

CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • SEPTEMBER 1962



CONTRACT SHOWROOM
THE BIGGEST CUSTOMER
RESILIENT FLOORING



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NYLON

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... prove, too, it's the ideal floor covering for you. Look at the facts. A rich red carpet of 100% Caprolan® nylon pile was installed in a New York City subway car. It was subjected to the most concentrated traffic imaginable ... tracked over with dirt, grime, and grit. Yet, Caprolan showed virtually no sign of wear; cleaned easily to look fresh, bright, and colorful. See for yourself why such a

great case can be made for Caprolan. For beautiful contract carpets in an exciting range of textures and colors, contact Collins & Aikman, Commercial Carpet Corporation, and Masland. Fiber Marketing Department, 261 Madison Avenue, New York 16, New York.

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CONTRACT

The Cover

A new and significant type of trade facility, the contract showroom, illustrated here by view of Keevan Sadock establishment.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. II, No. 11

SEPTEMBER, 1962

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COMING IN CONTRACT

OCTOBER—National Hotel Show; Furniture review.

NOVEMBER—Fabrics and fibers—a review of natural and man-made textiles and their contract applications.

DECEMBER—Wallcoverings—an examination of a field that has developed a notable group of contract products.

JANUARY—Directory Issue—complete classified listings of products, services and manufacturing sources in the contract furnishings field.



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LETTERS

A house divided?

Dear Sir: Based on your recent editorials and the subsequent replies to them by the trade, it appears that the lines are being drawn for a division within our related industries and professions. Is it to be the Contract Supplier vs. Interior Designer vs. Decorator vs. Architect, ad infinitum? The question arises: Is this hassle really necessary?

Unless a need exists for each person within each trade or profession, how can this trade or profession exist? No heaven-sent umbrella is going to protect those whose only ambition is a desire to satisfy a need for recognition, regardless of how admirable this ambition may be. Certainly, each of the above-mentioned professions fills a niche in today's market place. If each person and each company were satisfied to remain complacently in his particular niche, today's intra-industry trampling of toes wouldn't be so prevalent. However, the creative person is not built to be complacent. Hence, the decorator wishes to become a space planner, the office furniture dealer wishes to become a contract furnisher, and who is to bar the gate, telling these ambitious people that they tread on chosen ground?

If we check with colleges and universities accredited to train people in our allied trades, we find an insufficient supply of design students. So, the paradoxical situation expands upon itself, the entire trade crying "foul" because of alleged loss of status and/or income, when, in truth, there aren't enough of any of us to go around. And at the same time, a pell-mell rush to fill the voids.

Needless to say, this letter contains only questions—no answers. Can there be a firm answer from within the trade? The writer believes that the answer must come from without the trade—from those who sit in judgment of our accomplishments, our clients. If we are competent, if we successfully fill the client's need, how can we fail? Who is to say that a competent interior decorator should not undertake a major corporate interior renovation as long as the client is firmly convinced this is the individual best qualified to fill the existing need?

JAMES R. TILSON

Capitol Business Equipment, Inc., Charleston, W. Va.

Vicarious voyage

Dear Sir: Your June article "Design Fore and Aft" was very informative; the photography was superb; it was almost like taking the voyage myself. Give us more articles like this.

WILLIS H. JOHNSON

Capitol Office Supply Co., Inc., Washington, D. C.

Lighting principles clarified

Dear Sir: The article, "Lighting As Visual Design," by Gerald Ewing, in your June issue before me and has inspired me to write and congratulate you on this fine clarification of the basic principles of lighting. This is what we need most of. I am wondering if Mr. Ewing would be interested in preparing a paper for presentation at the I.E.S. National Technical Conference next year in Detroit, Mich.

G. P. WAKEFIELD

Wakefield Lighting Div., Wakefield Corp., Vermilion, Oh

Something of value

Dear Sir: The August issue of CONTRACT arrived today. The magazine continues to be in a category all of its own! Its value to the contract designer, architect, space planner, as well as to the hotel man and to persons in the institutions field will never be underestimated. This is our way of saying that we appreciate what CONTRACT is doing for our profession.

CARLTON VARNEY, Vice President
Dorothy Draper & Co., Inc., New York City

Helpful reference

Dear Sir: As an interior designer who teaches a class at Richmond Professional Institute called "commercial interior decorating," I am finding your magazine a most helpful reference. While this class works over the drafting board, rather than attending lectures, the information your magazine imparts in articles as "What is Contract Furniture?" is a most welcome guide in the selecting the "workable as well as the 'esthetic.'"

MARGARET OFFERMANN, AI
Richmond, Va.

Growing interest

Dear Sir: I have watched CONTRACT with interest and can only say that you are definitely on the right track. I have read every issue since the first one and find the magazine continuously refreshing, interesting and informative.

PARKER V. LAWRENCE
Kuehne Mfg. Co., Mattoon, Ill.

Appreciation, admiration

Dear Sir: We here at the University do appreciate CONTRACT and look forward to its arrival each month.

TED CRAB

The Wisconsin Union, University of Wisconsin

Dear Sir: We'd like to take this opportunity to express our admiration for your magazine which has continually aided us in our quest for ideas and designs in the contract sales field.

G. B. KER
Parkhill Bedding & Furniture Ltd., Winnipeg, Man.

Why STROHEIM & ROMANN recommend Perma Dry:



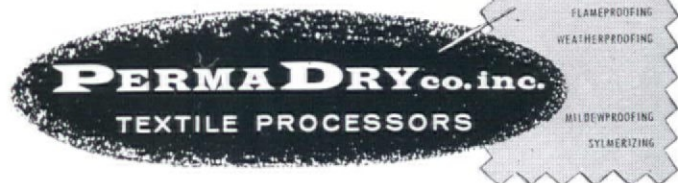
spacious and quiet elegance of the
new STROHEIM & ROMANN Showroom
155 East 56th Street, New York

*"Fine fabrics deserve custom
care . . . and Scotchgard by
PERMA DRY is assurance of
maximum protection against
SPOTS / STAINS / SOIL"*

The most comprehensive brochure ever published on Flameproofing of fabrics will be off the press in October. Write for your copy now.



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by



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Watkins 4-0877

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D. C. Currently
.....

OUR WASHINGTON REPORT:

- Many agencies buying flooring
- Overseas opportunities for producers
- Less "government green" in new specs
- Recent contract furnishing awards

THERE'S virtually no ceiling on your prospects of selling flooring to one agency or another of the U. S. government. With federal installations continuing to sprout all over the country, you may find a profitable potential in this field almost literally underfoot.

Agencies that buy floor coverings include:

Maritime Administration, headquarters and field offices. Bureau of Prisons institutions. General Services Administration offices. Government Printing Office, here. Tennessee Valley Authority, Chattanooga. Veterans Administration offices and hospitals.

Military offices: Columbus, Ohio, General Depot. Navy Purchasing Office here. Aviation Supply Office, Philadelphia. Navy Ships Store Office, Brooklyn.

And remember the many installations that can make local purchases for under \$2,500, without going through centralized channels.

Flooring jobs

Contracts pop up constantly for new flooring. Recent examples are an invitation to bid on installation of vinyl asbestos floor tile at Pocahontas Hall, Haskell Institute, Lawrence, Kan., set aside for small business. Another, new floor covering at the Post Office in Lewiston, Montana.

Getting in touch with your local procurement officials, at U.S. installations, will help line you up for knowledge about prospective jobs.

Overseas opportunities

Commerce Department is making a big push to interest U.S. firms in selling more overseas. Its

list of exporters' leads recently carried an item for linoleum rolls, sought by an importing distributor in Georgetown, British Guiana.

Other items are wanted, too, in the contract furnishings field. Such as: Desks and office equipment, by a Bisley, Surrey, England businessman. Institutional tables for canteens, restaurants, hotels, cafeterias, libraries, by an agent in Duisburg, Germany. Household furniture, by agents in Tourcoing, and Paris, France. Wool scatter rugs and carpets, Bannockburn, Stirlingshire, England. Novelties in office furniture, Stockholm, Sweden.

Color, color everywhere

A new government trend will have its impact on flooring suppliers to the U.S., as well as other segments of the contract furnishings industry. The U.S. is going in for more color. It's moving to a much more flexible, more cheerful and imaginative color standard. Less of the "government green" and drab earth tones. You'll see more shades of cheerful colors. There will be encouragement of different colors on corridor walls instead of uniformity, and of three-color as well as two-color schemes.

Payloads in space

The U.S. government's work in space can be profitable to you—the furnishing of space, that is, down-to-earth, in the millions of square feet it's using for offices, housing, hospitals, laboratories, and almost every other conceivable function.

Here are some of the recent invitations for bids it's issued, to give you an indication of what

(Continued on page 8)

This luxurious, new sponge rubber carpet cushion performs outstandingly in Chicago's Beverly Savings & Loan Co. Building



Interior furnishings by Keevan Sadock, Chicago

Town House

... plush, hushed comfort underfoot!



Where traffic's heaviest . . . where impressive quality is important . . . where employee comfort increases efficiency . . . that's the place to specify Town House. This deluxe sponge rubber carpet cushion is derived from a formula specifically designed to combine maximum durability and wear resistance with premium softness. Walking on carpet cushioned by Town House gives the impression of ultimate luxury. Its acoustical properties are excellent. And the gauge chosen for Town House best eliminates muscular fatigue. From every viewpoint, Town House is the leader in those features that make one carpet cushion the standout!

GUARANTEED UNCONDITIONALLY

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed unconditionally to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant heated floors and cement floors. Any General Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and re-installed without charge to customer.

NATIONAL AGENTS:

AIR CREST PRODUCTS COMPANY / 2301 S. Paulina Street / Chicago 8, Illinois

CROWN PRODUCTS CORPORATION / 2121 E. Wheatshaf Lane / Philadelphia, Pennsylvania



Circle No. 195 on product information card

OUR WASHINGTON REPORT

CONTINUED FROM P. 6

you can prepare yourself for, to be in on the bidding next time around:

General Services Administration, here—Steel storage and wardrobe cabinets and steel clothing lockers, indefinite quantity, through Nov. 30, 1963. Venetian blinds for the Museum of National History, East Wing. Auditorium chairs for Howard University's Home Economics Building.

Defense General Supply Center, Richmond, Va. 4,097 mounted glass mirrors.

Fort Richardson, Alaska—manufacture up to 1,912 davenport and 3,824 chair slipcovers from government-furnished material on open end contract.

GSA, Denver—830 metal bunk beds with springs and mattresses.

Geological Survey, here—furnish and install laboratory furniture and equipment at Menlo Park, Calif.

GSA, San Francisco—metal and composite metal and wood furniture, including lounges, chairs, tables. Metal quarters chairs. Living room and bedroom household furniture, including sofas, chairs, tables, desks, headboards, dressers.

GSA, Atlanta—School library equipment, including typing tables, teacher's desks, executive desks, executive chairs, charging desks, speaker stand.

Ships parts control center, Mechanicsburg, Pa.—1,377 incandescent lighting fixtures. 1,377 more for labor surplus area under a partial determination.

GSA, here—300 quarters table lamps.

GSA, Denver—192 six-drawer metal chests in various colors. 192 plate glass mirrors.

GSA, San Francisco—household furniture, including sofas, chairs, stools, tables, desks, etc.

Post Office Dept., here—270 folding tables. 270 items of wood or steel furniture; 60 items, 815 items; 150; 175.

Public Health Service, Phoenix, Ariz.—22 kitchen gas ranges for various Indian hospitals.

GSA, Atlanta—dormitory/hospital type furniture, indefinite quantities through July 31, 1963.

GSA, Denver—tables, upholstered chairs, sofas and bench pads, 47 each.

GSA, Seattle—quarters furniture, including dinette tables, occasional tables, dinette chairs, bookcases.

GSA, Kansas City—various quantities of metal furniture.

GSA, Denver—blond-finish library furniture, 172 each. 161 aluminum frame chairs. 161 molded fiber glass plastic-top classroom desks.

Post Office Dept., here—600 knocked down metal storage cabinets. 718 steel clothing lockers.

GSA, here—wood and metal office furniture

(cabinets, blueprint files, roll-drawing), indefinite quantity through Dec. 31, 1963.

Space capsuled

Signed, sealed and all but delivered—you can be included in the group of contract furnishing businessmen who add to their volume by supplying the government. Here are some of the recent awards, to show you what can be done, and collected.

Federal Aviation Agency—Loose furniture in the public area of Dulles Terminal Bldg. at Dulles International Airport, Chantilly, Va., various items, \$127,937, Revere Furniture & Equipment Co., Washington; \$57,519. Herman Miller, Inc. Zeeland, Mich.

General Services Administration, here—modern design household furniture, wood, 551 each \$29,588, Thomasville Cabinet Works, Thomasville N.C. Composite metal and wood furniture, 88 each, \$34,672, Chromcraft Corp., St. Louis, Mo. Upholstered easy chairs, 1,345 each, \$65,098, Carsons, High Point, N.C. Dining room wood furniture, 967 each, \$22,885, Joerns Bros. Furniture Co., Stevens Point, Wis.; 996 each, \$22,885, S. R. Hungerford Co., Inc., Memphis, Tenn. Modern household wood furniture, 1,172 each, \$55,486, Drexel Furniture Co., Drexel, N.C.

GSA, San Francisco—1,909 household lamps \$18,445, G.F.C. Manufacturing Co., Brooklyn N.Y. Metal and composite wood furniture, 1,535 chairs, 25 davenports, 138 tables, 10 desks, \$33,308, Chromcraft. 1,077 throw rugs, \$11,523, Clayton Carpet Mills, Spartanburg, S.C. Hospital furniture and draperies, \$10,326, Kellogg Brothers Co., San Francisco.

GSA, here—modern and traditional bedroom furniture, indefinite quantity through Sept. 30, 1963, Barton Furniture Co., Grandville, Mich. Basic-Witz Furniture Industries, Waynesboro Va.; Galax Mirror Co., Galax, Va.; Hickory Chair Co., Hickory, N.C.; Thomasville Cabinet Works, Thomasville, N.C.; Weaver Mirror Co., Rocky Mount, Va.; Young Mfg. Co., Norwood, N.C. Drexel Furniture Co., Drexel, N.C.; Jamestown Table Co., Jamestown, N.Y.

Composite metal and wood furniture, 3,424 each, \$102,377, Chromcraft Corp., St. Louis; 924 each, \$63,270, Chromcraft.

Simulated rattan tubular steel furniture, 2,102 each, \$97,758, Baker Mfg. Co., Pinesville, La.

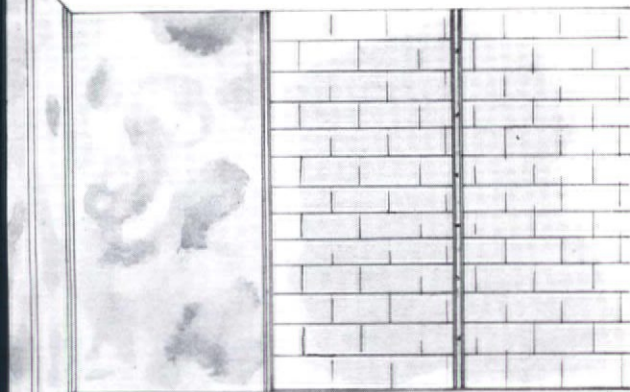
Upholstered living room furniture, 256 each \$18,589, Cegen Furniture, Hickory, N.C.

Bedroom, dining room and living room wood furniture, 2,365 each, \$78,467, Joerns Bros. Furniture Co., Stevens Point, Wis.

Composite metal and wood dressers, 446 each \$31,175, Chromcraft.

Upholstered straight occasional chairs, 2,458 each, \$79,690, American Marine Upholstery Co. Dallas. (C)

NEW WALL SYSTEM

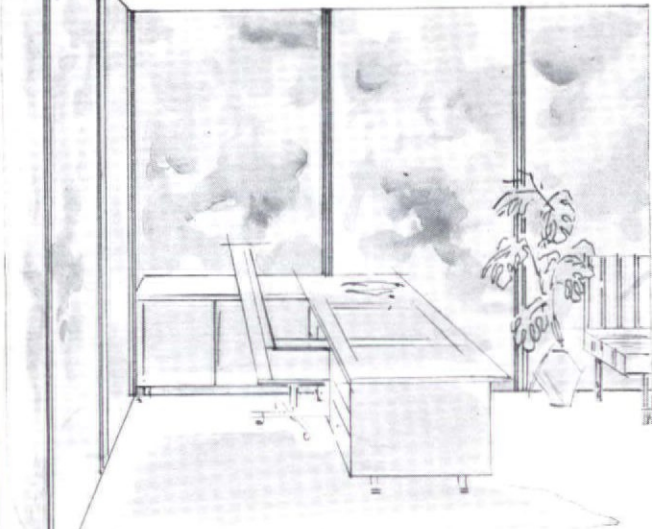


New concept... goes over any surface*...
beautiful... easy to install
and economical.

