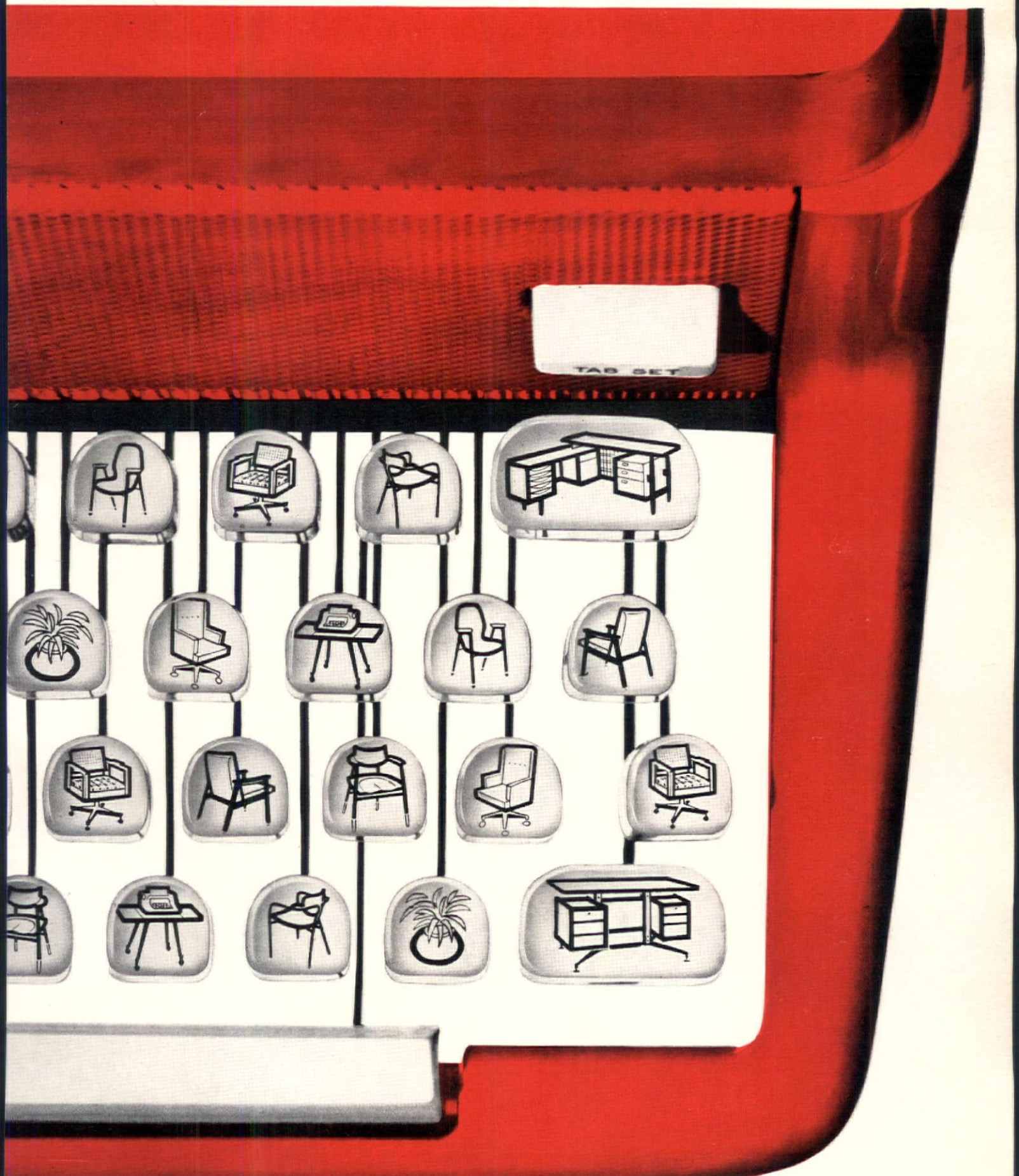
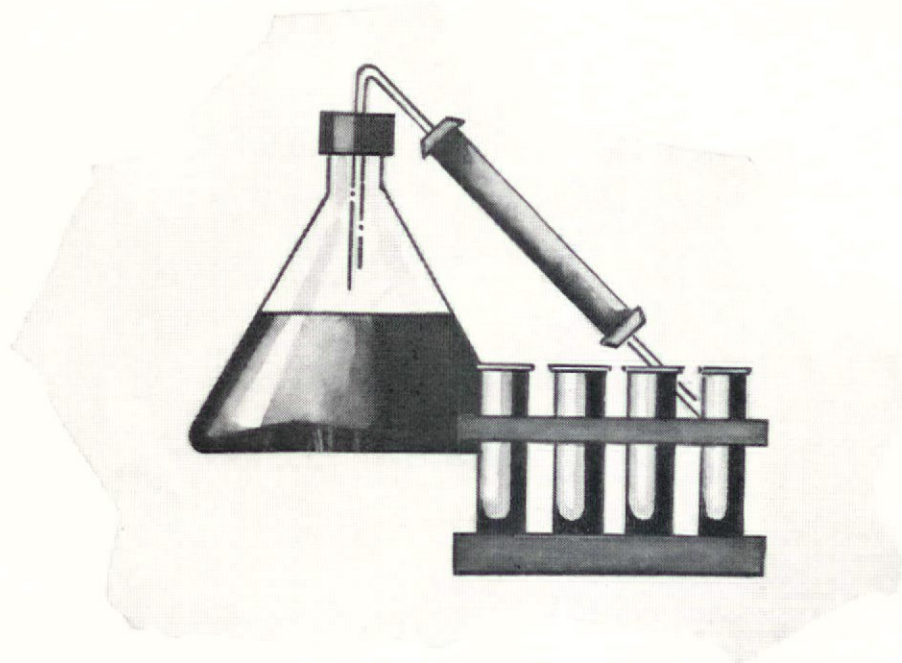


CONTRACT

THE TRADE MAGAZINE OF SPACE PLANNING AND FURNISHING • APRIL 1962



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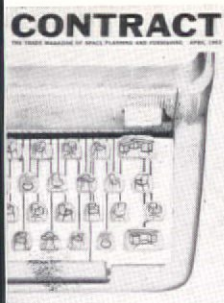
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The Cover

Symbolic of the office and office furniture, the typewriter keyboard acts as the frame in this cover design by Bert Lester.

CONTRACT

THE TRADE MAGAZINE OF SPACE PLANNING AND FURNISHING

VOL. II, No. 6

APRIL, 1962

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COMING IN CONTRACT

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

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

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

AUGUST—Motels—a review of newly completed facilities in this booming contract area.

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LETTERS

A loud bravo

Dear Sir: A loud bravo for your February issue. Here's why. It offered qualified commentary of the nuts and bolts of what our profession is all about. Less sterile photographs taken in the dark of the night when the occupants of the new office aren't around to clutter up the designer's impractical daydreams, and more discussion of a designer's responsibility is just what the doctor ordered.

All designers should assign themselves to the task of reading more about the methods and procedures of their contemporaries throughout the world. This simple intellectual stimulation should help them to be more original in creating the program for function and design in their upcoming jobs.

Naturally we won't agree with everything that they have to say, or even believe whatever is written by them, but we think that an editorial approach by one of our trade publications which reports the designer's own views is far more valuable than the usual snob approach of some professional editors who aren't designers at all.

LAWRENCE LERNER, PRESIDENT

Michael Saphier Associates, Inc., New York City

CONTRACT's pre-publication brochure stated "CONTRACT will be the voice for professional working in the various and complex phases of the field. The publication will actively solicit editorial contributions from those who are engaged in contract work, so that their specialized experience can be brought to bear on the entire contract market."

"Skinned" buyers

Dear Sir: I should like to compliment Paul Bischoff of Carson Pirie Scott's contract division on his excellent article, "Who is Servicing the Contract Market?" in *CONTRACT*, February 1962. Certainly one of the legitimate contract furnisher's worst problems is keeping the contract buyer from getting "skinned" through the purchase of inferior furnishings, grossly misrepresented from unqualified parties.

E. C. RANKIN

Hughes-Rankin Co., High Point, N.C.

Most helpful

Dear Sir: We are a charter subscriber of *CONTRACT* and have enjoyed your magazine and have found it most helpful since the first issue. Good luck and continued success.

HOWARD W. HONIGBLUM

Honigblums, San Antonio, Texas



Good steer here! When the Statler Hilton in Los Angeles was built, the decorative motifs chosen for its fabulous new Steak House were Black Angus and White Hereford steer heads. So, Magee developed them in a special carpet design in five colors to get the Steak House off on the right hoof. No extra charge, of course, for Magee's Commercial Carpet Design Service. To get it, wire or write,

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D. C. Currently

OUR WASHINGTON REPORT:

- GSA "best-seller" in offices
- Defense housing replacements
- Opportunities to sell abroad
- Recent invitations to bid

SPRING'S the season office furniture manufacturers might have been waiting for, when it comes to doing business with the federal government. The reasons are several: The second quarter of the calendar year is the fourth quarter of the government's fiscal year, and federal agencies suddenly loosen up in the fourth quarter, with the pace more hectic as the end of June nears, in the usual effort to spend appropriations for one year, before the New Year starts.

An important second reason is unique this year. This spring the invitations to bid on the government's new line of office furniture are going out. Specifications on this new, modern executive line were being revised up to the last minute. It's expected to be September before the line will be "marketable" to the federal agencies. That allows 30 days for the invitations to bid to be out, from the General Services Administration, some time in which to analyze the invitations and make the awards, and 60 days for the line to be made up.

This is likely to be a "best-seller" in the GSA list of offerings. Its plain surfaces and trim metal legs are expected to appeal to the many agencies now locating, or relocating, in new office buildings throughout the country, in space where the present Georgian pieces look heavy. It rounds out GSA's schedules with a full, modern line—3 different-size desks, various chairs, etc.

GSA's office furniture volume is running way ahead of target these days, because of the birth and growth of new agencies, and the shifting about of old ones.

Household furnishings

Procurements of household furnishings by GSA are picking up this quarter, also, partly because of the traditional seasonal upswing. Another factor in bringing this program out of the doldrums will be the Defense Department's drive for 70,000 more family units within five years. It's now operating close to 400,000, but Congress last year put the clamp on the previous way of getting such housing — through issuance of mortgages — and slowed new building considerably. Business for off-shore installations, in the Pacific and West Germany, for instance, has remained good, however.

Replacements are beginning to account for considerable volume in this program. It's no surprise that the furniture and carpeting and other items in this housing wears out sooner than it might in a private owner-occupied household.

There's been a consistent, gradual upgrading of standards here, you may have noticed, with efforts to get more weight into pieces, or better covers, and the like. Prices have remained stable, because of the volume, and the competition is said to be "pretty good." Vast majority of the work is in contemporary and modern styles, although the range here is also broad, from Italian provincial through casual oak and rattan.

Sales and contract awards

The fatter, useful, but still-hard-to-read "Commerce Business Daily" now costs twice what it did—\$20 a year regular mail, \$56 a year airmail. It's the formerly titled "Synopsis of U.S. Government Proposed Procurement, Sales and Contract Awards," which is just what it is, plus opportunities for U.S. firms to sell their goods abroad. Payment in advance, if you want, to Commerce Department, 433 W. Van Buren, Chicago 7, Ill.

Opportunities galore

Here are some recent examples of invitations to bid.

Post Office, here—wood or steel furniture. Clothing lockers.

