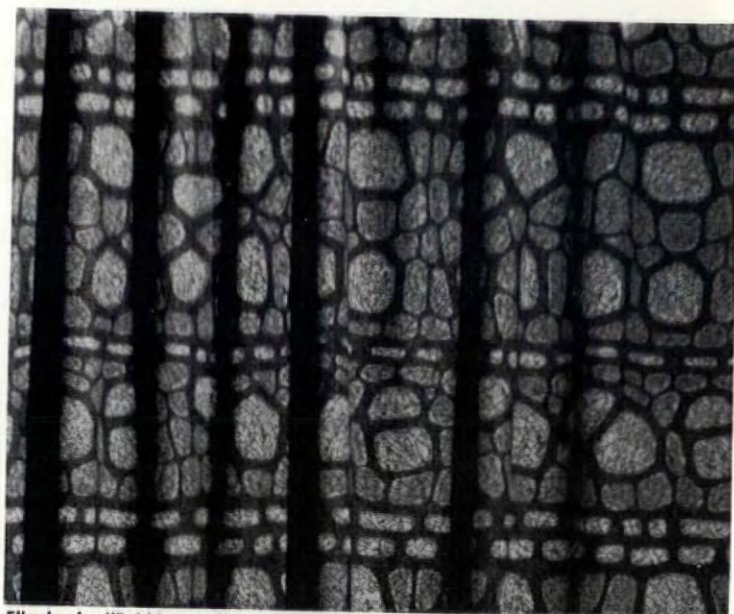
(Continued from page 22)

## Organic art

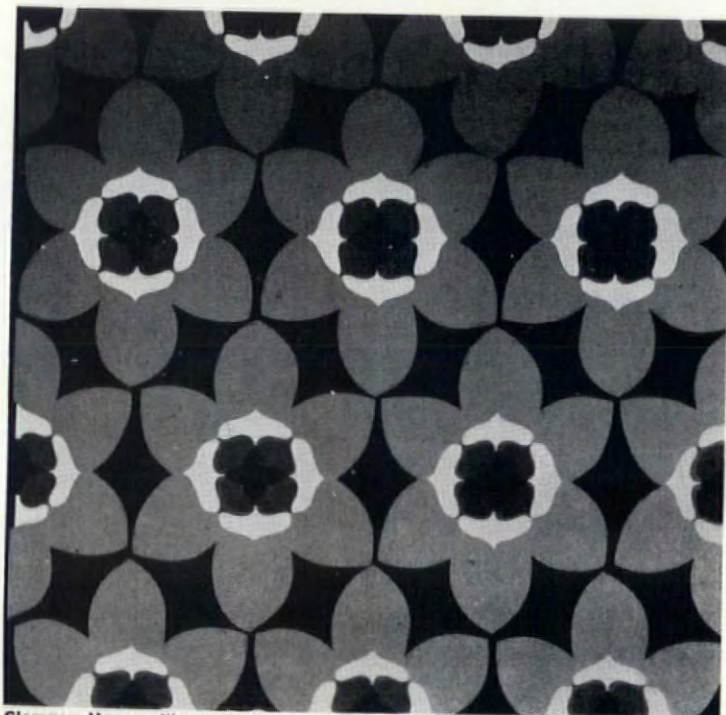
ELENHANK DESIGNERS INC., 347 E. Burlington Street, Riverside, Illinois. Only with a reverent vision and a poetic delicacy of touch can the natural beauties of the earth be translated into art. Elenhank Designers are experts. Two new hand-screened fabrics are a case in point. "Terrain" is inspired by geographical contours and the undulations of a meandering stream. The pleasing flow of pattern can be random matched anywhere, without disturbing its beauty. "Pebblestone" is an architectural, geometric pattern that captures the tone and texture of a New England fieldstone fence. Circle 215 Reader Service Card



Elenhank: "Terrain"



Elenhank: "Pebblestone"



Clarence House: "Lancaster"

## Simply sophisticated

CLARENCE HOUSE, 40 East 57th Street, New York. Robin Roberts, owner and buyer at Clarence House, was simply cruising London in a taxi when out of the window he saw something terrific! He went right to work and now an interior designer can take the excitement sitting down at Clarence House.

The newsmakers are Peter Osborne and Anthony Little, innovators in wallpaper design. Their fresh clean geometric designs are unlike any others because they made a new discovery. They print on colored construction paper. The method would be hard to duplicate because the 30-inch-wide paper is bought from an English manufacturer in two-ton lots per color! By printing on colored paper, Osborne and Little get a three-colored effect with only two screens and avoid shading and overlap. Their work thus has a distinctive hard-edge clarity of both color and design. A special advantage to note is that different designs printed on the same paper are naturally color coordinated. Variations of mix and match are extensive. Osborne and Little had that fact in mind when they designed both one- and two-screened papers of the same design, and coordinated friezes.

Many of the Osborne & Little designs have such refreshing simplicity and clarity that the viewer could almost believe that the square was their invention. The same spanking freshness exists in their florals and non-geometric designs. Circle 216 On Reader Service Card



Clarence House: "Jonas Cord"



Clarence House: "Ox-Eye Daisy"

The Risom Executive Chair is for the man who could probably  
fall in love with it . . . if he ever got the time to sit down in it.



JENS RISOM DESIGN INC.  
Contemporary Furniture & Textiles

New York, Chicago, Atlanta, Dallas, Detroit, Los Angeles, Minneapolis, San Francisco  
Corporate Headquarters, New York, N.Y. 10022



# A guide to Business Principles and Practices for Interior Designers

With actual examples of the specialized procedural forms to be used in the office

by Harry Siegel, C. P. A.

Good design is one thing. But *running a practice* is another. How's business with you?

Should your visual skill, experience and effort bring you better returns than you're bringing home now?

Are your design achievements offset by financial limitations?

Are you sidetracked in a maze of record-keeping, checking, billing and other routines that keep you from the creative work that matters most?

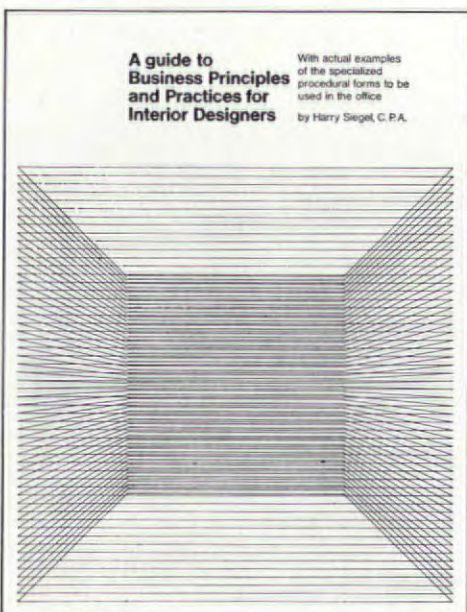
If you don't have a mind for "business"—but need money just as much as if you did—be assured that *you are not alone*, and that you have everything to gain by a book that is eagerly anticipated by your entire profession:

## A Guide to Business Principles and Practices for Interior Designers

With actual examples of the specialized procedural forms to be used in the office

by Harry Siegel, C.P.A.

176 pages  
more than 40 illustrated forms  
\$13.95



This book won't tell you one blessed thing about design . . . but it may be the most important book ever published for . . .

**interior designers    space planners  
industrial designers    students  
architects**

The author, Harry Siegel, is a consultant to interior design firms, large and small, who has spent two decades in solving the business problems of the profession. As a lecturer he is known far and wide for his eloquent contributions at professional conferences—as most anyone will remember who attended the National A.I.D. Conference in Washington, D.C. last December, or the 5th National N.S.I.D. Conference in Palm Springs last May.

In his new book, Mr. Siegel gives much-needed guidance to a profession that knows much about art—but much too little about the mechanics of earning a living.

He shows you what you need to know to protect yourself from financial losses . . . to estimate the value of your talent and effort . . . to calculate operating costs . . . to arrive at satisfactory fees . . . and explain your charges to your client. He shows you how to make initial proposals for a job . . . to make safe and binding agreements . . . to collect from clients . . . to protect yourself from losses due to

client defections and vacillations.

He shows you ways to control the flow of orders to suppliers, work rooms, carriers, contractors . . . and helps you protect yourself from errors and financial hazards. He guides you to simple business routines that help you take the business side of your profession in your stride—without being a mathematica! wizard and without being obsessed by business problems.

He provides you with office forms and procedures that help good design produce dollars. You never read a book that can *pay for itself* as many times over as . . .

## A guide to Business Principles and Practices for Interior Designers

With actual examples of the specialized procedural forms to be used in the office

by Harry Siegel, C.P.A.

To assure yourself a copy of this long-awaited new book—*published September 15, 1968*—please reserve your copy now from—

**Whitney Library of Design**  
Whitney Publications, Inc.  
18 East 50th Street  
New York, New York 10022

Please send me the 1st edition of  
A guide to Business Principles and Practices for Interior Designers.  
My check is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

**Whitney Library of Design**  
18 East 50 Street  
New York, New York 10022

copies @ \$13.95      \$

\* plus tax and postage      \$

Total Cost      \$

\*For books to be mailed to Canada or elsewhere outside the United States, please enclose 35¢ additional for postage and handling in any case. All New York State residents add 2% for N.Y. State Tax plus your local sales tax rate. (EX.: N.Y. City residents add total 5% Sales Tax.)



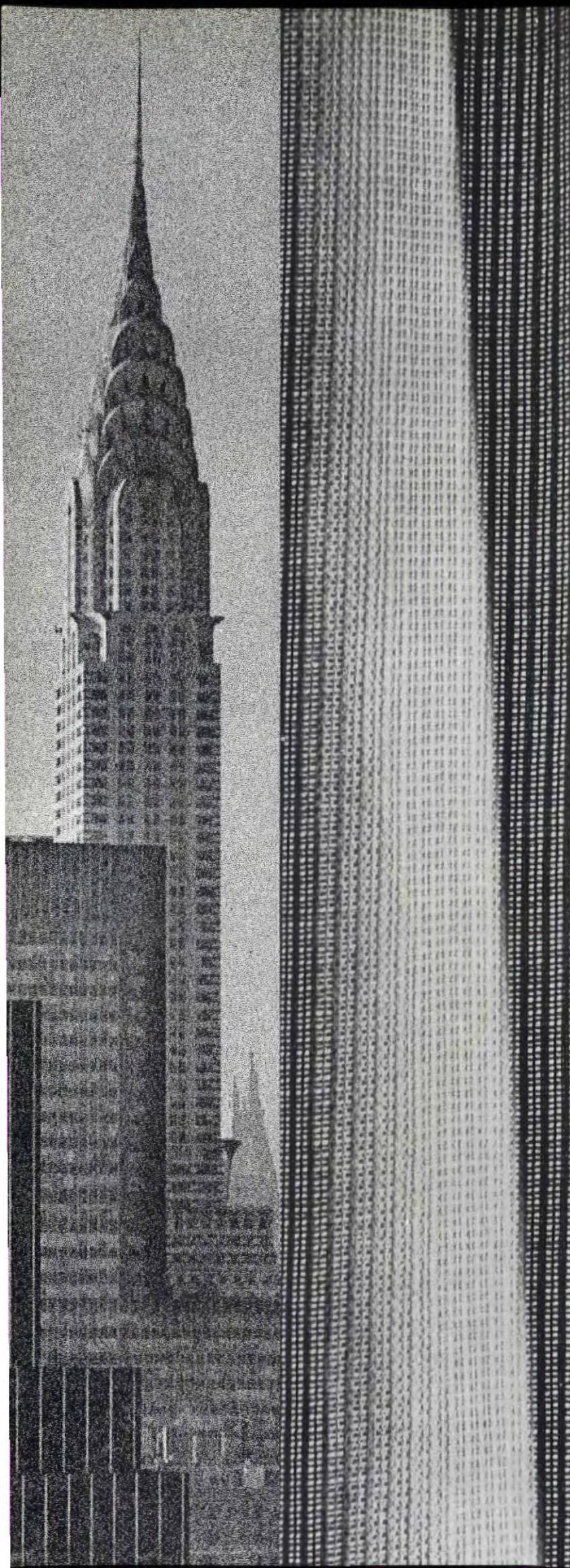
## **The Corporate Carpet**

Specify carpet of HERCULON\* olefin fiber wherever business is conducted. HERCULON is tough. Aggressive. Competitive. Great for the long-range plan. Dirt, grime and spills stay at near-surface level. Clean-up is quick and easy. This means shorter hours for the maintenance staff. Less capital expense. Invest in the future, wisely. Specify HERCULON. For more information contact Fibers Merchandising, Hercules Incorporated, Wilmington, Delaware 19899. (302) 656-9811.

\*Hercules registered trademark

**Since when?  
Since Herculon.<sup>®</sup>**





**STROHEIM & ROMANN**

*presents  
a new  
line of  
contract  
drapery*

---

*six  
dramatic  
weaves*

---

*styled in  
the luxury  
fabric of  
today...  
wool!*

---

*On view in all  
STROHEIM & ROMANN  
showrooms:*

155 EAST 56TH ST., NEW YORK  
BOSTON; PHILADELPHIA; CLEVELAND;  
MIAMI CHICAGO; DALLAS; LOS ANGELES  
AND SAN FRANCISCO.

Circle 14 On Reader Service Card



# Don't take our word that Lyon is the quietest!



Come in and see for yourself how elegant steel can sound! Close a drawer. The quiet you hear is the sound of elegance, as it moves effortlessly on smooth DuPont Delrin™ glides, while rubber bumpers and double walls soak up the sound. Pound the desk top. It has the quiet strength of two layers of steel. Thump the back and end panels. More sound deadeners! Try the exclusive Lyon "lock-in-top" which controls *all* drawers. Take your choice of 9 lustrous 100% acrylic finishes. Study the crisp, straight-line beauty. It all adds up to quiet strength—with flair! Quiet-test it at your Lyon dealer!

LYON METAL PRODUCTS, Inc.  
247 Monroe Ave., Aurora, Ill. 60507

- I'd like the name of my nearest dealer  
 Send my free copy of your full color brochure

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## See for yourself!

**LYON** OFFICE®  
FURNITURE

Showrooms: New York, Los Angeles, Boston, Aurora, Ill.

Circle 15 On Reader Service Card

(Continued from page 24)

## Artistic translation

LOUIS W. BOWEN, INC., 979 Third Avenue, New York. Because his wallpaper prints on patent-leather-finished vinyls have been so well received, Louis Bowen has happily decided to do more. Among the new ones is a floral called "Lorelei." Its bright, young, pretty colors are softened by a new printing method. Transparent inks are printed in a wash, allowing overlapping screens to suggest another color or dimension—some of the effect of Emil Nolde.

Another new offering done in this technique is "Free Form," an abstract leaf motif reminiscent of the Matisse Chapel in Vence. This fresh abstract will have a matching fabric.

True to an ancient artistic tradition, Louis Bowen also offers "Queen Anne II," a design adapted from a hand-painted Chinese wallcovering, and originally intended for the export trade in China during the 18th century. The design resembles the crewel work done by fashionable ladies on the continent at that time. Now it is in a fresh modern palette delightful to contemporary taste. Modern art. Circle 219 On Reader Service Card



Louis W. Bowen: "Lorelei"



Louis W. Bowen: "Free Form"



Louis W. Bowen: "Queen Anne II"



Philip Graf: "Shalimar"

## Bold and beautiful

PHILIP GRAF WALLPAPERS INC., 979 Third Avenue, New York. The unifying quality of Philip Graf's diverse hand-screened wallpapers is distinctive high style. New designs in the Persian motif may well influence an Asiatic revival. "Moroccan Fantasy" is a superbly handsome paisley that swirls in mystery and opulence. "Shalimar" combines tight geometric patterns with free florals. And "Arabian Nights" is an orgy of color and design meant only for the passionate.

Exclusive with Graf on the East Coast are the designs of Hubbell Pierce. Mr. Pierce's specialty is the creation of the illusion of texture, everything from "Thatch" to "Feathers." It is hard to believe that his backgrounds are nothing more elaborate than paper or foil. Circle 220 On Reader Service Card



Philip Graf: "Arabian Nights"



Philip Graf: "Feathers"

(Market continued on page 38)

Circle 16 On Reader Service Card ▶

You can't please everybody with one ball  
caster.

And Bassick's out to please everybody.

That's why we've expanded our already  
broad line of ball casters. Now, in addi-  
tion to our 6 electroplated die cast metal  
finishes, the line includes 6 colors in  
DuPont's Delrin.\*

And we don't stop there. We have a rubber

tread type for hard floors. That makes  
a dozen plus one.

Bassick's Dozen.

Add in a wide variety of stems, plates,  
and sizes and one thing becomes pretty  
obvious. Bassick has the right ball caster  
to go with your furniture.

Maybe you can't please everybody.

But nobody's trying harder than Bassick.

\*T.M. of Du Pont

## Bassick's Dozen



**Bassick**

THE BASSICK COMPANY, BRIDGEPORT, CONNECTICUT 06602 • DIVISION OF STEWART-WARNER CORPORATION

SYMBOL OF  
**SW**  
EXCELLENCE

MOVE IT BEST WITH BASSICK

## Drawings of Architectural Interiors

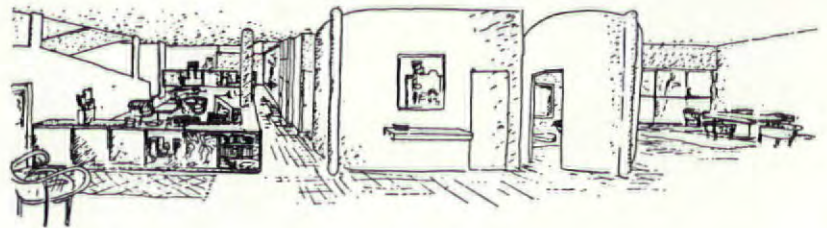
Edited by John Pile

176 pages, 146 drawings 9½" x 13"  
\$23.50

Only the realism of a sketch, perspective or "rendering" can bridge the communications gap between the designer and his client. That is why this handsome book can be immensely valuable to you when you face the formidable problem of visualizing your own design ideas. You will find in this book a rare selection of sketches, 29 in full color, representing the work of 89 outstanding architects and illustrators, among them Le Corbusier, Florence Knoll Bassett, Frank Lloyd Wright, Walter Gropius, Mies van der Rohe, Richard Neutra and I. M. Pei. You will see creative design through the eyes

of the creator and discover new ways to make your own ideas visual, and present them with clarity and drama. Text traces the historical, pioneer modern and contemporary evolution of this vital link between designer and client.

Whether you execute your own renderings, or use outside consultants, this book will prove an invaluable guide to the successful presentation of your ideas and the appropriate selection of the technique best suited to translate it.



## The Measure of Man

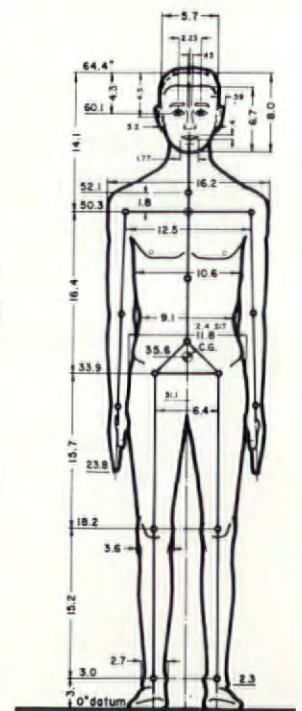
by Henry Dreyfuss

Revised second edition, 32 anthropometric data charts suitable for mounting, including 2 life size figure charts 25" x 76" \$13.95

If what you design is going to be ridden in, sat upon, looked at, talked into, activated, operated, worn or in some other way used by people, you will find the completely revised and expanded edition of this design information portfolio a useful, practical, informative and time saving tool.

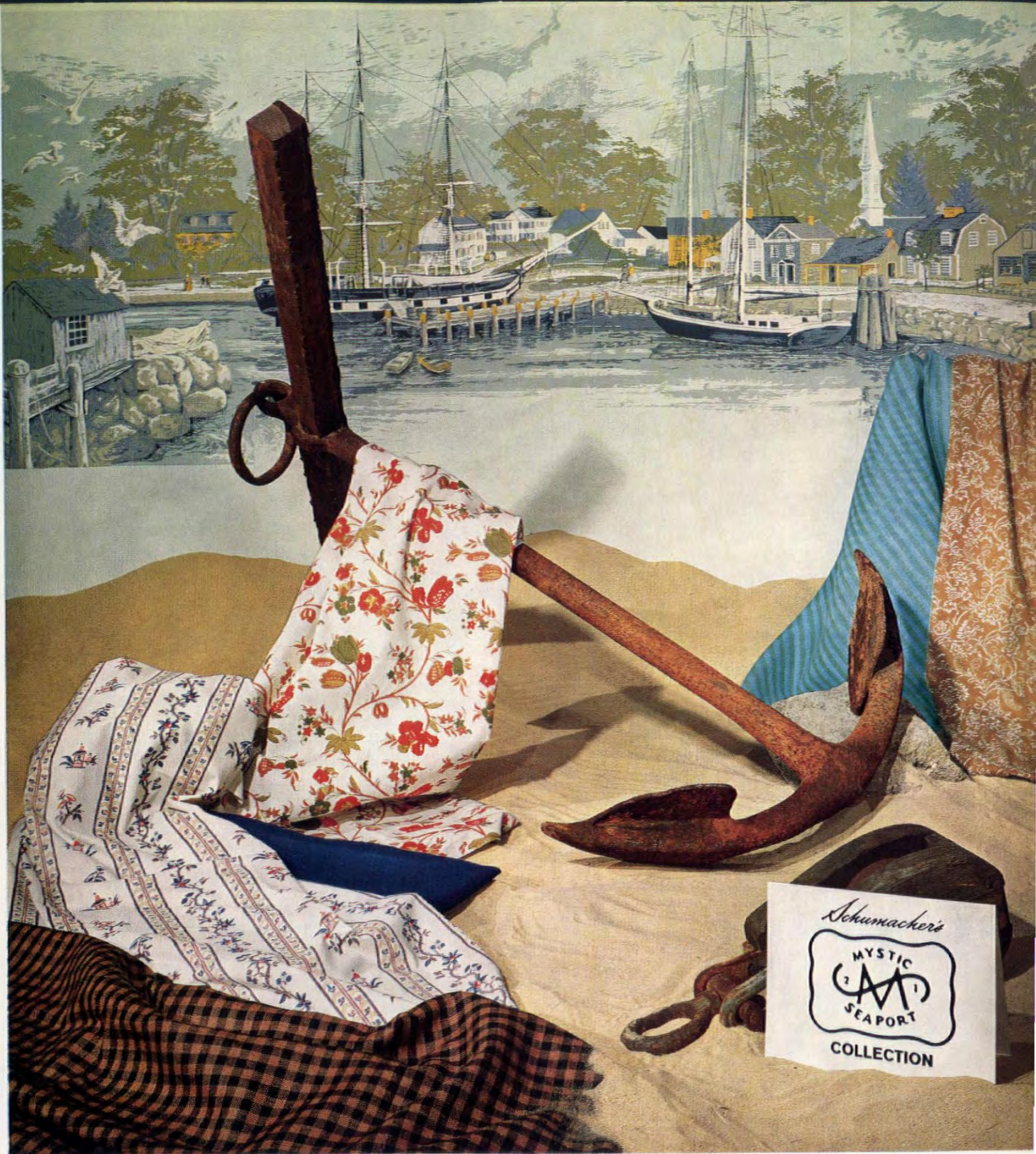
The most complete source of anthropometric data in print, the portfolio of human measurement data is accompanied by a 20-page book of design

specifications and bibliography. It contains 32 charts (twice the number in the first edition, and each 25% larger). Two are life-size charts of human figures standing, suitable for mounting. These and the 30 other 9¼" x 12½" charts provide measurements of every part of the human body in standing or sitting positions, including sight lines, reach and other design factors. Diagrams are based on three types of frames (small, medium, large) for both men and women. Sizes, shapes and growth patterns of children are also diagramed. Details of human hands and feet, charts on human strength, body clearances, climbing data, ingress and egress, basic display and control data, space specifications, access openings, seating consoles, environmental tolerance zones and much other anthropometric data is yours for immediate reference in The Measure of Man.



Whitney Library of Design 18 East 50 Street New York, New York 10022

		Number	Total
		Copies	Cost
Name .....	Drawings of Architectural Interiors	\$23.50	.....
Address .....	The Measure of Man	\$13.95	.....
City .....		Plus tax .....	
State .....	ZIP .....	Plus postage .....	
	Payment enclosed <input type="checkbox"/>	TOTAL .....	



## Ahoy there...from *Mystic Seaport!*

Here against the backdrop of our famous Mystic Seaport scenic wallpaper mural are 6 superb new fabric reproductions culled from the archives of this historic Connecticut restoration. A magnificent legacy from America's romantic past to enhance the decor of today's elegant interiors. For draperies, slipcovers, bedspreads and up-

*Schumacher's*  
FABRICS / CARPETS / WALLCOVERINGS / VELCRO®

holstery of unique charm, drop anchor at your decorator or decorating department of most any fine store and ask to see this distinctive group of colorful printed and woven fabrics from the Mystic Seaport Collection by Schumacher. F. Schumacher & Co. 58 West 40 St., N.Y. 10018 Showrooms: 939 Third Avenue, N.Y. (at 56th St.)

Circle 17 On Reader Service Card

# Introducing the brand-new window covering 1,000 years old.



One thousand years of striving has failed to improve on the window covering that first controlled light and air in Venice's Doge's Palace.

Until now. For now Levolor is making venetian blinds beautiful as well as efficient.

We do it two ways. To conventional blinds, we add color. Every color of the rainbow (out-of-this-world colors on special request) to both slats and tapes. Even adding extra tapes to achieve multi-color stripes.

Circle 18 On Reader Service Card

And, for those interiors where scale demands something more delicate, we offer Rivieras, the blinds that are so slim they seem to disappear.

But conventional, colorful or Rivieras, our blinds still control light, ventilation, and privacy the way only venetians can. We couldn't improve on that.

## LEVOLOR

WE MAKE YOUR WINDOWS  
LOOK GOOD.

LEVOLOR-LORENTZEN, INC.  
720 MONROE STREET  
HOBOKEN, N.J. 07030

**Your clients  
don't give a  
hoot about  
carpet  
backing.**

**Why should you?**

Because the wrong backing material can make gorgeous carpets do some ugly things. Buckle up. Fit badly. Show seaming. Even come apart at the seams. Not Jute-on-Jute carpet backing. It can be stretched tighter in all directions. Has the "memory" to stay tight. So there's no buckling or restretching. Holds seams, sewn or taped, more securely. Takes tinier stitches. So sewn seams are virtually invisible. And Jute-on-Jute is more supple and workable. Tailors flawlessly to any contour, including curved stairs. Look for tufted carpets with Jute-on-Jute — Jute primary and Jute secondary backing. What your clients don't know can hurt you.

**JUTE·ON·JUTE**

JUTE CARPET BACKING COUNCIL, INC. 25 BROADWAY, N.Y. 10004

Circle 19 On Reader Service Card

This is **JUTE·ON·JUTE**

Jute  
primary  
backing

Jute  
secondary  
backing

**M**asland's Carpet Kit plays a very important role in a very exciting contract concept: The Varsity Program.

With this kit, you can pretty much design your own carpet.

You see, the Carpet Kit contains samples of the 43 stock-dyed yarns of pure wool, which Masland has in inventory at all times.

You can use any of these 43 colors plain, or

in two, three, four or six-ply combinations. This means that there are more than six million possible color combinations. (It's true. You can figure it out for yourself.

$$m = \frac{n!}{p!(n-p)!}$$

And any of these more than six million color combinations can be created for the 113 different qualities, constructions, and pile heights that Masland offers in the Varsity Program.



In Wilton, velvet or tufted carpets.

In short, there is virtually nothing which Masland cannot make.

And as an added distinction, these carpets bear the wool mark label—the mark of the world's best . . . pure wool pile.

Contact your Masland representative or drop a line to the Contract Dept., C. H. Masland & Sons, Carlisle, Pa. 17013.



C. H. MASLAND & SONS Carlisle, Pa. 17013  
1969 our 103rd Year

# From Masland. Wool Carpets in a Kit.



PURE WOOL PILE

The wool mark is your assurance of quality tested carpets made of pure wool pile.

(Continued from page 30)

## A new ring

SPODE, INC., 206 Fifth Avenue, New York. For the first time in its 200-year history, Spode is clinking crystal glasses over its fine dinnerware. The company recently introduced a line of hand-blown, full-lead quality crystal suitable for the commercial market in nine stemware patterns and two barware patterns. The stemware patterns, which feel solid and comfortable in hand, are named with musical references to connote their sparkle and resonance. George Barker, president, has suggested that the line could be expanded and developed to include additional shapes and colors. In marketing this fine crystal, Spode has adopted a relatively new approach. Water goblet, wine glass and champagne-dessert glass will be offered as a setting at a price unusually reasonable for full lead crystal. *Salud. Circle 217 On Reader Service Card.*



Spode Crystal: "Symphony"



Spode Crystal: "Nocturne"



Spode Crystal: "Sonata"

## Refinements in crystal

LENOX INC. (China and Crystal Div.), Trenton, New Jersey. A few restaurants, clubs, and hotels believe in the beautiful table top services for their elite clientele—happily for the interior designer attempting to create a romantic and beautiful ambience for dining. For these exclusive design jobs, Lenox (who acquired Bryce Bros., producers of hand blown lead crystal seven years ago) is offering an interior designer custom service for hand-blown and molded table and bar lead crystal.

Lenox designers think in terms of three basic parts for their custom stemware—bowl, stem, and base. These components whose patterns or forms are interchangeable lend themselves to an infinite variety of design combinations. Within one set of stemware 15 to 20 sizes and types ranging from water goblets to tiny glasses are available. Barware includes old fashioned, highball (both collins and zombie sizes).

Finishing may include etched designs such as crests. *Circle 218 On Reader Service Card.*



Lenox Custom Designs



Glassblowing



Molding

(Market continued on page 52)



Colorado National Bank Board Room / Franz Wagner Associates, Inc., Designers

## National Lock chair controls have been appointed to the Domore Director Series

We're proud. The standards were high, the competition severe. Domore Office Furniture, Inc., Elkhart, Indiana, demanded the best for their distinctive new chair series. They thoroughly tested chair controls from several manufacturers. Requirements specified a thin-line, yet heavy duty chair control which could be easily adjusted to the occupants weight to provide a relaxing, rather than flopping, tilting action. This requirement called for placing the

control under tension at all times. Domore insisted on durability. National Lock's thin-line chair control got the appointment. Why not make an appointment yourself, or write National Lock Dept. F983 for a free chair control catalog.



*Many of America's leading chair Manufacturers are now using National Lock chair controls*



**NATIONAL LOCK HARDWARE**

Rockford, Illinois 61101  
a division of Keystone Consolidated Industries

# 5 days in May in Copenhagen

When spring comes to Scandinavia.  
When the trees are clothed in their most delicate and beautiful greenery.  
When the air is as fresh as the deepest breath.  
Shall we meet in Copenhagen?  
And look at what we have done in Denmark, Finland, Norway and Sweden the whole long winter through.  
Furniture, of course.

Danish furniture, Finnish furniture,  
Norwegian furniture, Swedish furniture.  
All under one roof.  
In Copenhagen.  
Five days in May.  
Welcome!

**Scandinavian  
Furniture Fair 1969 May 7—11**

## I am longing for May!

Scandinavian Furniture Fair, Hellerupvej 8,  
DK - 2900 Hellerup Copenhagen, Denmark.

Please send me more details about the  
Scandinavian Furniture Fair 1969 **I-2**  
in Copenhagen, May 7—11

I would like to be there.

My name is: \_\_\_\_\_

My address is: \_\_\_\_\_  
\_\_\_\_\_



RICHARD SCHULTZ, DESIGNER



HARRY BERTOIA, DESIGNER



MIES VAN DER ROHE, DESIGNER



FLORENCE KNOLL, DESIGNER



CHARLES POLLOCK, DESIGNER

# Great Chairs by Knoll.

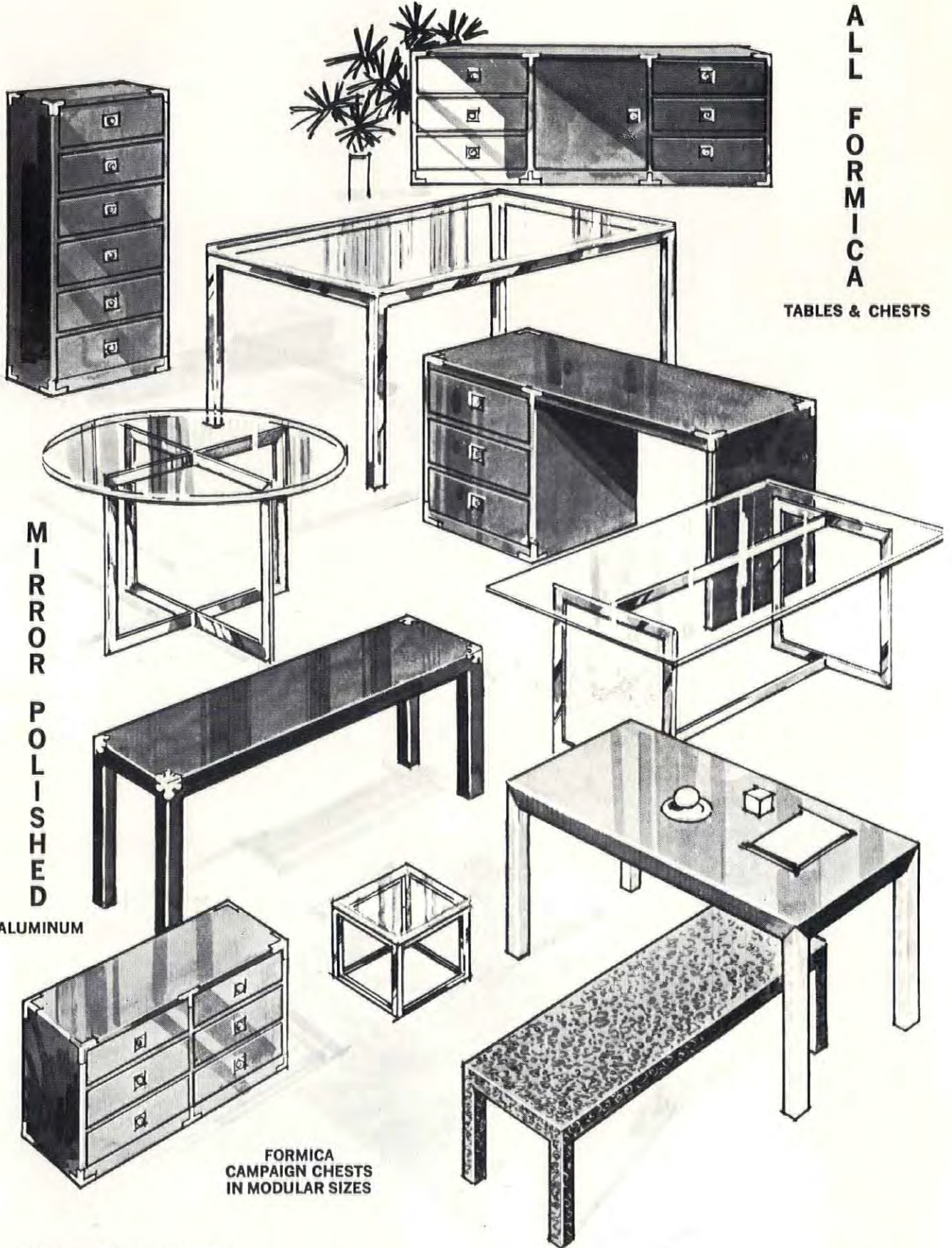
KNOLL ASSOCIATES, FURNITURE AND TEXTILES,  
320 PARK AVENUE, NEW YORK 10022.



KNOLL INTERNATIONAL OPERATES IN 29 COUNTRIES.

ALL  
FORMICA

TABLES & CHESTS



MIRROR  
POLISHED

ALUMINUM

FORMICA  
CAMPAIGN CHESTS  
IN MODULAR SIZES

PARSONS TABLES ANY SIZE OR COLOR / LACQUER, FORMICA, WORMY CHESTNUT & WOOD PARQUET

*Casual Furniture*

MART INC. 1 PARK AVENUE NEW YORK, N.Y.

Circle 24 On Reader Service Card

Circle 25 On Reader Service Card ▶



FIRST NATIONAL BANK, WESTMINSTER, COLO.\*



HARRISON-CHILHOWEE ACADEMY, SEYMOUR, TENN.



O'MEARA FORD CENTER, DENVER COLO.

When you get right down to installations, Patcraft has the answer for your wall-to-wall problems. Two special constructions... Torque and Royal Torque. Carpets so rich looking you can easily imagine them beneath a Thunderbird.

So tough even a run on a bank won't faze them. So smartly designed they lend themselves to a school library. Carpets of Creslan acrylic fiber stifle sound, come clean with daily vacuumings and retain their color-fresh look for years.

And Creslan is remarkably resilient. Bounces back into shape even after a car exerts thousands of pounds of pressure on it.

But no matter what your floor covering needs are, turn to Patcraft for carpets that cover a lot of ground.



Creslan is a product of American Cyanamid Company, New York.

# Can a carpet that's luxurious enough for an auto showroom withstand the traffic in a bank and still look right in a school library?

Patcraft Mills, Inc., Commercial Carpet Division,  
295 Fifth Avenue, New York, N.Y. 10016

**Gentlemen:** Please send me specifications and samples of Torque and Royal Torque commercial carpeting.

Type of installation: \_\_\_\_\_

Approximate yardage: \_\_\_\_\_

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\*INTERIOR DESIGNERS-CLAUS HEPPNER ASSOCIATES, INC., DENVER, COLO.



## New GALLERY makes great things happen



Designed by John B. Wisner, F.A.I.D.

Gallery has grace for the discriminating, unique styling and luxurious comfort created expressly for contemporary American living. Ficks Reed craftsmanship makes Gallery the epitome of refinement in versatile furniture. Genuine, selected Philippine rattan is used throughout the 12-piece collection. Choice of fabrics in sophisticated florals and inviting colors. Write for full color catalog, or visit our showrooms.

*"The Most Famous Name in Rattan Furniture"*  
4900 Charlemer Drive, Cincinnati, Ohio 45227



**FICKS**  
REED COMPANY

**Factory Showrooms — New York:** 305 E. 63rd Street. **Chicago:** Space 631, Merchandise Mart. **Other Showrooms — Los Angeles:** Clark & Burchfield, Inc., 120 So. Robertson Blvd. **Dallas:** C. J. Hall Assoc., 460 Decorative Center. **Denver:** Furniture Galleries, 1615 E. Colfax. **Jacksonville:** Southern Wholesale Furniture Company, 750 Bay Street. **Atlanta:** Southeast Wholesale Furniture Co., 100 Spring Street, S.W. **San Francisco:** Philip Cannell & Assoc., 431 Jackson Street. **Miami:** Euster Merchandise Mart, 3300 Northeast Second Avenue.

Circle 26 On Reader Service Card

Circle 27 On Reader Service Card ►



*Chromattechs*™ Finishes and fabrics that dramatically extend your resources for designing contemporary office environments.

Chromattechs can help you create a whole new look. More versatile than wood or the usual metal finishes, Chromattechs blend subtly with their environment. Ember Chrome, for instance, softly reflects its surrounding colors. And unique new Matte Textured acrylics have a warmth that lends a pleasantly soft look and feel to panel and drawer surfaces. Chromattech fabrics are special, too. In a wide choice from manly tweeds to smooth textures. And in a palette of colors from richly muted earth tones to a

strong purple, bright bittersweet and vibrant red. The total environment achieved with Chromattechs is one of understated elegance . . . one that can be tailored to your clients' individual preferences. Visit one of our showrooms soon and see how Chromattechs open new designing possibilities to you. Or, we'll send a representative to see you or mail complete information. Just write Department I, Steelcase Inc., Grand Rapids, Michigan. Los Angeles, Calif.; Canadian Steelcase Co., Ltd., Ontario.

**STEELCASE** / SHOWROOMS & OFFICES: NEW YORK • GRAND RAPIDS • ST. LOUIS  
CHICAGO • LOS ANGELES • PHILADELPHIA • CLEVELAND • DALLAS  
HARTFORD • ATLANTA • BOSTON • DETROIT • PORTLAND, OREGON

# You can shampoo and shampoo and shampoo and shampoo a carpet specified on Poly Bac till it's clean in the face.

Carpets, like people, need to have their faces washed now and then.

(Particularly contract carpeting, where the face pile is heaped with abuse.)

When a carpet has been specified on Poly Bac you can wash and shampoo it as often as you want without fear of "browning."

Poly Bac, a primary backing woven of polypropylene yarn, does not contain the oils or lignins (found in vegetable fiber backings) that can stain through to the surface. And it will not shrink, even after accidental wetting.

It also won't soak up humidity, the major

cause of carpet wrinkles. The result is more stable carpet. Less incidence of restretching.

In addition, Poly Bac is non-allergenic and odor free; unaffected by mildew, insects and bacteria. And it won't rot.

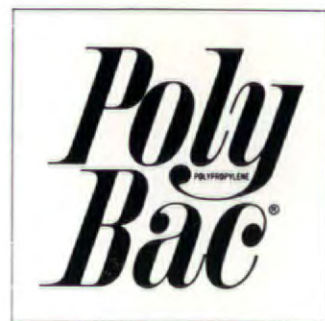
These unique qualities make carpeting in hospitals, schools, kitchens and nurseries, more practical.

So when you contract for carpeting, be specific about the primary back.

Specify Poly Bac.

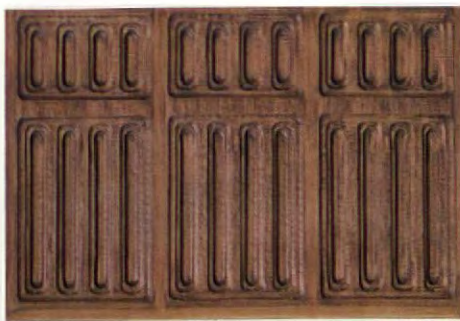
**Patchogue Plymouth Co.**

555 Fifth Avenue, New York, N.Y. 10017  
A Division of Avisun Corporation.





101E Antique walnut



A12 Teak



800 Oak



## From **McDOWELL/CRAIG:**

Fine steel office furniture with handcrafted wood panels... **The new Aztec El Rey series!**

For the man who puts together winning combinations...from the company with the same credentials. A case in point: Only McDowell/Craig has combined the warmth and prestige of rare handcrafted wood panels with the precision and tri-braced strength of

a steel inner core... then accented its handsome look with color-coordinated plated legs and hardware in both desk and credenza.

Rich base lacquers make the Antique Walnut, Teak or Oak panels come alive...and stay alive for decades! The new Aztec El Rey

series... "coordinated variety" in fine steel office furniture from McDowell/Craig.

**Write for the new Aztec catalog.**

**McDOWELL/CRAIG**  
13146 FIRESTONE BLVD./NORWALK, CALIFORNIA





*"Sculptured Bronze" dining room by Paul Evans.*

**Possibly the most elegant assemblage  
of contemporary furniture  
in all the world**

**Directional**

Directional Furniture Showrooms, 979 Third Avenue, New York (D & D) Building/6-121 Merchandise Mart, Chicago/8844 Beverly Boulevard, Los Angeles  
Circle 30 On Reader Service Card      Rapids Furniture Company, Boston/Vanleigh Furniture Company, Miami

Circle 31 On Reader Service Card ►



# Design with operable walls of natural wood

Modernfold® operable walls in natural wood provide engineered flexibility and superior sound control. Your Modernfold distributor can provide technical assistance and budget cost proposals based on your specific needs. Or, write Modernfold, New Castle Products, Inc., New Castle, Indiana 47362 for current product information.



Engineer: Bernard Johnson, Inc.