Designed by John van Koert, A. I. D.

**shown here over cinder block.*

NEW AURORA



suggested here, has the great soaring
qualities of the Northern Lights...

Four exciting jewel tones offer
the Interior Designer the ultimate
in vibrant amorphous texture.

NEW BRUSHED ANTIQUE

NEW BAYBERRY

NEW BOMBAY TEAK

NEW RIO ROSEWOOD

NEW MAHOGANY

INTERNATIONAL



DESIGN AWARD

PARKWOOD



Represented and distributed nationally.

Write for Data Kit, samples and literature.

PARKWOOD LAMINATES, INC.

134 Water Street Dept. 16 Wakefield, Mass.

A. I. D. Award Colors, exceptionally faithful wood reproductions, printed textures and patterns.

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PEOPLE

Robert E. Lee Anderson, Jr., has been appointed to the position of advertising manager of American Furniture Co., Inc., Martinsville, Va. Mr. Anderson will be responsible for advertising, publicity, and sales promotion.

Edward R. Koller has been appointed national sales manager of Downs Carpet Co. Mr. Koller will be in charge of all company activities relating to sales including woven, tufted, and contract carpeting.



William F. Vander Minden has resigned as president of L. Jones & Co., Inc., New York floor covering showroom firm. He will remain with the organization as advisor and consultant. Succeeding Mr. Vander Minden as president is John T. Reidy, who served as vice president for the past eight years. Other appointments include: Glen Williams, new vice president; Alfred E. Schultz, new secretary.

Louis E. Diamond has been appointed national sales manager of Shelby Williams Mfg. Inc., Chicago. Mr. Diamond will assume responsibility for dealer services, will coordinate sales efforts of all manufacturing facilities, and will supervise Shelby Williams' interior designer consulting service.

Marilynn Motto, interior designer specializing in hotels, with studios in Miami, Florida, has announced the opening of a New York studio, located at 333 East 75th Street. Mrs. Motto will divide her time between the Miami and New York studios.

Armstrong Cork Co. has announced the promotion of C. V. Arnold to position of architect-builder consultant in the Washington, D.C. area. J. M. Hall, who previously served in that capacity for both Washington and Baltimore, will now expand activities in Baltimore. Replacing Mr. Arnold as resident salesman in Washington is T. R. Litterer.

Stewart McDougall, designer of contemporary furniture and interiors, has been retained by Selig Manufacturing Co. as consulting designer.

Niels Risom has been appointed vice president, supervising European licensees for Jens Risom Design, Inc.

Norman Cherner has been retained by Nesser Studio Inc. to design and engineer a group of lighting fixtures for the contract market. These fixtures will be free standing or wall mounted.

James G. Ferrier has been appointed as district sales manager for Troy Furniture sales division in Connecticut, Maine, New Hampshire, Vermont, Rhode Island, and Massachusetts.

Jack Sampson has been appointed director of hotel-motel sales for the Robey department of Drexel Enterprises, Inc. Mr. Sampson will assume responsibility for the entire marketing activities of all hotel and motel products.

Robert L. Cody has been named sales representative for the Jasper Desk and Jasper Seating Companies in the Philadelphia area, succeeding James W. Curran, who now represents the two Jasper firms in New York City and northern New Jersey.

S. Donovan Swann, Jr., has been appointed director of commercial contract sales for the Emeco Corp. of Hanover, Pa., and the Standard Furniture Co. of Herkimer, N.Y.

John H. Newbury has been named manager of the newly created office furniture department of Western Contract Furnishers, Oakland, Cal. Jack Menzie has been appointed to the interior design staff of the Oakland branch of the firm.

Four appointments have been made in the newly created Robey department of Drexel Enterprises, Inc., Drexel, N.C.: Robert P. Phifer, coordinator of sales and bids; Roy Braddock, account executive for government contracts; Ray S. Waters, contract coordinator; Ralph Logan, designer.

Arthur F. Martin has been named western division manager for Downs Carpet Co. Mr. Martin's headquarters will be in Downs' showroom at Los Angeles Home Furnishings Mart.

Roland E. Lee has been named to a key post in the Dorothy Draper & Co., design firm. Stephen Levy was also named to a decorating position.

James A. Ford has been appointed director of research for Kirsch Co., drapery hardware manufacturer. Mr. Ford will be responsible for the research design and development of new and improved products.

FRANCIS I. CROCKER

Francis I. Crocker, 62, eastern regional sales manager of Roxbury Carpet Co., died on August 20 in Montclair, N.J., after a brief illness. Mr. Crocker was associated with Roxbury since 1945.



Three good ideas for decorating guest rooms

"MAYLAY" FABRIC BY COHAMA creates a true look of luxury in drapes. A blend of Avisco rayon and cotton. Resists fading so these drapes retain their beauty longer. Cohama Fabrics, Contract Department, 214 Madison Ave., N.Y.

"DRIFTWOOD" BEDSPREAD BY MORGAN JONES of lint-free AVICRON® rayon, creates an air of elegance. Machine washable. Rarely needs ironing. In a wide range of colors. Single, Double and Hollywood King sizes. Morgan Jones, 404 Fifth Ave., New York Sales Office.

"MONTICELLO" RUGS BY REGAL add a feeling of warmth to any room. The deep Avisco rayon and nylon pile feels so resilient underfoot. And they're so practical, too. Resist soiling and linting. Regal Rugs, 295 Fifth Ave., New York.

...with colorful, practical **Avisco® rayons** 

AMERICAN VISCOSE CORPORATION, 360 Fifth Avenue, New York 1, N.Y.

CONTRACT NEWS

American furnishing new Americana

American Furniture Co. of Martinsville, Va. is filling one of the biggest single commercial furniture assignments ever signed—the furniture for all the guestrooms in the 2,000 room Americana Hotel in New York City. Richard Simmons, Jr., president of American, stated that the furniture incorporates many new applications of plastic laminates and vinyl fabrics. Well over 15,000 pieces of furniture were produced for the order, every piece crafted to special designs by the hotel's architect, Morris Lapidus.

Free information service

Architectural Products Corp., a newly organized firm located at 114 East 40th Street, New York City, offers a free service to architects and interior designers. The firm will inform, help in design, and troubleshoot problems in the use of building products, with particular emphasis on new products and application techniques of architectural plastics. Counseling is available on the use of Tropiglas by Russell Reinforced Plastics Corp., Glacite by Favre Designs, Inc., and interior metal grilles by Kurtzon, Inc.

New Stendig showroom

Stendig, Inc., contract furniture firm, has moved its showroom and offices to 487 Park Avenue, New York City. The telephone number is Eldorado 5-5165.

New V'Soske showroom

V'Soske, Inc., rug manufacturer, has moved to new showrooms on the sixth floor of 155 East 56th Street, New York City. The telephone number is MUrray Hill 8-1150. The firm's New York showroom was formerly located at 4 East 53rd Street.

Kiesling-Hess opens New York office

Kiesling-Hess Finishing Co., custom finisher of fabrics, has announced expanded facilities and service in the metropolitan New York area and the opening of a new office at 601 West 29th Street, New York City. Kiesling-Hess specializes in Scotchgard brand stain repeller, Sylmer, and standard and renewable flameproofing.

Western NOFA exhibit

The western convention-exhibit of the National Office Furniture Association will take place October 26-28, at the Ambassador Hotel, Los Angeles, Cal. Clinics, forums, workshops will be devoted to the theme "Rx for Better Business."

CHAIRS



#291

WITH A



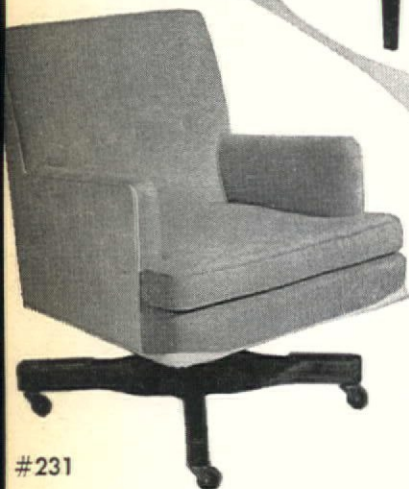
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CONTEMPORARY



#97

AIR



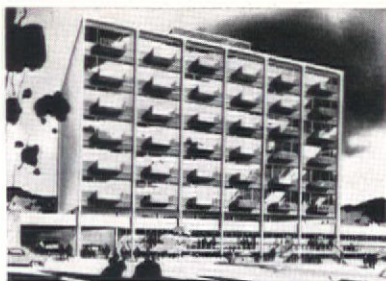
#231

FRANK SCERBO & SONS, INC.

140 PLYMOUTH STREET, BROOKLYN, N.Y.

Designers & Executors of Modern & Traditional Office Furniture

A Design Center begun



Construction was begun last month on the Los Angeles Design Center building, located in the Robertson Center decorative furnishings area. The building will be nine stories high and will cost an estimated \$3 million.

Simmons acquires Thonet Industries

Simmons Co., bedding manufacturer, has acquired the operating assets of the Thonet Industries Corp., manufacturer of contract chairs and furniture, according to an announcement by Grant G. Simmons, Jr., president. The transaction will involve the parent firm of Thonet, along with its three subsidiaries, American Chair Co., Sheboygan, Wis., Home Furniture Co., York, Pa., and North Carolina Furniture Co., Statesville, N.C. Thonet will continue to operate under its present name as an independent subsidiary.

Hardwick & Magee open Chicago showroom

Hardwick & Magee Co., Philadelphia carpet manufacturers since 1837, have opened a new, modern showroom located in room 1876 in the Merchandise Mart, Chicago.

New Ford vinyl distributor

Morris Sklare & Co., Detroit has been appointed distributor of Vinyl Products of Ford Motor Co. for Michigan and Ohio.

Awarded a four-year contract

Rud Haymes of Motor-Inn Supply Corp., the exclusive purchasing company for the more than 100 members of Congress Motor Hotels and Congress Inns, announced that Swain & Myers & Associates, Inc. of Chicago and Decatur, Ill. have been awarded a four-year contract to furnish public space areas for the Congress Motels.

National Interior Design Month

September 18 to October 18 has been designated National Interior Design Month by the National Society of Interior Designers, Inc. NSID is planning a series of exhibits for the 30-day period, plus extensive publicity and trade promotion. During the month, the association will also announce its International Fabrics Fair and Fashion Show, scheduled for January 23, 1963, at the New Americana Hotel in New York City.

From
any
Point-of-View . . .



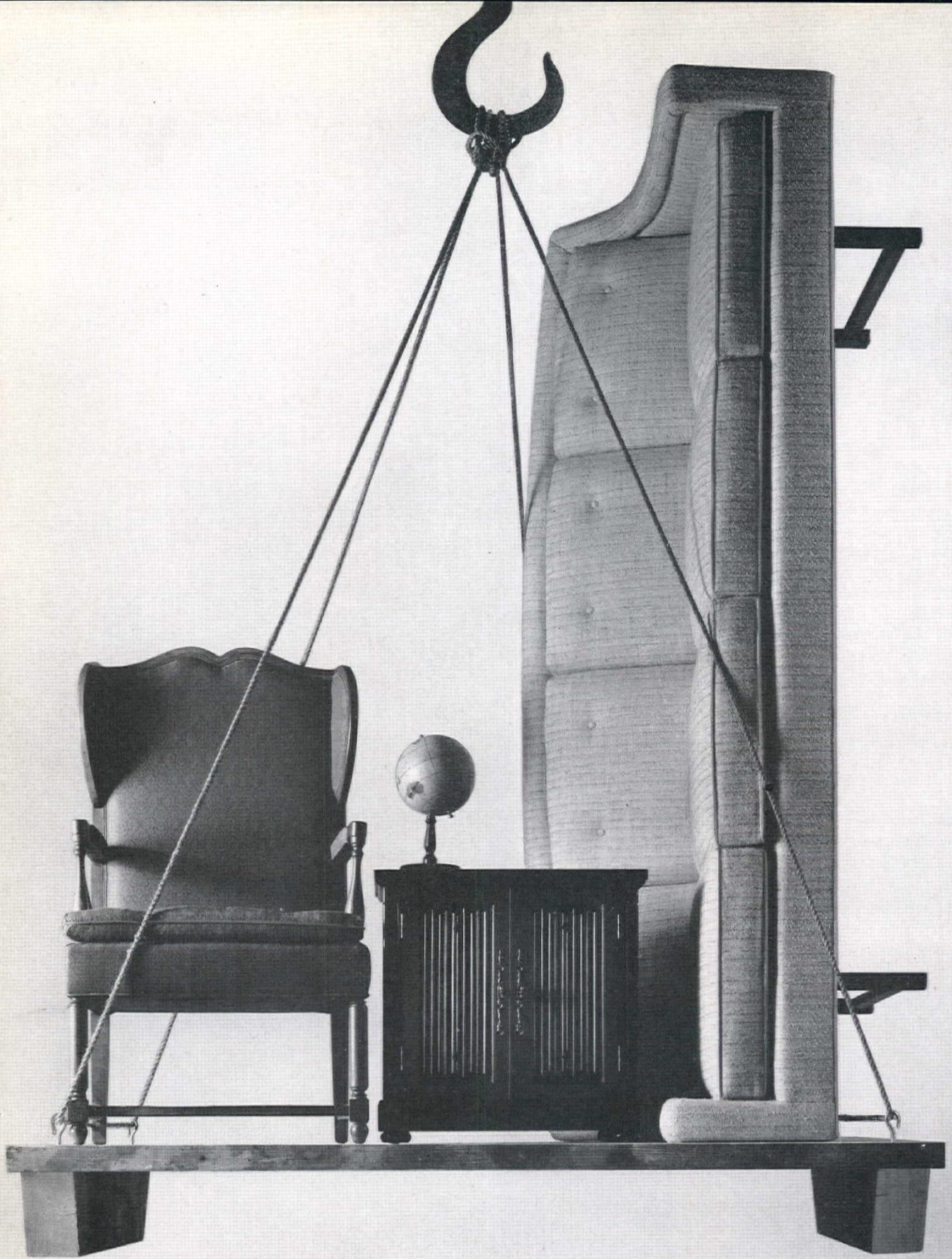
OUTSTANDING
Design
from any angle



FRANK SCERBO & SONS INC.

140 PLYMOUTH STREET, BROOKLYN, N. Y.

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*Georgetown Inn or your next contract job...Globe has everything you need in contract furniture
For complete catalog, write GLOBE FURNITURE COMPANY, Contract Division, High Point, North Carolina*

DECORATION AND DESIGN 1963



More than 100 outstanding interiors created by distinguished designers. October 12-23, Seventh Regiment Armory, Park Ave. at 66th St., N. Y. Weekdays 11 a.m. to 10:30 p.m. Sundays 1 p.m. to 9 p.m. Sponsored by the N. Y. Chapter, American Institute of Interior Designers, Resources Council Inc. and the N. Y. Herald Tribune.

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... your Invitation to Comfort



Style
8400



Style
6070

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MANUFACTURING, INC.
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1319 E. Washington Blvd. Los Angeles 21, California

SHOWROOMS: Chicago • New York City • Dallas • Detroit

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CALENDAR

September 16-22. American Hotel Association, Seattle, Wash.

September 18-October 18. National Interior Design Month.

September 22-25. National Stationery and Office Equipment Association, 1962 Convention-Exhibit. Conrad Hilton Hotel, Chicago.

September 23-26. National Institute of Governmental Purchasing, 17th Annual Conference & Exhibit, Edgewater Beach Hotel, Chicago.

September 23-27. Jamestown Fall Market. Furniture Mart, Jamestown, N.Y.

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

October 12-23. Decoration & Design, 1963, sponsored by The Resources Council, AID. 7th Regiment Armory, New York City.

October 15-17. American Motor Hotel Assn. Annual Convention. Hotel Hilton, Denver.

October 15-17. Fall Furniture & Home Furnishings Show, Atlanta Merchandise Mart.

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

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

October 26-28. Western National Office Furniture Association, Convention-Exhibit. Ambassador Hotel, Los Angeles.

November 1-2. Furniture Market. Dallas Market Center.

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

1963

January 7-12. Winter International Furnishings Market. American Furniture Mart and Merchandise Mart, Chicago.

May 9-12. National Office Furniture Association and National Stationery and Office Equipment Association, 1963 Convention-Exhibit. Hilton Hotel and Coliseum, New York City.

