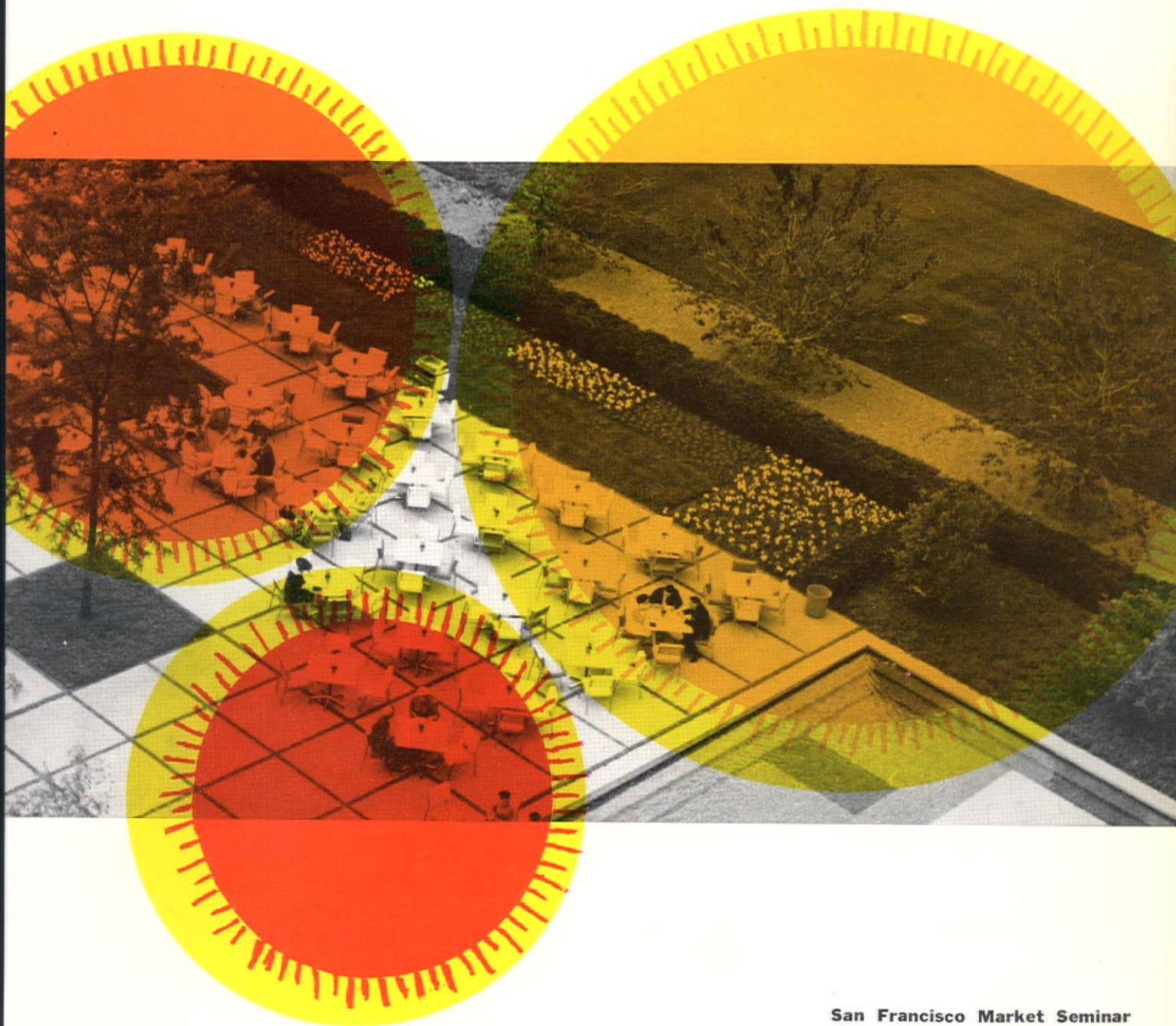


# CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • MARCH 1963



**San Francisco Market Seminar**  
**Outdoor and Patio Furniture**  
**Financing the Contract Client**





# WHY THE PRESTIGE DRAPERY TRACK

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*the silent* *drapery tracks*  
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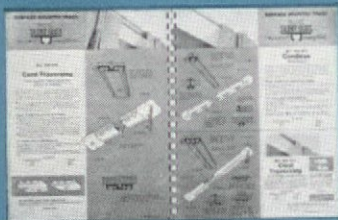
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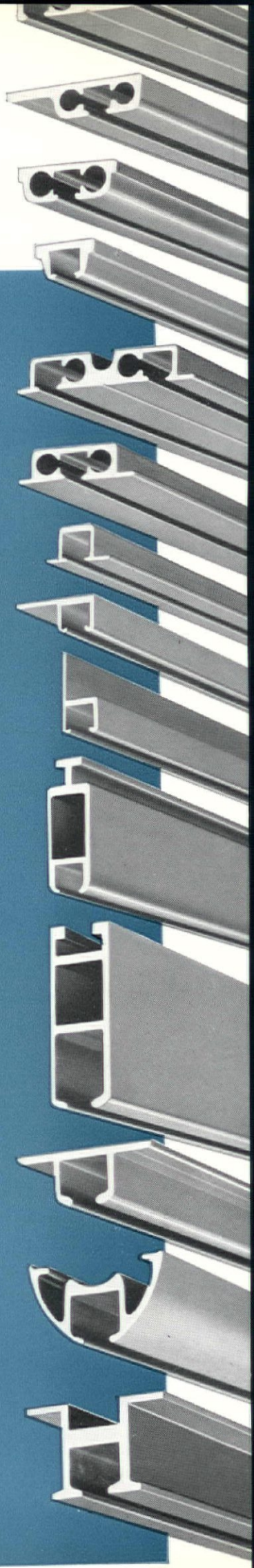
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**The Cover**

Extremely versatile in its applications, outdoor furniture is enjoying expanded use in many types of contract work. Setting is patio cafeteria designed for an industrial firm by ISD, div. of Perkins & Will. Cover by Joe Howard.

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# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. IV, No. 3

MARCH, 1963

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**COMING IN CONTRACT**

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**MAY**—The School Furnishings Market—the boom in construction and replacement buying creates an enormous demand for contract furnishings.

**JUNE**—Motels; The Crafts Market



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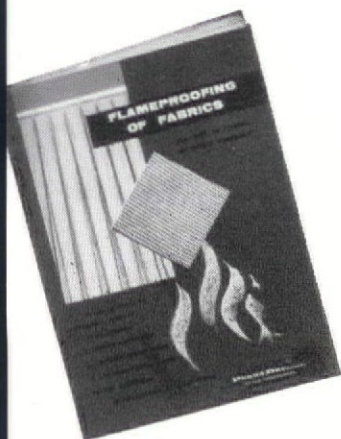
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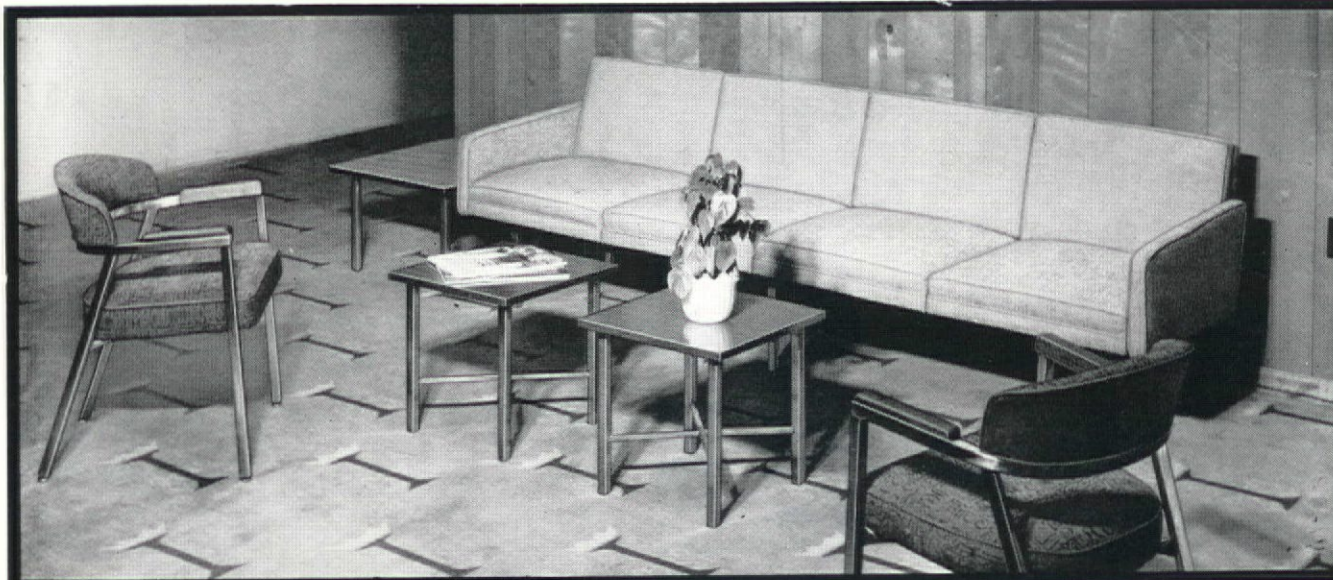
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BY  
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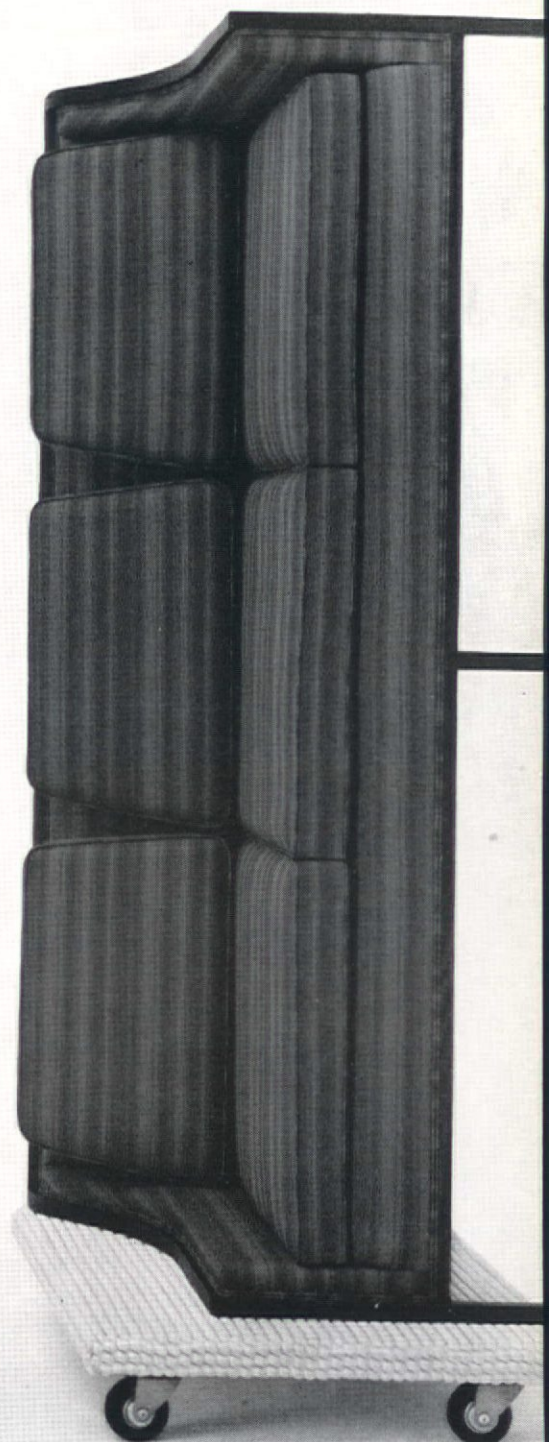
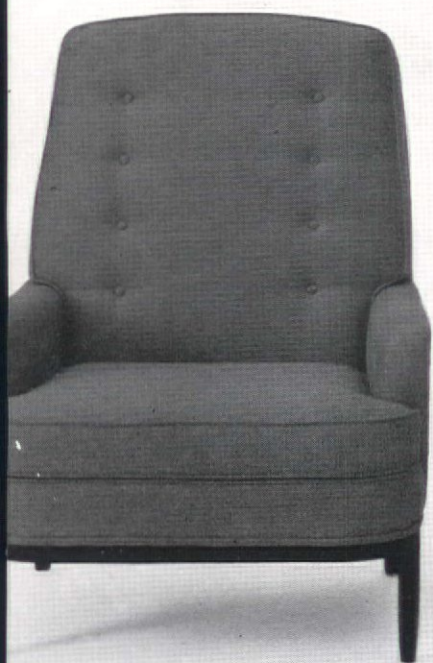
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*For complete catalog, write GLOBE FURNITURE COMPANY, Contract Division, High Point, North Carolina*



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## LETTERS

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### **We're on the carpet**

Dear Sir: I wish to take this opportunity to send a few kudos and brickbats your way in respect to your January Directory issue. Generally, I found this issue a well-edited and information-filled publication which, I am certain, will be of continuing aid to your readers through the year.

However, I would like to comment on certain statements made in the article on "Carpeting" appearing on page 46 of that issue. I feel that your writer used an unfortunate choice of words in making the arbitrary statement: "Its [carpet's] value in maintenance costs and life-expectancy in comparison with other floor coverings is a controversial subject."

As *CONTRACT* reported in its July issue of 1961, independent comparative cost studies have established that carpet in public space is substantially cheaper to maintain than other flooring products. The article referred to related that Industrial Sanitation Counselors, a national housekeeping firm for some of the nation's largest hotels and corporations, conducted these studies by keeping track of the costs involved in actual cleaning operations of hotels and offices. As the article states, ISC came up with these findings:

"Using 1,000 square feet of floor area as the basis for comparison the tests showed that the maintenance cost of carpeted floors under heavy foot-traffic conditions averaged \$189 a year against \$383 for a non-carpeted floor, or 50.7% cheaper. Under medium conditions, carpeted floors cost \$145 to maintain annually vs. \$243 for non-carpeted floors, or 40.3% cheaper. In light traffic areas, the cost was \$104 for carpet and \$181 for non-carpet, or 42% more economical.

"Included in the cost totals were the labor, equipment and materials required for daily and weekly care plus complete shampooings of the carpet and periodic waxing of the hard floors required to maintain the equivalent appearance level."

Your writer also tended to give the impression that carpet's use today is still primarily designed for luxurious interiors—executive suites, "luxurious" lobbies, and so forth. This ignores what *CONTRACT* magazine has repeatedly reported in numerous issues that during the past decade, carpet's applications has broadened to many heavy-traffic "work" areas as architects and other contract furnishings purchasers have recognized the product's ability to deliver rugged performance and low-cost maintenance. As the January 1961 issue reported, carpeting is being installed today in classrooms and corridors of many public

schools across the country. And as stated in your May 1962 issue: "In the office and bank fields the trend is toward carpeting general office areas such as data processing rooms, secretarial pools, corridors and bank lobbies. No longer is carpet's function limited to providing status-symbol plushness in executive suites."

LEONARD MOZER  
American Carpet Institute, Inc., New York City

### **Intelligent insight**

Dear Sir: I must take this opportunity to offer congratulations on your young and inspiring magazine. At long last it gives an intelligent insight into the contract field.

However, what I am primarily interested in are the reference sections—basic facts for the contract buyer. Your wallcovering article in the January Directory Issue was most informative and instructive. All of our people in this office read the article and I'm sure it was a reading "must" for every forward-thinking wallcovering salesman, buyer, and manufacturer.

THOMAS L. MORIARTY, Eastern Sales Manager  
Albert Van Luit & Co., New York City

### **Seminar worthwhile**

Dear Sir: I had the pleasure of attending the Contract Seminar at the Western Merchandise Mart on January 31, and I feel it was time well spent indeed. For one with my interests, Irving Greenfield's and Lawrence Lerner's talks were particularly instructive and informative.

I look forward to further programs of this type—they are well worth the efforts that you and the Mart management lavished upon them.

W. H. TANNHAUSER, PRESIDENT  
Town & Country Ltd., San Francisco

*A full report of the seminar, with extensive quotation from the talks given there, will be found elsewhere in this issue.*

### **Forum pointed up winter market**

Dear Sir: Now that the hectic pace of market time has subsided, I would like to thank you for assisting us in organizing the Contract Seminar. The industry programs that take place during these markets give the Mart a real purpose, and your help was greatly appreciated.

For your information, it was one of the most successful markets in the history of the Western Merchandise Mart. Buying was extremely good

*(Continued on page 10)*





## LANTERNS

...glowing jewels of light bring a new dimension to lighting. Executed with that special flair of designer George Nelson. For complete information, write **HOWARD MILLER** Clock Co., Zeeland, Michigan.

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## LETTERS

CONTINUED

Attendance was up about 10 percent over our previous high, and most of our tenants reported that they had opened new accounts.

HENRY ADAMS, GENERAL MANAGER  
Western Merchandise Mart, San Francisco

### Products for professionals

Dear sir: We have read with great interest your November, 1962 article on Trefzger's, Cincinnati. As participants in the Trefzger plan, we believe that if efforts of this nature could be extended to various other parts of the country, it would result in better representation of the product to specifiers and end-users in the contract field.

NORMAN POLSKY, PRESIDENT  
Fixtures Mfg. Corp., Kansas City, Mo.

### Room of Tomorrow

Dear Sir: Please let me thank you for the editorial matter and space you have so generously devoted to The Room of Tomorrow (CONTRACT, October 1962). The editorial pages that you have so beautifully put together, and the cover

in color, is indeed appreciated by me, and I sure the sponsors for the project are very grateful.

ROY F. BEAL  
Austin,

### Scientific color selection

Dear Sir: I would particularly like to commend the September issue for the fine article entitled Color in the Office, by Faber Birren. In my experience, the selection of color for offices on a scientific basis has long been neglected, and I think this article should go a long way toward improving this situation.

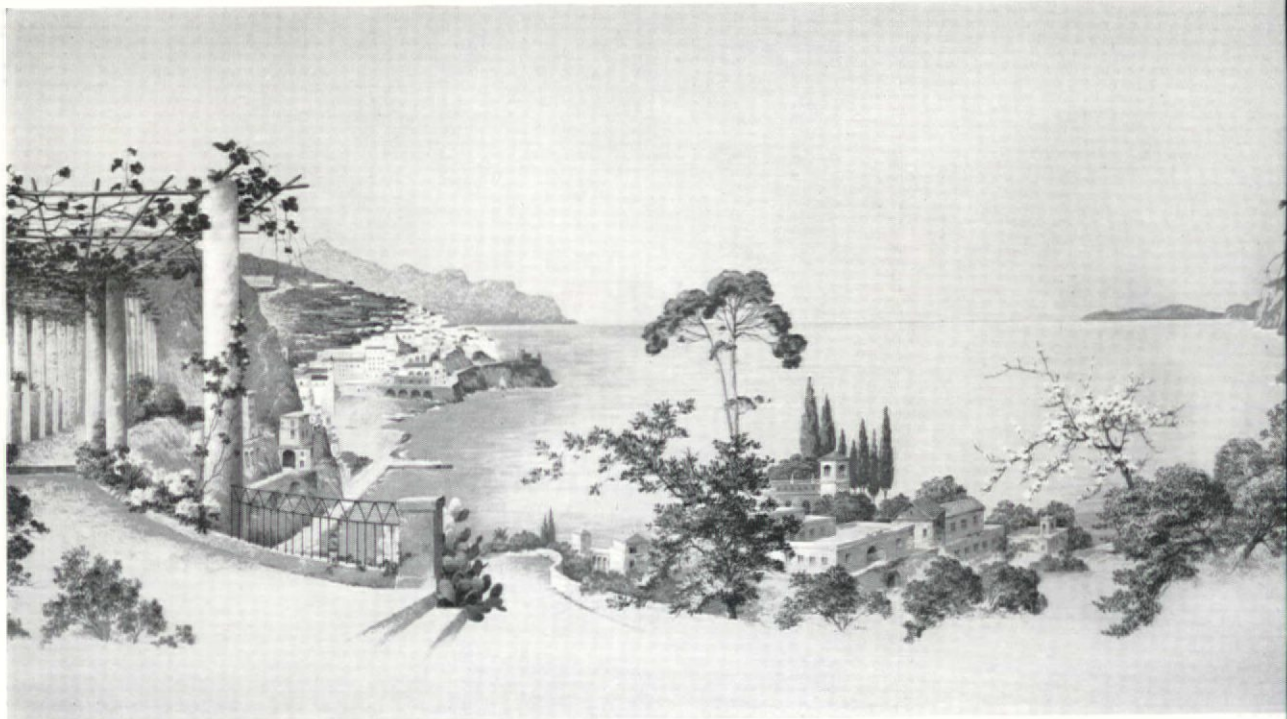
The article on Polishes for Resilient Floors like the one on carpet cleaners in August, was an excellent job.

J. S. FAY  
American Hotel Association, New York

### Student interest

Dear Sir: Our students in the major design program would benefit from your possible aid: 1. Perhaps you could send us some examples of your student covers; 2. Perhaps you could send us some issues.

SOL ARNOW, CHAIRMAN  
Fine Arts Department, Richmond Hill High School  
Richmond Hill, N.Y.



**AMALFI COAST** The sparkling waters of the fabled Bay of Naples, quaint villas nestled close to the shore, the Amalfi Drive threading its way through one of the world's most beautiful and renowned garden spots, the very spirit and charm of Southern Italy... captured and brought to dramatic life in Amalfi Coast... a superb and realistic hand-print mural by GKB.

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GK

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## Flame-resistant draperies with Rovana®

A chance of fire: the most pressing consideration in choosing drapery fabrics for a student building. For this reason, Shepley, Bulfinch, Richardson and Abbott architects of Williams College's new dormitory in Williamstown, Massachusetts selected draperies from Thortel Fire-proof Fabrics made with Rovana saran flat monofilament. The hazard of flames being spread by flammable draperies was thus completely eliminated. This beautiful Thortel fabric, 'Rovanel Ratine,' like all drapery fabrics made with Rovana, pledges maximum security against fire because it is permanently flame-resistant. Draperies of Rovana are equally as effective in controlling light; have excellent dimensional stability; are economical to care for. Fabric shown: Thortel 'Rovanel Ratine' 36% Rovana; 45% Verel\*; 19% rayon. \*Trademark Eastman modacrylic fiber.

Fabrics of Rovana monofilament are easy to clean and care for; resist abuse; keep their color and shape; are safe and simple to handle. For further information: write the Textile Fibers Department, The Dow Chemical Company, 350 Fifth Avenue, New York 1, N. Y.

DRAPERIES OF  
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**D. C. Currently**

## **OUR WASHINGTON REPORT:**

- **Outdoor furniture used indoors**
- **Recent procurement contracts**
- **Housing needs for defense**
- **Grants seen boosting furniture sales**

If you'd like to sell wrought iron furniture to the federal government—it's willing to buy. Not for patios and outdoor living (it's needs in this direction are quite small), but for such areas as reception rooms, and waiting rooms. The furniture keeps going in there. And the government, if you haven't noticed, keeps getting more and more reception rooms, and waiting rooms.

Rattan furniture has been a staple in the household furniture procurement the government undertakes, to outfit initially, and by now to refurbish, the Defense Department's sprawling inventory of family on-base housing, here and overseas. The outfitting stops, however, at the building line; from there on out, the lounging and the lounge are both up to the serviceman and his brood.

For more information on these areas of potentially good business for you, we suggest you contact the nearest Business Service Center, operated for just this purpose—to help you—by the General Services Administration.

### **Procurement examples**

GSA, here, recently awarded a contract for rattan living, dining and recreation room furniture, indefinite quantity, for the period March 1, 1963 through Feb. 28, 1964, to Rattan & Bamboo Shop, Inc., Miami, Fla.