General Services Administration, here — 6,983 units, traditional wood household furniture. Also, 1393 units.

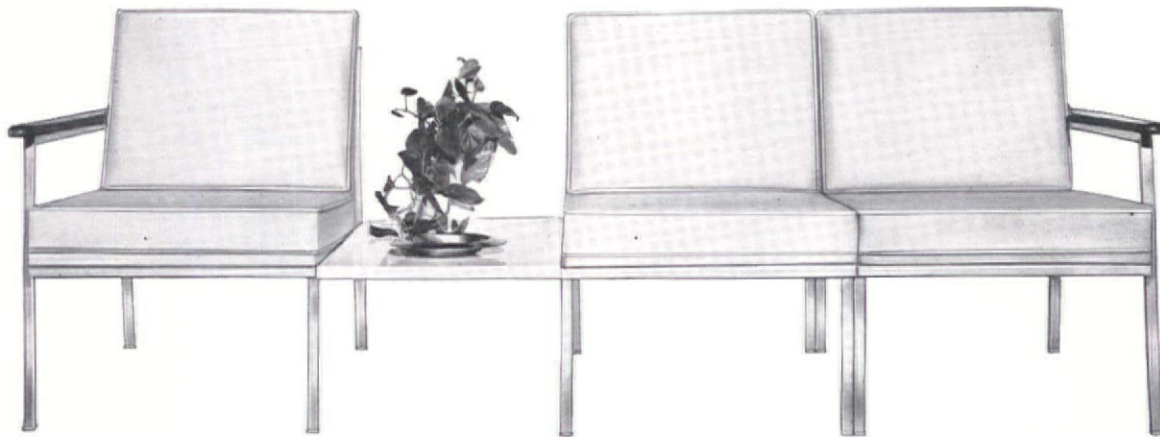
GSA, Seattle—institutional furniture, 6 months period. Metal quarters furniture. Wooden wardrobes.

George Marshall Space Flight Center, Huntsville, Ala.—metal office furniture.

GSA, San Francisco—75 sets, foam rubber mattress and box spring sets.

Federal Aviation Agency—Honolulu — electric household appliances.

GSA, Denver — 892 free standing tree-type lamps. Installing and furnishing curtain rods, ten-



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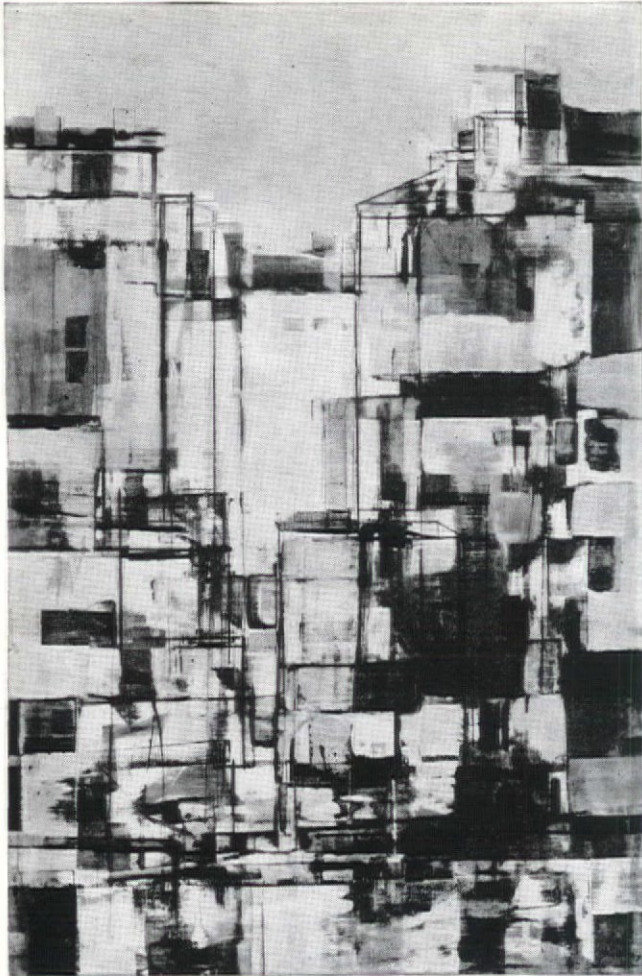
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OUR WASHINGTON REPORT

CONTINUED FROM P. 6

sion pulleys, curtains and drapes.

Fort Chaffee, Ark.—medical furniture.

GSA, Dallas—fluorescent lighting fixtures.

GSA, here — 1,839 units, wood living room tables, desks, bookcases. 1,850 units, dining room furniture. 1,956 units, upholstered living room furniture. 4,036 units, wood bedroom furniture. 316 each, floor and table lights. 4,077 each, wood bedroom, dining room and living room furniture. 490 each, upholstered living room furniture. 164 each, metal night tables. 2,997 each, kitchen and dinette metal tubular furniture. 369 each, metal and wood furniture.

Recent procurement results

Here are some of the recent procurement results, indicating the sweep of federal activity—and contractor opportunity:

GSA, here — Oak household furniture, 4,026 each, \$198,012, Drexel Furniture Co., Drexel, N.C. 1,599 rugs, \$76,259, Roxbury Carpet Co., Saxonville, Mass. Modern wood household furniture, 2,124 each, \$120,649, Joerns Bros. Furniture Co., Stevens Point, Wis. Composite metal and wood furniture, 530 each, \$31,747, Chromcraft Corp., St. Louis. Living room tables, chests of drawers & desks, 500 each, \$32,077, C. B. Atkins Co., Knoxville, and \$12,125, R. & E. Gordon Furniture Co., Asheville, N.C.

Easy chairs, 500 each, \$25,250, State Upholstery, Newburgh, N.Y. 656 each, \$33,751, Atkin; 430 each, \$21,822, Georgian Furniture Mfg. Co., Atlanta.

Bedroom furniture, 1305 each, \$44,122, Jamestown Table Co., Jamestown, N.Y. 570 each, \$19,855, Young Mfg. Co., Norwood, N.C. Composite metal and wood furniture, 325 each, \$19,792, Chromcraft. Traditional tables, bookcases and desks, indefinite quantity, through Feb. 28, 1963, Joerns.

Veterans Administration, Hines, Ill. — metal side chairs, 600 each, 1466 cushionsets, 50 3-seat settees, \$28,103, Chromcraft.

GSA, Denver — Metal wardrobe type cabinets, 1,273 each, \$70,909, Lyon Metal Products, Aurora, Ill.

GSA, Seattle—5,237 pieces of furniture, \$217,840, B. P. John Furniture, Portland, Ore.

Defense General Supply Center, Richmond, Va. —4-seat dining tables, 18,040 each, \$426,195, National Store Fixture Co., Odenton, Md. Wood straight chairs, 33,306 each, \$402,758, Phoenix Furniture Corp., Sheboygan, Wis. (C)

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New York City

APRIL 26-27-28-29, 1962

Exhibits

Convention Headquarters

NEW YORK CITY COLISEUM

BARBIZON-PLAZA HOTEL

PROGRAM

Tuesday, April 24 Design Seminar, National Design Center—Chairman, Chilton Brown, Directional Contract Furniture Corp., New York

Wednesday, April 25
 8:30 AM Registration, Barbizon-Plaza Hotel
 10:30 AM-4:30 PM Freight Manager's Seminar—Chairman, R. F. Bohman, Sr., Bohman Industrial Traffic Consultants, Gardner, Massachusetts
 12:00 Noon Freight Seminar Luncheon—Speaker, William B. Johnson, President, REA Express, New York City
 12:15 PM NOFA Officers' Conference—William J. Cole, NOFA President, Chairman

Thursday, April 26
 8:30 AM Registration, Barbizon-Plaza Hotel
 9:30 AM "Good Old Fashioned Sales Revival"—Dr. Herbert True and Fred Klemp, Nationally known sales consultants, Barbizon-Plaza Theater
 12:00 Noon Opening Luncheon—Speaker, Dr. Ernest Dichter, Institute for Motivational Research, Inc., World-known authority on Motivational Research and Marketing
 Exhibits Open at Coliseum
 1:00 PM-8:00 PM President's Reception Cocktail Party (dress optional)

Friday, April 27
 8:30 AM Dealers Workshop Breakfast—U. S. Rubber Company, hosts, National Design Center
 9:30 AM Workshop Meetings
Dealers—Chairman, Clark C. Briggs, Farnham's, Minneapolis, Minnesota, National Design Center
Dealers' Salesmen—Chairman, Chester A. Gowdey, Jr., Wm. B. Wood Company, Newark, New Jersey, Barbizon-Plaza Hotel
Manufacturers—Chairman, Frank H. White, Hamilton Cosco, Inc., Columbus, Indiana, Barbizon-Plaza Hotel
Manufacturer's Representatives—Chairman, Harry Nechamen, Harry Nechamen Distributors, Inc., New York City, Barbizon-Plaza Hotel
 11:00 AM Report of Workshop Meetings
 1:30 AM-7:30 PM Exhibits Open at Coliseum

Saturday, April 28
 9:00 AM Panel—"How to Cut Operating Costs", George L. Stuart, George Stuart, Inc., Orlando, Florida, Chairman; Allen Gassenheimer, Mercantile Paper Co., Montgomery, Alabama; Herbert S. Marks, Morton Marks & Sons, Inc., Richmond, Virginia; Arthur Poliquin, Horder's, Inc., Chicago, Illinois; Samson B. Stern, Stern Office Furniture, Inc., Washington, D.C.; Shermwood Epstein, Perry Office Equipment Co., New York, New York
 10:30 AM "The Right Way to Build a Company Image."
 Harry Levin, Business Equipment Corp., Boston, Massachusetts
 11:00 AM Association Meeting—William J. Cole, NOFA President, presiding
 1:30 AM-6:30 PM Exhibits Open at Coliseum
 7:30 PM Annual Dinner—Entertainment and Dancing

Sunday, April 29
 8:30 AM Annual Award Breakfast
 10:00 AM-6:00 PM Exhibits Open at Coliseum



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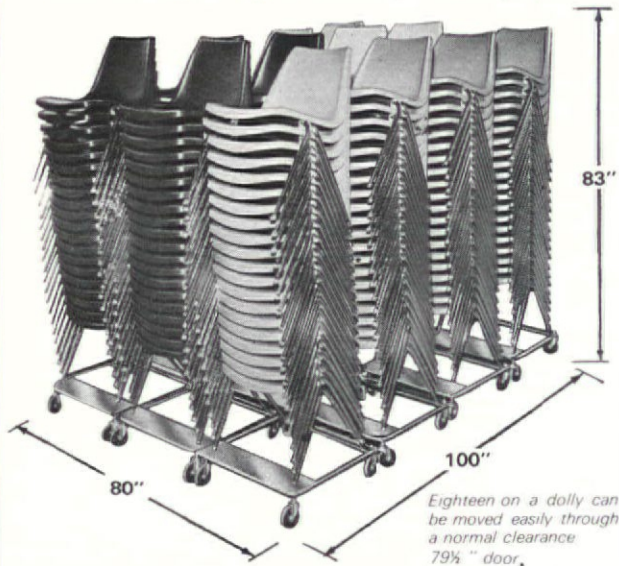


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CALENDAR

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.

September 27-28. Michigan Motel & Resort Association Annual Convention and Trade Fair, Lansing.

October 12-23. Design & Decoration 1963, sponsored by AID and New York Herald Tribune, New York City.