Architects: Jackson & Nunn



Architect: Philip Johnson

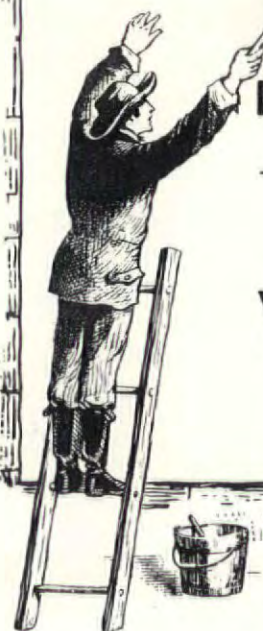


Architects: Lyons & Mather



Architects: Everett I. Brown Company

# UP WITH TYVEK®



## REMARKABLE WALLCOVERING FROM DUPONT

Down with tears, cracks and peeling.  
Up with tough, tear-resistant TYVEK\*.  
Down with ugly stains and wear marks.  
Up with scrubbable, durable TYVEK.  
Down with wall decorating problems. Up  
with easy hanging, completely strippable TYVEK.  
Down with dull walls. Up with  
bright, bold TYVEK.  
Up with profits. Up with happy customers.  
Up with TYVEK... in all the right colors and  
patterns from wallcovering leaders like  
Greeff Fabrics, Katzenbach and Warren,  
F. Schumacher, Walden.

For further information, get in touch with  
your wallcovering distributor or write:  
DuPont Company, TYVEK Marketing, Wilmington,  
Delaware 19898.

\*DuPont registered trademark for its spunbonded olefin.  
DuPont makes TYVEK, not the finished wallcoverings.



Better things for better living...through chemistry

Circle 32 On Reader Service Card

Circle 33 On Reader Service Card ►



Ramada Inn, Peoria, Illinois

The beauty and practicability of Woodard wrought iron furniture makes it a natural for restaurant furnishings. Light and airy it still has all of the structural strength necessary to withstand daily, heavy use for a long time. Color, so important in any decorative concept, is readily achieved from Woodard's standard finishes — all baked enamels — or specify your own. The ten year warranty against rust applies in either case, and wherever used — indoors or out.

Contract Division  
**Woodard**

Write for our new catalogue.  
 LEE L. WOODARD SONS, INC. OWOSSO, MICHIGAN

305 EAST 63 STREET, NEW YORK 628 MERCHANDISE MART, CHICAGO  
 320 DECORATIVE CENTER, DALLAS 8924 BEVERLY BOULEVARD, LOS ANGELES  
 ICE HOUSE, 1150 SANSOME ST., SAN FRANCISCO, CALIFORNIA  
 396 OCCIDENTAL AVENUE SOUTH, SEATTLE, WASHINGTON

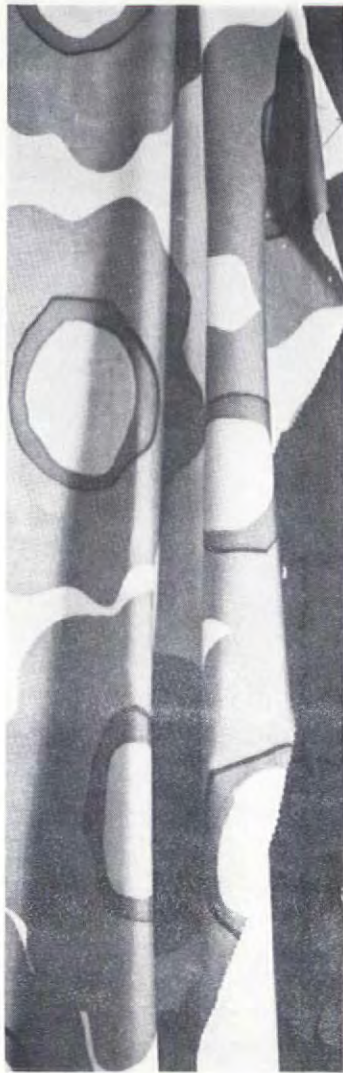
(Continued from page 38)

## Talent bandwagon

HANNETT MORROW FISCHER INC., 172 East 61st Street, New York. Sing "Auld Lang Syne" in crescendo. Tom Morrow and Louis Fischer met in the Army. A. J. Hannett and Tom Morrow became friends at the Parsons School of Design. On three left-over screens, the three did their first fabric designs together. Schoolmate Albert Hadley was so impressed that he asked their aid when working on a Cancer Fund benefit at the Parke-Bernet. Parsons-pal Donald Brooks then raised his eyebrow and ordered eight new designs for his style-setting clothes. Producer Hal Prince sought their aid in redesigning his 81st Street townhouse and was so pleased with the results that he became a silent partner.

Hannett, Morrow and Fischer are not forgetting their old acquaintances but they are the kind of designers who make new friends easily. They will design fabric patterns to a client's specifications and also supply matching paperbacked vinyl wallpaper.

Although most Hannett-Morrow-Fischer fabrics were born through custom order, they are available to all interior designers in HMF's 61st Street showroom. Circle 221 On Reader Service Card



"Lallah"

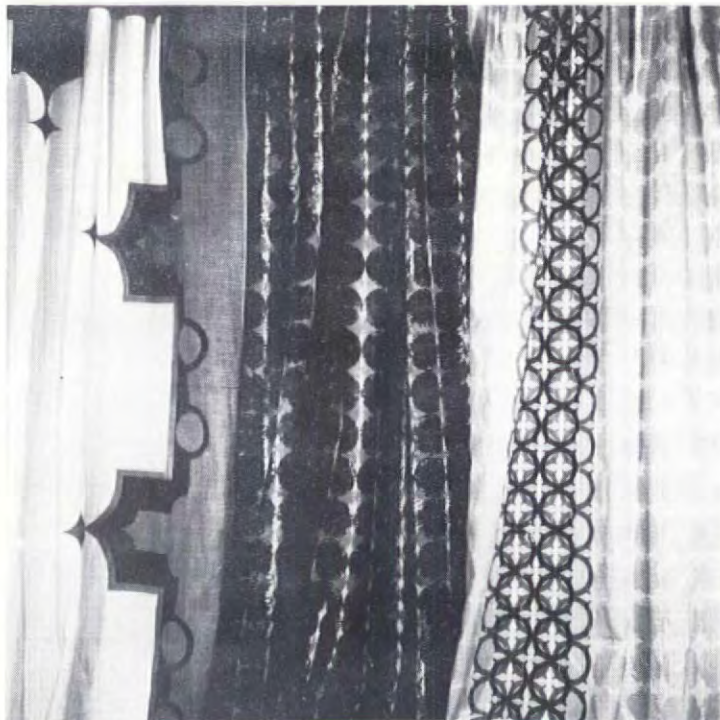


"Jungle Bamboo" and "Peking"

## Exclusive on a bold fade

THOMAS K. SMITH, INC., 979 Third Avenue, New York. Circles interlock, interrelate, and create different shapes. A dry-brush texture defies the definition of geometry by fading the edges of the circles, thereby giving them dimension. These are the dominant motifs of "The Versatile V Group" fabrics designed by the McKenzie Studios in Amarillo, Texas, and available on the East Coast exclusively through Thomas K. Smith, Inc. The custom line is obtainable on any basic ground fabric, and can be printed in custom colors.

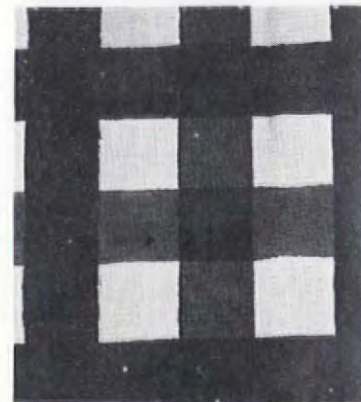
"Harlequin Plaid," and "Brushed Plaid" are two more jaunty, 50-inch-wide, McKenzie designs. The cheerful bright colors have the look of bled water colors and the bold proportions that would give bizazze to any room. Circle 222 On Reader Service Card



fabrics in "Versatile V Group"



"Harlequin Plaid"



"Brushed Plaid"

COUNT ON

# COSCO<sup>®</sup>

WHERE THE NEW IDEAS ARE

## Our office furniture mixes business and pleasure

These Cosco office products work hard at their individual jobs. Yet they are so attractive in design, it's a pleasure to work with them.

Desks that are highly functional and durable. Filing units for every office need. Lounge furniture that is handsome, yet strong. Utility seating that stands up to wear and is comfortable.

And the entire Cosco line is moderately priced.

For complete information on Cosco furniture for every office need, request the "Architect's Package" when you write Hamilton Cosco, Department 1-29, Gallatin, Tennessee.





*No two pieces of  
genuine Walnut  
furniture are  
ever exactly alike*




Because American Walnut, more than any other furniture wood, offers an infinite range of grains and figures — no two pieces or suites of furniture can ever be exactly alike. Thus Walnut provides a uniquely creative medium for designers, furniture manufacturers and decorators who, with imagination and a feel for wood beauty, select Walnut for fine furniture and interiors. . . . Send for your free copy of THE WALNUT TRADITION by William Pahlmann, F.A.I.D. and WALNUT VENEER TYPES, standard guide for specifying Walnut. . . . The Association welcomes your inquiry whenever it may be of assistance.

**AMERICAN WALNUT MANUFACTURERS' ASSOCIATION**

666 North Lake Shore Drive, Chicago, Illinois 60611

Dedicated to the conservation and proper use of Walnut, an American heritage for finest furniture and paneling



**Tartan-Clad**  
VINYL VENEER  
**is a horse  
of a different  
color**

3M's new Tartan-Clad Brand Vinyl Veneer is off and running. As a remarkable cover-all for just about everything. Even a horse? Possible. The opportunities for fresh ideas are endless. Right now, some highly resourceful furniture manufacturers are proving the styling versatility of the Tartan-Clad system . . . (it can be wrapped, vacuum-formed, applied over a variety of substrates). What's more, the natural warmth and richness remain perma-

nently undefeated by spills, spots, scratches or heat . . . with no refinishing, ever. Like to explore Tartan-Clad ideas of your own? Write Howard Miller, 3M Company, 3M Center, St. Paul, Minn. 55101.

**3M**  
COMPANY **Tartan-Clad**  
BRAND  
VINYL VENEER



## The 21 Club cancelled all reservations. About Fiberglas curtains and draperies.

Two decades ago the famed 21 Club in Manhattan decorated with curtains and draperies woven of Owens-Corning Fiberglas\*. At that time Fiberglas\* was such a new fabric, the 21 Club was New York's first restaurant to decorate with it. The Kriendler brothers, owners of the 21 Club, didn't know how Fiberglas would perform.

Today the 21 Club has absolutely no reservations about Fiberglas. In fact, the original Fiberglas draperies have just been replaced with new ones—also of Owens-Corning Fiberglas.

"When we decided to redecorate, we

\*Owens-Corning's trademark

did not hesitate to specify Fiberglas drapery fabrics," says Robert Kriendler. "Experience had proved to us their ease of maintenance, noise reduction, and lasting beauty. We have every reason to know that our new draperies will give us the same remarkable service for many years to come."

Easy maintenance, insulation properties, and longevity aren't the only reasons your contract draperies should be made of Owens-Corning Fiberglas. Fiberglas is also the only fabric that's absolutely dimensionally stable—it won't stretch or shrink ever. Plus having inherent fire-

safety and soil resistance. Not to mention being elegant enough to hang in the exclusive 21 Club.

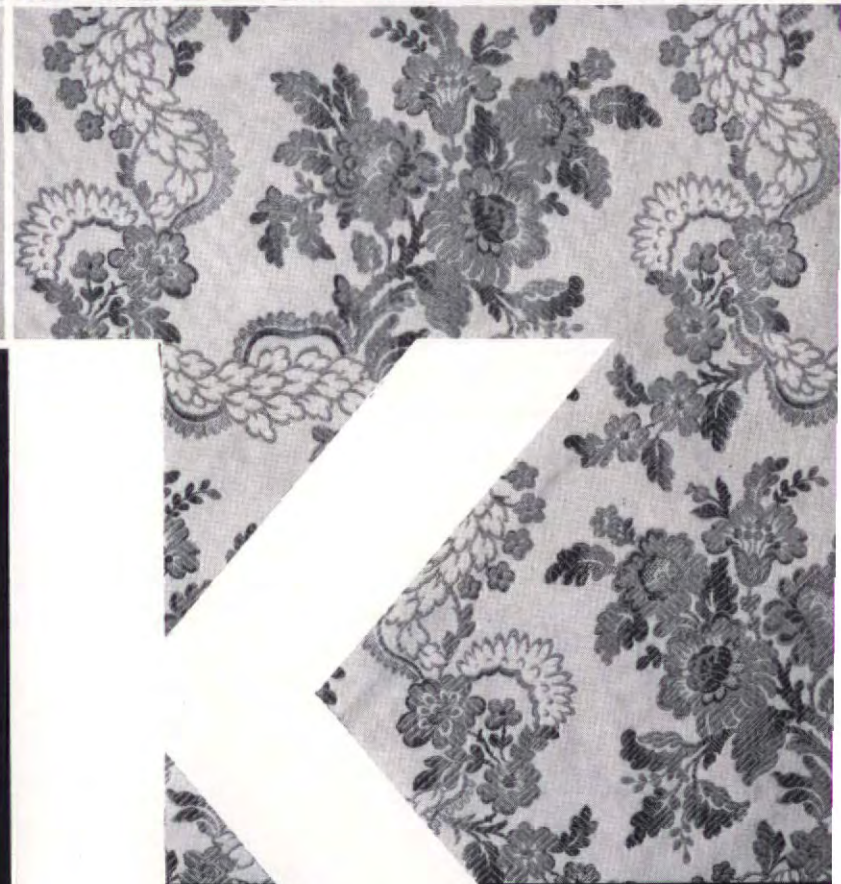
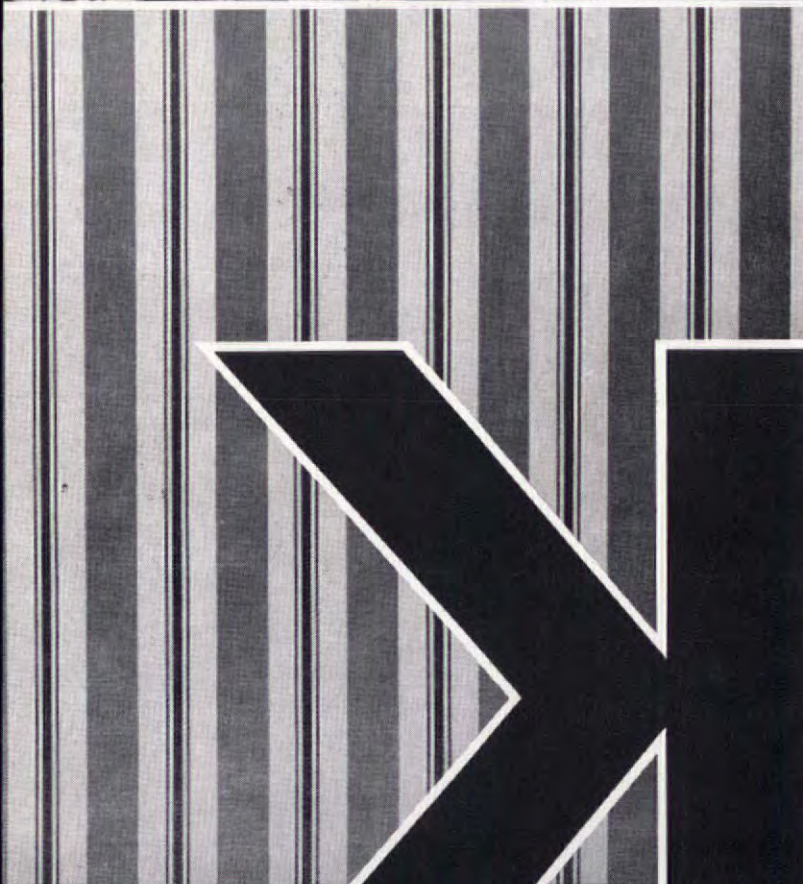
For more information about contract drapery installations, write to: Owens-Corning Fiberglas Corporation, Decorative and Home Furnishings Division, 717 Fifth Avenue, New York, N.Y. 10022.

 FIRE-SAFE FABRICS OF  
**OWENS/CORNING**  
**FIBERGLAS**  
TRADE MARK

WHEREVER THERE'S A WINDOW ►

Circle 37 On Reader Service Card

Circle 38 On Reader Service Card ►



Illustrated: Top left, Pattern 865  
Top right, Pattern 968  
Bottom left, Pattern 949  
Bottom right, Pattern 934

Samples upon request.  
Write on your professional letterhead.

good taste knows  
**KRAVET FABRICS**



Fabrics for Contract & Residential Interiors

201 E. 56th ST., NEW YORK 10022 • 421-6363

BALTIMORE • BOSTON • CHICAGO • DALLAS • DENVER • PHILADELPHIA • LOS ANGELES • SAN FRANCISCO

Stock and custom fabrics protected  
against spots and spills  
with Du Pont ZE PEL® fluoridizer finish



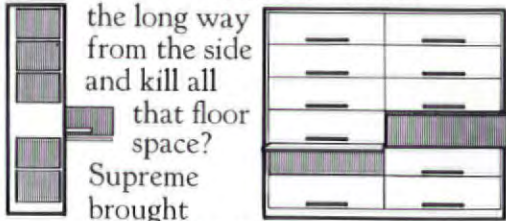
# Finders. Keepers.

Everything runs on paper.  
Every business.  
Every profession. Every institution.  
And every part of government.  
So don't put down paper.  
Put it away. Where and how you can get  
at it when you need it.

The problem is not the paper explosion.  
It's containing it.  
Modern business technology has invented  
ways to produce, reproduce and distribute  
data at incredible speeds. And Supreme has invented  
modern ways to store and retrieve it.  
  
We can tell you how to keep things.  
And how to find them.  
Quickly. Easily. Economically.  
Without letting the accumulation eat  
you out of space. Or out of people.  
Some of our equipment is very sophisticated.  
But our system is basically very simple.  
Because that's all we are.  
Finders. Keepers.

### Roll Out Conserv-a-file®

Almost every cabinet you can think of has drawers on its widest side. That's the front. Why should file drawers roll out

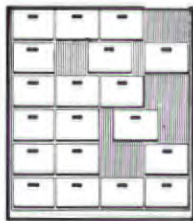


some straight-thinking to files.

We invented the come-from-the-front rollout. And the special suspension that makes it work. Stacking units and executive models available.

### Conserv-a-stor®

No such thing as dead storage. You always need something you thought you could put away for ages. The happy answer: this low cost unit with movable, removable file bins.



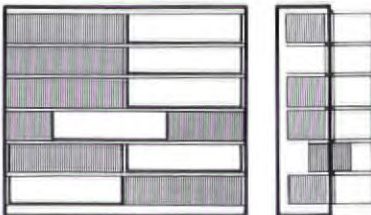
Much more accessible than shelving. And so much better looking, you won't want to hide it.

### Conserv-a-file V®

We couldn't bear to see the air space in front of file drawers go to waste.

So we stacked our Conserv-a-files...built tracks along the front rows...and placed files in front of files.

How do you get at the back ones? The front ones



slide out of the way to let the back ones roll out. That's doubling the capacity. That's Supreme for you.

### Conserv-a-trieve®

Electronic storage and retrieval system that brings filed

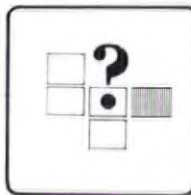


material to the operator in seconds with the push of a button. And returns it back

into the files again automatically. With another tap of a console pushbutton. The ultimate in finding and keeping.

### Conserv-a-next

While everybody else is trying to copycat the last idea we had, we'll be busy working out the next. That's what makes Supreme Supreme.



We also make: Conserv-a-scan for electronic random filing; Conserv-a-tier and Conserv-a-view for improved adjustable shelf filing. Supreme Equipment & Systems Corporation. 170 53rd Street, Brooklyn, N.Y.

## Supreme Equipment & Systems Corporation

EXCLUSIVE  
WITH CARTER

Illustrated are four numbers  
from our diversified new collection of  
"Plain and Fancy Sheers".  
48" to 50" in white and colors.

*E. C. Carter & Son, INC.*

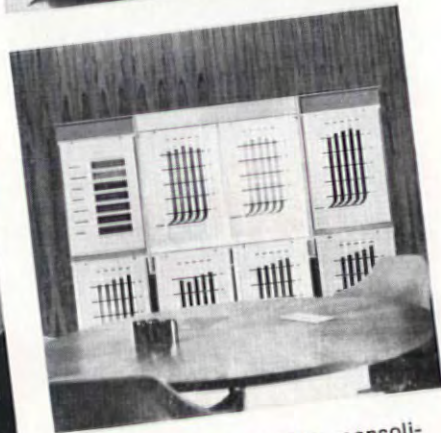
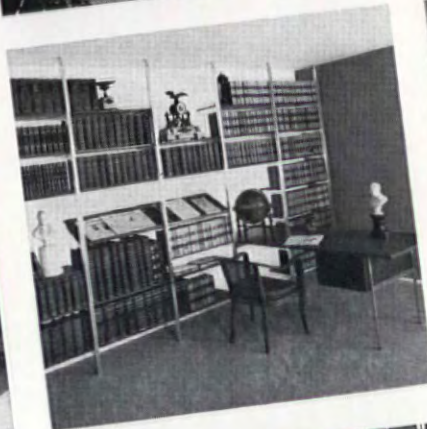
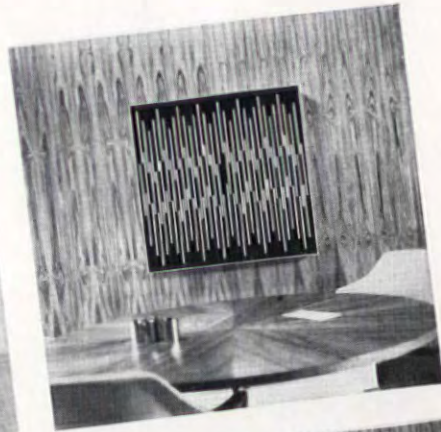
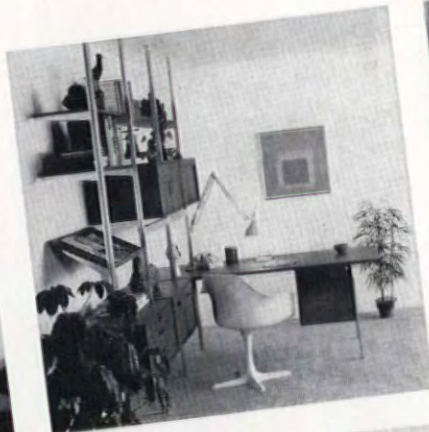
A SUBSIDIARY OF *Gruff* FABRICS, INC.

150 Midland Ave., Port Chester, N. Y. 10573

The finest in curtains for 84 years

# Omnific!

(om-nif'ik), adj. [ML. *omnificus* <L. *omnis*, all + *facere*, to make], all-creating.



**OMNI/plus** is a new architectural furniture system for custom designing active work and storage areas. OMNI/plus is a complete component system which can be designed into wall supported, wall and floor supported or free standing applications. The designer has complete flexibility of unlimited combinations of open areas, enclosures, semi-closures and variable organizer systems, work surfaces and accessories. OMNI/plus is the most significant and complete new product available to the architect and interior designer interested in environmental design.

**OMNI/unlimited** is the original pole supported, vertical furniture system that "puts idle walls to work" by taking advantage of space wasted by conventional furniture. Unlimited offers more than 75 components of unsurpassed quality plus special attachment hardware for soft or suspended ceilings or where wall attachment is desired. OMNI/unlimited can be changed or entirely disassembled with simple hand tools. As office needs change, OMNI/unlimited can be moved or rearranged. OMNI/unlimited is more than furniture, it is the answer to most office or residential storage problems.

**OMNI/visual idea center**—consolidates into one compact cabinet all the tools required for effective visual presentations; sketch board, projection screen, cork panels for pin-up and display, a map holder, storage area, chalk board and ruled writing and charting tablets. When presentations are finished the user simply closes the doors to achieve a handsome decorative element for conference room or office.

For literature write OMNI/Aluminum Extrusions, Inc., 11108 W. Shepherd St., Charlotte, Michigan 48813.

**OMNI**<sup>®</sup>  
spacemaker systems

Circle 42 On Reader Service Card

Circle 43 On Reader Service Card ►  
INTERIORS/February 1969

# Romance Underfoot

from the  
**GREAT TREGANOWAN COLLECTION**

For your convenience, here is a sampling from the Treganowan collection of outstanding rugs, broadlooms, custom-designed and handmade carpets for your every need. Since 1917, Treganowan has been serving decorators and architects with the best rugs and carpets.

There is no substitute for a visit to the Treganowan showrooms. In the meantime, start your own Treganowan reference file with this page from the Treganowan Romance Underfoot collection.

## Romance Underfoot



### ANTIQUE CAMEL HAIR—HAMADAN

Extremely rare miniature of hand woven Triclinium rug. Weaver's signature in Arabic. Tan, blue, rose and ivory. Size 9-11x6-3. (=269-1).



## Romance Underfoot



### CHINESE—PEKIN

Unusual rug woven on horizontal loom. Ground of dark blue with small design of stars and diamonds in light blue—pastel flowers. Size: 6-3 x 4. (=269-4).



## Romance Underfoot



### UNIQUE COTTON AGRA—INDIA

Ivory ground with all-over "comb" and blossom design in rose and pale green. Ivory border banded by rose, green and yellow. Size: 12 x 7-7. (=269-5).



## Romance Underfoot



### NEEDLEWORK—PORTUGUESE

Modern version of a pyrotechnic display in soft greens, yellows and ivory. Narrow band borders of light and dark green. An original Jacques Muiden design. Size: 8-10 x 6-1. (=269-7).



## Romance Underfoot



### SILK KASHAN—PERSIA

Garden motif of trees, animals and figures in blue, ivory and beige separated by panels of soft rose; rose border with connected animals in pastel colors. Size: 7-8 x 6-2. (=269-2).



## Romance Underfoot



### VERY RARE GASHGAI—PERSIA

Ivory ground with symmetrically placed roses and leaves in soft rose and green; dark blue medallions and corner pieces; band borders of yellow, blue and rose. Size: 7-10 x 4-8. (=269-3).



## Romance Underfoot



### NEEDLEWORK—PORTUGUESE

Design of French influence. Background ivory with medallion of flowers, fruit and leaves in orange, green, ivory, blue and tan. Main border of blue with flowers and leaves. A Jacques Muiden original design. Size: 9-7 x 7-10. (=269-6).



## Romance Underfoot



### NEEDLEWORK—PORTUGUESE

Pineapple design in shades of orange, greens and golden tans on a black background. Golden tan ribbon border on a green ground. An original Jacques Muiden design. Size: 4-11 x 4-11. (=269-8).



## Romance Underfoot



**ERNEST TREGANOWAN, INC.**  
Interior Design Building  
306 East 61st Street, New York, N.Y. 10021  
PLaza 5-1050

# FIFTEEN YEARS OF INDUSTRIAL DESIGN

Be sure to see  
the Special Report  
in the April 1969 issue of  
INDUSTRIAL DESIGN

## The Changing Face of America

A retrospective report  
reviewing industrial design's  
progress, evaluating its present  
position and probable future

## 15 YEARS OF INDUSTRIAL DESIGN

One of the best ways to be sure to see it, if you don't personally subscribe to INDUSTRIAL DESIGN, is to write now to Whitney Publications, Dept. 15, 18 East 50th St., New York, N.Y. and order a subscription to INDUSTRIAL DESIGN (\$10.00). Subscriptions ordered by March 10th will be certain to include this landmark issue of INDUSTRIAL DESIGN.

Note to advertisers: March 10th is also the advertising closing date for this extra advertising exposure issue—an issue of historical interest and importance which will receive unparalleled pass-along readership and that designers will keep and use for years to come.

Circle 45 On Reader Service Card ►

ANOTHER

L. E. CARPENTER  
ORIGINAL

VICRTEX  
DESIGN

# CIRRUS

## VICRTEX® V.E.F.\* VINYL WALLCOVERINGS

Light and airy, Cirrus can give wings to your walls, stretch your space. Its moving highlights, in 14 heavenly colors, can add new dimension to your ideas. Write or phone today, or, ask your Vicrtex man for a sample.

see our  
catalog in  
Sweet's



All Vicrtex  
Fabrics  
U/L Rated

Pattern © L. E. Carpenter & Co.

**LE CARPENTER**  
AND COMPANY



A DAYCO COMPANY

EMPIRE STATE BUILDING, NEW YORK, N.Y. 10001 LONGACRE, 4-0080 • MILL: WHARTON, N.J.

In Canada: Shawinigan Chemicals Limited

DISTRIBUTED IN PRINCIPAL CITIES FROM HAWAII TO THE CARIBBEAN, BY: VICRTEX SALES DIVISION: New York, Chicago, Detroit, Philadelphia, Los Angeles, San Francisco, Boston / DWOSKIN, INC.: Atlanta, Houston, Dallas, Miami, Washington, Charlotte, Oklahoma City, St. Louis / HOWELLS PAINT CO.: Salt Lake City / RATTAN ART GALLERY: Hawaii / R. B. ADLER, INC.: Santurce, Puerto Rico



# bankok



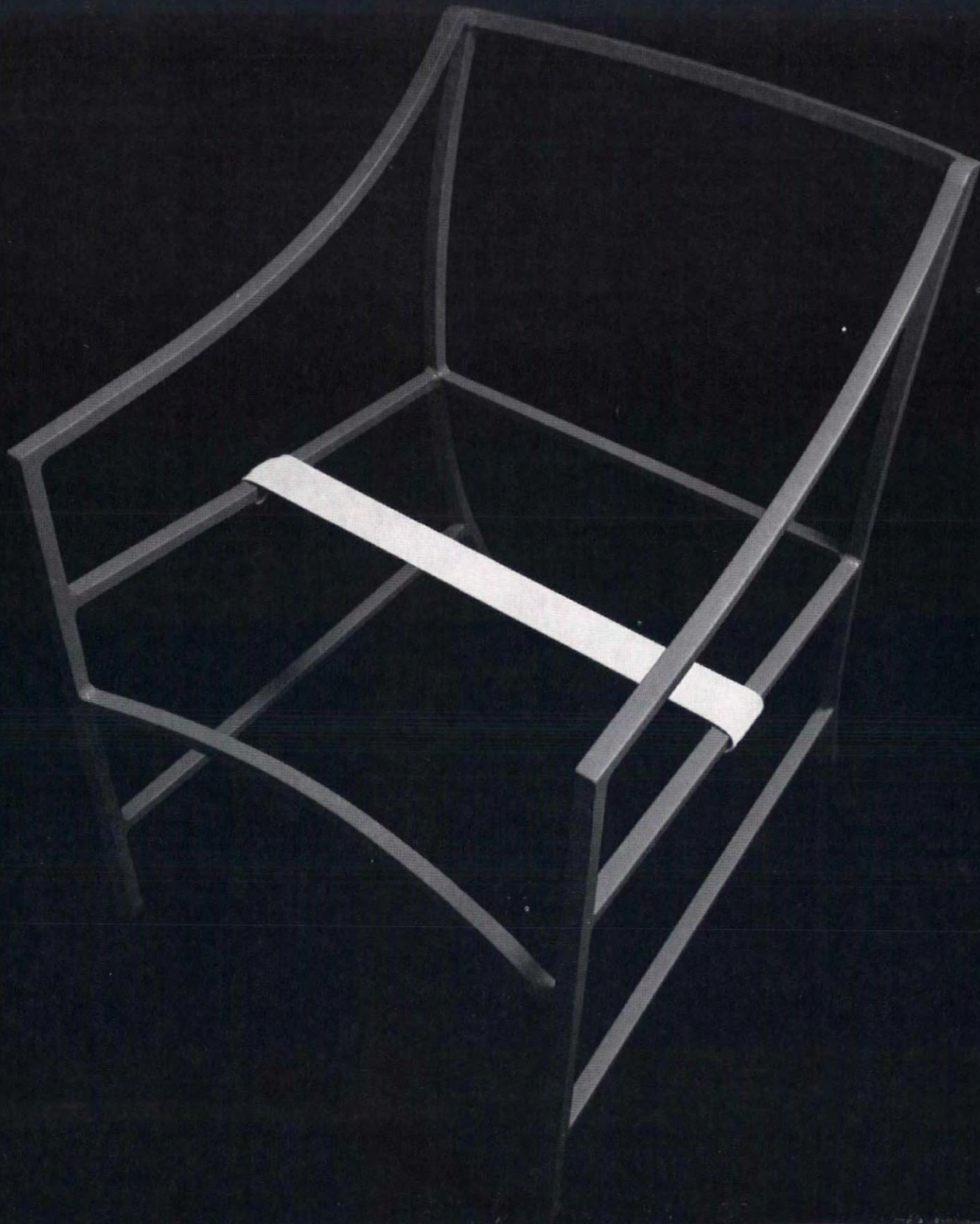
from the past —  
an intricate hand carved feeling  
for the present —  
excitingly exotic design  
the ultimate in rattan by

**WHITECRAFT**

7350 n.w. miami court, miami, florida 33150

#### SHOWROOMS

MIAMI: Whitecraft, Inc., 3701 Biscayne Blvd. PUERTO RICO: Antilles Carpet and Furn. Co., San Juan. CHICAGO: Whitecraft, Inc., 1229 Merchandise Mart  
PHILADELPHIA: Armand M. Morell, 2313 Chestnut St. DETROIT: Norman Jacoff & Associates, Inc., 10420 W. McNichols Rd. NEW ORLEANS: Dixie Furn. Co., 642 So. Peters St.  
TERRE HAUTE: Interstate Furniture Co., 500 No. 14 St. DALLAS: George Hersman & Co., Decorative Center. CINCINNATI: Decorator's Furn. Showrooms, 9701 Reading Road.  
INDIANAPOLIS: Murray Showroom, 31 West 13th St. WASHINGTON, D.C.: Perry & Morell, 1286 Upshur St. N.W. NEW YORK: D & D Building, 58th St. at 3rd Ave.  
LOUISVILLE: Hubbuch in Kentucky, 324 W. Main. OHIO: Steve Sellinger Assoc., Inc., 21515 Chagrin Blvd., Beachwood (Cleveland) Ohio.



## The Fat Strap.

We invite you to sit on it. Stand on it. Jump on it.

It won't break. It can't come loose. It won't sag. Not even a little. Not even after five years. We guarantee it.

The Fat Strap by Medallion.

It's thicker. It's wider. It's mildew proof. It's made of virgin vinyl that has the look and feel of velvet. And

a soul of solid steel.

But even though one Fat Strap does the job of many straps, Medallion doesn't give you just one per chair. We give you solid rows of Fat Straps lined up right next to each other. So there are no great gaps between the straps.

This way, you don't wind up with lines across the seat of your pants.

And your bottom doesn't wind up slipping through the bottom.

Sure we could probably sell a lot of chairs without paying great attention to details like the size and shape of our straps, and a lot of people wouldn't know the difference.

We would.

**Medallion**  
The Detail Company



THE MARK OF THE WORLD'S BEST.



PURE WOOL PILE

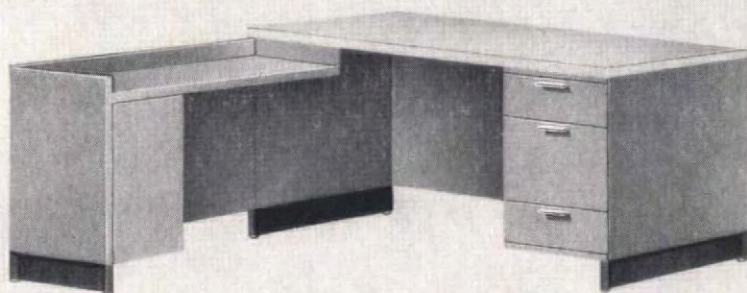
The wool mark is your assurance of quality tested carpets made of pure wool pile.

**There's  
something  
very special  
about a  
V'SOSKE  
pure wool  
rug**



For example, HAWAII, by Roger Jensen, offered the opportunity for the use of many techniques in developing the idea of an abundance of floral forms and colors. It could only be a V'Soske. The wool mark label appears on every V'Soske rug and carpet.

REPRESENTATIVES IN: BOSTON • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • GRAND RAPIDS  
HOUSTON • LOS ANGELES • MIAMI • MILWAUKEE • MINNEAPOLIS • NEW YORK • PHILADELPHIA • PHOENIX  
ST. LOUIS • SAN FRANCISCO • SEATTLE • TORONTO • LONDON • PARIS

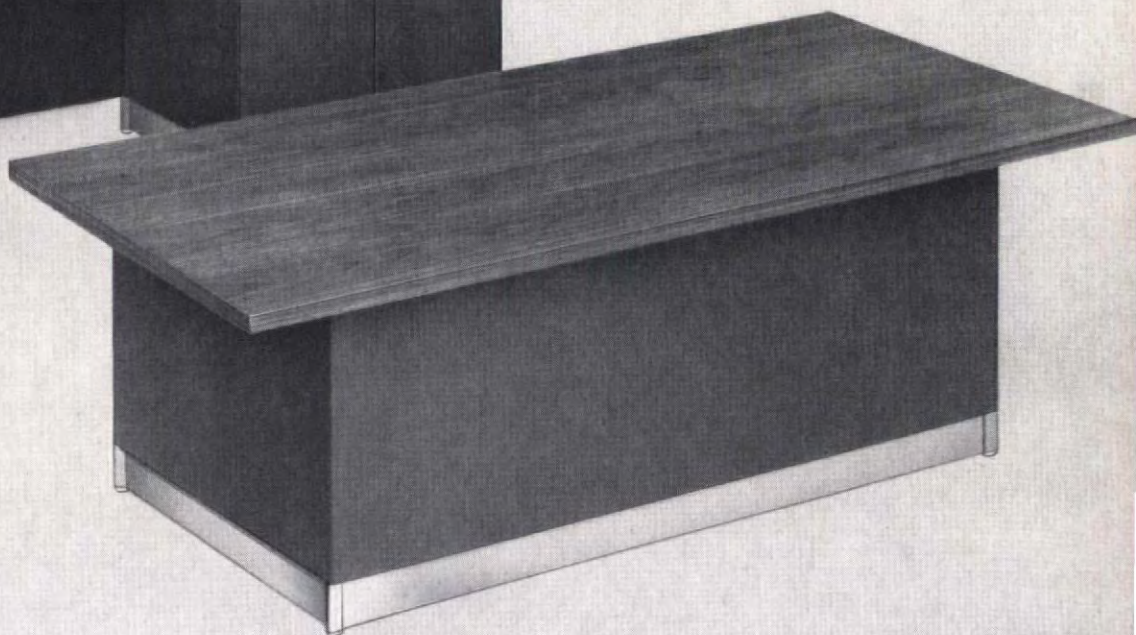


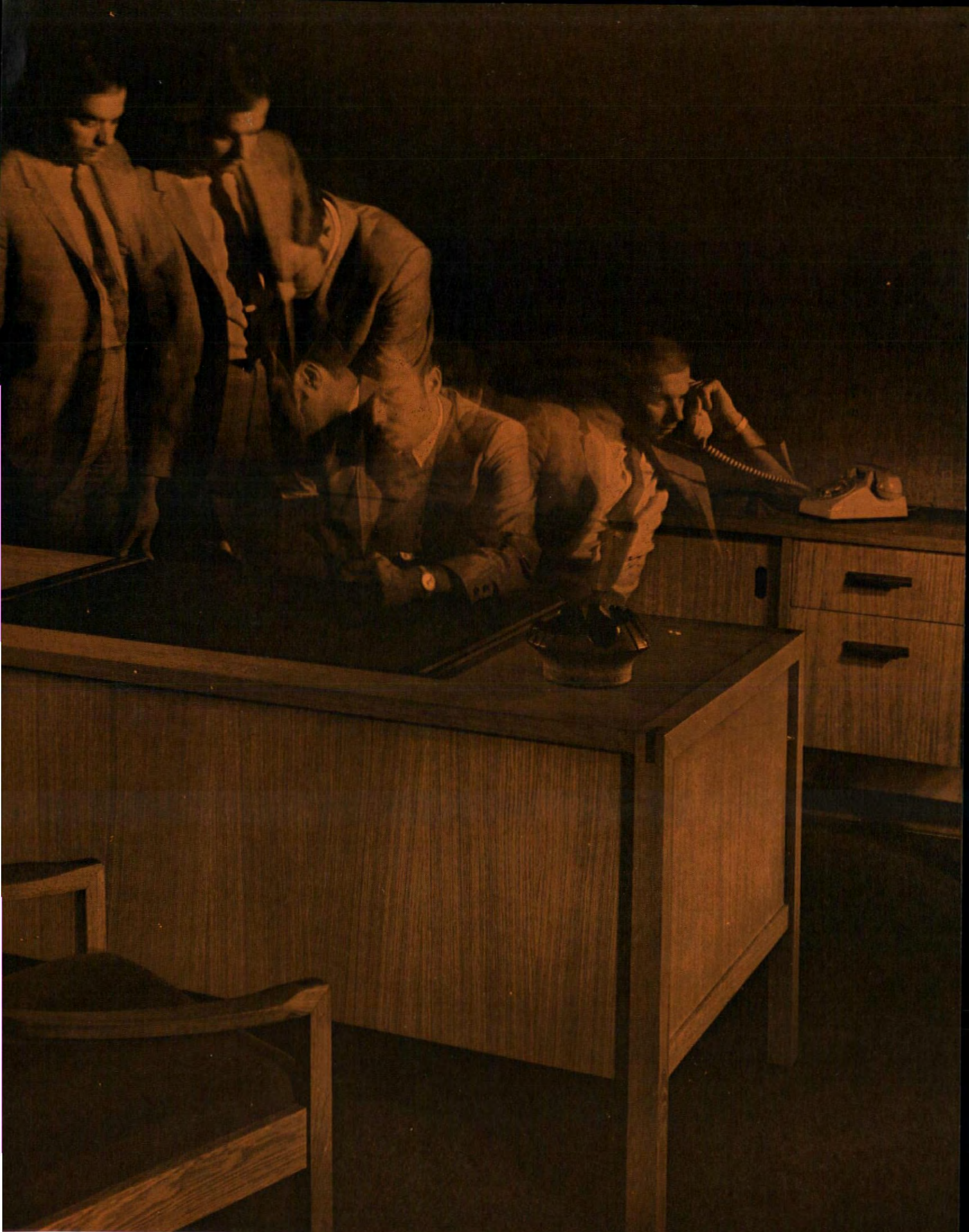
Wider knee-spaces; Corrected heights; Softly rounded edges; Self-seating drawers; Easier, quieter operation; and Sophisticated new colors.

## Shaw-Walker's Skytronic Breaks the Mold!

Look-alike designs have marked all makes of desks for 20 years. Now Shaw-Walker introduces an entirely new concept in beauty and workability for the "environmental envelope"—the all-new Skytronic™ 74. Disciplined articulation of design, and clean, direct simplicity, set a new standard of excellence to complement your office interiors.

Skytronic embraces *Systems* of office furniture that can be *programmed* to fill all *Computer-Age* task requirements: Desks, Credenzas, and Tables in 30-, 24-, and 19-inch depths; 113 different models in all. For complete facts and color pictures, phone your local Shaw-Walkerman, or write Shaw-Walker, 61 Division St, Muskegon, Michigan 49443.





000 SERIES

Active people need the freedom of a creative environment.



COSTA MESA DIVISION/VISTA-COSTA MESA FURNITURE COMPANY 411 EAST JULIANNA STREET, ANAHEIM, CALIFORNIA 92803 (714) 535-2231

## The further adventures of Hope L. Foote

It's a bit embarrassing for a reporter to admit ignorance about some of the important achievements and achievers in his field, but—though education for the profession of interior design is one of INTERIORS' serious concerns—Hope Lucille Foote didn't cross my path until she had rounded out 36 years of teaching at the University of Washington's School of Art. By that time she was Professor Foote, and had one of the best interior design majors in the country. Even then, I would undoubtedly have continued to draw a blank on her name but for the A.I.D.'s choice of Seattle for its 31st National Conference in April 1962, coinciding with the opening of Seattle's World's Fair. To prepare our Northwest Issue (March 1962) surveying the region's design and previewing both the Fair and Conference, I spent part of January in Seattle, within sight of Mt. Rainier on Puget Sound.

