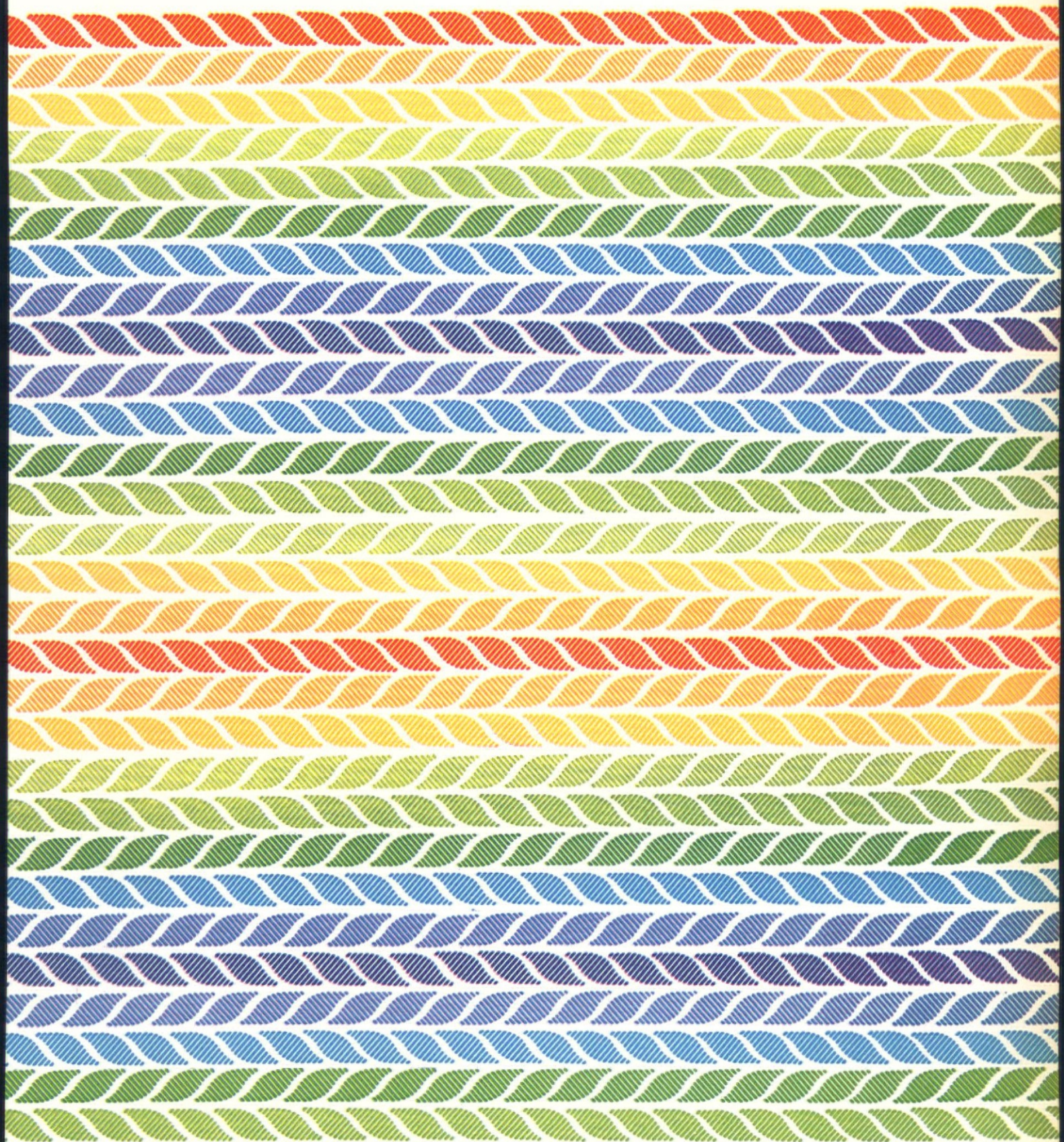


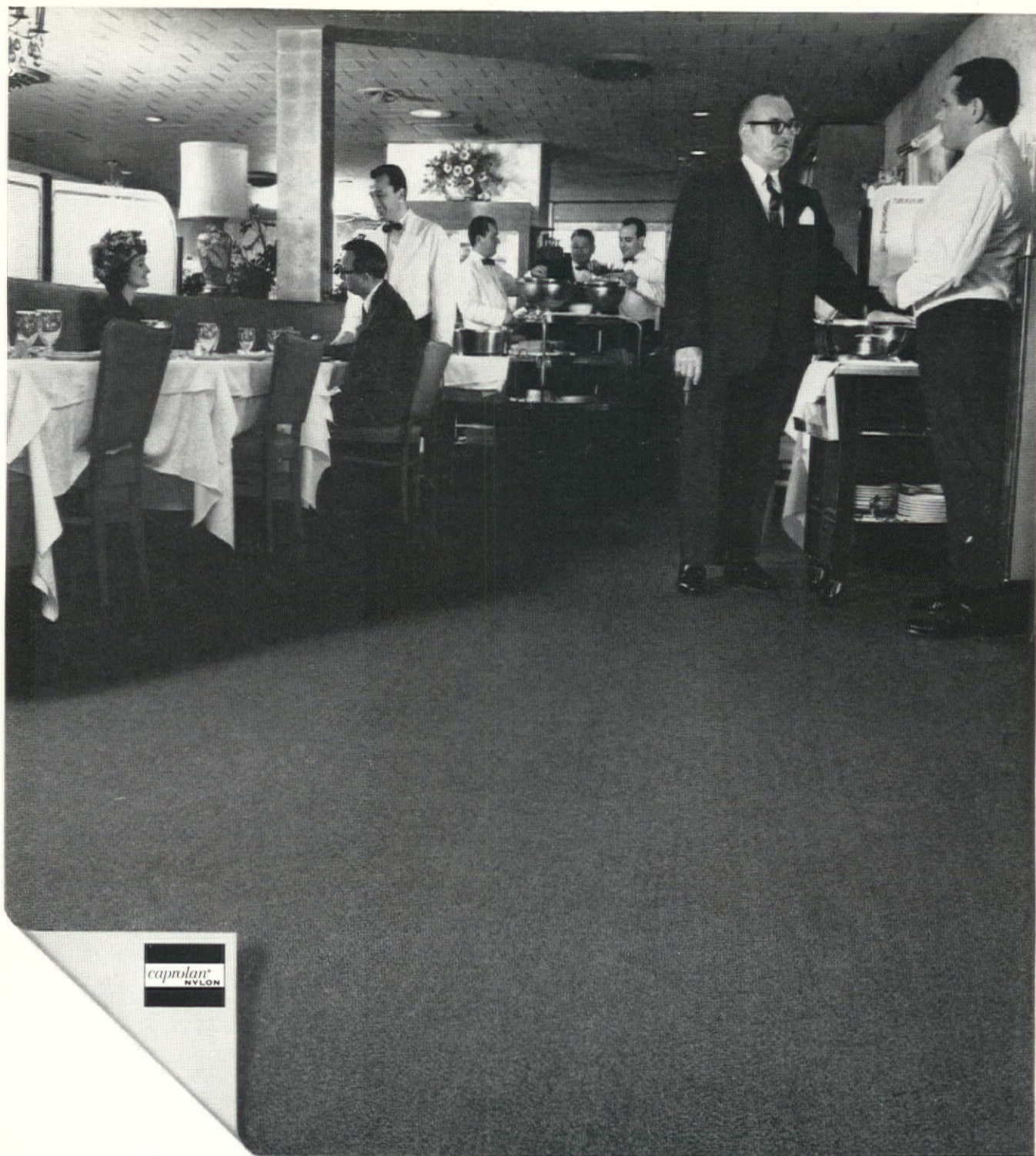
CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • NOVEMBER 1962



FZGER'S—ARE TODAY'S MARKETING METHODS OBSOLETE?

FABRICS



caprolan
NYLON

Caprolan carpets a famous French restaurant

Voilà! More proof it's the fiber for you! And what brilliant proof it is—this installation at New York's Café Chauveron. Proof that Caprolan® nylon has color and texture befitting the most elegant décor—and more. Rich textures that just won't mat down, won't fuzz, or shed. Rich colors that clean easily on location to stay lovely as new. If you want

beautiful carpets that give outstanding performance even in heavy-duty installations, specify Caprolan. The mills: Collins & Aikman, Commercial Carpet (their "Zenith" was chosen for the Chauveron), Archibald Holmes, and C. H. Masland. Fiber Marketing Dept., 261 Madison Ave., N. Y. 16.

Allied
Chemical

Circle No. 193 on product information card

Our own fabric pattern, as developed by artist Lou Klein, headlines the feature story on the fabric market beginning on page 24 of the current issue.

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233-6729

WEST COAST

Wettstein, Nowell & Johnson, Inc.

2801 W. Sixth St.

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Dunkirk 8-2286

417 Market St.

San Francisco 5

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CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. III, No. 1

NOVEMBER, 1962

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By Vivien Raynor

10 D. C. Currently: Our Washington Report**16 People****18 Contract News****20 Calendar****50 Contract Products and Services****68 Manufacturers' Literature****69 Classified Advertisements****70 Advertisers' Directory****COMING IN CONTRACT**

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.

FEBRUARY—New developments in contract carpeting.

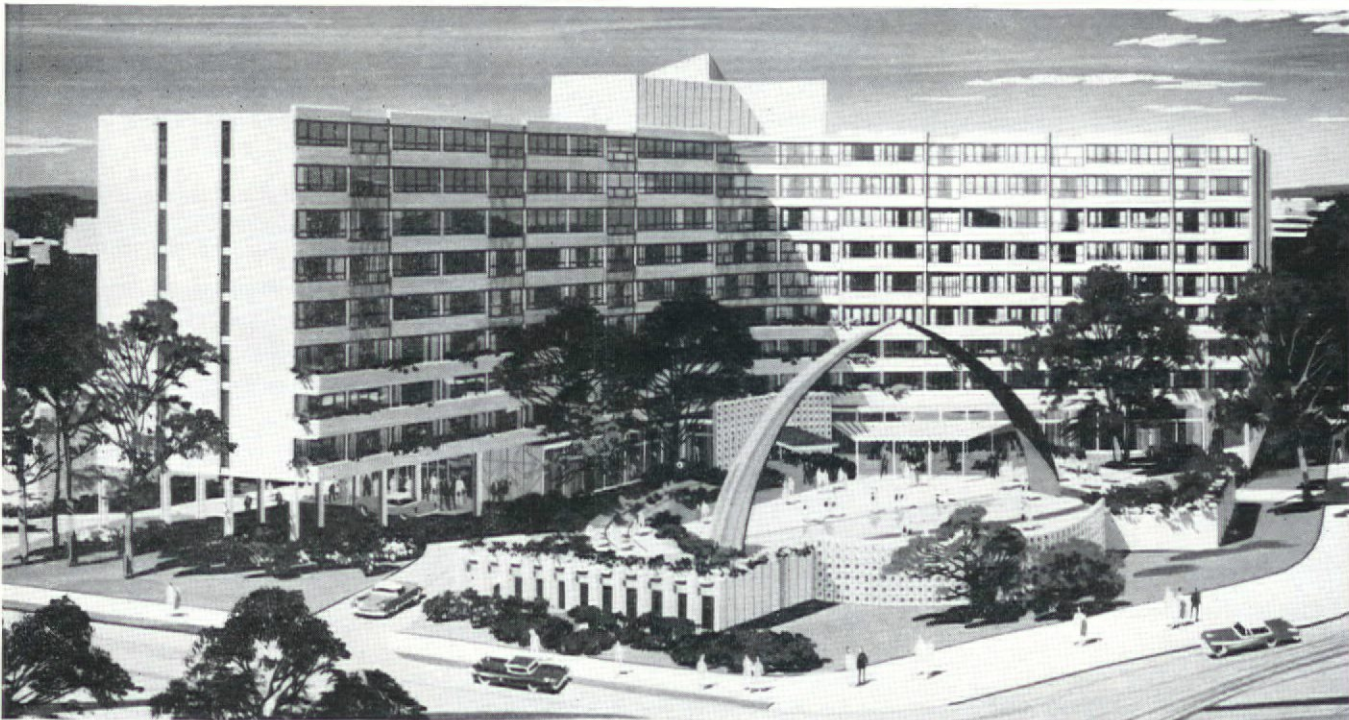


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INTERNATIONAL INN

*Washington's Newest Luxury Hotel
will make its guests more comfortable
with a new type of sponge rubber carpet
cushion . . .*

International Inn nearing completion. Structure in foreground is dome protecting year 'round swimming pool. Architect's drawing below.

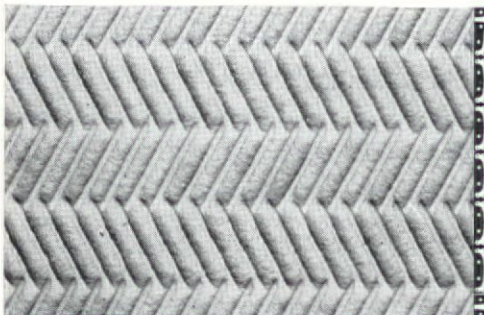


Floor coverings by Jack Schwartz Co., Chicago, Ill.

Town House

*The exclusive institutional
carpet cushion material that
delivers a hushed, luxurious
comfort underfoot!*

The first Step toward luxurious surroundings is TOWN HOUSE, by General Tire. And you'll find it's deep comfort in all of the 400 richly appointed rooms of the International Inn, Washington, D. C. TOWN HOUSE was selected because its comfortable, cushioned tread is in keeping with the impressive "feel" found throughout International Inn. Guests who are accustomed to the finest can only be satisfied with the comfort and luxury offered by TOWN HOUSE. This deluxe sponge rubber carpet cushion was developed specifically to combine maximum durability and wear resistance under traffic with softness for personal ease. Remember the name when you're specifying quality . . . TOWN HOUSE.



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:

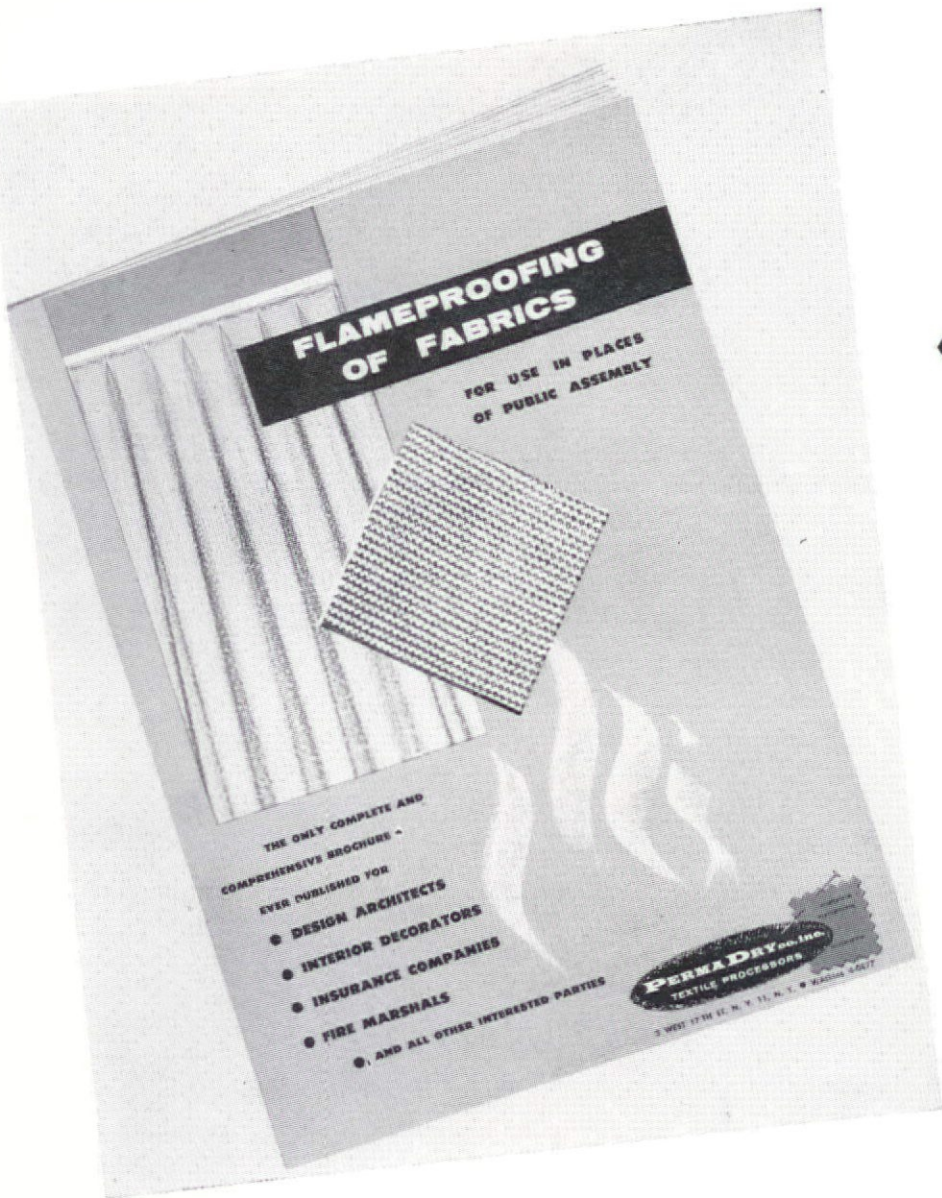
AIR CREST PRODUCTS COMPANY / 2301 S. Paulina Street / Chicago 8, Illinois

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

Circle No. 194 on product information card



2nd EDITION NOW READY! 1963 ISSUE



← INVALUABLE FOR:

- Architects
- Interior Designers
- Fabric Suppliers
- Fire Marshalls
- Insurance Companies
- Executive H'keepers

The only comprehensive flameproofing brochure ... revised to include synthetic fibre applications!

Now revised . . . the popular PERMA DRY study of flameproofing textiles. Provides answers to many questions which arise in connection with this fabric process. J. F. Taylor, PERMA DRY Director of Research and Production, deals with such problems as: HOW PERMANENT ARE FLAMEPROOFING FINISHES? CAN ALL FABRICS BE FLAMEPROOFED? WHAT ABOUT SHRINKAGE? DIMENSIONAL STABILITY? WHAT ARE THE PROBLEMS OF MOISTURE PICK-UP AND HEAT DEGRADATION? Brochure also includes charts, price schedules and many other valuable facts. Another service of PERMA DRY, leader in the processing field.

HOW TO GET YOUR FREE COPY:

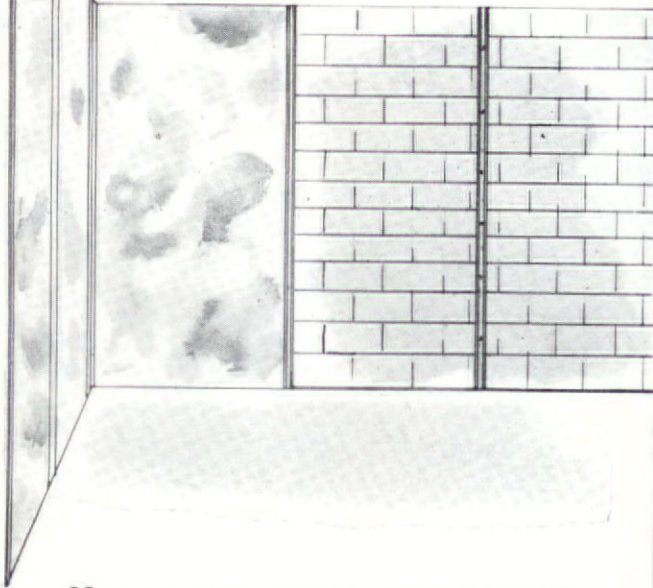
Please forward request, on your letterhead, to PERMA DRY at address below. The high cost of this brochure precludes mass distribution. Please write soon, as supply is limited.



