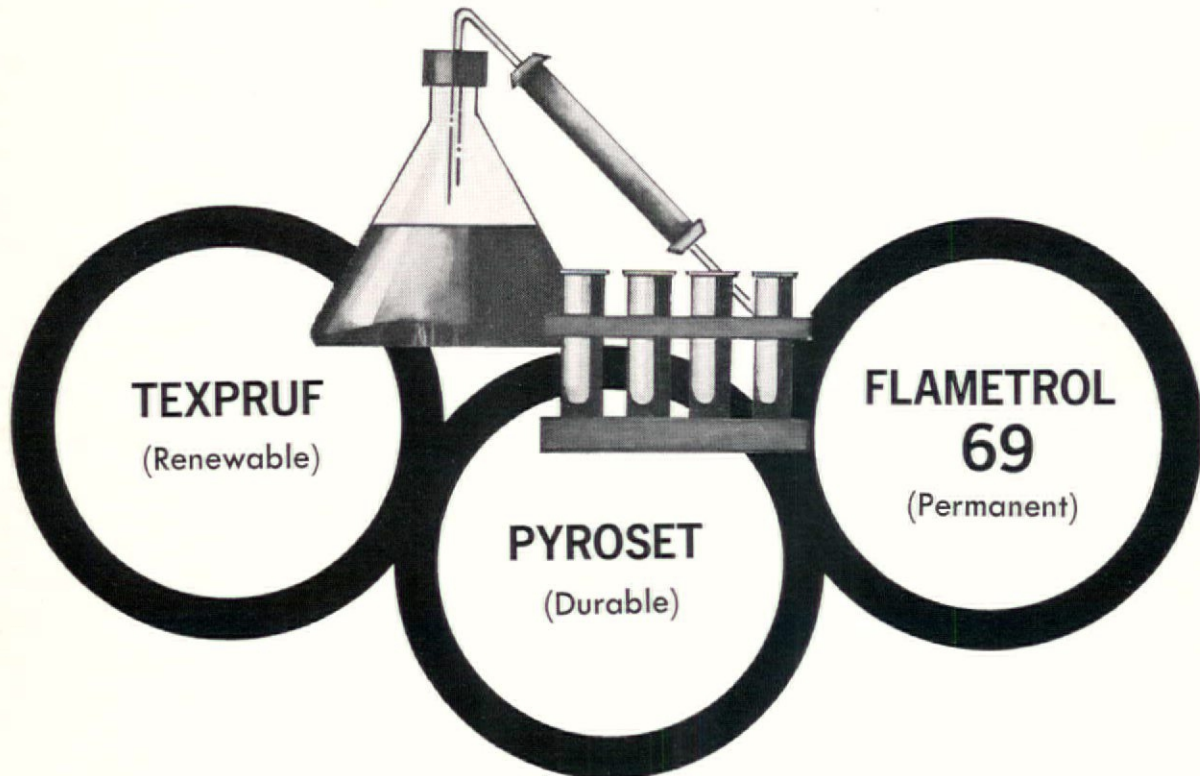


\*"Everything in  
the book"  
about...

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**TEXPRUF**  
(Renewable)

**PYROSET**  
(Durable)

**FLAMETROL  
69**  
(Permanent)

\*The most comprehensive brochure on flameproofing of textiles is yours on request. Every Design Architect and Interior Designer should have copies for file and library. IT WILL SAVE TIME, TROUBLE AND MONEY!

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available on request. Full data on the stain repeller that protects fabrics against SPOTS/STAINS/SOIL



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### The Cover

The program of last month's Contract Market Seminar is the basic design element in this month's front page; cover design by Anne Fallucchi.

# CONTRACT

THE TRADE MAGAZINE OF SPACE PLANNING AND FURNISHING

VOL. II, NO. 5

MARCH, 1962

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### COMING IN CONTRACT

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

CONTRACT is published monthly by Gralla Publications, 566 Seventh Ave., New York 18, N.Y. Phone PENna 6-3975. Lawrence Gralla, president and general manager, Milton Gralla, vice president and editorial director. Contents fully restricted. Copyright 1962 by CONTRACT Magazine. The publisher assumes no responsibility for opinions expressed by editorial contributors 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.

**D. C. Currently**

## **OUR WASHINGTON REPORT:**

- **\$311 million for military units**
- **VA hospital program expanded**
- **Recent invitations to bid**
- **Contracts to furniture producers**

**C**ONTRACT furnishers face one certainty when they consider Federal procurement: There's more of it. Government keeps growing. And it keeps bringing its present facilities up-to-date. Its plans means business for the contract furnishings industry. Even programs that seem crushed one year bounce back the next. For instance, the military family housing program, which has been an important source of volume to many firms for the past few years. Congress last year became annoyed with the Capehart operation, where mortgages were sold to finance construction, because of some loose management. It cut family housing back to about 5,000 units for this current fiscal year.

The Defense Department set up a civilian panel, took a hard look, and now has asked for \$311,451,000 in authorizations to provide 15,151 units at U.S. bases and 1,352 units overseas. Even this doesn't begin to fill the need, as far as the services are concerned. They've estimated they need 70,000 units in the U.S. alone during the next three years. The upshot is this—there'll be a continuing, and very possibly larger, furnishings program for the new housing units. Not to mention the fact that refurbishing some of the older ones will be a growing source of business in the next few years.

In addition to this, the Department is asking for \$1,279,432,000 in authorizations for other military construction projects.

### **Small business help**

The U.S. government is stepping up its efforts to get more subcontracting opportunities for small business, under new regulations issued by the General Services Administration and the Defense Department. Prime contractors are directed to keep records of their subcontracting work. SBA

is given power to obtain from any government procuring agency information on subcontracting by its primes.

### **Veterans hospital program**

The new budget for the fiscal year starting July 1 includes the third increment for the Veterans Administration 12-year \$900 million modernization program for hospitals and domiciliary activities, and \$500,000 for experimental hospital facilities. VA expects to spend \$68 million for hospital construction in the new fiscal year. This compares with \$64,960,000 estimated for the current year, and \$51,433,000 spent in the year that ended last June 30.

### **Start the contract trail**

You can pick up the trail for the government business you would like to get, or increase, by watching for announcements of new procurements. If you're really set, you're on the bidders' lists with those agencies where you think you've a chance to land the contract. Here's a summary of some recent invitations that may help get you set for the next batch:

General Services Administration, here—dining room quarters furniture. Dining room and bedroom wood furniture, 480 each. 1278 uncut pile velvet rugs. 3,307 each composite metal and wood, and metal quarters furniture. 1,705 each, modern design wood household furniture. 825 each, dining room wood furniture. Household refrigerators and freezers, through Nov. 30, 1962. 364 each, foam rubber mattresses with matching boxspring. 606 each, upholstered living room furniture. 2271 each, bedroom wood furniture. 1,140 each, tables, desks, bookcases. 912 each, floor and table lights, quarters use. 451 each, dining room wood furniture. 325 each, dining room, bedroom, and living

*(Continued on page 6)*

Hawaii's most  
modern hotel  
demands today's  
most modern carpet  
—Cabin Crafts  
with Acrilan



It took the specialists in carpets made from the modern fibers to fill the requirements for the fabulous new Diamond Head Towers. 1. Endurance to traffic—as many as 2,000 people a day tracking in sand and salt water. 2. Ease of cleaning and spot-cleaning. 3. Luxury look com-



Cabin Crafts "Parfait Tones" carpets hallways and meeting rooms in the Diamond Head Towers.

bined with bold and cheerful colors.

Remember, in today's age of technological change, Cabin Crafts are the outstanding specialists in modern carpet. Samples of Cabin Crafts color-engineered carpet with Acrilan acrylic fiber in the pile were exhaustively tested by the hotel. Result—20,000 yards of magnificent Cabin Crafts carpet in custom-designed colors now decorate the beautiful, modern Diamond Head Towers Hotel.

Compliments from the housekeeping department—"It cleans exceptionally well, and we never have any trouble bringing up the colors. We don't have to 'baby' Acrilan." The hotel management says—"This carpet fully meets Hawaii's needs." The colors are "unquestionably rich and lasting." Durability is "superior."

No wonder the Diamond Head Towers just had to have Cabin Crafts carpet with Acrilan. Most big installations need it, too. For information, contact Contract Dept., Cabin Crafts, Inc., Dalton, Georgia.

Circle No. 194 on product information card



Cabin Crafts "Hidalgo" carpet enhances the decorating of the luxurious suites and bedrooms.

CABIN  
CRAFTS

## OUR WASHINGTON REPORT

CONTINUED FROM P. 4

room wood furniture. 912 each, upholstered living room furniture.

227 each, metal quarters furniture. 325 each, composite metal and wood furniture. 3,916 rugs. Upholstered chairs. Furnishing and installing 756 chairs at Gallaudet College auditorium.

Navy Purchasing Office, here—106 two-drawer file cabinets. 162 desk tops without legs. 72 end tables with two folding legs. 29 folding tables. 121 folding office chairs.

Boston Naval Shipyard—furniture and furnishings for senior officers' quarters on USS Albany CG-10.

VA hospital, Fort Snelling, Minn.—laboratory furniture.

### Open season for your business

Week-in, week-out, there's more business for contract furnishings businesses to go after in the Federal government. New contracts keep coming up for bids all the time in as varied a collection—by quantities, locations, types of goods wanted—as you could ask for. To give you an idea, recent invitations included:

Spokane, Wash., International Airport — 21 double-seat ready-room aviators chairs.

Post Office department, here—2500 upholstered platform stools. 34 wood or steel furniture items. 600 wood lobby desks. 160 city delivery flat paper cases and tables. 2050 fluorescent lighting fixtures. 156 wood or steel furniture items. 90 folding tables with plastic laminate cover tops.

Veterans Administration, Hines, Ill.—475 foam latex hospital bed mattresses.

VA hospital, Perry Point, Md.—install about 26,000 sq. ft. vinyl-asbestos plastic floor tile, 1250 lineal ft. rubber cove base.

General Services Administration, Seattle — wood bedroom quarters furniture.

GSA, San Francisco—80 metal lounge chairs. 450 beige 27x54" cotton rugs.

GSA, Atlanta—50 electric ranges.

GSA, Denver—27 folding steel dining tables.

### To the winner

After the bidding and the waiting come the awards for Federal procurement contracts. If it's a definite quantity contract, it's definite business. If you're put on a term basis, you still have to promote the use of your product to the government agencies that are likely to put in a request for such items. Here are some recent awards:

General Services Administration, San Francisco—179 composite metal and wood dressers—\$14,055, Standard Furniture Co., Herkimer, N. Y. Miscellaneous hospital furniture and accessories,

\$13,105, Kellog Bros., San Francisco. 125 desks, 55 china cabinets, 55 buffets, 194 dressers, 102 night stands, 898 chairs—\$53,897, Shield Chair Co., Gardena, Calif. 50 davenports, 230 chairs—\$17,897, B. P. John Furniture Corp., Portland, Ore.

GSA, here—5,847 rugs—\$51,219, M. J. Whittall Assoc., Inc., d/b/a Roxbury Carpet Co., Saxonville, Mass. 3,310 rugs—\$246,993, Contract Distributors Corp., New York. 485 each, upholstered living room furniture—\$42,882, Shorewood Furniture, Lincolnton, N. C. 867 each, table and floor lights, quarters use—\$10,837, Mario Manufacturing Co., New York. 1,884 each, modern design wood furniture—\$97,193, Joerns Bros. Furniture Co., Stevens Point, Wis. 1,020 each, bedroom furniture—\$35,560, Joerns.

2500 each, kitchen tables and chairs—\$29,610, Lloyd Mfg. Co. 241 each, composite metal and wood furniture—\$15,038 Chromcraft Corp., St. Louis. 5,565 each, floor and table lamps—\$66,280, Mutual Sunset Lamp Mfg. Co., New York. 1,000 each, traditional style furniture—\$31,910, C. B. Atkins Co., Knoxville.

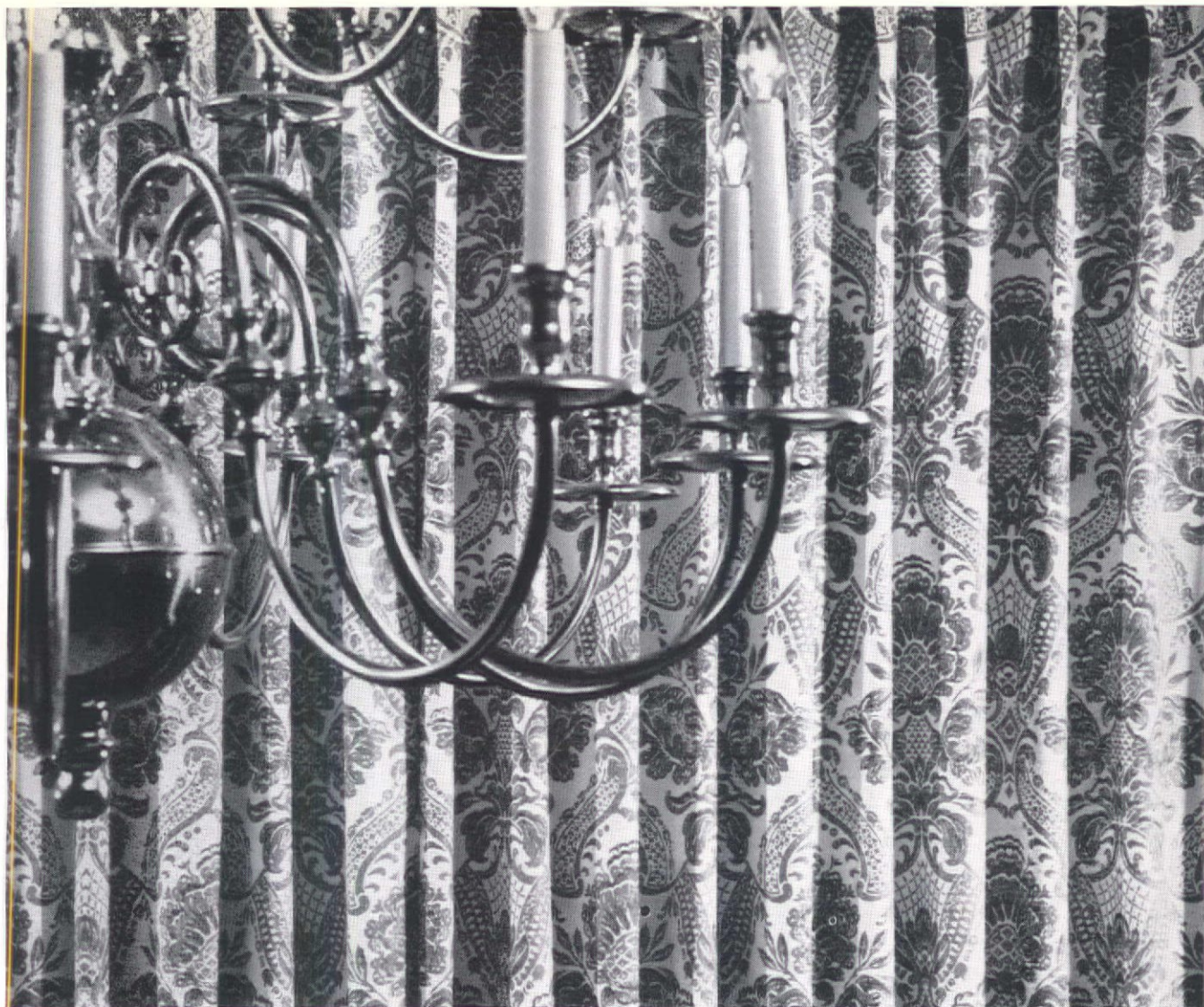
478 each, traditional wood furniture—\$29,526, Drexel Furniture Co., Drexel, N. C.; 800 each—\$49,980, Atkin.

Gas ranges—\$60,000, Sunray Stove Co.; \$45,000, Brown Stove Works, Cleveland, Tenn.; \$40,000, Whirlpool Corp., Benton Harbor, Mich.

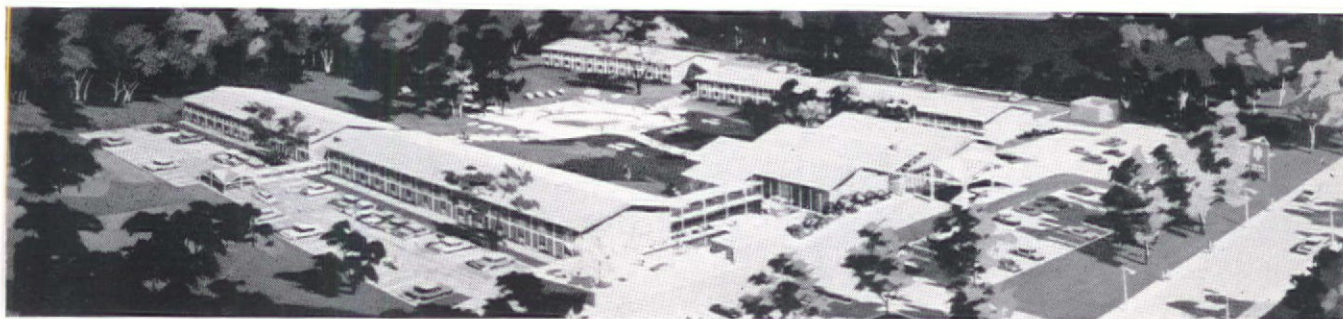
3,690 student chairs—\$32,361, Commercial Office Furniture Co., here. 1,987 student chairs—\$18,816, Commercial Office. General office steel desks, through March 31, 1962—M. S. Ginn, here; Superior Sleeprite Steel Corp., Chicago; Harrison Sheet Steel, Chicago. Steel military wardrobes and metal costumers, indef. quant., through Dec. 31, 1962—Burrell Metal Products Corp., Franklinville, N. Y.; Chromcraft Corp., St. Louis; Chas. G. Stott & Co., here; Standard Pressed Steel Co., Jenkintown, Pa.

Wood general office chairs, indef. quant., through Dec. 31, 1962—W. D. Campbell Co., here; Lycoming Furniture Industries, Williamsport, Pa.; Cole Furniture & Equipment Co., St. Louis.