Seattle turned out to be well worth knowing—a beautifully situated city with a sophisticated and cosmopolitan population. Both in and out of the University of Washington, the environmental arts were flourishing and were well regarded by the public. There were famous names connected with the University's Schools of Architecture and of Art—Minoru Yamasaki, Paul Hayden Kirk, Welton Becket (who died last month), George Nakashima, Jack Lenor Larsen, Allen Vance Salsbury, Pat and Dale Keller, to name a few. Professor Foote's department operated in a cultural milieu rich in opportunities for cross-fertilization. Yet the design atmosphere had a strong regional flavor, the opposite of anonymous.

Nevertheless it must have required some perseverance to carve out an autonomous department. At the start of Miss Foote's career, the profession of interior design was not well understood. She brought impressive academic credentials to her long campaign; in addition to a thorough scholastic background, she has continually practiced interior design. Her delightful house (shown in the Northwest issue), demonstrated additional skills—those of a furniture and architectural designer. Moreover, as most people who meet her soon learn, this gently rounded lady with soft gray

hair and a womanly, diffident voice possesses an indomitable will, a remarkably sharp mind, and an absolutely ferocious capacity for work.

After the Northwest issue, she kept INTERIORS informed on events in her bailiwick. She took a six-month, round-the-world sabbatical tour the next year, and in 1967, having reached the mandatory retirement age, bowed out from the University of Washington (taking on a lot more work in interior design). But by 1968 she was again in academia, accepting, for six months, an invitation to stay at the University of Illinois at Carbondale, and to appraise its course in interior design. This university, as our readers may know, is hardly a decade old, and is located in an area which—unlike the University of Washington—is definitely isolated both in a geographical and a cultural sense.

It is still too early to summarize Miss Foote's report, or what action the Carbondale administration is likely to take on her recommendations. But it is not premature to take note of Carbondale's shrewd policy of inviting qualified outsiders to help in its development on a short-term basis. For we are in an era of exploding demand for people with professional education, and the academic community is faced with the need to expand at a forced pace too.

The Interior Design Educators Council (IDEC) Report by Professor Arnold Friedmann (summarized by Marvin Affrime in the November 1968 INTERIORS), is ostensibly concerned with the problem of the *quality* of professional education in this field. But although Professor Friedmann did not tackle the problem of the *size* of the available teaching force, that problem is inherent to the situation. There simply aren't enough people qualified to build the departments to teach the interior designers whom industry and the public are asking for. Inducing good designers to pitch in as teachers may help, when the designers have teaching ability. But the University of Illinois at Carbondale suggests another source of talent—the short-term engagement of teachers who, though still energetic, are no longer willing to commit themselves for a long haul.—O.G.

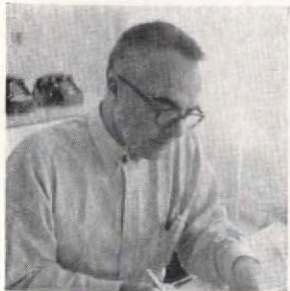


our cover

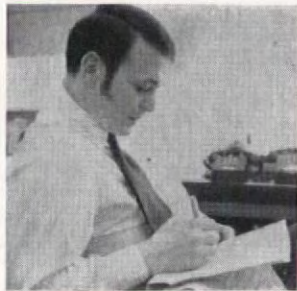
*Like everything else in Braniff Airport (pages 87-95), the mural using the BI logo was designed by Harper & George. The cover is the work of Anthony Aviles of the same firm.*

# Grotto on the 37th floor

An apartment sculpted of marble and plush by  
Luss/Kaplan Associates



Gerald Luss,



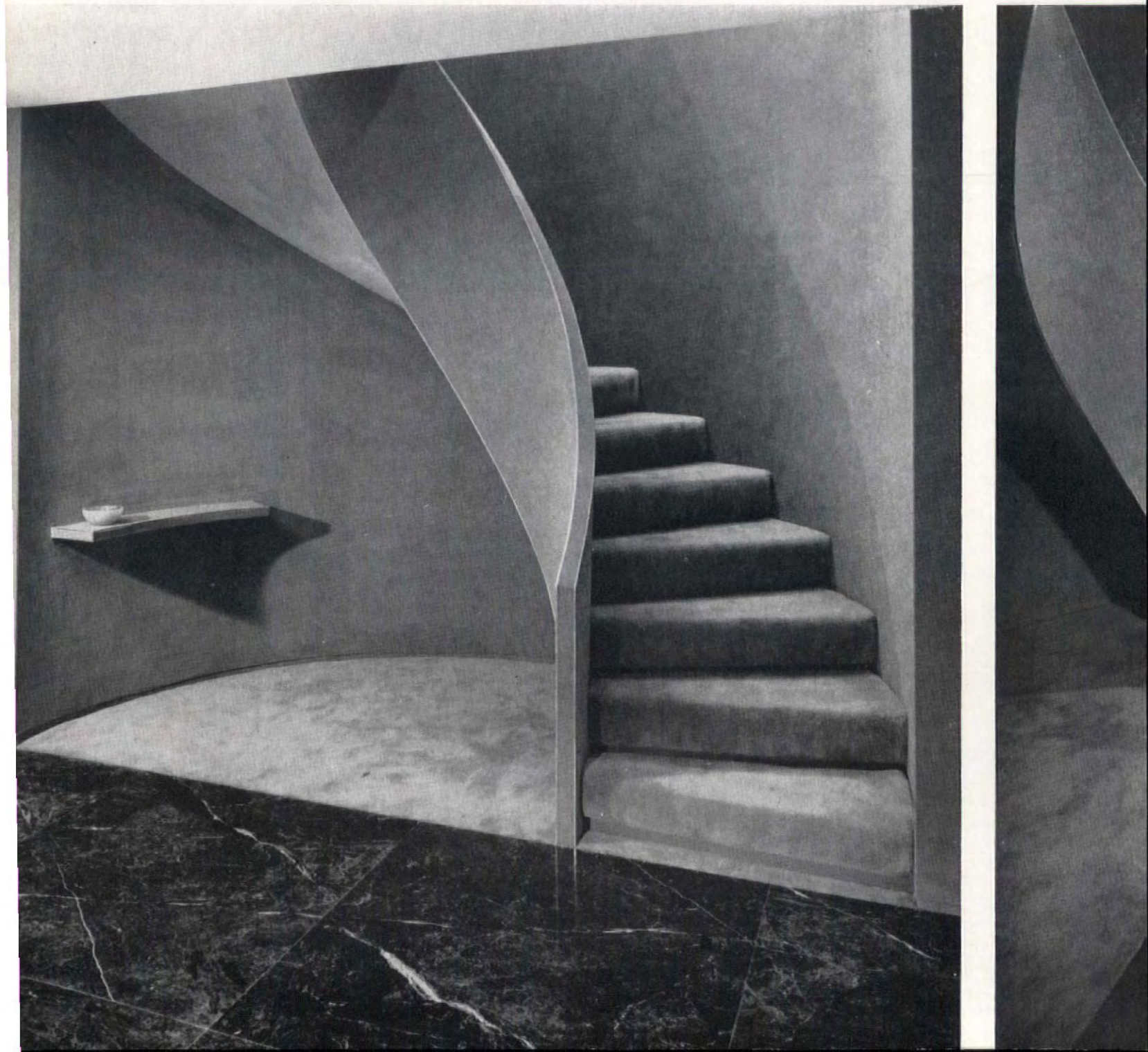
Mart Gordon,

#### Credits:

Director of design: **Gerald Luss**  
Associate director of design: **Mart Gordon**  
Field coordination: **Eli Kaplan**  
Budgeting, furniture, and color  
coordination: **Howard Snoweiss**  
Purchasing control: **Elizabeth Wheeler**  
General contractor: **H. L. Lazar**

White-flecked, dark green *verde antique* marble flows like a sculpted sea along the floor and over many walls of the open-plan living/dining/entry areas of this posh duplex in a UN Plaza highrise—an apartment designed by Gerald Luss for an art collector and his family. Other walls and the curved entry recess, winding stairs, and spiralling balustrade are padded with plush in a vaporous grayed absinthe. The immensely luxurious materials so unfamiliarly placed, and the tension between hard, cold echoing surfaces and soft, warm, quiet ones produces drama, though the colors are unobtrusive no-colors—

all photos by ben schnall except as otherwise noted



backgrounds for art. As a whole the interior negates the impersonal steel-and-concrete filing-case format of our apartment buildings (including such astronomically priced co-ops as this).

At first glance the design appears un-Lusslike. Gerald Luss made his reputation with commercial/contract interiors and is noted for flexible modular partitioning systems and economical space-planning for offices. Actually this apartment has many esthetic characteristics he has displayed before, for example the unorthodox counterpoint of sumptuous surfaces most recently seen in the Minskoff offices (September 1967 IN-

TERIORS) where little marble tiles pave certain floors and double-deep velvety wall-to-wall carpeting muffles others, while superb oak flooring sheathes the entire ceiling of a huge private office.

For such architectural structures of the apartment as the floated living room ceiling with downturned edges forming a cornice shielding for the curtains (pages 78-79), one finds precedents back in the Olin Mathieson offices (July 1955 INTERIORS), while for the flowing, cornerless curves in which floors arch into walls and then into ceilings, one remembers famous interiors by other designers, no-

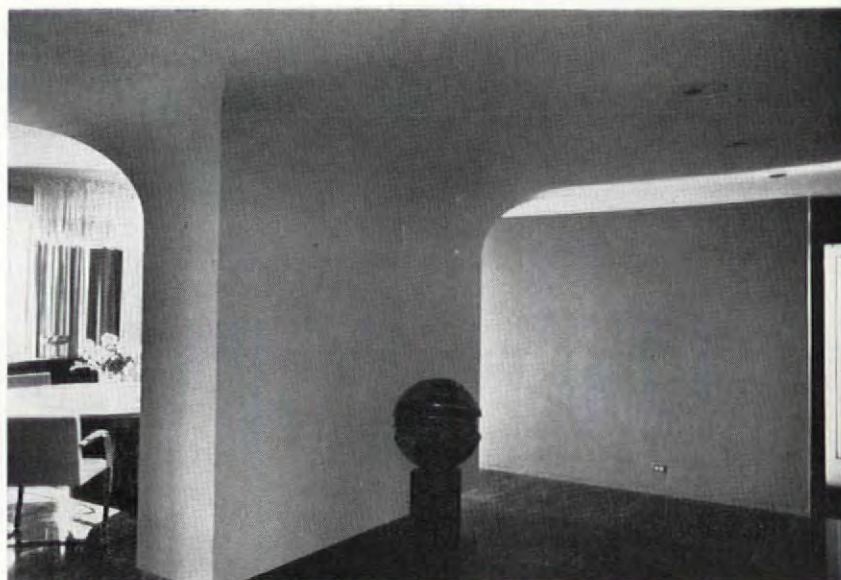
tably Eero Saarinen's TWA terminal (July 1965 INTERIORS). The continuity of the swirling marble also recalls the recently demolished Olivetti showroom by BBPR (November 1954).

Yet there is another architectural characteristic here, and a specific emotional effect which none of those have. Without going to pretentious lengths to make the furniture "grow" out of the architecture—only the marble table base in the dining room and the curved shelf in the entry really do—and without abandoning the familiar objects most clients feel at home with—Luss has compacted his furniture masses into groups that

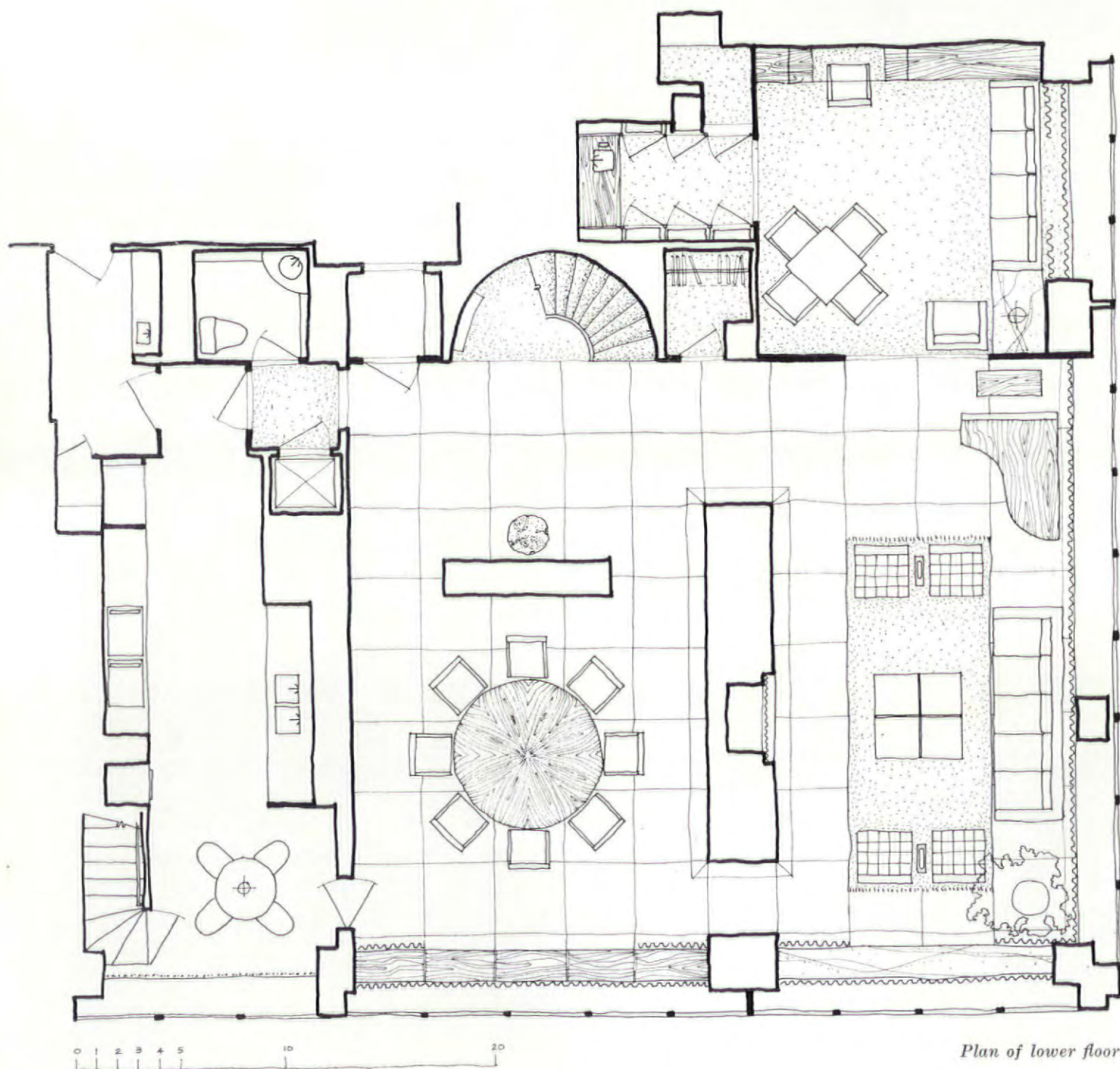
are so few and so architectural-ly stable that one perceives the space less as a series of furnished rooms than as a pavilion, out of doors yet aloof from the soot and noise below. The skeletal-grid window walls offer freedom and a magnificent view, allow the light to pour in and blaze upon the dramatic works of art, such as, for example, the bronze and steel Arnaldo Pomodoro sculpture in the foyer. But the dark marble surf unites a sculptural core, which, like a cave mouth, offers shelter and a hearth should the skies turn unfriendly.—O.G.



*View from entry to dining room. The wall separating the entry and dining room is painted white on both the entry side and the dining room side, differentiating it from the grayish absinthe velvet wall covering used on the outer wall of the entry, and on the outer wall of the kitchen, establishing the central wall as a separate architectural feature. Its marble base is deeply recessed.*



gueft photo



Plan of lower floor.



guefft photo



ben schnall

SOURCES, entry, living room, dining room:

Marble: **Port Morris and Colonna**. Carpet: **V'Soske** through **McHale Carpet Co.** Area rug: **Edward Fields Inc.** Velvet wall covering: **Stroheim & Romann**. Wall covering installation and painting: **Ideal Painting**. Drapery and casement fabrics: **Stroheim & Romann and Isabel Scott**. Drapery workroom and installation: **Fashion Decorators**. Custom cabinet-work: **Theodor Amberg & Co.** Sofa: **Edward Axel Roffman** in **Jack Lenor Larsen** fabric. Marble ashstands (custom): **Edward Axel Roffman**. Lounge chairs: **Knoll**. Dining chairs: **Knoll**. Piano: **Edward Sohmer & Co.** Coffee table (custom): **Theodor Amberg & Co.** Ottomans: **Edward Axel Roffman**. Planter: **Habitat Inc.** Plant: **The Greenhouse**. Lighting and lighting fixture: **Lightolier, Lighting Electronics, Venini**.



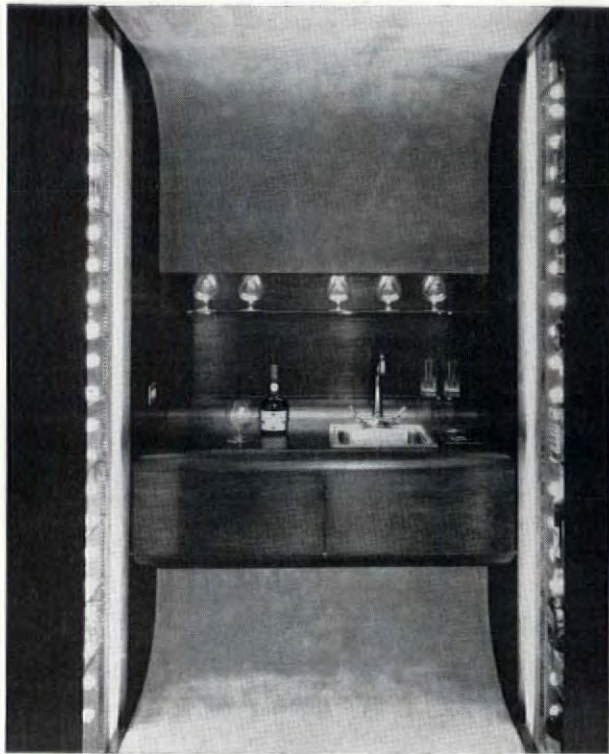
guefft photo

This page: *The dining room's only free-standing objects are the chairs, whose chrome frames disappear in reflections, and whose vapor-absinthe velvet upholstery matches the entry and kitchen walls. The massive rosewood table top rests on a marble*

*cylinder growing from the floor, while the Venini fixture over it is also architecturally embedded.*

*A white marble border differentiates the floor at the window wall, where a line of cabinets is suspended as an architectural component*

*between three sets of curtains—two of them of drapery weight (the colors are grayed absinthe and white). The fierce sun requires this kind of flexible, variable protection. Mary Bauermeister made the double-layered work in bubble-glass and mirror.*



At left: The bar—a small recess of the library (not shown)—is hushed by the carpeting, which flows down in an unbroken line from ceiling to back wall, and in a similar unbroken curve from floor to back wall. As in other rooms the cabinets are rosewood and the carpeting vaporous absinthe color. Vertical lines of light behind glass strips show position of door edges opening to liquor closets on both sides. Although space forbade our illustrating the library, it should be pointed out that it is adjacent to the living room (see plan page 76) but sharply differentiated from the living room by the absinthe carpet and wall covering, which contrast with the hard polished marble of the living room. It is furnished with a desk/

hifi/TV system embedded in a wall of cabinets similar to that in the dining room, glass bookshelves, cove lighting, a clear plastic card table from Spiros Zakas (which looks quite moderne), side chairs like those in the dining room, and a big L of sofas in rosewood and black suede, sofas convertible for guest sleeping. The den is darkish, padded, and hushed, in contrast to the light-flooded marble living room.

Sources, living room: (see preceding page).

Sources, library and bar:

Carpet, floor and ceiling: V'Soske through McHale Carpet Co. Sofa and lounge chair: Atelier International. Side chairs: Knoll. Card table: Spiros Zakas Associates. Cabinetwork and bar: Theodor Amberg & Co. Lighting fixture: Koch & Lowy. Bar and cove lighting: Duro-Test. Bar sink: Elkay. Audio and TV: Sound Systems.



gueft photo

Detail photo at far left shows ottomans contained in the glass-topped coffee table. On being rolled out, each reveals a hidden cushion. The table base consists of X'd bases of mirror-polished stainless steel, which because of its reflectivity seems as non-present as glass (a characteristic of many pieces in the Minskoff office, September 1967 INTERIORS).

Above and at right: Dark green verde antique marble laid so that the lines between the large tiles are barely perceptible, unites the entry, dining room, and living room, and also sheathes the open-sided partition which separates the living room from the dining room and which contains the hearth cut simply into the living room side. The marble produces mixed sensations with its



carved, polished adamantine surface and its resemblance to deep water. The earth-like, turf-like, almost no-color absinthe rug on the marble sea makes the conversation area a more convincing island than most. The edge of the tentlike floated ceiling makes a neat-fitting cornice for the three layers of curtains provided to temper the various intensities of light which

must be contended with. As elsewhere in the apartment, the furniture is limited to few pieces, all of them architecturally fixed. The cigarette stands between the pairs of lounge chairs, for example, consist of marble slabs topped with specially made layers of glass hollowed out to serve as ash trays.



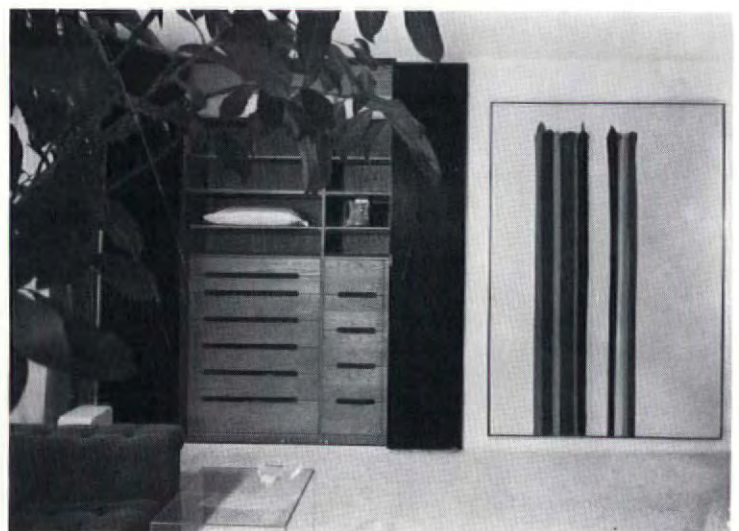
At left: The master bedroom is on the second floor at the southeast corner, over the living room. Like all principal rooms in the apartment, it is heavily protected against the sun by three layers of curtains, so that at times it has the ambiance of a pavilion. The colors and textures of its carpets and fabrics make it soft, warm, quiet, restful. Also as in all rooms of the apartment, it has an architectural stability which in part is the result of the paucity of free-standing furniture, and the weight and placement of the pieces.

Sources, master bedroom:

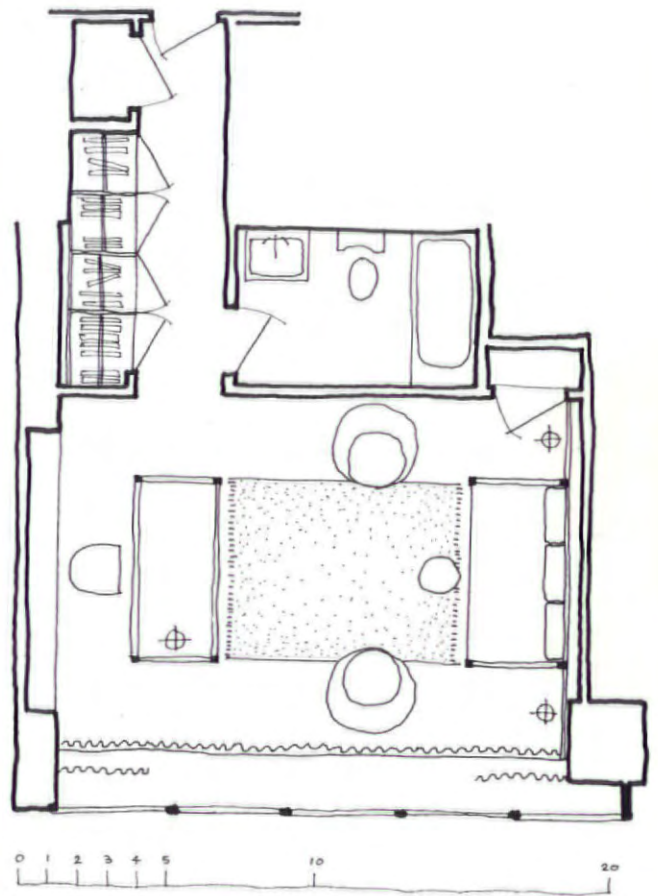
Beds: **Lettoflex**. Sofa: **Dunbar**, in **Jack Lenor Larsen** fabric. Tables and planter: **The Pace Collection**. Plant: **The Greenhouse**. Lamp: **Atelier International**. Bedspread: **Isabel Scott** and **Fashion Decorators**.



Above: There is no differentiation between the headboard and the rest of the simple, exquisitely made built-in storage in the master bedroom.



Above: The built-in wardrobes are rosewood outside, waxed oak inside. The linear similarity between the wardrobe components and the **Morris Louis** painting is unintentional.



Sources: daughter's bedroom:  
 Bed: **Lettoflex**. Fabric for draperies,  
 spread, and wall covering: **Isabel Scott**.  
 Chairs: **Tuner T. Ltd.** Desk chair and  
 smoking table: **Knoll**.



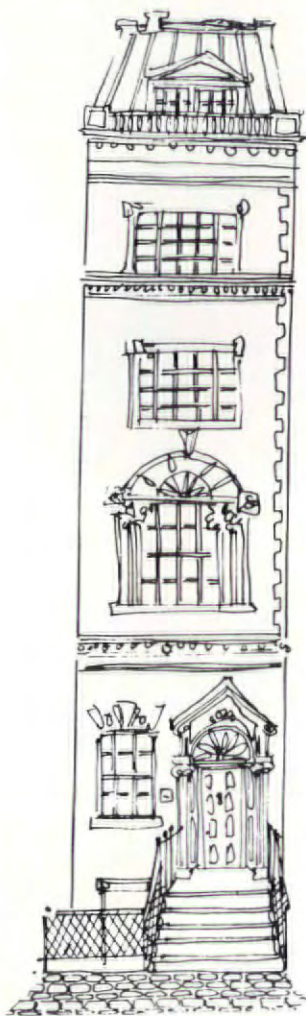
guest photo

*The daughter's bedroom appears large, open, flooded with sunshine through windows on two sides. It isn't that big, and has only one window wall. Luss achieved the illusion by compacting the major pieces of furniture into two rectangular masses framed with posts and roofs and shaded—when the sun is fierce—by roller blinds carrying the*

*same Isabel Scott print used for the bedspread; then he mirrored the wall to the ceiling on two sides of the pavilioned sofa-bed, so that the sofa-bed, like the desk, appears to occupy an open space, not wall space. The mirrored wall reflects windows and view, but not the daughter as she studies at her desk.*

## Celanese House reborn

McMillen, Inc. demonstrates the livability of Celanese fibers everywhere in an Adam/Victorian house of lineage



For its new demonstration house to portray the diversity, naturalness, and general satisfaction of Celanese fibers in any household situation where fabric is required or desired, Celanese Corporation has taken a five-year lease on one of two identical New York houses commissioned by Robert Todd Lincoln, son of the President, to be built for his twin daughters. The house, at 122 East 38th Street, combines Adam and Victorian revival styles in vogue at the turn of the century, and enjoys such features as beautiful molded plaster ceilings, carved wood door frames and fireplaces, a fine staircase with hand-turned spindles, and a leaded glass skylight.

McMillen, Inc., the New York interior design firm long known for its sympathetic way in adapting houses of such period charm to contemporary living, created a theoretical home on the first three floors of the house for an executive, his wife, and two teen-age daughters. The



rooms are high-ceilinged but not large, and the only natural light comes from windows at front and rear. The designers, with Betty Sherrill and Ethel Smith heading the team, visually enlarged the spaces with light, bright colors and light furniture, often of brass, steel and glass in see-through versions. Architectural features are highlighted, with wall treatments taking their cue and scale from the moldings and woodwork.

The living room on the second floor, shown on these two pages, is a sunny and garden-like place in color. Gold fabric wall covering is inserted in the architectural framework, to lovely effect against the white wood. Draperies and plaid curtains and window seats are also gold. The gold sofa and armchairs, lemon carpet, and yellow and white bamboo-frame chairs fairly bask in sunlight.

A library at the opposite end of the second floor is darker and more masculine, in tobacco and cognac tones with accents of turquoise and gold. The Chinese fretwork in the wall covering agrees nicely with the Adam molding in the ceiling. So does the silvery wall covering in small checkerboard pattern in the dining room.

The fourth floor of Celanese House is an independent apartment for a (hypothetical) young couple with a baby. By Chicago designer J. Neil Stevens, N.S.I.D., the tempo here is younger and a bit more dramatic. In what used to be a children's nursery and play floor, Mr. Stevens converted former closets into functioning interiors such as a small kitchen and a foyer complete with bar.

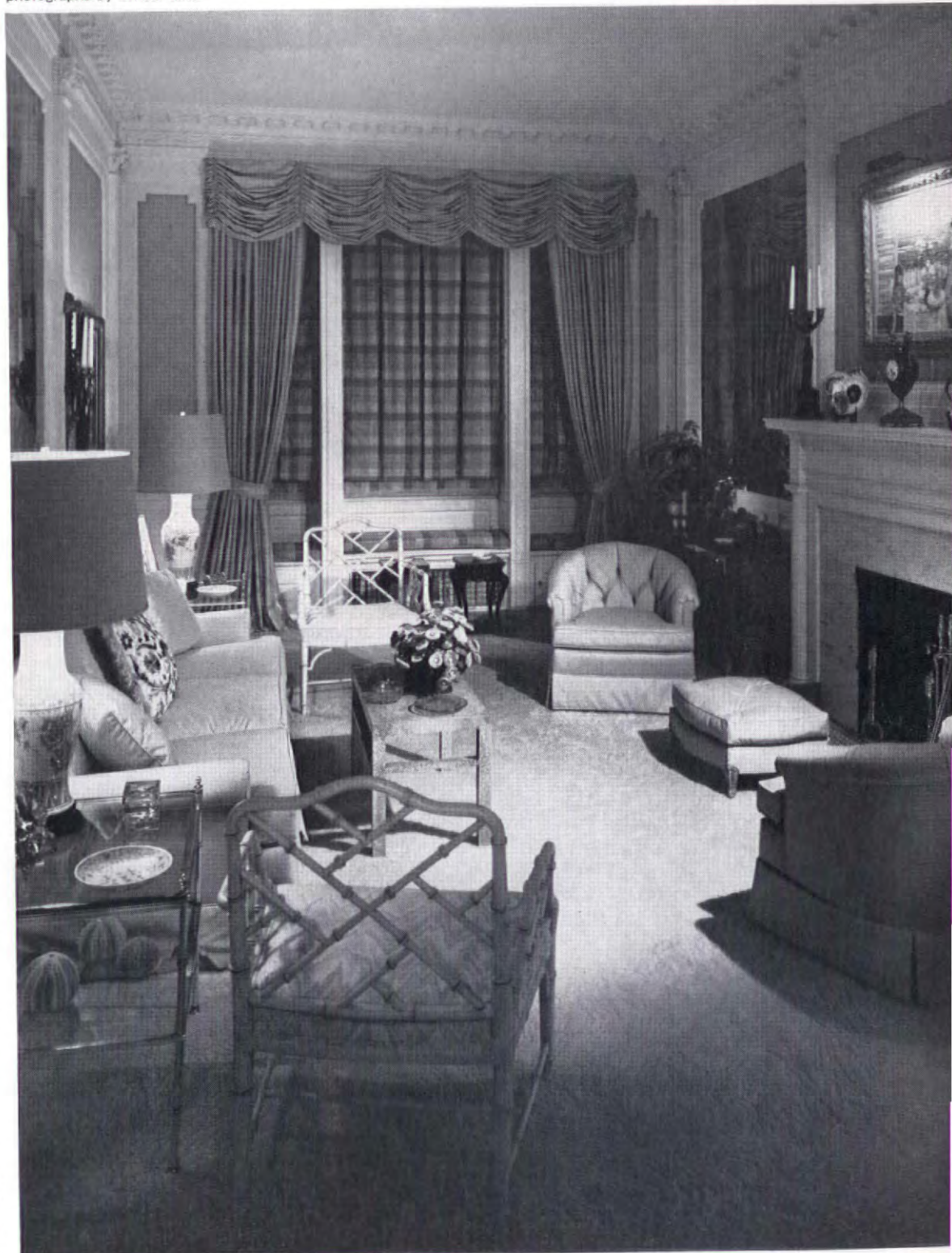
Celanese fibers (Fortrel, Acetate, Nylon, Durel, and various blends) are used in every stitch of fabric, wall covering, and carpet throughout the house, occasionally appearing in such unlikely forms as mirror frames and "upholstery" for chests and tables.

This is the third Celanese House. The first, by designer Inman Cook, on East 35th Street in the spring of 1965, was badly burned in a fire. Jay Dorf redesigned the house the following spring.

The new Celanese House will be a continuing exhibition, open to the public, with periodic changes in decor. The first redo is scheduled for late this year.

—J.A.

photographs by ernest silva



## Celanese House



*Left: Dining room on the first floor is silvery and crystal and lime, with wall covering and draperies of small checkerboard squares in snow color, lime carpet and chair upholstery, antique mirror on wall, teardrop chandelier. Green and white flowered curtains and window-seat cushion add to charm of the corner.*

*Right: Library on second floor is a quiet place but amply furnished for socializing, too. A Chinese insinuation occurs in wall and window treatment, ceramic lamps and table, armless lounge chairs, end tables. Colors blend tobaccos, cognac, golds, turquoise.*





Above: Master bedroom on the third floor boasts a brass bed with canopy in same multi-color fabric as the draperies. Coral spread with giant quilted flowers makes bedtime a grand and luxurious event. Pearl sofa and white walls and carpet are neutral backgrounds. Pair of round night tables are covered in same fabric as the canopy and draperies.

Right: Pink and white is the apt scheme for twin teen-age girls' bedroom, and Springtime the name of the flowered fabric used for walls, spreads, chest covering. Carpet is pink.



## Celanese House

Left: A sculptured mural of faceted mirror by Beylarian against a black wall heralds younger, more dynamic living on the fourth floor. Photo also shows the lovely plaster mouldings, carved wood door frames, staircase spindles, mahogany rail.

Below: "Young Living Apartment" by J. Neil Stevens turns a former children's nursery floor into a first apartment for a young couple with a baby. A monotone color scheme of desert sand hues accented with blues, together with see-through furniture of glass and plastic, keep the living room from appearing as small as it is. Striped fabric in black, white, and beige unites the room in an interesting way, occurring as window shades, tall curtains at the entrance, pillow coverings. Draperies are oyster, sofa and armchairs pearl, making a silvery foil for the frosted gold carpet.

### Sources

Living Room. Floor covering: **Monarch Carpet Mills**. Fabrics for window treatment, wall coverings, sofa and armchair upholstery: **Cohama Decorative Fabrics**. Upholstery on open armchairs: **Orinoka Mills**. Ottoman upholstery: **Joan Fabrics**. Sofa: **Century**. Armchairs: **Flair**. Open armchairs, end tables: **Tomlinson Furniture**. Ottoman: **Miele Chair Co.** Cocktail table: **Henredon**. Lamps: **Little-Jones**.

Dining Room. Floor covering: **Cabin Crafts**. Wall covering and drapery fabrics: **Charles Bloom & Co.** Curtains and window seat cushions: **Tilbury Fabrics**. Curtains: **Georgia Co., Inc.** Chair upholstery: **Cohama**. Chairs and sideboard: **Hickory Chair Co.** Table: **Henredon**. Screen: **Tomlinson**. Antique credenza: **Ashley-Kent**. Chandelier: **Gem Monogram**.

Library. Floor covering: **Wunda Weve Carpet Mills**. Window treatment: **Cohama**. Wall covering and armchair fabrics: **Quaker Fabrics**. Sofa and chairs upholstery: **Orinoka Mills**. Bench and cushions fabric: **Joan Fabrics**. Sofa, chairs, cocktail table: **Flair**. Armchairs: **Century**. Bench: **Hickory Chair**. End tables: **Gracie**. Lamps: **Little-Jones**.

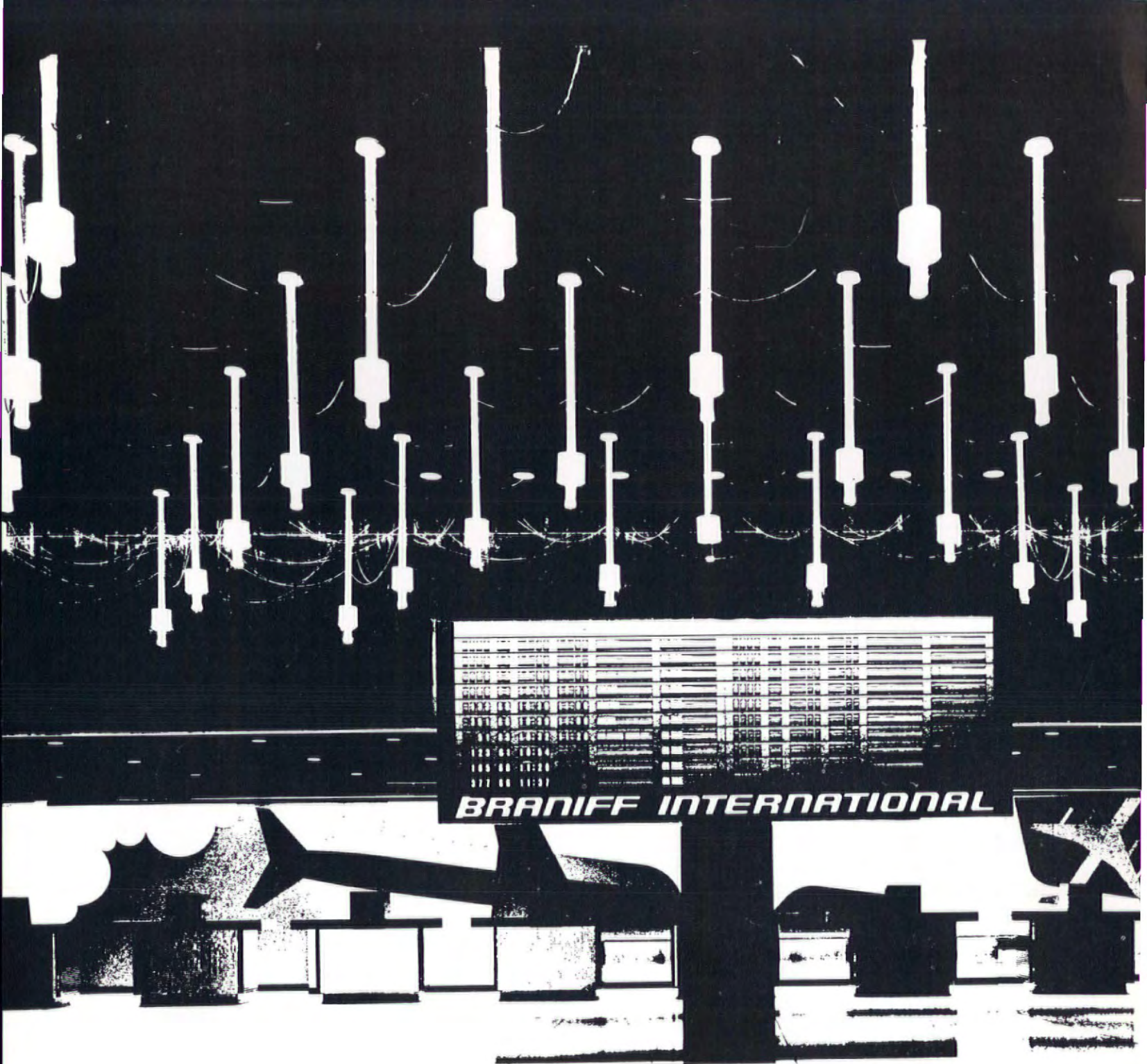
Master Bedroom. Floor covering: **Hollytex Carpet Mills**. Fabrics for bed canopy, draperies, night tables: **Melbee Fabrics**. Bedspread: **Charles Bloom & Co.** Pillow coverings: **Charles Bloom, Nettlecreek Industries**. Lounge chair, and ottoman fabric: **Joan Fabrics**. Lounge chair, ottoman, stool: **Hickory Chair**. Table lamps: **Joseph Sarno**. Floor lamp: **McMillen, Inc.**

Girls' Bedroom. Floor covering: **E. T. Barwick Mills**. Fabrics for walls, windows, beds, chest: **Delsey Fabrics**.

Young Living Apartment: Floor covering: **Philadelphia Carpet Co.** Window shades, curtains at door, pillow fabric: **Cohama**. Drapery fabric: **Decorator Industries**. Sofa and chair fabric: **Joan Fabrics**. Sofa: **Kroehler Mfg. Co.** Chairs: **Jens Risom**. End tables: **Medallion**. Coffee tables: **John Strauss**. Table lamps: **Wilmar**.

All window shades: **Joanna Western Mills**. All trimmings: **Conso**. All electric equipment: **General Electric**. Paintings: **Finlay Galleries, Van der Straeton, Gallery of Contemporary Art, Richard Carleton, Inc.**





## contract interiors

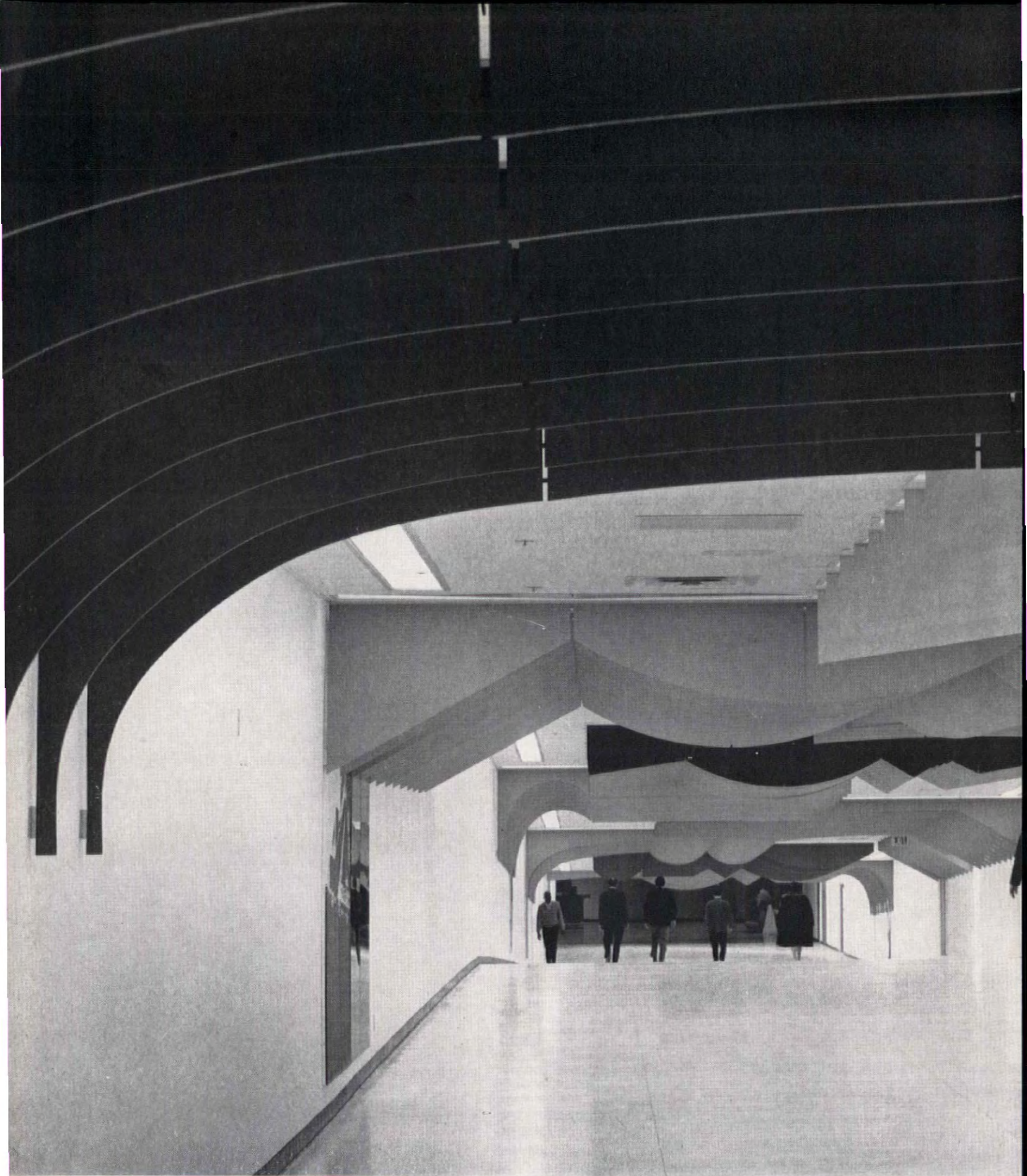
Braniff Airport

Hotels, Clubs, Restaurants:

El Conquistador Hotel

Curacao Hilton

Raffles Club



## The turned-on airport

Harper & George give Braniff passengers a lift



all photos by george cserna

The dullest parts of most airports are the interminable corridors between the reception and boarding areas. At Braniff's new 9-million-dollar airport in Dallas's Love Field, even the longest concourse is an exciting experience of movement under an ever-changing canopy of baffles in glowing and delicious colors—cerise, avocado, yellow, gold, blue, and violet. There are, moreover, exciting supergraphics along the walls, which are sometimes visually punched through by mirrors.

