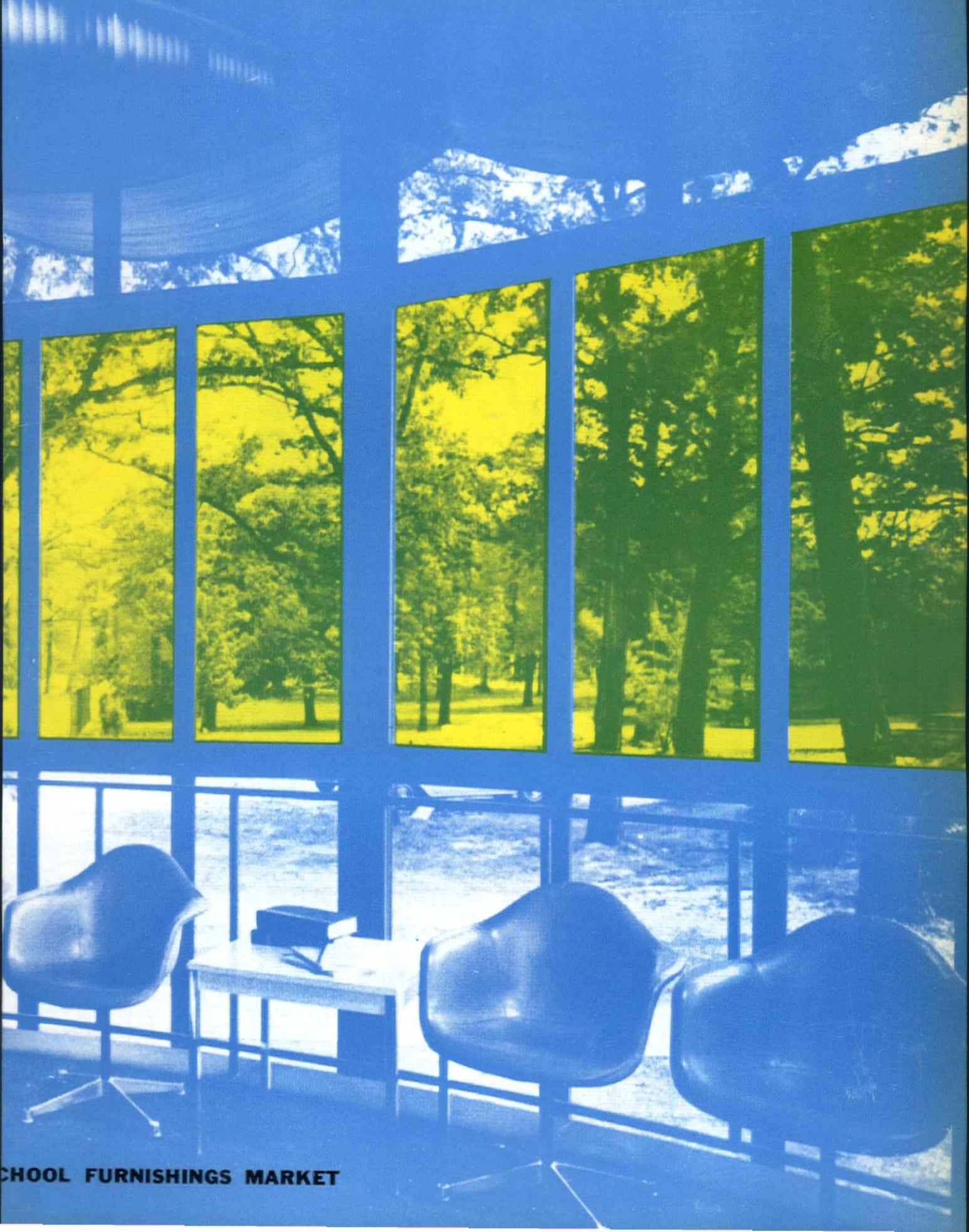
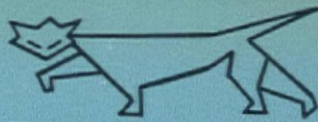


CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • MAY 1963



SCHOOL FURNISHINGS MARKET



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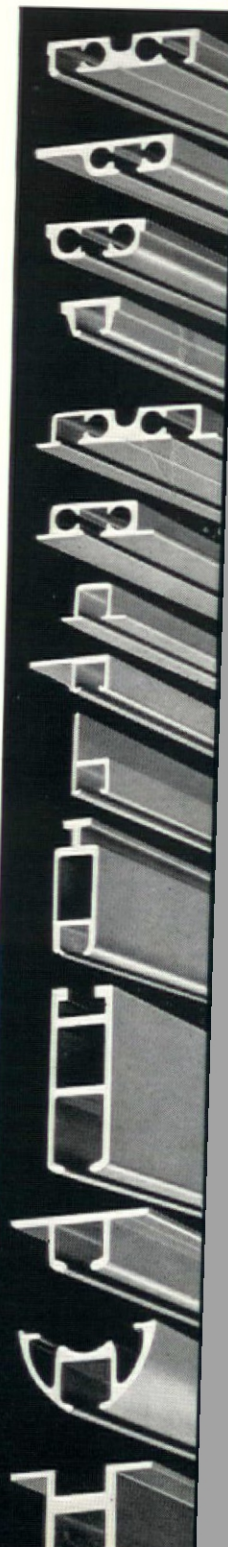
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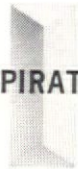
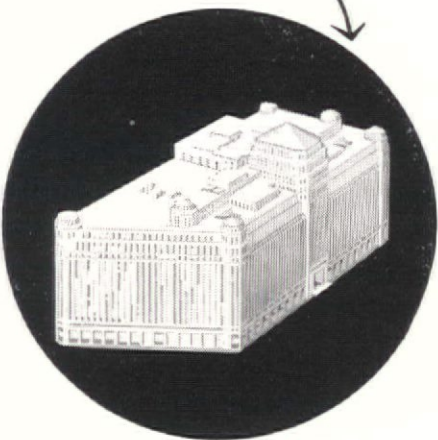
WHAT TO BUY:

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June 17: National Assn. of Bedding Manufacturers Breakfast Program.

June 17: National Wholesale Furniture Assn. Dinner Meeting.

June 18: American Carpet Institute Breakfast program.

June 18: Fashion Group Luncheon.

June 18: All-Industry Banquet—a Gala Social Event open to all buyers, manufacturers and salesmen.

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COMMERCIAL - INSTITUTIONAL
PRODUCTS



You can be sure . . . if it's
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The Cover

Library at Lake Forest College, Lake Forest, Ill., a circular glassed-in building with pagoda-like roof, is typical of the departures being made in school design. Cover by Peter Harrison.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. IV, No. 5

MAY, 1963

PUBLISHER

Ben H. Hellman

EDITORIAL DIRECTOR

Milton Gralla

GENERAL MANAGER

Lawrence Gralla

ASSOCIATE EDITORS

Anne Fallucchi

Norman Keifetz

SPECIAL PROJECTS EDITOR

John Anderson

EDITORIAL CONTRIBUTORS

Robert Birren

Bob Bull (Chicago)

Josh Gerecht (Washington)

Godil W. Nielsen

Betty Pepis

Vivien Raynor

ADVERTISING DIRECTOR

Boyle Peck

PRODUCTION MANAGER

Morton Silverman

REPRESENTATIVES

NEW YORK

Frank Rizzo

Gralla Publications

366 Seventh Ave.

Philadelphia 6-3975

CHICAGO

Marshall D. Siegel

Gralla Publications

100 N. Michigan Ave.

Dearborn 2-1452

CLEVELAND

Harry Noack

2145 Libby Rd.

Bedford Heights, Ohio

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COMING IN CONTRACT

JUNE—Hotels-Motels, a round-up of new installations and products in this important area; The Crafts Market.

JULY—Office Planning and Design—a symposium surveying current trends and problems that confront the space planner and designer. Participating will be leading planners and designers from all parts of the country.

AUGUST—Products Review—new lines introduced within recent months, plus a special section on lighting.



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An interior design consultant, Mr. di San Miniato has won recognition both on the Continent and in America. He says: "I feel I owe my clients a responsibility in the value as well as the design sphere. For my clients' protection, I recommend PERMA DRY to Scotchgard and flameproof fabrics."