October 15-19. Summer & Casual Furniture Manufacturers Association Show. Chicago.

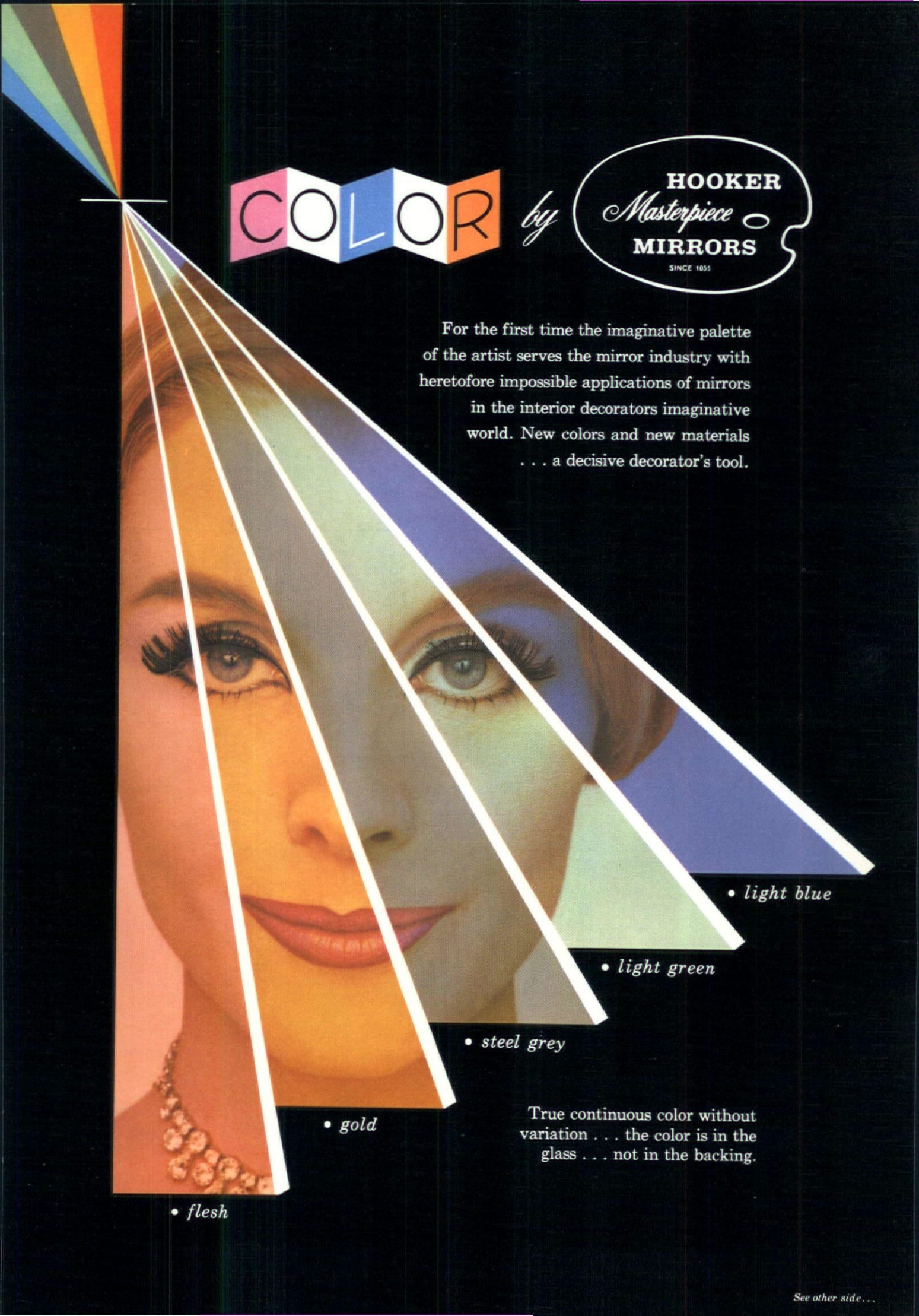
October 19-26. Fall Furniture Market. High Point, N.C.

November 12-15. 47th National Hotel Exposition. New York Coliseum, New York City.

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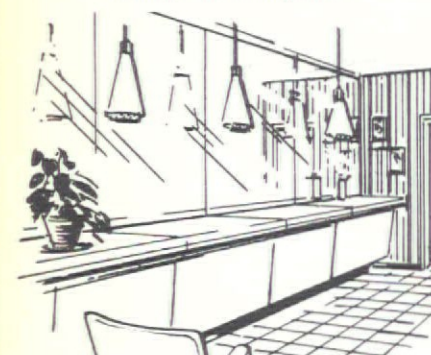
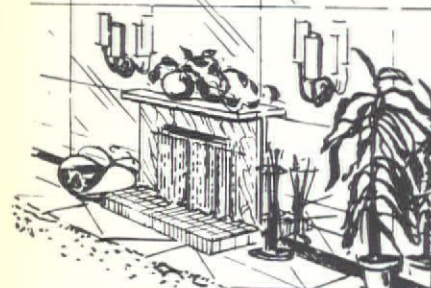
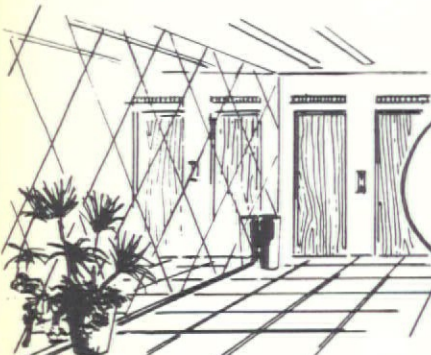
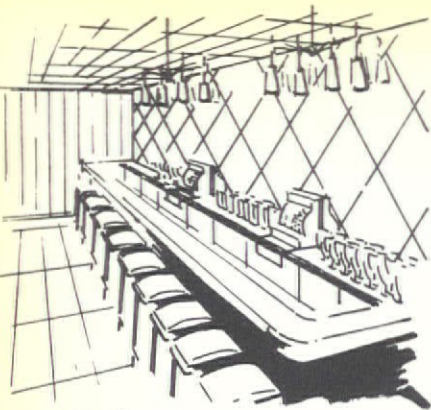
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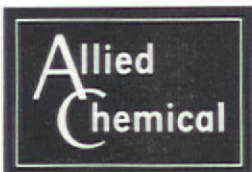
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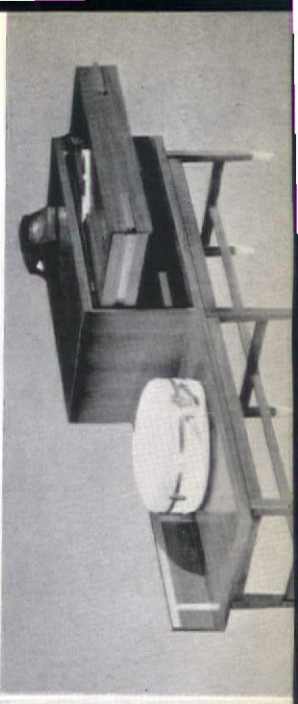
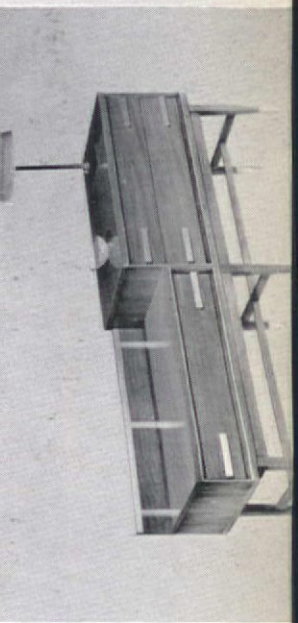
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NOFA SHOW PREVIEW: A range of products to be shown at the National Office Furniture Show in New York, April 26-29 on these and the following pages. Above, left, cane-backed, plaid-upholstered swivel chair by Directional Contract Furniture. Right, upholstered metal swivel by Jasper Seating.

THE PLANFUL NOFA DEALER: COMPLETE PLANNING SERVICE IS ASSUMING MAJOR IMPORTANCE IN THE MERCHANDISING OF OFFICE FURNITURE

IN a recent survey of office furniture dealers, 54% said they considered the complete office planning service as the best way of stepping up their furniture sales volume in 1962. According to William J. Cole, president of National Office Furniture Association (NOFA), the same survey revealed that 12% of NOFA's dealer-members had designers on their payrolls in 1960, that this figure had climbed to 14% in 1961, and that another 11% are planning to add a design department in 1962.

As these and other signs indicate, office furniture dealers are rapidly evolving into organizations capable of planning, delivering and installing a complete office package for their customers. Moreover, the NOFA dealer with a planning department is competing in the contract market over a broad area, supplying services to schools, air terminals, churches, banks, etc.

It is not surprising, therefore, that NOFA dealers will pick up the tab for sending about 150 staff designers to the association's second annual seminar this month. The seminar will take place at the National Design Center on April 24-25, just before NOFA's annual show at the New York Coliseum; it is being planned as an intensive course on what it takes to set up a design depart-

ment and what advantages can be derived from it. It should be noted that in addition to the visiting staff designers, the seminar will be attended by many designer-less dealers. Thus, the aims of the two-day conference are necessarily manifold. It will attempt: 1. to show the dealer why a design department is important to him; 2. to provide the designer with information on the materials he will be using in addition to furniture—carpeting, drapery fabrics, wall and floor coverings, etc.; 3. to provide the designer with a forum in which he can discuss his problems with his opposite numbers, and 4. to provide both dealers and designers with the opportunity of visiting some of the enormous number of trade sources in New York City.

The character of the seminar makes it apparent that the more advanced firms in NOFA are quite aware that the hit-and-miss days are over, that it no longer makes sense to hire a designer and let him loose to hunt for business. If the office planning unit is going to account for a significant increase in volume, the designer or design staff must be supported with and surrounded by the proper facilities and services. In setting up a design operation, it is generally agreed the dealer must think in terms of a full-fledged, fully financed department.



FLIP-TOP CONFERENCE TABLE: Worden Co.'s versatile conference area table can be used in closed position, 54 inches long, or open position 108 inches. Topped in plastic laminate in choice of three walnut textures. Right, executive chair by Thonet with cast aluminum base, fully upholstered back and seat.



Those office furniture dealers who have been through the experience advise that a growth period of three years should be allowed for; although the planning unit may pay its way in less time than that, it is doubtful whether it will add significantly to over-all profits in less than three years.

Part of the investment, if the design department is to prove its worth, goes into proper showroom facilities, the addition of quality lines of merchandise, and the development of new merchandising tools aimed at selling the design and planning service. Depending on the existing premises, the showroom expansion may involve anything from simple alterations to a complete face-lifting. Ranking high as sales tools are complete model offices on the dealer's premises. Quality merchandise gives the dealer entrée into sales areas that are new and profitable; if he merchandises the prestige lines effectively, he can sell both general office and the executive suites.

Design staff

The design staff itself is, of course, the most important single component in the operation. Inevitably, it has a sales as well as a design function, and the designer must therefore be equipped as a "problem-solver" in contract work rather than merely someone who recommends the correct colors and textures. In some sections of the country, the qualified designer is a rare bird, and in a great many cases the office dealer has found it necessary to contact sources in the nearest large city in order to acquire experienced personnel. The other alternative—on-the-job training—is not

(Continued on page 50)



USE OF LEATHER exemplified in executive chair by Stow-Davis with polished steel base.