3 West 17th Street, N.Y. 11, N.Y. WAtkins 4-0877

Circle No. 195 on product information card

NEW WALL SYSTEM

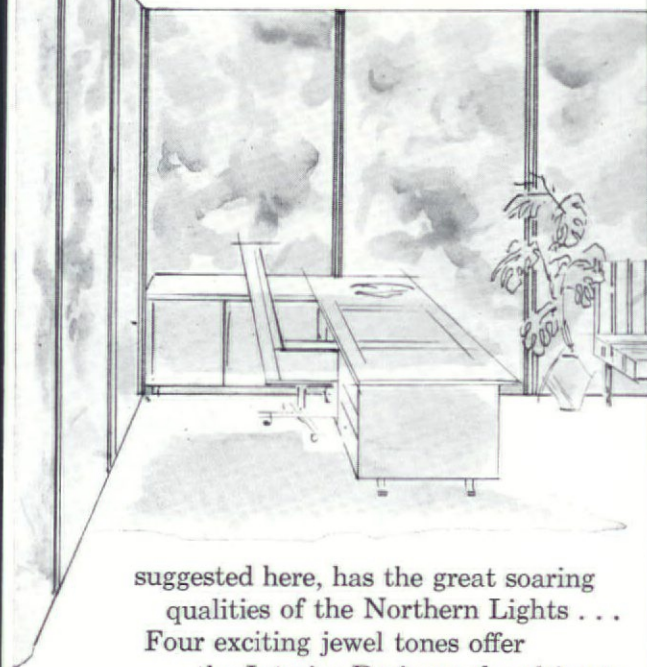


New concept... goes over any surface*...
beautiful... easy to install
and economical.

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.

Circle No. 196 on product information card

1979

THIRD AVE.

Corner 58th Street

THE DECORATION & DESIGN BUILDING



A New And Comprehensive
Building For
the Decorative Arts

Occupancy Late 1963

Conceived And Built From
The Ground Up To Solve The
Growing Needs of Your Industry

Initial Tenants Include

- BORIS KROLL FABRICS, INC.
- LOUIS W. BOWEN INC.
- HENRY CASSEN
- H. B. LEHMAN-CONNOR CO., INC.
- SCALAMANDRÉ SILKS, INC.

*Many Other Leases Drawn
With Other Industry Leaders*

For Brochure and Details:

Renting Agents

WILLIAMS & CO., INC. Real Estate
15 West 44th Street, N. Y., MU 2-2100



It Is Impossible To Show
All The New Belgian Linens

There are hundreds of splendid weaves, attractive prints and colors to choose from in the forty-five decorative fabric firms that have new Belgian linens.

FOR COMPLETE INFORMATION CONTACT:

THE BELGIAN LINEN ASSOCIATION

280 Madison Avenue, New York 16, N.Y.

Circle No. 198 on product information card



“My, what good looking legs.”

(They're mirror-polished stainless steel. A hallmark of the new Harvey Propper architectural series.)

Harvey Propper brings a new elegance to architectural furniture. The materials are very posh. Observe the legs. They're counter-sunk in the wood and held by special hidden screws. They're made of mirror-polish (#7) stainless steel (#304). (Not common chrome that peels, or aluminum which often oxidizes.)

The executive, double-pedestal desk shown has a natural rosewood top, ebony walnut base. Its luminous satin finish is another Propper hallmark. It features such creature comforts as a personal accessory tray with cushioned compartments and a glass-topped dictation slide. “Come closer, my dear.”

FOR PHOTOGRAPHS AND SPECIFICATIONS, WRITE: DEPARTMENT C, HARVEY PROPPER, INC., FALL RIVER, MASS. / NEW YORK, 155 E. 56TH STREET. **HARVEY PROPPER, INC.**
BOSTON, 475 COMMONWEALTH AVENUE / CHICAGO, 638 MERCHANDISE MART / DALLAS, 230 DECORATIVE CENTER / DENVER / MILWAUKEE / NASHVILLE / PITTSBURGH / ST. LOUIS.

D. C. Currently

OUR WASHINGTON REPORT:

- **FTC rulings on prices**
- **Deceptive Pricing Guide almost ready**
- **Anti-trust decree on office furniture**
- **Building awards program**
- **Military family housing cut**

THE price is right." That's a decision for the marketplace. But — "The advertised price is right." That's a decision for the marketplace and the Federal Trade Commission. And that becomes and will remain a problem.

It's vexing a good many executives in the contract furnishings industry right now—manufacturers, wholesalers, decorator showrooms—anyone who feels it's advantageous to promote, maintain, or work away from an advertised price.

FTC has increasingly made its voice heard and power sensed on this many-faceted subject. You can expect more pronouncements. But at this point it has some definite guidelines, dredged out of its years of cases, that can be of help to you.

Trade practices

A rule against deceptive pricing has become standard procedure in FTC's trade practice rules. These are issued for the guidance of a particular industry. The rules let an industry know what FTC considers to be fair play and out of bounds. Violations are subject to usual FTC procedures.

Two of the most recent sets, issued in mid-year, are for the mirror industry and the wallcoverings industry. This latter includes the manufacture, fabricating, processing, importing or sale of coverings, which include paper, cloth, plastics, glass, or such combinations, sold to consumers through retail wallcovering outlets, and applied with an adhesive. Ceramic and plastic tiles and

commercial heavy duty wallcoverings are excluded.

FTC considers it an unfair trade practice to represent that a product may be bought at a specified price, or a saving, or a reduced price, when that's not so; or to deceive prospects about a product's price or to furnish a means for others to make such misrepresentations.

Here are some practices this rule prohibits:

Implying that a price is the regular one, when it really is higher. Using such terms as "regularly," "formerly," "usually," "was—now—," "—% off," and "you save \$—," would represent the advertiser's former usual, customary, recent price.

Implying that a stated price is a reduction from the trade area price unless it really is reduced from the usual price in that area where the claim is made. This covers such terms as "manufacturer's suggested list \$—our price \$—," "sold nationally at \$—," and "value \$—."

Representing, by preticketing or otherwise, when it's not so, that there's a usual price for the product in that trade area and this is it, or preticketing with any price if the usual price in the area is lower.

Distributing preticketed or other price figures for others to use, when the figures themselves don't meet these standards. This would include display materials; and it would include cases of preticketing where the price is observed in many areas, but is not maintained in any specific area. The preticketed price would thus violate the rule in such a non-observing area.

Price-wise

FTC has gone beyond its previous guidelines (issued in 1958) on deceptive pricing in some memorable cases, notably in the appliance field, which hedge in the subject considerably. The trade practice rules embody a good many of these clarifications. A new Guide on Deceptive Pricing was before the Commission in October, and is due to be issued either this month or next.

In mid-October it made final one of its important decisions on this subject, barring an appliance manufacturer from knowingly furnishing its distributors and retailers with fictitious suggested list prices. It overruled its own examiner, who would have permitted the firm to supply price literature with suggested list prices as long as it stated that these were for the information of the recipient for identification purposes only, that these did not indicate the usual retail price, and that this should not be used to represent that any price mentioned is the customary one, when it is higher than the usual selling price in the trade area.

The Commission said this would not be an effective order, since it would not prevent the use of

(Continued on page 14)

2000 LINE BY BROWNE-MORSE

Designed for Beauty . . . Engineered for Wearability!

For more than fifty years Browne-Morse Company has been designing and producing good steel office furniture. That's why the BMC desk . . . chair . . . or credenza you buy today is so feature packed. Quality . . . function . . . appearance . . . these things are not accidental. They have been built in through experience. You'll look far to find office furniture that offers more . . . at any price!



STEEL OFFICE FURNITURE—DESKS • CREDENZAS • BOOKCASES • GLIDER FILES • TABLES
OFFICE PARTITIONS • ACCESSORIES • CHAIRS **ALUMINUM OFFICE FURNITURE**—FM MODULAR
LOUNGE FURNITURE • INSTITUTIONAL CHAIRS **LABORATORY EQUIPMENT**—FUME HOODS
HOSPITAL CASE WORK • ACCESSORIES

BROWNE MUSKEGON MICHIGAN **MORSE Co.**

*New full color 2000 line brochure available to office designers.
Address request to factory.*

STRAIGHT AND WING
STYLE DESKS TO
SUIT EVERY NEED



CREDENZAS, TABLES,
BOOKCASES AND
ACCESSORIES



A COMPLETE LINE
OF GLIDER FILES
FOR EVERY NEED



Circle No. 200 on product information card

Circle No. 201 on product information card →



Now From American of Martinsville: New Host

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

Dramatic pieces in the Host groups:

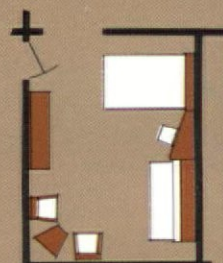
A Host bed that pulls out smoothly and easily on a positive track—locks securely in place at correct seating angle when used as sofa.

Two conventional beds—a cane headboard and shelf bed with bolster.

A Desk that may be used to connect the Host bed and



TYPICAL EXAMPLES OF SPACE PROBLEMS SOLVED BY HOST ARRANGEMENT





PICTURED: THE FORTISSIMO HOST ARRANGEMENTS • Designed by Merton L. Gershun

Arrangements – Flexible, Functional, Dramatic

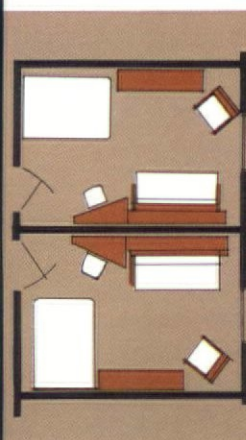
conventional bed or can be placed with its finished back against the Host bed. Also serves as dressing and night table and provides proper location for telephone—convenient to both beds and desk.

Handsomely styled Wall Unit with appropriate area for luggage handling and television.

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

AMERICAN OF MARTINSVILLE
 Contract Division, Dept. C-1062, Martinsville, Va.
 Please send me brochure on your contract groupings
 and additional information on Host arrangements:

Name _____
 Address _____
 City _____ Zone _____ State _____



OUR WASHINGTON REPORT

CONTINUED FROM P. 10

such prices as a means of misrepresentation. An appropriate order must bar the furnishing of all suggested list prices when the party knows that the figures are higher than actual sales prices in the trade areas, it said.

The company contended that the use of price lists discourages overcharging, furnishes a basis for trade-in negotiations, is a guide to financing institutions, and aids the retailer in figuring the product's value. But the Commission said that whatever the benefits, they could not justify its condoning the practice of supplying suggested retail price lists that could be used to deceive the public.

Anti-trust decree

Nine metal office furniture manufacturers agreed to consent judgments in federal civil antitrust suits, which bar them from allocating territories or fixing prices.

Eight were involved in a suit on metal office furniture. They agreed also to issue independent price lists without regard to zoning systems which they allegedly had used. Four of the eight and

another firm signed a separate judgment on fire resisting filing cabinets.

Building awards program

There may be a stimulus to contract furnishing firms in the eventual consequences of a new architectural competition. The American Institute of Architects, the American Library Association, and the National Book Committee have begun their first Library Building Awards program. Buildings completed since Jan. 1, 1958 are eligible. Three categories—school libraries, college and university libraries, and public libraries.

A noticeable trend is bucking the taxpayer's desire for economy in these areas—the use of open spaces and casual reading corners, both calling for upholstered and other living area furniture, rather than the staid, grim relics visible in some of the Carnegie-era haunts.

Military family housing

Defense Department won funds from Congress for 7,500 new family housing units this fiscal year. This includes about 2,000 for overseas. It had asked for about twice that figure, with prospects that it would come back in future years for a similar number. The cut raises chances for more off-base private apartment units near military facilities.

Circle No. 202 on product information card

Do You Know ELSIE CUE?

"Elsie Cue" is not a girl. It's the phonetic pronunciation for L. C. Q., which stands for

Laboratory Controlled Quality

This is a built-in feature of every product manufactured by our Home Fabrics Division. When you specify a Berkshire-Hathaway fabric you know it is unconditionally guaranteed. Come in and get acquainted with "Elsie Cue".

Curtain and Casement Fabrics

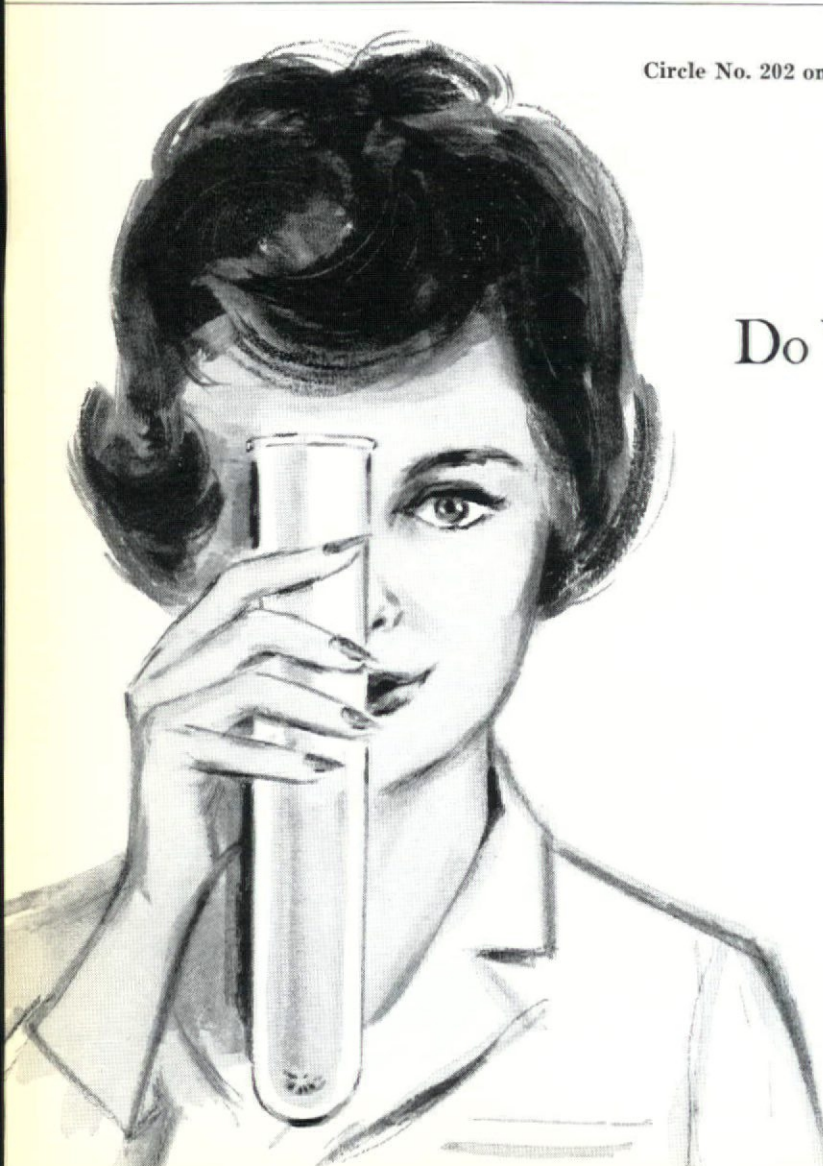
Marquisettes
Ninons
Batistes
Blends

Drapery Linings

Sateens
Opaqueen Blackout
Milaqueen (Milium insulated)
Plain or Flameproof

HOME FABRICS  DIVISION OF
BERKSHIRE HATHAWAY, Inc.

1430 Broadway, New York 18
Sales Offices: 3028 E. 11th St., Los Angeles, Calif.
363 Adelaide St. West, Toronto, Canada





Furniture by Robey Department, Drexel Enterprises, Inc. *Rovela draperies, in Rovana saran, Verel modacrylic, and Avicolor rayon staple.

For rooms they don't want to leave!

Beautiful draperies and bedspreads add so much to the appearance and comfort of motel rooms. Avicolor® solution-dyed rayon fibers make sure subtle colorings of the magnificent "Rovela"* draperies are not affected by sunlight. These fabrics are the ultimate in all-around performance and built-in fireproof safety. The unusual yet unobtrusive patterns bring a feeling of restfulness to the room. Avisco rayon and acetate fibers in the "Roulade" bedspread bring a touch of color excitement and sparkle to the setting. Easy to care for, too, because Avisco fibers don't go for pampering. Just two good examples why you should contact Titus Blatter Co., 261 Fifth Avenue, New York, before choosing fabrics for any hotel or motel installation.

Titus Blatter fabrics of **Avisco®** fibers



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






The Martinique . . .
seats its guests on Gasser Aluminum Chairs

THERE'S A LOT TO BE SAID FOR GASSER CHAIRS' ADAPTABILITY



Decorators are finding GASSER ORIGINALS go hand-in-glove with their design ideas. The utter simplicity. . . the well balanced proportions . . . the bold, new washable fabrics, and the sparkle that comes only from colorful aluminum, give a big lift to their creations. Next time you're looking for just the right chair . . . look to Gasser, the SATisfying chair.

GASSER CHAIR COMPANY • YOUNGSTOWN, OHIO
Representatives in: Dallas • Chicago • Detroit • San Francisco
Washington, D. C. • Boston

 <p>#S-1144 "Princess" Dining Chair will stack</p>	 <p>#S-89-DH Skyscraper Nester with HANDLE</p>	 <p>#S-1155 "Duchess" Dining Chair will stack</p>	 <p>#S-1100 "The Lady" Dining Chair will stack</p>
 <p>#711 "Plaza" Dining Chair</p>	 <p>MAKES AN ALUMINUM CHAIR FOR EVERY SITUATION</p>		 <p>#D-61 Tapered Leg Dining Lounge</p>
 <p>#L-90 California Cocktail Lounge Dining Lounge</p>	<p>Barstools</p>  <p>Baron I</p>  <p>Baron II</p>		 <p>#L-90-C Lounge Chair with Gold Ball Casters</p>

Circle No. 204 on product information card

PEOPLE

James L. Miller has been elected vice president—Mohawk sales, for Mohasco Industries, Inc. Mohawk Carpet Mills is a division of Mohasco. Mr. Miller, who succeeds the late Walter P. Briggs, will continue with his responsibilities as vice president of the eastern region of Mohawk.

Douglas Kaylor will represent Quaintance Fabrics, New York City, in Florida. Mr. Kaylor will show the new Quaintance collection at 133 N.E. 40th St., Miami.

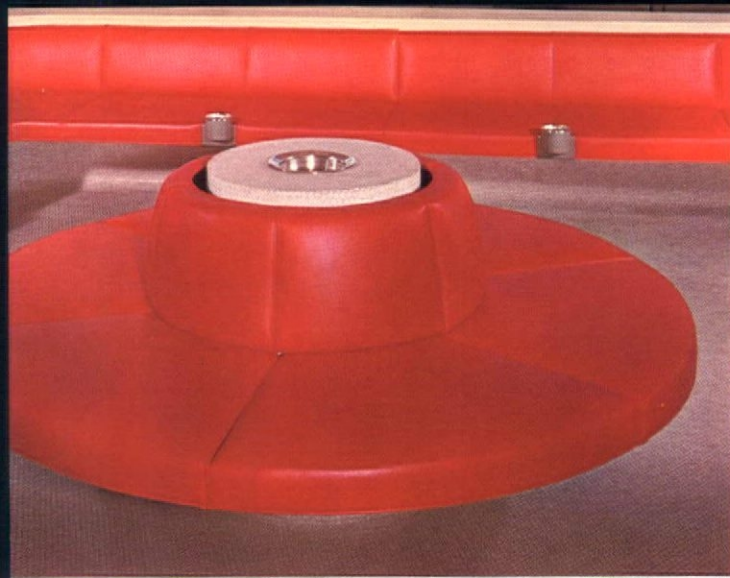
Merton L. Gershun has been appointed vice president—director of design for American of Martinsville Furniture Co., Martinsville, Va. Mr. Gershun has been the company's principal designer for twenty-seven years and has had independent offices in Miami and Chicago for a number of years. He recently moved to Martinsville when he became a corporate member of the firm prior to the announcement of his vice-presidency.