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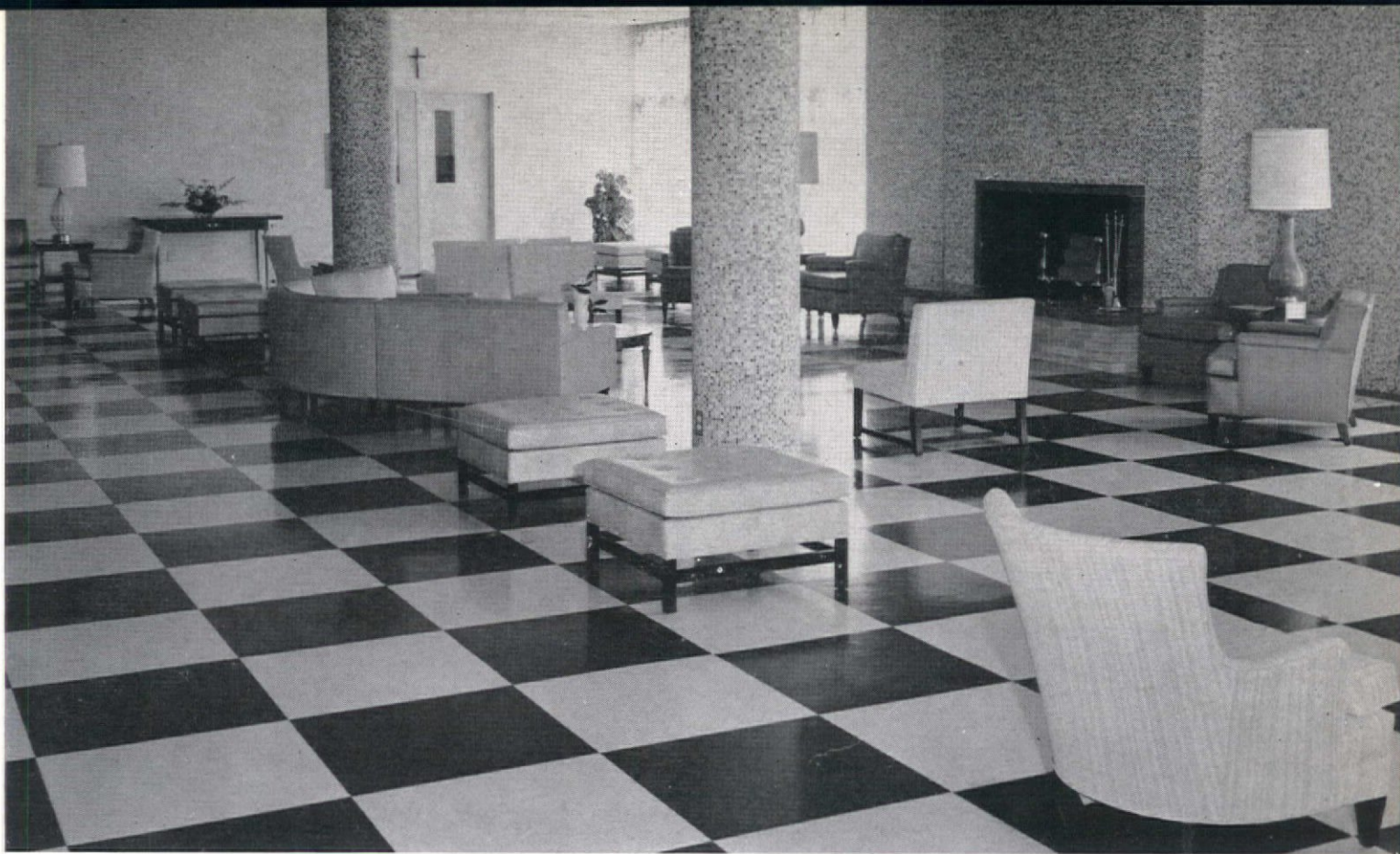


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RESILIENT FLOORING

CONTRACT PLANNERS NOW SPECIFYING LARGE VARIETY OF MATERIALS

THE days when the builder decided what resilient flooring should be installed are pretty much over. Today, contract planning and designing firms have the final word on what is put on the floor, and they are currently specifying and buying resilient flooring of all types, depending on the traffic and esthetic requirements of the given installation.

When a new building is erected, the builder offers a "building standard" flooring—usually asphalt tile, which is low in cost. Contract planners, however, have by this time become painfully aware of the maintenance problems that result from using asphalt tile—it costs the landlord very little but the commercial tenant a great deal. Much maintenance labor is needed to remove the dirt that tends to get ground into asphalt tile. Moreover, it lacks resiliency, so that cracking is a common occurrence, and its lack of springiness

adversely affects human comfort. From the point of view of eye-appeal, asphalt tile has very definite limitations for the contract designer, since the color ranges available from manufacturing sources in this material are very limited.

In order to provide their clients with resilient flooring that will be easier to live with and easier to maintain, contract designers are specifying and buying a variety of other types of resilient materials. One of the favorites, according to designers and architects we have spoken to, is vinyl asbestos. Second only to asphalt tile as an economy item, vinyl asbestos is versatile, more resilient, and available in a broad variety of colors and textures. It comes in 9 and 12 inch squares, in the following gauges: 1/16-inch, 3/32-inch, 1/8-inch, .090-inch, and .080-inch. Its ingredients include asbestos fibers, fillers, pigments, and processing aids that are mixed with vinyl resins and

RESILIENT FLOORING

plasticizers. Since it has a lower binder content and less gloss than other vinyl flooring materials, it is easier to maintain and more resistant to oil and grease. Its resiliency is only moderate, but its durability is excellent, as is its resistance to soil. Vinyl asbestos can be installed on every grade, as well as below grade.

In so-called "special treatment areas" like executive offices, high-styled restaurants, lobbies and ante-rooms that must project the company image, and similar installations, the decorative favorite is pure vinyl tile. This flooring comes in various forms and in more than ample choice of colors, textures, and patterns. It can combine clear, translucent, and opaque effects, and it often incorporates metallic accents. It has high gloss, exceptional durability and resistance to soiling, as well as to acids, alkalis, grease, and indentations from furniture. It is non-porous, so that waxing is not required to seal pores, but rather to protect the finish against surface scratch and wear. Vinyl resilients are made in many forms—solid vinyl tiles, tiles backed with felt, with foam cushioning, or with another and less expensive variety of vinyl. It should be noted that vinyl is the most expensive of all resilient floorings; the

retail price (installed) can vary from 75 cents to \$8 a square foot, depending on pattern, gauge, styling, and complexity of installation. Vinyl can be installed anywhere, on any grade.

Rubber tile features high resiliency (second only to cork), a good noise-reduction factor, and good resistance to alkalis and greases, all of which make it a very suitable material for institutional corridors, particularly hospitals. It is fairly high in cost and only average in durability, however. It is also extremely slippery when wet, and its pigments are subject to fading. Maintenance is low, since rubber has low porosity and needs less polish than more porous floor coverings.

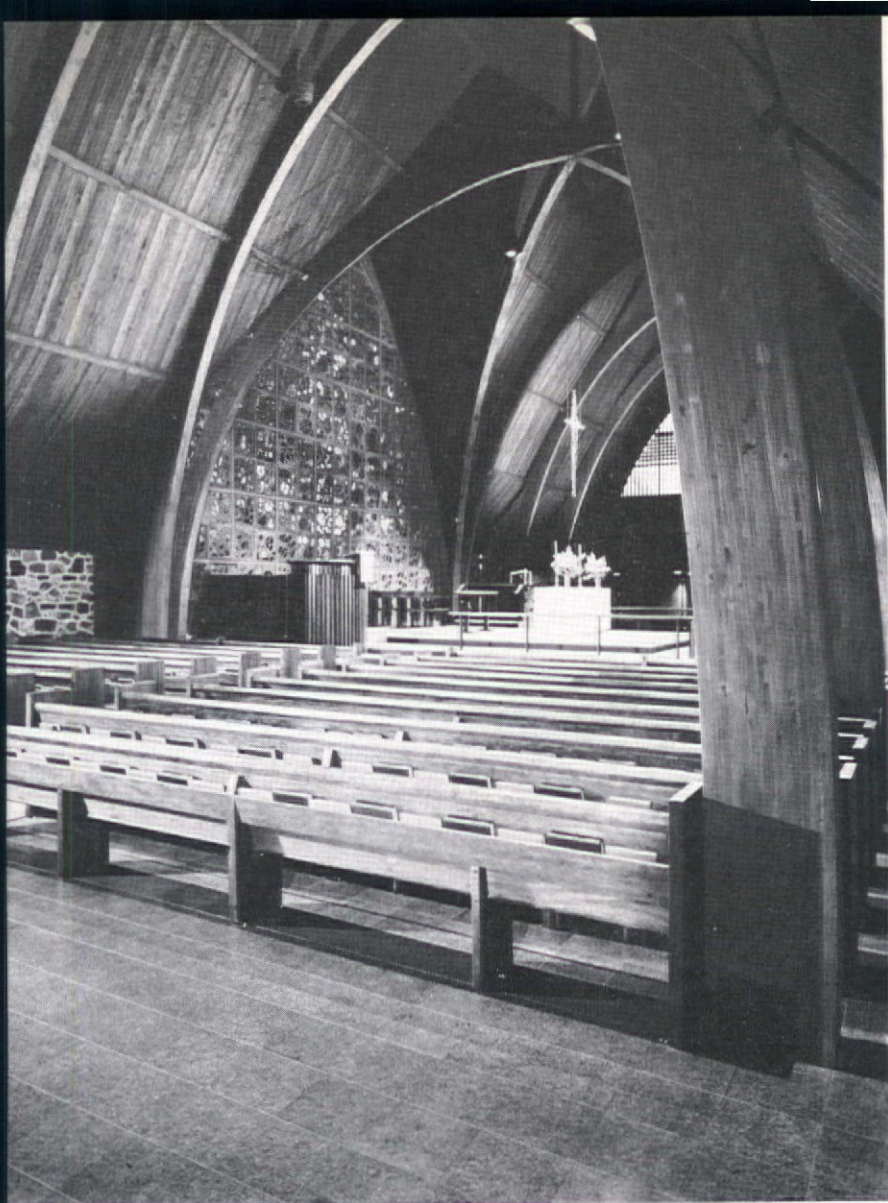
Cork tile and vinyl cork are useful in some contract situations; although cork has relatively poor maintenance performance, it rates high as a sound-muffler. Vinyl-topped cork offers easy maintenance, but the coating reduces the acoustical value of the material. Cork flooring, which is made of cork particles bonded with resins under heat and pressure, is limited to areas where wear is light and walking comfort and sound absorption are the prime considerations. Cork and vinyl cork can only be installed on or above grade.

Among other varieties and sub-species that should be mentioned are Linotile (an Armstrong

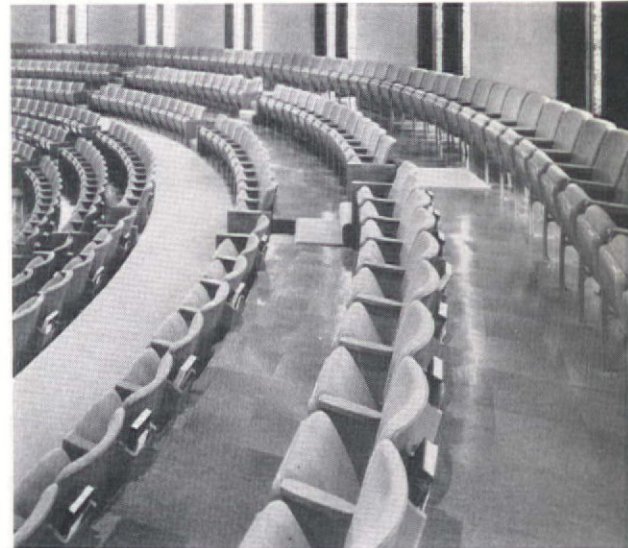


FABRIC LAMINATED INTO VINYL produces interesting new textures in new resilient line by Herbert Bright, Inc. Colored burlap, printed linen, chintze, cane, and bamboo are among actual materials bonded into these new vinyls.

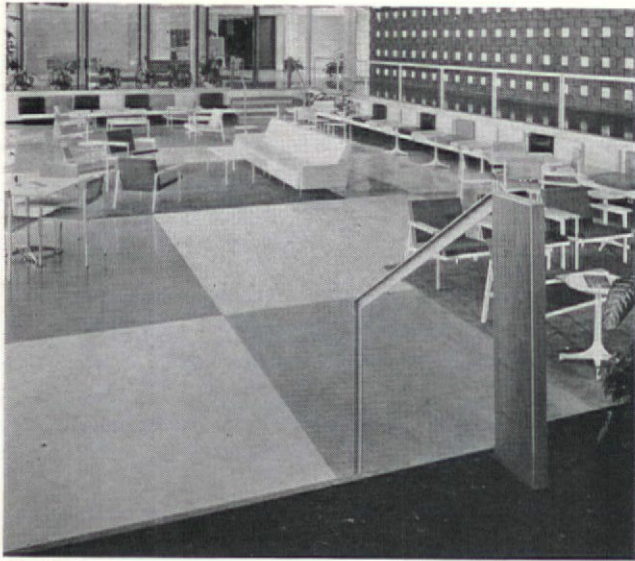




CORK is ideal for sound absorption, and can be safely used where there are no great maintenance problems. Baltimore church at left is covered in cork tile by Armstrong. Church auditorium in Tulsa, below, is in Kentile's polyurethane-finish Custom Cork.



POLISHED MARBLE design at heaviest traffic points in supermarket at left is vinyl asbestos; above, Vina-Lux resilient floor by Azrock in Cincinnati Baptist home.



HEAVY-DUTY sheet linoleum by Armstrong, above, provides low-maintenance, moderate-priced material for auto club office; seams are minimal, since material is made in six-foot widths; left above, is cafeteria lounge in Linotile, Armstrong's heavy-duty flooring; at left, sheet plastic in trade market building was selected for ease of maintenance and unusual decorative effect—vinyl chips in a clear vinyl grout.

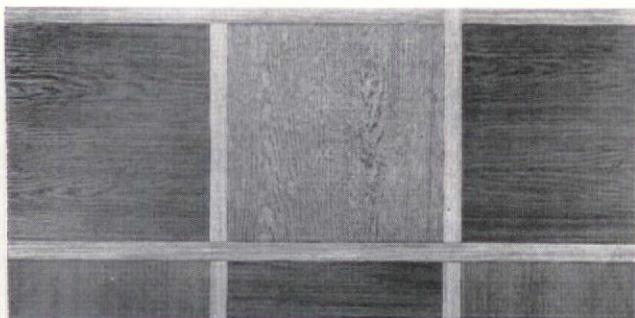
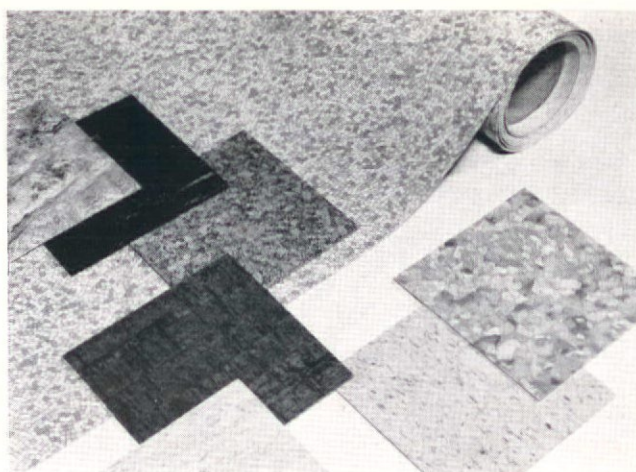
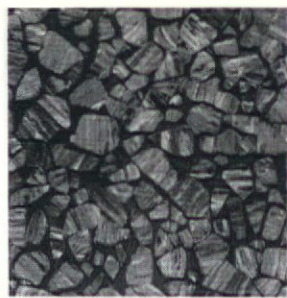
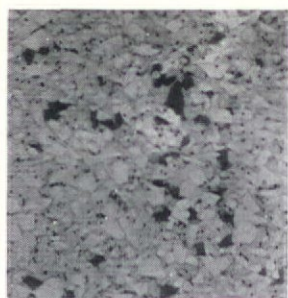
RESILIENT FLOORING

proprietary name), which is composed of cork and/or wood flour combined with oleoresins, and which is similar to linoleum, but harder, denser, and better-wearing. Linoleum, pioneer resilient flooring material, has good resiliency, superior surface grease and soil resistance, moderate durability, poor resistance to alkalis. Care should be taken to avoid excessive use of water on linoleum, since water can destroy the backing.

A most interesting innovation in resilient flooring being introduced this fall is fabric laminated into vinyl. Made by Herbert Bright Industries, the new laminates enhance the textural possibilities in vinyl flooring enormously. The present line offers colored burlaps, plain and printed; printed linens and chintzes; natural materials, such as cane and split bamboo. All are actual materials, bonded with vinyl, and protected by a clear matte vinyl finish on the surface that does not distort the original look of the fabric or wood. The Bright

tiles are offered in larger sizes than usual to increase their decorative potential—12 by 12 inches, 18 by 18, and 36 by 36, all 1/8-inch thick. They are suitable for on or above grade installation.