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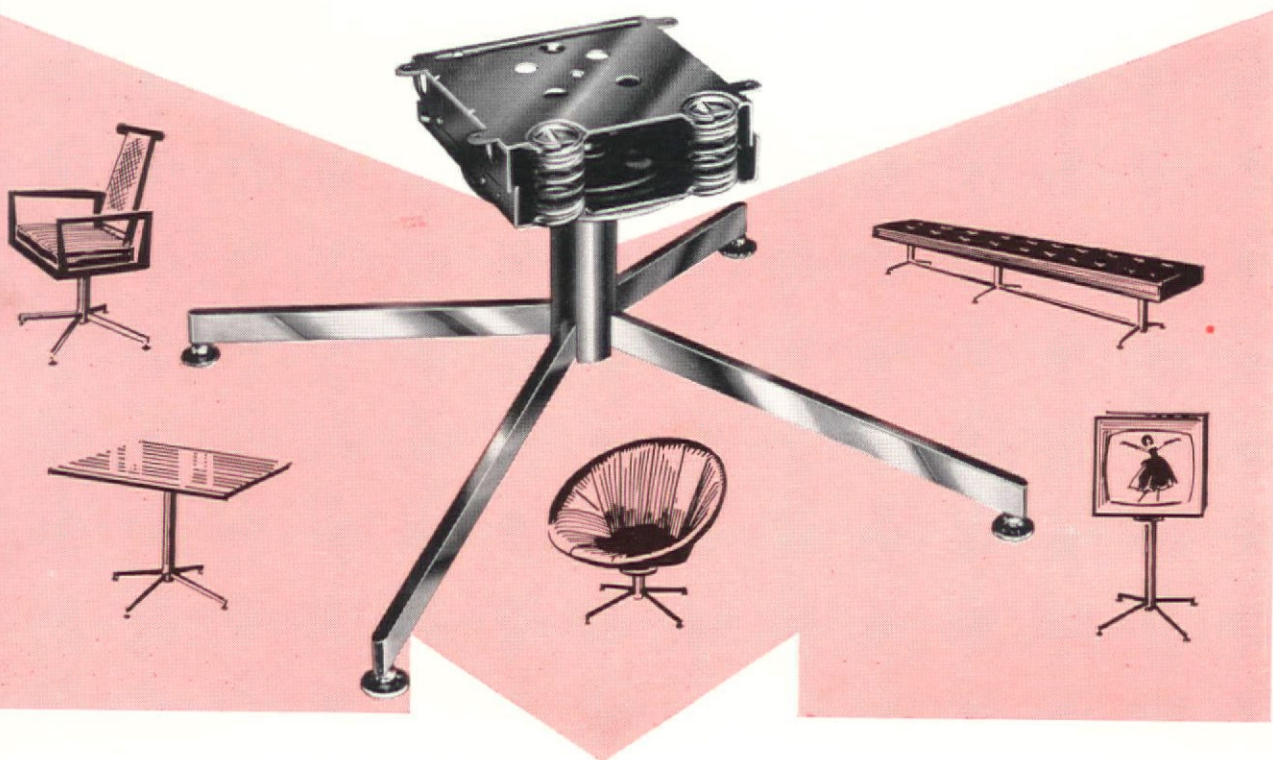
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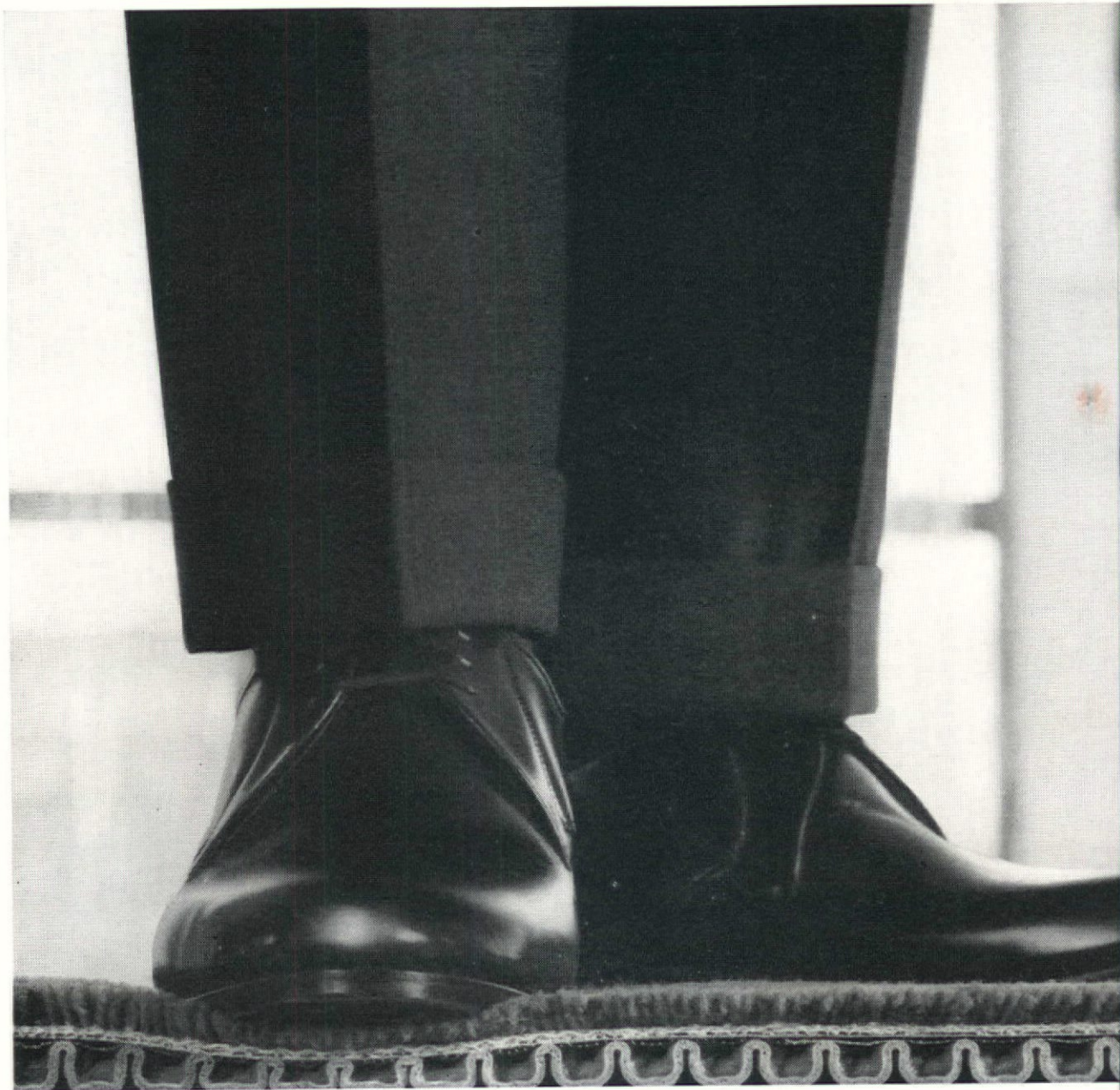
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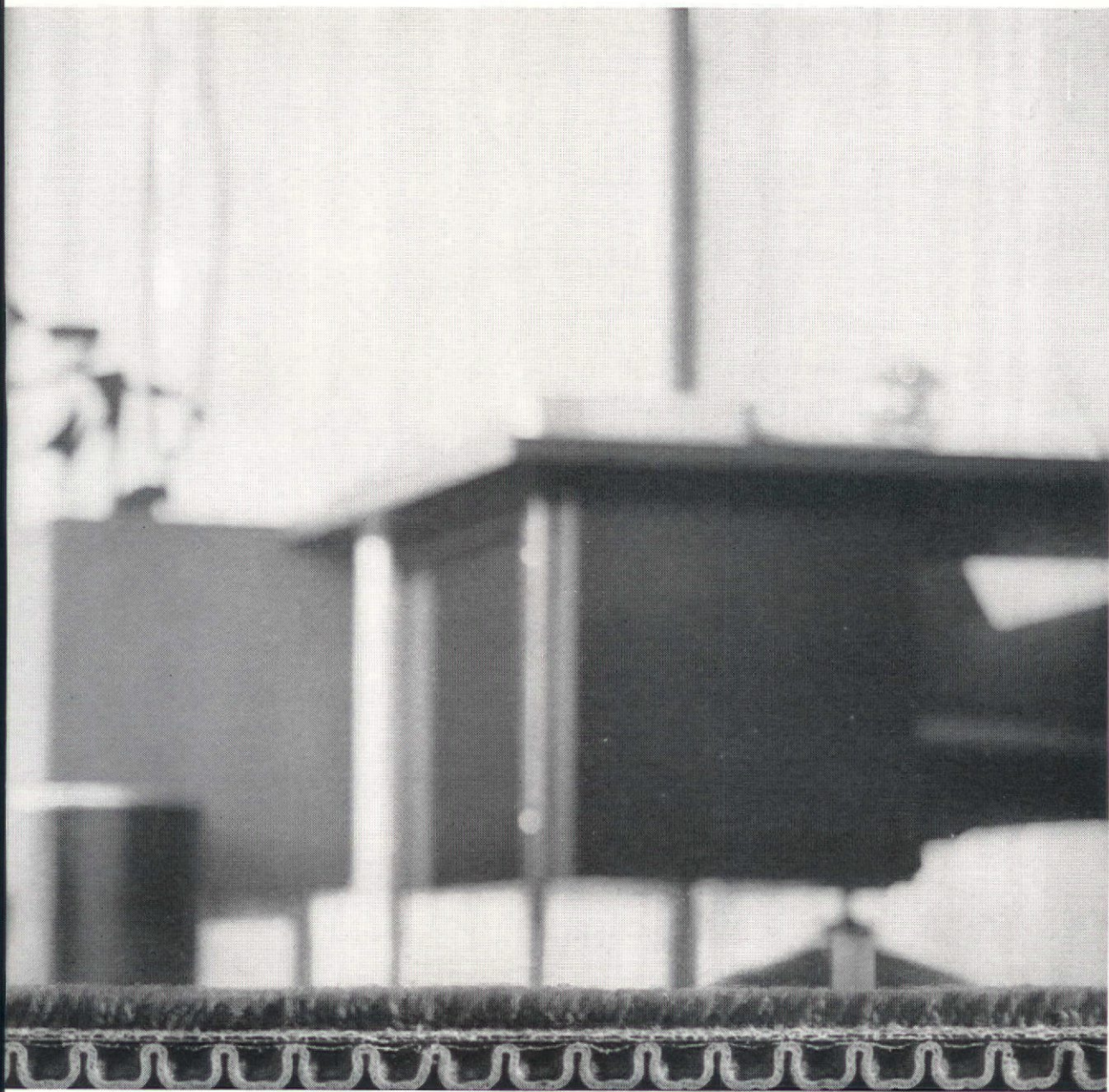
fection under the terms of our warranty and v replace the cushioning without charge.

