

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • DECEMBER 1962



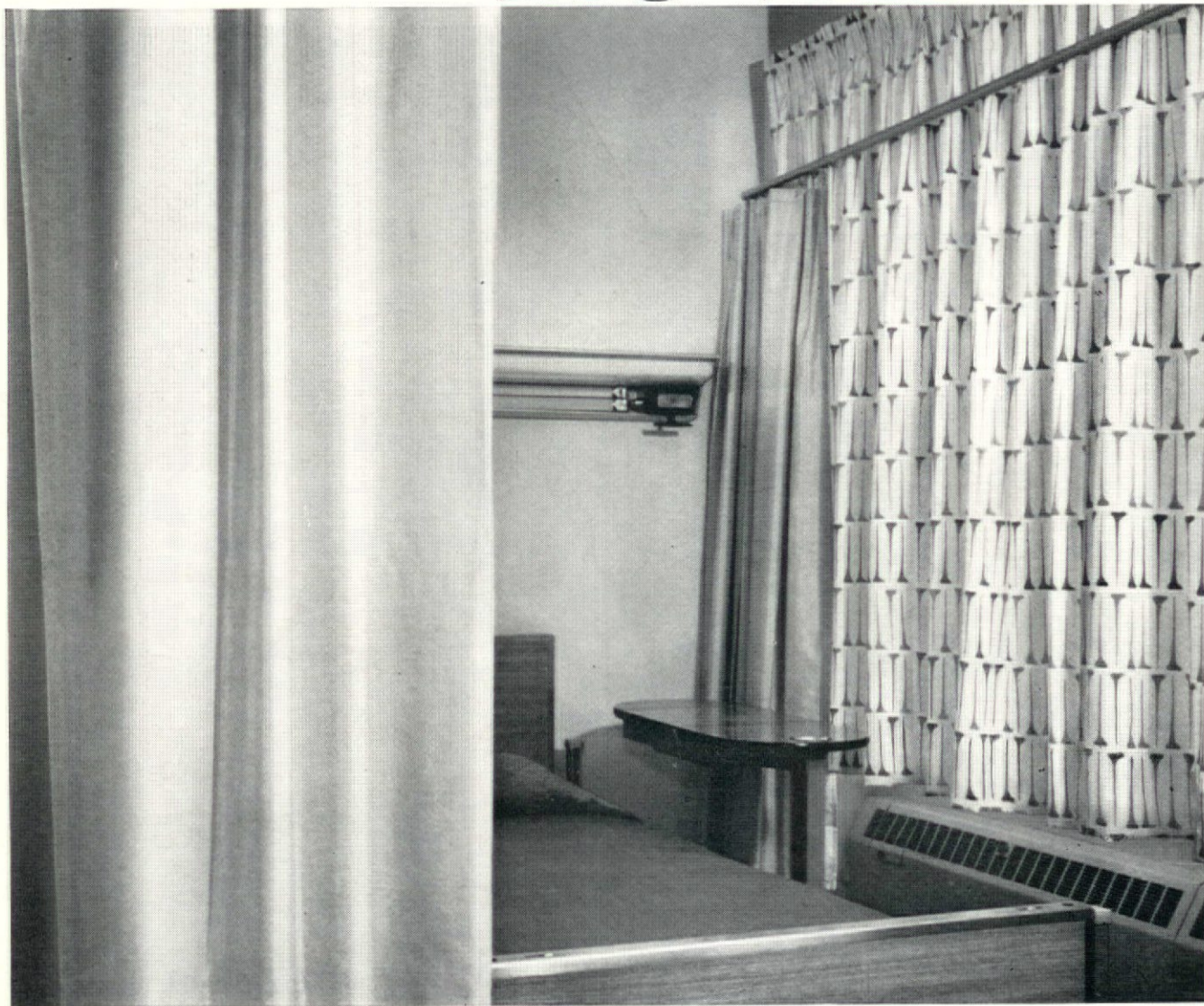
Wallcoverings

Environetics & MSA

Leasing: Pros & Cons



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**trademark Eastman modacrylic fiber*

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CONTRACT

The Cover



Line and halftone are used to express the complexities of commercial/institutional planning in this cover design by Lou Klein; photos are installations by Michael Saphier Assoc.; see pp. 22-31.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

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COMING IN CONTRACT

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

FEBRUARY—New developments in contract carpeting.

MARCH—A review of recent outdoor and patio furniture suitable to the contract market.



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D. C. Currently

OUR WASHINGTON REPORT:

- **FTC rulings on wallcoverings**
- **Wood labelling stipulations**
- **School market changing**
- **Services available to small business**

Two words make the difference in the viewpoint wallcovering executives hold on their relationship with the United States government as this year ends. To such an executive the crucial question is not: "How much business can you do with the government?"—although that may still be important. The key query is: "How much business can you do with the government watching you?" Adding the last two words makes the difference. This is the same point that most other contract furnishing industry executives are learning this season, and will have brought home to them in all likelihood this spring.

The inspiration for this is "trade practice rules"—promulgated by the Federal Trade Commission this year for the wallcovering industry, and now proposed by FTC for the household furniture industry. These latter rules, if the usual pattern holds, may become effective this spring.

Wallcoverings businessmen can thus break trail for their colleagues. Their rules contain such prohibitions as these:

- They're not to misrepresent the character of their business. This covers the range from manufacturer to decorator, and claims of either foreign factories or connections, by advertising, trade name, or otherwise, when the claim is not true.
- They're not to claim their wallcoverings conform to standards recognized in the industry, when they do not.
- Below-quality items must be marked to prevent deception.
- They're warned against deceptive use or imitation or simulation of trade or corporate names, trade-marks, and the like.
- They're cautioned against commercial bribery.

Other rules bar false invoicing, substitution of products, defamation of competitors, unfair threats of infringement suits, tie-in sales, misuse of "free" or such terms as "close-outs," "special bargains," and "discontinued lines."

Furniture rules

The proposed household furniture rules cover the field—contract sales and installations, as well as other sales, of articles suitable for use as furniture in a house, apartment, or other dwelling place. Their importance is greater than just this, however. They provide the clearest indication, so far, of Federal Trade Commission attitudes on wood labelling. They're profitable reading for office furniture and other segments of the contract industry as the newest charting of what should or shouldn't be done in this general area. You can get a free copy from FTC, Washington 25, D.C.

Various items are excluded from these particular rules, because they're already covered by their own sets of rules—such as bed mattresses, mirrors, venetian blinds. Also excluded are pictures, lamps, clocks, rugs, draperies, some appliances and fixtures.

Nothing in these proposed rules clashes with wood labelling legislation which has been the subject of Congressional hearings in the 87th Congress.

The rules warn against misrepresentations about wood and wood imitations—against describing a non-lumber product as "wood," for instance, or calling a walnut-stained hackberry chair "Danish style walnut." A number of instances touch on mahogany, all-mahogany plywood, or mahogany veneer. The rule on deceptive use of wood names contains a clarification of FTC's position on "Philippine mahogany," limiting it specifically to seven island hardwoods.

Another rule is concerned with leather and leather imitations, and another on outer coverings—using only "nylon" to describe a blend of nylon and other fibers, as an example. Stuffing is covered by another rule.

And there is a detailed prohibition against deception as to origin. U.S.-made furniture can be described as Danish Style, but not just "Danish," for instance. But French Provincial and Chinese Chippendale are "in," because they've been used so long and by now have a secondary meaning on style.

And training up

College housing loans are an important federal activity making for contract furnishings business. This program, too, is popular with legislators—and campus controllers.

One recent loan was for \$2,933,000, to the New York Dormitory Authority, for four units to house 800 women students at three teachers'

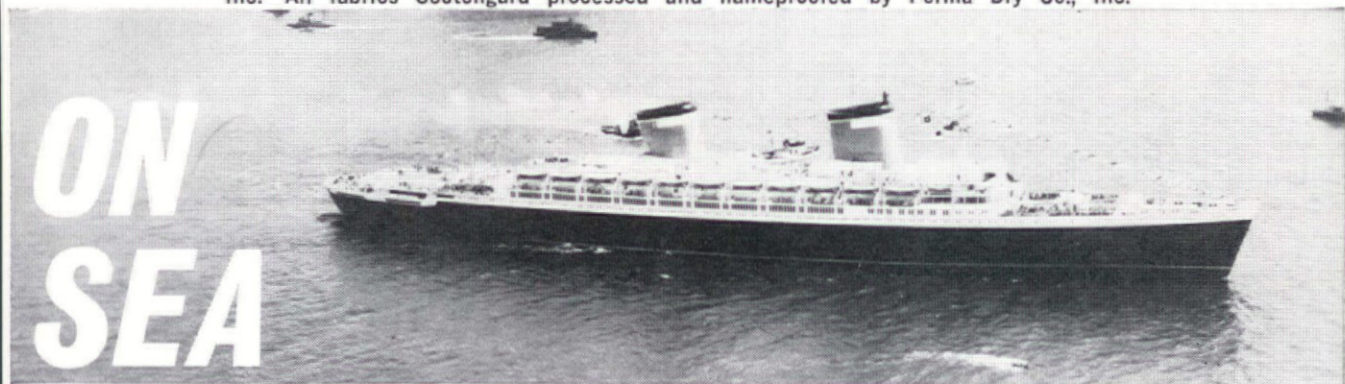
(Continued on page 6)

ON LAND



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ON SEA



S. S. UNITED STATES—Interior designers, Smyth, Urquhardt & Marckwald. All fabrics Scotchgard processed and flameproofed by Perma Dry Co., Inc.

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OUR WASHINGTON REPORT

CONTINUED FROM P. 4

schools. These include double bedrooms, lounge and recreation areas.

The school market is a continually changing one. Some of the recent facts about it, unearthed by Washington probers, include:

The number of public school systems has been cut by nearly 16,000, or 30 percent, in the past five years. But that still leaves some 37,000 systems. Not all are big business. More than half of these have less than 150 pupils. The top 132 systems, with at least 25,000 pupils each, account for nearly 10 million of the 38 million enrolled. Total school and college enrollment is about 48 million.

Ratio of public school enrollment to private school is about 6 to 1 for kindergarten through 12th grade. Highest proportion of private enrollment is Rhode Island, with over 26 percent. Highest public is North Carolina, with 98 percent.

Business aids

Small Business Administration has taken over operation of the Washington procurement infor-

mation center in the old Post Office Building here, at 12th and Pennsylvania, N.W. It's expanding the service from just Army and Air Force procurement information to include other proposed national purchases by both military and civilian agencies.

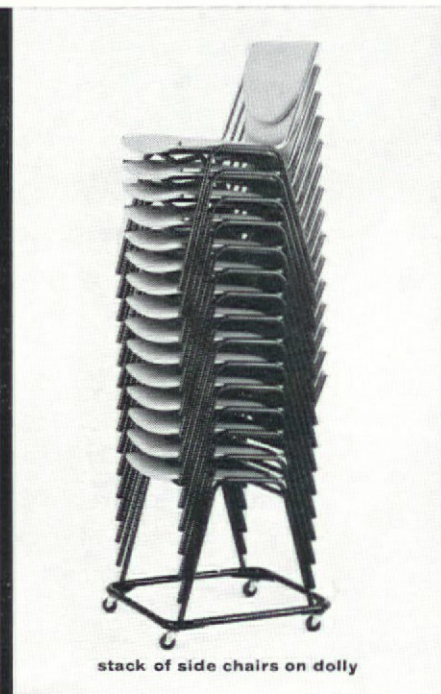
Services available to small businesses from the U.S. are outlined in a new booklet, Federal Handbook for Small Business. It's free from SBA offices throughout the United States.

General Services Administration and Veterans Administration are now helping to distribute SBA's facilities inventory registration forms to small firms. The nationwide listing provides a reference source for government purchasing agencies awarding prime contracts, and makes available to prime contractors information on small firms as subs.

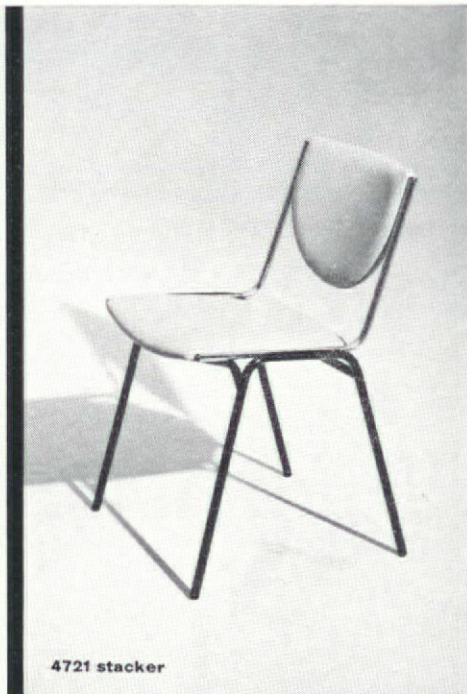
SBA has started another loan program. Under this arrangement, it takes up to half a small business loan, and the commercial bank that services the loan takes the rest. The bank may deduct from the interest collected for SBA 1/2 percent, as the servicing charge.



4722 stacker



stack of side chairs on dolly



4721 stacker

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Motel financing

Commercial banks have been advised to take a long look at the motel industry as a source of mortgages. With higher interest rates being paid on their savings deposits, the banks are seeking new investments, at a time when plenty of mortgage money is about.

They were told by Memphis banker H. H. Haizlip, Jr., to check into the motel industry, which has fought an uphill battle for mortgage financing, and is expanding at a tremendous rate, he said.

Another area of opportunity he pointed out—which is one also for the contract furnishings industry—hospitals and medical offices. Growth pattern here has more than kept pace with the economy.

Over there

U.S. Embassy in Paris is blowing a horn for the 32d Salon of Household Equipment and Furnishings in late February and early March there. French consumer interest is increasing in home furnishings that make for more gracious living, it says.

We've noted recent requests for: Luxury items for the home and for office decorating, from Ghent, Belgium. Flooring materials, desks and cabinets, from Cyprus.

Invitations and dispensations

Post Office Department, Washington—wood or steel furniture.

Aviation Supply Office, Philadelphia—3040 yards of carpet, aircraft mohair or wood pile.

General Services Administration, San Francisco—dormitory steel desks. Rattan household furniture.

GSA, Seattle—tubular steel triple davenport; metal and wood tables; wood quarters furniture.

GSA, Washington—Occasional traditional wood furniture for quarters use. Traditional wood bedroom furniture, March 1, 1963 through Feb. 29, 1964. Composite metal and wood quarters furniture, Feb. 1, 1963 through Jan. 31, 1964. Traditional dining room furniture, through Feb. 29, 1964. Quarters table lights.

Some recent Federal awards included:

GSA, Washington—Installing auditorium chairs in Howard University multipurpose room, \$4,791, International Seat Div., Union City Body Co., Union City, Ind. Cotton bedspreads, through July 31, 1963, George D. Brandt Co., New York City.

GSA, San Francisco—Household furniture, sofas, chairs, tables, desks, headboards, dressers, \$26,261, Phoenix Furniture Corp., Sheboygan, Wis.

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CONTRACT BUSINESS: *notes and comments*

Contract Business: Notes and Comments is a new department designed to enlarge the scope of CONTRACT's coverage of industry developments as they occur each month. In it we will report on significant developments in manufacture, design, marketing, and specifications. Reports of major new commercial/institutional projects, trade exhibits, meetings, and conferences will also be found in these columns.

Trefzger's to hold seminars

Trefzger's Cincinnati (see article in our November issue called "Products for Professionals"), is holding a series of seminars on the applications of contract furnishings for clients in various parts of the firm's territory. Dates are: January 15, Memphis; January 17, Nashville; February 12, Charleston, W. Va.; February 14, Pittsburgh; May 14, Richmond, Va., and June 21 and 22, Cincinnati, at Trefzger's own Exhibit Center.

Vinyl-Tex sets production record

Vinyl-Tex Co., Paterson, N.J., was recently awarded the contract for wallcoverings in the new Disneyland Hotel in Anaheim, Cal. One wall of each guestroom is hung with a specially designed mural on Vinyl-Tex's Fabrovin vinyl wallcovering, the other walls and the corridors in a Fabrovin texture. What's remarkable about the job is the record time in which the murals were produced. Sketches were received from the Disney people on a Monday, screens were cut the next day, and by the following Saturday finished murals were being hung in the new hotel in California. All told, Vinyl-Tex supplied murals and textures for 150 guestrooms, plus corridors, bathrooms, etc.

Miller lights Sharpstown

Sharpstown Center, a huge 20-acre shopping complex, was recently opened in Houston after two years of developing and building at a cost of \$14 million. It is the first center in the Houston area to have completely air-conditioned shopping malls under one vast roof. Thermostats continuously and automatically control the temperature levels both inside the stores and in the malls. The malls feature indirect fluorescent cove lighting and direct incandescent decorative lighting arrangements which automatically vary their levels according to the need.