Resilient flooring nowadays enters importantly into the plans of the contract designer, the contract furnisher, the architect who specializes in commercial interiors, as well as other professionals who are in the contract field to a greater or lesser degree. It is no longer simply a "structural" product at the utility level, but an important component of any integrated, coherent contract installation. The best evidence for this is that it is being consistently included on the specification sheets of contract designers, instead of being considered as something that "comes with" the building, as it was at one time. The huge roster of products that resilient flooring manufacturers offers the contract specifier makes it an ingratiating material to use, and one whose versatility contract specifiers are taking advantage of in every type of installation. (C)



NEW MATERIALS—top left, Robbins pebbly Encore; top right, Montana Vinyl Corlon by Armstrong; at left, embossed Woodhue tile by Congoleum-Nairn gives variety of wood grain effects. Above, sheet and tile resilients by Armstrong show sampling of enormous range of textures and colors available in resilient flooring materials.

FLOORING MATERIALS—TYPES AND PROPERTIES

	Composition	Average Cost per sq. ft.	Special Features	Characteristic Problems	Recommended Precautions
ASPHALT TILE	Asbestos fibers, pigments, inert fillers bound with asphalt or resin binder. Elements mixed, heated, rolled out in sheets and cut to size. Greaseproof grade also available.	\$.30 - .50	Lowest initial cost of installation.	Rigid tile, easily indented by heavy, pointed objects. Continual maintenance required. Limited color range.	Do not install in areas subject to temperature extremes or inordinate variations in temperature.
RUBBER	Natural, synthetic and/or reclaimed rubber with inert fillers and color pigments. Available in tiles and sheets in wide variety of hardness and flexibility.	\$.80 - 1.00	Highly resilient; near maximum of underfoot control. Good noise-reduction factor. Resists alkalis, greases. Low maintenance.	Subject to fading from direct sunlight. Slippery when wet.	Avoid areas of bright sunlight, but if unavoidable cover with very thin coat of water emulsion wax.
VINYL (asbestos and homogeneous)	Vinyl resins used as binding agent. Homogeneous grade compared to rubber, asbestos to asphalt. Flexible vinyl often laminated to backing material of less durable composition.	\$.80 - 1.00	Extremely flexible. Wide variety of designs, composition. Easily maintained.	Overcleaning can wear away flooring. Minimum maintenance required.	Do not wax new installations for period of one month—wax will not adhere to smooth, hard surface.
LINOLEUM	Ground cork, wood flour, resins, color pigments, oxidized linseed oil mixture. Mixed materials compressed onto burlap, jute, other backings.	\$.35 - .55	Low initial installation cost. Good resiliency. Superior surface grease, soil resistance.	Excessive use of water can destroy backing. Moderate durability. Poor resistance to alkalis.	Avoid extremes of temperature. Do not install on other than suspended floors.
CORK	Molded and compressed ground cork bark. Natural resins form binder when heat-cured under pressure. Color shades varied by baking temperature. Available in tile or sheet form, and can be vinyl-topped.	\$.70 - .90	Pure cork rates high as sound retardant. Vinyl topping offers easy maintenance.	Pure cork difficult to maintain and easily damaged. Vinyl topping reduces acoustical value.	Avoid pure cork in heavy traffic areas.

POLISHES FOR RESILIENT FLOORS

TESTING THE COMPARATIVE EFFECTIVENESS OF FLOOR POLISHES IS ANOTHER OF THE COORDINATED RESEARCH PROGRAMS DEVELOPED BY THE INSTITUTIONAL RESEARCH COUNCIL, INC. AND CONDUCTED BY FOSTER D. SNELL, IRC'S OFFICIAL TESTING LABORATORY. SOME OF THE TESTS ON THE POLISH COMPOUNDS INCLUDE: SOLIDS CONTENT, COLOR, STABILITY AT ELEVATED TEMPERATURE, WATER SPOTTING, POTENTIAL LONG-TERM REMOVABILITY, GLOSS, LEVELING, AND FLOOR-SERVICE PERFORMANCE. THIS DISCUSSION CONCLUDES OUR TWO-PART SERIES ON IRC'S EVALUATION PROCEDURES. ON-LOCATION CARPET CLEANING WAS DESCRIBED AND ILLUSTRATED LAST MONTH.

Floor Service Comparisons

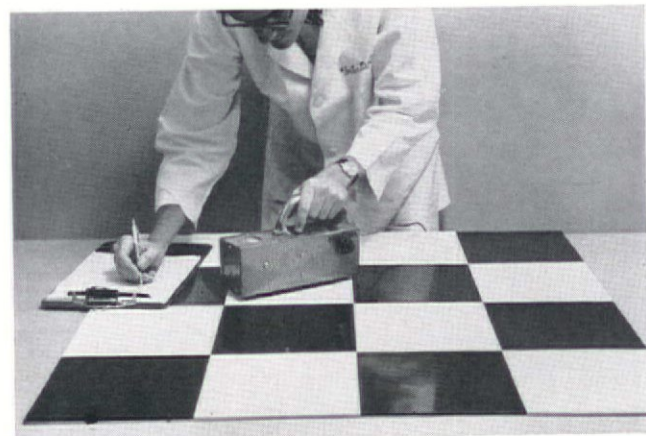
Polishes are evaluated by floor service comparisons for gloss and over-all appearance, slip resistance, soil resistance, heel-mark resistance, and scuffing. Fig. 1 shows a typical panel being prepared with tiles. These are mounted on an aluminum backing plate using double-faced tape. Because of their light weight, the panels can be easily handled; the method of construction permits removal of individual tiles when desired and re-use of the backing plate.



In Fig. 2, polish is applied using a pre-measured quantity of compound and a special mohair applicator. Two applications of the polish are applied to the test surface, in this case white and black asphalt tiles, using a standard coating technic. Sixty minutes drying time is allowed between polish coats. A 2-coat coverage of bright-dry polish is estimated to be about 1500 sq. ft. per gallon. Depending on the condition of the surface, as many as four thin coats may be required in regular service to achieve maximum gloss and adequate surface protection.



After the final polish coat has dried overnight, its gloss is measured with a portable glossmeter, Fig. 3. This equipment measures the amount of light that is specularly reflected from the surface. It is not unusual for polish films to increase the "shininess" of an uncoated surface by as much as 300%. The color of the polish film is also observed and marked discoloration of the white tiles are noted when evident.



A 45-page booklet called "The Care, Cleaning and Selection of Floors and Resilient Floor Coverings," by Bernard Berkeley and Cyril S. Kimball, is available from Ahrens Publishing Co., 230 Park Avenue, New York City, for \$2. The book covers care, maintenance, and selection of such materials as terrazzo, marble, wood, and concrete in addition to the resilient types.

The panel is then installed in a test area, *Fig. 4*, along with a comparison product and other test materials. The traffic areas consist of corridors in the New York City office buildings of Foster D. Snell, Inc., independent testing laboratory. Approximately 10,000 sq. ft. of test floors are available to evaluate polishes, cleaners, wax-strippers, and resilient floor surfaces. The amount of foot traffic is recorded by electric eye in order to assure a moderate and uniform traffic level on all test panels.

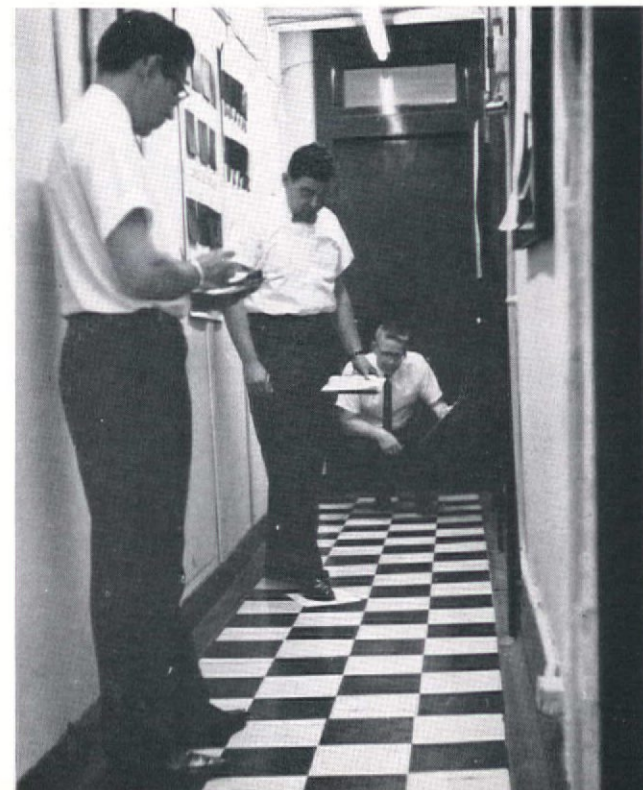


The panels are given regular maintenance care, including daily sweeping and weekly damp-mopping and buffing. This is shown in the "staged" photo, *Fig. 5*. The panels are rotated, shifted in position on the floor, and moved to different test areas on a regular schedule in order to equalize traffic conditions on all surfaces. The type of maintenance accorded to the panels can vary, depending on whether the polish is buffable, semi-buffable, or non-buffable.



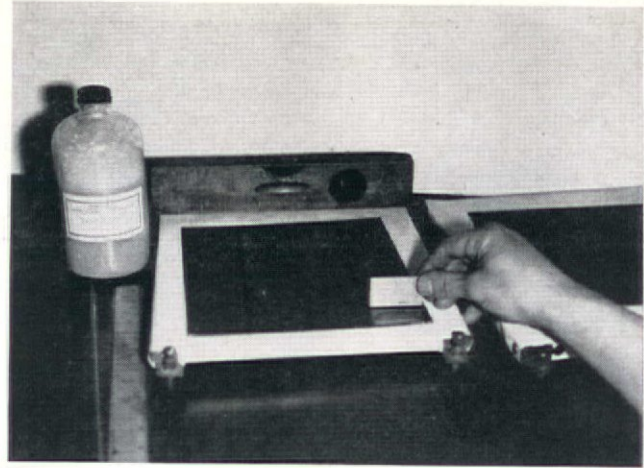
During the course of traffic exposure, the panels are regularly observed and rated for various characteristics by comparison with a standard polish, *Fig. 6*. At the end of four, six, and sometimes eight weeks, depending on the intended use of the product, final observations are made. As a general rule, the white tiles will show up soil and heel marks while the black tiles magnify scuff marks and gloss differences. Slip resistance is judged subjectively by placing a clean piece of paper on the floor and qualitatively comparing the effort required to move the paper by foot.

(Continued on next page)

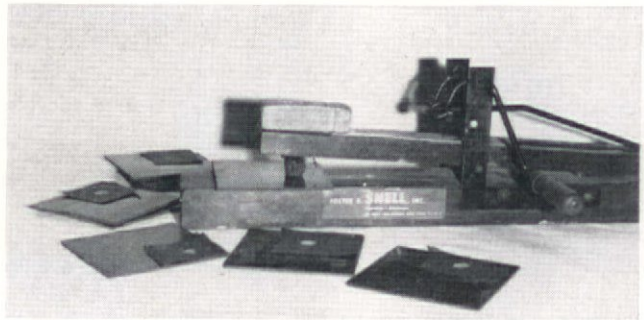


Apparatus Testing

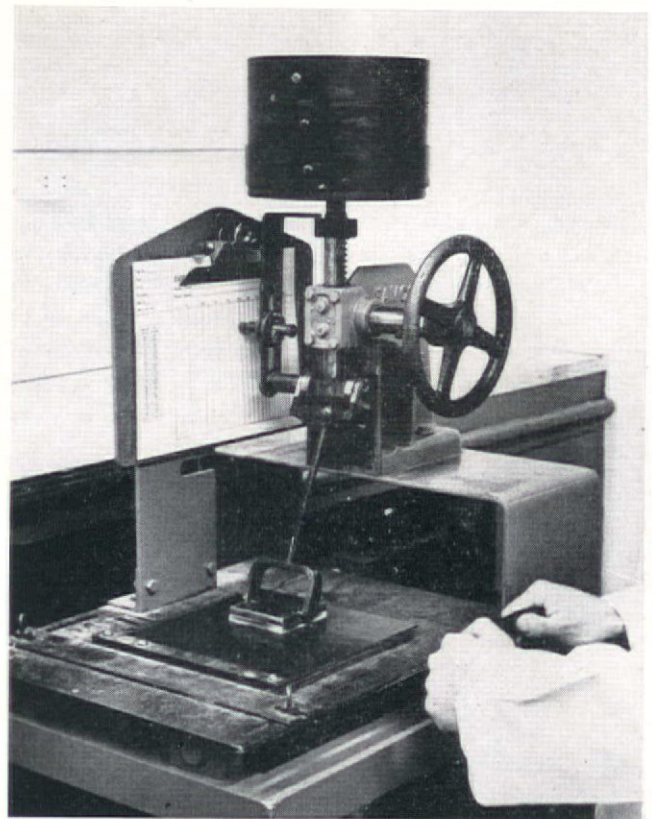
In addition to floor service comparisons, "bench-type" tests are also conducted. Fig. 7 illustrates one type of leveling test where a measured quantity of wax is spread over a prescribed area with a "doctor" blade. The blade is slightly raised off the surface by two legs—not visible in photo—to give a fixed clearance. In this instance, multiple samples are being evaluated on a pre-leveled board. After the polishes are dry, they are examined for uniformity of appearance and rated according to a standard reporting system.



The tendency of a polish to "powder" can be influenced by temperature and humidity. Therefore, all test systems are aged in environmentally controlled rooms prior to test. Fig. 8 shows a modified Crockmeter estimating the tendency to "powder" as a result of foot traffic.



Slip resistance is judged, Fig. 9, with a special instrument that indicates the tangential force that a polished surface will support before moving forward. This data is reported as static coefficient of friction. In Fig. 9, the operator is shown slowly changing the angle of the weighted arm while a recording pencil plots the change in angle. At the point of slippage, the pencil makes a sharp vertical line.

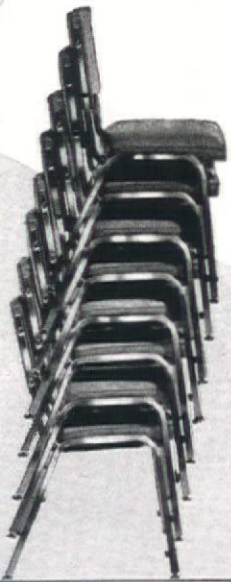


The straight-line washability apparatus, Fig. 10, travels over surface and is used for many applications, including: determination of removability properties of a polish with a standard wax remover; relative cleaning efficiency of detergent solutions; wear resistance of painted surfaces. Here, the apparatus is checking the removability of a wax. The test procedure calls for specific conditions of time, number of strokes, and cleaner concentration.



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A GRALLA PUBLICATION



COLOR

THE expression will have to be put in other words—the ivory towers of business have all but disappeared. Within a period of ten or twelve years, the revolution has brought new concepts in office planning and layout, lighting, color, decoration, furniture and equipment. The once ivory walls, incandescent globes hung on chains, brown floors, rows of olive drab desks and filing cabinets—which virtually dominated the field have just about expired.

Color has well symbolized most of this change. The ivory tower now has its luminous fluorescent ceiling, vinyl tile or carpet floors, draperies, multi-color arrangements of furnishings, painted or fabric-covered walls which present different appearances from different directions. Much has been gained—and yet much has been lost as well.

In the brief but historic development of the modern office, the business designer and architect come into the revolution more at its end than at its beginning. In the early days following World War II, those who were first to storm the ivory tower were the lighting engineer and the functional colorist. There were fundamental reasons for this. Business saw little reason to spend money for frills and decoration. It preferred the simplicity and economy of standardization.

It was the lighting engineer and colorist who, supported by research in human vision, could point out that more illumination and better control of the environment contributed to higher efficiency in office operation. Clinical studies, supervised by ophthalmologists and specialists in seeing, broke down opposition by proving that industry could make money and save money when its work spaces were engineered to improve visibility, relieve fatigue, reduce frequency of errors and otherwise add to employee competence and morale.

For a short while there were collisions. Some in the lighting industry insisted upon an environment of pale and unrelieved monotony—to which architects and designers, now beginning to rise from their haunches, took exception. Speed after this was phenomenal. The ivory tower was now stormed from all sides, torn down and rebuilt to radically changed aspects. In a somewhat exaggerated sense the progress was marked by shifts (a) from the drabness of a workhouse,



REGARDLESS OF COLOR, a generally bright environment is conducive to comfortable vision. Color accents, as on furniture and walls, relieve monotony and promote a positive emotional tone. Furniture above by Steelcase.



