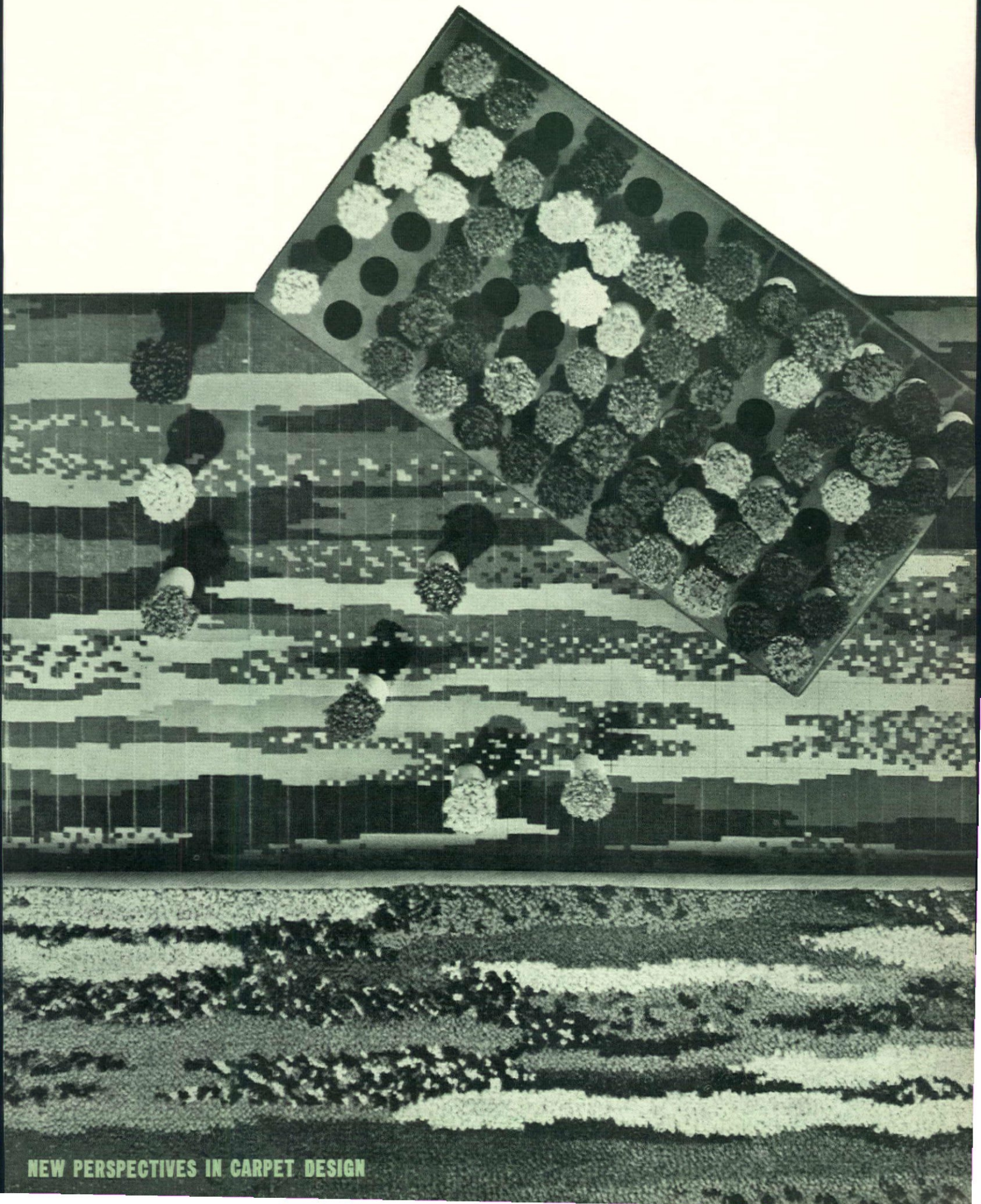


CONTRACT

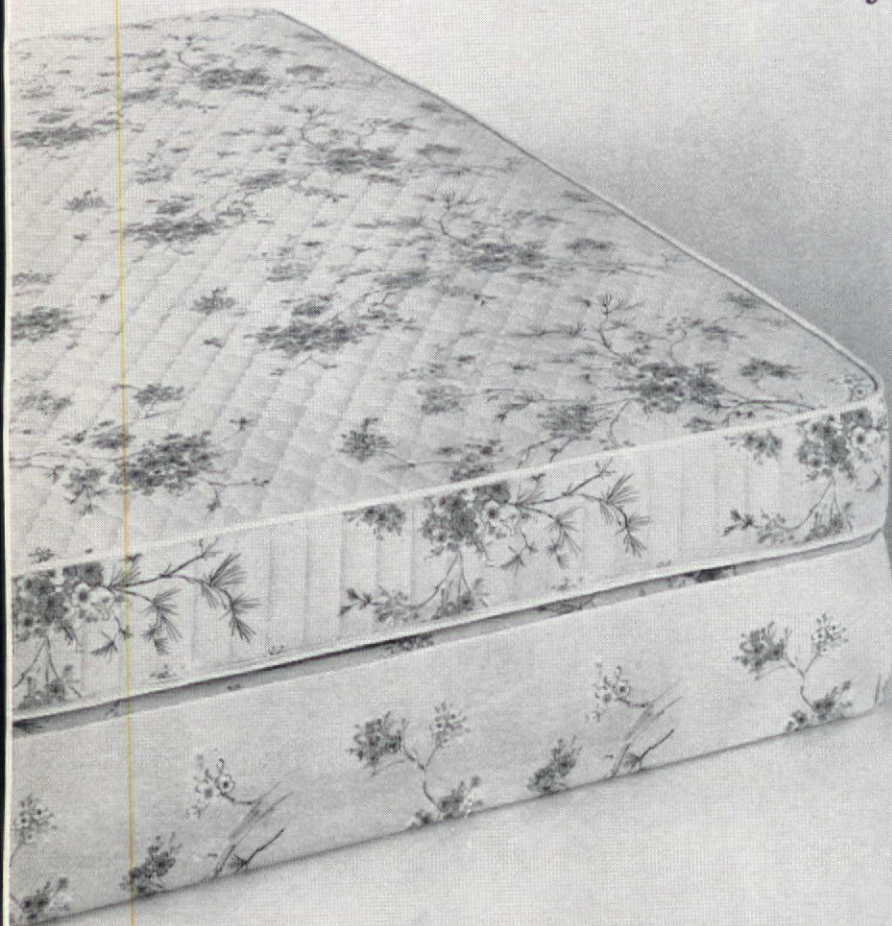
THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • MAY 1962



NEW PERSPECTIVES IN CARPET DESIGN

"How in the blue-eyed world do you manage to sit up all night and still look as smooth and smart as you do?"

"Mon cher, it is so simple. The same cotton-cushioning that makes you comfortable and fresh keeps me chic and...how you say...sleek."

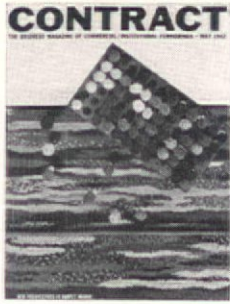


For enduring comfort, freshness and beauty in furniture, mattresses and automobile seats

COTTON CUSHIONING is a NATURAL

National Cotton Batting Institute and National Cotton Council, Memphis, Tenn.





The Cover

Stages in the manufacture of commercial carpet—color pompoms, a detailed sketch and the finished carpet; materials supplied by Bigelow-Sanford.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. II, No. 7

MAY, 1962

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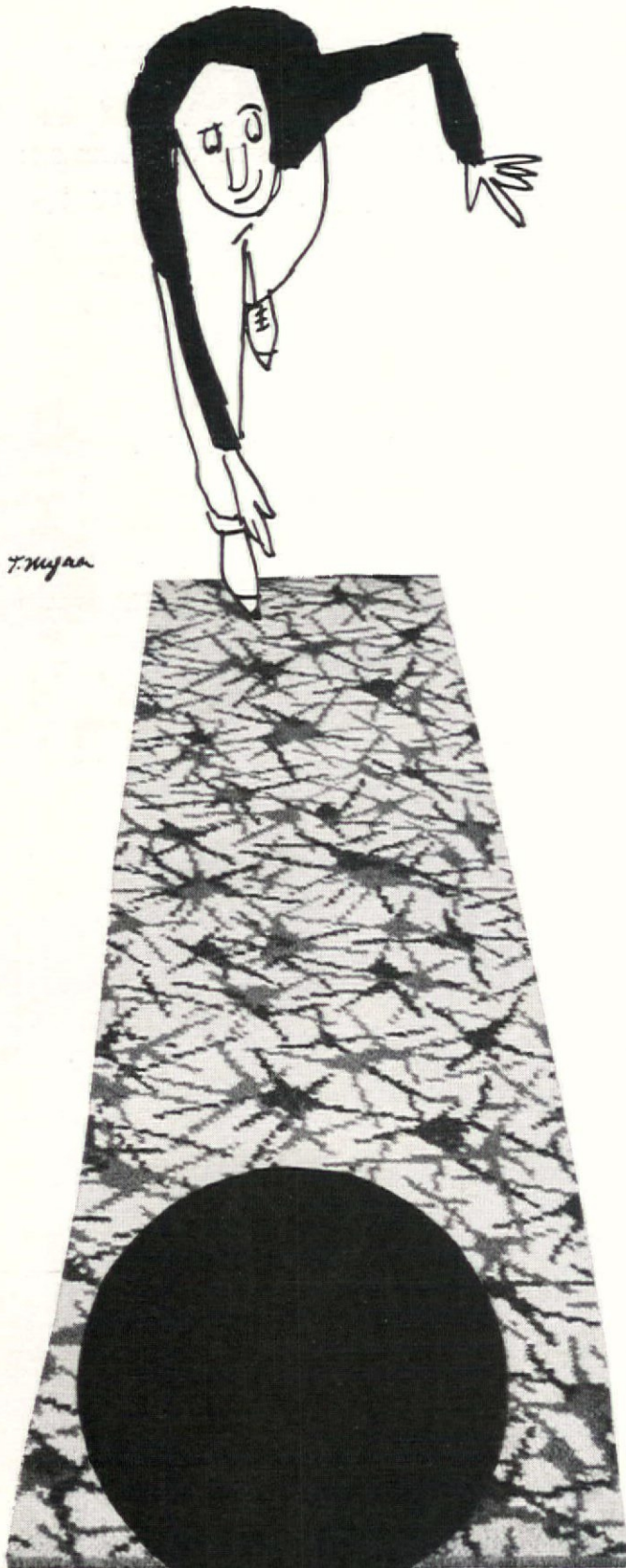
COMING IN CONTRACT

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.

SEPTEMBER—Resilient flooring—new products, contract standards, and maintenance procedures.



MAGEE SCORES '300' with a line of carpets made to follow through on bowling lane needs. Under any handicap, in any area, Magee delivers... with high-scoring weaves, patterns, fibers... with specification recommendations to assure top carpet form in any wear tournament. And, Magee puts you in the "bowl-'em-over" league with custom designs and colors. Get rolling with the '300' line... contact the carpet kingpin, **MAGEE**
 The Magee Carpet Company, Commercial Division, 295 Fifth Ave., N.Y. 16

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LETTERS

March issue

Dear Sir: Congratulations on your highly informative Contract Market Seminar issue. Your efforts together with the National Design Center, should certainly help clarify this all-important market which shows every indication of expanding even faster.

I would also like to compliment you on your general editorial material which has become more informative and helpful with each issue.

NORMAN STEEN
 New York City

Dear Sir: Congratulations on your March issue featuring the report of the first Contract Market Seminar. The cover design is both attractive and ingenious and your very thorough reporting of the various talks given at the Seminar should prove very valuable for those who were unable to attend and get their information firsthand. It seems to me that the demand for this particular issue will continue for some time to come.

J.S. FASSETT
 American Hotel Association, New York City

Dear Sir: I take this opportunity to tell you how much we appreciate what you are doing with **CONTRACT** magazine. It definitely fills a need in the contract area.

TED CRABB, ASSISTANT DIRECTOR
 The Wisconsin Union, University of Wisconsin

Dear Sir: Your magazine's Contract Market Seminar issue is terrific. The coverage is really timely and fulfills a great need.

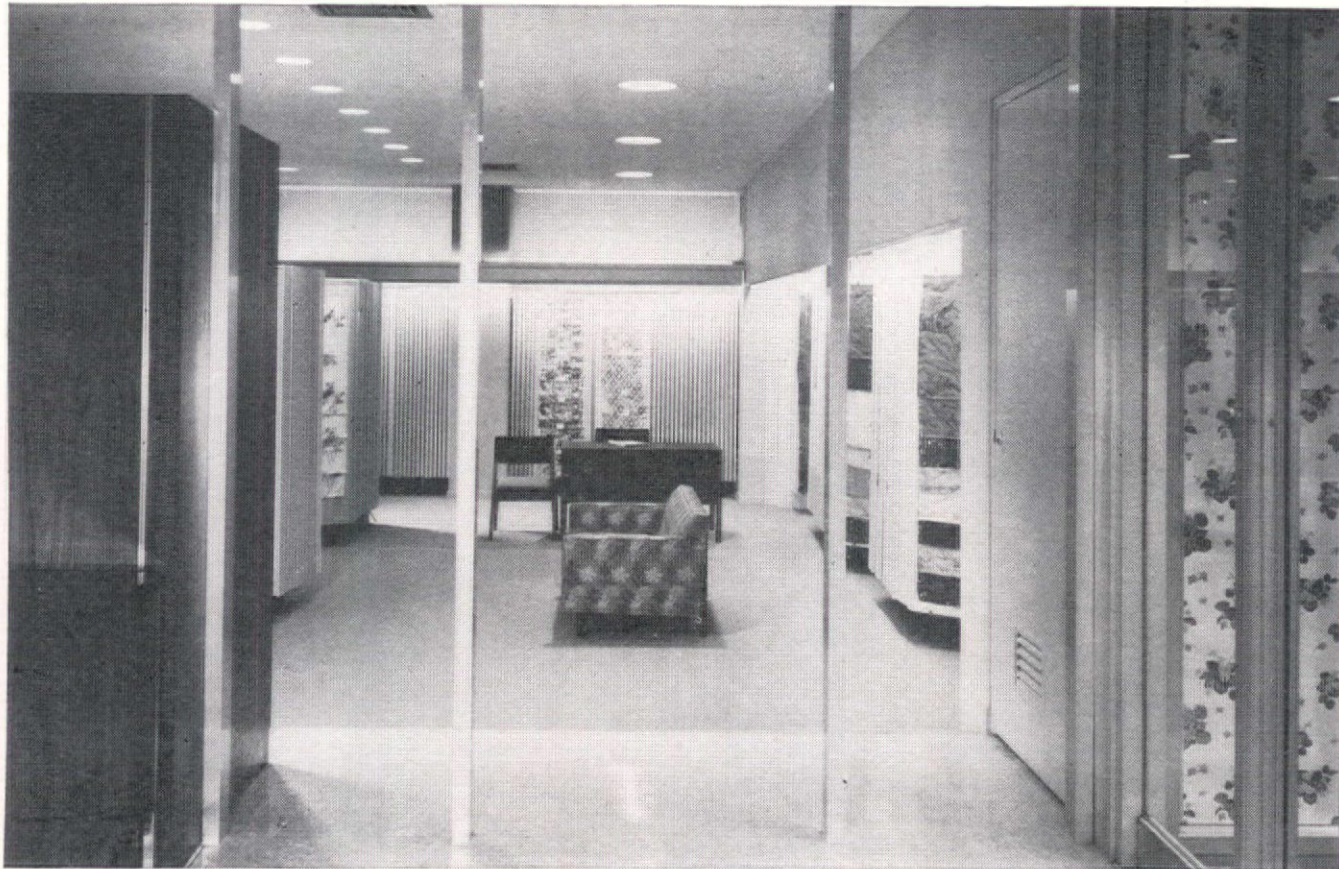
JOHN F. MEYER, AIA
 Solstad & Meyer, Paterson, N. J.

Dear Sir: Upon returning from Europe last week I was most pleased to see the wonderful coverage you gave both the Contract Market Seminar in your March issue and the Chicago press conference in your February issue.

We in contract work here are happy to see that you are carrying on our small crusade for a more ordered contract climate in the United States. All the articles, incidentally, read as well as they sounded at the two conferences. We have already received many letters from manufacturers and friends who have seen these articles and who apparently agree with our theories.

PAUL BISCHOFF, GENERAL MANAGER,
 Contract Division, Carlson Pirie Scott & Co., Chicago

Vestibule of beautiful new **SCHUMACHER** showroom at 3rd Ave., and 56th St., New York



Architect—Herman Neumann
Color Consultant—Milton Glasser, A.I.D.