LOW-BACK aluminum and wood swivel chair from Jasper Chair Co.'s 970.



1



2



3



6

NOFA SHOW PREVIEW

1. **PULL-UP CHAIR** by Buckstaff Co. emphasizes angled lines with brass ferrules.

2. **ODI's** upholstered wood chair is from firm's Banker's Series, each distinctively covered in split style shown here.

3. **ARMCHAIR** in Directional Contract Furniture's cane-backed series with plaid upholstery.

4. **UNITIZED** seat and back are cradled in wood frame in new armchair by Helikon Furniture.

5. **HARD RUBBER ARMS** and spring tension back are unique features of new steel-base chair by Scandix Designs.

6. **HAIRPIN** construction is used in new plastic upholstered chair by Thonet.

7. **SATURN LINE** by Gregson includes this molded plywood swivel with headrest.

8. **ROCKER** mechanism is concealed in Baumritter's "tension-easer" club chair.

7



8





9. **GRAINING** of natural walnut, accented by mirror-polished stainless steel legs in desk by Harvey Propper.

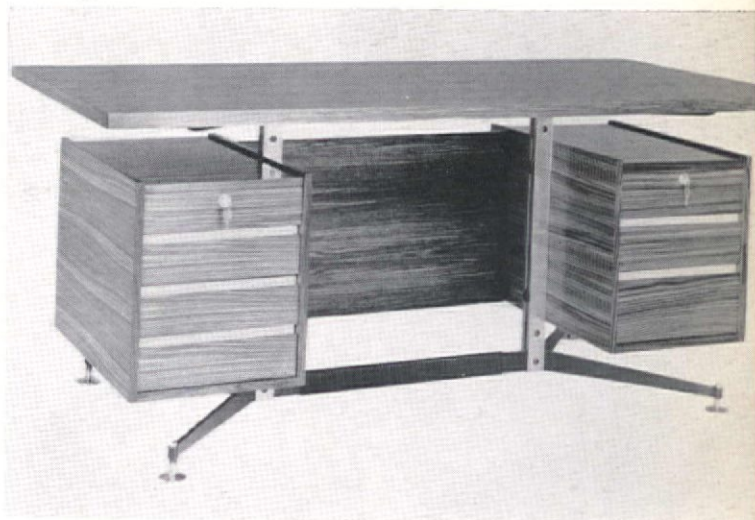
10. **CANTILEVER** design by Scandix starts with a basic table, adds modular pedestals as required.

11. **TEAK AND EBONY**, 12-sided metal legs are used in executive table-desk from John Stuart's Architective Series.

12. **WORKMANLIKE** steel desk and return is from new office furniture group by Bentson Mfg.



10



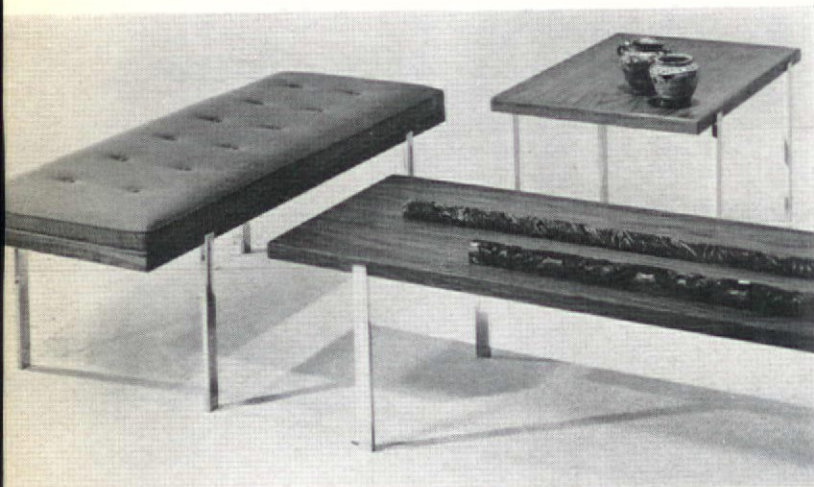
12



END TABLE in oiled walnut grains by careful matching of wood grains; from Benker Series by ODI, Inc.



CAST ALUMINUM typewriter table by Seaboard Products brings new, elegantly simple design to this category.



GROUP OF TABLES by Harvey Prober with walnut, teak or rosewood tops, stainless steel legs, available in various sizes.



CERAMIC PLANTERS in wide choice of shapes and combinations are the versatile accessories made by The Greenhouse.

MULTIPLE SEATING by Scandia Craft saves one set of legs for every three seats. Third seat simply hooks on to its neighbors.





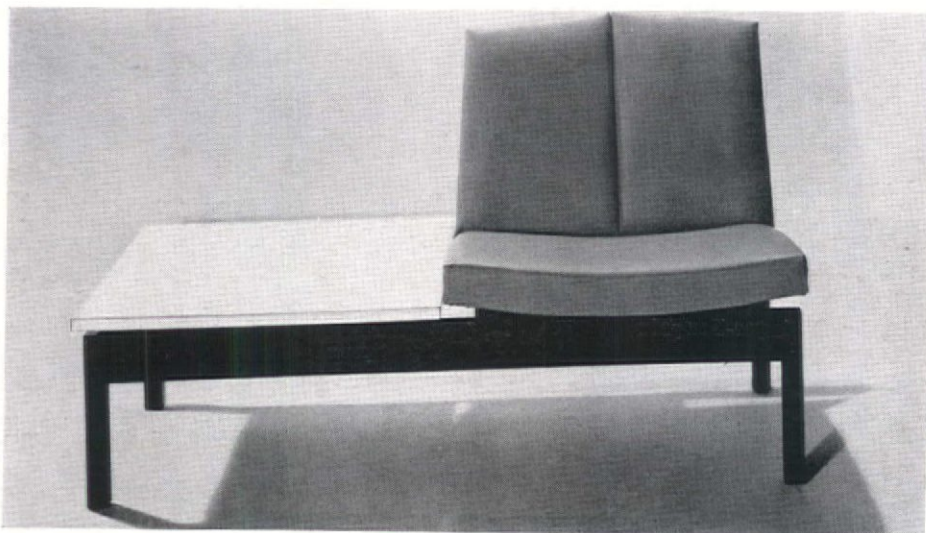
SCHEMATIC group by Lehigh, above, is a modular line including seating, tables, stools and racks.

WOOD INSERTS on arms acts to prevent wear in leather-upholstered executive chair by Scandia Craft, right.

ENGINEERED look distinguishes chair, far right, in leather, steel and wood by Dux from Denmark.

MODULAR seating unit by Helikon, below, combines with plastic-topped platform; available in variety of materials.

STURDY all-purpose armchair by Indiana Chair Co., below right, uses combination of plastic and woven fabric in upholstery.



OFFICE SETTING places desk in context with surrounding by repeating woodgrain in wallcovering. Desk, walnut and chrome, is by Jens Risom.



MODULAR UNIT by Scandia Craft is available with single or double pedestals. Drawers have handmade curved pulls in same wood as desk.



INLAID "desk pad" working surface in white plastic laminate, above, is the innovation in this desk by Offices In Wood, Inc.

VARICOLORED accents in drawers and overhead bookshelf in furniture by George Tanier, above right, are characteristic of this imported Danish line.

NEW BAR, right, by Springer-Penguin offers compact refrigerator and storage for bottles and glassware. Formica counter, walnut exterior.





WAITING ROOM furniture by Royal-metal Corp., above, adapts to wall configurations, permits "custom" design. Stain-resistant tops and upholstery.

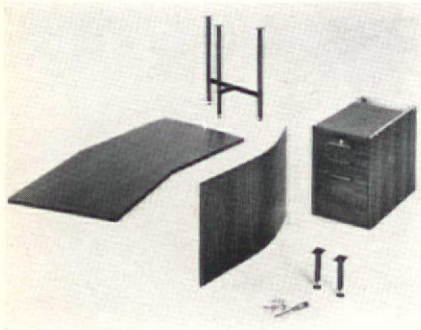
STACKING CHAIR, below left, is an aluminum-framed space-conserving with vinyl seat and back pad, rubber-cushioned glides. The square aluminum tubing is available in natural or gold-anodized finish.

NO MECHANISM shows in this swivel chair by JG Furniture, right; works are compactly concealed right under upholstered seat.

LOW-COST armchair by United Chair Co., below center, features steel construction, wall-saver legs. Available in range of colors for both frame and Naugahyde upholstery.

SLING SEAT is feature of new Brown-Saltman chair, below right; steel frame, walnut arm rests, DuPont Fabrilite upholstery.





SIX COMPONENTS, shipped KD, make up this desk from new modular collection by Myrtle Desk Co. Equibalanced, free-form rests on matte-black (shown) or chrome legs. Shape of top makes it possible to use drawer pedestals on either side. The whole modular collection has 24 combinable components, designed for quantity shipment.

SCHEDULE OF SOURCES

- Baumritter Corp., 145 E. 32 St., N.Y.C.
 Bentson Mfg. Co., 652 N. Highland Ave., Aurora, Ill.
 Brown-Saltman Furniture Co., 15000 South Figueroa St., Gardena, Cal.
 The Buckstaff Co., 1127 South Main St., Oshkosh, Wis.
 Directional Contract Furniture Corp., 160 E. 56 St., N.Y.C.
 Dux, Inc., 1633 Adrian Rd., Burlingame, Cal.
 Emeco Corp., Elm Ave., Hanover, Pa.
 The Greenhouse, 254 E. 51 St., N.Y.C.
 Gregson Mfg. Co., Box 1026 Liberty, N.C.
 Helikon Furniture Co. Inc., 543 Madison Ave., N.Y.C.
 Indiana Chair Co., P.O. Box 70, Jasper, Ind.
 Jasper Seating Co., Inc., P.O. Box 231, Jasper, Ind.
 J G Furniture Co. Inc., 160 E. 56 St., N.Y.C.
 Jasper Chair Co. Inc., P.O. Box 311, Jasper, Ind.
 Jens Risom Design Inc., 444 Madison Ave., N.Y.C.
 Lehigh Furniture Corp., 16 E. 53 St., N.Y.C.
 Myrtle Desk Co., P.O. Box 1750, High Point, N. C.
 O.D.I., 136 William St., N.Y.C. 38.
 Peerless Steel Equipment Co., Unruh & Hasbrook Ave., Phila. 11, Pa.
 Harvey Propper, Inc., 41 E. 57 St., N.Y.C.
 Royal Metal Mfg. Co., One Park Ave NYC
 Scandia Craft Enterprise, Ltd., 156 E. 30 St., N.Y.C.
 Scandix Designs Inc., 432 Park Ave. South, N.Y.C.
 Seaboard Products, 1100 Prospect Ave., W. Islip, L.I.
 Springer-Penguin, Inc., 9-07—34 Ave., Long Island City 6, N.Y.
 George Tanier, Inc., 512 Madison Ave., N.Y.C.
 Thonet Industries, Inc., One Park Ave., N.Y.C.
 United Chair Co., 4601 Georgia Rd., Birmingham, Ala.
 The Worden Co., 200 E. 17 St., Holland, Mich.



SMALL CONFERENCE TABLE, above, doubles as executive desk; from the Architective group by John Stuart.

CANTILEVERING suspends desk and return unit by Peerless Steel. Tops are vinyl framed in teak, sides and drawers in teak.





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PAVILION ROOM at Fairmont Tower, a 29-story addition to San Francisco's Fairmont Hotel for which Western Contract supplied all furnishings.