Wood and metal office furniture, FSC Group 71, Part V, indef. quant., through Dec. 31, 1962—American Seating Co., Silver Spring, Md.; Art Metal, Jamestown, N. Y.; Chromcraft; Clarin Mfg. Co., Chicago; Cole; Cramer Posture Chair Co.; DeLuxe Metal Products Co., Warren, Pa.; Ex Cell Metal Products, Chicago; Gingher Mfg. Co., Scranton, Pa.; Globe-Wernicke Co., here; Jebco, Inc., Jonesboro, Ga.; Meadows Metal Products Co., Columbus, Ind.; Murphy Mfg. Co.; Plan Hold Corp., South Gate, Calif.; Louis Rastetter & Sons Co., Fort Wayne, Ind.; Shwayder Bros., Detroit; Shaw Walker Co., here; Weaver Mirror Co., Rocky Mount, Va.; W. D. Campbell Co.; Hale Industries, Herkimer, N. Y.; Lycoming; Westmoreland Metal Mfg. Co., Philadelphia. (C)



## *draperies with ROVANA<sup>®</sup>*



Belle of the ballroom at the Hilton Inn, Tarrytown, N. Y.: the floor-to-ceiling draperies with Rovana saran flat monofilament. Ernest Wottitz, Director of the Statler Hilton Studios, and David T. Williams, A.I.D., consultant designer, selected J. H. Thorp's hand-printed draperies (turquoise pattern on white ground) because draperies with Rovana are flame-resistant and beautiful. 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, write: **Textile Fibers Dept., The Dow Chemical Company, 350 5th Ave., N.Y. 1, N.Y.**  
*draperies shown: 48.6% Verel\* modacrylic, 30.6% Rovana saran monofilament, 20.8% rayon.*

\*trademark Eastman modacrylic fiber

**THE DOW CHEMICAL COMPANY** 

Circle No. 195 on product information card

**JOHNSON**

*distinctive* **TABLE TOPS**

*exclusive* **NEW BASES**



Base J-40  
available in 2 or 4 prong  
24" or 30" spread



Base J-20  
2 or 4 prong



Base J-30



Base J-10

All bases available in black sprayed or color porcelain enamel finish... J-20 also in chrome. All columns available in black sprayed, baked enamel, chromium plated, porcelain enamel or brass plated finish.

Now the exciting new advanced designs of Johnson Table Tops are matched by a series of exclusive, new Johnson Bases... Bases custom designed and manufactured with the same quality control standards that have made Johnson the most respected name in the industry. Write for the detailed full line catalog used by architects, designers, decorators and food service consultants.

**JOHNSON PLASTIC TOPS, INC., Elgin, Illinois**  
*Representatives in major cities*

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## CONTRACT NEWS

### Shelby Williams acquisition

Shelby Williams Mfg. Co., manufacturer of institutional seating, has announced the acquisition of the American Furniture & Novelty Company of Chicago. American has been manufacturing tables and dining room suites and will continue production of its present line under the new acquisition.

### Rating system for commercial carpets

A. & M. Karagheusian, Inc., manufacturer of Gulistan Carpet, will formally extend its "Performance Rating" quality standard system to all its commercial carpets. The commercial system, designed as a guide for specifiers and purchasers of commercial carpet, spells out which "PR" category is best suited for a specific installation. The entire commercial "Performance Rating" system will be made known in an 8-page section of Sweet's Catalog Service. The system will appear in chart form listing each commercial carpet, its "Performance Rating," and suggested applications. Budget figures, surface effects, and construction also appear on the chart.

### Florida Design Centre opens

The new Design Centre of Florida, Miami, held a press preview just prior to the public opening on March 11. The centre will be a permanent exhibit building for manufacturers of furniture and furnishings.

### Decorator show in October

Design & Decoration 1963, the interior design show sponsored by the American Institute of Interior Designers and the New York Herald Tribune, will take place October 12-23 in New York City. Rene Cardillo, F. Schumacher & Co., is chairman of the event.

### New Lees showroom

James Lees has opened a new carpet showroom and sales service center for its east central division in the National Cash Register Building, Cleveland, Ohio. The showroom, which replaces one in suburban Cleveland, has an area of 3,750 square feet.

### Design Group leases new space

The Space Design Group, Inc., specialists in analysis, planning, and design of major offices and other business interiors, has leased the entire seventh floor of 8 West 40th Street for its executive and design offices. Occupancy is scheduled for April.

*(Continued on page 10)*





Rich, thick, deep, redder-than-red, velvet carpet fills the spacious lobby with breathless color and elegance. Soft, quiet Bigelow carpet spreads wall-to-wall beauty and comfort through all the rooms and corridors of this lavish motel.

---

**Bigelow**  
rolls out the  
lush plush  
in Milwaukee's  
swank new  
**Red Carpet Inn**

---

Bigelow Carpet is selected by leading designers for their most important hotel and motel installations. 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 avail-

able. If you plan an installation, consult Bigelow's Carpet specialists concerning colors, patterns, weaves, at prices you can afford. No charge for this service. Contact Bigelow through the nearest sales office by writing or telephoning the Bigelow Contract Department, 140 Madison Avenue, New York 16, New York.

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.

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# Another Tri-Par Original

it  
stacks



best  
by  
actual  
test

STACK CHAIR NO. 5312CB

Write today for 1962 Catalog No. 21

## TRI-PAR

TRI-PAR MANUFACTURING CO., 1740 North Pulaski Road, Chicago 39, Illinois

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## CONTRACT NEWS

CONTINUED

### Rovana and Verel are flameproof

In our January 1962 issue, the article "Finishing Processes for Contract Fabrics" unfortunately failed to classify Rovana and Verel as intrinsically flameproof and as requiring no further treatment against inflammability. Rovana Saran monofilament is made by Dow Chemical Co., and Verel is made by Eastman Chemical Products, Inc. The two fabrics are frequently used in combination, yielding a textile highly suitable for contract installations and presently available in solid colors and prints from a great many fabric converters. In addition to being flameproof, Rovana and Verel fabrics have great dimensional stability, excellent resistance to abrasion; they are easy to care for, non-allergenic, and safe to handle.

### New PR counsel for Deltex, Inc.

Virginia Burdick Associates has been appointed as public relations counsel for Deltex, Inc., manufacturer of fibre rugs. Formerly a division of the Armstrong Cork Co. since 1954, Deltex became on July 1st an independent corporation with headquarters in Oshkosh, Wis.

### 1962 edition of Designs For Dining

The Walter Ballard Corp., New York City, has been selected by Designs For Dining to create its new edition to be premiered at the November 1962 National Hotel Exposition at the New York Coliseum. Designs For Dining is now in its fourth edition and has become a nationally recognized contract market place for restaurant and cocktail lounge decor.

### Distributor for Ford's Vinyl Products

Carolina Coated Fabrics, Inc. has been named as a distributor for Vinyl Products of Ford Motor Co., according to C. M. Scholz, general sales manager. Headquartered in Charlotte, N.C., Carolina Coated Fabrics, Inc. serves the auto trim, furniture, and marine upholstery trades in North Carolina, southeastern Virginia, and the eastern portion of South Carolina.

### School of hotel and tourism

A new 4-year curriculum in Hotel Management and Tourism will be inaugurated this fall at the University of Hawaii, Honolulu, to meet the expanding demand for skilled, educated managers and potential executives of hotels, motels, restaurants, and travel agencies. A Bachelor of Business Administration degree will be conferred upon candidates who successfully complete the course.



For information on furniture shown write to E. I. du Pont de Nemours & Co. ( Inc. ), Fabrics Trade Products, Wilmington 98, Delaware.

## What is so different about Du Pont Vinyl Upholstery?

Rub your hand across any other vinyl upholstery—then across Du Pont Fabrilite® vinyl upholstery material. You slide more easily on "Fabrilite." It's not the clinging, tacky type because a secret process gives it a dry, high-slip finish that sheds dirt, resists grime, washes easily, keeps its beauty longer than other vinyls.

If you need still *more* reasons for taking a fresh look at "Fabrilite," consider these: hundreds of fashionwise color/pattern combinations to choose from; every pattern pre-tested for popularity with Du Pont's nationwide husbands-and-wives panel; many *breathable* full-coated patterns in addition to our island

coated construction; the reliability and the selling power of the Du Pont name.

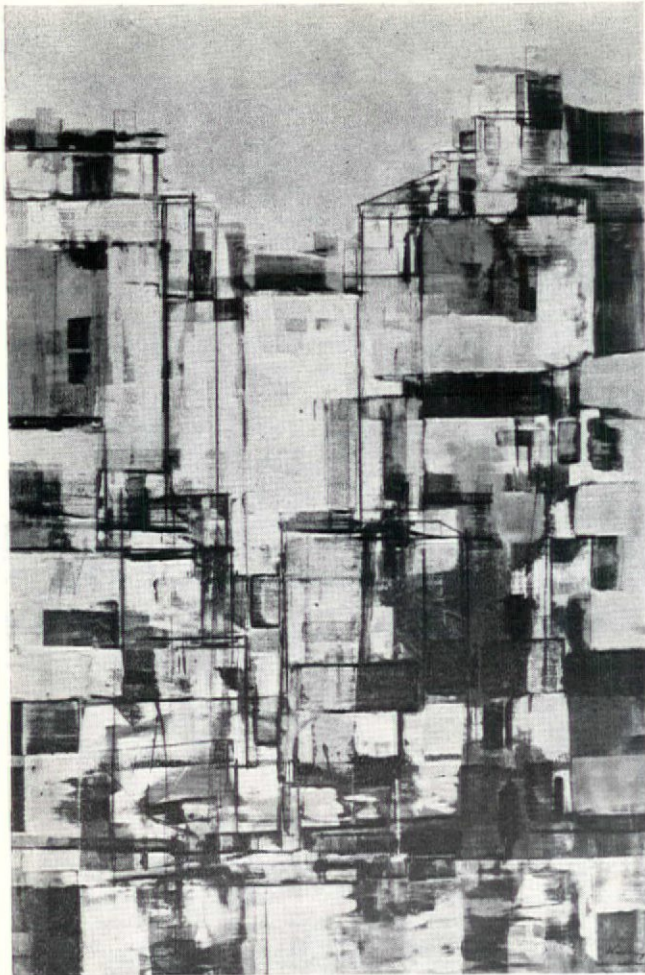
Browse through our swatch book, among such exciting styles as tapestried Flanders, silken Nagoya, and the new expanded Deep Soft Kensington. Up to 27 colors in some patterns!

Ask your Du Pont distributor to show you the newest in "Fabrilite" patterns and colors. Or write to: E. I. du Pont de Nemours & Co. ( Inc. ), Fabrics Trade Products, Dept.C-23, Wilmington 98, Delaware.

**DU PONT "FABRILITE" VINYL UPHOLSTERY**



Better Things for Better Living...through Chemistry



ARCHITECTURE

by P. A. KONTNY

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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.

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## PEOPLE

Lee Fenbert and David Weiss have been named vice presidents of Sidney Blumenthal & Co., a division of Burlington Industries. Mr. Fenbert is in charge of sales and merchandising of the Company's carpet line, Loma-Loom. Mr. Weiss is in



David Weiss



Lee Fenbert

charge of sales and merchandising of all apparel fabrics. Sales headquarters are at One Park Avenue, New York City.

Mrs. Mary S. Parker, vice president and merchandising manager of Parkwood Laminates, Inc., and a color stylist in her own right for many years, has been honored by an International Design Award from the American Institute of Interior Designers (AID). The award was given for the new solid color line of Parkwood high pressure laminates which Mrs. Parker designed for her firm.

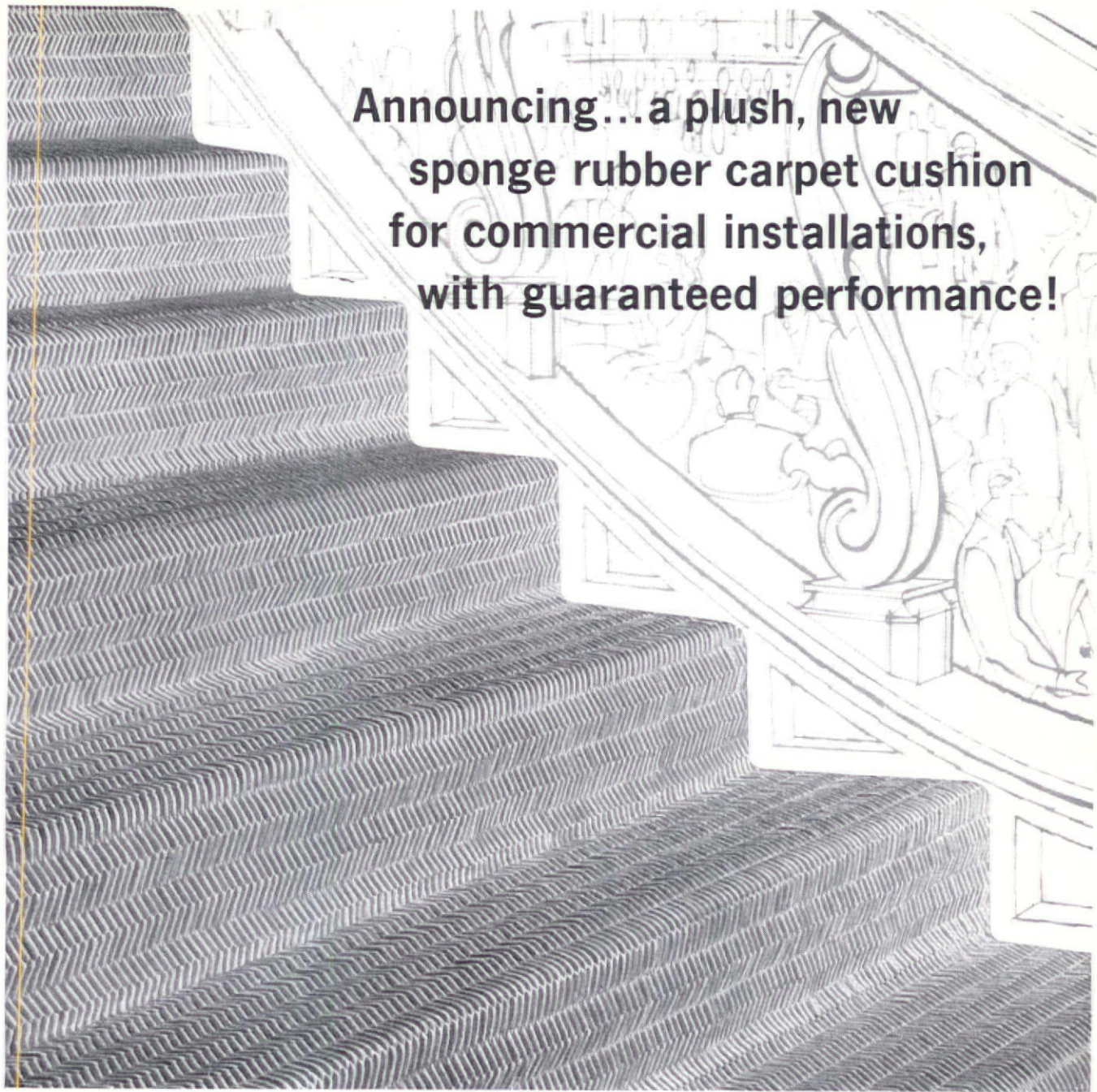
Jerry Traister has been appointed contract sales manager of Harvey Prober, Inc. He will head the newly formed contract division. The Prober showroom is located at 41 East 57th St., New York City.



A. W. Baker has been elected vice president of the Chicago Hardware Foundry Company. Mr. Baker's election was announced by F. J. Sherwin, Sr., president, at the February Board of Directors Meeting.

Arthur Rosenthal of John Stuart Inc. has been appointed to membership on the Trade Relations Committee of the American Institute of Interior Designers. The committee is composed of representatives of the home furnishings industry together with representatives of AID.

**Announcing... a plush, new  
sponge rubber carpet cushion  
for commercial installations,  
with guaranteed performance!**



From a formula specifically designed to combine maximum durability and wear resistance with premium-quality softness, General has produced this entirely new grade of sponge rubber carpet cushion... **Town House**. This is the cushion you can specify with the assurance it will meet every demand called for by contract business. General's unique unconditional guarantee is just added insurance that you can't make a better choice than new **Town House**. For luxurious softness that heightens the beauty of any carpet, and for long life needed in commercial installations, think immediately of **Town House** by The General Tire & Rubber Company.

# Town House



NATIONAL AGENTS:  
**AIR CREST PRODUCTS COMPANY**  
2301 S. Paulina Street • Chicago 8, Illinois  
**CROWN PRODUCTS CORPORATION**  
2121 E. Wheatstheaf Lane • Philadelphia, Pennsylvania



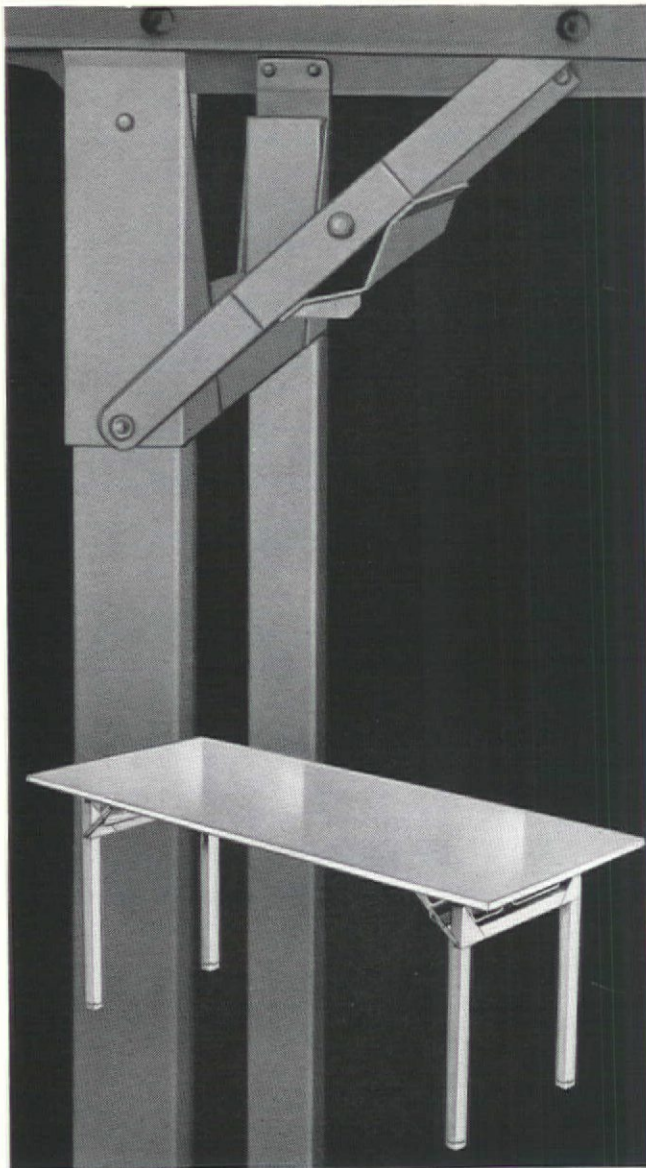
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All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed unconditionally to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant heated floors and cement floors.

Any General Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to customer.



Circle No. 201 on product information card




## 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.,		CON-32
1 Park Ave., New York 16, N. Y.		
Please send me a free copy of your CATALOG.		
Name _____	Title _____	
Company _____		
Address _____		
City _____	Zone _____	State _____



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## CALENDAR

- 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. Southern Furniture Exposition Building. High Point, N. C.
- May 22-25.** National Restaurant Association Convention and Exposition. McCormick Place, Chicago.
- June 18-23.** Summer International Home Furnishings Market. American Furniture Mart and The Merchandise Mart, Chicago.
- July 9-13.** Summer Furniture Market. High Point, N.C.
- October 12-23.** Design & Decoration 1963, sponsored by AID and New York Herald Tribune, New York City.
- October 19-26.** Fall Furniture Market. High Point, N.C.