THROUGH THESE DOORS PASS BEAUTIFUL
DECORATOR FABRICS ON THEIR WAY TO...
PERMA DRY



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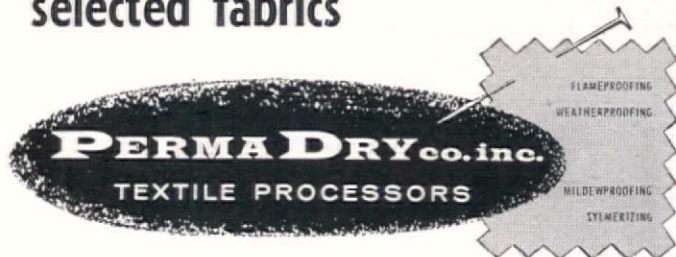
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D. C. Currently

OUR WASHINGTON REPORT:

- Replacement reserve for carpeting
- Big start in apartment carpeting
- College housing on the increase
- Recent invitations to bid

A federal sanction that could mean millions of dollars of new business to contract carpeters is a possibility. That's the possible approval by the Federal Housing Administration of carpeting as a finish floor in homes, for inclusion in the mortgage.

Last fall FHA approved the inclusion of carpeting and draperies in multi-family mortgages. This has caused a stir among home furnishings retailers, who feared a much greater potential diversion if such approval were extended to single homes.

Congressional committees at first were inclined to stay out of the new fuss. But finally, powerful Rep. Rains, the Alabaman heading the House housing subcommittee, has assured retailers back home—during his first real fight for re-election this year—that he will oppose extension of the approval to homes. NAHB and home builders are still plugging for the measure, however.

The biggest obstacle to that extension, actually, is not retailer protest, but an inability by agency technicians to get serviceable standards if they were to consider okaying carpeting. As yet, they haven't found any they liked.

FHA's significance

FHA today accounts for only about one-fifth of all starts, single unit homes and apartments. But its standards are the closest the industry has to any nationwide code.

So far, its apartment approval has gone along pretty well. For one thing, it requires a replacement reserve for such carpeting, so that there are funds in the kitty to replace goods worn and torn.

Apartments themselves are growing in importance in the housing mix—which means an expanding market for contract carpeting.

Apartment carpeting potentials

In the FHA area alone, apartment starts are now one-fourth the total. Their growth rate in the first part of 1962 was three times as fast as home starts, compared to 1961. And more apartments are coming. While single unit building permits were up 10% the first months of this year over 1961, units in 5-or-more-unit structure permits were up 65%.

So if you're in contract carpeting, you've a growing field to work in. The analysts here see no turn-around in the trend to apartments.

Carpeting in houses

Get away from the government-insured sector, and you'll see carpeting becoming more popular in homes financed with conventional loans. Prefabbers, for instance, are offering wall-to-wall carpeting in some units they sell for under \$9,000, and find it a strong sales point.

Retailers have reported that where they can give a new-home purchaser an option of carpeting or wood floor at about the same price, they'll run a high volume of business. If they can get the builder to put the carpet down in the model unit, they're close to home base when it comes to reaching for new sales.

Federal procurement

The U.S. government also buys carpeting for its military family housing units. It's the nation's number one purchaser, for carpet as much else. A couple of recent awards:

General Services Administration, Denver—2000 cotton looped pile machine washable rugs, \$13,504, to A. D. Radinsky & Sons, Denver.

GSA, here—3,913 uncut pile velvet rugs, \$46,420, Bigelow-Sanford, New York City.

Housing for senior citizens

There's a developing market for carpeting in housing for older people. A good many of the new projects list carpeting as one feature. Safety and ease of upkeep are two of the checkpoints of any contract furnishings you may want to sell to such facilities.

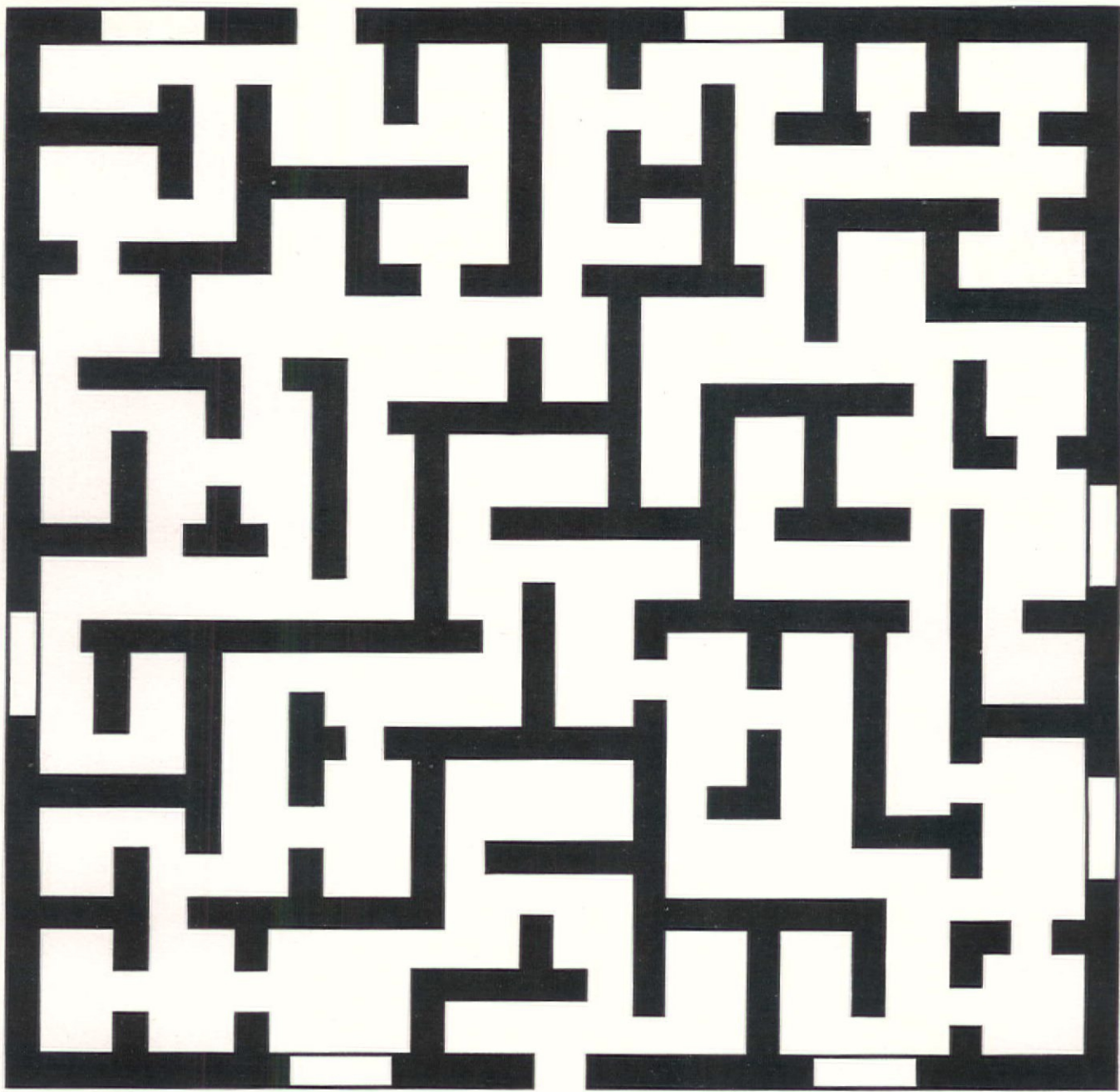
These are sizable operations. New U.S. loan for \$2,074,000 has just gone to the Garland Arms Foundation, Hot Springs, Ark., for instance, which will have 179 apartments.

College housing

Here's another federal program that means increasing business over the decade to contract furnishing companies. In March alone 34 schools asked the Community Facilities Administration for \$36.4 million in loans.

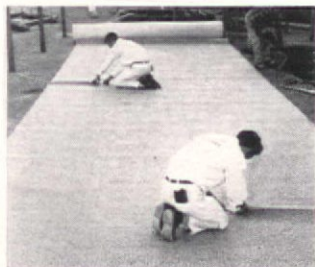
Some of those issued include: \$2.6 million to Memorial Hospital for Cancer and Allied Diseases,

(Continued on page 8)



AN EASY WAY OUT

In a dilemma as to how to carpet hundreds or thousands of sq. yards of intricate floors? The easy way out...the way to



do it beautifully, economically and "on schedule" is with Callaway "Label of Luxury"® Contract Carpeting.

Take the case of the new El Monte Arms Apartments in Mountain View, Calif. There were thousands of sq. yards of floor to carpet. The carpeting was ordered from Callaway by Jackson Furniture of Oakland, Calif. on November 22. It was delivered, all in one dye lot, on December 28. The color and quality exceeded the sample sent to the mill to match. The



carpet layers commented that "this was the best and smoothest running installation we have had in years...an excellent piece of carpet to install." And everyone concerned was completely happy with the results.

Whether you have hundreds, thousands or hundreds of thousands of sq. yards of floor to carpet, and no matter how complicated the floor plan, Callaway offers you an easy way out. Beautiful, long-wearing wool or nylon, tufted or woven Callaway Contract Carpeting.

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Contract Carpet Division
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OUR WASHINGTON REPORT

CONTINUED FROM P. 6

New York City. College of Saint Rose, Albany, N.Y., \$756,000 for a college union with dining facilities. Monmouth College, West Long Branch, N.J., \$2,550,000, two residence halls and dining facilities.

Invitations equal opportunities

The needs of U.S. agencies for contract furnishings are almost as limitless as the national debt and taxes. These recent ones can indicate areas where you may now not be looking for business, or a broader range of requests than you've associated with federal procurement.

Your regional General Services Administration Business Service Center can help steer you to the proper lists for future invitations.

Here are some of the recent openings:

Post Office Department, here—wood or steel furniture items. 715 wood lobby desks.

GSA here—steel clothing lockers.

GSA, Atlanta—fluorescent lighting fixtures, six months' contract.

Federal Aviation Agency, Honolulu — tubular steel furniture for airport terminal use. Mattresses, springs, and box spring supports.

Geological Survey, Denver—base cabinet units for laboratories.

GSA, Denver — 307 multipupil school tables. Metal furniture.

GSA, Seattle—metal quarters furniture.

Camp Pendleton Marine Corps Base, Calif.—living room furniture, 100 units. 100 birch step end tables.

GSA, San Francisco—household furniture, including chairs, chest, beds, desk, dresser, mirror, table, various quantities.

Fort Carson, Colo.—hospital drapes.

GSA, here — classroom furniture: 422 desks, 1044 chairs, 384 tables.

Air Force Logistic Control Group, Brooklyn—73,200 floor tile.

Defense General Supply Center, Richmond 12, Va.—1059 field desks with removable lids and two folding leg stools.

General Services Administration, here — Unitized steel office furniture; conference-type steel desks, Aug. 1, 1962 through July 31, 1963.

GSA, Denver—393 dining tables.

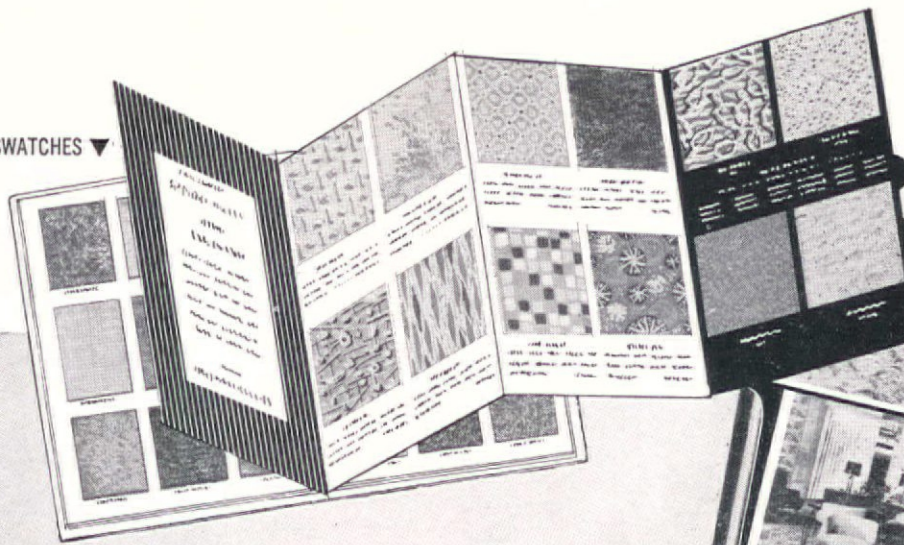
March Air Force Base, Cal.—tables and chairs.

GSA, San Francisco—fluorescent lighting fixtures.

Federal Aviation Agency, Honolulu — rattan furniture, 263 hardwood chests, 396 hardwood night stands.

GSA, here—wood household furniture, modern and traditional. (C)

ACTUAL CARPET SWATCHES ▼



◀ FULL-COLOR
PULLOUT
OF
CUSTOM
DESIGNS



PROUD EXAMPLES OF INSTALLATIONS ▲



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

LENGTH FEET	BROADLOOM			BROADLOOM			BROADLOOM		
	27' 0"	36' 0"	48' 0"	36' 0"	48' 0"	60' 0"	36' 0"	48' 0"	60' 0"
1	0.75	1.00	1.50	1.00	1.50	2.25	1.00	1.50	2.25
2	1.50	2.00	3.00	2.00	3.00	4.50	2.00	3.00	4.50
3	2.25	3.00	4.50	3.00	4.50	6.75	3.00	4.50	6.75
4	3.00	4.00	6.00	4.00	6.00	9.00	4.00	6.00	9.00
5	3.75	5.00	7.50	5.00	7.50	11.25	5.00	7.50	11.25
6	4.50	6.00	9.00	6.00	9.00	13.50	6.00	9.00	13.50
7	5.25	7.00	10.50	7.00	10.50	15.75	7.00	10.50	15.75
8	6.00	8.00	12.00	8.00	12.00	18.00	8.00	12.00	18.00
9	6.75	9.00	13.50	9.00	13.50	20.25	9.00	13.50	20.25
10	7.50	10.00	15.00	10.00	15.00	22.50	10.00	15.00	22.50
11	8.25	11.00	16.50	11.00	16.50	24.75	11.00	16.50	24.75
12	9.00	12.00	18.00	12.00	18.00	27.00	12.00	18.00	27.00
13	9.75	13.00	19.50	13.00	19.50	29.25	13.00	19.50	29.25
14	10.50	14.00	21.00	14.00	21.00	31.50	14.00	21.00	31.50
15	11.25	15.00	22.50	15.00	22.50	33.75	15.00	22.50	33.75
16	12.00	16.00	24.00	16.00	24.00	36.00	16.00	24.00	36.00
17	12.75	17.00	25.50	17.00	25.50	38.25	17.00	25.50	38.25
18	13.50	18.00	27.00	18.00	27.00	40.50	18.00	27.00	40.50
19	14.25	19.00	28.50	19.00	28.50	42.75	19.00	28.50	42.75
20	15.00	20.00	30.00	20.00	30.00	45.00	20.00	30.00	45.00
21	15.75	21.00	31.50	21.00	31.50	47.25	21.00	31.50	47.25
22	16.50	22.00	33.00	22.00	33.00	49.50	22.00	33.00	49.50
23	17.25	23.00	34.50	23.00	34.50	51.75	23.00	34.50	51.75
24	18.00	24.00	36.00	24.00	36.00	54.00	24.00	36.00	54.00
25	18.75	25.00	37.50	25.00	37.50	56.25	25.00	37.50	56.25
26	19.50	26.00	39.00	26.00	39.00	58.50	26.00	39.00	58.50
27	20.25	27.00	40.50	27.00	40.50	60.75	27.00	40.50	60.75
28	21.00	28.00	42.00	28.00	42.00	63.00	28.00	42.00	63.00
29	21.75	29.00	43.50	29.00	43.50	65.25	29.00	43.50	65.25
30	22.50	30.00	45.00	30.00	45.00	67.50	30.00	45.00	67.50

CONVERSION TABLES FOR AREA SIZES ▲

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INCLUDES ACTUAL CARPET SWATCHES IN 19 DIFFERENT COLORS!

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

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Tailored-to-Fit

Whatever your commercial carpet needs may be, Roxbury can satisfy them. Take your pick . . . scores of special designs, or one created just for your installation by Roxbury's own top designers. Choose from wools or man-made fibres. Select any weave or tufted, in the widest range of finishes and colors. Whatever your decorating project may be—hotels, motels, banks, churches—there's either an available carpet by Roxbury or one can be "tailored to taste" for you.

Roxbury has more than a century of experience in fine carpet making—ready to serve you, and supply the best carpeting at the lowest price.

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CARPET COMPANY

Three big mills in Saxonville and Worcester, Massachusetts and Chattanooga, Tenn.



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Send me my FREE folder on Roxbury Carpeting for Commercial Installations.

Have your representative get in touch with me.

NAME.....

TITLE..... FIRM NAME.....

*STREET ADDRESS.....

CITY..... ZONE..... STATE.....

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PEOPLE

Alex Blau has joined Serta of New York, bedding manufacturer, as sales manager and head of its newly organized contract department. In the bedding industry for the past 25 years, Mr. Blau was associated with Englander Co. for many years, and is a past president of the New Jersey Furniture Association.

Beaven W. Mills has been named national sales manager of Jens Risom Design, Inc.