CROWN ROOM at top of new Fairmont Tower is reached by "scenic" elevator on exterior wall of building.





Bill Blake, Harry Saxe, and Rex Stevenson, founders and officers of Western Contract Furnishers.

NEW OFFICES, right, of Pacific Title Insurance Co. featuring unconventional color scheme in olive, gold, green and off-white.



WESTERN CONTRACT FURNISHERS:

A HIGH-VOLUME OPERATION DEVELOPED THROUGH LOW-COST COMPREHENSIVE PLANNING AND DESIGN SERVICES TO BROAD RANGE OF CLIENTS.

ORGANIZED in June, 1956 by three young San Francisco business executives in what was almost a cubby-hole office, Western Contract Furnishers has made spectacular progress in a highly competitive field. Bill Blake, president; Rex Stevenson, vice president, and Harry Saxe, treasurer, started off with a few clear-cut premises that may account to some extent for their rapid progress. The contract furnisher, they held, must maintain a sense of responsibility toward the designer and the designer's objectives, must provide a complete service for the client, and must demonstrate both price and quality advantage to the client.

This straightforward approach, plus a great deal of energy and initiative, have brought about a steady expansion during the six years the firm has been in business, to the point where it is now a multi-million dollar business. Western has opened

branches in Sacramento, Oakland, and Honolulu, and is planning to open a fourth branch later this year. On every job assignment, its specialty is specifying, purchasing, and installing for projects large and small at cost lower than the client himself could obtain.

Recent jobs include installations at Stanford University; twenty suites in a huge new San Francisco cooperative apartment house, the Comstock; furnishing of the new SS President Roosevelt, and the twenty-story annex to the Fairmont Hotel, which has just been completed.

According to Harry Saxe, Western has built up direct representation with more than 850 furniture manufacturers, carpet and fabric mills, relationships based on a consistent high-volume business that Western has maintained for the past several years.

TEEN AGE DAY ROOM at McAuley Institute, right, stimulates patients' reaction with color scheme of orange and brown. Jack Tar Hotel suite, below, is one of five blending traditional Chinese and contemporary furniture to underscore international character of hotel.



Western Contract maintains a large architectural contract department, a full staff of designers, as well as sales and service department. A staff of 18 is available to handle the smaller assignments, and a wholly owned subsidiary, Western Design Associates, with the same executive officers, functions as the design department. This unit is staffed by eight full-time designers and an art department to provide renderings and layouts. The staff designers are available on a consultation basis, and will work with the architect or contract designer, or directly with the client, whichever is preferred.

Western Contract's services include merchandise counsel and research designed to produce solutions to the special problems presented by the job. The firm takes four approaches in bidding on projects: 1. Competitive bidding on specifications furnished by the prospective client; 2. Furnishing of specifications, with costs, on a fee basis instead of by open bidding; 3. Combinations of

the first and second methods, and 4. Direct negotiation with the prospective client.

The fourth method is the most frequently followed procedure in the West, according to the three Western Contract executives. "We believe in working in the closest possible collaboration with the client, the architect, and the designer. Direct negotiation, we have learned, often makes this collaboration easier to develop."

Negotiation, incidentally, was the method by which Western Contract entered into its almost two-year project of furnishing the new twenty-story addition to San Francisco's Fairmont Hotel, designed by architect Mario L. Gaidano, with interiors by Barbara Dorn. The entire Fairmont project was coordinated for Western Contract by Ellen Van Woert, a staff designer. As it happens, Miss Van Woert worked in New York with Miss Dorn prior to joining Western Contract.

"On all of our projects," Miss Von Woert explains, "our objective is to take the design, either

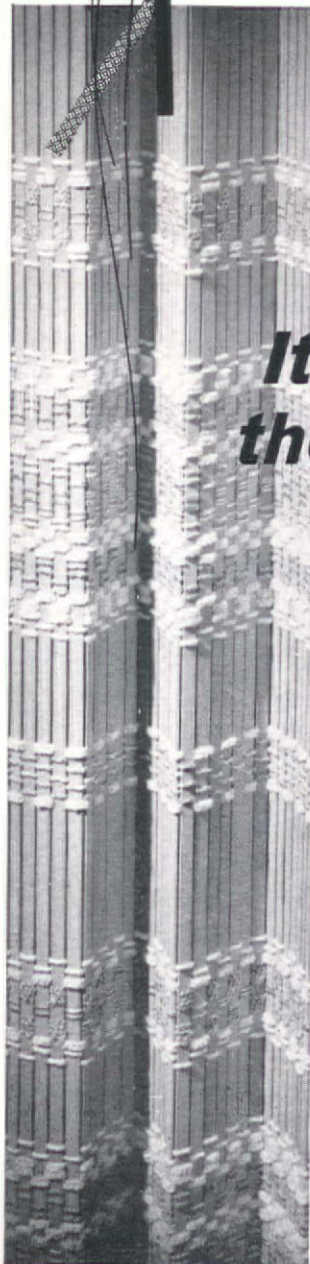
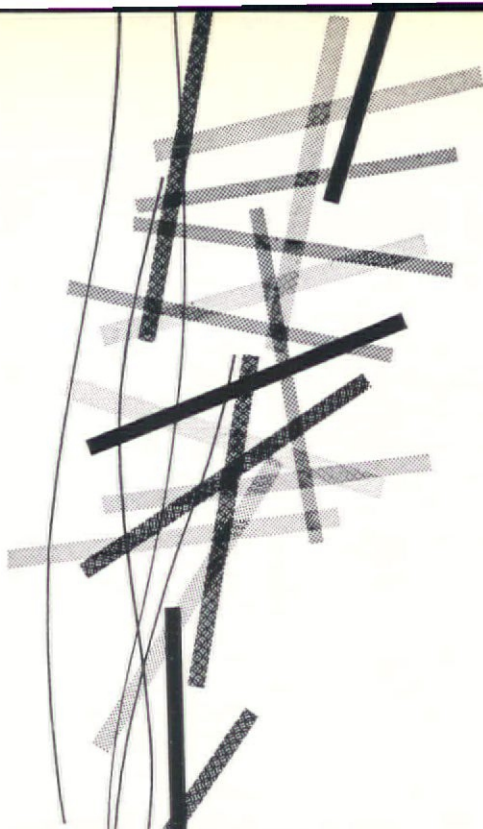


ADULT DAY ROOM at McAuley Institute, top, was given quieter look by Western Contract's designers, with color scheme of brown and green, turquoise accents. Typical bedroom at Jack Tar Hotel, above, is equipped with wall unit designed by Western Contract and manufactured to its specifications.

of the architect or the decorator, and to carry this design out in all of its ramifications, within the budget established by the client. This includes obtaining prices and quotations, item by item, from literally dozens of manufacturers and suppliers on what can, depending on the project, be an almost fantastic range of products. On some of our decorating and furnishing projects, we have seen as many as ten mills bidding on just the carpeting alone. This involves a tremendous amount of coordination work on our part, with an equivalent amount of paper-work."

"This paper work can increase in volume," the designer explained, "when Western Contract also takes on the responsibility of installation. When this occurs we work from sketches furnished by the decorator and architect and we put together control-sheets. "Using the control-sheets we always know exactly where each item is supposed to go. Thus deliveries can be made direct to the project." (C)

APRIL 1962



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CONTRACT NEWS

New laminate introduced

Displays at two recent furniture shows highlighted the commercial appearance of a new decorative plastic laminate for home and institutional furniture. Known as the "Daponite" system, the laminated finish is water-clear and very tough. Its clarity and wear resistance make it particularly attractive as a protective covering for wood surfaces and veneers, as well as for such other specialty surfaces as textiles and decorative paper. The laminate consists of a carrier sheet, or overlay, of Du Pont's "Orlon" acrylic fiber, saturated with "Dapon" resin, a diallyl phthalate plastic manufactured by FMC corp.

Duo-Bed revises sales policies

A major change in sales policy was announced last month by Duo-Bed Corp., Wichita, Kan., designed to allow the manufacturing firm to distribute its products through contract dealers selling to hotels, motels, and other institutional users. According to Elliott Frey, president, Duo-Bed will appoint dealers in designated and protected areas of sales, with regional coordination coming from the company. Duo-Bed will continue to sell to purchasing departments of some of the national hotel and motel chains, he added. The new policy will eventually eliminate the need for several of the company's showrooms, but some will be retained as regional headquarters. The firm's production has been consolidated in Wichita and its plants in Miami and Los Angeles have been closed.

Valley names National Contract Sales

National Contract Sales Co., 215 Station Avenue, Glenside, Pa., has been appointed national distributor for the new contract furniture line manufactured by Valley Upholstery Corp., New York City. Designed by Marc Berge and called Executive Suite, the group comprises sofas, chairs, and upholstered bench units in wood and metal combinations. The line is being shown at the NOFA show this month.

NOFA program

The National Office Furniture Association convention and exhibit will lead off with two design conferences at the National Design Center, New York City, April 24-25. The exhibit will open on the afternoon of April 26 at the New York Coliseum. A specially designed office, sponsored by the American Institute of Interior Designers, will be featured at the show. The office is being designed by Charles W. T. Seymour, AID.

Design Guild established by Globe Wernicke

Globe Wernicke Co., Cincinnati, will enter the wood office furniture field with the establishment of a new division called Design Guild, according to Robert Bigelow, vice president in charge of new products. The Design Guild will provide a fully coordinated design program for architects, interior designers, and office furniture dealers to serve their needs at all business levels. The Guild is comprised of coordinated and complementary office furniture manufacturers strategically located to provide prompt and efficient service. Each manufacturer was chosen by Globe Wernicke because of its specialty in a given segment of the office furniture field. Design Guild division headquarters are at 1059 Third Avenue, New York City.

Largest one-piece carpet

The largest one-piece carpet in Bigelow-Sanford's 136 year history, and one of the largest in the world, has been shipped from the company's Thompsonville, Conn., plant. The giant carpet covers more than 361 square yards, and weighs 2700 pounds. Made by Carpets, Inc., Bigelow-Sanford's custom-carpet subsidiary, for installa-



tion at Valley Forge Military Academy, Wayne, Pa., the crated carpet weighed more than two tons, and was shipped to the school in a special 50-foot, end-loading freight car. This car is 10 feet longer than the standard side-loading car for rail freight. The seamless carpet is 47½ feet wide and almost 69 feet long. Thirty 9 by 12 foot rugs could be cut from it. Normally carpets for large installations are made in 27-inch strips that are seamed together at the location.

Correction

Super Tuftex is the vinyl fabric manufactured by Federal Industries, Belleville, N.J., and is available, along with other fabrics used by Royalmetal, in their office and lounge seating. In Products and Services Column in February 1962 issue, it was incorrectly stated that the new Royal Metal #300 series of office furniture was "upholstered in a specially developed fabric called Royalcord."

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CONTRACT MARKET SEMINAR:

FURTHER DISCUSSION OF THE HOW'S AND WHY'S OF CONTRACT BUYING—COMPLETING OUR COVERAGE OF THE NATIONAL DESIGN CENTER'S FIRST ANNUAL TWO-DAY CONFERENCE, FEBRUARY 6-7, IN NEW YORK CITY

HOTELS AND MOTELS

**Recent developments in styling
of hotel guest room carpets**



By Joseph R. Haddock
President, International
Hotel Supply Corp.