There are nine different kinds—one to suit commercial and residential need.

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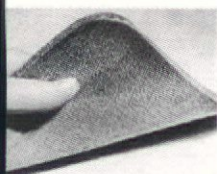
So when your customer wants the finest, the of luxury that lasts, sell or specify B.F. Go sponge rubber carpet cushion *every* time.

For information, write to Consumer Pro Marketing Division, The B.F. Goodrich Cor 300 Park Avenue, New York 22, New York.

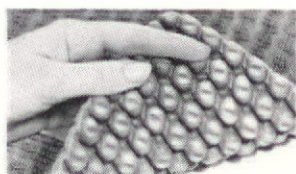


a B.F. Goodrich sponge rubber carpet cushion designed for every underlay. For the ultimate in luxury, suggest BFG Super Ripple-Lawn (above).

Goodrich sponge rubber carpet cushion every time



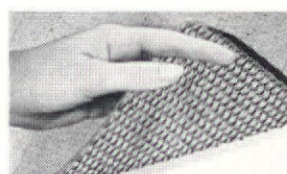
Spongex



Aristocrat



Contract Spring-Lawn



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Four of the nine B.F. Goodrich sponge rubber carpet cushions which are especially suited for commercial or contract installations.



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D. C. Currently
.....

OUR WASHINGTON REPORT:

- **School market growing larger**
- **The key to school procurement**
- **Federal government bids and awards**

CONTRACT furnishings for schools is in every sense a growth industry. This market will be getting larger and larger every year. More children are being born. More people are going to school. And they're going to school for longer periods of time.

In the current half-decade, the U. S. Office of Education estimates 195,000 classrooms will be needed to meet increased enrollment in elementary-secondary public schools, and 127,000 more to reduce the estimated shortage. With 120,000 more needed for replacement, changes in standards, migration, obsolescence and the like, that's a total of 442,000. That compares with a total of 366,000 for the 1956-1960 school years.

Total enrollment is growing. From 28.6 million in public and nonpublic schools, kindergarten through 12th grade, in 1950, the number rose to 42.2 million in 1960. It is projected at 48.7 million in 1965, 52.8 million in 1970, and 58 million in 1975. Add in colleges, total school enrollment last fall was 48.7 million, up 1 million in the year.

The one thing that is going down is the number of school systems—but there are still a goodly number for you to deal with. In the 1961-62 school year, there were 37,025 public school systems in the United States—a drop of 16,000 in five years.

Most systems procure individually, too. There's some consolidated purchasing in New York, and North Carolina, on a state-wide basis; and moves toward consolidation in California, some sections of Michigan and Florida.

School furniture and furnishings

One trend that education specialists in government have noticed for the past couple of years is adjustability in furniture, so that desks may be used from the lower grades through college (if need be) simply by adjusting their height. Some chairs are adjustable, too. Manufacturers are

approaching this from many different ways. The aim is to cut down a school system's inventory—they can buy one desk, perhaps, and use it with three or four different chairs. The advantage of this is most pronounced in junior high schools where a youngster may outgrow a desk, standard type, from September to June.

Most manufacturers have incorporated stackability into their lines, too. But both this feature and adjustability run into one problem—teachers often aren't taught to use them. The result is that extra-cost units aren't utilized as they should be—and then don't become as popular as they might.

School colors

The popularity of different colors is one of the most cheerful signs of the school contract furniture and furnishings boom. While most manufacturers carry four to eight standard colors that will blend with new building colors, they can supply almost any color a school will want. This has extended even to the science laboratories, where the old tabletop (any color as long as it's black) has given way to four to six different choices. Chalkboards, too, but schools still take mostly black and greens.

School libraries

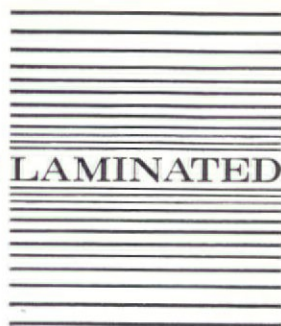
Here's one of the noteworthy areas of progress. There's more living room comfort in school libraries, as there is in new public libraries. And the overbearing appearance of checkout counters and other workspace is going down to defeat before the new laminated plastics and new metal treatments, and to modular design so arrangement can be altered to suit the library's purpose or librarian's whim.

Contract furniture needs

The company that can come up with a better

(Continued on page 12)

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Circle No. 9 on product information card

OUR WASHINGTON REPORT

CONTINUED FROM P. 10

teacher's desk may find school superintendents beating vouchers to its door. This is one area of the school that's still old-fashioned, we're told. Companies are working on work-centers for teachers, which can be used as a conference center, perhaps include a tv-monitor, other new-fangled teaching needs. Television could become the big influence in changing concepts of what a teacher's desk needs to look like.

Procurement differences

Are there any ways to classify school system differences in buying new furniture? Yes, there's at least one way to tell. It's not by region, not by small town versus large, but by that common denominator—the money it has to spend. If a system has little money, it probably will buy tablet-arm chairs. If it has a good deal—get in touch with it.

Procurement patterns

For the firm in the contract furnishings industry that wants federal contracts, there's probably no better school for performance than an inspection

of what the federal government is out to buy, and what his competitors are doing to win the awards. Here are some of the recent federal invitations to bid, on contracts now closed, to give you some notion of what's going on in this widespread large-volume field:

General Services Administration, Kansas City—Metal furniture. Bedspreads.

GSA, Washington—Composite metal and wood quarters furniture, 4600 each. Polyurethane hospital bed mattresses, 120 each. General office steel chairs, indefinite quantity, Aug. 1, 1963 through July 31, 1964. Tubular steel lounges and tables quarters furniture, 172 each. Upholstered living room furniture, 2075 each. Also, 2849 each.

GSA, Fort Worth, Tex.—Tubular furniture various quantities.

Defense Clothing and Textile Supply Agency Philadelphia—Bed mattress foam rubber padding, various quantities.

GSA, San Francisco—Hospital furniture and equipment, including settees, tables, chairs benches, desks, credenzas, bookcases, cabinets.

GSA, Denver—Household wood furniture, miscellaneous pieces, 38 units.

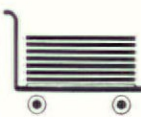
Army Mobility Service Center, Columbus, O.—Brass floor lights, 369. Table lights, 716 each. Floor lights, 420 each.

(Continued on page 68)

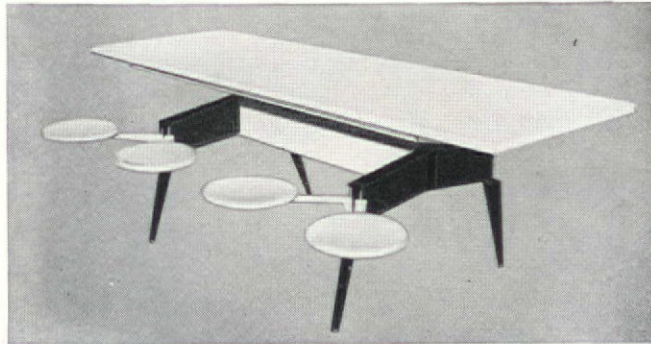
CHF DETACH-ABLE



NEW! . . . store-away ease. Top . . . base . . . column . . . all detach in seconds for quick, easy storage. Permanent beauty of pedestal type tables convert Dining Rooms into Auditoriums, Meeting Rooms, Lounges, Social Halls or Display Areas for economical multi-use of space.