Some other items, which manufacturers of patio and outdoor furniture might also be interested in making:

Kitchen tables, chairs, and step stools for quarters use, Feb. 1, 1963 through Jan. 31, 1964, indefinite quantity, contract awarded to Chromcraft Corp., St. Louis, Mo.

Or a recent invitation to bid, now closed, on upholstered steel chairs, various dimensions, 653 each, issued by GSA, Denver, Colo.

### **Up and coming**

Just about now the newest star in the federal lineup—of office furniture, that is—will be off and running, figuratively, from the plant. It's GSA's new executive line, in a trim, modern appearance. First GSA contracts were awarded to get the pipelines set, so that when its user-agencies get the word, shipments will be set to go. Of present lines, the unitized wood office furniture has been "tremendous," we're told. It's only been in the line two years.

More business is expected in this field. Federal buildings are abounding, new ones rising across the landscape and overseas. Offices are sprucing up. And the bar against offshore procurement is affecting U.S. purchasing, both in office furniture and more strikingly in household furniture. GSA has set up a Customers Service Bureau in Germany, to serve its clients in Europe.

GSA now has 14 suites of household furniture on continual display at its common-use items store in Sembach, Germany. It's putting an interior decorator on its staff for European duty, to help the user-agencies do the decor right.

### **Housing needs for contract goods**

The Defense Department is asking Congress this session for funds for buying 12,100 units of family housing on-base for its troops, in the fiscal year starting July 1. In the current fiscal year, it has funds for 7,500. And nearly half of that housing was on the books as relocatable units for U.S. use, or for shipment overseas—to save buying housing abroad. Bids on the relocatable units are now open, while the overseas packages have been delayed because of design problems, so that much of the buying for this purpose at the start of this year was replacement. However, when you have

*(Continued on page 14)*



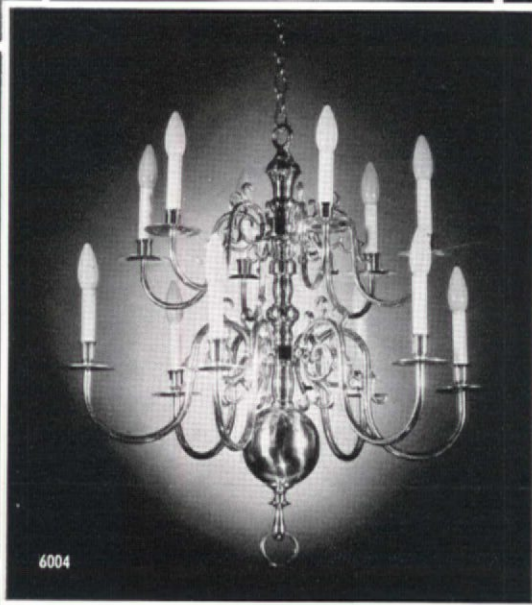
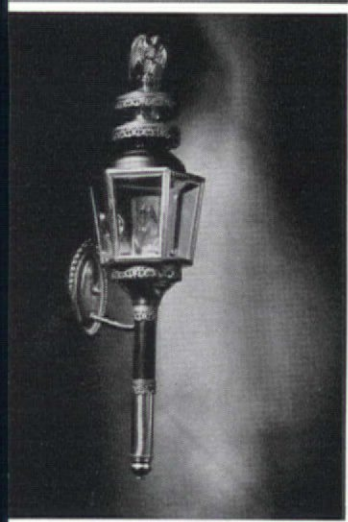
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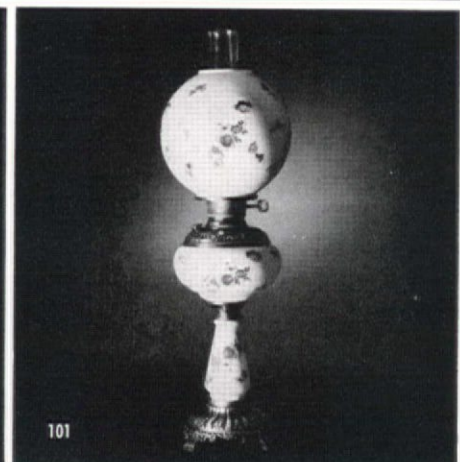
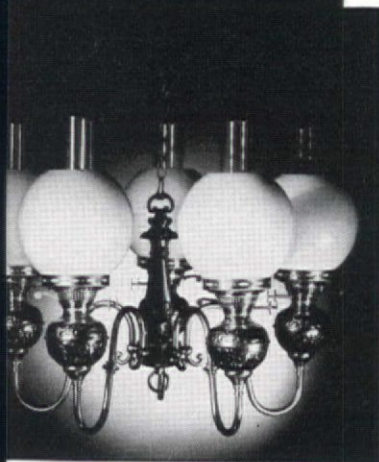


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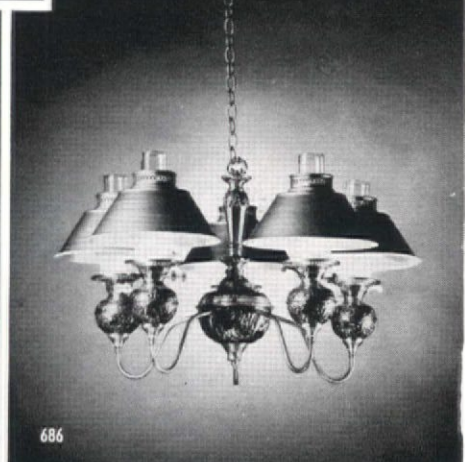


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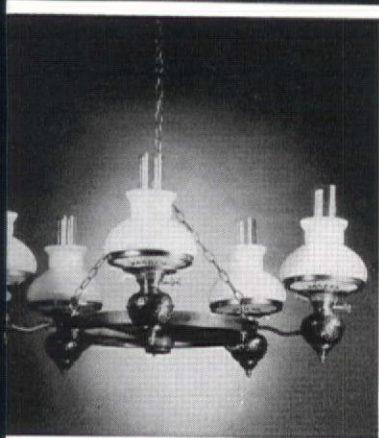
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## OUR WASHINGTON REPORT

CONTINUED FROM P. 12

an inventory that runs into 400,000 units, replacement is no miniature procurement, but big business, too.

### Expectations

Government analysts here estimate the household furniture industry will increase its shipments about 4 percent this year, about the same increase it registered in 1962.

There's a much larger growth rate being expected here—and this will have significant consequences for everyone in the contract furnishings field. Whether or not the present Administration program for aid to education goes through, school attendance will be increasing—and one way or another, that means more schoolrooms, dormitories, and outfitting.

President Kennedy says that for the next 15 years, enrollment increases in colleges will average 340,000 yearly. The expectation is for 7 mil-

lion college students by 1970, with a need for billion in new facilities.

The college housing direct loan program already is on the books and which will continue to grow, should mean much contract furnishing business in coming months. The grants are sizeable ones, quite often—such as recent ones of \$3.5 million to Southwest Missouri State College, Springfield, for dormitory additions, college union and dining facility additions; \$2.1 million to Colorado State College, Greeley, for a college union; \$1.5 million to Washington College, Chestertown, Md., for housing and dining facilities.

In almost every institutional area, the federal government will be inspiring if not underwriting growth. Its Accelerated Public Works program for instance, a "crash" program to help depressed areas, includes more liberal federal sharing in construction costs for hospitals, such as St. Joseph Hospital, Elmira, N.Y., a nursing home addition at Sharon Hospital, Sharon, Conn., an addition at Pinckneyville, Ill., Community Hospital, replacement of present hospital.

And federal direct loans for elderly housing projects are increasing. Such as a \$3.8 million for a 21-story project in Detroit, 320 units.

Meaning of it all—the areas in which you do more business are increasing. (C)



*One Good Design Deserves Another*

Encore from San Francisco! Now there are two new companions for the Contract C sofa, the sofa that earned the 1963 A.I.D. International Design Award from Jules Heumann. Like their noted relative, the Contract C chair (#31T2AA) and ottoman (#31) are available in leather, plastic and in dozens of fabrics by choice. There is a wide range of colors and textures to match your design requirements. Write for a free copy of our Contract Division catalog, or send \$1 for a color illustrated catalog. Dept. C14, Metropolitan Furniture, 950 Linden Avenue, So. San Francisco, California. Showrooms in San Francisco, Chicago, Dallas, Los Angeles, New York.

METROPOLITAN





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*Distinctive Background for Distinguished Prints*

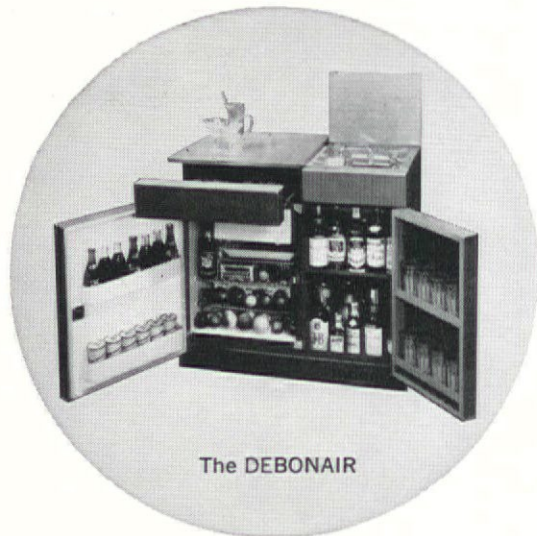
As plants and flowers enliven rooms, Nature's special qualities in linen give liveliness to prints. Colors gain strength and beauty. Designs appear in depth on linen weaves from sheerest white to heavy oatmeal. CALAMANDRÉ SILKS, respected for fine fabrics, has added these three new prints to its group of Belgian linens. Modern, French or traditional, each design is done on the perfect background of a different linen texture.

THE BELGIAN LINEN ASSOCIATION, 280 Madison Avenue, New York 16, New York



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WE HAVE THE  
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The DEBONAIR



The HOSTESS

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

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**PEOPLE**

HERBERT MERRILL has been appointed head of newly formed contract fabrics department Seneca Textile and Homestead Draperies.

Monticello Carpet Mills, Burlington's new broom carpet division, has announced several recent appointments; JOSEPH A. LEDERMAN, western sales manager in an 11 state area; ALF SALVESEN, western sales representative; LARRY BACK, southwestern sales representative; GEORGE A. CARON, head of product development.



BURNARD MARGOLES has been elected vice president and general manager of Jersey Carpet Corp., a subsidiary of Roxbury Carpet Co. Mr. Margoles will continue to act as general manager.

MARGARET NELSON, well-known designer, has joined Stroheim & Romann as stylist and assistant to the vice president.

PAUL GARST, has joined the contract carpet division of National Theatre Supply Co.

Interior designer VALERIAN S. RYBAR has been appointed to design the 1963 edition of Designs Dining. The exhibit will be presented at National Hotel & Motel Exposition, Nov. 11-12, New York Coliseum.

BEN DAVIS has been named to the sales staff of Interiors Import Co., Inc., of New York City. Davis will cover the States of Washington, Oregon, Idaho, and Montana, working out of his home at 1622 Taylor Avenue, Seattle, Wash.

The architectural lighting division of Globe Lighting Products, Inc., Hazleton, Pa., has retained SEYMOUR EVANS ASSOCIATES as design and product development consultants.

ARLES WHITE has been made district representative for the entire Southern California area Hardwick & Magee Co.

DONALD G. MALCOLM has been named vice president in charge of product development of J. Risom Design, Inc. Mr. Malcolm will supervise new design development and coordinate work with Research and Development with the Design Department. Mr. Malcolm was formerly a design instructor at Pratt and a free-lance furniture designer.



*... your  
Invitation  
to Comfort*



STYLE 8990



STYLE 8991



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## CALENDAR

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- 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.
- April 15-20.** Chicago Spring Furniture Market. American Furniture Mart (tentative).
- April 19-26.** Furniture Market. Southern Furniture Exposition Building, High Point, N.C.
- April 28-May 2.** Jamestown Market. Furniture Mart, Jamestown, N. Y.
- May 1-2.** Furniture Market Days. Dallas Market Center, Dallas.
- 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.
- May 25-30.** American Institute of Interior Designers 32nd Annual Conference. Bellevue-Stratford Hotel, Philadelphia.
- June 17-22.** International Furnishings Market. American Furniture Mart and The Merchandise Mart, Chicago.
- June 20-30.** Chicago International Trade Fair. Chicago.
- June 24-28.** N.Y. Furniture Market. New York Furniture Exchange and 71st Regiment Armory, New York City.
- July 8-12.** Southern Furniture Market. High Point, Lexington, Drexel, Thomasville, Lenoir, Hickory, N.C.
- July 8-12.** Southwest Furniture Market. Market Hall, Dallas Market Center, Dallas.
- July 14-19.** Furnishings Market. Los Angeles Home Furnishings Mart, Los Angeles.
- July 15-19.** Summer Furniture and Furnishings Market. Atlanta Merchandise Mart, Atlanta.
- July 22-26.** Summer Market Dates. Western Merchandise Mart, San Francisco.
- October 3-13.** National Decoration & Design Show. New York City.
- October 5-9.** National Stationery and Office Equipment Association Convention and Exhibit. Conrad Hilton Hotel, Chicago.
- October 18-25.** Furniture Market. High Point, N.C.
- October 30-November 1.** Furniture Market Days. Dallas Market Center, Dallas.
- November 11-14.** National Hotel & Motel Exposition. New York Coliseum, New York City.



## at last

a complete collection of light chairs. Herman Miller's 140 different chair models were developed to serve the increasingly specialized demands of space planners and architects. Literature and other information for purchasing or leasing available on request. Herman Miller, Inc., Zeeland, Michigan. Please turn to the reader service card and circle No. 50.



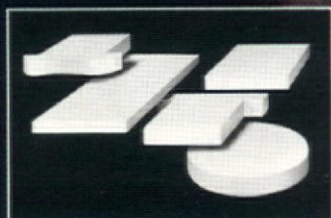




All  
 the care  
 it ever  
 needs...  
 because it's  
**U.S. NAUGAHYDE®**  
 FINEST IN VINYL UPHOLSTERY



at its best,  
 of course, over **U.S. KOYLON®**  
 LATEX FOAM RUBBER CUSHIONING



What upholstery washes clean with soap and water, outwears children, comes in more than 400 different patterns, textures and colors—AND meets a big, big consumer demand? What else but U.S. Naugahyde—the luxurious vinyl upholstery that customers know—and ask for—by name! And Koylon cushioning, of course, has long been famous as the ultimate in long-lasting comfort. This is the important story we're telling to millions of people who count to you—in a series of dramatic full-color ads all through the year. The one above will appear in *April House & Garden* and *American Home*, and in *May House Beautiful*...with more to come next month. Naugahyde and Koylon have a big, ready and waiting market—so make the most of it!

Circle No. 24 on product information card





# CONTRACT BUSINESS: Notes & Comments

## Restaurant show exhibit

Designs for Dining, first shown at the National Hotel Exposition in New York in November, will be re-created for the National Restaurant Show, at Chicago's McCormick Place from May 20-23. The 1962 edition was designed by Walter M. Dillard Corp. of New York City and con-



as four interiors—the Executive Suite (shown here), the Poinciana Patio, the Poinciana Lounge, and the Cafe Tiepolo. A multiple-purpose interior that can be set up for the cocktail hour, for luncheon, or for dining, the Executive Suite aims at tailored, contemporary elegance.

## Dillard adds three N.Y. projects

Dillard Associates, New York office space planning organization, has added three new New York projects to its current schedule: sales offices for Crosley Broadcasting Corp.; law offices for Siegel, Madell & Davidson; private and general office areas for the newly formed organization, Education and World Affairs.

## Decor building signs new tenants

A new Decoration & Design Building under construction in mid-Manhattan, New York City, leased more than 21,000 square feet of space by three leading decorative firms within a few weeks last month. New tenants are Brunschwig & Fils, Stark Carpet Corp., and S. M. Hexter. Leasing contracts were made through Williams & Co., Inc. Other lessees include L'Amantre Silks, Boris Kroll Fabrics, B. Lehman Connor Co., A. H. Jacobs, Perry Cassen, Louis W. Bowen, Kentgaline. The 18-story office and showroom building, which will be completed in fall, will have full floors ranging in size from 10,500 to 21,500 square feet.

## Maxwell plans look-alike motels

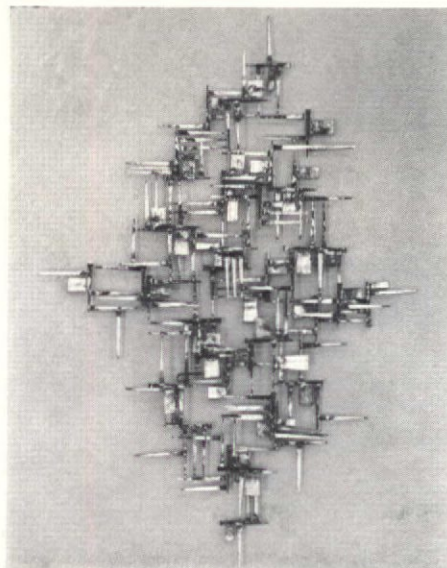
After building its reputation upon the creation of a distinctly different design for each client, Maxwell Co. is doing a complete about-turn, having contracted to do four jobs in four cities in identical fashion. In this instance, however, the need to conform will serve a definite purpose. Maxwell, one of the country's largest hotel-motel contract furnishings firms, will provide Hiwayhouse Motels, located throughout the southwest, with a distinctive and quickly identified style to distinguish the interstate chain from other motels throughout the nation. The first four units will be located in Abilene, Houston, and San Antonio, Texas, and in Rosewell, New Mexico. Contracts for the motels average \$175,000 each, with each installation having approximately 120 rooms. The basic motif throughout will be Italian Provincial. The design established by Maxwell's Los Angeles office will be used by all future Hiwayhouses, regardless of location, as the chain expands.

## Morton's year-end figures

Morton Textiles & Furniture, institutional furnishings firm of Chicago, grossed \$15 million in 1962, furnishing a total of 10,000 rooms for hotels, motels, nursing homes, hospitals, restaurants, executive offices, and other public buildings.

## Bowie sculptures exhibited

A collection of metal sculpture models of commissioned works by William Bowie was featured recently in the seventh of the exhibit series of the Artist-Craftsmen of New York at the National Design Center. Architectural in construction (see cut), Mr. Bowie's sculpture is welded of steel



stampings, nails, spikes, or wedges with an oxy-acetylene torch. Some of the compositions are then leafed in gold-toned anodized aluminum. The models on display included works for the Portland Oregon Savings & Loan Assoc.; IBM Space Guidance Center; El San Juan Hotel of Puerto Rico, and Sinclair Oil Research Center.

## Cal-Craft moves to larger quarters

Cal-Craft recently moved into its newly enlarged national sales headquarters and San Francisco showroom in the Jackson Square decoration center, San Francisco. The new quarters include enlarged facilities for displaying samples of the firm's



extensive lines of wood fabric draperies and shades, custom cloth shades, shutters, panels, and shojis. In addition, the showroom contains a private conference room designed specifically for use by designers who may wish to meet there with clients. Since the move was made within the same building, present address and telephone remain the same.

## Stockwell European study award

An award for European study will be made this year for the first time to a second-year interiors student at Parsons School of Design by the C. W. Stockwell Co., wallpaper manufacturer. The award is in memory of the late Lucille Stockwell Chatain. Winner of the award of \$500 to cover expenses of the Parsons European summer session will be named in April, following a design competition that is part of the school's regular second-year program. The competition consists of planning the entire furniture layout for a luxury apartment, with emphasis on the use of wallpapers from current Stockwell lines.





## *COSTA BRAVA*

Another new dramatic styling from American of Martinsville

Latest influence in furniture—Spanish. Latest trend-setter in guest room furniture—dramatic Costa Brava by American of Martinsville. Designed to let you make a choice. The Tri-Plex Unit, functional as ever — here, more fashionable than ever. The roomy, compact desk-dresser (lower right) now a piece that's ornamental as well as useful. Antique white touched with gold, decorative moldings, durable upholsteries. Write for details on Costa Brava and other contemporary designs in Oriental, French, Italian and Modern.





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Martinsville, Virginia

Please send me brochure on your  
contract groupings.

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



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## CONTRACT NEWS

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BRUNSWICK CORP., Kalamazoo, Mich., has purchased Burke, Inc., manufacturer of furniture for commercial-institutional and residential markets. The new acquisition will be operated as a separate unit of Brunswick's school equipment division.

JESS L. MUSGRAVE CO. has been appointed to represent The Howell Co.'s contract furniture division in Oklahoma, in addition to Texas presently covered. A new Musgrave showroom located at 1710 Hi-Line Drive, Dallas, displays Howell's modern metal furniture.

DESIGN INTERNATIONAL, design subsidiary of Western International Hotels, Inc., has opened executive offices in the St. Francis Hotel, San Francisco. The new organization will offer architects, real estate developers, and individual clients a complete space planning, color coordination, design and decorating service.

DURATEX LTD. of Toronto has been named Canadian distributor for Ford vinyl furniture coverings, vinyl products division of Ford Motor Co.

TROY SUNSHADE CO. has moved into its new permanent Chicago showrooms, Space 1124-25, Merchandise Mart.

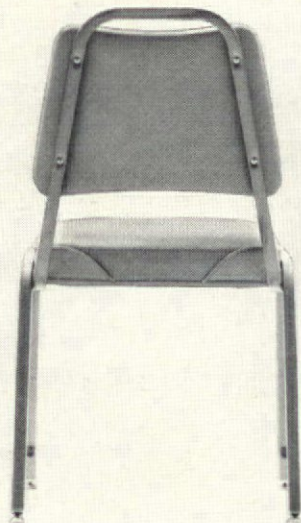
SENG Co., producer of sleep equipment, has purchased General Steel Products Co., High Point, N.C.

AMERICAN OF MARTINSVILLE furniture has been added to Quality Courts central purchasing system. M/H Wholesale Supply Co. is distributing the products which American of Martinsville manufactures and plans to show a sample room at its Daytona Beach, Fla., office.

PERMA DRY Co. has completed installation of equipment solely for the application of Scotchgard. This unit is planned to double product output yet maintain the custom finishing pattern.

*(Continued on page 25)*

Through an inadvertent error, the editorial line-up for May was incorrectly listed on last month's contents page. It now stands corrected on page 3, with the following feature articles slated for the next three issues: April—office furniture; May—school furnishings; June—motels; the crafts market.



A Brody design for mass seating. Foam padded seat and back. Bronze or black baked enamel finish.

No. 406 stack chair  
List 27.00 in Grade 3 fabric.

**B. BRODY SEATING COMPANY**

5921 W. Dickens Chicago 39, Illinois  
Telephone... Area Code 312 889-6000

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# How do you use fire as a decorating theme?

Put it underfoot as decorator Marian Follmer of New Jersey did. Use the reds of a bed of coals . . . the browns of the logs . . . the beiges of the natural stone fireplace. Then work these into swirls that pick up the flickering of flames—and you'll have the identical carpet Masland created for the lounge of the Tammy Brook Country Club in Creskill, New Jersey. Wherever you find your inspiration, you'll find Masland can interpret it in carpeting that's luxurious, hard-wearing, carefree and remarkably economical.

## *The Magic of Masland Carpets*

**C. H. MASLAND & SONS • CARLISLE, PA.** Commercial Carpet Department: 295 Fifth Avenue, New York 16, N. Y.  
*"Since 1866, Always Good Company"*

Installed by Huffman and Boyle Co., Inc., North Hackensack, N. J.







