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NEW YORK
WORLD'S FAIR

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SWEEPSTAKES

PLUS

GUIDE:

to products featured

in the



WORLD'S FAIR HOUSE

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FORMICA CORPORATION

AMERICAN CYANAMID COMPANY

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(MELMAC® quality melamine
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Emil Schmidlin, Arch., A.I.A.
East Orange, N. J.

Ellis Leigh, Designer

Leo Jiranek, Furniture Design,
A.I.D., I.D.I.

Interiors coordinated under
the direction of the
Good Housekeeping
Decorating Studio and
Building Forum.

FURNISHINGS AND ACCESSORIES BY ROOM

LIVING ROOM

Drapery fabric — Bloomcraft of CRESLAN®
acrylic fiber

Upholstery fabrics — Craftex Mills of
CRESLAN® acrylic fiber

Walls — FORMICA® V.I.P.* paneling

Carpet — Coronet of CRESLAN® acrylic
fiber

Upholstered furniture by Drexel

Furniture — custom built by Walter P. Sauer & Sons Co.,
30-28 Starr Ave., Long Island City, N.Y.

DINING ROOM

Doors — FORMICA® "Candlelight Finesse"
laminated plastic

Walls — FORMICA® V.I.P.* "Candlelight
Finesse" paneling

Drapery Fabric — Bloomcraft of CRESLAN®
acrylic fiber

Carpet — Mohawk of CRESLAN® acrylic
fiber

Dinnerware — MELMAC® quality dinner-
ware by Lenoxware

Upholstery fabric — Craftex Mills of
CRESLAN® acrylic fiber

Windows — Andersen Corp. and Pittsburgh
Plate Glass Co.

Sterling silver flatware — Oneida

Furniture — custom built by Walter P. Sauer & Sons Co.,
30-28 Starr Ave., Long Island City, N.Y.

KITCHEN

Range Hood, intercom, ventfan, door
chimes — Miami-Carey Div., Philip Carey
Mfg. Co.

Cabinets — FORMICA® laminated plastic
by Yorktowne Kitchens

Countertop — FORMICA® "Finesse" lami-
nated plastic

Cabinet hardware — Amerock Corp.

Appliances — Frigidaire range top, oven,
Frost-Proof refrigerator, dishwasher and
disposer

Sinks — American-Standard

Skylights — ACRYLITE* skywindows

Shoji screen — ACRYLITE® acrylic plastic

Walls and doors — FORMICA® "Finesse"
laminated plastic

Curtains — Bloomcraft of CRESLAN®
acrylic fiber

Dinnerware — Royalon MELMAC® dinner-
ware

Utensils — Ekco

KITCHEN (Cont.)

Juicer — Juice-O-Matic by Rival

Faucets — American-Standard

Charcoal grille — Majestic

GREAT ROOM

Walls — FORMICA® V.I.P.* "Ranchwood"
paneling

Upholstery fabrics — Craftex Mills of
CRESLAN® acrylic fiber

Rug — America House of CRESLAN®

Mirrors & Twindow Glass — Pittsburgh
Plate Glass Co.

Drapery fabric — Charles Bloom fabrics
treated with special PERMEL PLUS®
finish

Home Entertainment Center — R.C.A.

Upholstered furniture by Drexel

Furniture — custom built by Walter P. Sauer & Sons Co.,
30-28 Starr Ave., Long Island City, N.Y.

PATIO

Patio canopy (Pergola) — ACRYLITE® cast
acrylic plastic

Ramp cover — Fiberglass and polyester
resin, Plastic and Resins Division, Ameri-
can Cyanamid Company

Skylights — ACRYLITE* skywindows

Table top — ACRYLITE® acrylic sheet

Umbrella — by Molla, Inc., treated with
CYANA® STA-TUFF* finish, Organic
Chemicals Division, American
Cyanamid Company

Insecticide — Malathon, Agricultural Divi-
sion, American Cyanamid Company

Exterior siding — FORMICA® "Island Drift-
wood" laminated plastic

Exterior doors — FORMICA® laminated
plastic

Furniture — by Molla, Inc., treated with
special PERMEL PLUS® finish

LAUNDRY

Appliances — Frigidaire Jet Action Washer,
Dryer and Frost-Proof Food Freezer

PINE-SOL® household cleaner, PERMA
STARCH® laundry starch — Household
Products Dept., American Cyanamid
Company.

Cabinets — FORMICA® V-32* "Provincial
Cherry" laminated plastic

Wall — FORMICA® "Cane" paneling

Countertop — FORMICA® "Portuguese Lioz
Marble" laminated plastic

Sink — American-Standard

* Trademark

* Trademark

BEDROOMS

Master

Walls — Formica® V.I.P.* "Snowgrain" laminate

Carpet — Evans-Black of CRESLAN® acrylic fiber

Upholstered furniture by Drexel

Furniture — custom built by Walter P. Sauer & Sons Co., 30-28 Starr Ave., Long Island City, N.Y.