This airport is a place of fantasy, excitement, and optimism, starting with the fact that the building has only a ten-year life expectancy in its present use, for which it was built to be leased by Braniff from the City of Dallas, the owner. Ten years from now Dallas's Love Field will be superseded by a larger regional airport equidistant from the rival twin cities of Dallas and Fort Worth. In the meantime, Love Field is badly overstrained by the burgeoning traffic brought to it on Braniff, which in the past four years has grown from just one of many national airlines into Braniff International, a leader in world air transportation. Braniff's separate airport building, with 206,000 square feet of interior space, is expected to relieve the pressure to the tune of more than 3 million passengers going through its own boarding gates in the first year of operation. In addition to the new airport, Braniff has built a new 2-million-dollar Hostess College, a one-million-dollar Training Center, a one-and-a-half-million-dollar Automated Air Cargo Center, and a one-million, 2 hundred thousand-dollar Computer Center in the locality. Braniff has also caused many ripples in traveling circles by re-coloring its planes deliciously inside and out—to designs by Alexander Girard (February 1967 INTERIORS)—and dressing its hostesses in Pucci's.

The driving force behind the program is Braniff's chief executive, Harding L. Lawrence, who has recruited able design-

ers for his daring program. From Harper & George, Inc., the firm formed in 1964 by two alumni of the George Nelson office, he has gotten what he wanted, an environment convenient, very easily maintained, and thoroughly exciting, an airport providing a romantic prelude to flight.

As to passenger convenience, Braniff Airport is notable for a chute-implemented luggage handling system which takes luggage off the passenger's hands outside the airport. Also, the highly automated Solari system which gives information at several general and individual information points is particularly well planned at Braniff, and Harper & George's graphic design makes the messages readable and easy to find.

From the standpoint of maintenance: floors are terrazzo, counters and many murals are of ceramic tile; walls are of a custom-specified Teflon-coated vinyl (B. F. Goodrich's Durawall). In other words all surfaces can be washed down.

As to esthetics and mood, the key points are color, movement, mirrors, lighting, and a psychological astuteness in handling of numerous details. Lighting is almost invariably incandescent, in other words warm and attractive, but different areas are differentiated by different kinds of lighting—brilliant at the high-ceilinged entrance lobby, restful under the low soffits of the check-in areas, grand in the rotunda, and mysteriously starlike in the upper lobby. Mirrors sometimes open up ceilings and walls, sometimes reflect plane movements on window reveals, sometimes refract moving luggage into a crystalline panorama; in every case they create endless movement to be seen out of the corner of the eye, endless excitement.

Yet the scene is not wholly Mod or Op. Colors are too jewel-like; those easily maintained ceramic counters and murals are in vividly beautiful hues; there are wonderful floor-to-ceiling sweeps of rich-hued woolens at the windows.—O.G.

well before takeoff

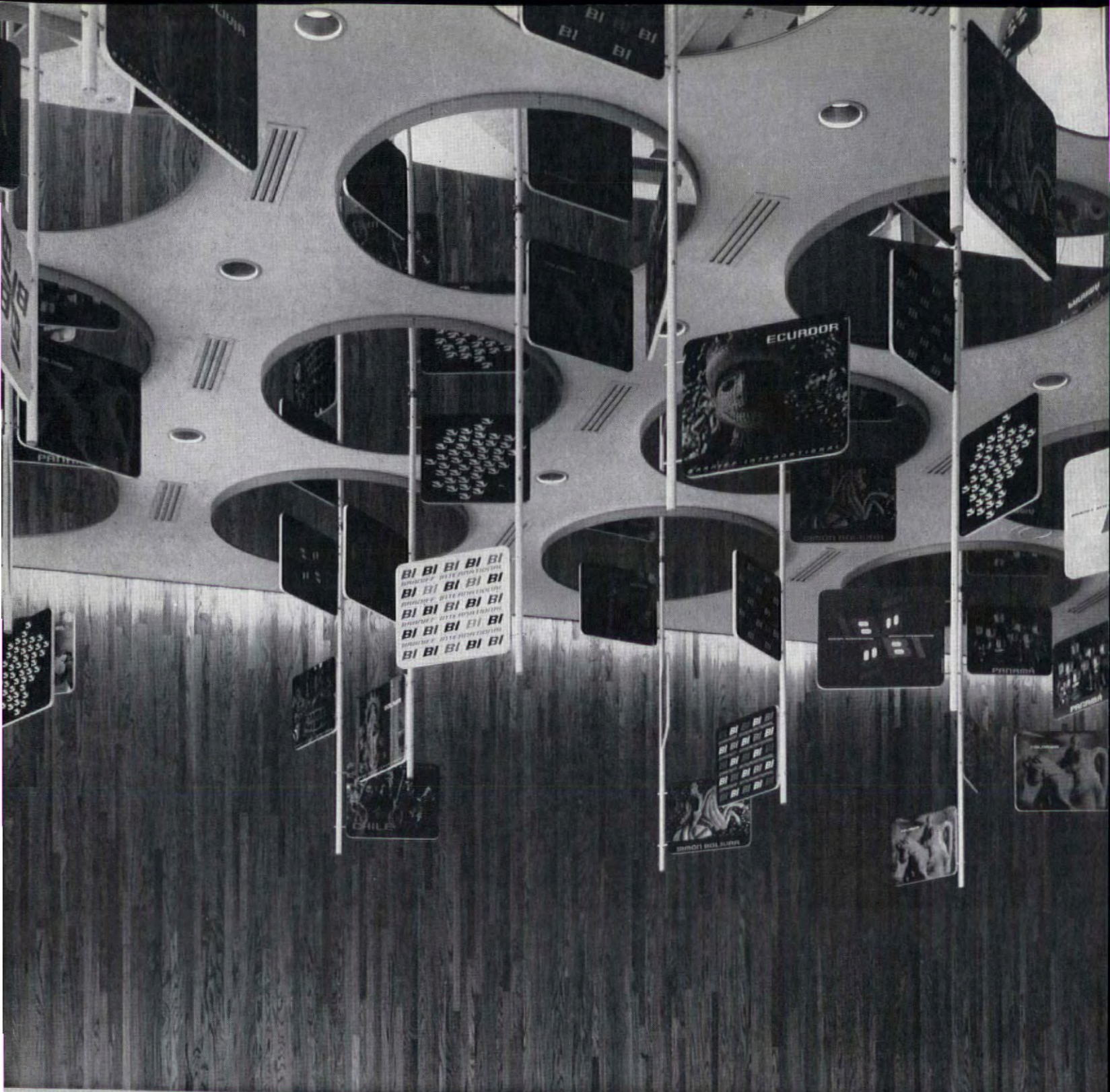


Harding L. Lawrence



Philip George

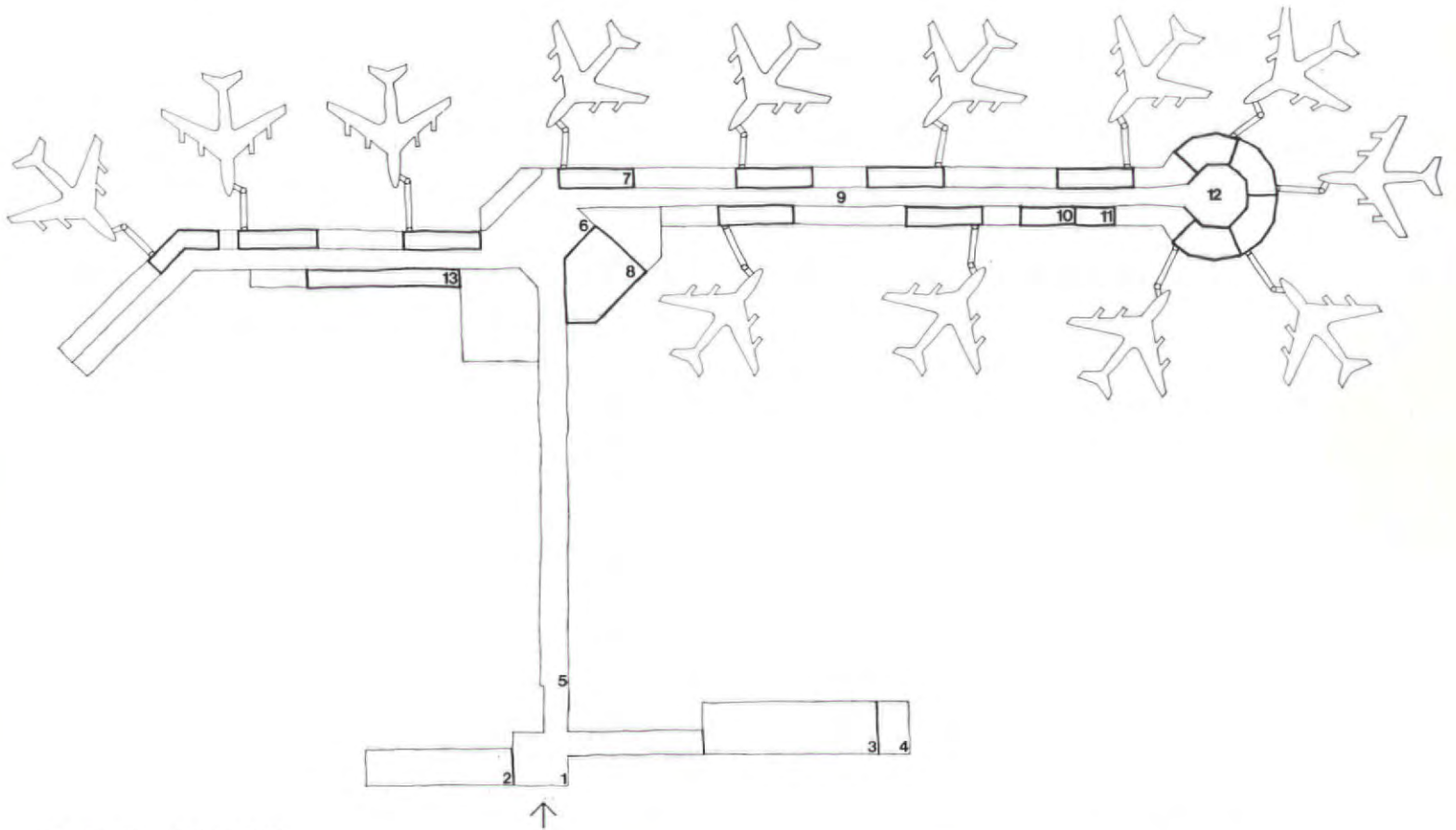
Irving L. Harper



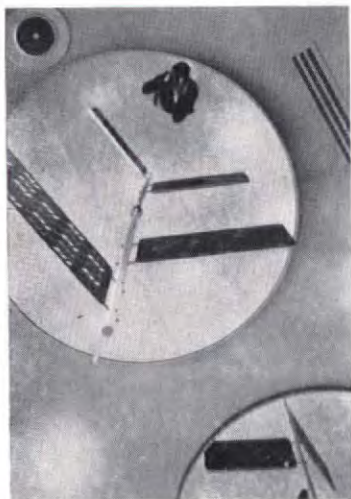
To **BI** ticket counters



# Braniff Airport

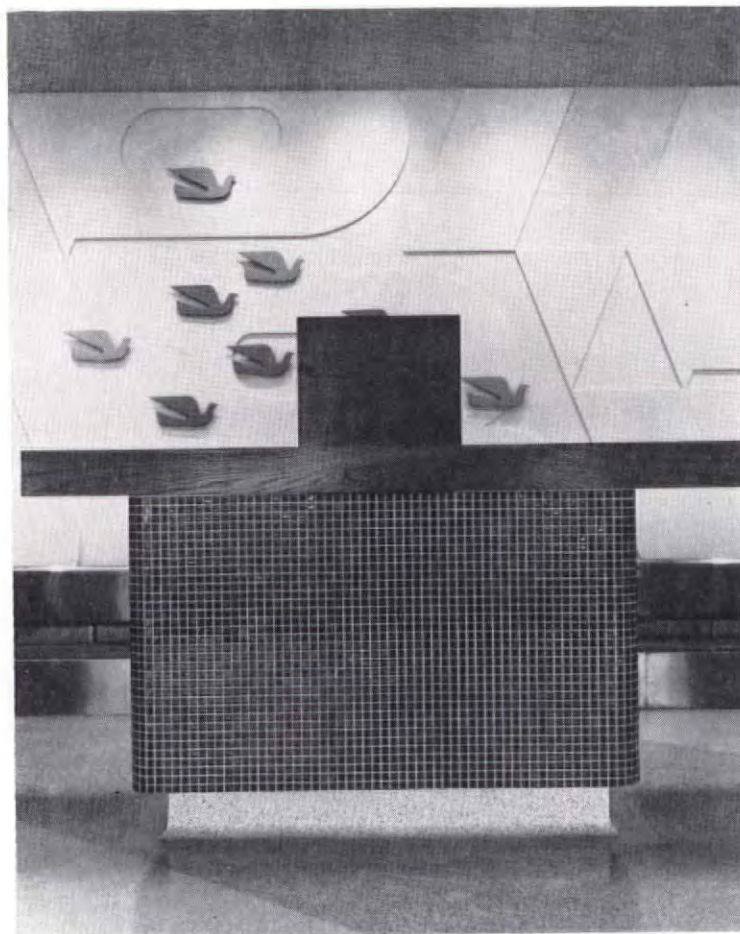


All plans drawn by Neil Harris



Above: Designer Irving Harper shoots his reflection in the main lobby ceiling, revealing that the round "holes" in the white ceiling—"holes" with bannerlike display poles protruding from them—are really mirrors (5½' in diameter—that large, because so high up). The display poles are 6' long.

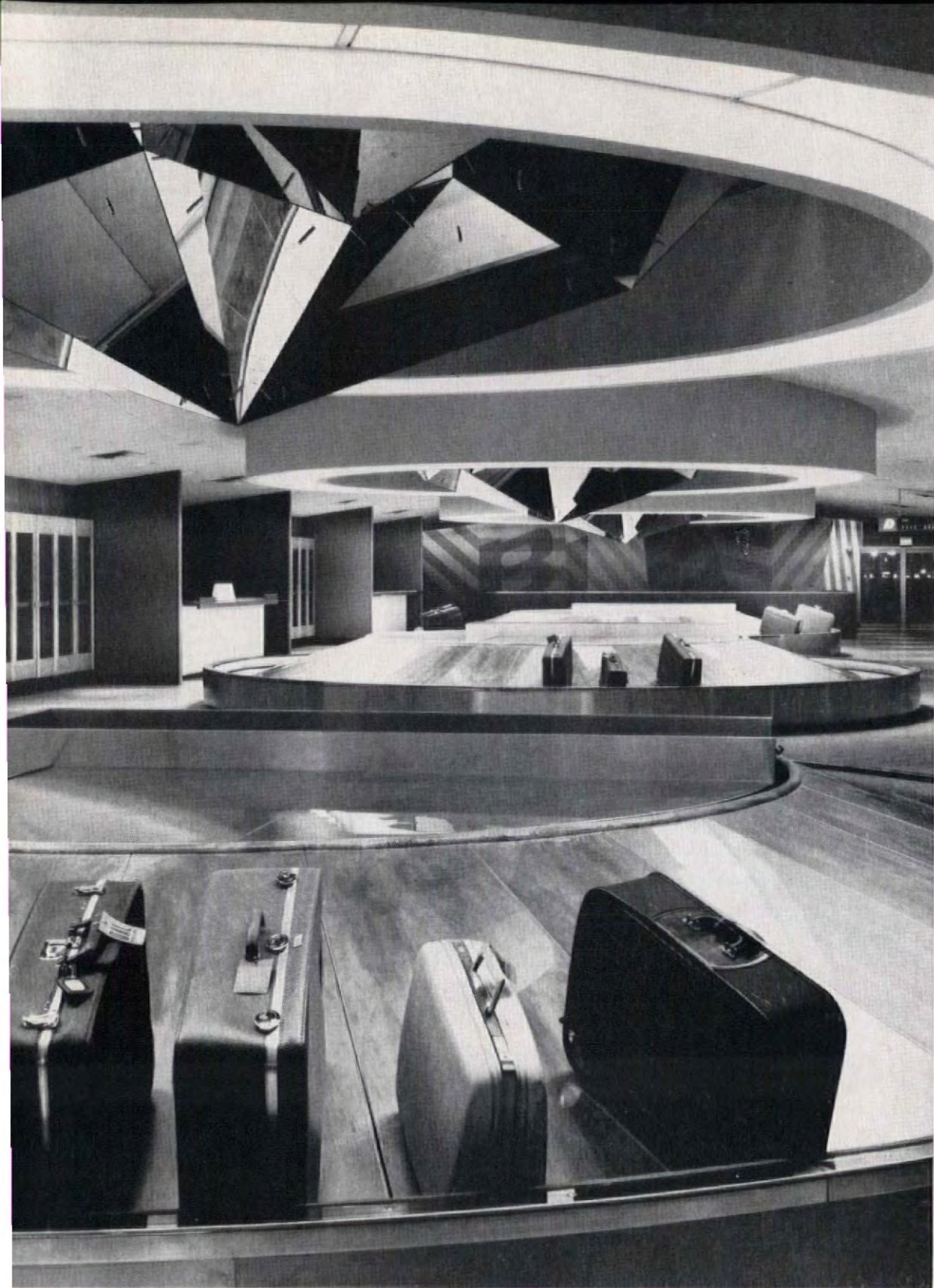
At left: View from never-still mirrored ceiling of main lobby toward adjacent check-in area. Upper wall is vertical oak flooring.



## Schematic Plan

- 1 Main Lobby
- 2 Passenger Check-in
- 3 Baggage Claim
- 4 Fort Worth Lounge
- 5 Exhibition Concourse
- 6 Upper Lobby
- 7 Typical Departure Lounge
- 8 B.I.C. Club Lounge
- 9 Concourse
- 10 Passenger Service Lounge
- 11 Public Seating
- 12 Rotunda
- 13 Military and Youth Stand-By

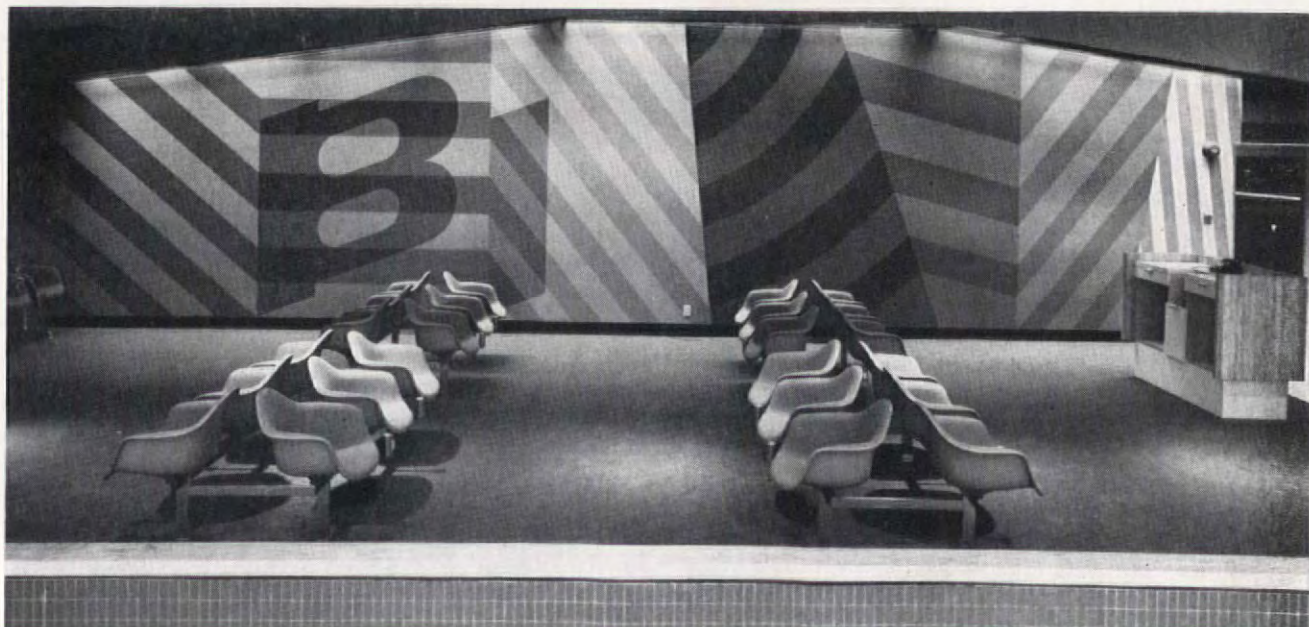
At left: Separated counters make it unnecessary for anyone to lift baggage. Heavy oak slab top, like upper wall of oak flooring (opposite page) gives warmth to what might have been a hard, cold setting. Note easy-care terrazzo base. 1" ceramic tile facing is also easily cleanable. Tiles are in any of several brilliant primary hues. BI relief design of back wall is in white-painted plywood, the Braniff doves varicolored plywood.



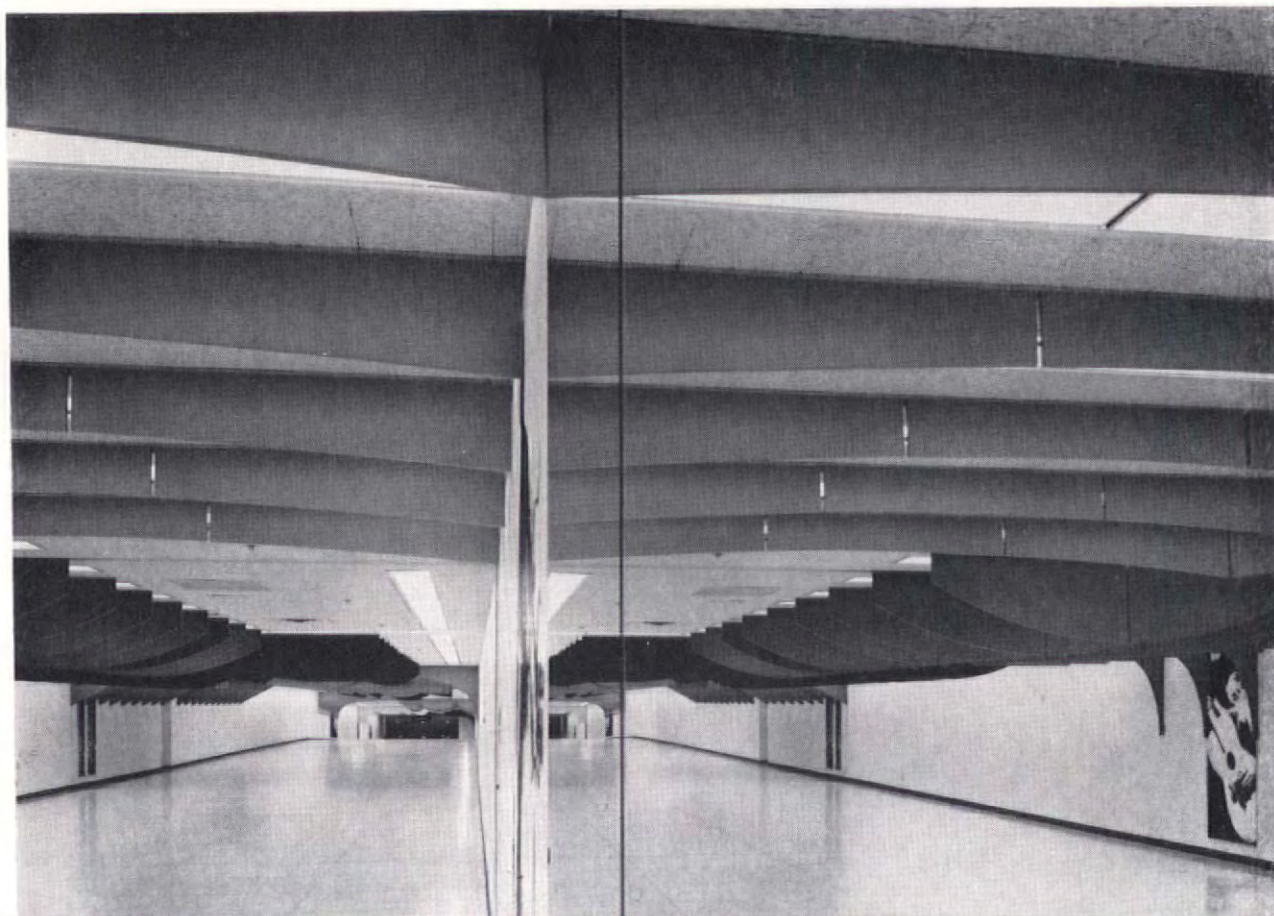
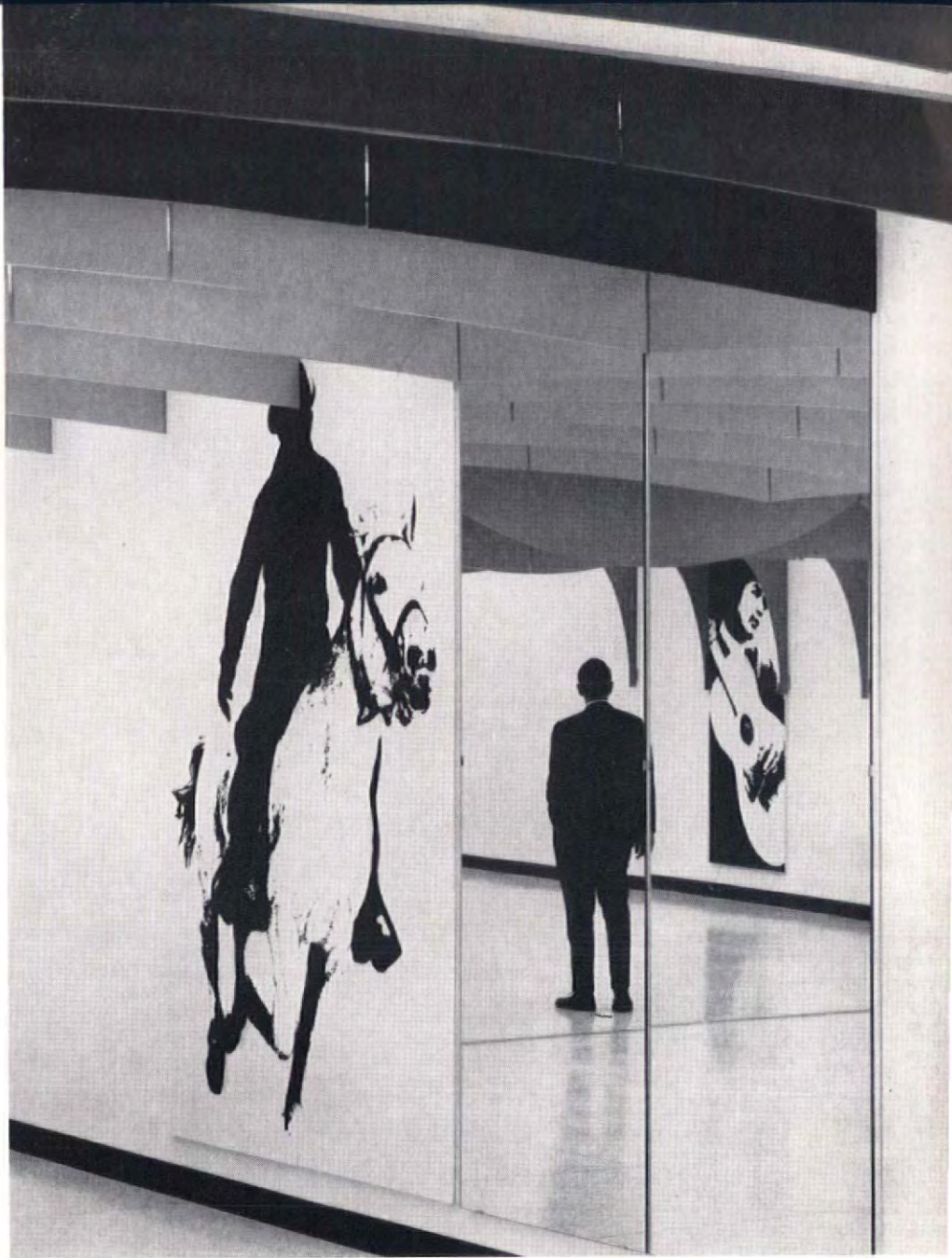
**Credits and Sources:**  
 Design of interiors, graphics, displays, lighting, lighting fixtures, counters, seating banquettes: **Harper & George**.  
 Building architect: **Jack Gorgan & Associates**, Dallas.  
 Contractor: **Security Construction Co.**, Dallas.  
 Electrical contractor: **Ling-Temco-Vought, Inc.**, Dallas.  
 Mirrors and glass: **Pittsburgh Plate Glass Industries, Inc.** Ceramic tile for counters and banquettes: **American Olean Tile Company**. Wall coverings: **B. F. Goodrich's "Durawall"** teflon-coated vinyl. Upholstery and drapery fabrics, all wool, designed and made to specifications by **Jack Lenor Larsen**. All public seating not built into banquettes: custom-modified Eames designs from **Herman Miller**. Stainless steel ashtrays attached to seating armatures: **Hudson Fixtures**. Light fixtures designed by HGG: **General Lighting Co.** (N.Y.). Clocks: **Howard Miller**. Operable signs and indicators: Made by **American Sign and Indicator Corporation** (Spokane, Washington), a **Solari** franchiser, to HGG specifications. Other fixed signs designed by HGG made by **Liberty Sign Co.**, Dallas.

*At left: One of the four carousel units in a large baggage claim wing, which will speed the flow of luggage and reduce passenger congestion. Rim of light helps to identity luggage as well as calling attention to the carousel. Mirrored angled ceiling over each carousel multiplies the images of luggage and of movements in many directions, adding to the excitement.*

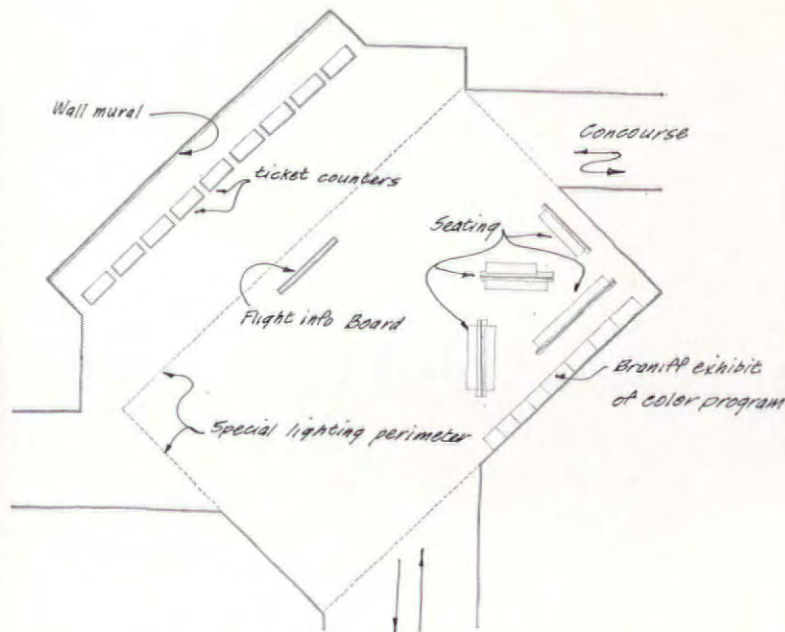
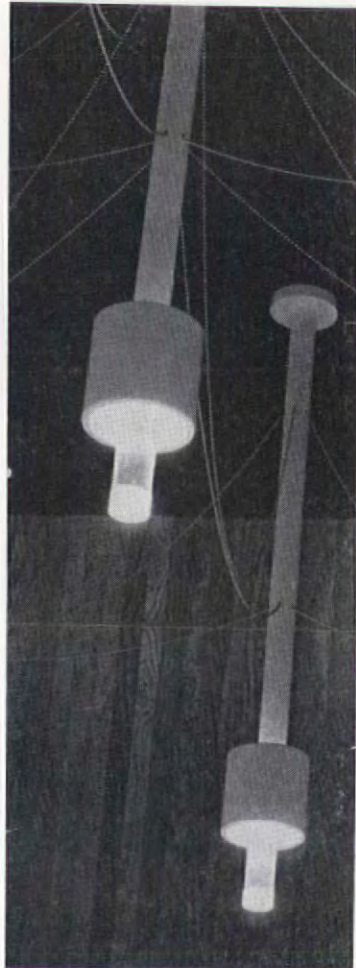
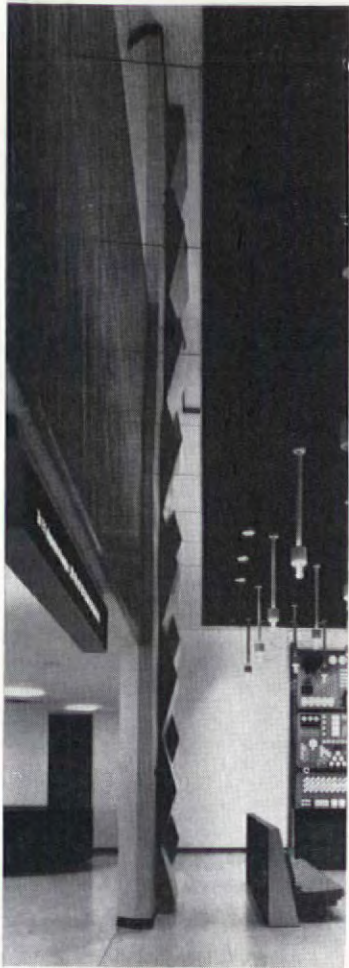
*Below: The Fort Worth Lounge at the south end of the baggage claim area is a special waiting and meeting place for Fort Worth passengers and their friends, and also a departure point for Fort Worth-bound limousines; it has telephones for calls to Fort Worth. Thus Braniff hopes to keep passengers from Dallas's sister city and great rival from being devoured by jealousy before the new regional airport midway between the two cities is built about ten years from now. Its special luxury is a carpeted floor, and a BI ceramic graphics mural with an OP style of its own.*



*The long walk-way to two second-floor departure concourses—the kind of space which is the most monotonous in most airports—is one of Braniff's most exciting. The roof of plywood panels arching overhead divides the space into episodes of arches and colors—the cerise, avocado, yellow, gold, blue, and violet lacquers massed into baffles that group and change as the passenger walks through. The slotted baffles are cut of 3/4" plywood in only five basic shapes, though the massing, and the lacquered colors produce an experience of endless variety. Mirrors interrupted by handsome supergraphics double the apparent width of the concourse (they give a perfect image). The concourse has been dubbed both the Concourse of Color and the Exhibition Concourse—both accurate descriptions.*



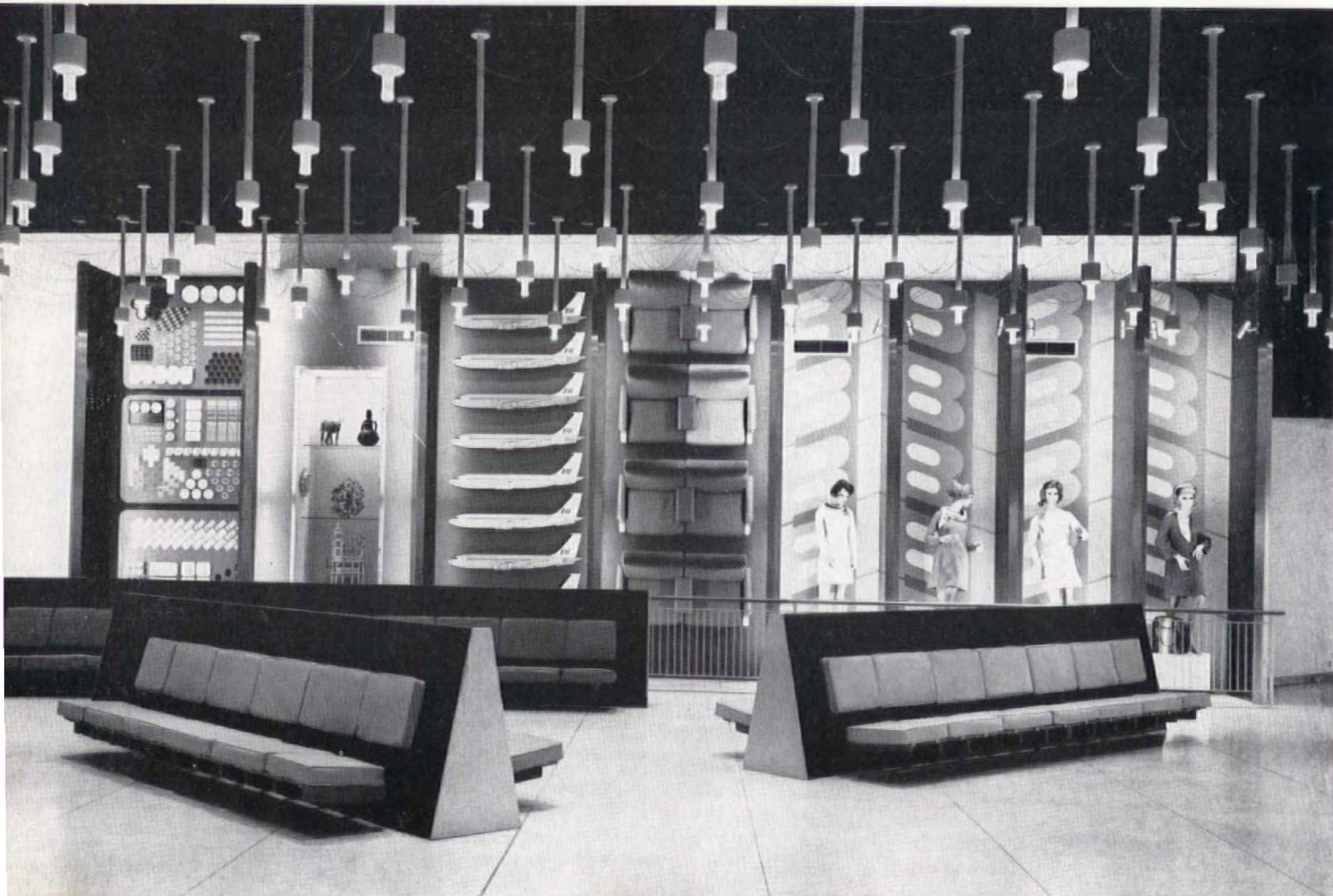
# Braniff Airport

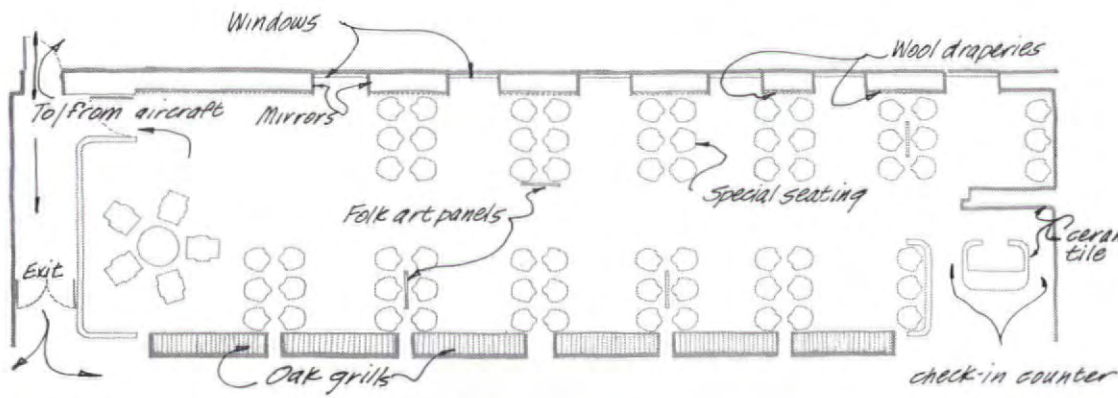


*Exhibition Concourse*

Upper lobby is packed with things to look at—ticket counters backed by an 80-foot mural, a huge information board (page 87), a 3-dimensional Braniff "color program" exhibition (below), so that the room might bring on dizzy spells but for the mysterious, calming ceiling. Harper & George "floated" the unobtrusive dark background material of brown refrigerator cork magically free of the walls

with the help of a mirrored rim (photo far left), hung rows of white-finished aluminum lamps whose lucite tips have starlike luminescence, festooned chrome ball chains. Banquettes are free-angled according to traffic needs, have high massive cores to defeat institutional back-to-back effect. Back cushions rest against easily maintained, black tile backs.

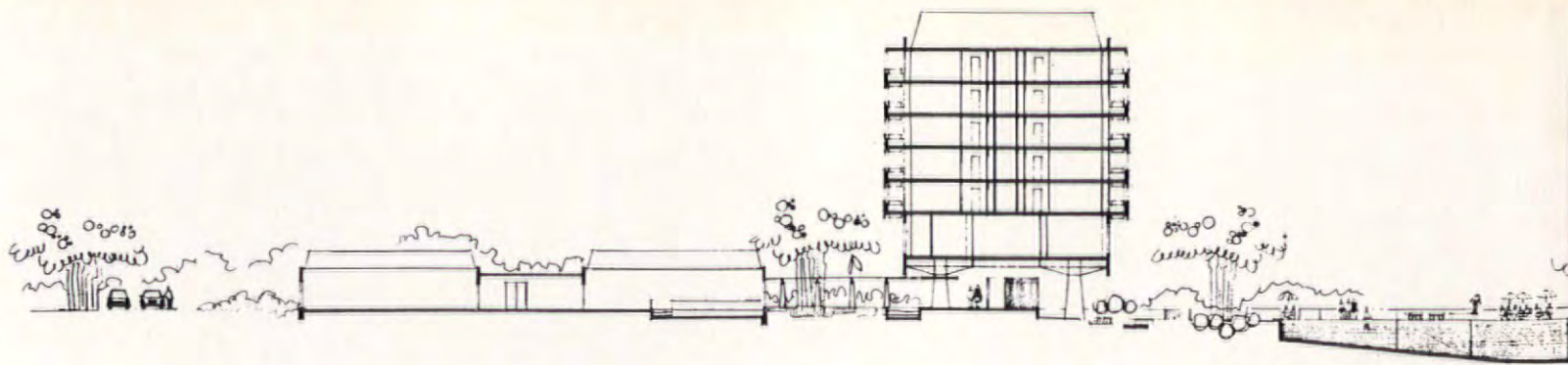




At left: Clublike departure lounges are protected from the river of traffic by oak grilles which relay the excitement of moving shadows and light. Eames seating on aluminum bases (specially modified to H&G specs) was chosen for individual separateness, defeating the institutional look of standard public benches. Not evident are cylindrical stainless steel ash trays attached to the aluminum frames. These polished frames reflect surroundings, look invisible, visually "float" the seats, increasing room's apparent spaciousness. Another kind of excitement comes from window wall (not shown) where movement of planes outside is not only seen directly but multiplied by mirrors lining sides of windows. Also notable are fabrics hung at windows and lining insides of chairs—not pseudo leathers but woolens in a rainbow of brilliant hues.