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THE TRADE MAGAZINE OF  
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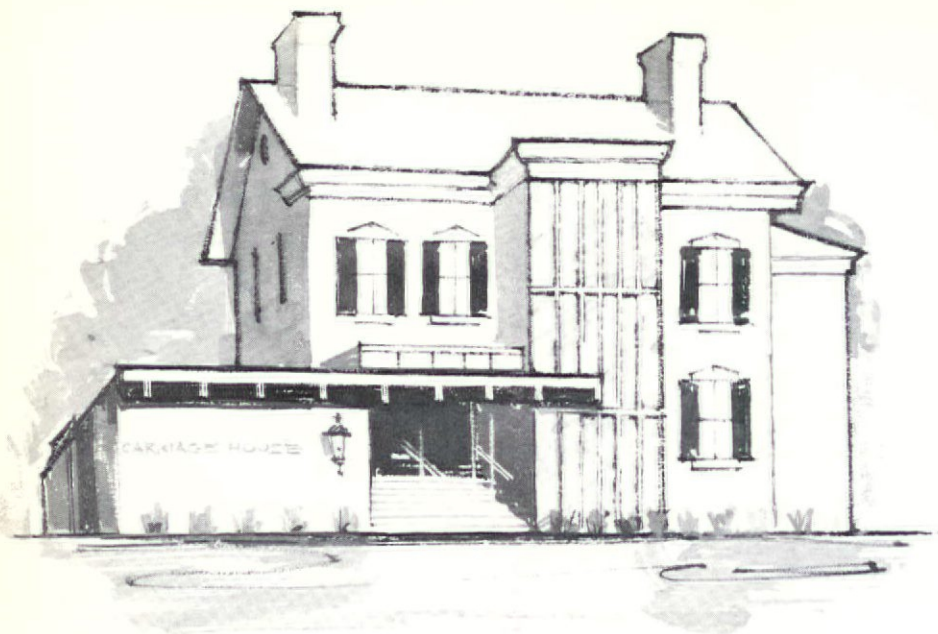
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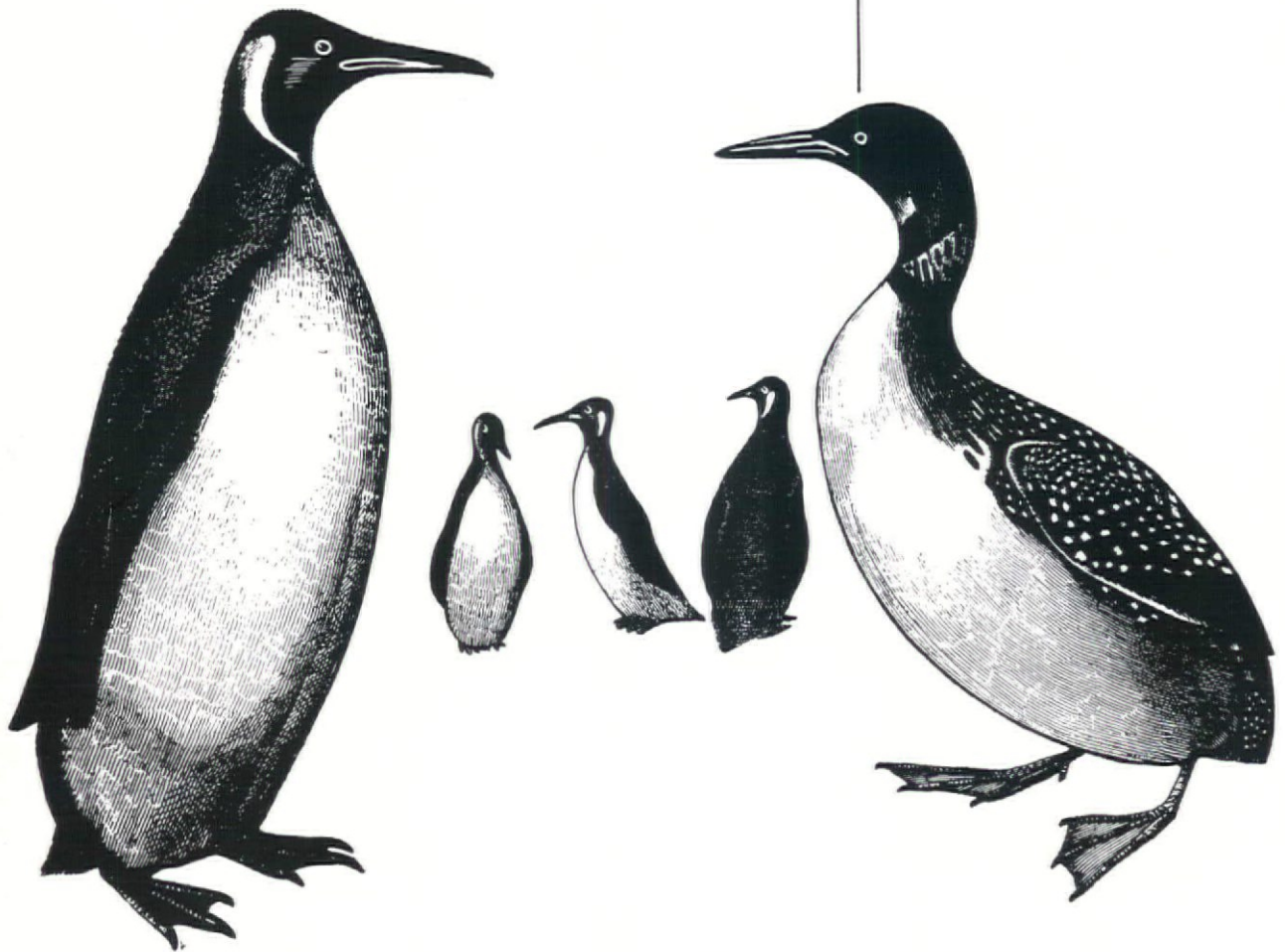
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## THE CONTRACT MARKET SEMINAR

If there was any doubt as to the value of a contract industry forum, it was dispelled last month. The first Contract Market Seminar, sponsored by the National Design Center, New York City, established conclusively the merits of a trade conference within a framework such as the one devised by the Design Center.

From the two-day seminar, there emerged a picture of a gigantic, rapidly changing, highly diversified field whose outlines are just beginning to come into clear focus. One significant trend that the conference underlined is the appearance and growth of new types of organizations, expressly developed to service the contract industry. More and more, for example, the contract specialist is replacing the interior designer/decorator—one speaker asserted that “within five years the interior decorator will have no place in the contract field.” And the contract specialist himself is no single species. He is the department store contract division; the architect with an interior planning staff; the contract design firm that has shaped its development entirely in terms of satisfying the space requirements of large corporate clients; the contract furnisher (originally a trade supply house); the office furniture dealer (updated with its own space planning unit); the specialized hotel and store planners, and to some extent, the industrial design firm.

Some of these organizations sell merchandise in addition to functioning as planners and specifiers; others simply plan and specify. What they have in common is that they are business entities geared to offer a comprehensive service to other, larger business entities, i.e., their customers in the commercial and institutional fields. Many contract specialists have huge investments in stock, showrooms, trucking facilities, etc. All of them are specialists who have developed the precise organizing and planning skills essential to successful and profitable operation in a highly competitive industry. These skills form an interrelated complex that embraces (besides the traditional planning and design functions) estimating, cost control, specifying of materials, engineering, design of custom components and supervision of their manufacture, plus the administration of the actual installation on the site. In some cases, moreover, the contract planning firm finances the job for his client, or arranges for the financing.

The planning firms are not alone in having undergone radical changes as a result of the demands made upon them by contract work. Manufacturers have been similarly affected; they have been compelled to set up separate contract divisions to produce lines suitable for the contract field, as well as to revise their pricing and distribution procedures.

The biggest factor in the changes that have and are taking place is, of course, the customer himself. It was the virtue of the Contract Market Seminar that a great range of customers was heard from—government, hotels, hospitals, churches, real estate interests, and educational institutions, to name some. Their specific methods of specifying and purchasing, which have been a decisive influence on contract merchandise, were described at the seminar and are reproduced in the following pages.

In our opinion, the first annual Contract Market Seminar, in which CONTRACT Magazine collaborated from the outset, was a key event in the history of the contract industry. It expressed simultaneously a need and a new stage of development. The very term Contract Market Seminar would have been meaningless five years ago; today its significance and value are undisputed, and those who participated in it are looking forward to a second annual seminar that will make further advances in dealing with the problems of the contract market.



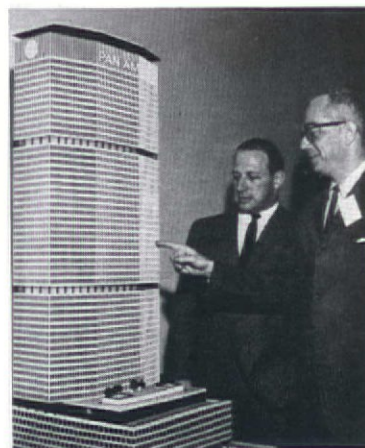


## **CONTRACT MARKET SEMINAR**

### **National Design Center—February 6-7, 1962**

THE SEMINAR, held at the National Design Center, consisted of two full-day sessions.





## FEBRUARY 6, 1962

- 9:15 a.m. Department Stores—Paul Bischoff**  
Mr. Bischoff is general manager of contract division of Carson Pirie Scott & Co., Chicago, department store.
- 9:45 a.m. The Industrial Designer—Robert Harper**  
Mr. Harper is managing director and senior partner of Walter Dorwin Teague Associates, industrial designers.
- 10:15 a.m. Transportation—Charles Butler**  
Mr. Butler is president of Charles Butler Associates, New York and London, specializing in interiors for railroads, ships, automobiles.
- 11:00 a.m. Hospitals—Bremen I. Johnson**  
Mr. Johnson is sales manager of American Hospital Association and directs its Hospital Merchandise Mart.
- 11:30 a.m. Education—Dr. Harold B. Gores**  
Dr. Gores is president of the Educational Facilities Laboratories, Inc.
- 2:15 p.m. Churches—Canon Edward Nason West**  
The Reverend Edward Nason West is Canon Sacrist of the Cathedral of St. John the Divine in New York City.
- 2:45 p.m. Hotels and Motels—Jacob S. Fassett**  
Mr. Fassett is director of membership services for the American Hotel Association.
- 3:15 p.m. Hotels and Motels—Daniel Miller**  
Mr. Miller is Director of Allied Membership Division of the American Hotel Association in charge of merchandising service.
- 3:45 p.m. Hotels and Motels—Joseph R. Haddock**  
Mr. Haddock is president of two subsidiary companies of Sheraton Corp. of America: Standard Wholesale Supply Corp. and International Hotel Supply Co.
- 4:30-5:30 p.m. Question and Answer Period**

MARCH 1962

## FEBRUARY 7, 1962

- 9:15 a.m. Veterans Administration—Adam E. Shuman**  
Mr. Shuman is chief of marketing division for dental and surgical supply in VA's Department of Medicine and Surgery.
- 9:45 a.m. Dept. of State—Anita J. Moller**  
Miss Moller, AID, is chief interior designer of Department of State for American embassies and diplomatic establishments abroad.
- 10:15 a.m. Government General Buying—Rexford G. Wessells**  
Mr. Wessells, vice president of National Institute of Governmental Purchasing, is procurement officer for Washington, D.C.
- 11:00 a.m. The Interior Designer—J. H. Leroy Chambers**  
Mr. Chambers, immediate past president of AID, heads The H. Chambers Co., Baltimore.
- 11:30 a.m. Offices—William J. Cole**  
Mr. Cole, manager of sales, purchasing, and advertising for Walsh Brothers Office Equipment Co., is president of National Office Furniture Association.
- 2:15 p.m. The Architect—David Eggers**  
Mr. Eggers is partner in the firm of Eggers & Higgins, Architects.
- 2:45 p.m. Store Planning—Lawrence J. Israel**  
Mr. Israel, representing the Institute of Store Planners, is a principal of Copeland, Novak & Israel, store planning-design specialists.
- 3:15 p.m. Real Estate—Ray Colcord, Jr.**  
Mr. Colcord is a vice-president of both Wolfson Management Corp. and Grand Central Building, Inc.
- 3:45 p.m. Canadian Contract Market—L. Earle Wicklum**  
Mr. Wicklum is general manager of contract division of Robert Simpson Co., Ltd., Toronto, one of Canada's leading department stores.
- 4:30-5:30 p.m. Question and Answer Period**

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## HOTELS AND MOTELS

Performance specifications developed by hotel trade association are being applied throughout contract field



By Jacob S. Fassett

■ Recently there has been quite a spurt in the hotel construction business area. According to 1960 figures there were a total of 74,000 hotels and motels throughout the United States with an invested capital of \$16 billion for the industry. Breaking down the figures, there are 60,000 motels and 14,000 hotels. Invested capital for the motels is \$9 billion, and for the hotels, \$7 billion.

After the war the industry remained on a steady level with not very many new hotel properties being built. But in 1961 we recorded 75 new hotels with 21,527 rooms, at a total cost of approximately \$675,450,000. In the same period

there were 179 new motor hotels or motels, representing 22,286 rooms built at a cost of approximately \$211,458,000.

One of the results of this new construction has been the modernization programs made necessary for the existing hotels to compete. Here we find 144 industry properties carrying out modernization programs involving almost 5,000 rooms at a cost of approximately \$388,359,000. So there's quite a significant area in modernization.

Probably the greatest example of this increase in construction is in New York, where we currently estimate a total of about 9,000 rooms being built. There are also evidences of new construction in Kansas City, San Francisco, and Washington, D.C., just to mention a few places. Something new in the way of a trend is the hotel construction in urban renewal projects. Some examples would be Boston, Minneapolis, Hartford, Connecticut, Rochester and New York.

There is considerable confusion as to what the requirements are to "quality" for the contract market. Of course we want good design. We want something that will look good and be on the proper scale for the size room that we want to furnish. It's very important that we have built-in ease of maintenance, regardless of the type of product. In the long run, it isn't what it's going to cost initially; it's how much it is going to cost on a per year basis. Another very important part of that cost is upkeep. It's not just a matter of wear, but its function of appearance retention.

We like to see chairs designed, wherever possible, without upholstered arms because they show wear so quickly, even in the best of upholstery. We want carpets that camouflage soil, yet retain their appearance. Good wear isn't enough. We want rugged construction in our furnishings, and we want fabrics that can keep their new look through many cleanings plus construction that will stand use and abuse.

In the field of textiles, we've made the most progress. This is due in large part to "The American Standards Association" whose purpose is to develop voluntary standards for textiles. These standards, designated "L-24," are not specifications that give manufacturing directions or tell what fibers are used or how they should be woven; but rather, standards for institutions giving a series of requirements related to performance. For example, for a given drapery fabric the standards would call for certain breaking strength, as it's been determined that a fabric with a breaking strength lower than the requirement will not stand up in use. There are also requirements for shrinkage and for color fastness to the various color hazards of dry cleaning, washing and to light. The list includes all of the performance factors of a drapery material that would actually influence its performance in use.

These standards cover more than 30 different

*(Continued on page 51)*



## GOVERNMENT: GENERAL BUYING

**General Services Administration, the chief federal procurement agency, sets the style for worldwide U.S. purchasing program**



By Rexford G. Wessells

■ The big problem today in public procurement is the fact that particularly at the state, county and city level, we have developed a tremendous accumulation of needs. First, we had the interruption of World War II, then the Korean conflict and since then, of course, our needs have been growing, particularly in the urban areas, where there have been tremendous population explosions, and the suburbs, where the population increase has been even greater than in the cities themselves.

In working for the National Institute of Governmental Purchasing, I am concerned with the

200,000 political sub-divisions of this country, and with the federal government structure which includes the General Services Administration. The G.S.A. has basic responsibility for policy procedure, regulations and planning of federal programs, insofar as they relate to supply and to building construction.

In addition to its policy planning regulating activities, it is also a major procurement activity in itself, perhaps the biggest in the civilian branch of the federal government. It first makes available to all federal agencies, the federal supply schedules. These are requirements type contracts, entered into for definite terms but for indefinite quantities and involve perhaps 100,000 items. General Services Administration maintains stocks throughout the country in regional depots. In these store stocks, we have major warehouses, where they house tremendous quantities of materials that are common to every agency, and they are requisitioned by the agencies across the country.

They also buy critical materials and stock them in strategic areas in the country, in huge quantities. Their last major procurement responsibility is for special procurement programs wherein they buy the consolidated requirements of the federal civilian agencies under a cooperative program, which would include, in some cases, furniture, automobiles, trucks, etc. Generally, the regulations, policies and programs of G.S.A. apply directly to the executive agencies of the government, the independent establishments such as Veterans Administration and many others. Of course, they normally participate on a voluntary basis, but the extent and degree of participation is up to them.

Within each agency of the federal government, there are usually regional depots or regional offices. Normally the head of the procurement operation in Washington heads up the entire field structure, with all field operations coming under his jurisdiction. He usually establishes basic policies and regulations for them to follow; they review the actual buying, though, in a great many cases. Consequently, there is no one agency in government you can approach that has jurisdiction over the entire program.

Basically, you will find that in all agencies of government, the most accepted media for buying are competitive bids. We feel that this provides many advantages. First, it provides an advantage to you because it gives you an opportunity to contact these various agencies across the country, to secure mailing lists, to be apprised of their needs and have the opportunity of bidding. It has some disadvantages; it means preparation of specifications on our part, and delays sometimes, but it does represent the best way, I think, for industry as a whole.

It also represents the best way for the tax-

*(Continued on page 52)*

## STORE PLANNING

**Competition, rising standards of consumer taste, compel the retailer to think in terms of "imaginatively styled environment"**



By Lawrence J. Israel

■ Store planning has become both an art and a science. The store planner must integrate site planning, architecture, structural and mechanical systems, interior design, decorating, packaging, graphics, and displays with market analysis, merchandise, engineering, traffic planning, goods handling, and over-all store operations: all within an exactly pre-determined program of goals—and for amazingly sharp budgets. In this microcosm, the professional store planner is the expert, the form giver, and the decision maker who selects all systems and materials on a basis of function, esthetics, and cost evaluation.

If you are wondering about your selling potential in this market, here are just a few figures. During the past year, store and mercantile building approached the \$2 billion mark. Greater increases in construction are forecast for the coming year. This is a continuing growth situation for your sales. Construction is only a skeleton for all of the finishing materials, mechanical systems, interior fittings, and furnishings that convert it into useful social space; that create the interior selling environment.

A store such as Gimbel's costs about \$15 per square foot for construction; about \$10 per square foot for interior fixtures and furnishings costs. If you multiply these figures by the average store's 250,000 square foot gross area, you will see that this is a fine multi-million dollar investment.

Statistics give you an idea of the scope of your role and our role. We supplement each other. Our needs, as yours, must conform to the dynamics of sound business management: quality, standards, performance, and the forces of competition.

In store planning, rising standards of national taste have been reflected in better product design, and will continue to demand better styling and better designing of the store environment. There is a strong returning interest in antiquities and period styling, adapted with sophistication to modern functions, and utilizing modern techniques of production. The estheticism of the International Style is disappearing. A new richness of forms, colors, materials and textures is being invoked to adorn our lives indoors. Stylistic maturity may be the essence of the sixties.