Magee Carpet Co. has expanded the staff of its commercial carpet division with the appointment of Richard Bohman as contract salesman for the metropolitan New York area. Mr. Bohman has been with Magee's commercial carpet division for the past five years.

John Cecil has been promoted to Baumritter Corporation's newly created post of modern division sales manager. With headquarters in New York, Mr. Cecil will direct the marketing activities, design, and merchandising departments of the division, created last June. Frank Northcutt was named midwest divisional sales manager, the post previously held by Mr. Cecil. Other Baumritter appointments include: Stanley Harris, eastern divisional sales manager; Harvey Goldstein, central divisional sales manager; Hans J. Kaufman, design director of the modern division.

As newly appointed manager of Eastman Chemical Products' Verel fiber sales, Witt I. Langstaff will assume charge of marketing Verel modacrylic fiber. His headquarters will be at Eastman's main offices in Kingsport, Tenn.

Henry End, AID, IDI, Miami, has been named design consultant for Hot Shoppes, Inc., with more than 60 restaurants and four motor hotels operated by its Marriott Motor Hotels division. Mr. End is currently engaged in three motor hotels. Future plans include a motor hotel in Boston; a 250-room addition to a Dallas unit, making it the largest motor hotel in the world; and a first entry into the resort field in Puerto Rico.



Beautiful "Fabrilité" is used throughout the new TWA Transworld Flight Center at Idlewild Airport, New York.



Du Pont Vinyl Upholstery adds practical beauty and easy care to any family room, den or recreation room.

**DUPONT
VINYL
UPHOLSTERY
IS
EVERYWHERE!**



Durable "Fabrilité" has kept its good looks through ten years of service in the United Nations building.



At the famous Martinière Restaurant in Chicago, "Fabrilité" stays colorfully new even in continuous daily service.



Du Pont Vinyl Upholstery is "at home" in the office, lending exciting color and beauty to any decor.

And here's why: Du Pont Fabrilité® is the most exciting vinyl upholstery fabric you can use on furniture! Hundreds of color and pattern combinations permit a match for any decor . . . whether in the world's most modern air terminal or in a home, whether in a restaurant, office, or in the council rooms of government. □ And it's fade-resistant . . . tough, durable . . . more soil-resistant than other vinyl upholstery fabrics because of its dry, high-slip finish. □ Take advantage of the superior properties of Du Pont Vinyl Upholstery now: contact your Du Pont "Fabrilité" distributor or E. I. du Pont de Nemours & Co. (Inc.), Fabrics Trade Products, Dept. C-211, Wilmington 98, Delaware.

Du Pont Vinyl Upholstery

Better Things for Better Living . . . through Chemistry



CONTRACT NEWS

Saphier retained for Kreedman projects

Lawrence Lerner, president of Michael Saphier Associates, Inc., has announced that his firm has been retained by the S. Jon Kreedman Co. for the space planning and design of the interiors of all new and projected Kreedman projects. These include more than one million square feet in two major buildings planned in downtown Los Angeles, as well as the almost completed United California Bank Building in Beverly Hills.

Lees supplies Americana carpet order

James Lees & Sons supplied the newly opened Americana Hotel, New York City, with 41,000 square yards of guestroom carpeting—the largest single hotel-rooms carpet order in the firm's history.

Western Contract to design United hotels

United Inns, Inc., builder of a new chain of hotels in northern California, has named Western Contract Furnishers, Oakland and San Francisco, as the firm's design staff for all future construction. Opening this month is the Hillsdale Inn, Hillsdale; a number of other hotels and motels are currently being planned.

Swain & Myers change name

Swain & Myers Associates, Inc., Decatur, Ill., is the new name of the industrial design firm formerly known as Swain & Myers Sales Co.

Berkshire division expands fabrics activities

Berkshire Hathaway, Inc., New Bedford, Mass., is consolidating and expanding its activities in curtain and drapery fabrics through its newly formed merchandising organization, the decorative fabrics division. The new division, with headquarters in New York City and offices in Los Angeles and Toronto, will distribute Hathaway curtain fabrics, Bourne drapery linings, and a number of other fabrics designed for the decorative field. Richard Bowen, formerly manager of Bourne Mills division, has been appointed general manager of the new merchandising division. Jack Marens will head distributor sales.

Peter Pepper to represent new lines

Peter Pepper Products, Inc., Wilmington, Cal., has announced that Mr. Peter Pepper will represent Burke, Inc., Dallas, and Madison Furniture Industries, Canton, Miss., in southern California and Las Vegas. Mr. Pepper, owner and president of Peter Pepper Products, will continue in an active advisory capacity.

Firestone Nyloft for contract work

Firestone Synthetics Fibers Co. held a preview last month at the National Design Center in New York City, highlighting the non-residential application of its Nyloft carpet yarn. On display was a carpet by C. H. Masland, specially woven for Firestone and believed to be the heaviest continuous filament textured nylon carpet yet made. It was a velvet weave, round-wire construction, with a pile weight of 59 ounces of Nyloft per square yard. Price would be approximately \$18 per square yard. Nyloft has a soft muted luster, and its low sheen gives it a greater resemblance to natural fibers. It is said to have excellent dye affinity, great resilience, and soil resistance because of the fact that the yarn is round in shape rather than tri-lobal.

Irwin Co. forms contract department

Irwin & Co., interior designers, Cleveland, has announced the formation of a separate contract department, to be headed by Sherwood N. Falsgraf and Leslie A. Kliehauer. The new contract offices will be located adjacent to the present design studios.

Dallas plans huge exhibit hall

Market Hall in Dallas, Tex., is being expanded to three times its size. It will provide the city with one of the largest exhibit buildings in the nation, with 1,332 standard 10 by 10 foot exhibit booths.

Network of building centers planned

Holiday Inns of America, Inc., Memphis, and Showcase National Corp., New York and Detroit, will jointly build, own, and operate "Showcase-Holiday—the Nation's Building Centers," establishing the world's first permanent network of building products and show centers in the United States, according to a recent announcement by the two firms. The centers will be constructed simultaneously in 30 major markets at a cost of about \$25 million for 10-acre sites, building construction, and equipment. The centers are scheduled to be in operation by Spring of 1964.

Chicago's Design Center plans September opening

With construction to begin shortly, the National Design Center in Chicago's Marina City is scheduled to be opened next September, reports Norman Ginsberg, Design Center president. The new \$4.5 million, 35,000 sq. ft. facility will be somewhat larger than the Design Center in New York. Floor space will provide display room on several levels for hundreds of exhibits of furnishings, building products, and appliances, plus periodic displays of room settings created by interior designers. In addition, the center will offer a year-round program of education activities on design trends and ideas.

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CALENDAR

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

1963

January 3-12. Winter Furniture Market. Grand
Rapids, Mich.

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

January 14-18. Winter Furniture Market. Market
Center, Dallas.

January 14-19. Winter Furniture Market. Atlanta
Merchandise Mart, Atlanta.

January 20-25. Winter Market. Homefurnishings
Mart, Los Angeles.

January 21-25. January Furniture Market. High
Point, N.C.

January 28-February 1. Winter Market. Western
Merchandise Mart, San Francisco.

February 4-7. Twin City Furniture Market. Minn-
neapolis, Minn.

March 4-6. Midwest International Hotel-Motel
Show. Conrad Hilton Hotel, Chicago.

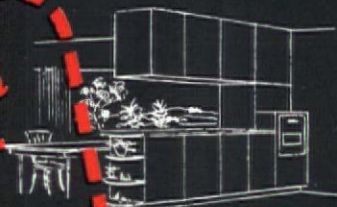
March 31-April 4. Hotel & Restaurant Association
Show. Atlanta Merchandise Mart, Atlanta.

April 1-4. Boston Furniture Market. Common-
wealth Armory, Boston.

April 9-11. Atlanta Furnishings Market. Mer-
chandise Mart, Atlanta.

April 28-May 2. Jamestown Market. Furniture
Mart, Jamestown.

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



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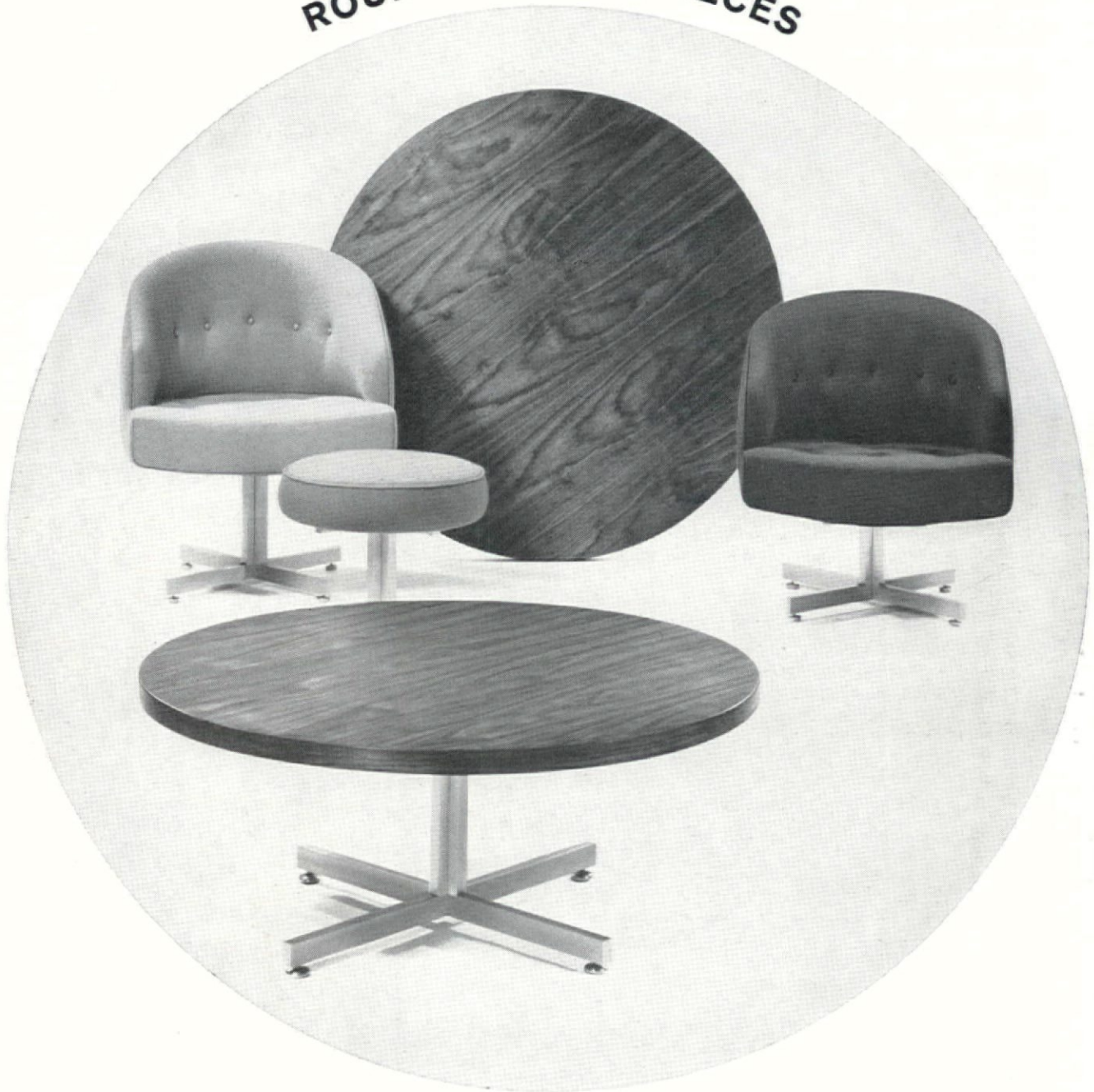
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**MORE FLEXIBLE MARKETING,
IMPROVED CROP OF MATERIALS SHOW
TRADE'S STEPPED-UP INTEREST
IN SERVICING THE CONTRACT INDUSTRY**



FABRICS

BY BODIL W. NIELSEN

NOT so long ago, the contract fabric buyer was faced with an insoluble dilemma. Fabrics were available from a large variety of sources—uptown and midtown. But few understood his complex requirements of price, durability, maintenance, inflammability, quantity, and custom design. Uptown houses, geared to the residential decorator market, sold high-quality cut order goods at a high price; midtown houses provided large quantity piece goods at a reasonable price, with no possibilities for small, custom quantities, and no guarantee of contract performance.

The picture has changed radically. As **CONTRACT** has reported from time to time, the contract fabric market has received gratifying recognition from all corners of the multi-million dollar textile business. A sampling survey of this year's new fabrics indicates a strengthening of this trend. New firms, with exciting new approaches to contract requirements, are entering the field. New fibers have been introduced; standard fibers and constructions have been modified and improved. The uptown "decorator" houses are introducing special "contract departments," reserved for fabrics which meet exhaustive commercial requirements, not simply those which have been selected at random from residential collections due to heavier construction or geometric patterns.

The uptown houses can now enter the area of competitive bidding with specially designed and constructed materials, while the midtown converters and jobbers are matching their quantity prices with higher standards of design and service. The improvements in fabric performance, the uniformity in quality available, and the diversity of choices to meet any set of standard specifications is a result of widespread willingness to ex-

periment with, and perfect, the use of new fibers and new constructions. Even the archconservative decorative houses are marketing entire new collections featuring synthetic fiber combinations, quite possibly inspired by the progressive approach of price-conscious competitive bidders, as well as the co-operation of fiber manufacturers.

The new imported fibers

One of the brightest new entries in the contract fabric market is a collection of casements made of 100 percent Dralon, a West German acrylic fiber woven in Sweden. The resultant fabrics are soft, loosely woven, and beautifully colored in a wide range of bright pastels, which have much the same appearance and hand as fine wool. Dralon answers readily to contract demands. The fabrics are said to be shrinkproof, stretchproof, colorfast, sun-resistant, unattacked by moths, corrosive gases, soot, or salt air; in addition, they can be washed and hung dry, with no ironing necessary.

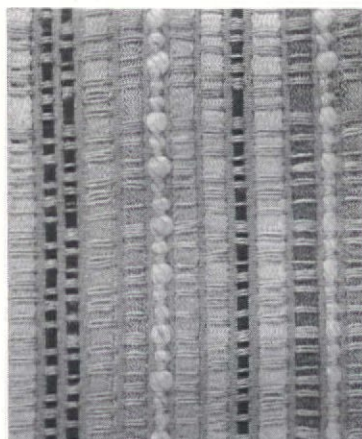
Dralon is being offered not only by such old decorative fabric houses as Schumacher, but also by relative newcomers in the contract fabric field such as Maharam Fabrics and Overland East. Overland East, converter and importer who specializes in textures and casements and specialty items such as embroideries (no prints), swells its versatile contract line with a large Dralon collection. Available in two widths, 47" and 59", the line features enormous design versatility and coordination. About 100 different colors are used in a choice of nine different warp stripe patterns as well as solids.

Overland is also featuring a collection of Terylene (polyester) casements, considerably lighter



1

1. Rotating vertical blinds of DuPont "Tontine" Trigras washable window shade cloth are effectively used in an arched window at Lambert Field Airport, Ill. Trigras has a glass fabric base, double coated with vinyl, ideally suited for vertical vanes due to dimensional stability and stiffness. Blinds are by Sun Vertikal Blind Co.



2

2. Jubilee, a new braid fabric from Jack Lenor Larsen, illustrates the use of new constructions and fiber combinations. Jubilee combines viscose braids with worsted yarns.

3



3. Knoll Associate's 100% Nylon Homespun upholstery in texture and jewel-toned Stripe coordinates with Knoll's Nylon color combinations.

4. Thaibok Fabrics, Ltd. offers a rich and varied collection of prints and textures. This unusual print "Samarkand" is on new 49" drapery-upholstery Carlton Cloth of rayon-cotton-mohair.



4

5. "Pawns," a neat triangular pattern from Drapery Corporation of America, can be printed on nine Fiberglas fabrics of various textures.

5



6



6. "Ingenuity," a large abstract floral on 54-inch cotton, is designed by Jack Lenor Larsen for Bloomcraft.

7. David & Dash's large collection of contract casements, prints, etc., includes "Cabinda" pattern on Columbia, a heavy 100% Belgian linen.

7



FABRICS

and finer in texture than the Dralon fabrics, for fenestration where high light penetration is desirable. The Terylene casements come in six colorways, all in a slim vertical warp stripe, an unusual feature in a fabric of this price (\$4-\$7 a yard retail) since warp stripes generally require considerable yardage for economical weaving. Overland is also entering the upholstery field with some versatile silk-cotton combinations, as well as expanding its drapery department with glass, linen, ombre-striped acetate-rayons, textures, and jacquard weaves.

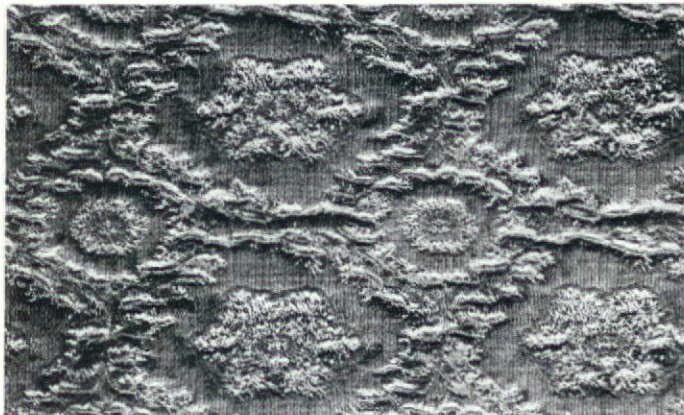
New casement fibers

Maharam Fabrics, a leading new contract contender, also features exclusive patterns in the Dralon casements, as well as some versatile new draperies in a host of new fibers and new fiber combinations. Rovana, a saran flat monofilament produced by Dow Chemical Co., has been greatly used recently to create inherently flameproof fabrics as an alternative to glass or flameproofing. Rovana is most usually combined with Verel, a modacrylic produced by Eastman Chemical Co. and with other fibers, though it can be used alone. Verel is never used 100 percent, but is always

mixed with viscose to get colors. At Maharam, casements include plain Rovana-Verel combinations as well as Rovana-Verel-linen combinations, which combine the flameproof qualities with the soft linen texture to eliminate the synthetic look.

