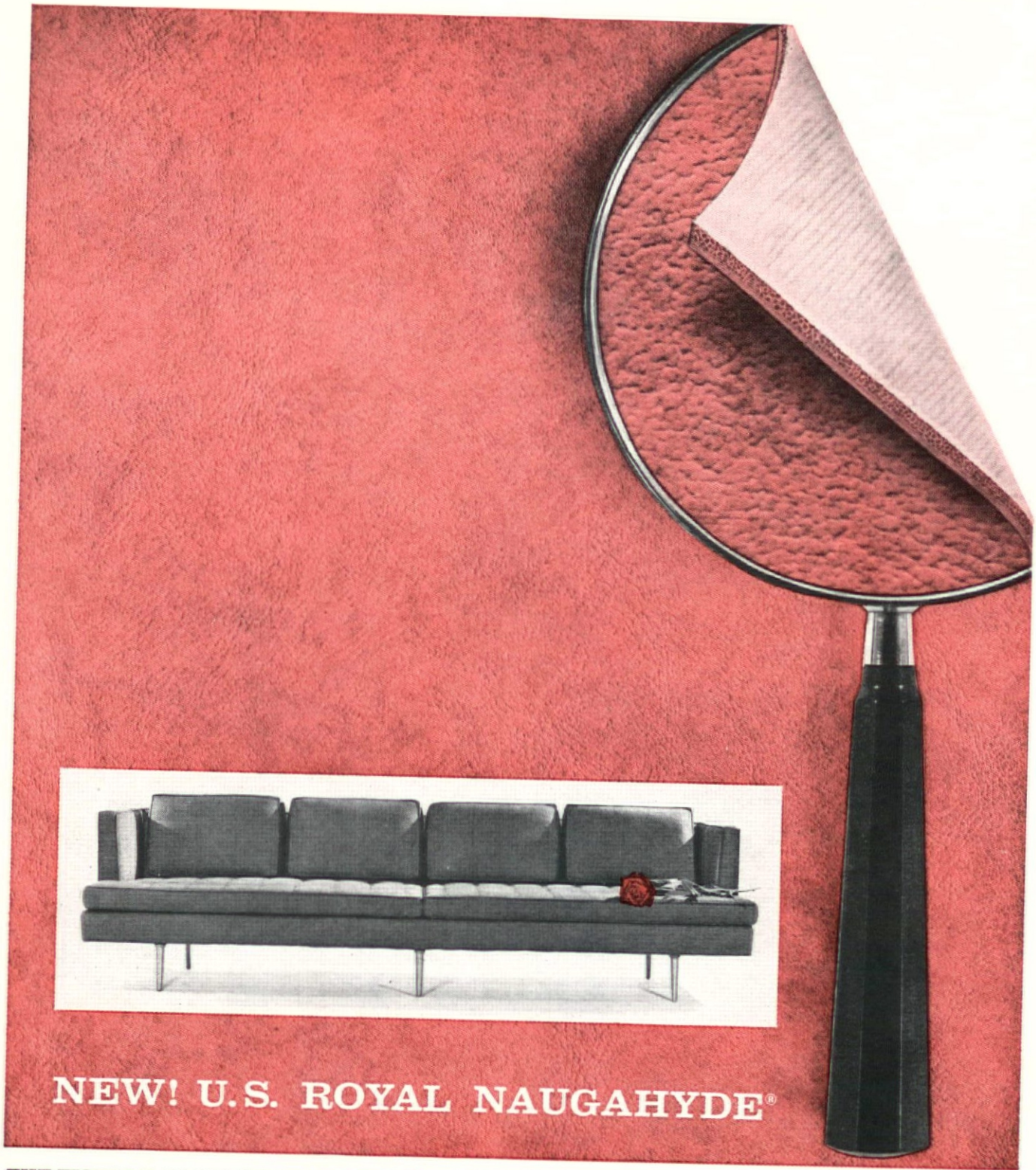


CONTRACT

TRADE MAGAZINE OF SPACE PLANNING AND FURNISHING • FEBRUARY 1962





NEW! U.S. ROYAL NAUGAHYDE®

THE WORLD'S MOST LUXURIOUS VINYL...SELF-EXPANDED FOR EXTRA THICKNESS, SOFTNESS!

Here it is!...the greatest achievement in coated fabrics since U.S. Rubber created the first elastic Naugahyde. By an ingenious process of chemical self-expansion, a cloud of foam is contained between the knitted backing and the vinyl coating. This means luxurious U.S. Royal Naugahyde has a plump "hand," is extra soft and pleasant to the touch...will never stiffen, crack or fade. Royal Naugahyde comes in 4 versatile patterns for every style and period of furniture design: *Cosmopolitan*...handsomely textured, in 18 high-fashion colors; *Citadel*...a lustrous, polished look, in 14 superb colors; *Encore*...a rich, clear finish, in 8 decorator-designer colors; *Premier*...ever popular burnished look in 12 most wanted colors. For complete information, contact your Naugahyde salesman, or write:



United States Rubber

Coated Fabrics and Koylon Seating Dept., Mishawaka, Indiana

In Canada: Dominion Rubber Company, Ltd.

Reader Service No. 330

CONTRACT



The Cover

The analysis of the development of a space study in contract design in this issue suggested this free symbolization of mass traffic patterns; design by Bert Lester.

CONTRACT

THE TRADE MAGAZINE OF SPACE PLANNING AND FURNISHING

VOL. II, NO. 4

FEBRUARY, 1962

PUBLISHER

B. H. Hellman

MANAGING EDITOR

William E. Boggiano, Jr.

EDITORIAL CONTRIBUTORS

Faber Birren
Ash Gerecht (Washington)
Herman Neumann, AIA
Bodil W. Nielsen
Betty Pepis

PRODUCTION MANAGER

Anne Fallucchi

ART DIRECTOR

Bert Lester

STAFF PHOTOGRAPHER

Herbert Bennett

RESEARCH

Berta Hellman

ADVERTISING MANAGER

Don W. Gross

BUSINESS MANAGER

Lillian J. Gannon

PUBLICATION OFFICES

105 West 55th St.
New York 19, N. Y.
JUdson 2-4994

REPRESENTATIVES

H. L. Mitchell & Associates
1450 Lorain Rd.
San Marino, Cal.
CUmberland 3-4394

Fred Wright Company
4 North 8th St.
St. Louis, Mo.
CHestnut 1-1965

Walter E. Barber Co., Inc.
6 North Michigan
Chicago 2, Ill.
STate 2-8996

20 The Function of Space Study

By Douglas W. Nicholson

23 Chicago Press Conference

23 Who Is Servicing the Contract Market?

By Paul Bischoff

24 Creating Better Environments

By Brock Arms

25 A Broad-Gauge Sales Operation

By C. W. Wagner

26 Surfaces

30 Swift & Co.

4 Letters

6 D. C. Currently: Our Washington Report

10 Calendar

14 Contract News

34 Contract Products and Services

43 Manufacturers' Literature

44 People

44 Classified Advertisements

46 Books

47 Directory of Contract Sources

COMING IN CONTRACT

MARCH—First Annual Contract Seminar—analysis of the structure of the contract market.

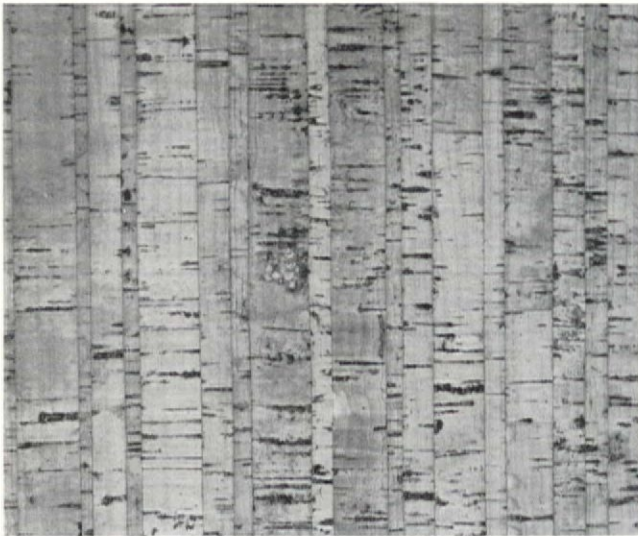
APRIL—Office furniture—a comprehensive review of products available to the contract planner.

MAY—Recent developments in carpet—new materials and constructions and their applications to contract work.

JUNE—Lighting—new products, developments, and techniques applicable to contract installations.

JULY—Office Design—a review of recent contributions to the art and science of housing people during the working day.

CONTRACT is published monthly by Contract Publications, Inc. Publication Office: New York, N. Y. Executive Offices: 105 West 55th Street, New York 19, N. Y. (telephone JUdson 2-4994). Printed by Barnes Printing Company, 229 West 28th Street, New York, N. Y. Entire contents fully restricted. This issue is copyrighted in 1962 by Contract Publications, Inc., New York 19, N. Y. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards. Subscription price: One year, \$9.00; two years, \$15.00; three years, \$21.00 in the U. S. and possessions. In all other countries: \$11.00 per year. Single copy of this issue: \$1.00. SUBSCRIBER ADDRESS CHANGES: Please send old and new address to our New York Office at least four weeks in advance. MANUSCRIPTS: Unsolicited manuscripts will be returned only if accompanied by stamped, return envelope.



Three of a series of six exquisite natural cork wall coverings. Also a complete line of decorative fabrics for the Contract/Institutional field.

Request sample information on professional letterhead

The House of Service
maharam
FABRIC CORPORATION

130 West 46th St.
New York 36

CHICAGO • LOS ANGELES

Reader Service No. 352

LETTERS

First anniversary

Dear Sir: Congratulations on your first anniversary. Your publication in a very short period of time has become the Number One trade journal for our contract operation.

We look forward to it each month. Very often we are able to use your editorial content as sales tools.

FRANKLIN E. CONN, JR., PRESIDENT
Conn-Pozen Design Associates, Inc., Phoenix, Ariz.

Quality of design

Dear Sir: I am very much impressed by CONTRACT's high quality of design. The pages are beautifully laid out, the typeface is very readable, the type is set to a good margin and to a readable measure. All in all, CONTRACT is very impressive and it gives me the feeling that it will be increasingly respected in the field.

JACOB FELSENSTEIN
Institutional Products, Inc., Philadelphia, Pa.

First impression

Dear Sir: Enclosed is check for a year subscription to your magazine. If it proves as good as the issue I saw, it will be a delight. Thank you and keep up your most excellent magazine.

MARJIE HENIS
Henis Interiors, New York, N. Y.

Reader service card

Dear Sir: Your November 1961 issue has just come to my attention, and from the well-designed cover to the Products and Services pages, I found it of particular merit. Congratulations and good luck—when a busy designer finds time to really go through a trade magazine it must have value!

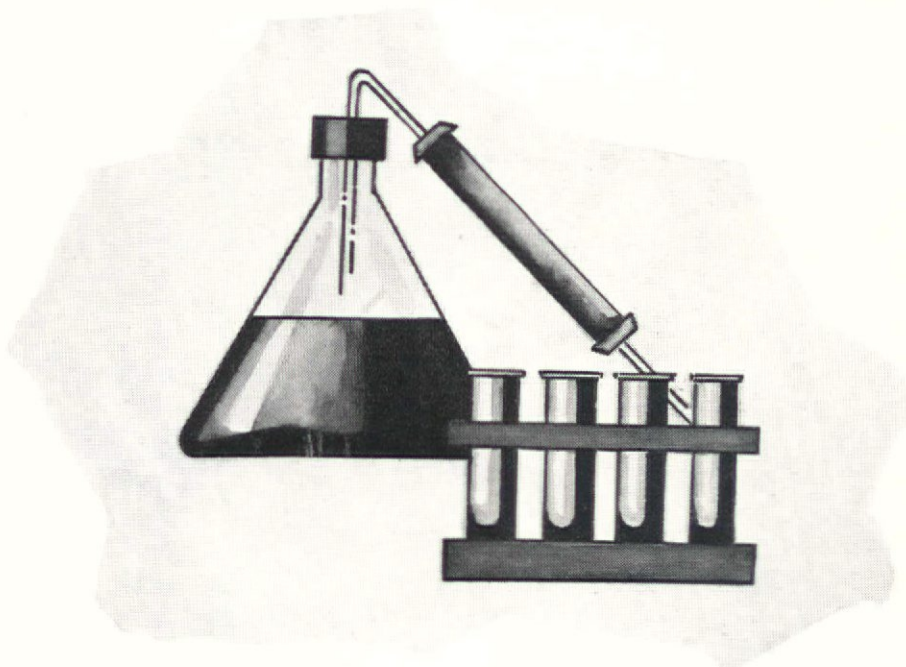
Your idea of the inquiry card for additional information on products is also excellent, except that in my particular case some one in my organization seems to have gotten to it before I did.

In any event, I would be grateful for additional information or address on the following. . . .

HELEN CARITY GREEN
New York, N. Y.

Miss Green's problem concerning removal of the reader service inquiry card from the issue by another member of the staff has come up on several occasions. We therefore decided that beginning this month CONTRACT will contain two inquiry cards instead of one. This will enable at least two members of a company's staff to make use of our reader inquiry service. If six or ten or twenty people in your company want to use the inquiry cards, we respectfully suggest that you enter subscriptions for them.—Ed.

WHEN FLAMEPROOFING OF DECORATIVE FABRICS IS A CONTRACT REQUIREMENT



"TALK IT OVER WITH PERMA DRY"

—and save you and your client time, trouble and money!



Flameproofing is a science and expert knowledge is what separates the "men from the boys".

Perma Dry's J. F. (Jack) Taylor is always available as your consultant, without fee. Mr. Taylor, well known to designers all over America, is a member of the American Institute of Textile Chemists and Colorists and his advice is based on facts, not myths or wishful thinking. This added Perma Dry service is yours for the asking.

FREE BROCHURE!

Write for the most informative and authoritative brochure on flameproofing. It will make you an expert overnight.



3 West 17th Street, New York 11, N. Y.

WAtkins 4-0877

Reader Service No. 315

D. C. Currently
.....

OUR WASHINGTON REPORT:

- Ceramic tile use spreading
- Trailer sales rise 10%
- New bills on "senior" housing
- Federal specifications bulletins
- Recent invitations to bid

INCREASING competition for wallcoverings and other surfaces may have some surprising consequences. Take ceramic mosaic tile manufacturers, for instance. The increase of sales in the U.S. of imported tile in 1960 over those in 1955 was five times the decrease of domestic tile, the Tariff Commission stated in a new, supplemental report. Last May it recommended higher duties on the imports. The President's freer trade advisors had the report sent back for additional information. The Commission supplied that, and in effect bolstered its case. Why such increased consumption?

Because of the greater volume of construction since 1955, particularly office buildings and apartments, and because of new uses developed for unglazed tile. The increased use, for other than surfacing floors, has resulted from promotional activities by domestic producers, said the Commission, and the development of a wider variety of colors and patterns by both domestic producers and importers. This expanded the tile's use as an architectural medium, particularly on interior and exterior walls.

Moral: You may develop new sources of business, but not always be the only ones to profit from it.

New FHA ruling

Federal Housing Administration has just issued an interim revision to its Minimum Property Standards, lowering minimum thickness for homogenous vinyl tile or sheet, unbacked, from .080 inch to .0625 inch (one-sixteenth).

Mobile sales moving up

Commerce Department analysts see 1962 manu-

facturers' shipments of mobile homes and trailers between 135,000 and 140,000 units, 10 percent above 1961. The increase will primarily affect the larger, mobile home units. The impact will be felt by contract furnishers — when you consider that these units come equipped with living room, dinette and bedroom furniture, kitchen ranges, work tables, storage cabinets, refrigerators, draperies, and lamps. It's a growing market.

Senior housing

Another growing field of opportunity is "senior housing." That's the phrase replacing "housing for the elderly." More people are growing into that category, of "seniors," every day, and much more attention is being paid. This fall, for instance, several universities will offer the first courses for senior citizen housing managers.

The Administration wants Congress to appropriate another \$100 million for direct loans to senior housing projects. So far, \$80 million has been allocated. The number of projects is increasing sharply. Features of the first such, dedicated recently, include special lighting, lever-type door handles, sound-deadening construction, oversized doors, easily reached shelves and storage space. Another one includes wall-to-wall carpeting, for extra protection against slipping, and community eating facilities.

Federal business is big business

The invitations to bid and the awards we tell you about may be able to help you get in line for the next series of procurements in your particular field. They do indicate to you the size of the business opportunity — the U.S. government is the largest purchaser of contract furniture in the

(Continued on page 8)



vinyl fabrics—diverse and durable

When it comes to wall coverings with all the features your clients want, Cohyde vinyl wall fabric by "IC" is sure to be right. A wide range of textures, colors and patterns enables you to find fabrics that seem styled just for your ideas. You're always sure of first-rate beauty—the kind of eye-appealing appearance that lasts and lasts. Yes, "IC" Cohyde vinyl wall fabrics—and upholstery fabrics, too—*stay* handsome without troublesome maintenance. It's no wonder they are being used more and more by trend-setting designers. Write today for more information.

Interchemical Corporation, Coated Fabrics Division, Toledo 1, Ohio

Straw—Cohyde wall fabric

Linen—Cohyde wall fabric

Vaquero—Versilan upholstery



Versilan, Cohyde and IC are trademarks of Interchemical Corporation



OUR WASHINGTON REPORT

CONTINUED FROM P. 6

world, remember. But this activity is carried on all over the country. You may be in a position to handle it, on a nationwide basis; or you may prefer to work with only the procurement officials in your region. The important thing, in either event, is to get set to go — to know where you can do business and with whom; how and when.

You can get single copies of Federal specifications and standards that you may need from General Services Administration Business Service Centers in these cities: Boston, New York, Washington, Atlanta, Chicago, Kansas City, Dallas, Fort Worth, Denver, San Francisco, Los Angeles, Seattle, and Portland, Oregon. These centers can also help guide you to those lists of potential bidders, and those agencies, that may be useful.

Where the business is

Not all Federal procurement of interest to contract furnishers comes from the large agencies, such as GSA. Here are some procurements we've spotted to indicate that:

Ft. Ritchie, Cascade, Md., 100 convertible chair type beds, Superior Sleep Rite model. Fort Ord, Calif., tile and cement requirement, thru Dec. 31, 1962. Puget Sound Naval Shipyard, Bremerton, Wash., 207 two-tube fluorescent lighting fixtures. Navy purchasing office, Brooklyn, aluminum and metal shipboard furniture. Pease Air Force Base, N. H., commissary sales store shelving.

Examples of business

The range of procurement opportunities for you, in the Federal government, seems almost endless. Recent examples, to indicate places and types that might mean business for you next time around:

General Services Administration, San Francisco — 594 straight chairs, without arms.