Two or three years from now, shopping in a barn, a warehouse, or a modernized factory, will lose its appeal, we believe, because of monotony; because during the next decade conventional department stores will adjust to the pricing advantages these low-margin operations now hold. Conversely, the low-margin operations will continue to upgrade their look. Eventually, the disparity between these two forms of retailing will balance out. In the days ahead, the status symbol image will necessarily have to be replaced by the goods-service-pricing image, in which an imaginatively styled environment is a vital part of service.

Here are several suggestions as to how we can run more efficient, more profitable organizations, and how we and you can improve our existing relations.

First:—be aware of the style revolution. As designers for one of the most progressive and sharpest group of buyers in the world, the department store merchandiser, we have to continually pioneer for new ideas, new plans, new forms, new materials, etc. Keep up with us. Feed us with your ideas. The rate of obsolescence in design is alarming. How we yearn, for example, for a new

*(Continued on page 54)*

## OFFICE FURNITURE SALES

**Besides being an important local source of supply, the dealer has taken on specialized design and planning functions**



By William J. Cole

■ Just what is the role of the retailer in the office furniture market and where does he fit into the national manufacturing and marketing picture? First of all, he is local. He is there. He is known in his community. He backs all of the worth-while civic activities. He builds buildings, buys insurance, pays taxes, supports his church and school, etc. And he disburses into the community a payroll that may run from \$100,000 to a million dollars or more annually.

A professional dealer need not be a large dealer but most of the true professionals are also pretty big outfits. I'm inclined to believe that bigness

follows professionalism, that a truly professional attitude toward your life's work is a cause of growth, not a result of it. One mark of a professional retailer is that he takes his business seriously; he is in there all the time, playing for keeps.

Another mark of a professional retailer is his organization. In addition to being high-caliber, community-minded people, the professional retailer's organization is complete; able top management, sales management, purchasing, advertising, accounting, designing, warehousing, delivering personnel. I realize that many extremely competent firms don't do their own warehousing and delivering because of big-city problems; but I am speaking of the average, good professional retailer, across the country.

The professional office furniture retailer has an attractive, up-to-date, well-lighted, well-arranged store or several of them. He has attractive, colorful, functional, comfortable complete offices on display. He has a furniture inventory on his floor and in his warehouses that may range from \$100,000 to a million dollars so he can take care of most of his customers' requirements on very short notice. Although offices during the last decade have become more colorful, more attractive, more home-like, there are some very definite differences between serving the office furniture customer and the home furniture customer. The office furniture customer requires far more speed of delivery. When a man is opening a business or adding personnel, he won't sit around for weeks or months waiting for the tools to arrive so the office worker can start earning his pay.

The really professional office furniture retailer has a solid, steady sales staff composed of "problem solvers," not just a bunch of spell-binding, high-pressure artists devoted to making a fast sale and a quick buck, but genuine professional sales people interested in helping their customers solve problems. Many of the nation's highest paid salesmen in every field, are those who put the customer's problems first. The dollars seem to flow in afterwards. The problem solver uses the words, and has the genuine attitude of: "I have an idea for you . . . what do you think? . . . I suggest . . . don't worry, I'll take care of the details."

Our firm in Phoenix was one of the pioneers in adding a design department to our organization. We started this department about eleven years ago and have had from three to six designers on our staff ever since. These designers know their business. They know what merchandise is on the market. They know trends. They know colors and quality. They know function, traffic-flow, work-flow, etc. They are professionals in their field. They design complete, package offices, usually including carpeting, draperies, wall treatments or color sections, and furniture with

*(Continued on page 56)*

## DEPARTMENT STORES

Contract divisions of major retail operations now bulk large in planning and furnishing complete contract packages



By Paul Bischoff

■ Let's start with a definition of the contract business. It is simply "volume 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." Our definition would indicate that this is a vast and complicated market. And, of course, it is, or we wouldn't be here today endeavoring to make sense of it.

Next, who is selling and/or servicing this market? It would appear at times, from competition, that just about anyone with a telephone and a pogo stick to elude creditors is in the contract business. And truly there are too many unquali-

fied firms representing themselves as contract experts. Other than the pocketbook operator and five percenter, there are six types of organizations now selling or servicing the contract consumer:

1. **The local retail furniture store.** He gets into the picture through local friendships and usually rues the day. It's interesting to note though, that 33.5% of motel furniture is purchased through this same retail dealer.

2. **The manufacturer selling directly.** We'll cover him further along in this talk.

3. **The trade supply house.** He usually specializes in linens, fabrics, china, and equipment sundries, often selling a package job including furniture and carpeting.

4. **The office furniture house.** Those with a design staff 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.

5. **The independent designer or design firm.** Though he does not merchandise, he is an important factor in the contract picture, being the arbiter of taste and planning. This category would include interior staffs of architectural firms.

6. **The contract specialist.** The contract specialist performs best for the consumer, in our opinion, since his services combine both design and merchandising. The two services, functioning together, offer the most economical and successful solution for any project.

The department store contract division services all, or nearly all, of the contract market categories—hotel and motel, offices, industrials, clubs, schools, colleges, institutions such as hospitals and homes for the aged, railroads, and even funeral homes.

Simple economics dictate the course of much work. For instance, the furnishing of offices, clubs, etc., is served most efficiently on a local basis, since the volume of the sale usually does not warrant the expense of out-of-town service. Many department store contract divisions have set up branches in other cities primarily to service this low-volume business. The large complicated hotel and motel jobs are best handled by the central office where all of the facilities are readily available.

What are the services of the contract specialist? Broadly speaking they are: 1. Design and planning; 2. Merchandising; 3. Expediting, warehousing, delivery, and installation; 4. Financing; 5. Trade sales.

Design is the most important service we can offer the contract consumer. Every successful undertaking must start from a plan. Since interiors are primarily used by people, human engineering must be considered first. Then esthetics must be introduced to make the space palatable. Sales promotion and economics are all brought into the design picture. Some have said that the pure objectivity brought into play by the services of the

independent design firm is to be desired over the contract division's "captive" design team. We say that a top contract division design group can be just as objective, and with the added advantage of the merchandising knowledge and skill so necessary to an economical and successful solution to any project. A great part of this merchandising is the promise of a quality product, one that will meet the function and length of service required for the job. Behind this all is the assurance of the entire firm, that the products sold will perform as specified, or be replaced.

#### **Financing and leasing**

Expediting, warehousing, delivery, and installation are again a natural for the contract division of the department store. It has the counsel of traffic department, foreign department, shipping experts, and buying offices in expediting merchandise. Local warehousing and delivery service are second nature to the parent firm. It follows, too, that only a large firm can advantageously finance the merchandising services required up to and including the installation of a large job. Accounts payable must be in a position to discount bills, for instance.

Today, long-term financing and leasing are an integral part of most large jobs in the hotel and motel field. The department store contract division through its financial position is able to offer this service on an advantageous basis. The combination of the services just described, and the fact that the contract consumer is dealing with only one firm, is a strong argument for this business setup.

The trade sales program, though not of direct interest to the contract consumer, is nevertheless a service, offering furnishings at a trade discount to the architect and interior designer for resale. These might be items that they cannot purchase directly from the manufacturer, such as office furniture and carpeting, or franchised lines.

What about the relationship of the resource to the department store contract division? The resource, of course, is primary to the operation of our business. It is this relationship which is intrinsic to the function of merchandising.

For the purpose of our own merchandising and resale we place all contract products in three categories: 1. Name-brand merchandise widely advertised; 2. Stock items; 3. Own brand products.

Name-brand merchandise tops the list, since these products are built strictly for contract and are well advertised in trade journals. They are usually manufactured by substantial firms—firms that have created a special division or department separate from retail manufacturing. It is these products, presold by advertising, that are requested by the contract consumer.

Stock items include normally retail merchandise that can be used for contract. We've mentioned some of these. This group also includes stock items that can be modified for special jobs. Often the simple addition of the strategic number of glue blocks will transform a chair for motel use. It is dangerous, however, to conclude from this that most retail items can be "beefed up," and *voilà* good enough for contract. The contract division buyer must be expert in knowing the difference. For it is the difference that might turn profit into a big fat adjustment.

The last category, "own brand products," is the *pièce de résistance* of the department store contract division. These products are designed or created by the division itself and then manufactured to its own specifications.

Exclusiveness is only one of the reasons for going to this much trouble and expense. We have found, for example, that the only way to assure our customers (or clients) of uniformity in bedding was to specify our own mattress and box spring in two qualities. We have it made by nationally known firms with our Scottsleep or Scottsleep Deluxe label affixed. We found several years ago that it was necessary to create our own case goods line for motels and hotels, to meet the special demands of our particular room layouts. This line still holds great favor with our designers and customers, even though some standard lines now accomplish the same purpose.

#### **Standards for merchandise**

I have just discussed the general categories in which we place contract merchandise. But what of the merchandise itself? What are the requirements we set up for purchasing?

After long experience, some bitter, we have evolved six major points of concern in purchasing. They are, in order of importance: 1. Design; 2. Construction; 3. Responsibility of resource; 4. Service; 5. Sales policies; 6. Product development.

Since we are a design-oriented contract operation, we first look for good design in a product. Our designers often look for special effects, in a chair for instance, but largely we shun trends and short-lived faddish merchandise. In effect we look for furnishings possessing design integrity—merchandise which will be just as appropriate ten years from now. If an interior job is to be traditional, we strive for authentic furniture reproductions, not Italian provincial or Bronx baroque. Modern or contemporary furnishings must reflect the nature of their use. Rich materials suffice for traditional ornamentation.

Construction is the next vital link in the contract merchandising picture. Products manufactured specifically as contract furnishings are usually well made. However, the specific use of the item must first be taken into consideration. In

*(Continued on page 57)*

## CANADIAN CONTRACT MARKET

**A thriving, developed business in commercial and institutional work, dominated by two huge merchandising organizations**



By L. Earle Wicklum

■ It gives me a great deal of pleasure to be invited to this—America's first Contract Seminar, and I hope that with the time allotted to me I will be able to give you a bird's-eye view of the contract furnishing picture in Canada as it was, and as it is today. I will endeavor to comply with the request to talk about: 1. The contract furnishing

picture in Canada; 2. Simpson's part in this total picture; 3. What interest the Canadian market should have for American manufacturers.

In the first place, our main competitor and ourselves, both having approximately the same number of retail outlets and offices, are by far the two largest factors in the contract business. We do have, however, many smaller organizations, particularly in the office furniture field, as competitors and a certain number of smaller local department stores operating in the contract field. But by and large I would say that our main competitor and ourselves do approximately 50 percent of the total contract business in Canada. So you can see that we have an entirely different picture in Canada to what you have in the United States.

Since I joined the contract division of Simpson's, one of Canada's leading department stores, some fourteen years ago, there have been drastic changes in the contract furnishing field. In the early days our main purpose in operating a contract division attached to the department store was to supply furnishings and equipment to various industrial and commercial institutions on a quotation supply basis. Very little consideration was given to the furnishings and equipment from a design point of view. We sold strictly from manufacturers' catalogs, and naturally the selection was limited. The selection was made only from a functional point of view. Up until this time very little consideration was given to the design of the interior. Slowly but surely the Canadian people became more conscious of the importance of design in their place of business. Clients became more conscious of the fact, particularly in hotels and motels, that the buying public wanted more than just a comfortable chair to sit on, and the places that started to redecorate, and those that were newly constructed began to give much more thought to interior furnishings with pleasant surroundings.

### **All-in-one package**

This demand began to change the entire concept of contract furnishings. Now we had to do more than supply the furnishings and equipment. Now it became necessary also to come up with decorative wall treatments, better designs in carpets and draperies, and nicer lamps and accessories. We had to become more conscious of the effect of color. This consequently has led up to what we call "a complete package deal" or an "all-in-one package."

Today, we can take over large hotels and restaurants and almost any public institution and come up with a complete furnishing and design proposal. Consequently, we have done many hotels where we have supplied everything but the telephones. We take over from the plastered walls out and supply our client with every conceivable item required to put him into business. When the

installation is completed we can hand the client the key.

Simpson's have offices in every principal city in Canada, from Halifax on the east coast to Nanaimo, B.C. on the west coast. We have done work from the United States/Canadian border, north to the Yukon and Northwest Territories—an air terminal in Gander, Newfoundland; Montreal's Dorval airport; and a contract for close to two million dollars from the Western Hotel chain in Vancouver, British Columbia. As far north as the arctic circle in the town of Aklavik, which is approximately 1,000 miles from Russia, we completed a 30-room hotel, which was flown in.

#### **Look to U.S. for ideas**

We believe that we have done as much as any other leading firm in the contract furnishing industry in North America to create more comfortable and pleasant surroundings. Naturally, being a small country as far as population goes, we in Simpson's have had to look to your country and to Europe for some of our ideas, but on the whole—and I think those of you who have been in Canada will agree—our newer hotels and restaurants are closely related to yours. Aside from a sales force of some sixty people, we have a qualified staff of designers. Apart from these we have a number of designers located in various cities throughout the Dominion and the United States upon whose services we can call from time to time. On some occasions our clients employ their own designers, with whom we are happy to work.

Although we are associated with a large department store chain, we operate as an entirely separate division and know from experience that with our important buying power Simpson's contract division can sell competitively to any large American chain of hotels or motels coming into Canada. This is borne out by the fact that we do work for the Knott Hotel chain, Sheraton, Holiday Inn, Travelodge, and Western. With the backing of a large retail chain of stores, our purchasing power is so great that very few manufacturers would consider selling direct to any large account of ours.

Not only do we have the ability to create good designs, supply and install complete jobs, but we also have the advantage of being able to finance major projects at a much lower rate than most of our clients can obtain anywhere, with the possible exception of the bank. This all tends to round out Simpson's "all-in-one package."

You may be interested to know that in Canada we have many manufacturers who can compete quality-wise and price-wise with their American counterparts, and I would venture to say that ninety percent of all the furnishings and equipment that we supply is manufactured right in our own country. This, by the way, has surprised some of our large American customers. Other

than possibly a few plastic chairs and some accessories, we can obtain everything we require in Canada. I know that many American firms looking for new markets take a look at the map of Canada and think that there is a tremendous market for their products. It isn't until they come up and visit with us that they realize the problems of distribution because of the size of the country and the tremendous distances between major centers that they decide maybe it wasn't such a good idea after all. You may be interested to know that Canadians travel more miles by airplane per capita than any other country in the world. According to recent statistics one in every nine Canadians travel by air, as compared to one in ten Americans. This will give you some indication of the great distances between major Canadian cities.

Many American manufacturers are very surprised by the demands that are made by the Canadian people—they are very discriminating and want a lot for their dollar. When they purchase something they want to make absolutely certain that they are getting full value, and that the article is going to last for some time. To the Canadian, planned obsolescence is something he cannot comprehend. Our tax structure and our write-off is very different from that of the United States.

#### **Opportunities for manufacturers**

In my opinion, those manufacturers who wish to introduce their products into Canada should first of all get acquainted with us. We would be only too pleased to advise whether or not, in our opinion, you could market your products in Canada. We are continually looking for "what's new" and "what's better," and regardless of the apparent discouragement that I have given you, I still feel reasonably certain that arrangements can be worked out to manufacture and distribute certain lines of merchandise not presently being offered in Canada, particularly studio-type room settings and accessories. Of course, manpower-wise we are extremely interested in working out an association with leading designers. If anyone in the audience would care to discuss any ideas they may have on the subject of merchandising or designing in Canada, I would be pleased to grant them a special interview.

There is one thing I would like to see come out of this—America's first contract market seminar, and that is the great national need for a Contract Design Association. I personally would be prepared to devote a reasonable amount of time toward its development and I may say I have never been a "joiner" or what you would call an "association man." However, I think that the part the contract industry is playing in the commercial and industrial life of our countries is such that we should have a plan of where we are going.

## EDUCATION

**The child-centered school, divested of traditional grimness, has created a huge new market for contract products**



By Dr. Harold B. Gores

■ Three years ago I headed up a small foundation whose mission it is to help schools and colleges with their physical problems. In 1958, we were established by the Ford Foundation with four and a half million dollars to grant out to schools and colleges and to help them with these problems. Therefore, we spend most of our time in schools, talking to school people to identify their needs.

Let's take a look at the school house and what's in it. The American school house as it is mostly today, is in general design, an egg crate. You take the boxes and connect them along in a linear fashion the way you connect the coaches of a train. If you want to be economical, or claim it is severe, then you have to have interior traffic, and then you run two trains in parallel down the hall, separated by this traffic chute which looks like a bowling alley and there it is. Here's the school, indestructible and antiseptic in its motif.

Now the schoolhouse is beginning to emerge as a place that is humane and that yields and requires treatments of environment and interior, surfaces and furniture that say to the child, "We think you are important, it is important that you learn well while you are here, so we will accommodate the environment to that purpose."

Gradually, our culture is eroding with respect to how much grimness you must surround a child with in order for him to learn. This creates markets. Particularly for those who know how to put together a floor that will save fuel as an insulated covering will, and that will provide the acoustics, so we won't have to have so many partitions around the place. I see schools coming now, more and more, in loft design, open space. It does no harm for a youngster to look across a space and see another child working, as long as he doesn't have to listen to it. So if you can give the child acoustic privacy by softening the general environment, you can reduce the number of partitions you need in a space, and more and more our schools can become envelopes that go over the process rather than the egg crate division.

About half of the academic space in the design of a school I saw recently, will be library-type space, and not just the box, box, box down the corridor. In this new environment, there is more respect for amenities; so if any of you make products or design products that increase the amenity of life, don't overlook the school and college as a proper object and target of your sales. I can name schools and colleges where the carpeting has already arrived and there are a hundred thousand acres of school and college floors in this country. Pretty good market. Those who deal in textiles can stop thinking in terms of square yards. Think in terms of acres for sales.

Nearly three-quarters of a million youths go to school half a day. We now feel guilty about this and we are beginning to rush for space. So watch the transportable classroom. These are little aluminum boxes with jalousies at the windows and a heating system which plugs in like a toaster. Transportable classrooms are right out of the trailer industry. They go down the street on wheels, link together in little communities of classrooms, and they are going to be carpeted too!



Just recently, the Chicago Board of Education accepted bids for 150 of these transportable classrooms.

Another thing, we are departing from the agrarian calendar. The notion that schools run from September until June comes out of our agrarian past. Therefore, if you've got an interest in air-conditioning, in running a school the year-round, including the heat of summer, the school house is a proper object as a market. If you deal with products that have to do with the shell of the building, be not dismayed there either. There will be 40 billion dollars worth of school and college construction in this country; six billion dollars worth of college dormitories alone.

School auditoriums that usually sit idle for all but one assembly a week are beginning to break up by divisibility. Boulder City, Nevada, recently opened the first divisible auditorium in a secondary school. Their auditorium seats 615 pupils when used as an assembly, but by a push of a key in a switch, the doors come across, lock, and have a pneumatic seal. The auditorium becomes divided into three separate smaller teaching spaces with acoustic privacy in each one. So watch for the divisibility of space and the auditorium in the future. Also, more and more schools are now coming in designs requiring an operable wall.

Some schools cannot afford to buy a field on the ground, it's too expensive. So the thing to do is to put the field in the building. The roof, for example, is a perfect field; put a little fishnet up over it to keep the balls from going down into the street. But then we need a product we might call artificial turf, and if there is anyone who knows of a product or how to get a product that looks like grass and acts like grass on which a ball will bounce and a child will not, let us know. We would like to try it out on rooftops of city schools.