Girl's

Combination sewing machine, ironing board, typewriter cabinet and desk — Singer Co. surfaced with FORMICA® "Finesse" laminated plastic

Doors — Clad with FORMICA® laminated plastic

Walls — FORMICA® V.I.P.* "Finesse" paneling with "Raspberry" reveal and "Carnival" with "Lime" reveal

Carpet — Carter Brothers, of CRESLAN® acrylic fiber

Furniture — custom built by Walter P. Sauer & Sons Co., 30-28 Starr Ave., Long Island City, N.Y.

Boy's

Walls — FORMICA® V.I.P.* "English Oak" and "Scotsweave" paneling

Carpeting — Archibald Holmes of CRESLAN® acrylic fiber

Typewriter — Singer Co.

Items used in all three bedrooms

Bedding — Treated with CYANA® PERMEL PLUS® finish and CYANA GUARD® anti-bacterial finish

Mattresses, box springs and pillows — Gold Bond brand, The Standard Mattress Co., with ticking and box springs treated with PERMEL PLUS® finish

Blankets — Morgan-Jones of CRESLAN® acrylic fiber

Drapery fabric — Bloomcraft of CRESLAN® acrylic fiber

Furniture — custom built by Walter P. Sauer & Sons Co., 30-28 Starr Ave., Long Island City, N.Y.

Bathrooms

Breck® Hair Care Preparations — John H. Breck, Inc.

Shower stall — Polyester Fiberglass, Plastics and Resins Division, American Cyanamid Company

* Trademark

Bathrooms (Con't.)

Plumbing fixtures — American-Standard

Medicine cabinet, vent fans, heaters, accessories — Miami-Carey Div., Philip Carey Mfg. Co.

Curtains — Bloomcraft of CRESLAN® acrylic fiber

Area rugs — Carter Bros. of CRESLAN® acrylic fiber

Master vanity — FORMICA® "Celeste Finesse" laminated plastic

Children's vanity — FORMICA® "Island Driftwood"; top, "Caribbean Blue" laminated plastic

Master bathroom walls — FORMICA® laminated plastic

Children's bathroom walls — FORMICA® "Island Driftwood" laminated plastic

Vanity hardware — Amerock Corp.

Tub enclosures and shower doors — of ACRYLITE® acrylic plastic

Towels — Fieldcrest Mills

NATIVE AMERICAN* FURNITURE

Native American* furniture is a concept created for Formica Corporation by Leo Jiranek, A.I.D., I.D.I., custom built by Walter P. Sauer & Sons Co., Long Island City, New York, especially for the FORMICA World's Fair House. This design group is not yet available in retail stores.

Furniture surfaced with FORMICA® laminated plastic is available in every style, period and price range. Offered by more than sixty leading manufacturers, this famous surface is displayed in leading stores everywhere.

There are more than a dozen imitations of FORMICA brand laminated plastic. If you know and trust some other brand, by all means, buy it. But if it's FORMICA brand you want, look for this label:

*your
guarantee
of
quality*



This is Formica® laminated plastic—made only by Formica Corp., Cincinnati, Ohio. Resists stains, scratches, cigarette burns, alcohol, wet glass rings. Clean with a damp cloth.



* Trademark

EQUIPMENT AND FURNISHINGS

*Exterior siding — FORMICA® laminated plastic on Philip Carey asbestos cement board

Insulation — Philip Carey Mfg. Co.

All glass and mirrors — Pittsburgh Plate Glass

Telephones — Touch-Tone by Bell System

*FORMICA® NATIVE AMERICAN ** furniture designed by Leo Jiranek, A.I.D., I.D.I. and custom made by Walter P. Sauer & Sons

Furniture hardware by Keeler Brass

Upholstered furniture by Drexel

Door Hardware — Yale & Towne Mfg. Co.

Lighting — Lightolier

Dimmers — The Superior Electric Co.

Windows & Sliding Glass Doors — Anderson Corp. & Pittsburgh Plate Glass Co.

Air Conditioning & Heating — Airtemp Division, Chrysler Corporation

Draperies — Curtain Hardware — Kirsch Co.

Carpet underlay — General Felt Products

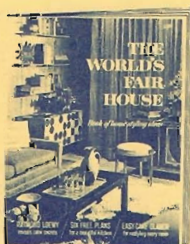
Curtains and draperies custom made by Albert Menin

Window shades — Joanna Western Mills and Illinois Shade

All art objects and accessories by American craftsmen from America House

*These products, as well as any others not listed, were specially manufactured for exhibit in The FORMICA World's Fair House and are not available commercially at this time.

** Trademark



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NEW YORK World's Fair 1964 - 1965

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[S] Strollers

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