*folding*  
**Chairs**  
*... without equal*

folding and stacking



in folding sections



with folding arms



with folding kneelers



with folding book boxes



*with more  
**COMFORT and  
 FLEXIBILITY**  
 than other wood  
 folding chairs*

For Clubs — Conference rooms  
 — Clinics — Chapels — Class  
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 — Churches — Restaurants —  
 Motels — Libraries — Reception  
 rooms — Mortuaries — Music  
 halls — Art galleries — Board  
 rooms — Reception rooms.  
 Fifteen stocked models, plus  
 variations.



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## CONTRACT NEWS

CONTIN

PIONEER PLASTICS CORP., Sanford, Maine, has pointed the following four new distributors Pionite Lifetime laminates to the building supply field: Wholesale Service Co., Louisville, Harold L. LaBonte & Co., Kensington, Md.; Ilegheny Plywood Co., Pittsburgh; Harold I. Co., Milwaukee.

SHELBY WILLIAMS, manufacturers of institutional seating, has completed licensing arrangements with Farquharson-Gifford, Ltd., Stratford, Ontario, to make and sell all Shelby Williams signs throughout Canada.

FINESSE ORIGINALS has announced the purchase of Breton Fabrics, formerly a division of Sa Mills. Headquarters for the combined operation will be located at 3511 Ninth St., Long Island City, N.Y.

SELIG MFG. Co. showed its 1963 furniture collection in its new showroom on the ground-floor of the American Furniture Mart during the January market. The showroom space was redesigned by Elroy Edson, NSID, Selig staff designer.

The ADAIR CHAIR Co., Aurora, Ill., has been contracted by the State of Illinois and will engage the manufacture of office seating. Western M Co., Aurora, will act as sales outlet for Adair chairs to the office equipment industry.

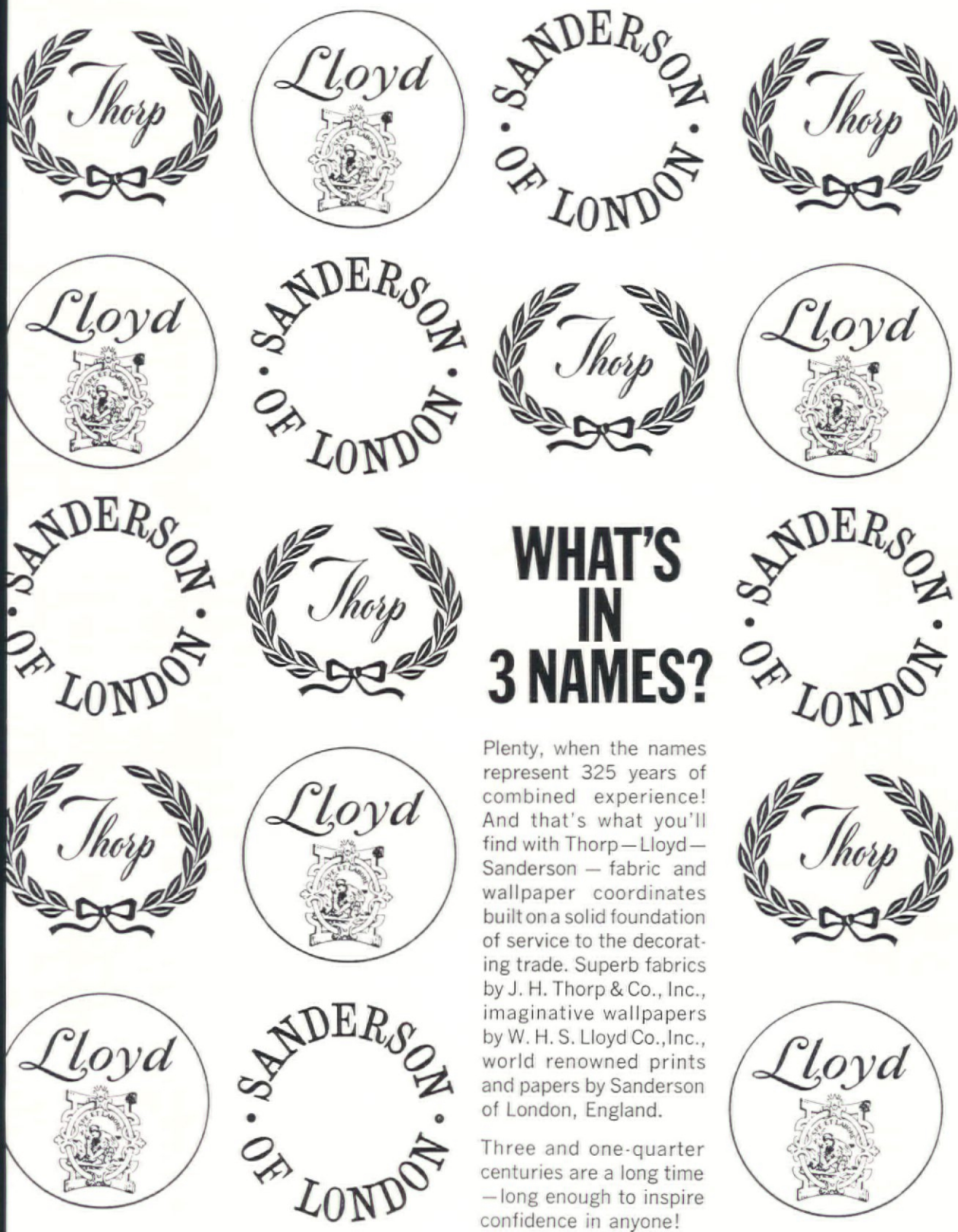
ISABEL SCOTT FABRICS CORP. has been named distributor for Ford Motor Co.'s vinyl fabrics furniture. Isabel Scott will deal with contract purchasers, designers, architects, decorators. The firm has set up a division called Isabel Scott Vinyl Corp. to handle the Ford product.

POLYPLASTEX UNITED, INC., Union, N.J., has announced the appointment of the following new distributors to handle the sale of Par rigid vinyl decorative plastics: New York M Products Co., Newark, N.J.; Jillene Plastics, A ria, N.Y.; Nychrome Corp., Philadelphia.

### Correction

ATHOL MANUFACTURING Co., division of Plym Cordage Industries, 120 East 41st Street, New York City, was inadvertently omitted from listing of wallcoverings manufacturers in our January Directory Issue. Athol makes a diverse line of vinyl wallcoverings, in addition to its holstery materials.





**WHAT'S  
IN  
3 NAMES?**

Plenty, when the names represent 325 years of combined experience! And that's what you'll find with Thorp—Lloyd—Sanderson—fabric and wallpaper coordinates built on a solid foundation of service to the decorating trade. Superb fabrics by J. H. Thorp & Co., Inc., imaginative wallpapers by W. H. S. Lloyd Co., Inc., world renowned prints and papers by Sanderson of London, England.

Three and one-quarter centuries are a long time—long enough to inspire confidence in anyone!

**H. THORP & CO., INC. / W. H. S. LLOYD CO., INC.**

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**SANDERSON FABRICS & WALLPAPERS • MORTON SUNDOUR FABRICS**

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## FLORENTINE IN HAMPSHIRE HOUSE

Woodard Wrought Iron Furniture used beautifully—imaginatively.  
Interior Design by Office of Jac Lessman and Associates.

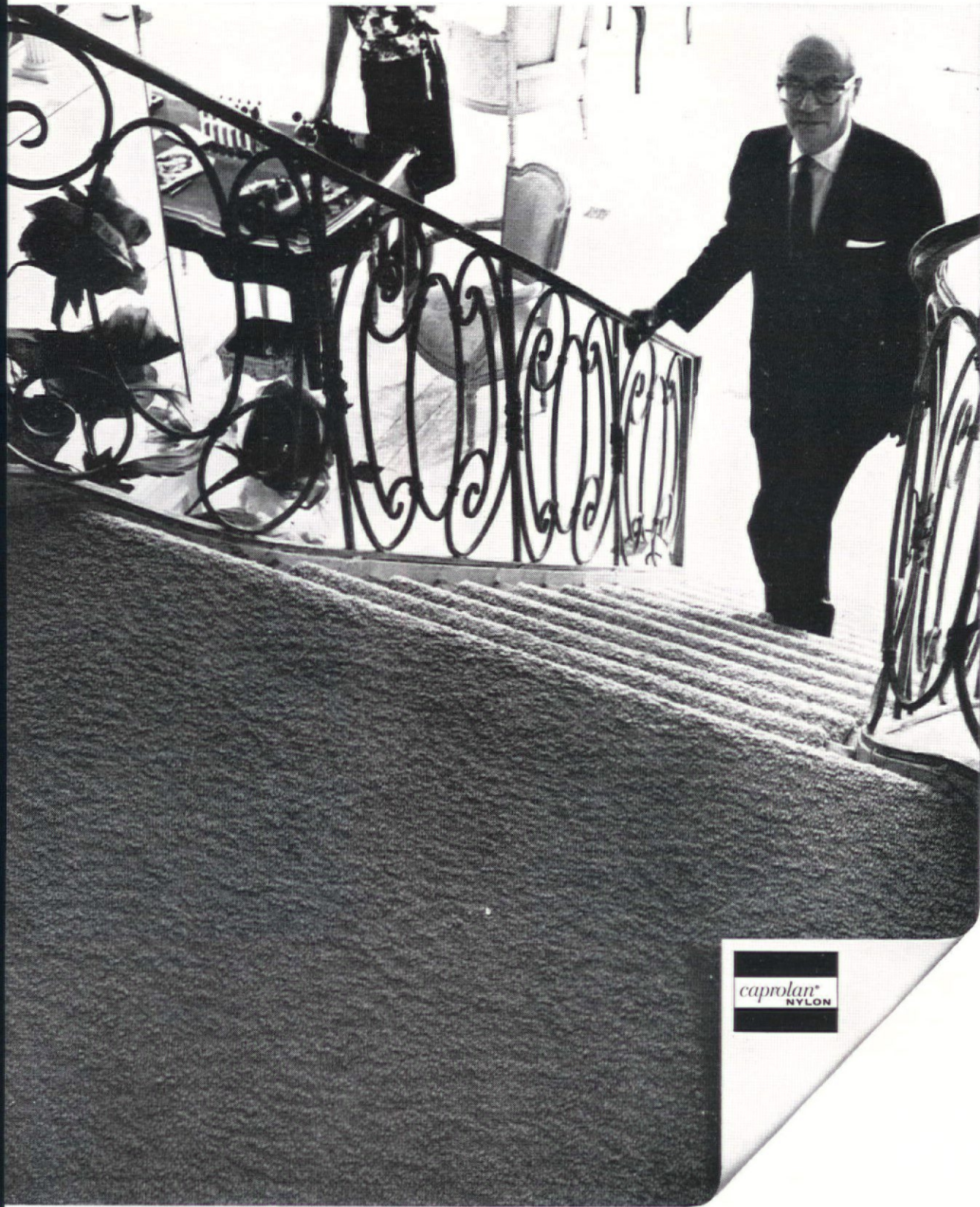
# Woodard

Write for our new catalogue.  
LEE L. WOODARD SONS, INC. OWOSSO, MICHIGAN

305 EAST 63 STREET, NEW YORK 628 MERCHANDISE MART, CHICAGO  
320 DECORATIVE CENTER, DALLAS 8951 BEVERLY BOULEVARD, LOS ANGELES  
553 PACIFIC AVENUE, SAN FRANCISCO

Circle No. 33 on product information card

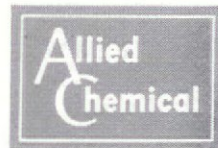




## Lanvin picks Caprolan for its color and texture appeal

For more proof you get a lot more than outstanding carpet performance when you specify Caprolan. You get the finer, purer, clearer colors you want . . . the deeply textured weaves. You'll find continuous filament Caprolan® blends beautifully with even the most elegant decor. See how Callaway's popular "Captivation" en-

riches Lanvin's gala New York salon. Other beautiful Caprolan carpets for heavy-duty installation by Commercial Carpet, Hardwick & Magee, Hightstown Rug, Archibald Holmes, A. & M. Karagheusian, C. H. Masland and Roxbury.



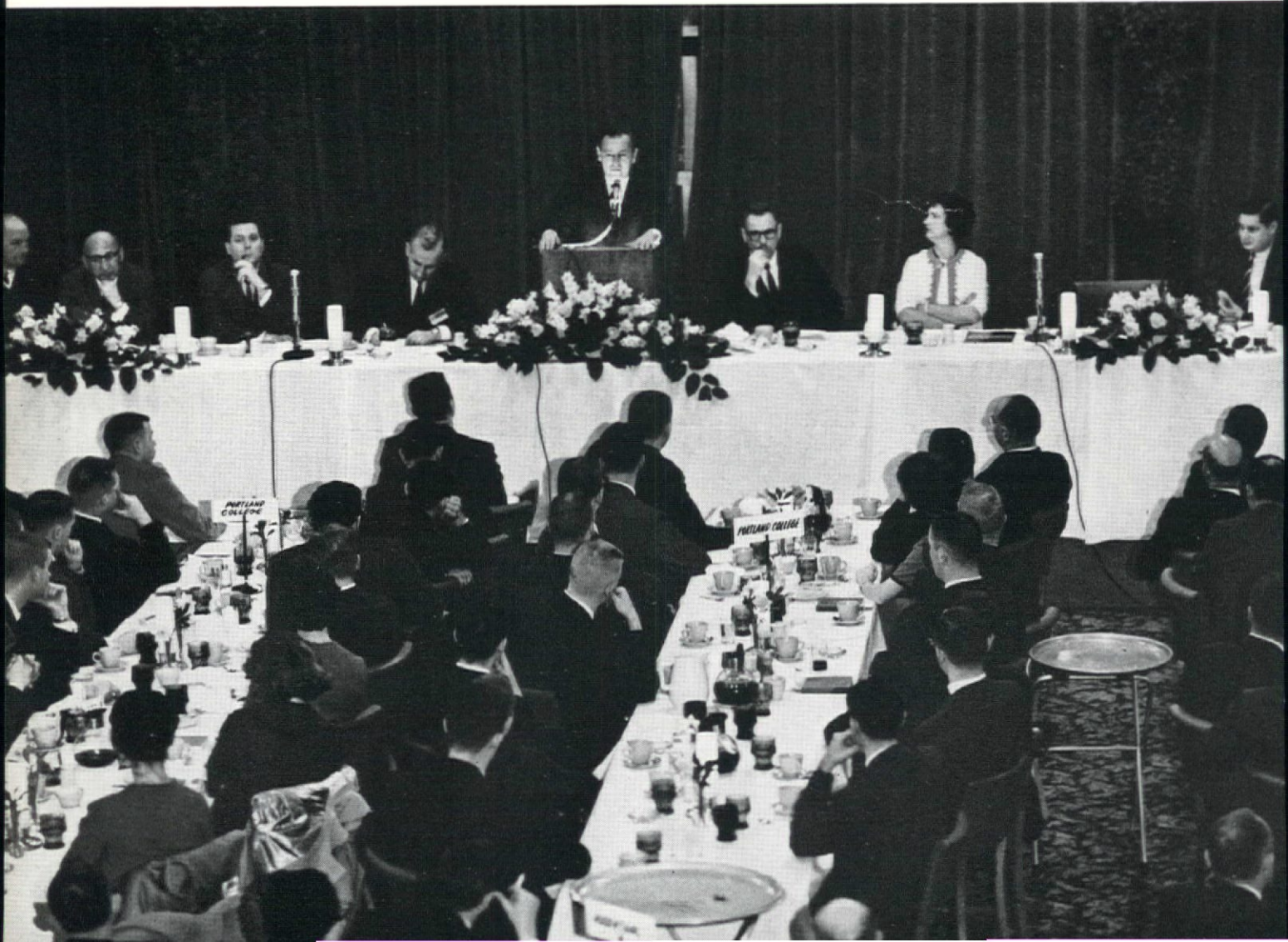
Fiber Marketing Dept., 261 Madison Avenue, New York 16, N.Y.

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# CONTRACT SEMINAR

HEAD TABLE and part of audience at January 31 Contract Seminar.





**WESTERN MERCHANDISE MART AND CONTRACT MAGAZINE TEAM  
TO EXAMINE THIS BOOMING \$5.2 BILLION MARKET AT  
SAN FRANCISCO JANUARY MEETING WITH RECORD TURN-OUT**

THREE-DAY contract market at the Western Merchandise Mart in San Francisco, brought a record turn-out of buyers to the Mart from January 30 through February 1. The specialized market, only one of its kind in the country, was capped by a Contract Seminar and luncheon held under the auspices of the Mart on Wednesday, January 31.

Moderator of the seminar was Ben Hellman, publisher of CONTRACT. Mr. Hellman collaborated closely with the director of the Mart, Henry Adams, and its publicity and advertising director, Albert W. Zinkhon, in arranging the program and in selecting the speakers.

Interest in the seminar was high; a capacity audience of more than 250 people involved with contract work as designers, planners, or manufacturers purchased tickets for the event, which took place in the Mart's Phoenix Room. A gauge of the intensity of interest in matters related to contract market was the extended discussion period, which lasted an hour after the speakers completed their talks.

The four speakers, who travelled across the continent in order to participate in the event, were Marilyn Motto, well-known designer of hotels and motels in this country and abroad; Irving Greenfield, Sr., head of the Maxwell Co., the country's largest contract furnishing firm specializing in hotels and motels; Lawrence Lerer, president of Saphier, Lerner, Schindler, Inc. (formerly Michael Saphier Associates), one of the foremost commercial space planning firms in the country, with scores of millions of feet of office space to its credit, and Sidney Schwartz, contract sales manager of Baumritter Corp., leading manufacturer of contract furniture.

In his opening remarks, Mr. Hellman stated: "The contract market is new, it's big, it's many-faceted. . . . One effect of newness and bigness is that some things lag behind others. In the commercial and institutional furnishings field, this lag is expressed by the fact that at the moment the buyers are more clearly defined than the supply. In other words, the over-riding problem in contract furnishings—a problem which, among others, will concern today's speakers, is the development of a range of industry products and facilities completely suited to the exacting needs of contract work."

Last year, Mr. Hellman went on to report, the contract furnishings market rolled up estimated sales of \$5.2 billion—a figure that omits marginal or doubtful product categories. One of the chief reasons for the continuing problems of manufacturers in the field, he added, is that "we are dealing with a market that, on closer examination, is subdivided into a series of specialized areas, each with varying requirements that inevitably affect the product they demand." Hotel-motel work, he pointed out, is very different from hospital work, and office planning presents a completely different set of challenges. Designing and furnishing a department store is a task not easily related to planning a nursing home for old people.

"Yet all of these areas," he continued, "are set off from other segments of the furniture industry by a new professional approach, by concentration on precise specifications and on technical considerations that make the contract field a new and significant element in the furniture and furnishings industry, one that will inevitably affect the older retail segment of the field."



## CONTRACT SEMINAR



AT HEAD TABLE, left to right, Ben Hellman, CONTRACT; Marilyn Motto; Irving Greifeld, Sr., Maxwell Co., and Sidney Schwartz, Baumritter Corp.

### NO STRAITJACKETS ON SPACE PLANNER, PLEASE!

In a controversial talk on recent developments in the science and art of planning office space for large corporate users, Lawrence Lerner underlined the necessity for separating rental space from the basic building design in the typical office building. "The unrented space must remain unfinished," he said. "Regardless of what ideal module the architect may think he has evolved, the space between the floor and the ceiling arch slab, and from outside wall to outside wall *must* be left in skeletal condition if the owner or his tenants are not to be put to large and unnecessary alteration costs prior to occupancy.

"The attempt to put in standard air conditioning or acoustic hung ceilings or lighting is foolhardy," he declared. "It does little more than to provide a straitjacket to proper space utilization. The space must remain unfinished so that air-conditioning design, the lighting distribution, specifications and pattern, the location of partitioning and electric outlets, the selection of color all can be tailored to meet the specific and varying needs of the individual tenant who will rent the space."

Discussing the office furniture that the market has made available to the space planner in recent years, Mr. Lerner declared that "ever since the advent of the Bauhaus with its super-functional approach to design, and the evolution of the 'International School' of architecture . . . the manufacturers of mass-produced goods have chosen to emulate the international style. The client who is looking for steel office furniture has little available to him that is not akin to a coffin

or shoebox. All the major manufacturers have cribbed from each other's designs, and each successive knock-off loses just a little that its predecessors were successful with. Today, in the metropolises of the East at least, we have building after building that is cold and sheer on the outside and is filled with horizontal miniatures of itself on the inside. I refer of course to the steel desks with plastic tops that have so outsimplified everything else that moving men with slings have to be called in to relocate a desk that has vibrated itself a few inches out of position. There isn't even a finger-grip to hold onto.

### THE CRITERION IS THE HUMAN BODY

"A few years ago, we were called in by one of the major steel office furniture manufacturers' consultants on the design of a new line of chairs. At that time, even the chairs in most steel furniture lines were trying their darndest to look like the desks they accompanied. The manufacturers had evidently lost sight of the fact that chairs must be occupied by the very graceful biomorphic human shape. The part of the body that occupies a chair is as far from the International School as it can be. Our advice to our client was: 'You must use the human figure as the criterion for your design program.' . . . Our client, after two years of development, is about to hit the broad market with chairs that are a pleasure to behold even alongside the boxlike desk, and a relief to rest one's feet into."

Declaring that he was not at all sympathetic to the period furniture, Mr. Lerner said that the t



s nevertheless ripe for a reaction to today's  
k, "which has now refined itself to a razor-  
arp edge." There is only one motivation for  
ign, he asserted, and that must evolve from a  
ogram dictated by functions, materials, and  
hniques. "Within the confines of these motiva-  
ns," he said, "there is no limit to the number  
olutions. We have had enough of the smooth  
k school of design. The needs of the user pro-  
e more than enough opportunities to create  
ittle romance in our designs, a little delight  
the eye and the touch without laying our-  
ves open to the charge of being simply orna-  
nters or decorators."

About space planning in general, Mr. Lerner  
ted that the enormous scale of today's office  
kes it more essential than ever that the space  
rogrammed in terms of a functional, cohesive,  
d attractive working environment. Such pro-  
gramming demands the professional services  
sophisticated commercial/institutional design-  
ns, he said; design cannot be offered at no cost,  
some office furniture dealers are attempting  
do at present.

**FINANCING  
IS THE  
DETERMINING PROBLEM**

ne most important problem in the contract field  
he determining one—has been finance," de-  
red Irving Greenfield, head of the Maxwell Co.  
irms such as ours today are essentially selling  
ancing, and financing has become a selling tool,  
ually dictating the sale in many big contract  
os. Major corporations with practically un-  
ited resources have entered the field and made  
all the more difficult and more complex by sell-  
ing money and terms in order to sell their prod-  
ucts."

Mr. Greenfield stated that unless the current  
trends in financing are restrained, there's a crisis  
in the offing for the contract dealers and furn-  
ishers throughout the country. It doesn't make  
sense, he pointed out, for financing on furniture  
and furnishings to be extended over five, six, or  
seven years, when most of the items involved  
have a life of two years or less.

"The result is that people are paying for mer-  
chandise they don't even have any longer after  
the second year, which is unsound economics in  
anyone's book. If a particular hotel or motel  
doesn't do well, the contract dealer or furnisher  
is the one that has to absorb the punishment.  
Because, the customer will lose his motel, but he will  
not have lost his time and whatever small equity  
he put into it." Unless this trend changes, he con-  
cluded, the manufacturers of contract furniture  
will wind up in the finance business too, because  
they will be forced to finance the contract dealers  
and furnishers for the product they sell to them.



**HENRY ADAMS**, director of the Western Merchandise Mart, opens January 31 seminar. In informal group below are Lawrence Lerner, Saphier, Lerner, Schindler, Inc.; Gene Watts, CONTRACT, and Sidney Schwartz, Baumritter.