There are hundreds of high schools in this country which would buy a swimming pool if they could buy it as a package, and if the package didn't cost more than \$25,000. I really think that American industry, somehow, for \$25,000 could get some kind of package that a high school can buy. I don't know what it is; I just know that physical education needs a swimming pool. It's a tremendous market, if you can make the pool for about \$25,000.

Just about everything in education needs re-thinking, even the chair. We are hoping that someone will develop a chair that doesn't weigh more than two or three pounds. It shouldn't be slippery, it should yield, it should nest like a Dixie cup so you can get it off in the corner when you want to use the space in the room for other purposes; and it should be light enough so that a first grader can pick it up with ease. Well, no matter what you re-think in the school house, there is a market there if you only re-think it.

## CHURCHES

**Important changes in past few decades have rendered inadequate the conventional products available for religious use**



By Canon Edward Nason West

■ The churches, temples, and synagogues of this country in 1950 spent just over 400 million dollars on new buildings for religious purposes; in 1960 it was over one billion dollars. This does not include the private construction for church-related institutions, such as schools, colleges, hospitals, orphanages, and homes for the aged. The causes of this tremendous increase are many; two of these causes cannot be ignored. One is the fact that most of these buildings are being built in new housing areas, and the second cause is that the liturgical requirements of most Christian churches are becoming increasingly indistinguishable one from another.

First and foremost in churches, people must have a place to sit. It is a struggle to find decent all-wood pews at a reasonable price. Inadequate designing and a failure to recognize that American church life has changed some since 1922 has forced some groups to contemplate buying from Sweden. Pews do not need crosses or simulated carving on the ends of them; there is no such thing as a Protestant pitch of seat as over against a Catholic pitch of seat. The best pitch is the one used in any other building in which people are expected to learn instead of going to sleep.

Many churches now desire cathedral chairs, but they are faced with outmoded designs, and expensive rush seating, with all of the attendant perils to clothing. As far as I know, nothing has as yet been thought through in terms of wrought iron and rattan, yet here is an expanding, if specialized, market for some really well-designed economically produced, and therefore, reasonably priced items. Also, there is a need for light wrought-iron ceremonial chairs at reasonable prices.

People have to walk on something, and the

flooring in churches is an increasing problem. The tiles of yesterday won't stand up to the women's heels of today. Wax on concrete is not a very handsome sight; chipped tiles an even less attractive one. Adequate carpeting can be a help, but the problem then raised is an equal hazard—that of deadening a building so that the music loses all its life. What is needed is resilient flooring, which can be deadened by carpeting in the heavily travelled areas, and yet not seriously deaden the acoustics. Possibly some carpet manufacturing company could consider this problem, and out of some new material meet this seemingly impossible demand. In the same area it should be noted that seat cushions pose the same problem. Leather and its several substitutes are acoustically satisfactory, but are themselves quite unsatisfactory in hot weather.

### Acoustics vs. esthetics

The combination of acoustics and esthetics is no small problem. Organ builders, quite reasonably, want their instruments to speak without interference. However, unless it be a new building with sets of pipes specifically planned to be seen, the result can be most unedifying. Some of the new synthetic fabrics are excellent covers, but the need for hanging them in folds, rather than in screen door fashion, alarms the sound people immediately. It would be helpful if the firms concerned could produce some data on the amount of sound loss to be expected with the use of each fabric involved.

The lighting of churches and synagogues is a special matter. Contemporary architecture, and indeed all ecclesiastical architecture, excepting Renaissance and Georgian, is not really tolerant of hanging light fixtures in the old fashioned sense. It is now considered a bad thing to look into light, and quite apart from this, there is now serious objection to the false light-ceiling which is created by hanging fixtures. Rarely are buildings constructed so that recessed down-lighting is practical. By practical, I mean capable of being bulbed by one man servicing the fixtures from above. It would not be fair to imply that the architects don't approve of fixtures, what they don't approve of is hanging fixtures. Grouping bullet-lights in the form of a cluster of outraged grapes is not a final solution. What is needed is a generally available type of fixture which, when mounted on a side wall or behind a laminated arch, will give adequate (and adequately distributed) light both down and forward. Since, in churches as elsewhere, the main cost is labour, these fixtures must be thought through in such a way that an ordinary sexton can service them.

There is a continuing need for both glass and glass objects. Good architects can always obtain the types and colors of glass they want. But there is a quite general ignorance on the part of most small-town builders of the tremendous variety at their service. Technical information about glass is not generally available. When samples are provided, they are far too often what the particular company thinks a church ought to want rather than what the church itself really wants. Many popular versions are satisfactory from the inside, but ugly when viewed from the outside. This need not be.

### Special problems

A church building is not, however, made up of just the appurtenances of worship; it is also a place where a lot of house-keeping has to go on. Sacristies, particularly "working" ones, are places where vessels have to be washed, vestments stored, silver cleaned, flowers arranged, and ironing done. It requires all the equipment necessary for expert valet service. The height of counters and shelving should be considered. Closet space is of prime need, but it is not as important as the drawers and vestment cabinets which must house large cloth items that must be kept flat and dry. These drawers become a problem when one remembers that they must be capable of being opened easily. In some areas of the country the dampness is such that the individual drawer tends to stick.

Having been in the ministry twenty-eight years, I still have difficulty finding people under the high pitched roofs. This may have great value in the mystique of a cathedral, but it is pretty silly in a place where people have to meet together for ordinary parochial activities. A blast of light is always bad, but poor lighting in a parish hall produces gloom. Tent-like ceilings are hopeless for the ordinary parish house, in terms of both lighting and heating, but a flat roof can often be equally unimaginative. Acoustics and lighting have to be borne in mind, but what about mural wall coverings that can be scrubbed? What about acoustic ceilings so designed that the additional small black marks of a basketball won't make any difference? What about louvers that fasten from above rather than relying on gravity to hold them in place, so that the bulbs are protected as with the old-fashioned but hideous cages? The modern parish house is an all purpose building with many activities taking place in it, such as plays, sports, and dances.

Religion is not a matter of sticks and stones any more than it is of esthetics or social service. You are not in business for charitable purposes; but the homes in which people dwell and the houses in which they worship will be the result of your doing a good and imaginative job.

# HOSPITALS

Meeting the requirements of today's health facilities means adjustment to specialized patterns of purchasing



By Breman I. Johnson

■ To the company that would develop a profitable sales program in tomorrow's health-facility market, this sample admonition is given: If you are unwilling or unable to adapt to rapid shifts in scientific discovery, medical technology, hospital planning and marketing philosophy, your corporate funeral is only a formality.

Does this sound like unnecessarily harsh advice? It really isn't. A quick review of hospital history, a survey of today's programs, and an educated glimpse to the future will bear out the conclusion. That exercise also will point up the fact that, because of the great potential, those companies capable of adapting to such stern requirements will profit well in this growth climate.

The hospital market today is inviting; tomorrow's market, because of unmet needs, reaches almost beyond the imagination. So the key is to begin today to put into motion some meaningful activity to create acceptance for your company and its current product proposals.

When a company seeks to develop products and plans for sales to hospitals, it will find some obstacles in its path. The following comments will not chart a complete course, but are general guides for purposeful direction.

## Health facility sales program

There are two fundamental guidelines basic to all sales programs directed to the health facility field: First you must remember that, with the exception of most nursing homes, hospitals and other health care facilities for the most part, are non-profit in organization. Their administrations are not motivated by the profit appeal. Second, because hospital care grows in sophistication with every advance in medical technology, hospitals and related institutions constantly look for better ways to improve better care for more people.

Just as there are significant differences in the service scope and product needs among the various groupings of hospitals, so are there an un-

told number of variables in the purchasing patterns from hospital to hospital and from product to product. While generalizations are always subject to exception, these are some typical lines of authority to which you must adjust your approach:

1. The chief executive officer of the hospital—whether his or her title be administrator, superintendent, director—is the key person in any major purchasing situation. If you are not a current supplier you should attempt to establish initial contact with the administrator. If he has neither the time nor the desire to discuss your proposal, he usually will refer you to that person within the administration whom he wants you to detail. Eventually, however, the administrator will be involved in the selection process as a final authority who relies on the recommendations of his chosen subordinates. The importance of the administrator is especially apparent when capital or major equipment purchases are contemplated, in a building or remodeling program, or when the product or product grouping will result in a reorganization of work programs within the hospital. Likewise the administrator will often be the direct purchasing authority in the smaller hospitals. And we must remember that 65 percent of all of the nation's recognized hospitals have fewer than 100 beds. In the smaller hospitals and the nursing homes, the administrator can be likened in authority to the owner and general manager of a small business firm.

2. The second person to seek out is the purchasing agent. In many hospitals the routine purchasing will be done by a person with dual responsibilities, the pharmacist-purchasing agent combination, for example. Purchasing becomes a full-time responsibility only as we go up the bed-size ladder. It becomes a true departmental operation in the larger hospitals. In the large complex hospitals you will find the department highly organized. For example, if you are a purveyor of meats, groceries, or produce to one of the large general hospitals in Chicago, you will discuss your product values with one of three registered dietitians assigned to a full-time work program in the purchasing department.

3. A third group with product selection authority is the hospital department head, both professional and service. The purchasing agent quite often will refer you to the administrative head of the using department, especially if the product, service, or equipment is an innovation or is highly technical. And quite often a detailed testing program will be conducted before new product acceptance. Again you will find that the pattern changes as you progress from the smaller to the larger hospital.

4. Special committees are the final group of major influence or authority within the product selection picture. One of the better examples and

of special interest to the pharmaceutical industry is the Pharmacy and Therapeutics committee, which is to be found in a rapidly increasing number of hospitals.

Now, to provide a partial demonstration of purchasing in action, I cite two special study reports. The first covers product selection during hospital building programs:

In this survey among hospitals that had recently completed building or modernization programs, a tabulation of reports from 428 respondents identified those persons having primary authority in product selection. One of the product groups was typical of almost any building project—flooring. The percentage groupings of primary selection authority was as follows:

Architect .....	70%
Administrator .....	65%
Building Committee .....	37%
Consultant .....	20%
Governing Board .....	18%
Departmental Head .....	11%
General Contractor .....	7%
Other .....	8%

The percentages, you will note, far exceed 100 percent, and that is because group decisions are the rule rather than the exception.

Why, you may ask, does the administrator concern himself with such things as floorcoverings, heating plants, plumbing fixtures as well as professional equipment? The answer is quite simple: While the architects, contractors, and other outside groups can make their normal, proper exits when the project has been accepted by the hospital governing authority, the administrator stays on to provide a program of patient service to the community, suffering with every built-in mistake, and providing improved patient care only to the degree that it is built in adequately.

Ranked first in procurement considerations are patient care values. Top administration was found to consider and evaluate the item in this manner and this order: (a) Basic patient care—Will the item perform its function? (b) Economy or cost—Is there a significant enough improvement in safety or quality to justify the expense? (c) Luxury of care—Are these valid benefits to the organization or to the patient?

If the disposable items are functionally equivalent with respect to patient care, the consideration then steps to economic advantages to be gained from making a change.

All components ranked safety to patient first, with simplicity, cleanliness, and user-safety also ranking high. Practice of other hospitals, preference of others, and work load were uniformly ranked low, with the exception of nursing administrators who ranked work load at mid-point.

The hospital field, tied firmly to medical scientific discovery and subject to sociologic and demographic shifts and pressures, will move forward at an accelerated pace. Hospital authorities will continue to look to the supply industry to provide the technical supplies and equipment necessary to do that job. They will remain professional in attitude, with improved care for the patient the primary motivating factor. They will welcome your participation, providing your goal is compatible.

## **THE ROLE OF THE ARCHITECT**

**Improved quality controls, a firmer attitude toward substitutions, more realistic pricing are needed reforms**



By David Eggers

■ The architectural profession controls an annual expenditure of more than \$25 billion per year, exclusive of residence, small apartments, bridges and highways. One major role of the architect, therefore, is as the custodian of the owner's funds. . . .

Our organization is large enough so that we can assign key personnel on a permanent basis to make a systematic review of new products and building techniques. . . . At one time, the principal problem was to decide between brick, marble, and limestone and then to select the color and texture of these materials. Today, besides these, we have metals in every shape and size, glass, plastic, and other materials in a wide range of colors, textures, and forms. This infinite variety of materials is a mixed blessing. I grant you we have great op-

portunities for freedom of expression, but we cannot put our client's money at stake unless we are absolutely sure of the product's performance.

Our office listens to and takes the advice of manufacturers. We want the manufacturers to participate, especially on the early concept of design. Through our conferences with the manufacturer and his representatives, we have been made aware, for example, that it is quite possible to achieve economies through the use of standard materials while still enjoying the flexibilities we require for a meaningful architectural expression. We have also learned that it is much better to innovate on a large building than on a small one. In a small installation, the manufacturer may not be able to afford the research and development necessary for satisfactory product performance.

May I make some suggestion for improvement on relations with you—the manufacturer? First, know your product. If we have a question, we don't want a secretary to read us a brochure over the phone. We usually have your brochure. Make sure your representatives are well informed and never give us a fast answer just for the sake of answering. If the information we receive is misleading or incomplete, the result will be faulty performance on the part of your product, and the client comes to us with the complaints, not to you, the manufacturer. I would like also to suggest that you forget about salesmanship as such when dealing with architects. We are much more interested in receiving quick, accurate information than in the traditional smile, handshake, and free liquid lunch.

Second, work toward better quality control. We need to have confidence in materials we specify, and this is impossible without the assurance of quality controls. Third, clear and concise contract documents are the best means I know of to avoid inequities against the producer, the builder, and the owner. The specifications are particularly important in this regard. A loose specification imposes a genuine hardship on the producer and the builder. Our office has found that for many sections of our specifications, the most effective means of product control is to specify the material by manufacturer; we are as liberal as can be, but if proprietary specification is the only method of product control, then we must use it. Non-proprietary specifications work well with a large public agency that has extensive facilities for enforcement. The architect, unless he has a public agency as a client, cannot afford these facilities and must either rely on his own standard specifications or on a proved performance of an individual manufacturer.

A very important point is the architect's attitude toward substitutions after the contract is awarded. Our position is that if we had wanted the substitution, we would have specified it. I realize, though, that the problem is not this clear-

cut. Quite often, the substitution is only one part of a vicious circle involving the manufacturer, the subcontractor, the builder, the architect, and the owner. Let's examine the dismal cost of a typical substitution. We'll give the builder the benefit of the doubt and assume that through an honest error his bid was too low and he must cut corners or costs to make a profit. The builder then puts pressure on the subcontractor, who, in turn, pressures the manufacturer of a specific product. The manufacturer may, on the threat of backfaling, agree to take this reduction in price or he may stick to his guns. If he does the latter, a substitution of materials occurs. The justification may consist of inflated claims for the substituted product, fictional material or labor shortages, or the excuse that for reasons unknown the bid was not based on the specified product. If the architect is taken in by all this and the shoddy product soon melts, cracks, or just fades away, the owner seeks out the architect with blood in his eye.

#### **Better budgeting, tighter controls**

Architects can protect themselves—and we think we are on the verge of doing so—by better budgeting on the original design contract, by tighter controls in our contract documents, and by a firm attitude and firm attention to substitutions. Manufacturers can help by basing their quotations on contract documents and not on what they hope they can substitute.

Professional ethics do not permit the architect to accept any reimbursement, direct or indirect, for the purchase of a specified product. The architect may base his fee on a stipulated percentage of the cost of the furnishings, or he may, as we do in our firm, charge an hourly rate for professional services. I believe that both of these two arrangements are straightforward and equitable to all parties. Quite frankly, I cannot say the same for the informal agreements under which some interior decorators and designers operate, agreements which, by their very nature, can spawn questionable practices.

In many cases where architects have succeeded in competition with interior designers and decorators, it has been to the financial benefit of the owners. This has resulted in increasing the amount of decorating services being awarded to the architects. I am aware that this has created friction, even to the point where it has been forcibly stated that the architect should stay out of the decorating field. There are a great many misunderstandings on this subject, and I would hope that these can be resolved by a candid exchange of opinions. I think it is high time that merchandising practices in the decorating field depart from the discount house concept. Let's stop the fancy footwork on price quotations and establish prices that allow the designer and the owner to know where they stand.

## THE ROLE OF THE INDUSTRIAL DESIGNER

Contract interiors for large users have become important in this field



By Robert Harper

■ In discussing the role of the industrial designer in the contract field, I think I ought to tell you first how an industrial design office functions. Most of you may know about this but I find there is a great deal of ignorance on the subject. Walter Dorwin Teague Associates is the oldest and one of the largest firms in this field, with a staff of approximately 160. In addition to the main offices and our model shop in New York, we also have twelve other offices throughout the country, including a small office in Puerto Rico which was set up at the request of the Economic Development Administration of that Commonwealth.

Our activities, and I believe this is true of all of the larger industrial design offices, are principally in the following fields. First, consumer product design, such as Polaroid Cameras, National Cash Registers, stoves, refrigerators, etc. Second, in architectural and interior design, which includes executive offices, general offices, also retail stores, standardized supermarkets, standardized service stations, and so forth. The third category is engineering, and we have a large engineering staff that is equipped to carry out the basic mechanical and electrical engineering on products where the client desires this service. The fourth area is in the graphic arts, which includes packaging and so-called corporate identity programs. The fifth is transportation, interiors of airplanes and helicopters and so forth. And the sixth is in exhibitions, where we are

designing the buildings and exhibits for several companies at the New York World's Fair. We are also working on the ten million dollar U.S. Science Exhibit which opens in April in Seattle and have done a great number of jobs for the government; for the Office of International Trade Fairs in Yugoslavia, Vienna; for the Atomic Energy Commission in Geneva.

We frequently collaborate with architects when we are responsible for the interior design and the selection of materials and equipment. The largest job of this kind that was ever carried out by an industrial design firm was our design of all the interiors, the furniture, furnishings and equipment for the United States Air Force Academy. Skidmore, Owings and Merrill were the architects.

Working for the Air Force Academy involved certain criteria established by them. The first requirement for the equipment and furniture was economy. They were very conscious of the fact that we were using the taxpayers' money. Second, standardization to make possible the economies of mass purchasing and to permit interchanging of pieces within the academy itself. The third stipulation was compatibility with Skidmore, Owings and Merrill's architecture. The fourth was ease of maintenance and long life. It was stipulated that the furniture last for 50 years. When you consider that most of the men selected for the academy are pretty husky physical specimens, this is no mean accomplishment. Our work included the design of most of the furniture and equipment and the reason for the special design was, of course, to permit the government to go after public bids. In very few cases were we permitted to specify proprietary items.

This task involved a total of 80 acres of interiors or the equivalent of equipping a city of 12,000 people. One type of drapery material totaled seven and a half miles, and the total number of chairs of our design was in the order of 36,900. The design included the cadet quarters complex with 1,320 two-man bedrooms and club-rooms. The academic complex contained classrooms, lecture halls, laboratories, library, cadet dining hall seating 3,000, Administration Building and offices, social center, theatre, family housing for faculty and staff, and even a supermarket and some bowling alleys.