N THE OFFICE

BY FABER BIRREN



(b) to the sterility of a hospital surgery, (c) to the pretensions of a beauty salon.

However, there are ends in sight. If the workhouse is out completely, there is no denying that an office is a place where people are occupied at necessary tasks, that attention to things visual, physiological and psychological are important, and that mere abandonment to personal impulses in color and decoration may go too far and defeat more essential purposes. In other words, there can be too much design and color, just as there can be too much illumination, Musak, coffee or anything else.

Though the artistic and creative approach seems to be currently in control, the revolution is by no means over or out of hand. The lighting profession, for example, is re-evaluating the whole matter of illumination levels, quality of light, brightness ratios. And in the field of color, research projects still go on in the study of visual, physical and emotional reactions. If the human organism and psyche were starved in the days of the ivory tower, there are hazards in over-indulgence today.

Office decoration is hardly a matter of esthetics or personal taste—at least in principle. In the castle of the home, individual taste has every right of expression, for color is emotional in content and means different things to different mortals. In business, however, the direction needs to be less subjective than objective. People in an office are supposed to get things done and not merely sit around to enjoy themselves—or argue. It is fallacious to assume that because color is appealing and attractive, it is conducive to enjoyable labor. Indeed, for the very reason of its strong impact, it may, when not properly applied, distract from work, interfere with tasks and actually make seeing difficult and fatiguing.

What seems to have been lost from sight—at least momentarily is the rational approach of the lighting engineer and functional colorist who not too long ago sought merits which had technical substance to them. Such men who once created and led the office revolution—and were overtaken by others—are getting into the front ranks again.

This is as it should be. There is far more to color than greets the eye. Office management is

bound to agree. The man or committee responsible for decisions is, by nature and responsibility, obliged to do that which is best for his organization and employees. It is not difficult to convince him that his own personal values are uncertain and that the more facts he can assemble to guide his problem, the better off he and everyone else will be. Thus the best solution for him is to be as practical with color and decoration as he is with anything else. And to be practical he needs evidence.

There is no reason for an attitude like this to rattle the spirit of an architect or designer. To know the visual and physiological effects of color is to broaden the horizon rather than limit it. The artist will not only be better able to qualify his taste, but he will have stronger defenses for what he proposes. Best of all, he will be able to show authority in adapting his skill to all-important ends—the creation of environments in which human beings are not only content but at their efficient best.

This technical approach to color is not complex. A manufacturer of office furniture needs to decide upon an ideal color for a desk and desk top. If his product were sold for home use, he would have to cater to the whims of the consumer and brush up on color trends. He could, of course, make his desks in a variety of hues—and most office furniture manufacturers do this. Yet to perform a service to the buyer of office equipment, he wishes to make his color choice in every way as functional as the dimensions and mechanical features of what he produces.

With appropriate attention to advice from ophthalmologists and lighting engineers, he selects a neutral grey with a reflectance of about 30 percent. For these reasons: such a color is neutral and non-distracting. It strikes a neat balance in brightness between white and black. As a background, this tone quality helps to keep the eye of the employee at a uniform and com-

Faber Birren is well known for his specialization in the functional aspects of color. He is the author of many books and articles, has worked for leading industries and the U.S. Government. As an independent consultant, he is engaged by such firms as Du Pont, Colorizer, National Lead, Masonite and Marlite, Minnesota Mining, Cambridge Tile, etc. In the office field he has recently designed color standards and finishes for Steelcase, Inc.

COLOR IN THE OFFICE

fortable level of adjustment—and to “cushion” visual shock as a worker glances from light ceilings to dark floors, or from bright details in his environment to deep ones. As evidence that he has done a good job, the desk manufacturer can refer to a series of ophthalmic tests which indicate that his optical grey reduces rate of eye blinking, effects less fatigue in retinal and convergence reserve, and is judged pleasant as a sort of extra dividend.

If an architect or designer objected to grey on esthetic grounds (this is less likely among businessmen), at least one lesson would be learned. In this particular instance, the factor of brightness is more important than that of color. Therefore any soft hue reflecting about 30 percent of light would do equally well. With one visual condition set and proved, the emotional quality can be given wide latitude.

To proceed, the architect and interior designer may be given credit for correcting one erroneous assumption which was current a short while back. This has to do with the matter of ideal brightness ratios in the field of view for effective seeing. While it is obvious that extreme differences in brightness demand adverse and tiring muscular effort from the eye, absolute uniformity of brightness also has its drawbacks. Thus if the lighting engineer tended to make everything the same in order to satisfy a theoretical ideal, the designer would have none of it and insisted upon variety and contrast.

The proper course is somewhere in the middle. The human organism is in a constant state of flux, and moderate changes of stimulation—in color, brightness, illumination, sound, temperature or anything else—are all taken in stride. On the other hand, if there is extreme glare, excessive contrasts in light and dark, brilliant hue—or distressing noise, cold, heat—a person will find it difficult, uncomfortable and fatiguing to put in a good day's work. In simple terms, where work is performed, it may be unwise to tax the eye for the sake of a dramatic effect. If an all-white room appears sterile psychologically, a riot of brilliant colors and contrast would be objectionable physiologically.

Recent clinical studies have verified the fact that warm color, strong color and brightness will stir physiological processes throughout the body, while softness in the environment will retard them. While such effects may be none too noticeable, their tendencies are enough in themselves to guide creative effort in intelligent channels. If there are no strictly right and wrong ways of doing things, at least there are desirable and undesirable ones—and they leave plenty of tolerance for the designer.

For example, it is true that the eye unintentionally

tends to seize upon, focus upon and accommodate to the brightest area in its field of view. It can't help itself. If what it sees is highly stimulating, the body will react and condition itself in an outward sort of way—and attention will go outward. Softness in the environment will operate otherwise; there will be less outward distraction and a far better chance for inner concentration and attention to details within the smaller limits of a confined task.

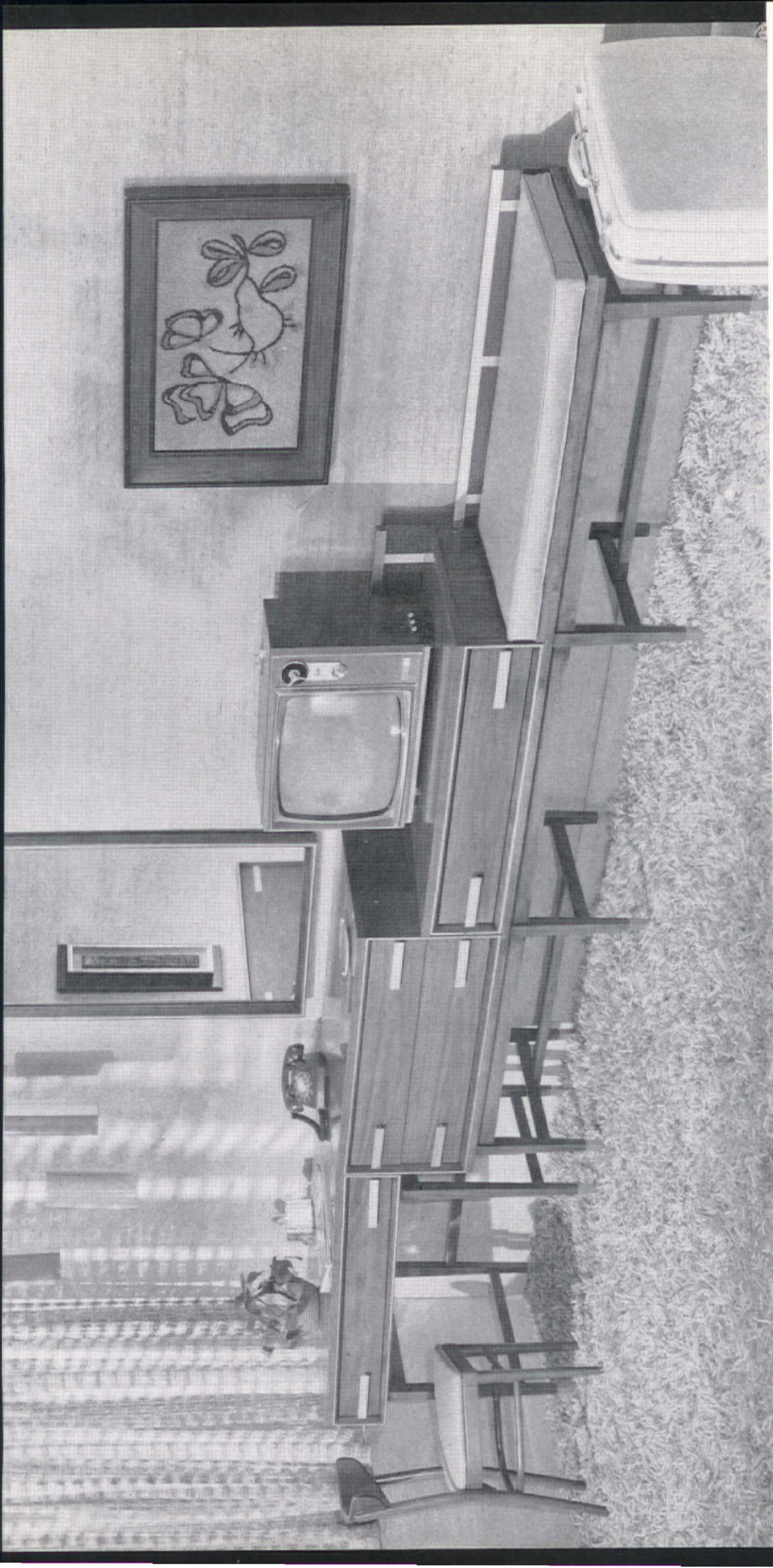
It doesn't take a great deal of ingenuity or imagination for a designer of office spaces to understand this and to apply color and brightness with real skill—and toward the practical ends of improved business efficiency.

If the area is one in which there is active movement, a need for general alertness, possibly muscular effort, then the fairly bright and colorful environment is the one that will do the best job. On the other hand, if the tasks are sedentary, if seeing is critical, if the brain is expected to function with alacrity, a softer environment with less brilliance and contrast will be appropriate.

In most of all this, brightness is more significant than hue. And because it is, the architect or designer may express himself pretty much to his heart's content—just so he does not put the eyes, emotions and bodies of people under undue stress. As examples, it would be wise for him to avoid too much use of white (which happens to be fashionable at the moment). White may make it difficult for a worker to concentrate on anything else. It may constrict the pupil opening of the eye, fog vision, introduce tiring glare, and handicap clear vision of vital work tasks. None of these reactions has to do with taste or personal opinion; they involve physiological responses which can't be argued away on esthetic grounds.

Deep colors, on the other hand, may make glare sources out of details, open the pupil of the eye too wide and hence lead to visual fatigue. It would be “functional” to hold the ceiling bright for good light reflection, to keep walls between 40-60 percent reflectance, floors, furniture and equipment above 20 percent (up to 40 or 50). An occasional end wall in a softer hue is both esthetically and physiologically desirable. (Colors on end walls, incidentally, came out of the industrial field and set the vogue for homes.) The end wall color relieves monotony and provides a welcome area for temporary rest and relaxation of the eyes.

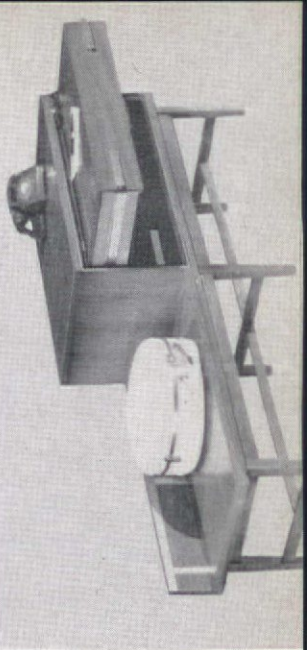
The great advantage of color is that it is spontaneously pleasing. Because its brightness can be “engineered” at will, office design can be given infinite variety. Principles can be followed—and rules avoided—to create environments which not alone are casually attractive but which contribute to human comfort and efficiency over hours, weeks and months of occupancy. (C)



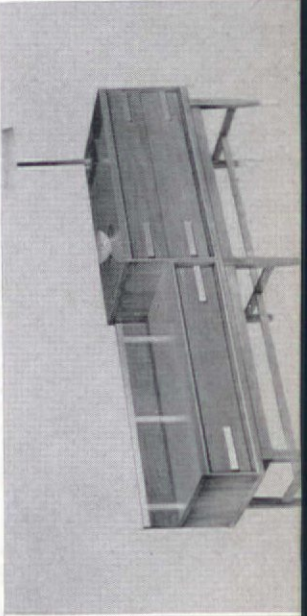
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CONTRACT SHOWROOM

THE OPENING OF NEW UNIT BY KEEVAN SADOCK, IN RETAIL FURNITURE
FOR 30 YEARS, MIRRORS A SIGNIFICANT INDUSTRY TREND. BY JO BULL



OFFICE SETTING is one of several carefully furnished units in new contract showroom of Keevan Sadock, Chicago. Complete guestroom packages are featured in other settings. (Photos, including cover: James Herrlin)

CONTRACT planning and furnishing of offices, hotels, and institutions is an idea taking on new dimensions. Presidents of banks and businesses, owners of hotels and motels, although intent on keeping costs at a minimum, are at the same time increasingly aware that the general public has become design and style conscious.

The result—the days of the purchasing agent or the office manager doubling as a decorator are fast disappearing. Firms specializing in contract work are being called in to design or renovate offices at a competitive price. The potential for such firms is so great that a marked trend is developing for companies handling residential jobs to establish contract divisions. One such example is Keevan Sadock, Chicago.

After thirty years in the retail furniture and decorating field, Keevan Sadock has recently opened a separate contract division with showrooms and offices at 412 North Orleans, Chicago. According to Bert Sadock, manager of the new division, this was a logical move for the company to make. The reasons which prompted their venture into the contract field are the same ones that will assure their clients better service. The showroom in which they have housed their contract operation is a model of what such showrooms should be, containing a number of room settings



that expose to great advantage the firm's franchised lines in office furniture, guestroom furniture, public seating, and other furnishings.

1. "We have a large and competent design staff." Although the contract division has a separate design department headed by Vera Tausk, formerly with General Fireproofing, the firm of Keevan Sadock has a staff of 13 interior designers, all of whom are available for contract work enabling them to handle a job of any size.

2. "We have a knowledge of the field and experience behind us." Bert Sadock, manager of the contract division, taught interior design at the University of Miami and is presently on the board of directors of the NSID. A past president of the Decorative Showroom Guild at the Merchandise Mart, Sadock formerly managed the Harvey Prober showroom in Chicago. Keevan and Ann Sadock, who started the firm 30 years ago and who still maintain active control of the company, are widely respected in the trade and add their proved ability to this broad foundation of experience.

3. "Our strong carpet setup gives us definite advantages." One of the unique features of the Keevan Sadock operation is their large carpet workroom. For many years they have maintained a complete crew of carpet workers, so that they have no sub-contracting of carpet cutting or in-

EXECUTIVE OFFICES, above, enable the contract customer to select desks, chairs, tables, and accessories in wide range of colors, textures, and woods. Design staff of Keevan Sadock provides client with comprehensive service, including renderings and installation work. Carpet workroom, below, is a complete facility that enables the Chicago firm to eliminate chancy sub-contracting. Carpet in work here is one installed in Beverly Savings & Loan—see photo on next page.



CONTRACT SHOWROOM



ONE OF THE FIRST ASSIGNMENTS to be completed by Keevan Sadock's new contract department is the Beverly Savings & Loan Bank, occupying a new seven-story building in Chicago. Firm is a franchised distributor for most of the major carpet mills, as well as for such sources as General Tire & Rubber, Directional Furniture, John Stuart, Harvey Propper, American of Martinsville, and Dux.

stallation. They also buy and stock large quantities of carpet direct from the mills. In a contract job, where 30 percent of a budget is often allotted to carpet work, this provides a definite price advantage to the client and insures against installation delays often encountered when sub-contracting.

4. "We've built up extensive purchasing power." Along with experience and a good working staff one of the most important aspects of a successful and competitive contract operation is the number and quality of its franchise lines. Keevan Sadock holds franchises with more than 17 furniture manufacturers, among them, Dunbar, Directional, S.J. Campbell and John Stuart, Propper, Dux, Corry-Jamestown, and American of Martinsville. They are also franchised dealers for most of the major carpet mills.