The central mall is the equivalent to three blocks of a 50-foot-wide major street under one roof. To offset the resultant tunnel effect, consulting engineers Bullock, Wright & Miller, Inc., used Howard Miller bubble lights, visually dividing the mall into six sections. The Miller lights (see cut) are evenly spaced along the length of the mall. At each of the six locations,

there are clusters of fixtures, hung in a circle about 10 feet in diameter. The fixtures vary in shape from 3-foot-long cylinders to 3-foot-diameter ellipsoids. The Miller units not only provide decorative arrangements, but also serve to minimize the apparent length of the mall.

Chairs Unlimited opens showroom

A new showroom, Chairs Unlimited, recently opened at 9020 Beverly Boulevard, Los Angeles, is heralded as unique in that

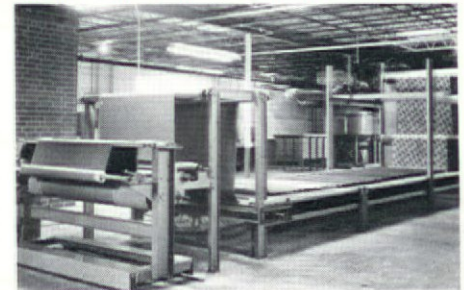


it is the first to specialize to such a large extent. There are more than 150 chairs on display (see cut), approximately 2000 chairs cataloged representing 60 manufacturers and importers. Sales programming is directed to the design offices in

an effort to supply the designer with information on new seating as well as standard lines. The new showroom is under the management of Murray Feldman.

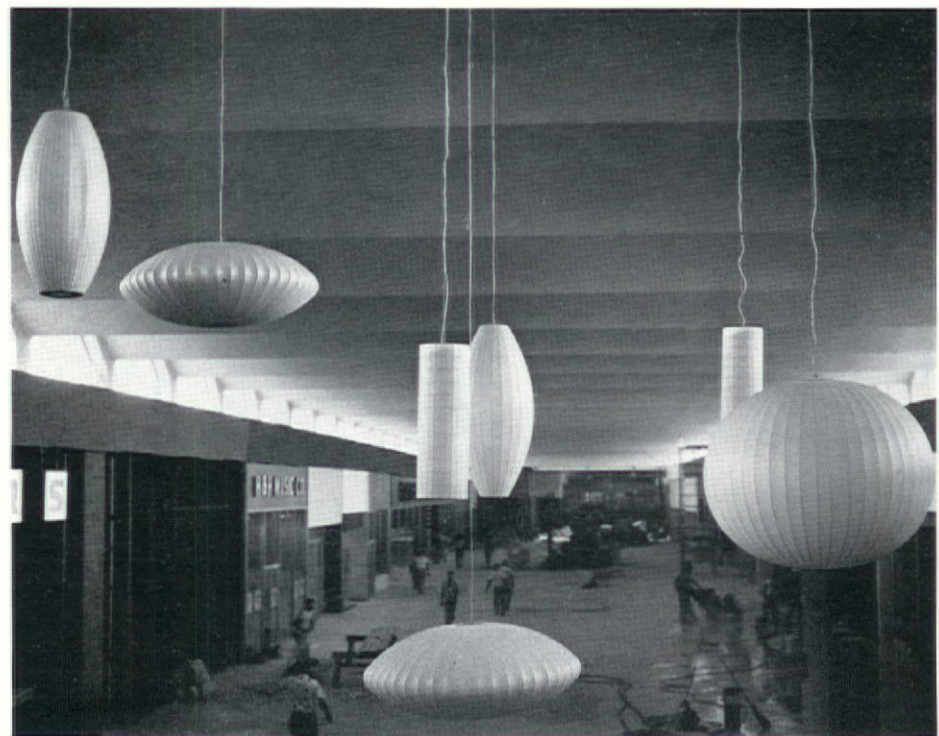
Synthetics opens High Point branch


Synthetics Finishing Corp. of Philadelphia, to meet the increasing demands for fabrics with Scotchgard stain repeller, has



opened a new branch in High Point, N.C. The new firm, Synthetics Finishing of North Carolina, Inc., features the latest developments in finishing equipment and technology, including a \$90,000 prototype solvent recovery unit. The opening of this \$250,000 facility will result in 24-hour in-plant service resulting in time and transportation cost savings.

The new plant has more than 15,000 square feet of floor space and is almost completely automated. The new prototype recovery unit will permit a recovery of 50 percent or more of solvent that would normally be lost. Another feature of the plant is controlled tension on a continuous 120-foot range (see cut) to control over-feeding or tension during processing.





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there's really nothing
quite like designer
George Nelson's
imaginative approach to
contemporary timing.
Howard Miller
Clock Company
Zeeland, Mich.

CONTRACT BUSINESS: notes and comments —cont'd

JFN principals identified

Since the publication of our July issue, which contained a feature article on JFN Associates and the Pan Am Building, readers have been asking us about JFN. First of all, the principals of JFN (whom we should have mentioned in the July story but didn't) are Douglas Nicholson, president, and Salvatore P. Fili, vice president. Although JFN is only about three years old, it already ranks among the top ten space planning firms, with about 2½ million square feet of space to its credit.

Delmonico commissions designers

First specific plans for revitalizing the Hotel Delmonico in New York were announced by S. Joseph Tankoos, Jr., of Tankoos Yarmon Hotels, Inc., which took over the operation of the 33-year-old hotel this past October. Valerian Rybar has been commissioned to design a new lobby, cocktail lounge, and restaurant, and Barbara Dorn Associates, Inc., has been signed to refurbish the guestrooms.

Terminal seating in Formica

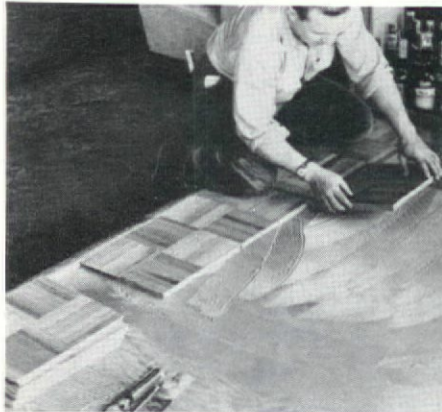
Seating units surfaced with Formica laminated plastic furnish the terminal waiting room at Merrill C. Meigs Airport on Chicago's lakefront. The laminate surfacing, in a light-tone wood pattern, was designed to withstand heavy transient use, while the smooth, curved surfaces require minimum cleaning maintenance. The units are manufactured by All Metals Fabricating & Engineering Co. of Dallas (see cut below).



From barbecue pit to dance floor

Faced with the problem of providing an adequate dance floor in keeping with a new policy of entertainment and dancing, the owners of El Condado Restaurant, Ewing, N.J., found the only place for the new floor was in an open barbecue pit area that was no longer in use.

The next problem was time, for the entire job had to be completed between a Monday morning and the start of business



the following Friday. In order to meet this deadline and still keep labor costs to a minimum, the contractor used Flexstrip, a new material made by Homasote Co., that provided a triple saving: it cut installation time, eliminated finishing (except for occasional waxing), and made it possible to install attractive hardwood parquet squares and an underlayment in one operation.

The floor was framed out in 2 x 4's over the existing concrete floor. By Wednes-

day evening the sub-floor was in place. Using 12 by 12 inch Flexstrip panels, pre-finished hardwood parquet squares ready laid on resilient Homasote, the floor was completed in ¼ the time it would have normally taken to install an underlayment and conventional 6 inch square parquet panels.

The new 12 by 6 foot floor was completely finished a full five hours before the deadline for the opening.

Philadelphia fills carpet order

A total of 1,200 square yards of carpeting was installed in the lobbies, orchestra, and on the grand staircase (see cut) of the newly refurbished Metropolitan Theatre in Boston, recently reopened as The Music Hall. Custom made by Philadelphia Carpet Co., the carpet is a three-frame wool-pile Wilton in deep Wedgwood blue with two shades of gold. Total refurbishing cost of the palatial theatre was \$600,000.



An editor is a novelist


A Jack Is A King is the title of a first novel by Norman Keifetz, associate editor of *CONTRACT*, absurdity-fighter and post-beatnik man of letters. Published last month by Dial Press, it was reviewed last month over WBAL-FM, New York's egg-head radio station, by Richard Elman. Among other things, Elman said Keifetz was a novelist worth watching. (We watch him every day and we suspect he is writing a second novel because he hasn't turned in any copy for these columns recently.) We twisted Keifetz' arm for a bit of comment on his work, and he gave out with: "Jack is an investigation of absurdity, revealed through a series of ironic, droll, massive outrages." That's the way our boy talks. If you want the full quota of outrages, as committed by the novel's hero, Jack Snake, make the scene at any hip book store near your pad, man.

Good decorating ideas start with



...colorful, practical Avisco® fibers

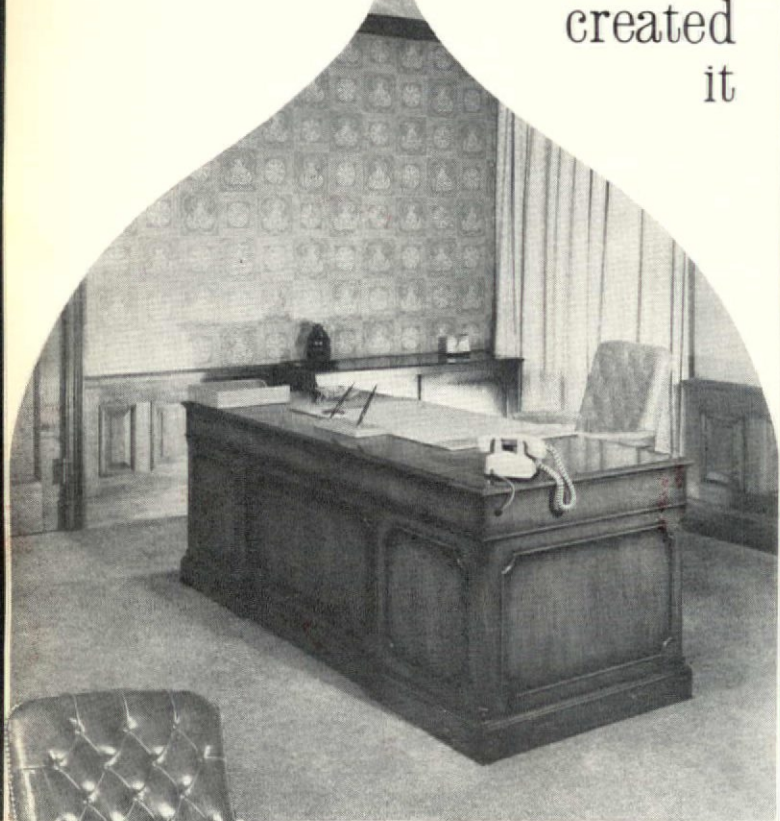
PATCRAFT carpeting of 100% Avisco rayon pile brings a feeling of luxury and color drama to this room. The sumptuous feeling underfoot is contributed by today's Avisco rayons. Practical, too, because these carpets resist soiling and linting, take lots of hard wear. Choose from a wide range of decorator colors. Contact Patcraft Mills, Inc., 295 Fifth Ave., New York.

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PEOPLE

Simmons Co. has appointed Norman E. Williams to the newly created position of merchandising manager. With headquarters in Simmons' office at Merchandise Mart, Chicago, Mr. Williams' responsibilities will include sales promotion and merchandising.

Christopher Pappas has been appointed manager of contract sales—Terson Vinyl Fabrics of A. Terson Manufacturing Co., Butner N.C., division of Plymouth Cordage Industries. Mr. Pappas will make his headquarters at the firm's New York sales office, 120 East 41st St.



Christopher Pappas



Wayne P. Ariola

Callaway Mills, Inc., La Grange, Ga., announced the appointment of Wayne P. Ariola as national contract sales manager, with headquarters at the New York offices. The move is part of Callaway's contract carpet division expansion program.

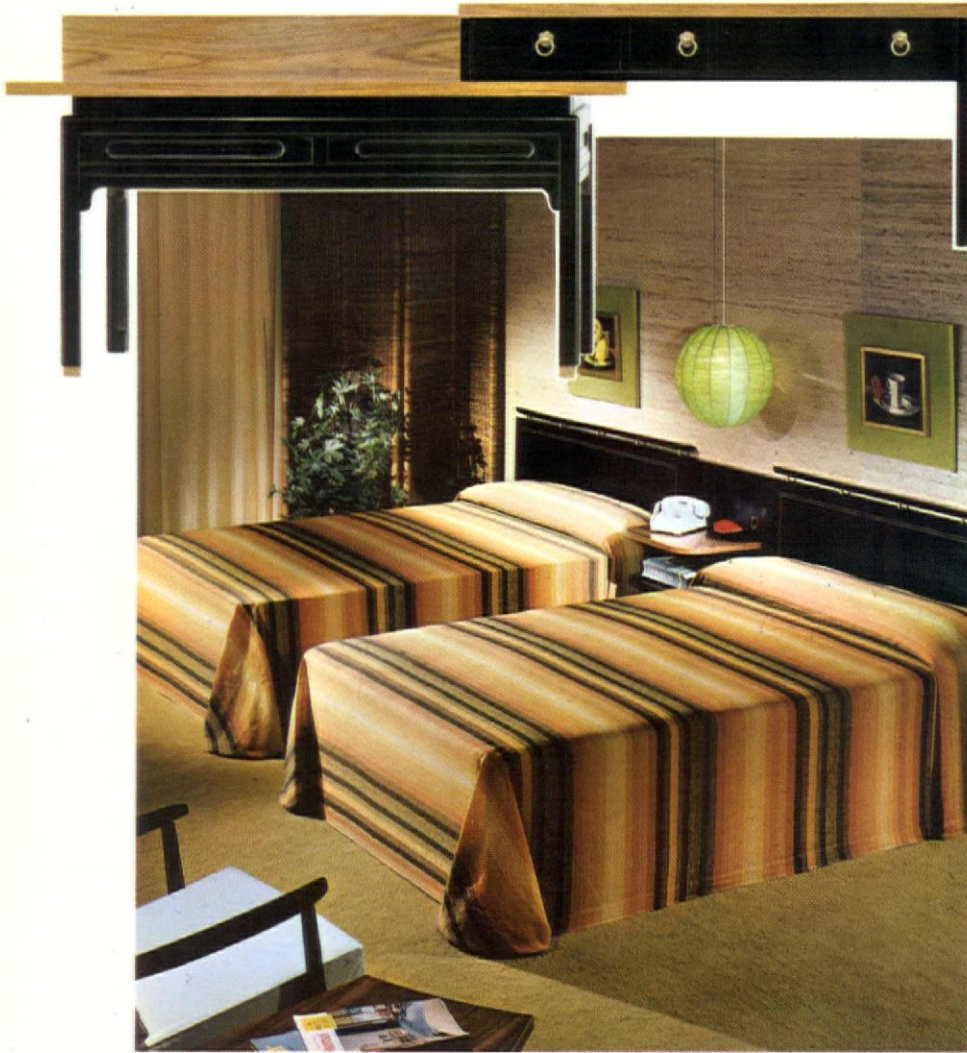
James A. Howell of Howell Design Associates, Providence, R.I., has been retained by Williams Brothers Co. to design a new restaurant at Roger Williams Park, a city park in Providence.

Nickerson Boyle Jr. has been named sales manager of the new contract sales division of Eclipse Slumber Products of New England. Mr. Boyle will devote himself to special design work and new application of Eclipse's Springwall mattress to solve problems in hospitals, school dormitories, and motor lodge operations.

Jack Schafer has announced the opening of offices for the practice of interior design. Mr. Schafer, formerly director of the planning and design division of Trefzger's, Inc., will offer his services as interior design consultant in the commercial, institutional, industrial, and residential fields. New offices will be located at 206 South Wayne Ave., Cincinnati, Ohio.

(Continued on page 199)

Manchu LEADS THE FIELD WITH FURNITURE NOTED FOR STYLING AND GUEST APPEAL



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Only the cream of contemporary styling goes into American furniture . . . only the most dependable workmanship, quality construction. A recognized leader in the furniture industry, American offers a wide variety of coordinated groups for guest and public rooms.

Manchu elegantly oriental in design, features the exclusive Tri-Plex Wall Unit which includes luggage rack, desk dresser and TV area.

The entire Manchu suite has low-lustre ebony lacquer finish with top surfaces of hard-wearing Parkwood teak.