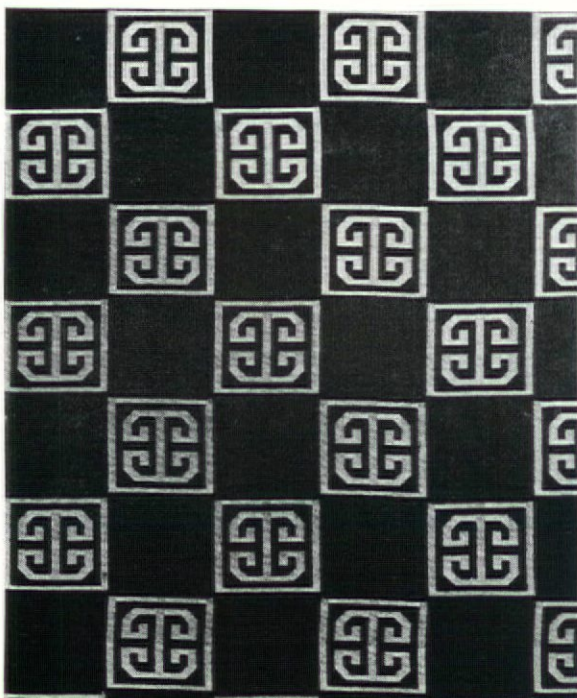
Rovana-Verel fabrics have as yet not been introduced in solid colors, in great quantity, though the Rovana monofilament is solution-dyed in ready-to-weave form. Combined with Verel, however, the casements take well to screen-printing, successfully retaining colors against sun or fading. Verel-combining fabrics are colored by the addition of spun-dyed viscose, since Verel itself cannot be yarn dyed. Rovana as warp adds stability, Verel as the filling, which has the look and hand of cotton, softens and dulls the saran fiber.

Maharam is also introducing an entirely new collection of heavy, wool-like casements made of 100 percent Creslan, an acrylic fiber manufactured by American Cyanamid Co. Softening elements are added to modify the naturally rough heavy hand of Creslan, resulting in strong, open-weave architectural casements which can be flameproofed and piece dyed (they are currently available only in a natural straw color). Four bold open designs are available at the moment, with more promised. Other contract collections at Maharam include hand-screened linens, tone-on-

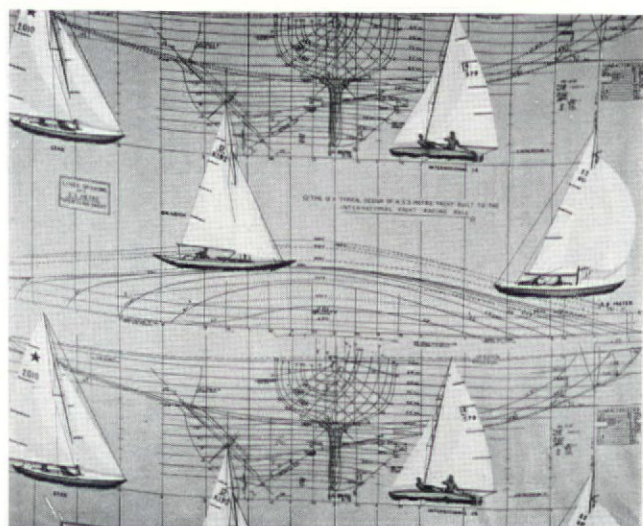


1

2



3



tone Rovana-Verels, Danish striped casements of wool, cotton, and spun viscose combinations, plus a wide choice of glass textures.

Contract fabrics uptown

The uptown decorator houses have perfected some remarkably sturdy new fabrics for contract use. Increased accuracy in interpreting contract needs has placed heavier stress on solid textures for upholstery and drapery fabrics, as well as simple vividly colored patterns such as stripes or plaids, rather than the familiar geometric prints and residential patterns. Contract designers, or architectural space planners, prefer solid textures in overwhelming majority to stock prints, or else they take advantage of custom printing and coloring services to incorporate their own designs and motifs into a carefully planned decorative scheme.

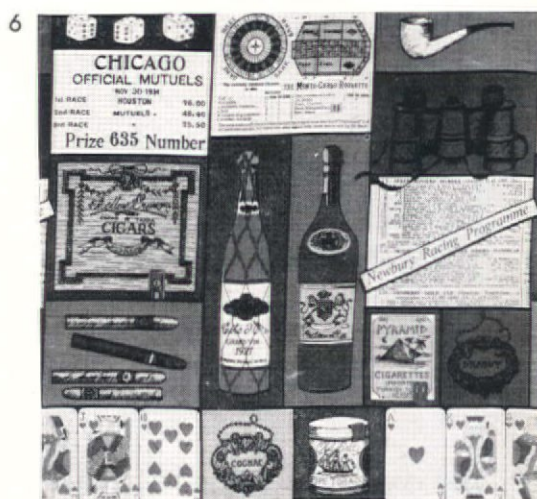
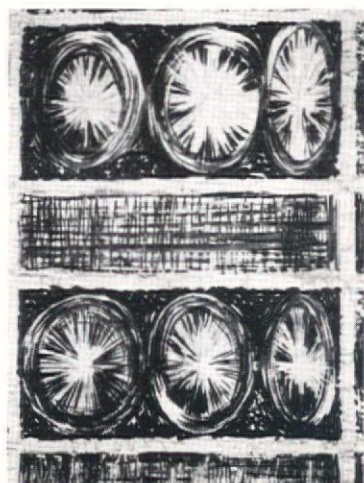
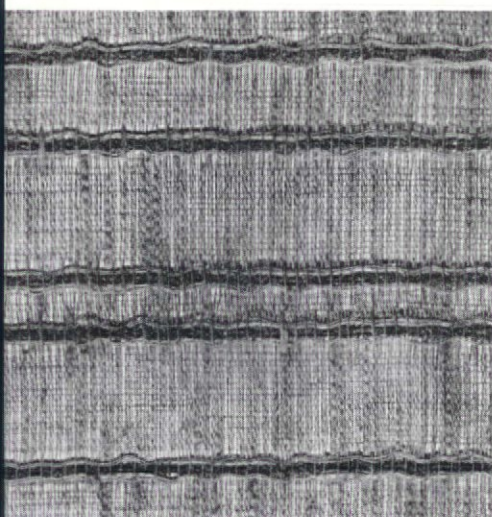
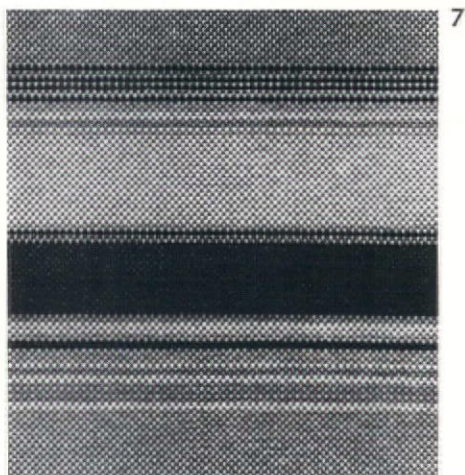
Boris Kroll, distinguished uptown converter noted for its high-quality jacquard-woven textured upholstery, has made a first-time breakthrough into designing exclusively for contract use, with its new Designer's Collection. The new group of 300 upholstery fabrics and 36 drapery fabrics was specifically constructed with the following considerations: durability, high-quality design, infinite possibilities for fabric coordination, and the wear requirements of abrasion resistance,

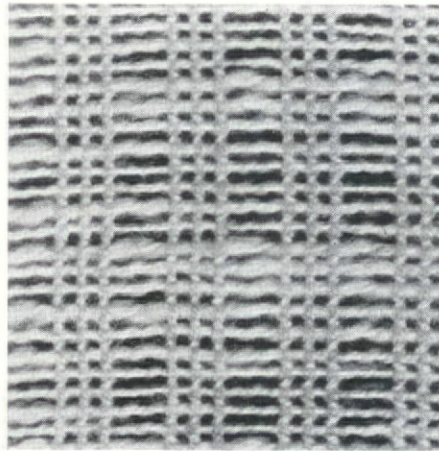
dimensional stability, color fastness, and quality control. The fabrics are by no means competitively priced, nor is their primary consideration one of budget: Kroll's fabrics are designed with rigid specifications to meet rigid requirements, and its quality prohibits budget pricing. Almost all the fabrics in the Designer's Collection have been Scotchgarded (a stainproofing process by Minnesota Mining & Manufacturing), and the upholstery fabrics feature acrylic backing for smooth tailoring and increased durability. Synthetic fibers are used to a surprising degree, in a large variety of combinations with natural fibers as well as other synthetics.

Knoll Associates, too, is expanding its well-known collection of basic upholstery and drapery fabrics, increasing patterns and colors in existing, time-tested lines, as well as adding a few new ones. Its successful 100 percent Nylon Homespun has been supplemented by nine new stripes, color-coordinating with the existing monotone and two-tone weaves; Bangkok, a heavy silk-like fabric in 100 percent nylon, has also been introduced in a wide new collection of stripes to match existing monotones and two-tone weaves. Both fabrics are Scotchgarded and acrylic backed to facilitate upholstery.

New Knoll casements include a plain Dacron

1. Sunbury Textiles features Allied Chemical's Caprolan continuous filament nylon yarn for this matelasse effect.
2. This new upholstery fabric is made from Avisco's rayon and new Avron rayon, a special, durable fiber for contract.
3. Greeff Fabrics, Inc. proposes its new print "Sailing Boats" for clubs, restaurants, etc., screen printed in England on a sturdy 50" cotton. From Greeff's "Leisure Hours" group.
4. Thaibok's new group of medium-priced casements made of linen combined with mohair and cotton includes "Nutmeg," an open weave of light tan linen between darker horizontal yarns.
5. David & Dash's American Indian pattern "Tralle" is printed in five stock colorways on 48" wide 100% linen.
6. Greeff's "Leisure Hours" group includes this "minor vices" print screen-printed on 50" linen-cotton cloth.
7. Boris Kroll's new "Designer's Collection" exclusively for contract features striped rayon-nylon upholstery.





FABRICS

batiste in colored stripes, and a brilliantly colored striped Belgian linen drapery in non-repeating vertical stripes, called "Linea."

Scalamandre Silks, Inc., generally known for its high-quality decorator silks and other decorative fabrics, introduced silk to the contract market in a significant way on several executive floors of Skidmore, Owings & Merrill's new Chase Manhattan Plaza building in lower Manhattan. Scalamandre maintains that heavy silks are perfectly adaptable to luxury contract use, and though present laws still require flameproofing unless submitted to testing, silks do not support combustion; Scalamandre adds a flameproofing chemical solution into the dyes when dyeing its warp yarns. Scalamandre's new contract department includes some competitively priced combination fabrics, some in cotton-rayon, in a wide choice of grounds suitable for custom printing. Cottons, wools, and nylons are available for upholstery and drapery use. A big feature is a new plaid Belgian linen in assorted colors, as well as an exclusive collection of contract prints, predominantly traditional in design.

The steady popularity of nylon as a stable, dependable fiber for contract use is exemplified everywhere. Bergamo's new line of contract upholstery fabrics are 100 percent spun nylon, with

THAIBOK'S varied new collection of hand-screened prints, print cloths, casements and textures includes this jacquard woven upholstery cloth "Wilding," above left. The pattern is a tone-on-tone floral in a wide choice of colorways.

NEW VERTI-COLOR BLINDS, above, from the Lozano-Fisher Studios use a new vinyl-covered glass yarn, X-100, from Owens-Corning Fiberglas Corporation. This vertical louver window treatment features a brick pattern but is also available in plain.

MAHARAM FABRIC CORP. is featuring a large collection of casements in unusual new fibers, including this "Scandia Mesh," left, a casement of 100% Dralon, the new West German acrylic fiber woven in Sweden. The new Dralon fabrics are available in a wide choice of pastel colors and stripes.

the look and hand of fine wools. "Devon" comes in seven solid colors, to coordinate with the tweed-patterned "Dorset" collection. A brown and black tweed is especially suitable for contract use.

The new constructions in upholstery and drapery fabrics also characterize the new offerings in glass draperies, the *sine qua non* of contract fenestration fabrics. Glass, never used in combination with other fibers, lends itself to a variety of textural effects hitherto unexplored for general use. Owens-Corning Fiberglas recently introduced new collections of Fiberglas draperies designed and made by a variety of different converters, as well as a new collection of blinds designed and manufactured by Verti-Color Blinds of Lozano-Fisher Studios. The new blinds feature Owens-Corning's new X-100 yarn, a vinyl-covered glass fiber which permits unusual usage of glass strands in vertical louver designs. One, called "Austrian Strings," loops unweaved strands of glass in a swag pattern between woven edges, creating a shimmering translucent effect; another combines the unweaved new yarns with woven horizontal bands. These strips can be hung as louvers to adjust to varying light conditions and requirements. The brilliant new Fiberglas prints, from such varied sources as Thorp, Greeff, Stroheim & Romann, Schumacher, and Scalamandre, feature bold large-scaled designs ideally suited for contract installations. (C)



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Is the contract field suffering from out-of-date marketing and pricing procedures? Is it being hurt by customer relations inherited from the retail and decorator markets? Trefzger's, Cincinnati sales consultant organization, believes so, and has developed a radically new program it considers better suited to the contract field. The program is called . . .

PRODUCTS FOR PR

HERBERT TREFZGER is a man with an idea that could easily shake up the whole contract furnishings industry. His idea, and the methods he's used to carry it out, may soon have direct business effects on everybody who makes, sells, specifies, or buys furniture and furnishings for contract use.

Mr. Trefzger heads a sales consultant organization which represents 19 contract manufacturers in a five-state area around Cincinnati, Ohio. His sales arrangement with suppliers, his views on distribution, and the services he delivers to customers and clients are a direct reflection of the idea he considers radical but inevitable.

Basically, Mr. Trefzger's idea is this: Contract furnishings is a huge business. Although it has special product, distribution, and service requirements of its own, many manufacturers are still burdened by policies and procedures inherited from the retail furniture and/or decorator business. The manufacturer who transforms his operations to meet the new and specialized needs of the contract industry will immediately begin creating sales and business not only for himself, but also for those who sell, specify, and eventually use his products.

Specifically, Mr. Trefzger looks upon certain forms of retail organization distribution as impediments in the smooth flow of contract merchandise from the maker to the user. The re-

tail furnishings market is set up to pipe mass-produced merchandise through certain well-established routes. Sales to the end-users are made through large retail organizations or through retail dealers who specialize in furniture and furnishings. The retail marketing apparatus was never intended to service the needs of the volume buyer, and in order to get that buyer to do business with the retail firm, basic modifications have had to be made, such as the establishment of separate contract departments. Too many manufacturers have one price for the decorator, another price for the retail store, and maybe even a third price for a favored or franchised dealer. There may be as much as 33 $\frac{1}{3}$ percent difference in these prices.

Decorator mark-up unsatisfactory

Neither is the decorator market equipped to serve the volume contract buyer and specifier, in Mr. Trefzger's opinion. The basic purpose of this market has been to sell class merchandise via closed showrooms where decorators can shop. In contract jobs, the decorator cost and mark-up, predicated on showroom service spread over a relatively small unit or sale, has been decidedly unsatisfactory. All too frequently, the manufacturer whose pricing and marketing policies have been shaped by the practices of either the decorator or the retail market finds himself at a



The staff of Trefzger's, Cincinnati, discusses its sales territory at a weekly conference. Herbert Trefzger, head of the firm, is second from the left; others are his sons, Jerry, Jim, and Paul; Dan Koenigstein, Jack Schafer, Katheleen Werle, Roger Myer, and Don Marsh.

PROFESSIONALS



At the Products for Professionals open house and exhibit: Herbert Trefzger, at right, in shirtsleeves, discusses products with architect-customer. Open house, held last June, was working exhibit of products by 19 contract manufacturers and was attended by contract planners, architects, and designers from a five-state area. Scenes at left and below show clients reviewing products with manufacturers and members of Trefzger's staff.



PRODUCTS FOR PROFESSIONALS

MAP OF FIVE-STATE AREA covered by Trefzger's, which represents 19 manufacturers of contract furnishings in its Products for Professionals program. Basic tool in servicing some 1400 professionals in the territory is a loose-leaf manual of more than 1,000 pages containing specifications and ordering information on the products in the Trefzger package. Manual is continuously serviced by Trefzger's sales staff, which is also expert in problems of design, space planning, and color coordination.



severe disadvantage in selling the contract client, Mr. Trefzger believes.

He points out that the contract field's reliance on inappropriate methods of doing business has affected its roster of products, too. There are thousands of products in the field, all making strong claims for use in commercial and institutional jobs, but only a small minority actually qualified to perform satisfactorily in the average contract installation. Some of the products being offered, he declares, are indistinguishable from items in the retail and decorator markets. Without regard to construction or to materials, some manufacturers have taken stock models, labeled them "contract line" and proceeded to do business, according to Mr. Trefzger.

The results have not been happy for the average contract buyer or specifier. The latter can't possibly test every product, nor can he find impartial test reports on the great majority of them. He wants good, sound merchandise that will stand up under the strenuous wear and tear to which they are subjected in commercial/institutional use; he wants a straightforward net pricing system with explicit quantity discounts; he wants and needs guidance in specifying the group of furnishings that will be precisely right for the contract job at hand.

The P for P package

To overcome these problems, and more realistically to build business for himself and for manufacturers who are willing to share his approach.

Mr. Trefzger recently developed a program called "Products for Professionals." In this program, he and an organization of highly trained personnel and planners not only sell a package of 19 related contract brands in a five-state area, but also deliver a package of related services including product recommendation, color coordination, specification of furnishings, renderings, literature, etc.

The objectives of Products for Professionals, as outlined by Mr. Trefzger and as actually put into practice in several ways during the past year are:

- To put the professional designer-specifier in direct contact with the manufacturing sources of supply, eliminating the inefficient and costly procedures characteristics of the retail and decorator markets.
- To provide the professional with a complete package of products, along with specification and ordering data on all products. Products included in this package have been selected on the basis of excellence of design, construction, and materials. They are "the best in their price category" and they are manufactured, according to Trefzger's, by firms of proven business integrity.
- To provide a full range of auxiliary services in connection with the use of these products—specifying, color coordination, literature, etc.
- To offer uniformly and without exception the lowest net prices, based on quantity, to every contract customer, regardless of his

firm's size. Manufacturers must agree to this stipulation in order to become part of the Trefzger product package.

- To provide a permanent exhibit place where professionals can inspect and discuss the P for P merchandise.

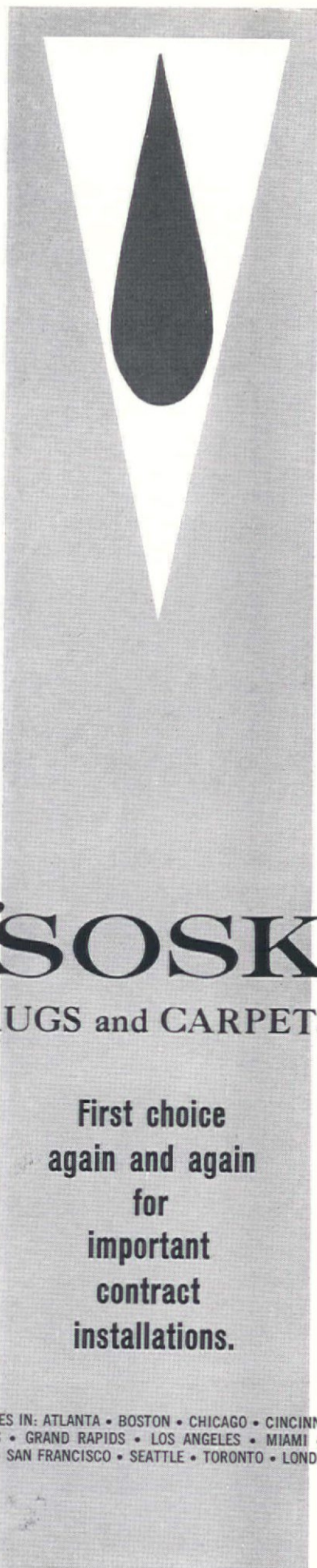
To get down to the mechanics of Products for Professionals, its basic instrument is a comprehensive manual of products, consisting of the catalog material, specification data, and price lists of 19 manufacturers that Trefzger's represents in its five-state area. This territory takes in Ohio, Indiana, Kentucky, West Virginia, Tennessee, and the western half of Pennsylvania. This group of products, which includes furniture, carpeting, ceramics, library equipment, drapery fabrics, and accessories, is offered to professionals in the five-state territory. Instead of simply calling on them and sending them direct-mail pieces, Trefzger's has devised a set of procedures that makes the Cincinnati firm a unique sort of consulting organization in the contract business, and not just another sales representative out to promote a miscellaneous group of lines.