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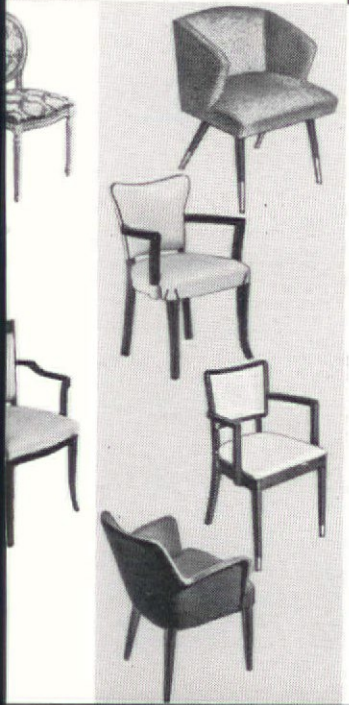
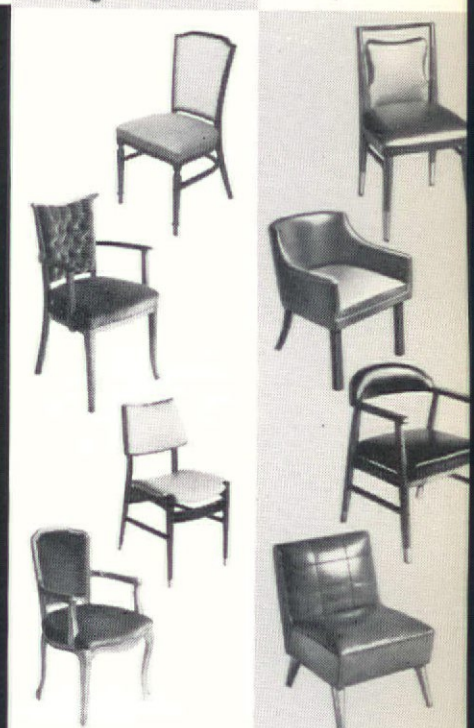
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North Chicago, Illinois

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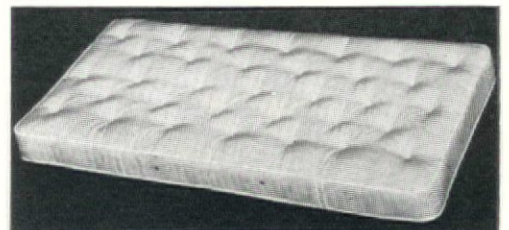
No-Sag construction make Zimet Beds, Divans and Folding Cots "Student-Proof". With #10 Gauge wiring secured to a sturdy, non-tip frame, Zimet Beds are designed to absorb long years of use . . . even abuse . . . without forming back-breaking mattress traps . . . uncomfortable hammocking. Only Zimet's 50 years of experience in "Sleep-Engineering" could have produced a unit so strong and resilient . . . so functional and beautiful. Created to fit minimum space requirements, Zimet will redesign any unit to suit exact specifications.

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HOLLAND-MAID inner-spring unit
Style: WONDERBUILT by ZIMET

Circle No. 106 on product information card

How do you make a motel lobby seem homey?

See red, suggests decorator Chester H. Johnson of Denver. And that's just what new arrivals at the Flamingo Motel in South Sioux City will see: a cheery expanse of bright red carpeting. It's "Norgate" by Masland and a perfect example of the blending of style—note the transportation motif executed in black—with the durability and practicality Masland is famous for. If you're faced with a decorating challenge, come to Masland. If the solution isn't presently in our large line of contract carpets, we'll create it just for you.

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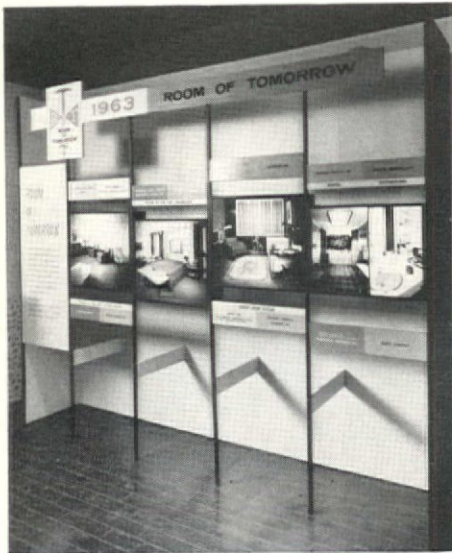


CONTRACT BUSINESS: Notes & Comments

Room of Tomorrow plans for '64

Sponsors of the forthcoming 1964 Room of Tomorrow named its executive committee of six members and elected E. E. Ranahan of the Simmons Co. as chairman to replace Roger C. Wilde, who is retiring from Simmons in October. The new executive committee is comprised of Robert Caldron of the Crane Co.; Melvin Deutsch, Cohn-Hall-Marx; A. J. Hocking, U.S. Rubber Co.; Mrs. Natalie S. Marcus, Amtico Flooring; Mrs. Gordon Parker, Parkwood Laminates, Inc. The 1964 Room of Tomorrow, the sixth in the annual series, will be designed by Barbara Dorn, AID, and will be a prominent feature at the National Hotel-Motel Exposition this November.

While plans for the 1964 Room con-



tinue, a traveling exhibition (see cut) of the 1963 Room, designed by Roy Beal, FAID, displayed at last year's show in New York City's Coliseum, is currently touring the country. The 10-foot, well-lighted display shows color photos of various parts of the 1963 Room.

End plans \$1 million motor-hotel

Henry End Associates, with interior design offices in Miami, New York, and Los Angeles, has been retained to design the interiors of a million dollar Convention Center Motor-Hotel which is being built by Property Investors, Inc., in Hobbs, New Mexico. The new motor-hotel will have 80 rooms including suites, a coffee shop, dining room, patio cafe, lounge, ballroom, and poolside cabanas. The public area space will cover 13,000 square feet.

Stockwell winner announced

Willard J. Giles, Jr., New York City, was named winner of the first Lucile Stockwell Chatain award of \$500 for European study, to be presented annually to a second-year interiors student at Parsons School of Design. Sponsored by Stockwell Wallpaper Co., the competition consisted of planning the entire furniture layout for a New York luxury apartment. Emphasis was upon the use of wallpapers from the current Stockwell collections.



In photo, winner Giles, center, stands before his entry with Stanley Barrows, left, Parson instructor, and Robert Castle, right, chairman of the interior design department. Runners-up were Edd Parente, Forest Hills, N.Y., second place, and Terry Mally, Scarsdale, N.Y., third place.

D & D show moves to Coliseum

The Fourth Annual Decoration and Design Show, having gained in national prominence, will be held this year, for the first time, in the New York Coliseum, October 12 to 20. Sponsored by the Resources Council Projects, Inc., and the New York Chapter of AID, the exhibition will be known as The National Decoration and Design Show. A model of the show, created under the direction of a number of leading designers who incorporated many new ideas, was displayed in New York City recently. Floor plans and price lists are now available to prospective exhibitors from Stuart B. Greet, Chairman, National Decoration and Design, 509 Madison Avenue, New York 22, N.Y.

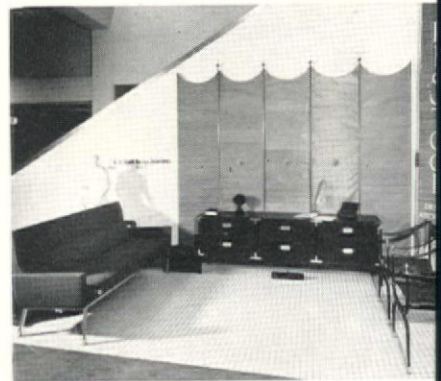
New Workshop at Restaurant Show

A Designers' Workshop will be conducted for the first time at the National Restaurant Show on May 22-25 at McCormick Place, Chicago. Developed in conjunction

with Shelby Williams, seating and contract furniture manufacturer, the special planned Workshop will make available ideas and talents of those interior designers responsible for many trends and developments in the field and is expected to become a regularly scheduled event of the Show. For the first Workshop, the designers are: Jinx Dobbins, Interiors Unlimited; Carleton Varney, Dorothy Draper & Co.; Ken White, Ken White Associates; Harry Backus, Backus Associates; Richard Kramer, Integrated Design Associates, Inc.; Drew McNamara, interior designer; Robert O. Burton, Robert O. Burton, Inc. Each designer will be available for discussion or consultation.

Designer displays at show

R. P. Stock Design Associates, specializing in hotel-motel work, attracted considerable attention as the only design firm represented at the Chicago hotel-motel show that took place early



March. Stock promises to service its clients with a complete contract design and furnishing service that includes creation of custom pieces as well as knowing selection of furnishings from manufacturer existing lines. R. P. Stock, head of the new firm, was formerly executive director of design for the contract department of Montgomery Ward.

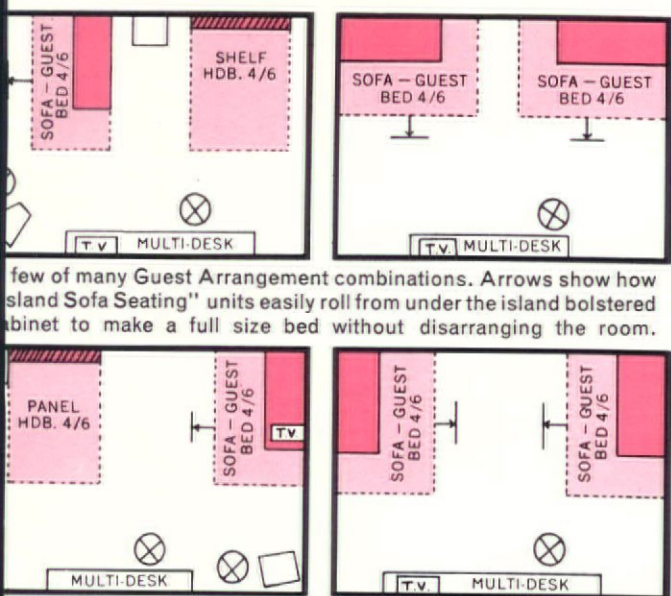
Architect adds interiors dept.