GSA, here — six-month contract for electric ranges.

Independence National Historical Park, Philadelphia — reproduction of 30 Congress Hall House of Representatives desks.

GSA here — traditional style wood dining room, bedroom, and occasional household furniture, three contracts, indefinite quantity through Feb. 28, 1963.

GSA, Denver — fluorescent lighting fixtures, indefinite quantity, through Jan. 25, 1963.

GSA, Kansas City — upholstered tubular steel lounges, through Jan. 31, 1963.

GSA, Denver — furnish and install curtain rods, tension pulleys, curtains and draperies at Harts-horne, Okla.

GSA, here — 930 upholstered living room chairs, 1000 each, traditional wood household furniture. Indefinite quantity of kitchen tables, chairs and step stools, through Jan. 31, 1963.

Military General Supply Agency, Richmond, Va. — 91,500 linoleum tile, and 310,500 linoleum tile, various destinations. Plus identical quantities reserved for bidders in labor surplus areas.

Fort Bragg, N. C. — installation of quarry tile floors in five mess hall kitchens.

Federal Correctional Institution, Milan, Mich. — suspended ceiling acoustical tile.

And more invitations to bid

More examples of Federal procurement opportunities you may be able to take advantage of, next time:

Military General Supply Agency, Richmond, Va. — 86 domestic gas ranges.

Fort Chaffee, Ark. — Dayroom furniture.

Marine Corps base, Twenty-nine Palms, Calif. — Furnishing and installing venetian blinds in Capehart Housing, 746 ea., various sizes.

Post Office Department, here — furniture, various items.

GSA, Denver — 18 sofa beds with mattress, contemporary style. 152 pieces of wood library furniture.

Boston Naval Shipyard — 84 special purpose leather upholstered revolving chairs.

U. S. Marine Academy, West Point, N. Y. — 533 bookcases, 264 dressers.

GSA, Seattle — French provincial wood bedroom furniture, 40 beds, 88 dressers, 88 chests, night stands. Mahogany-finish wood furniture, 406 chairs, 262 two-piece matching sectional davenport, 300 three-piece matching sectional davenport, 510 dining room chairs, 70 buffets, 83 dining tables, 85 breakfronts.

VA, Hines, Ill. — metal single beds, 1,810. Adjustable overbed tables, 830. Kitchen tables, 26.

GSA, Dallas — Venetian blinds for the New Orleans post office.

Step before payoff

With all those Federal procurements, there are awards. Here are some recent ones that may inspire you:

GSA, here — household refrigerators and freezers — Whirlpool Corp., \$942,900. Kelvinator division, \$29,400. Westinghouse Electric Corp., \$36,500. Frigidaire Sales Corp., \$237,700.

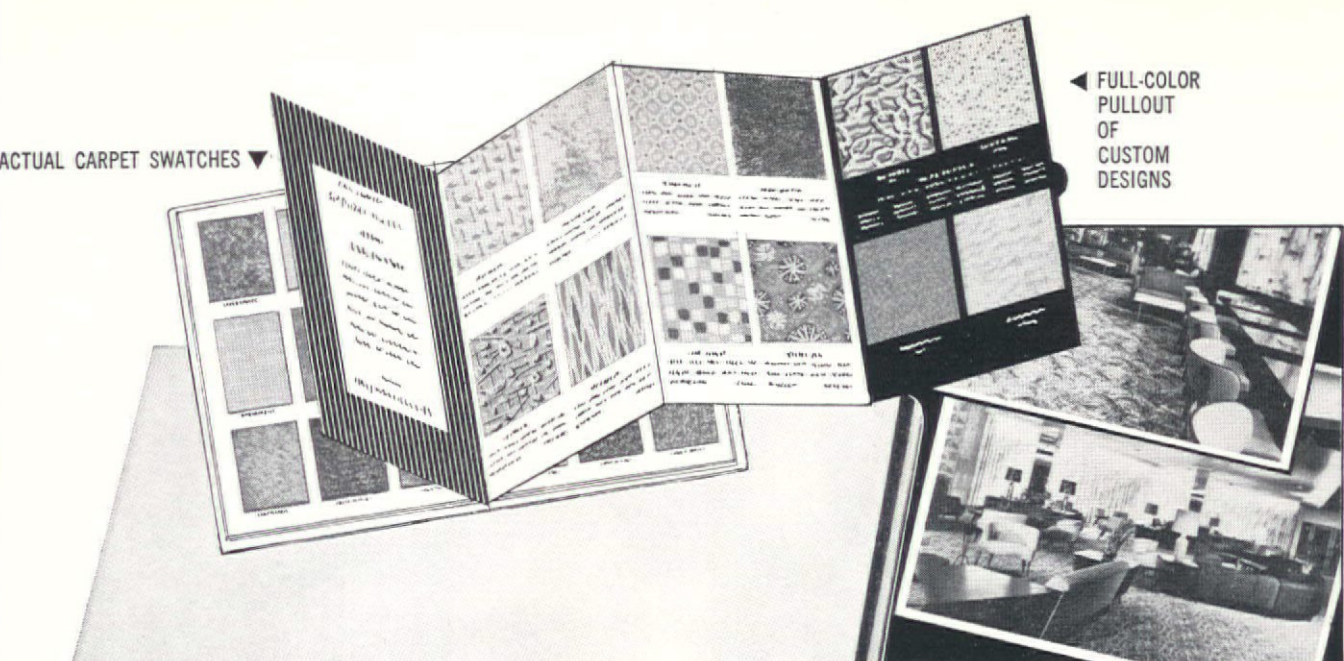
GSA, Dallas — 150 gas ranges, Magic Chef, Inc., Cleveland, Tenn., \$11,467.

GSA, San Francisco — 64 sets of sectional sofas, 64 chairs, Erwin - Lambeth, Inc., Thomasville, N. C., \$14,976. 1,000 single deck bunks, Superior Sleeprite Corp., Chicago, \$28,270.

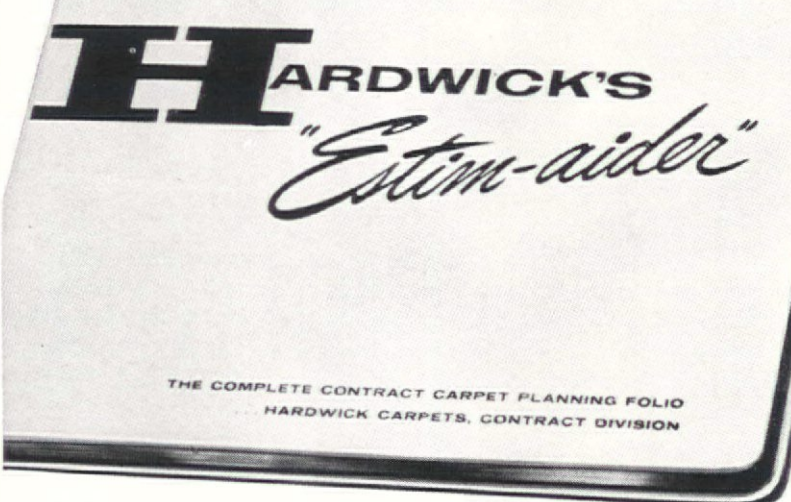
Naval Supply Center, Norfolk, Va.: Desks, tables, etc., Remington Rand div., Richmond, Va., \$30,563. (C)

ACTUAL CARPET SWATCHES ▼

◀ FULL-COLOR PULLOUT OF CUSTOM DESIGNS



PROUD EXAMPLES OF INSTALLATIONS ▲



HARDWICK & MAGEE COMPANY • SINCE 1837
Table of Square Yards • Broadloom Carpet Widths

LENGTH	27-00"	30-00"	36-00"	42-00"	48-00"	54-00"	60-00"	66-00"	72-00"
1	1.00	1.25	1.50	1.75	2.00	2.25	2.50	2.75	3.00
2	2.00	2.50	3.00	3.50	4.00	4.50	5.00	5.50	6.00
3	3.00	3.75	4.50	5.25	6.00	6.75	7.50	8.25	9.00
4	4.00	5.00	6.00	7.00	8.00	9.00	10.00	11.00	12.00
5	5.00	6.25	7.50	8.75	10.00	11.25	12.50	13.75	15.00
6	6.00	7.50	9.00	10.50	12.00	13.50	15.00	16.50	18.00
7	7.00	8.75	10.50	12.25	14.00	15.75	17.50	19.25	21.00
8	8.00	10.00	12.00	14.00	16.00	18.00	20.00	22.00	24.00
9	9.00	11.25	13.50	15.75	18.00	20.25	22.50	24.75	27.00
10	10.00	12.50	15.00	17.50	20.00	22.50	25.00	27.50	30.00
11	11.00	13.75	16.50	19.00	21.50	24.00	26.50	29.00	31.50
12	12.00	15.00	18.00	21.00	24.00	27.00	30.00	33.00	36.00
13	13.00	16.25	19.50	22.50	26.00	29.50	33.00	36.50	40.00
14	14.00	17.50	21.00	24.00	28.00	32.00	36.00	40.00	44.00
15	15.00	18.75	22.50	25.50	30.00	34.50	39.00	43.50	48.00
16	16.00	20.00	24.00	27.00	32.00	37.00	42.00	47.00	52.00
17	17.00	21.25	25.50	28.50	34.00	39.50	45.00	50.50	56.00
18	18.00	22.50	27.00	30.00	36.00	42.00	48.00	54.00	60.00
19	19.00	23.75	28.50	31.50	38.00	44.50	51.00	57.50	64.00
20	20.00	25.00	30.00	33.00	40.00	47.00	54.00	61.00	68.00
21	21.00	26.25	31.50	34.50	42.00	49.50	57.00	64.50	72.00
22	22.00	27.50	33.00	36.00	44.00	52.00	60.00	68.00	76.00
23	23.00	28.75	34.50	37.50	46.00	54.50	63.00	71.50	80.00
24	24.00	30.00	36.00	39.00	48.00	57.00	66.00	75.00	84.00
25	25.00	31.25	37.50	40.50	50.00	59.50	69.00	78.50	88.00
26	26.00	32.50	39.00	42.00	52.00	62.00	72.00	82.00	92.00
27	27.00	33.75	40.50	43.50	54.00	64.50	75.00	85.50	96.00
28	28.00	35.00	42.00	45.00	56.00	67.00	78.00	89.00	100.00
29	29.00	36.25	43.50	46.50	58.00	69.50	81.00	92.50	104.00
30	30.00	37.50	45.00	48.00	60.00	72.00	84.00	96.00	108.00

CONVERSION TABLES FOR AREA SIZES ▲

R. S. V. P. . . . yours FREE for the asking . . .
with the compliments of Hardwick Carpets

"Estim-aidler"

— the new and improved carpet planning guide prepared especially for interior designers.
INCLUDES ACTUAL CARPET SWATCHES IN 19 DIFFERENT COLORS!

Whether your decorating projects are homes or hotels, banks or bowling alleys, clubs or churches, you'll find the "Estim-Aider" an alert contract carpet assistant—ready to go to work for you at a moment's notice. It provides you with all the tools needed to demonstrate carpeting dramatically . . . professionally . . . effectively.

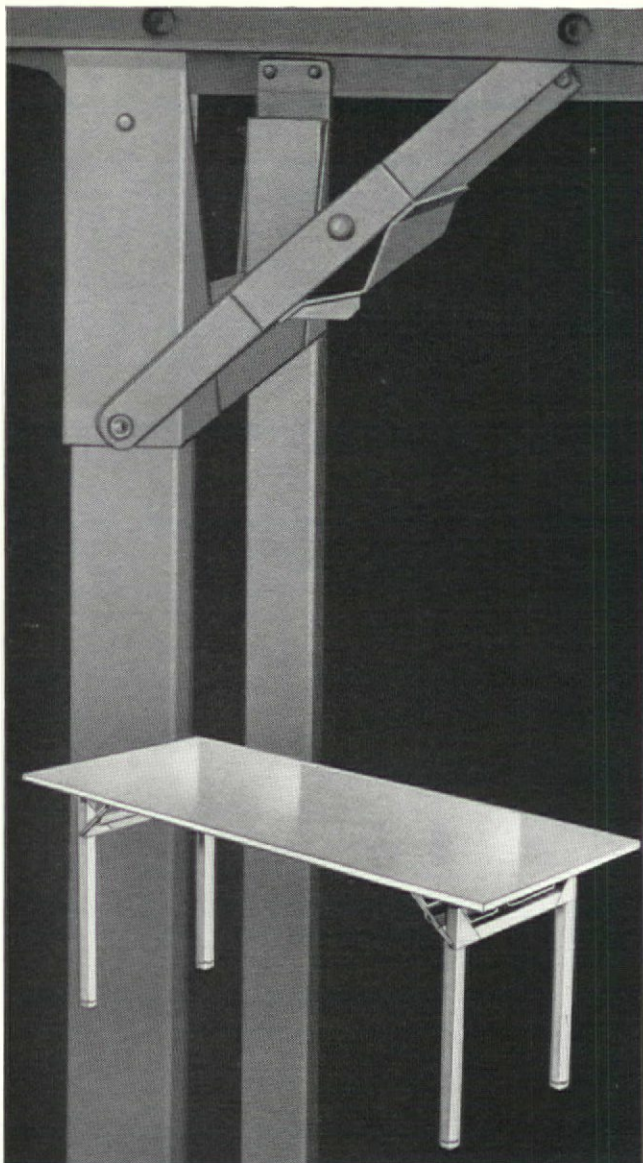
The "Estim-Aider" puts a complete contract carpet planning folio at your fingertips. Here for you to show are all of today's newest and most popular contract carpet patterns and looming innovations, dimension-to-square-yard conversion tables, PLUS ACTUAL CARPET SWATCHES IN 19 DIFFERENT COLORS!

MAIL THIS COUPON NOW FOR YOUR "ESTIM-AIDER" . . .
another professional service of HARDWICK CARPETS.

.....

- Hardwick & Magee Co. Dept. C 62-2
- 7th St. and Lehigh Ave., Philadelphia 33, Pa.
- Gentlemen: Please send me, without charge or obligation, your new "Estim-Aider" . . . the contract carpet planning folio prepared as a Hardwick professional service for Interior Designers.
- Name _____
- Firm Name _____
- Address _____
- City _____ Zone _____ State _____

Reader Service No. 312



THIS MECHANISM DOES AMAZING THINGS FOR YOU!

*It enables you to keep pace with
fluctuating food service needs
—and only HOWE folding tables have it!*

HOWE folding tables provide all the advantages of a good cafeteria-dining room table plus one important extra: *they fold!* HOWE folding tables' mechanism insures the set-up flexibility needed to accommodate maximum or minimum traffic around the clock. Folded and stacked on a HOWE truck, these tables are easily moved to any point in the plant. Get the facts. Write for free, illustrated catalog now.

HOWE FOLDING FURNITURE, INC., Dept. CON-22
1 Park Ave., New York 16, N. Y.


Please send me a free copy of your CATALOG.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____



Reader Service No. 347

CALENDAR

February 20-22. Midwest International Hotel-Motel Show and 26th Annual Convention. Palmer House, Chicago.

March 11-14. 46th Convention and Market, National Association of Bedding Manufacturers. The Sherman, Chicago.

April 2-5. Spring Furniture Show. Commonwealth Armory, Boston.

April 6-27. The Architectural League's 62nd National Gold Medal Exhibition of the Building Arts. Architectural League of New York, New York City.

April 8-12. Jamestown Furniture Market. Jamestown, New York.

April 21-26. AID National Conference. Olympic Hotel, Seattle.

April 24-25. National Design Center's second annual NDC-NOFA Designer Seminar. National Design Center, New York City.

April 26-29. National Office Furniture Association Convention and Exhibit. New York Coliseum, New York City.

April 27-May 4. Spring Furniture Market. High Point, N. C.

May 22-25. National Restaurant Association Convention and Exposition. McCormick Place, Chicago.

July 9-13. Summer Furniture Market. High Point, N. C.

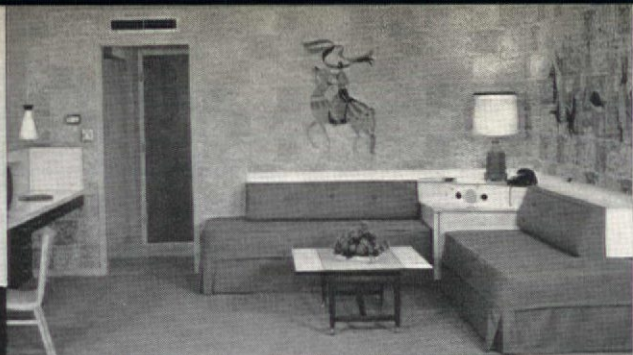
October 19-26. Fall Furniture Market. High Point, N. C.

Are there several people in your firm who read **CONTRACT**?

Don't wait to have **CONTRACT** "routed" to you each month. Assure receipt of your personal copy by filling out and mailing the prepaid subscription postcard at the back of this issue.

CONTRACT

THE TRADE MAGAZINE OF SPACE PLANNING AND FURNISHING



a tough 4-year test
for



RESISTANE

TRADE MARK REGISTERED



Four years of constant public use are about as tough a test as anyone could devise for Resistane wall coverings. In 1957, Mr. George H. Hofmann, A.I.D., designed the interior of the strikingly modern Carrousel Motel in Cincinnati. He specified genuine wallpaper, and asked us to Resistane every inch of the paper before it was hung. This is what he says about the results:

"I used fine wallpapers in 150 bedrooms of the Carrousel, some custom printed for the job, with quite a few scenics as well as repeat patterns. All were Resistaned.

"Both the management and I are very happy with the results, as these wallpapers are still in excellent condition after four years of usage by the travelling public.

"I even used a Resistaned wallpaper mural at the landings of two stairways open to the weather, with no exterior doors. Astonishingly, Resistane kept even these murals in good condition through four years of exposure to the great changes in temperature and condensation we have here in the Cincinnati area."

Put Mr. Hofmann's experience to use in your own institutional and private designs. No longer need you resort to imitation wallpapers. The most delicate types of wallpapers, even those printed in water-soluble tempera colors, and other wallcoverings—silk, grasscloth, cellulose and paper weaves and many other kinds—from any source can be highly resistant to staining and thoroughly scrubbable through the custom service of Resistaning before they are hung.

Write today for complete information, plus samples of wallpaper before and after Resistaning, for your own toughest tests.



RESISTANE "the protector of wallpaper"

966 Nepperhan Avenue, Yonkers, New York
serving America from coast to coast

WHICH CARPET PROBLEM IS YOURS?