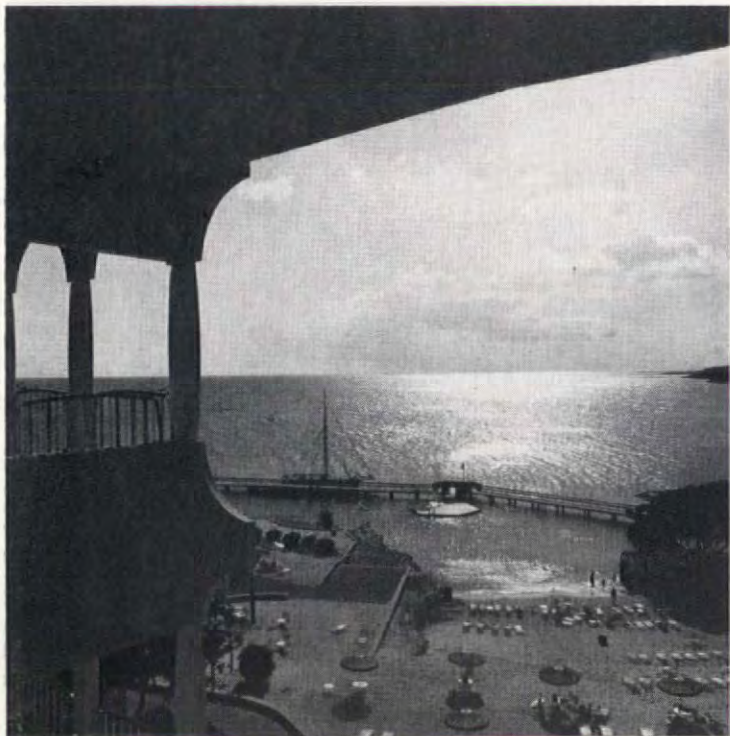
Below: Rotunda on south end of boarding concourse is crowned by double-ended brass-rod fixtures. Circle of draperies in full color spectrum add to the gaiety.





## Eden in the Antilles

The Curaçao Hilton pampers oil-rich Venezuelans and world-weary jet setters within



all photos by alexandre georges

The Indians called Curaçao *Maniguagoa*—place to fish and swim. Completely without fresh water, it was hardly a place to live, but this did not prevent Alonso de Ojeda from claiming it for Spain in 1499. He named its bay *Piscadora*—roughly Fisherman's Bay—and that name stuck after the Dutch seized Curaçao in 1634 (Peter Stuyvesant lost his leg in the fighting that year) and through the centuries when the Dutch ringed the island with forts, lost it to the British, and got it back again. For almost three hundred years the profits of the slave trade more than paid the cost of distilling sea water to drink, and in 1916 a Shell refinery for Venezuelan oil revived the economy to a full rich bloom. In building a luxurious resort hotel (complete with gambling casino) to be operated by Hilton International Hotels, the island's financial leaders are exploiting other valuable resources, the island's delightful climate and spectacular setting. The strategic beauty of the hotel's splendidly landscaped 30-acre site may be appreciated in the fact that the private balconies of one hundred of the two hundred guest rooms overlook transparent Piscadora Bay and the fine white crystal sands of its beach, while the private balconies of the other hundred guest rooms overlook the sapphire Caribbean (and the swimming pool, which is star-shaped, like the small Casino building). Everyone sees the Caribbean and pool, as well, while riding in the glass-enclosed elevator from the lobby to his floor, but the ride is never long, since the main building is only five stories high, in harmony with the terrain and the tropical Dutch architecture of the quaint city of Willemstad, just a mile from the hotel. The building's length,

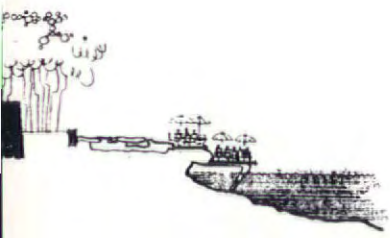
however, is made less formidable by being slightly angled into two wings.

Hilton International's Department of Architecture and Interior Design (headed by architect Emanuel Gran with interior designer Inge Beck) chose a design team which was not only experienced but highly resistant to standard tropical-resort vulgarities. Architects Toro & Ferrer of Puerto Rico have maintained their leadership in hotel design since blazing trails with the Caribe Hilton in 1950 (a more recent T&F hotel was the San Juan Sheraton shown in our February 1964 issue). Associated with them on this Hilton was Curaçao architect Ben Smit. As interior designers, Becker & Becker Associates of New York collaborated from the outset of the project. Their design presentation was preceded by a complete study of the history, geography, languages, economy, culture, and architecture of Curaçao. Most of the island's buildings, as both the architects and designers on the Hilton learned, have red or black tile roofs and pastel stucco exteriors with white trim. The architects were also impressed with the balcony grilles and multiple gable ends—all of which are leitmotifs in the Hilton, which has red tile roofs.

The proximity of the hotel to an ancient existing fort with thick masonry walls provided a powerful design theme utilized in the large structural columns at the main floor level under the rooms. These columns each pick up four normal-size columns in the guest room floors, and permit large uncluttered spaces at the main (public) level. The fort theme was further expressed in the exterior walls of the octagonal casino and in various garden walls, some high, some low.

Though the guest floors are

Architects: Toro & Ferrer with Ben Smit, Associate  
Designers: Becker & Becker Associates  
Landscape architect: James Fanning  
Lighting consultants: Wheel-Garon Inc.



*Osvaldo Toro*  
(Toro & Ferrer)



*Miguel Ferrer*  
(Toro & Ferrer)



*Nathaniel Becker*  
(Becker & Becker)



*Frederick Leigh*  
(Becker & Becker)

sight of an ancient Dutch fort



## Curaçao Hilton

completely air conditioned, the lobby and other public areas are open to breezes and the view as in Toro & Ferrer's Sheraton San Juan Hotel. The massive concrete columns and many concrete and wood walls in public areas emphasize the continuity of indoor and outdoor space; in fact one is never sure of the demarcation, as one shouldn't be in a climate so friendly. The rugged, low-maintenance materials are balanced by luxurious ones, some of them quite un-

usual, such as parquet floors of Suriname Basrolocus wood in all guest rooms, lots of teak furniture, lamps with Val St. Lambert amber glass bases. The fact that there are throw rugs (from Belgium), one luxurious traditional (Empire) suite, jeweltone draperies and bedspreads, commissioned works of art such as murals, and original local lithographs in the hotel are not unusual, but the design and quality of these items is significantly above par.—O.G.



### Key to site plan

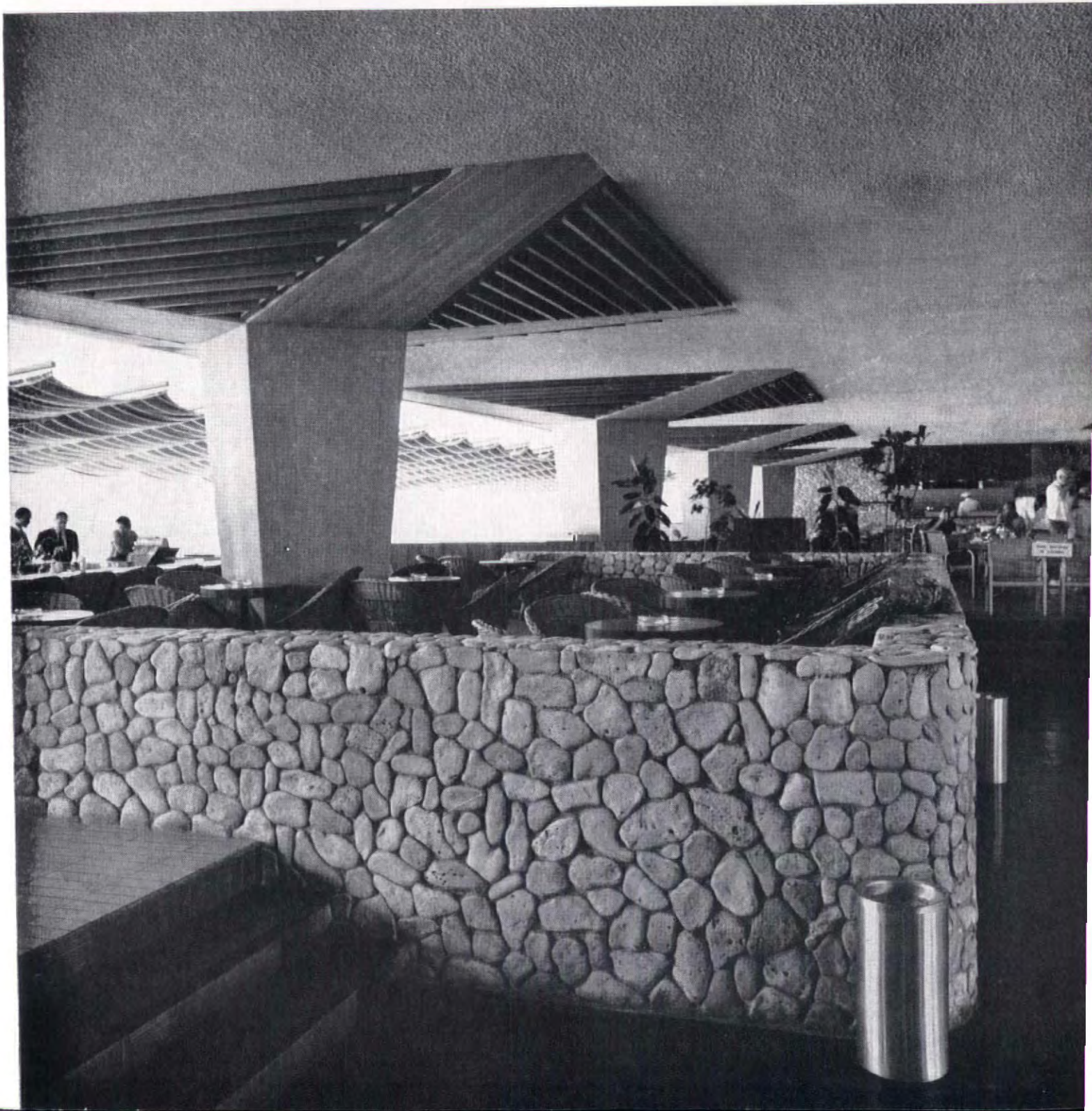
- |                                      |  |
|--------------------------------------|--|
| 1 Existing Piscadora Hotel buildings | 12 Entrance court                                      |
| 2 Parking                            | 13 Shops   |
| 3 Tennis courts                      | 14 Administration                                      |
| 4 Piscadora Bay                      | 15 Main Lobby  |
| 5 Caribbean Sea                      | 16 Casino  |
| 6 Natural bath area                  | 17 Dining terrace                                      |
| 7 Sand beach                         | 18 Cocktail lounge/supper club (Willemstad Restaurant) |
| 8 Piscadora Fort                     | 19 Ballroom  |
| 9 Swimming pool                      | 20 Kitchen   |
| 10 Marine Biology Laboratory         | 21 Storage   |
| 11 Piscadora Beach Club              | 22 Laundry   |



*The Pisca Terrace (which becomes the Pisca Grill at night) has a capacity of 112, is one of the hotel's two restaurants, offers a bar and a fantastic sea view almost out of doors (yet protected from the island's brief, very light rains).*

*Low walls and a change of level help to make it intimate. A barbecue grille on the room's central axis opposite to the entrance planting is a strong accent feature.*

*The decor is sturdy, comfortable, tropical, easily maintained, with tile floors, outdoor chairs, butcher-block table tops, yellow striped parasols for some tables.*

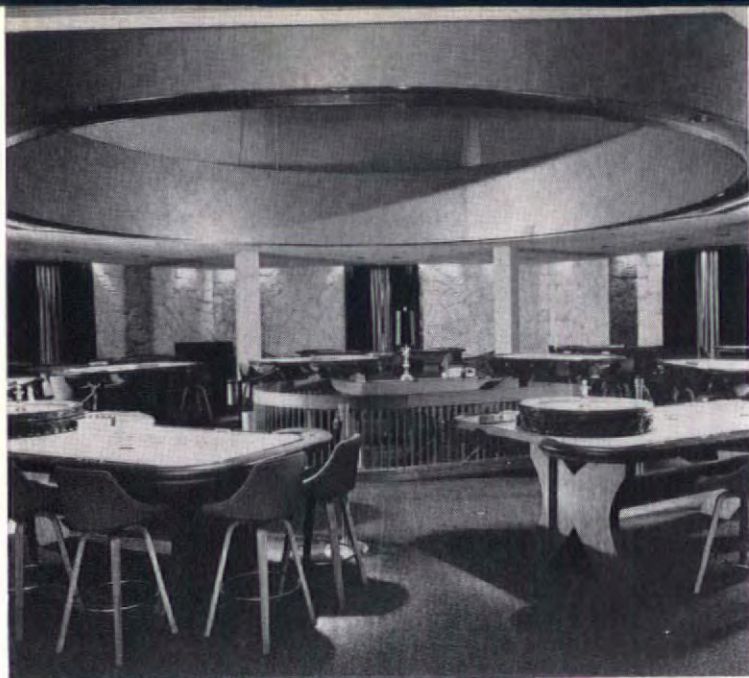


## Curaçao Hilton

*The Willemstad Restaurant/Supper Club, with a capacity of 150, adjoins the Tambu Lounge (from which it can be separated by an electrically operated teak partition). Since the cocktail lounge has a dance floor which can be raised into a stage hydraulically, the area serves as a good-sized theater for the hotel.*

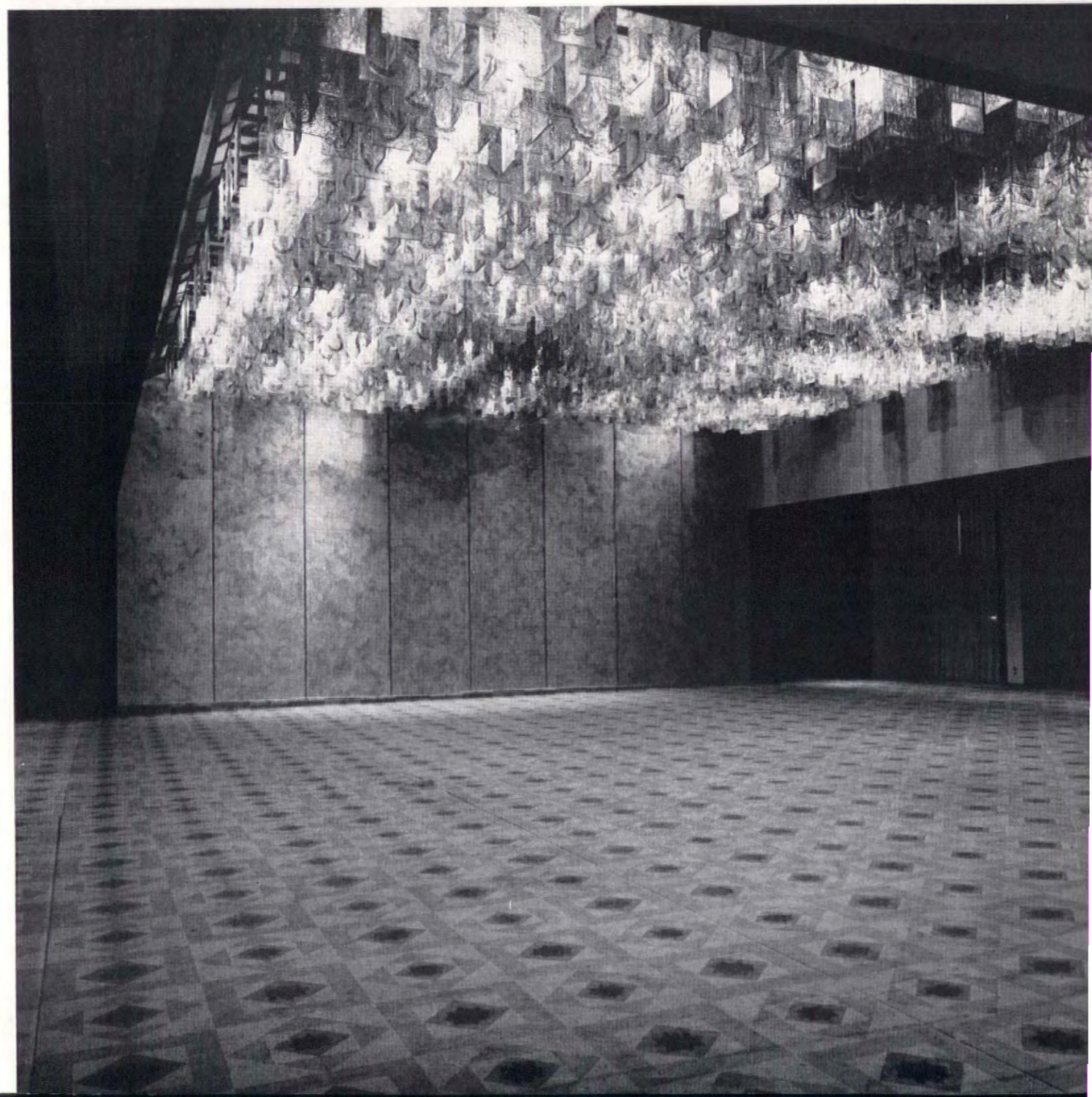
*The crystal-drop ceiling of the Willemstad Restaurant serves as an over-all chandelier. The mural is an applique by Curaçao artist Mary Meys, depicts a fruit harbor in Willemstad town. The teak tables are of course modern (from Fritz Hansen), but the brass-topped tables carry motifs frequently seen on old Curaçao houses.*



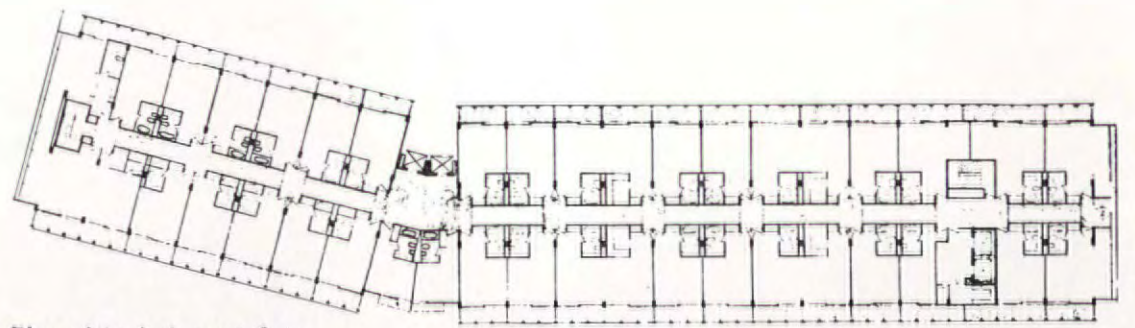


At left: *The casino, shaped like an 8-sided star, is a separate stone building encircled by a miniature "Dutch" canal with fountains. It has no windows, only slits faced with tinted glass. Mostly it is black and red, with a mottled carpet in those two colors. Even the cocktail tables have red marble tops.*

Below: *The Antilles Ballroom is Curaçao's first ballroom, and considering the town's wealth, elegance, and gaiety, should be popular. Part of the ceiling is of cork and low. Another section is high and curved, supports a grating studded with 1750 white crystal pendants from Belgium. A Belgian tapestry reproducing an 18th century etching of the port and fort of Willemstad hangs on one wall. The floor is of Basralocus wood parquet, with soft green, yellow, and red carpets (removable).*



Curaçao Hilton



*Plan of typical guest floor*



At left and top right: Major suite at southwest end of fifth floor consists of 2 bedrooms (though one can be closed off to allow renting the suite with only one bedroom) plus 2 full bathrooms, a toilet with sink, and a large L-shaped living-dining-pantry-bar room. Living area can be separated from the rest of the L by ceiling-height folding wall of deeply carved wood. In addition to furniture sources similar to those in regular guest rooms (listed below), the reader will recognize lots of Dunbar, Cumberland, and Knoll pieces. Dunbar's famous two-sided chaise-sofa works admirably in the space. Furniture is sumptuous, contemporary, yet not heavily scaled, with many see-through pieces. Colors are in gold/amber/orange family.



Bottom right: Guest rooms are the usual studio, double-bed, twin bed, and double-bed with studio couch variations. The doors are in recessed alcoves (see plan) formed by projecting walls accommodating the bathtubs and structural columns. The luxury of the decor is achieved not with heavy decoration or phony period pieces but through the good quality of the Dutch-made Moulmain teak case pieces (from Mutters), the Suriname Basrolocus wood parquet floors, and the Fritz Hansen desk and easy chairs. Cheerful draperies and bedspreads (from Jack Lenor Larsen and Cohn-Hall-Marx) follow the four basic color schemes: green-blue, yellow-green, red, and orange.



SOURCES FOR PUBLIC AREAS: Furniture: Knoll International/Brussels, Dunbar, Cumberland. Outdoor furniture: Brown Jordan. Carpets and rugs: Carlton Carpet Company. Fabrics: Jack Lenor Larsen, Schumacher, Rowen, Knoll, LaFrance. Dining room lamps: Hans-Agne, Jakobsson Aktiebolag (Sweden). Linens: Hilton Hotels International.

SOURCES FOR GUEST ROOMS: Furniture: Mutters (Holland), Fritz Hansen. Fabrics: Boris Kroll, Jack Lenor Larsen, Herman Miller, Cohn-Hall-Marx. Carpets: Carlton, Stark.



## El Conquistador conquers a mountainside



Alan Lanigan culls the arts of old world and new to embellish an international playground on Puerto Rico's northeast tip

It's the happy obligation of a resort hotel to provide more than lodgings but a self-sufficient world of activities and services. The more a resort hotel can keep its guests pleased, fed, thrilled, and exercised on the premises, the less diffusion elsewhere of the holiday dollar.

The new El Conquistador Hotel and Club on the northeast coast of Puerto Rico offers 400 acres and thirty-two million dollars worth of enticements. Amenities include not only the standard restaurants and night clubs in several degrees of grandeur, swimming pools, and gift and clothing shops, but a golf course with swans from Switzerland gliding on its lakes, a health spa with gym, sauna, and Roman whirlpool bath, a gambling casino, convention facilities, a marina, tennis courts, boats for deep sea fishing and scuba diving, a private fleet of aircraft to collect guests at the San Juan airport (also available for airborne sightseeing), and a funicular to negotiate the steep hill to the sea below. All this plus resplendent scenery in every direction.

The hotel's estate occupies a point of land called Punta Gorda (Fat Point) which rises

sharply from the sea to 325 feet, with the Atlantic Ocean to the north and the Caribbean Sea to the south. Architect Jose de la Torre, advised by consultants Morris Lapidus Associates, distributed the various buildings at several levels from cliff-top to seaside on the challenging terrain. Guests rooms are in three buildings: the Cliff-top Terrace with 84 rooms, the V-shaped five-story Seaview Wing also atop the hill with 225 rooms, and the 73-room crescent-shaped Oceanfront Lanai nestled halfway down the hill. Indoor social life swings in a cluster of buildings at top, housing the see-and-be-seen lobbies, major restaurants, night club, shopping arcade, and casino.

Interior designer Alan Jonathan Lanigan, as head of the design office of El San Juan Hotel Corporation, which owns El Conquistador, played an unusually powerful role in determining the character and flavor of the entire complex. While stressing the island's Spanish heritage, Mr. Lanigan felt that a broader multi-cultural theme would more aptly recognize Puerto Rico's growing stature as an international playground.

After the plans were drawn, Mr. Lanigan went on extensive buying trips, first through the U.S.A., Mexico, and South America, then to Europe and North Africa—purchasing exotic furnishings, commissioning sculptures and murals, developing special designs with craftsmen for tiles, walls, floor coverings. The result is an ever-interesting, ever-surprising medley of moods, from the cool, over-scaled, outdoor-like main lobby to the red plush regalia of the Sovereign's Court dining room; from the offhand madness of Anything Goes at Sugar's night club where no two of the 250 chairs are alike, to the ultra-sophisticated black-and-chrome casino.

Walls are rarely quiet in El Conquistador's public areas. Each one leaps out for attention, if not indeed incredulity, with such unusual treatments as broken mirror murals, driftwood, industrial leather belting, rough-hewn Portuguese cork, bold-colored Italian ceramic tiles, copper bricks, and aluminum sheeting.

To help keep the variety of sensations psychologically manageable, a rather limited color range was used throughout, em-

phasizing the hotel's official colors: red, blue, and emerald green. Certain salient design features, such as arches, recur in several places, also to impart continuity to the whole.

Mr. Lanigan, assisted by Jack Norris and Robert W. Logie, designed not only the complete interiors but the funicular car body, gambling tables, menus and other graphics, and uniforms for all personnel.—J.A.

Upper left: *Bronze and steel statue of hotel's namesake—El Conquistador—by Nerone of the Laboratore D'Arte, Italy, stands on jagged travertine pedestal-like mountain peaks in floral bed of orange Heliconias in entrance driveway garden.*

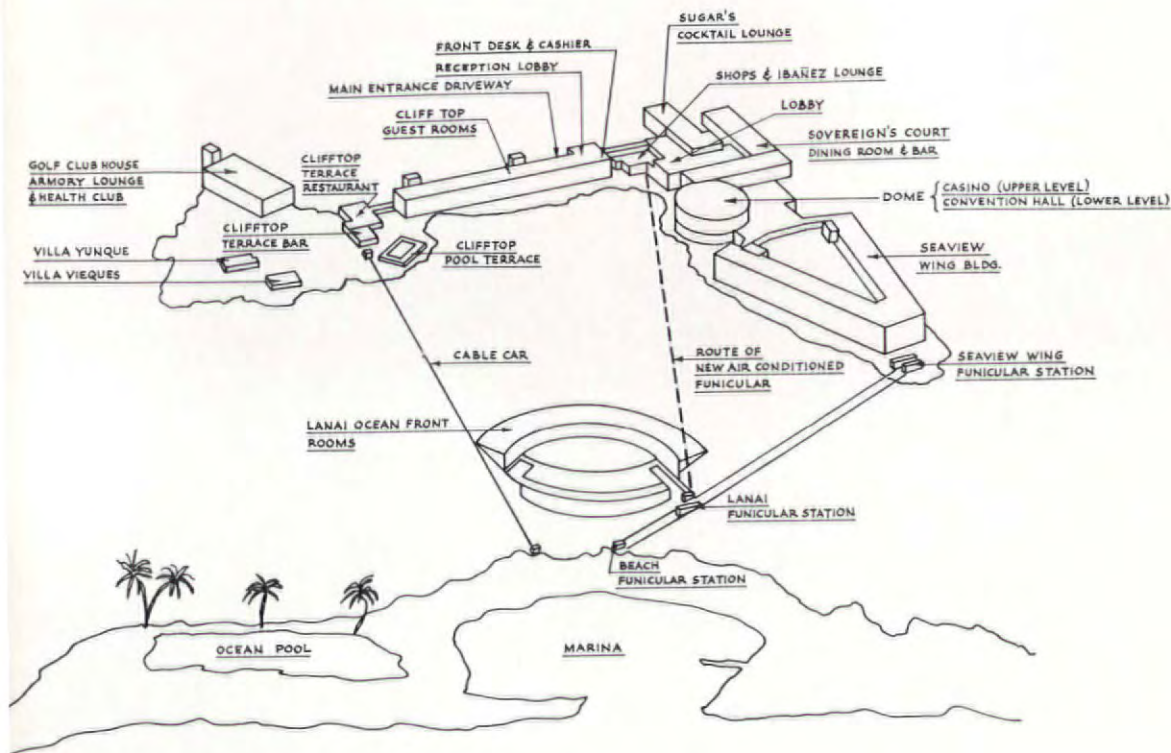
Upper right: *Domed building houses casino in upper level, convention halls below. Five-story V-shaped Seaview Wing offers ocean views for all rooms.*

Lower right: *Oceanfront Lanai guest rooms nestle into the hillside. Cerulean blue Italian tiles cover the entire poolside and sun deck; chaise pads are red.*

photographs by alexandre georges

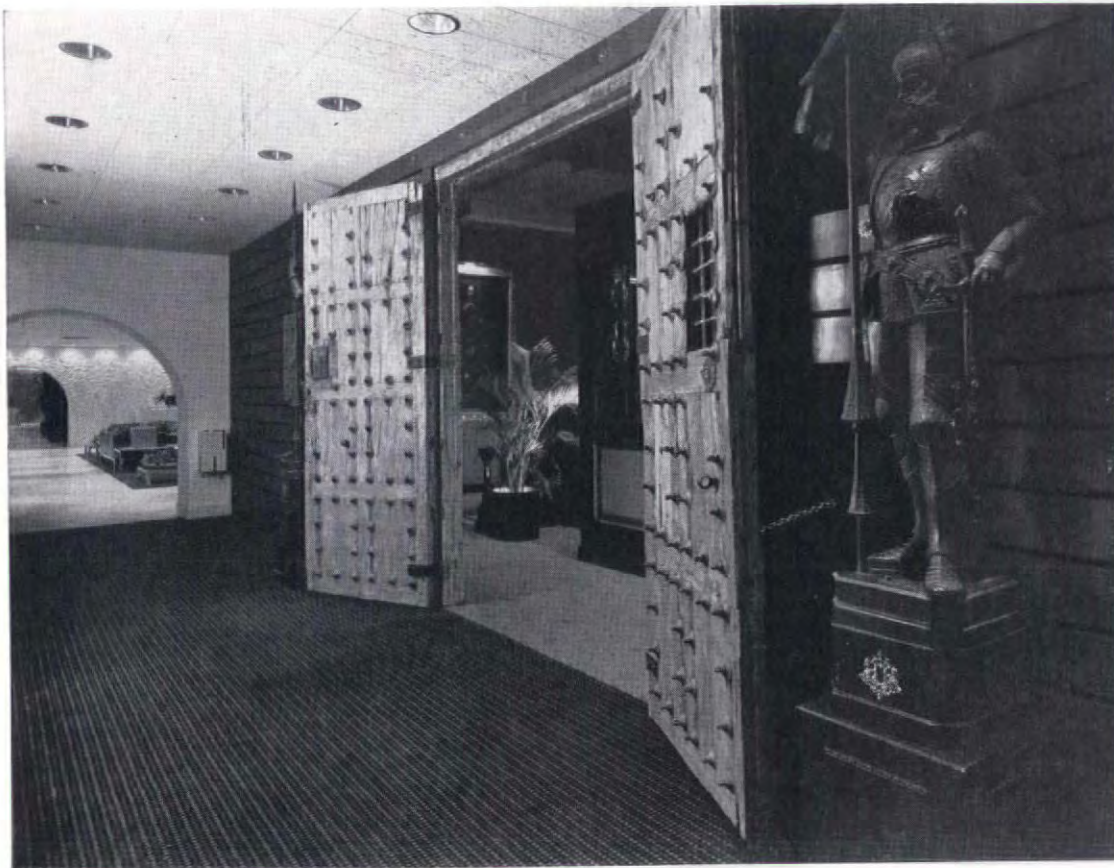


# El Conquistador



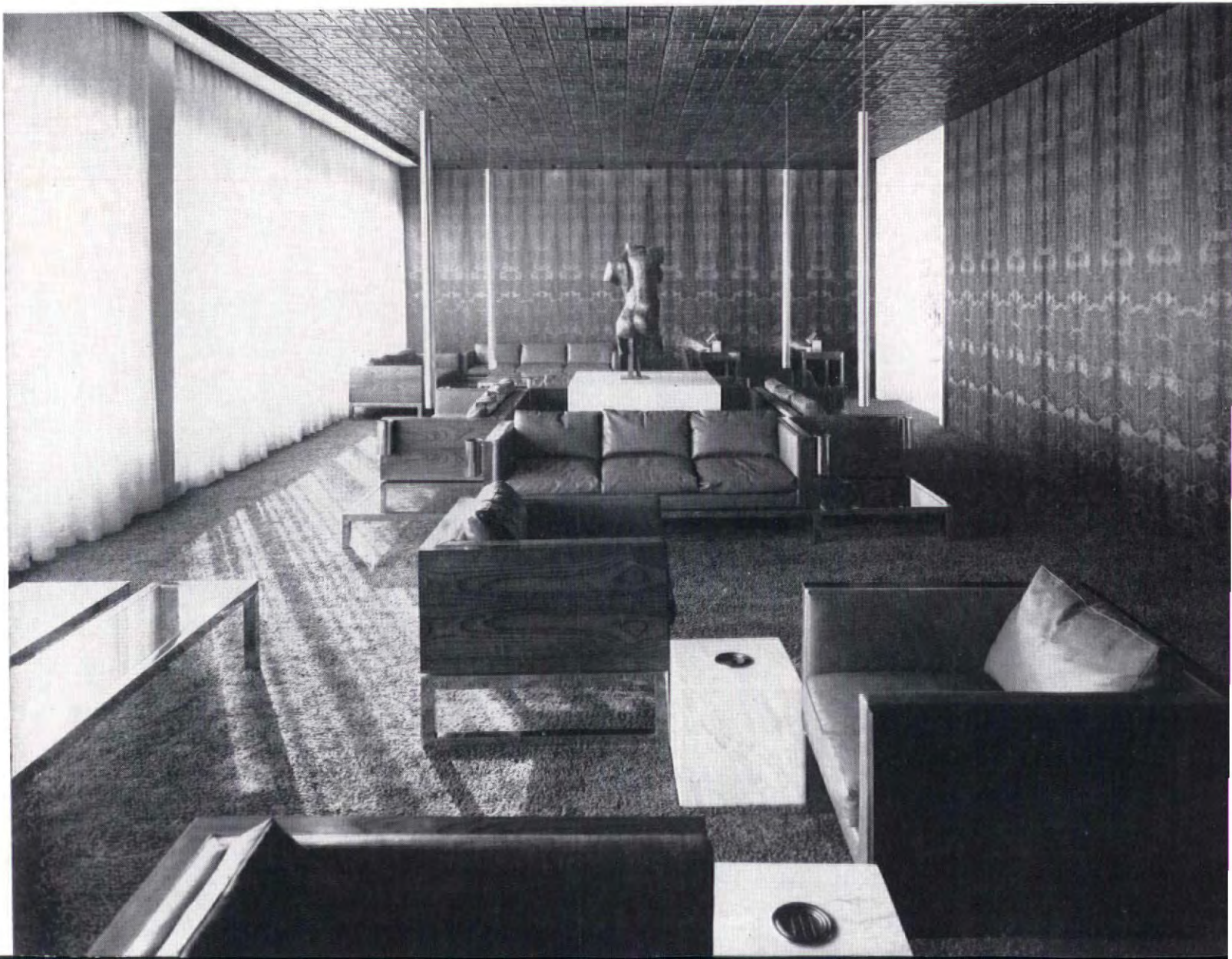
Below: Main lobby is like a cool outdoor terrace with its rough carved white plaster walls, collection of oversized Scandinavian and American pottery, emerald green carpet and upholstery, and archways leading off in all directions. Polished marble blocks serve as bases for the pottery and as ashtrays. Screen panels by 17th century Florentine artist; "L'Homme et la Femme" iron sculpture by A. Gailiard of France.

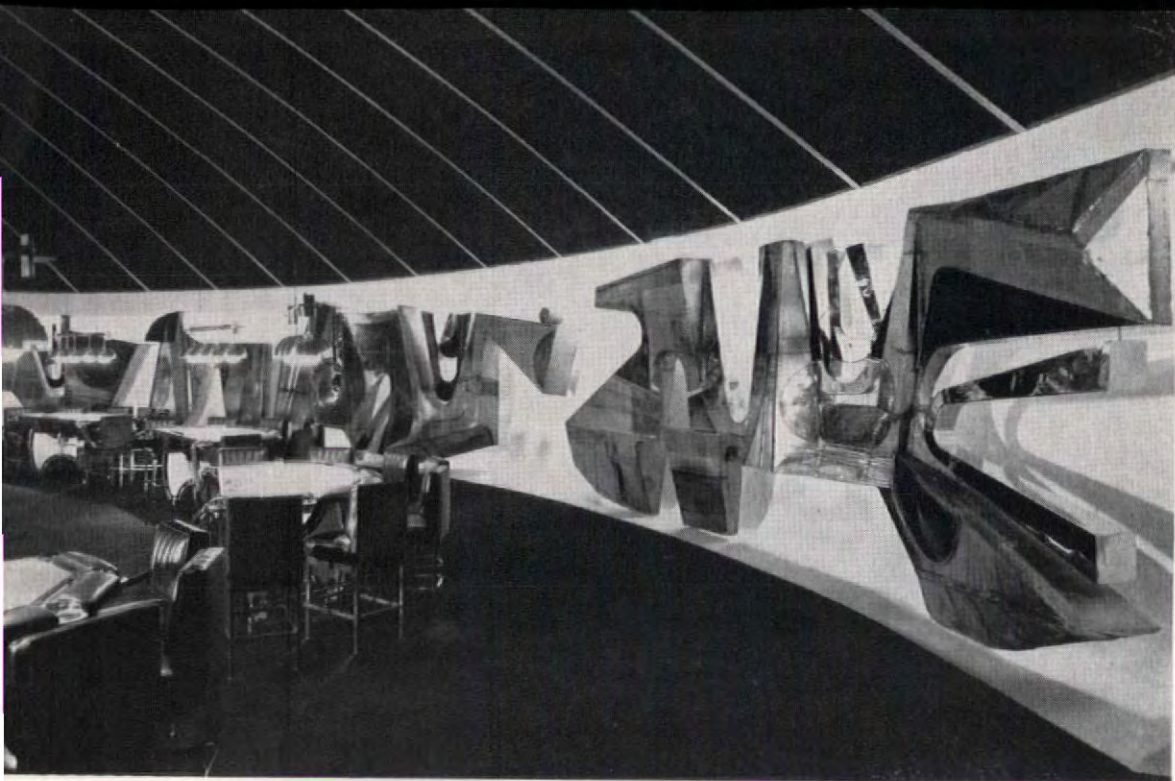




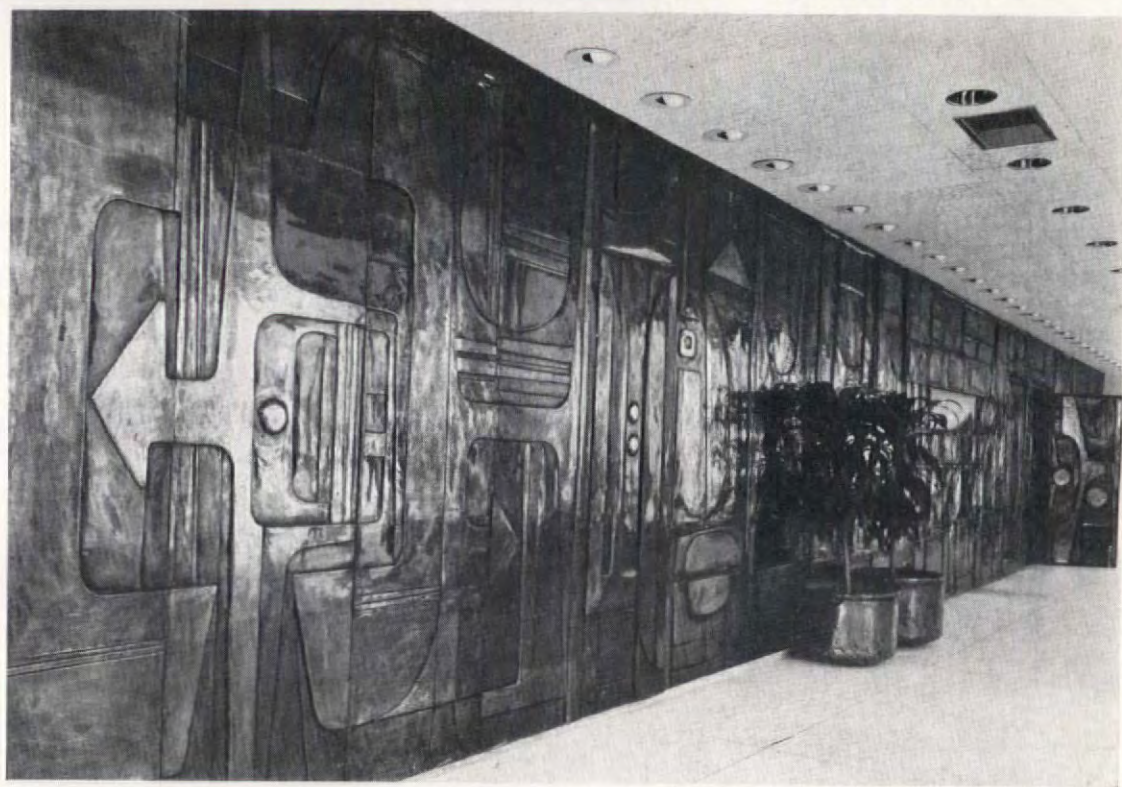
Left: Spanish knights in armor flank old castle doors at entrance to Sovereign's Court dining room.

Below: Another lobby focuses on a torso sculpture in iron and bronze by Gailiard, illuminated from chrome uprights at the four corners of a central seating group. The sculpture stands on a five-foot solid cube pedestal of carrara marble. Matched Brazilian rosewood panels contrast in pattern with molded plastic ceiling. Rosewood, chrome and glass furniture is all in simple rectangles.





Left: The casino in the upper level of the circular domed building is dramatically surrounded by a sculptural mural of chrome, nickel and steel by Gritti of Laboratore D'Arte, Italy. Black carpet, ceiling, upholstery, together with chrome chair structure and lighting fixtures, create a sophisticated and exciting late-night gambling setting.



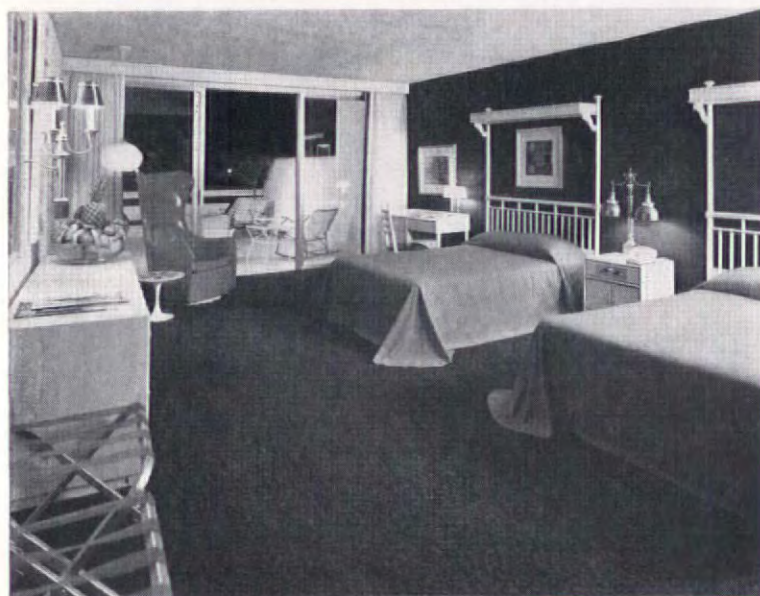
Right: Hand-hewn copper mural 65 feet long by Nerone and Gianni Patuzzi of Italy forms the façade of the Good Table restaurant.



Right: Copper wall bricks, copper table tops, a collection of copper utensils in the arcaded decorative wall set the theme for the informal Good Table restaurant. Burnt orange carpet and Prussian blue basketweave upholstery on white high-back chairs and booths make a strong color impact.