Stamford architectural firm of Sherwood Mills & Smith has expanded its service with the creation of a new department in interior design. Frances E. Wilson, formerly a member of the firm's color division, will direct the new department which will offer complete planning of interiors with detailed schemes for all furnishings, fabrics, materials, and basic color coordination.

(Continued on page 1)



New Guest Arrangement Groups by KROEHLER



A few of many Guest Arrangement combinations. Arrows show how "Island Sofa Seating" units easily roll from under the island bolstered binet to make a full size bed without disarranging the room.

Fashionable in design, dramatic in flexibility

The above illustration and sketches on left exemplify the extreme versatility of Kroehler "Guest Arrangement Groups." Now modern innkeepers can provide an executive suite without loss of functional space. Note how the exclusive "Island Sofa Seating" eliminates need for a complex of chairs, pulls out easily to a full size bed and appeals to both family and traveling man. "Guest Arrangement Groups" are available in smart styles, finishes and a variety of desk and storage units.

KROEHLER MFG. CO., Contract Division
666 Lake Shore Drive, Chicago 11, Ill.

Please send me additional information on "Guest Arrangements" and other Kroehler Contract designs.

name (please print)

address

city

zone

state

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YOU CAN BE CONFIDENT WITH

KROEHLER

WORLD'S LARGEST



FURNITURE MAKER

CONTRACT BUSINESS: Notes & Comments

Isabel Scott opens Mart showroom

Isabel Scott Fabrics, manufacturer and importer of custom-styled fabrics, has opened a permanent showroom in the Merchandise Mart, Chicago, in Space 1180 of the Mart's newly developed contract furnishings floor. The new showroom will service Midwest architects and interior designers.

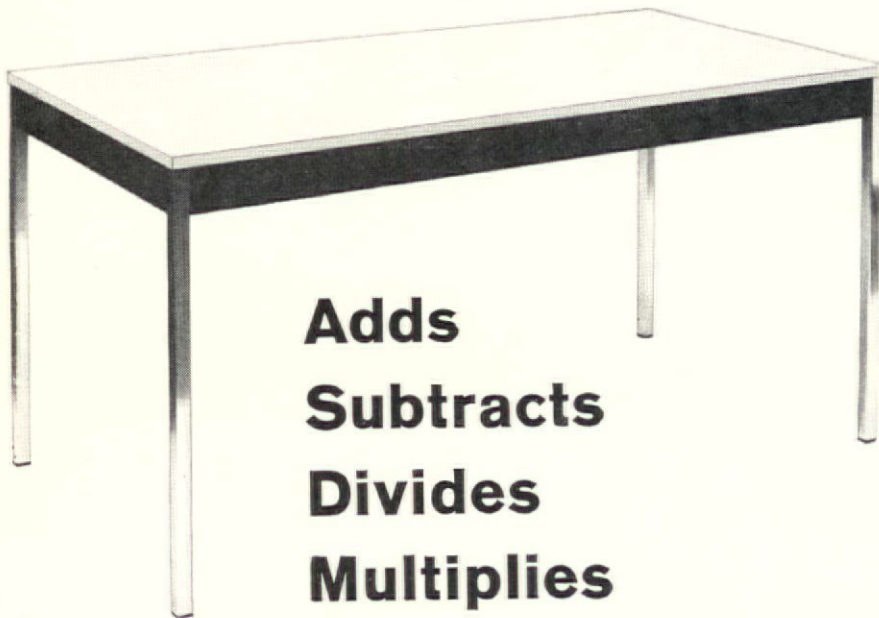
Prefab roof top pool developed

A new lightweight prefabricated roof top pool has been developed by Holiday Pools,

Inc., to answer the needs of hotels, motels, apartments, etc., planning pool installation above ground level. The pools are prefabricated in one piece of laminated fiber glass, using honeycomb sandwich construction principle to produce a water tight structure. Interior finish, an integral part of the pool, is a smooth, non-porous, tilelike polyester resin in a choice of colors. A simple steel cradle is easily adapted to existing or proposed supporting columns. The pool is then quickly lifted into position and guided into the cradle. In developing the roof top pool, Holiday worked with a team of three leading engineering



and architectural firms and pretested, job-tested the structure. The first installation was made last summer at the Desert Sahara Motor Hotel in Spok



**Adds
Subtracts
Divides
Multiplies**

Add, subtract, multiply and divide offices by using HOWE CustomLine Folding Tables like this one to make multi-purpose use of space.

Multi-purpose space usage cuts operating costs. It also boosts efficiency. Little wonder: one multi-purpose room houses as many activities as three, four—even five—single-purpose rooms!

HOWE CustomLine tables' folding feature insures the flexibility and handling ease needed for multi-purpose room arrangements. In addition, they incorporate the modern, decorator styling and structural sturdiness of fine office furniture.

For more information on how to add, subtract, multiply and divide office space by using HOWE CustomLine Folding Tables, write for our booklet, "Making multi-purpose use of space." It's free.

HOWE FOLDING FURNITURE, INC.

360 Lexington Ave., New York 17, N.Y.

If it folds — ask HOWE!

Circle No. 15 on product information card

Space planning symposium

Some 90-odd planning and design firms received a detailed questionnaire last month, which will form the basis for the first exploratory symposium on space planning and office design. The symposium is scheduled to appear in the July 1963 issue of CONTRACT. Planning firms interested in receiving the questionnaire should contact us immediately.

New S.F. Mart contract showroom

A new showcase for contract furnishings opened recently in the Western Merchandise Mart, San Francisco, displaying lines by Vista Furniture Co., Costa Mesa Furniture Co., and Beelner & Thomas Furniture Mfg. Co. Sam Wenegrat is northern California representative for the three firms sharing the showroom. Celebrating the recent opening are, left to right, Wenegrat; Henry Adams, Mart's general manager; Jack Gregory, Vista's manager; Fred Gruen and Harry W. both of Albers-Gruen & Associates, contract design firm.

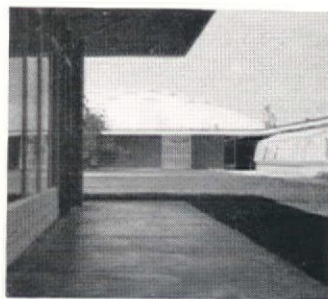




Flame-resistant draperies with Rovana®

The main library of the Wayland Senior High School in Wayland, Massachusetts exemplifies the architect's basic aim for the school: to provide the atmosphere that best encourages study. To enhance the spaciousness of this appealing room, the decorator, Natick Mills, chose a M. H. Lazarus fabric made with Rovana saran flat monofilament. These draperies are permanently flame-resistant; effectively control light at all times and lend unusual beauty to the library. Fabrics with Rovana are dimensionally stable and economical to maintain. Fabric shown: Admiration RO-X by M. H. Lazarus; 22.6% Rovana, 54.2% Verel*, 23.2% 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 Dept., The Dow Chemical Company, 350 Fifth Avenue, New York 1, N.Y.

DRAPERIES OF
ROVANA

THE DOW CHEMICAL COMPANY 

Circle No. 16 on product information card



ROBERT A. BERGER has been appointed Executive Director of National Office Furniture Association, Inc. With twenty-six years of experience in the field, Mr. Berger was formerly a manufacturer representative, vice president of Standard Furniture Co., president of Macey-Fowler Inc., and vice president of Stow & Davis Furniture Co. He replaces John R. Gray, who recently announced his retirement from the NOFA post. Headquarters will be in Chicago.

JOSEF H. SINGER has joined Ben Rose, Chicago fabric firm, as sales manager for the eastern United States. Headquarters will be at the New York showroom, 501 Madison Avenue. Mr. Singer was formerly a member of M. Singer & Sons furniture manufacturer.

JAMES MCGUINN has been named by International Design Center to head its new mid-west sales office in Chicago.

DOUGLAS A. DICKEY was elected treasurer of the Roxbury Carpet Co. at the annual stockholder meeting in April. He succeeds HENRY M. DOAN who was named vice president in charge of manufacturing.