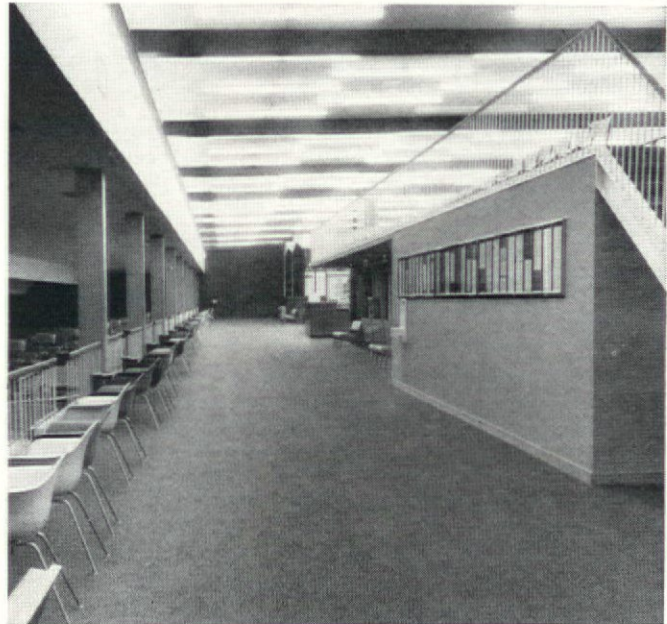
NEED LASTING TEXTURE, COLOR This West Coast Elks' Club did. And even faced with constant traffic, Caprolan carpet kept its rich texture, radiant color. It won't pill, fuzz or shed...resists dirt and stains...requires a minimum of maintenance to keep a fresh, new look.



NEED MAXIMUM WEARABILITY The crack Congressional Limited did, and Textured Caprolan® nylon was the answer. In a test conducted at Pennsylvania Station 1,500,000 people couldn't wear out carpet of Caprolan. Carpets of other leading fibers wore down to the backing.



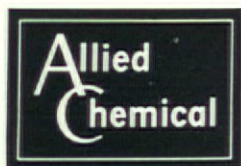
NEED INSTANT CLEANABILITY Eastern Airlines did. And the Caprolan carpet engineered for them is so easy to clean, just once over with a mop keeps it shipshape between flights. All Caprolan carpet is easy to maintain. It's suitable even where "no carpet" was once the rule!



NEED GREAT CARPET AT A SENSIBLE PRICE Then like the designer of this bowling center, you'll choose Caprolan. Budget-minded selections by Aldon, American, Berven, Callaway, Carter, Commercial, Croft, Katherine, Mand, Masland, Modern Tufting, Painter and Pierce.

TEXTURED
caprolan nylon

FIBER MARKETING DEPT., 261 MADISON AVE., NEW YORK 16, N. Y.



Reader Service No. 328



Globe has everything you need in contract furniture.

For complete catalog, write GLOBE FURNITURE COMPANY, Contract Division, High Point, North Carolina

CONTRACT NEWS

AID Design awards

Forty-three awards for design to designers and manufacturers constitute the 1962 presentations by the American Institute of Interior Designers (AID). Categories included furniture, fabrics, floorcoverings, wallcoverings, and decorative ac-



G. F. C. chair

cessories. In the contract field, the swivel chair shown here, made by General Fireproofing Co., was singled out for honors because of its "comfort, small scale and modular styling." An elliptical table desk by Knoll Associates and a teak armchair imported by John Stuart, Inc. were other award-winners.

The name is Gulistan Carpets, Inc.

A. & M. Karagheusian, Inc., has changed the name of its subsidiary distributor, Seaboard Floor Coverings, Inc., to Gulistan Carpets, Inc. The change involves another subsidiary, Frontier Floor Coverings, Inc., which will be called Gulistan Carpets (Frontier), Inc.

Karagheusian also announced that the former distribution center for Seaboard at Milltown, N. J., will now be the national distribution center and will be called Gulistan Carpets—Milltown Division.

The Metropolitan area of the three Gulistan Carpet divisions includes New York City, several counties in New York State, and New Jersey north of Trenton. James J. Carey, president of Gulistan, heads the division from New York assisted by Harry L. Mills, Jr., as sales manager.

The Delaware Valley division includes New Jersey, Delaware, Pennsylvania west to Harrisburg, and a few adjoining counties in Maryland. Rudy F. Gofsick is general manager in Philadelphia, Pa.

James F. Fusting acts as general manager for the Potomac division from Washington, D. C. The

area includes Washington, most of Maryland, Virginia, and North Carolina east of Charlotte.

Charles F. Mallin continues as general manager of the frontier division, which now includes former Seaboard territory in Pennsylvania west of Altoona, and adjoining counties in West Virginia and Ohio.

Gulistan Carpets distribution center at Milltown is headed by Raymond Romani as general manager, Thomas Murray as manager, Milltown operations; Jack Beckman as general credit manager, and Dwight F. Longley as sales coordinator.

ODI opens new plant

Office Design, Inc., New York City, has opened a new industrial furniture manufacturing plant at 1867 Flushing Avenue in Brooklyn, N. Y. The new ODI plant will produce a furniture line to be known as Advancement in Appeal. The firm's former workshop at 242 Water Street in New York City is to be turned into a furniture research center, where ODI will experiment with new uses of materials for office furniture.

New Congoleum-Nairn showroom planned

Congoleum-Nairn plans to open a new showroom in the Tishman Building, 666 Fifth Ave., N. Y. The street-level showroom and sales office will replace the company's present ones at 295 Fifth Avenue, N. Y.

JG in foreign markets

JG Furniture Co., Inc., exhibited at the Cologne Fair in Germany, Jan. 31 to Feb. 4, for the purpose of licensing manufacture of its furniture throughout Europe. JG added a Canadian affiliate recently by licensing Standard Desk Mfrs. Ltd., Montreal.

Broadbrook Furniture moves to Green Acres

Broadbrook Furniture Co. has moved to larger offices at 448 West Sunrise High, Valley Stream, N. Y., in the Green Acres section. The company, which specializes in contract interior design, was formerly located at 2 Park Avenue, New York.

No-Sag forms contract division

"Conag," the new contract division of No-Sag Spring Co., has been formed to handle negotiations for the sale of No-Sag special products, including bed frames, ends, legs, etc., to large national accounts with multiple plants, government agencies, and contract dealers. Conag will offer a complete service, participating with the customer in creative design and engineering and in furnishing trial samples. Service at the local plant levels following delivery will also be provided through the No-Sag national sales apparatus. Arthur Kalwin heads the new division, with headquarters at the American Furniture Mart, Chicago.

Complete Report Contract Market Seminar

The March issue of CONTRACT is already shaping up as the most important issue of this publication since we began publishing 15 months ago. Containing complete reports of the talks and discussions at the National Design Center's Contract Market Seminar, February 6-7, the March issue will bring into focus for the first time all the major aspects of contract marketing and purchasing. More than that, it will be retained by our readers as *the first reference manual of the contract market* — a market that has come up with dynamic force in the past ten years and that is now growing faster than ever.

CONTRACT Magazine has cooperated with National Design Center from the outset in bringing about the first annual Contract Market Seminar and in making it a forum of prime importance for the industry. The March issue will be a comprehensive record of the Seminar, with sections devoted to government buying, transportation, hotels and motels, offices, schools, churches, store planning, hospitals, as well as to the over-all trends that the market has been evidencing.

Deadline

for advertising

in MARCH issue:

March 7.

Write today.

CONTRACT: THE TRADE MAGAZINE OF SPACE PLANNING AND FURNISHING



Your customers won't stand

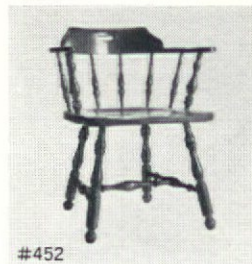
Baumritter gets right to the seat of your chair specification problems: makes it easy to choose, easy to buy, easy to get on-time delivery for any commercial and institutional seating requirement. The reason? Baumritter is the one major manufacturer with 14 furniture factories, eight warehouses and a world of experience to meet

any type of project. And because Baumritter is accustomed to large (and small) volume business, we are prepared to provide the services that go with it.

Here you see some indication of the beauty and variety of styles Baumritter offers. Whether your need is for seating in a Colonial restaurant or the most functional

lobby; whether it's a waiting room or a hospital room; if it's for a large job or a small one, you'll find Baumritter has exactly the seating you need. Your clients—and your customers—expect the finest in seating. Why should you stand for less?

Shown, left to right: #452 Ethan's Captain's Chair for restaurants and d



#452



#3694



#73



For less...and neither should you.

#3694 Roomates Modern Foam
on Chair for reception rooms; #73
Danish Modern Chair for lounges
public areas; #4 Viko Stacking Chairs
restaurants, public rooms, hotels,
s, reception areas; #1 Viko (adjustable
chair) for hotels, motels, reception
14 Viko (stack and gang chair) for

hotels, motels, catering halls, meeting halls,
clubs. Please note: Baumritter has a
completely coordinated collection of stor-
age pieces and other furniture to meet
every type of institutional need.

Baumritter National Brands: Ethan Allen
Early American—Viko—Planorama—Andante
—Tempo—Roomates—Danish Modern.

Contract Department, The Baumritter Corp.,
145 East 32nd St., N.Y. 16—Dept. C-22
Please send full information to:

Name _____
Company _____
Address _____
City _____ State _____



#1



#14

Reader Service No. 305

Baumritter
145 East 32nd St., N.Y.



INTERIOR DECORATOR: ETHEL ALPER, A.I.D.



WOOD FOLDING DOORS

PELLA ALSO MAKES QUALITY
WOOD FOLDING PARTITIONS,
WOOD SLIDING GLASS DOORS, ROLSCREENS,
WOOD CASEMENT,
MP AND TWINLITE WINDOWS

What else here but a folding door of wood?

Wood "belongs" with other fine furnishings and materials. That's why PELLA WOOD FOLDING DOORS contribute so much to a decorative scheme. Specify PELLA DOORS factory-finished or unfinished from one of 6 genuine veneers: OAK, ASH, PINE, BIRCH, PHILIPPINE MAHOGANY or AMERICAN WALNUT. Patented steel spring hinging assures easier operation. Solid wood "Lamicor" construction prevents warping. Available for all widths and heights to 12'1". Full specification in SWEET's or check the Yellow Pages for the name of the nearest PELLA distributor.

R O L S C R E E N C O M P A N Y • P E L L A , I O W A

Reader Service No. 322



MOSAIC SQUARES IN AN INTRICATE ORIENTAL MOTIF GIVE TURN-OF-THE-CENTURY SPLENDOR TO THE WALDORF'S BULL AND BEAR RESTAURANT.



THERE'S A CARPET FOR EVERY PURPOSE AND DECOR IN BIGELOW'S WIDE SELECTION

Bigelow Carpet is selected by top designers for the most important architectural jobs. Reasonable price, long economical service, and top performance under traffic—as well as beauty—are prime considerations in every Bigelow Carpet designed for use in public areas. Special designs, colors and textures available. If you plan an installation, consult Bigelow's Carpet specialists about colors, patterns, weaves, at prices your client can afford. No charge for this service. Contact Bigelow through the nearest sales office or by writing to Bigelow Contract Department, 140 Madison Avenue, New York 16, N. Y.

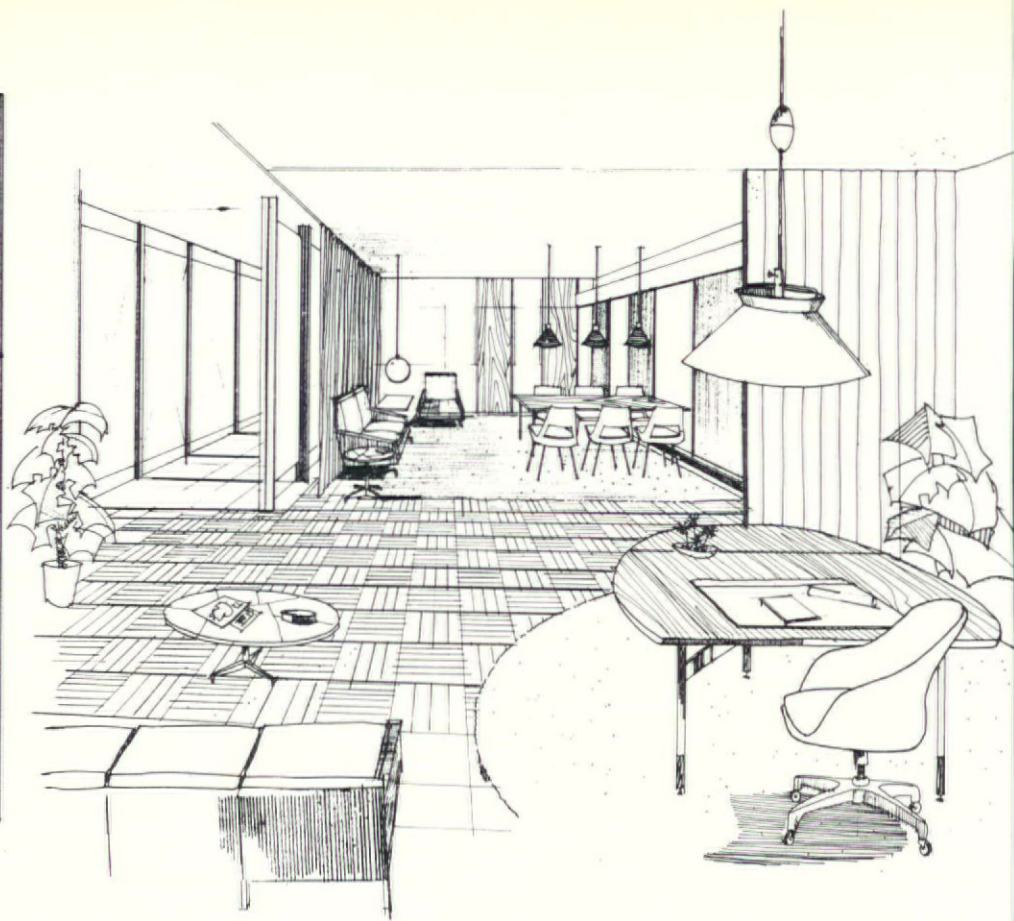
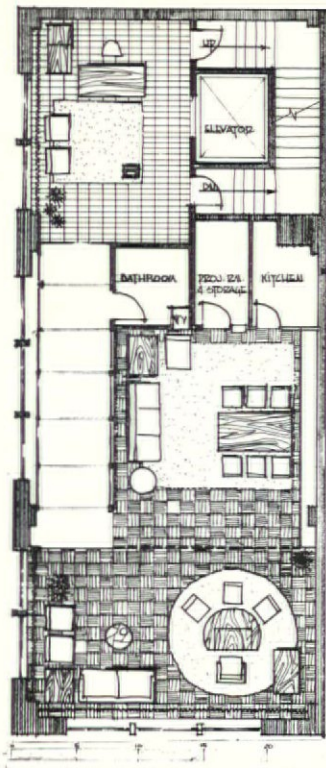
PEOPLE WHO KNOW...BUY



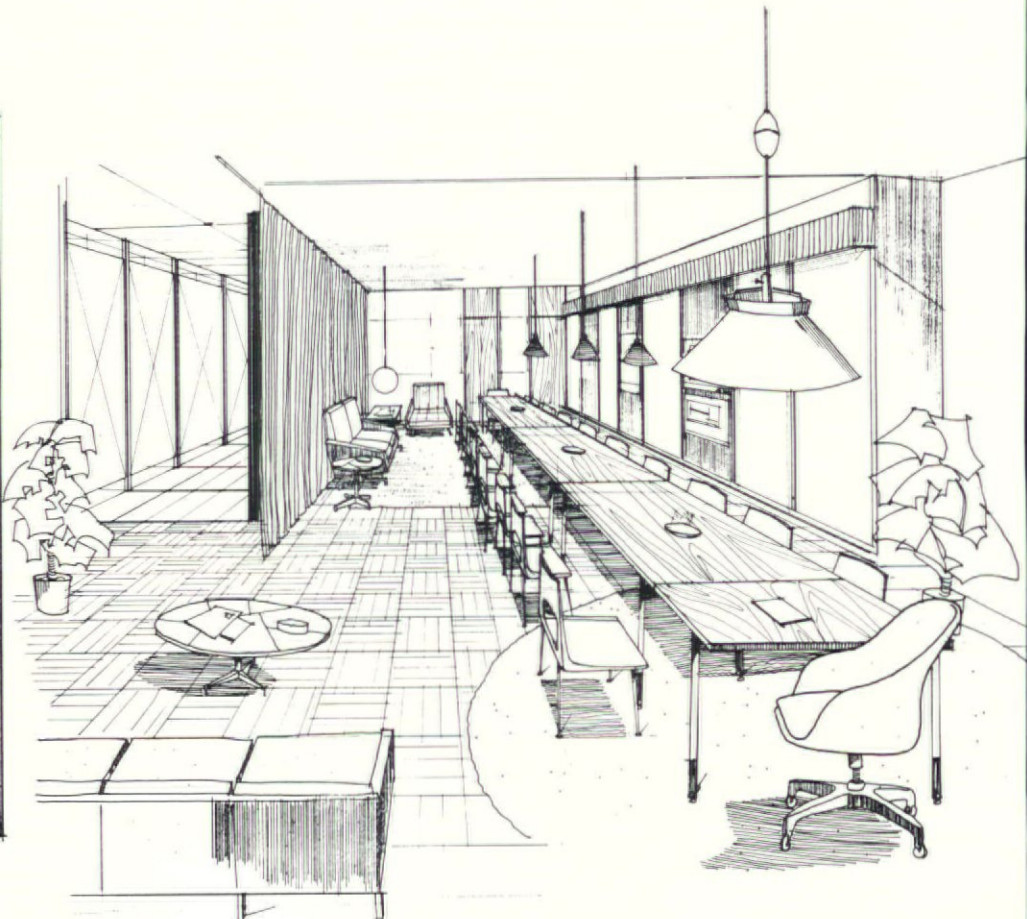
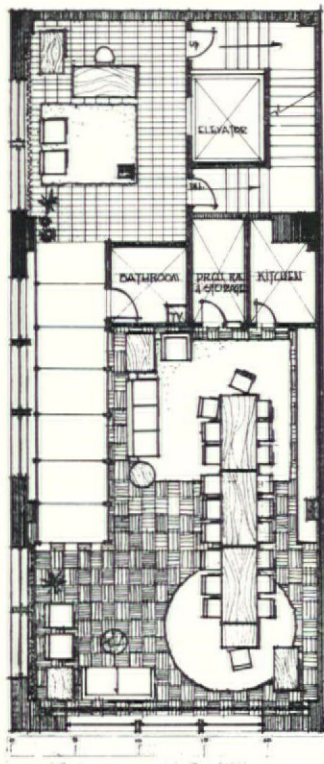
Bigelow
RUGS • CARPETS
SINCE 1825

Bigelow sales offices are located in the following cities: Atlanta, Ga.; Boston, Mass.; Buffalo, N.Y.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Hartford, Conn.; High Point, N. C.; Kansas City, Mo.; Los Angeles, Calif.; Minneapolis, Minn.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; St. Louis, Mo.; San Francisco, Calif.; Seattle, Wash.