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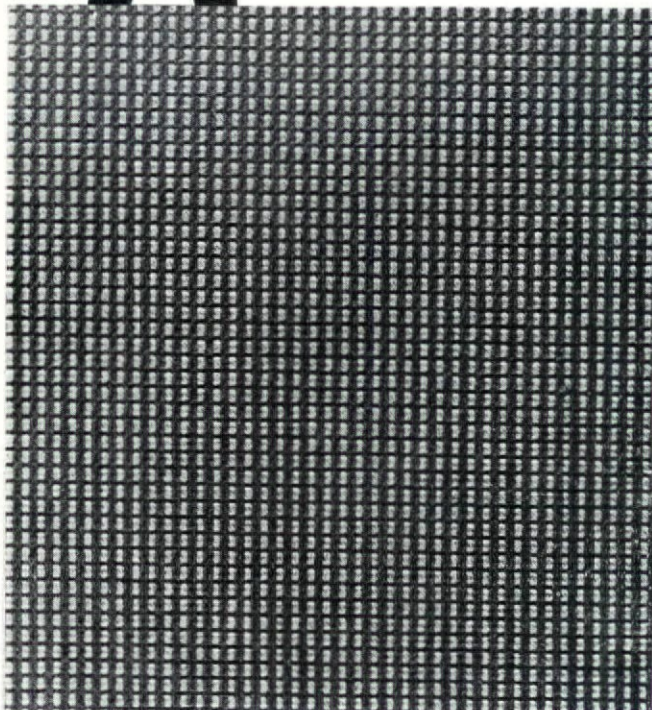


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CONTRACT DIVISION



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RAILROAD
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FABRIC



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LOS ANGELES: Los Angeles Home Furnishings Mart
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PEOPLE

William G. Glynn, Jr., has been named eastern sales representative for the contract division of Kroehler Mfg. Co., an appointment necessitated the continuing expansion of the company's contract program. Mr. Glynn will work with contract dealers in the New England states, New Jersey, as well as metropolitan New York.



Will Turner has been appointed vice president and sales manager of Globe Lighting Products, Inc. Mr. Turner's headquarters will be at Globe's recently opened offices at 801 Second Ave., New York City.

Seymour Evans Associates, lighting designers specializing in commercial and institutional work, has moved its offices to the Plaza Hotel, New York City. The firm's recent assignments include hotels in Houston, Boston, Los Angeles, Hartford, Conn., and Detroit, as well as the Columbia Law School Plaza in New York City.

Knoll Associates, Inc. has appointed Robert B. Cadwallader as western divisional sales manager.

John Dodd and Douglas Emerson have joined Design Carpets, San Francisco, a division of Design Distributor Corp. Both will be responsible for sales of custom carpeting to designers and architects in northern California.

Joseph Kobek and Robert D. Mathews & Associates have been appointed sales representatives in the mid-west for the public seating division of Hampden Specialty Products Corp., New York City.

James Merritt has been appointed design co-ordinator of the textile firm of David & Dash, Miami.

Roberta Huml has been appointed manager of the contract fabrics department of Massachusetts Mohair Plush Co., Inc., Kings Mountain, N. C.

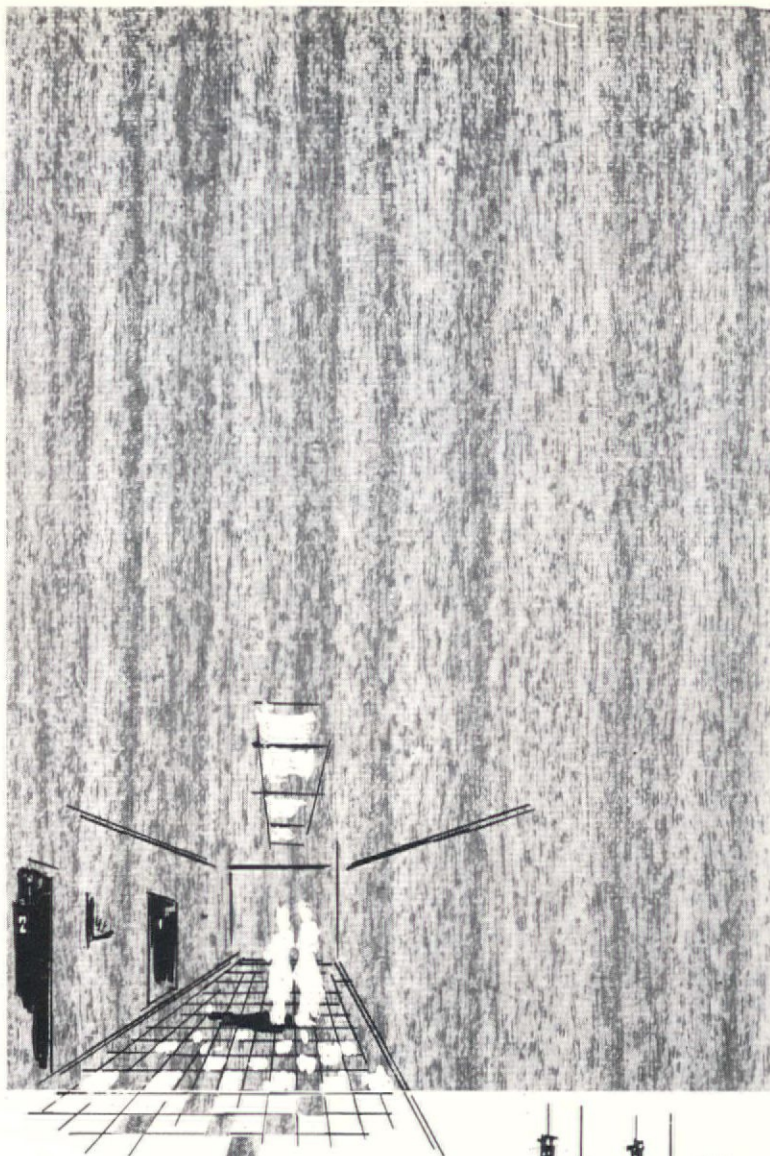
James A. Jones has been named sales manager of Dow Chemical Co.'s New York textile fibers office. Mr. Jones will be responsible for the administrative management of the New York office and will manage field sales operations.

New address for hotel interior designer Marilyn Motto in New York City is 17 Park Avenue. The headquarters' address in Miami remains the same.

FABROVIN, a product of Vinyl-Tex Co., is made to rigid specifications expressly for contract use. Available in a wide range of textures, embossings and prints ideal for commercial and institutional work — attractive FABROVIN is at the same time rugged, stain and scuff proof.

Cloth-backed FABROVIN contract wall coverings are manufactured from solid virgin vinyl sheeting, laminated to fabric and available in a variety of weights to embrace every commercial need.

The Vinyl-Tex Co. manufactures and controls every stage of FABROVIN contract wall coverings in a plant fully equipped with its own laminating, screen printing, rotogravure printing, and embossing facilities. Vinyl-Tex has complete custom-color and design services, in addition to a comprehensive selection of stock textures, embossings and prints.



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A NEW SYSTEM by Parkwood Laminates, left, consists of modular sheets of high-pressure laminates plus laminated strips that make installation simple and inexpensive. Brocade, above, is one of Standard Coated Products' wide collection of Wallclad vinyl coated woven fabrics. It is furnished in standard weight in eight different colorings. Below, Verde Wallpapers, Inc. supplied the moiré patterned vinyl wallcovering and Dacron fabric on the expansive window wall in one of the dining rooms in the new Americana Hotel, New York City. Both were designed by the building's architect, Morris Lapidus.

SPECIFYING AND SELECTING WALLCOVERINGS



**DURABLE NEW MATERIALS OFFER LONGER LIFE THAN PLAIN WALLS,
BETTER APPEARANCE-RETENTION AND LOWER MAINTENANCE; COST
COMPARISONS SHOULD TAKE "WALL PREPARATION" INTO ACCOUNT**

IN a recent survey, 585 building owners, managers, and building management firms were asked the following question: "Considering cleaning and maintenance, plus original cost, which is the more economical—paint or wallcoverings?" Significantly, 77 percent replied that wallcoverings were more economical than paint, despite the fact that they considered the initial materials and labor costs to be higher for wallcoverings.

Throughout the commercial/institutional field, it is becoming more and more widely recognized that wallcoverings ultimately save time and money. The contract client can expect from them—provided that the right types are chosen for his particular requirements—longer life, better appearance-retention, and lower maintenance than painted walls. The running costs of maintenance and replacement should also take into account the problem of business interruptions, which are far more expensive than the upkeep of any material.

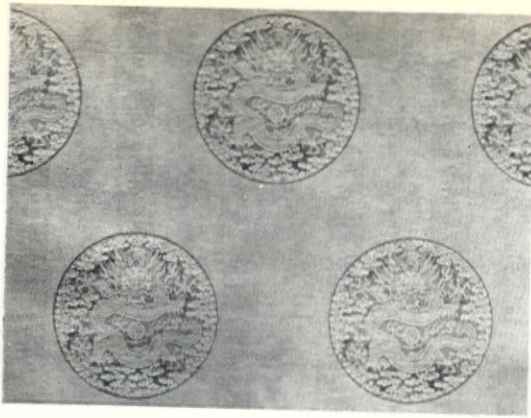
It shouldn't surprise anyone, therefore, that wallcoverings have made giant strides in the contract field during the past decade and a half. Nevertheless, few people realize what enormous areas are being covered these days with vinyls, wallpaper, and other types of wallcoverings. The scale is brought home dramatically when one learns that 90,000 yards of wallcoverings have been specified for the new Hilton Hotel in New York, or that 25,000 yards were used in the Oklahoma offices of Philips Petroleum, 10,000 yards in the First National Bank in Dallas, and 40,000 yards in the Indiana State Building—to name just a few recent installations. Current annual billings of vinyl wallcoverings (which now comprise about 58 percent of all wallcoverings specified for contract use) are estimated at around \$20 million, and a few million more should be added for wallpaper and specialty wall fabrics. Five years from

now the total is expected to be in excess of \$30 million. Mention should also be made of another group of materials with which we are not directly concerned in this article, but which do enjoy extensive use in the contract field, namely, the rigid and hard-surfaced materials such as plastic laminates, finished plywoods, and ceramic tile. An outstanding example is Parkwood Laminate's new modular wall system, illustrated across page.

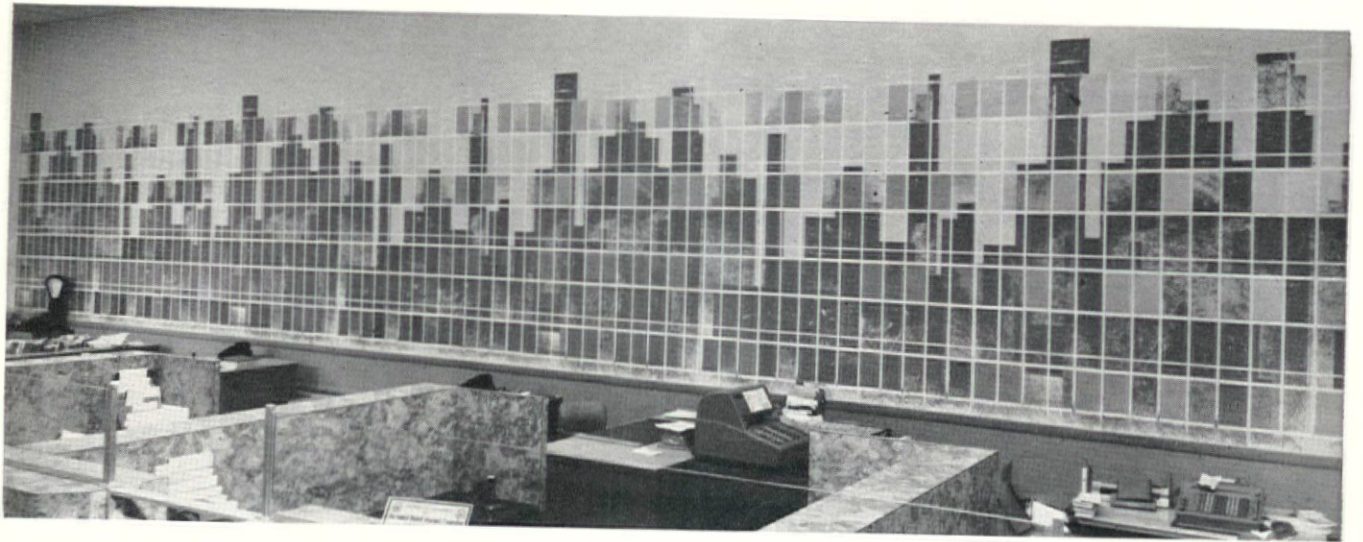
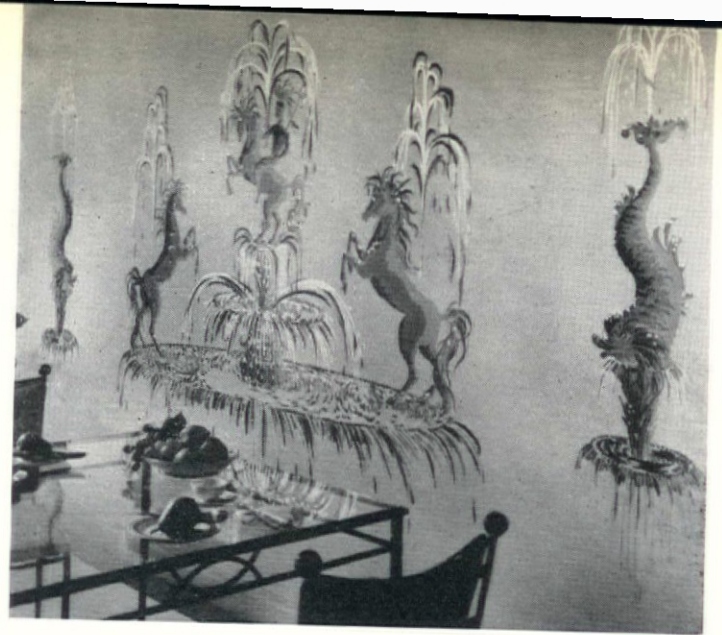
What to look for

The contract specifier and buyer is confronted in today's market with a vast variety of materials competing for a place on his budget. Many of them are untested, and in all too many cases lack of proper guidance in their selection has resulted in costly errors for the user. Often, too, more expensive materials than are actually required are specified for a given installation. It is not necessary, for example, to use a high-cost, heavy-weight vinyl on wall surfaces that are usually out of contact with the human hand, such as the walls above banquettes in restaurants; these are rarely subject to friction or scuffing. On the other hand, the user should be aware that stain-resistance is important in such areas, because food (and attendant greases) are in the vicinity of a restaurant's wallcoverings at all times.

What guideposts can the contract specifier look for then in selecting wallcoverings? Where vinyls, the most important single group of wallcoverings, are concerned, two things that should be investigated are, 1. thickness and weight, and 2. the ingredients that the manufacturer has used in producing the material. The federal government, on the basis of vast field experience, has adopted three basic thicknesses and weights for vinyls. Type A (light weight): 5 mil., 5 oz. of vinyl per square yard, for use on walls exposed to ordinary wear and ceilings, to replace paint



HANDPRINT on vinyl by Murals, Inc., above. Right, Van Luit's decorative wallpaper available in three colorways. Below, Glass Canyon, a stainproof scenic by George K. Birge installed in Buffalo bank.



WALLCOVERINGS

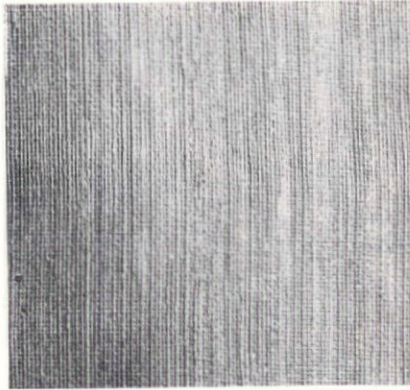
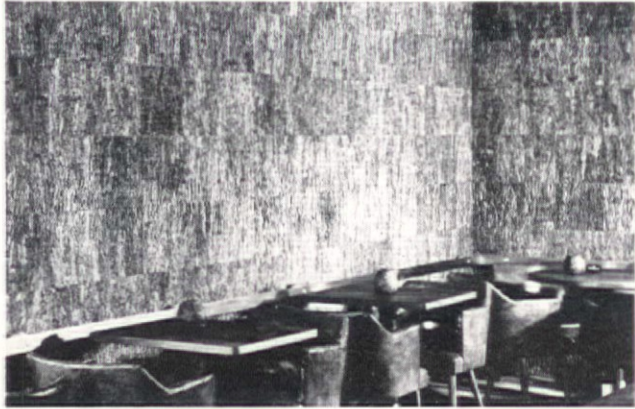
for low maintenance; Type B (medium weight) 10 mil., 10 oz. of vinyl per square yard, for use on walls where light weight is not adequate and where heavy weight is not indicated by the damage potential to which these areas may be subjected; Type C (heavy weight), 15 to 20 mil. (weight will vary), for use as wainscots for corridors, halls, or lobbies with excessive traffic, subject to damage by moving equipment or abusive conditions.