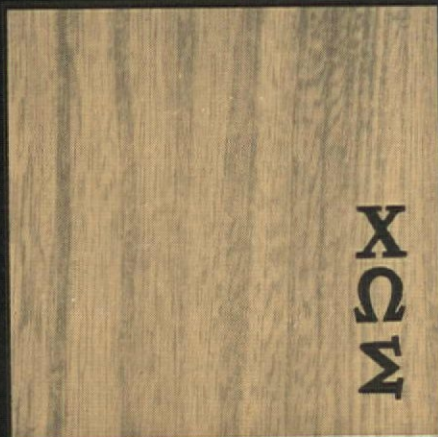
MARIAN MORTON has been appointed national design coordinator for Jack Lenor Larsen, Inc. Ms. Morton will synchronize design, promotion, and sales activities and will direct special assignments and architectural commissions for the firm.

EARL DOW is new Metropolitan Furniture Co. representative for Louisiana, Mississippi, and Alabama.

ANDREW E. PROBALA has been named a design executive of Irvin & Co., Cleveland interior design firm providing design facilities and architectural services for both residential and commercial accounts.

Howell Co., St. Charles, Ill., has named FRED BLOEMPOT, JOHN SCHMITT, and G. THOMAS MORTLAND as sales representatives of its contract division. The three men will cover New York City and maintain headquarters at 1 Park Avenue. Two other sales representatives for the contract division, JOSEPH LEVINE and BARNETT LEVINE, will cover the New England states.

(Continued on page

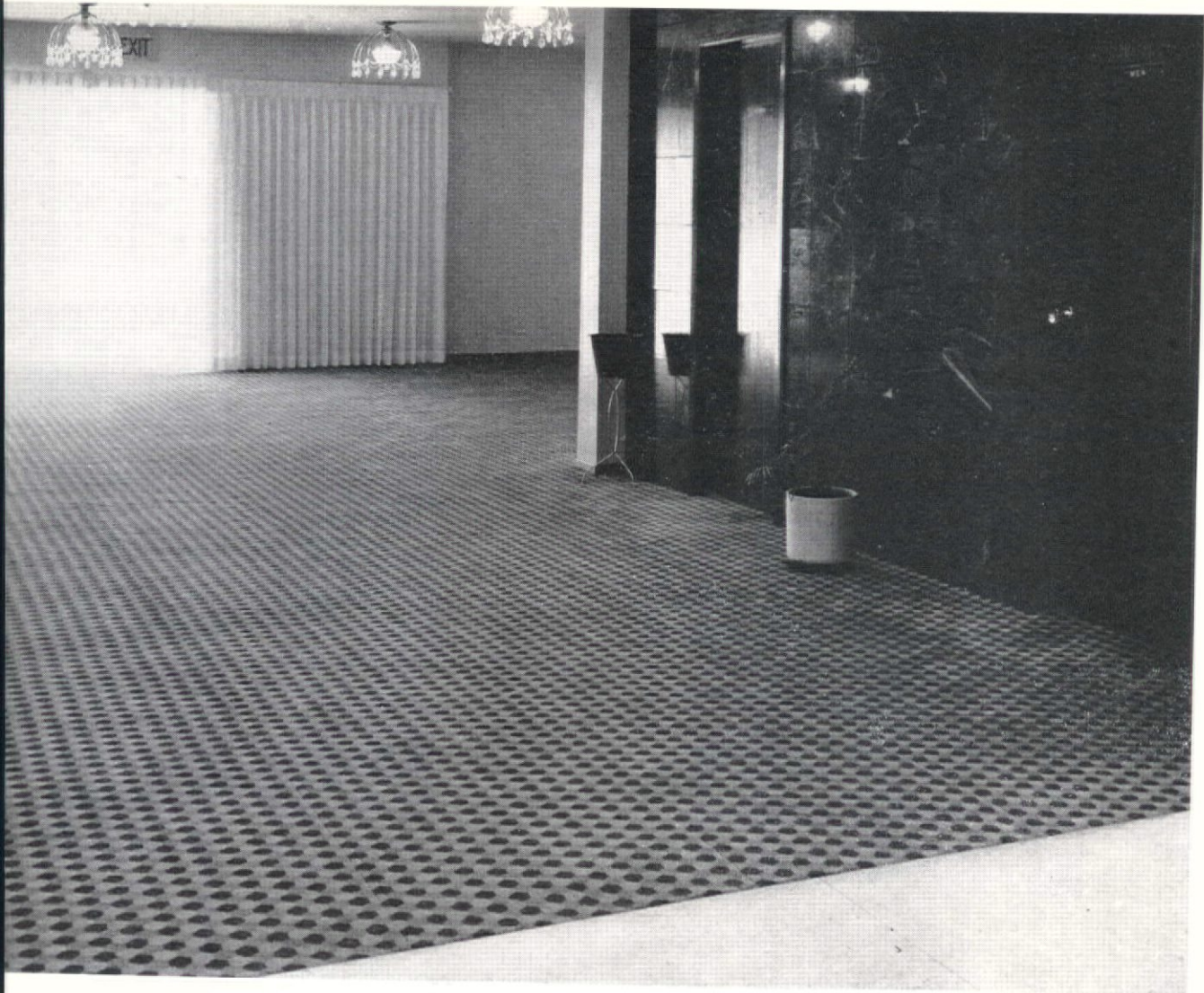


G-E Textolite—an ideal maintenance-free surfacing for free-standing or built-in dormitory furniture. Wide range of patterns and colors offers unlimited design flexibility. Available through leading contract furniture manufacturers. Write for samples.

GENERAL  ELECTRIC

GENERAL ELECTRIC COMPANY, Coshocton, Ohio Dept. CT-53
 Send samples of G-E Textolite® laminated plastic.
 Name _____
 School or Firm _____
 Address _____
 City _____ Zone _____ State _____

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The foyer of Los Angeles' Doheny Towers
says "Welcome" . . .
thanks to carpeting by

HARDWICK

BROADLOOMS

Hardwick is especially adept at designing carpeting
bringing out the important characteristics and unique
highlights of a smart decor. You can see that here.

What you don't see is the exceptionally durable quality.
There . . . Hardwick's 125 years of experience guarantees it.
When you plan a carpet installation, let us demonstrate how
Hardwick carpeting combines beauty and practicality
economically. Write or call Hardwick Contract Department,
& Lehigh Avenue, Philadelphia 33, Penna.

FREE! Hardwick's new "Estim-Aider"

In Hardwick's "Estim-Aider" are ACTUAL CARPET SWATCHES
showing today's newest and most popular contract qualities.
No matter what your decorating project, if it includes carpet-
ing, the "Estim-Aider" will help you demonstrate carpeting
dramatically, professionally and effectively.



Hardwick & Magee Co.
7th St. and Lehigh Ave., Philadelphia 33, Pa.

Gentlemen: Please send me, without charge or obligation,
your new "Estim-Aider" . . . the contract carpet guide pre-
pared as a Hardwick professional service.

Name _____
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Address _____
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HARDWICK & MAGEE CO.

Makers of fine carpet since 1837

7th Avenue at 7th Street, Philadelphia 33, Penna.

London • Chicago • Dallas • Detroit

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PEOPLE

FRANK RANALETTO and ALVIN MARKOFF have been appointed sales representatives for Madison Furniture Industries, Canton, Mississippi. Mr. Ranaletto will cover upper New York State; Mr. Markoff will cover Wisconsin, Indiana, and Northern Illinois, except for Cook County.

Virtue Bros. Mfg. Co., Los Angeles, announced the following two appointments: PAUL EVENSON, director of marketing, and JOHN KOCH, director of manufacturing.

ARTHUR LAWRENCE, JR., architect, has opened offices offering total services for the design of interiors under the firm name of Arthur Lawrence Associates, located at 1900 Euclid Ave, Cleveland 15, Ohio.

BETTY M. KING has been appointed account executive for Designs For Business, Inc., planners and designers of business and institutional interiors. Miss King will concentrate on accounts and work relating to the firm's institutional division.

HANK GROGOITTI and AL STAPLES have joined the interior design staff of Western Contract Furnishers, commercial interior design firm.

ARTHUR W. SELLERS has joined The Durham Mfg. Corp. as vice president-marketing.

HAYGOOD LASSETER, FAID, has opened design office in the International Design Centre Building, 41 North Miami Avenue, Miami.

Stow & Davis Furniture Co. has appointed BLAINE G. MOLSBERRY as district sales manager for California, Nevada, and Arizona.

WILLIAM SIMMONS has announced the opening of his own office for the practice of interior design with offices at 242 E. 51st St., New York City.

HOMER A. SHREWSBURY JR., Miami, has been named interior designer for Management Directors Inc.'s new \$8.5 million motor-hotel in Columbus, Ohio. The 21-story building is due for completion in September, 1963.

Sumner J. Robinson

Sumner J. Robinson, president of Loomweaver Corp., died last month. He was 61 years of age.