Reader Service No. 307



The second article in our series on requirements for successful operation in the field of space planning discusses the problem of space studies and their relationship to the client's needs, present and future. Although JFN Associates is a relative newcomer in the contract design business, it has already planned more than a million square feet of space and has already developed a specialty — offices for investment houses and stockbrokers. On this page are two drawings of the same area in JFN's own newly expanded premises, showing how the space is flexibly used for conference room and executive office and/or banquets, projection room, private lunch room, or general staff meetings.



The Function of the Space Study

by Douglas W. Nicholson, President, JFN Associates



DURING the past year, JFN Associates has been engaged in the process of transforming more than a million square feet of space into workable offices — stock brokerage offices, banking houses, law firms, publishing houses, church offices, and a variety of offices for industrial firms.

In every case, there was one common need—the proper utilization of space. Proper space utilization embraces not only problems of efficiency but also the accommodation of space to the psychological and emotional needs of human beings. Office work space must be space to communicate in, think in, live in. Colors, lighting, soundproofing, air conditioning, communications, must be designed to promote the comfort of the employees and to eliminate the abuse of their senses. For that reason, very early in the job of modifying existing office space or creating new office space there must be a thoroughgoing analysis of the client's space requirements.

Such a space study, as it is called, demands an exhaustive examination of the client's needs—the physical, social, functional requirements. The function of a space study is to interpret and give a rational order to a specific space in which the client and his staff may function at their best level during working hours.

Space studies must be thought of in terms of saving space, using space to its fullest advantage, and, above all, allowing for change—preparing for the emergency you don't expect. The space analysis must, in sum, provide an efficient, humanized solution to the client's requirements.

The new office building construction situation in New York City at the beginning of 1962 was described by the president of the Real Estate Board of New York as "the most prolonged and voluminous outpouring of new commercial structures in all history." Post-World War II construction in New York City now totals 192 new structures with 68,945,000 net rentable square feet. Add to this buildings publicly announced for which plans have not yet been filed and the total increases to 200 buildings and about 70,000,000 square feet of rentable space. Just as significant — a recent office occupancy survey shows that approximately

97% of this vast total of office space is rented and occupied.

For each of the corporations that has taken space in the new buildings, there has been the necessity of some type of space planning survey to determine how many total square feet were required and how each square foot should be put to work for the company.

At today's rental prices for newly completed buildings — from \$5 to \$10 per square foot — no company can afford to waste or misuse space. The goal of the competent space planner, then, in relation to present rental costs is one of using less square footage per work place while providing better work places than before. In order to achieve this, the space planner must begin plotting the move to the new location long before any physical sign of the move is apparent — sometimes even before a lease is signed. The object of this long-range space planning survey is to pinpoint an elusive set of statistics—the proper total quantity of space required for occupancy in the proper relationship to specific individual and departmental allocation of space, both in terms of current needs and in terms of a specified number of years into the future.

There are no short-cuts to finding the answer for these requirements. No mere inventory of existing furniture, equipment, and personnel will yield the solution. No "rule of thumb" application of generally accepted space standards will provide the answer. Only the most careful study of the span of management control, lines of authority and responsibility, flow of work, company staffing policy, application of the newest scientific management techniques will indicate the factors which enable the space planner to arrive at the proper usage of square footage.

Most organizations which have grown in the past fifteen years have undergone a physical expansion that has wedged them into limited facilities and space. The impact of this crowding upon organization control and communication has been considerable. When this growth and future expansion necessitate moving to larger quarters, or renovation of existing offices, the time is ripe to

THE FUNCTION OF SPACE STUDY

consider basic organizational and systems changes. Many concepts and improvements which might otherwise be difficult to institute can be developed and installed in conjunction with the move.

The appraisal of company structure, work flow, channels of communication, and general performance are obtained by comparing current practice with the criteria listed below:

- Are adequate tools of control and measurement being used?
- Are controls exercised with sufficient frequency?
- Are function and work being grouped and assigned by caliber and level of responsibility?
- Are basic procedures and areas of responsibility grouped each under a single executive control?
- Do the number of supervisors reporting to each higher executive come within the limits of the span of control?

Based on this information, recommendations by the space planner are presented in report form and reviewed, criticized, and edited with the executive management.

The over-all purpose of business is to fill a need by devising and distributing the end-product to a specific market in a profitable manner. The products created by business activity are the result of people working with materials. It requires other agencies to bring the product to market, to achieve the objectives of business. The relationship between management and the public and the product is brought about through organization. For the many firms whose corporate entity is a service and does not include plant buildings or factories, the office is the place where the work gets done. We are referring to such service organizations as banks, stock brokers, investment securities, insurance companies, law firms, accounting firms, etc. In these organizations, as well as headquarter offices for all large business organizations, the office is the factory.

Management plus organization, therefore, is the core of the office. The process of fitting together these people in the space in which they must work plus the equipment necessary for that work to be done is inaugurated through space planning. Therefore, organization plus the physical structure is the vehicle. A framework is needed to define the area and provide the range for work flow and communication. At the same time there must be enough area to accommodate the traffic at all times. New concepts and innovations must be considered. The relationship between management plus staff plus the lines of communication equals the space requirements.

Then the work of the actual space planning and layout can begin. The studies done to this point should reveal the following information:

1. The relevant internal structure of the corporation.

2. Economic factors affecting the growth of the corporation and its major product or service groups.

3. The projected number and classification of personnel.

4. The projected quantity and type of equipment.

5. Application of the client's space standards for private offices, semi-private offices, open office areas, and service departments.

6. The practicability of advanced records management techniques.

7. The efficacy of centralization of administrative services such as filing, storage, duplicating, food service, library, conference rooms, etc.

8. The type of communication system.

9. The in-office traffic pattern.

Based on this information, block area layouts are made to achieve the best possible departmental locations. Now numbers, ratios, relationships, and calculations are translated into space.

The information gathered provides answers to a myriad of questions. Take the conference room as an example. Based on the study of frequency of meetings, number of conferences, time of day needed, a determination can be made regarding the number of rooms required, their sizes and location. Furthermore, the space planner will determine whether movable walls will be needed; whether the conference room can also serve as library, lounge, or projection room. In addition, an intimate knowledge of the function of each room will permit the designer to do his job properly. Certain conference rooms will require special equipment for food and bar service or a more informal atmosphere for presentations, demonstrations, or cocktail parties. Where such design treatment starts with a specific grounding in knowledge of function, its chances of success multiply. And so the importance of the space planning function carries over into design; indeed, it creates the very conditions through which the designer can do his best work.

And here, after all, is the key to the business of the space planner: To become knowledgeable about his clients' business to the point of creating a happy combination of function and form.

The space planner can point with pride to the new office occupied by his client when he has been able to provide effective utilization of the correct number of square feet, ease of operation and maintenance, convenience to employees and visitors, flexibility, and provision for future needs.

In JFN's own expanding offices at 40 Water Street, New York City, at present we occupy two floors and our third floor is on the drawing board. Illustrated, you will see how we plan to utilize the existing space as a conference room plus a private executive office, and/or lunch room, banquet room, private projection room. In the day of planning ahead, let your space survey be your guide. (C)

CHICAGO PRESS CONFERENCE: Three very different organizations in the field of contract planning, design, and/or merchandising made interesting reports on their operations at a press conference held at the Merchandise Mart during last month's furniture market in Chicago. Mr. Bischoff represent the contract division of Carson Pirie Scott, Chicago department store; Mr. Wagner, the contract division of the giant mail-order house of Montgomery Ward, and Mr. Arms is president of Interior Space Design, a division of the architectural firm of Perkins & Will. Excerpts from their talks follow.



WHO IS SERVICING THE CONTRACT MARKET?

By Paul Bischoff, Contract Division, Carson Pirie Scott

THE interior furnishings business today is big business—\$10.5 billion's worth according to the United States Bureau of Census. Today's emphasis on interior design and fashion is responsible to a large degree for this figure. It is hard to find a person (a woman, at least) who is not cognizant of some latest fashion in furnishings. Now this design or fashion renaissance has taken hold in the contract portion of this market as well.

Business is realizing the importance of good-looking, well-planned interiors. This awareness, along with expansion, is creating a contract market within the over-all furnishings business that might well wag the dog.

Actually, what is the contract business? It may be defined as "sales of interior furnishings and allied equipment and supplies to the non-residential consumer." From a prestige standpoint at least, this is preferable to the term "commercial sales." This sounds like a vast market, and it is. It includes sales to hotels, motels, offices, factories, clubs, schools, colleges, institutions such as hospitals and homes for the aged, railroads, and even funeral homes.

Is this a comparatively new field? Not at all. Carson's has had a contract operation for more than 80 years. It started in our wholesale division primarily as a supply function to commercial consumers. Package installations, including design, were available as far back as 1926 when our division installed the Palmer House.

To understand the potential in the present contract market, let's concentrate on motels alone. The 41,000 mile network of Federal interstate highways when completed, will carry 21% of the nation's traffic. No wonder that in 1960 1,500 new motels added 196,000 rental units. Last year it was estimated that more than 200,000 rooms were built. There are now roughly 60,500 motels in the United States. By 1970, 95,000 motels are predicted.

These figures point up what is probably the fastest growing segment of the contract market. Colleges and universities are a close second.

Who is servicing and/or selling this expanding contract market? It would appear at times, from competition, that just about anyone equipped with a telephone and a pogo stick to elude creditors is in the contract business. And truly there *are* too many unqualified firms representing themselves as contract experts. There are six types of organizations now making contract sales: 1. Local retail furniture stores; 2. Manufacturers on direct sale; 3. Trade supply houses; 4. Office furniture houses; 5. Independent designers or design firms; 6. Contract specialists.

The local retail furniture store gets into the picture through friendship and the magic "I'll do it for 5%" formula. Unfortunately, the local talent has none, and what looked like a good deal at 5% turns out to be a slap-jack with jack losing a friend and gaining 50 rooms of inadequate and short-lived retail furniture.

Despite poor past performance, however, it is interesting to note that motels buy 33.5% of furniture from this same local dealer. 40.5% of the business goes to the contract specialist, 27% to the trade supply house, and 15% direct from manufacturers.

Manufacturers selling directly to the contract consumer are usually marginal firms just getting started and looking for acceptance. This is a double hazard to the motel or institution buying such merchandise. Not only will other services be non-existent, but also product guarantees may be useless.

Trade supply houses, such as linen and textile specialists and restaurant supply houses, are excellent and reputable firms, but few are expert enough in handling furnishings projects.

Office furniture stores—those with design staffs—are doing a creditable job with large office installations. Some are trying their hand at school and college work with a lesser degree of success.

Independent designers or design firms, though they do not merchandise, are an important factor in the contract picture, since they are in a sense the arbiters of taste and planning. This design

CHICAGO PRESS CONFERENCE

service is as important from a contract consumer's promotional and economic standpoint as his actual use of the furnishings. The interior designer works with the architect, plans the interiors, and selects the furnishings. He usually supervises design on the site at installation. The contract specialist or supply house usually handles the merchandising and other services to complete the job.

Ideally, the contract specialist performs best for the consumer because his services combine *both* design and merchandising. The two, functioning

together, form the most economical solution to any project. The large contract specialist is equipped for and handles contract work in all of the categories. He can offer a complete service including long-term financing.

If this sounds like propaganda, it is. But we believe in it, and we believe that the only way to handle this expanding contract market is to offer a rounded group of services and to plan in advance of the needs of a growing market, so as to provide that market with the best possible service.



CREATING BETTER ENVIRONMENTS

By Brock Arms, President, Interior Space Design

THE population growth and the expanding economy of the United States, and our participation in world affairs make it imperative that organizations expand. Quite naturally, under these circumstances, the field of contract furnishings will also expand.

Except for the service home market, in another five years the independent interior designer will not exist. Because the problems of interior space planning are becoming so complex, firms must offer comprehensive services, and these services require the talents and techniques of many individuals. The large interior design firms will become larger and the one- and two-man operation, if it exists at all, will exist only in association with specialists.

It is a peculiar axiom of the business world in which we live that the most economical means of providing a service is when it is underwritten by the profits of a producing or sales organization. Unfortunately, even such organizations must increase their profit margin to accommodate such services. It is difficult for such organizations to be entirely objective in their service to their customers because the professional client - designer relationship is lacking. The most enlightened of the contract houses have recognized this and are providing a high level of design service with great sincerity. It is true, however, that the independent professional, without seriously encroaching upon the success of the contract divisions of sales organizations, also has a very broad role to play, especially in objectively and disinterestedly integrating interiors with architecture and with the total environment.

Many of the services of organizations overlap and quite naturally competition is keen. I believe that the principle of service to the client is of paramount importance, that maintaining access to

the widest choice is of paramount importance, and that obtaining true price competition, based upon standards which are in the interest of the client is of paramount importance. (This, of course, implies knowledge of when an investment in special design is appropriate.)

I firmly believe that all of this must be done by professionals, trained in the field of interior design, but with architectural training and orientation as well. I believe in the necessity for mutual education and understanding between the client and designer, and I believe that the best way to promote one's success is to be worthy of that success through understanding the problem, having the training and talent to solve it, and then solving it by use of efficient business procedures.

All the foregoing may sound like stating the obvious, but by basing all service on these principles, the natural and humane variations in environment which are appropriate to the client needs and desires, and to the community environment, an appropriate enhancement of our lives can effectively be achieved.

I am appalled by the gap between what I know we can do and what we are currently achieving. I am far too concerned with the potential which we have not yet developed to be desirous of wasting much energy criticizing the approach or the ability of others. We all have too far to go in creating better environment to waste time and energy in pursuits which do not contribute to achieving that aim.

Environment must follow a permissive emotional interplay—from the cities and landscape to the design of individual interior spaces and individual furniture—and only a cooperative effort based on gifted insight into human nature will achieve it.



A BROAD-GAUGE SALES OPERATION

By C. W. Wagner, Contract Division, Montgomery Ward

MONTGOMERY Ward, to a degree, has been in the contract business for many years. I should explain this by saying that this has been done without particular intent and somewhat on the same basis as has been prevalent with many other retailers. We now recognize that the contract business is highly specialized, and if its potential is to be maximized it must be treated as a separate operation. We, as you, found that the requirements of fulfilling customer's needs in this field vary substantially from that of conventional retail business.

Rather than take up the few moments allotted to me in repeating statistics which you undoubtedly have already read, I believe you will find it interesting to know Montgomery Ward's approach to the contract field.

First of all, we refer to it as the contract and commercial division. The contract portion is no different from what you and I have always known it to be. A typical contract operation confines most of its efforts to decorating, designing, and supplying merchandise for motels, hotels, offices, and institutions. Ward's is in the advantageous position of being able to offer much broader selections and, as a result, will enter into areas normally considered foreign to the contract field. We believe that we have the only facility of its type in the country.

Our selling activities will extend considerably beyond the normal scope of a typical contract operation. In essence, we have also entered in varying degrees the wholesale or jobber field. I describe it in this way because actually it is the only way I know of explaining it. An example, perhaps, will clear it up.

One of our salesmen who was assigned to selling school equipment called on a customer who needed library and office furniture. This turned out to be a relatively simple sale. There was no decorating or designing involved, merely a few tables, chairs, and file cabinet. But while he was there, one of the teachers asked if he knew where he could get quick delivery on baseball uniforms. To the typical contract operation this would be as foreign as asking for horseshoes in a lingerie shop. But with Ward's the salesman was ready with the answer. We not only could supply baseball uniforms, we also sold them caps, shoes, gloves, bats, balls, and bases. Outfitting 175 Little Leaguers adds up to a pretty good sale. This would normally end the

story, but it is only the beginning. In the course of trying to sell a stand of bleachers, with which he was unsuccessful, he did sell a lighting installation for night baseball.

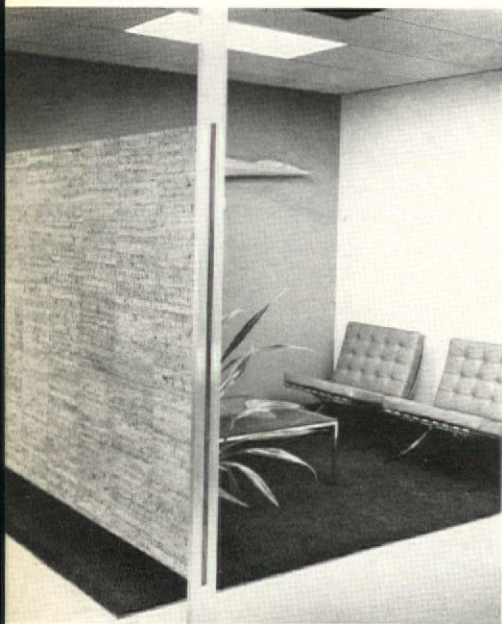
It was during this transaction that our salesman met a man associated with one of the major league clubs. In the discussion it was found that they were planning an office remodeling job. A designer was brought into the picture, the necessary renderings, lay-outs, furniture, and color selections were made, and a very attractive office was the result. Our salesman tried to interest them in uniforms, but didn't make the grade, although he did find out that the club was planning to replace the fencing around the ball park. That job was finished some time ago. We are now talking to them about grass seed for their field next fall, paint for the stands, tires for their trucks, and we would like to get their replacement light bulb contract when their present one expires.

You can see we are planning our success in this business by attempting to be as complete as possible without losing the specialization that must exist. I think we all know that good contract salesmen, as good salesmen in any field, are in short supply. We hope by giving our men virtually everything to sell that they will be limited only by their ability to recognize a potential sale.

Last month we had a salesman in New York who sold Venetian blinds for 24 floors of one of the city's major skyscrapers. He also sold a department store 1,000 sets of encyclopedias, an importer over 16,000 dozen artificial flowers, another party 28,000 children's books, and to still another, almost a carload of dinnerware. Right now he is working on a 120-unit motel and if I know this man it won't just be the furnishings. We will supply the swimming pool, the lawnmowers, grass seed, yellow paint to mark off parking spaces in their parking lot, glass and kitchenware, blankets, sheets, pillows, colored bathroom fixtures, tile for the wall, and medicine cabinets. Toilet paper, toilet tissue, soap if they want it, mops, brooms, vacuum cleaners, bar equipment, office machines, and uniforms for maids, bus boys, and bell-hops.