In some respects the rapid growth of motel building has not only forced existing hotels to refurnish and upgrade, but it has also stimulated new design thinking which hotels have begun to copy. I refer to the typical shelf type of case goods which include a dresser, desk, luggage rack, and a TV stand all in one piece. I don't know the origin of this concept, but I feel sure that without some stimulation from the motel builder and owner, it never would have come about. It raises the question of why someone hasn't come up with a similar piece adaptable to hotel use, since so many hotel rooms use the same type and

number of pieces of furniture that they have for fifty years.

It may be of some interest to carpet men to know of recent developments in our organization as far as styling of guest room carpets is concerned. Over the years we have developed specifications calling for at least ten years of wear from a guest room carpet. In addition, we felt that the tweedy look which has come into vogue during the last seven or eight years was very desirable because it did not limit the decorator as much as a pattern carpet does. Also, we've ordered our carpet in odd widths—11 foot 6, 14 foot—in order to avoid waste. The comparatively new knitting machines turned out this type of carpet in the best value. Bright colors came into vogue because after a year or two on the floor of a hotel room, any carpet loses several degrees of intensity in its color.

We thought we had finally reached the point where we could sit back and forget about specs and design for awhile, when suddenly top management came and said, "We want pattern in our room carpets". We called one of our carpet manufacturers and requested that they get together a group of designs. We were told that they had been collecting an impressive group of designs, but they were geared to the public space carpets, which have large, strong, bold designs.

Several of these strong designs were selected by management and approved by decorators. Enough fabric was woven to carpet one guest room in each of the various patterns, and these were installed in one of our hotels. Rooms were specially decorated for the carpet, and new furniture was used. The result was extremely successful, regardless of the fact that we all had our tongues in our cheeks because we were not sure that designs originally intended for public spaces would ever be a success in a comparatively small guest room.

VETERANS ADMINISTRATION

**A continuing replacement market
that contracts hundreds of items**

By Adam E. Shuman
Chief, Marketing Div.
Dental & Surgical

The Veteran's Administration is charged with the responsibility, by Congress and various other laws, with veterans' benefits, but primarily we are a hospital group, having 175 clinics and hospitals with a total bed capacity of 125,000. We spend 150 million dollars for supplies and equipment annually.

The hospital furniture and furnishings division has the responsibility for the testing, evaluation, standardization, specification, projection of inventory needs for our entire system, and the actual contracting and buying for distribution, either direct to our hospitals or for redistribution through three supply depots.

In these marketing divisions we do not buy every single item the hospital needs. It has been stated by the American Hospital Association that approximately 11,000 individual items are needed to set up a hospital. We contract centrally for somewhere around 7,500 of these items. The reason for this is the fact that if we took in all the items the hospital used, we would be unable to make them turn over fast enough. So these divisions handle only the items used recurrently and in sufficient volume to purchase under controls and deliver to our hospitals without any cost to you.

Last year, 16,000 metal upholstered arm chairs of just one style and design were purchased

by our Hospital Furnishings Division. If we consider that approximately one bed has one wood chair, you can see that this is a continuing replacement market, and of course, hundreds of settees, modular units and other types of furniture are purchased annually.

I do not believe at this time that we are doing anything in the drapery area centrally, except in our new hospitals, or replacements, so the drapery market would be at this time decentralized at our local stations.

A big area in the VA is the conductive areas, the grounding of all of our equipment, the grounding of the tile. This is a very expensive area for VA, and anything that your industry can come up with, we certainly will be listening to.

HOTELS AND MOTELS

**Merchandising services offered
by the Hotel Association**



By Daniel D. Miller
Director, Allied Member-
ship Div., American
Hotel Association

Two years ago the Hotel Association set up a Merchandising Service designed to help sell

products and services to the hotel market. This is handled through the Allied Membership Division and is my responsibility. We currently represent 375 firms selling to this hotel-motor hotel market and offer them the following services:

Hotel Buyers Directory. This reaches an audience of 10,000 purchasing agents, executive housekeepers and general managers. It is issued annually and contains prepaid business reply cards which may be used to request additional information on any product or service used by the hotel market.

Addressograph Service. This service is available to members at the rate of \$12.50 per 1,000 names. AHA addresses envelopes or labels and the list may be broken down geographically by number of units within hotels or by categories such as motor hotels or hotels.

Construction and Modernization. These reports are issued on a monthly basis and contain information on building in the hotel-motor hotel field. They are broken down on a geographical basis and contains information on the type of facilities to be built. A contact is listed for each item so that inquiries can be directed to someone concerned with the construction. Approximately 75 items are listed in each report.

Product News. This magazine is issued semi-annually and is a round-up of products and services offered for sale to the hotel market by suppliers using AHA's Merchandising Service.

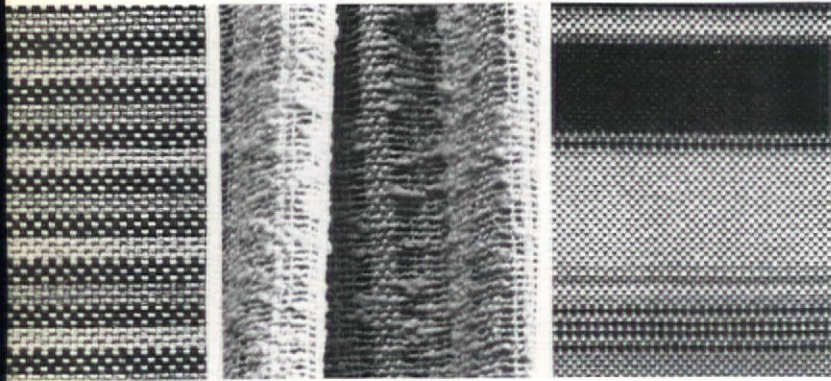
Merchandising Bulletin. This is issued four times a year and gives promotion ideas for contacting the hotel market. It also gives statistics which are of importance in reaching this market.

CONTRACT PRODUCTS AND SERVICES

"Engineered to endure" Kroll fabrics

The new responsibilities demanded of fabrics in contract work have prompted Boris Kroll Fabrics, Inc., to develop a new collection that is "engineered to endure," according to the firm. The new Designer's Collection, consisting of 300 upholstery fabrics and 36 drapery fabrics, seeks to provide the contract designer with textiles that meet his esthetic standards at the same time that they stand up to heavy wear and survive periodic cleanings without loss of appearance or strength. Kroll compiled a list of what should be expected of a fabric-wearing qualities, ease in sewing and tailoring, resistance to climatic conditions, dimensional stability, plus the textural depth and excellence of coloring demanded by the professional. The resulting line, developed without regard to cost, is so durable, according to Kroll, that it will reduce enormously the cost of maintenance and replacement. Most of the fabrics are Scotchgarded for stain-resistance, many acrylic-backed to heighten wearing qualities, and all wools have been moth-proofed. Fibers used include nylon, nylon-wool and nylon-rayon blends, dacron, linen, and cotton.

Circle No. 237 on product information card



Chairmasters' new hardwood frame chair

Steam bent hardwood frame with natural cane back is featured in a new chair by Chairmasters, Inc., manufacturer of wood seating equipment to the contract market. The new chair, No. 3008, has foam rubber seat and all hardwood construction. The seat is available in a wide selection of upholstery coverings, and the frame can be finished in a variety of wood finishes.

Circle No. 238 on product information card

New Howe table

A folding table that eliminates the institutional look and offers contemporary styling has been introduced by Howe Folding Furniture, Inc. Designed to withstand hard usage, the Howe "500" table comes in 5, 6, 7, and 8 feet lengths, and in widths of 18, 24, 30, and 36 inches. Leg braces are invisible when the unit is open. Tops are surfaced and edged with Formica; built-up top has a 3/4-inch plywood core and a plastic backing sheet. The legs are welded steel tubing finished in satin chrome or flat black baked enamel. The table folds and unfolds easily, each leg having its own lock operating from a single lever in the table's center.

Circle No. 239 on product information card



Circle No. 207 on product information card-

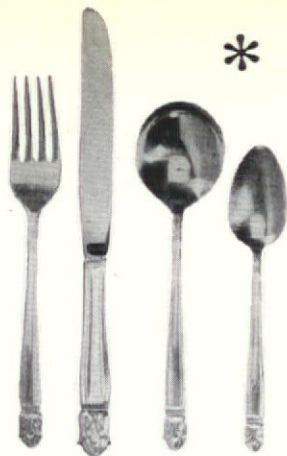
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Chosen for Important Contracts

Look closely at the windows of this new First National City Bank building on Park Avenue at 53rd Street, New York, and you will see thousands of yards of this natural and white Belgian linen casement.

From **BEN ROSE**, it is part of a collection of fine linens from Belgium. Carson, Lundin & Shaw, the architects, selected it for its resistance to sun, splendid weave and enduring qualities, which are typical of many patterns suitable for contract installations.



THE BELGIAN LINEN ASSOCIATION
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for complete information



*WHAT'S FOR DINNER? A meal enjoyed in elegant ease. A case in point: Empire Dining Room of the Eden Roc Hotel. Decorator, Kenneth Hull of The Maxwell Co., Miami Beach, Florida. Other fine chairs by Empire State Chair Co. Inc. are consistently chosen by discriminating designers and decorators.

New Catalogue now in production will present our complete variety of styles. Delivery prompt.



EMPIRE STATE CHAIR COMPANY, INC.
Showroom: 424 Madison Avenue, New York 17, N.Y.



7100 SP-UB

PRODUCTS & SERVICES

CONTINUED

Astro "Space-Saver"

New Astro chair by Fixtures Mfg. Corp., Kansas City, Mo., stacks 20 high. 240 Astro chairs on dollies take up just 55 square feet. Chair forms to each individual body shape, weighs only eight



pounds and takes minimum floor space, 21½ inches by 21½ inches. The leather grained seat body is available in four colors; aqua blue, soft white, tangerine and charcoal. The seat body is impact resistant. Resists burning cigarettes, knife cuts, oil, grease, acid, sunlight or water.

Circle No. 240 on product information card

Room Dividers by Jayson

Appearing to be a solid but graceful separation, the Jayson Award Series "fine wood" divider is



a space-saving thin wall only 2-1/8 inches thick. It is designed to be locked securely from floor to ceiling instantly with a simple leveler adjustment. Dividers are available in widths ranging from 21 to 59 inches, and may be placed together to create unlimited widths. Solid panels are 3/4 inches thick. Jayson Mfg. Co., Morton Grove, Ill.

Circle No. 241 on product information card

← Circle No. 208 on product information card



CHF at the
CENTURY 21
EXPOSITION



CHF No. 949 dining tables, solid bronze bases, bronze columns, and CHF tops... selected to enhance the functional beauty of the breathtaking "Eye of the Needle" Restaurant. This table is just one in a complete new series of CHF Tables and Stools designed for distinctive dining installations of tomorrow.

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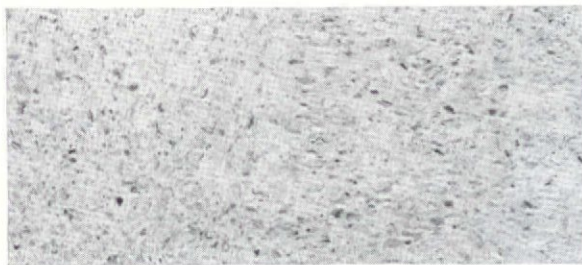
Circle No. 209 on product information card

PRODUCTS & SERVICES

CONTINUED

Terrazzo pattern floor tile

Vina-Lux Terrazzo Originals is the first "true" terrazzo patterning in vinyl asbestos floor tile, according to its manufacturer, Azrock Products Division, Uvalde Rock Asphalt Co. The pattern is achieved by combining fine chips of actual marble encased in translucent vinyl with vinyl asbes-



tos tile, giving a floor the monolithic appearance of actual terrazzo. Terrazzo Originals are grease-proof, stain and alkali resistant, and easy to maintain. The style can be installed on, above, or below grade over concrete or wood or plywood sub-floors. Five colors including one copper metallic are being introduced in 9 x 9 inch size, 1/16 inch gauge.