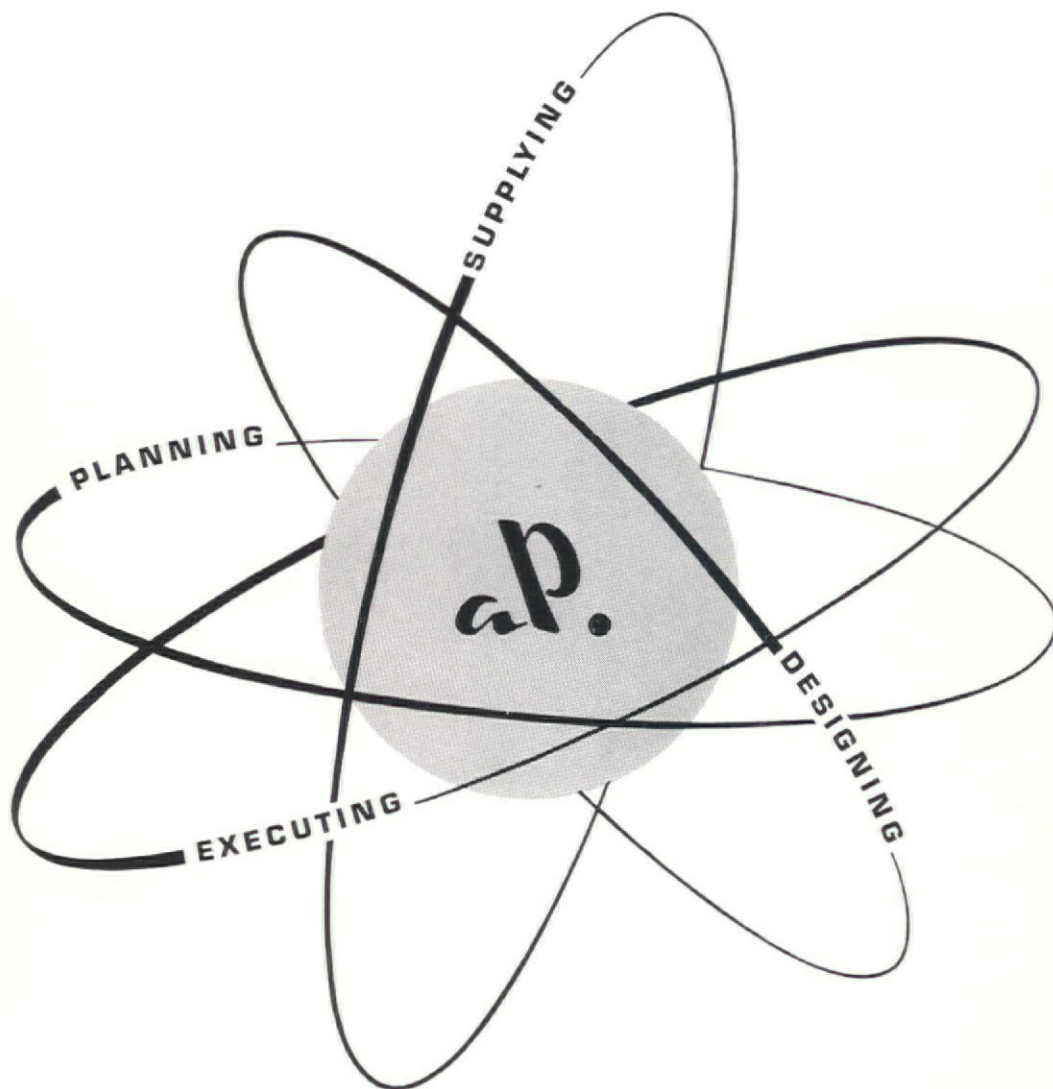
KITTINGER

IN AMERICA'S FINEST OFFICES...

Send for NEW 64-page Contract Furniture Catalog. Kittinger Company, 1895 Elmwood Avenue, Buffalo 7, N. Y.

Showrooms: NEW YORK • BUFFALO • BOSTON • CHICAGO • ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO

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TOTALITY ... the Albert Parvin & Company concept of interior design. From the initial planning, through the designing, supplying, and executing of your furnished interior you get complete service from one company. All you have to do is say the word.

Interiors for American Business
HOTELS / RESTAURANTS / BANKS / OFFICES / INSTITUTIONS

Albert Parvin & COMPANY 120 N. ROBERTSON BLVD. / LOS ANGELES 48, CALIF. / OL 2-5760

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NEW PARKWOOD WALL SYSTEM

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



INTERNATIONAL



DESIGN AWARD



PARKWOOD

Call in your

PARKWOOD REPRESENTATIVE for

- OUTSTANDING PERSONAL SERVICE
- OUTSTANDING STYLE, QUALITY AND DESIGN

- OUTSTANDING NEW SAMPLES (wood reproductions, colors, leather)

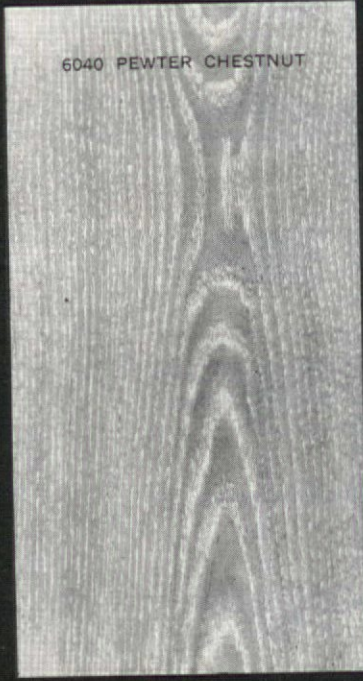
Available in Standard Lustre, Standard Mattex and new FLAT Mattex.

PARKWOOD LAMINATES INC.

DEPT. 5 • 134 WATER STREET • WAKEFIELD, MASS.

6010 WAKEFIELD WALNUT

6040 PEWTER CHESTNUT



CONTRACT NEWS

FURNITURE ASSOCIATES, div. of Lighting Associates, Inc., New York City, has been appointed distributor for BURKE, INC., Dallas, designers and manufacturers of contemporary furniture.

PALLADIO CONTRACTS was recently organized as a division of F. J. NEWCOMB Co., specializing in ornamental work for interior decoration and including a special-order design service. Headquarters will be at 210 East 52nd Street, New York City.

FIBERSALES CORP., High Point, N. C., has been appointed sales agent for FEDERAL INDUSTRIAL, producer and supplier of vinyl coated fabrics.

MASTERPIECE MIRROR CORP., a newly organized firm formerly known as the Mirror Div. of Hooker Glass & Paint Mfg. Co., is planning a million plant expansion program in its first large scale move since it severed itself from the parent organization.

BERVEN OF CALIFORNIA, manufacturers and distributors of Berven custom-made and broadloom carpets and rugs, has moved to its newly purchased and remodeled building at 645 Battery Street, San Francisco, which will house both offices and showrooms.

BELA DIVISION has increased its portable sea and school furniture manufacturing facilities more than 30 percent with the acquisition of three floors of the plant owned by parent company, J. & J. Tool & Machine Co., Chicago.

THE ANNEX, Atlanta, Ga., will represent KAMANN ASSOCIATES in the Southeast and will display primitive paintings, contemporary paintings and wood carvings from the Mann collection.

NELSON/THOMAS & Co., INC., has been appointed the franchised dealer for Columbia office furniture in San Diego, Cal., by Standard Pre-Steel Co., manufacturer of Columbia products.