AT HEAD TABLE, left to right, Dick Carson, president, San Francisco Floor Covering Club; Ralph Brown, director, Retail Furniture Association of California; Herman Kranz, president, Los Angeles Home Furnishings Mart; Lawrence Lerner, and Henry Adams.

**MAKE SURE  
TO CALL IN  
THE RIGHT SPECIALIST**

Among designers and decorators, Marilyn Motto told the seminar, there are residential specialists and contract specialists. "Each has his niche, each has something to offer, and the services of each are definitely in demand," she stated. "But let the client be advised about the differences so that he does not engage a bone specialist, so to speak, to care for his eyes."

Describing the way she works Mrs. Motto said: "There's a very logical, methodical, reasonable approach to hotel-motel work. First, there is a general meeting with the owner or group of investors, the architect, the contractor, and even some of the subcontractors, at which we discuss objectives, the atmosphere that we want to create, textures, themes, shapes, rate limitations, type of guest, size of typical room, type and capacity of public areas, and so forth. Second, we go through a stage of formation of ideas on design and develop an outline of the general decor and furnishings, integrated with the architectural concept of the building.

"Third, we receive at my office a set of plans from the architect. These are preliminary plans showing the typical room, and these plans are then discussed with the owner from the viewpoint of what they require in the way of furnishings. The next step is the presentation of suggested floor plans, elevations, perspectives, and color coordinations for the owner's approval. Once his approval has been gained, there is an additional meeting with the architect to establish the requirements and positioning of electrical outlets, TV, radios, air conditioning, maid calls, thermostatic controls, switches, circuiting, toilet stall

partitions, and the hundreds of other details that must be taken care of in the business of planning.

"The interesting and challenging problems in public areas are the next thing to be taken up. The architect again forwards to my office rough plans for the public areas. Through a series of discussions with the architect, the owner, the contractor, and myself, we eventually arrive at what we consider the right atmosphere for the public areas, one that will attract guests and public functions. After we have received approval on our ideas for the public areas, there is another meeting devoted solely to discussing the electrical requirements so that we will achieve exactly the right lighting in the public areas. Further meetings with the owners then follow on ceiling treatment, window and wall treatments, handling corridors, elevators, etc.

"Now and only now is the designer ready to sit down and cope with the logistics of the job and to prepare for the placement of orders for furnishings. Then begins the exhausting task of searching the market for the right merchandise at the right price. As a matter of fact, interviewing contract representatives and manufacturers interested in bidding on furnishings takes up a large part of this portion of the design service that my firm offers. How is the selection of manufacturers made? My answer is that most eliminate themselves very rapidly. Three out of four who come to my studio in Miami or New York start their sales pitch rather unfortunately by saying: 'We can copy anything you want. No matter what line you have been using, we can make it better at a cheaper price and give you exactly what you want.'

"The second approach is: 'You design it; we don't carry any catalog or stock line—we're in business to make up whatever you design. And



urse we'll pay you a fee on the side for designing the line, which is perfectly legit.'

"The third approach is: 'We have just had a communique from the home office that we are authorized to offer you a specification fee if you will specify our product.' Now, the three distinguished approaches I've just mentioned are the three most likely to find the salesmen on the front doorstep in a hurry. They never make a mistake if they come to me with these offers. I immediately advise the owners that they are far more interested in plagiarism and payola than they are in their product.

"The man who gets the order is the sales representative who shows me his line proudly, quickly, and with the greatest possible confidence in it, telling me of his past successes, his present prospects, and the very positive advantages of his merchandise. He is the salesman who explains to me why he thinks his line is the right one for this particular project.

"To get back to the hotel-motel designer—the complex processes of making selections and writing orders occupy the entire second phase of the design job. The third and final phase involves on-the-job supervision of all trades and culminates in the installation and final accessorizing of the establishment for the grand opening.

Rehabilitation work generally follows the same pattern as new work, requiring the same planning processes, the same tasks of selection and furnishing, plus the added problems of working with antiquated facilities.

"I have a P.S. Most new hotels and motels, fortunately, look as though the architect, the builder, and the designer met for the first time at the opening cocktail party. In any hotel project, be sure to include in each of their contracts that they are required to meet together at regular conferences during the course of the work."

#### **MARKET IS**

#### **SATURATED WITH**

#### **SUB-STANDARD PRODUCTS**

contract has become respectable," Sidney Schwartz, contract sales manager for Baumritter Corp. told the audience at the Western Merchandise Mart. "The secret is out that contract is a fast, growing, profitable business, and the entire home furnishings industry has suddenly discovered it. The gold rush is on—anyone making a peddling a product with even the most obscure and most contrived relationship to this market is in it after contract business.

"The market, on every level, is saturated with sub-standard products that were never designed, intended, conceived, or manufactured to meet the functions they pretend to perform. How many of you have seen chairs in motels that should have been left in the boudoir? Nursing homes better

sued to the visitor than to the patient? Institutions that could easily pass for prisons? Modern public and commercial installations that seem to be furnished with grandma's hand-me-downs?"

There is a fundamental need on the part of everyone concerned with the vast contract industry to improve it, Mr. Schwartz declared. "The manufacturer must create, make and sell honest products and services. The supplier or distributor must meet a real need and perform a genuine service for his customer. The designer must fully understand the special requirements as well as those of function and budget. The purchaser must understand the need for honest products and services and must be willing to pay fairly for them. Eliminating the manufacturer's or dealer's profits will only reduce the quality of merchandise and service, to the ultimate detriment of all."

Mr. Schwartz noted that at present there are three types of manufacturers servicing the contract field—one, those who manufacture for the contract market exclusively; at the other extreme is the manufacturer who supplies a product that is neither designed, intended, or even intrinsically suitable for contract use (his marketing techniques, Mr. Schwartz noted, may or may not be more professional than his product, but in most cases neither are really suitable). Finally, there is the professional producer of consumer merchandise, who has sufficient interest in the contract market to commit himself to it in a serious manner.

"Here is where you have to know how to separate the men from the boys," Mr. Schwartz asserted, "or worse, the well-intended from the well-equipped." In certain fields, such as hotel and motel furniture, he noted, the impact of this new commitment on the part of large-scale, professional producers has been explosive—the manufacturers have virtually developed a full-blown market overnight.

"The old stereotypes are wearing thin," Mr. Schwartz said in summing up. "New products, new materials, new concepts are necessary for this new market.... The energies and creative impulses of the entire industry must be harnessed to meet these growing needs with professional products, professional services, and professional people."

#### **PLAN SIMILAR FORUM**

#### **FOR JANUARY, 1964**

The discussion period showed a high level of interest, lasting for more than an hour, with questions directed at each of the four seminar speakers. The Western Merchandise Mart, feeling that the session had served to point up and focus its three-day contract market, is now planning a similar forum for January, 1964, and has asked that CONTRACT magazine collaborate with it again in planning next year's event. (C)



# OUTDOOR AND PATIO FURNITURE

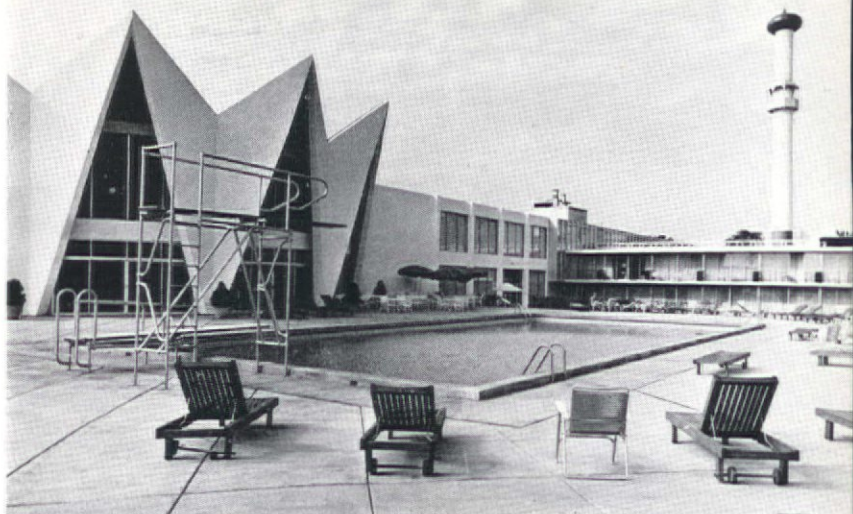


**L**ESS than a decade ago, outdoor furniture was the Great Bore of the furniture industry. Aside from a handful of high-style lines, there was little of distinction or interest to choose from, for the consumer or contract purchaser alike. The development of aluminum tube furniture shortly after the war, boon as it was for mass production and low cost, soon became the bane of charm and variety. Aluminum tube chaises and folding chairs with their rounded corners and green-and-white webbing were seen almost without variation on the nation's lawns, at hotel poolsides, in apartment courts, and wherever people sat outdoors. True, the aluminum-and-web chair was an extremely clever and serviceable invention; lightweight, rustproof, reasonably comfortable, and cheap, it met with many requirements of outdoor furniture with a single stroke. But it became so outrageously popular that it discouraged much experimentation in new designs not only in aluminum but in steel, rattan, and wood as well. And outdoor furniture soon became a bore.

Not so today: In an almost industrywide reaction to patio sameness, outdoor furniture manufacturers in the middle 1950's began to take a new concern with design and variety. New materials were tested, new methods of fabrication with older metals explored, in rattan new configurations and colors were created, a host of new outdoor fabrics introduced, and a general invitation issued to furniture designers to turn their talents to outdoor furniture. The traditional outdoor categories—aluminum, steel, wrought iron, rattan, and redwood—besides enjoying a new liveliness themselves, have been joined by such new materials as expanded metal mesh and fiber glass.



**NEW CONCERN WITH DESIGN AND VARIETY,  
PLUS SUCCESSFUL ADAPTATION OF NEW  
MATERIALS AND MANUFACTURING METHODS,  
HAS ENLIVENED THIS GROUP OF PRODUCTS.  
BY JOHN ANDERSON**



ford altogether a generous assortment of shapes and silhouettes.

It is not unlikely that the contract market has been an important influence in the design rebirth of outdoor furniture, for commercial establishments have been in the vanguard of the taste for indoor-outdoor "casual living." The extent of the contract market for outdoor furniture is not circumscribed by motels, resort hotels, country clubs, and garden restaurants. Hospital lawns, porches, and solariums; rooftop terraces of office buildings; apartment building courts and rooftops; fraternity and sorority houses; museum courts and gardens; military post recreation areas; school and colleges; parks and public swimming pools and recreation areas—all these comprise a growing contract market.

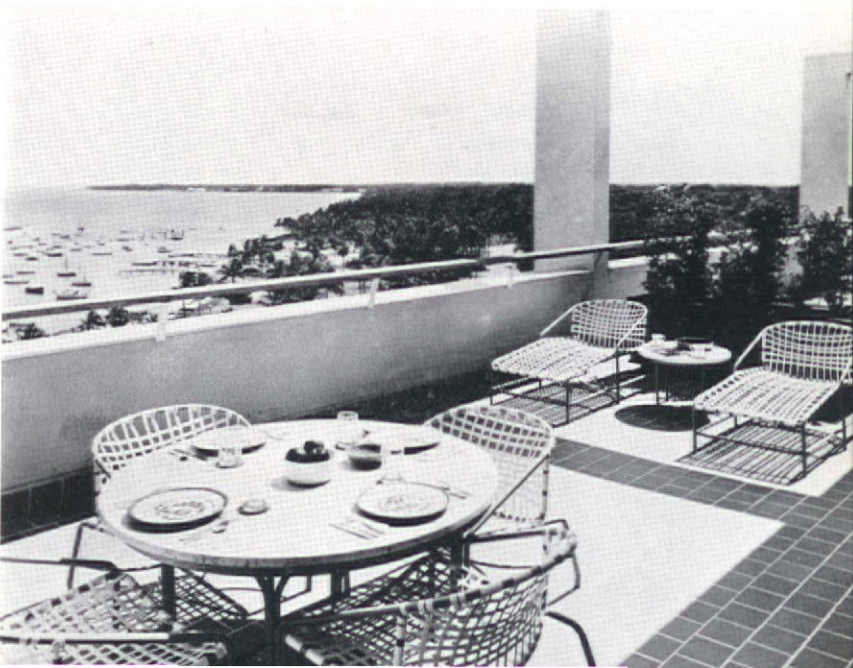
Outdoor areas naturally require a different sort of furniture than indoors, for weather is an increasing new factor to deal with. Sun, rain, and humidity are all brutal powers when acting on the traditional woods and fabrics of indoor furniture. But there are a family of natural materials and a growing number of synthetics that resist weather's abuse.

#### **versatility of aluminum**

Aluminum meets the challenges of weather most directly. It is simply not in the nature of aluminum to rust. Red rust on iron and steel is an oxide formed by action of water and air on the metal. Aluminum oxide, which forms on aluminum immediately as it is exposed to air, is not red, but clear and colorless; and it adheres very tightly, making an excellent coat that prevents further oxidation. Another of aluminum's



**HIGH-BACK** Mayan chair, opposite page, is rattan with a spool base, by Otto Gerdau Co. Circle No. 89 on product information card. Top, redwood and aluminum are both used around swimming pool at new Flying Carpet luxury motel. Poolside furniture by Telescope Folding Furniture Co., directly above, uses tubular steel with nylon webbing, relieved by wooden arms on chairs. Circle No. 90. Below, chairs and table from Kantan line of Brown-Jordan on rooftop of Ft. Lauderdale, Fla. resort. Circle No. 91.







**TWO GROUPS** by Woodard, Sculptura and Andalusian, above and right, in outdoor settings designed for relaxation. Circle No. 2

## OUTDOOR AND PATIO FURNITURE

advantages for outdoors, where the furniture is often required to be moved about, is its lightness—about one-third the weight of copper, brass, or steel.

Aluminum lends itself to many methods of fabrication, and furniture makers in recent years have taken advantage of its malleability in any number of construction types. Besides round bent hollow tubing, aluminum furniture today comes in solid rod construction (either round or square); with tapered legs; cast in subtly flowing lines or elaborate patterns for decorative chair backs, to mention only a few configurations.

Hollow tubing, still the most common aluminum furniture construction, is made in a wide range of qualities, and the sturdier the better for heavy-duty contract use. Diameter of tubing, and thickness of the tube wall, are prime considerations. Hinges should be easily manipulated and rust-resistant. Saran webbing holds up better than the newer polypropylene. Contract users can design or specify individual colors or patterns for webbing, if ordered in sufficient quantity.

To gain a more decorative metal surface, aluminum can be anodized—a process by which dye is impregnated in the metal. Besides adding color, anodizing also protects the metal against roughening. Lacquers, enamels, and other synthetic coatings of a more opaque character than anodizing can also be applied.

Aluminum is combined with any number of other materials to afford a wide choice of moods. Printed vinyl fabrics, vinyl cord, redwood, rattan, and bentwood are some of the companion materials readily available on the market. Vinyl straps, which are used on a number of aluminum and

steel lines simplify the maintenance problem that each strap can be replaced individually.

Aluminum requires next to no care, even when left outdoors all summer long. An annual steel wool cleaning, and occasional soap-and-water treatment will keep the metal in good condition.

### Steel forms and treatments

Steel furniture, too, is available in many forms—tubular, rod, wire, expanded mesh, sheet, etc. Steel of course must be treated to protect against rust; a baked-on automobile-type enamel is commonly used, and pre-enameling treatments such as bonderizing help resist rusting and chipping. Dark colors should be avoided in steel (and in any other metal or fabric, too) that is planned for extended periods in direct sunlight, since dark colors absorb heat from the sun; light colors reflect sun rays and thus stay cooler. Periodic soap-and-water cleaning followed by an application of an auto paste wax will provide adequate maintenance care. If rust or scratches occur, steel can be touched up by cleaning with steel wool, treatment with a metal primer, and painted with outdoor enamel.

### The charm of wrought iron

Wrought iron, which usually has a more elegant and romantic effect than other metal furniture, is actually used less often outdoors than it is indoors to give an outdoor *atmosphere*. Cushioned furniture especially should be limited to protected locations. Better lines of wrought iron furniture are rustproof, rather than merely rust-resistant. Rust resistant furniture simply has a surface primer applied over the paint; once the paint is broken through, the iron will rust. Rustproof wrought iron, however, is treated for rust-prevention.





MOLLA'S Mantilla wrought iron furniture in Monterey Country Club, above right. Circle No. 92. Below, all-Fiberglas chairs, impervious to weather, by Troy Sunshade around motel pool. Circle No. 4. Bottom, La Classique solid aluminum furniture by Scroll, Inc., at International Inn, Tampa. Circle No. 93.

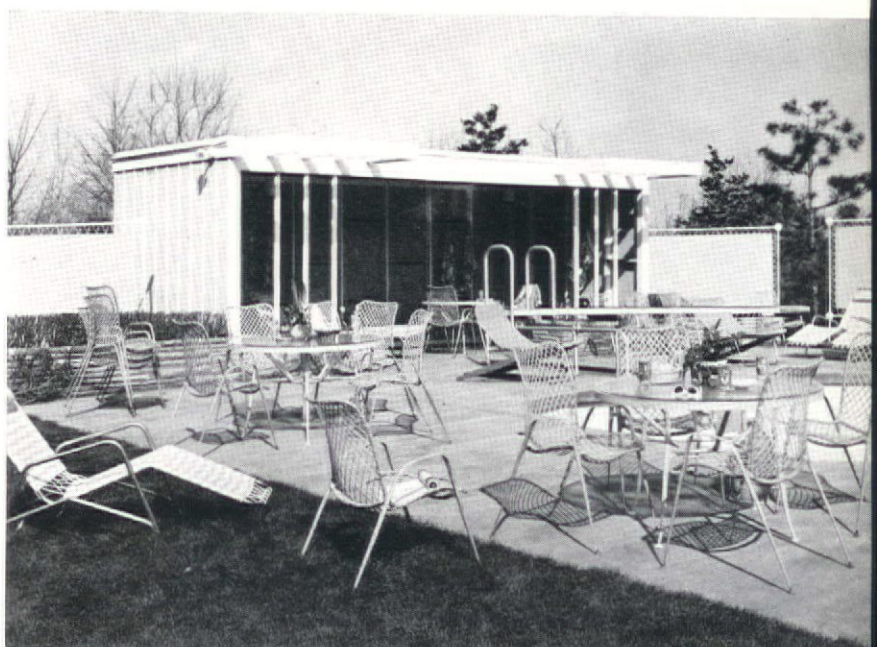
n before being painted; the iron is given an electroplated coat of zinc or cadmium and then t in a bonderite or parkerizing solution which shes the zinc or cadmium surface to prepare it r paint adherence.

One of the charms of wrought iron is that it n be easily repainted and new fabrics added, create an entire new mood.

**Rattan, reed, redwood**

Rattan, a jungle vine of Indonesia, Borneo and the Philippines, grows in many varieties, adaptable to a number of furniture constructions. Heavy rods of rattan, which can be bent under heat and pressure, make sturdy frames for the most substantial furniture. Rattancore, or reed, the slender, whiplike inner core of rattan when the skin has been peeled off, used for weaving seats and backs. Peel cane is a rattan skin also used for weaving, and for wrapping rattan frames when such an effect is desired. The various kinds of rattan, and its extreme flexibility, allow great versatility in design. Rattan actually benefits from dampness, but rain or direct sun over long periods will cause it to discolor or become brittle, and rattan furniture is best used in sheltered areas, or brought inside during rainy or extremely hot weather. Rattan requires very little attention. If woven rattan begins to lose its sheen, the original luster can be revived by spraying with clear varnish.

Redwood is the most commonly used wood for outdoor furniture, especially in coastal climates, because it resists all kinds of weather including sea salt, has a high resistance to decay and termites, and is at once durable and light. An annual staining is recommended, to maintain its appearance and to replace oils drawn out by the sun. (C)







B



C



E



A

## NEW OUTDOOR LINES

A Troy Sunshade's extensive Compass group is of aluminum in all-welded construction, baked enamel frame colors, and diagonal vinyl straps. Circle No. 4 on product information card.

B Knoll Associates' outdoor table has top of solid redwood cut into eight petals and rust-resistant, cast-iron base. Wire-formed side chair by Harry Bertoia has white fused plastic finish and seat pads in Naugahyde. Circle No. 94.

C New contour chaise in O. Ames' Aire Casual line, combines Koroseal vinyl cord and zinc-coated tubular steel frames finished in bronze or jet black. Circle No. 95.

D Contempo Associates' chair, part of a new rattan outdoor group, features a woven mesh inset panel of anodized aluminum. Circle No. 45.

E Granada outdoor side chair Brown-Jordan has aluminum welded construction. Seats a polyfoam, 2-inch thick on plywood covered in plastic or bourette. Circle No. 91.

F Scroll, Inc., has a new group of expanded aluminum mesh furniture on solid aluminum frames welded throughout. The complete line comes in a wide choice of colors in a Perma-Bond finish. Circle No. 93.