Joseph Chvosta has been named manager of the office furniture division of Western Contract Furnishers, San Francisco. He will supervise activities in all branches of the firm, located in Oakland, Honolulu, and Sacramento. He replaces Bob Cameron, who has taken a position in Los Angeles.

John M. Ashford has been appointed architectural representative in the California area by Kentile, Inc. He succeeds Randolph W. Hedger, who becomes the firm's interior designer consultant in the California area.

Herman Miller, Inc., Zeeland, Mich., made five executive appointments last month. D. J. De Pree, formerly president, was elected chairman of the board; Hugh De Pree was appointed president and chief executive. Vernon Poest was named vice president, finance; Max De Pree, executive vice president, operations, and Glenn Walters, director of marketing.

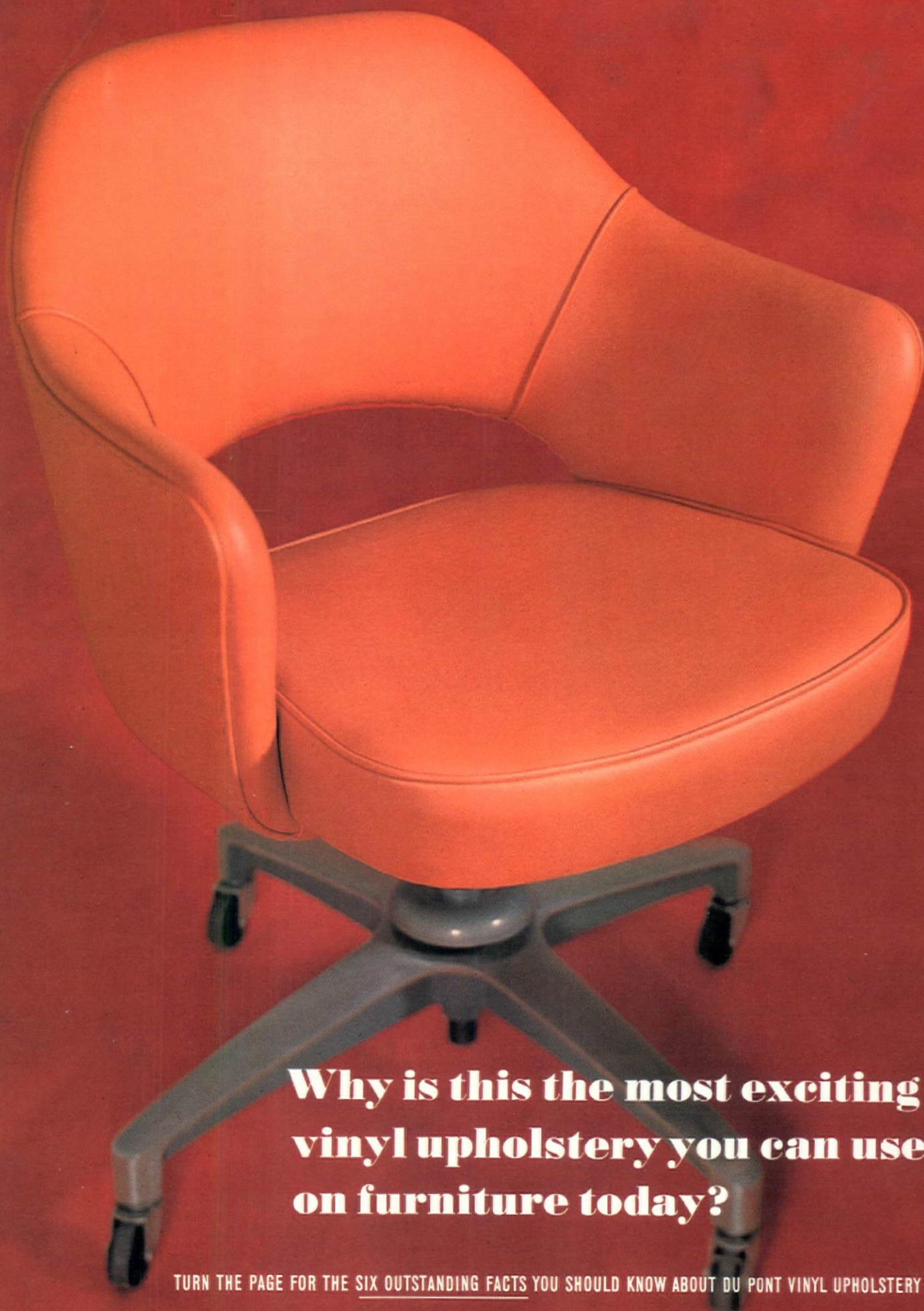
Richard Jacoby and Albert Sewall have been assigned territorial sales responsibilities in the Chicago office of Sidney Blumenthal and Co. Mr. Jacoby will represent all of Blumenthal's product lines in Wisconsin, Minnesota, Iowa, Kansas and Missouri. Mr. Sewall will have all sales responsibilities for Illinois, Indiana, Michigan and Western Ohio.

Richard Jacobson has been appointed sales manager of Stendig Inc., furniture importers. He will work from the firm's executive offices in New York City.

Period, Inc., announces the appointment of Gardner Williams, as Western regional representative. Mr. Williams will designate exclusive Western contract dealers to represent Period's expansion of national coverage.

Robert Barber, formerly head of Robert Barber, Inc., has been named by Isabel Scott Fabrics Corp. as vice president in charge of contract sales.

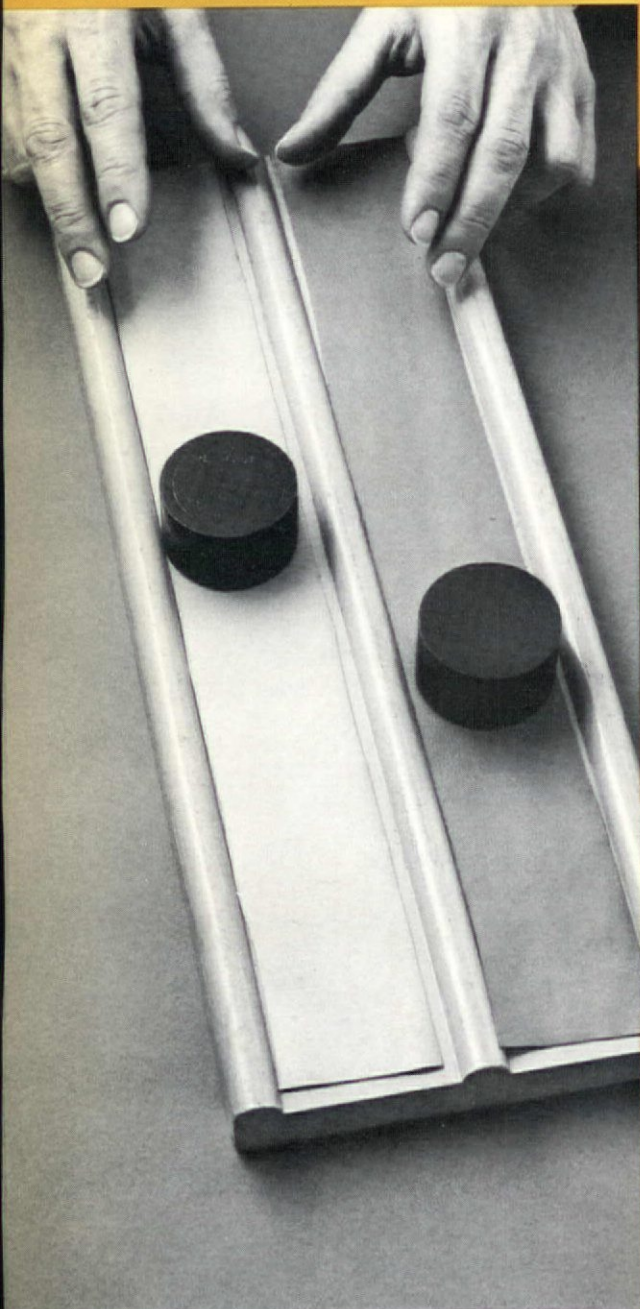
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**Why is this the most exciting
vinyl upholstery you can use
on furniture today?**

TURN THE PAGE FOR THE SIX OUTSTANDING FACTS YOU SHOULD KNOW ABOUT DU PONT VINYL UPHOLSTERY

THIS IS DUPONT VINYL



1 SECRET SURFACE GIVES DIRT THE SLIP

An exclusive high-slip finish on Du Pont "Fabrilite" Vinyl Upholstery makes it dry and slick. Originally created by Du Pont so women could slide comfortably across automobile seats, this finish adds to the long-lasting beauty, comfort and cleanability of furniture. It sheds soil. It keeps dirt from penetrating and it sponges clean easily. It does not cling to clothing. No other vinyl is manufactured with the secret process that makes this finish possible. (Note how paper-weight drags on well-known competing vinyl at left in picture, while equal weight slides freely across "Fabrilite.")

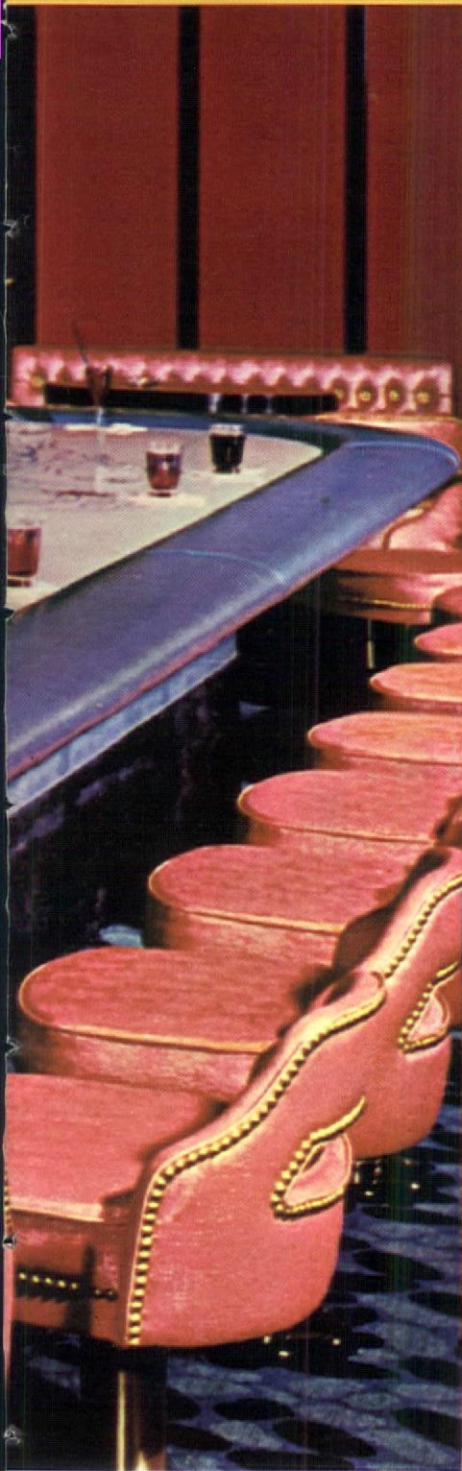
2 EVERY PATTERN CONSUMER TESTED

Du Pont's nationwide consumer panel of husbands and wives selects its favorites from among prospective new patterns—and only the top winners become new "Fabrilite" designs. This means you can depend on a good reception for every Du Pont pattern and color.

3 IT BABIES THE SITTER BECAUSE IT'S BREATHABLE

Many full-coated patterns of "Fabrilite" are breathable—in addition to our island-coated type. This means far greater comfort for the sitter, without the need for button vents. In one test at a three-day meeting of businessmen, 13 of the 15 participants reported they were much more comfortable sitting on "Fabrilite" upholstered chairs than on chairs covered with a well-known competitive vinyl.

UPHOLSTERY



4 OUTLASTS OTHER VINYL UPHOLSTERY

Because Du Pont makes no compromise in the body or composition of "Fabrilitite," it is tougher and more durable than other vinyl upholsteries. Not only does it look better longer because of its dirt-shedding ability, but it also *wears* better over the years.

5

FADE RESISTANT UNDER THE SUN

Du Pont know-how in dyes, pigments, and coated fabrics makes a formidable combination when it comes to fade resistance. In laboratory testing—and even more important, in thousands of installations—"Fabrilitite" has kept its color long after competitive products have faded.

6

ITS FIRST NAME IS "DU PONT"

We are proud to put our name on this upholstery—and to have manufacturers and reupholsters display it on their products—because "Fabrilitite" measures up to the standards of quality the public has learned to expect from Du Pont. Tests have shown that identification of a product with the Du Pont name produces a marked increase in acceptance and interest by the public.

Turn the page for still more reasons to use Du Pont Vinyl Upholstery.



Fabulous
“FABRILITE” BY DU PONT

takes up where the rainbow leaves off

Literally hundreds of color/pattern combinations are available to you in Du Pont Vinyl Upholstery.

For example—try our new, lush Deep Soft Kensington—the expanded vinyl with the cloud-like luxury...gracious, aristocratic Queen Anne—as dignified as fine old brocade...rich, tapestried Flanders...tweedy Ardmore...silk-like Nagoya...the leather effects...or patterns that can be found *only* in vinyl, such as our exciting Star Point.

Every “Fabrilité” pattern comes in a spray of smart colors—as many as 27 choices, in the case of our Polished Antique!

Put the exclusive advantages of *Du Pont* Vinyl Upholstery to work *now*. Call your distributor for details and deliveries. Or for information on fabrics or furniture shown, write to E. I. du Pont de Nemours & Co. (Inc.), Fabrics Trade Products, Dept. C-25 Wilmington 98, Delaware.

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CONTRACT NEWS

NOFA, NSOEA merge shows

The National Office Furniture Association and the National Stationery and Office Equipment Association have decided to merge their conventions and exhibits in New York City in 1963. The combined event will be held May 9 through May 12, 1963. Exhibits will be staged at the New York Coliseum; convention headquarters will be the New York Hilton Hotel, still under construction. The decision to sponsor a joint convention and exhibit, according to William J. Cole, president of NOFA, and Caldwell Harper, president of NSOEA, will make the event one of unique importance and will result in a comprehensive show without duplication of effort on the part of exhibitors. Convention dates previously issued by the two associations for 1963 are superseded by the present announcement.

International Design Centre opens

The new International Design Centre in Miami, Fla., is a three-level structure housing permanent exhibits, with a striking facade of black and white



tile spaced between concrete frames that resemble giant tuning forks. Founded by Henry End, the Centre opened in mid-March and will be open to the general public and to the trade every day of the year. Exhibits include both contract and residential settings by a large number of well-known firms, some of whose exhibits will be shown in an early issue. New ideas will be presented twelve times a year in the "Centre Stage," a series sponsored by the Centre itself.

Baumritter buys Kling

Baumritter Corp., furniture manufacturer, has purchased Kling Factories, with plants at Mayville, Frewsburg, and Falconer, N.Y. As a result of this consolidation, Baumritter's annual volume will be about \$40 million worth of furniture, according to Nathan S. Ancell, president.

New Synthetics Finishing plant

Synthetics Finishing Corp., Philadelphia and New York, has been selected by Minnesota Mining & Mfg. Co. to operate another Scotchgard processing plant under 3M license. The plant will be located in High Point, N.C., center of the southern furniture and fabric industry. The plant, now nearing completion, has an area of 15,000 square feet and is of fireproof construction. It will be managed by F. Douglas Mason, according to Dan Goldman, vice president of Synthetics Finishing.

Shelby Williams' Dorothy Draper line

Shelby Williams Mfg. Inc., has retained Dorothy Draper to style a new line of tables and chairs for contract use. This will be the first time that the talents of the Draper organization will be applied to the requirements of contract furnishings. The new line, which will be known as the Dorothy Draper collection, will combine high style with unusual serviceability, according to Shelby Williams.

Monsanto-Chemstrand merger planned

Plans for a merger of Chemstrand Corp. into Monsanto Chemical Co. were under way last month. Chemstrand, a wholly owned subsidiary of Monsanto, is the nation's second largest producer of nylon and acrylic fibers. Following the merger, Chemstrand will become Chemstrand Co., a division of Monsanto. Headquarters will remain in New York.

New American of Martinsville plant

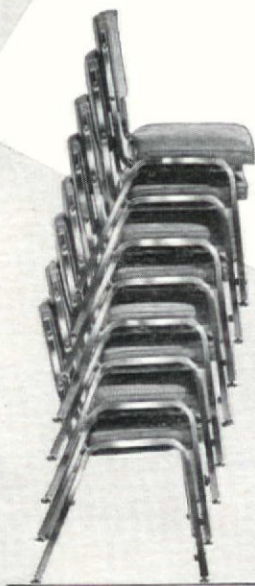
American of Martinsville is adding a \$1 million upholstery plant to its factory complex in Martinsville, Va. The new unit is designed for a capacity of more than \$7 million annual volume in addition to the upholstery business American is already doing, according to R.M. Simmons, Jr., president. The new one-level plant, with 210,000 square feet of space, is to be constructed at the firm's 73-acre Redd Level site, approximately one mile from the existing company plants. Work on the new facility has begun and production is expected to start late this year.