The foregoing descriptions are not all we would like them to be, containing as they do qualitative, pickwickian terms like "ordinary wear," "excessive traffic," but they are a step in the right direction. Another ascertainable feature of vinyl wallcoverings is what they are composed of—the ingredients that the manufacturer throws into the so-called vinyl "mix." Generally speaking, the thicker or heavier the vinyl face of the wallcovering, the more wear and abrasion it will withstand. However, this is true only when quality

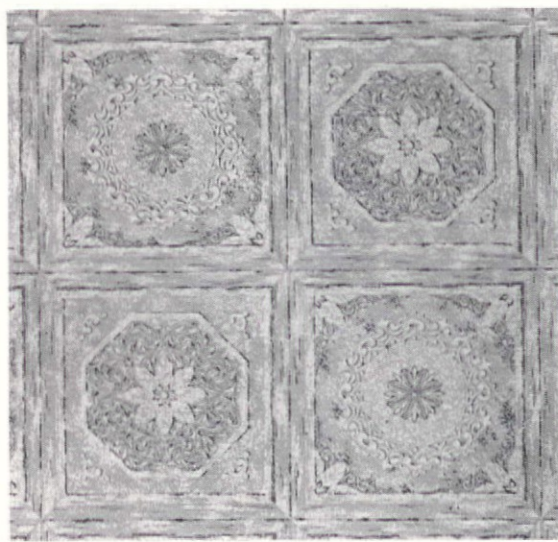
ingredients have been used in manufacturing the vinyl wallcoverings—for example, the use of so-called "extenders," such as clay, make it possible to market the product at a lower price, but render the material less resistant to wear and tear. Use of unnecessarily heavy cotton backings to bulk up the product and give it the feel of heavy weight goods is another practice of which the buyer should beware. When more weight is used on the backing and less vinyl on the face, the life expectancy of the material is correspondingly diminished.

Backings, incidentally, are of several varieties—woven, non-woven, and paper. All can perform satisfactorily, in certain contexts, provided that they offer dimensional stability, but in heavily trafficked installations, cloth is usually specified. The vinyl can be either laminated to the backing in sheet form or coated onto the backing in viscous form. The laminated types generally offer a smaller depth of embossing and are usually found in the light and medium grades. In no case should the specifier be inveigled into

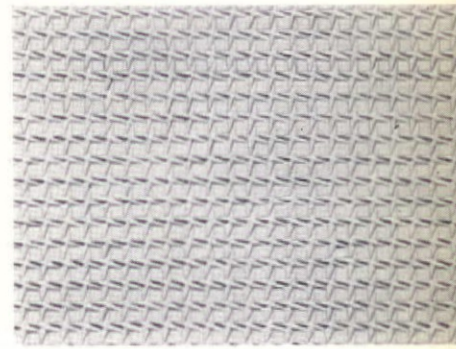
MAHARAM's Contempo Corkbark in 12-inch squares surfaces the walls in the cocktail lounge at Bayberry Hotel, Great Neck, N.Y. The acoustical properties in the natural bark make it ideal for public areas. Bottom, The American Eagle, part of Thomas Strahan's Chelsea II wallpaper collection, comes with matching fabric.

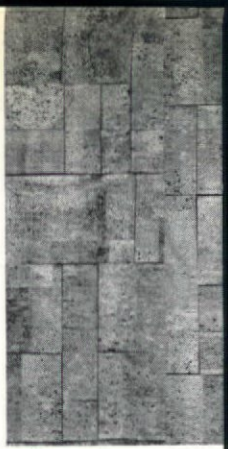
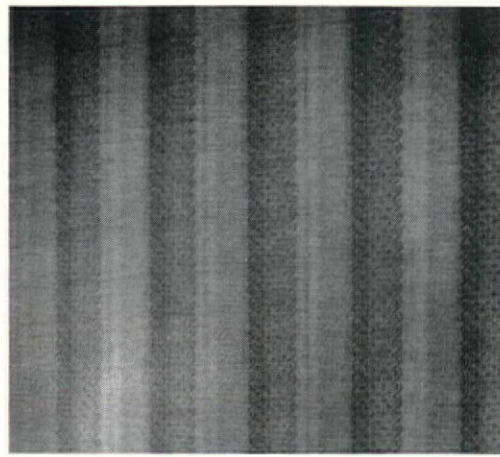


TEXTURED Citron vinyl by Kalflex is used to establish a harmonious background at Upjohn's second floor executive reception area in Kalamazoo, top right and left. Two new Vicrtex vinyl textures by L. E. Carpenter are Taiwan, above left, that captures the essence of hand-woven hemp fabrics from the Far East, and Samarra, above right, a basalt-textured pattern inspired by an ancient Persian motif.

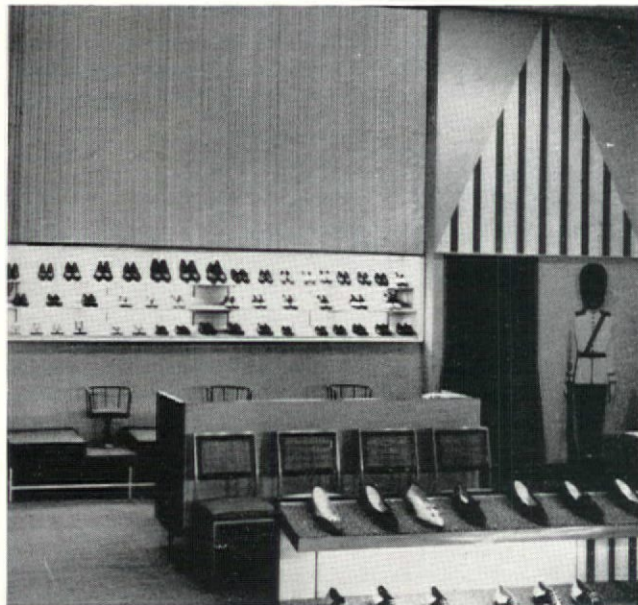


KARL MANN's Carioca wallpaper, left, is an array of tear-drop streamers in four complementary colors. Above, Cellini, on scrubbable Fabrique, a Birge Co. bas-relief, was inspired by a Renaissance metal door. The two patterns at right are part of Frederick Blank's Fabron and Permon lines of 3-ply, maintenance-free vinyl wallcoverings.





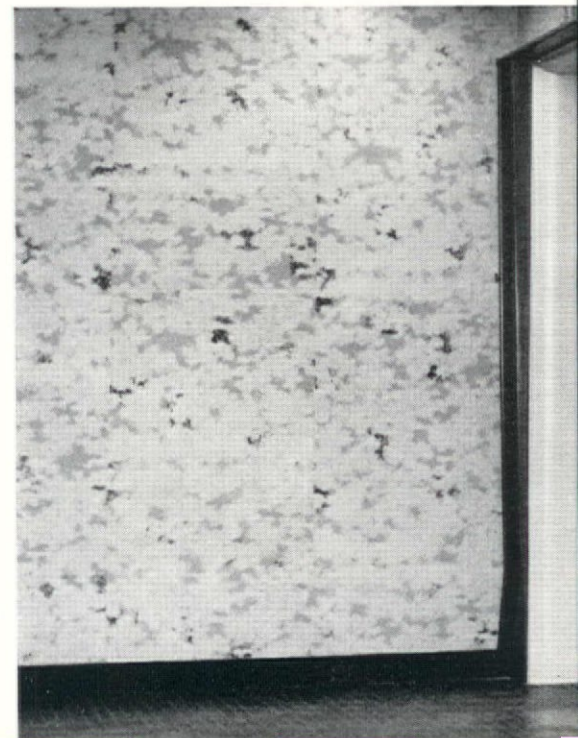
THE BIRGE CO.'s vinyl wallcovering collection Fabrique, includes Kashan, far left, a durable damask that can be washed clean. Van Luit's striped wallpaper pattern, left, contains a subtle design motif and comes in seven different colorways. Above left, Wall Trend's Styl-O-Vin collection features Damask, a subtly embossed handprint in vinyl. Spanish Cork wallcovering, above right, is made of natural cork sheets in random pattern, coated with clear plastic. Manufactured in Spain, it is available from Katzenbach & Warren.

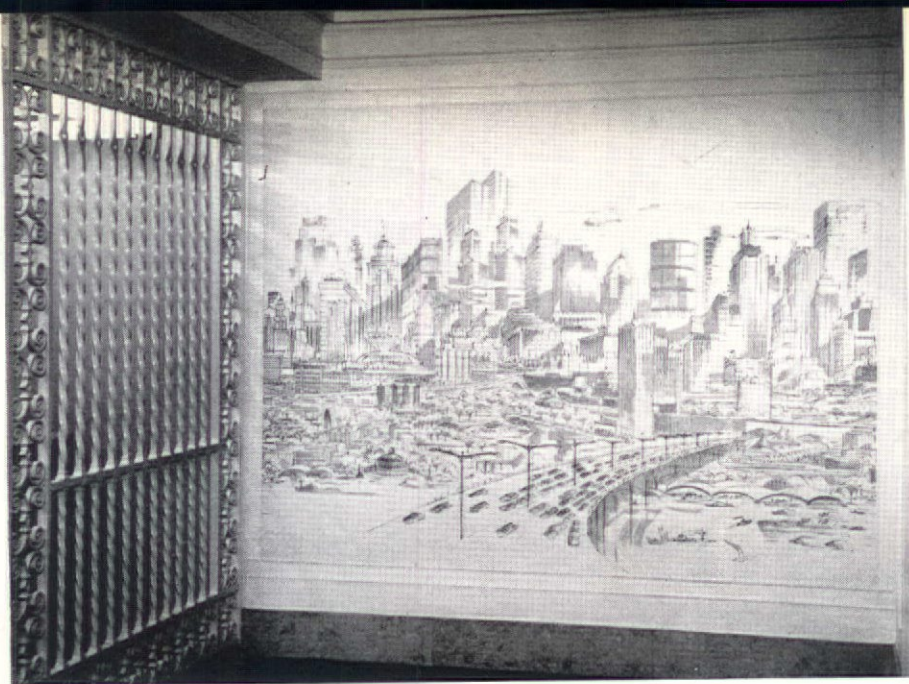


DURAWALL's Multiline vinyl fabric covers the wall area above the shoe display at Stewart & Co., Baltimore. Multiline, detailed at far left, is part of the Suwide collection and is available in 17 colorways ranging from pastels to reds and greens.



WALLS TODAY, Inc., achieves the elegance of the directoire period in Sarabande, left, a set of decorative wallpaper panels designed by Paul Dupont. Sarabande, consisting of two panels in flock, each 27 inches wide, can be custom-ordered on vinyl. Cloud Patina, one of Timbertone's hand-textured wallcoverings, is used on end-wall in elevator lobby at The New York Club, below.





METROPOLIS, above, a stainproof hand-printed mural in George K. Birge's Passports line, is installed at the entrance to the safe deposit vaults of the Marine Trust Co., Buffalo, adding warmth to the sombre atmosphere usually associated with such areas in banking institutions. At right, Bird-in-Tree was created by textile designer Anita Margill for Norton Blumenthal, Inc. The pattern can be printed on vinyl, burlap, grasscloth, or silk, and can be used as a repeat or a single panel.



WALLCOVERINGS

choosing "unsupported" or unbacked wallcoverings for contract use.

The vinyl face of the material, if well-made, provides great damage-resistance, soil-resistance, and in some cases, resistance against fire. Vinyls also have good insulating properties, are wall-strengtheners in the sense that they help prevent plaster cracks from developing, and are useful for concealing architectural defects such as wavy walls.

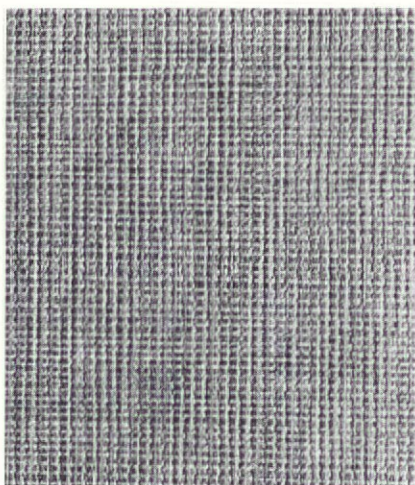
Although published by a manufacturer in the field, the best all-around booklet on how to buy wallcoverings for contract use is L. E. Carpenter & Co.'s "Practical Guide to Specification, Selection, and Use of Vinyl Wallcoverings." This is available from Carpenter, which manufactures the well-know Vicrtex line, and which is located at 350 Fifth Avenue, New York City.

Vinyls are made in a broad range of textures nowadays, some of which are remarkable simulations of grasscloth, burlap, moire, and shiki silk, among others that are being offered. Most firms in the field will hand-screen designs on their textures on a custom-order basis, while others now stock hand-screened prints on vinyl in the same way they stock prints on wallpaper.

Vinyl-protected wallpapers

In many contract installations, the budget does not permit the use of vinyls, nor do the expected wear and soiling conditions require specification of expensive, heavy-duty materials. On protected walls, for example, where the public is kept away

(Continued on page 49)



BRANDON, top left, a Thomas Strahan wallpaper in black and white. Top right, vertical design in New Castle Products' Modern-Cote line of silk-screened vinyls. Above left, one of Standard Coated's Wallclad collection of vinyl-coated woven fabrics. Above right, Sandwich Glass, included in Imperial's Glendura line of vinyl wallcoverings.

**E N V I R O N E T I C S : AN INSIDE LOOK AT THE
WORKING THEORIES DEVELOPED BY MICHAEL SAPHIER ASSOCIATES IN THE COURSE
OF CREATING "COHERENT AND EFFECTIVE" ENVIRONMENTS FOR ITS MANY CLIENTS**



MICHAEL Saphier Associates is one of the few contract planning-design firms that has had both the opportunity to create total environments for its clients and the courage to reject offers of piece-meal jobs that could only end in dissatisfaction to both parties to the contract.

MSA, as it is known, has performed so many times and so well as design "ecologist" for its numerous clients that it has developed from its diversified experience a set of operational principles it designates as Environetics. As the form of the word indicates, Environetics takes into account not only the requirements of the client's physical work space, nor merely what he *thinks* he needs, but it also extends to systematic investigations of efficiency, comfort, visual effect, and provision for expansion. Last but not least, its scope includes effective projection of the client's corporate personality. Although the last-named element has been the target of a generous amount of lampooning, it is nevertheless possible to speak legitimately of "projection of the corporate image" as the sum total of a planner-designer's work. This, according to MSA, properly includes graphics, packaging, display, and product design in addition to space planning and interior design.

If the over-all design concept has been a meaningful and coherent one, they maintain, and if none of the extrinsic elements mentioned earlier have been introduced by the client, the "projection" will not be assertive, but harmonious and pleasant—for both the client and those with whom he does business.

The ideal sequence of events in developing Environetics for the client, according to Lawrence Lerner, president of MSA, is to start by designing a product for him, a task Saphier Associates has performed in many cases. "A package is needed," he points out, "in which the product is to be wrapped, shipped, and sold. It needs shipping containers, labels, invoices, stationery, etc. Let's say we design all these. Then, it requires a place where it can be effectively displayed. Since we know all about the product, its packaging, and its display and distribution, it is logical for the client to ask us to design a display case or even a showroom. At this point, we have gone almost all the way to Environetics. Business improves to the point where the client has to expand his whole operation. Since we are now thoroughly versed in his operation and probably know almost as much about his business as he does himself, he



East Ohio Gas Co.

The problem in designing a general office building for this major corporation was to plan and design a business center for its operations that would remain efficient and flexible during a period of rapid change and expansion. Views of main lobby and sales conference room at East Ohio Gas.



ENVIRONETICS

asks us to come in and help him lay out and design his working environment and to provide for its continued expansion."

A coherent and effective image

It's obvious that a notably good design environment is not something the corporate client can achieve overnight. Fortunately for MSA, its relationships with clients have in many instances been initiated in precisely the way described and have then continued and progressed over a period of years; in fact, a majority of MSA's clients at present are firms for whom it has done work previously. These extended relationships have enabled the planning firm to "discover and reflect the client's essential character to those segments of the community with which its business is concerned," to quote Lerner again. In short, a consistent effort is made to bring the client's image under design control, and by so doing to render both it and his business operation more coherent and more effective. Lerner observes that surprisingly often the client himself does not recognize the picture of his organization that the public carries about in its mind's-eye. Or, if the client has

such awareness, he does not extend it to his physical plant.

Although 75 percent of its energies are now devoted to space planning and contract design, Michael Saphier Associates started out as a product and packaging firm. As clients pressed upon it more and more comprehensive assignments, involving the planning of physical facilities as well as product engineering, the three men who organized the firm in its present form—Michael Saphier, chairman of the board, Lawrence Lerner, president, and Bernard Schindler, senior vice president—began to think in terms of over-all planning procedures that would coordinate and unify the client's organizational structure, interdepartmental relationships, production and marketing methods, with the design of the product, of office space, graphics, display and packaging, by which the corporation makes itself known to its public. It became obvious to MSA that physical organization and coherent design were closely related to operating efficiency, and that therefore what it had to build was not merely a service that would make the client look better, but also to provide integrated design tools that would make him able to conduct his business more efficiently.