A thing I do want to stress, even though I have mentioned it before, is despite our broad selection of merchandise, we, in no way, sacrifice the phase of contract business that we consider so essential. That is the use of talented designers, engineers,

(Continued on page 45)

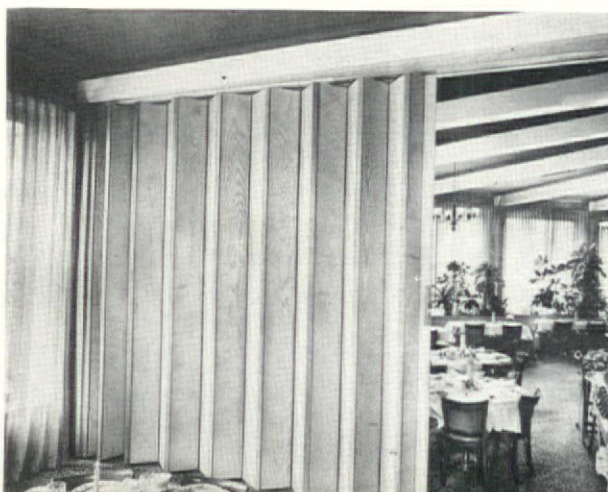


NEW MODULAR divider stock, above, is by Parkwood Laminates. Tension poles are available with dividers for easy, flexible installation.

NATURAL CORK divider with slitted chrome poles, left, yields handsome architectural surface. The cork is one of a range of textures in this material offered by Maharam Fabrics.

PELLA PARTITIONS, below left, in natural wood veneer by Rolscreen accent massive beams of California country club interior.

CORK WALL, below right, shows use of Maharam's material as a wallcovering that provides high sound insulation.



Surfaces

Contract requirements have been responsible for a host of new materials and combinations that have transformed furniture, floors, walls, ceilings, and partitions

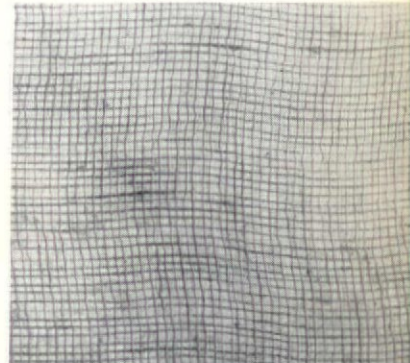
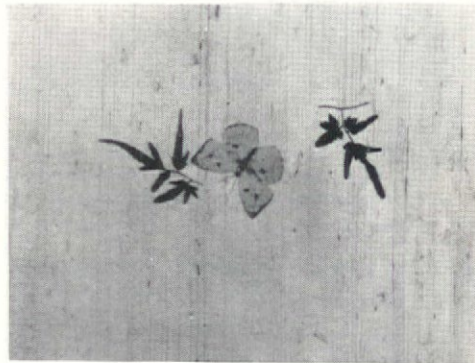
IN the past decade there has been a revolution in surfaces. The functional and decorative requirements of contract installations have been responsible for a host of new materials — plastic laminates in dozens of combinations, vinyls, ceramics, wood paneling in new forms, glass, metal. These have been applied to furniture, walls, floors, ceilings, counters, etc., and to a large extent have replaced traditional surfacing materials. They offer, in addition to an enormous range of choice that did not exist 20 years ago, functional and decorative characteristics that are much sought after in contract work, and they have contributed to a spectacular lowering of maintenance and replacement costs.

Continued refinements are being made in these materials and new types are being developed and marketed constantly, judging by a survey of recent items available to the contract market. To cite just a few examples, the matte finish of natural wood is achieved in the new high-pressure laminates from Parkwood, now being incorporated in furniture tops and sides, as well as in space divider panels available directly from the manufacturer. Polyplastex United, an outfit whose talents extends

to combining anything with almost anything else has been making custom-order laminates that include plastics on aluminum; silk-screened murals protected under clear sheets of vinyl; shatterproof acrylic laminates with swirling gold yarns, transparent and used as partitions; formed laminated bulkheads for airplanes. Design-Technics has introduced a ceramic wall that contains its own indirect illumination. Maharam Fabrics has introduced an exceedingly handsome group of durable cork textures for use as wallcoverings. Johns-Manville molds fiber glass into a vaulted ceiling tile to create a three-dimensional sound-absorbent surface. Howard Miller Clock Co. makes a heat-proof, varicolored wall of aluminum ribbons. Flooring manufacturers have brought out a bewildering variety of new textures and new combinations of materials, as have makers of wallcoverings, both roll goods and panels. The whole field is worth looking at (you can't help but do so) in terms of planning future commercial and institutional premises, whether they be in new buildings or existing ones, since all of these materials lend themselves admirably to both types of installations. **(C)**

INSTALLATION of Airwall in California hotel, below, shows how this modular panel system is put into position; inflating pneumatic tube inside panel forces partition head against ceiling for a secure installation. To move panel, air is simply let out of tube.

SCRUBBABLE wallcovering, right, is from Royaltex line by Polyplastex United. Natural materials — leaves, butterflies, etc.—are locked between layers of clear vinyl plastic for permanent protection.



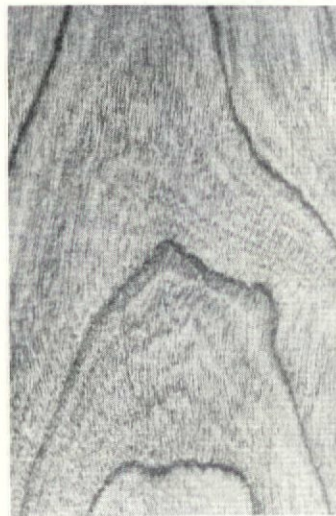


SURFACES

ACOUSTI-SHELL, above, is a new vaulted fiber glass ceiling panel developed by Johns-Manville; it adds both height and interest as well as sound insulation, is available in a wide range of colors and printed designs, on custom order.

COLORFUL Ribbon Wall, left, by Howard Miller Clock Co., transformed basement into attractive dining for nurses at Johnson City, N. Y., hospital. Ribbon Wall permits unlimited multi-color combinations.

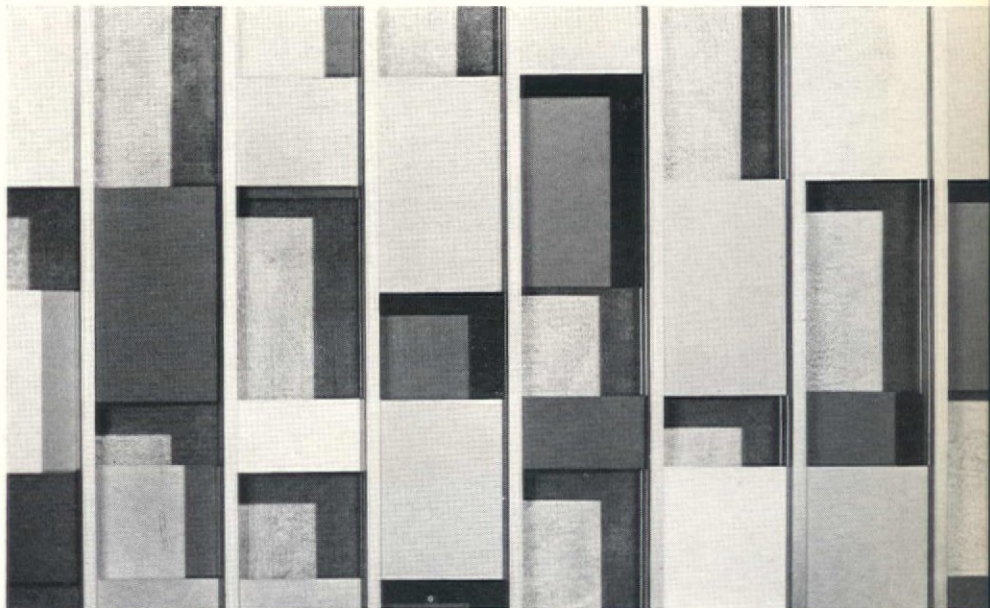
NEW TEXTURES, below, are Distressed Cherry and Candlelight Cherry plastic laminates by Nevamar; Driftwood, a hand-textured wallcovering by Timber-tone, and Vinyl Marble, a marbled vinyl wallcovering by Albert Van Luit.





FIBER GLASS louvered space divider, above, is offered with planter by Modern Products Co.

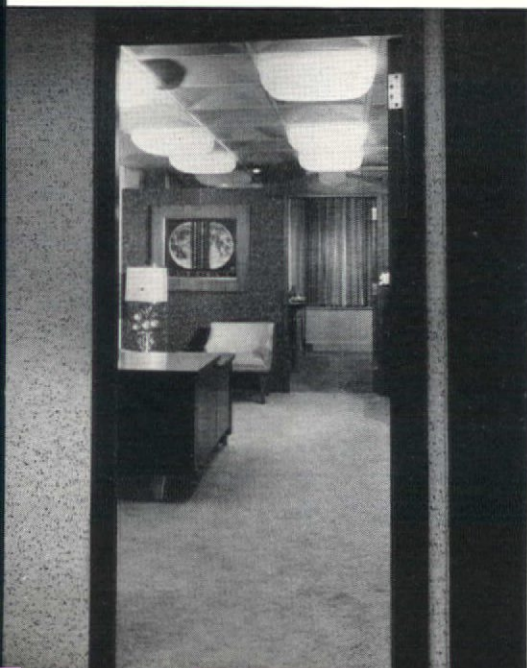
CURTAINSCREEN, right, is a set of components that can be used to build dimensional effects for both interiors and exteriors. Manufacturer is Julius Blum & Co.



GROOVED wood paneling is used in shoe department, right, of Wisconsin store, with chairs in similar wood by American Chair Co.

UNUSUAL look-through partitions, below, right, are made of subway gratings, supplied by Irving Subway Grating Co.

FIBER GLASS wallcovering, below, by Katzenbach & Warren creates rich texturing in Johns-Manville executive office.



Swift & Co. *Chicago meat packer makes swift move
to new offices after 58 years in stock yards*

OFFICE of Swift & Co. president in firm's new six-floor office space. The installation was designed by Weber, Hilmer & Johnson, Chicago. Swift maintained stock yard offices for 58 years.





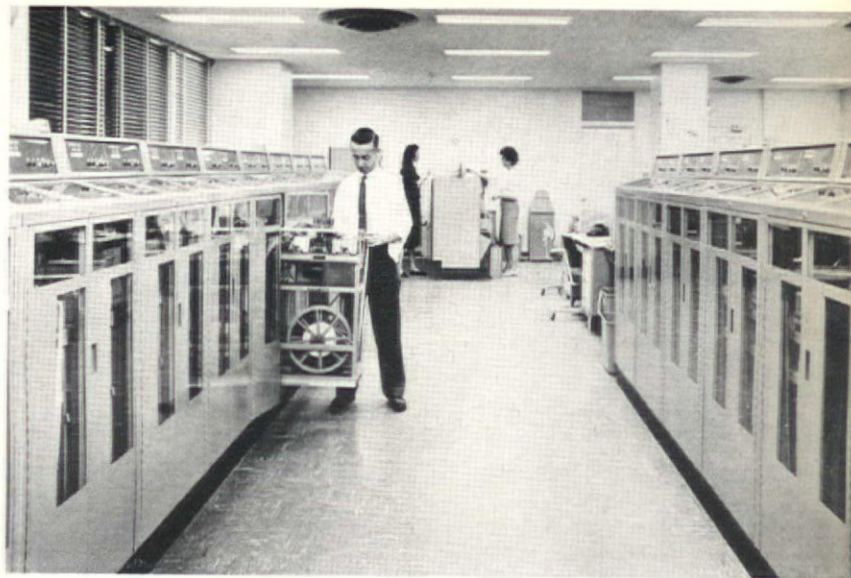
THIS JUST ONE of 50 conference rooms at the new Swift premises. All are done in subdued tones, and smaller conference areas, adjacent to various departments, are furnished with modified diamond-shaped tables.

ONE OF the largest and most dramatic moves in Chicago history took place recently when Swift & Co. moved its general offices from its home of 58 years at Union Stock Yards to six floors in the new LaSalle-Jackson Building. The move was made over a weekend without the loss of a single work day for any of the 1,040 employees.

Fifteen months before, Swift selected the Chicago design firm of Weber, Hilmer & Johnson, Inc., to design the new offices. Shirley Komeya, color and design consultant for the firm, worked with Swift's vice president T. G. Redman and purchasing agent Mark Morris. They had to replace over 185,000 square feet of crowded, inefficient work area with 130,000 square feet of useful, easily changed work space.

As a first step, Weber, Hilmer & Johnson constructed three model rooms—two informal meeting rooms and an executive office — at the stock yards to study and test the requirements for executive use. As a result, shades of gold and green were selected as the primary color scheme, with blues, beige, parchment, russet, and tan in some areas for comfort and convenience. Overhead lighting was raised from 1,500 to 5,000 candlepower, and desks were selected with non-reflecting finish. Other furnishings were picked on the basis of the tests with Swift employees for efficiency, ease of maintenance, traffic flow, and comfort.

The heart of the new installation is the communications center. A fully automatic 81D Tele-



HEART of the sales apparatus is this first fully automatic 81D Teletype system developed especially in order to permit Swift to achieve instantaneous contact with its more than 500 processing and sales units.

type system permits an official to pick up a phone, dictate a message, have it transferred to tape, and sent to any of Swift's plants or sales offices in two minutes. Correspondence is handled by a corps of stenographers in the remote control dictating installation, and mail delivery is done by electrically operated conveyor belts to each floor, similar to a railway switching yard.

Miss Komeya began executive office treatment by eliminating conference bays from each office. Instead, she used a custom-designed, free-form desk from Office Suites, Inc., that permits conferences to be held in the individual offices. The walnut colored desk in a modified diamond form uses a Formica top, cane fronts, and tapered steel legs in its design. The size of the piece depends on the executive hierarchy scale, and can be freely interchanged. Smaller offices use a white top for a sense of greater space. No two offices are exactly alike in arrangement, color, or furnishings.

The old style, bulky desk in general work areas of the former location was scrapped, and a trim steel model by Bentson Mfg. Co. in a double pedestal design was used. The desk has tan laminated General Electric Textolite top, platinum toned drawer fronts, and contoured aluminum legs with height adjustment. It was designed with 14 shelf slideout trays to hold general office forms and a plywood board behind the rear panel for telephone connections.

Cabinets in the executive offices were finished with DuPont's Dulox, and general office filing



OPERATIONS research department, left, uses specially designed double pedestal desks with tan laminated tops. Lighting was stepped up (without glare) from 1500 to 5000 candlepower.



SWIFT & CO.

cabinets blend with the basic color scheme. Executive office chairs were selected primarily for comfort in contemporary styling by Jasper Seating Co. Over 2,600 steel chairs for the general offices harmonizing with desk colors were supplied by Royal Metal Mfg. Co.

The advertising conference room incorporates special features for space-saving, including concealed television, hi-fi, and motion picture screening equipment. One wall is cork lined for advertising displays, while the other uses a Japanese print for unobtrusive decoration. Snap-out wall cabinets were designed to hold large advertising displays. Here and in the board room, draperies were lined with Milium to control light.

Throughout the six floors, furnishings, sofas, tables, and Holmes carpeting were selected to blend with the basic color scheme and work fixtures. Weber, Hilmer & Johnson also designed a street level reception area carrying out the basic themes of the offices above. The area was opened recently. (C)

CORRESPONDENCE center, above, of new Swift & Co. offices houses one of the largest remote control dictating installations in the country, with more than 50 stenographers transcribing from over 700 individual telephones.

SCHEDULE OF MATERIALS

Office Suites, Inc.: custom-designed free-form desks and cabinets for executive offices / desk tops in Formica with cane fronts and tapered tubular legs / cabinet finish of DuPont Dulox in walnut color.

Bentson Manufacturing Co.: specially manufactured steel double-pedestal desks with tan laminated plastic tops of Textolite by General Electric / steel filing cabinets in matching colors.

Royal Metal Manufacturing Co.: 2600 steel posture chairs in colors to harmonize with desks.

Jasper Seating Co.: 600 chairs for private offices.

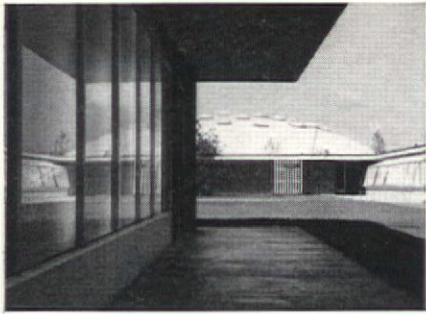
Niemann & Nucraft Furniture Co.: sofas and smaller accessories.

Milium Division: drapery linings.

Archibald Holmes & Son: carpeting from designer's specifications / supplied by Smithcraft.

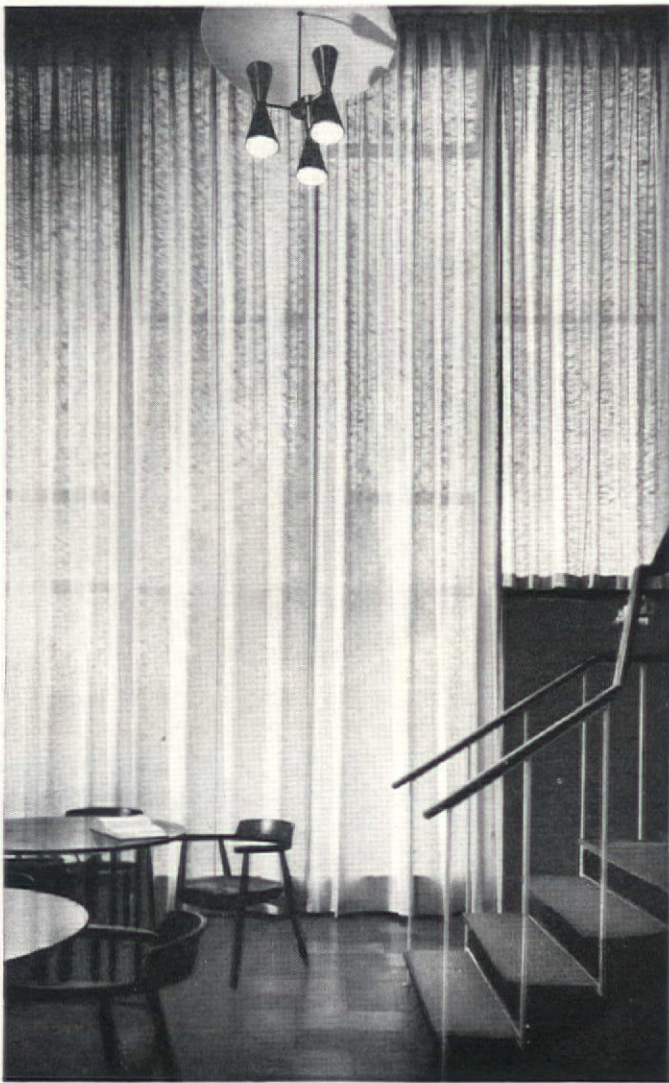
Kentile, Inc.: C-211 Etruscan tile in general offices.