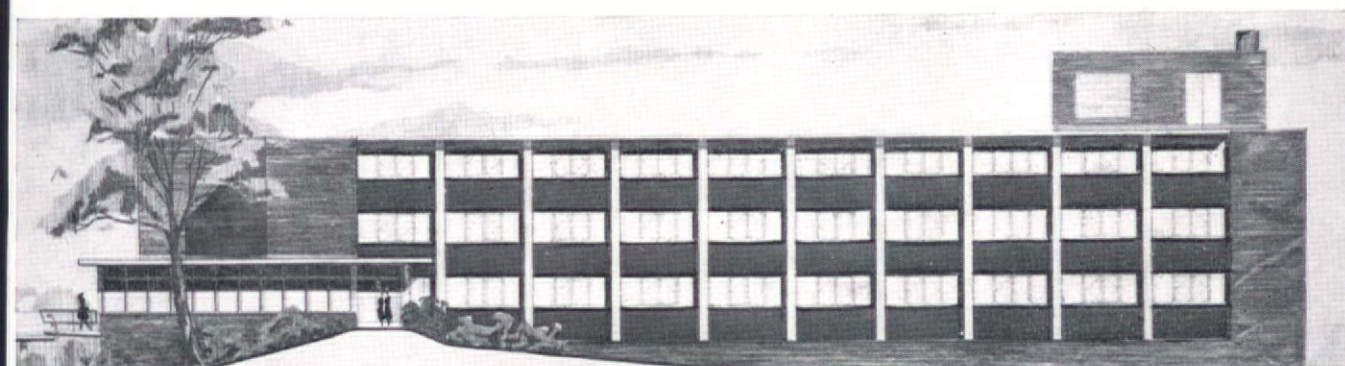
Although the new contract division has been in existence only a few months, it already has quite a few jobs under way. Among them are furnishing four floors of the Beverly Savings and Loan Bank's new seven story building in Chicago; a

renovation job on the Key Wester Motel, Key West Florida, and interior designs for Circle Acceptance Corporation's west side branch offices in Chicago. Working with Barancik & Conte, architects, Keevan Sadock is doing the design work on 162 furnished and unfurnished apartments in the new Dearborn-Goethe Apartment building in Chicago, and they have been awarded the contract for carpeting all the public areas at Marina City, Chicago's new multi-million dollar twin-tower apartments.

The opening of a new contract department is a logical development, one that is occurring with increasing frequency among firms of this type. It is motivated by the realization that if you're going to do a good job in the contract field, you have to go all the way, taking into account the special requirements and special problems of the commercial and institutional buyers who will be your customers. Judging from the caliber of the work Keevan Sadock is doing and the rapid strides its new department has made in a matter of a few months, they are on the right track. (C)



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The student lounge at Fairleigh Dickinson University in Madison, New Jersey, posed a drapery problem typical of community rooms in schools, colleges, and civic buildings where fire ordinances require non-flammable fabrics. The problem at Fairleigh Dickinson was expertly solved by Fellheimer and Wagner, the architects and interior designers of the building. For the broad expanse of windows they chose Ben Rose's hand-printed "Key 50—Biscayne," A.I.D. award-winning fabric made with flame-resistant Rovana saran flat monofilament. In addition to being flame-resistant, draperies made with Rovana control light; are easy-to-care-for; have excellent resistance to abrasion; keep their shape in spite of abuse; are safe to handle and non-allergenic. For further information about Rovana saran monofilament, write **Textile Fibers Dept., The Dow Chemical Company, 350 5th Ave., N. Y. 1, N. Y.** *draperies shown: 43.5% Rovana saran monofilament, 39.5% Verel* modacrylic, 16.9% rayon.*

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THE BIGGEST CUSTOMER

HOW THE FEDERAL GOVERNMENT IS USING ITS MULTI-MILLION DOLLAR OFFICE FURNISHINGS BUDGET; GSA SPENT \$6¼ MILLION ON STANDARD DESK IN 1961

BY ASH GERECHT

NEW government offices and office design equal new demands for office furnishings. That's an equation that federal officials expect to see proved more and more, in this decade of the big U.S. government building boom. That means challenges and new business to the contract furnishings industry, from its largest single (but many-sided) customer.

From a \$425 million proposed program for the District of Columbia area, through numerous elaborate federal building complexes and smaller leased spaces throughout the United States, you'll be seeing and benefiting from the effects of government establishment, expansion and consolidation of offices. And you may have an opportunity to bid for and win contracts to help outfit some of these millions of square feet.

The government estimates it has about 66.6 million square feet of office space, and that its annual increase is about 5 percent. That's over 3 million square feet that call for products every year—in addition to a tremendous turnover in

other space, and in the way that space is laid out and furnished.

It all adds up to millions of dollars in procurement. Last year, for instance, office furniture purchases through the main federal buying agent, General Services Administration, ran about \$44 million.

One desk alone accounted for \$6¼ million—the 60 by 34 double pedestal steel flat-top, priced at about \$95.50. And one chair ran up a bill of \$1,684,000—the padded back clerical steel unit with cushioned seat. The swivel model, with padded arms, is about \$24.15. Which may indicate to you the greenbacked atmosphere for contract furnishings for government space.

The U.S. organizes—and reorganizes. It has this in mind when it thinks about office design in its new buildings. That's why it recommends to architects a five-foot module, more or less—four feet 10 inches perhaps, or five feet two inches, but not four feet, or six feet.

Four feet would make for an eight-foot office,



THE TREND TOWARD MODERN furnishings in keeping with the new movement in contemporary architecture in government building is reflected in the Andrews Air Force Base Hospital, Washington, D.C. Conventional government Georgian style was abandoned in planning this conference area that features Risom table, upholstered armchairs, and modern print in draperies.

which is considered too narrow; and six feet for a 12-foot space, considered too wide for a small office. This way, it can have 10-foot, 15-foot, or 20-foot spaces. With this five-foot module, into which air-conditioning and lighting fixtures must fit, the U.S. feels its buildings will be flexible enough for it to house any agency efficiently. Partitions can be erected without too many problems.

Original drawings do not show any subdividing partitions, however. Only after the contract for the building is let is a separate layout made of the partitions—this saves a number of earlier changes, government planners have learned.

They note a number of trends in government design. The new building here that will house the Federal Aviation Agency, for example, may have the exterior areas left open, with the executives placed in the core. The pool areas thus would get the windows, while executives would be closer to internal transportation.

This places an increased burden on interior

design; with good decoration and furnishings, the executives won't mind being away from the prime areas, it is hoped.

One effect of the new office arrangements, with the careful consideration of space, is to increase the demand for more efficient office furniture. Unitized pieces are popular in new government offices. "They allow you to live in this space," a top planner says.

The trend is away from private offices to open areas, with visual privacy (five-foot partitions) for many offices, unless the executive needs sound-privacy as well. FAA, for instance, wants as few partitions as possible in its new space.

There's a move away from conference-sized offices to smaller offices and separate conference rooms. That will mean more pressure for furniture to fit specific conference uses. A conference space at Andrews Air Force Base had to take non-supply schedule furniture—because there was nothing on schedule to fit the bill.

There are also trends to acoustic ceilings; to



DEPARTURE FROM traditional government drabness is not limited solely to office buildings. The reading area in the library, top photo left, at Andrews Air Force Base hospital is another expression of contemporary design in federal buildings under direction of GSA interior design department. Focus in this group is on the round reading table, upholstered armchairs, and the Risom seating arrangement at far left of photo. Specifying of non-standard furnishings allows more variation in design, exemplified by the off-beat chair used in the conversation corner in one of the hospital's suites, lower photo. Both areas were created by GSA interior designer Eleanor Hupp.

THE BIGGEST CUSTOMER

flush lighting; and to flush ceilings wall-to-wall, so that corridors can be eliminated if desired. Floors themselves are usually vinyl asbestos, which has replaced the former popular asbestos tile. But some rooms are designed for carpets. These may be the offices for the top man in each agency, or a judge's chambers. There, the floor is left bare, to take carpeting.

Most of the new U.S. buildings are designed for multiple agencies. Their specific requirements will determine office arrangement, and the types of partitions, for instance.

To help office planners and designers—and others interested in just this point—GSA planners draw up Occupancy Guides for each agency. The guide analyzes office functions, and estimates space for each personnel position and office use. This is particularly valuable where the agency

has similar offices doing similar work all over the country. The guides discuss such matters as air conditioning, elevators, lighting and colors, flooring, acoustical treatment, painting and redecorating, window coverings, and layout features.

An Occupancy Guide for the Commerce Department's Office of Field Services, for example, estimates 250 square feet for the manager; 150 per program chief; 65 feet each for all others, plus 10 percent for primary aisles. It also includes footage for library, multi-purpose room, mail-supply-storage, and file rooms, varying with the personnel strength of the office.

If the space into which an agency moves is a new non-government building, or is an older building—it does the best it can with what's available, fitting its requirements into the space.

The most noticeable effect of the current building program and expansion on the contract furnishings industry is probably the dissatisfaction

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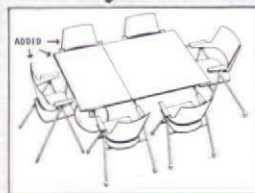


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it is stirring with old-time furnishings and the demand it is creating for modern office furnishings. That's one reason the modern executive line is being added this summer—the Georgian pieces are out of keeping with the new, trim buildings into which so many agencies are moving. That's why you'll be seeing, and perhaps profiting from, a much greater demand for modern from U.S. agencies in the coming months and years.

What can be done in government may be seen in some of the recently completed federal installations. The Commerce Department's new Business Service Center, in what had been the dark-paneled lobby of its auditorium in its Washington headquarters, can serve a double function now to contract furnishers: It can help anyone who comes to Washington seeking information on doing business with the government, and it provides an excellent example of good contract furnishing itself.

The Center is a mixture of Federal Supply Schedule and non-standard furnishings, with interiors for the specific job by GSA interior designer Eleanor K. Hupp. Desks in the open area are from the schedule—except that light plastic tops were placed on them. Visitors' waiting chairs are non-schedule Risom, in Risom fabrics. Carpeting throughout is wool loop multi-level pile, canary in color—from the FSS. Executive desks and credenzas are walnut plastic-top wood unitized pieces, from FSS, but accompanying two-drawer files, from Lycoming, are not. Upholstered units in the executives' rooms are from Thonet, not on schedule, while tables are from Risom, also not on schedule. A corner lamp is from Mario—on schedule.

Filigree screens, definitely not schedule, were obtained as panels from Sarna (New York) and were mounted, making striking conversation-pieces that effectively obscure doors and other distracting features of the former lobby. Mosaic-topped cigarette tables are from Marshall Studios.

The office thus is a double preview—of what more government offices may get to look like—and of what the contract industry might be able to do to get them to look like that.

How can you get in, or get more? One way is to establish contact with your nearest GSA Business Service Center, which can help you determine your sources of most likely business. There are a number of these throughout the country: Boston, New York, Washington, Atlanta, Chicago, Kansas City (Mo.), Dallas, Fort Worth, Denver, Los Angeles, San Francisco, Seattle, Auburn (Wash.), and Portland, Ore.

For a quick run-through on the infinite variety of items the government is interested in, your best bet is the U. S. Government Purchasing, Specifications and Sales Directory, 60 cents, from the Government Printing Office, Washington 25, D.C. (C)

CONTRACT PRODUCTS AND SERVICES



Metropolitan Furniture

Focus group by Metropolitan

A complete group of correlated tables and upholstered chairs for contract use called Focus was recently introduced by Metropolitan Furniture Co. The style is Metropolitan's version of Scandinavian, rangy and attractive, durably upholstered in textured solid-color fabrics of nylon or wool. The wood is solid walnut, with black anodized aluminum plugs used to fasten joints.

Circle No. 228 on product information card

C. H. Masland adds colors

Twenty-nine new colors, underlining new emphasis on color styling, have been added to the C.H. Masland carpet lines. The various stylings in which new tones will be found are: Match-mates, High View, Praline, and South Sea Isles.

Circle No. 229 on product information card



Austin Reproductions

Sculptured wall treatments

A new departure in wall treatments has been introduced by Austin Productions through the use of grooved and tongued tiles. Cast in one foot squares, Durastone tile wall, shown, features a three-dimensional ripple effect that blends with any decor. Durastone may be used on existing walls, new walls or as free standing room and area dividers. The tile squares list for \$5.00 each and are available in a variety of stock patterns in sandstone, bronze, patina or antique finishes as well as custom textures and designs.

Circle No. 230 on product information card



Woodard

New Embassy group by Woodard

Specially designed public seating is being introduced by Lee L. Woodard Sons, Inc., in the #800 Embassy group. The company, which has manufactured metal furniture for contract and residential use for about 75 years, describes the Embassy line as trouble-free, with all-steel frames. Bracing and spacers are solidly welded in, and the frame is essentially one unit, without dowels, screws, and blocks that might loosen, shear, or drop out. Although the frame will last indefinitely, the realistic outlook is that the covering will have to be replaced several times during the life of the unit. Woodard's designers took care of this by providing for easy replacement through the factory. Orders for replacement covers are filled by supplying a completely stitched unit with the cushions already filled. All the local upholsterer or maintenance department does is detach the old cover, slide the new one into place, and attach it to the frame,



using metal clips. Replacement can be made any number of times without harm to the frame, in contrast to a wooden frame, which can sustain only so many tack holes and remain effective. Fabric, leather, and Naugahyde coverings are available for the Embassy group. Seating comfort is achieved through the use of Pirelli webbing and foam-rubber cushion filling. The Embassy line is modular, so that seating units may be added one to the other indefinitely, or alternated with tables inbetween. Right, left, and middle sections assemble to make a three-cushion sofa 85½ inches long, if desired. Base construction consists of polished chrome corner legs and walnut stretchers, the latter added for warmth and contrast.

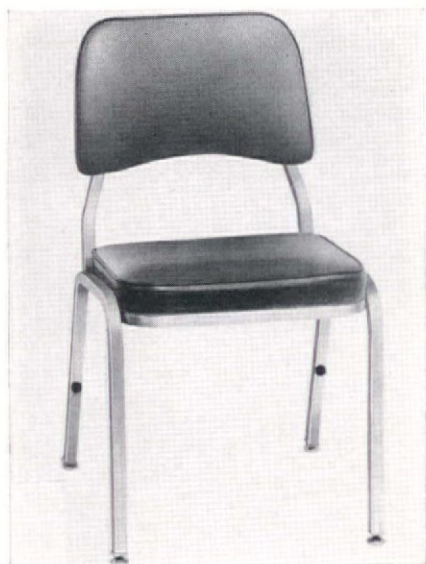
Circle No. 231 on product information card

New Gulistan broadlooms

Gulistan Carpet introduced two new lines at the Chicago summer markets last month, called Palace Gates and Nordic Lights. Palace Gates is an all-wool textured carpet in basic monochromatic combinations that create four-color effects in each of the ten colorings; this style is performance-rated by Gulistan for medium-heavy use. Nordic Lights is an all-wool high-quality wilton, with monochromatic striations, made in 11 colorings and performance-rated for heavy use.

Circle No. 232 on product information card

Be'Laire chair stacks ten high



Ten of the new Be'Laire stacking chairs take up only 2½ square feet of floor space. The seat of the top chair (in a stack of ten) is only 50 inches above the floor. An important feature of the new chairs is the concealed plastic bumpers which protect frames and seats against scratching or other damage, when the chairs are stacked. "Wall-saver" leg design makes these chairs particularly desirable for institutional seating. Rubber cushioned steel glides are self-leveling to prevent scuffing of floors.

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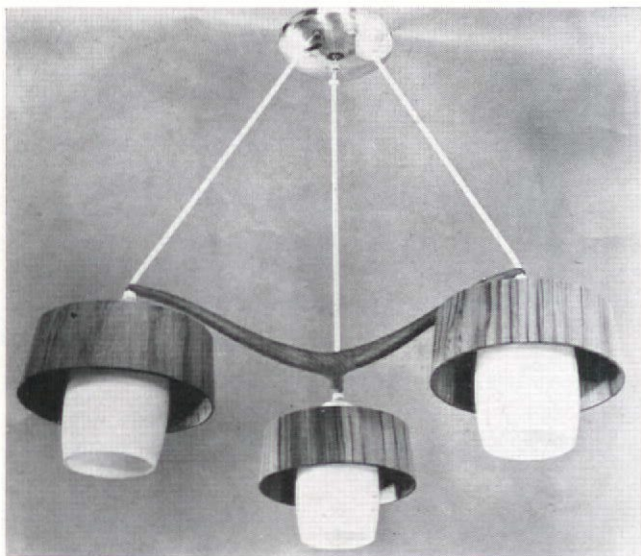
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PRODUCTS & SERVICES

CONTINUED

Teak and glass fixture

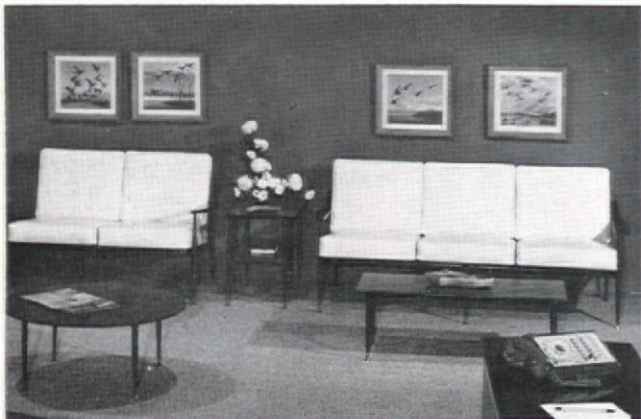


Teak and glass are handsomely combined in this new ceiling fixture by Koch & Lowy, Inc. A three-light unit, the fixture has teak canopies that measure 8 inches in diameter by $3\frac{1}{4}$ inches deep; milk-glass diffusers 4 x 8 inches. The ceiling fixture is part of a large group of teak ceiling, table, and floor units just introduced by Koch & Lowy.