Above: *Sovereign's Court* is a plush two-level gourmet restaurant all in the reddest of reds: carpet, walls, colonnade arches, upholstery, tablecloths, even a red ceiling. Spanish chairs, old-world sconces and candelabra, and a gallery of 53 portraits of royal personages from all Europe contribute to the grandeur.



Left: Typical guest room in the *Oceanfront Lanai*, with large terrace overlooking the Caribbean, vibrates in royal blue carpet and wall, scarlet bed spreads, plastic chair, straps on luggage racks—colors taken from Victor Vasarely graphics centered over each headboard.

**Sources:**

Furniture: Stendig, Pace, Jil Associates, Thayer Coggin, Lehigh, Herman Miller, Chairmasters, Drexel, Scroll, Virtue, I. V. Chair Corp. Wall coverings: L. E. Carpenter Co. (Vicrtex), Comark, Nils Anderson, Wall Trends, Philan, Kirk Brummel Associates, Gilford. Carpeting: Bigelow, House of Carpets, Rugcrofters. Drapery fabrics: Jack Lenor Larsen, Cohama, David & Dash, M. H. Lazarus, Westgate, Miguel, Ortiz Draperies, Cartier Mills. Upholstery fabrics: B. F. Goodrich, La France, Oken, David & Dash, U. S. Naugahyde, Comark. Lighting fixtures: Habitat, Salviati, Koch & Lowy, Artolier, Westron Corp., Capitol Stage Lighting, Georgian Lighting, Gem Monogram. Mirrors: Sequin Mirror & Brass. Marble: Vermont Marble Co. Ceramic pottery: Architectural Pottery.



# How to create an instant heritage

Cecil Beaton traces a century's fads, from art nouveau and Gibson girls to psychedelic trips, for Jerry Brody's new but haunted Raffles Club

Jerry Brody, a prime mover in the world of glamorous dining, counts among his inventions the Four Seasons, the Forum of the Twelve Caesars, the Tower Suite and La Fonda del Sol (all these when he was president of Restaurant Associates); L'Etoile and the revived Rainbow Room (since setting up his own Brody Corporation in 1964). Mr. Brody makes a point of calling on famous, sometimes offbeat, designers to create his settings: Philip Johnson, Alexander Girard, William Pahlmann.

For his latest venture he persuaded Cecil Beaton, the British

scenery and costume designer ("My Fair Lady," et al) to undertake his first stab at commercial design. The assignment must have been tempting to a theater man: The creation of a reminiscent fashions-and-manners atmosphere for a new-born private luncheon, dining and supper club whose members include the likes of Truman Capote, Douglas Fairbanks, Jr., David Merrick, Charles Addams, Senators Javits and Cooper, Henry Ford, Henry Fonda (Pahlmann and Johnson too).

"Raffles" was Mr. Beaton's idea for the name of the club,

cherished for its dashing Edwardian cachet and dream-filling classification of members as gentleman-burglars à la Cary Grant (Cary's a member too). So tongue was elegantly in cheek at the outset, and it never gets unstuck.

In a highly appreciative and witty summary of the fads and follies of the century, the interiors wend their way through art nouveau, Gibson girls, English hunting scenes, theatrical posters and portraits, ending in a psychedelic trip in stained glass at the discotheque dance floor. Mr. Beaton and his assist-

ant in the design, New York costume designer W. Robert Lavine, combed antique shops, art galleries, and personal friends for the occasional antiques and innumerable portraits, prints, and artifacts that populate the walls and columns.

It all happens in a large basement cavern of the Sherry Netherland. Warmly lighted, surrounded in old-looking patterned green and red carpets and walls, glittering with brass and gold leaf, the Raffles Club looks as if it's been charming people for years, each decade adding its haunting memento. —J. A.

photographs by alexandre georges



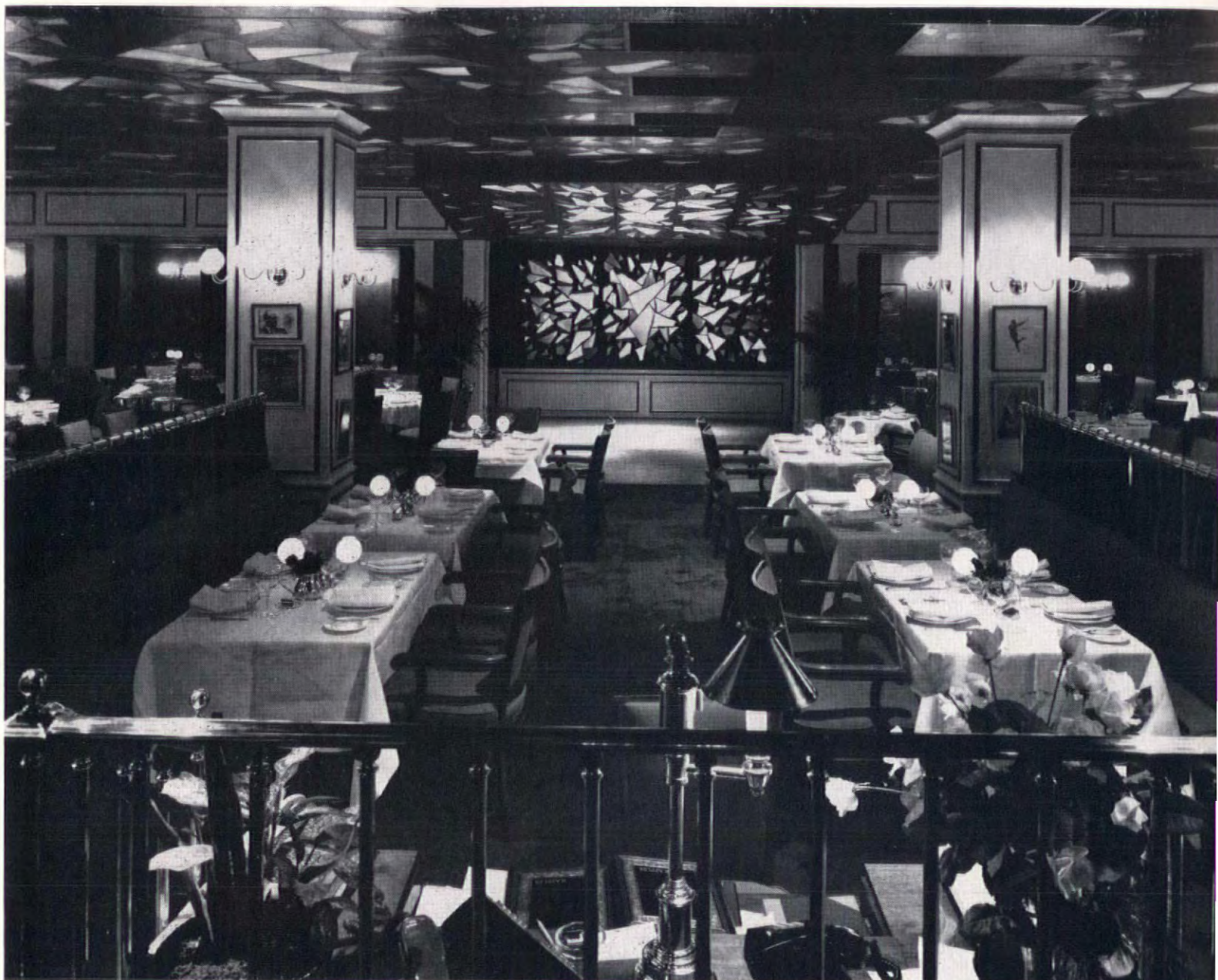
Left: View through brass-framed window in one of pair of doors entering on the bar.

Right: Gibson girl is one of a variety of prints and drawings in the bar.



Above: View from bar to sunken dining room. Vaulted ceiling and walls are covered in patterned green sackcloth from England. Beaton designed the carpet, also in green with splotches of red and black like spilled ink; woven in England, through Harmony Carpet. Beaton based his design for the brass chandelier on 18th-century English type. Base of mahogany bar is trimmed with white to lighten the mass and relate it to the white, mahogany-framed columns. Chairmasters bar stools. Back of the bar is mirrored, with decorative etchings not on the mirror itself but on plastic in front. Rows of candle-like lamps add to the glitter, as do crystal decanters, liquor bottles stripped of labels and filled with colored water, and brass uprights.

Left: Sofa from John Stuart in corner of the bar is upholstered in an Italian tufted leather-like vinyl. Mahogany molding on arch and door are gold-leaf-trimmed.



Above: Spacious dining room is divided into more intimate sections by plush velvet Scalamandré curtains on brass rail above banquettes. Psychedelic stained glass wall beyond dance floor was designed by Beaton, executed by Shirley Tattersfield. The design repeats in the ceiling, intense over the dance floor, more diffuse elsewhere. Columns and cornices are painted white with mahogany strips trimmed in gold leaf, imparting order to the space and harmonizing with the picture frames throughout the room. The carpet, designed by Beaton, is deep red with blue and black splotches. Banquette and chair upholstery is in a milder vinyl suede by Tenneco; Chairmasters supplied all seating.

Left: Maitre d'hôte's desk and tall brass lamp are antiques, like many other items found by Mr. Beaton and Mr. LaVine on numerous hunts through New York's East Side.

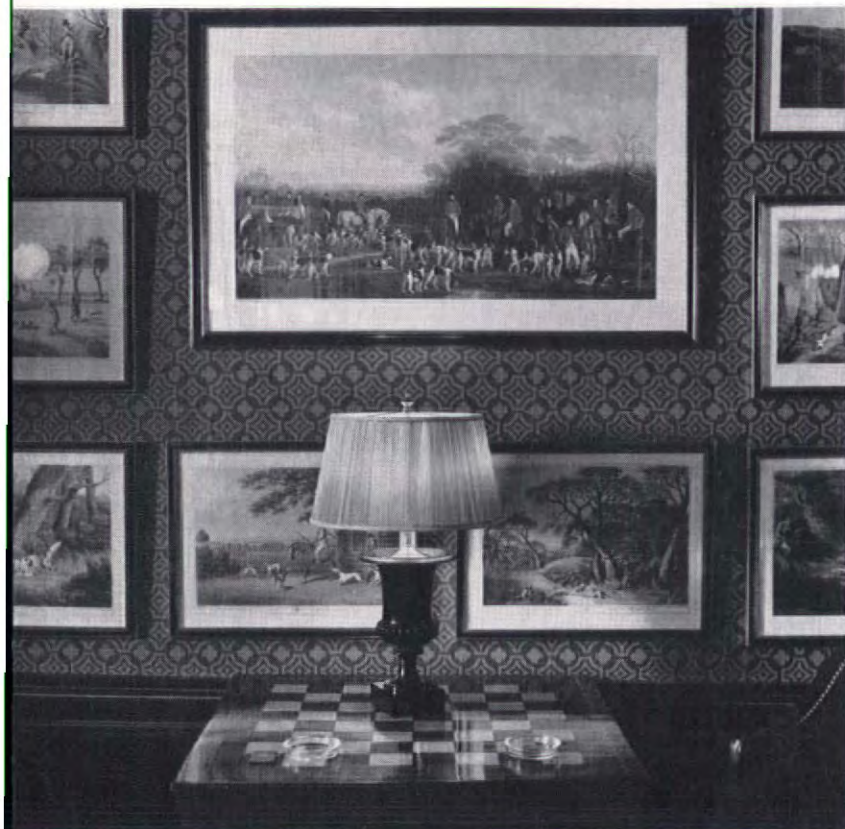
## Raffles Club

Right: *Scalamandré red velvet curtains are seldom if ever drawn, but they could be, on a series of private booths at rear of dining room. The booths alternate in red and blue wall-covering.*



Below: *A green wallcovering from England in oriental-art nouveau à la Leon Bakst covers the two end walls of the dining room. Sofa in tufted red suede from Chairmasters. Lamps on table repeat shape of sconces. Small bouquets of flowers on each table are in simple raffia baskets.*





Two photos above: Corner of the long lounge above dining room. Carpet continues from the bar into the lounge. Pictures throughout are a motley crew, including English hunting scenes in closeup at top, Matisses, Mondrians, portraits of theatri-

cal personalities. They are all framed in simple Hogarth frames, either in gold or black-and-gold. Lounge seating from John Stuart except antique bergères. Tables and lamps are also antiques.

Two photos above: Ladies' lounge swirls in English black-and-gold wall-covering of Mata Hari's day, reflected in theatrical mirror ringed with lights. Carpet is a Beaton design in black and yellow. Dunbar chairs in pale citron yellow fabric.

**Sources**

Chairs, banquettes, bar stools: **Chairmasters**. Lounge chairs and sofas: **John Stuart, Inc.** Chairs in ladies' lounge: **Dunbar Furniture Corp.** Velvet curtains: **Scalamandré, Inc.** Carpets: **Harmony Carpet.** Vinyl suede fabric: **Tenneco.** Stained glass wall and ceiling: **Shirley Tattersfield Associates.** Antique accessories: **Sybarites.**

# Report on carpeting:

In this fast-paced industry changes take place with lightening speed—appearing on the scene in the past six months were new man-made fibers; carpets of extra high-density from finer-gauge tufters, multi-piece dyeing; plus innovations in non-woven type carpets

The growth rate of the carpet industry in the past year has been estimated at 16 times the growth rate of the economy as a whole, ranking the carpet industry as the country's third most dynamic. Other pace-makers were appliances and plastics.

It has been predicted that a two - billion - dollar volume (wholesale) will be realized sometime during 1969. Yet the industry has not reached its full stride.

As the market broadens, deliveries are falling behind. Advances in technology, such as the development of high-speed tufters, and instant patterns through newer printing methods (rather than by older weaving methods), do not produce enough carpets to meet current demand.

The public demands better performance and healthy competition among the many manufacturers (there are dozens) almost insures better performance. So the rush is on and in the six months which have elapsed since we wrote our in-depth Industry Analysis in the June 1968 INTERIORS, there has been considerable development; more complex and higher speed tufting machines are now producing denser, more durable, interestingly textured carpets; new piece-dye methods are solving an age-old inventory

problem; new fibers and a second generation of fibers have appeared; in general the industry, alert to its problems, is producing more . . . better.

Part of the industry's problem in keeping up with the demand is the limited amount of base fiber. Wool is relatively plentiful but the supply cannot begin to fulfill anything but a small segment (about 15%) of the total need. Man-made fibers are required to keep the industry rolling, and the supply of man-mades is hardly sufficient either.

It takes many years to develop a new fiber, or to modify or refine an existing one, and much money, time, and development is still needed to keep up with present as well as projected needs.

### Three new fibers

To add to the growing list of man-made carpet fibers and their trade names (see graph on page 119 of INTERIORS June "Report on Carpeting") are three new important ones. All are what might be termed "second generation" fibers—modifications of existing generic fibers, nylon and polyester. But it is just those modifications which have completely changed the characteristics of the parent fiber into something which must be considered new—the hand is

different, as is texture, durability, and inherent maintenance-free potentials. What similar characteristics these new fibers have inherited from their parents are their resistance to flame, mildew, sun rot, staining, and resistance to airborne dirt.

The first of the new fibers is *Anso* (Allied Chemical), a polymer modification of nylon; the second, *Cadon* (Monsanto), a modified continuous filament nylon; and the last, *BCF Polyester* (American Viscose).

*Anso*, five years in the developing, is available in both filament and staple form suitable for contract grade carpets. *Anso*, Allied feels, is an improvement on the earlier nylon, *Antron* in almost all wear or resistance characteristics, but not more durable than the specifically geared A.C.E. grade which Allied guarantees against undue wear for three years. This is not a delustered fiber but it does have a soft dull sheen. More interesting however, is its peculiar light-deflecting characteristic which appear to deepen and brighten the color as light hits the sides of each tuft, making dirt or soil less noticeable. Mills presently working with *Anso* yarns: Karastan, Barwick, Painter, Berven, Lees, Callaway, Commercial Carpet, Laurelcrest

(div. Fieldcrest), Needleloom, and Universal Carpets.

*Cadon* is an extra heavy denier continuous filament modified nylon yarn geared to contract use. According to Monsanto this fiber has unusual anti-static qualities and a high resistance to soil. At this winter market Callaway introduced "Lustre Shadow," a tip-shear random patterned weave woven of 100% continuous filament *Cadon*.

*BCF Polyester* is a new bulked continuous filament, a mutation of the earlier *Avlin*, and maintains all of the wear and resistant characteristics of *Avlin*. Special texturizing equipment was developed to give uniform and consistent bulking to the yarn thereby creating a softer more luxurious look for residential use. The first introduction to the market was made by Gulistan (div. J. P. Stevens) with a tip-sheared high-low loop carpet, "Turning Point."

### New in the biz

Four major hard or resilient floor covering manufacturers—American Biltright Rubber Company (Amtico), Kentile, Congoleum Industries, and Armstrong Cork—have acquired established carpet weaving mills within the past year. This was not a "grass is greener" gesture, but, as with all business acquisi-



Downs: "Selector," a two-tone non-fuzz nylon shag

tions or mergers, the companies wanted to broaden their consumer lines, consolidate research facilities, and expedite expansion of distribution centers. In all cases their own distributors will now carry the additional carpet lines, and earlier carpet distributors of acquired mills will carry the hard or resilient floorcovering lines.

Amtico purchased the Noxon Mills in Dalton, Georgia and intends to fashion what they will call *Floor Mates*, coordinated patterns for both tile and carpets. The first such coordinated offering is three patterns: the floral "Boutonniere," a hexagonal "Sextette," and a pin wheel pattern, "Domani." Tiles have all been printed by a rotogravure process, carpets tufted of Creslan acrylic fibers and cross-piece dyed.

Kentile, in January of 1968 purchased Hightstown Carpet Mills and presented its first collection this Market. All carpets, plain and tweeds, were woven of wool, acrylics, nylon, or Eastman's *Kodel* in both contract and residential grades.

Armstrong Ind. formed its carpet division through the purchase in 1967 of the E & B (Evans & Black) Carpet Mills, and by building other facilities in Marietta, Pennsylvania. E & B is producing residential-grade tufted carpets under the label, *Lancaster Line*. In Marietta, a line of *Wearathon* needle-punch indoor-outdoor carpets are being produced.

Congoleum Industries some years ago built a mill to make fiber rugs, but by 1960 that process was discontinued. Tufting

machines were installed to make both residential and commercial carpets under the label of *Loomweave*. Three months ago the operation was changed again, this time to *Carpets by Congoleum*. Three introductions under this new label—all tufts—were made at the Market: a sculptured polyester, a nylon plush, and a shag. Each in a number of colorways.

A new addition to the carpet listings is Spring Mills who is expanding into this field from such domestic textiles as Springmaid sheets and towels. It has just built a yarn spinning and tufting mill for manufacturing, under the label of *Yorkhurst*, both residential and commercial carpets. The latter will have minute steel fibers embedded within the yarns for "shock-free" performance.

### Technology for tufting moves forward

This market unveils carpets made from a new machine developed by the Cobble division of Singer Company bearing the trade name *Duo Tuft*. It will open new vistas in texture, pattern, and multi-colors. Unlike conventional tufting machines, which form one loop per stroke of the needlebar, with all tufts set into rigid straight rows, the *Duo Tuft* machine forms two tufts per stroke with one of the tufts being placed in a diagonal position between the conventionally placed tuft. The result is a straight row of loops and a row of crossover loops which, in appearance, give a random look to the pile. Special mutations can be achieved by

threading alternate needles with different color yarns, or by setting one set of loops in a close tight formation low to the backing, and setting the other row with a high loop to create a number of textural variations. Mills using these machines include Patcraft; Tahlequah, who used a multi-chrome dyed *Zefkrome* fiber in its *Sheen and Shine* collection; and Triton (div. of Trend), who created a cut velvet, "Big Velvet" of Dupont's *Antron*.

In June we discussed the new fine gauge, or high density, tufting machines. Since then, even finer gauge tufters have been put to work to produce tightly packed carpets which resist soiling. The rule of thumb is that a carpet remains cleaner if the surface is so dense that soil cannot penetrate. These are the 5/64 gauge tufters which use only very fine denier yarns. These machines were originally designed for use for fine yarn fabrics—blankets, upholstery fabrics, etc. The machines have double the number of needles of a standard tufter and can tuft 574 loops within a 27-inch width of carpeting. A way has not yet been discovered to cut these fine piles. Unless the fiber manufacturer can find a way to spin an even finer yarn, this type machine will remain the finest gauge tufter available. A large number of mills have or are installing the 5/64 gauge machine, including Porter, Barwick, Monarch, and Philadelphia.

### The non-woven carpet

The non-wovens: needlepunch,

needlebond (interchangeable words for virtually the same product) have a certain—and growing—place in the market. The manufacturing process is similar to a felting process where short fibers are literally punched into a backing. This creates a very dense low pile material. As there is no pile to crush, it seldom shows wear, makes an incredibly sturdy cloth, and the price tag is low. Now that a way to use the new polypropylene fibers has been solved, carpets made in this manner have become impervious to weather conditions, sun rot, and insects. Needle-punch carpets are ideal for the indoor/outdoor market. Indoors these carpets fit in the kitchen but even more readily in the downstairs playroom, where they can be laid directly on a cement base. They are ideal for institutional use.

Until recently their looks left something to be desired—they mainly appeared in sombre or heather colors. Now printing dyes have been made to overcome the natural resistance of polypropylene fibers to liquids; today needle-punch carpets appear in bright clear colors and a riot of printed patterns. Better finishes are being developed to deter pilling, fuzzing, and abrasion. Future plans are being made to emboss patterns and to flock patterns over the base material.

Phillips Fibers is backing the performance standard of its heavier denier *Marvess CG* (contract grade) olefin fibers as used in approved (mills maintaining a manufacturing stan-



Amtico: "Match Mates"



Armstrong: "Soliloquy" print on non-woven *Wearathon* indoor-outdoor carpet

## Report on carpeting

dard set by Phillips) needle-punch indoor/outdoor carpets. The program will include a three-year guarantee covering needle-punch indoor-outdoor carpet performance in residential use, and a two-year guarantee in contract use. The guarantee provides for free replacement of the carpets (except for cost of installation) if it should rot, wear out, or be affected by weather during the periods specified.

The first manufacturer to qualify under the guarantee program was GFI (an Okonite Company) with its *Niagara* grade indoor/outdoor carpet.

Last market Monarch and Barwick instituted their *Color-set* program of printing patterns over a dense polypropylene needle-punch carpet. As this program matures with more sophisticated patterns made possible by the new dyes, and with more durable non-woven ground materials it too has been given the nod from Phillips to bear the three-year guarantee label.

A similar three-year guarantee is being offered by Monsanto for residential indoor/outdoor needle-punch *Wear-Dated* polypropylene carpets manufactured by Monsanto approved mills (a Monsanto label will be attached). Its guarantee provides for a refund or replacement (exclusive of installation charges) of 100% the first year, 50% the second, and 25% the third.

Generally speaking, this season's offerings of non-woven carpets represent the first results of the newer dye and print-

ing processes mentioned. Listed are some of these market presentations: *Ludlow*: "Fieldstone" is this market's new addition to the group of *Color Flock* single-level acrylic needle-punch carpets with a super-imposed *Color Flock* pattern. (An earlier *Color Flock* pattern won this January's A.I.D. award for the technical processes developed to create a colorful and textural carpet). *Ludlow* is also printing over its nonwoven solution dyed olefin carpets.

*Crown Products* (div. General Felt): *Four Seasons* grade manufactured with Phillips 66 Marvess olefin fibers for commercial use. The "Niagara" pattern in this collection is an indoor needle-punch carpet in 18 colors. *Cabin Crafts* (div. West Point Pepperell): "Explicit," a level-textured carpet needle-punched of Monsanto's *Anywear* 100% solution dyed acrylic has a latex backing and is available in nine colors; "Explicit" is also available with a high density *Momentum* foam backing in nine colors. *E & B Carpet Mills* (div. Armstrong Cork): "Hearthside" for indoor use has a new needle-punch system whereby 80% of the total fiber (a polypropylene) appears on the face of the carpet. This has a 3/16-inch high density foam latex backing. E & B's "Country-side" (for outdoors) is the same carpet without the added backing. *Armstrong Cork: Wearathon* (Armstrong's own line) also has been needle-punched so that 80% of the polypropylene fibers appear on the surface. The process at A C is called

"*Durabond*." Two carpets presented made by this process are "Pageant" and "Praetorian." Each comes in 10 colors but "Pageant" has a high density latex backing for use indoors.

The most exciting advance, in what is termed the non-wovens, is the process *Sculptron* developed by Barwick and Monarch. This is not a needle-punch method. It is a flocking process whereby nylon fibers (about 20 million per square yard) are bonded to an olefin substrate. (The density is such that dirt can barely penetrate the surface). By varying the thickness of the flocking, patterns appear which somewhat emulate a carved velvet carpeting. Barwick call its flocks *Carve Craft*, and Monarch, *Intermedia*. Both collections have five patterns.

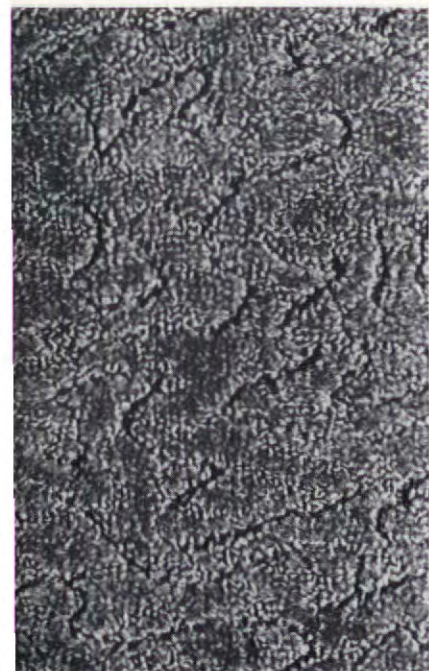
**Non-woven. sliver and knit**  
*Auckland Woolcrafters Ltd.*, Norwood, Massachusetts, has devised yet another type of a non-woven pile carpet. The process, a variation on an older knitting process (now out of style), is being called "Luxuria." Luxurious it is—so is the price tag at this moment. But the benefit is that 92% of the yarn appears as a deep plush furry pile on the surface of the carpet. (With normal weaving or tufting methods considerably more of the yarn remains underneath the primary backing.) The Auckland process uses wool carded and slivered before being spun into yarns, which then are knitted to a specially designed basketweave jute backing. The first presentation,

*Gamble*, (80% wool and 20% mohair) appears with a 1 3/4-inch pile in 18 solid colors. A custom program is being instituted shortly.

### New piece-dye plant is first aid for carpet mills inventory headache

A new dye system, the Kuster System, is now at work in the Dalton Georgia plant of Foremost Processing Company (subsidiary of Ozite). The plant's piece-dye services are available to all carpet weaving or tufting mills which produce rugs or piece goods. With this new system, a single continuous dye operation can now take up to 500 running feet of carpeting. But Foremost will assure up to 10,000 feet of perfect color continuity in job lots. Because of the dyes used—acid and pre-metalized in the same bath—a higher degree of color fastness can be maintained. (Previous piece-dyes had been accomplished with dispersal dyes).

Foremost fulfills a needed service to the local industry in setting up its Kuster System dye plant. For many mills which manufacture area rugs or cut piece-goods, Foremost's service also provides one solution to a mounting problem, that of inventory storage. Most mills offer each new pattern in colorways ranging from two to 20. Not all colors sell immediately so bolts of those colors must be stored until sold. By using Foremost's services, fewer bolts of greige



Callaway: "Lustre Shadow" of Cadon Karastan: tufted of Anso



Philadelphia: "Stonecrest" 5/64-gauge low loop of A.C.E. Nylon



Talequah: "Sheen 'N Shine" Duo-tuft Zeffkrome carpet

(undyed) goods can be stored and dyed to order relatively fast.

#### Anti-static service

Duraclean is beating the static problem with its "Shock-less" anti-static service. Treated carpets develop an electrochemical action which allows the carpet to become a conductor of static electricity which then eliminates the "shock." The treatment is non-toxic, colorless, non-flammable, and will not alter the surface of any standard carpet fiber or change dyes. (Duraclean offers other services such as foam absorbtion cleaning, soil retarding, and flame retarding treatments, mothproofing, spot removal and repairing.)

#### Market selections from all over—the choices are bountiful if not bewildering

For the specifying designer, there is a dizzying number of new carpets under many labels in many fibers. Weaves and tufts, for instance, in plain, velvet, random weave, hi-low piles, plushes, or shags—manufactured in just about all the fibers available. There are numerous labels for these fibers but in general they fall into four generic categories, including their second generation offspring. These, of course, are the nylons (and *Source* a bi-constituent nylon/polyester); acrylics (and the modacrylic/acrylics); olefins (polypropylene); and the polyesters.

To clarify our listings of the new carpets available this market, we are listing them (weaves, tufts, prints, indoor/outdoor, or kitchen) under the general heading of the fiber, with their trade names. The first list will include only those carpets considered for residential use. A contract or commercial carpet list will follow in March.

We do not intend to project color trends but it was strikingly noticeable this market that two new colors have been used with considerable regularity—a pale lemon or canary yellow (considered a good neutral), and a deep vibrant coffee brown. Greys are making a comeback after a lull dating to the late 50's.

Printed patterns did not make the impact predicted. But interestingly enough there were a number of printed shags having a mottled or tweedy effect. Actual woven shags were abundant—several in almost all major collections.

#### Capsule round-up of residential carpets

##### WOOL

*Lees*: "Kenton Manor," a textured wool twist in 13 solid colors. *Bigelow Sanford*: "La Ronde," a group of circular area rugs designed by Dorothy Liebes, additions to the *Custom Collections*. These may be ordered in any size, any color. Patterns range from abstracts to florals or leafy motifs. All are 100% wool. *C. H. Masland*: a wool plush (mothproofed) which comes in 15 colors. *Downs*: "Tiffany Look" random

shear with an abstract tracery design in 11 colors. "Francesca" thick plush in 12 colors. *Karastan*: "Arribeau" a contemporized version of a typical Afghan-type area carpet, (particularly elegant with a compartmented center and wide geometric border, woven in seven sizes and 12 colorways; ends have a short fringe. "Meroe" a contemporized textured floral—an all-over pattern woven with a multi-level loop in the manner of English needlepoint rugs; ends have a heavy knotted fringe and the rug comes in four sizes and five colorways. *Firth*: (div. Mohasco): a high-low shear in 10 abstract random patterns.

**NYLON** (including Allied Chemical Corp. Caprolan; Monsanto Textiles Div. Cumuloft; Dupont 501 Nylon, and Antron; and the Allied Chemical nylon/polyester bi-constituent, *Source*.)

*Downs*: "Right Choice" two-level textured loop pile tuft of 100% Cumuloft continuous filament nylon with a "visual" pattern achieved by a two-tone deep-dye processing of the yarn before tufting; "Best Ever" two-level loop nylon tuft available in 10 three-tone colored textures; "Selector" a two-toned (non-fuzz) nylon shag with 1½-inch tufts heat set for rough texture—in 15 colors. *Cabin Crafts* (div. West Point Pepperell): "Horizons" level loop tuft of Cumuloft with a high density foam back in 13 tweedy colorations created by the cationic dye process; "Shag-tastic," a two-inch high shag of

two-ply nylons yarns in 21 shades of regular and deep dye colorations. "Authority," a soft plush broadloom in six colors; "Destinations" of 100% Antron in nine colors. *Alexander Smith* (div. Mohasco): "Bounty" random patterned continuous filament Cumuloft nylon with wavy bands of texture in four colorways achieved through the cationic dye system; *Classic Flair* encompasses three nylon patterns—"Caballero," with a geometric tile motif, "Tartan Flair," a plaid, and "Dana Floral" a romantic overall floral. *Philadelphia*: "Monterey" continuous filament Cumuloft nylon loop pile with textured surface in 12 multi-colors; "Grenada," a random shear cloud pattern in continuous filament Dupont 501 yarns in 14 colors; "Casa Real" (a certified 501 carpet) with random shear pattern. *Viking*: "Geometrix," a random geometric woven pattern for kitchens fashioned in 10 colors tightly twisted continuous filament Caprolan yarns—to relate is a tweed, "Invincible," with a subtle stripe—both are bonded to a sponge rubber backing which forms a moisture barrier between the carpet and base. *Jean-Alan* (div. Trend Ind.): "Iceland" and "Norway" printed area rug shags of 100% continuous filament Dupont nylon ("Iceland" is printed with blocks of clear colors and both are backed with Durajen backings making them machine washable). *Triton* (div. Trend Ind.): "Roughhouse" designed for kitchen wear is densely tufted with a Mediterranean tile pat-



Ludlow: nylon flock over acrylite needlepunch



Monarch: "Intermedia" flocked carpet



Barwick: printed polypropylene needlepunch



Lees: Approved fire-resistant high density foam backing

## Report on carpeting

tern of continuous filament nylon yarns. *C. H. Masland*: "Sorcery" multi-hued shag of Dupont 501 Nylon in 14 colors; "Delphi" multi-level random shear of Dupont 501 continuous filament Dupont Nylon in 12 colors. *Magee*: "Voltage" a span-dyed long-haired shag with random colorations; and "Rage," a classic shag in 16 colors (both of 501 Dupont nylon); "Cue" a nylon pile plush with a white latex backing for use in bathrooms; *Walter* (div. Ludlow): "Tuscan" random shear three-level sculptured pattern; *E & B* (div. Armstrong): "Cypress Gardens" a two-inch shag of 100% filament nylon printed in four colors; "Hawaiian Village," a heat set nylon shag with 1½-inch pile in 13 colors. *Needleloom*: "Lush Life" dense shaggy plush almost two-inches deep in 22 solid colors and multi-colors. *Bigelow*: "Curryvale" nylon shag in 10 textured (multi-color) colors; "Creston" nylon plush in 12 pale and deep colors. *Lewis*: a nylon shag of continuous filament heat-twist of two different color strands twisted for retention and resiliency. *Mand*: offers an extremely dense shag space-printed for multi-color effects on 100% nylon. *Mohawk* (div. Mohasco): "Heigh Ho" nylon shag in 19 colors, each three-color piece-dyed. *Regal Rugs*: Seventeen area rug designs of the silky-textured Source fibers were introduced. Regal, having developed a new spinning method, was able to produce an extraordinarily fine yarn—almost a

fabric denier which were tufted into a variety of textures and high-low cut piles. This is a "designer's" group having been designed by Marie Creamer (director of design for Regal), Lawrence Peabody, Glen Kaufman, George Wells, Nell Znamierowski, Eileen Tuvil, and the Elenhank designers.

Source, though very durable, is strictly a luxury fiber with an interesting texture. As the light hits the cut ends of the fiber, a silky sheen is evident. As light hits the sides of the fiber, a deep lustrous color is apparent—together the light and dark shimmering lights create elusive colorations in the carpet. Patterns in this group are all contemporary stripes, or geometrics—many with plain fields and border designs, or all over textured designs. Colors are deep and rich to bring out this lustrous shimmer.

**ACRYLIC** (including the Monsanto Acrilan; American Cyanamide Creslan; and the Dow Badische modacrylic/acrylic, Zefran).

*Regal Rugs*: "Mirza," a small low level shag area rug with a zigzag woven pattern running in stripe formation in yellow and green. "Zelda" shag with a three-inch pile—both of Zefran fibers. *Lees*: "Bright Forecast" a tight pebble loop carpet of solution-dyed acrylic fibers insuring wearability for outdoor use, comes with a waffle type hi-density foam backing. *Bigelow*: "Shorewood" random shear scroll design in three pile heights and eight solid colors with five

tweed effects. *E & B* (div. Armstrong): "Contempora" a three-level random shear of Creslan with a cobblestone pattern. *Walter* (div. Ludlow): "New Western Skies" random shear of Creslan with a deep sculptural pattern available in 17 solid colors; "New Moon Shadows" a nubby plush pile of Creslan in 17 solid colors. *C. H. Masland*: "Sand Patterns" a basket weave pattern delineated by a high-low pile of Acrilan for use as an indoor/outdoor carpet—17 colors. *Cabin Crafts* (div. West Point Pepperell): "Tidings" a low-loop embedded among a plush pile creating abstract swirling patterns, in Acrilan tuft in 16 colors; "Vasata" area rug with a geometric primitive pattern tufted of Acrilan with a flat loop in three colors; "Appointment" area rug with a plain field and high loop tufted borders of Acrilan; "Poppyfield" area rug bears huge flower faces in bold relief against a dark ground. Tufted in a multi-loop construction of Acrilan; "Shagadoo" striped area shag in seven color combinations. *Magee*: "Classic Image" a scrolled pattern with cut pile of Acrilan in 15 colors. *Hardwick & Magee*: "Park Ridge" a 100% Acrilan random shear with scattered ridges created by contrasting deep pile loops and cut pile texture, and "Valley Brook" with a sem-scroll random sheared texture—both in 11 colorways. *Firth* (div. Mohasco): a solution dyed indoor/outdoor multi-level random shear with a tile or cobblestone texture in 10 colors.

*Alexander Smith* (div. Mohasco): *Designer Gallery* collection encompasses two patterns—"Vertical Grille" with a small Italian mosaic pattern, and "Provincial Panel" an early American pattern—both tufted of Acrilan. *Mohawk* (div. Mohasco): "Devereaux" a knitted carpet (one of the few to be seen this Market) which has eight multi-tone colors accented by tip shearing. "Hickory Hill" a multi-level carpet in solution dyed Acrilan with a primitive pattern suitable for indoors/outdoors. *Philadelphia*: "Carla Villa" has an etched and sheared tracery pattern in 12 colors; "Show Off" random shear pile with a small mosaic pattern, of Acrilan in 15 colors.

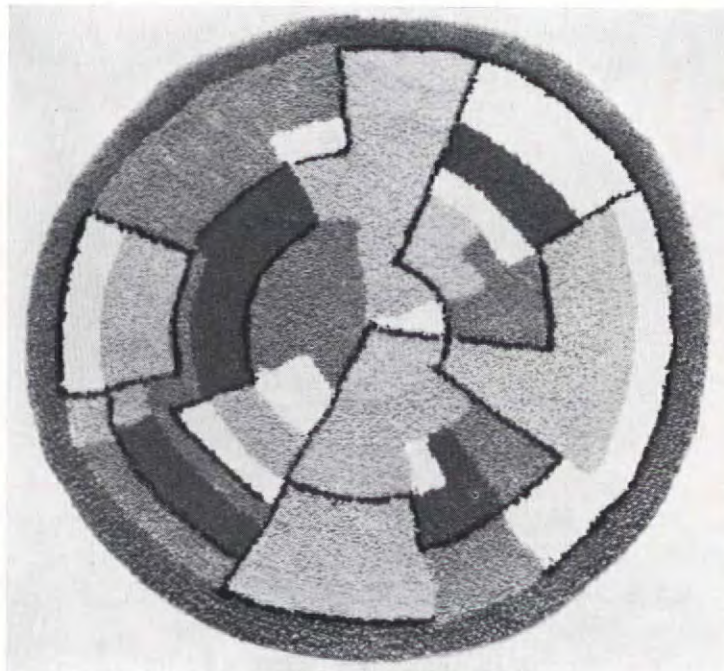
**OLEFIN-POLYPROPYLENES** (including Herculon of Hercules, Marvess of Phillips Fibers, Vectra, of Enjay Fibers and Laminates) *Tahlequah*: "Year Round," a rugged 1/10-gauge construction of two-ply solution dyed Marvess yarns with low (3/16-inch) loop pile, a Locktuft backing also in solution dye colors to coordinate with face yarns, comes in nine heather colors for indoor/outdoor use; "Delta" piece-dye Herculon high-low pattern in seven colors "Maker's Mark" 1/10-gauge level-loop pattern of Herculon in seven colors; *Sequoyah*: "Pool 'N Patio" dense 1/10-gauge, level-loop very low pile of Marvess with a Durogen backing which permits installation either indoors or out directly over a concrete surface—available in five heather colors; "Aries," a 1/10-gauge level-loop



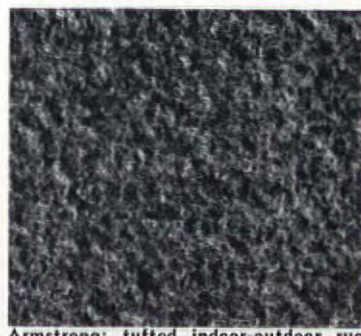
Triton: densely tufted nylon



Callaway: "Spanish Villa" of Acrilan



Bigelow: "La Ronde," a Dorothy Liebes custom design



Armstrong: tufted indoor-outdoor rug



C. H. Masland: indoor-outdoor Acrilan

in six colors and "Oliver Wendell Holmes" a high-low cobblestone pattern in eight colors—both of Herculon. *Jorges*: "Mission Impossible" indoor/outdoor filament tuft with a Spanish tile pattern of Herculon fibers—available with a jute, hi-density foam, hi-density rubber, Tex-A-Back backings. *Lewis Carpet*: "Vanquish," a 5/32-gauge level-loop tufted pattern in eight colors also with a choice of jute or hi-density foam backings. *Alexander Smith* (div. Mohasco): "Freeway" a 1/10-gauge level loop of Herculon in seven colors. *Stephen-Leedom*: "Premiere" 5/32-gauge Herculon level loop in seven colors with a choice of jute, high-density foam, or high-density rubber backings. *Stevens-Gulistan*: "New Matinee" piece dye hi-low loop of Herculon in four colors. *Trend*: "Jupiter" multi-level loop tuft of Herculon in eight colors; "Neptune" Herculon level loop in eight colors. *Triton* (div. Trend): "Chatham" 3/8-gauge Herculon level loop in eight colors. *Universal*: "Dickie" 5/64-gauge level loop of Herculon in six colors. *World*: "Stronghold" 5/32-gauge level loop of Herculon in eight colors. *Artex*: "Ever Step" a woven level-loop runner of Herculon in four colors. *Wellco*: "Dealer's Choice" a 1/10-gauge geometric designed carpet with the design as a three-color over print in monochromatic tones over a solution-dyed ground color—available in nine colorways, (also of Herculon); "Spring Time," a floral in monochromatic three-color tones with

a design over printed on a 1/10-gauge level-loop pile of solution dyed Herculon fibers for indoor/outdoor use; *Painter* (div. Collins & Aikman): "Deck 'N Galley" tight level loop construction of Herculon in six tweedy colorations—also suitable for contract or indoor/outdoor. *Crown Tuft*: "Hercules" indoor/outdoor Herculon filament level loop in nine colors with a choice of jute or hi-density foam back; "San Jacinto" an indoor/outdoor level loop 1/10-gauge tuft in nine colors, also with a choice of a jute or high-density foam back. *Magee*: "Alfresco" indoor/outdoor filament level-tuft of Herculon in eight colors; "Meridian HD" level loop tuft of Herculon in 12 colors with a hi-density foam back. *Majestic*: "Conquest" 5/32-gauge, and "Diplomat" 1/10-gauge level-loop of Herculon come in seven colors each. *Thomas Pride*: "Stormy Weather" indoor/outdoor 3/8-gauge Herculon filament level-loop tuft in five colors. *Roxbury*: "Markwood" 1/10-gauge level-loop of Herculon in nine colors.

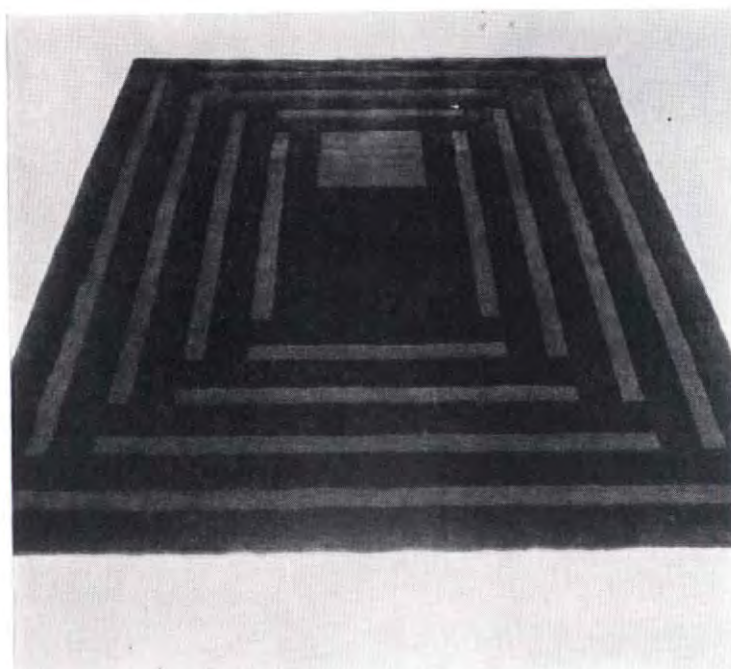
*Ozite*: to simplify installation, colorful tiles in a number of configurations of easy-care Vectra.