The Trefzger loose-leaf manual, containing all the relevant catalogs, specification data, and price lists of the manufacturers participating in Products for Professionals, runs to several hundred pages, and the staff of Trefzger's spends an important part of its total working time in servicing them—inserting new items, removing discontinued numbers, and recording price changes whenever necessary. Servicing the manuals is not to be regarded as merely clerical work, however, since keeping them up to date provides the Trefzger men with unusually good opportunities to offer advice and discuss new jobs with the 700 space planners, architects, designers, and other professionals to whom the manuals have been presented.

Staff of trained specialists

In these discussions, the experience and background of the people who make up Trefzger's are an important component. Herbert Trefzger, president and founder of the firm, is a graduate in interior design of the University of Cincinnati, and a working background in designing and sales that goes back to 1931. He is, incidentally, a long-time buff of good contemporary design and probably did more than any other single person to introduce the modern "classics" in his five-state trading area. Among other furnishings, his home has a remarkably fine collection of early Herman Miller and Knoll pieces.

His sons, all of whom work with him, have followed in his footsteps. Jerry Trefzger has a B.S. in architecture from the University of Cincinnati, and Jim and Paul Trefzger specialized in interior



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Circle No. 212 on product information card

PRODUCTS FOR PROFESSIONALS

design, receiving a B.S. in design at the same institution of learning. Jack Schafer, Trefzger's planning and design director, is a B.S. in architecture, as is Dan Koenigstein, office manager. The three staff designers, Kathleen Werle, Roger Myer, and Don Marsh, are all design majors or graduates of the University of Cincinnati. Cincinnati, by the way, is an unusual school—five years are required for a design degree and six years for an architectural degree, and of this a half-year of every year but the first are spent working in the field. All of the Trefzger staff have thus had the unusual opportunity of working with the firm while they attended school.

This educational background and work experience gives Trefzger's a very special status with its professional clientele. Its staff is regarded not as salesmen, but rather as specialists in contract furnishings, whose advice and recommendations can be followed with complete confidence. As a result, the Trefzger men are called in and consulted on what kind of furniture to use, what fabrics will perform best in a problem situation, what maintenance methods are best for a given class of materials, and so forth. Their designers regularly make up color schemes for architects and contract designers, as well as space layouts. Jack Schafer and Jerry Trefzger spend much of their time working up finished specifications for all contract furnishings to be used on a commercial or institutional job.

It should be underlined, however, that these services are in every case performed for the professional—Trefzger's has no clients of its own,



V'SOSKE wall-to-wall carpet, top, with area designs by Sack, is used in lobby of Villa Roma Motel, San Francisco.

JET CHAIR by Fixtures Mfg. Corp., above, with contour molded plywood one-piece back with arms, padded seat, and steel tubular chrome frame, can be ganged or island-grouped.

FABRIC BY THORTEL covers window wall in offices of Pickard & Burns.



nor does it seek any. Like any sales consultant, the firm's services are available on an hourly fee basis, and several hundred professionals in Trefzger's territory consistently use some of these services in planning and furnishing contract interiors.

P for P participants

In the selection of manufacturers to be included in Products for Professionals no compromise was made with quality, according to Mr. Trefzger. The aim was to include a varied range of products that would cover the great majority of contract jobs, and be thoroughly suitable for them. Thus, the roster of P for P items includes everything from furniture to molded plastic drawers and library equipment. At the same time, should the space planner, designer, or architect demand products in categories not found in the P for P package, Trefzger's staff does not hesitate to recommend appropriate items. This is done even in cases where Trefzger's does not represent the manufacturer involved and does not receive a commission on the order.

The Products for Professionals manufacturers are: Edgewood Furniture; Fixtures Manufacturing Co.; Janet Rosenblum, Inc.; Helikon Furniture; Dick Stambaugh; Hardwood House; Stendig, Inc.; Rowen Fabrics; Thortel Fireproof Fabrics; Spectra Mills; Flair Mills; Kent Carpet Corp.;

N.A.F.I. of Chris-Craft; V'Soske, Inc.; Amos Molded Drawers; Ames Library Equipment; Design-Technics, Struc-Tube, and Young Mfg. Co. The names of some of these suppliers clearly indicate the nature of their products. Of the others, Janet Rosenblum makes business furniture; Stambaugh, tables; Hardwood House, modular wall units; Spectra and Flair, carpeting; N.A.F.I., latex foam carpet underlay; V'Soske, area rugs and carpeting; Fixtures, chairs and bar stools; Stendig, chairs and business furniture; Design-Technics, ceramic wall surfacing; Struc-Tube, heavy-duty pole systems; Young Mfg. Co., drapery tracks. The firms included vary slightly in areas covered, due to their sales commitments.

Permanent exhibit of products

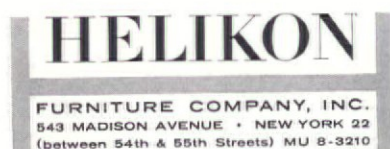
The loose-leaf manuals containing material on these manufacturers are an effective means of producing business, but in many cases, especially on big contract jobs, the space planner or architect wants to examine the materials he is going to use. He also wants to have the opportunity to modify stock items so that they will perform precisely as he wants them to on a given assignment. For these reasons, Mr. Trefzger decided early this year to inaugurate the permanent P for P exhibit we mentioned earlier in this article.

The firm, located at 3010-14 Woodburn Avenue in Cincinnati, Ohio, owns a three-story building

Walnut showwood frame, foam rubber cushions and back, rubber webbing. 28" deep, 32" high, 84", 96", or 108" widths. Designed by Saul Rosenblum.



ARCHBACK SOFA R/803



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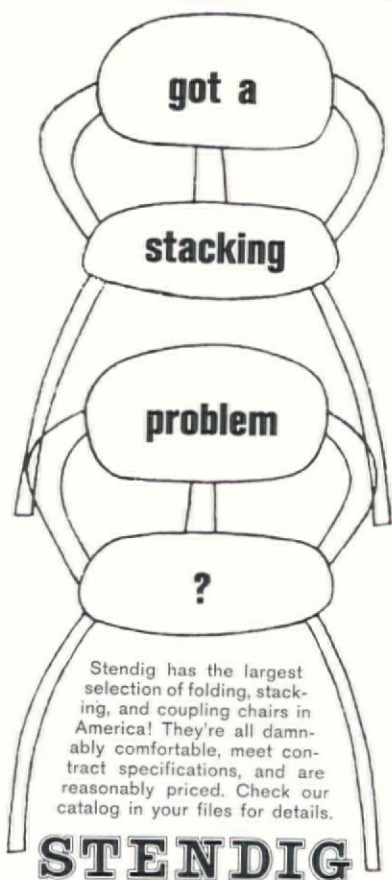
PRODUCTS FOR PROFESSIONALS

next to its offices in which the exhibit was housed, and in June architects, space planners, contract designers, and furnishers from the five-state area were invited to a two-day open house at the new exhibit building. The mailing to the trade pointed out that this would be a working exhibition of selected products by invited manufacturers, all products having been qualified in terms of design, craftsmanship, and the use of the best available materials.

The presentation at the open house emphasized assistance to the profession in the contract field. In effect, Trefzger's told them in an advance letter: "We have developed a group of products to help you in planning and carrying out your commercial and institutional jobs. We are going to explain to you the thinking that motivated each product. We are going to point out the various uses to which these products can be put in contract work. We are going to show you in detail the structural and design qualities of each of these products. We stand behind them and we assure you of our personal responsibility whenever you use them. In addition to assisting you in the use of these products, we invite you to use our staff and facilities in planning the requirements for the job, writing specifications, is-



HELIKON includes in the P for P package this swivel armchair, top, upholstered with foam rubber cushion and back; and a desk table, above, available with walnut or plastic top and satin chrome steel base. The center drawer is optional.

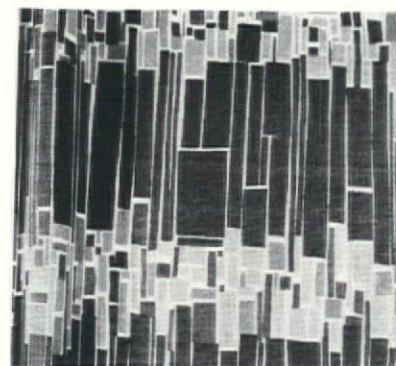


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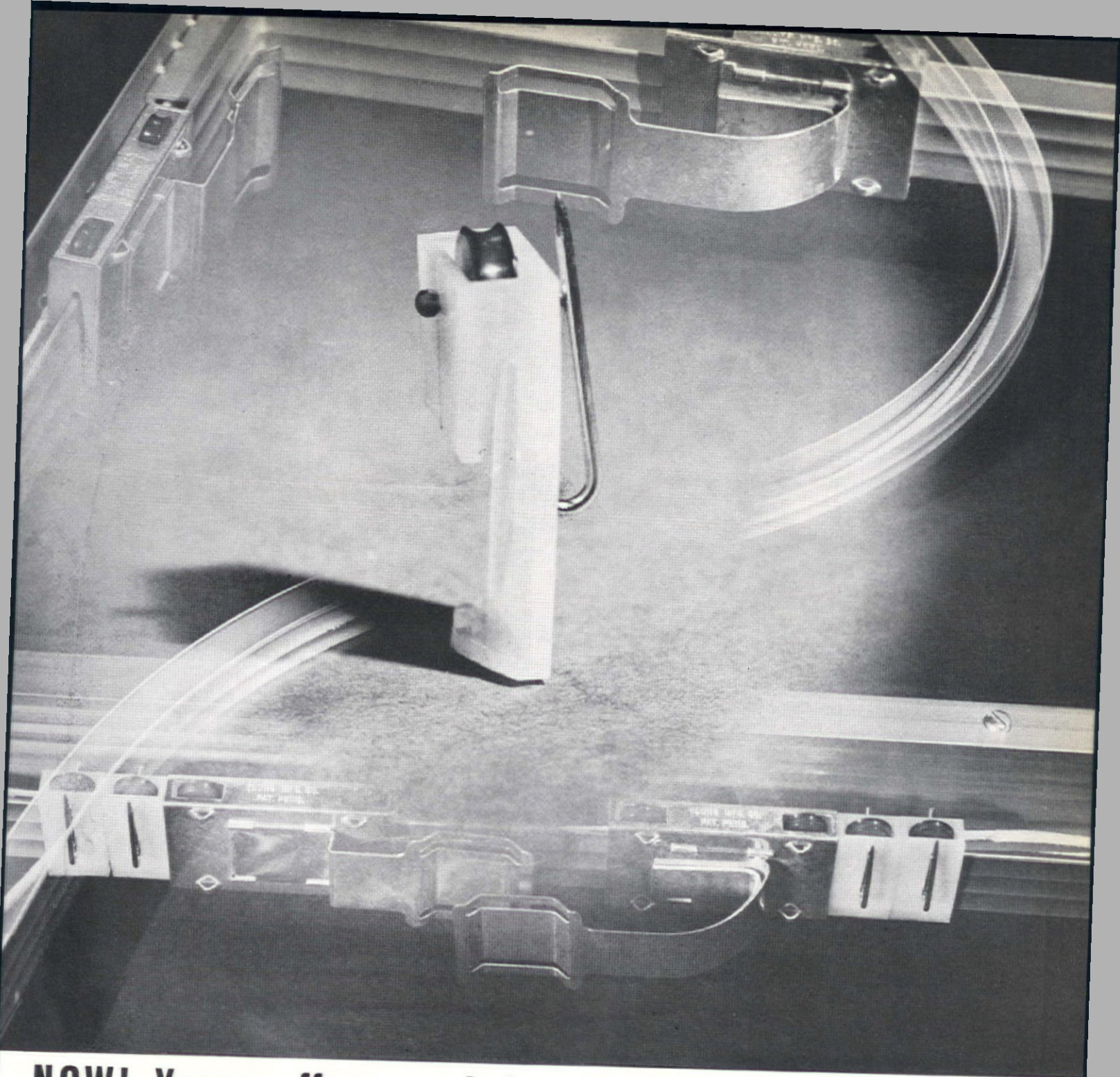
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FROM ROWEN, INC., Reflections, a drapery fabric designed by Albert Herbert.

STRUC-TUBE provides a versatile system of components that can be quickly assembled for traveling or temporary exhibits. Below, art show at Wisconsin college.





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DICK STAMBAUGH, INC., is represented in Trefzger's permanent Products for Professionals exhibit with several sizes and styles of steel pedestal base tables and benches, shown at right.

EDGEWOOD'S multiple seating, below right, uses an enamelled steel base to hold walnut molded plywood seats. The seats can be ordered either in oiled walnut finish or in Naugahyde, foam rubber lined upholstery.

JANET ROSENBLUM, INC., includes this upholstered executive swivel chair, below, in its collection of quality office and business furniture. The wood arms are sealed and protected with a non-yellowing satin finish.

STENDIG shows several chairs from a broad range of styles in the exhibit setting at bottom. Included are bentwood frame and cane chair, and steel frame chairs with upholstered seats and backs.



PRODUCTS FOR PROFESSIONALS

...suing invitations to bid, or any service where our knowledge of the trade can be of advantage to you."

There was an immediate and positive reaction to this programmatic announcement. Scores of space planners, architects, and designers in the firm's territory attended the open house. There they were met by representatives of the 19 manufacturing firms as well as by Trefzger's staff, and were given a comprehensive explanation of the P for P program. The fact that here was an organization that knew the contract furnishings field thoroughly and that was capable of dealing directly with the professionals in that field came as a welcome revelation to many planners and designers who had previously found the field a confusing and unorganized one.

As a result, the open house was the stimulus for a great deal of new business, plus much consultation work for Trefzger's on problems related to planning and material.

The specification route

By cutting through the underbrush, so to speak, and enabling the professional in the contract field to deal directly with his sources of supply, Trefzger's has established a pattern that, in the opinion of many trade observers, will be followed by other sales organizations and other manufacturing sources. It makes economic sense

PRODUCTS FOR PROFESSIONALS

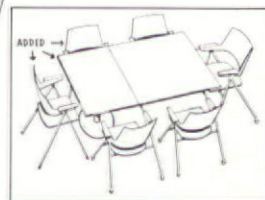
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<p>STEEL-WOOD ALUMINUM-PLASTIC Anodized Bright Chrome Plated Satin Chrome Plated Brass Plated Copper Plated Metal-Glo Finishes</p>	<ul style="list-style-type: none"> • customers • chairs • bar stools • counter stools • tray stands • table bases • table tops • lounges
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		Washington, D.C.	Woodley 6-9122

THORTEL FIREPROOF FABRICS

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PRODUCTS FOR PROFESSIONALS

because it recognizes the contract specifier and buyer for what he is—a volume purchaser who must be given the full advantage of savings made at the production level. It makes sense from the point of view of logistics because it helps the professional organize the job at hand and provides him with groups of products on which full reliance can be placed.

More and more of the business in the contract field will be done via the specification route, Herbert Trefzger believes, rather than through sales of franchised merchandise routed through the conventional middlemen, whether of the retail or the decorator market variety. The specification route means simply that the furnishings are part of the original plan of the job, as they should be; an integral part of the planning is consultation with the manufacturers involved and with their sales representatives.

In the case of Trefzger's professional trade, the planning is done in concert with the manufacturers, with Trefzger's staff expediting any problems that may arise. All purchases, and other financial dealings, are consummated directly with the manufacturers. In most cases, the purchase order is sent directly to the manufacturer, who then ships to the job site. In others, the furnish-

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occasional tables
for interior planning.

PRODUCTS FOR PROFESSIONALS*

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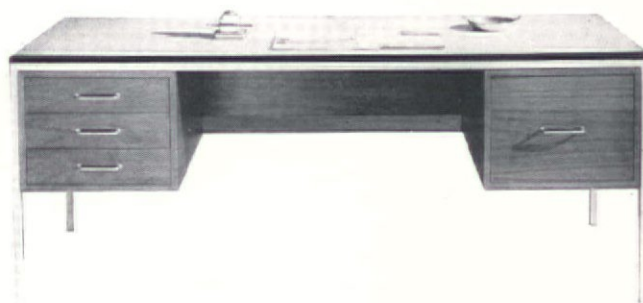


DESIGN-TECHNICS shows cross-section of its line of sculptured ceramic wall tiles, urns, lamp bases.

ings are sent out for bids because the end-user wants installation and service if replacement or repair is eventually necessary. But the bidding firm's role is no longer that of a principal in the procedure; he has instead the status of a service outfit, taking a mark-up commensurate with the limited service he is offering in connection with delivery of the merchandise or with its future maintenance. This is a far cry from the unnecessarily complex and costly procedures followed in conventional product marketing, according to Mr. Trefzger, which lead to charges that are out of line with the magnitude of the contract market.

Trefzger's way of coping with the problems of contract sales and distribution may not be the final answer, but there seems to be no question that his approach has already had two consequences—one, it is prompting a great many organizations in the contract field to re-examine their methods of doing business, and two, it has proved so successful for Trefzger's that some of the Products for Professionals manufacturers are now registering a greater volume in his five-state area than anywhere else in the country. It will be interesting, therefore, to see what influence P for P exerts within the next year or so, both on manufacturing sources and sales organizations in the contract field. (C)

When we say we're specialists in 'contract' furnishings, we're not simply indicating a preference for selling things by the dozen instead of one at a time. Our products are designed and built for the strenuous conditions of 'contract' installations. Our service is based on years of experience in dealing with professionals...



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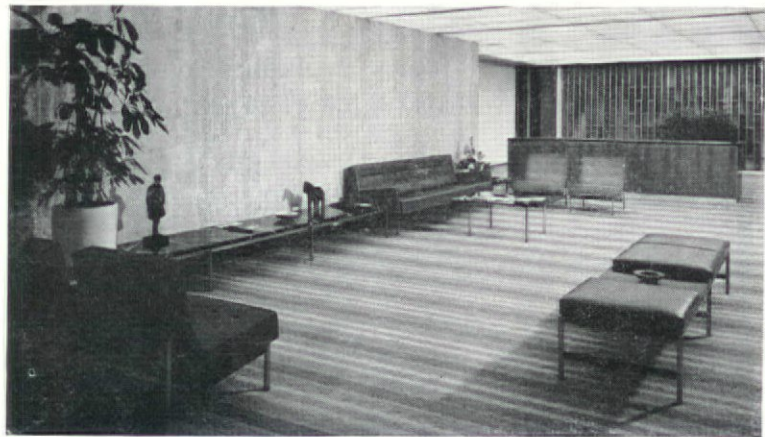
PRODUCTS FOR PROFESSIONALS PARTICIPANTS

- W. R. Ames Co., Milpitas, Cal.
- Amos Molded Drawers, Edinburg, Ind.
- Design Technics, 7 E. 53 St., New York 22, N.Y.
- Edgewood Furniture Co., Inc. 334 E. 75 St., New York 21, N.Y.
- Fixtures Mfg. Corp., 1614 Crystal, Kansas City 26, Mo.
- Flair Mills, 710 Glenwood Ave., Minneapolis, Minn.
- Hardwood House, Inc., 119 Mill St., Rochester, N.Y.
- Helikon Furniture Co., 543 Madison Ave., New York 22, N.Y.
- Kent Carpet Co., 155 E. 56 St., New York, N.Y.
- NAFI of Chris-Craft, 1980 State St., Trenton, N.J.
- Janet Rosenblum, Inc., 315 E. 62 St., New York 21, N.Y.
- Rowen, Inc., 1 E. 53 St., New York 22, N.Y.
- Spectra Mills, Box 273, Rome, Ga.
- Dick Stambaugh, Inc., Ada, Ohio
- Stendig, Inc., 487 Park Ave., New York, N.Y.
- Struc-Tube, Inc., 260 West St., New York 13, N.Y.
- Thortel Fireproof Fabrics, Inc., 101 Park Ave., New York 17, N.Y.
- V'Soske, Inc., 155 E. 56 St., New York, N.Y.
- Young Mfg. Co., 1601 W. 16 St., Cheyenne, Wyo.