Circle No. 242 on product information card

New drapery design by Elenhank

Beech foliage interlaced against the sky is recreated in a new decorator print added to the Elenhank Designers' collection of screen printed fabrics. Printed in three colors on natural or



white angora satin, the drapery fabric is 48 inches wide, has a 60 inch repeat, and is available in six colorways. In addition to drapery fabrics, the Elenhank collection also includes upholstery fabrics and rugs.

Circle No. 243 on product information card

JOHN STUART ARCHITECTIVE FURNITURE JS AF

The Conference Table, so artfully designed that everyone seated at it will see everyone else with ease. So sturdily built anyone could dance on it —but the wood so beautiful, no one would want to. To be had in any size up to 24 ft. long. For residential use it becomes an impressive dining table. Shown with the celebrated John Stuart Conference Chairs,

JOHN STUART INC.
NEW YORK PARK AVE. AT 32ND ST. PHILADELPHIA 2301 CHESTNUT ST.
Ask for the catalog of John Stuart Architective Furniture

Circle No. 210 on product information card

Side-chair "Sculptura"

Clarín Mfg. Co., Chicago, announces the side-chair Sculptura, a new half-sister identical to the original with the exception of its use. It's designed for side chair use and does not include the stacking and ganging bracket. New side-chair features sculptured seat and back with ribbing in the mid-section. The entire seating portion is made of fiberglass; legs are tapered and chrome plated. Back legs extend out beyond the back thereby preventing damage to walls. Side-chair Sculptura, series 9100, is available in the "shell" form or up-



holstered in a choice of eight different kinds of vinyl and nylon. It comes in six basic colors; 88 decorator combinations.

Circle No. 244 on product information card

Swivel desk with extension

From the Tapered line by Challenger Steel Products Corp., Brooklyn, N.Y., comes the Swivel "L" desk with an extension that can be moved to any angle desired; closed, at a right angle, straight, or any angle in between. Desk top is of lifetime wal-

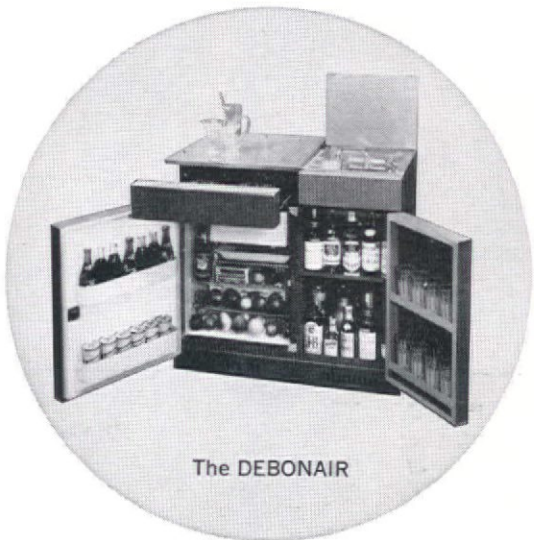


nut or grey, solid plastic guaranteed against warping. Desk contains utility drawer with pencil trays, file drawer with adjustable divider on noiseless nylon glides. Legs are equipped with leveler glides.

Circle No. 245 on product information card

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YOU HAVE
THE SPOT
WE HAVE THE
ACME**

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



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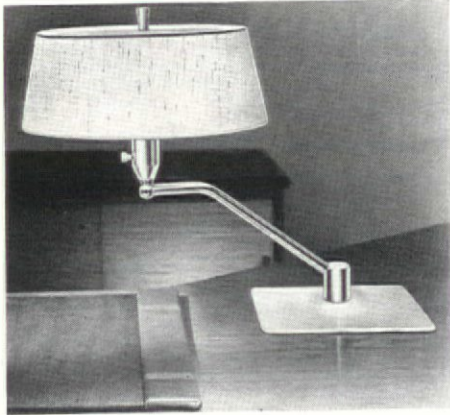
Mailing Address: P. O. Box 188, Astoria 5, N. Y.

Circle No. 211 on product information card

PRODUCTS & SERVICES

CONTINUED

Classic Series by Sight Light



M. G. Wheeler Co. Inc., Greenwich, Conn., will feature the Classic Series at the NOFA show. Shown here is the Classic 7000. Polished solid brass or brushed chrome arm rotates 360 deg. on wafer-thin base in latest decorator colors. Shades of parchment, Belgian linen or grass cloth. All Classic lamps employ the Sight Light optical system.

Circle No. 246 on product information card

Tintawn carpeting from Ireland

A natural sisal fiber carpeting, made in Ireland, is being marketed in this country by Tintawn, Inc. Called Tintawn, the carpeting is notable for its hard-wearing qualities, according to the importer. Low in cost, Tintawn is being made available in a series of vividly colored designs especially created for the American market.

Circle No. 247 on product information card

Thermoelectric refrigerated units

Refrigerated furniture manufacturer, Springer-Penguin, Inc., Long Island City, N.Y., will soon introduce a new line of thermoelectric refrigerated units for offices and hotels. The new units eliminate any and all motor noises. They will not use compressors, gas or any moving part, although the designs and styling will remain basically the same.

Circle No. 248 on product information card

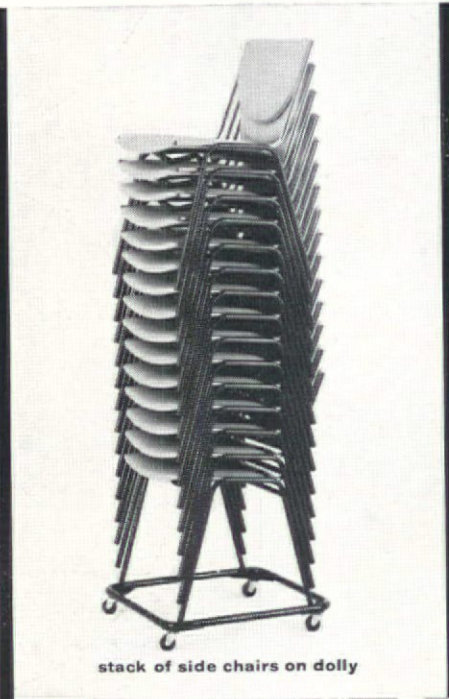
Capri light control

The Capri continuous dimming control by Lutron Electronics Co. Inc., Emmaus, Pa., has an electronic design allowing it to operate easily through a continuous range of light from eye-saving brilliance to a warm, soft glow. Rated at 600 watts, the Capri can control all of the lights in a room, fluorescent and incandescent.

Circle No. 249 on product information card



4722 stacker



stack of side chairs on dolly



4721 stacker

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Dallas, Miami, Atlanta, Statesville, N. C., Paris, France.

Circle No. 212 on product information card

New Valley line

Contract seating that combines wood, metal and fine upholstery materials comprises the new line of Valley Upholstery Corp., nationally distributed by National Contract Sales Co., Glenside, Pa. Made up of components that permit a wide choice of bases, arm treatments, upholstery styles, and fabrics, the line includes sofas, chairs, and upholstered benches. Shown here is an executive swivel chair, softly upholstered with separate cushion, resting on a base of chrome steel. The



sofas are contour-back, and are available in three different bases—chrome steel, walnut and aluminum, and oiled walnut.

Circle No. 250 on product information card

Executive ashtray

It is virtually impossible for a cigarette to roll off of the rim of this new, massive Executive Ashtray, introduced by the Skeggs Design Studio, Bath, Ohio. The ashtray is available either plain glazed or glazed with an incised decoration on the



edge of the rim in a choice of seven textured matte glazes; Sand, Lemon, Pumpkin, Brownstone, Turquoise, Lapis Blue, and Grape Purple.

Circle No. 251 on product information card

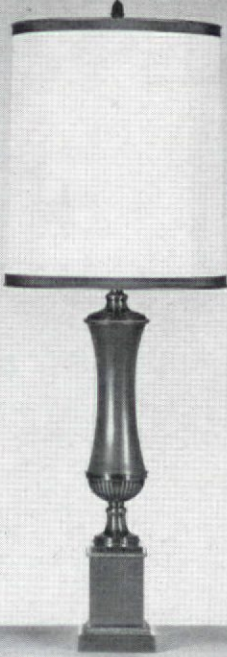
Circle No. 213 on product information card →

A red, red window glows from San Francisco's new Hotel Fairmont Tower. It is the powder room foyer of the opulent Crown Room. Its glow is from walls of Winfield's red, red *Damask I* foil. On the Crown Room's elevator banks and down through the corridors and elevator lobbies of 19 other floors, Winfield foil covers the walls with its subtle depth and glimmer. An exciting variety of Winfield Papers was used in these distinctive interiors by Mario Gaidano, A.I.A., and Barbara Dorn, A.I.D. Waterproof, washable Winfield Papers are designed to be used with flair and imagination. Added to your own talent, the rich textures and designs of Winfield Papers can help you work sheer magic in important places.

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Circle No. 214 on product information card



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 by NORQUIST



No. 222
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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.

NORQUIST PRODUCTS, INC.
 DEPT. CC, JAMESTOWN, N.Y. (Since 1881)

Circle No. 215 on product information card

PRODUCTS & SERVICES

CONTINUED

Standard Furniture's "200 Line"

Standard Furniture's new "200 Line" of office chairs, to be introduced at the NOFA show, combines satin-finished aluminum with walnut of gun-stock quality in either oil or lacquer finish. The



chairs feature deep foam-rubber seats, saddle-seat pans and contoured backs. They may be upholstered to match the office decor in any desired combination of fabric and vinyl plastic especially designed for these chairs. The seven "200 Line" models include two executive swivel chairs, two arm chairs, a lightweight side chair and two secretarial posture chairs.

Circle No. 252 on product information card

All-purpose contract unit



The Luxmor Monterey by Luxmor, Inc., of Burlingame, Cal., is an all-purpose compact contract unit. It utilizes every inch by dividing the space into two areas, one for sitting and sleeping, and one for working and dressing. A pull on the brass ring brings the double bed forward. The inclined track encourages comfortable posture-right sitting and level sleeping. The track pulls forward more than enough to permit easy access.

Circle No. 253 on product information card

Heavy duty Ceramaflex floor tile

United States Ceramic Tile Company has developed a heavy duty commercial line of Ceramaflex floor tile. The product line contains twelve patterns, which include eight random medleys of harmonious colors and four solid color designs. The unglazed natural clay ceramic mosaic tiles are extremely durable and have a high scratch resistance. They will absorb less than 3% water by weight, and are not affected by common acids and alkalis.

Circle No. 254 on product information card

Three new Pionite laminates

Pionite Lifetime Laminates is featuring three sparkling decorative patterns glamorized with metallic gold accents. Tivoli suggests the oriental influence in its cross-hatched, dry-brush motifs on glittering, gold-flecked backgrounds of white, tan, green and yellow. The other two patterns offered are Gold Flake, a metallic overall pattern with a bolder gold fleck, and Nocturne, abstract starlike symbols in antique gold combined with metallic gold flakes. Samples of the new patterns may be obtained from Pioneer Plastics Corporation.