Directional names Duncan & Huggins

Duncan & Huggins has been named by Directional Contract Furniture Corp. as its representative for the eastern Pennsylvania and southern New Jersey area, including both Camden and Philadelphia. Duncan & Huggins already covers the Washington, D.C. area for the Directional contract line. Tyler Spafford will be the specialized contract furniture representative for Duncan & Huggins in the entire territory.

...from any point of view...*beautiful, versatile, strong*

Individually, ganged, or stacked... these modern chairs offer an unlimited variety of functional and attractive arrangements. Comfort-crafted for deep-seated ease, yet require very little floor space and are ideal for group seating needs. Smooth finished, square-tube steel frames in chrome, black or bronze blend with any decor, assure structural durability. Available in a wide range of especially handsome pre-tested elastic-baked plastic fabrics.



B. BRODY SEATING COMPANY

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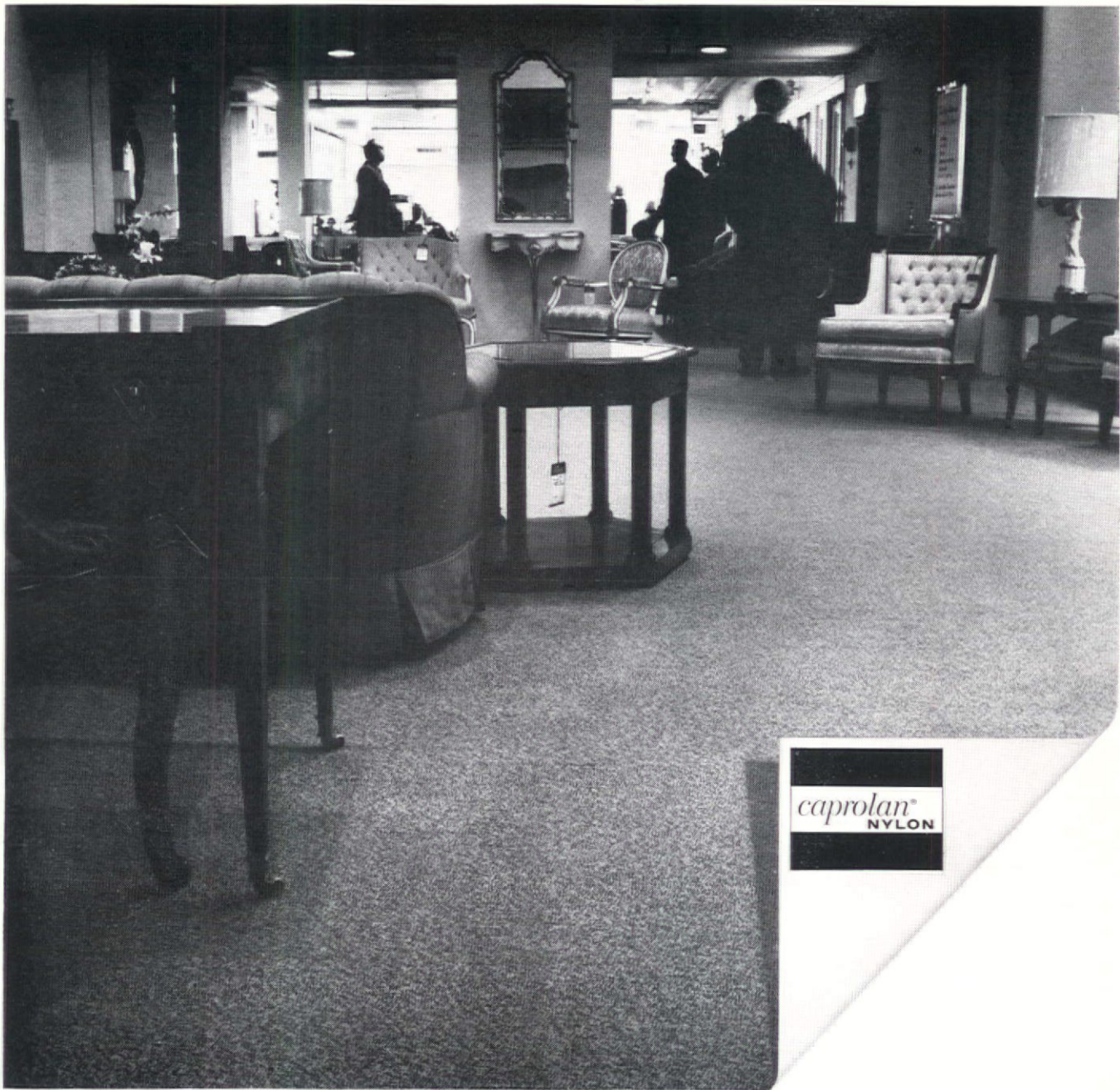
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W.&J. Sloane carpets 6 floors of its new store with Caprolan nylon

...tests prove it wears better, cleans easier.

How much better did Caprolan perform to rate this order for 10,000 sq. yds.? This much! U.S. Testing and other independent laboratories proved that "Zenith" by Commercial Carpet Corp., the 100% Textured Caprolan® nylon carpet selected by Sloane, could even outwear carpets priced as much as \$4 more a sq. yd. Just two of many



other advantages: it can be cleaned with a damp mop and detergent . . . is shrinkproof, never needs restretching. What's even more important to you, all carpets of

Caprolan live up to a record-breaking level of performance. Collins & Aikman, Commercial Carpet Corp., and Masland make contract carpets of Caprolan. You can't beat them. Fiber Marketing Dept., 261 Madison Ave., N.Y.C. 16

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TIGHTLY PATTERNED carpet by Magee in gold and black covers floor of funeral home chapel in Orlando, Fla.; customer selected colors and grade of carpet. Left, Eagle insignia of First Federal bank, Pottstown, Pa., reproduced in carpet by James Lees.

HUGE CIRCULAR RUG was specially designed by Gulistan for Washington, D.C. bank.



NEW PERSPECTIVES IN CARPET DESIGN

RECENTLY DEVELOPED METHODS ENABLE MANUFACTURERS TO REPRODUCE ANY DESIGN OR MATCH ANY COLOR FOR THEIR CONTRACT CUSTOMERS—ON ONE-OF-A-KIND INSTALLATIONS AS WELL AS ON LARGE-VOLUME ORDERS FOR CARPET

ENCLOSED please find a bunch of violets and a piece of burnt toast. Please make up carpets that match these colors exactly."

If you were a designer for a major carpet manufacturer today, you would not find a request of this nature particularly unusual. In fact, the design department of one manufacturer actually did receive a bunch of violets and a piece of burnt toast in the mail from customers, and did reproduce their colorings in the custom-designed carpets ordered.

Numerous other off-beat experiences can be cited. But they all illustrate the high degree of design flexibility developed by carpet producers to serve their growing commercial trade. Today carpet manufacturers are being called upon to supply the flooring for everything from a revolving restaurant on top of the Seattle World's Fair "Space Needle" to America's first nuclear surface ship, the N. S. Savannah.

The sharp upsurge in commercial carpet sales noted last year (CONTRACT Magazine, July-August issue) has continued into 1962. New markets continue to develop and traditional con-

tract users of carpet have expanded their consumption of soft floor coverings.

The school market, which was being developed experimentally only a few years ago, has now opened up on a commercial basis, with an increasing number of public and private secondary schools and colleges across the country approving bids for carpet and having it installed in large quantity yardage in classrooms, corridors, study areas and lounges.

Another field which is developing as a new market for carpet is public and private libraries. Library administrators have taken heed of the maintenance savings and acoustical benefits of the product established in the experimental school studies and are beginning to specify carpet as a component in modern library design.

Other contract markets which are boosting their purchases of carpet include banks, office buildings, motels, apartment houses, country clubs, churches and bowling alleys. In the office and bank fields the trend is toward carpeting general office areas such as data processing rooms,

(Continued on page 22)

REFRESHMENT COUNTER of bowling alley in Levittown, Pa., with design symbolizing bowling balls by Hardwick & Magee. Right, initials of Lubbock Country Club, Lubbock, Tex., reproduced for club's equipment shop carpet by Archibald Holmes.



NEW PERSPECTIVES IN CARPET DESIGN

secretarial pools, corridors and bank lobbies. No longer is carpet's function limited to providing status-symbol plushness in executive suites.

Annual sales figures

It is almost impossible to obtain precise figures as to the annual sales volume of carpet in the commercial field. This difficulty arises because many contract sales are not recorded as such by dealers. Besides the large contract purchases serviced through the commercial departments of a carpet mill, there is a great deal of carpet sold by contract distributors and by retailers to commercial customers such as shops, restaurants, clubs, etc., from their inventory of stock commercial grades or heavy-duty carpet designed initially for residential use. Also, one new trend observed in the past two years has been the increased volume of purchases of commercial grade carpets for homes as consumers have become aware of the outstanding performance offered by these rugged floor coverings.

As noted last year, industry sources estimate that commercial sales represent about 15% to 18% of total broadloom shipments by all U. S. manufacturers. On this basis, the amount of commercial carpets sold in 1961 would range from 23-million to 28-million square yards, with dollar volume possibly approaching a quarter of a billion dollars.

Another factor which has stimulated greater demand for carpets has been the increased awareness of the design flexibility of carpets and rugs for public spaces. Carpet offers an enormous diversity of styling, including colors, textures, patterns and in the case of rugs—shapes. In addition to the wide range of colorings and patterns available in stock commercial lines, contract



FLAGSTONE WALK effect in carpet by Archibald Holmes greets customers at Hartford Insurance, Chicago.



ALEXANDER SMITH wove 20,000 yards of special carpeting for Chase Manhattan building in New York at left. Acrilan carpet by Cabin Craft covers 4,000 square yards of floor at Foothill College, California, below.



users are now able to take advantage of the custom-design services offered by the major carpet producers. Any design that can be executed on a drawing board can be reproduced in a carpet pattern. This design flexibility has been available to the commercial field for many years. Utilizing the traditional velvet, Wilton and Axminster looms, American carpet manufacturers for generations have been creating custom-designed carpets ranging from the simplest plain or tweed coloring to the most complex pattern and sculptured texture. As a matter of fact, these looms, equipped with punch-cards that determine the pattern, are among the first examples of automation in U. S. industry.

High speed tufting equipment

In recent years, the custom-design facilities have been broadened further by the application of high-speed tufting equipment for production of seamless carpeting made to the exact size, shape and color specifications of the purchaser. The design limitations of machine-tufted carpet, which had once been limited to solid or tweed colorings, have also been extended by the technique of "overtufting" different colored yarns on the solid ground to form a desired pattern.

Another innovation has been the development of "custom-tufting" facilities by several carpet manufacturers. Employing "pass machines," specialized equipment that tufts the pile yarns through the backing fabric by a semi-manual process, they are able to create intricately designed area rugs and carpets to practically any size, coloring and shape ordered by the purchaser.

The type of design desired and the size of the order decide the method of manufacturing to be

used in executing a custom-designed carpet. For example, if plain or tweed colorings are desired, the carpet order may be filled on a velvet loom, a tufting machine or knitting equipment. If multi-color patterns or a sculptured texture is demanded, a Wilton or Axminster loom may be utilized. If the design requires more than five or six different colors, and is extremely complex, then the Axminster loom would probably be specified, provided that the size of the order is sufficiently large.

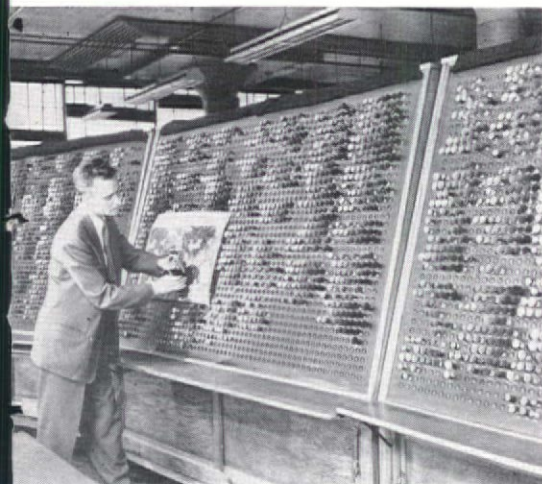
Setting up an Axminster or Wilton loom for a particular design is a labor-consuming process. Most mills require a minimum order varying from 250 to 500 square yards on custom-designed carpets made on these looms so that the production would be economically feasible.

The custom-tufting processes have become increasingly popular for filling orders for intricately patterned rugs and carpeting of relatively small yardage. Semi-manual methods make it economically feasible to produce just one rug to a custom-designed specification that would be prohibitive on a loom built for quantity yardage.

Those manufacturers who specialize in custom design have separate design staffs, technical experts and production staffs trained to create and produce carpet designed for heavily-trafficked public spaces. Though there are a large number of carpet producers, not all are equipped to design and manufacture commercial-grade carpets.

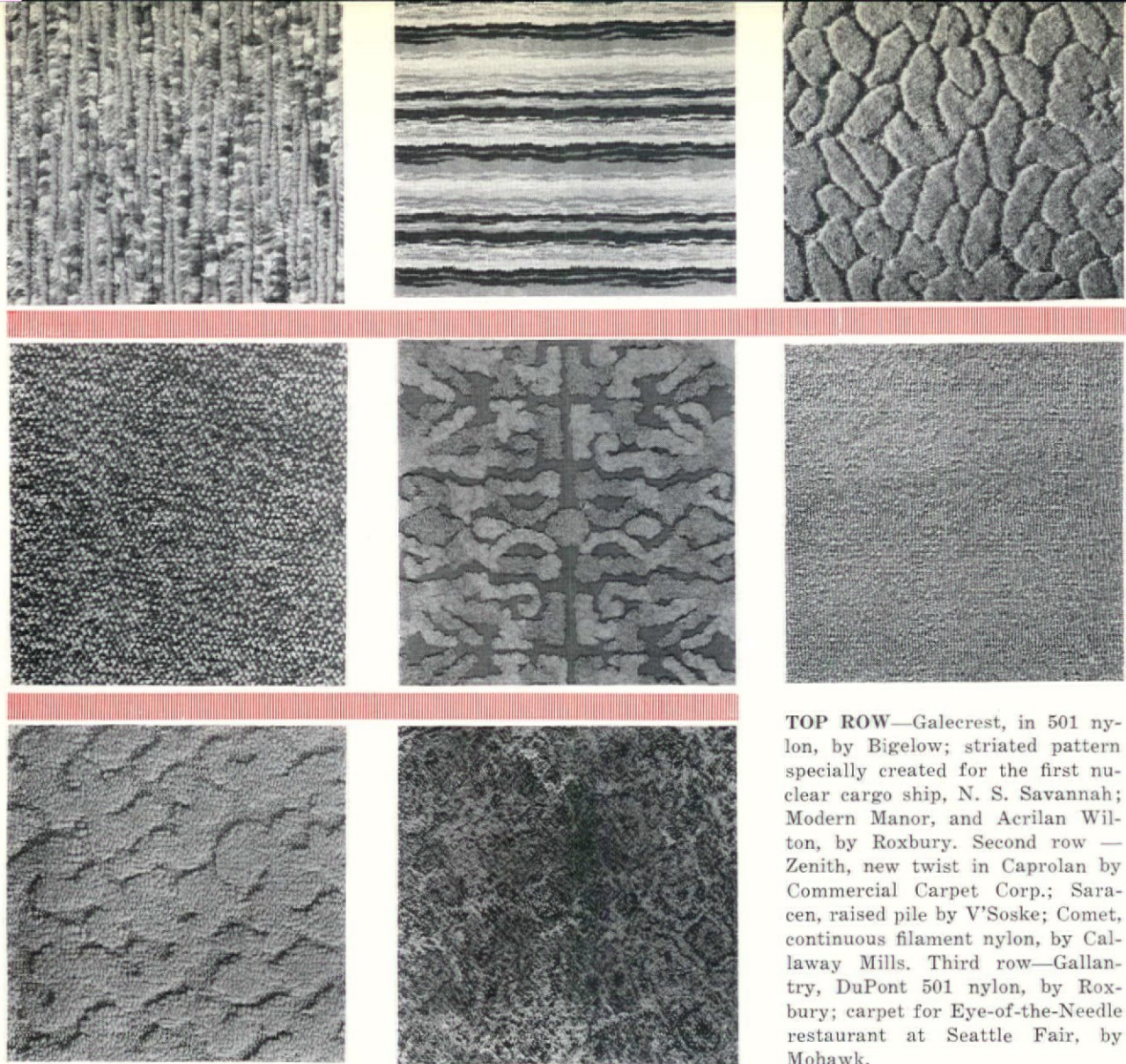
Selection of the carpeting by an architect, contract designer or other decision-maker charged with furnishing a commercial area is too important to be effected without the collaboration of a specialist in the field. The carpet in a public space will take more wear and receive more attention

(Continued on page 24)



THREE STEPS IN CARPET DESIGN: Left, carpet stylist selects color matches from "quill" boxes containing thousands of hues. Below, artist executes detailed sketch of design on checkpaper, and right, technician uses checkpaper design as guide to punch the cards that are inserted in Jacquard mechanism of Wilton carpet loom. (See cover of this issue.)