D

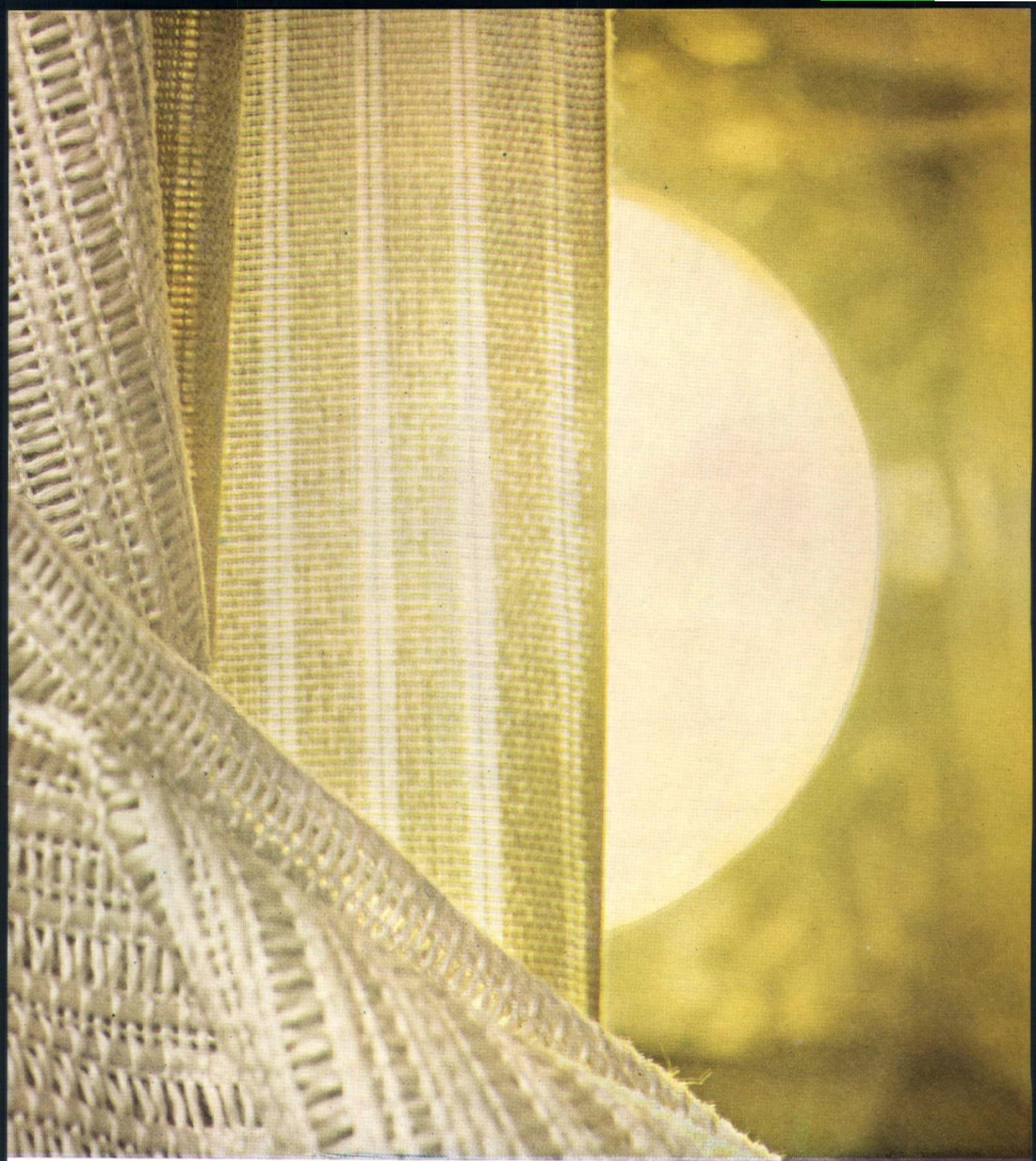


F



(Continued on page 43)





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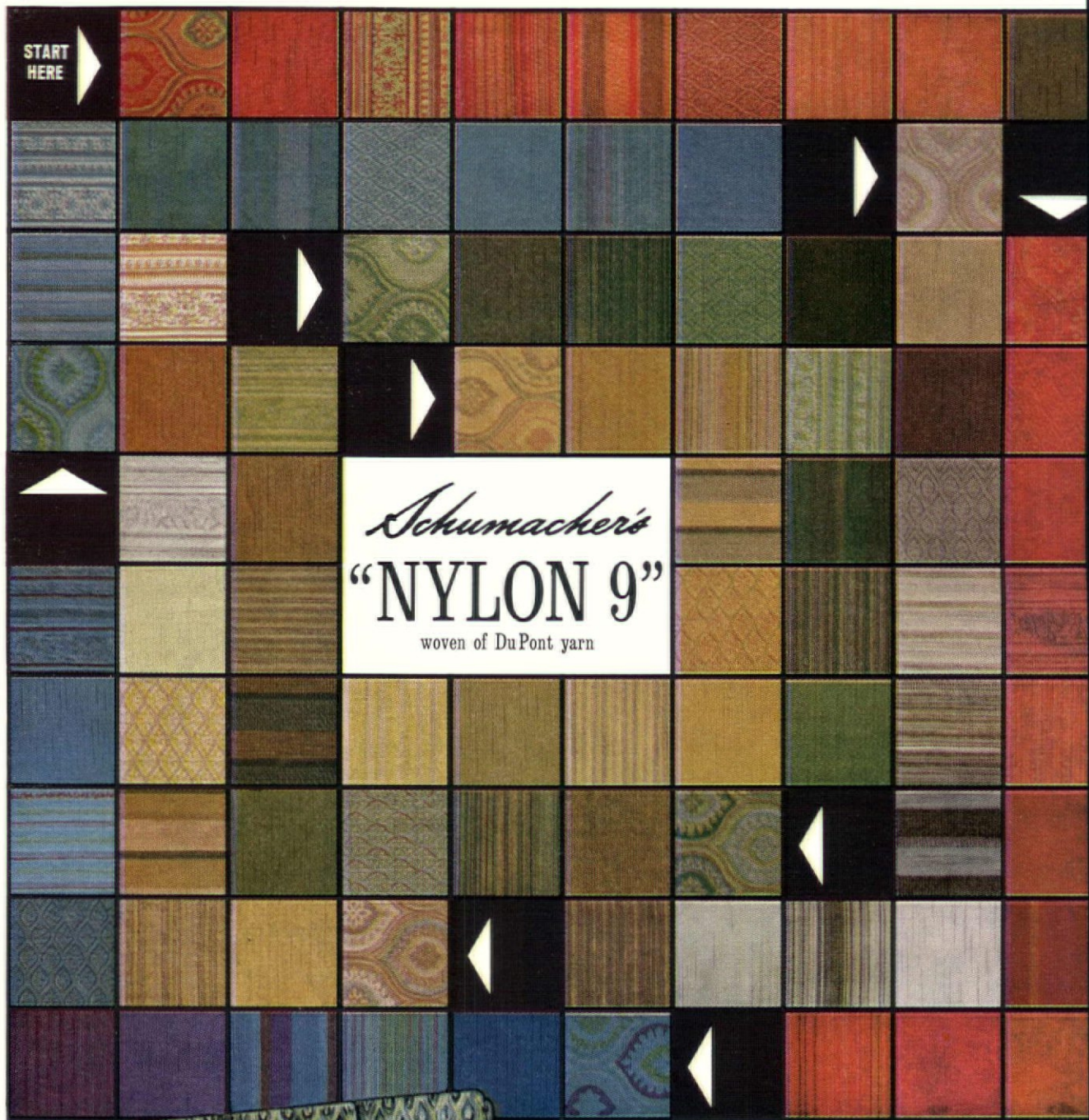


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Circle No. 56 on product information card



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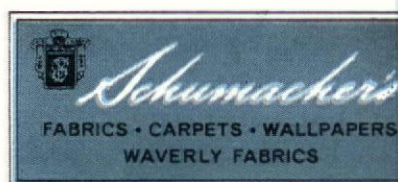
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CONTRACT DEPARTMENT





A

**NEW OUTDOOR LINES—continued**

The Greenhouse offers wide selection of outdoor accessories, including attractive ceramic planters, ashtrays, and hand-thrown pottery. Circle No. 96.

Redwood furniture by Recreation Designs includes this "Two-er" chair with reclining back and optional redwood dining tray. Circle No. 42.

Director's chair in hardwood by Medal features removable canvas covers, frame in spar varnish or white enamel. Circle No.

D Folding recliner from new aluminum group with nylon netting by Hampden Specialty Products; resilient netting is secured with steel clips and laced to frame with vinyl cord. Circle No. 98.

E Brandt Co.'s new redwood line is called Caribe and features bold scale even for redwood. Circle No. 99.

F Vandy-Craft's tete-a-tete with flip-top storage locker is useful item for poolside or cabana. Top of locker serves as table. Circle No. 51.

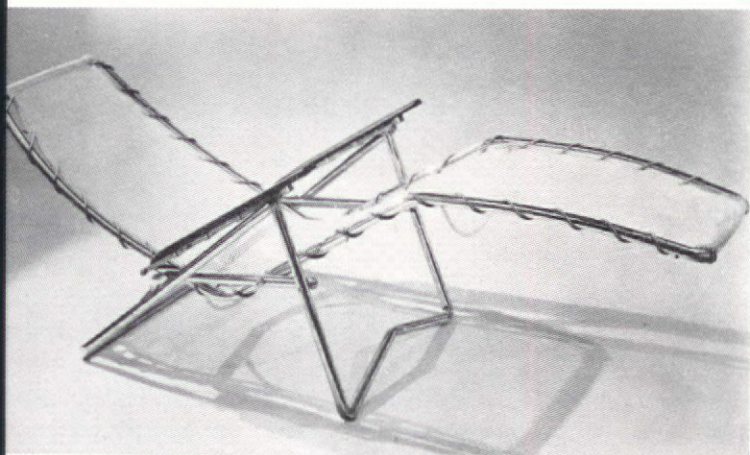


B

C



D



E

F







**WHAT IS BEING PROPOSED? HOW WILL IT LOOK?  
WHAT WILL IT COST? WHAT SERVICES WILL BE SUPPLIED?  
BY J. GORDON CARR, AIA**

## COMMUNICATING WITH THE CLIENT

ONE of the infrequent but nerve-wracking decisions faced by modern business management is whether to remodel and expand its offices or to relocate in new quarters. If the question is decided in favor of relocation, the next decision is whether to erect a new building or take space as a tenant in another structure.

At one time or another, nearly every successful business must of necessity move or remodel. But management seldom acquires, in its own business pursuits, the knowledge and experience necessary to guide properly such an operation. It must ordinarily rely on the experience of others in coping with this major element of growth and expansion.

The fear of disruption that accompanies the need for new quarters derives from management's reluctance to become involved in complex forces not common to its business experience. But this fear diminishes in direct relation to the progress of the remodeling or construction project. Knowledge and understanding, here as elsewhere, dispel anxiety.

First, the company (or the professional office, the institution, or whatever the entity is) requires an architect. But how is an architectural firm selected? How are costs determined and payments made? How does the company which pays the bills develop liaison between architects, engineers, designers, decorators, and consultants? Can any team of specialists, perhaps inexperienced with the company's specific operations, be expected to know the requirements? How does one *know* whether the project will turn out well?

Fortunately, there are definitive and reassuring answers to these and other related questions. The process by which a building or a remodeling project is promoted, planned, approved, and ultimately executed is known in the nomenclature of interior architecture and space planning by a single word: Presentation.

This is a system of communications which in-

forms the company what is proposed, how long it will take, how it will look, what the alternatives are and how much it will cost. It is a flexible, disciplined procedure which demonstrates in comprehensible terms every detail of an office planning project. Under this system every phase of the total plan is executed as and when client approval is obtained.

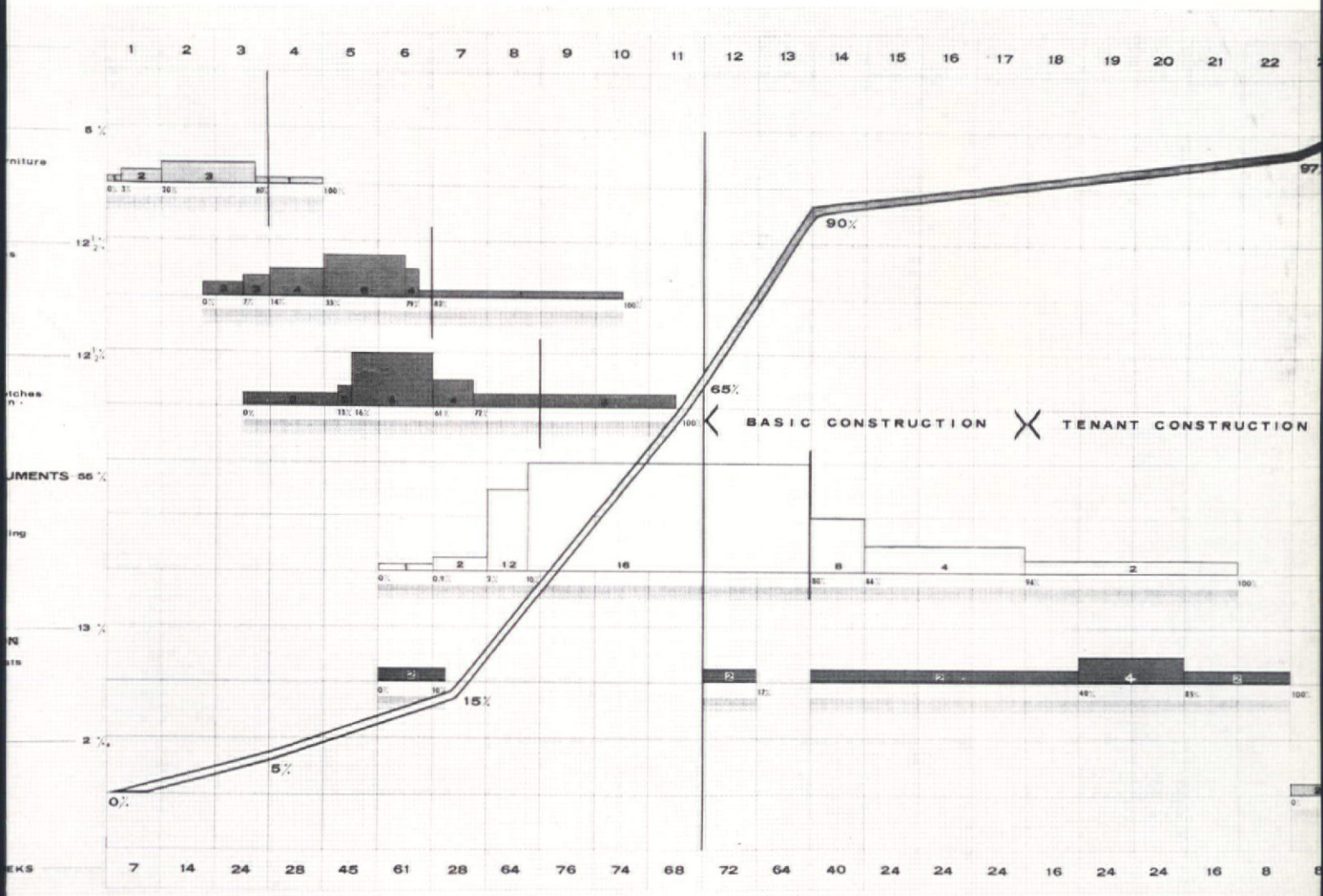
Since designing offices encompasses the human, scientific, and business scale, the office planner must devise an environment rooted to rigid reality—the dimensions and characteristics of the structure and the physical limitations of the space. At the same time, and often in apparent contradiction, he must extend function, improve efficiency, control costs, allow for future expansion, and sometimes compress more people and equipment into a smaller but more valuable area. This is often done and often does result in a per capita space savings made individually more comfortable and functional by technical improvements, such as furnishings, lighting, mechanical facilities, heating, and air control.

### Getting the commission

Before an office planning firm—ours or another—can apply its skills and experience, it must get a commission. The firm of J. Gordon Carr & Associates, which I established 25 years ago, has designed as much office space as any other in the world. We are an architectural firm. By that we mean we are architects first and foremost in the business of office planning. Firms in this business get business by three primary means: by local reputation, by prospective clients looking for a firm, and by repeat commissions from former clients.

Thus we bring projects into this firm by means familiar to others in the profession. One of us will sometimes hear that a company is contemplating a move. We search out some authoritative person in that company's management and make contact. We also learn of projects through





**PROGRESS SCHEDULE**

CLIENT:  
JOB N°

schedule key  
 (complete) deadline  
 = coordin  
 (time schedule) estimated  
 actual

J. GORDON CARR & ASSOCIATES ARCHITECTS 80 W 40<sup>th</sup> STREET NEW YORK 18

PROGRESS SCHEDULE, above, is basic job document developed by J. Gordon Carr & Associates to facilitate movement of large corporate and institutional clients into new quarters. At right, Mr. Carr discusses a project presentation with client's executive committee and members of his own staff.



**American Electric Power Co.**

Part of Carr's assignment for American Electric & Power is president's office, shown at left, with adjoining private conference room.





## COMMUNICATING WITH THE CLIENT

estate circles where inquiries are made by prospective tenants. Sometimes, a company will pay two or three office planning firms to make concurrent preliminary studies and report back on a proposed plan of action, with one of these firms—or on occasion a wholly different firm—getting the commission. For a preliminary study of this kind a fee, generally quite modest, must be charged.

If the project is a new building that must be designed and erected, we simply offer our services on a commission basis, asking for perhaps 5 to 8 percent of the total cost, depending on the complexity of the structure and the specialized detail required. In such cases, our commission fees are recommended by the American Institute of Architects—our sole guide in matters of this kind. In other matters, too, the professional responsibility of the registered architect is dictated by the AIA, and reinforced by practice and law. Thus, the client has safeguards imposed not only by the discipline and ethics of the profession but also by other clearly defined requirements.

In the matter of fees, then, if, for example, we were asking 5 percent to design and supervise

construction of a new building, the client would be billed for one-third of the amount upon completion of preliminary drawings and plans. Another third would be payable upon substantial completion of working (or production) drawings. This stage of "substantial" progress would be agreed upon by the client and the architect. The final third of the total is payable upon completion of construction, which is normally when the client moves into the building.

Aside from new building projects, we do not establish fees by striking percentages of construction costs. We have another formula entirely which will be described in a report of a large scale project undertaken by this office.

### An on-the-boards project

In order to illustrate the methods and techniques by which our firm of interior architects and space planners first learns of a prospective project, follows it up, makes promotional proposals, and proceeds with the whole process of presentation, it will be useful here to examine a case in the process of development. We will follow it step by step from conception to conclusion. Since precise identification of our client cannot be established in this report, I shall designate it by the wholly fictitious name of Archer Industries Co.



### Continental Can Co.

Traditional sumptuousness is the keynote of executive suites at Continental Can Co., designed by J. Gordon Carr. At left, entrance to executive foyer, showing unified treatment of corridor and elevator area; a wood-paneled board room is furnished with conference table, chairs, and lamp table in 18th century style.



can find no such company listed in the New York telephone directory.)

The project involves the design of offices and special service areas in a new Manhattan skyscraper under construction. Archer has contracted to occupy 300,000 square feet of space on 10 floors, with subsequent access to another 50,000 square feet to meet expansion requirements. This vast initial area of 7½ acres must be defined down to the last detail and ready for occupancy in the summer of 1964.

To begin with, how did we get the job? Archer Industries is already located for the most part in a large older New York building. However, for lack of space, part of the company's operations are conducted from other locations in Manhattan. Under the expansion and consolidation plan, they will come together at one address, thus permitting a tightened and presumably more efficient operation.

We were commissioned to undertake the interior architectural and design project in the spring of 1962. But a year earlier, Archer had made a survey to determine whether to remain where it was and remodel, build its own building to rent excess space to other tenants, or consolidate in one location in a new building when sufficient space could be obtained. The com-

pany decided to move into a new building, then on the drawing boards, as a tenant with a long-term lease.

Following this decision, Archer called us in along with other firms and invited us to make a presentation. We made one, based largely on experience gained from designing buildings and planning office space for a wide range of large corporate clients: Socony Mobil, with 720,000 square feet; Sperry-Rand, with 450,000 square feet; Texaco, 400,000; Continental Can, 350,000; Aluminum Co. of Canada, 350,000; Celanese Corp., 350,000; Seagram, 250,000, and Young & Rubicam, 250,000.

We developed charts to show how the work had progressed on some of these projects, graphs to illustrate the utilization of manpower week by week, photographs illustrating work in progress, and an array of slides and color transparencies showing both the scope and detail of completed offices and how they looked, right down to the knobs on the drawers, fabrics and furnishings.

Other data in both text and chart form showed the close relationship between our estimates on past jobs and the ultimate totals. We listed our manpower resources, designating by name and classification the men and women who would be working on the job. In short, the only ques-



#### **Montreal Trust Co.**

Dramatic lighting, especially designed by J. Gordon Carr & Associates, points up the generous scale of offices, reception area, and board room at Montreal Trust Co., an installation notable also for the many custom-built contemporary units that it includes.







### Socony Mobil Oil Co.

Reception area, left, in the medical department designed by J. Gordon C. Associates at Socony Mobil is centrally located among medical facilities which include a custom-built clinic and comprehensive services for employees. Opposite page, views of Mobil general offices, flexible meeting room, and reception area for executive offices.

## COMMUNICATING WITH THE CLIENT

tions we were not prepared to answer were the questions that, at that stage, could not rationally be asked. The variety, range, and character of our experience brought us the commission.

We then made a time projection analysis of the project based on studies of the company's requirements and consultation at three levels within the company. Both Archer and this firm named project managers. These two are in continuous contact and remain on the job throughout, maintaining maximum familiarity with every level of the operation. Archer has a group of executives and specialists who keep the project under constant review and study. Problems are divided into categories and taken up with specialists in real estate, engineering, personnel, general services, and so on. Presiding over this group is a three-man executive committee with final decision-making powers. By consulting at these three levels—the project manager, the group of specialists, and the committee—and from basic floor plans, studies, and from the ingredient of our own judgment, we determined that from beginning to end, and under clearly specified conditions, the project would take approximately 26 months.

### Estimating the fee

Now, we were ready to estimate the fee. We charge  $2\frac{1}{2}$  times the hourly salary of every

person for the time actually worked on the project. The company is billed every month and the statement lists the names of the people at work, the number of hours worked, and their hourly salary. At any point in the progress of the work, Archer knows the time charged and how much of the ultimate budget has been spent. This cost information is supplemented by weekly reports on work in progress, the status of various aspects of the project, changes requested or proposed, items awaiting decision, and the like. The fact that the client has a project manager on the job and specialists closely associated with it, gives the company a continuous inside view of, and a check on, costs and developments. But no other items beyond the time costs are charged, excepting only blueprints and renderings, which are billed at cost. There is no markup, commission, or percentage of construction costs. The most that comes into this office to cover our fee, overhead, design, research, planning, production, and profit is in the two-and-a-half-times salary formula. No other income, direct or indirect, is received.

Each of our executives and staff is billable at his specific hourly salary. The hours worked are multiplied by the specified amounts charged over the 26-month period. That is the way we estimate the fee.

If Archer at any point cuts back on design proposals, thereby reducing man hours, the figure





be reduced by the simply measured amount. Conversely, if features are added or changes made to the client that require additional time, the cost will change. The books, time cards, and other records are open to the company for study or for checks on cost figures. And, of course, the client can withdraw our services at any time and our commitments will be halted at that point. On occasion, a client may want its own specialized personnel or department to handle some aspect of a project. This is quite agreeable when the areas of responsibility are clearly defined.

#### Estimating the cost

We use cost-per-square-foot measuring formulas and estimating devices only, usually to give the client a general idea of the cost involved. We use them also as a basis for checking our fee, based on a time projection analysis. In every case, whether Industries or any other client can estimate their fee by the same mathematical computations we use. We find that our system of estimating cost, in a situation affected by so many unknown variables, is the best possible one for the labor and professional services expected from the client. At the same time it provides a measurable method of cost control.

It takes from two to four weeks of intensive research and analysis to determine the time required to complete a project and to establish these estimated costs, after which the data assembled

becomes part of the process of presentation. With such matters resolved, project managers selected and Archer organized to carry out its part of the project, we proceed with a truly exhaustive space analysis. Stephen A. Tuba, our director of planning, directs this monumental task.

Archer will have 1,500 personnel in the new quarters. The study will disclose how much space each requires for his duties, how they relate to one another, the equipment they need and storage requirements. This is all charted and demonstrated in graphs, tabulations, diagrammatic plans and reports in a continuing process of visual and textual presentation until Archer is assured that the planning department does indeed know the company's needs and that the needs are met in the planning analysis.

#### Defining the work letter

Meanwhile, the work letter is being prepared. This is an encyclopedia of terms and specifications defining the materials, equipment, fixtures, and all of the technology and details based on the specific requirements of any particular tenant. It sets forth the commitments of the participating parties in any design project originated in this office. The work letter in the Archer project is a bound document of 96 pages covering many areas of lease negotiations. It will either be appended to the lease or incorporated into it by legal counsel for the participants. Besides reinforcing the





**Corn Products Co.**

Board room is handsomely framed glass wall along inner corridor; secret area is in background.

**COMMUNICATING WITH THE CLIENT**

landlord-tenant agreement, the work letter is a compendium that leaves nothing to chance and profoundly commits the client, the architect, and the landlord to their various responsibilities.

Working from base floor plans, the design department, under the direction of Roberts A. Bujac, turns out first pencil sketches then detailed drawings of proposed designs for the individual offices, reception rooms, service areas and executive quarters for Archer personnel. On all floors, Mr. Bujac must create perhaps 30 special areas for various departments, operations, and processes. In consultation with Mr. Tuba, general manager Charles A. Bradbury, director of projects Paul G. Lips and, later on, decorating director Leigh Allen, Mr. Bujac and his staff refine these drawings and, finally, present them in the form of ozalid prints to the Archer specialists.

Large private offices for senior executives must be laid out in line with Mr. Tuba's space specifications and in conformance with the status and rank of company officers. In size, these offices range from 180 to 400 square feet. Some 300 smaller, but still private offices, must be incorporated into the interior. They must contain from 100 to 120 square feet. Then there is a computer section for complex business machines, which are growing smaller and lighter, fortunately, with each passing year. A communications department for telephone and teletype equipment also must be designed.