In the furniture design, we standardized as much as possible avoiding monotony. We used the same basic aluminum frame, which was one-inch square tubing,  $\frac{1}{8}$  inch thick. This was used for the arm chairs and the side chairs with little change. These were heat treated and anodized without paint. We had to work with Alcoa to develop a new welding rod which would not turn black in the heat treating. Some of the chairs were upholstered and others had composition seats and backs.

A strange consideration in the design of the dining chairs was that the entire Corps of Cadets come to attention very fast when the General walks into the room, and the chairs had to be sufficiently heavy and stable so that when the cadets rose, they would not hit the chairs with their knees, knocking them over.

In our work on the Boeing 707's, we specify the upholstery fabrics for the seats, but the fabrics, in general, are then purchased by the supplier of the airplane seats. We also select the carpet, working with various mills, and determine the color, texture, mixture of yarns, quality, etc., but the actual purchase is made by Boeing.

We have worked out individual treatments for many of the airlines, but we have also worked out four basic pallets, and these have been selected by certain air lines such as Irish Air Lines, Pakistan, Arianco, Cunard Eagle and Pacific Northern. In the 707, the wall panels are vinyl-clad aluminum, such as U.S. Rubber Royalite, and each of the 24 air lines has a completely individual silk-screened pattern on the walls, which we designed. All of the materials in the airplane are fireproof and easily maintained, and of course must meet the necessary weight requirements.

In our work on interiors of executive offices, we follow the same procedure as many interior designers, decorators and architects. On drapes we often buy the fabric ourselves and take bids from fabricators for make-up and installation, and the fabricator also supplies the hardware, lining and the track to our specifications. On carpet, we usually work with the mills on either stock items or special designs and qualities and colors, but we always buy the final products through a jobber who handles the installation and supplies the tackless stripping and rug cushion to our specifications.

In certain jobs, such as the National Life Insurance Company's general headquarters building in Montpelier, Vermont, the company, for reasons of good will and public relations, wanted us to work with a local New England firm and have them responsible for actually purchasing and installing the furniture, drapes and carpet. So they selected on a bid basis, a New England dealer. He was responsible for carrying out all of our specifications, then we had to coordinate his work and set the time schedule for all deliveries and installations and supervise the completion of the job.

In approaching industrial design firms who do have the responsibility of specifying many products, the obvious channels are through ads in trade publications, personal visits by salesmen and direct mail. Our office subscribes to 18 publications which have some direct relation to the contract market. The ads are read by all in the organization in these magazines. We do look at them and we are always interested in new developments, new products and new designs.

## THE ROLE OF THE INTERIOR DESIGNER

Manufacturers asked to review pricing policies and awarding of franchises



By J. H. Leroy Chambers

■ America's interior designers will buy and specify this year the furnishings, equipment and decorative accessories for literally hundreds of millions of cubic feet of interior space. The dollar volume of their purchases will total in the billions. . . .

To reach this great field of interior design, manufacturers should establish close relationships with interior designers—through sales representatives, through direct mail, through wholesale showrooms, through advertising in trade journals. . . .

As to selling, the manufacturers should review their pricing policies, in my opinion, and all established interior designers should be quoted at the manufacturer's lowest F.O.B. factory price. This would tend to equalize the bidding structure and consequently broaden the contract market, as well as eliminating a great deal of confusion and dissension.

I believe too that franchise accounts should be eliminated. . . . My own company will not specify and purchase merchandise for a contract job unless we are convinced that we are buying at the manufacturer's normal lowest F.O.B. factory price. We render every possible service to our clients and have efficient, clean-cut dealings with suppliers. Inasmuch as all invoices are paid within suppliers' terms, we feel a moral responsibility to our client for obtaining the manufacturer's lowest price. All established interior designers should therefore be sold on the same discount basis for the above reasons.

I personally think the manufacturer has a grave responsibility to see to it that his merchandise is made available at the right price—and why give 40% discount here, 33-1/3 there, 50% somewhere else, and 50 and 10 somewhere else again. This is confusion.

## DESIGNING FOR THE STATE DEPARTMENT

Building and furnishing of embassies and offices around the world involves diplomatic as well as design decisions



By Anita J. Moller

■ One of the questions most frequently asked of me is what in the world is an interior designer doing in the State Department. My answer is usually three letter, FOB, which is the Office of Foreign Buildings. Of course, our big main boss is the Secretary of State, but directly under him is an Undersecretary for Administration and then the Director of our particular organization, who has a Deputy. The world has been divided into five areas: Far East; Near East; European; African and South American. At the head of each is an Area Officer. There is also a Land Survey Branch and an Architectural and Engineering Service besides the Interior Design Service, plus a leasing branch and a maintenance and repair branch.

The function of the Interior Design Service is quite small in that we have three interior designers in Washington with a small secretarial staff. The three of us divide our time in travel; usually if it is a very large installation, one of us will go to wherever the new building is located. We have three interior designers who are stationed abroad—one in New Delhi, India and two in Paris. In the last four or five years, an Architectural Panel, composed of three outstanding U.S. architects, serves to look over all designs submitted for any of the new embassies. Serving as the chairman of this committee is usually a State Department officer and sometimes a former ambassador. It is very important, I feel, that the interior designer work closely with the architect. So whenever an architect is selected and submits his design, we always have a meeting with him, discuss it, and work very closely together.

In doing the interior design of an office building, which of course, involves mass production and mass buying, we usually consult with practically every member of the embassy staff. When the plans come in, the space allocation is usually shown. Money as a rule is given to us mostly in foreign currency, making it difficult for us to buy in the United States. However, I see a great many familiar faces here who have helped by developing sources abroad for American design, with licensees and making arrangements to sell us their designs which we could have made abroad.

We also stock a great many essential items such as the crested chinaware and glassware which goes into every embassy. We buy it in bulk in Bavaria and stock it there. Kitchen utensils are bought here and stocked in big sets. In so many out of the way areas, you can't buy kitchen utensils and, of course, that's a big function in an embassy residence. Sterling silver is bought in Lima, Peru, where we get a very excellent buy on silver. Table linens, for instance, we buy directly from the mills in Belfast, Ireland. Bath ensembles are stocked here in the United States and also in New Delhi, India. Bridge table sets, all of those things are very important to the functioning of an embassy, we buy in bulk.

Within the past few years, new buildings have been completed in the far corners of the world. When I first went to Washington 14 years ago, it was quite a small organization and there wasn't too much going on in the way of building. But in recent years, the United States has built all over the world. A few years ago, I had the privilege of accompanying Ambassador and Mrs. Bohlen to Moscow where the residence needed complete going over. I was in hopes then that I would be able to buy something in Moscow. I toured the city, went into many of their places, but I found that it just was not possible to buy anything that would look American, which is our



chief aim. This we can't always do, depending on whether the building has been designed and built by an American. If we buy a building, it may be an Italian villa or a French chateau and obviously you can't make that too American.

Another problem we have faced is keeping track of completion dates in this construction program. When you have something like 20 or 25 projects going at once, to try to order furniture abroad and supervise its making and arrange delivery for arrival when the building is completed is quite a task.

## REAL ESTATE

**The office building boom, continuing unabated, points up need for better integration of professional services**



By Ray Colcord, Jr.

■ The field of competitive office buildings is a big field. Not the institutional type like the Chase Bank, Seagram's and Union Carbide in New York, but the competitive structure. Between 1947 and 1961 in Manhattan alone, there were 45 million square feet of rentable office space constructed. Scheduled for completion this year and next is an additional 12 million square feet in Manhattan. Plans filed, for say the three or four years after

1962, will probably aggregate 10 to 15 million square feet. We don't see any end to this present level of construction of competitive office buildings in Manhattan. . . .

At present, representing our tenants in one building, there's a decorator, nine interior design firms, one architect, three furniture houses and two engineering firms. Those are the people that are designing the interiors—I won't comment whether this is good or bad; I don't know. It doesn't matter who designs the tenant's space as long as they are competent, because if they are incompetent it costs us money.

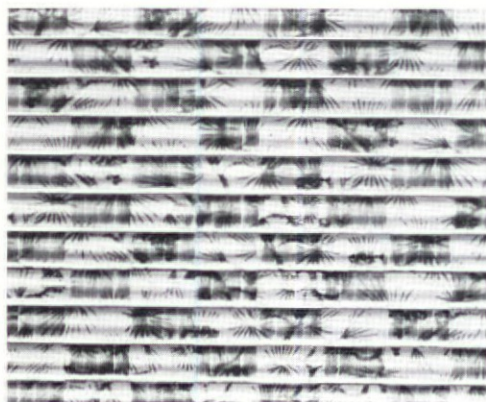
One thing that amazes me is that the manufacturers, the architects, and the interior designers don't seem to give a damn about what happens the minute the door is open and the job is finished. All over the country I have asked architect after architect, "That's a nice building you did that opened a couple of years ago. How is it going?" They say, "Oh, it's all rented." "No, I mean, did you make any goofs?" "Well, I don't know; I've never been back." I've never yet had one say to me, "Yes, I went back a year after it was open, and I talked to the building manager and said, 'Look, what's wrong, because this way I'll learn,'" and return five years after; because things will come up in five years that don't come up in the first year. Why not? Are they afraid to return?

Why not go back and find out whether what you did was right or wrong? You don't care about what's right; you want to know what's wrong, so you won't do it again, that's all. We all make mistakes in every building we ever build. We know this. That's the difference. We have to live with it because that's our building. Our offices will be in it. Our tenants pick up the phone and say, "Look, the plaster is cracking or the light fixtures don't work, or the plumbing broke, or you used the wrong kind of skin, it leaks when the wind gets up to 50 miles an hour, or the elevators rattle when they go down the shaft at 60 or 100 feet a minute."

There are going to be mistakes, but why don't more of you go back and find out if you made a mistake. Maybe we're hypersensitive to this problem only because we're right there, and if there's a mistake, everybody knows about it, and we're at the end of a phone or within three minutes' travel up and down the building, so that somebody can come up and raise hell with us. Well, we've got to correct our mistakes, and we know we won't do that in the next building.

Excerpts from talks at the Contract Market Seminar which do not appear in this issue will be published in the April and May issues of CONTRACT Magazine.

# CONTRACT PRODUCTS AND SERVICES



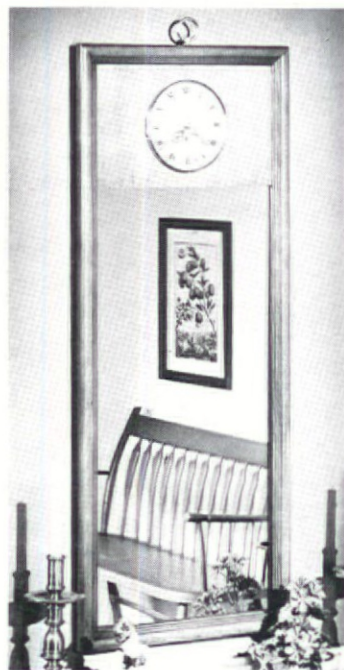
## Nylon woven aluminum

In the place of the conventional fabric used for weaving the reeds together, nylon filaments have been used in an over-all pattern in woven aluminum, shortly to be released by Levolor Lorentzen, Inc. The conventional reeds are approximately  $\frac{1}{4}$ " wide in woven aluminum. Levolor will also introduce a  $\frac{1}{2}$ " reed. Both sizes in the new nylon fiber weave are more pliable and ideal for roll-up or spring roller shades and draperies. New weave can be cleaned with a sponge and is sunfast. No. 232.



## Folding banquet table by Howe

A mobile, folding banquet table that doubles as a conference table has just been introduced by Howe Folding Furniture, Inc. Called the Howe Dual-Matic, the table is Formica-topped and has counterbalanced torsion spring understructure that stands on 4-inch ball-bearing swivel casters. These permit the table to be opened or folded in seconds and quickly wheeled into position or into storage. The Dual-Matic comes in 12, 10, and 8 foot lengths, 30 and 36 inch widths. Folded, it measures 14 inches deep and stands low enough to be rolled through a standard door frame. It accommodates 10 to 14 people comfortably. No. 233.



## Early American wall mirror

Colonial plate glass mirror with precision 8-day clock fitted with Early American dial and glass face is offered by Bassett Mirror Co. Inc. Mirror is made from Shenandoah hardwoods and finished in rich spice brown. Over-all size measures 44" x 16". No. 234.

## Contract lamps by Bradley

Bradley Manufacturing Co. has initiated a new contract lamp department, offering a series of 58 portable lamps for hotels, motels, restaurants, and institutions. The line consists of table, boudoir, floor, and tray lamps designed for contract installation, with weighted bases and double switches. All metal parts are in rust-proof, triple-plated finish. Bradley will maintain a design department to service special requirements of hotels, institutions, and architects. No. 235.

# Beautiful

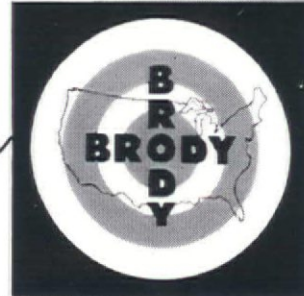
**...and strong!**

No. 462  
Open-metal back construction creates a bright, modern atmosphere.



No. 475  
Brilliant combination of wood, metal and open cane for warmth and superb styling. Adds grace and beauty to any interior.

by

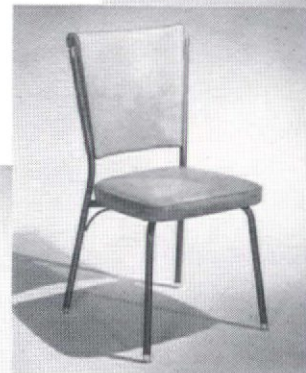


No. 463  
Eye-catching upholstery over open-metal provides smart styling for modern decor.



No. 461  
Padded contour back and seat for restful support.

No. 440  
A time-proved Brody design suited to many different types of installations.



No. 485  
Ideal for any contemporary interior decor. Clean lines and outstanding comfort make this style a dependable favorite.



These new chairs by Brody have been carefully designed and engineered to meet all the vital needs of institutional seating. They are extremely attractive, perfectly finished and remarkably durable. Above all, they are supremely comfortable... assuring honest seating performance for many years to come.

**B. BRODY SEATING COMPANY**

5921 West Dickens Avenue, Chicago 39, Illinois

Write for brochure showing the new Brody line for public seating.

Circle No. 207 on product information card

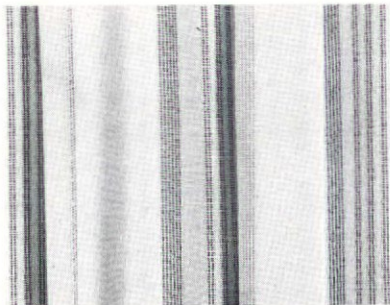
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## PRODUCTS & SERVICES

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CONTINUED

### Institutional fire-retardant fabrics



Fire-LL is said to be the first 100% permanently fire-retardant, abrasive-resistant fabric introduced by Charles Bloom Inc., for the institutional field. New fabric is resistant to abrasion, dimensionally stable, wrinkle and crease resistant, washable, and dry-cleanable. The six-fabric group includes five woven sheers and a base cloth for custom printing. The five casements are woven to create vertical designs that vary according to the construction and translucency. Each fabric contains Verel or Saran combined with either Rayon or Flax. No. 236.

### New type of convertible bed

"Dream Lounge" a convertible bed by Kay Mfg. Corp., features a backrest that is attached to the base construction (box spring on legs) rather than to the wall. For sleeping, the backrest lifts and folds out of the way making the entire twin-bed width available for sleeping. Bed is made-up



under upholstered slip cover. Pillow is stored behind backrest. Seat cushion is a regular inner-spring mattress. No. 237.

### New Formica pattern

Mayflower, a tiny geometrical floral, has been added to Formica's line of decorative laminated plastics. It is available in three background colors—white, beige, and light yellow. No. 238.

Circle No. 208 on product information card

*Just out!*



#### Kuehne line of stacking-ganging chairs

Stacking-ganging chairs for institutional use marks Kuehne Mfg. Co's., debut in the contract field. Chairs are made of heavy-gauge tubular



steel with urethane foam filled backs and seats. They are available in seven finishes including mirror or satin heavy chrome plate, polished satin bronze plate and four chip-resistant epon coatings. Back and seat upholstery fabrics are knit-back supported vinyl and come in three different weights. Kuehne ganging device fabricated from square wire rod locks solid rows of chairs into place. No. 239.

#### "Queen Anne" fabric by Du Pont

Du Pont's new fabrilite vinyl upholstery fabric, Queen Anne, features a soft interplay of light and shadow and "feel" of rich embossing. Fabric won't

scuff, crack, or peel. It disdains soil and sponges clean. Available in 12 colors: Gard White, Meuse Gold, Marne Orange, Nord Beige, Orne Russet, Tarn Blue, Rhone Red, Dieppe Purple, Dijon Yellow Green, Caen Green, Moselle Olive, and Savoy Black. No. 240.

#### New patterns in Textolite woodgrain



Oriental Teak, shown here, Golden Teak, and Brazilian Rosewood are now in the Textolite laminated surfacing line of woodgrain patterns being offered by the General Electric Co's. Laminated Products Dept. All three patterns are available in either straight or cross grain, and in conventional or the glare reducing textured finish. Sheet sizes range from 24" to 48" and 60" to 144" long. No. 241.

## *Just out! Our new collection of vinyl and canvas wall coverings for commercial interiors . . .*

For inspired professional planning of contract interiors you won't want to be without the newest collection of the Jack Denst Designs—Volume Eleven. From the strikingly brilliant *Alpha*, a design hand-screened on wallcanvas in transparent colors that seem like stained glass, to subtle blends of metallic colors on Shiki silk-textured vinyl, Volume Eleven includes 60 colorways of 19 totally new designs on supported vinyl and canvas. Volume Eleven and other collections of the Jack Denst Designs offer a well-spring of fresh ideas and inspiration for commercial interiors. All beautifully bound, shelf size.

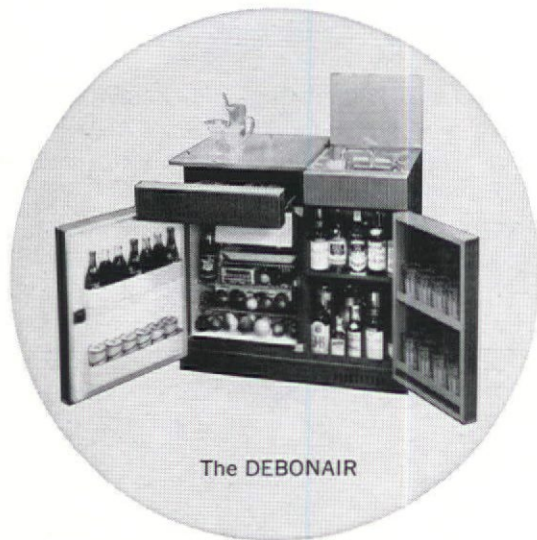
■ *Volume Eleven* \$12.50—*Volume Ten* \$12.50  
*Survey 60* \$10.00—*Composite* \$10.00  
*The complete library* \$40.00

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YOU HAVE  
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Yes, there's an efficient economical Acme "compact" for every need . . . in motels, hotels, resorts, cabins, playrooms, offices, apartment efficiencies.



The DEBONAIR



The HOSTESS

Write for catalog C

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Mailing Address: P. O. Box 188, Astoria 5, N. Y.