**POLYESTER** (including Encron, American Enka; Avlin, American Viscose; Fortrell, Fibers Industries; Kodol, Eastman Chemical; Tough Stuff, Beaunit)

*Walter* (div. Ludlow): "Baronial" nubby plush of Encron available in 17 solid colors;

"Costa Mesa" 100% polyester random-shear with a sculptural pattern in 12 colors. *Painter* (div. Collins & Aikman): "Dana" a two-level textured tweed of Fortrel in five pattern variations; "Grand Villa" of cut and incut Kodol fibers plus a three-level tip-shear pile embossed with swirling patterns. *Gulistan* (div. J. P. Stevens): "Turning Point" a highly durable random shear broadloom of continuous filament Avlin which bears the six-year warranty at time of purchase (first year replacement of 100%, three years 80%, four years 70%, five years 60%, and six years 50%); "L'Amour" a shag plush of Kodol available in 14 colors. *K.O.B Carpets*: "Castle Harbor" a traditional shag available in 15 two-colors. *Mercury Mills*: "Tangiers" area rug with a carved Persian like center and border motifs, in a blend of Avlin and Avisco rayon (for a soft hand), in 12 plain colors. *Needleloom* (div. Fieldcrest): "Sun Bond" with an all-plush polyester face comes in both plain or mixed multi-colors. *Bigelow*: "Flandre" a tip sheared polyester in 14 solid colors. *C. H. Masland*: "Bolero" a cut and loop pile in tight random patterned texture of Beaunit "Tough Stuff" polyester in 15 solid colors; "Bay Colony" a multi-level random shear of Beaunit "Tough Stuff" polyester in 10 colors. *Mand*: two solid-color polyester shags—one with a heat-set twist, and one a standard deep pile shag; a shag-plush of two-ply polyester mixed with a standard polyester

for added texture; a tightly woven velvety shear plush; and a textured loop with an unusually dense construction in solid and two-tone effects; "Rhapsody" and "Overture," two grades of Kodol shags each available in sixteen colorways—"Overture" is slightly more expensive; *Firth* (div. Mohasco): "Hazlenut" random-shear in 10 graceful swirl patterns; a Kodol plush-shag in 23 textural variations. *Alexander Smith* (div. Mohasco): "Talisman" high-low random shear in 12 colors. *Mohawk* (div. Mohasco): "Alhambra" high-bulk sheared high-low pattern with a Spanish grille motif; "Windham" a tip shear of worsted and spun polyester yarns. *Laurelcrest* (div. Fieldcrest): "Deep Comfort" plush broadloom comes in eight two-tone colors. *E & B Carpets* (div. Armstrong): tip shears, plushes, and shags of Kodol. *Monarch*: "Shagtime" a bulky Kodol pile shag in 11 solid colors and six tweeds. *Downs*: "Smart Tyme" tufted plush shag with deep cut pile in 14 colors. *Trend*: *Horizontal Trend* is a group of Kodol shags, plushes, and textured carpets of Kodol which includes "Windsong," and "Windsong Tones" both shaggy plushes in 14 colors; "Hob Nail" a random shear loop construction in 13 colors, and "Cartier," a multi-level pile with sculptured face in 13 colors—all keyed to the young market. *Callaway*: two shags. "Longitude" (in 15 colors), and "Latitude" (in 15 colors). *Roxbury*: "Ruffled Beauty" a shag pile in 15 two-tone colors—J. W.

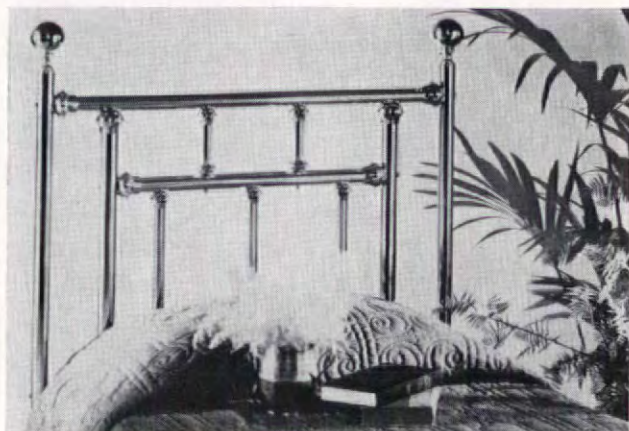


Regal Rugs: "Salon" designed by Marie Creamer of Source



Cabin Crafts: "Yasata" tufted of Acrilan

## Traditional



**Polished brass headboard** with round finials is a reproduction of a Victorian style. The height of the top crossbar is 48 inches, but widths vary: 3' 3", 4' 6", 5', or 6' 6". Great Eastern Furniture.

*Circle 200 on reader service card.*



**Custom bedspread** can be made for standard bed sizes or to exact specifications. Hand quilting adds beauty and dimension to the design. This old-world pattern is called "Toile Royale." American Needlecrafts.

*Circle 201 on reader service card.*



**Crystal chandelier** is early 19th-century antique in the Georgian manner. Diameter is 40" and length 42". Imagine the glow and reflections of crystal and candlelight! Or can be electrified by Marvin Alexander.

*Circle 202 on reader service card.*



**Art to Scale.** The wooden bases to these charming scales were taken from the ruins of 15th-century Italian dwellings. Solid brass fixtures are antiqued to blend with the stress-marked wood, S. P. Skinner.

*Circle 203 on reader service card.*



**Bombé commode**, an early 18th-century French Regence antique, has marquetry of rosewood and kingwood with banding of lemonwood, top of rouge royale marble, and original doré bronze mounts. House of Hite.

*Circle 204 on reader service card.*



**Hand-woven Moroccan rug** of sheep's wool in reds, blues, greens and white, was made in the Atlas Mountains of a centuries-old design. Such rugs can be ordered in any size and any colors. A. Morjikian.

*Circle 205 on reader service card.*

# Original 18<sup>th</sup> Century Quartet



**CW 156 CARD TABLE**

Flap-top Card Table, original circa 1725 — lower half of double top unlocks to a half-round compartment inside.

**CW 162 CELLARETTE**

Cellarette, original circa 1800 — sliding shelf pulls out for service, both drawer and cellarette compartment contain locks.

Authentic  
Williamsburg®  
Reproductions



**CW 160 DROP-LEAF TABLE**

Drop-leaf table, Chippendale, New York, Second half eighteenth century — cut off corners on drop-leaf and distinctive open-work stretchers.

**CW 161 REVOLVING BOOK TABLE**

Revolving Book Table, circa 1760 — top of swirl figured mahogany with conforming shelf. Revolves on pedestal.



*A Division of General Interiors*

ATLANTA BOSTON BUFFALO CHICAGO DALLAS NEW YORK SAN FRANCISCO

®identifies Trademark of Williamsburg Restoration, Inc., Reg. U. S. Pat. Off.

Circle 51 On Reader Service Card

## Traditional



### Vignettes

Black and Gold ceramic with pen and ink sketches in the panels.

*Designed and crafted in the Charleton Studio*

"Charleton"® Originals



**Abels, Wasserberg & Co., Inc.**

23 EAST 26th STREET, NEW YORK, N.Y. 10010

Chicago: Space 1214, Merchandise Mart

Los Angeles: Home Furnishing Mart



Four-branch candlebra lamp with French onyx finish on its wood column and base is featured in a new collection of Paul Hanson Co. Inc. There is a delicate metal leaf motif trim. Vanleigh Furniture Co.

Circle 206

on reader service card.



Small burl walnut bureau bookcase was hand-made in England after the Queen Anne style. The size is unusual: 17½" x 28½" x 79½" H. It is handsomely ornamented with fine English brasses. Wood & Hogan.

Circle 207

on reader service card.



Wall cabinet is hand-carved wood finished in antique gold and silver leaf. Smoked mirror can be substituted for the clear glass panels. Dimensions are 49" high x 21½" wide x 7" deep. Regent Glass.

Circle 208

on reader service card.



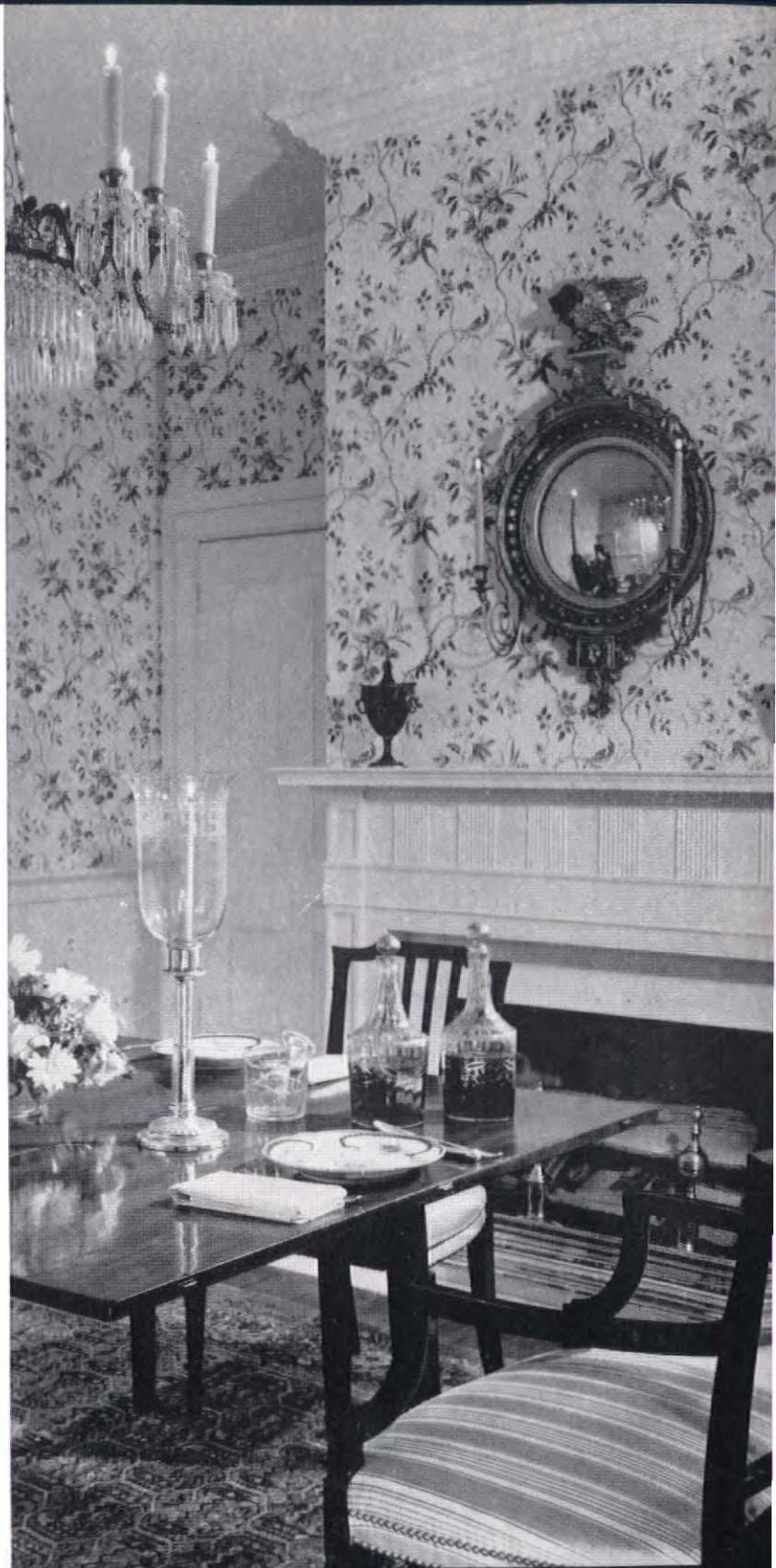
**Refreshing fountain** with young boys playing water pipes features a recirculating pump. The fish spouts from a height of 7 feet, 10 inches and water is caught in 6-foot diameter pool. Florentine Craftsmen.  
*Circle 209*  
*on reader service card.*



**Sinuous curves** characterize this reproduction of a Chinese Chippendale mirror. The undulating frame is black enamel with delicate designs painted in gold. Mirror measures 49" high x 34" wide. Art-Lore.  
*Circle 210*  
*on reader service card.*



**Library step** is a charming reproduction of a 19th century English accoutrement of learning. It is available in a lightly distressed bleached oak, or custom finish. 20" wide x 65" high x 38½" deep. David Barrett.  
*Circle 211*  
*on reader service card.*



*LOCKLIN PLANTATION...a late 18th Century documentary wallpaper, especially reproduced for the winter dining room in the Liberty Hall Restoration, Kenansville, N. C.*



**Brunschwig & Fils**

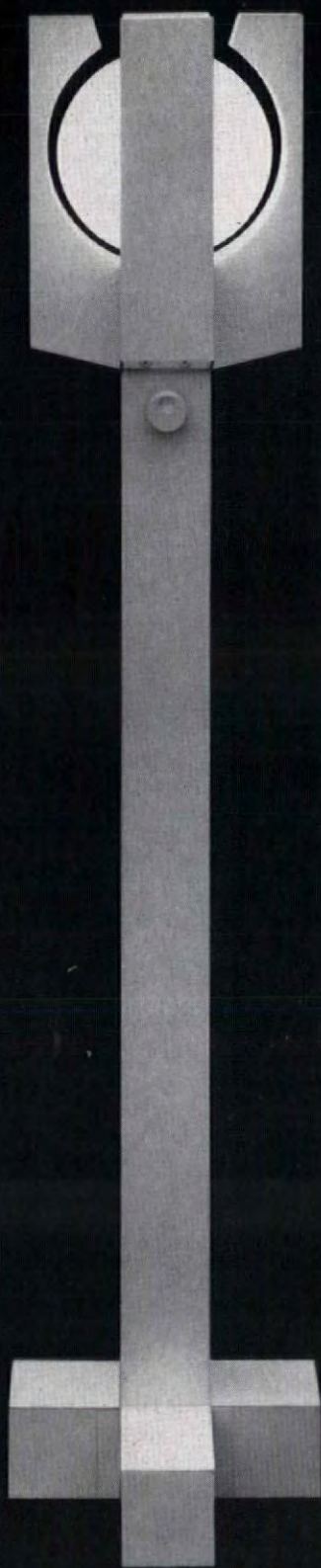
*Decorative Fabrics and Wallcoverings*

979 THIRD AVENUE NEW YORK 10022

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

Circle 53 On Reader Service Card ►

# ILLUMINATING!



## Program 4/4

Distinctive architectural lighting fixtures designed by Don Meserve—Program 4/4 is a complete line of ceiling, wall-mounted, and standing luminaires with coordinated tables, in hand-finished aluminum, mirror-polished, enameled, or anodized to your specification.

Represented by D.G.M. Associates, 160 East 56th Street, New York City 10022. 212-751-4870

Cathedral Art Metal Co.  
Providence, Rhode Island

### Giving them the Tiger Eye

Among the opulent accessories by Sherle Wagner Corporation to add splendor to bathroom design are Tiger Eye jeweled faucet sets and 24-carat goldplated accessories. In this spacious bathroom by Jay Dorf Inc. the Tiger Eye fixtures were used for the washbasin, which is set in a marble-



topped dressing table, and for the matching marble-faced bathtub. The lighting fixtures on the mirrored wall, light switches, towel racks, paper holders, door knobs, drawer pulls, and other accessories are also from Sherle Wagner. Perfume bottles, candlesticks, and a miniature marble-topped chest are antiques.

Circle 230 On Reader Service Card

### Light to be soothed by

Lightolier, top innovator in the illumination field, has come out with "Lumia I," a moderately-priced version of kinetic



## Wallpaper selling aid needs limited space . . . shows many samples

The Multiplex Display shown above has 40 wings, each 18" X 36" . . . occupies just 10 sq. ft. of wall space . . . shows 80 representative samples.

This attractive compact unit makes it easier for your customers to shop, compare, select . . . and to buy. Makes your selling job easier, more effective, more profitable. Samples stay neat and flat—no dog-eared corners or torn edges. Many other sizes and models available. Sensible prices.

For more data, tear out this ad, print your name and address on the margin, and mail posthaste to:

## Multiplex Display Fixture Co.

Dept. 799, Warne & Carter

St. Louis, Mo. 63107

Circle 55 On Reader Service Card

◀ Circle 54 On Reader Service Card

art lighting designed by Michael Lax Associates. This form of light in motion, first developed by the late Thomas Wilfred as an art expression and exhibited in museums, is now condensed into a walnut-finished box measuring eleven and one-half inches square by seven inches deep. As soothing lighting to look at, continuously changing light shapes and colors flow over a translucent screen to produce fantasy forms. Used singly or grouped, "Lumia I" can be placed anywhere near an electric outlet to create a magnetic focal point—at home, in a showroom window, or in a waiting room (doctors and dentists should hear about it). Lightolier showrooms are in New York at 1 East 36th Street, Chicago, Dallas, Los Angeles, and San Francisco.

**Documentary fabrics**

Arthur H. Lee & Sons Inc., weaver and importer of fine decorative fabrics, caters to a renewed demand for documentary fabrics with additions to its collection which in-



cludes "Chinese Quail," above, a fine English handblocked print on 100% linen. It is done in one multi-colorway only on a white ground, 52-inches wide with a 37½-inch repeat.

Circle 231 On Reader Service Card

**THONET**

A

**AMERICAN  
CHAIR CO.**

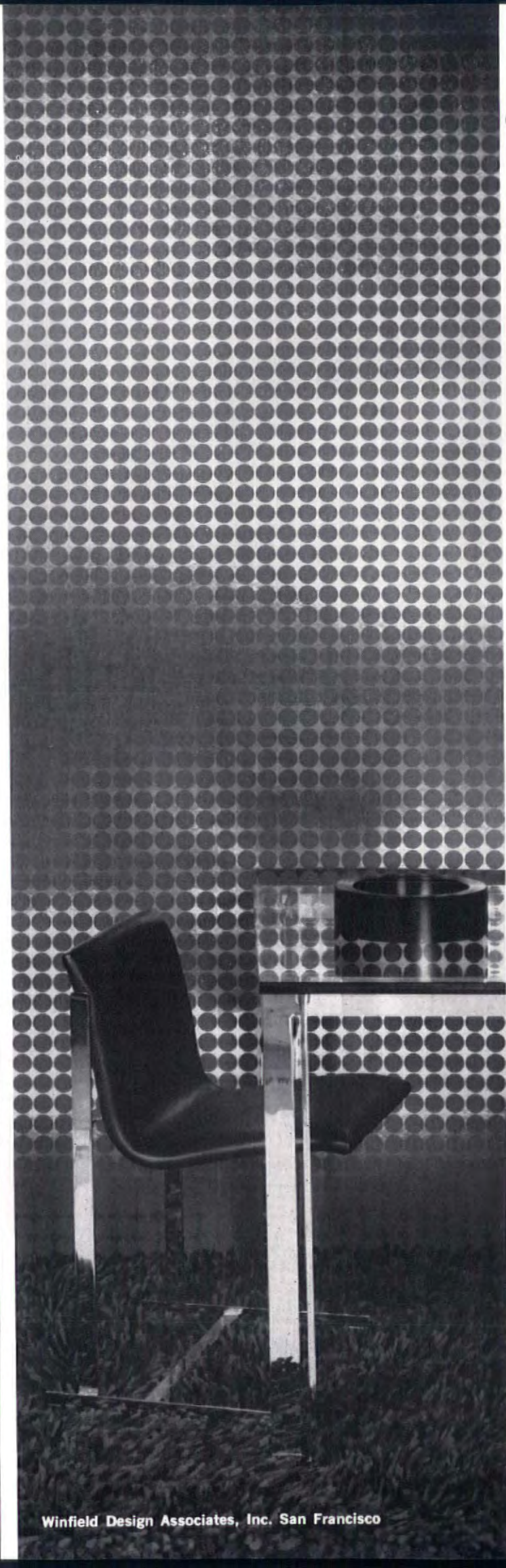
SINCE 1887

Wide selection of contract seating with complementary tables. See your dealer or write for our distributor's name.

DIRECT ALL INQUIRIES TO: 1 PARK AVENUE, NEW YORK, NEW YORK 10016  
SHOWROOMS: Atlanta • Chicago • Dallas • Los Angeles • Miami • New York • San Francisco • Sheboygan

Circle 56 On Reader Service Card

Circle 57 On Reader Service Card ▶



very winfield "omega" from volume 8 ambia collection foil & vinyl wallcoverings

Winfield Design Associates, Inc. San Francisco



6 color arrangements

**LOUIS W. BOWEN, inc**  
*Fine Wallcoverings*

979 THIRD AVE. • D & D Bldg. • NEW YORK, 10022

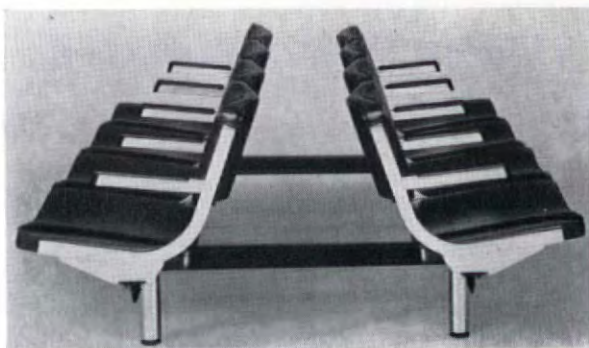
Chicago • Boston • San Francisco • Los Angeles • Philadelphia • Miami • Dallas • Canada

**General Tire adds new contract vinyl wallcovering**

"Hercules," an expanded vinyl wallcovering which has a coarse fiber open weave and simulation of depth and detail, is a recent addition to the *Genon* vinyl wallcovering from General Tire & Rubber Company. While it has the appearance of a thick textured fabric, "Hercules" is exceptionally light in weight and possesses the same long-wearing and fire-resistance standards of the entire *Genon* line. The new texture comes in 31 colors ranging from light and dark neutrals to bright primary colors. Two-tone effects are achieved through a printing technique known as "Spanishing."  
 Circle 232 On Reader Service Card

**Seating at the airport**

The Harter Corporation's "Sequential" seating system has been given added versatility with a back-to-back ganging arrangement that can be specified in place of free-standing



bases. The ganging base is of rigid, all-welded construction in satin-finish chrome. "Sequential" is available with bench, armless, or armchair seating; tables may also be included.

Circle 233 On Reader Service Card

**Custom  
 Wood** MANUFACTURING  
 COMPANY

3620 HIGH STREET NE ALBUQUERQUE NEW MEXICO 87107  
 AREA CODE 505-344-1631

WRITE FOR NEW 32-PAGE COLOR PORTFOLIO

Circle 59 On Reader Service Card

◀ Circle 58 On Reader Service Card

### Custom upholstered furniture by Greeff

Greeff Fabrics, Inc. has introduced a comprehensive line of custom convertibles along with a wide selection of custom sofas and chairs—all dressed up in Greeff's fine fabrics to be selected at time of purchase. The convertibles are offered in 12 styles of sofas and love seats in a variety of sizes which convert from comfortable seating pieces to superior beds equipped with Beautyrest mattresses and special mechanical features. The 16 upholstered furniture styles comprise five sofas in various sizes, ten chairs, and an ottoman—all with Beautyrest springs or *Comfortore* seat construction. Hardwood frames, extra strength at points of contact, self deck and seat cushions of Latex foam wrapped in Dacron are other details. Cushion covers are zippered. Circle 234 On Reader Service Card

### Piano without strings

The "Continental Carousel" introduced by the Allen Organ Company has to be heard to be believed. By means of a complex, solid-state electronic circuitry, it sounds like a real piano, but it is also capable of producing (by depressing automatic tabs) the sounds of a brass band, an entire string orchestra, a tenor saxophone, a full traditional organ, or other instruments which may be specified by the purchaser. It also has all the features of Allen's new "Crystal Carousel," such as the remarkably authentic harpsichord, vibrato, harp, zither, etc. The Continental has two full 61-note manuals, a full 32-note pedalboard, and a powerful built-in stereo-audio system with provision for external tone cabinets. It is designed with classic simplicity and is available in many woods, finishes, and styles. Full details on these astounding Carousels, which add great dimensions to the home entertainment field, will be sent by the company.

Circle 235 On Reader Service Card

## The fabulous polypropylene SR<sub>2</sub><sup>TM</sup> wrap-around armchair

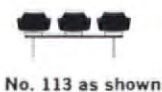
designed by  
Robin Day,  
celebrated  
British architect



No. 90 as shown  
No. 96 with swivel  
pedestal base

For all manner of institutional  
and public seating where the need  
is for long-sitting comfort, and  
the ability to take a beating

The base is attached securely by self-tapping screws that go into bosses integrally molded with the underside of the seat. The screws set at angles in line with the direction of stresses when the chair is in use.



No. 113 as shown



No. 114 with 1 table top



No. 115 with 2 table tops

3 Seat Unit 77½"  
4 Seat Unit 104½"  
5 Seat Unit 131½"

The leather-like texture deeply etched into seat and back is resistant to marks and stains, and is washable. Because of its very high resistance to flexural fatigue, the chair will never craze nor crack.

Made in U.S.A. by

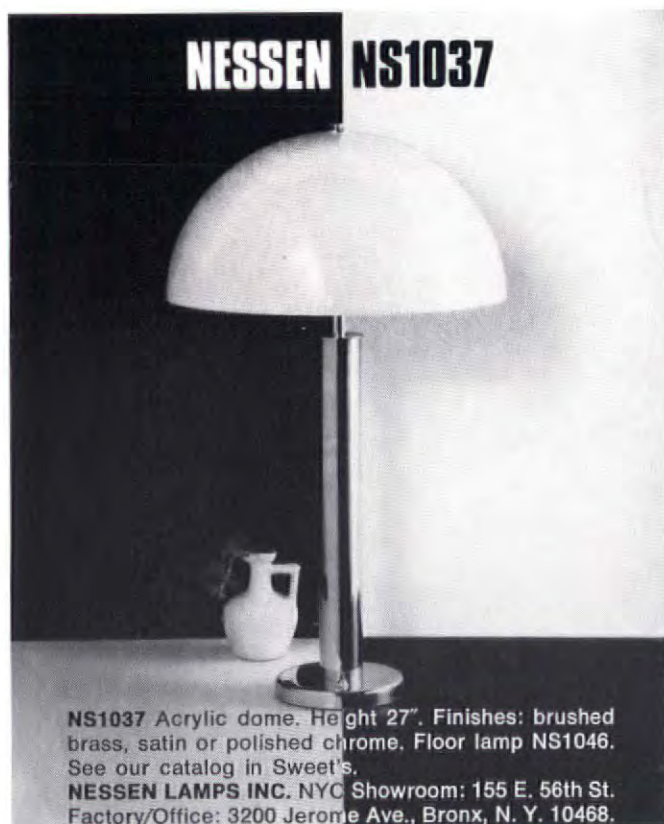
## JOHN STUART INTERNATIONAL

DIVISION OF JOHN STUART INC.



PRINCIPAL OFFICE AND SHOWROOM: 205 EAST 58TH ST., NEW YORK, N.Y. 10022  
BOSTON: 90 BERKELEY ST. PHILADELPHIA: 2301 CHESTNUT ST.  
CHICAGO: 6-128 MERCHANDISE MART

New catalog of complete line with specs and color chart. WRITE FOR IT



**NESSEN NS1037**  
NS1037 Acrylic dome. Height 27". Finishes: brushed brass, satin or polished chrome. Floor lamp NS1046. See our catalog in Sweet's. NESSEN LAMPS INC. NYC Showroom: 155 E. 56th St. Factory/Office: 3200 Jerome Ave., Bronx, N. Y. 10468.

Circle 60 On Reader Service Card

# Ceilings unlimited

From Conwed ... a complete collection of ceiling products for enduring beauty by design. CONWED makes the ceilings and ceiling products that help make an interior design. Ceilings with texture. Shape. Balance. Color. Ceilings that blend beauty and function. To complement any design objective.

Conwed also offers a complete collection of coordinated acoustical, lighting, and ventilating ceiling systems. As well as acoustical partitioning, and commercial carpeting. Made specifically to fit any spatial demand, including the new interior landscaping concept.

See what a little imagination can do for a ceiling. See the CONWED collection. It's showing now in Sweet's new *Interior Design File* (Section B-4 Ceilings and Acoustical Products) or write to us.



**Conwed**  
CORPORATION

332 Minnesota Street, Dept. ITRS. • St. Paul, Minnesota 55101

## TechFab furniture floats on monolithic base

The "Ikon" collection of correlated lounge furniture for offices, reception rooms, and lobbies, has been designed by TechFab, Division of Alseco, Inc., in a manner as modern as contemporary sculpture. This flexible collection includes single, double, and triple lounges, without arms, or with arms that are fully upholstered or capped with aluminum. Modular units combining the lounges with tables, benches, planters, magazine racks, or ash tray units, can be



arranged to fit any area. The sculptured monolithic base, available in polished satin chrome, flows into a break-form back for shaped-to-the-back seating comfort. The latest manufacturing techniques have been used to vacuum-form the vinyl fabric cover over foam cushions. Each cushion snaps into place on the heavy plywood frame for easy replacement or for different schematic color effects. Backs are upholstered to match the cushions, or they can be obtained in a choice of laminates.

Circle 236 On Reader Service Card

WM. THYBONY CO. TEN SIXTEEN BELMONT AVENUE • CHICAGO, ILLINOIS 60657

**ORCHARD**  
hand printed  
vinyl wallcovering

*Thybony* vinyl group one

distributed by:  
THIBAUT east • THYBONY midwest • SEABROOK south • KINNEY west • WALTER BROWN canada

Circle 62 On Reader Service Card

◀ Circle 61 On Reader Service Card



## Jim Cashmore would like to answer some questions that you don't seem to be asking.

### Who is Jim Cashmore?

Jim Cashmore is the president of the Cashmore Furniture Corporation. Which doesn't make him much of a president because the Cashmore Furniture Corporation isn't much of a corporation. As far as size is concerned. And that partially answers our next question.

Place (Broadway & Wall Street). Which explains why our customers have had to go out of their way to bring us their business. What all this adds up to, is a very small, happy clientele and a very small, happy, but not exactly thriving corporation. Which brings us to where we are now. Ready for a change.

### Why haven't you heard of him till now?

From the size of our clientele, we think we're safe in guessing that our existence has been a well-kept secret for the last 47 years. Which is understandable. Because we never went out of our way to talk ourselves up. We figured our customers would do that. And they have.

But word of mouth isn't such an effective advertising medium compared to word of advertising. And since we've done very little advertising, our anonymity has been widespread. Till now.

What's more, we've always been more concerned with making our customers happy than with making new customers. Consistent with that attitude, we've gone out of our way to treat every customer as though he were our only one. Which explains why our customers have consistently gone out of their way to bring us their business. Another thing. We're inconveniently located right in the middle of nowhere. At 46 Trinity



### Why should you hear of him now?

We're not going to change things that make us what we are. (Service, dependability, those things.) Just the things that make us as small as we are. So we'll be saying goodbye to our quiet, soft-spoken bearing. And we'll be going directly and dynamically to you. The architect. The designer.

And we'll be going to you with a whole, new line of contemporary office furniture. The Source Group from Cory Jamestown (which we'll be talking more about in future ads.) Plus several other leading classically-designed metal and wood lines, all of them available in custom sizes.

If you'd like to see the Source Group or the other lines in a catalog, send for our catalog. If you'd like to see them in person, come down. We hope you can find us. Because, if you do, you'll find out that the only thing nicer than the office furniture you'll get is the treatment you'll get.



# Cashmore

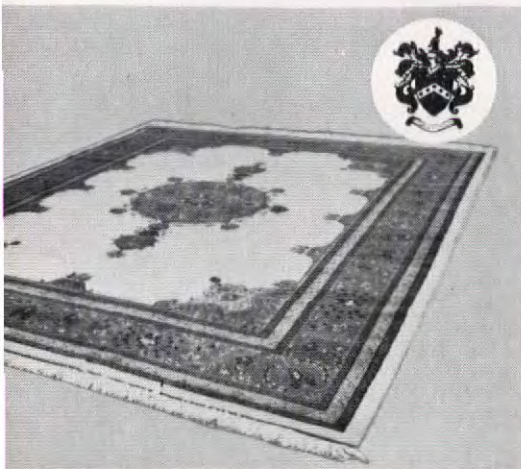
46 Trinity Place • New York, N.Y. 10006 • (212) 425-7474

Circle 63 On Reader Service Card

**306  
EAST  
61<sup>ST</sup>**  
NEW YORK 10021



**INTERIOR**



**M. MICHAEL BARD, INC.**

The best quality Oriental and European rugs, as well as rugs from France, Portugal and India, stocked in New York. Made to order available.

**ROBERT BENJAMIN  
INCORPORATED**

Representing:  
Architectural Pottery/Fiberglass,  
Architectural Signing, M. Berrier Lamps,  
Cal Mode, Fortress, Kasparians,  
Peter Pepper Products.



**R  
B**



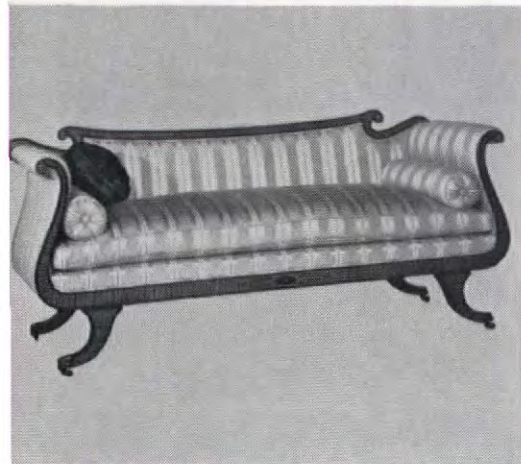
**BIELECKY BROTHERS**

Lounge chair from our collection of willow furniture. These pieces, handwoven in our studio of the finest willow, are very sturdy. Available in stained or painted finishes as well as the natural color.



**BUDD LOOMS, INC.**

Old World tapestry, reproduced in any design, any size or shape, and in any combination of colors, displayed in our floor covering showplace.



*Cocheo*

An authentic reproduction. This fine English regency sofa, handcrafted of crossbanded satinwood, rosewood, and ebony inlaid in mahogany, is truly a testimony to Cocheo's superb artistry.

**EPPINGER FURNITURE, INC.**

Fine contemporary furniture, designed by Albert Herbert, for the discriminating architect and interior designer. Our exceptional quality and conscientious service appeal to the professional.

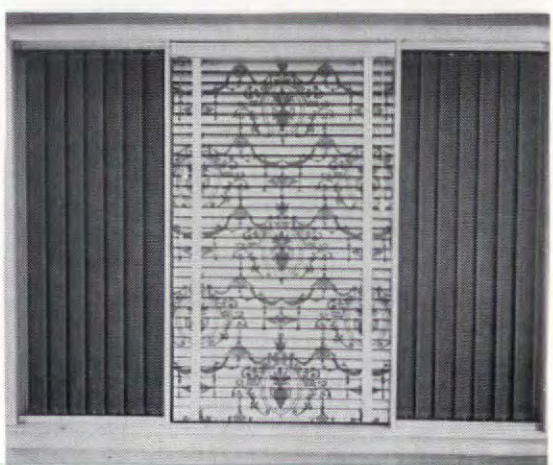


**FURNITURE SPECIALTIES** CORP.

Manufacturers and designers of quality upholstered furniture for residential, office and contract use. Custom and special designs in both contemporary and traditional styles have been our specialty for the past half-century.

**HOLLAND** Shade Company

Visit our "idea" showroom for laminated venetian and vertical blinds. See many unusual window treatment ideas on display, including window shades, woven woods, venetian blinds and vertical blinds.



# DESIGN BUILDING

*Discover a world of quality*

**306  
EAST  
61<sup>ST</sup>**  
NEW YORK 10021

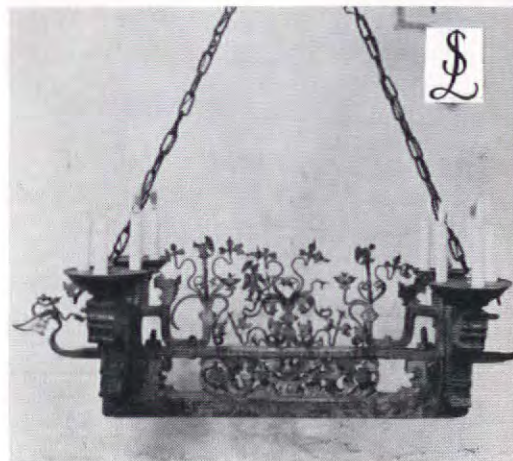


## LES VIEUX METIERS DE FRANCE

French country furniture of the 16th and 17th centuries, superbly reproduced in France by skilled craftsmen. Armoires, tables, bergeres, etageres, upholstered chairs, chests, doors.

## *lighting showplace, inc.*

From our extensive collection of antique chandeliers and wall brackets. Custom lighting fixtures of every description. On display, literally hundreds of unique design concepts, especially for the discerning interior designer.



## RENZO OLIVIERI

Our street-floor is brimming with exquisitely painted Italian furniture and accessories of the 18th century. Gilded and painted side tables, secretaries, upholstered chairs and sofas are arranged throughout several rooms.

## ROUNDTREE

Roundtree Reproductions are unique in design concept, workmanship and finish. Various periods are represented in the collections. All are chosen for their particular charm and elegance.



## EDWARD PASHAYAN & CO.

Venetian cabinet made of wormy chestnut. Shown with interior bar arrangement. From a collection of 18th century French and English furniture of exceptional quality and design.

## KARL SPRINGER, LTD.

*(New Showroom Occupancy  
April 15, 1969)*

Backgammon table, covered in white lizard stenciled leather, soft leather inserts for game board. With brass sabots. Stool with separate cushion.

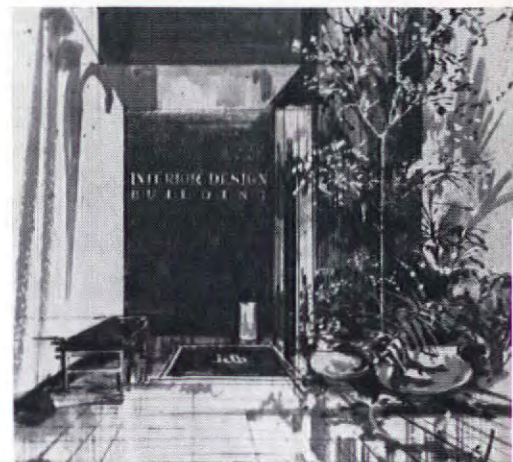


## ERNEST TREGANOWAN

Hand knotted Moroccan rug design 2067, available from stock or custom made, Antique and modern Oriental and European rugs, Broadloom carpets and rugs. Appraisals, repairing and cleaning.

## INTERIOR DESIGN BUILDING **idb**

As assemblage of quality firms featuring exclusive residential and contract furnishings for interior designers and architects . . . presented in a convenient showplace of distinction.





### Thai Butterfly

Designed exclusively for us by a gifted young Thai artist. In hot pinks, gold and yellow.

**INEZ CROOM, INC.**

1 East 53rd Street, New York, N. Y. 10022  
Wallpapers

### Winter gardening

Emerson Industries Inc. of Hempstead, Long Island, makes a single window greenhouse that can also be used in multiples to enclose an entire porch. Frames are of maintenance-



free aluminum; installation is quick and easy. This company also makes a glass-enclosed planetarium on legs for indoor use which comes in several sizes.

### Decorative Arts Center Association elects '69 officers

The Decorative Arts Center Association, comprised of manufacturers who are tenants in the building at 305 East 63rd Street, New York City, has elected new officers for the 1969 term (January-December). Howard Kosier, eastern regional manager of Lee L. Woodard Sons, Inc., has been elected president of the group which was established to formulate policies for the building relative to advertising, trade relations, publicity, and promotion. Roger Wheelwright, vice president of Richard Wheelwright Inc., is the new vice president; Jack Hogan, president of Wood & Hogan, has been made treasurer; and Theodore Meyer, vice president of Wycombe-Meyer Co., is the advertising director. Mr. Kosier is also president of the Decorative Furniture Manufacturers Association, Inc.

### The priceless old print

A perennial exhibitor at ranking antique shows, The Old Print Shop, Inc. also caters to long-established customers as well as new ones from its shop at 150 Lexington Avenue in New York. The popularity of old prints never dies, but many are becoming scarce indeed. With increasing interest in New York landmarks, and the planned preservation of



South Street and its environs, prints of Manhattan are becoming scarce (such as the one above viewed from Brooklyn)—but they do turn up occasionally at The Old Print Shop. Here, also, can be found prints of home towns or cities as they once looked—these, too, are not only growing in value but are prized as personal possessions.

Circle 64 On Reader Service Card

Circle 65 On Reader Service Card ►



Macey Fowler

And, we found them all at Macey Fowler...

Steelcase, Risom, Knoll, Stow-Davis, Baker,  
Marble, Directional, Dunbar



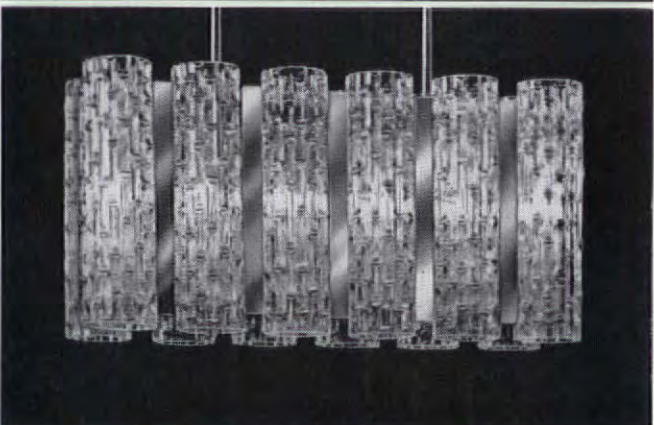
## Translucent Trio

Sparkling with brilliant beauty . . . just three of the contemporary crystal designs in our wide and wonderful collection. Our extensive selection includes magnificent traditional and contemporary chandeliers . . . for residential and contract use. Or, if you desire, we will be happy to fill your custom requirements.

### METROPOLITAN LIGHTING FIXTURE CO., INC.

1010 Third Ave., N. Y., N. Y. 10021 • Tel.: 212-TE 8-2425

where lighting is a work of art



### Murphy bed frame-up

The Murphy bed has never looked lovelier since it has become known as the "Murphy Cabinet Bed," designed to be an integral part of an interior wall. The showroom of Lew Raynes, Inc. at 160 East 56th Street in New York, has just been installed with a few of the many styles available. The beds, which work as independent units, are now a part of Hardwood House's wall system, framed in cabinets containing folding doors and bookshelves, fitted with choice hardware. Whether of fine woods, painted, or with cane inserts, the cabinets surrounding the Murphy beds can be finished as required. Beds pull down with minimum effort, tensor lights can be installed which go off when the bed is recessed, and bedding can be left intact—with the adjustable headboard upholstered to match a spread. Furthermore, there is no compromise in sleeping as these are regular beds with mattresses in all popular sizes. Space-saving Murphy Cabinet Beds are finding increasing use in high-rise, high-rent apartments where they create an instant extra bedroom. Astoundingly, the firm of Lew Raynes promises four weeks' delivery on custom orders, and is accustomed to meeting emergency sleeping requirements by making a fast delivery of the bed unit, usually within 24 hours.

### Executive offices coordinated here

The finest executive office furniture can be conveniently selected and correlated in the spacious showrooms of Macey Fowler at either 500 Park Avenue in Manhattan (at 59th Street) or in White Plains, New York, at 14 Mamaroneck Avenue. On display are choice examples from the lines of Baker, Directional, Dunbar, Gunlocke, J. G., Knoll, Marble/Imperial, Risom, Steelcase, Stow/Davis. Eppinger Furniture is a recent addition, represented on the floor now by a large rosewood executive desk (36" x 78") that can serve as a small conference table when the full-length drop-leaf is raised. Hardwood House shelving and Oxford files are also carried, as well as a number of original oil paintings to accessorize executive quarters.