Mr. Bradbury decides how the work is to be organized and the department heads organize it into the time schedule—all in one gigantic flow, all interrelated, each phase and aspect of the whole interdependent on the other.

Within the first six months, 150 detailed drawings, together with prints and graphs to support design proposals, will reach Archer for decision and approval. Concurrently, we are conferring

with building architects—for, remember, the design of facilities within the structure itself is still on paper. An analysis must be made of elevator service, toilet facilities, shipping and receiving docks; structural requirements; maintenance and service; power, lighting, heating, cooling, water, and other utilities; facilities for internal office mail and communications services; all ducts and feeder lines—and so on, and on. It is at this point that we might sometimes battle for character with the building architects—or compromise. We must bear in mind that Archer Industries has leased 300,000 square feet and that any error that is permitted, or any inadequacy of facilities compounded when it must be lived with until perhaps the end of the century.

**Working with the client**

In meetings, sometimes scheduled and sometimes hastily called, we thrash out details of policy. On occasion, the client will be dismayed at what appears to be a delay in some aspect of the schedule. If such misgivings seem valid, we deploy our manpower to keep the schedule and output rolling.

If a laboratory, test kitchens, workshops, clinic, or special services facilities are required, consultation with engineers or other specialists may be advisable. If so, recommendations are made to Archer with data reports, visual aids, materials, color slides, or whatever does the job best. From time to time, detailed full-color renderings are ordered to show the client the color, form, and texture that the final environment will have, and how the equipment and furnishings will look on scale with the interior structure.

As the process of presentation progresses, the final approval of each phase is obtained, production drawings are completed. These work drawings, the originals of which never leave the office, are the real end-product of presentation. They are as exact and detailed as our skill



experience can make them, transferable from one qualified contractor or builder to another. They are, in effect, except for supervision of construction and service, the product output of our organization.

#### Contractor-landlord responsibilities

Production drawings are handed to the general contractor. In this instance, the contract is between the landlord-owner and the general contractor. (In a remodeling job, however, we would engage the contractor. He would be responsible to us and he would bill our client as we certified completed work.) What Archer is to receive from the landlord is spelled out in the work letter. In some special cases—custom cabinetry, for example—we might recommend a qualified sub-contractor, or require that the landlord, through his general contractor, get competitive bids. If we want to exercise this right, we spell it out in the work letter—that bible of procedures and contractual agreements. The construction company erecting the building in which Archer is to be a tenant will also be the general contractor who will do the work specified by our production drawings.

In any case, we as architects will supervise all work as it applies to the area to be occupied by our client. Our responsibility is to the client—and it is a responsibility that never quite terminates, for the work letter evokes lasting commitments from the builder and the landlord.

#### The final phases

Even though they will not be applicable until mid-1964, preparations are being made for the next two phases of the presentation process. One moving day, when Archer converges en masse into its newly designed and newly furnished quarters. A document called "moving specifications" covers this operation in logistics. It provides the basis for bids from moving companies and specifies the obligations of the landlord and our client. A great deal of consultation will be necessary on this subject over the next two and a half years.

The final phase is a kind of inspection and certification service to be performed by this office after Archer occupies the space. Working from a minutely detailed punch list, we will check every aspect of the job in relation to occupancy, operation, and function. The punch list is prepared as the project develops. It becomes a continuing check list covering inspection to see that workmanship meets all specifications and standards.

Finally, sometime late next summer this great corporate community will be settled into a massive new skyscraper, prepared for its full and continuing function. And only then will the process of presentation be complete. (C)

Circle No. 25 on product information card →

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



Below: Granada, from the Screen Print Collection



Complimented by Winfield, walls can bask in ambient light reflected through silk-screened color. The formal damask pattern shown here is Granada—illuminated in all five colorways by the diffuse reflection of textured foil. Like all Winfield foil wall coverings, it is handsome, washable, and immovably laminated.

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





By **JOE R. EDDINS**

**P**ROPER financing for the client has become one of the biggest problems faced by the supplier who works in the highly competitive hotel, motel and apartment furnishing business. All too often suppliers are finding that the client has not properly planned in advance for paying both building costs and furnishings, too.

The problem is compounded by the fact that the primary lending agency requires the client to offer a package job—including furnishings—as collateral. This means that when the client needs more money for furnishings than he has planned, the supplier himself must often be the one to find the client a second-lien. And if this

## FINANCING THE CONTRACT CLIENT

**ADVANCE PLANNING OF FISCAL  
REQUIREMENTS IN COLLABORATION  
WITH THE LENDER AND THE  
SUPPLIER CAN ELIMINATE  
SERIOUS DIFFICULTIES**

impossible, as it often is, the supplier may have to carry his own paper—though he really cannot afford to do so.

Why does the client fail to get a loan large enough to cover furnishings as well as building costs? Often he hopes to squeeze costs of furnishings out of building costs—though in actuality he may well need more rather than less money than he estimated for building. Often he relies on his own personal judgment to estimate the cost of furnishings. And the client with no experience is almost certain to underestimate the quality of furnishings required. Not until building is half-way finished does he realize that the cost for furnishing a unit will more likely run \$1,000 per unit rather than the \$500 allotted—if he is to assure a future profitable operation.

Though lacking the money, the client is forced at this point to place his order for furnishings in order to open on schedule. Because the lack of commitment from the primary lender stands that second liens must be subordinated to the first lien, getting the needed additional money is difficult. Lending institutions may give the client a personal loan if his signature carries enough weight. Or the client may get additional loans by putting up deeds of trust on other property as collateral.

---

*Joe R. Eddins is vice-president of Trice Floor Covering Inc., and managing director of Trice Contract Carpets & Furniture, Inc., which since 1951 has specialized in designing and supplying furnishings for hotels, motels and apartments in the southwest.*



In the meantime, the supplier, hoping to meet the client's opening date, has placed his orders. The manufacturer must be paid. If the client has not found additional money to pay for the furnishings by the time the orders arrive, the supplier is forced to carry the note himself. And because the primary lending agent's letter of commitment forbids repossession of the furnishings, such loans are strictly on signature, with no collateral held by the supplier. If the supplier does not get his money, litigation is his only recourse.

#### Results of improper planning

Let us look at an actual case to illustrate the problems involved. In December, 1960, my firm secured a contract for \$112,500 to furnish a 120-room motel in another city. At the time of the contract we received \$2,500. Thirty days later we received \$5,000 and thirty days after that we received another \$5,000. The building was planned for a May 15 opening. At that date we were to receive the balance of the contract. If the building was not completed we were to get \$25,000.

The motel was completed as scheduled. On June 15 we received \$25,000. At this time, the builders were desperately trying to increase their original loan with the primary lenders from \$400,000 to \$600,000—an amount which would cover all expenses. But they were not able to get the additional loan.

For us to get our money, it took 90 days of litigation and the services of two attorneys, one locally and one in the city where the motel is located. Not until November 20 did we receive the balance. Though the builder was required to pay the fees of our attorney in his city, we had to pay our local attorney's fees—at \$2,500.

During the six months before we received our balance, the builder himself worked constantly trying to increase his loan. Eventually the property had to change hands in order for the builder to get more money on an open note.

In this case, we, the suppliers, were hurt by the additional time during which we carried the \$75,000 plus the expenses of litigation. But the builder was hurt, too.

Many times the builder who has not planned financing must pay the penalty of a higher rate of interest for additional money borrowed from others than large lending agencies. Or he may have to give a deed of trust on other properties as collateral.

The same lack of planning contributes to the problem of the builder who sets an unrealistic

opening date. Actually, the client should order his furnishings at about the time the building's foundation is being poured to assure the supplier the 90 days he needs for receiving orders. Often builders give us only 45 days. Once we got only 30 days. When the client begins to push the supplier, the supplier often must re-order the merchandise from a different manufacturer who can provide faster service. This may mean providing second-choice furnishings for the builder—and it may mean a further profit squeeze for the supplier.

Who is to blame for the lack of planning that would solve these problems? The furnisher cannot blame only the builders. His own detail men often may be at fault. The salesman hungry for business often is too willing to overlook financial realities in order to make a sale. Yet the permanent lending agencies are also at fault. Requiring that the building plus its furnishings be listed as collateral on money loaned for the building alone is unreasonable.

#### The need for preliminary consultation

What can be done to guarantee the builder a sufficient supply of money to furnish his building with the quality merchandise necessary to make his project a paying business?

First, I feel the primary lender should take more responsibility in investigating the builder's financial background. The lender should inquire whether the builder has made any arrangements to finance the furnishings. If not, the lender may be willing to make a larger loan to begin with.

Second, the supplier should be consulted by the client when he is first planning costs for building and furnishings. Within 30 minutes, the supplier could tell the client within \$2,000 to \$3,000 the total costs of furnishings. And at that time, the supplier could stress that 90 days are required for completing orders.

Making the client aware of these problems, then, is the solution. Fortunately, once a builder has gone through the frantic manipulations required to get additional money by a deadline, he is not likely to make the same mistake again. But the supplier continuously works with inexperienced builders. In the highly competitive motel, hotel, and apartment trade, the supplier must constantly be willing to inform his client that advance planning means problem-free financing for the builder himself. The supplier will find that building such an awareness is the secret to better profit margins. (C)



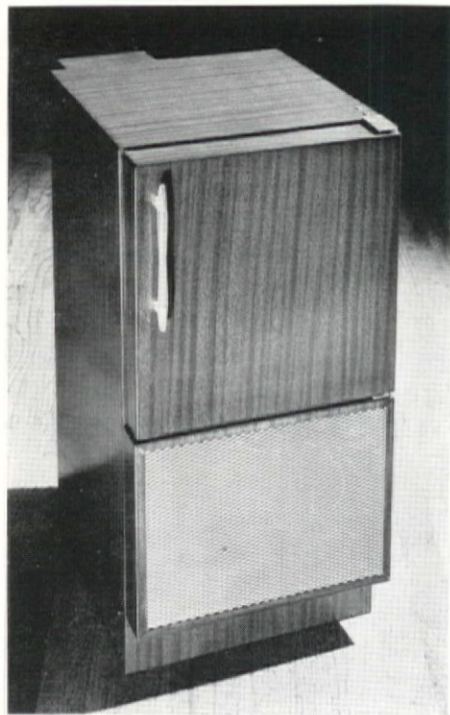
# CONTRACT PRODUCTS AND SERVICE



## Contour swivel chair by Tri-Par

Tri-Par Mfg. Co. has added a new contour swivel chair to its vast seating line designed primarily for commercial-institutional use. Custom tailored over-all blind tack upholstery aids the contour of the formed arms and back that rests on an off-the-floor aluminum spider base and matching column in a high gloss satin finish. Other features: plush four-inch foam padded seat and back; adjustable leg tips; wide choice of standard coverings as well as custom coverings and finishes.

Circle No. 46 on product information card



## Automatic ice cube maker

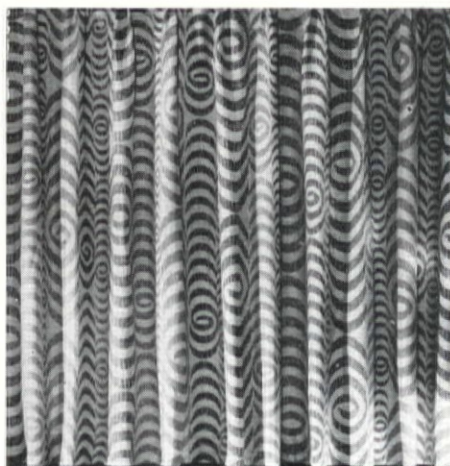
A compact, automatic ice cube maker, manufactured by Acme-National Refrigeration Co. for use in guestrooms and offices, has capacity to produce about 40 pounds of ice in 24 hours. As cubes are removed, an automatic mechanism triggers the ice-making cycle which fills trays with water, freezes the cubes, and ejects them. Available either for built-in use or free-standing, the unit measures 28 inches high, 14½ inches wide, and 16¾ inches deep. The built-in unit will be used for the first time in more than 2,000 rooms of the new Hilton Hotel in New York. The exterior will be stainless steel with anodized aluminum trim. The free-standing unit can be specified in a variety of finishes, including white, stainless steel, and black, or blond, walnut, and mahogany wood grain.

Circle No. 12 on product information card

## New Elenhank designs

Based on the concept that patterns drawn from nature and timeless architectural forms are the most lasting, a new series of drapery and upholstery fabrics has been created by Elenhank designers. Two examples are Belle Rive and Parenthetic, shown here. Belle Rive contains bands of field flowers in a dimensional arrangement of positive and negative images that is offered in heavy linen, translucent Fiberglas sheet cotton, and goat-hair casements. Parenthetic, drawn from the sea, is printed in opaque colors and transparent colors in a number of variations, each achieving a totally different effect.

Circle No. 58 on product information card







Custom-designed carpeting . . . . . by **HARDWICK**  
 created expressly for Los Angeles' Samoa Bowl

Hardwick is especially adept at designing carpeting  
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Circle No. 26 on product information card

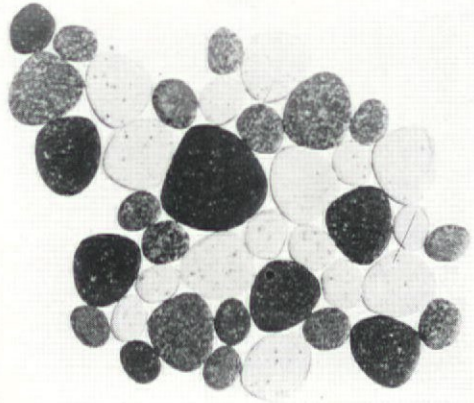


## PRODUCTS & SERVICES

CONTINUED

### Cobblestone porcelain tile by Latco

Cobblestone, an original, vitreous unglazed porcelain tile in colored patterns, has been introduced by Latco Products. The new tile affords versatil-



ity in that it can be applied to interiors or exteriors, walls or floors, and pool areas. It is said to be virtually impervious to wear, stain, elements, moisture, and is frostproof. Cobblestone, mesh-mounted on 12-inch-square sheets, is available in five assortments of colored patterns.

Circle No. 59 on product information card

### Thayer Coggin swivel desk chair

Part of Thayer Coggin's Concert Series, a correlated group of sofas, chairs, and tables, is a high back swivel desk chair, designed for the executive's office. Comfort is provided in the foam rubber cushion and polyfoam back, both



which are upholstered in expanded plastic. Walnut veneer forms the outer back surface, which can also be specified with fabric covering. The chair swivels on a walnut base.

Circle No. 60 on product information card

## When you want more than just a space divider

... think "Airwall" Pneumatic Partitions for extreme design flexibility, eye-appealing beauty and excellent sound retarding qualities. While completely portable, "Airwall" Partitions offer a rich, genuine appearance with none of the flimsy, temporary feeling created by many space dividers. "Airwall" Partitions can be used anywhere and moved at will... just set the panels in place, add air and for all practical purposes you have a movable wall that looks and functions as a permanent wall. Write for complete information.


Drake Oakbrook Hotel • Oak Brook, Illinois  
Interiors: Robert Steffel, A. I. D.

*AirWall Inc.*

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A SUBSIDIARY OF  
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Circle No. 27 on product information card





vana  
weve

## Vanaweve...the multi-miracle wall covering fabric

**Made of The Dow Chemical Company's Rovana\*** saran flat monofilament, Vanaweve is colorful, practical, tough, easy to care for, fire resistant and can be fully coordinated. It is the most significant development and advancement in the entire history of the wallcovering industry.

**Styled by Remy Chatain of Stockwell**, Vanaweve has esthetic qualities, textures, surface interest and dimension only weaving can give. An infinite variety of colors and patterns can be created—

used naturally or as beautiful backgrounds for printing. Can be used with matching or coordinated Vanaweve drapery fabrics.

**Vanaweve offers all these advantages:** it is stain resistant, fire resistant, abrasion resistant, scuff and impact resistant, rot and mildew proof, non-toxic, breathable, colorfast, dimensionally stable, versatile and durable. It is the multi-miracle wallcovering fabric. Available now. Write to the following for further information:

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108 South Desplaines Street  
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**Stockwell Wallpaper Company**  
3262 Wilshire Boulevard  
Los Angeles 5, California

**Richard E. Thibaut, Inc.**  
P. O. Box 1541, General Post Office  
New York 1, New York

**Seabrook Wallpapers**  
421 South Main Street  
Memphis, Tennessee

**Cassidy Hicks Wallpaper Company**  
1721-23 Lawrence Street  
Denver 1, Colorado

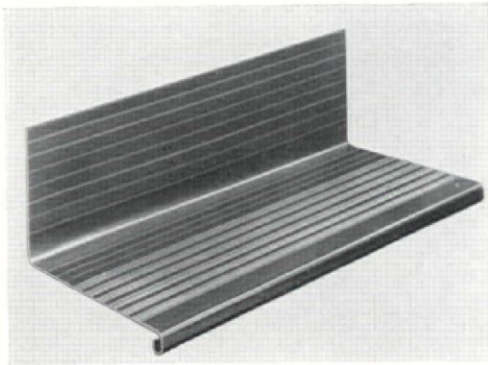


## PRODUCTS & SERVICES

CONTINUED

### New Musson vinyl stair treads

Two new series of Koroseal vinyl stair treads have been added to the stair tread line of R. C. Musson Rubber Co.: No. 310 tread with riser (illustrated) and No. 350 square nose tread. No.

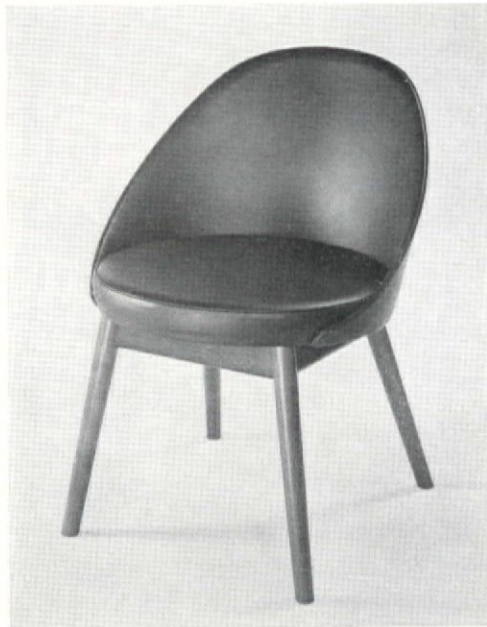


310 features an attached riser at the rear of the tread, forming a cover corner and rising upward, and a snap-on nosing that fits square or curved nose steps. It covers steps up to 9½ inches deep plus a 7-inch riser. No. 350 completely covers 2 by 10 inch steps, both the broader surface of the step and deeper nosing. An extra long nose fits the finished size of plank or concrete steps.

Circle No. 61 on product information card

### New John Stuart chair

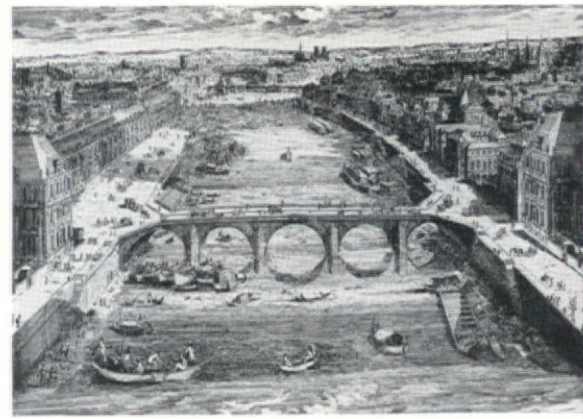
John Stuart Inc. has added a new chair to its collection of commercial seating. More than 2,000



of these chairs are currently in production, slated for use in the new Hilton Hotel, New York City, that is now nearing completion. The chair is made of Royal Danish beech in a hand-rubbed oil finish and is upholstered in plastic. It measures 22 inches wide, 24 inches deep, and 30 inches high.

Circle No. 54 on product information card

### Greeff fabric collection



Greeff Fabrics, Inc. has announced its new fabric collection, "Esprit de France," a group of screen prints and 16 woven fabrics inspired by 18th century French design. Most of the prints are on all-cotton Jefferson cloth in 36 inch and 50-inch widths; others are on 50-inch cotton and linen bourette with woven vertical pin stripes and one is on 50-inch linen. The designs, all authentic reproductions, range from small florals to a full-width panorama of Paris. The woven fabrics range in design from quaint plaids to a ribbed velvet, all in colors harmonizing with the prints. Wovens are 50 and 54 inches wide.

Circle No. 2 on product information card

### Hiebert's BFC executive desks

A new line of contemporary executive desks called the BFC line and manufactured by Hiebert Inc., features an all-new leg system that is part of the structural aluminum cradle on which the desk is fastened. A black inlaid linoleum top is flush with the surface of the desk. Also added is a slim-line center drawer. Five different pedestals are available, along with side units in two, three, or four modules, each 17 inches wide. These side units are free standing and may be used on either side of the desk or an integral base unit. The desks are constructed of black wall



with a black oil finish. Desk legs and recessed drawer pulls are made of extruded mirror-polish aluminum.

Circle No. 29 on product information card

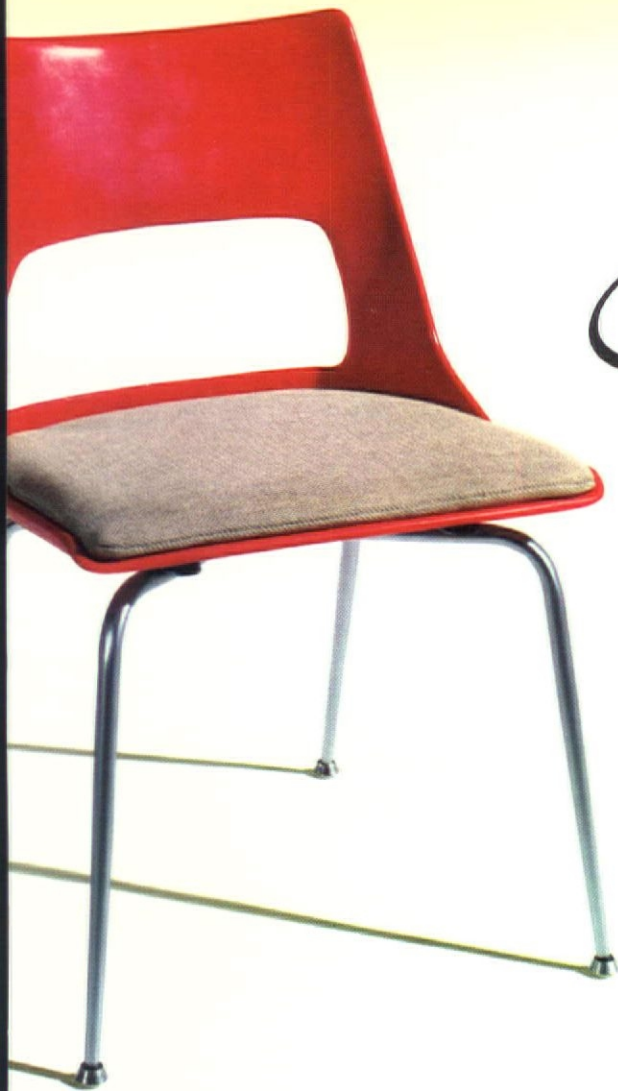


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Contemporary in concept with  
a sculptured flair . . .

# Continental

by KRUEGER

In the office, institution or residence . . .  
the "Continental" enhances contemporary  
decor with its subtly sculptured fiberglass  
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secured, but reversible soft cushion pads  
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available in eight choice colors.