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EQUITABLE BUILDING: AN EVALUATION

BY VIVIEN RAYNOR

EVEN if you have only nibbled on the novels and films about hard-hitting executives, or just barely osmosed the advertisements for TV Guide, or Hart, Schaffner & Marx suits, you can't fail to have noticed what a dashing thing it is to be a businessman nowadays. Part of this romantic trend is an awareness of a mystical something called the image, which, as everyone knows, is made, not born. You can design your own or you can send away for one at enormous expense, but either way it has to be made out of the very marrow of your own personality and, like all works of art, its success depends on the selectivity of the creator. The finished product, whether corporate or individual, is a slippery thing to define, but there's no doubt when a business builds itself a 42-story office it is making a personal revelation that can, for all practical purposes, be regarded as a manifestation of its image.

Standing then at 1285 Sixth Avenue, in midtown New York City, is the new building in question, the Equitable Life Assurance Co., looking like the unmarried friend of the rather flashy Time-Life next door. She is well tailored and better read than her neighbor, and very much the career girl. (As if to support this whimsy, the Equitable *does* hold part of the mortgage on the Time-Life.) It is a well-bred building that looks as if its designers had been influenced by Lever House on nearby Park Avenue—interesting to find that it was actually designed by the same people—Skidmore, Owings & Merrill. Set back some distance on the sidewalk and supported on pillars, the wide base rises 16 stories, the front portion of the structure continuing as a tower for a further 26 stories. It is encased in the usual curtain wall of aluminum and glass and is signed EQUITABLE along the top in discreet sans-serif

fluorescent letters. Flanking the north and south sides, on 52d and 51st Streets, are small detachments of matched trees.

"Planning" is an inadequate word for describing what went into "the largest commercial move in history," and indeed as much pride seems to be taken in the preparations—which started back in 1957—as in the accomplishment. I was myself beginning to be mesmerized by the statistical aspects so appropriately cherished by an insurance company. It seemed as good to know that 6,626 desks were transported from the old building to the new, as that these same desks were now housed in a construction containing (only) 213,670 high-strength bolts. And certainly no one can dispute the wisdom of placing the vault two stories below ground so that its five and a half billion dollars' worth of securities will survive an atomic attack. (There was no mention of similar protection for at least a skeleton staff to appreciate this foresight.) By the time the architects were called in, the especially formed Home Office Building Department had circulated questionnaires to every division requesting net usable space estimates for personnel and equipment, to be pinpointed at intervals over the next ten years, and had received the answers, which were processed and converted into a space profile, showing to scale the positioning of the departments.

Choice of site, of course, depended on many factors of which not the least important was the transportation of the 7,000 or so employees, whose hours were to be staggered not only within their own organization but also in cooperation with such surrounding concentrations of labor as Rockefeller Center. Besides many bus routes, there is a good choice of subways nearby, though the nearest rail terminal is a dozen blocks away. Another consideration was the preponderance of female employees—roughly 60 percent—requiring shopping facilities. These turn out to be only moderately good and consist of local specialty

Note: Photographs of much of Skidmore, Owings & Merrill's work in the Equitable building were not available to us for this article.

THE EQUITABLE BUILDING

shops, with the nearest store of any consequence, Saks, Fifth Avenue, a couple of blocks away, and of doubtful value to a modest pay packet. However a bijou Ohrbach's was installed in the Concourse—a basement leading to the subway—though this doesn't look as if it could keep its 4,000 potential customers in nylons.

The relationship between architect and client must have been unusual, for not only were there planners on the Equitable staff but also architectural experts, so that the firm itself was able to take care of the greater part of the interior. In effect, all SOM had to do was to provide space capable of being divided into the necessary sections. Some modest history was made here in flexibility, for, more often than not, there is nothing less movable than movable partitions, and SOM tackled the matter concisely by providing a ceiling grid along which panels can be slid into place without interfering with lighting (Seymour Evans Associates, of New York City, was lighting consultant in general office areas), air conditioning, or electrical outlets. These units (made by Aetna) come in many combinations of glass and opaque material and can be easily installed by the maintenance staff on all floors but the top three, where the standard 3 foot 5 inch module was not used. My impression of these general floors was mixed: first and most favorable is that here at least are plain interiors designed

purely for office work, including even the non-commissioned officers' cubicles which are, however, made inviting by bright soft furnishings. But the hand of the planner does lie heavily and you don't have to be told that not a cube of space is wasted. Furthermore, no amount of free-form typewriters can disguise the familiar untidy typing pool of yore, running the full length of the building on one side and jammed with humanity. To resort to a handy euphemism, "personality conflict" is evident in these Equitable-arranged floors; SOM's rather Japanese panel designs appear to be traveling in the wrong crowd.

The lobby, cafeteria, and executive dining floors are all done by the architects, in restrained mood. In the modestly noble lobby, the aluminum-faced, rectangular columns forming the arcade outside the building are repeated inside. Space swoops around a central core of elevators and escalators, distracting attention from the public information offices and a Chase Manhattan branch, which occupy quite a bit of space on the south and north sides respectively, at the west end. I liked the large shrubs which really appeared to be growing, as well as the window display at the main east entrance, a grotto with plants and running water.

In the cafeteria, miraculously, cheerful, functional eating facilities have been provided for relays of some 5,000 employees, leaving enough space over to confer some graciousness on the whole process of feeding (done by Stouffer's). Color is an important ingredient here: a vivid

Equitable cafeteria by SOM.





Executive offices by Maria Bergson Design Associates.

yellow wall made of glass tile chips, orange plastic chairs (by Knoll, the tables by Irving & Casson), and the customers are penned in at various points by a white picket fence. One charming feature is the small area where staff may entertain friends and be waited on for an extra quarter; this is also screened by a white fence with plants growing alongside. To speed up the traffic, there is a large foyer with easy chairs and sofas (by Thonet) where people may linger and smoke. I didn't see the cafeteria in use; it too may be congested, but I don't see how the space could have been better used.

On the top three executive floors the management have cut loose and permitted some cautious magnificence. SOM's 38th floor consists of a main and some smaller dining rooms and conference halls, together with an opulently fitted projection room, which lies between two meeting rooms and can be used by either. The boat-shaped conference tables, each of a different wood grain, were as magnificent as ever, and I liked the alcoves with

comfortable upholstered furniture around low marble or glass topped tables. More versatility here in the form of an electrically operated wall that descends from a slot in the ceiling, as well as the more conventional folding cloth-covered doors that make two rooms out of one. I was fascinated by the telephones whose wires run down a table leg and under the carpet, though deep down felt this summed up what is wrong with the spirit of modern design—so desperately genteel and hygienic. No doubt this is the work of the same man who, long ago, thought up those dolls for covering telephones. Nevertheless, the good furniture designers are on the whole keeping their heads in the race for modernity, and they don't seem to mind being eclectic—the comfortable, dimpled leather easy chair is still with us, I am happy to see. (The special designs for tables, sofas, and cabinets on this floor were done by Albano, Scalia, while Lehigh and Knoll did the chairs.) A stainless steel kitchen provides the food for the dining rooms which is eaten off black Wedgwood; no

THE EQUITABLE BUILDING

longer embossed with classical figures and urns, it now comes Danskily plain and shows every scratch on its matte surface.

The tables vary in size and shape, and though King Arthur is said to have chosen a round table "because he couldn't stand a square," the enormous circular ones here have been found less satisfactory. I suppose because it is hard to talk either circumferentially or diametrically on this scale. But all types are collapsible and easily interchangeable. Hot plates are recessed into marble and mounted on polished wood cabinets about 3 feet high; these are cylindrical and contain drawers for cutlery. Again there is plenty of foliage for privacy between the tables.

Shockingly beautiful

Wood has been used frequently on this floor providing relief that the eye can never tire of: the elevators, for instance, open onto a wall of teak paneling that is shockingly beautiful. Which brings me to art. Skidmore could never have expected another Chase Manhattan, of course, and while they have managed to slide some large abstractions under the wire (I say "they" because their guidance is evident in the work of this floor, as opposed to the representational water-colors below-stairs), the quantity is not overwhelming. If nothing else, this shows the Equitable have not succumbed to the cultural-center epidemic.

The picture so far is of a group of designers, who, though not noted for their daring, always brings aristocracy to the job of sheltering commercial activity in this, the most lumpish period of architecture since Anglo-Saxon—unaccountably chosen by a firm who clearly never intended to use more than a part of the talent at its disposal. Equitable representatives stressed that ostentation was never in mind, since an insurance company carries a heavy responsibility to its stockholders and its doings are scrutinized by a watchful government. But I couldn't help feeling that the results would have been the same if their opportunities had been unlimited.

Now we come to the 36th and 37th floors, where the top brass nests, and where Maria Bergson Design Associates was called in. Miss Bergson has strong ideas on the theory versus the practice of democracy, and is well aware that the individual is just as liable to suffocate in a large free economy as under any other system, albeit less painfully. Her opinions are borne out in the way her work softens the blow of Bauhaus through, among other things, the use of wood and of strong stained-glass colors. At the Equitable her style appears decidedly homey. (One of her general convictions, by the way, is that the inmates should be able to see the weather—this will be applauded

by anyone who has so much as passed through one of the hermetically sealed reception areas that abound in the cheaper buildings.) In effect, people are in charge in Bergson interiors, nor is there any distinction made between upper and lower case if these executive offices are typical.

I don't know her work well enough to guess how long a rein she was given, but gather that her clients emphasized the modesty of their needs. Each executive was interviewed to ascertain his tastes and the nature of his work, i.e., the storage space needed, the average number of visitors received, and whether the nature of the work would benefit from such informal touches as a sofa, or two or three comfortable chairs grouped around a low table. In each top executive office there is one paneled wall, each in a different wood. The working unit consists of that much-publicized table instead of desk, backed by a long low ramp of wooden drawers and closets (made by Nahon), lacking only a bunk to complete the nautical neatness. The rooms being on the small side, this device gives an illusion of greater space. I noticed immediately the many different ceiling designs and consequent variety of lighting; the concentration of stained-glass solid colors in the upholstery against the neutral wall colors, with the tone of the patterned curtains somewhere in between. The executives' secretarial staff receive the bigger share of the space cake, being clustered in the middle of a large area, and distributed around a long bank of filing cabinets nearly 4 feet high and topped by greenery. (Bergson-designed files include some very attractive combinations of wood, slate, and metal; they are made by Harold Bartos.) As a matter of fact, I was suspicious of these open working areas. I thought I smelled business-efficiency experts in the apparent lack of privacy for even these higher grades of staff. But I was proved entirely wrong by Miss Bergson, who explained that this was, on the contrary, a much more civilized way of deploying staff, since all have a share of natural light, and their privacy is assured by the acoustically treated carpet and by the arrangement of the furniture.

On these floors there is, perhaps, a slight tendency to busy-ness; I felt that the designers were seething with ideas in a natural reaction to starkness, but the ideas were occasionally expressed in too many details. For instance, on the 36th floor, the wall separating the offices from the general area is of small sections of colored glass, hand-made in Germany. The view from inside out is attractively distorted by the glass, but from the outside the effect of the fussy wood and metal divisions is somewhat folksy. But then again, this may be the key to the Equitable's image—are we, in fact, looking at a group of formidable planners who are, in private life, just folks? (C)

BOOKS

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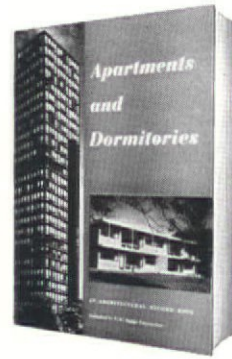
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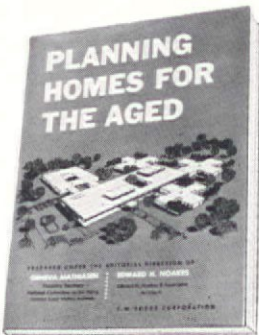
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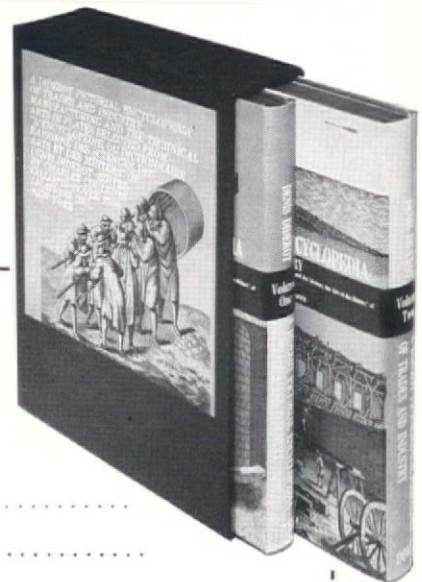


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COMPLETE CLASSIFIED LISTING OF PRODUCTS, SERVICES, AND MANUFACTURING SOURCES

CONTRACT PRODUCTS AND SERVICES

1. Club chair from the Continental Collection by da Vinci, designed for contract seating, has rust-proof aluminum clad members of spring steel in black and white. Removable foam cushions are covered in channel-embossed vinyl in a broad selection of colors. Other pieces in the Continental group include a sofa, settee, chaise, and travertine-topped occasional tables. Circle No. 245 on product information card.

2, 3. Conference-size executive desk and swivel chair by Albano are the scrupulously styled, handsomely finished units that are the firm's hallmark. Desk in rosewood, is also available in a choice of other materials. Metal members are mirror-finished chrome steel. Circle No. 246 on product information card.

4. A specialized item, this sit-down check-writing desk was designed and produced by Gilbert M. Garte. Desk is detailed in solid walnut and walnut plastic, pedestal is white enameled steel. Chairs are by Burke, Inc. Circle No. 247 on product information card.

5. This 42-inch round table with elegantly finished metal base is by Tri-Mark Designs. Mirror-finished chrome steel bars are the material used in base. Circle No. 248 on product information card.

6. Metal chair by Molla, Inc., is a versatile piece suitable for both contract and residential use. Frame is ruggedly constructed of welded metal, covering is scrubbable vinyl with foam innards. Circle No. 249 on product information card.

7. From Kroehler Mfg. Co.'s new contract collection, this four-cushion sofa is 90 inches long and is custom-built with special spring construction in seat and back. Foam seat cushions and tilted pitch provide deep-seated comfort. Extra padding is provided on outside of arm and back, and wood arm overlays for wear-prevention are offered optionally. Available in fabrics or vinyls. Circle No. 250 on product information card.



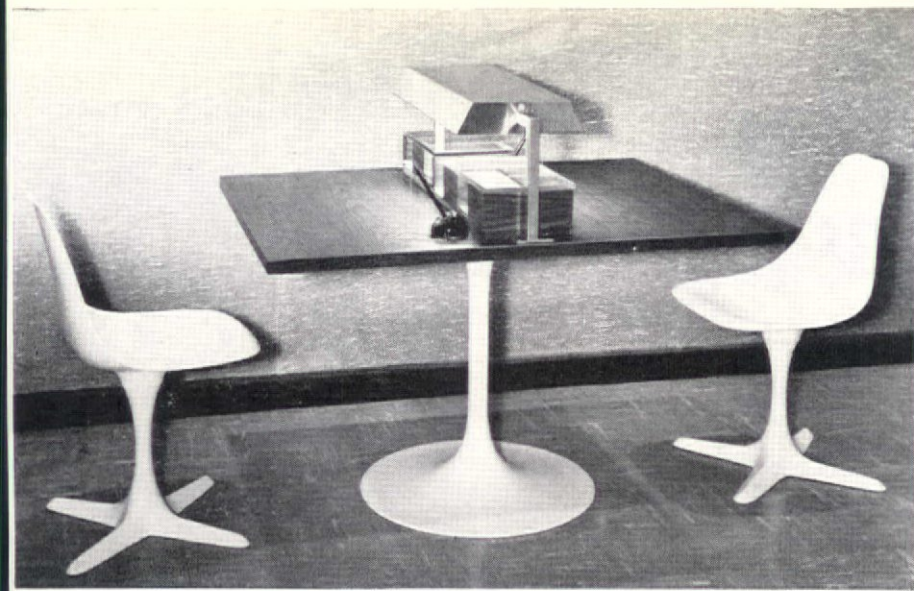
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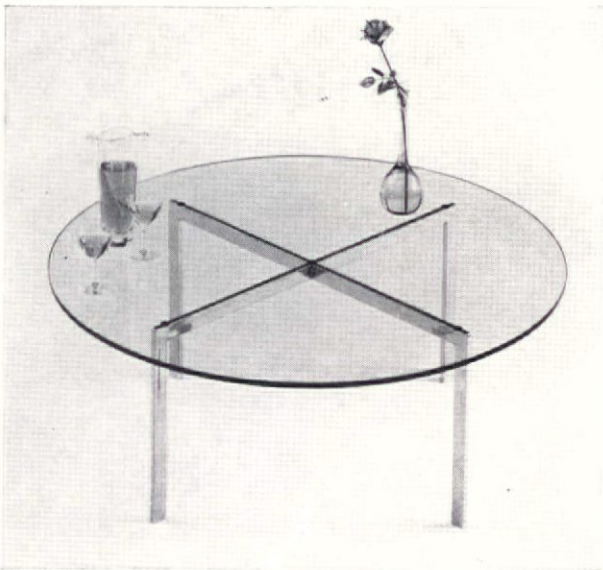
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3



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7



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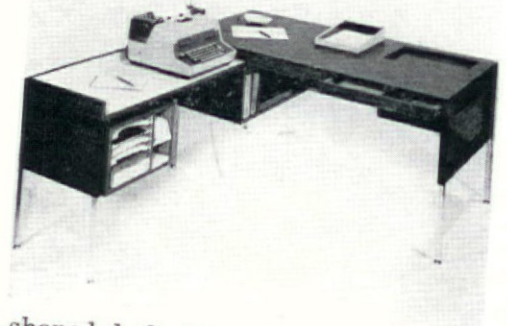
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PRODUCTS & SERVICES

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Vanguard desk unit

The Vanguard line of office furniture is designed to offer flexibility, functional efficiency, and maximum durability, according to Contempo Associates, Inc., manufacturers of contract furniture.



The L-shaped desk shown here combines contemporary styling with ample work and storage space, and is suited to fit anywhere—general office, executive office, or reception area.

Circle No. 251 on product information card

Drapery fabrics of Creslan fiber

Lieb/Meyer Corp. has constructed a new drapery fabric of Creslan yarns, an acrylic fiber featuring four different textures in its Biscayne series. The fabrics can be dry cleaned or washed and will not mildew or absorb moisture. The effect of prolonged sunlight is said to be negligible.