### Greeff contributes to showroom gaiety

One of the more sprightly wholesale showrooms on Seventh Avenue in Manhattan is that of Boe Jests, Inc., a leading sportswear firm. The interior designer, Beth Hart, selected a white background, screen-printed cotton with colorful bouquets and applied it to the walls. She repeated the floral



pattern in the border of a specially designed white oval wool rug, set off by a gray/blue Acrilan broadloom carpet. Draperies are the same white muslin as the printed cloth. Both fabrics, the specially designed rug, and the carpeting were all from Greeff Fabrics, Inc., 150 Midland Avenue, Port Chester, New York, whose Manhattan showroom is at 155 East 56th Street.



# Sauer

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



Photograph of table and chairs portrays the capability of Sauer to manufacture and produce the highest standard of craftsmanship—in contemporary or authentic traditional design.

We manufacture to special order in accordance with the design concepts of architects and interior planning firms.

We welcome inquiries to quote on your requirements.

## *Traditional Design*



WALTER P. SAUER & SONS, INC., 30-28 Starr Avenue, Long Island City, N.Y. 11101—ST 4-5400  
Manufacturers

Circle 198 on Reader Service Card

# marc scott



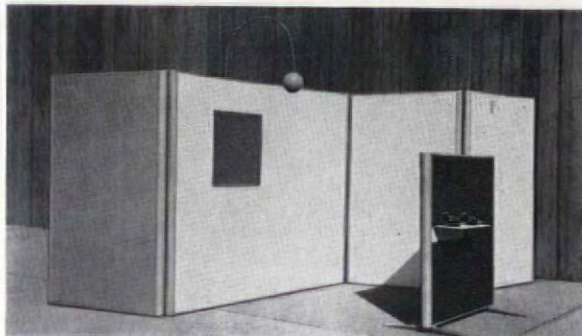
*Paintings tailored to Traditional  
or Contemporary tastes*

**"Byzantium" art merges with interior design**  
Studio of marc scott • 427 W 51 NY 10019  
Telephone for appointment LT 1-0879

### Sho-Wall line for '69 grows larger

The new year brings new features to the lightweight, portable panel system called Sho-Wall, product of The Brewster Corporation of Old Saybrook, Connecticut. The system, which is set up without tools, permits easily rearrangeable space division and exhibit surfaces. It is designed for use in schools (as carrels), libraries, galleries, museums, churches, offices, lobbies, showrooms, showbooths, and stores.

These modular units are now offered in nine sizes and fifteen surfaces including chalkboard, and 1969 accessories include demountable shelves, illuminated header signs, self-sticking display letters, and casters. New models will either



stand singly on their own feet, or join in a mutually supporting relationship without feet. Sho-Wall coverings now include: Burlap in four colors; blue flannel; and white self-healing vinyl. All these materials accept picture hooks, tacks, and pins. Another covering is Velcro in four colors to which exhibit objects are attached by hook-tape mounting tabs. Pegboard and burlap-covered pegboard use all pegboard mounting attachments. Chalkboard, in three colors, is 24-gauge ceramic-finished steel.



... from the distinguished collections of furniture in solid cherry and mahogany ... for dining room, living room and bedroom, on display ...

*New York Furniture Exhibit Corp.*  
451-453 PARK AVENUE SOUTH, NEW YORK 16, N. Y.



**Antique treasury on 58th Street**

The showroom of Ellsworth & Goldie, Ltd, occupies the first two floors of a house at 246 East 58th Street in New York. Entrance is gained through a handsome carved mahogany door from an 18th-century English manor house, one of several around which the building was remodeled, serving to set the character of this splendid source for antiques and art treasures. A new shipment from the Far East, India, and Europe has recently arrived.



At last month's Winter Antiques Show in New York, this firm used as a background for its exhibit a magnificent 12-fold lacquered Chinese screen, nine and one-half feet high and dating around 1707. It depicts the story of the life of poet Li Tai Po. One room in the showroom is devoted to a southeast Asian sculpture collection, dramatically overlooked from a house-width picture window at the back of the second floor office/display area. The two diverse pieces shown above indicate the scope of imports at Ellsworth & Goldie, Ltd.: one an 18th-century Chola Bronze from South India; the other a Queen Anne Master's chair in walnut.

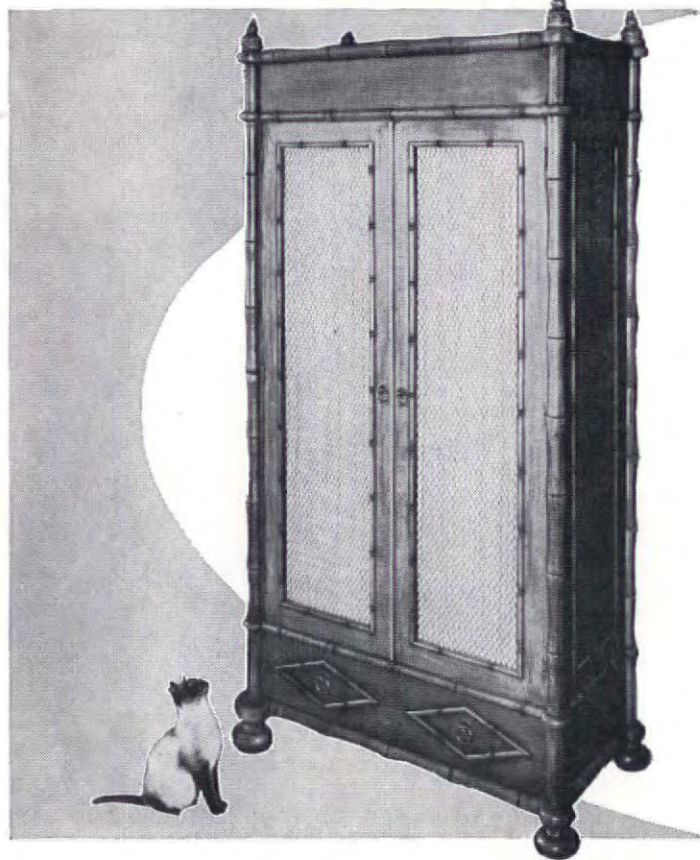
*ruth* VITOW

custom  
lamp shades  
and  
mountings . . . .

160 east 56 street  
new york, n.y. 10022

eldorado 5- {6881  
6616

successful decorating  
is easy . . . when you start at  
**THE  
GEORGE J. KEMPLER  
CO., INC.**  
*fine furniture*



160 FIFTH AVE. (AT 21st ST.) • N. Y. 10010  
(212) YU 9-1180 • FREE PARKING

**SHARODAN FURNITURE, INC.**  
979 THIRD AVENUE, NEW YORK, N. Y. 10022  
PLAZA 9-7140

**New York Flea Market reopens April 13th**

From spring through fall one of New York's fun attractions of a Sunday afternoon is the American-style open air Flea Market held in a block-sized parking lot at 25th Street and Sixth Avenue where some 100 dealers, collectors, and artists exhibit—many traveling distances from as far as Maine to Virginia. Over the five years it has been in existence, the market has proved a successful enterprise for buyer and seller, as well as for individuals renting space for the day to dispose of an estate or to unload overstocked items from their shops.



The New York Flea Market will open this year on April 13th and run until October 19th, except for the period from July 4th to Labor Day. Hours are from 1 p.m. to 7 p.m. and the admission is a mere 98 cents. Call BE 3-6010 if the weather is uncertain. The Flea Market is produced by N. H. Mager, director of the New York National Antiques show.

**SCHIRMER  
SOUND  
CENTRE**

**WE CAN END  
THE CONFUSION...**

**... about stereo components  
for decorators and their clients!**

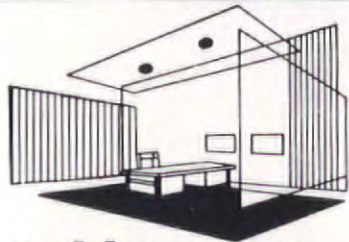
*Our Stereo Demonstration Room makes it easy to decide what to buy, how it will look and how much it will cost!*

Imagine a demonstration room where, in a fraction of a second, you can hear the difference between various speaker systems, amplifiers and tuners. Our custom installation division offers this service plus reliable consultation on solving space and sound problems. Free survey of the sound requirements in your client's home at no obligation. All sound equipment and TV carries the full Schirmer guarantee and service. Professional courtesy extended. Come in anytime or phone for appointment.

**TANDBERG • KLH • McINTOSH • SONY • THORENS • BOZAK  
MARANTZ • DUAL • GARRARD • MANY OTHERS FAMOUS FOR QUALITY**

4 EAST 49th STREET      **G. SCHIRMER**      NEW YORK PL 2-3800

**COMPLETE,  
CUSTOM WOODWORKING  
SHOP FOR  
COMMERCIAL INTERIORS**



**d. waldner company**

OFFICE FURNISHINGS OF DISTINCTION

*Are you looking for us?*

30 years of specialized experience in genuine woods and laminates. Our services include guaranteed estimates, shop drawings, tight quality control and final installation. What's more, every job, regardless of size or complexity is personally supervised so that it is ready on time, and always with your budget in mind.

920 Conklin Street, Farmingdale, N. Y. 11735  
(phone: 516 694-1522)

**FRANK A. HALL & Sons Ltd.**  
**SELECT-A-REST**



Push button bedding – the ultimate in comfort. Consider Frank A. Hall for the finest in dual sleep units and custom box springs and mattresses.

*Hall*

FRANK A. HALL & SONS, LTD.  
979 Third Ave., New York, N. Y.  
Send for our brochure — Dept. J-02



Pair French tole and pewter oil lamps. Ht. 27"  
Brochure on Request.

**MARVIN ALEXANDER, Inc.**  
315 EAST 62nd ST., NEW YORK 10021—TE 8-2320  
chandeliers/lamps/sconces/candelabra/decorative accessories



Carpet  
pile of  
Acrilan®  
Acrylic  
Fiber

**SPECIALISTS**  
IN UNUSUAL FLOOR COVERINGS  
SINCE 1910



RESIDENTIAL • COMMERCIAL • INDUSTRIAL

262 FIFTH AVE. (29th St.) NEW YORK, N.Y. 10001  
OR 9-2520

# modern manor and



# Traditional too!



To its already wide choice of groupings in the contemporary idiom, MODERN MANOR now offers a superb collection of traditional furnishings. Recognizing the wide acceptance of French, Spanish and Italian motifs, MODERN MANOR devotes half its display space to these popular design influences.

## Modern Manor<sup>INC.</sup>

*Creators-Designers to the trade NSID*

44 WEST 18TH STREET, NEW YORK CITY, OREGON 5-8250

Free Parking — 3 doors east of our building

### Semi-precious gems above ground on Second Avenue

An exclusive and extensive collection of semi-precious gems, such as quartz, crystal clusters, agate, and other "underground" treasures, can be found in the Highlights shop of Helen Snyder at 647 Second Avenue in New York. The shop, which has been in this location since World War II, is enjoying an upsurge of interest in these colorful rock formations—for lamp bases, paper weights, or just as mounted art objects—and is attracting interior designers, collectors, hobbyists, and connoisseurs alike.

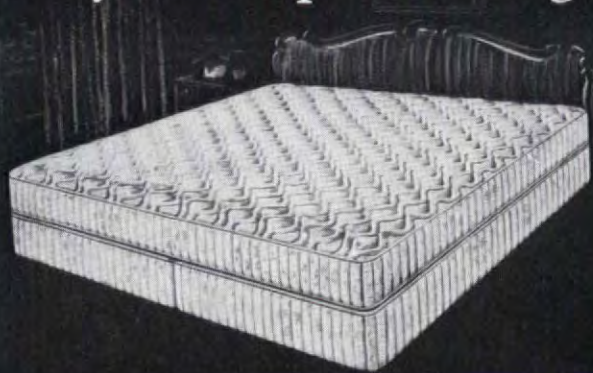
### An Abundance of Orientals

The Kelly Carpet Company, source for rugs and carpets of all nations, has consolidated all of its branches, including the Kelly Galleries, into one big supermart at 860 Sixth Avenue in New York (at 30th Street). The photograph



above shows only a part of the small Oriental area rugs carried here. The firm's collection of Navajo rugs, shown on page 50 of the December issue of INTERIORS, can now be found at the above address.

## You've never slept on anything like the new Sealy Posturepedic Prestige



How could you? There's never been a mattress like it. We created new Pamper Quilt\* cushioning exclusively for the new Posturepedic® Prestige. We quilt it to elegant damask with a puff so thick, it looks and feels like a rich comforter. Support it with firm comfort designed in cooperation with



orthopedic surgeons. Try it... the rest comes easy.

And to keep your lavish comfort complete, we make it in lavish supersizes only.

King (shown), 3 pc. set, \$399.95

Queen, 2 pc. set, \$299.95

Extra long twin, 2 pc. set,

\$249.95

Also available in foam rubber.

\*Dacron® polyester fibercoil and urethane foam

### FREDRICK FURNITURE CO.

157 East 33rd St., N.Y.C. MU 3-8322

"BEDDING SPECIALIST TO THE TRADE"

#### Sail cloth rides a new wave of popularity

Décor Fabrics, Inc. finds that dependable, durable canvas duck, better known as sail cloth, is in demand as an upholstery fabric following a flurry in the fashion world. The material is also seen for bedspreads, draperies, pillows, window shades, tablecloths, even lamp shades. Décor Fabrics, a California firm, manufactures and sells its 100% cotton sail cloth in 54-inch widths and six colors. A swatch folder is available.

Circle 237 On Reader Service Card

#### Space age lighting

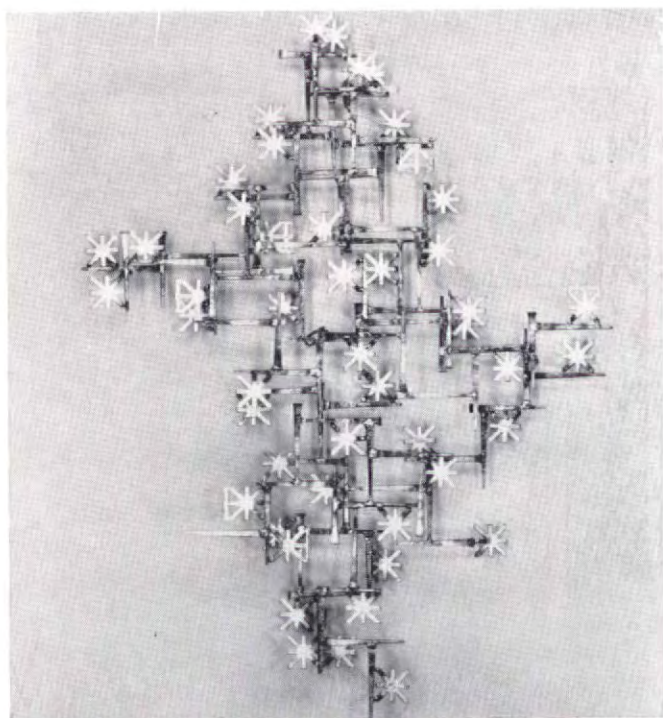
Poly-Optics, Inc., a California firm which serves the space, computer, and medical sciences with its light-transmitting fibers, has adapted them for consumer use. "Poly Opticals" are fountain-like table arrangements set in three base shapes from which sprays of the clear fibers cascade. A bulb in the base (which can be in any color) travels the light through the fibers to their tips, creating the effect of a small jetting fountain. The light source is a low voltage, readily available bulb with a unique plug-in transformer which is UL approved.

Circle 238 On Reader Service Card

#### The texture could be turtle

"Nairobi" is a recent vinyl fabric introduced by Gilford Incorporated with a texture that could be reptile, turtle, or maybe salamander. For use as either a wallcovering or upholstery, it is elastic-backed, 54-inches wide, and comes in four shiny colors—Anchovy, Molasses, Glacier, and Coal. Gilford maintains headquarters at 387 Park Avenue South in New York City, a showroom in the D & D Building at 979 Third Avenue in New York, and has representatives in principal cities throughout the United States.

Circle 239 On Reader Service Card



"CONDEEN"—gold-leafed steel, silver accents.  
36" x 27" x 4" deep. \$200.00. WRITE FOR LITERATURE

**WILLIAM** *Bowie*  
**THE SCULPTURE STUDIO INC.**  
202 E. 77th ST., NEW YORK 10021 UN 1-8480

Circle 79 On Reader Service Card

Circle 80 On Reader Service Card ▶

# Bright Ideas in Contract Lamps

From the wonderful Wilmar collection of over 250 traditional and provincial designs: No. 5947. Antiqued pewter and brass finish candlestick with parchment shade in black, red or mustard. 26½ inches tall. Write for our handsome, new catalog. On your company letterhead, please.

Wilmar Co., Inc., 230 Fifth Avenue, New York, N.Y. 10001  
Showrooms: NEW YORK • CHICAGO • DALLAS • LOS ANGELES • HIGH POINT • ATLANTA

**T**  
TYNDALE

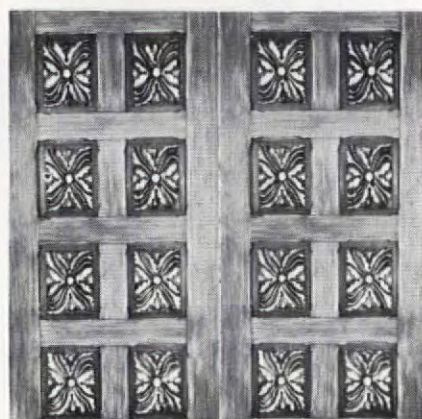




Wood Spindles—30 Designs



Carved Paneling—56 Designs



Exterior Doors—150 Designs

**ENCYCLOPEDIA**  
 Procurable by your  
 professional request to:  
 Russell H. Underdahl, Pres.

**Pinecrest  
 INC.**



2710 Nicollet Ave., Minneapolis, Minn. 55408  
 Phone: 612-827-5481




Bifolds—125 Designs

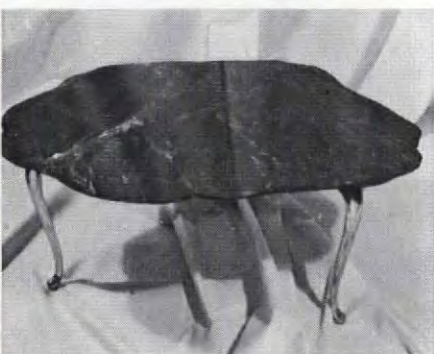
The world's most experienced  
 Manufacturer of  
 Premium Custom Panels.  
 You can rely on us for:

**Expeditious Deliveries**  
**Prompt**  
**Estimating Service**  
**Special**  
**Contract Discounts**

**SOLID JADE CARVINGS**  
**Mausoleums**  
**\$1,000,000**  
 to  
**\$25,000,000**



Also, Pulpits, Baptismal Founts,  
 Corner Stones, Monuments, Statues,  
 Sarcophaguses, Corporate Crests,  
 Table Tops, and Floor, Wall and  
 Fireplace Tiles.  
 Several 30,000 pound pieces avail-  
 able for new building sculpture.



Solid Jade Tables—Limited Supply  
 From \$500.00 to \$10,000.00 each —  
 Imperial Mining—Russell H. Underdahl,  
 Owner



Green Panels—50 Designs

**Furniture and wall units from Israel**

The Charlton Company, Inc., a Massachusetts-based firm, features designs involving new materials and techniques such as injection molding, inflatables, and formed chrome steel. Its *Century 21* collection of contemporary furnishings is an international group embracing designs from Israel, Sweden, and Italy. Among the Israeli-made products are modular wall units developed by Charlton for distribution in the United States that can be used in many ways—as room dividers, to hold books or home entertainment equipment, to open up into beds or serving tables. There are 15 units in the group, all made in oiled walnut. Other Israeli imports are glass-top tables with chrome steel and Plexiglas bases; the glass tops, made by an exclusive Israeli process, are given colorful abstract art treatments and no two are alike.

Circle 240 On Reader Service Card

**Exhibit cases with custom features**

Need a source for exhibition cases? The Michaels Art Bronze Company of Covington, Kentucky, designs and manufactures a complete line of standard and custom cases framed in bronze or aluminum. One style made by this firm, used at the Headley Jewel Museum near Lexington, Kentucky, is a free-standing pedestal case with custom bronze framing, rotating platforms and suspension devices, special lighting, and hidden security alarms. A catalog is available. Circle 241 On Reader Service Card

**Baker Furniture becomes division of General Interiors**

Hollis M. Baker, president of Baker Furniture, Inc., has announced that an agreement has been reached in principle for General Interiors Corporation, Chicago, to acquire all of the common and preferred stock of the Baker company for cash and stock. Subsidiary companies of Baker Furniture (which maintains showrooms in eight major U. S.

**Philip Graf** Wallpapers Inc.

Custom Handprints • French Imports



"Shalimar"

979 3RD AVENUE, N. Y. C. • PL 5-1448

- MIAMI: Atrium Handprints
- BOSTON: Arthur Dennis Ltd.
- SAN FRANCISCO: Don Rumsey Assoc.
- CHICAGO: The Warner Co.
- LOS ANGELES: James Stewart
- DALLAS: Castlebury-Held
- PARIS: Galerie 5

Circle 82 On Reader Service Card

◀ Circle 81 On Reader Service Card

cities) are Milling Road Furniture, Barnard & Simonds, Kozak Studies, and Gallery Craft Upholstery.

Under the proposed agreement, Baker Furniture, founded in 1890, will become the largest of the "high quality" divisions of General Interiors, which also include Kittinger Company, Dunbar, Inc., and, most recently, Dux Inc. (see following item). Hollis Baker and Frank Van Steenberg of Baker will retain their present positions as president and board chairman, respectively, and will also have extended responsibilities in General Interiors' management structure. All of General Interiors' divisions are operated individually. Both Hollis Baker and Colin Carpi, president of General Interiors, expressed enthusiasm for the great potential which will develop from the melding of their companies.

#### Dux merges with General Interiors

The merger of Dux Inc., importer and manufacturer of fine international-design modern furniture, with General Interiors Corporation has been announced by Folke Ohlsson, president of Dux, and Colin Carpi, president of General Interiors. Founded in 1951, Dux has been the American affiliate of the international group of Dux companies originated in Sweden. The firm will continue to operate as an independent organization under the direction of Mr. Ohlsson as president, with the same personnel policies and marketing plans.

#### Aircraft upholstery for jumbo jets

The Los Angeles firm of Clark & Burchfield, specialists in aircraft interior materials, has been a supplier to most commercial fleets ever since industrial designers started developing color identification programs for airlines in  
(Continued on page 138)



**One good turn...  
deserves another!**



**TYCOON III**

THAYER COGGIN INSTITUTIONAL / South Rd. / High Point / N.C. 27262

Circle 83 On Reader Service Card

Circle 84 On Reader Service Card ►


## ceramic goes batik

Design-Technics "wax-resist" process—the Batik look—is yet another in an endless task we've set ourselves . . . constant creativity.

But whether we're exploring combinations of wax and ceramic or any of an extraordinary variety of possibilities in shape, glaze, texture . . . the search goes on. Daily.

That means bold, brilliant, provocative objects . . . designed, hand thrown, hand glazed, textured and hi-fired every working day. They are one-of-a-kind. They will never be repeated.

Come see what "constant creativity" can bring you and your clients. But come often . . . we change with the calendar.

**design-technics** 

160 E. 56th St., N.Y.C. (EL 5-3183)

Table and floor lamps, wall hangings, murals, ashtrays, planters, sand urns, sculpture.

Just one  
nice thing after  
another!



  
*Knapp & Tubbs*

*Each of Knapp & Tubbs six showrooms provide you with an inimitable showcase of fine decorative furniture and accessories, including more than 20 famous American collections, European imports and documented English and European antiques.*

NEW YORK: 979 THIRD AVE. (DECORATION & DESIGN BLDG.) / CHICAGO: MERCHANDISE MART / CLEVELAND: 2900 SUPERIOR  
GRAND RAPIDS: EXHIBITORS BUILDING / LOS ANGELES: 8778 BEVERLY BOULEVARD / SAN FRANCISCO: 737 SANSOME STREET

Circle 85 On Reader Service Card



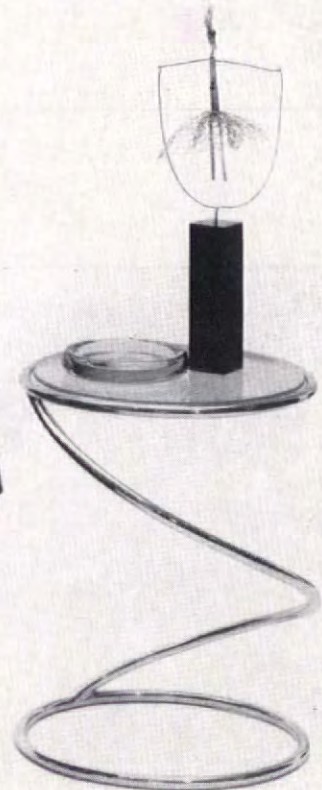
**NEW LINE OF  
DECOR ITEMS  
WITH POPULAR  
OLD-TIME  
THEMES**

**WRITE TODAY FOR  
FREE 4-PAGE  
BROCHURE BEAUTIFULLY  
ILLUSTRATED  
IN FULL COLOR.**

# YORKKRAFT!

*Original and beautiful wall decorations -  
hand crafted in antiqued colors and woods*

YORKKRAFT, INC., DEPT. T5, 550 SOUTH PINE ST., YORK, PA. 17405



1691 LOUNGE CHAIR BY MARIO MARENCO

## THE PACE COLLECTION

JIL ASSOCIATES INC. / 315 EAST 62ND STREET, NEW YORK, N. Y. 10021 / TE 8-0331  
IN FLORIDA / BLANK INC. / 1220 BISCAYNE BOULEVARD / MIAMI



# festiva

Five quality features make Festiva a favorite in "furniture that cares for itself": 1. Alumatoy® frames. Lightweight, strong, won't rust—ever! 2. Weatherated cushions (optional). Can be left outside, dry quickly. 3. Soflex. A soft, flexible seat cushion support for real comfort. 4. Tempered glass table tops. 5-8 times stronger than ordinary glass. 5. Stain-resistant fabrics. Treated with Zepel or Scotchgard. Festiva provides carefree features fully detailed in our Catalog. Write for your copy.

alumatoy  
**molla**  
FURNITURE

Molla, Inc., D & D Bldg., 979 Third Ave., N.Y.C. 10022

OTHER SHOWROOMS: CHICAGO, BOSTON,  
PHILADELPHIA, SAN FRANCISCO, LOS ANGELES,  
MIAMI, DALLAS, WASHINGTON, GRAND RAPIDS



1946. The business has been booming ever since. For Braniff International, for example, Alexander Girard styled 56 different seat fabrics supplied by C & B. Executive aircraft interiors are also a big part of this firm's business. The materials which Clark & Burchfield custom design include carpets, head-linings, and curtains as well as upholstery; they also work in vinyl and leather. All materials meet FAA specifications. Write for samples and specifications.

Circle 242 On Reader Service Card

## New association combats noise pollution

The Acoustical and Insulating Materials Association (AIMA) is a new organization that takes over the functions of the Acoustical Materials Association of New York City and the Insulation Board Institute of Chicago. Frederick O. Schweizer, vice president and general manager of the Building and Industry Products operations for Armstrong Cork Company, has been elected the first president. Headquarters are at 111 West Washington Street in Chicago. The new association plans to increase services to architects, builders, contractors, distributors, and the public in its effort to combat "noise pollution" and work to provide protection from excessive heat or cold in buildings.

The fourteen manufacturers who were members of AMA or IBI who now constitute the membership of AIMA are: Armstrong Cork Company, Baldwin-Ehret-Hill, Inc., Boise Cascade Corporation, Celotex Corporation, Certain-teed Products, Conwed Corporation, Flintkote Company, Johns-Manville Sales Corporation, Kaiser Gypsum Company, National Gypsum Company, Owens-Corning Fiberglas, Simpson Timber Company, Temple Industries, and U. S. Gypsum Company.



## Which Oriental Is The Antique?

*Hard to tell, isn't it?* Same exquisite design sense. Same stained-glass colors. Same knot-by-knot hand workmanship.

The point is, *all* Beshar's orientals, antique, or new are selected with a connoisseur's practiced eye to give you that elegant, sumptuous effect on any budget.

What is your preference? We probably have a bigger selection than anybody.

Left: Antique Joshagan.

Right: Modern Sarouk.

Visit our Showrooms or write us your needs

**BESHAR'S**

63 East 52nd Street, New York, 10022 PLaza 8-1400

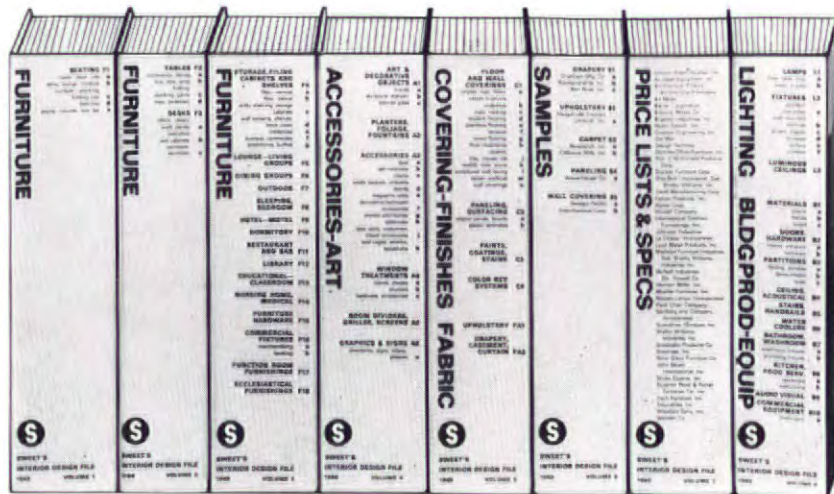
Fine floor coverings since 1898

TRADE MEMBER NSID

Circle 89 On Reader Service Card

Circle 88 On Reader Service Card

You asked for it.  
 Now you have it.  
 Don't thank us—  
 Thank these  
 manufacturers:



Abstracta Structures Inc.  
 ACD Directories Div.  
 A. C. Davenport & Son Co.  
 Acme Nat. Refrigeration Co., Inc.  
 Advertising Industries  
 A Div. of Nat. Screen Service  
 Airwall Co., Div. Hupp, Inc.  
 Allen Industries, Inc.  
 Allentite Signs  
 Div. Allen Marking Prod., Inc.  
 Allied Chemical Corp.  
 All-Steel Equipment, Inc.  
 Alma Desk Co.  
 Aluminum & Plastic Sign Mfg. Co.  
 American Artchromie, Inc.  
 American Bitritite Rubber Co., Inc.  
 American Mat Corp.  
 American Parquet Assoc., Inc.  
 American Plywood Assoc.  
 American Sanitary Partition Corp.  
 American Seating Co.  
 Ameritone Paint Corp.  
 Am Finn Sauna, Inc.  
 Div. Fleck Bros. Co.  
 Anchor Hocking Glass Corp.  
 Architectural Pottery /  
 Architectural Fiberglass  
 Architectural Signing, Inc.  
 Armento Architectural Arts, Inc.  
 Armstrong Cork Co.  
 Art Metal

B & C Enterprises, Inc., Handmark  
 Barrier Corp.  
 Beautytuff, Inc.  
 Ben Rose, Inc.  
 Best Mfg. Co.  
 Birmingham Ornamental Co., Inc.,  
 Meadowcraft Div.  
 Blumcraft of Pittsburgh  
 Brower Furniture Co.  
 Browne-Morse Co.  
 Brueton Industries, Inc.  
 Buckingham-Virginia State Corp.  
 Burke

Cactus Mat Mfg. Co.  
 California Redwood Assoc.  
 Callaway Div., Deering Milliken, Inc.  
 Cambridge Tile Mfg. Co.  
 Carthage Marble Corp.  
 Cavrok Mfg. Co.  
 Chatham Mfg. Co.  
 CI Designs  
 Circle Steel Partition Co., Inc.  
 CMI Contract Div.,  
 Crossroads Mfg., Inc.  
 Columbus Show Case Co.  
 Conrad Schmitt Studios  
 Consoweld Corp.  
 Construction Specialties, Inc.  
 Contemporary American  
 Furniture, Inc.  
 Conwed Corp.  
 Cooper Architectural Signs

Co-Polymer Chemicals, Inc.  
 Corning Glass Works  
 Creative Engineering, Inc.  
 Crown Rubber Co.  
 Customwood Mfg. Co.

Decar Plastic Corp.  
 Decor Materials Service  
 Del Mar  
 Del-Mar Div.—U. S. Plywood—  
 Champion Papers, Inc.  
 Dentin Mfg. Co.  
 Design-A-Sign Co., Inc.  
 Designcraft Metal Mfg. Corp.  
 Design-Technics  
 Dimensional Plastics Corp.  
 Domore Office Furniture, Inc.  
 Douglas Shelving Systems  
 Dow Badische Co.  
 Duk-It—Div. of McDonald Prod. Corp.  
 Dunbar Furniture Corp.  
 A Div. of General Interiors  
 Duo Bed Corp., Sub. of Shelby  
 Williams Industries, Inc.  
 E. J. du Pont de Nemours & Co., Inc.  
 Textile Fibers Div.  
 Durable Mat Co.  
 Dwyer Prod. Corp.

E & B Carpet Mills, Inc.,  
 a Sub. of Armstrong Cork Co.  
 Eastern Prod. Corp.,  
 Sub. of Roper Corp.  
 Easy Swing Door Div., Eliason Corp.  
 Edward Alden Studios, Inc.  
 Edwin Raphael Co., Inc.  
 E-Lite Company, Inc.  
 Elkirt Verticals, Inc.  
 Elon Inc.  
 Enjay Fibers and Laminates Co.  
 A Div. of Enjay Chemical Co.  
 Eppinger Furniture, Inc.  
 Evans Prod. Co.  
 Excel Mfg. Corp.  
 Fairhurst Industries, Inc.  
 Falcon Prod., Inc.  
 Federal Glass Co., Div. of  
 Federal Paper Board Co., Inc.  
 Filtrine Mfg. Co.  
 Finestone Corp.  
 The Flintkote Co.  
 Ford Fabrics, Industrial & Chemical  
 Prod. Div., Ford Motor Co.  
 Formica Corp.  
 Frank Scerbo and Sons, Inc.  
 Frigidaire Division, GMC  
 Fritz Hansen, Inc.

GAF Floor Prod., Div. GAF Corp.  
 Gail International Corp.  
 Gasser Chair Co., Inc.  
 General Fireproofing Co.  
 The General Tire & Rubber Co.  
 Georgia-Pacific  
 B. F. Goodrich Co.

Gotham Materials Inc., Div. of  
 Gotham Educational Equip.  
 Co., Inc.  
 Graber Mfg. Co., Inc.,  
 Div. of Consolidated Foods  
 Grade-Aid Corp.  
 Gross Chandelier Co.  
 P. E. Guerin, Incorporated

Hadco Products, Inc.  
 Hamilton Cosco, Inc.  
 Hamilton Mfg. Co.  
 Harris Mfg. Co.  
 Harter Corp.  
 Harvey Design Workshop, Inc.  
 Hastings Pavement Co., Inc.  
 Helikon Furniture Co., Inc.  
 Henry Cassen, Inc.  
 Hercules, Inc.  
 Herman Miller, Inc.  
 Heugatile/Van Heugten U.S.A., Inc.  
 Heywood-Wakefield Co.  
 Howard Miller Clock Co.  
 Howe Folding Furniture, Inc.  
 Howell Co.  
 Howell Co.  
 McNeff Industries Inc. Div.  
 Hunter Douglas Ltd.

Interchemical Corp.  
 International Contract  
 Furnishings, Inc.  
 International Special Prod.,  
 A Div. of Sico Inc.  
 Interpace Corp.  
 Invincible Metal Furniture Co.  
 I.V. Chair Corp.

Georg Jensen Inc.  
 Joanna Western Mills Co.  
 Johns-Manville Sales Corp.  
 Johnson Industries  
 John Stuart International, Inc.  
 John Stuart Inc.  
 Joseph Schaffner Co., Inc.

Katzenbach and Warren, Inc.  
 Kaylien  
 Kentucky Metal Prod. Co.  
 Kerr-Changepoint Co.  
 King Refrigerator Corp.  
 Kirsch Co.  
 Knape & Vogt Mfg. Co.  
 Krueger Metal Prod. Co.

La Barge Mirrors, Inc.  
 La Chaise, Inc.  
 Laverne International, Ltd.  
 F. H. Lawson Co.  
 Lee L. Woodard Sons, Inc.  
 Lehigh/Leopold Div. of  
 Litton Industries  
 Levolor Lorentzen, Inc.  
 Libbey Prod., Owens-Illinois, Inc.  
 Lightcraft of California,  
 Div. of Nutone-Scovill

Louver Drape, Inc.  
 Ludlow Corp.  
 Luminous Ceilings Inc.  
 Lunda, Myers Industries, Inc.  
 Lyon Metal Prod., Inc.

Madison Furniture Industries,  
 Subdivision Shelby Williams, Inc.  
 Mallin Co., Inc.  
 Marmon Group, Inc., Workwall Div.  
 Marshall-McMurry Co.  
 Marvel Industries, Inc.  
 Masonite Corp., Marlite Div.  
 McGuire Co.  
 McInnis and Co.  
 Meierjohan-Wengler, Inc.  
 Metropolitan Furniture Corp.  
 Metropolitan Lighting  
 Fixture Co., Inc.  
 Mid-South Mfg. Co.  
 Mills Co.  
 Milwaukee Metal Stamping Corp.  
 Monarch Furniture Co.  
 Monarch Tile Mfg., Inc.  
 Monsanto Co.  
 Monsanto Textiles Div.  
 J. H. Monteath Co.  
 Mosier  
 Mueller Furniture Corp.

National Floor Prod. Co., Inc.  
 National Folding Wall Corp.  
 National Industries Inc.  
 National Terrazzo & Mosaic  
 Assn., Inc.  
 Nessen Lamps Inc.  
 Nucraft Furniture Co.

Omni/Aluminum Extrusions, Inc.  
 Oneida Ltd. Silversmiths  
 Oxford Filing Supply Co., Inc.

Paoli Chair Co. Inc.  
 Parker Pen Co.  
 Paul Dodds Co.  
 Peabody Seating Co., Inc.  
 Peter Pepper Products, Inc.  
 Pinacrest, Inc.  
 Pines International Chemical Co.  
 A. W. Pistol, Inc.  
 Plaza Towel Holder Co.  
 Polykrystalon Co., Inc.  
 Porter Carpets, Div. of  
 Tifton Rug Mills, Inc.  
 Prescolite—A Div. of U.S.  
 Industries, Inc.

Raillex Corp.  
 Rector Mineral Trading Corp.  
 Remington Rand Office Systems Div.  
 Robert Haws Co.  
 Rockland Mills, Inc.  
 Rock of Ages Corp.  
 Royalmetal Corp.  
 Royal System Inc.  
 Sainberg and Co., Inc.

Samsonite Corp.  
 Scandiline Furniture Inc.  
 Schacht Associates, Inc.  
 Sculpture Studio, Inc.  
 Seaboard Sign & Display Co., Inc.  
 Shelby Williams Industries, Inc.  
 Shelves Unlimited  
 Shenango China Prod.  
 Sico Inc.  
 Silas Seandel  
 Simpson Timber Co.  
 Sligh Contract Furniture Co.  
 Smithcraft Corp.  
 Smith Metal Arts Co., Inc.  
 Smokador Prod. Co.  
 Solari America Inc.  
 Southern Extrusions, Inc.  
 Spring Mills Inc.  
 Standard Directory Co., Inc.  
 Stauffer Chemical Co.  
 Steelcase, Inc.  
 Stevens-Gulistan Carpet  
 J. P. Stevens & Co., Inc.  
 Stow/Davis Furniture Co.  
 Styles Espana, Inc.  
 Summit Tiles, Inc.  
 Sunnysville Tiles, Inc.  
 Superior Reed and Rattan  
 Furniture Co., Inc.  
 Supreme Equip. and Systems Corp.

The Tablet & Ticket Co.  
 Tech Furniture, Inc.  
 Textile Rubber & Chemical Co., Inc.  
 Townsend Paneling, Inc.  
 Tropicraft of San Francisco  
 Tropitone Furniture Co., Inc.  
 Trouvailles, Inc.  
 Trucraft Fabrics, Inc.

Uniroyal, Inc., Naughayde Div.  
 United Lighting & Ceiling Corp.  
 United States Bronze Sign Co., Inc.  
 United States Gypsum

Vermont Marble Co.  
 Vermont Structural Slate Co., Inc.  
 Vogel-Peterson Co.  
 Vomar Products, Inc.

Wallington Steel Co.  
 Webb Textiles, Inc.  
 Western Wood Prod. Assoc.  
 Westinghouse Electric Corp.,  
 Micarta Div.  
 Westinghouse Electric Corp.,  
 Water Cooler Department  
 Weyerhaeuser Co.  
 Williams Products, Inc.  
 Willingham-Little, Stone Div.  
 Winfield Design Associates, Inc.  
 Woodbridge Ornamental Iron Co.  
 Wood-Mosaic Corp., Flooring Div.  
 Wood Specialty Prod., Inc.  
 Worden Co.  
 World Industries, Inc.

**SWEET'S INTERIOR DESIGN FILE**  
 McGRAW-HILL INFORMATION SYSTEMS COMPANY  
 330 WEST 42nd ST., NEW YORK, N. Y. 10036

This File is formally supported by the American Institute of Interior Designers, National Society of Interior Designers, and Institute of Business Designers.

Circle 116 On Reader Service Card



*"New — and greatly distinguished." This professional comment expresses what you may expect to find in the Baker Collection of Executive Furniture, for home or business use. Each piece has that authenticity of design, cabinetry and finish which marks it as a "collectors' item."*

*Baker Furniture, Inc.*  
 CABINET MAKERS

35 MILLING ROAD, HOLLAND, MICHIGAN 49423

DISPLAYS MAY BE SEEN IN: NEW YORK • CHICAGO • LOS ANGELES • DALLAS • PHILADELPHIA • CLEVELAND • SAN FRANCISCO • ST. LOUIS • ATLANTA • GRAND RAPIDS





Have we spread our "Bubble" too thin?



We've simply made more of its well-rounded shape. We did it with new pedestals, new materials, even a new molding technology for shaping rigid urethane to the seamless Bubble form. And a new, wider, price range—starting much lower to fit more contract situations. It's all in our new catalog at all our galleries New York, Chicago, Los Angeles, Dallas, Grand Rapids or write Stow/Davis, Grand Rapids, Michigan 49502. Dept. 110

**SD**  
STOW/DAVIS

What kind of a nut would specify  
light colored carpet in heavy traffic areas?



The genius who  
specifies Antron®  
Custom Wilton carpet  
by Philadelphia.

You know Antron\* nylon for its unique look-clean-longer properties. You know Philadelphia's custom Wilton weaving service for its superb quality and faithful design interpretation. Now they're together! Now the sky's the limit creatively (we can reproduce the sky if you wish, with that delicate azure blue safe to use almost anywhere in Antron.) You can place even a limited size custom order without a price premium, in an original design or in one from our extensive jacquard library woven in your coloration . . . in *any* accepted fiber or blend.

In contract carpets, the choice is

**PHILADELPHIA** Carpet Company

Since 1846, The Quality of Elegance Underfoot

CONTRACT DIVISION: 295 FIFTH AVE., N.Y. 10016. PHONE: 212-686-5730. SHOWROOMS: CHICAGO, N.Y., PHILADELPHIA, LOS ANGELES, SAN FRANCISCO, DALLAS. ALSO CRAWFORD & THOMPSON IN ATLANTA, HIGH POINT, ST. PETERSBURG.

\*DU PONT REGISTERED TRADEMARK

Circle 2 On Reader Service Card