TOP ROW—Galecrest, in 501 nylon, by Bigelow; striated pattern specially created for the first nuclear cargo ship, N. S. Savannah; Modern Manor, and Acrilan Wilton, by Roxbury. Second row — Zenith, new twist in Caprolan by Commercial Carpet Corp.; Saracen, raised pile by V'Soske; Comet, continuous filament nylon, by Callaway Mills. Third row—Gallantry, DuPont 501 nylon, by Roxbury; carpet for Eye-of-the-Needle restaurant at Seattle Fair, by Mohawk.

NEW PERSPECTIVES IN CARPET DESIGN

by the public than any other item of furnishings. A mistake can be costly.

The contract carpet specialist will work very closely with an architect or contract designer in determining first the grade of carpet required for the traffic conditions involved; second the colorings, patterns, textures that will be most practical in the terms of appearance retention, cleanability and, of course, styling that will harmonize with the other components of the interior.

Construction, density, fibers

In selecting the correct grade or quality of carpet, the commercial specialist can provide his expert advice as to the weave or construction and type of pile fiber most suitable for the traffic situation. One of the most important considerations is the density of the pile yarns. The number of pile tufts per row, the number of rows per inch, pile height, yarn weight and yarn thicknesses, are all gauges utilized in establishing the correct density of the pile surface. This is vital because how much yarn is used and how closely it is packed in the

pile are the key quality-determining factors in a carpet. Fiber is important, but it is secondary to density.

It should be added here, on the subject of fibers, that wool is still the dominant fiber in the contract field, accounting for better than 75% of all commercial carpeting produced. Nylon, especially the continuous filament variety, is increasing rapidly in popularity because of its wearing qualities. The acrylic and modacrylic fibers, blended with wool, are finding favor because of their exceptional resiliency and their excellent ability to take dyes. All of the man-made fibers are moth- and mildew-proof, and new finishing processes have made wool carpets permanently mothproof for the life of the fabric.

Color selection

The contract department of a carpet mill employs expert colorists to aid the contract buyer in his color selection. Working with a palette of as many as 4,000 different tones and shades of every color in the spectrum, the colorist chooses

those hues from "quills" or tufts of pre-dyed yarns that match the various colors in the pattern that is being custom-designed. If necessary, he will have special batches of yarn dyed in order to obtain the exact color.

Contract designers and architects should consider the advice of the contract specialists and mill colorists in their choice of carpet colorings. As with a dress or suit, a light-colored fabric will tend to show soil more readily than a medium or darker one. The carpet colors that look good on an interior rendering may not look so good after they are subjected to the soiling of traffic, soot, etc. For medium and heavy traffic areas, medium-toned colors, multi-color tweeds and patterns are most suitable for concealing soil. Light and pastel tones should be restricted to rooms where traffic is limited.

Reproducing the pattern

The purchaser can either provide a sketch or finished drawing of the desired carpet design, or can have it rendered by the carpet manufacturer's design studio. Determination not only of coloring and pattern, but also of the scale of the design is important. Any pattern can be reproduced in carpet — geometrics, abstracts, florals, sunbursts, scrolls, intricate representations such as corporate symbols, trade marks, coat of arms, products, machinery and so forth; however, the scale of the pattern in relation to the rest of the interior is an important factor in the final effect.

Working from the sketch, the contract specialist can then make a judgment as to the type of loom or carpet manufacturing equipment needed to reproduce the specified design or texture. As noted, the number of colors and the size of the order will be the determining factors.

The next step will be the execution by the designer of a "check paper" drawing of the approved sketch. This is the transferring of the pattern to special paper ruled with boxes, very similar to graph paper. Each box on this paper represents a tuft of carpet in the design. Its purpose is to aid the colorist in selecting the exact hue of

(Continued on page 26)

CARPET GLOSSARY

The following is offered as a glossary of trade terms contract buyers are likely to encounter in developing specifications for carpet. Each one of these terms represent elements in establishing carpet quality. They become meaningful, however, only when all elements are taken into account and not judged individually. A commercial carpet sales specialist is the best source for translating these terms into meaningful buying decisions.

Weight of Yarn in the Pile—The weight of pile yarn per unit of surface area, usually the number of ounces per square yard. When considered together with pile height, it can provide an index of service quality.

Pile Height—The thickness of the pile or wearing surface of the carpet. It is measured from the top of the pile to the top of the back. It does not include the backing. Usually given in thousandths of an inch.

Pitch—The number of warp lines, or lengthwise lines of yarn in a 27-inch width of carpet. Applied to woven carpets, it is indicative of the closeness of a weave crosswise on the fabric.

Rows or Wires Per Inch—The number of weft shots or crosswise units measured per inch along the length of a carpet. As with pitch, the number of rows or wires per inch are indicative of the closeness of the weave. Axminster weft shots are described in terms of rows and Wiltons or velvet in wires.

Tufts Per Square Inch—The number of pile yarn tufts per square inch. This is an alternate method for determining closeness of construction to pitch and rows. It is particularly applicable to tufted and knitted carpets.

Yarn Size—Also referred to as "yarn weight," it indicates the thickness of a single strand of yarn in the pile.

Ply—The number of strands of single yarns twisted to form one pile yarn. Thus the yarn must be designated as 2-ply, 3-ply, 4-ply, etc. Ply by itself is not a quality index. The yarn size must also be considered.

ENTRY TO Tropicana Casino, Las Vegas, is covered in dramatic star-point design by Archibald Holmes.



LOBBY of Stevensville hotel, Swan Lake, N.Y., carpeted in Bundhar Stockwell, by Hardwick & Magee.



WHAT'S NEW IN CARPET FIBERS?

The carpet fiber picture has been a constantly changing one each year since synthetic fibers were broadly introduced throughout the industry after World War II. The past year has been no exception. Shifts in the portions of the market shared by the various carpet fibers—wool, nylon, acrylic, modacrylic, rayon and acetates—were noted. Also one completely new fiber was introduced—polypropylene.

The shifts in fiber usage were much more pronounced in carpets made primarily for residential use than those designed for commercial application. In carpets made for contract and residential use, wool continued to predominate. Though it is impossible to develop any accurate figures, it can be safely estimated, however, that wool probably accounted for at least 75% of the total fiber poundage used in commercial grade carpets, and about 58% of the residential total.

Continuous filament nylon, which has shown a spectacular growth in residential carpets in the past three years, also made significant gains in the commercial field, though the amount cannot be gauged with any accuracy. In the residential field, consumption of these fibers has shot up from about 5-million pounds in 1959 to an estimated 45-million pounds last year, and the growth rate is increasing.

As manufacturers have acquired more experience with this relatively new fiber, they are continually developing new contract grade fabrics—both woven and tufted—that are expected to take a greater share of the commercial market.

Wool has held its dominant position because of its known qualities and its ability to deliver all-around high performance in terms of abrasion resistance, soil resistance, resiliency, texture and appearance retention.

However, the outstanding abrasion resistance of continuous filament nylon, its generally good resiliency and resistance to shedding and pulling have made this fiber the most popular of the synthetics in just a few years. Introduced originally in carpets with looped pile texture, the fiber has also been developed for densely-constructed cut-pile fabrics.

Staple nylon, which came into general use in carpets around 1950, also showed gains in usage last year. Substantial amounts of this version of nylon have been used for blending with wool. Carpet manufacturers have been "reinforcing" the abrasion resistance of wool yarns by adding nylon, usually in blends of 70% wool and 30% nylon, or 80%-20% ratios. The addition of nylon in these percentages is estimated by some mills as almost doubling the wear-life of the wool carpets.

Acrylic fibers, usually blended with modacrylic fibers, are also being increasingly applied in the contract carpet field, though their rate of growth has not been as spectacular as continuous filament nylon. Similar to wool in feel and appearance, contract grade carpets made of these fibers offer excellent resiliency wear, and bright, intense colors.

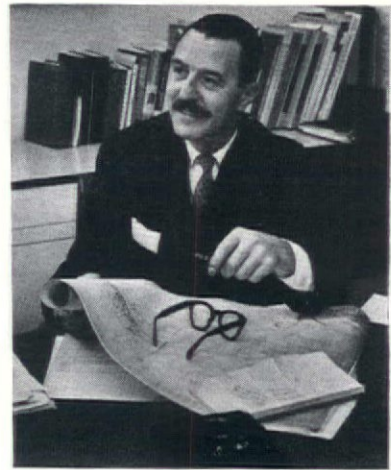
Polypropylene, the industry's newest fiber was introduced in a few residential carpet lines earlier this year. It would be premature at this point to predict its eventual application in the commercial carpet market. Manufacturers who are developing it, however, are enthusiastic of its potential as a serviceable, low-cost material.

ACRILAN carpet in pro golf shop, by Cabin Crafts, and parquet floor effect in restaurant carpet, by Archibald Holmes.



THE CONTRACT DESIGN DILEMMA:

How can the client make the right choice of interior designer? By Maurice Mogulescu, president, Designs for Business, Inc.



THIS article addresses itself to a dilemma facing the contract and interior design field and particularly as it affects the final client—the business firm or corporation. The dilemma is not of anyone's particular making but it causes serious enough headaches to warrant attention and, it is hoped, clarification.

This publication, which is concerned with "space planning and furnishing" is very much to the point. For the dilemma in question concerns who the business firm or corporation properly calls upon to handle problems of planning and furnishing new office space.

Off the top of the head, one would instantly say "Business calls upon the interior designer of course." One would say this with good reason. In the last 15 years some 40 odd million new square feet of office space was constructed in Manhattan alone and the corporate firms which make up the tenancy in this space were settled there and set up for modern operations with the consultation and services of expert interior designers.

As a result, interior design is a tried and proven field today and the interior designer is recognized as an indispensable factor in the overall office building scene. In fact, new developments in the nation's business make it more so than ever. Corporate mergers which, in the last couple of years have been occurring on an unprecedented scale, are creating new companies, new executive structures, new personnel structures, different

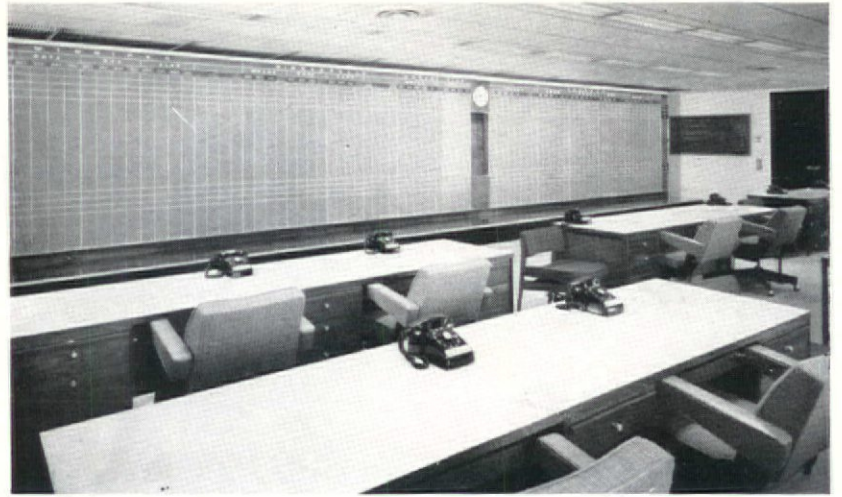
and more complex operations. It heightens the need for interior design specialists who have the intensive training and experience to express in the interior facilities these tremendous shifts and changes in business.

The business executive therefore welcomes the existence of specialists in this field. It gives him a sense of security that he can call upon expert help and services when his own company faces a move or expands or merges.

Unfortunately however, when the executive actually reaches out to select an interior designer, he runs into an unexpected problem. He discovers that interior design services are offered by the score, from endless and unexpected sources and at a variety of fees which run all the way up and down the scale and even to that most extraordinary fee of all—the no-fee or free-of-charge services.

How does this all happen? For one thing, since interior design is such a well established, active and growing field, it naturally attracts many newcomers. And, as happens with any gold-rush, so to speak, some newcomers know what they're about but most just plunge in and hope. In this case, whether they know or hope—all go by the name of "interior designer" and the burden of knowing who is who and making the right choice falls upon the business executive or client. This is especially the case because unfortunately no

(Continued on page 30)



SALESROOM, left, at Lowenstein is one of a series created by Designs for Business to give fabric buyers privacy. Above, part of the huge trading room at Continental Grain Co.

CONTRACT DESIGN DILEMMA

license is required to practice interior design as is true, for example, for the architect. Yet interior design is every bit as technical, specialized and complex and requires equally specialized, skilled, trained, experienced talent.

To complicate things further, interior *decoration* has lately given up its time honored title and refers to itself as interior *design*.

Several years ago a group of interior decorators broke away from the American Institute of Decorators and formed what they call the National Society of Interior Design. Last year the distinguished and long established American Institute of Decorators changed its name too, by a vote of its membership, to the American Institute of Interior Designers. This is a salutary acknowledgement of the universal acceptance of interior design. And that there are talented members among both groups capable of interior design, we must assume. But to suppose that membership per se in organizations based primarily on the practice and profession of *home decoration*, necessarily equips one to plan, design, engineer and furnish business interiors just by virtue of a mechanical change or choice of name, is unrealistic and confusing.

Adding still further to the confusion are the many office furniture dealers who for 30, 40 and 50 years have been suppliers of desks and chairs but who now, by having added two or three decorators to their staffs, offer *free* interior design services as a bonus along with the purchase of furniture.

Confronted by this abundance of "interior design" riches, how does the business executive decide? Everybody seems to be a designer. Are there then, special qualifications by which a truly professional, trained, experienced interior designer can be recognized? Are there standards?

What are appropriate fees? How does the executive make judgment?

The answers are worth exploring. Many dollars are involved as well as the health and well being of the company or business.

Let us establish first and quickly that fullest recognition is given here to the importance of interior decoration. The human and esthetic aspects of the office today have direct bearing on efficiency and productivity. The office population today exceeds that of any other working category and to put hundreds, in many cases, thousands of people comfortably and happily together in a set of offices demands every ounce of esthetic creativity of which we are humanly capable.

But certainly when it comes to the modern office, such creative interior decoration and facilities cannot be done in a vacuum. Handsome decor and beautiful designs cannot be drawn in splendid isolation. They can only be done properly as part of the larger scheme which we call interior design. And in this larger scheme, decoration is vital, but only as a coordinated segment within a vast network of problems dealing with electrical lines, air conditioning ducts, telephone lines, partitioning systems, acoustical equipment, traffic control, etc.

Certainly a decorator can specify luxurious, elegant carpeting and handsome furniture in a conference room. But only a qualified designer can analyze proper air conditioning specifications so that the unusual heat loads and smoke factors of a conference room can be integrated to the engineering.

The qualified interior designer in other words, approaches his specialization as something which strives toward a total, coordinated package of total office operations and needs. And he knows that he gets there only through painstaking de-



ACCOUNTING POOL, above, at Hertz Corp. is another example of large-scale planning jobs by Designs for Business. Above, section of IBM tabulating room at Berkshire Life Insurance Co.

tails, all interrelated and interdependent. Let me emphasize the "interrelated and interdependent."

An error or oversight in one single detail can cause disaster in time and money. So small an item as the location of a single file or desk can only be specified as it relates to where the electrical outlet will be, where the telephone will be, where the lighting goes, etc. And this is no exaggeration. Unless that lowly file is planned within such an overall complex—it's possible to end up finding that the only spot left to put it is exactly against a wall where there is an electrical outlet or where it is out of reach of the desk and secretary who must use it. And changes in electrical outlets or in location of desks cannot be made today without undertaking heavy reconstruction work and costs. Now, if we multiply the possible hazards with this little file against all the thousands of other possible hazards that can happen without proper planned interrelating of details—we begin to get a picture of the scope and definition of interior design in the field of business and industry as distinct from the private home or apartment.

Furthermore, it follows that if the interior design details are dependent upon each other—all are dependent upon the structural and engineering nature of the building.

Today's office design is based on the principle of modular flexibility. My own company, in fact, pioneered in the development of this principle. We recognized long ago that only through a system which uses a basic module on which all elements are constructed so that all are not only movable but interchangeable, can layout and other changes essential to ever-expanding companies, be made with efficiency and economy. But modular planning not only intensifies the interrelationships of details of interior design—it is also

directly affected by the building. The module of the building, the location of its core, the type of air conditioning systems, etc., all come into play.

As a result, the interior designer who undertakes to plan and design offices must have familiarity with and knowledge of mechanical and structural problems and their relationships. He must have the ability to apply this knowledge to business needs. He has to understand lighting and the fact that lighting is related to foot candles and to heat loads; that heat loads are related to air conditioning; that air conditioning is related to duct work; that duct work is related to ceiling heights, and that all these elements are related to interior building materials such as glass, doors, hardware, partitions, etc., and their relative costs.

Preliminary studies to determine all these and other factors for a company are important even in the lease negotiations between building owner and tenant.

For example, today building owners provide certain facilities such as air conditioning, hung ceilings, doors, walls, hardware. A tenant having average requirements may conceivably move into a building and find its facilities adequate for efficient operations.

But the requirements of some are beyond the average. If a company has an electronic data processing department or other automation equipment and systems, then specifications have to be drawn as to floor weight loads. Can the building carry the load? The answer must be accurate. And if it's necessary to reinforce the floor or to install increased air conditioning for an IBM area or to add high-circuit electrical lines, this involves expenditures on somebody's part.