Circle No. 234 on product information card

New Howell lounge, cafeteria lines

New lounge and cafeteria furniture will be shown by The Howell Co. at this month's National Stationery and Office Equipment Show, Chicago. Three lounge seating furniture groups include



Encore design square tubular furniture, round tubular furniture, and the new Dividend Danish group with curved walnut finished arm rests, part of which is illustrated here. For cafeterias and private dining rooms, Howell will show several styles of pedestal base tables and stacking chairs.

Circle No. 235 on product information card

New Du Pont spun Orlon

Du Pont de Nemours & Co. recently made the first showing of a new drapery fabric of spun Orlon acrylic fiber in a soft, homespun weave. The fabric, made by a converter using the Du Pont Orlon yarn, is available in a wide range of clear, modern colors and stripes.

Circle No. 236 on product information card

New Bird Vinyls

Architects Vinyls is the designation that Bird & Son, Inc. uses for its new permanent-type vinyl flooring. Designed to give a satin texture to the floor and at the same time to mask wear, the new flooring is reinforced with glass fiber backing for extra stability and strength. The Terratine series in Bird's Architects Vinyl group features a stone chip design with metallic veinings on pale pastel backgrounds.

Circle No. 237 on product information card

Swivel chair with adjustable arms



An executive chair with a width-adjustment feature in the arms, has been introduced by Royal-metal Corp. Designed "to fit the size of the user," the high-back, swivel chair expands from $19\frac{3}{4}$ to 22 inches between armrests. The adjustment is said to be quick, easy, and positive, and once the armrests are set for comfort, they remain securely in place. In addition, the chair features all the standard posture and tension adjustments. The chair also permits independent tilting of seat and back. Seat is foam rubber, back and arms are Durofoam; frame is mirror-chrome plated.

Circle No. 238 on product information card

Living unit storage wall

Designed to enlarge the living space of the dormitory room is a new wall-hung "living unit" created by designer Charles Eames. The Eames Contract Storage System, manufactured by Herman Miller, Inc., is a modular five-unit complex of closets, study compartment, dressing unit, and



folding bed that provides in a single wall ample space for the average student's clothing and gear. When closed, the bed, closet, and dressing units vanish behind U.S. Plywood Algoma doors of fine hardwood, allowing maximum floorspace for day-time activities. The five units in the 12-foot storage wall comprise a long closet for coats and dresses, a short hanging unit for suits, shirts, sweaters; built-in towel bars, shoe bars, shelves and drawers; a study unit with desk, reading light and bookshelves; a dressing unit with light and mirror, and the folding bed. The six-foot-high wall-hung system is open at top and bottom and touches neither floor nor ceiling. More modules may be added for more storage space, or fewer units used where wall dimensions are limited.

Circle No. 239 on product information card

New Caprolan upholstery yarn

A new Caprolan nylon upholstery yarn has been designed to give upholstery fabrics a new look in luster, according to Allied Chemical Corp. The yarn's semi-bright luster is said to yield a muted tone and will eliminate fabric sheen.

Circle No. 240 on product information card

Two-piece chaise by Telescope



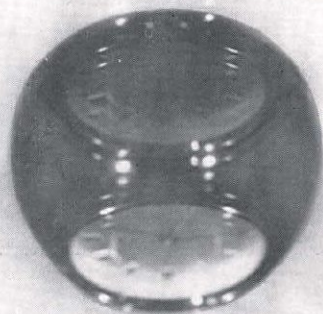
From Telescope Folding Furniture's latest collection of durable outdoor furnishings are the new two-piece chaises. The separate footrests make the chaises easy to get in and out of and also provide expansion room for tall people. The resilient plastic webbing comes in two-tone color combinations. The light-weight aluminum frames are durable and weather resistant. The chairs fold easily for compact storage.

Circle No. 241 on product information card

Circle No. 212 on product information card



chronometric accuracy



for information on this and other secticon clocks:
designtime inc., 16 east 52 st., n. y. 22 / pl. 1-4874

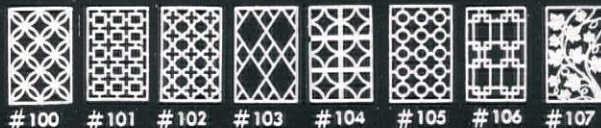
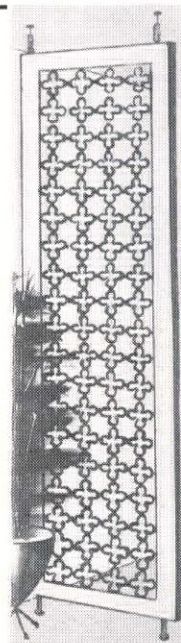
"Ply-Grilles"
by jaffre

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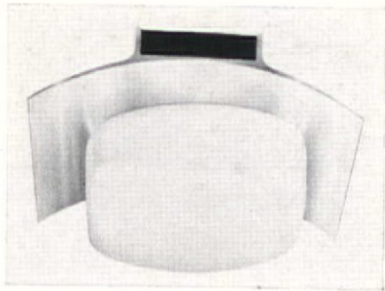


Circle No. 213 on product information card

PRODUCTS & SERVICES

CONTINUED

Wall or ceiling mounted brackets



Space Shape Brackets, designed in extruded anodized aluminum, have been added to Emerson Electric Co.'s new lighting line. The fixtures can be mounted on wall or ceiling, indoors or out doors. Five interchangeable globes add to their versatility.

Circle No. 242 on product information card

Wishbone group by Campbell

Two new collections of office furniture have been designed for S. J. Campbell Co. by Leon Gordon Miller, well-known industrial designer. Featured innovation is the wishbone cast-aluminum form used as a support for the desks, cabinets, and chairs in the Wall Street series, the more prestigious of the two lines. Molded plywood shells form the backs and seats of the chairs in this collection, with wishbones in either polished or brushed aluminum. The Market Street group is given design unity with an L-shaped steel leg support



that is used on desks, chairs, and cabinets. Formica or wood tops are offered in the Market Street group.

Circle No. 243 on product information card

Masland contract carpet program

A new stock-dyed program for Wilton commercial carpets has been inaugurated by C. H. Masland & Sons. The program "puts the retailer into the contract carpet business," Masland states, by enabling the retailer to offer his commercial customers wide choices in colors, patterns, frames, and wire heights. The line, known as Varsity, includes 26 colors and eight contract patterns. There are eight qualities, each bearing the name of a college. Masland adds that the program also should increase commercial carpet sales through other than retail channels because the stock-dyed wool yarns and standard patterns enable more rapid delivery than by custom-dyeing and designing.

Circle No. 244 on product information card

Lamp-desk unit by Nessen



Nessen Studio, Inc. has taken a 19-inch lamp and fastened it through the top of a desk—a concept that allows a wide range of applications. With its fastening method approved by Underwriters' Laboratories, the lamp is eligible for federal funds available to schools, hospitals, and old-age homes. The slender brass column is topped with a drum shade and metal baffle for downlight. The shade comes in white toyo, and white or beige linen. Finishes are brushed or polished brass or satin chrome plate over brass.

Circle No. 245 on product information card

Imbedded-chip sheet vinyl flooring

Random sized, multi-chrome pebbles make up the wearing surface of a distinctive new type of imbedded-chip sheet vinyl flooring material announced by the Armstrong Cork Company. Called Montina Vinyl Corlon, the material is recommended for use in commercial and institutional interiors. Available in six colorings; Sand Beige, Patina Green, Earthtone, Off-White, Terra Cotta and Teak Black. It is made in a heavy .090-inch gauge in sheet form six feet wide.

Circle No. 246 on product information card

Shenango China unveils "Form"



Shenango China introduced a bold new contemporary shape called Form, at the recent National Restaurant Show. The set will be available in simple designs highlighted by vivid modern underglaze colors. Form will be a custom-made design offered in a variety of serving pieces. Among these are a new pedestal dessert dish, salt and pepper shakers, condiment jars, celery trays and sauce pot, a coffee pot and an ash tray.

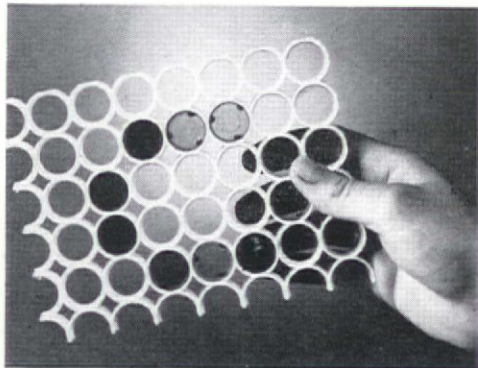
Circle No. 247 on product information card

New Ford vinyl covering

A new furniture covering called Bond Street has been added to the line of Vinyl Products of Ford Motor Co. The vinyl fabric has a delicate grain simulating rich old English leather and comes in 14 colors, including Sherwood green, Redcoat, Ascot tan, and curry brown.

Circle No. 248 on product information card

Quick-change luminous ceilings



Brilliance and sparkle of color in suspended luminous ceilings can be achieved by the use of new Snapin' Color plastic inserts, according to manufacturer Integrated Ceilings & Grilleworks, Inc. The translucent 7/8 inch color discs simply snap into the circular patterned Infinilite luminous ceiling grillework to create a three-dimensional color design. The inserts, which come in 10 standard colors, can be easily changed in a matter of minutes to create new design elements as well as symbols and company trademarks.

Circle No. 249 on product information card

Circle No. 214 on product information card

ASTRA MADE IN VERMONT OF SOLID ROCK MAPLE
SINCE 1905



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ASTRA BENT WOOD FURNITURE CO., 3 Maple St., East Arlington, Vt.



NEW "GRIT STRIP" TYPE

MUSSON

SAFETY DESIGNED

STAIR TREADS

MAXIMUM NON-SLIP STAIR SAFETY. SERVICE AND BEAUTY. Two abrasive strips set in front area of the heavy marbled rubber, in colors, give extra protection.

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12 1/2" Deep 5/16" thick at front, 1/4" at rear.
Lengths: 36", 48", 60", 72"
Nosing depth: 1 3/16".



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Molded nosing depth: 1".
Standard lengths: 24", 36", 48", 60", 72".
Grit strips 3/4" wide, 1" from front, 3/4" separation to second.

Square or Curved Nose

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Solid or perforated mats for entrances, with pyramid surface design for safety and easy cleaning. Pebble base allows air circulation underneath. 3/8" or 1/2" thick in Black, Brown, Red, Green, Gray. Sizes up to 6' x 16' in one piece.

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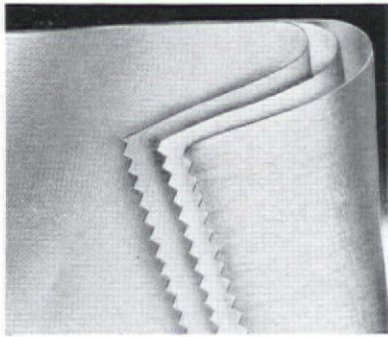
AKRON 6, OHIO

Circle No. 215 on product information card

PRODUCTS & SERVICES

CONTINUED

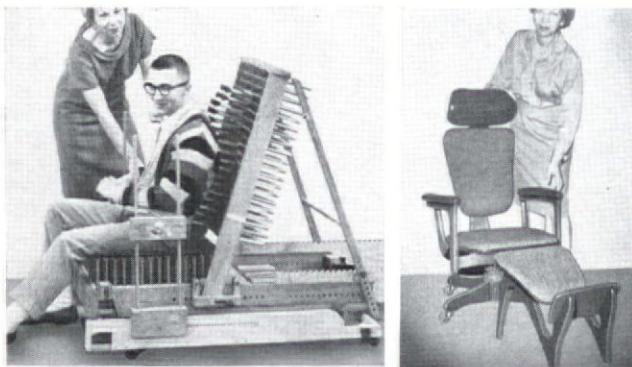
3-Ply vinyl wallcovering



Fabron and Permon vinyl wallcoverings, manufactured by Frederic Blank & Co., employ an exclusive 3-ply construction developed by an affiliate organization, Toscony, Inc. A high-strength protective top film of clear virgin vinyl is "plastifused" together to the center pigment film that contains the decorative designs and colors. These two layers are then laminated to a strong fabric backing. The wallcoverings offer high resistance to damage, repel stains, and clean quickly and easily. The locked-in decorative elements are permanently protected against fading or damage by cleaning.

Circle No. 250 on product information card

Research Series chairs



Based on five years of university research, a radically new design for office chairs has been incorporated in Boling Chair Co.'s Research Series 5000 line that includes armchairs, side chairs, executive chairs, secretarial chairs, and conference arm rockers. Among the innovations is a "sliding back" mechanism, shown in experimental stage, that permits the backrest to tilt backward and forward and that automatically elevates and lowers to adjust to position of the user. The executive chair, also shown, has a removable headrest with an optional companion foot stool. All chairs come in sculptured solid walnut frames, upholstered leather, and synthetic fabric over foam rubber.

Circle No. 251 on product information card

Elenhank silk-screened fabrics

New fabrics in high-keyed colorings have been added to the line of Elenhank Designers, Inc., available through Denst & Miles. In both case-ment and drapery fabrics, the patterns are distinguished by their effect or added dimension through the use of opaque color on a translucent or reflecting ground.

Circle No. 252 on product information card

Verti-Color blinds of Rovana

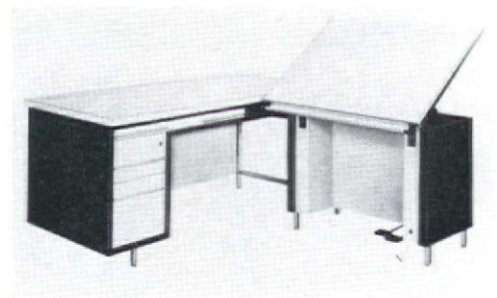


Rovana Ribbon, shown here, is one of a new group of vertical blinds by Verti-Color Blinds, Inc. Made with Dow Chemical Co.'s flameproof Rovana fiber, this style is an airy knit offered in a choice of white, chestnut, wheat, mistletoe, or yellow. It is resistant to mildew, acids, soil, and weathering. The strips can be dipped in mild soap and water, rinsed and re-hung at the window before drying. Other styles in the Verti-Color line make use of Fiberglas, asbestos-glass and wool-viscose blends.

Circle No. 253 on product information card

Drawing table/reference desk

A versatile combination from Stacor Equipment Co.'s Coordinate group combines a drafting table with a desk unit. The floating-board drafting table has toe-touch pedals; the surface is a non-glare, washable Lino-Draft top. The desk has a color-

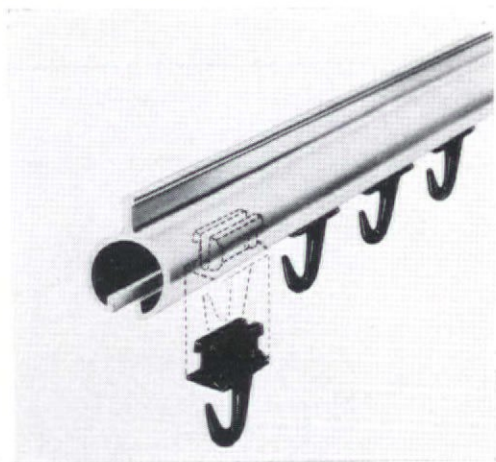


harmonized plastic top and large, shallow tool and catalog drawers. The unit is fabricated from lifetime service steel and is finished in two-tone baked enamel.

Circle No. 254 on product information card

Golden closet rod

The Grant Golden closet rod, easily installed in any type of closet, includes carriers which quickly snap into the track, so that additional carriers may be added as needed. Manufactured by Grant Pulley & Hardware Corp, the closet rod is gold



anodized aluminum with carriers of black nylon. It is available in 9 standard closet sizes from 3 feet to 8 feet. Extra "snap-in" carriers are available. The closet rod comes in complete packages including rod, track, carriers, end brackets, center supports, and screws.