Write for complete information —  
on your letterhead please.

Another fine Creation by

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METAL PRODUCTS COMPANY / GREEN BAY • WISCONSIN



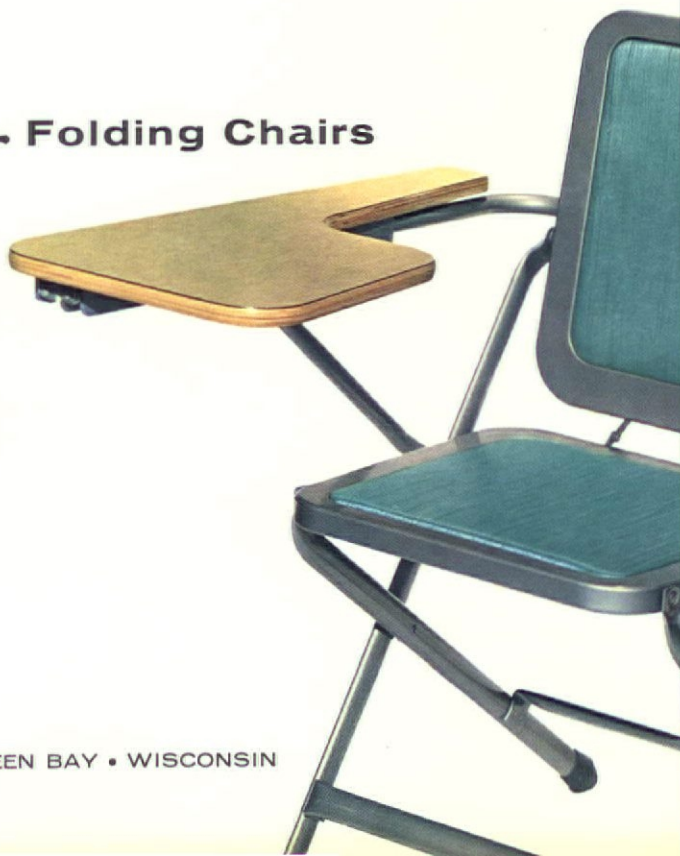
# HOSTESS *Decorator* Folding Chairs

Hostess . . . superbly designed auxiliary seating crafted with meticulous care! Handsome lines, generous support areas and numerous color combinations suggest a multitude of applications. Sturdy oval tubular frames in five subtle tones support softly cushioned seat and backrest. "Decorator" chairs upholstered



in eight richly textured fabric colors which can be mixed or matched to suit your decorative whims. Vinyl in "raw silk" pattern covers smaller cushioned seat and backrest areas of "Contract" model. Single folding action Table Arm unit makes note taking a comfortable joy. Further information on request — on your letterhead please.

## HOSTESS *Contract* Folding Chairs



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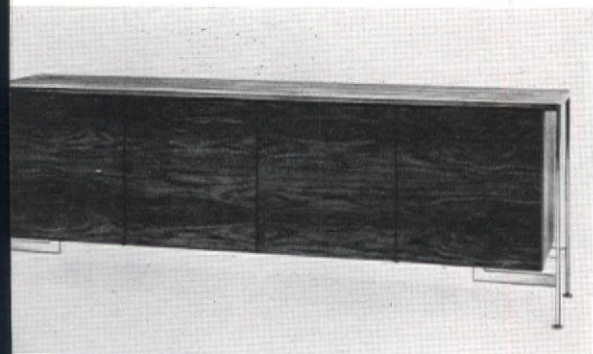


## PRODUCTS & SERVICES

CONTINUED

### Executive office credenza

The new credenza with four storage modules finished in wood or plastic finishes has been designed by William B. Sklaroff for Robert John. The new unit can be coordinated with other



is in the Ultra Five Group for executive offices. Measuring 72 inches long, the credenza is available in rich walnut, teak, and rosewood finishes, as well as in a selection of laminated materials, including solid colors or wood grain finishes. The cantilevered legs are in chrome.

Circle No. 62 on product information card

### Arthur tables and chairs

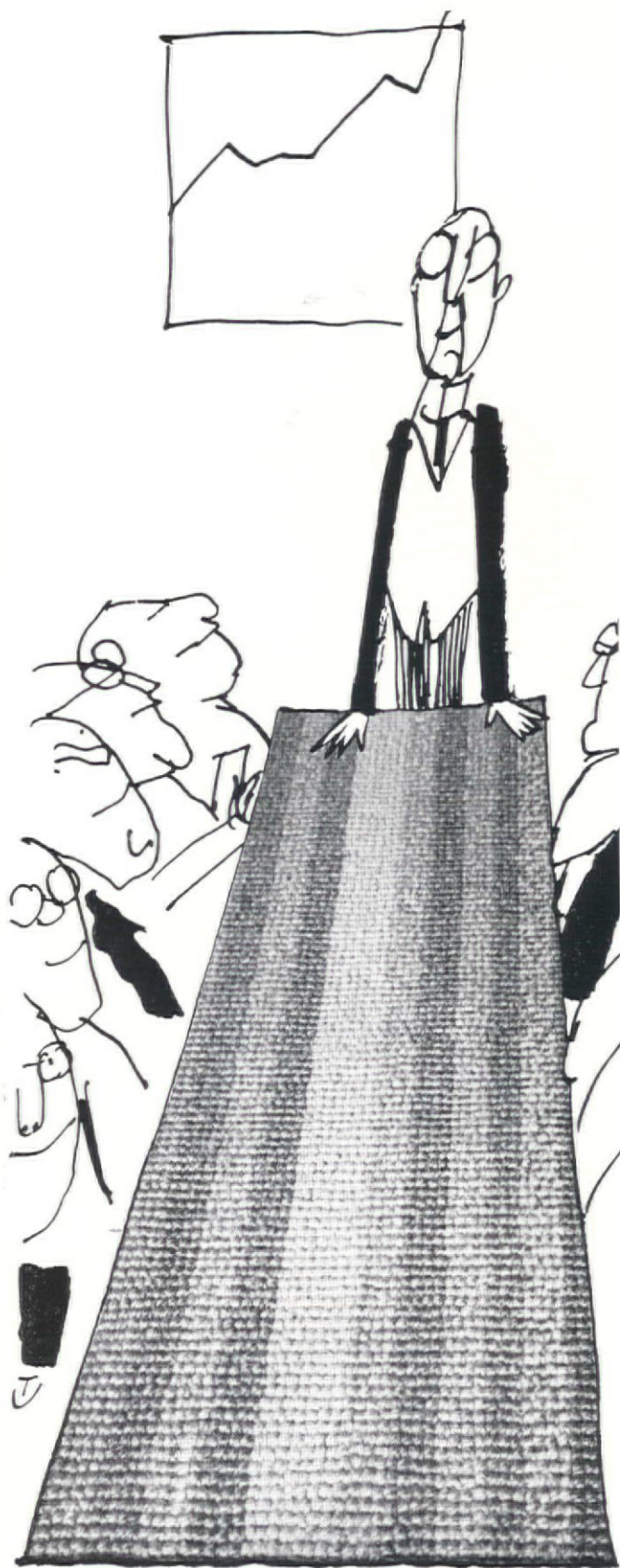
Heritage, one of the King Arthur tables manufactured by Institutional Products, Inc., has slender oval tapered legs welded to the column to form the pedestal of the table, which is covered with a solid, all-Formica surface. The tops are round or square with a choice of matching



harmonizing self-edge. Pedestal finishes are walnut, walnutone, black, white, or chrome. Accompanying chairs, the Allegiance, are constructed of tapered tubing finished in chrome, walnut, walnutone, black, or white. Seats of 95 percent polyfoam are upholstered in supple vinyl fabrics that come in a wide range of colors and textures.

Circle No. 63 on product information card

Circle No. 30 on product information card



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Circle No. 31 on product information card





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No. 430 Bar Stool with  
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**NEW** . . . matching base  
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Choice of new seats  
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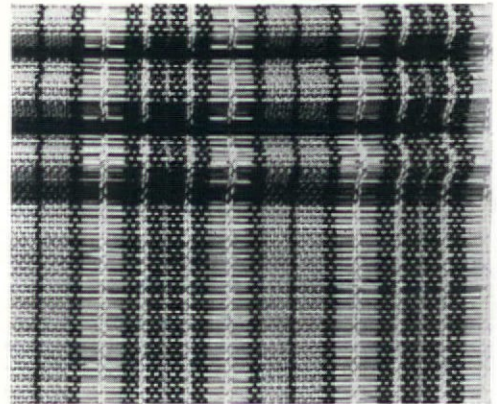
# CHF

Circle No. 32 on product information card

## PRODUCTS & SERVICES

### Woven-wood fabrics in tartan plaids

Bold Scotch plaid woven-wood fabrics, h  
loomed in authentic clan colors with natural

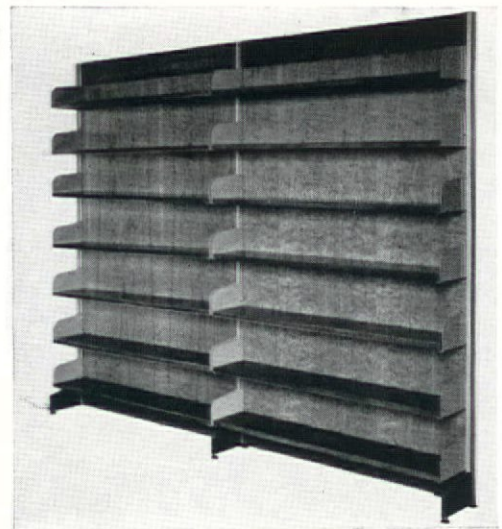


colored walnut reeds have been added to T  
craft of San Francisco's custom woven desi  
Tartans Malcolm, Brodie, Red MacIntyre, B  
Watch, and MacLeod are five of the popular  
tured tartans that can be used for window  
peries, shades, and area dividers. Illustrate  
the Brodie design.

Circle No. 64 on product information card

### Library furniture system

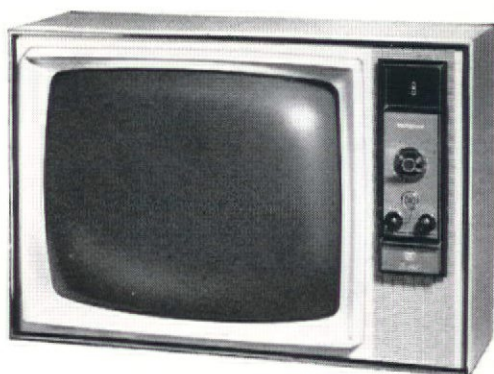
A flexible line of aluminum and wood lib  
components designed by Henry P. Glass As  
ates, industrial designers, for Bro-Dart In  
tries, ranges from shelving units and card o



logs to desks, tables, and magazine racks.  
Contemporary Series is based on aluminum  
trusions containing dovetail grooves which  
used to make continuous receptacles for ad  
able shelf brackets. The flexibility of the sys  
allows shelves to be placed at any desired le  
vertical shelf adjustment requires merely  
push of a button.

Circle No. 65 on product information card



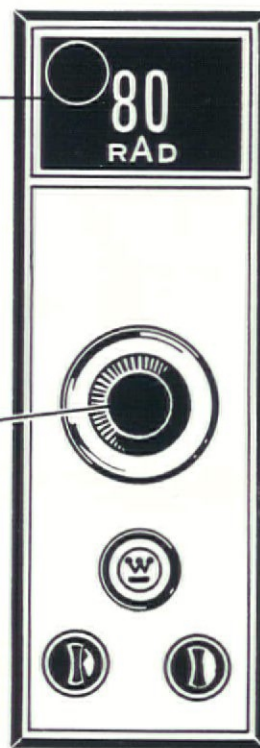


# INTRODUCING THE HOST 9300 SERIES

REVOLUTIONARY TV-RADIO COMBINATION  
THAT OFFERS THE ENTIRE RANGE OF APPLICABLE  
RADIO SIGNALS (AM or FM) IN A GIVEN LISTENING AREA\*



ON THE ILLUMINATED CHANNEL VIEW WINDOW



**THE OUTER DIAL SELECTS** the TV channels. After passing by all channels, this control simultaneously switches TV off and the radio band on, with the letters RAD appearing at the bottom of the channel window.

**THE INNER CONTROL KNOB TUNES** in any radio station applicable in a given listening area. To switch TV back on, rotate outside dial in either direction.

**INSTANT ON** After turning AC switch on, guest may switch from radio to TV, or vice versa, without waiting for normal sound or picture warm-up period.

**MASTER VOLUME LIMITERS** — controls peak volume of TV and Radio separately.

\*Models 9300, 9301, TV with FM. Models 9305, 9306, TV with AM.

HOST 9300 Series incorporates all additional special features of the regular HOST model.

For specifications, write Martin A. Lappin, CIP Div., Westinghouse Electric Corp., 353 Park Avenue South, New York, New York

COMMERCIAL - INSTITUTIONAL  
PRODUCTS



You can be sure... if it's  
**Westinghouse**

Circle No. 38 on product information card



## PRODUCTS & SERVICES

CONTINUED

### Cast aluminum design units

Tennessee Fabricating Co., manufacturer of ornamental iron, has created a 12-inch Design Unit of cast aluminum that can be utilized as grilles, panels, sunshades, or screens. Four open-work designs offer both clean, sharp lines and greatly contoured curves that permit a free flow of light and air. Available in a wide color range, the units can also be obtained primed or unfinished, ready to paint. Installation requires no special tools; the squares have overlapping edges that bolt together.

Circle No. 106 on product information card

### Shadowplay fabrics by Berkshire Hathaway

The Home Fabrics division of Berkshire Hathaway has introduced its new Shadowplay Collection of curtain fabrics. The sheer nylon fabric has an over-all pattern design that is said not to fade, wash out, or wear out. Washable and dry cleanable, the patterns now available include both modern and traditional designs.

Circle No. 66 on product information card

### Guestroom furniture by Baumritter

New guestroom furniture has been added to Baumritter's Ethan Allen line of early American furniture, consisting of free-standing, hanging, and spanning components that can be used alone or in various combinations. In the room shown, a four-drawer dresser-back is attached to a three-drawer chest, providing space for writing, storage, or service platform. The group also includes a night table, with a bottom shelf, and a headboard. All pieces are 20 inches deep and come in a wide variety of widths and heights.



Twenty-four inch or 30-inch legs are available for the spanning tables, and where legs are used, the pieces are fastened with concealed nuts. Melamine plastic surfaces all tops.

Circle No. 67 on product information card



## What Howell does for Dining Rooms

We do this; we create elegance and make it easy to live with. This means table tops of easy-to-clean, tough-to-damage melamine plastic in handsome wood grains and colors. Sturdy bases with wide leg clearance. Light weight, slim-lined chairs from tubular steel, powder-baked-on finishes, in a variety of styles. Sleek Navy upholstery, in your choice of colors with polyfoam cushioning. Stacking chairs that roll easily on dollies. This Howell contract furniture serves so many fine dining rooms—so beautifully.

\* Write for new catalog on your letterhead. Howells complete line of institutional furniture is featured in color. No charge.



**lighting fixtures by Prescolite**

ed glass lighting fixtures, a new series of gn variations by Prescolite Mfg. Corp., pro- e a fragile-looking but durable hand-blown n silk opal glass in three shapes. Wall bracket, ng, or pendant fixtures of all-aluminum con- ceptions are available in standard satin chrome glass gray. Other finishes include oyster,



ocolate brown, green, black, or synthetic satin ss. Pendant units are also finished in standard te white, polished brass, or polished copper. es are furnished with heatproof neoprene ets.

Circle No. 68 on product information card

**Costa Mesa group**

Costa Mesa Furniture Co. offers a complete new line of office furniture, which includes desk group-



ings, tables, credenzas, office seating, and uphol- stered pieces. The desks and case goods feature Costa Mesa's Internal Steel Construction prin- ciple, in which the wood side panels carry no stress, to obtain a light scale design. Legs on all pieces are available in wood or metal.

Circle No. 69 on product information card

**and Stacking**

oo long ago the problem nporary seating for large os had only two solu- . One, to use conven- l chairs which were piled store room. The other, ng chairs, which provided the basic function of ng. Through skillful neering, Howell has ned a group of chairs n not only solve the stor- problem through stacking (high without a wobble), but answer the important need chair that is attractively styled, comfortable, light in nt and yet ruggedly constructed.



**..... HOWELL**

436 S. First St., St. Charles, Ill.

Circle No. 36 on product information card



Circle No. 35 on product information card

# THORTEL

## FIREPROOF FABRICS

Decorative Drapery Materials Exclusively . . .  
Designed especially for the

### CONTRACT MARKET

## "FIBER GLASS"

### ROVANEL

(ROVANA®-VEREL)

Sheers . . .

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Drapery Weights . . .

Vinyl Coated . . .

Over 100 Screen Print Designs Available

### FENESTRATION Fabrics

#### REPRESENTATIVES:

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| Boston         | Hancock 6-6751   | Kansas City, Mo.  | Westport 1-2722 |
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| Chicago        | Briargate 4-0539 | New Orleans       | Jackson 2-5639  |
|                | Sheldrake 3-5220 | Philadelphia      | Midway 9-2617   |
| Cincinnati     | Capitol 1-3530   | Saint Paul, Minn. | Midway 9-2190   |
| Denver         | Keystone 4-1384  | San Francisco     | Exbrook 2-6360  |
|                |                  | Washington, D.C.  | Woodley 6-9122  |

### THORTEL FIREPROOF FABRICS

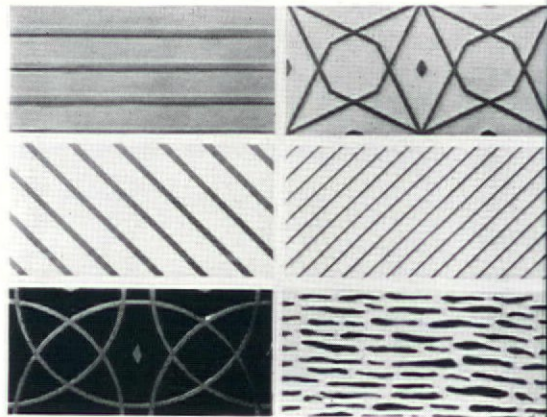
Architects Building, 101 Park Ave.  
New York 17, N.Y. MU 4-2425

## PRODUCTS & SERVICES

CONT

### New tile concept by Amsterdam

Amsterdam Corporation has developed a new called Vico Sculptile Pavers, that combines the inherent qualities of an unglazed ceramic non-slip tile and the decorative finish of a glazed



The designs are created by depressing the portion of the tile face that is to be glazed. This produces raised lines that remain unglazed, affording a safety non-slip treading surface. The tiles, 6 inches, come in six basic designs and 14 colors.

Circle No. 70 on product information card



### An Exciting New Concept

# PROGRAM

For planning offices, waiting rooms, lobbies, no other group of multi-seating offers you the flexibility of the Monarch's Program Series. It adapts to any floor plan, any seating arrangement. The simple architectural lines are easy to work with and are certain to complement any interior. Each piece is superb in craftsmanship to assure maximum comfort and years of lasting beauty and service. Send for our free Program brochure.

**MONARCH**  
FURNITURE COMPANY, INC.  
HIGH POINT, NORTH CAROLINA

SHOWROOMS: New York, Anthonson & Kimmel Associates, 440 Park Avenue, South • Dallas, Dick Lowe Associates, 3720 La France

Circle No. 37 on product information card



### New Dycoustic ceiling panels

product of Medart Engineering & Equipment Co., Dycoustic ceiling panels, available in three different types, rest in an all-aluminum black and



white splatter grid system. Different effects can be achieved by using one of four different lighting panels—clear or opaque crystallite, opaque bubble, and white eggcrate. The panels, in 2 x 2' or 2 x 4', can be easily removed for access to wiring.

Circle No. 100 on product information card

### Contour swivel chairs by Brunswick

A new group of contour swivel chairs by the commercial furniture division of Brunswick Corp. represents the first swivel style in the firm's expanding line of Lifetime Fiberglas chairs designed for commercial/institutional seating needs. Available in three models and six coordinated colors, the chairs feature one-piece low-line contoured bucket seat and back, and



polished cast aluminum pedestal with spider base. Seats are fastened to pedestals by utilizing a cushioned mounting system with no exposed hardware. The line offers models in a choice of 18-inch diameter neoprene casters with ball bearings and wheel shields or non-marring chrome base floor glides with rubber inserts.

Circle No. 101 on product information card

Circle No. 21 on product information card →



Easychair 3300 and sofas (2, 3, 4 seats) with chromium-plated steel frame.  
Design: Arne Jacobsen.

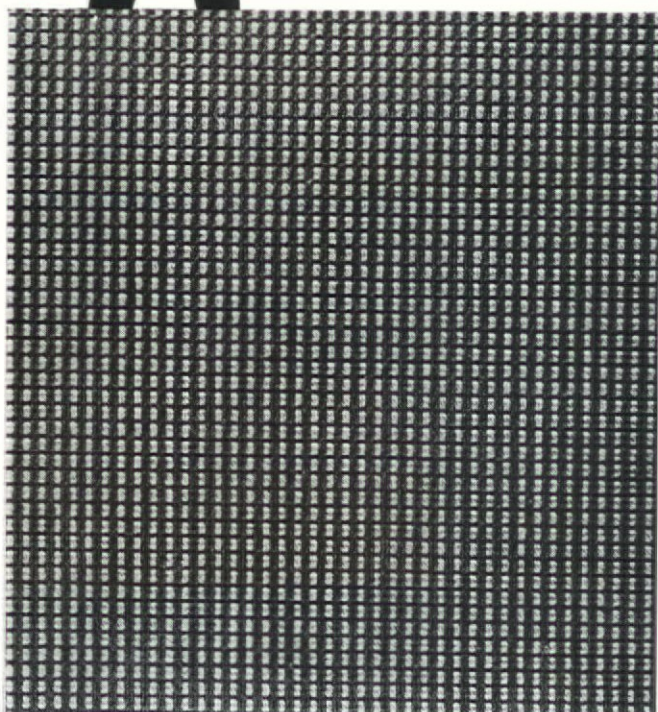
Fritz Hansen Inc., Decorative Arts Center, 305 East 63rd Street, New York 21, N.Y.  
Templeton 8-3225. Division of Fritz Hansen, Copenhagen.

## FRITZHANSEN-FURNITURE





An important  
RAILROAD  
chose this  
LA FRANCE  
contract  
FABRIC



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

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

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

**LA FRANCE**

*Industries, Inc.*

Showrooms and Executive Offices

**145 EAST 32nd STREET, N. Y. 16**

Murray Hill 5-1622

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

Circle No. 39 on product information card

## PRODUCTS & SERVICES

CONTI

### Square top folding table

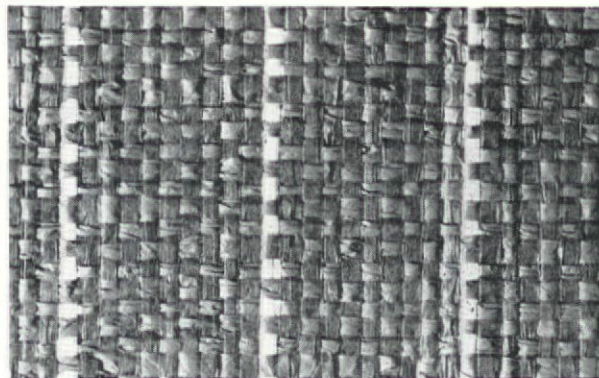
New to the folding table line of Krueger M Products Co., the square folding table makes



sible new flexibility in table seating arrangements for institutional use. The table features a solid core top, faced in light maple woodgrain plastic laminate and reinforced with a curved steel perimeter apron. Each leg has an individual knife-type lock for fast folding and which enables the legs to fold inside the apron for compact storage. Super-Dylan feet cap the steel legs.