Part II of this article on contract design will be continued in the June 1962 issue of CONTRACT.

When top people get together...



ESQUIRE™ FURNITURE BY HEYWOOD-WAKEFIELD • AVISCO RAYON DRAPERIES, BEDSPREADS BY BLOOMCRAFT • CARPETING BY ALEXANDER SMITH

Heywood-Wakefield furniture wins come-back-again guests

There's a warm welcoming, at-home quality about all Heywood-Wakefield furniture that sets guests (and owners) at ease immediately. Heywood's famous use of fine solid woods . . . with perfectly matched laminated plastic tops and edges . . . assures you a sound, long-term investment in quality. To your guests . . . it means comfort and the look of luxury. To you . . . easy, economical upkeep and a noteworthy reduction in costly replacements. If your plans call for Modern, see

the sophisticated "Esquire" group, made of solid ash wood. Striplined . . . yet strongly, staunchly constructed for long wear. On the Contemporary side, you can't beat the beautiful "Riviera" collection of solid birch. A perfect example of design and workmanship combined. It's easy to accent either group with today's most exciting accessories. And . . . don't forget the CFA Credit Program to facilitate buying. Write to Contract Division, Heywood-Wakefield Co., Gardner, Mass.



HEYWOOD-WAKEFIELD COMPANY, Gardner, Mass.

you get the best decorating ideas



"RIVIERA" FURNITURE BY HEYWOOD-WAKEFIELD

Avisco[®] rayons have a colorful, practical way with rooms!

"CRESTWOOD" CARPETING BY ALEXANDER SMITH brings a feeling of true luxury to a room. Has a very practical aspect too, because the unique blend of Super L[®] rayon, wool and nylon has proven its ability to take hard wear in hundreds of commercial installations. Carpet with Super L rayon interprets colors brilliantly, gives a soft, resilient feeling underfoot. Resists soiling and linting. Absorbs noise. Choose from a wide range of colors and patterns. Contact Alexander Smith, 295 Fifth Avenue, New York.

"FUJI" FABRIC BY BLOOMCRAFT[®] adds a dash of drama to drapes and bedspreads. A blend of Avicolor[®] rayon and Avisco rayon with the elegant look and the touch of shantung. These fabrics have long life. They resist fading. They have been designed to retain their beauty for years and years because the Avicolor fibers have the bright hues sealed right into them. A tremendous selection of colors to choose from to blend with, or accent any decorating scheme. Bedspreads available ready-made. From Charles Bloom, Inc., 15 East 26th Street, New York.

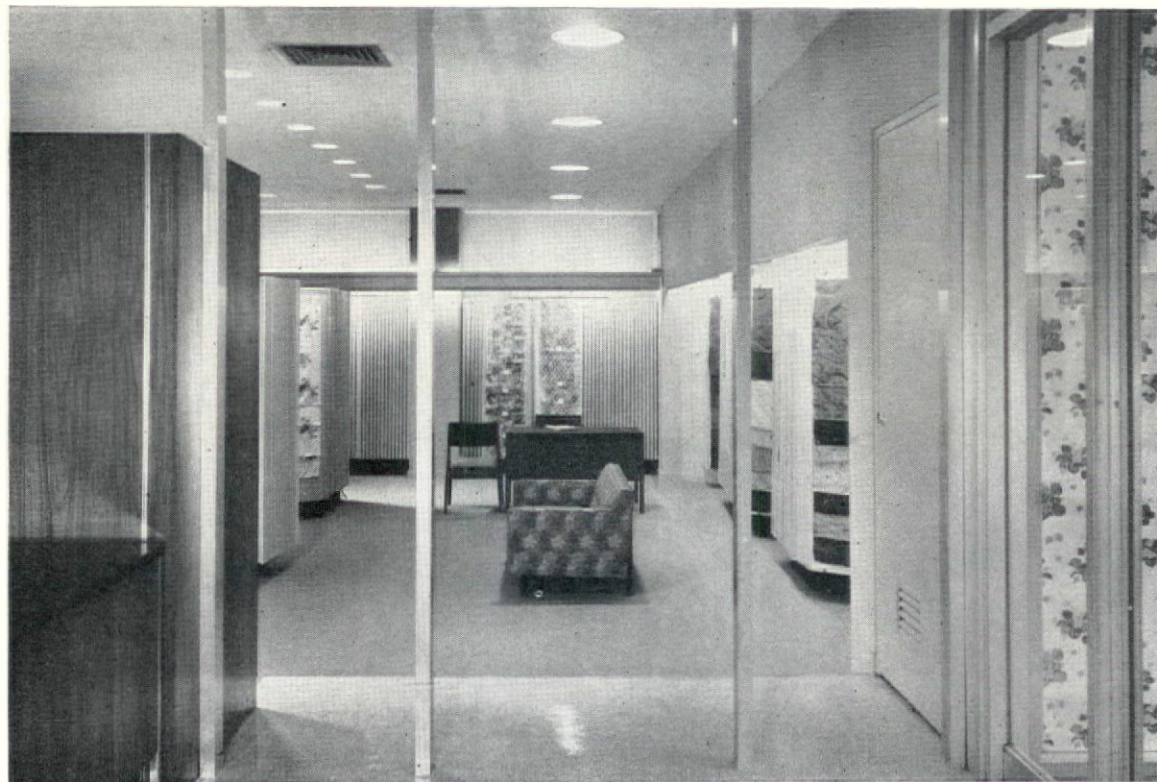
AVISCO

AMERICAN VISCOSE CORPORATION, 350 Fifth Avenue, New York 1, N. Y.

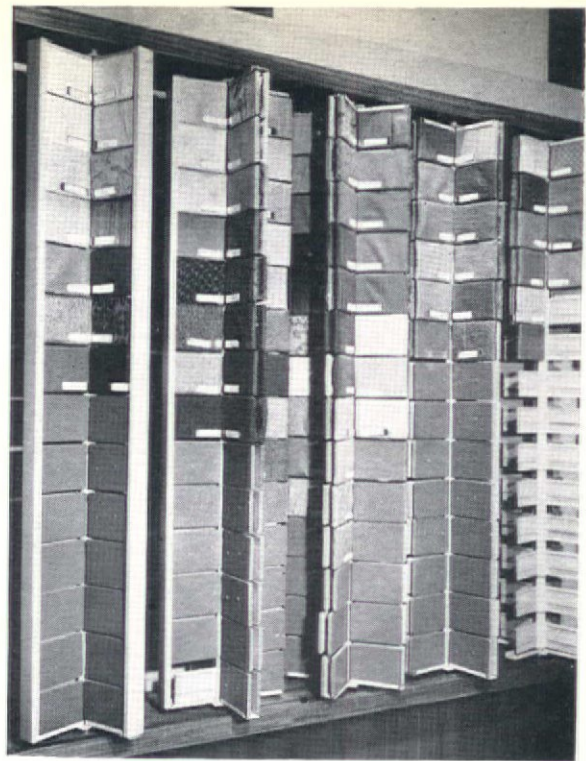


DESKS AND PARTITIONS in teak and chrome relieve overall blandness of F. Schumacher showroom color scheme (shades of beige). Desks, directly inside entrance, are for consultations with customers.

VIEW INTO WHOLESALE showroom from entrance of Schumacher showroom. Open aluminum grille was later installed, effecting separation without obstructing the view.



AN INGENIOUS series of racks, some of which are shown at right, holds 2,000 fabric samples in extremely compact space. To facilitate changes, samples, held in place by Velcro, can be peeled off and replaced instantly.



ON THE GRAND SCALE: NEW SCHUMACHER SHOWROOM USES SIMPLE DESIGN ELEMENTS, UNBROKEN AREAS OF COLOR, FOR EFFECTIVE DISPLAY OF VAST STOCK

EVERYTHING about the new Schumacher showroom in New York City is on the grand scale. Seventy-three years old and the world's largest decorative fabric firm, F. Schumacher & Co. has 18 offices in this country and one abroad. Its showrooms must reflect its unique position in the trade, must be of a magnitude that will allow for smooth handling of a brisk flow of traffic, and accommodate the firm's unusually extensive lines of fabrics, carpeting and wallpaper.

In planning the new showroom, the architectural firm of Neumann & Taylor was faced with the problem of expressing Schumacher's stature and reputation in the field, and at the same time organizing and controlling the huge open space of 12,000 square feet at the new premises.

To express Schumacher's standing in the industry, Neumann & Taylor decided upon a design approach for the new showroom that would convey the feeling of size and top-ranking position through the use of simple, large-scale design elements in the new showroom. Shades of beige are used throughout, the areas of colors continuing unbroken across the showroom's length of 180 feet, so that the feeling of size is not only retained but exploited. Throughout, there is an avoidance of finicking detail that might diminish the feeling

of a large-scale enterprise. Visually, this calculated plainness has the further effect of opening up the entire showroom, with its vast display of merchandise, to the customer as he comes in the door, a vantage point from which he has an unobstructed view into each department—fabrics nearby, carpeting at the left and wallpapers directly ahead.

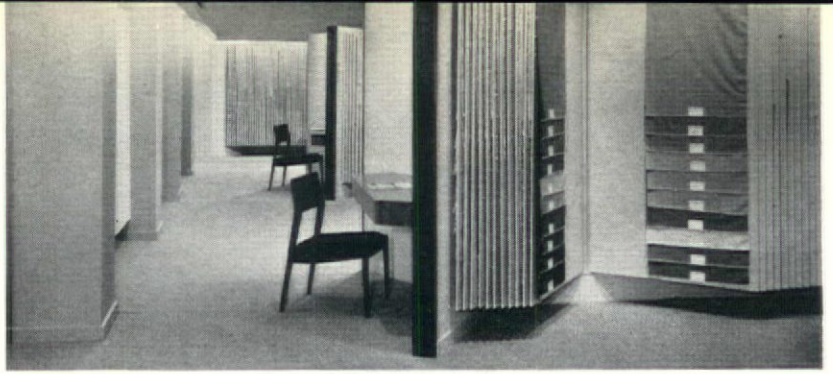
A closed showroom for designers and architects on the right-hand side is also visible from the door because the separation is accomplished by an aluminum grille through which a large part of this department can be seen.

As Herman Neumann, of Neumann & Taylor points out, the arrangement of the showroom is like the spokes of a wheel — from the entrance one proceeds directly to any of the main departments. This floor plan has the effect of organizing and controlling traffic as well. The customer signs in at a reception desk immediately inside the entrance and then proceeds without wasted motion to the area he or she is interested in under guidance of a member of the sales staff.

Although backgrounds in the Schumacher showroom are deliberately plain, there is an abundance of color supplied by the fabrics, carpeting and

(Continued on page 36)

ON THE GRAND SCALE



SOME OF THE thousands of fabrics on display, at top, are visible in this long perspective shot, punctuated by stations at which customer can examine fabrics comfortably. Above, carpet showroom has 14-foot ceiling that allows for vertical display of large rugs. Left, wallpaper scenics slide out from wall to provide illuminated display at night.

wallpapers on display. Functional as well as visually attractive are a number of display features introduced by Neumann & Taylor in addition to the standard wings for fabrics and wallcoverings. Near the entrance, for example, is a "chromatic display" that holds 2,000 fabric samples. It consists of revolving racks, similar to those used for displaying postcards, and is a remarkably compact device, containing all 2,000 color-coordinated swatches in an area 13 feet long and 4 feet high. The display provides a short-cut for the designer, who can scan the color-cued samples in a matter of minutes and decide on what he wants almost immediately.

Wallpaper scenics are on eleven panels that

slide back into the wall when not in use. Illuminated at night and clearly visible from the street, the scenics provide eleven different display programs. The carpeting display is notable for the exceptional number of large rugs that are hung on racks and thus immediately visible across the entire length of the showroom. All fabric samples, incidentally, are fastened with Velcro, which acts like a fabric zipper; this enables displays to be changed rapidly and with no damage to the samples.

Throughout the new Schumacher premises, special pains were taken by the architectural design firm to illuminate the fabrics, carpeting and wallpapers on display with an even, intense light over the entire sample. The basic lighting is incandescent, with fluorescent tubes used only at the perimeter of each section of the showroom. All lighting is concealed to create a feeling of over-all illumination without awareness of the source of light. The light is pleasantly absorbed in the beige walls (some painted, some in a new Schumacher vinyl) and beige carpeting. The bland coloring of the backgrounds is relieved by functional furniture—desks, chairs, sofas—in teak and chrome, with vivid color accents in the upholstery of some of the larger pieces. (C)

SCHEDULE OF MATERIALS

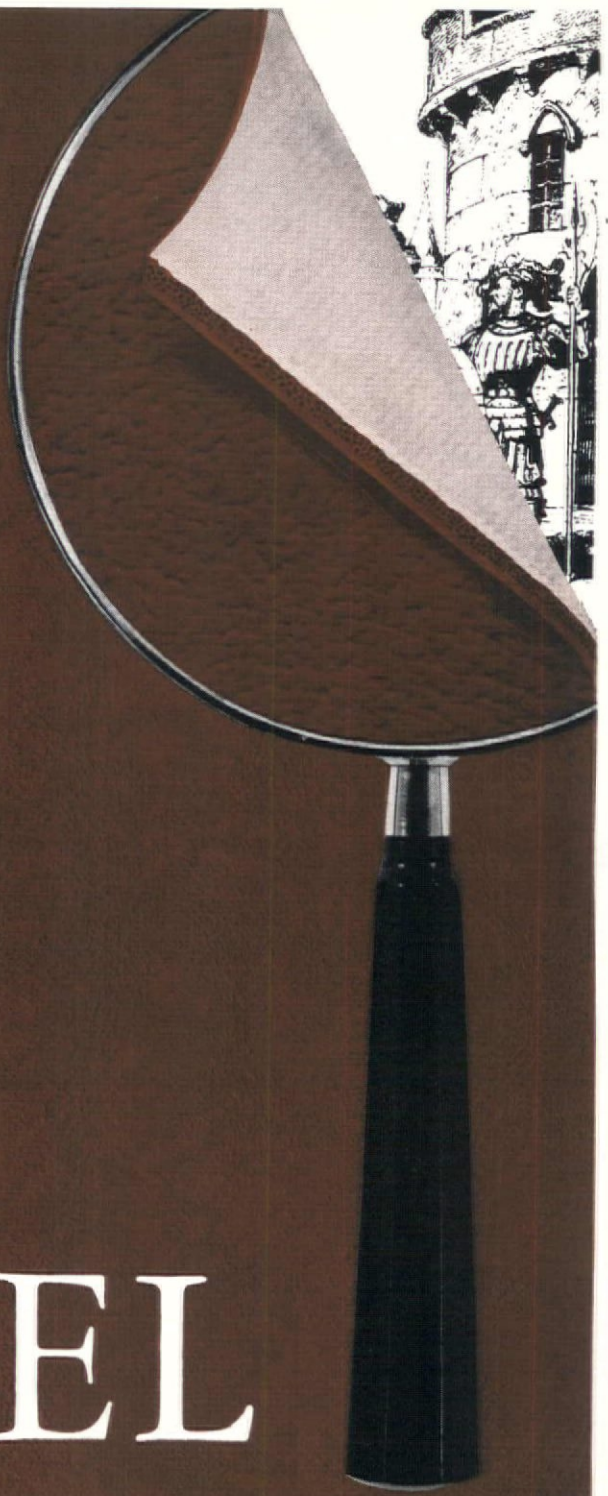
Carpeting—showroom areas: Acrilan looped pile, by Cabin Crafts; private offices, nylon, wool and Acrililan carpeting by Karastan and Archibald Holmes.

Display wings: Multiplex Display Fixtures Co.

Desks and chairs: John Stuart, Jens Risom, Lehigh.

Other seating: Directional Contract Furniture, Kittinger, Dunbar, Wycombe Meyer.

Lighting: Century Lighting, Gotham Lighting.



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Softer, thicker, "plumper" and more luxurious than you'd imagine vinyl upholstery could be—yet a wonderful reality, thanks to an ingenious new process developed by US! Citadel has a cloud of foam between its knitted back and its richly textured vinyl coating, giving it a new kind of built-in comfort. And to satisfy every customer, Citadel is available in 14 clear, beautiful colors.



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In Canada: Dominion Rubber Company, Ltd.

Circle No. 206 on product information card



BEFORE renovation, typical room at the Abbey had all the earmarks of a third rate hotel.

OLD HOTEL SPECIALISTS: MORTON TEXTILES & FURNITURE, CHICAGO, DERIVES 50% OF CURRENT VOLUME FROM REFURBISHING DEPRECIATED PROPERTIES.



CHARLES CALISCH, head of the design department at Morton, consults with two of his designers on a project.

WHEN an older hotel or motel finds it must accept lower rates and a less desirable clientele in order to fill its rooms, it's time for a long neglected beauty treatment. An imaginative, attractive "facelifting" job on most aging buildings can restore their fading appeal, winning back lost prestige and tenants.

"Only in rare instances must older hotels be torn down," said Charles Calisch, design-department head of Morton Textiles and Furniture Co., Chicago. It's intelligent thinking—and economical too—to think rather in terms of a facelift."