This Environetic mode of thought and develop-



Yawata Iron & Steel

The Los Angeles offices of this major Japanese steel producer, an effective and thoroughly contemporary setting from which the firm conducts business with customers throughout the United States. Its American furnishings are relieved with paintings and accessories in the Oriental vein; note too the logo above the name Yawata.

ment has proved so dramatically successful that MSA has grown from a three-man outfit to a vanguard position in its field. There are about 65 persons in its New York office, plus sizable staffs in its other offices in Chicago, New Orleans, Los Angeles, and San Francisco. In each of these offices, the design *gestalt* or over-all Environetic concept of every job is kept to the fore. What's more, it is directly reflected in MSA's organizational structure and its deployment of personnel. For example, although Lerner and Schindler originally joined the firm to help develop MSA as a business, neither man has ever restricted himself to business transactions alone, but has been continuously involved in every aspect of the firm's assignments. MSA is in fact organized in such a way as to make use of as many of the abilities of each of its personnel as possible. This course has been followed deliberately in order to avoid design stereotypes and to have each client's job solution reflect his procedures, his methods, the unique characteristics of his own business. No single individual in MSA is in a position to conceive, design, lay out, or put the finishing touches on a job by himself. There is a shunning of the individual "signature." Instead, the MSA staff member finds himself part of a combined effort in which the job

flows smoothly from one group to another as it develops. At each stage, it is reviewed, criticized, evaluated by the principals of the company, who now include seven other key men in addition to Saphier, Lerner, and Schindler. The varied backgrounds, the creative abilities, and the practical sense of many people and many years of on-the-job experience are thus lavished upon every phase of every project that MSA takes on. It is a set of operating procedures that explicitly invites and exploits individual contributions and/or inspirations, rather than discouraging or suppressing them by allowing them to stagnate in committee.

Programmed apprenticeship

Every MSA employee directly concerned with planning and design goes through a carefully programmed apprenticeship within the firm. The individual spends six months to a year in the space planning department, learning thoroughly all the intricacies of space requirements for personnel and equipment, the problems of interdepartmental relationships in terms of space and traffic, the shaping of physical space to produce simultaneously the highest possible business efficiency and the maximum human comfort.

From space planning, the staff member goes on





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to the estimating department, where he becomes deeply immersed in blueprints, dealing with contractors, suppliers, builders, and members of any number of other trades. He learns that every mark on a plan, every word of a specification, costs dollars and cents, that budgets must account for every detail of the job, and must contain no surprises to embarrass the client or the planning firm. From there he is shifted to the technical department, where he is able to make use of his school training in the execution of highly detailed working drawings.

Employees who show a definite creative flair, plus the ability to render their creations graphically, are brought into the MSA design department for further training. In the design department the apprentice-employee works with people who have been through the basic training, who are thoroughly grounded in the physical and budgetary requirements, the problems of flow and function, and who have in addition the ability to translate these "nuts and bolts" of the profession into esthetically pleasing surroundings for the client.

For such creative people, the design department is the summit. They are not ordinarily transferred to other MSA units; they are present at early meetings with clients, however, so that they can become familiar with the personality of the corporation for which they will be developing a design concept. In order to avoid the rarefied and abstract climate that sometimes prevails in design departments, designers also participate in all presentation meetings with the client, and in addition, they periodically visit the job in the field, to review how their two-dimensional design ideas are being translated into three-dimensional interiors. The final phase of training—a part-time responsibility—is a period of six months assisting the head of the field supervising department.

Project direction and coordination

On any given job, the work of all departments described is coordinated by a project director, a singularly capable person who has not only survived MSA's boot training, but has also evidenced important administrative and executive abilities. In accordance with an enlightened incentive program, some of these project directors, among



British-American Oil Co.

For British-American, Saphier Associates planned and designed a huge installation consisting of a 14-story office building in Calgary, Alberta, which acts as the nerve-center for this corporation's diversified activities throughout Canada and North America. The flexible auditorium and sales conference room in the building is shown on the cover of this issue.



others, have been rewarded with an interest in MSA. (The partial owners are now: Robert Schaefer, Karl Hand, Jerome Freund, Joseph Haran, Richard Korchien, Saul Resnick and Lawrence Wallach.) As vice president, production, Schaefer enjoys a work-load second only to that of the three principals. Schaefer oversees the daily schedules and procedures of the entire technical staff—project directors, space planners, estimators, designers, and technical draftsmen. He meets regularly with the head of each department to review current work and current problems, and to see that new work is properly scheduled as it comes into production. It is at these scheduling meetings that a new job is analyzed and its various parts assigned to the specialists. Under the constant direction of the project director, this work is subsequently routed through each unit, in an orderly progression that permits both the project director and the department heads to give it the benefit of their experience.

All of the departments mentioned thus far answer directly to Schaefer for scheduling and job supervision, with the exception of the design department, which confers directly with Lerner

on all decisions involving visual conception, presentation, and ultimate form. The other exception is the space planning department, which answers to Schaefer for scheduling and techniques, but consults with Saphier and Schindler concerning the initial analysis of the client's operational techniques.

Approaching a new project

When this formidable array of talent is brought to bear on an assignment, every phase of the client's working environment is taken into account. MSA approaches a new project with an investigation of every management, engineering, and operational detail relevant to the job. It shoulders the client's problems in landlord-tenant relationships, and since it is far more expert than the client in how to specify precisely and definitively, it ultimately obtains for him a better lease than he would be capable of getting on his own.

At the same time, the client's needs are studied in terms of his typical day-to-day activities. The over-riding purpose of any office, Lerner feels, is to facilitate communication among people, and it is in terms of this need of individuals and



Swett & Crawford

The U.S. representative for Lloyds of London is housed in impressive quarters in Los Angeles designed by Saphier Associates; note the sophisticated symmetry of the reception area at left, a symmetry that permits privacy for several groups of clients at the same time.

ENVIRONETICS

departments to communicate that the functional planning to the job proceeds. In this business engineering phase, the basics are developed—traffic flow and disposition of individual staff members in relation to each other, allotment of working space and replacement of equipment, interdepartmental relationships, and dealings with individuals outside the company.

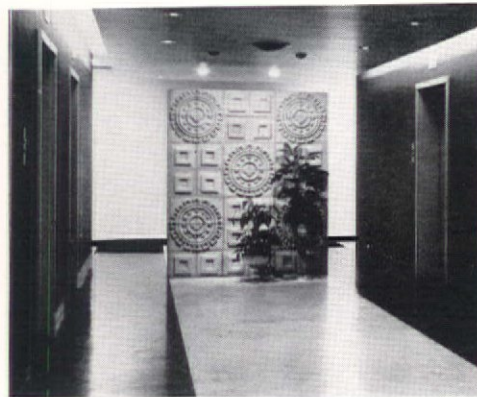
In order to keep all members of the staff abreast of new developments in equipment, furniture, furnishings, air conditioning, and data processing, etc., a seminar is held once a week. The seminars, each devoted to a different subject, are addressed by experts in their particular fields.

The basics are pre-visual

Design as visual effect is integral in the planning process from the start, Lerner notes. However, visual effects by themselves don't begin to tell the space-planning story—the why's and how's of any commercial/institutional installation. The planner-designer's work is predominantly pre-visual, Lerner stresses. If the planning, the engineering, and the operational studies are competently developed, the final visual design will flow out of the

plan as a logical consequence of everything that has preceded it, he points out, and the esthetics will contribute to efficiency, comfort, and productive communication among people.

Good solutions to planning-designing problems save the client time, money, and business interruptions. As an excellent case in point Lerner cites MSA's work for the Philadelphia office building of Gulf Oil Corp. The original job was so well-planned that when MSA was called in five years later as a result of major organizational shifts to restudy the building's function, the second planning job was accomplished in a minimum of time and with little interruption of business activity. All the original elements in the interiors were modular and flexible, so that changes were made without waste of materials and without undertaking new construction. A further testimonial to MSA's foresight on this particular job was the fact that Gulf Oil was not able to find, in all its vast inventory of buildings from Boston to New Orleans, a group of work areas more suitable to its changing needs. When the original planning was done, incidentally, MSA's report to Gulf stated that the corporation would need 612 desks in the building. When Gulf moved in, the actual count was 610. Had it not been for the basic



Massachusetts Mutual Life Insurance

The Earl C. Jordan Agency of the insurance company occupies an entire floor of a Chicago office building. Treatment of the space makes the corridor an important unit of the floor through the use of a cast-stone space divider and remodeling of elevator housings.

organizational changes that took place in 1961, the oil company would not have had to ask MSA for further assistance, but would have been able to accommodate growth and addition of personnel in this major accounting center within the framework of the original working plans. Inevitably, this job resulted in much additional planning and design work from both Gulf affiliates and other major companies.

Methods of computing fees

Since the sole inventory of the space planner-designer is creative ability and experience, fees are based on the time MSA expends on the assignment at hand. As Lerner observes, "We pay people to think and to embody their thoughts in the form of drawings, plans, reports, and specifications. In addition, we have a number of administrative people on our staff, such as secretaries, bookkeepers, whose time it is impossible to break down in terms of individual jobs. The latter are therefore classified as part of overhead in our cost accounting. The cost accounting system itself is a complicated one, but it does two important things—it gives us a clear picture of how the different types and sizes of jobs vary in terms of cost, and it gives us a direct method of billing

our clients using a multiple of direct hourly costs. This multiple is a constant covering payroll, overhead, and profit. Payroll is made up of the hourly rates of draftsmen, designers, and project directors. Overhead covers rent, stationery, secretarial and clerical work, telephones, and other operating expenses.

Contracts with clients call for monthly billings on work completed in the previous month. If the fee is a multiple of job payroll, MSA simply bills for that multiple accumulated during a given period. Sometimes, however, the fee is a flat percentage of the total cost of an alteration. In that case, billings are based on the percentage of the job completed during the billing period.

Another common fee method is a flat price per square foot per phase of work. On the basis of its huge backlog of cost-accounted jobs, MSA is able to analyze almost any prospective assignment and compare it with a standard cost figure in its job category, thus making it possible to quote rapidly and confidently on a square foot basis.

Budget control

Budget control is exercised from the outset of a job. At the design meeting, which is the initial

ENVIRONETICS

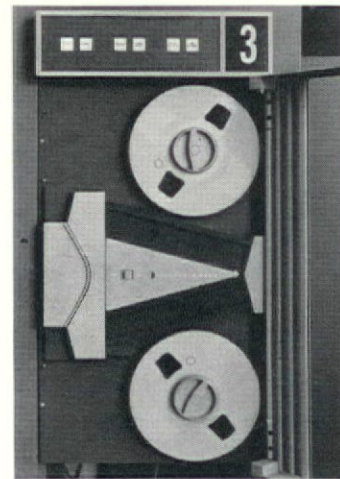
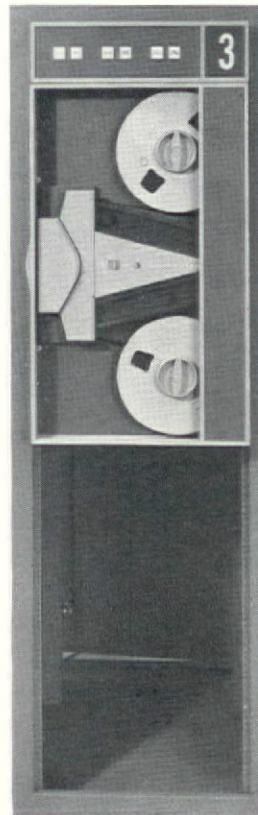
conference of this planning firm with its client, the first question asked of the client is whether he has a definite budget for the project at hand. In nine cases out of ten, the reply is that they do know enough at that stage to ascertain their own budgets. One of the chief reasons for calling the design meeting, in fact, is to find out from the client just what sort of "personality" he visualizes his business as having, and to discuss with him what is economically practical for the project of developing this personality. MSA then prepares a preliminary budget based on an analysis of the client's requirements.

In about 75 percent of the discussions with clients, the latter will find this preliminary budget reasonable and will give the go-ahead signal. In all but the tiniest minority of jobs that MSA has done, the presentation budget, which is the second and more sharply defined discussion of finances, has been held to within 10 percent of the preliminary budget and to within 5 percent of the ultimate cost of the work.

Specifying contract furnishings

During the course of any given year, MSA specifies many millions of dollars worth of contract furniture and furnishings, as well as construction materials. Most of the specs originate in the design department, which prepares what are known as outline specifications. These are turned over to the technical department, which translates the sketches into precise working drawings for bid or for construction. In the case of clients who are renting their premises, everything beyond leasehold improvements (walls, ceilings, hardware, air conditioning, doors, painting, etc.) are paid for by the tenant and are therefore specified by MSA. Where a client is putting up his own building, the entire job is specified by the space planning firm. These specifications are part of the working drawings and refer to specific manufacturers' products by names and model numbers, with the reservation that an equal product may be substituted, with the designer's approval. However, MSA takes a very stern attitude toward unapproved substitutions, and on occasion has made contractors remove an unauthorized product or a custom installation on the grounds that it was inferior and not of proper value to the client.

Although the bulk of MSA's business is derived from space planning, it began as an industrial design firm and has completed many important projects in industrial design over the years. In 1960, it acquired Gene Tepper Associates of San Francisco, veteran industrial design firm that became another link in MSA's growing network. Today, MSA's industrial design clients include Ampex, Inc., (electronics); Alcoa (aluminum



Product Design

MSA started out as an industrial design firm and has executed many important projects in industrial design over the years. At left and above are views of a tape transport designed for one of its clients, Datamec, Inc.

game table); Datamec, Inc. (communications); Lincoln Metal Products (housewares); Beckman Instruments (electronics and technical equipment); Fred Meyer of California (home accessories); Apelco (two-way transmitters, etc.), and Delcon, Inc. (acoustics).

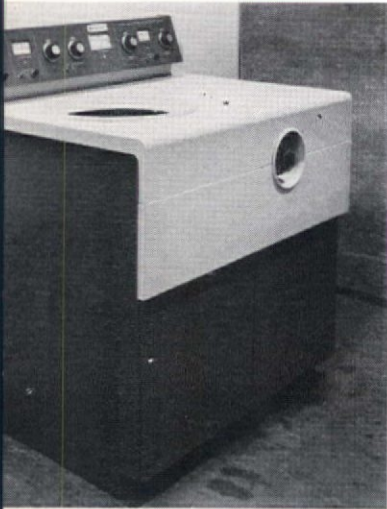
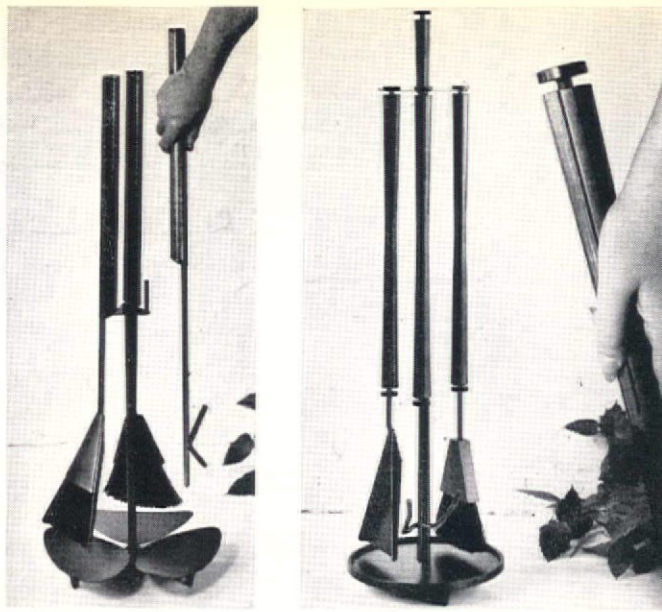
Since a string of offices is a rarity among design firms, it may be well to discuss briefly how MSA makes its network operate efficiently and profitably. The decision to set up design teams outside the home office was first arrived at in the mid-fifties, when the firm felt that it had sufficient trained personnel to cover the broad American market. In some cases, corporations outside of New York were willing to pay the traveling and living expenses of New York staff members who would work away from the city. In other cases, however, there were clients who wanted these services but did not want to or could not afford to pay such a premium.

A network of offices

In 1957, Saphier, Lerner, and Schindler studied

Efficient and handsome set of fireplace tools at right was designed for Fred Meyer Co. A client for whom Saphier designs all household items is Lincoln Metal Products of New York City.

The ultra-centrifuge below, designed by Saphier for Beckman Instruments of California is an example of the highly technical work the design firm is called upon to perform for many of its industrial clients. The problem here was not merely to design a housing for an already existing piece of equipment, but to reduce cost of manufacture for the client and at the same time develop an efficient and easy-to-use laboratory instrument.



the situation carefully and decided that there was sufficient potential in several other cities besides New York to warrant offering on-the-spot services. With the assurance of a large combination of jobs in conjunction with the East Ohio Gas Co. building erected by Tishman in Cleveland, the first of these offices was opened in that city. In 1958, Saphier, Lerner, and Schindler recognized the encouraging potential in California, and without benefit of job subsidy opened MSA's Los Angeles office. In 1959, a temporary office was opened in New Orleans in conjunction with a 440,000 square foot rental building which they were commissioned to service. In 1961, Saphier, Lerner, and Schindler again felt that they had the strength of personnel to afford further expansion and took the plunge into Chicago, where MSA is now a vital factor in the city's commercial/institutional planning.

All the offices maintain tight liaison with each other and New York, which prepares production drawings for all but the West Coast offices. The latter, considered too far away for rapid and con-

tinuous transmission of detailed information, prepare their own production drawings. All their work is reviewed in New York, however, in order to maintain a uniform quality for all projects.