U. S. Rubber Co.: wood curl dividers in purchasing department.



Library, Wayland High School, Wayland, Mass.

draperies with ROVANA[®]



Dining Room, Trade Winds Motel, Craigville, Mass.

Draperies fabrics made with Rovana[®] saran flat monofilament are being used everywhere from schools to motels. The sandalwood draperies (Admiration RO-X fabric) in the Wayland High School were converted by M. H. Lazarus and chosen by the decorating firm of Natick Mills. Fainart Textiles, decorator for the Trade Winds Motel selected the Seralette fabric (maple print in beige) by Huntington Products for the dining room of this colonial motel.

Rovana monofilament is flame-resistant; easy-to-care for; has excellent resistance to abrasion; keeps its shape in spite of abuse; is safe to handle and non-allergenic. For information about Rovana monofilament write:

Textile Fibers Dept., The Dow Chemical Company, 350 5th Avenue, New York 1, N. Y.

draperies left: 54.2% Verel[†] modacrylic, 22.6% Rovana saran monofilament, 23.2% Rayon.

draperies right: 57.1% Verel modacrylic, 24.5% Rayon, 18.4% Rovana saran monofilament.

**Rovana is The Dow Chemical Company's trademark for products including saran flat monofilament.*

†trademark Eastman modacrylic fiber.



The Dow Chemical Company



Reader Service No. 317

CONTRACT PRODUCTS AND SERVICES

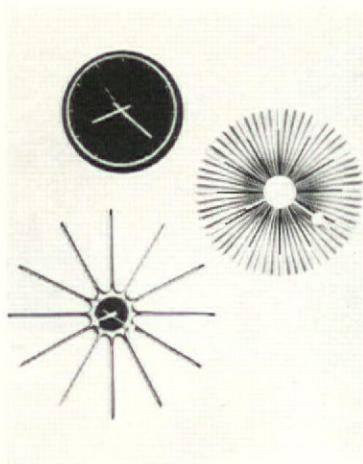
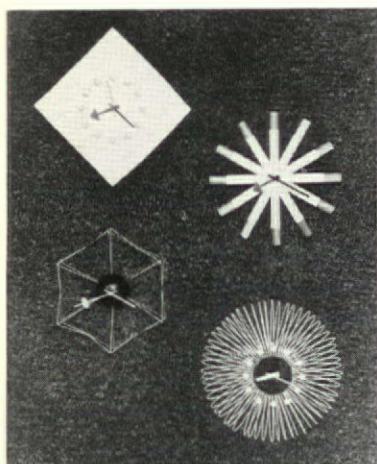


John Stuart teak armchair

This Bangkok teak armchair from John Stuart, Inc.'s Danish Craftsman collection received the AID International Design Award for 1962 in its category. Chair has the seating comfort of the traditional club chair, but preserves a light, slim look. The frame has rounded, flaring legs and splat back supports. Reversible cushions are of English cowhide, button-tufted and welted; there is a wide selection of other coverings available, including distinctive Danish fabrics. **No. 130.**

New vinyl wallcoverings at Leatherguild

Leatherguild has just been appointed for Scan-Designs, a new line of woven-backed vinyl wallcoverings designed and manufactured in Sweden. Scan-Design wallcoverings are available in textures that include woodgrains, linen, and grasscloth, in a broad range of colorings. Lightweight in construction, their price is competitive with commercial wallpaper, according to Leatherguild. **No. 118.**



"Clocks ahead of time"

New departures in form and original use of materials distinguish the "Clocks ahead of time" collection, designed by George Nelson for Howard Miller Clock Co., and distributed nationally by Richard Morgenthau. Metal is combined with wood, laminated or solid, and red, chrome, black, white, or orange hands are used on the spokes, circles, wire ribs, and squares that make up the faces of the clocks. The models shown here are the Handkerchief, Brass Star, Wheel, Bird Cage, Ring Around, Ribwood, and Flexwood. All of the units are available with electric plug-in movements, battery, or eight-day wind. **No. 123.**

Kuehne modular case pieces

A modular case piece system consisting of two basic units that can be arranged in at least 21 different ways has been introduced by Kuehne Manufacturing Co. The coordinated pieces, called Echelon, is a new departure for Kuehne, representing its initial line designed specially for hotels, motels, and other institutions. The two basic components are a combination dresser-desk and a luggage rack. Variations of the two pieces include single and double dresser-desks, and single and double luggage racks. Single luggage racks are available with no drawers or one drawer, and the double luggage racks are available with no drawers, one or two drawers. These basic pieces can be combined to suit the needs and taste of the room's

(Continued on page 36)



B

BURKE, INC.



Why Is 116-806 Such a Favorite?

SOME LIKE ITS AUTOMATIC RETURN SWIVEL, OTHERS ITS EFFICIENT DESIGN, STILL OTHERS ITS SNAPPY PRICE. ALL AGREE IT'S EASY TO SELL. REMEMBER TOO, WE NOW HAVE A SELECTION OF 164 DIFFERENT CHAIRS AVAILABLE TO HELP SOLVE YOUR RESIDENTIAL AND COMMERCIAL NEEDS. IF BY SOME CHANCE YOU HAVEN'T MET OUR 116-806 PLEASE WRITE IMMEDIATELY FOR DESCRIPTIVE LITERATURE.

5140 N. Westmoreland Road Dallas 7, Texas MEIrose 1-2880

BLINDETTES*

Gone are the bulky tapes . . . the thick slats. In their place, ingenious "gossamers" of synthetic threads deftly holding paper-thin aluminum strips only an inch wide. These are Cal-Craft's exclusive new Blinquettes*.

Created expressly as the practical yet glamorous solution to light control for the vast view windows of San Francisco's spectacular Crown Room atop the new Fairmont Tower on Nob Hill. Now available through Cal-Craft to the decorator trade nationwide. Be one of the first in your city to use them. Just send us your specifications.

Cal-Craft

407 Jackson Square, San Francisco 11, DO 2-7096

PRODUCTS & SERVICES

CONTINUED

occupants. The abundance of drawer space provides ample storage for the extra blankets, etc., that must be kept in the room as well as for the guest's belongings. Other interchangeable units in the Echelon Group are full-size headboards with two attached night stands, twin-size headboards with attached night stands, combination cocktail table-bench-free standing luggage rack, round cocktail table, end table, and wedge table. The headboards are designed to be either free-standing or wall-attached. Kuehne is producing the Echelon modular case piece system in a wide variety of wood-grain finishes, with black striping and contrasting tops and frames. All exposed surfaces are faced with high-pressure laminated plastic that resists alcohol, burns, stains, peeling, and cracking, making it ideal for hotels, motels, and other institutions. The legs are available in three plated finishes and four baked Epon finishes, and are adjustable to irregularities in the floor level up to $\frac{3}{4}$ inches. In addition, all Echelon pieces have finger-tip drawer pulls, kiln-dried oak drawer sides, back and center guides, and dustproof construction throughout. Other quality construction features in the Echelon Grouping are glue-block reinforcement throughout, dove-tail drawer construction, thick solid-core tops, fronts, and ends, and recessed case backs. **No. 122.**

New movable desk



To meet the demand for classroom flexibility, National School Lines Co. has introduced this new movable unit with seat and desk supported by rigid, fully adjustable steel pylons. The saddle-shaped seat adjusts to correct height and swivels for easy entry or exit on either side. The desk, with $17\frac{1}{2} \times 23\frac{1}{2}$ inch top, is made of solid Fibersin and comes in a variety of colors. Another feature is special lid control — adjustment device that holds the lid in any position and prevents slamming. Ample storage space, self-leveling glides. **No. 121.**

←Reader Service No. 340

American Chair Co. units

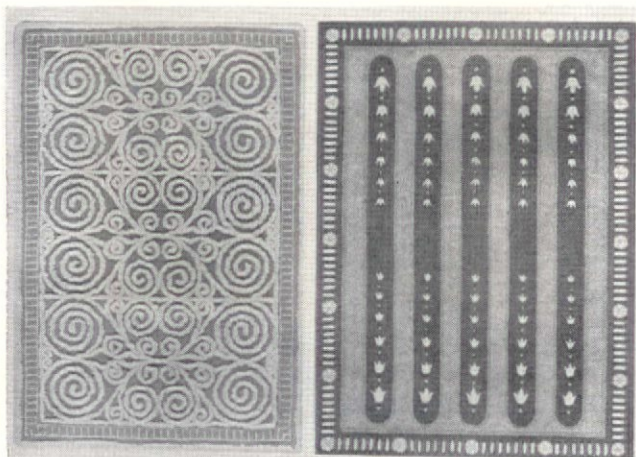
Designed primarily for dining areas in hotels, motels, clubs, and restaurants, this new model by American Chair Co. has French provincial styling. The slightly crowned seat features no-sag spring



construction, and the chair is available with either web cane back, as shown, or with upholstered back. A wide range of coverings and wood finishes are available. Along with the armchair, American is also introducing a matching side chair. No. 125.

New V'Soske carpet collection

A soft, three-dimensional effect of texture is one of the notable qualities of the 1962 collection of rugs by V'Soske. A majority of the items introduced by the firm last month were elegant adaptations of traditional designs in a low, un-cut pile with the designs in a slightly higher pile, all sheared. Among the designs in this group are Mille Fleur and Tangiers, designed by Al Herbert,



and Leeds Row (shown here, right) by Robert Clement. Other important designs in the collection: Rue de Seine (left), Jardin de Crotons, Chelsea, Noblesse de France, and Stanze San Sisto. In contrast to the low pile textures, V'Soske showed another group of conventional carved rugs. No. 119.



SKYLINE

by H. BERTÉ

Herbert Arnot Inc.

Importers of Original Paintings to the Trade

250 West 57th Street, New York 19, N. Y.

Circle 5-8287

LANDSCAPES • MARINES • STREET SCENES

WINTER SCENES • SPRING SCENES

FLORALS • PORTRAITS • STILLIFES • ETC.

BY EUROPEAN ARTISTS

PRICED FROM \$25 TO ABOUT \$2000

Join our hundreds of satisfied customers. A selection of over 6,000 originals on hand at all times. New additions arriving daily.

An incomparable source for original paintings to the trade only.

Ask for a visit by our salesmen who travel the entire country.

Inquire about our rental service.

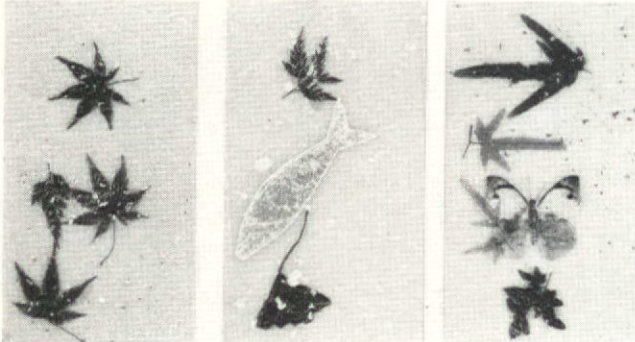
Reader Service No. 345

PRODUCTS & SERVICES

CONTINUED

Panlux by Polyplastex

A new shower and tub enclosure material that is both decorative and safe has been introduced by Polyplastex United, Inc. Known as Panlux, the material is a high-impact styrene plastic in which metallic yarns, mother-of-pearl flakes, real leaves, and even butterflies have been embedded. The result is an attractive translucent panel with a scratchproof textured surface. Panlux is offered



in standard 30 by 60 inch panels for tub enclosures, 30 by 67 for shower stalls, and is also available cut to custom sizes. Thicknesses are .060, .080, and .120 inch. No. 120.

Wall ash tray

New wall ash tray by Smoking Products, Inc. is a solidly constructed cast aluminum unit, 4 inches



wide by 3 inches deep by 11 inches high. The ash tray is a one-piece unit—no inner liner, sand, or water required. Easily mounted and inexpensive, according to the manufacturer. No. 115.

Grille-patterned hardboard

The appearance of carved grille-work is the contribution of two new tempered hardboards, Trellis and Filigree, made by Simpson Timber Co. Available in 4 by 8 foot panels, the hardboard can be

Since 1830 makers of furniture for public use

Three-seater 3293
Also available with one and two seats

THONET

THONET INDUSTRIES INC.
One Park Avenue, New York

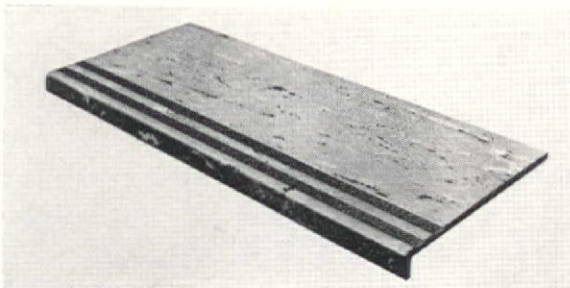
Showrooms: New York, Chicago, Detroit, Los Angeles, San Francisco
Dallas, Miami, Atlanta, Statesville, N. C., Paris, France.

Reader Service No. 355

painted, backed with fabric or colored paper, and can be drilled or cut like wood. Suggested as wall-covering, room dividers, as well as for recessed lighting, cabinet doors, shutters, radiator grilles. No. 128.

Musson stair treads

"Grit Strip" treads are the newest safety designed products in the line of Musson molded rubber stair treads. Two abrasive grit strips are inlaid across the forward area of each tread, assure maximum safety and increased serviceability. Made for heavy traffic stairs, the new treads are made of a very tough, resilient rubber with a polished mold finish in marbled colors of red, green, gray, mahogany,



black, beige, or walnut. The treads are made in two models, No. 200 and No. 250, both of which are offered with curved or square noses in 24, 26, 48, 60, 72 inch lengths. No. 117.

Brody wood-rattan bar stool

A bold combination of wood and rattan distinguishes this new bar stool by Brody Seating,



Inc. Natural rattan back is used with contrasting wood frame that hugs extra-thick padded seat. Brass footrest and ferrules emphasize clean lines of the tubular steel legs. The stool is ruggedly built for lasting comfort and smart appearance. No. 112.

**18th Century Charm
in a 20th Century Setting**

TRADITIONAL by *Scerbo*



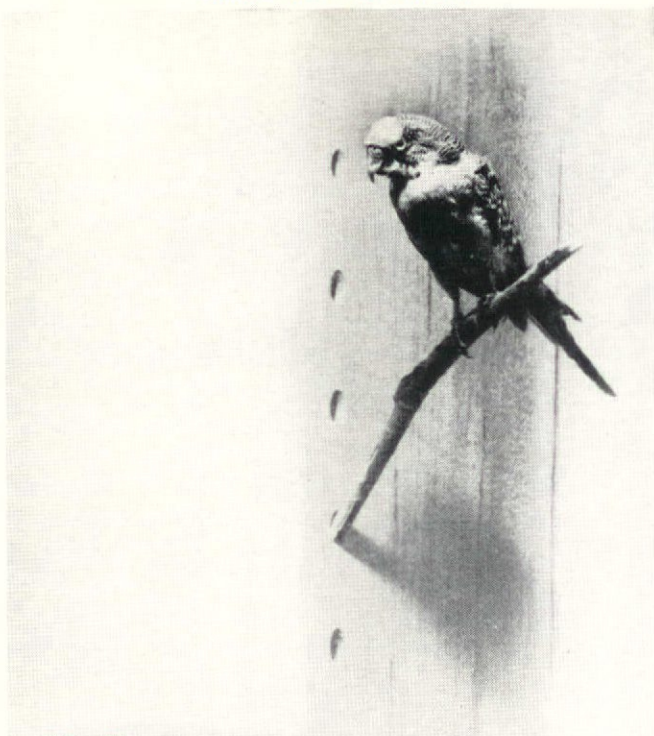
Office of
John J. Marsh,
Dade County Fla.,
Solicitor.
Furnished and
Installed
by Wm. Brinkmier
Designs—I.D.I.

- GW13 Mahogany Desk (w/leather top)
 - GW13 Swivel & Pull-Up Chairs (w/leather upholstery)
- Long a symbol of traditional elegance . . . lovely Colonial style furniture has a definite place in today's office decor.

WRITE FOR NEW CATALOG

Frank Scerbo & Sons, Inc. 140 PLYMOUTH ST., BROOKLYN, N. Y.

Reader Service No. 342



Velkommen to our showrooms where a new interior design formulation, employing wall furniture components and sectional panels with holes of unique design, is on view. Created in Denmark by Poul Cadovius exclusively for interior designers, architects and contract furnishers.

WRITE FOR LITERATURE **System Cado**
 1130 Third Ave., New York DESIGN: POUL CADOVIVS
 Royal System: 9400 St. Lawrence Blvd., Montreal, Canada
 S. Christian of Copenhagen, Inc.: Jackson & Sansome, San Francisco

TEAK CHAIR  INTERNATIONAL DESIGN AWARD 1962



JOHN STUART INC.
 NEW YORK PARK AVE. AT 32ND ST. PHILA. 2301 CHESTNUT ST. HILLERÖD, DENMARK
 Ask us on your business letterhead for the New Danish Craftsmen Catalog

Reader Service No. 318

PRODUCTS & SERVICES

CONTINUED

Resistane coating for wallpaper

Although wallpaper is sometimes considered too perishable for contract installations, any wallpaper treated with Resistane coating becomes thoroughly durable and completely suitable for heavy-duty commercial jobs. Resistane Coating Corp. offers a custom-service for wallpapers and oriental imports such as grasscloth, silks, paper weaves, etc., that makes them impervious to surface soil by applying an invisible, tough plastic coating. The Resistane service makes it possible to select any type of wallpaper for a contract installation and assure its resistance to staining, soil, and wear. Resistane-coated wallpapers are being used in motels, hotels, banks, restaurants, supermarkets, and many other types of commercial and institutional interiors, according to the firm. **No. 127.**

Progress Webster air purifier

A portable electronic air purifier, the Airclean, is made by Progress Webster Corp. Airclean operates by electrostatic precipitation to remove dust,



dirt, and pollen from the air, at the same time increasing the number of negative ions in the room. Over-all size of this model is 5½ by 16½ by 24 inches; a larger wall-mounted model is also available. **No. 129.**

Interlocking carpet squares

Interlocking squares of carpet, called Plusstiles, were introduced earlier this month at the Chicago markets by Jaystron, Inc. Plusstiles are made of Acrilan acrylic fiber bonded to resilient plastic tiles with interlocking sides. According to the manufacturer, the tiles, available in 20 colors, won't budge or slip once they are locked in place. No adhesives are required, and installation can be made over any type of surface. Plusstile can be vacuumed, spot-cleaned with a damp cloth, or individual tiles can be removed and washed with detergent and water. Any variety of patterns can be obtained through use of two or more colors. **No. 110.**

Thonet two-seater

A handsome new two-seater, #4122, is one of the recent additions to the Thonet Industries line of commercial and institutional furniture. On a black



finished steel base, the unit has an upholstered seat, back, and arms, with molded rubber filling in the seats. Thonet's 1962 line also includes arm-chairs, swivel chairs, sofas, desks, and other office units. **No. 116.**

Architectural marbles by Kentile

A new heavy-duty vinyl asbestos flooring tile, available in eight colors, has been introduced by Kentile, Inc. The mottled effects are a combination of straight and swirl grainwork that makes every tile different from others. Price is the same as regular Kentile vinyl asbestos. **No. 124.**

New Royal Metal series

Royal Metal Manufacturing Co. has introduced a color-coordinated and complete line of office furniture, designed by Roland H. Brown. Called the #300 Series, it includes desks, swivel chairs, side and arm chairs, all slip and light-scaled and all



upholstered in a specially developed fabric called Royalcord, which was developed for Royal by Federal Industries, a division of Textron. The catalog material for the #300 line includes an ingenious set of swatch cards from which color swatches can be removed in order to coordinate the office furniture colors with the general interior scheme. **No. 126.**

CHF

New Detachable and Adjustable Tables—base, column and top assemble in 60 seconds. Patented* locking device eliminates tie rods, saves time, cuts installation costs.