One of the nation's largest contract furnishing houses, Morton has in recent years been placing greater emphasis on refurbishing work, especially in the hotel and motel field, where many buildings would be doomed without much needed improvements. Today, at least 50% of Morton Textiles' business is derived from the refurbishing field. Its work force of more than 100 includes a five-man design department which during the past nine



AFTER Morton Textiles undertook remodeling, typical room became livable, spacious in appearance.

years has furnished 110,000 hotel and motel rooms across the country.

Founded in 1923 during America's hotel boom, the firm today still relies heavily on hotel and motel jobs, although it furnishes everything from steamships to old-age homes. Although Morton jobs may range from a single-room apartment to a large hotel installation, its design approach is the same—a "team effort" involving close cooperation among Mr. Calisch and his four assistants.

"Even on a small job, we don't just assign it to one person," Mr. Calisch explained. "Each member of the design department takes a hand in the project. We exchange ideas, work together on all phases, and seek to come up with an end product that is distinctive from any other we have done."

A typical hotel refurbishing job done during 1960 for the Abbey Hotel illustrates the Morton Textiles approach. The Abbey, located on Chicago's near north side, is typical of many residential hotels built during the 1920's. Since it opened nearly 40 years ago, it had never undergone remodeling of any kind. Because of this opposition to change, its business had suffered as new and more modern apartment residences began to spring up in Chicago. For instance, while the average occupancy rate of hotels is 68%, the Abbey occupancy rate had slipped to 46%, while the caliber of its clientele had declined similarly.

After a visit to the hotel's site at Division and

State streets, Mr. Calisch talked to the Abbey's owners, pointing out how a remodeled hotel could increase their tenancy totals. As a result, the Morton design chief was asked to submit preliminary sketches and estimates.

"Our first step in taking a new job is always to study the installation, its clientele, their specific needs, and how those needs can best be met," Mr. Calisch noted. "In the case of the Abbey Hotel, we had additional problems. It was necessary to change the whole character of the hotel so that the owners could draw a more desirable trade as permanent residents. We wanted to bring the hotel out of the low-rent class and at the same time increase the number of tenants.

"I met with the four other members of our design department. We tossed around ideas and finally, as a group decision, we planned a motif that would make the Abbey look like an entirely different hotel."

After a detailed study of the hotel, its lobby, and the rooms was completed, all five Morton designers worked for four weeks to prepare scale drawings, make color charts, and gather a selection of suggested furniture photos to submit to the owners. Since the floor plans of all residential floors of the 12-floor building were identical, only one scale drawing of the living areas was needed.

In April, 1960, Mr. Calisch presented the

(Continued on page 54)

CONTRACT PRODUCTS AND SERVICES



Contract casements by Thorp

Casements suitable for contract work, including a new line on white Terylene, are being featured by J. H. Thorp. Terylene's special quality is sun-fastness—it will not yellow with age or exposure to light. It is characterized as well by long-wearing and shrink-resistant properties, and is resistant to creasing, moths and mildew. Widths in Terylene range from 58 to 118 inches. Styles include horizontal and vertical stripes, meshes, and checks. Thorp is also showing new handprints on linen and a large number of new designs on Fiberglas, among them two contemporary prints, Accent, with a 25-inch repeat, and Bramble, with a 13-inch repeat. Textured spun nylon fabrics for upholstery, and a new imported Union Cloth for draperies and bedspreads, are among other new items in Thorp's large and varied line.

Circle No. 237 on product information card



Two-seater by Thonet

Available as complete grouping, one, two, three, and four seaters, with and without arms. Two-seater shown, by Thonet Industries Inc., has stainless steel base, upholstered seat, back, and arms; seat and back upholstered with welted seams and buttons.

Circle No. 238 on product information card



Stow & Davis chair

A one-piece reinforced polyester shell provides smooth lines and extra strength at stress points in this new chair by Stow & Davis Furniture Co. The shell permanently incorporates correct body angles to provide support and body comfort. The chair is available with or without arms in a choice of seven colors, with upholstered seat and back as shown, or as a fully upholstered chair. Upholstery is a rugged combination of nylon and rayon.

Circle No. 239 on product information card

Public seating by Fleetline

Light-scaled modular furniture for public seating is being introduced by Fleetline, Inc., in a new line called Multi-Ply, designed to combine strength with lightweight, attractive styling. Wooden frames are reinforced with interlocking steel rods, and seats and backs are covered with Du Pont's vinyl upholstery, Deep Soft Kensington, for maintenance-free use and comfort. Coverings are available in a large variety of colors, with a new texture that approximates fine leather in appearance and feel.

Circle No. 240 on product information card





The rich mosaic design of this handsome Bigelow Carpet is in perfect harmony with the lavish Victorian decor of the Plaza's corridors.



Henry End is the first decorator to receive a citation from the American Institute of Architects. He has received more decorating awards than anyone in the U. S.

Henry End chooses Bigelow Carpet for New York's famous Plaza Hotel

Famed interior designer, Henry End, A.I.D., I.D.I., in charge of the Plaza Hotel's program of restoration has refurbished this historic establishment in the elegance and style suited to such distinguished premises. The Bigelow Carpets chosen for all corridors, dining areas, lounges, private rooms and suites were specially planned to carry out Mr. End's individual design.

Bigelow Carpet is selected by leading designers for the most important architectural jobs. Reasonable price,

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

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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.

Circle No. 210 on product information card

PRODUCTS & SERVICES

CONTINUED



Hand-printed scenics and murals

The 1962 line of hand-print murals, "Passports" offered by the George K. Birge Co. is a new contribution to wall decoration and consists of 13 scenics and 52 color stylings. The murals are long-lasting and highly resistant to cleaning or contact damage. This durability is achieved through an exclusive hand-print process, backgrounds and designs being printed in permanent polyvinyl plastic colors on wet-strength papers. They are grease, stain and soil resistant, and safely cleanable. Shown are three scenics from the Birge collection. At top left is the Mariner's Chart consisting of four panels. Top right, Metropolis captures the vitality of the city with towering skyscrapers and mazes of glass and steel. Metropolis is 9 feet 4 inches wide and 5 feet 1 inch high at topmost point of design. The subtle suggestion of Polynesia lightly traced over a background of abstract modern design is recalled in Pacifica, bottom right. This hand-printed mural is 7 feet wide and 5 feet 5 inches high.

Circle No. 241 on product information card

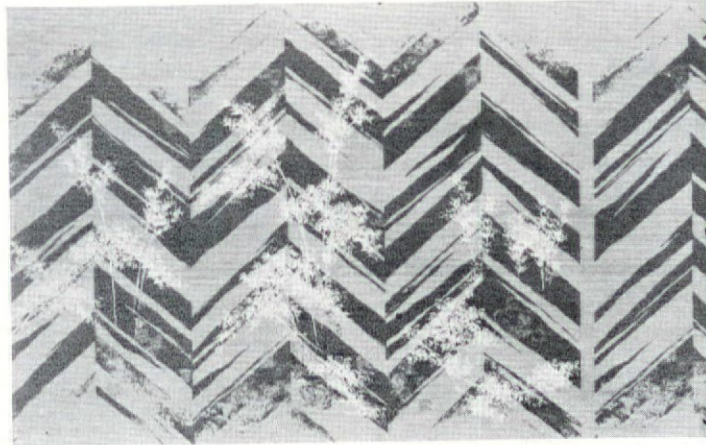
Omni craftsmanship cabinets

Craftsmanship cabinets by Structural Products, Inc., are made of walnut with oak drawer in-



teriors, and have a sculptured walnut recessed pull. All drawers have dove-tail construction.

Circle No. 242 on product information card



Murals from the Passports Collection by Birge.

Glare-resistant finish

Fibersin Plastics Sales Co. has introduced a new glare-resistant textured finish, now available on the firm's line of solid plastic furniture panels. The new finish, called Morocco, has a very low light reflectance, resulting in a non-shiny look and minimizing fingerprint markings as well.

Circle No. 243 on product information card

Low cost ornamental grillework

A new, low cost ornamental hardboard grillework for furniture fronts, screens, doors of all types, shutters and dividers has been introduced by Board Products, Inc., N.J. Called Panelaire, the grillework features 1/8 inch thick hardboards in three decorator patterns. It is smooth on both sides for easy finishing with one coat. The manufacturer reports that no sanding is necessary, and that it can be cut and sawed by standard tools without chipping, flaking or cracking.

Circle No. 244 on product information card

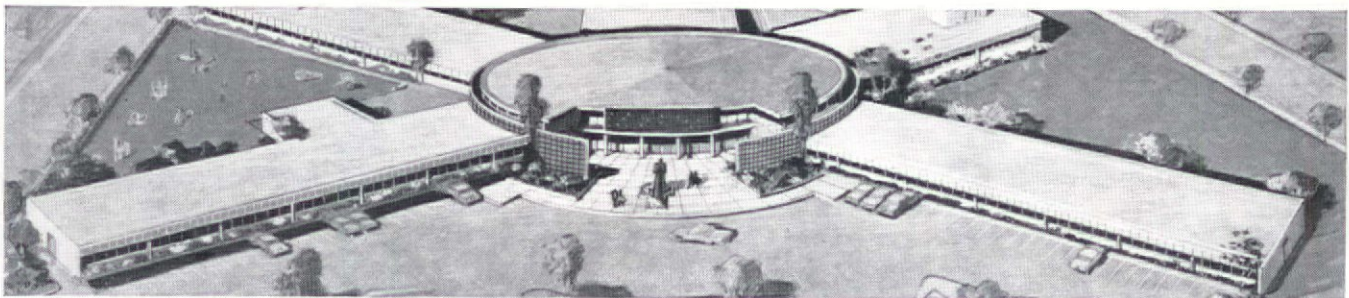
Three Woodtone patterns

A realistic wood graining effect with random "knotty" areas has been achieved in the styling of three new Woodtone patterns in Armstrong Cork Co.'s line of asphalt tile. The new patterns, light, medium, and dark maple, are available in 9 by 9 inch tile and 1/8 inch gauge.

Circle No. 245 on product information card



draperies with ROVANA[®]



Draperies with Rovana saran flat monofilament are a beautiful tonic in Executive Architect, Paul R. Williams', F.A.I.A., St. Jude Hospital (dedicated to care for children with Leukemia and related blood diseases), Memphis, Tennessee. James Heatherman, A.I.D., Director of Interior Design and Planning of A. S. Aloe Company, selected Ben Rose's Key 50 "Romano" (a specially designed St. Jude "Perspective" print) fabric for the hospital. Draperies with Rovana are as safe as they are 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 Co., 350 5th Ave., N.Y. 1, N.Y. *draperies shown: 43.6% Rovana saran monofilament, 39.5% Verel*, 16.9% rayon.*

*trademark Eastman modacrylic fiber

THE DOW CHEMICAL COMPANY

DOW

Circle No. 208 on product information card

PRODUCTS & SERVICES

CONTINUED

Restaurant dining furniture

The Troy Sunshade Co. will unveil a new line of dining furniture, "Gourmet Continental," at the 1962 National Restaurant Exposition. Available



in a wide variety of colorful fabrics, the furniture will feature: dining arm and side chairs; cocktail arm and armless chairs; benches with seat pads; bar stools; table pedestals; and table top and cocktail tables.

Circle No. 246 on product information card

Coronet WONDERFOLD
by NORQUIST

No. 120 illustrated

"You'd have to be told
—they fold!"

Easy folding
Safe stacking
Compact storage

THE WONDERS OF WONDERFOLD

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. 209 on product information card

Four upholstery fabrics by La France

Four new offerings are made by La France. Shown are Larchmont, style 8834, a damask in a traditional design, available in 14 colorations for modern decor. Corinne, style 8837, is a 100% rayon, solution-dyed, color-fast damask in a provincial design. Available in 18 colorations to blend with contemporary, modern or traditional



design. Not shown are Virgo, an iridescent mat-lasse, and Blenheim, a contemporary dobby design.

Circle No. 247 on product information card

O.D.I. Banker series

Banker series desks by Office Design Inc., include double and single pedestal desks and secretarial return units. The pedestal combinations can be had on either right or left. Extra design features are the leg assembly forming the drawer pulls.



These are styled with a hard rubber insert. The corners of the pedestal carry black rubber extrusions to protect the corners from bumping by chairs.

Circle No. 248 on product information card

Scotchgard-ed fabrics by Fulton

Fulton Cotton Mills has introduced a line of printed upholstery fabrics that are treated with Scotchgard stain repeller to provide lasting protection against stains and soil. Scotchgard, developed by Minnesota Mining & Mfg. Co., not only coats each fiber but also becomes an integral part of the fiber itself. Stains can be "floated" off with ordinary household solvents, without leaving rings. The Fulton upholstery fabrics are available for immediate shipment in a variety of patterns and colors.

Circle No. 249 on product information card

quickly stacked or quickly seated . . . by Howell

The Howell stacking chair is a smooth mover in fast company where they like easy stacking, quick eye-appeal and the world's slowest rate of depreciation.

This year's outstanding addition to Howell's classic line is the Encore A213 to meet the demand for an inexpensive upholstered seat and back chair for multipurpose rooms in public

buildings. Also new is A205 fiberglass chair in choice of four colors. Both chairs feature a rugged square-tubed frame, tilting cushion feet to save floors, ex-



HOWELL

modern metal institutional furniture

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tended back legs to save walls and nylon stacking bumpers to save tempers. Stacked or seated, the Howell stacking chair saves you the most in man hours and maintenance hours.



These are Howell stacking chairs. Write for free catalog and specifications.

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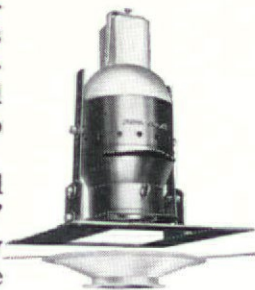


...another installation by **KLIEGL**

San Francisco's newest skyscraper incorporates much that is new and distinctive. In the 24-foot high entrance lobby, for example, architects Anshen & Allen called for "even lighting at floor, with no light on the walls." The effect was accomplished with Kliegl "Adjustable Beam" Downlights.

When lighting must be designed to exacting standards, discriminating designers and architects turn to Kliegl. Over a half-century of experience in optics and reflector design is built into every Kliegl installation.

The same know-how acquired in solving thousands of "hard" lighting problems is readily available for *your* project—large or small, conventional or unusual. Your call to Kliegl can make a big difference in long-term satisfaction and over-all economy.



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Circle No. 211 on product information card

PRODUCTS & SERVICES

CONTINUED

Folding chairs by Gold Medal

Gold Medal Folding Furniture Co. offers a complete line of folding chairs, ottomans and chaises for institutional and commercial use. Some of the Gold Medal pieces are versatile, adapting themselves to many contract areas, while others are highly specialized, like the chairs specifically designed for game fishing. The chair shown here is



light-scaled, extremely portable, and folds flat in one motion. For outdoor or indoor use, the chair is available in Naugahyde or canvas, in a variety of colors.

Circle No. 250 on product information card

Swivels by Madison Furniture

Two new contract chairs have been added to the line of Madison Furniture Industries. Part of a collection designed for the firm by Arthur Uman-



off, they are an adjustable desk chair with molded seat and back, swivel and casters, and a swivel lounge chair with the same seat and back construction.

Circle No. 251 on product information card



**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



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OVER 1000 BRAND NAME PATTERNS AVAILABLE. Put our versatility to work for you!

We specialize in manufacturing laminated table tops for institutional, professional, office, and household furniture regardless of shape, style, size or quantity in either plastics or wood veneers.

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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PRODUCTS & SERVICES

CONTINUED

Executive storage by Knoll

Designed for use with a contemporary executive table-desk, this small cabinet by Knoll Associates is fitted with compartmented shallow drawers, pencil tray and deep file drawer, providing convenient at-hand storage for executive needs. Cabinet is deep-toned rosewood with hand-rubbed wax finish; top is polished Italian cremo marble; steel base is brushed or polished chrome finish. Key

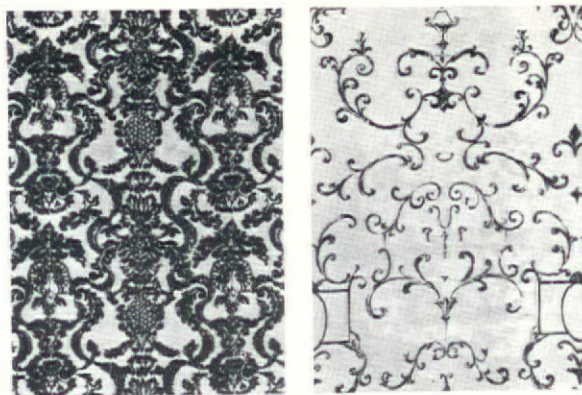


lock inset in the marble top enables all drawers to be locked simultaneously. Designed by Florence Knoll, the cabinet is also available in teak with marble or white plastic laminate top.

Circle No. 252 on product information card

Timbertone foil handprints

New textural effects, using foils overprinted with silk-screened designs, are realized in a group of wallcoverings by Timbertone Wallcoverings, Inc. The prints are treated to produce an effect of antiquing, as in Acropolis, a reproduction of a Grecian stone rubbing. Twenty-six different foil



backgrounds are employed in the new collection, and combined with the handprinted designs they offer a choice of 55 stylings in all.