Thus, when the client retains one of the firm's out-of-town offices, he receives the advantages of local services backed up with national experience and control. Periodically, Lerner and Schindler pay extended visits to the other offices, not only to brief them on important trends and developments, but to work with them intensively on current projects. This constant intermeshing of staff is one of the key factors in the success of the network.

Environetics, to revert to the beginning of this article, is, in MSA's acceptance, the "science of design of the things that people use and the places in which they use them." In terms of its experiences and development, MSA can be credited not only with creating sound Environetics for its clients, but an equally viable Environetics for its own needs as a contract planning and designing organization.—*B.H.H.*

LEASING: PROS AND CONS

**OPERATING AND TAX BENEFITS OF LEASE ARRANGEMENTS
SEEN OVER-RIDING THE ADVANTAGES OF OWNERSHIP**



BY ROBERT SHERIDAN

IF hotel or motel men, school board or hospital board members haven't looked into the possibilities of leasing anything other than a truck or a few typewriters, they may be passing up an excellent way to increase their profits and put their capital to better use. Although at the end of 1961 there was approximately \$710 million worth of equipment on long-term lease throughout U.S. industry, with \$6.9 million on lease to the hotel field alone, too few businessmen realize to what extent leasing can help them or how it works.

Independent leasing companies are in business to offer a financial tool—in other words, money—to businesses that have a sound financial footing. The initial advantage offered by leasing companies is that they can fulfill the needs of businesses that desire financing terms over a longer period than the maximum of 5 years extended by banks, or a shorter term than the 10 year minimum of most insurance companies.

How leasing works

Here's how it works. Leasing is actually 100 percent financing from an outside source. You as the lessee decide what you need in the way of furnishings and equipment, the source you would like it purchased from, and when you need it. The leasing company then places your order, buys the specified items, and becomes the actual owner of them. The leasing company then leases the equipment to you for a specified sum of money to be paid on a uniform basis over the length term of your lease. As lessor, the company imposes no outside control or restrictions on management or operation and will give you pur-

chase options at fair market value available, if desired. All items, no matter how many suppliers are involved, are covered by one open line lease.

In addition to saving your working capital when you lease, you also gain certain tax advantages. When you buy equipment outright you are allowed only a certain amount as depreciation expense each year as a tax deductible operating expense. However, when you lease, your payments may be deducted to reduce taxable income. Usually this will give you a faster write off on your equipment costs than is possible through depreciation. This saves tax dollars now.

Another advantage of leasing is that it provides a hedge against inflation. When you lease, you use the latest equipment and pay for it in current dollars. Whereas, if you purchase outright and the value of the dollar goes down, you have to pay more to replace the equipment. Finally, you keep your credit lines open.

As an example to further explain leasing, take the case of the owner of several nursing homes who wants to expand and build another home. To do so would take all his working capital, so the owner investigates the possibility of leasing and expanding without diluting his equity. If he were to contact a leasing company such as Nationwide, the nursing home owner would be told that depending on the length of lease and amount of money required for furnishing and equipment he must meet several qualifications.

For a 6 or 7 year lease the company must have

Robert Sheridan is president of Nationwide Leasing Co. of Chicago.

“I'd have Winfield on the walls...”

a tangible net worth of \$500,000 or more and must have a five year record of profits and solid management. The lease requirements should not exceed 25 percent of the net worth of the company. There is a minimum lease of \$5,000 to \$20,000 depending on the term length. There are no limitations of size on standard leases of five years or less.

For an 8 to 12 year lease the tangible net worth of the company must be \$1 million with the lease requirements not exceeding 15 percent of this. Minimum lease is \$25,000.

The cost to the lessee may run from 6 percent to 12 percent simple interest, depending on the amount of the lease, the term, and the credit standing of the lessee. Renewal options are available at a low cost. If the owner of the nursing homes can meet these terms, he is ready to negotiate for anything from carpeting to elevators.

Sale-leasebacks

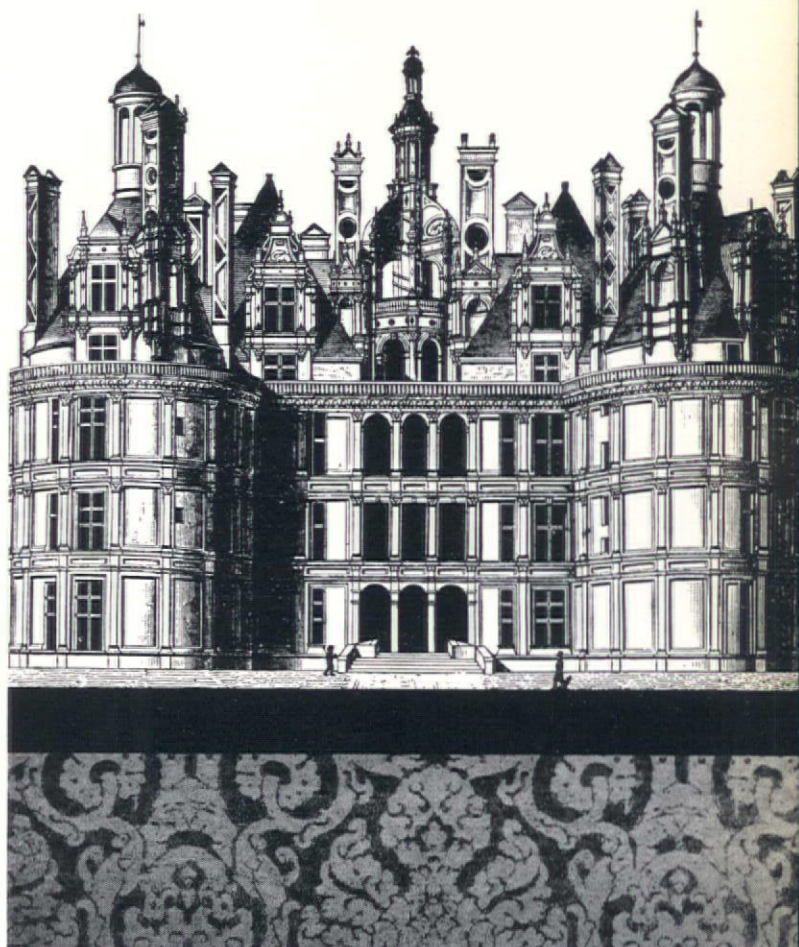
Another factor of leasing to be considered is that of sale-leasebacks of equipment. In one instance the owner of a chain of movie theaters wished to open several new theaters. He sold the equipment and furnishings in several of the old theaters to the leasing company and then immediately leased the items back, thus freeing capital for expansion.

Sale-leasebacks can be exceedingly profitable in the operation of hotels, hospitals, and schools. They also provide a hedge against obsolescence of equipment and create an opportunity to upgrade equipment. Primary purpose of a sale-leaseback is to generate working capital.

Anyone who is considering leasing should make a careful study of the company he has chosen to do business with and analyze closely the reasons why he wishes to lease, so that he can obtain a lease which matches his needs. Avoid “bargains.” Make sure you have a true lease, that your company has no title to the equipment, and that the lease payments do not create equity in the equipment of the lessee. Or, you're liable to find yourself in trouble with the Internal Revenue Service. If a purchase option is desired, make the option at a level that is clearly intended to meet the “fair market value” rule set by IRS.

Any businessman who believes that profits are made by using capital equipment rather than by owning it should take a serious look at the merits of leasing. (C)

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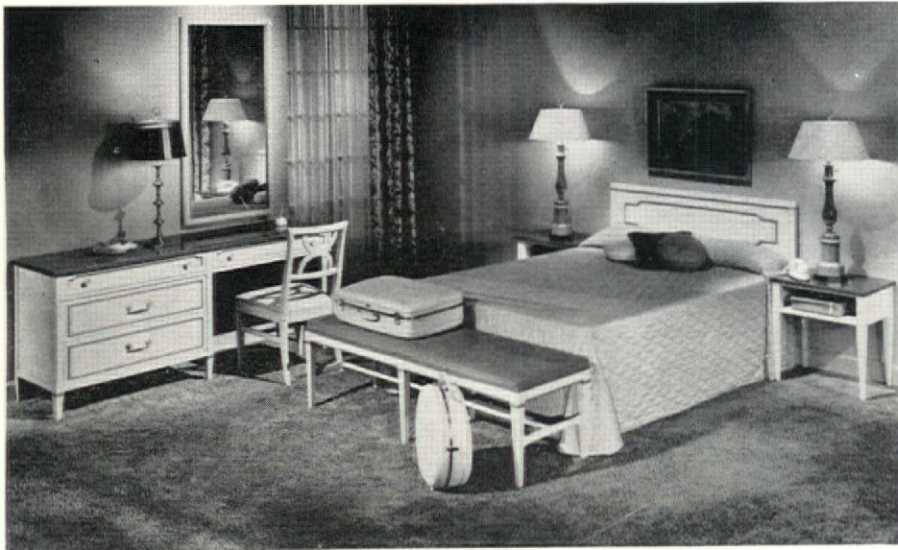


☒ ☒ Wherever the walls, in a hotel or a hermitage, they receive a well-considered compliment from Winfield wall coverings — their excellence assured beautifully and practically. ☒ ☒ Damask I, above, from the Winfield Screen Print Collection, is hand made in seven colorways on VinyLock Foil. ☒ ☒ Like all Winfield wall coverings, it is waterproof, washable, and adheres precisely to specification.

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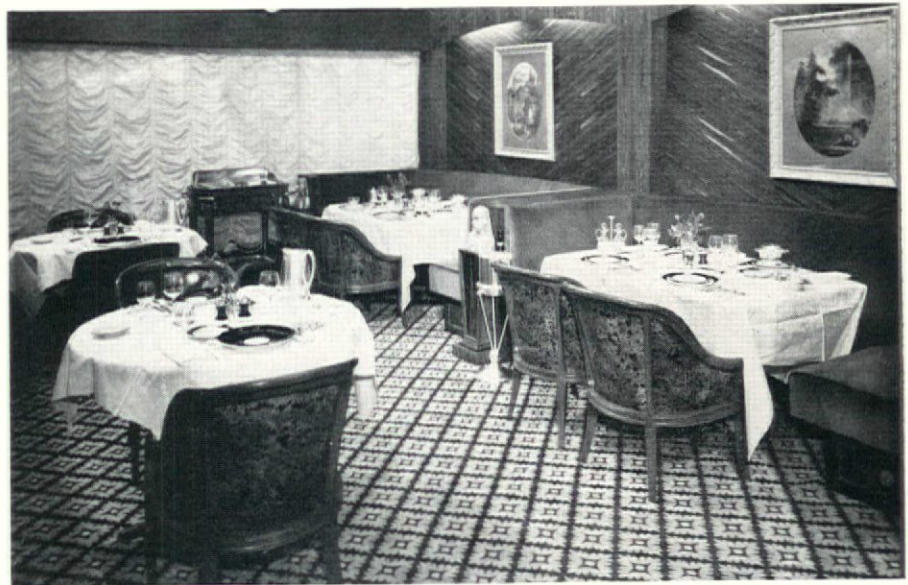
HOTEL SHOW EXHIBITS

NEW IDEAS FOR GUESTROOM AND RESTAURANT LAYOUTS FEATURED
AT LAST MONTH'S EVENT IN NEW YORK CITY'S COLISEUM



ROBEY, contract department of Drexel Enterprises, showed the Triune group, left, hotel-motel furniture in traditional style, available in antique white finish, as shown, or in mahogany.

STRAUS-DUPARQUET designed and furnished new restaurant in Washington, D.C.'s Madison Hotel. Exhibit at right shows section of new dining place, with wall paneling in matched rosewood, banquettes upholstered in Wedgwood blue velvet, chairs in tortoise shell leather.



AMERICAN OF MARTINSVILLE, below, showed five new contract groups designed by Merton L. Gershun—Classic Continental, French Provincial, Spanish, Contemporary, and Oriental. Settings below are two of five designed for the hotel show by Richard Kent, Inc., New York City.



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short on care
Du Pont nylon
with wear to spare**

Leading mills create a variety of "501"* carpets for commercial use as well as for the home—custom-design carpets like that shown below. In cut and loop pile designs, they offer beauty, ease of maintenance, extra-long wear. Every day, architects, interior designers and management men consult mills about custom designs. Your trademark, for example, can be woven into custom carpeting of distinction.

■ From hotels to private offices, from banks to bowling lanes—"501" carpet is adding a new hush of luxury. Wherever people gather, commercial carpet with pile of DuPont nylon takes traffic in stride. ■ Write for American Institute of Architects File 28-E to Du Pont Co., Textile Fibers Dept., 308 E. Lancaster Ave., Wynnewood, Pa. The file includes a booklet on *Commercial Carpets of Du Pont Carpet Nylon* detailing characteristics, performance, planning and resource information, plus a sample carpet swatch.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



*Du Pont Certification Mark for carpets with ALL NYLON PILE meeting Du Pont quality standards.

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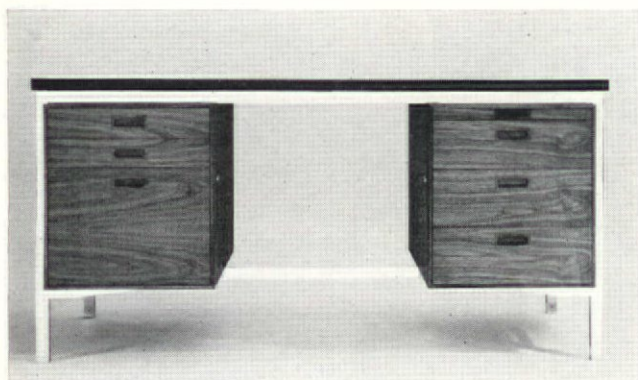
CONTRACT PRODUCTS AND SERVICES



Modified version of Wegner classic chair

In Denmark they call it "The Chair," and in America it has been selected for the permanent collection of the Museum of Modern Art. The reason we show this Hans Wegner classic this month is that the cane-seated version was recently modified slightly, with the omission of the cane winding on the back in order to reveal the beautiful (and almost invisible) joining of the three components of the chair's backrest. The chair is available from Frederick Lunning, Inc., in this country in a variety of woods and coverings.

Circle No. 224 on product information card



Architect-designed executive desk series

A new line of executive office furniture, designed by Jack Freidin, AIA, of architectural firm of Freidin-Studley Associates and manufactured by Pace Designs, Inc., uses the visible structural element of polished chrome-plated steel as a major design feature. The desk pedestals are available in walnut, teak, or rosewood with solid wood detailing. Desk tops are offered in leather or in a variety of plastic laminates to provide contrast to the metal structure. This desk series was selected for the newly completed Sumitomo Bank, Ltd., in New York City.

Circle No. 225 on product information card

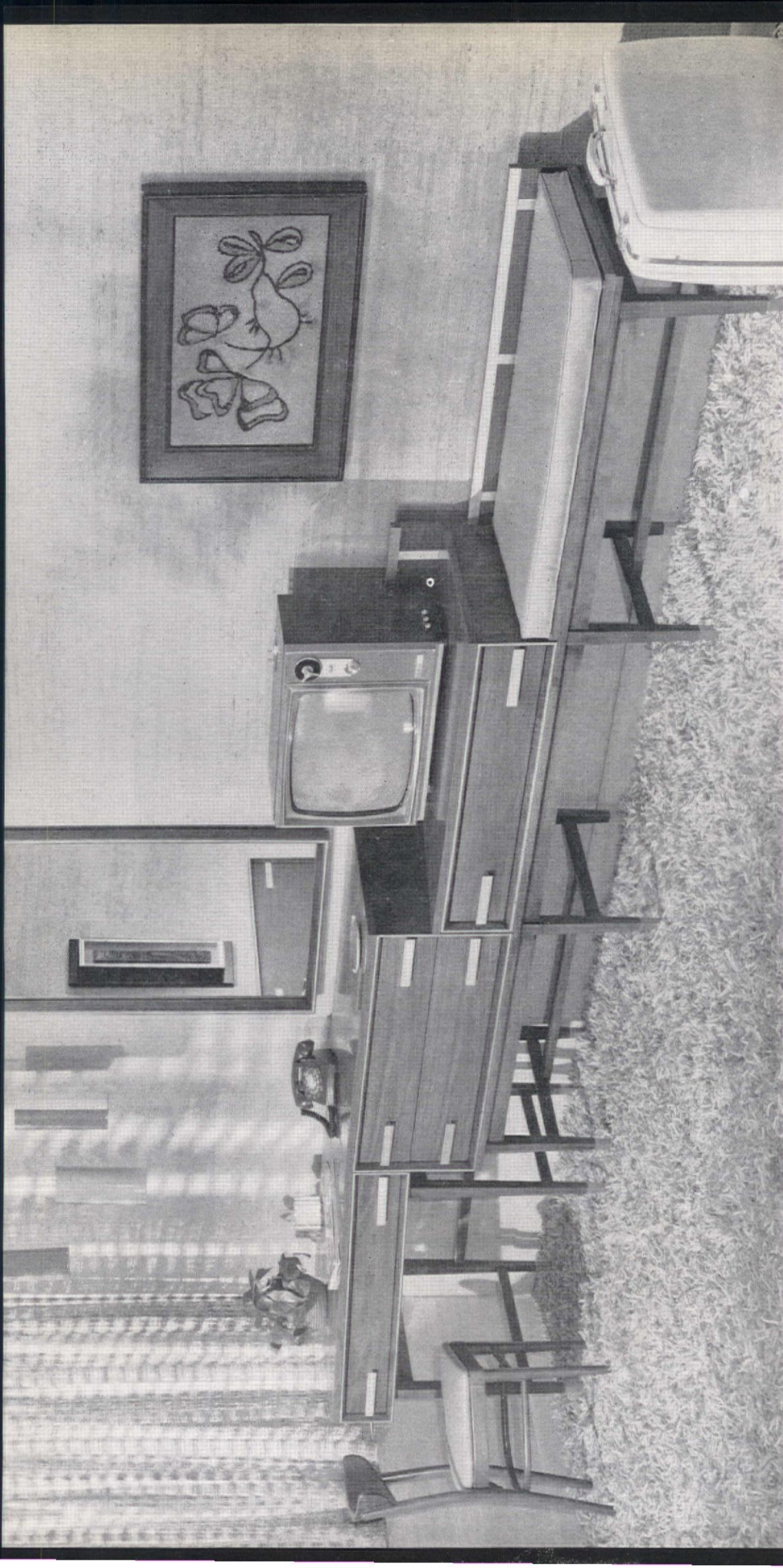
Pedati lounge chairs by Kuehne

Pedati is the name of a group of luxurious lounge chairs displayed at last month's National Hotel Exposition by Kuehne Mfg. Co. A number of variations, allowing sectional adaptability to any arrangement, occurs through the choice of arm treatment. These include walnut-capped open arms; upholstered closed arms; open arm, left or right; closed arm, left or right, and armless,

four of which are pictured below. The pedestals are available in mirror bright chrome or polished satin bronze plate, plus six chip-resistant baked epon coatings. Upholstery covers can be selected from three grades of knit-back supported vinyls in a wide range of patterns and decorator colors. Walnut veneered backs are available on all Pedati chairs at slight extra cost.