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**PRODUCTS & SERVICES**

CONTINUED

**Finishield surfaces by Period**

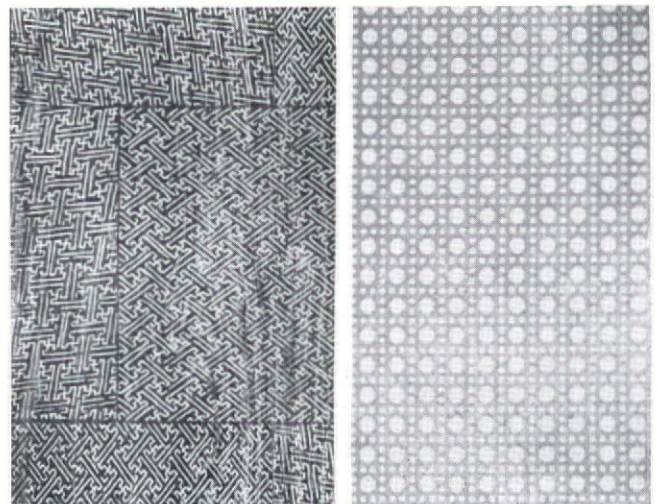
The first showing of contract furniture with surfaces made by the Finishield process were shown last month by Period Tables, Inc. at the Chicago



hotel-motel show. Finishield, a process developed by the Fine Hardwoods Association, provides surfaces that are highly resistant to burns, scratches, alcohol, and other solvent marks. The Finishield process involves lamination of a heat-distributing aluminum foil beneath the face veneer, plus a surface finish of a clear resin-impregnated sheet for hot press application, or polyester or epoxy finish for spraying processes. Period showed bedstands, luggage racks, tables, and other guestroom furniture employing the process. No. 242.

**Cachet of elegant designs**

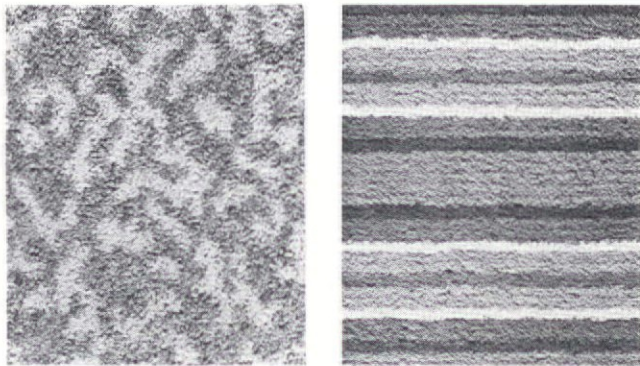
The first five styles in Formica's new group of plastic laminates consist of ancient emblems in



smart contrast to a simple scheme of alternating stripes. Canton is a delicate grill of oriental origin. Cane is a light and airy openwork. Fleur-de-Lis and Maltese Cross are also offered, plus Carnival, a strong strip pattern in one color or two. No. 243.

### Multi-colored twist carpets

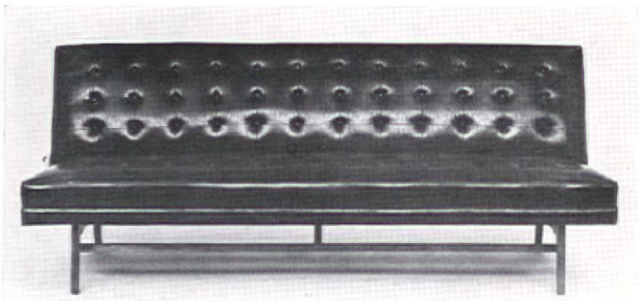
Bigelow Rugs has added two new tuft-dyed designs to its line by the introduction of a multi-colored twist carpet manufactured with Du Pont



"501" nylon. Two patterns offered are Surrey-view, an abstract in four colors of the same shade; and Directional, consisting of small and large scales with colors selected from a broad portion of the spectrum. No. 244.

### Seating collection from Modernize/Dean

Shown is one of the seating pieces, "Armless Sofa," model 458, from the new Assembly Group by Modernize/Dean Industries. Group includes

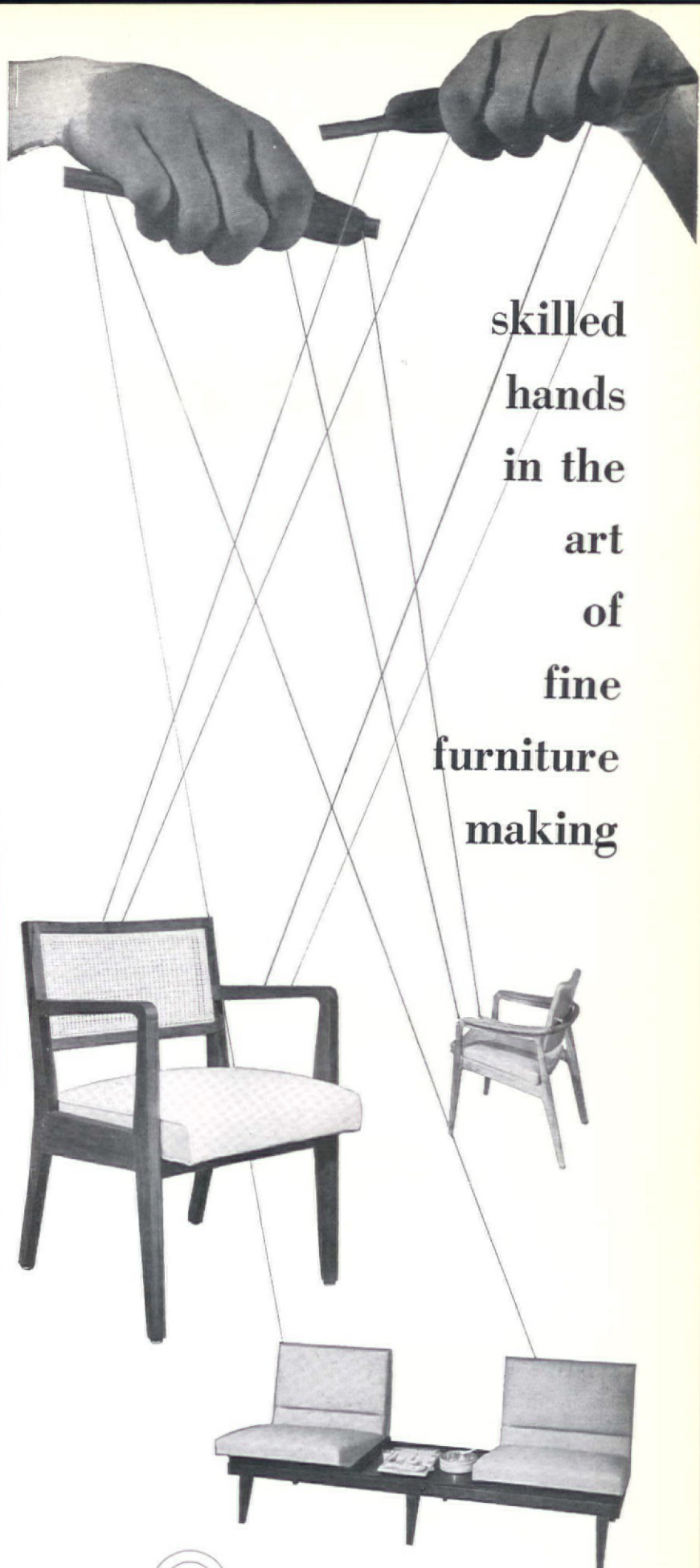


correlated sofas, 2 seaters and chairs with or without arms. Frames are of select hardwood. Bases available in solid walnut or aluminum. Grouping may be ordered to specifications in a wide selection of fabrics. No. 245.


### Barwick Mills debuts new blend

Fifty-fifty blends of Eastman Verel modacrylic and acrylic fibers are being offered in carpeting that retails in the \$6.00-7.00 square yard range. Introduced by Barwick Mills, the new blend insures built-in, permanent flame resistance. Verel is also non-allergenic, moth and mildew proof. New carpeting is available in Glenhurst, a hi-lo, loop pile random texture, and London, a loop pile swirl pattern. No. 246.

Circle No. 210 on product information card →



skilled  
hands  
in the  
art  
of  
fine  
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making

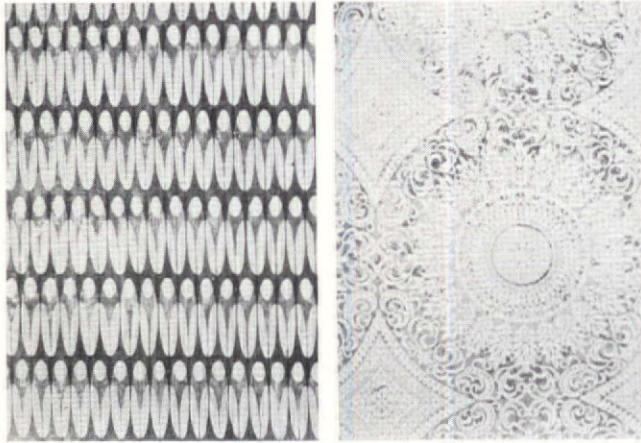
The logo consists of two stylized, overlapping shapes that resemble the letters 'F' and 'S' intertwined. **FRANK SCERBO & SONS INC.**  
140 PLYMOUTH STREET, BROOKLYN, N. Y.

## PRODUCTS & SERVICES

CONTINUED

### Foil collection by Murals Inc.

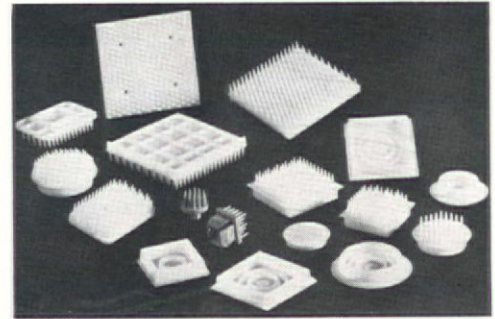
An exciting new collection of brilliantly styled foils has been introduced by Murals, Inc. The collection includes both gold and silver foils featuring overprints of patterns in color. Each design



is available in four colors on silver or gold ground. Included in the collection are "Damascus," in Moorish style; "Queen of Sheba" on silver ground, and "Dots," "Ghent," and "Deruti" in all-over patterns. No. 247.

### "Carpetmates" caster cups

Molded-in icicle-like projections on the "Carpetmates" by U.S. Caster Cup Corporation, transfer furniture loads to tough carpet backing while permitting the pile to stand erect and unmarred.



Matching "Floormates" molded without the projections, are also available for hard surface installations. No. 248.

### Pionite adds two patterns

Holiday and Fantasy are the names of two new decorative high-pressure laminates that have been added to the Pionite line by Pioneer Plastics Corp. Holiday, a design of tiny pinwheels and polka-dots, is made on lavender, white, turquoise, and sandalwood grounds. Fantasy, interlocking circles that create an ombre effect, is offered in shades of gray, tan, and yellow. No. 249.



San Francisciana

Au courant design from Metropolitan, the San Francisco furniture. Pieces that make groupings that make callers and conversationalists comfortable. Contract Group B sofa is available in many lengths on pedestal base (as shown) or with base of solid bar aluminum or walnut. With or without arms. Covered in top-grain leather, plastic or fabric. Contract Group B swivel chair with cast aluminum base in tufted top-grain leather or fabric. Series 1200 round cocktail table, 42" dia. by 15" high. Oil resin finish solid walnut base with adjustable aluminum glides. Marble, walnut or Formica top. Write for free Contract Div. catalog, or send \$1 for complete illustrated catalog. Dept. C23, Metropolitan Furniture, 950 Linden Avenue, South San Francisco, California. Showroom: San Francisco—838 Western Merchandise Mart • Los Angeles—726 Home Furnishings Mart • Chicago—621 Merchandise Mart • New York—160 East 56th Street • Dallas—350 Decorative Center.

METROPOLITAN 

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New  
Manchu  
**Host**  
Arrangements  
Flexible, Functional, Dramatic

Designed by Merton L. Gershun



Again, American of Martinsville demonstrates style leadership with a fresh, new approach in the field of contract furniture: the HOST groupings. Designed to make maximum use of any size guest-room, the HOST groups offer unusual opportunities for flexibility, livability and exciting new room arrangements.

The new Host arrangements are available in a versatile choice of styles —Fortissimo, Elite and Manchu.

Pictured is Manchu, elegantly oriental in feeling. Low-lustre ebony lacquer finish with top surfaces of hardwearing Parkwood teak.

American Furniture Co., Inc.  
Contract Division, Dept. C-362  
Martinsville, Virginia

Please send me brochure on your contract groupings and additional information on Host arrangements:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

 **AMERICAN OF MARTINSVILLE**  
AMERICAN FURNITURE COMPANY, INCORPORATED • MARTINSVILLE, VIRGINIA

## MANUFACTURERS'

### LITERATURE

The Troy Sunshade Co., Troy, Ohio, presents a 68-page catalog of Summer/Casual and Contract Furniture. Entire Troy line is covered and includes: Early American, Fiber Glass, Anodized Gold and Deaville, Summer Gold, and many others. Complete product information and colors available are included. **No. 250.**

Hettrick-Sunray-da Vinci has published two catalogs illustrating its complete 1962 line of indoor-outdoor metal furniture. Shown is a collection of decorator aluminum-clad wrought iron furniture featuring cushioned, open mesh, and laced duck pieces. Catalog also depicts groupings suitable for public use. **No. 251.**

Catalogs on ceramic tile for schools, motels, color planning, plus two booklets on Crystalline and Scored Tile and The Precedent Collection of Ceramic Mosaics are offered by the American Olean Tile Co. A general catalog includes a ceramic tile reference chart, architectural design service, and color charts. **No. 252.**

## THORTEL

### FIREPROOF FABRICS

*Decorative Drapery Materials Exclusively . . .  
Designed especially for the*

#### CONTRACT MARKET

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#### ROVANEL

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Casements . . .

Drapery Weights . . .

Vinyl Coated . . .

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Cincinnati	Capitol 1-3530	Saint Paul, Minn.	Midway 9-2190
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#### THORTEL FIREPROOF FABRICS

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New York 17, N.Y. MU 4-2425

Circle No. 213 on product information card

Frederic Weinberg Co., which specializes in contract furniture and furniture accessories, has issued a complete catalog and price list of its lines. Each item is illustrated in its various forms; for example, chairs are shown without arms, with a left or right arm, and with two arms. The Weinberg line includes side chairs, swivel chairs, chair gangers, two-seaters, three-seaters, tables, planters, screens, etc. All are in metal to take hard use, pre-treated for rust protection or in double-baked enamel finishes. Coverings are Naugahyde and other plastics. Custom designs are a specialty. **No. 253.**

A catalog of the firm's rattan furniture, #623, has been issued by Tropi-Cal Co. **No. 254.**

New catalogs have been produced illustrating fully the Town and Country and Casual Aire lines of outdoor furniture produced by Mallin Co. Separate and distinct, the lines include tables, chairs, lounges, and related items. **No. 255.**

A new information bulletin available from Du Pont contains detailed information on carpet nylon—its characteristics, performance, how to plan its use, and resource information for the buyer. **No. 260.**

Viking Oak of Batesville has issued a 1962 full-color supplement to its basic 72-page catalog of furniture. **No. 256.**

A new catalog of sculptured ceramic wall surfacing has been published and is available to architects and designers from Design-Technics. The catalog shows examples of ceramic installations of more than 50 designs currently available, as well as custom wall, mural, and screen treatments. Interior and exterior uses for residential and commercial installations are shown. **No. 257.**

A condensed catalog of architectural metal components now available from Julius Blum & Co., features several new additions to the company's line. Shown are the Curtainscreen system of stock decorative screen components, a new group of components for the Carlstadt aluminum railing system, new colors for Colorail plastic handrail, the Connectorail pipe railing system and Treillage patterns. **No. 258.**

Installations featuring a permanently colored, all-mineral building panel are shown in a brochure issued by United States Plywood Corp. The brochure is a portfolio of architectural applications of Weldwood Glasweld—the asbestos-cement panel, showing how architects and designers have approached difficult and unusual building problems with this new material in many different applications. **No. 259.**

## HOTELS & MOTELS—FASSETT

(Continued from page 24)

items used by hotels and that have been established by their use in the industry. Several years ago the American Hotel Association established a "Certified Products Program." We invited manufacturers of textiles covered by the standards to certify that their goods met these requirements, and they submitted test reports and affidavits showing that their fabric, by brand name, met the specified requirements.

We, in turn, put these items in our "certified products list," which notes by brand name the various items that can be relied on for these standards. This list was distributed to our member hotels, hospitals, schools and many other institutions. The list also includes standards for paints and cleaning supplies. We hope to expand this list to include other areas.

We have also been instrumental in arousing interest in standards for bedding, mattresses and box springs. This is a difficult item for hotels to buy. While we can't recommend a standard that tells how to construct the mattress, how many springs, etc., we have taken the performance approach, basing our standards on tests of durability and comfort. Because of this standard the National Association of Bedding Manufacturers was formed. At present, they are working to develop a method of testing mattresses and box springs for durability and comfort. If their method proves successful, we will upgrade our own standards to incorporate the Association's findings.

### Carpet guide

For the last five years, we have been trying to develop a way of guiding our members in the purchase of carpets that will be satisfactory for hotel use. This is a rather difficult task because of the numerous new fibers that are constantly being developed. However, we are working on a formula that would specify the proper grade carpet for a given area relating to the density of materials used in the carpet.

In the resilient floor tile area, we have just completed a study called "The Care, Cleaning and Selection of Floors and Resilient Floor Coverings."

The study contains a section giving detailed information on the different types of resilient floors such as rubber and asphalt tile, vinyl asbestos, etc., giving objectively the advantages and disadvantages of each from a neutral source. This can be very useful in specifying for different floor areas in a hotel. Manufacturers of these products will find this helpful, I think, in fitting their products into the contract market.



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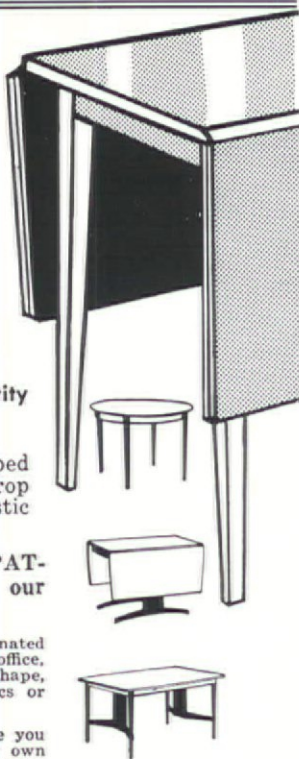
Our low, low operational costs enable you to reduce the operating costs of your own plant, and Eliminate: Culls, Storage, Waste, Rework, Working Space. The tops can be furnished rough—or—finished ready to mount.

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Circle No. 216 on product information card

## GOVT.: GENERAL BUYING—WESSELLS

(Continued from page 25)

payers, because everything is done publicly. The taxpayer knows what the government is doing. The bids are mailed out. They are opened publicly, they are read publicly and everyone interested can be present. Quite frequently, in my office, I have not only the bidders themselves, but people from newspapers and magazines, and even some of our interested civil groups like the Federation of Citizens Associations, and occasionally a member of Congress.