CHF TABLE: 36" Plastic Laminate Top with No. 956-26 Base

A cast base with Adjustable column assembly as shown above in Mirror or Satin Chrome finish \$91.74 list (complete) — with conventional tie-rod assembly, \$83.94 list.

(CHF Top shown, Plastic, BV Edge)

*U.S. Pat. No. 2517-700

CHICAGO HARDWARE FOUNDRY CO.
SHOWROOMS IN ALL PRINCIPAL CITIES
NORTH CHICAGO • ILLINOIS

Reader Service No. 350

PRODUCTS & SERVICES

CONTINUED

Molded Fiberglas chaise



The Fiberchaise has been tested for two years in hotels, motels, and country clubs, according to the maker, DuCor Division, Florida B & B Distributing Co. Designed as a medium-priced item, the Fiberchaise has a molded, mirrorlike surface said to remain smooth and attractive year after year.

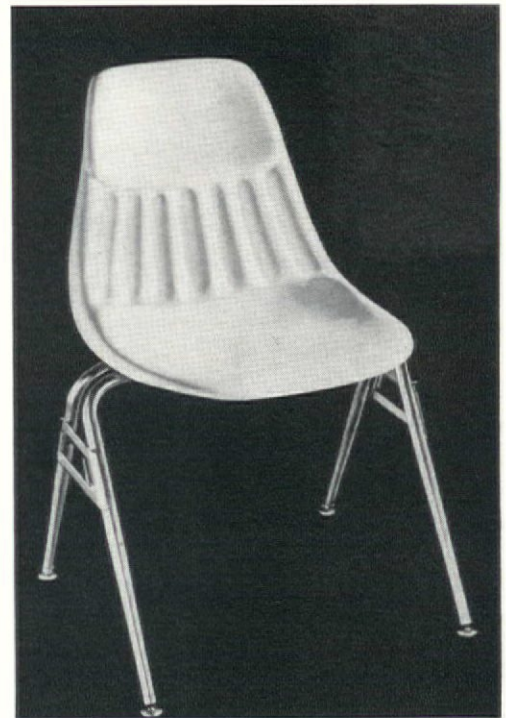
The chaise is tip-proof, has a headrest that adjusts to six positions, and has wheels for easy mobility. The surface needs only to be wiped clean with a damp cloth. In two colors, with matching polyfoam vinyl-covered pads. No. 131.

Breccia by Kentile

A marble-chip design in translucent vinyl tile is being introduced by Kentile, Inc., under the name of Breccia. The multi-colored vinyl chips—in random shapes and sizes—create a feeling of great depth, the firm states. The line is available in nine colorings, and the tiles are standard 9 by 9 inch size, .080 inch thick. No. 114.

Sculptura chair by Clarin

Sculptura, a new stack chair by Clarin Mfg. Co., features a molded seat and back, with ribbing in the mid-section for extra strength and ventilation. The one-piece seat and back are of Fiber-



glas, which provides strength with a low weight factor. Legs are chrome-plated with a dual-purpose cross bar that is pegged to permit stacking the chairs and flanged to gang chairs together in rows. Sculptura comes in six colors and is available in the shell form shown here or upholstered in a variety of vinyls. No. 113.

THORTEL

FIREPROOF FABRICS

Decorative Drapery Materials Exclusively . . .
Designed especially for the

CONTRACT MARKET

"FIBER GLASS" ROVANEL

Sheers . . .
Casements . . .
Drapery Weights . . .
Vinyl Coated . . .
Prints . . .

FENESTRATION Fabrics

REPRESENTATIVES:

Boston	Hancock 6-6751	Kansas City, Mo.	Westport 1-2722
Columbia, S. C.	Alpine 2-6126	Los Angeles	Faculty 1-1268
Chicago	Briargate 4-0539	New Orleans	Jackson 2-5659
	Sheldrake 3-5220	Philadelphia	Midway 9-2617
Cincinnati	Capitol 1-3530	Saint Paul, Minn.	Midway 9-2190
Denver	Keystone 4-1384	San Francisco	Exbrook 2-6360
		Washington, D. C.	Woodley 6-9122

THORTEL FIREPROOF FABRICS

Architects Building, 101 Park Ave.
New York 17, N. Y. MU 4-2425

Reader Service No. 359

For further information about any product or service advertised in **CONTRACT**, please circle the appropriate number on the reader service card bound into the back of the issue, fill in your name, company, and address, and drop the prepaid postcard in the mail.

MANUFACTURERS'

LITERATURE

A new catalog has been issued by the Azrock Floor Products division of Uvalde Rock Asphalt Co., containing full-color illustrations of the firm's Vinalux vinyl asbestos tile and Azrock asphalt tile flooring. Also included is general information on size, gauges, uses and installation, light reflectance values, plus brief specifications. **No. 171.**

A new condensed catalog of architectural metal components, now available from Julius Blum & Co., features several new additions to the company's line. Among the developments featured in the brochure are the recently introduced Curtainscreen system of stock decorative screen components, a new group of components for the Carlstadt aluminum railing system, new colors available for Colorail plastic handrail, the non-welded Connecto-rail aluminum pipe railing system, and the latest additions to the line of JB Contemporary Treillage patterns. Besides the new products, a wide range of stock items is described and illustrated. **No. 172.**

A new technical booklet on store lighting has been issued by General Electric's large lamp department. The principles of lighting as a selling tool are described and illustrated in the booklet, TP-106. **No. 173.**

An unusually large selection of garden ornaments—sculpture, sundials, weathervanes, finials, fountain statuary, urns, and planters—is described and illustrated in a new 136-page trade catalog issued by Kenneth Lynch & Sons, manufacturer of the garden line. The catalog is 11 by 17 inches and contains hundreds of photos of ornaments, statuary, and accessories that can be ordered from the firm. Special sections are devoted to outdoor lighting, play-area equipment, fountains, stone furniture, and other garden furnishings. **No. 174.**

Clopay Corp.'s new 16-page color catalog describing its complete line of Straits folding doors and room dividers for commercial, industrial, institutional, and residential applications is now available. Folding closures featured are the company's Accoustifold 12, Accoustifold 839, Dual Accoustifold, Monarch Custom 12, Imperial 8, and Imperial 6. Also included are specifications for the Clopay Tropix-Fold door, and descriptions of the company's Wal-Dor, Steelite, and Magic Fold closures for light commercial and residential. The catalog gives specifications, construction features, track drawings, dimensions, and full style, pattern, and color data. **No. 178.**

Reader Service No. 357

SOLID PECAN HARDWOOD-AMERICAN MADE

CAPTAIN'S



CHAIR

Especially designed for commercial dining comfort. Full saddle seat with legs doweled through seat for extra sturdiness. Hand carved spindles and legs. Rich pecan walnut finish, lacquered, hand-rubbed. Immediate shipment from stock. Fully guaranteed. Captain's chair, list; 34.90 Matching Mate's chair, list; 25.90

EARLY AMERICAN
chair company

2843 WASHINGTON AVE. • ST. LOUIS 3, MO.



Town and Country
by MALLIN CO.



Write for catalog

Mallin COMPANY

2335 East 27th Street, Vernon, Calif.

TOWN & COUNTRY is the ultimate in casual furniture for the discriminating public who seek the finest. Made of tubular steel, flawlessly welded and treated for years of rust free usage.

Laced in virgin plastic, hand tied to just the right tension. Frame and cord available each in four decorator colors.

For quality and styling, which will be yours to enjoy for years, we sincerely recommend "TOWN & COUNTRY."

Reader Service No. 337

ORIGINAL
LITHOGRAPHS
AND ETCHINGS BY
MODERN MASTERS
LIMITED EDITIONS,
SIGNED AND NUMBERED

DELPHIC ARTS
EMPIRE STATE
BUILDING
NEW YORK 1,
LO 5-1766

For 120 page
catalog with
200 illustr.
send \$1.00.

FOR
ART
THE TRADE TURNS TO
DELPHIC

(TO GALLERIES, DEALERS AND
ACCREDITED DECORATORS ONLY)

DRAPERIES

custom
workroom
service

one stop for any and all of your drapery needs

- custom draperies
- fabrics
- traverse rods
- measuring
- installations
- estimates

ALL WORKMANSHIP
& INSTALLATIONS GUARANTEED.
ALL DELIVERY DATES GUARANTEED.



your inquiries invited

artistic drapery mfg. corp.

main office:
14753 Aetna St.
Van Nuys, Calif.
ST 2-1830

and:
4031 Pacific Highway
San Diego, Calif.
CY 7-4288

Reader Service No. 327

CLASSIFIED ADVERTISEMENTS

General Classifications 15¢ per word. Count all words including reply address. If box number is desired, add 4 words to actual word count. \$5.00 minimum, payable with order. Forms close 5th of each month.

HELP WANTED

CONTRACT DESIGNER: Man experienced in designing-selling interiors for hotels, motels, and other contract projects. Must be aggressive and able to produce minimum \$250,000 annual sales volume. Prefer A.I.D. We provide leads and help you find interested clients. Salary plus commission provides opportunity for substantial income with Contract Division of long established, quality furniture store in San Francisco Bay Area. We are aggressive, competitive, and leaders in style. Send photograph and detailed resume of contract interiors you have designed and sold to: BOX A-58, CONTRACT.

TERRITORIAL REPRESENTATIVES: Nationally advertised manufacturer of very high end upholstery and case goods lines with showrooms throughout the country, seeks experienced men to represent newly introduced contract line. Many territories still open. Send detailed resume to: BOX A-59, CONTRACT.

POSITION WANTED

CONSIDERABLE MANAGEMENT EXPERIENCE, public relations, promotion, contract negotiations, and organization work. Willing to relocate for the right position. BOX A-60, CONTRACT.

ADVERTISING/SALES PROMOTION MANAGER: extensive experience in wallcoverings, paint, and furnishings in the contract decorator, and consumer field. BOX A-61, CONTRACT.

PEOPLE

Norbert Baillie has been appointed representative for the contract division of Baumritter Corp. Mr. Baillie, formerly contract manager for Katzenbach & Warren, Inc., will represent Baumritter in Washington, D. C.

Thomas F. Mitchell has been appointed director of national accounts for Swain & Myers Sales Co., Decatur, Ill. The firm specializes in designing



and furnishing dining rooms, coffee shops, cocktail lounges, and kitchens for contract interiors. Mr. Mitchell was formerly the field sales manager for Heil-Quaker Corp., Nashville, Tenn.

Joseph Q. Breen has been named sales manager of Design Distributors, Inc., Hartford, Conn., contract division of the interior design firm of Bernard Vinick Associates. Mr. Breen will head the firm's expanded services in contract design of stores, restaurants, offices, and institutions.

David E. Vaughn has been named sales manager of Lee L. Woodward Sons, furniture manufacturer of Owosso, Mich. He succeeds Robert R. Lutz, who resigned.

Richard D. Paul has been named to the newly created position of director of product planning by Columbus Coated Fabrics Corp., and William Burget has been named sales manager of the firm's wallcovering division.

Charles Lehrman has been appointed director of sales for Gill Glass & Fixture Co., a new division of Progress Mfg. Co., N. Y. Mr. Lehrman, a lighting designer and engineer, headed a lighting fixture company for 16 years.

Bob Brimmer has joined Honigblums' Designs for Business, the contract division of Honigblums, Dallas, Tex., store. Mr. Brimmer will be manager of the new division, which will specialize in commercial interior design.

PRESS CONFERENCE

CONTINUED FROM P. 25

and architects. On the other hand, the convenience of one-source buying is proving to be important to Ward's.

Another phase of our contract and commercial operation that is different and new is that a portion of everything I have told you about so far is available in over 500-cities in the United States, through over 550 of our retail stores. We have made contract merchandise as well as conventional goods available to what we refer to as qualified customers. By this we mean other business houses or enterprises who buy merchandise to be used in the conduct of their business. We do have certain limitations through our retail stores; the individual sale must exceed \$1,000 and merchandise cannot be sold for personal use. The reason for doing this is that we do not want to make contract and commercial sales a substitute for our existing retail business. We look upon it as an opportunity for plus sales to a market we have not reached in the past.

Starting February 1 the same program will be available through 600 of our catalog stores. I have heard some people say that this is the first time any one has ever gone into the contract business on a mail order basis, but stop and think of it: virtually all contract business is done on the same principles as conventional mail order selling. In essence, when you are showing a customer a catalog with pictures in it and taking his order, you, too, are in the mail order business. So it really isn't so new after all.

Totaling our retail and catalog stores we'll have over 1,175 units selling on a contract and commercial plan. We'll offer decorator and design service through all of them. It will generally be done here in the home office and sent back to the store for presentation to the customer. We are also planning to open 25 to 30 showrooms just like the one here in the Mart, in many of the metropolitan areas of the country. In fact last week I was in New York looking at locations; this afternoon I'm leaving for the southwest and the coast to do the same. We feel that one of the advantages of a large company such as ours is that we are used to running multiple operations. Once the pattern is set, we are ready to open almost anywhere.

Many of you may or may not know that Ward's maintains leased telephone wires and uses teletype extensively. With the heart of the contract and commercial operation here in Chicago we can maintain constant communications on a very economical basis, anywhere in the country. Ward's has over 450 buyers, any one of whom can be contacted on a moment's notice. A salesman in Los Angeles, Miami, New York, Fort Worth, or you name it, has access to all kinds of needed informa-

tion just as fast as a salesman does, here in the Mart. Montgomery Ward will not only reach many new major markets of the country but because we already have existing facilities in many communities, we'll also reach markets that cannot be economically serviced by the average contract operation. We'll bring contract services to areas that have never had them before. Typical of this would be a city such as Alamogordo, New Mexico. Today, they must either go to El Paso or Los Angeles. After February 1, they'll be able to buy most of their needs from a Montgomery Ward catalog store right in their own town. We'll reach into Montana, Maine, Pennsylvania, Texas, or any other state, because we are already there. And, no matter where the location is, a staff of trained men is here in the home office to serve as a liaison between our field operations and all the talent available within the company. As an example, stores bidding on government jobs generally need a bond. The liaison man arranges it through our legal department. If a store consummates a large sale, as one recently did in Missouri, where five carloads of mattresses were sold, this liaison man knows Ward's owns and operates the seventh largest trucking fleet in the nation and there is a good possibility that we can ship the goods for just a little bit less. And that's just what happened. Both Ward's and the customer shared in this benefit. (C)

Reader Service No. 313

The CARPET GALLERY
HOTEL & THEATRE CARPET CORP.
52 East 57th Street, New York 22 • PLaza 2-6930

FIBERGLAS FABRICS
hand prints
custom color
special designs
solids
drapery corporation of america, inc.
30 north dean street, englewood, n.j. LO 7-2343

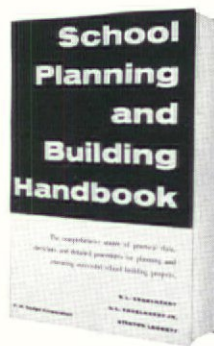
Reader Service No. 323

BOOKS for the contract planning and furnishings industry; a new service by CONTRACT Magazine that allows you to order important books quickly and conveniently.

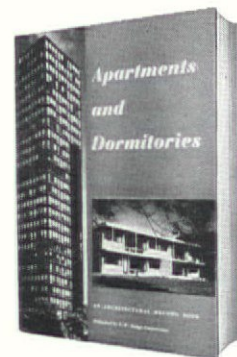


NEW

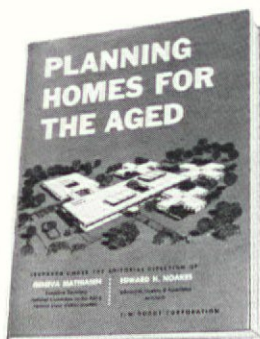
Color, Form and Space, by Faber Birren. New ways to achieve dynamic relationships of color and form in three-dimensional constructions for all who face problems of color applications. Fully illustrated. 144 pp., 8¼x11¼". \$11.50.



School Planning and Building Handbook. A practical guide dealing with every phase of planning and executing school building programs. Tables, diagrams, charts, checklists, detailed index. 626 pp., 6x9". \$12.75



Apartments and Dormitories. An essential book for anyone concerned with planning, specifying, and buying for the modern mass dwelling. Excellent photos, sketches, and architectural plans. 232 pp., 9x12". \$8.95



Planning Homes for the Aged. A bird's-eye view of important work that has been done in this field. Analyses of cost, services, sites, plus illustrations from prize-winning designs. 119 pp., 8½x11½". \$12.75



Motels, Hotels, Restaurants & Bars. A study of modern hotel, motel, and restaurant planning, with emphasis on how to get business and keep it. Illustrated with photos and floor plans. 325 pp., 9x12". \$9.75



Office Buildings. Case histories of buildings of all sizes are examined in three major sections: High Rise Buildings, Low Rise Buildings, Technical Considerations. Illustrated. 256 pp., 8¾x11½". \$9.75

The Diderot Pictorial Encyclopedia of Trades and Industry. A sumptuous two-volume set containing all the important engravings from the famous 18th century encyclopedia. More than 2,000 illustrations showing men, women, and children performing thousands of operations in trades such as weaving, glassmaking, silverplating, tapestry manufacture, and hosts of other crafts. 920 pp., 9x12", 2-vol. set, boxed. \$18.50

CONTRACT, 105 West 55th Street, New York 19, New York

I am enclosing my check for \$ Please send me the following books:

- Color, Form and Space, \$11.50
- School Planning & Building Handbook, \$12.75
- Apartments and Dormitories, \$8.95
- Planning Homes for the Aged, \$12.75
- Motels, Hotels, Restaurants & Bars, \$9.75
- Office Buildings, \$9.75
- Diderot Encyclopedia, \$18.50, set

Name
 Company
 Address
 City Zone State

REMITTANCE MUST ACCOMPANY ORDER. MAKE CHECKS PAYABLE TO CONTRACT PUBLICATIONS, INC.