Circle No. 255 on product information card

Morgan-Jones bedspreads

Stronger colors are emphasized in new bedspreads by Morgan-Jones, Inc. Designed for both commercial and residential use, the styles range from simplicity to elegance. Florentine, based on an old Italian damask design, is a jacquard weave in monochromes, with shag on three sides. Viking is a ripple texture in high-low striped effect, finished with hem welting and dyed in brilliant hues. Crotchet brings a hand-crafted crochet look to a woven spread with rich bullion fringe. Others are Solitaire, a diamond design; Parquet, an interplay of dots and stripes, and Sugar Dot, woven white hobs on colored grounds.

Circle No. 256 on product information card

New contract sleeper

The Dormitrack by Harvard Mfg. Co., Cleveland, Ohio, is a new convertible sit-sleep unit. The sleeping surface offers uniform support for an inner-spring, poly or latex foam mattress, eliminating the need for a box spring. The Dormitrack has no mechanical parts to interfere with its in-and-out tracking to sitting or sleeping positions. Unit offers "pitched" seating comfort, while presenting a level surface when tracked out for sleeping.

Circle No. 257 on product information card



Suite for Executives

The new Contract C sofa is definitely presidential timber—walnut and polished aluminum base, available in 7 lengths from 2' to 9'. The Executive Chair, 1020, swivels and tilts, on aluminum or walnut base. For both sofa and chair, choose from scores of nylons, woolsens, plastics and leather, as well as handsome, durable Craftex fabrics. Write for free Contract Division catalog, or send \$1 for complete illustrated catalog. Dept. C29, Metropolitan Furniture, 950 Linden Avenue, So. San Francisco, California.

Circle No. 216 on product information card

METROPOLITAN

Circle No. 217 on product information card

DURABLE and SMART furniture



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Wide assortment of chairs and tables. See your dealer or write us for our distributor's name.

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MANUFACTURERS'

LITERATURE

Herman Miller, Inc. has introduced a new Sampling Program for its textiles designed by Alexander Girard. The program includes eight groups of samples available for purchase individually or in combinations, and a master kit. The individual groups comprise: individual samples, display wheel, folder of leather samples, rings of fabric and vinyl covers for Eames chairs, and sample books of casements, Mexican cotton fabrics, Indian silk stripes, wallpapers.

Circle No. 258 on product information card

Stairbuilders, division of American Stair Corp., has a new 12-page catalog, fully illustrated with photos and diagrams, that describes one-piece, prefabricated, steel stair forms for concrete or terrazzo stairs. The catalog also contains technical information and a stair span calibration table.

Circle No. 259 on product information card

A comprehensive line of architectural lighting is contained in Kliegl Bros. catalog No. A-11. The catalog embodies reference listings, descriptive details, installation recommendations, and engineering data in addition to photos of general and specialty lighting fixtures.

Circle No. 260 on product information card

An informative lighting report is offered by Holophane Co. in a 12-page booklet entitled *Lighting For Stores*. The report includes photographs, drawings, graphs and charts, technical information.

Circle No. 261 on product information card

Hard Manufacturing Co. offers a new 64-page catalog on its line of hospital and institutional furniture. It is sectionalized according to basic product lines, including electric and manually operated hospital beds, cribs, bassinets, gatch and NoSag springs, chairs, desks, bedside units, safety sides, mattresses, dormitory furniture and bed accessories.

Circle No. 262 on product information card

Carolina Mirror Corp. offers a nineteen-page booklet featuring the fifteen new mirrors included in the Sampler and Spectator groups. The Sampler group consists of five small-in-scale, provincial style mirrors. Traditional, provincial and modern designs are included in the ten Spectator group styles.

Circle No. 263 on product information card

Coronet **WONDERFOLD** by NORQUIST

Coronet-WONDERFOLD brings comfort with versatility to folding chairs . . . full-size comfort in a wide choice of distinctive styles, wood finishes and upholstery colors.

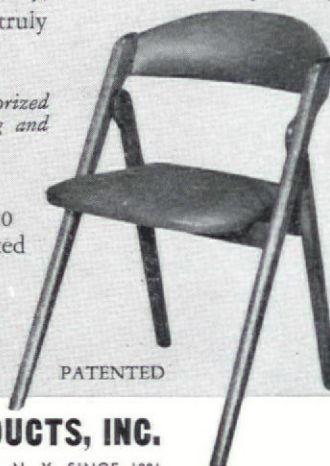
Only chairs that say, "Come again!" are truly economical.

Available through authorized dealers. Ask for catalog and list of suppliers.

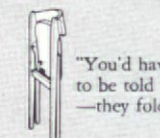


Choice of 12 styles

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"You'd have to be told —they fold!"



Easy folding
Safe stacking
Compact storage

NORQUIST PRODUCTS, INC.

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Circle No. 218 on product information card

"Contract Furniture" is the title of a 118-page catalog now being issued by The Buckstaff Co., Oshkosh, Wis. The catalog illustrates a line of products ranging from captain's chairs to 18-foot walnut conference tables and is available at \$1 per copy.

Circle No. 264 on product information card

An illustrated Mattress Buying Guide for institutional bedding buyers has been issued by Holland Wire Products, Inc. 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, as well as other factors that relate to quality, economy, and comfort. These include coil count, upholstery, and ticking. A 12-point checklist of details that should be looked for in writing a contract mattress specification is also included.

Circle No. 265 on product information card

"Ten minutes, including handshakes," is the promise extended by Kennatrack Corporation, in offering to show its new nine-minute audiovisual filmstrip to building supply jobbers and dealers and to architects. Film covers the growing applications and economies of packaged wood folding door units for closets, passageways and room divisions.

Circle No. 266 on product information card

A four-color brochure by Clarin Mfg. Co. illustrates and lists specifications on the new Sculptura ganging and stacking chair. Upholstery colors offer mix and match possibilities giving a total choice of 88 color combinations in the upholstered chair model.

Circle No. 267 on product information card

Johns-Manville presents "Imagination Hits the Ceiling," a brochure on the firm's line of acoustical and decorative ceiling panels. A section on helpful decorating and interior remodeling tips is included.

Circle No. 268 on product information card

Arco Lighting presents a catalog that includes seven new series of selected fashions in lighting, both custom crafted and imported. Numerical price list and ordering guide included.

Circle No. 269 on product information card

A new bulletin describing Colorail, now offered in four new hues, is available from Julius Blum & Co. It outlines qualities and special characteristics of Colorail and gives instructions for special types of application.

Circle No. 270 on product information card

**IF
YOU HAVE
THE SPOT**

**WE HAVE THE
ACME**

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



The DEBONAIR



The HOSTESS

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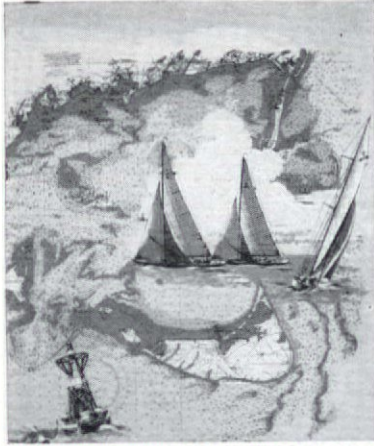
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Circle No. 219 on product information card

Circle No. 220 on product information card



A spanking breeze, sparkling waters . . . MARINER*, one of 13 trend-setting new designs in GKB's latest hand-print mural book "Passports". MARINER is 9' 4" wide, top-most point of design 4' 1". Available through interior decorators and leading wallcoverings stores. Send for free full-line folder. Full-color miniature of MARINER 25¢.



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Height 21"; Diameter 7" (top)

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- Costumers
- Smoking Stands
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- Wall Ash Receivers
- Waste Baskets
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Circle No. 221 on product information card



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FURNITURE INDUSTRIES

Canton, Mississippi



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Circle No. 222 on product information card

MANUFACTURERS'

LITERATURE

"Why P.P.I.?" is the title of a new, illustrated brochure available from Swain & Myers Associates, Inc. P.P.I. stands for Planned Packaged Interiors service, which is given a step-by-step explanation in the brochure through the use of cartoons. Swain & Myers states that it specializes in the design and furnishing of complete dining, cocktail, and kitchen areas in hotels, motels, bowling alleys, restaurants, clubs, etc.

Circle No. 271 on product information card

Formica Flakeboard is described in a new eight-page folder that includes a description of the highly engineered Flakeboard production process, a chart of 13 properties of the material, recommended applications, and an outline of the product's special characteristics. Flakeboard is available in 52 sizes, detailed in the brochure.

Circle No. 272 on product information card

Luminous Ceilings Inc., Chicago, announces the publication of a second edition of their Architectural Design Manual. This complete binder contains nine different ceiling sections, five fixture sections, along with four informational technical sections. These include: sound, light, suspension and air. Included is a special section on custom designs.

Circle No. 273 on product information card

A six-page brochure by Gladding, McBean & Co. features its new lightweight ceramic architectural facing for exteriors and interiors.

Circle No. 274 on product information card

More than 620 wood desks, modular and credenza models are shown in a brochure by the Williams Office Furniture Co. These models have been custom designed from their Mod-U-Plan standard components consisting of pedestals, tops, legs, center drawers, modesty screens, bookcases, files and credenzas. All models shown with list prices, descriptions and photographs.

Circle No. 275 on product information card

Component elements used to make finished products are illustrated in a detailed brochure by Design Accents, a division of Furniture Components, Inc., who supplies manufacturers with frames, pedestals, structures, etc. for inclusion into the finished furniture.

Circle No. 276 on product information card

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Rates: \$10.00 per column-inch, payable with order. No extra charge for box numbers. Forms close 5th of each month.

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DEALER SALESMAN WANTED: FURNITURE, EXPERIENCED, Central Florida dealer has unusual career opportunity. Most rapidly expanding area in country. Guaranteed minimum income \$6,000. After first year, commissions should be \$8,000-\$12,000 and higher. Age 30-45. Design and layout experience required. Send complete resume and snapshot. Write: Box A-71 CONTRACT. All inquiries strictly confidential. Interviews Sept. 24-26 in Chicago.

WANTED: Contract manager for Midwest and Southwest territories by reputable furniture manufacturer doing large contract volume. Write: Box A-74, CONTRACT.

REPRESENTATIVES WANTED: Sales representative wanted to handle line of fine commercial metal furniture to the contract field. Prefer sales organization with show room in the major cities with ample salesmen calling on this vast potential field. Prefer someone handling other contract furniture, non-conflicting, calling on architects and specifiers as well as ultimate consumers and dealers. Please give full particulars as to the lines carried, nature of sales organization, what type of accounts you call on. **FIXTURES MFG. CORP.**, 1641 Crystal, Kansas City 26, Missouri.

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INTERIOR DESIGNER, BFA graduate, heavy in experience desires position with aggressive firm desirous of developing outstanding contract and institutional department. Write: Box A-73, CONTRACT.

SALES REP: calling on contract furnishers, architects and designers in Greater New York can use one additional line. Prefer major case goods or upholstery. Write: Box A-72, CONTRACT.

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FOR LEASE: 2400 sq. ft. office space, downtown, air-conditioned, first floor, prime location, includes off-street parking. The **EDWARD M. DAWSONS REALTORS**, 5 E. Long Street, Columbus 15, Ohio.

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Circle No. 223 on product information card

Tempo

grouping



DECORATIVE
LAMPS OF
ENDURING
QUALITY
CAPTURING
THE SIMPLIFIED
ELEGANCE OF
TODAY'S
DESIGN



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Specifications . . .

Any Size—Any Shape—Any Quantity
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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.

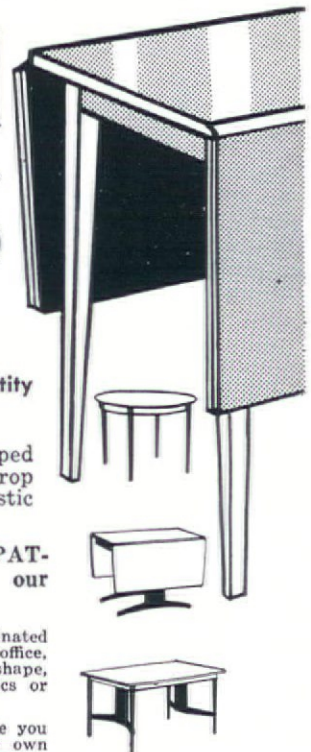
Our low, low operational costs enable you to reduce the operating costs of your own plant, and Eliminate: Culls, Storage, Waste, Rework, Working Space. The tops can be furnished rough—or—finished ready to mount.

Call or write for quotations • ME 4-7081

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Tops Make More Profit
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you'll like

Brunswick



CHAIRS

of advanced design

Really Rugged



LIFETIME FIBERGLASS
in 12 decorator colors. Steel
understructure finish is
metallic beige. 8 sizes. They stack.



LIFETIME FIBERGLASS
in 6 decorator colors. Gleaming
polished chrome understructure
and solid walnut, contoured
Danish floating arms.

Smart, Indeed

SEND FOR information and prices on Brunswick Chairs, Tables, Settees and Movable Cabinet. **Brunswick Corporation, 2605 East Kilgore Road, Kalamazoo, Michigan.**

Circle No. 225 on product information card

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46	Herbert Bright Industries, Inc. (floor coverings) 509 Madison Ave., New York 22, N.Y.	MU 8-2851 210
29	B. Brody Seating Co. (chairs) 5921 W. Dickens, Chicago, Ill.	TU 9-6000 207
56	Brunswick Corp. (furniture) 2605 E. Kilgore Rd., Kalamazoo, Mich.	TE 8-4005 225
55	Clapper's Mfg. Inc. (plastic tops) P.O. Box 8, Meyersdale, Pa.	ME 4-7081 224
15	Decoration & Design—1963 7th Regiment Armory, Park Ave. & 66 St. New York, N.Y.	MU 8-0237 201
47	Design Time, Inc. (clocks) 16 E. 52 St., New York 22, N.Y.	PL 1-4870 212
39	Dow Chemical Co. (textile fibers) 350 Fifth Ave., New York 1, N.Y.	PL 7-8300 209
43	Fixtures Mfg. Corp. (chairs) 1641 Crystal, Kansas City 26, Mo.	CH 1-4500 197
45	Flowers Unltd., Inc. (permanent plants) 1140 Third Ave., New York, N.Y.	LE 5-6255 211
7	General Tire & Rubber Co. (rug underlay) Jeannette, Pa.	195
14	Globe Furniture Co. (furniture) High Point, N.C.	888-4595 200
19	Howell Co. (chairs) 436 S. First St., St. Charles, Ill.	JU 4-0094 205
47	Jaffre Products Corp. (decorative grilles) 189 First St., Brooklyn 15, N.Y.	TR 5-8545 213
17	Kay Springs (sleep equipment) 675 Barbey St., Brooklyn 7, N.Y.	DI 5-9090 203
35	Kent-Coffey Contract Div. (furniture) Lenoir, N.C.	PL 4-5311 208
54	Loumac Supply Corp. (ash receivers) 327 E. 103 St., New York 29, N.Y.	AT 9-5374 221
54	Madison Furniture Industries (furniture) Sharon Rd., Canton, Miss.	683 222
51	Metropolitan Furniture (furniture) 950 Linden Ave., S. San Francisco, Cal.	PL 6-2100 216
49	R. C. Musson Rubber Co. (rubber mats) 1318 E. Archwood, Akron 6, Ohio	PR 3-7651 215
52	Norquist Products, Inc. (folding chairs) 415 Chandler St., Jamestown, N.Y.	51-171 218
3rd Cover	Owens-Corning Fiberglas Corp. (fiberglas) 717 Fifth Ave., New York, N.Y.	PL 9-3810 226
9	Parkwood Laminates, Inc. (high pressure laminates) 134 Water St., Wakefield, Mass.	245-2004 196
5	Perma Dry, Inc. (fabrics finishing) 3 W. 17 St., New York 11, N.Y.	WA 4-0877 194
20	Harvey Prober, Inc. (furniture) 155 E. 56 St., New York, N.Y.	TE 8-8040 206
12, 13	Frank Scerbo & Sons, Inc. (furniture) 140 Plymouth St., Brooklyn 21, N.Y.	UL 2-5959 199
16	Shelby Willimas Mfg. Inc. (chairs) 2500 W. Ogden Ave., Chicago 8, Ill.	SE 8-4055 202
4th Cover	Synthetics Finishing Corp. (fabrics finishing) 470 N. 8th St., Philadelphia 23, Pa.	MA 7-8283 227
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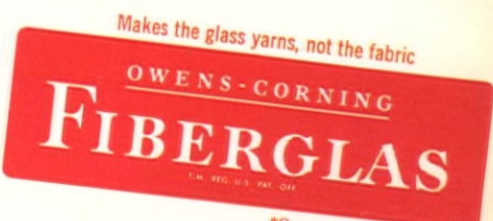
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