Circle No. 253 on product information card

Modular seating

From the Viko contract collection by Baumritter comes modular seating in a modern steel group. Group consists of four chairs (two arms, left arm, right arm and armless) plus three suspended ta-



bles (wedge, corner and rectangular.) Construction is square tubular steel with walnut, platinum or gold finish and the seats are tight cushion foam in scrubbable supported plastics. The tables are scuff, heat and alcohol resistant melamine in warm brown teak or white.

Circle No. 254 on product information card

Architrac traverse track

Kirsch Company introduces the Architrac extruded aluminum traverse track, a professional grade of anodized, extruded aluminum traverse track cut-to-measure for all types of structures. The line includes six track designs. Two designs are traverse operation, one for use with brackets,



the other for recessed installation. Both incorporate a basic new dual-channel principle which reduces packback (pile-up) of open draperies to absolute minimum.

Circle No. 255 on product information card

Three more for Armstrong

Three new patterns have been added to the Armstrong Cork Company's line of Terrazzo Vinyl Corlon, low-cost true inlaid vinyl sheet goods in which the design and color go all the way through to the backing. The patterns are designed for interiors in the transportation industry. They are available in 6-foot widths, .065-inch gauge.

Circle No. 256 on product information card

Circle No. 215 on product information card →

CHAIRS



#291



#99

WITH A

CONTEMPORARY



#97



#231

AIR

FRANK SCERBO & SONS, INC.
140 PLYMOUTH STREET, BROOKLYN, N.Y.
Designers & Executors of Modern Interiors

PRODUCTS & SERVICES

CONTINUED

High back desk chair

A high back executive desk chair from the John Stuart Architective Series, has a mirror finish

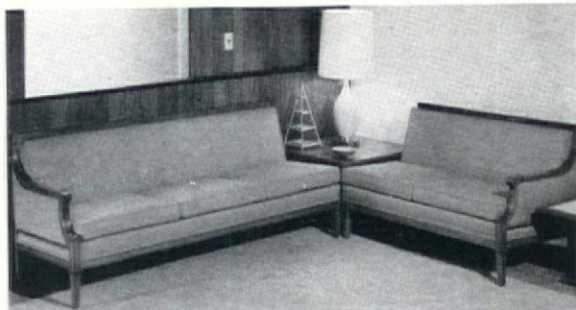


chrome steel base and Shepherd ball casters. It may be had with either tilting or non-tilting swivels. Upholstery is foam rubber supported by rubber webbing. Channelled seat and back minimizes wrinkling and stretching.

Circle No. 257 on product information card

Classic styled sectionals

From Custom Craft, Inc., Designs of Distinction division, comes classic styled section furniture styled and engineered for contract use. One arm sofa, model 1130 is 76 inches long by 32 inches



deep by 32 inches high. One arm loveseat, model 1129, is 50 inches long by 32 inches deep by 32 inches high.

Circle No. 258 on product information card

Portable seating by Hampden

A portable seating group suitable for conventions, conferences, schools, churches, etc. was shown by Hampden Specialty Products Corp. at the National Office Furniture Association Show in April. The portable seating is grouped in units of three, easy to carry and compacted when folded. Chairs with or without arms are included, in vinyl or nylon coverings in a choice of colors.

Circle No. 259 on product information card



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. C25. Metropolitan Furniture, 950 Linden Ave., South San Francisco. Showrooms: San Francisco—838 Western Merchandise Mart; S. Christian of Copenhagen, Jackson at Sansome • Los Angeles—726 Home Furnishings Mart • Chicago—621 Merchandise Mart • Dallas—350 Decorative Center.

Circle No. 216 on product information card

METROPOLITAN 

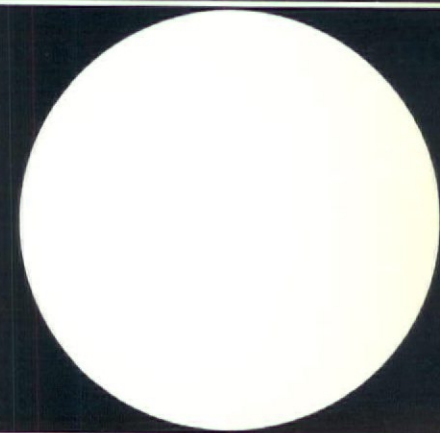
Circle No. 217 on product information card

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pumpkin	stone gray	champagne	putty	beige	pale yellow
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cactus green	ice green	pale aqua	polar blue	pale pink	white

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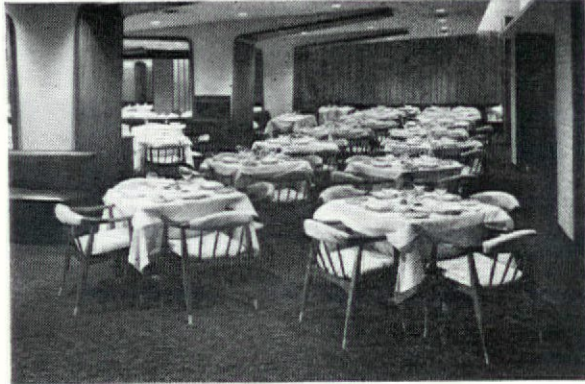
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Circle No. 219 on product information card

PRODUCTS & SERVICES

CONTINUED

Silhouette chairs by Brown-Saltman

Tall back chair, model A-1 is from a collection of contemporary chairs utilizing a chrome-plated,



mirror-finished steel frame, American black walnut arm rests and upholstered sling seat in fabric, a vinyl plastic. Chair is available in black, white, olive green and antique gold.

Circle No. 260 on product information card

Marden's stainless steel group

Tables and upholstered pieces with stainless steel bases are among recent additions to the furniture lines of Marden Mfg., Inc. Of highly

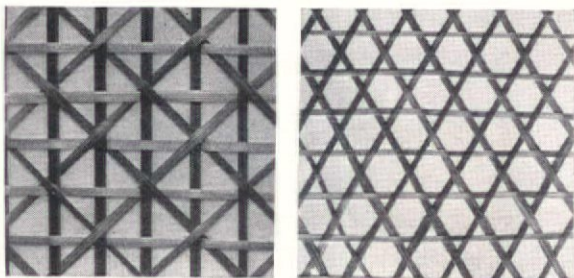


polished metal, the bases are slim, rectangular units that establish a relation between the chairs and tables, as in the conference group shown here. Other units include a sumptuous lounge chair, fully upholstered in leather, with a sled base; occasional tables topped in wood, glass, or travertine; a three-seat sofa, and an upholstered bench.

Circle No. 261 on product information card

Cane-vinyl laminates

Genuine cane, handwoven in a variety of patterns, is permanently locked between layers of vinyl to create a new material for interior decoration. Permacane by Polyplastex United, Inc., is designed for use as furniture panels, cabinet

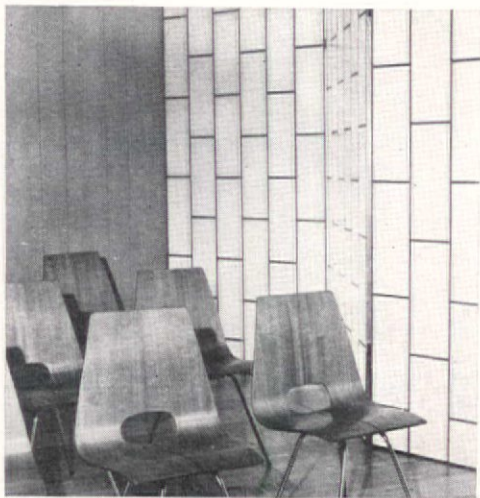


doors and many other interior applications. Permacane sheets are made in clear vinyl, or opal (white translucent) for lighting applications.

Circle No. 262 on product information card

Interior room divider

A temporary partition system, designed to meet the need for a rapid and flexible method of dividing conference halls, classrooms, dining rooms, lecture halls, etc., has been introduced by Kalwall Corporation. The system consists of translucent



panels joined by clips that can be installed with a screw driver. The panels are made with fiberglass plastic sheets bonded to an aluminum grid.

Circle No. 263 on product information card

Patterns in vinyl fabrics

Three new patterns in vinyl fabrics, Starburst, Plain & Fancy, and Coin, have been introduced by Federal Industries. Starburst is designed for use in dinettes, headboards, bar fronts and boat interiors, and is offered in 11 colors. Plain & Fancy is offered in four-color combinations and designed for dinette furniture. Coin is available in three-color combinations and also designed for dinette furniture.

Circle No. 264 on product information card

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distinctive **TABLE TOPS**

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



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Representatives in major cities

Circle No. 220 on product information card

Circle No. 221 on product information card

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Optional extra. Patent pending.

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Our 40th Year
KUEHNE
MANUFACTURING COMPANY
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WRITE FOR LITERATURE Dept. C-562

MORTON TEXTILES

(Continued from page 39)

sketches. However, since the owners were still reluctant to undertake such a large financial burden before seeing something more concrete than sketches, they proposed that Morton refurbish one complete floor as a test, both to see how it would look, and to get the tenants' reactions.

During the month it took to remodel one residential floor, tenants were shifted to other floors so that the hotel lost no business. At its completion the response of current and prospective tenants was so enthusiastic that the owner authorized a complete refurbishing job for the entire hotel.

Mr. Calisch and his staff worked directly with an outside firm which had been hired to remodel the exterior, and a master plan matching the interior to the exterior was devised.

In remodeling the old-fashioned Abbey Hotel, obsolete and worn-out furniture was scrapped, giving the designer an opportunity to create a completely new decor. Drab walls were repainted in gay, light colors, electric fixtures with bare bulbs were replaced, and new kitchen sinks and cabinets installed. In each room functional Formica top dining room tables and modern plastic-

topped cocktail tables were supplemented by comfortable furniture, upholstered in nylon fabric for easy cleaning.

Much of the furniture and carpeting was custom-made under the supervision of Morton Textiles, while all draperies and linens were prepared in their own shop which maintains a constant inventory of \$500,000 in linen stock. During the remodeling, a two-man expediting team from Morton worked with the design staff to help speed deliveries and handle other follow-up work.

In order to brighten living areas throughout the hotel, rooms and hallways were recarpeted. With the addition of attractive wrought-iron furniture, a thick carpet, and greenery placed in an old-fashioned fountain, the once-dreary lobby now presents an aura of warmth and comfort to a person entering.

By October, 1960, all 150 rooms of the Abbey Hotel had been remodeled, with remarkable results. Almost immediately the hotel was able to move from the \$70 monthly class into the \$125-\$140 rental category, and rooms were being filled as soon as they were remodeled. From its previous low tenancy rate of 46%, the Abbey jumped to 97% of rooms filled at all times.

While Morton will undertake any job at any budget, it is looking to a future with even greater emphasis on remodeling hotels and motels. (C)

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- Drawer Space Can Be Varied To Meet Your Specifications

WRITE FOR LITERATURE Dept. C-562

Circle No. 221 on product information card

PRODUCTS & SERVICES

CONTINUED

New side chair

Harvey Propper's new side chair is upholstered in Himalayan goat skin, seam tufted and buttoned.



Chair features an upholstered back cushion on a walnut contour back. Mirror polished stainless steel legs.

Circle No. 265 on product information card

Steel office furniture

The Metalstand Co., introduces the XL group of steel office furniture. This new group features "plus-bar" legs which provide rigidity through



multi-angular construction. This enables a variety of outer panels to be locked in place. Polished aluminum legs and pulls are standard with black or gold anodized legs available at additional cost. Vinyl covered steel or plastic laminate available on desk side panels.

Circle No. 266 on product information card

Venetia fabric by Larsen

The Venetia group is the first part of a collection of cut and uncut dimensional fabrics by Larsen Design Corp., for La France. The fabrics are cut pile velours woven of space dyed yarns to give the random or antiqued stripe pattern. Content is fine denier spun viscose.

Circle No. 267 on product information card



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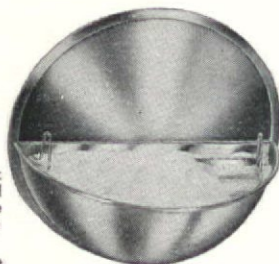
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Circle No. 225 on product information card



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Circle No. 226 on product information card

MANUFACTURERS'

LITERATURE

A twelve-page booklet on Plexiglas for offices, stores, institutional building and homes has been prepared by Rohm & Haas Co. Illustrated, the brochure shows how Plexiglas may be employed as a transparent material for direct light transmission, or in translucent form for the diffusion of natural or artificial light.

Circle No. 274 on product information card

Irving Subway Grating Co.'s new catalog deals with ferrous and non-ferrous metal grilles used for space dividers and exterior trim, sun-screens and canopies. Included are Gridsteel, an unusual pattern for rigid or flexible use; new Unipole Modular Grille Supports which enable grille panels to be placed in line or radially. Practical mechanical data is also given.

Circle No. 275 on product information card

A new brochure on Diatex furniture webbing by the Firestone Rubber & Latex Products Co. illustrates the various methods of attaching the resilient fabric-and-rubber webbing to seat and back frames, such as stapling or tacking, screw-on clamp, and press-on clip methods. It also gives recommended spacing and other construction information.

Circle No. 276 on product information card

The new Marco Illumiline collection of architectural recessed incandescent lighting fixtures has just been issued by the manufacturer, Marvin Electric Mfg. Co. Complete specifications and diagrams of the firm's unusually extensive line of lighting fixtures are described and illustrated in the 40-page booklet, along with tables for levels of illumination.

Circle No. 277 on product information card

Lawrence Metal Products, Lynbrook, N.Y., manufacturer of Crowd Control Systems, offer a new catalog, No. 62. Products included are posts and ropes, aluminum and tubular railings, exhibit booths and room-dividers; sand urns and other metal specialties.

Circle No. 278 on product information card

A 24-page illustrated supplement has been released by Interiors' Import Co. Inc., New York City. It features 55 new items comprising mirrors, consoles, sconces, lanterns, brackets and many other decorative accessories, all recently added to the Palladio collection which is entirely designed and hand crafted in Italy.

Circle No. 279 on product information card

American Color Trends, Inc., offers a booklet, "A Brief Statement of Service in a Special Field of Research." Included are services offered, products that have been researched, and organizations that have been served.

Circle No. 280 on product information card

Contract seating furniture by Baumritter is covered in the company's colorful and informative new 1962-63 catalog. Complete specifications on each line is given.

Circle No. 281 on product information card

Alva Museum Replicas, Inc., has issued a comprehensive catalog which illustrates approximately 300 pieces of authentic museum reproductions. Catalog gives retail prices and descriptions of each item.

Circle No. 268 on product information card

A new 16-page illustrated Contract Mattress Buying Guide has been prepared by Holland Wire Products, Inc. for use by institutional bedding buyers. The booklet describes the three major types of spring units employed in making mattresses under Federal Specification VM 96, and discusses the support qualities and durability of each. Factors that determine mattress quality, comfort, and economy in institutional service are reviewed. These include coil count, upholstery, and ticking. A 12-point checklist of details that should be covered in writing a contract mattress specification is included.

Circle No. 269 on product information card

Weather-Wise is the name of a new group of outdoor furniture made by Molla, Inc. and designed by Lawrence Peabody. Chairs, tables and chaise in the line are of rustproofed steel, equipped with all-weather cushions that snap on.

Circle No. 270 on product information card

Acme Lanterns, Inc. has published a 88-page catalog featuring a new line of indoor and outdoor lighting fixtures. Highlight of the line is the use of multicolor and mosaic glass to create new types of fixtures.

Circle No. 271 on product information card

Metal and plastic furniture by Wrought Iron Industries, Inc. is presented in a new catalog showing the firm's chairs, sectionals, two and three seaters, and bar stools.

Circle No. 272 on product information card

Knockers, knobs, pulls, kickplates, and Spanish nails are described and illustrated in a catalog by Clavos, Inc. The Clavos items are highly decorative and made of solid brass. Custom designs, crests, logos, etc., can be executed.

Circle No. 273 on product information card

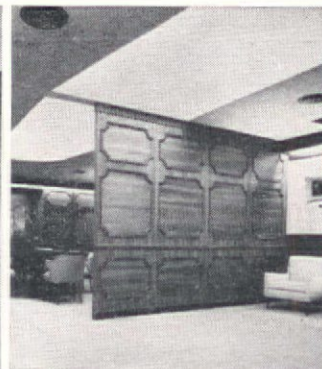
(Continued on page 58)



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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.

July 25-August 12. Fourth Annual Chicago International Trade Fair. McCormick Place, Chicago.

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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	Allen Industries, Inc. (rug underlay) 1927 Leland St., Detroit 7, Mich.	TE 2-5656	43	Dow Chemical Co. (textile fibers) 350 Fifth Ave., New York 1, N.Y.	PL 7-8300 208
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	Herbert Arnot, Inc. (paintings) 250 W. 57 St., New York 19, N.Y.	CI 5-8287		Empire State Chair Co., Inc. (chairs) 424 Madison Ave., New York 17, N.Y.	PL 3-5881
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