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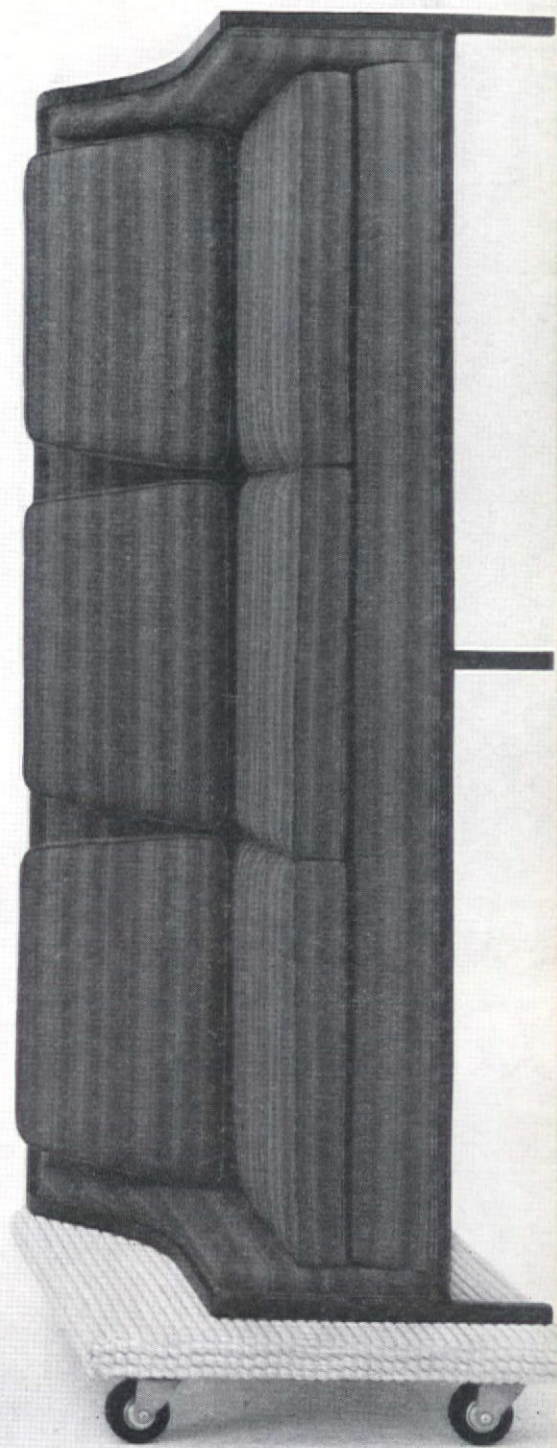
Syroco's classic wall clock



A wall clock with classic styling is part of Syracuse Ornamental's new Carlton collection displayed at this month's National Hotel Exposition. The clock measures 17 1/4 inches high and 14 inches wide, and contains an 8-day movement.

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PRODUCTS & SERVICES

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Contemporary metal/wood furniture

Emeco Corp. has added the Emeco M/W—a complete line of contemporary metal/wood office fur-



niture. A combination of walnut exteriors, metal interiors and legs, the line offers a complete selection of modular components. Tops, pedestals, panels and legs join to form one unit; all connect to a continuous steel internal structure.

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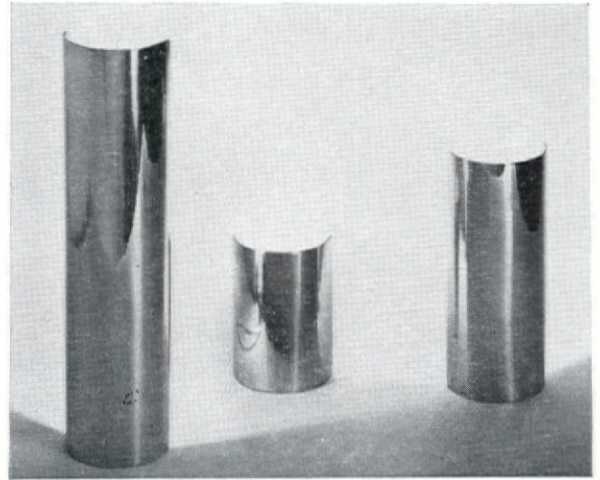
New Berven carpets

Cosmopolitan and Yosemite, two new lines, have been added to the repertory of Berven Carpets Corp. The first-named is made of Du Pont 501 ny-

lon in eight interesting textures, from long to tight loop pile and may be ordered in widths up to 24 feet. Yosemite is a textured all-wool carpet available in eight colors.

Circle No. 255 on product information card

Luminaire concept by Habitat



Paul Mayen, designer for Habitat, Inc., has designed a new luminaire concept, formed of a solid brass shield that offers unidirectional lighting. The shields are available in 6, 10, or 16 inch heights in mirror polished chrome and mirror polished brass.

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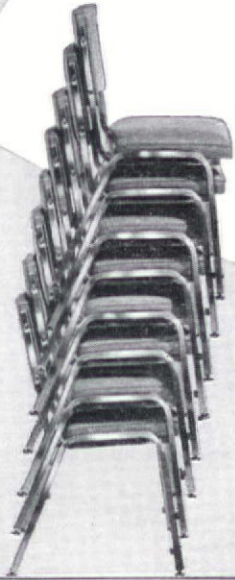
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PRODUCTS & SERVICES

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Austin reproduces Buddhist statue

A massive Buddhist sculpture has been created by Austin Productions for use indoors or outdoors. The statue is hand cast and hand finished in rough-hewn Durastone, an extremely durable me-



dium. The piece is unusual in that it shows none of the stiffness of pose associated with this type of statuary. The figure is shown meditating at ease, with one foot on the bench. Both base and figure are available in a choice of white antique marble or stone finish, with the figure measuring 40 inches high. The bench-base is 14 by 12 by 14 inches.

Circle No. 257 on product information card

New Overland showroom presents Dralon

Dralon acrylic fabrics, imported from Sweden, are being offered by Overland East, contract and designer division of Overland Fabrics, Ltd., which opened a new showroom last month at 16 East 52d Street, New York City. The Dralon collection consists of nine styles in 47 or 49 inch widths. The fabrics are washable, colorfast, have an attractive wool-like hand, and can be flameproofed for contract use. The group includes vertical stripes, a mirrored ombre effect, and a two-tone vertical stripe. Also presented were upholstery-weight woven fabrics and a series of embroidered panels for windows.

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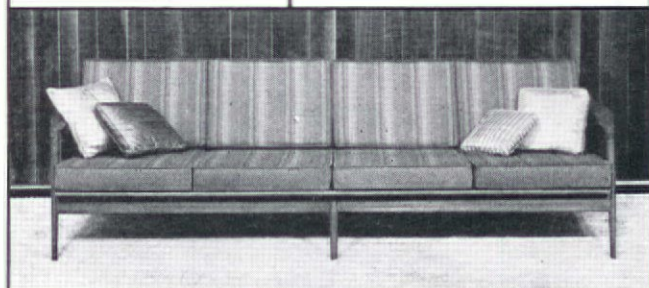


The sofa lounge above, is number 165P from the Madison Collection. 81 inches of comfort and beauty. Walnut frame and trim with cane arm inserts. Below is the 96 inch, four cushion sofa number 2417 designed by Arthur Umanoff. Send for color catalog.

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PRODUCTS & SERVICES

CONTINUED

New lines from Berven of California

Berven of California has introduced two new lines, the Cosmopolitan, with eight textures that range from long to tight loop pile, may be ordered in any color. It is available in seamless widths up to 24 feet. Second of the new lines is Yosemite, a 100% wool loop pile carpet offered in eight colors, 12 and 15 foot widths and with a textured loop pile. It has a full scrim back and will retail at \$7.95 a yard.

Circle No. 286 on product information card

Agate Chip tile by Kentile

Agate Chip, a flooring material featuring colorful translucent agate-like chips in vinyl asbestos tile is introduced by Kentile, Inc., producer of resilient tile flooring. The tiles blend texture, richness, and depth and come in eight colors, featuring a tone-on-tone effect. Agate Chip is available in 9 x 9 inch size and 1/16 inch thickness.

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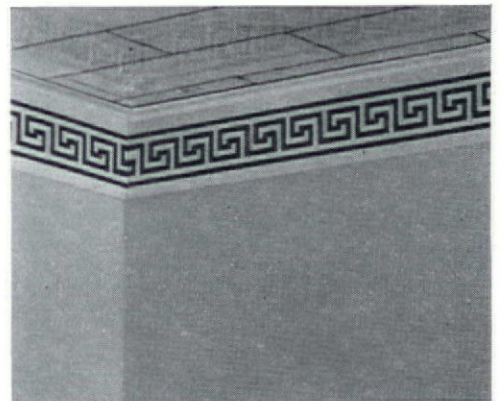
Flooring by Goodyear

New vinyl flooring patterns based on natural wood effects were introduced recently by Goodyear Tire & Rubber Co. They are Wood Grain and Woodhue, the one a sharp close-grained design with an informal rustic effect, the other a more stylized wood texture.

Circle No. 260 on product information card

Floor and ceiling base

Artcove, a new floor and ceiling base, has been developed by Mercer Plastics Co. Made of polyvinyl chloride resin, this plastic can be used as a wall



base, becoming part of the floor decor, or as a ceiling trim in any hotel, office building, or institution. Artcove is hand crafted and comes in 24 striking combinations. It is washable and can be installed on smooth plaster, gypsum board, plywood or hardwood walls.

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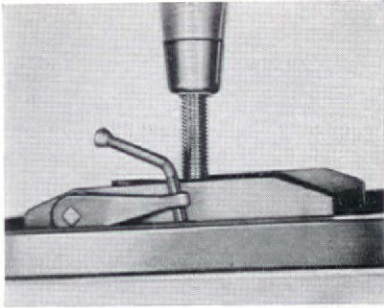
New Textolite industrial laminate

A new fine weave canvas base Textolite industrial laminate suitable for applications requiring resistance to wear with machinability superior to "C" grade laminates is now available from General Electric's Laminated Products Department. The new laminate, Grade 11593 has a semi-gloss finish.

Circle No. 262 on product information card

New torsion-bar chair irons

The use of the newly developed torsion-bar chair irons manufactured by National Lock Co., Rockford, Ill., provides new thin-line design opportu-



nities to designers, while strengthening the chair by confining all tension to the chair iron frame. It offers a wide range of adjustments easily made while chair is being used. No spring coils are used.

Circle No. 263 on product information card

DURABLE and SMART furniture



No. 8289
Wall-Saving Arm Chair

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

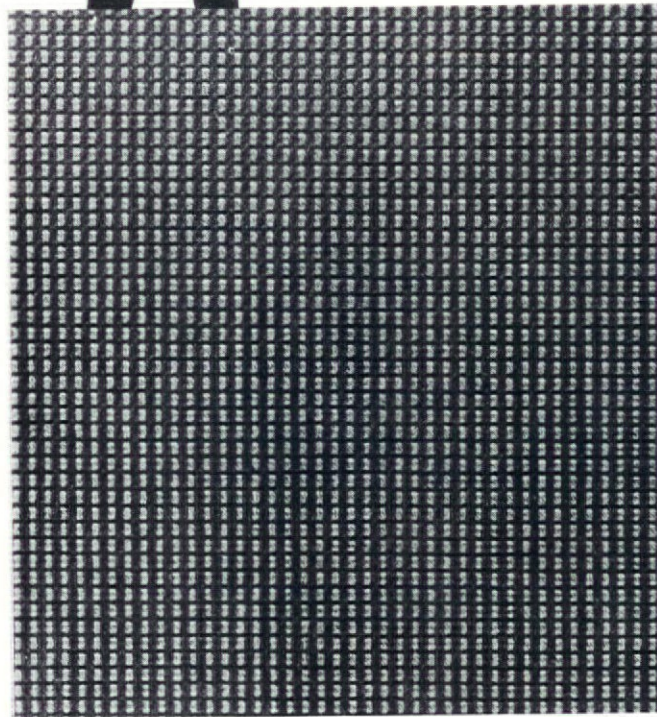
AMERICAN CHAIR COMPANY
Manufacturers of Contract Furniture
Sheboygan, Wisconsin

Permanent Displays:
Atlanta • Chicago • Dallas • Miami • New York • San Francisco

Circle No. 229 on product information card



An important
RAILROAD
chose this
LA FRANCE
contract
FABRIC



This is but one of the many "engineered" fabrics in the wide La France Contract line. Like all our patterns, it possesses the styling required by high decorative standards. In addition, it provides the essential physical characteristics of long life and easy maintenance.

If you have a project on the boards, ask us to submit sample swatches for your consideration. Address your request to Mr. Harold Hafner, Vice-President.

Illustrated: No. 3536. NYLO TEXTURE,
43% Nylon, 34% Cotton, 23% Rayon

LA FRANCE
Industries, Inc.

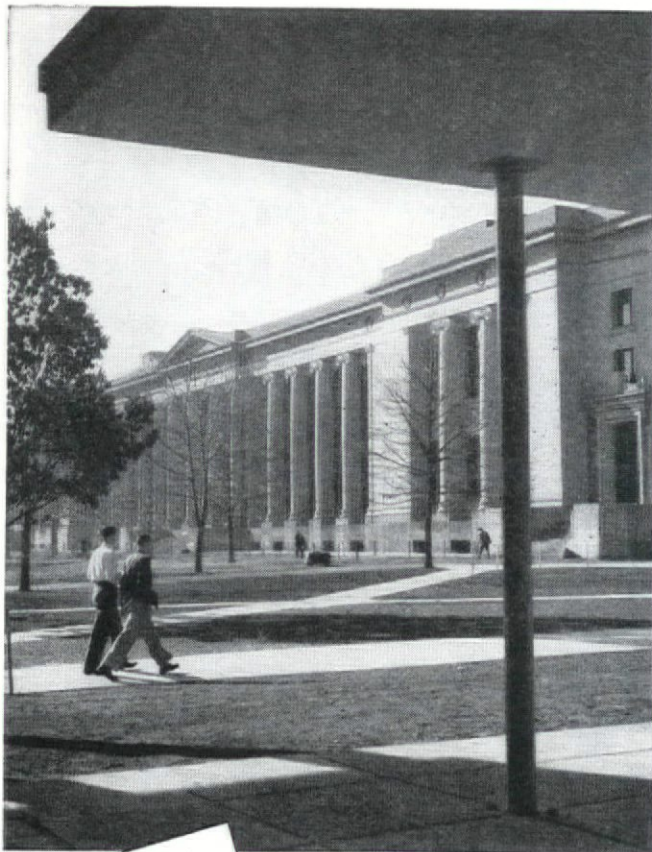
Showrooms and Executive Offices

145 EAST 32nd STREET, N. Y. 16
Murray Hill 5-1622

CHICAGO: American Furniture Mart
LOS ANGELES: Los Angeles Home Furnishings Mart
CHARLOTTE, N.C.: 2036 S. Tryon Street

Circle No. 230 on product information card

Lighting News ★ ★ ★ ★ ★
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 OF HARVARD UNIVERSITY ★



...another
 installation
 by **KLIEGL**

A designed system (Lighting by Feder) that opens new chapters for "effortless" lighting in large areas. For this impressive installation Kliegl produced: a 40' x 42' luminous central ceiling—24 ten-foot square fixtures for two adjacent areas—and 450 linear feet of continuous reflected light.

For maximum *profit* on a project, keep your *problems* to a minimum. That, in short, is why so many leading architects, designers and engineers call on Kliegl for assistance with the planning and production of their lighting designs. In installation after installation, Kliegl experts have saved time and money with their authoritative knowledge based on more than six decades of experience in reflector design and optics craftsmanship. For your next project, no matter how large or small, why not simplify *your* problems with the "Great Name in Lighting"—Kliegl. No obligation, of course. Call or write us today!

Our lighting advisors will be pleased to assist in the planning of any installation, using standard or special units to meet your requirements. Full details on request.

lighting

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 ORIGINATORS AND MANUFACTURERS OF KLIEGLIGHTS
 321 W. 50th ST., NEW YORK 19, N. Y.
 Telephone: Area Code 212, Columbus 5-0130

2-332

Circle No. 231 on product information card

PRODUCTS & SERVICES

CONTINUED

Oval back stack-or-gang chair

Tri-Par Mfg. Co. has designed an oval back chair that may be used individually, stacked, or ganged. The chair features heavy gauge square tubular steel frame, two-inch foam padded seat, oval contoured foam padded back, rubber cushioned steel glides, and nylon stacking bumper. Slanted back legs allow chairs to be set flush against walls



without marring. Trim side styling allows flush ganging for maximum seating. A wide choice of standard coverings and finishes is available.

Circle No. 242 on product information card

Blow-molded plastic chair

A relatively new process of plastics fabrication, blow-molding, has been used to form the structural parts of a chair being introduced by American Seating Co. Both the back and seat of the chair are blow-molded out of Ameflex, a polymer plastic. The result, according to American, is a flexible, air-cushioned seat which has body and firmness, plus more than usual comfort.

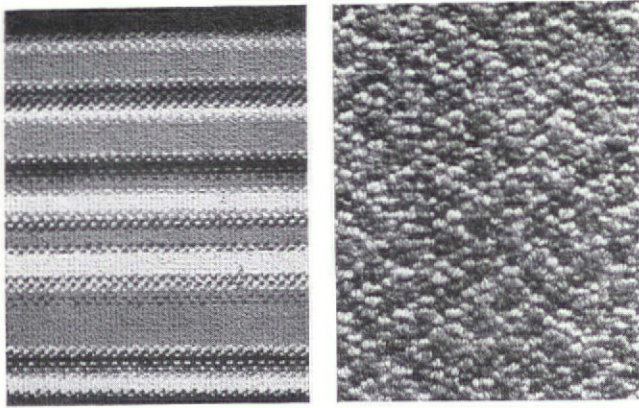
Circle No. 264 on product information card

Plastic floor coating

A new high-gloss transparent liquid plastic floor finish and sealer has been produced by Minnesota Dynamics Co., Inc. Known as Mindyco No.1, the product is said to produce a protective non-slip finish that outwears wax, even in heavy traffic areas. Mindyco is easily applied on wood, asphalt tile, or linoleum with brush, spray, or roller.

Circle No. 288 on product information card

Cabin Crafts' new contract carpets



Cabin Crafts has introduced a new line of contract-commercial-custom carpets and rugs as part of its newly launched program to design carpets specifically for contract use. Samplings from the new line include Arcade and Columns I. Both have pile of 80% Acrilan acrylic and 20% modacrylic. Colors for each can be hand-picked from a 37 color palette. Columns I is composed of four color bands in various widths with a saddle-stitched appearance. Arcade is a four-color diagonal lattice pattern, intermingling three major colors and one accent color.

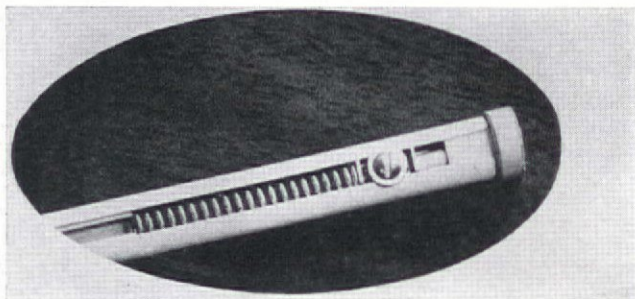
Circle No. 265 on product information card

Expanded vinyl coated fabric

Upholstering fabric by the coated fabrics division of Interchemical Corp. is offered in twenty-six decorator colors and is known as Cohyde Executive. It is an expanded vinyl coated fabric with a Georgian grain somewhat similar to an irregular pebble design.