DIRECTORY OF CONTRACT SOURCES

Page		Reader Service No.	Page		Reader Service No.
	ACME-NATIONAL REFRIGERATION CO. (refrigerated bars), P. O. Box 188, Astoria 5, Long Island, N. Y.	RA 1-5510	33	DOW CHEMICAL CO. (textile fibers) 350 Fifth Ave., New York 1, N. Y.	PL 7-8300 317
	AERO SERVICE CORP. (relief maps & globes) 210 E. Cortland St., Philadelphia 20, Pa.	GL 7-3000		DOWNES CARPET CO. (carpeting) A St. and Indiana Ave., Philadelphia 34, Pa.	RE 9-5500
	AIR WALL INC. (partitions) 16714 S. Garfield Ave., Paramount, Cal.	ME 4-3116	45	DRAPERY CORPORATION OF AMERICA, INC. (fabrics), 30 N. Dean St., Englewood, N. J.	LO 7-2343 323
	ALLEN INDUSTRIES, INC. (carpeting) 1927 Leland St., Detroit 7, Mich.	TE 2-5656		E. I. DU PONT DE NEMOURS & CO. (Inc.) (vinyl upholstery), Wilmington, Del.	PR 4-3365
12	ALLIED CHEMICAL CORP. FIBER MARKETING DEPT. (floorcoverings) 261 Madison Ave., New York 16, N. Y.	HA 2-7300 328	43	EARLY AMERICAN CHAIR CO. (chairs) 2843 Washington Ave., St. Louis 3, Mo.	357
	ALTAMIRA (lighting fixtures) 125 E. 55 St., New York 22, N. Y.	PL 3-7644		EASTMAN CHEMICAL PRODUCTS, INC. (fibers) 260 Madison Ave., New York 16, N. Y.	OR 9-1820
	AMERICA HOUSE (arts & crafts) 44 W. 53 St., New York 19, N. Y.	PL 7-9494		EMPIRE STATE CHAIR CO., INC. (chairs) 424 Madison Ave., New York 17, N. Y.	PL 3-5881
	AMERICAN CHAIR CO., (furniture) 911 N. 11 St., Sheboygan, Wis.	GL 7-5027		ENGLANDER CO. INC. (foam mattresses) 1720 Merchandise Mart, Chicago 54, Ill.	WH 4-6700
	AMERICAN FURNITURE CO. (furniture) Martinsville, Va.	ME 2-9843		FABULOUS FLOCKS, INC. (wallcoverings) P. O. Box 52, Bloomfield, N. J.	PI 8-4110
	ARMSTRONG CORK CO. (floors and ceilings) Liberty Street, Lancaster, Pa.	EX 7-0611		FIRTH CARPET CO. (carpeting) 295 Fifth Ave., New York 16, N. Y.	MU 9-8224
37	HERBERT ARNOT, INC. (paintings) 250 W. 57 St., New York 19, N. Y.	CI 5-8287 345		FLORENTINE CRAFTSMEN, INC. (ornamental sculpture), 479 First Ave., New York 16, N. Y.	LE 2-3926
	ART TEXTILE CORP. (table linens) 1405 Walnut St., Highland, Ill.	2114		GILFORD LEATHER CO., INC. (wallcoverings, upholstery fabrics) 515 Madison Ave., New York 22, N. Y.	PL 3-3356
44	ARTISTIC DRAPERY MFG. CORP. (draperies) 14753 Aetna St., Van Nuys, Cal.	ST 2-1830 327		GLASS & PROPP CONTRACT SALES, INC. (furnishings), 114 E. 32 St., N. Y. 16, N. Y.	MU 6-8249
	ATLAS METAL SPINNING CO. (sand urns) 183 Beacon St., South San Francisco, Cal.	ME 4-3116	13	GLOBE FURNITURE CO. (furniture) High Point, N. C.	333
16, 17	BAUMRITTER CORP. (furniture) 145 E. 32 St., New York, N. Y.	MU 3-5000 305		WILLIAM GOLD, INC. (floorcoverings) 1270 Ave. of Americas, New York, N. Y.	PL 7-5740
	BEAUTYCRAFT FURNITURE INDUSTRIES, INC. (furniture), 1301 N.W. Seventh Ave. Miami 36, Fla.	FR 9-7667		GOLD MEDAL FOLDING FURNITURE CO. (furniture) 1700 Packard Ave., Racine, Wis.	ME 4-5541
19	BIGELOW-SANFORD, INC. (carpeting) 140 Madison Ave., New York, N. Y.	OR 9-3000 307		B. F. GOODRICH SPONGE PRODUCTS (carpet padding), 138 Derby Place, Shelton, Conn.	RE 5-4661
	GEORGE K. BIRGE CO., INC. (scenics) 227 E. 56 St., New York 22, N. Y.	PL 3-4157		GOTHAM MATERIALS, INC. (cork wallcoverings, floorcoverings) 91 Weyman Ave., New Rochelle, N. Y.	NE 3-8700
	SIDNEY BLUMENTHAL & CO., INC. (carpeting) One Park Ave., New York 16, N. Y.	MU 5-4480	9	HARDWICK & MAGEE CO. (carpeting) 7th & Lehigh Ave., Philadelphia 33, Pa.	BA 3-2000 312
	BONNIE LOOMS LTD. (fabrics) 275 Fifth Avenue, New York, N. Y.	OR 9-1922		HARRISON & SAND, INC. (furniture) 260 West St., New York 13, N. Y.	WA 3-1888
	BRENDAN REILLY ASSOC. (office furniture) 120 E. 32 St., New York, N. Y.	MU 3-9107		HEIFETZ CO. (lighting) 16 E. 53 St., New York, N. Y.	PL 5-6330
35	BURKE, INC. (furniture) 5140 N. Westmoreland, Dallas 7, Tex.	ME 1-2880 310		HELIKON FURNITURE CO., INC. (furniture) 543 Madison Ave., New York 22, N. Y.	MU 8-3210
36	CAL-CRAFT WOOD FABRICS (shades & blinds) 407 Jackson Sq., San Francisco 11, Cal.	DO 2-7096 340	45	ARCHIBALD HOLMES & SON (carpeting) Erie Ave. & K St., Philadelphia 24, Pa.	PI 3-6000
	CARPET DISTRIBUTORS CORP. (carpeting) 247 Park Ave., New York 17, N. Y.	YU 6-8360		HOTEL & THEATRE CARPET CORP. (carpeting), 52 E. 57th St., New York 22, N. Y.	PL 2-6930 313
	CELANESE FIBERS CO. (fabrics & fibers) 522 Fifth Ave., New York 17, N. Y.	TN 7-2000	10	HOWE FOLDING FURNITURE INC. (furniture) One Park Ave., New York 16, N. Y.	OR 9-5040 347
	CHAIRMASTERS, INC. (chairs) 200 E. 146 St., New York 51, N. Y.	CY 2-0600		HOWELL CO. (chairs) 436 S. First St., St. Charles, Ill.	JU 4-0094
	CHAL-ART CRAFTS, INC. (chairs) 11-13 Maryland Ave., Paterson 3, N. J.	AR 4-7440		IMPERIAL DESK CO., INC. (office furniture) 1312 W. Florida St., Evansville 7, Ind.	HA 4-7951
41	CHICAGO HARDWARE FOUNDRY CO. (furniture) 2500 Commonwealth Ave., N. Chicago, Ill.	DE 6-5770 350	7	INTERCHEMICAL CORP. (vinyl fabrics) 837 Buckingham St., Toledo 1, Ohio	302
	ARUNDELL CLARKE (fabrics) 425 E. 53 St., New York 22, N. Y.	PL 3-7368		J. G. FURNITURE CO. (furniture) 160 E. 56 St., New York 22, N. Y.	PL 1-5650
	COHAMA (fabrics) 214 Madison Ave., New York 16, N. Y.	MU 5-0300		JAY LIGHTING MFG. CO., INC. (lighting) 5 E. 35 St., New York 16, N. Y.	MU 6-7978
	CROYDON FURNITURE, INC. (furniture) 41 E. 31 St., New York 16, N. Y.	OR 9-8866		L. JONES & CO., INC. (carpeting) 19 E. 53 St., New York 22, N. Y.	PL 5-4900
	DA VINCI INC. (furniture) P.O. Box 42-67, Miami 42, Fla.	TU 8-9793		A. & M. KARAGHEUSIAN, INC. (Gulistan carpeting), 295 5th Ave., New York 16, N. Y.	OR 9-1220
44	DELPHIC ARTS (fine arts) Empire State Bldg., New York 1, N. Y.	LO 5-1766 331		KENT-COFFEY CONTRACT DIV. (furniture) Lenoir, N. C.	PL 4-5311
	DENST & MILES, INC. (wallcoverings) 7355 S. Exchange Ave., Chicago 49, Ill.	SA 1-5515		KUEHNE MFG. CO. (furniture) Mattoon, Ill.	AD 4-6401
	BARBARA DORN ASSOCIATES, INC. (contract designer), 673 Fifth Ave., N. Y., N. Y.	PL 2-5460		L. & B. PRODUCTS CORP. (chairs) 189 Huguenot St., New Rochelle, N. Y.	BE 5-1400
				LEATHERGUILD, INC. (wallcoverings) 1 E. 53 St., New York 22, N. Y.	PL 8-2370

Page numbers are given for advertisers in current issue.

Continued



DIRECTORY OF CONTRACT SOURCES

CONTINUED

Page		Reader Service No.	Page		Reader Service No.
	JAMES LEES & SONS CO. (carpeting) Bridgeport, Pa.	BR 2-2600		POST HASTE INDEX (direct mail services) Pleasantville, N.Y. (NYC)	CI 7-0356
	LIGHTOLIER, INC. (lighting) 11 E. 36 St., New York, N.Y.	LE 2-2900		QUAINTANCE FABRICS (fabrics) 227 E. 56 St., New York 22, N.Y.	PL 1-0150
	LOUMAC SUPPLY CORP. (ash receivers) 327 E. 103 St., New York 29, N.Y.	AT 9-5374	11	RESISTANE (wallpaper finishing) 966 Nepperhan Ave., Yonkers, N.Y.	YO 9-3271 335
	LUXO LAMP CORP. (lighting) Dock St., Port Chester, N.Y.	WE 7-4433		ROBBINS FLOOR PRODUCTS INC. (flooring) Tuscumbia, Ala.	EV 3-3321
	LYNCH, SCHULTZ & BAILEY, INC. (contract furnishers), 2141 B Route 4, Fort Lee, N.J.	WI 7-3132		EDWARD AXEL ROFFMAN ASSOCIATES, INC. (furniture), 160 E. 56 St., New York, N.Y.	PL 3-4252
	MADISON FURNITURE INDUSTRIES (furniture) Sharon Rd., Canton, Miss.	683	18	ROLSCREEN CO. (Pella products) Pella, Iowa	MA 8-4121 322
4	MAHARAM FABRIC CORP. (fabrics) 130 W. 46 St., New York 36, N.Y.	JU 2-3500 352		ROXBURY CARPET CO. (carpeting) 295 Fifth Ave., New York 16, N.Y.	MU 6-5550
43	MALLIN CO. (outdoor furniture) 2335 E. 27 St., Vernon, Cal.	LU 9-6591 337		B. F. RUSKIN & CO. (wall fabrics) 1410 Wood Rd., New York 62, N.Y.	TA 9-8658
	MANISTEE MFG. CO. (furniture) 86 Washington St., Manistee, Mich.	PA 3-2440	39	FRANK SCERBO & SONS, INC. (furniture) 140 Plymouth St., Brooklyn 12, N.Y.	UL 2-5959 342
	KARL MANN ASSOCIATES (paintings) 677 Fifth Ave., New York 22, N.Y.	PL 3-9428		SHELBY WILLIAMS MFG., INC. (chairs) 2500 W. Ogden Ave., Chicago 8, Ill.	SE 8-4055
	MASSACHUSETTS MOHAIR PLUSH CO., INC. (upholstery), Kings Mountain, N.C.	379-5421		SHORECOLOR, INC. (art reproductions) 304 E. 45 St., New York 17, N.Y.	MU 5-6022
	METROPOLITAN FURNITURE (furniture) 950 Linden Ave., S. San Francisco, Cal.	PL 6-2100		SIMMONS CO. (sofa beds) Merchandise Mart, Chicago 54, Ill.	SU 7-4060
	METROPOLITAN LIGHTING FIXTURE CO. (lighting), 16 E. 39 St., New York 16, N.Y.	OR 9-7979		SPRINGER-PENGUIN, INC. (refrigerated bars) 9-07 34th Ave., Long Island City 6, N.Y.	AS 8-7700
	MILUIM DIVISION, DEERING MILIKEN, INC. (fabrics), 1045 6th Ave., New York 18, N.Y.	OX 5-1200		STANDARD COATED PRODUCTS, INC. (wallcoverings), Buchanan, N.Y. (NYC)	MU 2-8652
3rd Cover	HOWARD MILLER CLOCK CO. (clocks, lamps) Zeeland, Mich.	PR 2-2187 325	40	JOHN STUART, INC. (furniture) Park Ave. at 32 St., New York 16, N.Y.	OR 9-1200 318
	MINNESOTA MINING & MFG. CO. (Scotchgard) Chemical Div., St. Paul 6, Minn.		4th Cover	SYNTHETICS FINISHING CORP. (fabrics finishing) 462-70 N. Eighth St., Philadelphia 23, Pa.	MA 7-8283 320
	MONITOR EQUIPMENT CORP. (lighting) 640 W. 249 St., Riverdale 71, N.Y.	KI 3-5400	40	SYSTEM CAD0 (wall-hung units) 1130 Third Ave., New York, N.Y.	LE 5-2434 309
	MURALS, INC. (wallcoverings) Rose Pl., Garden City, L.I., N. Y.	PI 1-4040	38	THONET INDUSTRIES, INC. (chairs) One Park Ave., New York 16, N.Y.	MU 3-1230 355
	R. C. MUSSON RUBBER CO. (rubber mats) 1318 E. Archwood, Akron 6, Ohio	PR 3-7651	42	THORTEL FIREPROOF FABRICS, INC. (fabrics) 101 Park Ave., New York 17, N.Y.	MU 4-2426 359
	NATIONAL DESIGN CENTER 415 E. 53 St., New York 22, N.Y.	MU 8-5200		TIMBERTONE WALLCOVERINGS CO., INC. (wallcoverings), 4 E. 53 St., N. Y. 22, N.Y.	PL 8-1160
	NATIONAL PLASTIC PRODUCTS CO. (draperies) Odenton, Md.	WO 9-9000		TRI-PAR MANUFACTURING CO. (chairs) 1740 N. Pulaski Rd., Chicago 30, Ill.	AR 6-3340
	NESSEN STUDIO, INC. (lighting) 317 E. 34 St., New York 16, N.Y.	OR 9-6760		NORMAN TRIGG, INC. (fabrics) 15 E. 53 St., New York 22, N. Y.	CI 6-7288
	NORQUIST PRODUCTS, INC. (stacking chairs) 415 Chandler St., Jamestown, N.Y.	51-171		UNITED SEATING CO. (multiple seating) 236 Vanderbilt Ave., Brooklyn 5, N.Y.	MA 2-0143
	OFFICE DESIGN INC. (furniture) 136 William St., New York, N.Y.	WO 2-6635	2nd Cover	U. S. RUBBER CO. (plastics) 1230 Sixth Ave., New York, N.Y.	CI 7-5000 330
	ORIENTAL GRASSCLOTH WALLPAPER CO. 7 Front St., San Francisco, Cal.			VICTOR ENGLAND AGENCIES, INC. (wallcoverings) 420 Market St., San Francisco 11, Cal.	SU 1-8453
	OVERLAND FABRICS LTD. (fabrics) 71 Fifth Ave., New York 3, N.Y.	CH 2-1801		VINYL PLASTICS INC. (vinyl flooring) 1825 Erie Ave., Sheboygan, Wis.	GL 8-4664
	PARKWOOD LAMINATES, INC. (high-pressure laminates), 134 Water St., Wakefield, Mass.	245-2004		VINYL-TEX CO. (wallcoverings) 165 Ward St., Paterson, N.J.	MU 4-1324
5	PERMA DRY, INC. (fabric finishing) 3 W. 17 St., New York 11, N.Y.	WA 4-0877 315		VIRCO MFG. CORP. (furniture) P.O. Box 44846, Station H, Los Angeles, Cal.	VA 1-3400
	PHILADELPHIA CARPET CO. (carpeting) Allegheny Ave. & C St., Philadelphia 34, Pa.	RE 9-1390		WALL TRENDS, INC. (wallcoverings) 58 E. 53 St., New York 22, N.Y.	PL 3-0431
	POLYPLASTEX UNITED, INC. (decorative lam- inates), 870 Springfield Rd., Union, N.J.	MU 8-2500			

Page numbers are given for advertisers in current issue.

Advertising Representatives

Herbert L. Mitchell
H. L. Mitchell & Associates
1450 Lorain Rd.
San Marino, Cal.
CUmberland 3-4394

James Stevenson
H. L. Mitchell & Associates
420 Market St.
San Francisco, Cal.

Sidney Lane
Walter E. Barber Co., Inc.
6 N. Michigan
Chicago 2, Ill.
STate 2-8996

Walter M. Woolfson, Jr.
H. L. Mitchell & Associates
25 E. Ninth Ave.
Denver 3, Col.

James R. Wright
Fred Wright Co.
4 N. Eighth St.
St. Louis, Mo.
CHestnut 1-1965

Perry A. Allen
Fred Wright Co.
15 E. 49th St.
Kansas City 12, Mo.

Frank Heib
Walter E. Barber Co., Inc.
12986 Houston-Whittier
Detroit 5, Mich.
372-8825

H. N. Hollembeak
Fred Wright Co.
505 N. Ervay
Dallas 1, Texas