Circle No. 30 on product information card

### Woven wallcoverings



Chalkstripe, designed by John Van Koert, is the newest addition to the Fabrikraft line of woven wallcoverings recently introduced by Deltex, Inc. Fabrikraft is flame-retardant and vinyl-coated for durability, and will maintain its original appearance for years in commercial and institutional use, according to the firm. The Chalkstripe pattern is made in eight color stylings, a number of them in wood tones that provide warm backgrounds. The contrasting 1/8-inch chalkstripe is woven into the background vertically and spaced about 1 1/4 inches apart. Fabrikraft comes in 36-inch wide triple rolls, that list at \$5.80 to \$8.00 per roll.

Circle No. 71 on product information card



### United's new Varlar wallcoverings

United Wallpaper Co.'s new 1963-64 Varlar collection of scrubbable and stainproof vinyl wallcoverings reflects the intensive search for new colors and design sources both here and abroad. There are 111 color styles, 19 with matching fabrics. Outstanding features of the new collection are its sturdiness in heavy-use areas and modest prices. Impervious to stains such as grease and ink which wash off easily with soap and water, Varlar has proved its durability after 25,000 rubbings, it was reported. While modern styles are included, United places emphasis on classic designs, typical of which is Potomac, shown here,



that is color styled in pink, brownstone, greens, and blues, and in a more muted version of soft colors with touches of coral. Both have white backgrounds.

Circle No. 72 on product information card

### Designcraft enters chair market

Designcraft Metal Mfg. Co. marks its entrance into the chair market with the new 2000 series, offering comfort and quality construction in the new line. In addition to the two secretarial chairs shown, the firm is also offering executive swivel



chairs, armchairs, and side chairs, all combining the special qualities of wood, steel, and upholstered fabrics.

Circle No. 73 on product information card

Circle No. 40 on product information card →

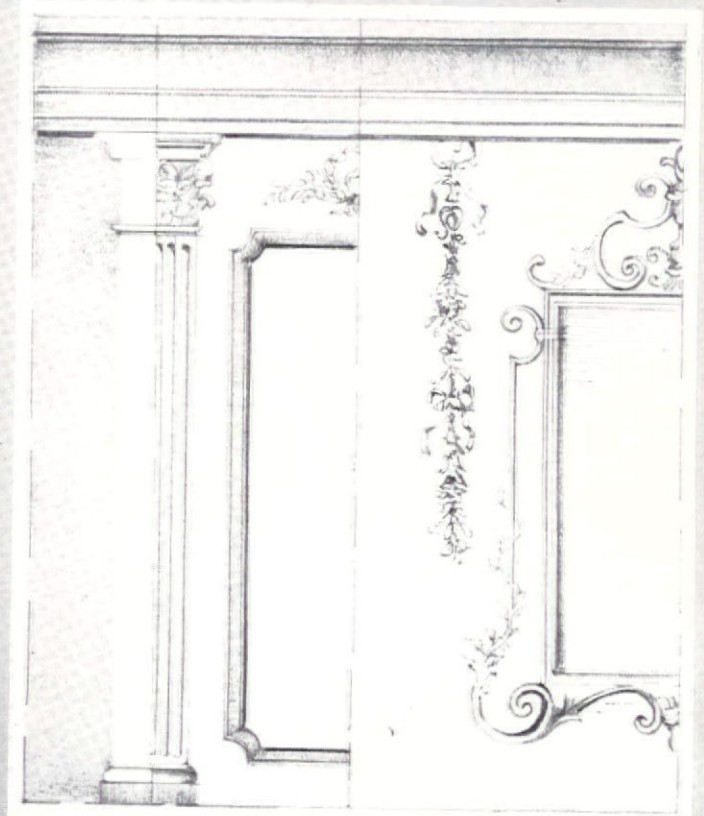
# PALLADIO CONTRACTS

A DIVISION OF F. J. NEWCOMB CO., INC.

offers  
its custom  
design  
service

*Exclusive customized wall accessories and occasional furniture designed and manufactured to specification. Estimates on request.*

PALLADIO CONTRACTS, a division of F. J. Newcomb Co., Inc., 210 East 52nd Street, New York 22, N.Y.





Circle No. 41 on product information card

## DURABLE and SMART furniture



NO. 8120  
Arm Chair

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

**AMERICAN CHAIR COMPANY**  
Manufacturers  
Sheboygan, Wisconsin

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

## REDWOOD TURNS OVER A NEW LEAF!



Long an established best-seller for outdoor use, Redwood now moves smartly indoors as well in this handsome collection of styled furniture. Equally at home in family room or den; on patio or terrace. For a profitable casual line that will sell twelve months a year, send for our illustrated brochure, "Suburban Redwood."



**RECREATION DESIGNS, INC.**  
15 Waterloo Ave., Berwyn, Pa.

Circle No. 42 on product information card

## PRODUCTS & SERVICES

CONT

### Meta-Mold decorative panels

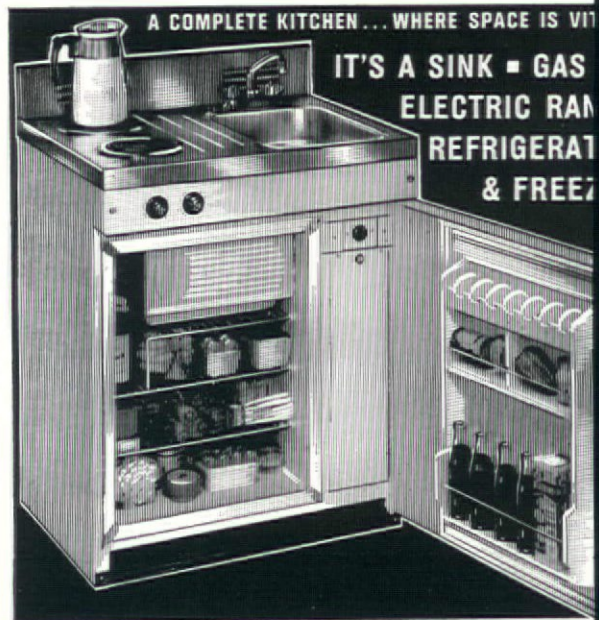
Meta-Mold Aluminum Co.'s newest line of decorative aluminum panels are lightweight, sturdy, easily assembled, yet need no permanent fasteners and attachments. Designed for both interiors and exteriors, the 12-inch square panels can be assembled to nearly any desired size. Adjustable screws at the base of the vertical poles allow an entire unit to be moved without disassembling. Meta-Mold panels come in a choice of black, white, gold, and in several patterns.

Circle No. 74 on product information card

### Foldoor Super-Soundguard X12

The super-Soundguard X12 by Holcomb & Mfg. Co. Inc., features 12 inch heavy duty hinges in combination with intermediate 1/2 inch hardened steel hinge and trolley pins at each other hinge point. 24-gauge steel panels extend from floor to ceiling on both sides of the partition. The X12 has a rolled, heavy duty track designed to keep friction between trolley and track to an absolute minimum.

Circle No. 14 on product information card



### THE SPACE-SAVING 30" COMBINATION

2 full-size gas or electric burner plus 17" stainless steel sink above . . . with a 5 cubic foot refrigerator below . . . also available with oven.

Manufacturers of a complete line of space-saving appliances . . . air conditioners, refrigerators, freezers and Combination Kitchen Centers for hotels, apartments, motels, boats, offices, dormitories and trailers.



**King**

REFRIGERATOR COMPANY

"WORTH ITS WEIGHT IN GOLD"

78-82 Woodhaven Blvd., Glendale 27, N. Y. • Tel: 9-1111

MORE THAN 30 YEARS OF REFRIGERATION MANUFACTURE

Circle No. 34 on product information card



### Rolling conference table

Jackson Mobile Products Div. of Hamilton Mfg. Co. has designed a conference table that rolls, folds, and saves space. Slim and compact when



folded, the table can be rolled into any room and opened in one synchronous motion. It measures 10 feet long and 40 inches wide at center, tapering to 30 inches at the ends, and can seat 10 comfortably. The top and edge banding is in walnut stained Formica. Lock casters provide stability when in use.

Circle No. 75 on product information card

Circle No. 43 on product information card

**PORTABLE SEATING FOR  
MULTI-PURPOSE ROOMS ...  
Eating - Meeting - Activity**



The *Astro*® Budget Priced  
5 Year Guarantee  
**STACK CHAIR**

Featuring A Pliable Plastic Seat (Not Fiberglass)

**FREE BOOKLET**

WRITE TODAY FOR FREE BOOKLET  
TELLING HOW OTHERS HAVE SOLVED  
THE PROBLEM OF PORTABLE SEATING

**fixtures** MFG. CORP.

1641-C3 Crystal, Kansas City 26, Missouri



Circle No. 44 on product information card

When only the finest  
will do... custom-  
crafted  
**COLONIAL**

Here's furniture that captures the true spirit and traditional elegance of the 18th Century Colonial Period. 887 desk and matching console tables. Also shown: GL92 side chair and 97 revolving chair.

Write for new decorators catalog.

**Frank Scerbo  
& Sons, Inc.**

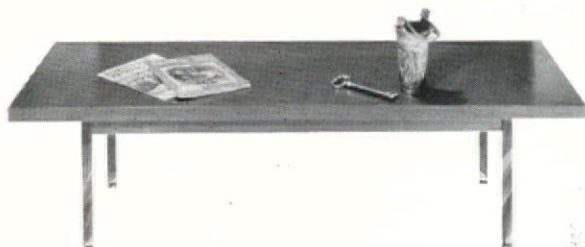
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MANUFACTURERS OF  
INDESTRUCTIBLE  
CONTRACT  
FURNITURE

## CONTEMPO

ASSOCIATES  
178 WEST BOUIC AVENUE  
ROCKVILLE, MARYLAND



see multiple listings in *CONTRACT DIRECTORY*.

Circle No. 45 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Beautycraft dormitory unit



Beautycraft Furniture Industries, Inc. offers a new dormitory unit, combining a bed and desk designed expressly for small student quarters. The beds are 116 inches long and 36 inches wide. When not in use, bed glides under the desk, reducing its length to 75 inches. The desks, measuring 50 inches deep and 41 inches wide, feature ample drawer space and laminated plastic tops. Left and right facing units are available.

Circle No. 76 on product information card

### New Goodrich glass fiber

B. F. Goodrich Co. has developed a glass fiber for use in manufacturing glass reinforced hard plastic materials and in draperies and upholstery. The material is said to have 55 percent more tensile strength than Commercial E glass fiber. The firm's research center reports that the material can be drawn and spun like other glass fiber on standard commercial equipment, although production costs may be slightly higher. Production plans await demand for the item.

Circle No. 77 on product information card



MODEL 4610

Circle No. 46 on product information card

# TRI-PAR

Just 1 of the more than 150 custom design models to fit any decorating, seating or budget need. Complete wood and metal lines. Write for detailed catalog.

TRI-PAR MFG. CO.  
1740 N. PULASKI RD.  
CHICAGO 39, ILLINOIS



#### Colored wood veneers

Color-veneer wood panels by David R. Webb Co., Inc., are the result of an innovation in wood veneers. The colors are introduced into the living tree and distributed naturally by the sap. Pigments are not absorbed uniformly throughout, but develop the subtleties of color, tone, and intensity associated with a natural product. Panels produced from these veneers have the variations of grain and color found in wood. Color spectrum now in stock includes midnight blue, pastel blue, mint green, blue and gold, brown and gold.

Circle No. 78 on product information card

#### Italian import chair

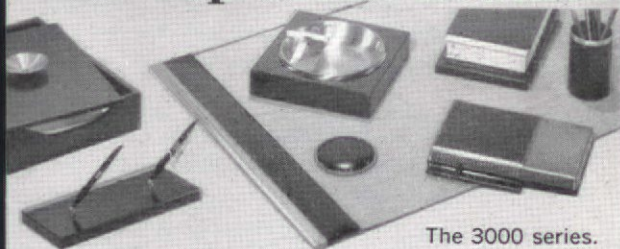
Manuela No. 395, a new chair imported from Italy and available exclusively from Fabry Associates,



is specially designed for contract use in offices, hotels, restaurants, and lobbies. Upholstered in genuine Skaiflor, the sturdy yet graceful chair is constructed with a chrome tubing frame. Its appearance is enhanced by a solid rosewood or teak backrest and chair tips.

Circle No. 79 on product information card

#### Choice Top Grain Leather



The 3000 series.

The luxury of genuine cowhide in modern styling.

Write for colorful catalog of Leather  
... and Naugahyde accessories.

**DUK-IT** McDONALD PRODUCTS CORPORATION

DUK-IT BUILDING • BUFFALO 10, NEW YORK

Circle No. 47 on product information card

## Half the set-up is already on this HOWE table!



Its top is padded. **PERMANENTLY**. Set-up time is cut in half. What's it padded with? A new, resilient material called **HOWFOAM**.

An exclusive HOWE product, **HOWFOAM** is trouble-free. It's made of chemically expanded polyvinyl chloride. Unlike foam rubber, closed-cell **HOWFOAM** is impervious to butter and greases, food acids, vinegar—even alcohol. A touch of a wet sponge or cloth keeps it clean and sanitary. **HOWFOAM** even *looks* sanitary; it's bright white.

**HOWFOAM** offers other advantages, too: The felt pad is eliminated; so is underlying linen. *One* table cloth is all you need. Result? Sizable laundry savings. **HOWFOAM** is fire-retarding (self-extinguishing). It regains its shape no matter how many times you stack piles of heavy dishes on it. **HOWFOAM**'s high density makes it unusually sound-absorbing. And it's far more resistant to scuffing and gouging than other padding.

**HOWFOAM** tops are built by securing a sheet of this resilient padding to a sturdy HOWE plywood top and edging them with durable channel aluminum. **HOWFOAM** tops are seam-free—even on 72" "rounds!"

**FREE!** For literature on new **HOWFOAM** top tables, write today. Or see your HOWE dealer.

### HOWE FOLDING FURNITURE, INC.

360 LEXINGTON AVE., NEW YORK 17, N.Y.

*If it folds—ask HOWE!*

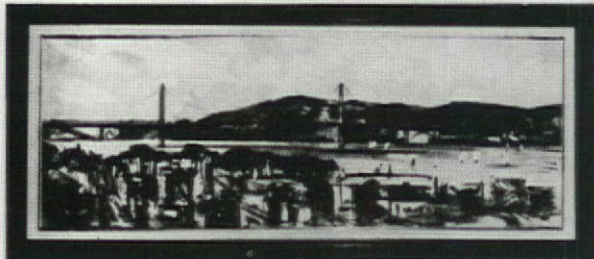
Circle No. 48 on product information card



Circle No. 49 on product information card

## FRAMED ORIGINAL PAINTINGS AND FRAMED MIRRORS

*Designs for living from  
California's leading manufacturer*



From out of the West comes an inspired selection of original paintings and decorator mirrors, flawlessly framed and ready for proud display. This is the Aaron Brothers design for living, an accent of beauty and luxury at moderate cost. The variety of size and subject and period is endless; we can be the economical single source for all your wall-wonderful needs. To see for yourself, write or call:

CONTRACT DEPARTMENT,

**AARON BROTHERS**

960 N. La Brea, Los Angeles 38, Calif. OL 6-7322



## THE ULTIMATE IN REDWOOD OUTDOOR FURNITURE



Poolside Chairs

Chaise Lounges

Umbrella Tables

The largest assortment of Contract outdoor furniture

WRITE FOR CATALOG

**VANDY-CRAFT**

1623 Merchandise Mart

Chicago 54, Ill.

Circle No. 51 on product information card

## MANUFACTURERS'

### LITERATURE

U. S. Rubber has prepared an informative book of special interest to upholsterers, designers, and others in the furnishings field that illustrates the step-by-step procedures involved in upholstering furniture with Naugahyde, Naugaweave, and U. Royal Naugahyde.

Circle No. 24 on product information card

*Why Specify Carpets Made with Acrilan?* provides informative material on carpets made with Acrilan, an acrylic fiber produced by Chemstrand and the results of a three-year field test measuring its wearing performance, soil resistance, and easy maintenance.

Circle No. 80 on product information card

A handsome, spiral-bound brochure by Lee Woodard illustrates in color and black-and-white photographs Woodard's nine style groupings of wrought-iron furniture for indoor and outdoor use. Upholstery material swatches are included in a section on fabrics and finishes.

Circle No. 33 on product information card

A new eight-page brochure in color presents 8 different color combinations available in the 1963 line of Vinyl Plastics, Inc.'s solid vinyl tile, featuring new patterns and established designs. Quick-reference charts show gauges, sizes, and suggested uses for each pattern.

Circle No. 81 on product information card

The 1963 collection of London Lamps is featured in a new catalog. Each style is accompanied by dimensions, full description, and price.

Circle No. 82 on product information card

Julius Blum & Co.'s new catalog is a comprehensive and complete inventory of the firm's wide-ranging line of stock architectural components.

Circle No. 83 on product information card

A complete selection of lighting fixtures for a variety of areas both indoor and outdoor is illustrated in Progress Mfg. Co.'s new 80-page brochure.

Circle No. 84 on product information card

General Lighting Design is a new technical publication issued by General Electric's Large Lamp Department. The 16-page illustrated booklet contains tables and basic information about the "lumen" method of lighting design, used to determine the number of lamps and fixtures required to obtain given footcandle levels in rooms of various sizes and reflectances.

Circle No. 85 on product information card



atolier's new lighting coordinates, presented in an informative brochure, provide flexibility in choice of multiple (cluster) light forms in a wide-ranging variety of sizes, colors, lengths, proportions, and illumination types. The modular elements are embodied in pendant-and-spreader forms, wall lighting, and close-to-ceiling units.

Circle No. 86 on product information card

ago Hardware Foundry Co.'s new illustrated table and stool price list offers quick reference on price, description, and dimensions for its extended line of components, table bases, tops, stools, stool bases, and sectional tables.

Circle No. 32 on product information card

mons Co. new catalog featuring its new Room Group for guestrooms includes a variety of round and occasional tables, fiber glass and upholstered chairs, sofa beds, desks, and a range of office equipment.

Circle No. 87 on product information card

new movable steel office partition system has been introduced in a full color, 12-page catalog by the Wall Street division of Interstate Metal Products Co. The catalog shows the new Wall Street office partitions and accessories and gives complete details and specifications.

Circle No. 88 on product information card

versatility of Nucraft Furniture Co.'s modular Unit-Wall system is depicted in a number of different arrangements possible in a color brochure which includes line drawings showing the many components available.

Circle No. 102 on product information card

es Lee's new carpet workroom and installation manual is divided into two parts, one general information and the other specific data and references. Chapters include measuring and planning, cutting, seaming, machine sewing, edge finishing, installation of tackless strip, installation underlay, carpet installation procedures, installation of backed carpets, commercial installation and miscellaneous installation problems.

Circle No. 103 on product information card

new 16-page full color brochure for Amtico tile and rubber floorings reproduces color swatches of the entire line by Amtico Flooring of American Biltrite Rubber Co.

Circle No. 104 on product information card

practical buyer's guide to hotel-motel television issued by Magnavox Co., uses a question-answer format to cover sections on product, price, related technical equipment, service, financing/brand selection.

Circle No. 105 on product information card



## DEPARTURE 2

### Ten Striking New Designs for Upholstery or Wallcovering

New textured upholstery vinyls simulating cut velvet, brocade, linen, and even hopsacking, are beautifully hand-screen printed in this exciting group of new Jack Denst Designs. Each in 3 colorways on 54" elastic back, heavy weight vinyl.

Send for the Departure 2 sample collection featuring 10 patterns; 30 colorways—\$9.50.



**DENST & MILES INC.**

7355 S Exchange Ave./Chicago 49

Circle No. 53 on product information card



Circle No. 54 on product information card



1963 **A** INTERNATIONAL DESIGN AWARD

A sheet metal aluminum strip bonded between two sculptured blocks of solid teak adds great strength to the slim line of the supporting members

JOHN STUART INC.

NEW YORK PARK AVE. at 32nd St. PHILA. 2301 Chestnut St. HILLERØD, DENMARK  
Ask for catalog of the Danish Craftsmen Group

*The First Glance Tells You . . .  
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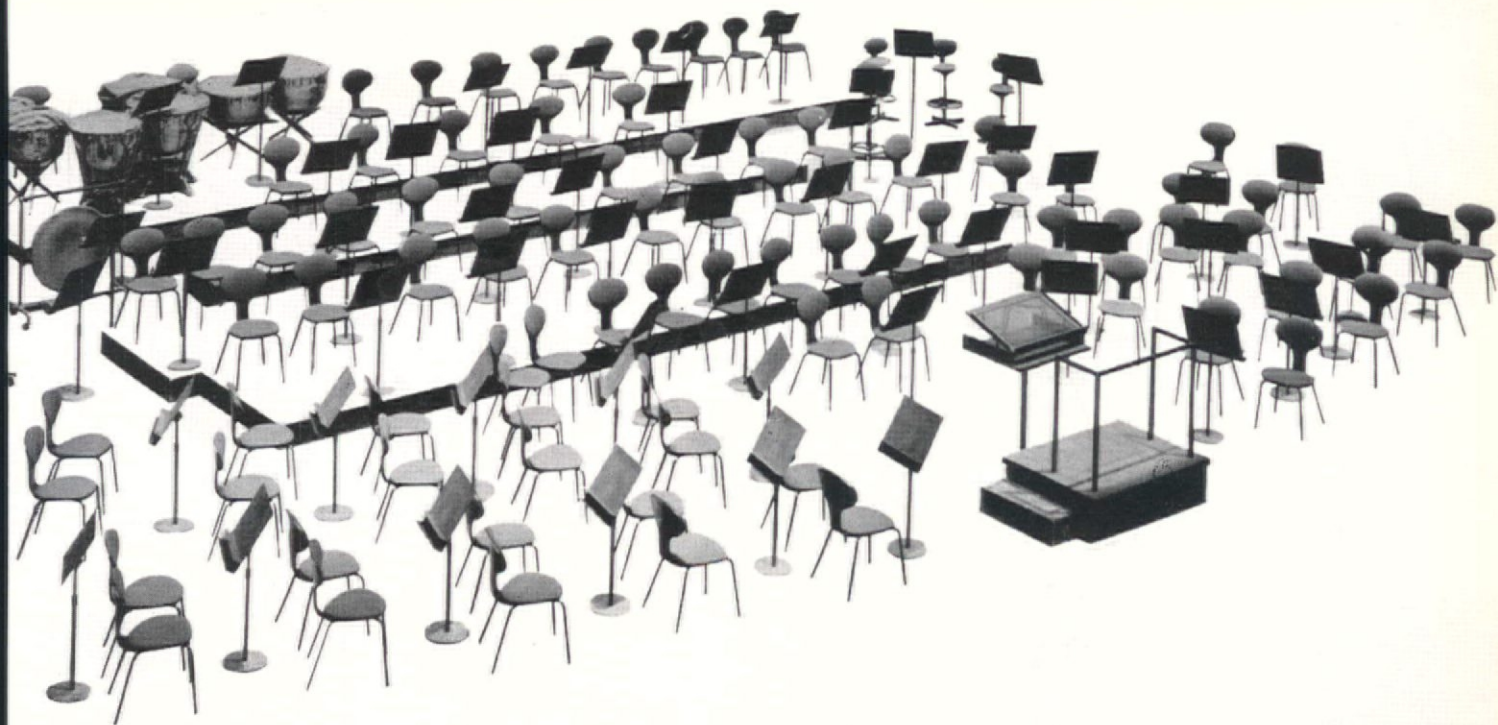
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