This doesn't mean that everything is bought on competitive bids. We have some negotiation. Generally, we resort to negotiation only when we find the competitive bidding is impractical. In other words, when we are buying a part that is proprietary, that is part of a piece of equipment that can only be bought from the manufacturer or when we're entering into a very complex service contract, such as where the services of an architect-engineer are used, or to some type of thing that would not lend itself to competition. It is very important in bidding with the government to make sure that you understand what's required, when and where it is to be delivered, how the contract is to be performed, whether it is to be installed or not to be installed, etc.

### Government specifications

In preparing our specifications, we must have standards and these we try to develop. We actually try to make our specifications simple, in doing this we need industry's cooperation; we need your criticisms. Every time we send out an invitation to bid, we send a set of instructions along with it. Our Number One instruction is to consider the specifications and if you have any suggestions, let us know. If you are going to criticize our specifications, do it before the bids are opened and do it in writing. When you are questioning a governmental specification, don't only object to it, try to suggest a solution, if you can, for a better way of doing it, a better way of appraising the specification. We can't go along with every suggestion, but there are a number of cases where we can.

Quite frequently, I have heard people say that government buys from the low bidder, that we are not concerned with quality. This isn't true. Government is concerned with quality. The thing we look for is the best bid, not necessarily the low bid. We want the right quality, we don't want a quality that is far in excess of what we need, we don't want one that is below what we need. We want an item that is best designed to do the job. Sometimes we have unique requirements, where the best piece of equipment in the world won't work.

We are after the lowest cost in the long run.

(Continued on page 54)

Circle No. 217 on product information card

# NEW - FROM KUEHNE...

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CHAIRS



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Classic line, rugged beauty and extra comfort! Generous seat area is 15 1/4" wide x 16 1/2" deep, back is scientifically angled to remove strain.
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MATTOON, ILLINOIS

WRITE FOR LITERATURE Dept. C-362

### Correction

Dear Sir: We were quite surprised to read in your January issue the facts as presented in the article appearing on page 34, entitled "Finishing Processes for Contract Fabrics," written by Bodil W. Nielsen. I believe that the subject is very well presented and is one which has been quite confusing to many manufacturers as well as customers. The second sentence of the first paragraph on page 35 we very definitely take exception to, however. This reads: "Vinyl-coated fabrics, for example, cannot be flameproofed. . . ." You go on to state that latex-backed fabrics can be flameproofed, etc. We have been flameproofing vinyl-coated fabrics and have met with all the strict requirements as set forth by the many different regulations you have referred to in this article.

WILLIAM F. POLK, VICE PRESIDENT  
Viertex Sales Corp., New York, N.Y.

### Bigelow sells division

Bigelow-Sanford, carpet manufacturer, has sold the plant, machinery, and the related fiber business of its Hartford Fibres Co. division of American Enka Corp. Hartford makes rayon fibers, the use of which in carpeting has declined sharply in recent years.

### CHANGE OF ADDRESS

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WRITE FOR LITERATURE Dept. C-362

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Circle No. 219 on product information card

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Matching Sofa, Love Seat and Occasional Tables.  
Full Rubber Construction.

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Manufacturers of Contract Furniture  
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## GOVT.: GENERAL BUYING—WESSELLS

(Continued from page 52)

We want to get equipment which will do the job, do it effectively, economically, be simple to operate and where there are spare parts readily available to us. We are very much interested in the responsibility of the supplier. We feel that he should have a reputation in the field and a reputation for good performance of contracts. This doesn't mean that he has to be a big supplier; it means that he has to be a good supplier.

Every small town in the country uses practically the same thing that the City of New York uses, the main difference being the quantity. Sometimes industry, especially some of our bigger industries, is prone not to consider small towns as having a heavy potential, but the combined buying power of these small towns in the United States is greater than a great many of the nations in the world today. They are good customers, good business; they lend themselves to standardization; they have good interchange of information; and they generally are very interested in dealing with all of industry, not just the local segment.

Our public purchasing officials are generally pretty well qualified men. Most of them are well-educated. In fact, they take examinations, not generally the assembled competitive type, but the experience-education type examination, and the requirements are generally pretty high. They have comprehensive backgrounds, they are interested in helping you to do business with the government, because no purchasing agent can be successful without a salesman. They have high standards of integrity, they are interested in the products you sell, they are interested in getting them at lowest costs for their agency. And in the long run, this means the lowest cost for you.

## STORE PLANNING—ISRAEL

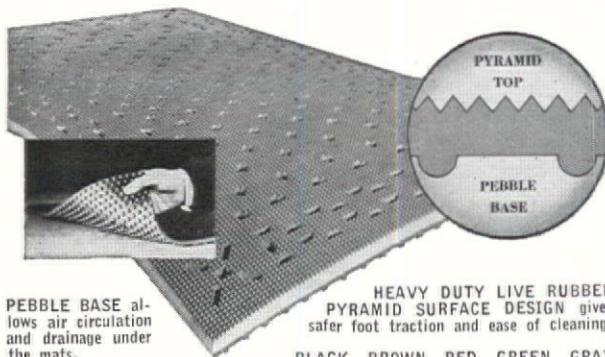
(Continued from page 26)

idea in lighting fixtures to supplant the already monotonous pattern of 4 x 4 fluorescent eggcrate fixtures. They were fine ten years ago. Today universal usage has made them undistinguished. Perhaps repetition is the ideal for the producer. But we as designers cannot rest content. If we make continual demands for new adaptations of period chairs for commercial use, it is because we are utterly tired of the deadly repetition of metal tubular contemporary construction which clutters the whole landscape now.

Second:—color selection is a tremendous part of the work. There is at the present time no uniformity in color among manufacturers of differ-

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Specify safety and quality for your entrances and lobbies. MUSSON mats are made in all sizes and shapes, for all areas. Easy to clean and handle.



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Circle No. 220 on product information card

ent products. For this reason, we recommend the adoption of a color system, a one-color system, for the entire industry. We don't believe it's impossible. We need a system that would give us the coordination we don't have, and do need for styling among floor tiles, plastic veneers, paints, carpets, fabrics, wallcoverings, and all the multitudes of interior and architectural products.

Third:—once new product information and samples have been distributed, our major need is service. We would much rather have quick service when requested than weekly salesmen calls. Substitution should be standard operating procedure when items are discontinued. It is also vital for us to have price quotations immediately with prices quoted installed when necessary.

Fourth:—as everyone else, architects and store planners find it difficult to keep pace with the output of current technological advances and distribution. Is there, for example, any way of standardizing sample sizes, possibly for insertion into filing folders? Is there any reason why standard symbols can't be used by all flooring manufacturers to denote on-grade or above-grade use? We want to know at a glance whether a material is for light, standard, medium, medium-heavy or heavy traffic so that we can readily determine its application. Good 8 x 10 glossy photographs should be furnished by furniture manufacturers. We can sell the designs to our clients by showing them this visual aid. Very often they are more effective than a swatch that is too small or has been handled too many times.

Much of our work at Copeland, Novak and Israel goes out according to standard architectural competitive bidding procedures; on the other hand, the selection of furniture and decorative furnishings is made through direct purchasing. Our concern at all times is to find the best products from the most reliable manufacturers and to integrate the design successfully into the most profitable merchandising techniques. We have too little margin for errors. We cannot afford to deal with those companies who do not keep up front in the race for highest styling standards of construction or delivery; whose products do not perform satisfactorily; whose services are not of the highest calibre; or whose prices are not competitive in every sense.

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

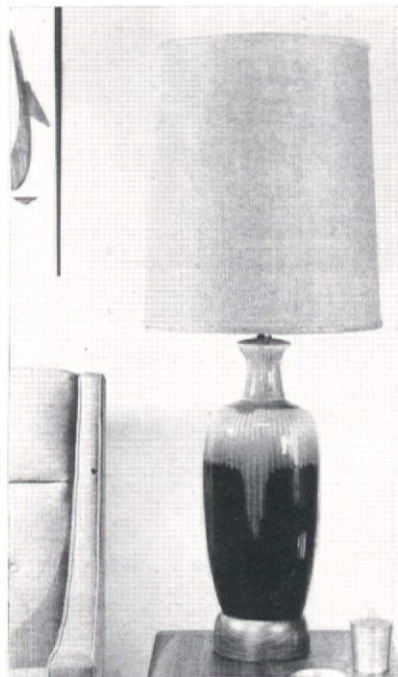
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Solid walnut frame.  
Foam rubber seat and back.  
Width 22<sup>3</sup>/<sub>4</sub>"  
Depth 22<sup>1</sup>/<sub>2</sub>"  
Height 29<sup>1</sup>/<sub>2</sub>"  
Seat Height 17<sup>1</sup>/<sub>4</sub>"  
Arm Height 25<sup>1</sup>/<sub>2</sub>"  
Designer: Hans Krieks and A. Der Marderosian

Solid walnut frame.  
Foam rubber seat and back.  
Width 22<sup>3</sup>/<sub>4</sub>"  
Depth 22<sup>1</sup>/<sub>2</sub>"  
Height 32<sup>1</sup>/<sub>2</sub>"  
Seat Height 18"  
Arm Height 25<sup>1</sup>/<sub>2</sub>"  
Designer: Hans Krieks and A. Der Marderosian

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No. 2266. Ash Tray in Black anodized aluminum only.

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Catalog on Request

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Circle No. 226 on product information card

## OFFICE FURNITURE SALES—COLE

(Continued from page 27)

the entire whole primarily centered around the customer: his business requirements, his personality, his budget.

In a recent survey, 54% of the dealers polled considered the complete office installation as the best means of stepping up furniture sales during 1962. In 1960, 12% of the dealers had designers on their payroll, whereas, in 1961, 14%, with 11% more planning to add designers during 1962. At the end of 1961, 35% of the office furniture dealers had working arrangements with designers, decorators and architects. There are two ways of handling the installation of the complete office: one way is to have interior designers on the payroll of the office furniture dealer, and the other is to have working arrangements with interior decorators and architects who serve on the outside. Both methods are used by office furniture dealers. The most important thing is that the trend is toward more work with interior designers, be they on the payroll or outside of the organization. They are needed in order to sell the complete office.

The progress from purveyor of desks and chairs, to the status of dealer and installer of the complete office began after World War II, when industry realized that it took a great many things to enhance their corporate image. In fact, industry became quite engrossed in their corporate image, and in the process, discovered that it was of vital necessity that the "front office" make a good impression. Industry also discovered the impression made by the front office was sometimes more important to their image than their production line.

This realization kicked off a demand for more efficient and economic use of space—more efficient work stations—and, in addition, a more esthetic look, and feel in the front office. This more esthetic look was discovered to be important to the morale of the entire staff. Furthermore, the esthetics were held responsible, in a sense, for conveying the "feel" of the corporate image; for example, banks wanted to be friendly—as a result, the open look, the colors, and the entire decor was selected with this in mind.

All of this interest by industry in the front office caused a reawakening among office furniture dealers, particularly among the enterprising. He became a specialist who was expert on all the products he handled and what these products could accomplish for his customer and industry.

This necessitated the development of a planning department that could use and apply floor space to create the proper flow of work. It also caused the development of the design and decoration department and a marketing and promotion department to create the proper sales image.



Many dealers are working very closely with the interior design and architectural professions, keeping them well-informed as to trends in the office furniture field, and working closely with them on individual jobs. In these cases, the office furniture dealer often does the space layout in close consultation with the interior designer and architect.

**DEPT. STORES—BISCHOFF**

*(Continued from page 29)*

carpeting, for instance, room carpeting need not be nearly as serviceable as corridor goods. Carpeting used in lobbies and restaurants must be better quality still.

Our next most important concern (our treasurer puts it first) is the responsibility of the resource. He must be a "going" concern. With an unknown manufacturer, we often check his credit rating or ask for a financial statement. We must be sure the firm is on solid footing and can withstand and make good on product failure. A good history of such responsibility is helpful.

One might think this information enough, but we do not choose to work with "ghosts." Among major suppliers we want to know the management group. We would like them to be active in customer relations. We want them to know us and our problems. We want to be aware of their problems (before we own them).

Good delivery and acknowledged shipping dates should be a matter of routine. What we need before this is the help a manufacturer's representative can offer in gathering together any and all information for our bids and presentations. Because ours is a business of comparatively small profit margins, our staffs must be minimum and highly efficient. We do not always have time to shop our resources.

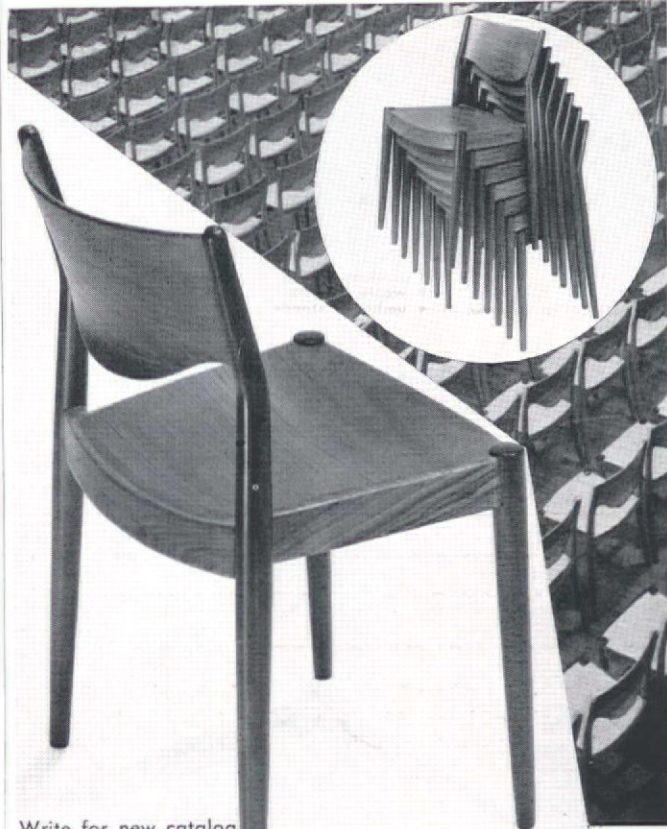
Another important service feature is the manufacturer's showroom. Except for franchised office and hotel furniture lines, which we feature on our own display floor, we find it imperative that our other resources have some sort of display. Not only do we need constantly to inspect and select, but many of our customers want to see the merchandise we have chosen for them.

Distribution policies are of first concern. If a manufacturer sells to just any dealer or agency, in or out of the contract business, the legitimate contract dealer is not going to be too interested. If this widely distributed product is not an item extensively used in most installations (the new shoe shine machine, for instance) we certainly can't ask for an exclusive. We realize that the manufacturer in this case needs wide distribution to get volume.

When a product is created and manufactured just for contract, however, we feel that distribu-

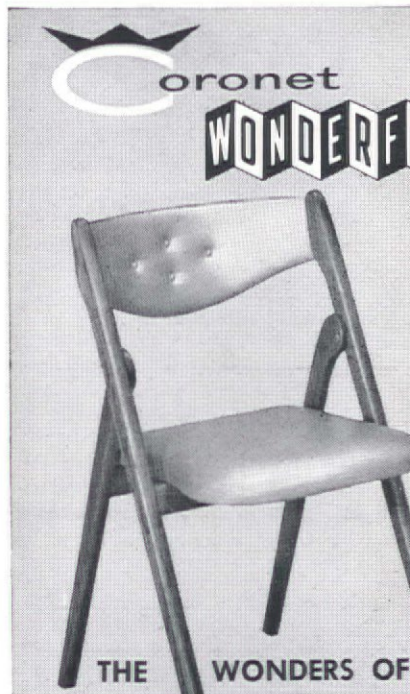
*(Continued on page 58)*

Circle No. 227 on product information card



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Choice of 12 styles

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**NORQUIST**



"You'd have to be told—they told!"

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Coronet-WONDERFOLD brings comfort with versatility to folding chairs . . . full-size comfort in a wide choice of distinctive styles, wood finishes and upholstery colors. Only chairs that say, "Come again!" are truly economical.

Write Factory for  
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DEPT. CC JAMESTOWN, N. Y. (Since 1881)

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**SALES REPRESENTATIVE** wanted by well known mill converter of drapery and slip cover fabrics. Must be thoroughly experienced in contract selling and work effectively with designers, architects, and all institutional buyers. Our broad line offers tremendous potential for; an aggressive salesman with heavy experience in this field. Reply in confidence to: BOX A-63, CONTRACT.

**REPRESENTATIVES WANTED:** Complete line of Fiberglas Chairs, Upholstered Fiberglas Chairs, Dining Tables, Upholstered Dining and Occasional Chairs available to representatives selling in Florida-Georgia area, Minnesota-Wisconsin area, and Colorado-Utah area. Write: Contract Division, Douglas Furniture Corporation, 555 W. 65th Street, Chicago 38, Illinois.

**POSITIONS WANTED**

**MANUFACTURER'S REPRESENTATIVE:** Currently servicing contract field for reputable manufacturer. Seeks new and challenging position that will take full advantage of my broad experience in Executive Sales and Administration. BOX A-64, CONTRACT.

**ADVERTISING/SALES PROMOTION MANAGER:** extensive experience in wallcoverings, paint, and furnishings in the contract decorator, and consumer field. BOX A-65, CONTRACT.

**Dept. Stores—Bischoff**

*(Continued from page 57)*

tion must be limited only to contract dealers. In the case of a resource manufacturing both a contract and retail line, the contract products simply should not be available to the retail dealer.

Pricing and discounts from list are another important consideration when looking over a resource's policies, for it is of paramount importance to get the best possible price. As we mentioned before, the volume and multiple purchasing inherent in department store merchandising usually commands a better price for the same merchandise.

Though direct sales by the resource are really a part of our discourse on distribution, they are a large enough thorn in our sides to treat separately. First, let us mention the direct sale that most of us would call legitimate. These sales are made by the resource (manufacturing strictly contract products or a combination) directly to hotel or motel chains that have set up a separate division for such purchases. These divisions operate in many ways like the contract specialist, with design service and all. Some of these purchasing divisions even sell to other hotels.

There are probably about ten such legitimate purchasing setups in the country. The resource should be wary before selling to like organizations, for fear they may be dummy setups. Not only could the resource queer his chances with the legitimate contract specialist, but he could well have great collection problems. The manufacturers are legion who sold directly to certain Miami Beach hotels and had to settle for 50 cents or less on the dollar.

The second kind of direct sale would be argued vehemently by those manufacturers involved. They would say that it was handled by the local retailer or dealer, when in truth it was run down, captured, sold, and serviced by the resource. Oh, of course, it was billed to the local furniture store, but the resource dictated the profit margin—five percent at most. We certainly won't argue that this profit was too low, for what did the dealer do? We do argue that this sort of subterfuge is dangerous to the consumer. It gives him a false sense of having made a deal, while in fact the dealer cannot offer services, and the resource, no matter how large, is not set up for direct service either.

The last point of concern in purchasing is the new product. Whether created by an old-line contract resource or a new one, it must be thoroughly field-tested. We want first to be assured that the manufacturer has tested it to the best of his ability. Then, especially in carpeting, we make a small test installation to satisfy ourselves. We must admit here that we look kindlier at a new product from an old-line manufacturer.



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