Circle No. 264 on product information card

New captain's chair by Buckstaff

Included in a new series of arm and side chairs, the Buckstaff Co. is offering a new expression of a modern captain's chair, model No. 561A-5. The rear leg is a continuous stem with the joining arm bow to effect extreme strength and esthetic appeal.



The seat and back are upholstered. Other models in the series have melamine plastic surfaced saddle seat and backs and are available in both genuine walnut and northern hard maple.

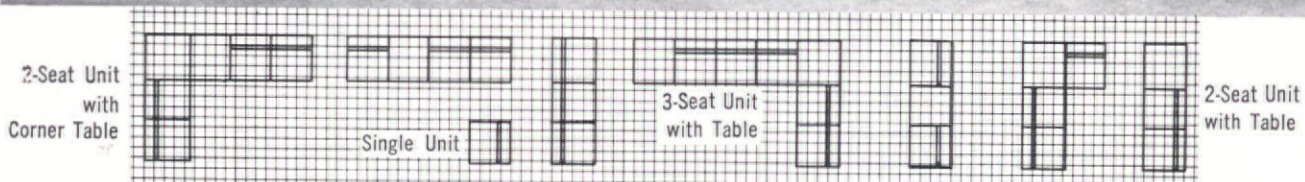
Circle No. 255 on product information card

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offer limitless possibilities in modern

OFFICE SEATING DESIGN



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Circle No. 216 on product information card

PRODUCTS & SERVICES

CONTINUED

G.E.'s candy stripe laminates

Candy Stripe Textolite plastic decorative laminates, in a choice of four pastel shades and each with alternating two-inch stripes of white, are now available from General Electric's Laminated Products Department. The new pastel shades are pale blue, lavender, pink, and beige. Matching solid colors are available to compliment the striped patterns.

Circle No. 256 on product information card

Low-cost metallic asphalt tile

Kentile, Inc., producer of resilient flooring, is introducing a low-cost asphalt tile series, Constellation, featuring rich metallic and pearlescent styling usually found only in higher priced flooring materials. The new series features myriad accents twinkling like stars against solid backgrounds selected from the most popular asphalt colors. Constellation asphalt tile comes in ten sparkling color combinations and is available in 9 x 9 inch tiles in 1/8 inch thickness only.

Circle No. 257 on product information card

READY FOR A CHANGE?



IMAGINATION
... that's the
fresh ingredient
of Valley's
just-born
line of contract seating!

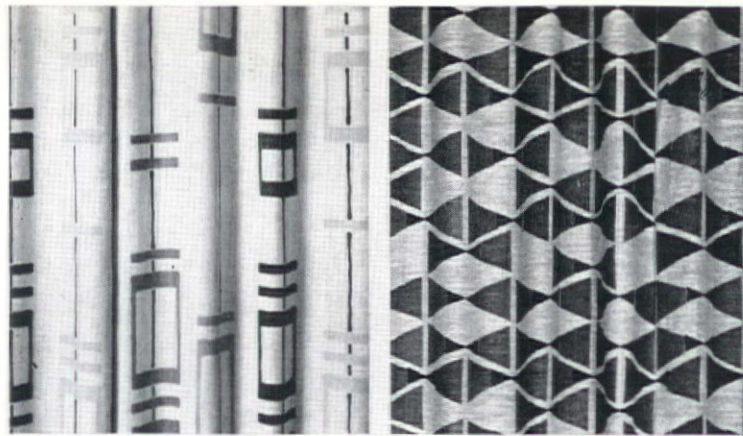
IMAGINATION . . . by Designer Marc Berge, who's thrown away all the style stereotypes that have cob-webbed office furniture for the past two decades.

IMAGINATION . . . by Valley, who've combined versatility with economy in offering this inspiring new "Executive Suite" line in a limitless variety of custom specifications at realistic prices.

distributors
NATIONAL CONTRACT SALES CO.
215 Station Ave., Glenside, Pa.
A. Thomay, Exec. Sales Director
TUrner 7-5522

DISCOVER 'EXECUTIVE SUITE' AT THE NOFA SHOW BOOTHS #1032-34

Circle No. 217 on product information card



The "Cosmopolite Collection"

The "Cosmopolite Collection" produced by Raphael of Holland, Mich., comprises eleven Forever Contemporary designs in small, medium and large scale. The new patterns are designed in motifs representative of 11 of the world's major cities. Fabrics include Raphael's rayon-backed linen, a slightly striped open casement of linen, an open texture of linen, and a massive textured heavy linen for large area use. Shown are "Bangkok," a dramatic pattern of contemporary bell design, and "Montevideo," an all-over repeat of a geometric pattern with a butterfly motif.

Circle No. 258 on product information card

The Research Series by Boling

Boling Chair Co., Silver City, N.C., introduces a new line, The Research Series, No. 5000, consisting of nine pieces of conference and side chairs.



True comfort is achieved in these chairs since the seat is designed to distribute the weight of the body with firm support and no pressure, while the shape and placement of the back gives support where needed. Shown are No. 5013, Side Chair, and No. 5014, Steno Chair. Executive posture and steno chairs are equipped with automatic, self-adjusting back rests.

Circle No. 259 on product information card

Seven new pastel solid colors

The latest offering in the Textolite line of plastic decorative laminates from General Electric are

seven new pastel solid colors, designed to blend with appliances and fixtures in areas where hard, non-scratching surfaces are required. The colors, in soft, muted shades are: lavender, olive, pale pink, a whiter white, polar blue, honey gold and pale yellow. All are available in the new thin laminate Textolite vertical grade .035 inches in thickness and in no-glare textured finish.

Circle No. 260 on product information card

Strateline aluminum chairs

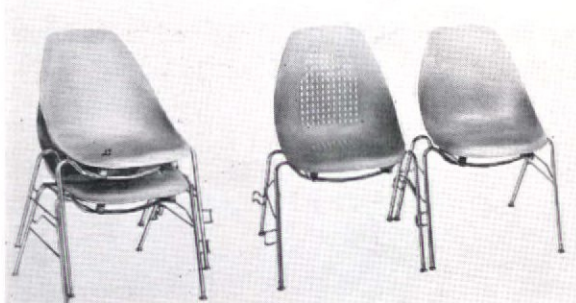
Jasper Seating Co., Jasper, Ind., presents the Strateline aluminum chairs. Aluminum frame is reinforced with steel for strength. Choice of silver, brass, or bronze finishes at no extra cost.



Arms and rails are genuine walnut. Upholstered in elastic Naugahyde or craftsman fabric, top grain leather or grospoint. Polyfoam seat and back, with seat suspended on rubber webbing.

Circle No. 261 on product information card

Alladin chairs in stack-gang style



Form Fit chairs by Alladin Plastics are now available in a stack and gang style. The Alladin rocking chair, in side and arm styles has hardwood elm staves and tapered steel tubular legs, cross-braced. A basket weave side chair exhibits perforated design on chair seat and back. Design permits both air circulation and water drainage for outdoor easy-care in summertime. Stock and gang chairs are offered in colors of coral, sandalwood, turquoise, sun yellow, pink, lilac, white, or charcoal.

Circle No. 262 on product information card

SOLID WALNUT CHAIRS

CANE OR UPHOLSTERED BACK



designed by
Kenneth Chorley Jr.



CH-42 Arm chair; also side chair and swivel desk chair
(right) CH-54 Upholstered swivel arm chair

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Circle No. 218 on product information card

NOFA BOOTH 120



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Circle No. 219 on product information card

Circle No. 220 on product information card

Compatible!

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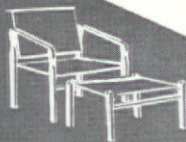
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35 "Classic" Director's Chair



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PEOPLE

Derek C. Mitchell has been appointed to the position of manager of manufacturing at Jens Risom Design, Inc., for all Risom furniture and accessories.

James A. Smith has been named head of Formica Corporation's newly established contact sales department office in High Point, N.C. He was formerly district sales manager in Richmond, Va.

Denst & Miles, Inc., Chicago, announced simultaneously the promotion of Frank McDaniel to



assistant sales manager and the move of administrative offices from the plant site to the firm's newly enlarged showroom in the Merchandise Mart.

Yale Whitmer of Los Angeles has been appointed the Southern California representative for Luxmor, Inc., manufacturers of multi-purpose bedding for applications in hotels, motels, dormitories and senior citizens' homes.

Carl E. Fowler has joined Boris Kroll Fabrics, Inc., as vice-president in charge of national sales. His headquarters are at the main New York offices of Boris Kroll Fabrics at 220 East 51st St.

The appointment of John M. Treble as manufacturer's representative in the state of Michigan was recently announced by Roy P. Rosser, Jr., manager of the commercial furniture division of Brunswick Corp. This division manufactures and markets a contract line of fiberglass and contour molded chairs, tables, cabinets and desks.

F. M. Kirkpatrick has been appointed sales manager of the furniture division of State Industries, Los Angeles. He will be responsible for sales in the area of school furniture and general public seating.

Robert E. Quigley has been appointed manager of Alexander Smith's contract carpet sales for the eastern section. He succeeds William F. Coneen.

Circle No. 221 on product information card

MANUFACTURERS'

LITERATURE

A new, 24-page general catalog No. 16 has been released by Western Manufacturing Co. illustrating the complete WESCO line of steel equipment products for business, institutions, and schools. In addition to its standard lines, several new products are also shown, including Modular Desks, 6000 line Fashion-Aire Deluxe Desks, and a new Credenza line.

Circle No. 225 on product information card

Available (at a price) from Boris Kroll Fabrics, Inc., is this handsome two-drawer walnut cabinet containing samples of the firm's Designer's Col-



lection of upholstery and drapery fabrics. Samples of all fabrics in the collection are included, each mounted on identifying tags. Cuttings are filed by color for easy reference.

Circle No. 233 on product information card

"Delightful Background for Pleasant Living" is the new 24-page brochure issued by The Belgian Linen Association. Educational in scope, the illustrated brochure covers types and uses, specific items, and a picture story of production of its linen mills in Belgium.

Circle No. 234 on product information card

Symphonic designer-styled, flush, bifold, prefinished and stile and rail doors are illustrated and described in an 8-page booklet (A.I.A. No. 19-E-1) now available from Simpson Timber Co., Seattle, Wash.

Circle No. 235 on product information card

More than 100 different styles of mirrors are shown in the new catalog of Galax Mirror Co. There are about 175 sizes to choose from, a large number of which are designed primarily for hotel-motel use.

Circle No. 236 on product information card

A completely new catalog by Jens Risom Design, Inc., divides its contemporary furniture into four distinct categories. The catalog is divided into four corresponding books.

Circle No. 263 on product information card

Circle No. 218 on product information card

TUB SEATING OF MOLDED WALNUT



designed by
Kipp Stewart

K-4001 Swivel or stationary
base of polished steel
K-4012 Multiple seats with
black plastic table



DIRECTIONAL CONTRACT FURNITURE CORP.

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

WRITE FOR LITERATURE **System Cado**
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S. Christian of Copenhagen, Inc.: Jackson & Sansome, San Francisco

Circle No. 222 on product information card

NOFA DEALERS

(Continued from page 18)

highly thought of, for the simple reason that usually there is no one around to give the training.

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