Circle No. 266 on product information card

Kirsch's new spring tension rods



A new line of adjustable spring tension curtain rods in oval shape, manufactured by Kirsch Co., combines maximum strength with minimum bulk. Primarily designed for use inside recessed or casement windows, the oval shaped rods are rubber tipped to prevent marring. No brackets are needed. Available in four lengths in both brass and ivory finishes, the rods can be used with cafe, pleated, or shirred curtains. A strong spring, adjusted to correct tension by means of a simple set screw, holds the rod firmly in place in proper length.

Circle No. 267 on product information card

Circle No. 232 on product information card

"I'd have Winfield on the walls..."



Regensburg (below)



✕ Screening art with artistry, Winfield wall coverings show only to a discerning eye the skillfulness of design and production. ✕ ✕ ✕ In the Screen Print Collection, Regensburg, above, has been painstakingly adapted from a 13th Century German fabric. Hand-printed in five colorways on VinylLock Foil, it meets exacting standards of lamination, and is impervious to water.

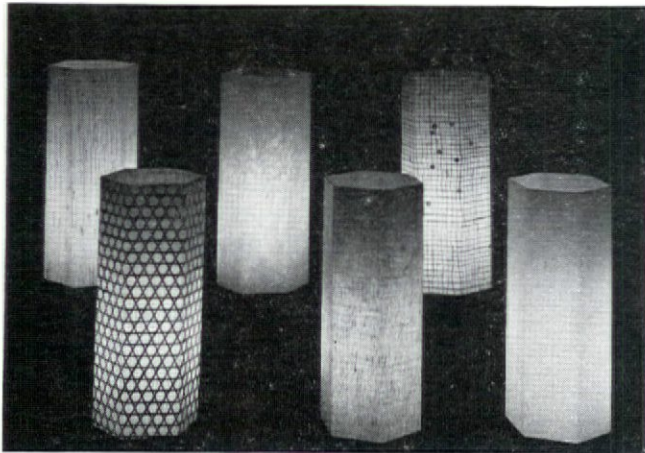
✕ ✕ ✕ ✕ Winfield Design Associates, Inc. ✕ ✕ ✕ ✕ 674 South Van Ness Avenue, San Francisco, Calif.

PRODUCTS & SERVICES

CONTINUED

New Panlam lighting cylinders

Cylinders and hexagons for decorative lighting in 11 patterns and 42 styles and sizes have been introduced by Polyplastex United, Inc., extending the firm's use of Panlam. Natural materials such as linen, cocoa hemp, jute, grass cloth, leaves and cane are locked between layers of translucent



rigid vinyl and formed into continuous cylinders or hexagons. Lighting applications include single and multiple chandeliers, standing lamps, pole lamps, wall fixtures, and pin-up lamps.

Circle No. 268 on product information card

Woven steel carpet

Fine wire cloth, applied to the back of carpets, is being tested by U.S. Steel's American Steel & Wire division to reinforce commercial carpeting and eliminate unsightly wrinkles. The wire cloth, which is expected to extend the life of the carpet significantly, consists of galvanized steel wire woven into a mesh and produced in varying widths. Both carpet and wire cloth are coated with liquid latex, then pressed together and dried to form the reinforced carpet.

Circle No. 269 on product information card

Modern-Cote collection of wallcoverings

Modern-Cote, a division of New Castle Products, Inc., is making available to the contract trade two new collections of its wallcoverings. Included are durable, cloth-backed vinyls in all weights. A variety of textures—silk, linen, grasscloth, suede, woodgrains, and burlaps—are shown. In addition, there are actual wood veneers, laminated to cloth and notable for their flexibility and easy hanging qualities. New Castle also makes Modernfold doors, on which some of these wallcoverings are used. Doors can thus be matched with the walls of the interior by applying the appropriate wall-covering texture. A custom-print service using the vinyls or the wood veneers as grounds is also available.

Circle No. 287 on product information card

Nine Honors to John Stuart furniture in ten years

Museum of Modern Art New York 1952



International Design Award 1953



Diplôme d'Honneur Triennale Milan, Italy 1954
Museum of Modern Art New York 1955



Metropolitan Museum of Art New York 1961
Art Institute of Chicago 1961



Metropolitan Museum of Art New York 1961
Art Institute of Chicago 1961



International Design Award 1962



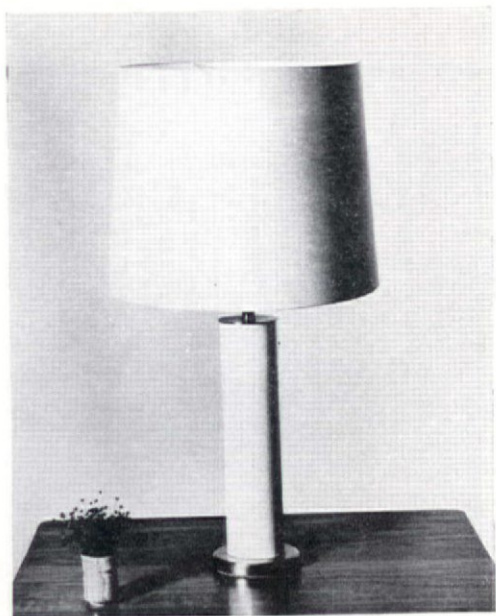
JOHN STUART INC.

NEW YORK PARK AVE. AT 32ND ST.
PHILADELPHIA 2301 CHESTNUT ST.
HILLERØD, DENMARK

Please ask us on your business letterhead for catalog of the Danish Craftsmen Series

Circle No. 233 on product information card

New Nessen table lamp



White leather covers the cylindrical column of Nessen Studio's 34-inch tall table lamp designed by Elizabeth Kaufer. The six-inch diameter base and fittings are of solid brass, finished in brushed or polished brass or satin chrome plate over brass. The base is also available in black leather. Other leather or vinyl colors can be special-ordered. Standard shade materials include white toyo or polyplastic, white or beige linen.

Circle No. 270 on product information card

4000 series stacking chair

Manufactured by Mayfair Industries, Inc., the 4000 series stacking chairs are made of lightweight, reinforced anodized aluminum frames



that come with or without arms. Available in four models, three side chairs and one armchair, the chairs have upholstered foam rubber seats and backs. Frames come in five anodized finishes; upholstery in a wide selection of decorative materials. Nylon bumpers prevent contact when chairs are stacked, and self-leveling metal capped rubber cushioned glides protect floor surfaces.

Circle No. 271 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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Mailing Address: P. O. Box 188, Astoria 5, N. Y.

Circle No. 234 on product information card

Circle No. 235 on product information card

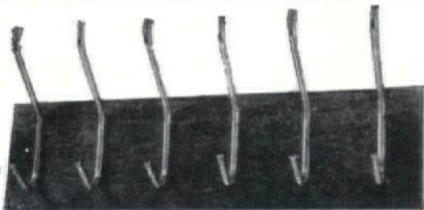
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SOLID ROCK MAPLE
SINCE 1905



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PERM-A-RACK WALL RACK

For permanent or temporary installation. Unit can be easily attached with set of flush mounting brackets. Can be removed in a few seconds by lifting upwards. Selected genuine American Walnut with six round solid Brass hooks $\frac{3}{8}$ " dia. No exposed screws. Mounting hardware included. Also available with satin chrome hooks. $\frac{3}{4}$ " x 6" high x 24" long. Weight7 lbs.
Free Catalog on Request

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Circle No. 236 on product information card



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K/D IMPORTERS.
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*World's
Largest
Exporter
of*
**BENTWOOD
CHAIRS**

Circle No. 237 on product information card

PRODUCTS & SERVICES

CONTINUED

Kraftware tree decor

Kraftware Corp. offers tree decor in natural colors molded of modern, washable plastics. Each



tree is planted in its own walnut-finished or ceramic planter. Trees pictured are the lemon tree—four feet (medium) and the trained wisteria clusters—six feet (large). Arbor of 18 trees is available with prices ranging from \$20 to \$75.

Circle No. 272 on product information card

Decorative metal grilles

Karl Mann Associates announces its representation of Bandolier, a new approach to decorative metal grilles for use as room dividers, folding



screens, accent panels, fireplace screens. Bandoliers can be laminated, faced on one side or both, broadening its use to include table tops, doors, dropped ceilings. Fabricated to any size or shape, the grilles are finished in black, white, or gold, or can be ordered in special colors. The grille, of cold rolled steel, is formed into modules and spot-welded at all contact points. Entire panels are framed in $\frac{1}{2}$ by $\frac{1}{8}$ inch steel.

Circle No. 273 on product information card

New Hardwick & Magee nylons

Hardwick & Magee recently introduced a new grade of 100% Caprolan continuous filament nylon called Vibrant, in five moresque colorings—red, blue-green, beige, olivetone, and brown. A new contract grade Wilton of Du Pont 501 nylon is also among this mill's new offerings.

Circle No. 274 on product information card

Institutional door and drawer pulls

The new Amerock pulls, models 458 and 459, are particularly suited for commercial and institutional applications. They have generous handgrip area, no sharp corners, and no dust-collecting crevices, reports the company. The pulls are available in four finishes: polished chromium, satin copper, satin chromium, and dull bronze. Choice of 3 inch and 3½ inch centers (4¼ inch and 5 inch overall). Retail prices start at 45 cents each.

Circle No. 275 on product information card

Heat removal lighting fixtures

New "heat removal" recessed troffers are able to remove the heat they generate before it enters occupied space, according to Benjamin Div. of Thomas Industries, Inc., at the rate of 200 to 400 BTU per hour for each fixture. The generated heat is removed into the plenum area above the ceiling and exhausted or recirculated through the cooling system. Air from the room is drawn into the fixture, entering around the edges of the diffuser and goes out through air slots in the top of the troffer.

Circle No. 276 on product information card

Modular wood office desk

The new Mod-U-Pak series desk model #4, by Williams Office Furniture Co., comes with genuine walnut pedestals and plastic tops. The main



pedestal has a box drawer and a file drawer, while the auxiliary pedestal has provision for stationery. The wood legs are tapered; hardware is brass.

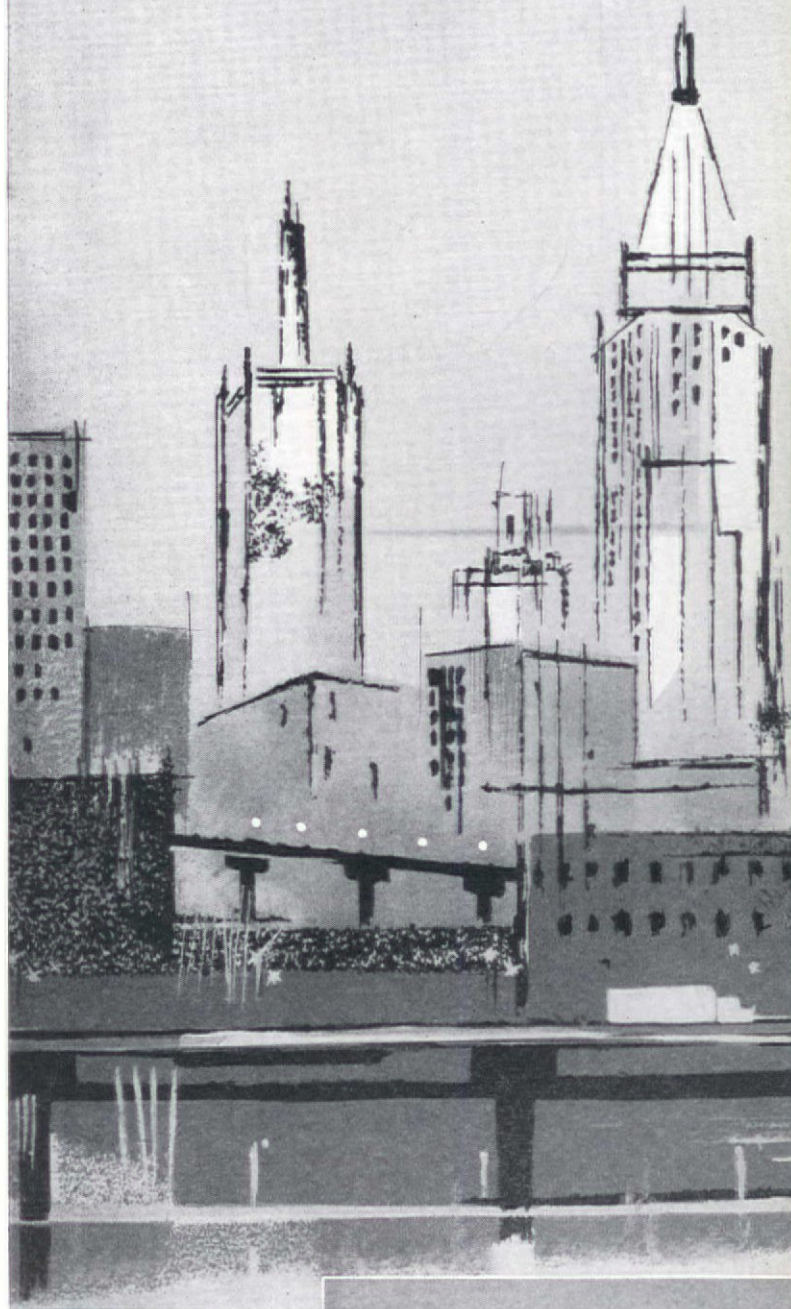
Circle No. 277 on product information card

Circle No. 238 on product information card →

G K B

SCENICS

LOOK FOR THIS GKB SCENIC BOOK



T.M. Design Pat. Pend.

THRUWAY... This GKB Scenic of fascinating attractiveness, particularly adaptable to hotel or motel lobbies, terminals, and other public buildings. The five panels in the complete design, hand printed in 8 colors, cover a space of 11'8", with the highest point of design 53 inches. Colorways include Twilight Blue, Pastel Sandlewood and Dove Gray.



Thruway is only one of 19 breathtakingly beautiful Scenics comprising the New GKB Scenic line. Charm and distinction are not the only pleasing features of these outstanding wall decorations... add the benefits of constant freshness and enduring permanence. GKB's method of POLYMERIZED PROTECTION assures such satisfying results. The special polyvinyl colors are imbedded through and through, giving built-in durability... not merely a coating. Write for illustrated folder and name of nearest distributor.

GEORGE K. BIRGE CO., INC., 120 E. 56th ST., NEW YORK 22, N.Y.

Available through interior decorators and leading wallcoverings stores from coast to coast.

New York Decorator's Showroom, Room 820, 515 Madison Avenue, New York 22, N.Y.

Copyright 1960 George K. Birge Co., Inc., Buffalo, N.Y.

G K B

MANUFACTURERS'

LITERATURE

Bianco Mfg. Co.'s new Designers' Handbook employs a new split-page technique to illustrate more than 3,600 different commercial chair de-



sign combinations. The handbook shows basic chair designs on the split page. By turning the upper or lower portion of the page, it is possible to see how the basic design looks with a variation of back styling or seat and leg styling. The handbook includes three separate series — standard, contemporary, and traditional chair designs.

Circle No. 241 on product information card

Its new line of steel garment masters is introduced in an eight-page brochure by Valco Lifetime Accessories. The several models include coat racks with umbrella stands, open and closed backed shelves, free-standing and wall-hung units, all available in several colors. Other accessory items by Valco are also included.

Circle No. 278 on product information card

Royalmetal Corp.'s brochure, *The Partitionette Story*, describes its line of movable walls of various sizes and finishes.

Circle No. 279 on product information card

A new catalog of modern metal furniture for institutional use, issued by Virtue Bros. Mfg. Co., contains four-color and sepia illustrations of the firm's chair and table sets, side chairs, stacking chairs, headboards, bar stools, and occasional tables.

Circle No. 280 on product information card

In an attractive folder, U.S. Rubber has tipped in a swatch of its latest pattern in its line of self-expanded Naugahyde. Called Laurel, the embossed vinyl upholstery fabric is washable, color fast, and comes in twelve colors.

Circle No. 281 on product information card



San Francisciana

Au courant design from Metropolitan, the San Francisco furniture. Pieces that make groupings that make callers and conversationalists comfortable. Contract Group B sofa is available in many lengths on pedestal base (as shown) or with base of solid bar aluminum or walnut. With or without arms. Covered in top-grain leather, plastic or fabric. Contract Group B swivel chair with cast aluminum base in tufted top-grain leather or fabric. Series 1200 round cocktail table, 42" dia. by 15" high. Oil resin finish solid walnut base with adjustable aluminum glides. Marble, walnut or Formica top. Write for free Contract Div. catalog, or send \$1 for complete illustrated catalog. Dept. C211, Metropolitan Furniture, 950 Linden Ave., South San Francisco. Showrooms; San Francisco—838 Western Merchandise Mart; S. Christian of Copenhagen, Jackson at Sansome • Los Angeles—726 Home Furnishings Mart • Chicago—621 Merchandise Mart • Dallas—350 Decorative Center.

METROPOLITAN 

Circle No. 239 on product information card

Sound retardant folding partitions are illustrated and described in a six-page catalog, complete with specifications, on the new Foldoor X12 line of 12" profile doors and partitions manufactured by Holcomb & Hoke Mfg. Co. The catalog also contains detail information on crossover switch, pivot switch, glide switch, track and stacking diagrams of the line.

Circle No. 282 on product information card

H-O-N Co. has two brochures illustrating its lines of office equipment. The Million Line comes with choice of colorful vinyl on desk drawer fronts and panels, with coordinated credenzas and side units. The Convaire conventional desk line folder shows not only desks but tables, chairs, storage and filing cabinets, and sliding door bookcases as well.

Circle No. 283 on product information card

Solid oak outdoor furniture is shown in Budoff Outdoor Furniture's brochure, which features a double head-rest chaise lounge to be displayed at the National Hotel Exposition in November.

Circle No. 284 on product information card

American Bilrite Rubber Co. has issued separate brochures reproducing in color these lines: Amtico vinyl asbestos floor tile; Amtico plastic asphalt floor tile; Amtico Continental and Dorado vinyl inlaid floor coverings. Each folder includes descriptive information, specifications, and installation data.

Circle No. 285 on product information card

CLASSIFIED ADVERTISEMENTS

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

HELP WANTED

CONTRACT FURNITURE SPECIALIST:

- Age 34, Married, Family
- College graduate
- Managed retail contract department five years
- Northeast contract representative for pre-built furniture manufacturer, two years
- Currently, regional contract manager for a leading furniture manufacturer.
- Desire: Management-level position in retail or wholesale. No objection to travel but prefer N.Y.C. base of operation. Write: Box A-75, CONTRACT

INTERIOR-DESIGNER! Executive—highly experienced in all phases of Contract, Hotel, and Corporate office design—from sales and planning through design and billing—seeks new affiliation in responsible executive capacity—will relocate for the right long-range growth opportunity. Write for resume, Box A-76, CONTRACT



HAZARD-FREE FAIRWAY BY MAGEE ... from a fresh new squad of carpets that caddy to driving clubhouse wear. A Magee makes par on every course—lobby to locker room. Whatever your requirements, Magee provides complete specifications. Also available, exclusive club designs or colors. (And no club's too small for this custom service.) For full information on the new FAIRWAY **MAGEE** carpet line, write to the club carpet pro, The Magee Carpet Company, Commercial Division, 295 Fifth Ave., N.Y. 16

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DESIGNERS'
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Exclusive split-page technique shows over 3600 bentwood chair styles to meet any design need. Send request now on letterhead for your copy.

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Circle No. 241 on product information card



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MODEL 4610

Circle No. 242 on product information card



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