Circle No. 226 on product information card

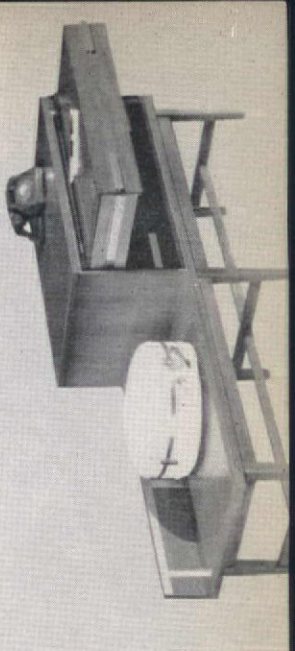
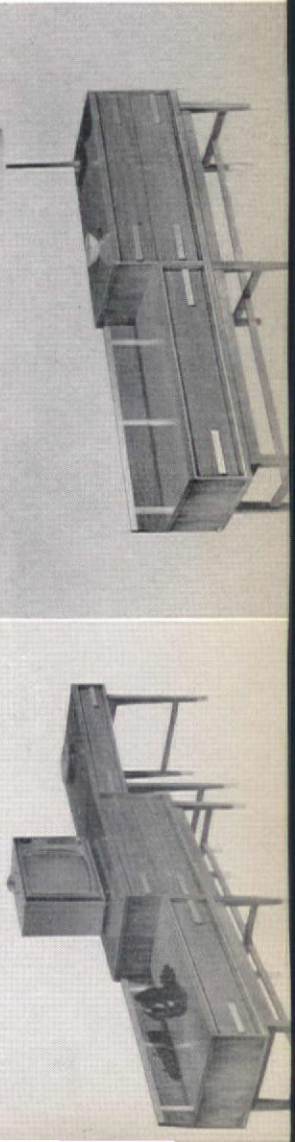




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PRODUCTS & SERVICES

CONTINUED

Aluminum-walnut desk set by McDonald

An impressive desk set in combinations of aluminum and solid walnut by McDonald Products Corp. is the result of a newly developed technique that bonds the heavy aluminum parts to the walnut. In this 7000 line, bright reflections from polished

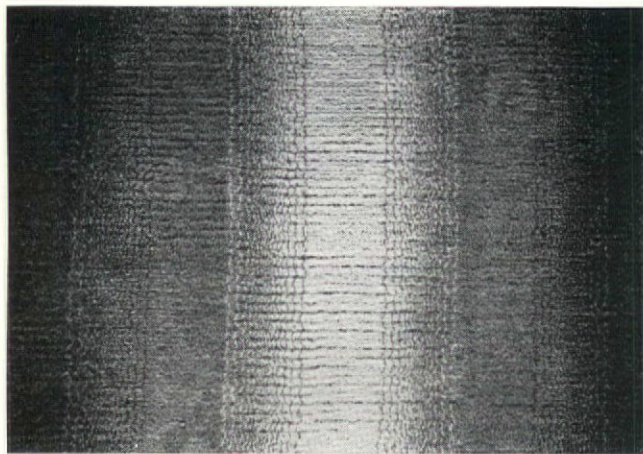


metal accent the selected grain of the oil-finished, hand-rubbed walnut. Among the many pieces in the set are a new clear-view desk pad, a table lighter, choice of pens, letter box with cover, clock, ash tray.

Circle No. 227 on product information card

Scanmark Collection of Scandinavian rugs

The Scanmark Collection of area rugs represents Scandinavia's rug weaving at its best. The new, fresh patterns come in subtle colors and simple stripes. Designed by Bittan Valberg, one of Sweden's leading textile designers, the rug shown here is called Stockholm and is available from Scandinavian Marketing Associates, Inc. Using

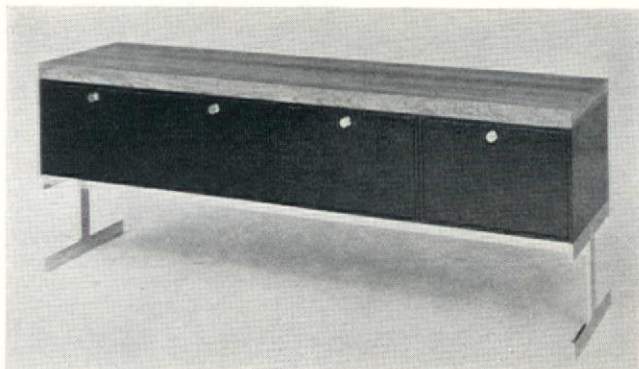


the Rya-rug weaving process, the rug has waves of color that are subtly blended in shade and depth—a striking effect not fully captured in this black and white reproduction.

Circle No. 228 on product information card

Executive suite credenza

Peerless Steel Equipment Co.'s executive suite credenza provides versatile storage in a context of simplicity. Part of a group that includes desks and

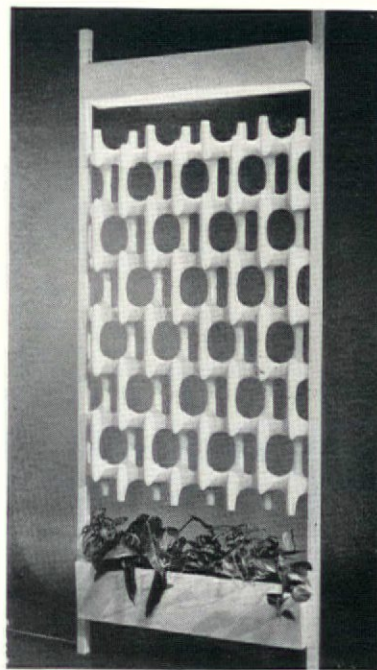


tables, the credenza has a two-inch natural wood top with self edge and letter-size files. The base is constructed of mirror chrome I shaped legs with horizontal cross bars.

Circle No. 229 on product information card

Sculpta-Grille divider units

An interesting play of shadows results from the three-dimensional, sculptured grillework, ac-



cented further by the light recessed in the panel at top. The unit, called Sculpta-Grille, manufactured by Harvey Design Workshop, Inc., is versatile not only in its application as a space divider, but also in its several styles. It comes with the grille only, grille with lighting unit, grille with planter, and as shown here with both light and planter. In addition, the grille can be specified in finishes of antique-white matte, black matte, yellow-gold, medium gold, terracotta. The wood posts also come in several finishes, allowing either monochromatic color scheme or contrasting effect.

Circle No. 230 on product information card



THE EMBASSY COLLECTION

ESPECIALLY FOR THE CONTRACT MARKET

The Embassy Collection of tables and chairs is unique! It was designed specifically to meet the requirements in contract usage. The two primary needs — long life and easy maintenance are built in and assured. A contract group that is truly trouble free.

The chair frame is made of steel, every piece welded in. Drawing on years of experience in wrought iron, weld-

ing and finishing, Woodard presents a chair with quality factors, typically Woodard — the best.

A broad range of seating and dining requirements for clubs, hotels and motels, restaurants, lobbies and reception areas, colleges and hospitals are being met by Woodard. Write for the catalogue and especially the Embassy folder.

Woodard

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LEE L. WOODARD SONS, INC. OWOSSO, MICHIGAN

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320 DECORATIVE CENTER, DALLAS 8951 BEVERLY BOULEVARD, LOS ANGELES
553 PACIFIC AVENUE, SAN FRANCISCO

PRODUCTS & SERVICES

CONTINUED

Flair-de-Lys dining furniture

Cone-shaped steel columns accent the new Flair-de-Lys line of King Arthur dining furniture, displayed at the recent National Hotel Exposition by Institutional Products, Inc. The table comes

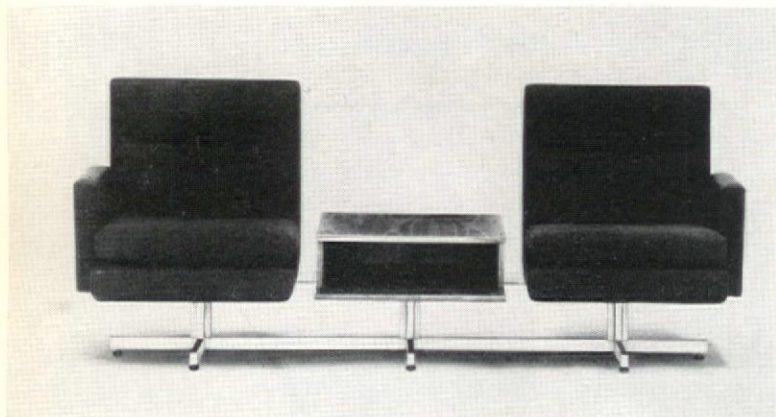


in round or square shapes with solid, all-Formica tops and backed with Formica phenolic backing sheet. The chairs, with polyfoam bucket seats either fixed or swivel, are upholstered in a variety of supported fabrics in a wide range of colors. The cone-shaped columns, which contribute great stability, are welded to four oval tapered legs tipped with self-leveling glides. Pedestals are available in brownstone, walnut, black, or white.

Circle No. 231 on product information card

Interchangeable table-seater by Kasparians

A standard three seater, part of Kasparians' X-Alum line of solid aluminum frame furniture, is shown here in one of its varied arrangements. The center seat has been removed and a table substi-



tuted. Various tables may replace any of the seats in this versatile line of furniture, designed specifically for contract use by George Kasparian. Other pieces in the X-Alum collection include chairs, coffee, dining and conference tables, as well as restaurant chairs and bar stools.

Circle No. 232 on product information card

New laminate pattern by Parkwood

Parkwood Laminates, Inc., has added another pattern to its extensive line of high-pressure laminates. Called Aurora, the free-flowing form that captures the qualities of the Northern Lights is now available in four colors: emerald green, moonstone, tortoise, and sapphire.

Circle No. 209 on product information card

Picasso reproduction in Austin collection

Picasso's famous Goat, a figure of rough-hewn splendor, has been faithfully reproduced by Austin Productions, a firm dedicated to perfect repro-



ductions that are offered at modest prices. Worked in Durastone, the well-known sculpture is 14 inches long and stands 11½ inches high. It is finished in antiqued bronze to simulate the original and stands on a wooden pedestal.

Circle No. 233 on product information card

New vinyl upholstery patterns

Mandalay and Seneca are the two new patterns added to Federal Industries' line of vinyl upholstery. The jersey-backed vinyls are said to be resistant to stain, scuffing, abrasion, and soil. They are said not to chip or peel, and are waterproof and fadeproof. Mandalay suggests the exacting needlework from the Near East. Seneca reproduces the textures of ancient native handcraft in a geometric pattern. Both are available in a total of 16 colors.

Circle No. 234 on product information card

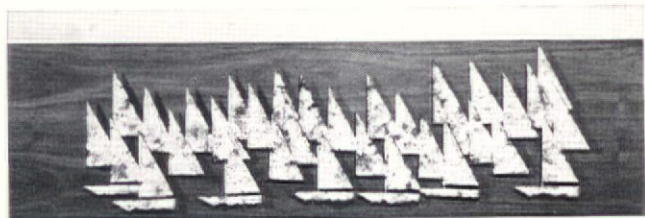
Scuffproof nylon wallcovering

A new nylon velvet wallcovering, with a cotton backing, has been developed for contract applications by B. F. Ruskin Associates, wallcovering specialists. The material, available in a range of 30 colors, comes in 40-inch widths and can be hung like wallpaper. It is unique among nylon wallcoverings, according to Ruskin Associates, in being scuffproof, scrubbable, sunfast, and dimensionally stable. The wallcovering will not support combustion. Visually, it presents a rich, soft surface indistinguishable from silk velvet.

Circle No. 235 on product information card

Handcrafted bronze plaques

Peter Pepper Products, Inc., manufacturer of accessories, has introduced a new line of puddled



bronze plaques designed by Don Peterson. All handcrafted by the artist, the metal sculptures are mounted on walnut and are available in various sizes. Shown here is The Regatta, one of seven designs offered.

Circle No. 236 on product information card

Bentwood chairs in modern design

Graceful, modern lines are used in the design of this new bentwood chair that provides seating comfort with an upholstered seat and back. In



addition to this model, more than 80 other Bentwood chairs are now available from Emjay Imports, Inc., newly appointed distributor for Ligna Foreign Trade Corp., European producers of an extensive line of bentwood, folding, and stacking chairs.

Circle No. 214 on product information card

Cohama expanded vinyl upholstery fabric

Patent Comarra, expanded vinyl upholstery fabric by Cohn-Hall-Marx, is a gleaming vinyl with the look of patent leather, pliable and smooth-tailoring. Originally offered in five colors, Patent Comarra now comes in seven additional colors, making a color range of twelve. The high-glaze finish allows it to be cleaned easily. Light soil can be wiped off with a dry soft cloth; stubborn stains with soap and water.

Circle No. 237 on product information card



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Mark well the accolades you receive for the interiors you enhance with prints from this HAND-MARK Collection of superb wall hangings by Birge.

These beautiful backgrounds for living can serve as the starting point—the inspiration—for interiors of distinction that will leave their mark on your appreciative public.

Remarkable hand prints, flocks, foils and special effects of the HAND-MARK Collection await your inspired use.

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Circle No. 207 on product information card

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Longer Life . . .
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by far, the finest table tops you can buy . . . and there's an exclusive style, trim and laminated plastic top to fit your custom needs . . . from a fine restaurant like Henrici's O'Hare Inn, Des Plaines, Illinois, designed by Robert O. Burton, to an industrial cafeteria . . . write for our full line catalog . . . today! No obligation, of course.

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Representatives in all major cities

Circle No. 208 on product information card

PRODUCTS & SERVICES

CONTINUED

New wood armchair by Lehigh

A "T" formation plays a major design role in the 2101 armchair designed by Allen Gould for Lehigh Furniture. The gently sloping T back is cushioned with foam rubber and rubberized hair over jute webbing, while the seat has foam rubber and rub-



berized hair over composition rubber webbing. Upholstery choices are fabric, plastic, or leather. The white ash frame can be finished in walnut, Lehigh oil, black oil, or lacquer.

Circle No. 238 on product information card

Dining furniture groups

The Troy Sunshade Co. unveiled a new dining furniture group at the 42nd Annual National Restaurant Convention and Educational Exposition in Chicago. The dining furniture, Gourmet by

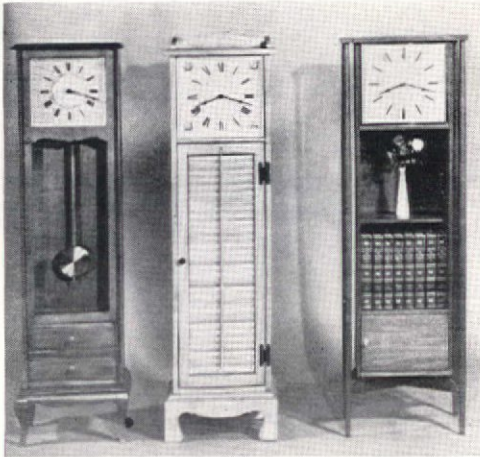


Troy, consists of a variety of arm, side and club chairs. Table legs, pedestal bases and table tops complete the groups.

Circle No. 239 on product information card

Seth Thomas' new occasional furniture

Seth Thomas, div. of General Time Corp., has introduced a new line of occasional furniture, with each piece containing either an electric or an



eight-day key-wound clock set in cabinets made of selected hardwood that are carefully molded and finished by wood craftsmen. French Provincial comes in Parisian fruitwood finish and has two utility drawers at bottom. Colonial nutmeg hardwood finish is used on the Early American model that contains shelved area protected by louver door. The Danish Modern model, in oil walnut finish, has both shelves for display and low cabinets.

Circle No. 240 on product information card

Square-line styling in Harter chairs

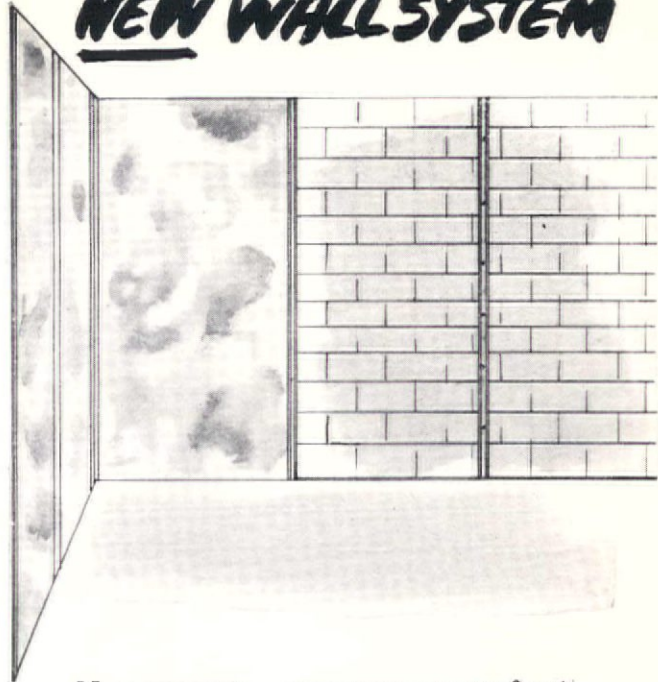
Contemporary Chairs, a new series of executive office chairs manufactured by Harter Corp., are designed with a true square-line styling that eliminates jutting extensions of exposed metal with



frames squared off to prevent scratching or marring of furniture. Seat-height and back-tilt controls are virtually invisible, while the entire chair control and base are recess-mounted within the steel-channel seat framing. The foam rubber in the seat is supported by high-tension resilient webbing. Contemporary Chairs are offered in both swivel and matching armchairs in choice of finishes and upholsteries.

Circle No. 241 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.



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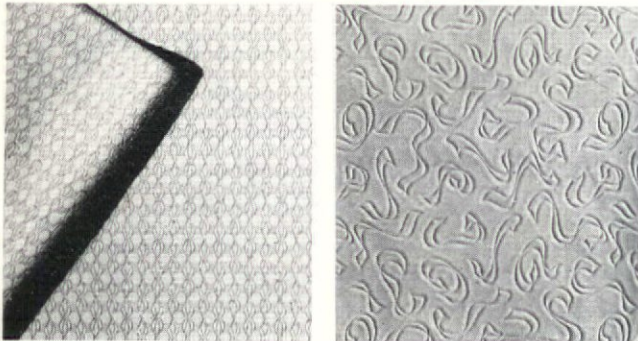
Circle No. 209 on product information card

PRODUCTS & SERVICES

CONTINUED

New Naugahyde designs

Glitter and Laurel are the names of two new vinyl upholstery designs by U.S. Rubber. Glitter, elastic Naugahyde, shown at left, has sparkling deep gold flitters in modern design. Available in 54-inch width, Glitter comes in 12 decorative colors. It is easy to care for, durable, with a strong, stretchable knitted fabric backing. Shown at right is Laurel, the new pattern of self-ex-



panded vinyl Royal Naugahyde in deeply tufted modern design. Introduced during the recent furniture markets, Laurel is designed for use in contract and promotional home furniture, and is available in 12 colors.

Circle No. 242 on product information card

Hunt table in Kittinger collection

The hunt table in Kittinger Co.'s collection of fine furniture reproduction adds a graceful and elegant note in this traditional reception room setting. The

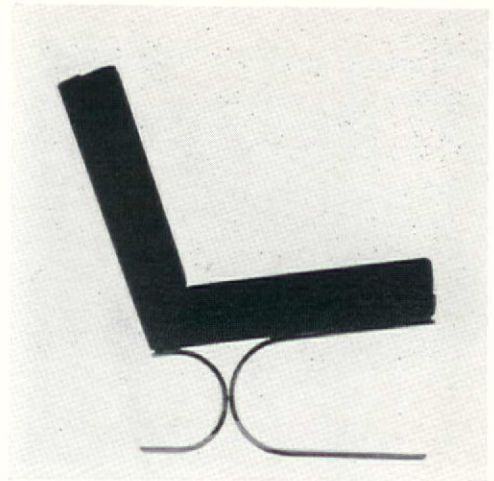


mahogany table has two drop leaves 12½ by 12 inches. Over-all measurements, closed, are 29½ inch height, 70 inch width, 36 inch depth. For uses other than as reception tables, this expertly crafted model is available with a center filler panel.

Circle No. 243 on product information card

Cantilevered seating by Directional

Polished stainless steel forms the cantilevered supports plus the frame that outlines the bottom

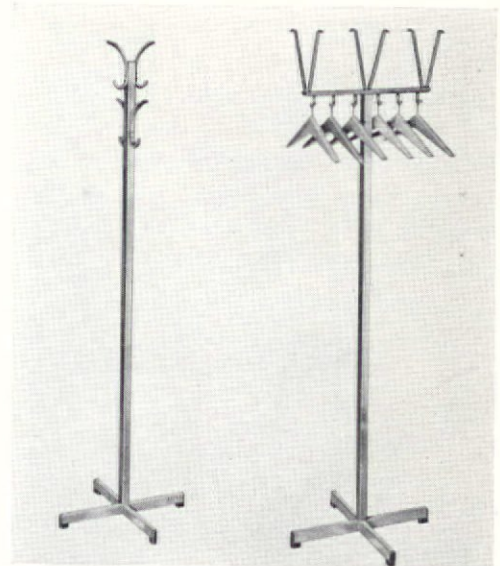


edge of Directional Furniture Corp.'s new armless seating units. Specially molded foam rubber cushioning achieves square seating lines. The units, available in lengths from 28 to 80 inches, were specifically designed for institutional use by Simon Waitzman.

Circle No. 244 on product information card

Metal costumers by Vogel-Peterson

Two new contemporary-styled costumers have been added to Vogel-Peterson's office valet line in



keeping with the current trend in metal furniture. The new units have square columns and bases of rectangular steel tubing, accented with large, integral molded nylon feet or glides. Model C-4 takes four coats and hats on trim hooks of modern design. Model V-6 has V shaped hat holders and wire top solid walnut hangers suspended in a horizontal row, and is designed to prevent tipping from overloading. The fixtures are available in mist green, fawn beige, desert tan, and medium grey baked-on enamel finishes or in a brushed chrome plate finish.

Circle No. 245 on product information card

Remodeled Penguin playbar

A new and improved Penguin playbar refrigerated cabinet has been introduced by Springer-Penguin, Inc. The playbar is now insulated with polyurethane foam for colder refrigeration. Frames and legs are now aluminum, anodized in brass, chrome or black. A magnetic gasket cuts out noisy slamming and holds door intact. The playbar has a 2-cubic foot refrigerated capacity. It is paneled in Pionite high pressure laminate.

Circle No. 246 on product information card

Hostess Series chairs by Krueger

Krueger Metal Products Co. has announced production plans for its Hostess Series chairs, a mobile seating line recently purchased from the Brewer-Titchener Corp. The series includes both the Contract and Decorator models, featuring seamless oval tubular steel frames with uphol-



stered seats and backrests. Frame colors are offered in six colors. The Decorator chair, shown here, uses heavy texturized upholstery fabrics in a selection of eight harmonizing or contrasting colors. Padding is of heavy foam rubber.

Circle No. 247 on product information card

Laminate surfaced church pew

A new type of church pew that is surfaced with Westinghouse Micarta plastic laminate has been developed by Weldun Woodcraft. The seamless surfacing, used on all exposed parts, does not require maintenance, can be wiped clean with a damp cloth, and is impervious to scratch and scuff marks. The body of the pew is made of conventional wood. The plywood core material is fully formed in advance, and the postformed laminate is bonded to the plywood through a special gluing process.

Circle No. 248 on product information card

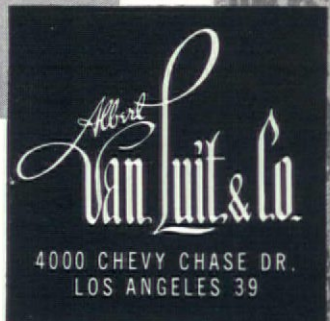


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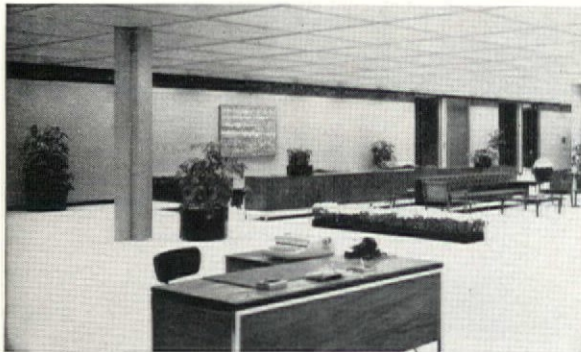
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The city with all its vigor and vitality... METROPOLIS*, one of 13 exciting new designs in GKB's latest hand-print mural book "Passports". METROPOLIS is 9' 4" wide, topmost point of design 5' 1". Available through interior decorators and leading wallcoverings stores. Send for free full-line folder. Full-color miniature available from distributor at nominal cost.



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CONTRACT NEWS

1963 Hotel Show changes name

The 1963 edition of the annual National Hotel Exposition (previewed in CONTRACT, October 1962) has undergone a name change and will be henceforth known as the National Hotel Motor Hotel Exposition, according to a recent announcement.

Rovana price reduction announced by Dow

A price reduction applying to the 400 denier white Rovana textile fiber was announced by the textile fibers department of The Dow Chemical Co., now making the fiber available at \$1.00 per pound.

Consider H. Willett purchase completed

Purchase of Consider H. Willett, Inc., Louisville furniture manufacturer, was completed early last month. Ownership and control of the firm was acquired by William L. Tierney, Jr., and Alexander B. McLennen, who have served in executive capacities at Thomas Industries, Inc., and by Adolph F. Spear, secretary-treasurer of General Plywood Corp. All three are resigning their current posts to devote themselves full time to Consider H. Willett. H. Keith Williams will continue to share executive responsibilities, and George Scott will continue as sales manager.

Du Pont vinyl appoints sales agent

Phillips-Davis, Inc., High Point, N.C., has been named southern sales agent for Du Pont vinyl upholstery material in a 10-state area. A wide range of Du Pont upholstery patterns will be stocked at the High Point warehouse, providing an immediate source of local supply for furniture manufacturers.

Correction

Boris Kroll Fabrics, Inc. weaves and produces its fabrics in its own factory. Kroll was mistakenly designated as a "converter" in the article on fabrics that appeared in our November issue.

National Furniture Mart plans January opening

The new National Furniture Mart in New York City is undergoing the last phases of construction and plans to be ready for the coming market, January 14-18. The new building, 21 stories high and located at Lexington Ave., and 33rd St., heart of the city's wholesale furniture market area, is leasing its 160,000 square feet of showroom space exclusively to furnishings manufacturers.

CALENDAR

1963

- Through January 6. Design in Florida—'62. International Design Center, Miami.
- January 3-12. Winter Furniture Market. Grand Rapids, Mich.
- January 7-12. Winter International Furnishings Market. American Furniture Mart and Merchandise 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.
- January 30-February 1. Contract Furnishings Market. Western Merchandise Mart, San Francisco.
- February 4-7. Twin City Furniture Market. Minneapolis, 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. Commonwealth Armory, Boston.
- April 9-11. Atlanta Furnishings Market. Merchandise Mart, Atlanta.
- 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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MANUFACTURERS'

LITERATURE

The collection of lamps and accessories in Nessen's new catalog reflects a wide selection of portable lamps in a variety of sizes and types for different lighting situations. Flexibility is provided by such features as swing arms, three-way switching, floor lamps that adjust in height, metal discs that direct light downward, glass reflectors that diffuse light. Nessen lamps are made of solid brass, available in choice of three standard finishes: brushed brass, polished brass, satin chrome plate over brass.

Circle No. 249 on product information card

A complete selection of racks and costumers is featured in a new catalog offered by L. A. Darling Co., manufacturers of store display and merchandising equipment.

Circle No. 250 on product information card

A new series of color cue cards by C. H. Masland & Co. provides ready reference material for retail carpet salesmen and serves as an aid in carpet patterns.

Circle No. 251 on product information card

Full-page size samples of Wallclad woven fabric vinyl coated wallcoverings plus smaller swatches showing the many colors available comprise Standard Coated Products, Inc.'s new sample book. Wallclad comes in standard and heavy-duty weights. All vinyls are fire, abrasion, and stain resistant, and are dimensionally stable and washable.

Circle No. 215 on product information card

An informative guide on recessed modular fluorescent lighting has been issued by Lightolier, covering its Prismalux, Domex, and Optiplex lines of modular troffers. Construction is completely frameless, with self-supporting shieldings and hidden hinges. Photos, detailed drawings, cross sections accompany such technical information as candlepower distribution, calculator charts, and installation guide.

Circle No. 252 on product information card

X-Alum is the newest line of Kasparians contract furniture illustrated in a recent catalog. Chairs, multiple seating units, stools, and tables have extruded aluminum, X-shaped bases. Hardwood frames are upholstered with foam rubber and polyether foam; exposed woods are walnut with hand-rubbed linseed oil and varnish finish. Accompanying the illustrated brochure are a specifications chart and a retail price list.

Circle No. 232 on product information card

WALLCOVERINGS

CONTINUED FROM P. 21

by a railing or plantings, wallpapers provide a relatively inexpensive material that is at the same time highly decorative. If the range of styles, designs, and colors in vinyls can be termed broad, the corresponding range in wallpaper rates the term unlimited—every style and period is represented, in both scenic and repeat patterns. Further variations are made possible through the custom design and color services that many wallpaper sources are prepared to provide.

By way of insurance wherever some abuse to the wall is anticipated, the specifier can demand that the wallpaper be vinyl coated. The service offered by Resistane Corp. makes it possible to coat (and effectively stainproof) wallpapers in large or small runs before hanging without changing the original colors of the wallpaper.

Installation costs

Costs of installation vary from place to place and from moment to moment, so it is difficult to generalize. Interested sources will contend that paint is cheaper, while other interested sources will counter by stating that wallcoverings don't cost any more to install and last a great deal longer. In examining these claims, the contract user should be careful to take into account one factor that is often overlooked—the cost of preparing the wall. To prepare a wall for painting requires several intermediate steps such as two or three coats of plaster, taping of joints, etc., that can be eliminated in many cases where wallcoverings are used. If you take into account the cost of preparation of the wall for painting, a very strong case can be made out for the use of wallcoverings in many areas that are now painted—especially when the greater decorative features and longer life of wallcoverings are taken into consideration. (C)



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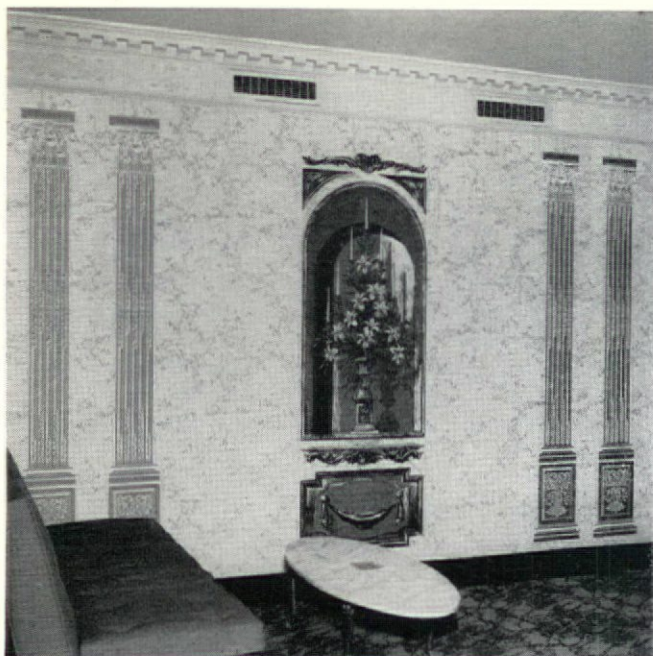
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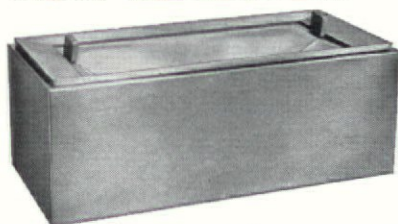
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