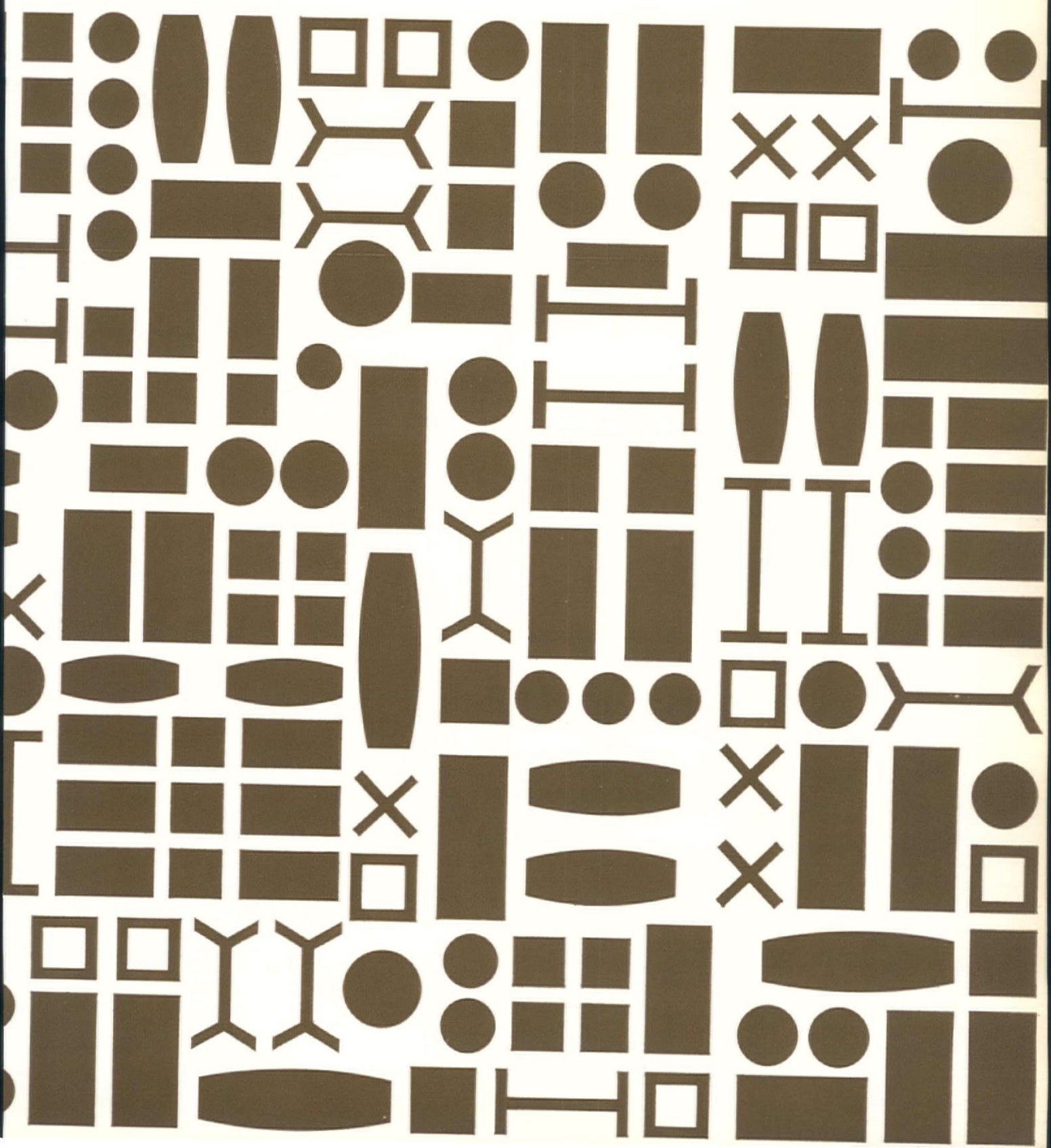
A new organization that will manufacture high quality tufted carpet has been established under the trade name of BEMPORAD CARPET MILLS. The new organization will operate Croft Carpet Mill plant in Fort Oglethorpe, Georgia. Executive offices will be in New York City. Officers are: F. C. Bemporad, chairman of the board; H. Allen; Fred Novosel, vice president of operations; Al Isaacson, treasurer; Lewis Manilow, secretary.

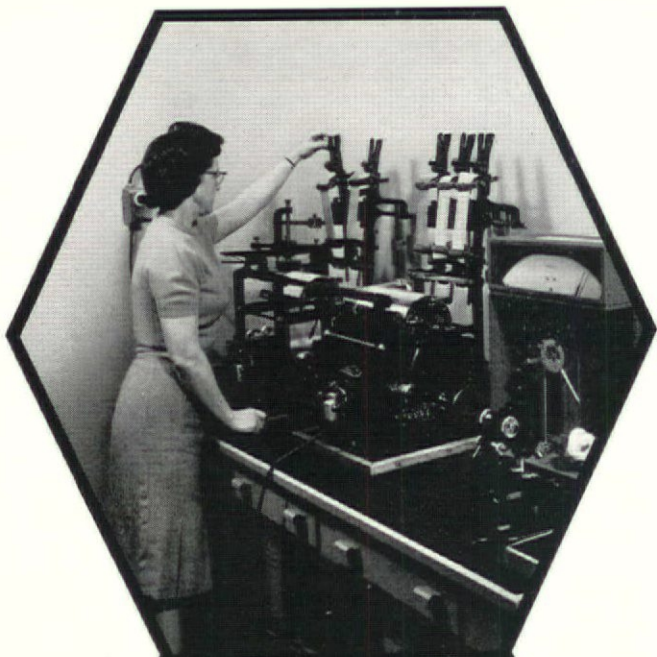
(Continued on page 21)

← Circle No. 21 on product information card

Circle No. 22 on product information card

le variations to meet almost every design requirement. For information, write Dept. C5, Lehigh Furniture
ion, 16 East 53rd Street, New York 22. In Canada, Artwood-Lehigh, 894 Bloomfield Avenue, Montreal





Controls like
these keep our
quality high!

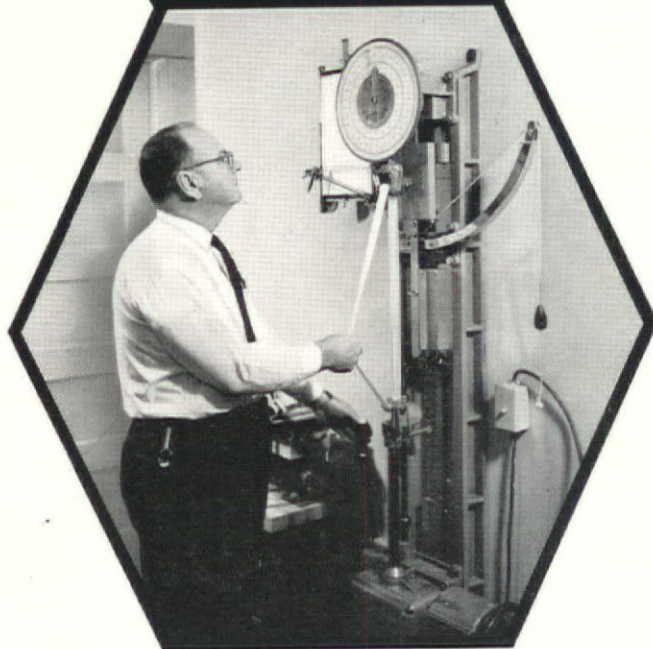
Consistency of quality — that's the important
business-builder La France offers its customers.

You can always depend on La France.

LA FRANCE
Industries, Inc.

145 E. 32nd St. New York 16
Murray Hill 5-1622

CHICAGO: American Furniture Mart
LOS ANGELES: Los Angeles Furniture Mart



Circle No. 23 on product information card

CONTRACT NEWS

CONTINUE

JOHN J. GREER, AID, has been appointed the official interior design consultant for the French Pavilion of the New York World's Fair 1964-65. The Pavilion is being designed by Sidney L. Katz, FAIA, of Katz, Waisman, Weber & Strauss.

GENERAL ELECTRIC has opened a new distribution center for Textolite decorative laminated plastic surfacing material at 1125 Hub Street, Houston, Texas.

MOLLA, INC., manufacturer of metal furniture, will move to the 11th floor of Chicago's Merchandise Mart in time for the June market. The Fluitt & Orr showroom, which features the Molla line, will move to Space 1120 on the Mart's new 11th floor contract furnishings center.

Effective immediately, the ANTON MAIX line of contemporary drapery, casement and upholstery fabrics is being distributed to the trade, including architects, interior designers and decorators as well as through contract purchasers by LIGHTING ASSOCIATES, INC., New York City.

Corrected report of Graham talk

Certain inaccurate or incomplete statements were made in this magazine's February 1963 report on Jane J. Graham's talk at a January press conference during the Chicago winter market.

1. Mrs. Graham did not state directly that "Only B...Co. has produced quality wood furniture for contract use" and "Only S...Inc. has made a satisfactory metal desk." She did mention both favorably by name, identifying one as "the only people that have been able to do excellent work for me in wood," and the other as "first interested in developing an up-to-date design in steel furniture..." Mrs. Graham's remarks should be understood as applying to her own experience, and not to the entire industry.

2. We stated Mrs. Graham had designed B...Co. and S...Inc. Actually, her designs (while a junior partner at Skidmore, Owings & Merrill) were made in behalf of specific paying clients, and manufactured by various factories, including B...Co. and S...Inc., as well as others. These factories were not her clients.

These unintentional errors resulted from lack of complete information and the absence of an accurate copy of Mrs. Graham's actual talk. We regret the error and trust this statement will set the matter straight.

Circle No. 24 on product information card



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

The Shelby Williams Story

*A Few of the Outstanding
Shelby Williams Installations*

Port-Of-Call

Tierre Verdes, Florida
DESIGNER—*Franklin Hughes*

Robert Treat Hotel

Newark, N.J.
DESIGNER—*Dorothy Draper & Co.*

Sheraton O'Hare

Chicago, Ill.
DESIGNER—*Integrated Designs*

University of Maryland

College Park, Md.
DESIGNER—*Ken White Associates*

Ramada Inns

DESIGNER—*Jinx Dobbins*

Jack Tar Hotel

Clearwater, Florida
DESIGNER—*Homer Shrewsbury*

Park Motor Inn

Madison, Wis.
DESIGNER—*Drew McNamara*

Richland Hills C.C.

Nashville, Tenn.
DESIGNER—*Robert O. Burton*

American Hotel

Hong Kong



OVER TWO MILLION CHAIRS AGO, Shelby Williams entered the seating industry.

But, beyond even that amazing number of chairs there is an impressive tradition of skill and craftsmanship at Shelby Williams that is unmatched anywhere in this highly specialized segment of the furniture business. We refer, of course, to the amazing total of years of experience amassed by the many experts now at work in the Shelby Williams factories producing seating that has been termed "the industry's most remarkable value."

Building only on hard-won experience, Shelby Williams has added design leadership that, in itself, prompted a revolution in seating almost a decade ago—a revolution that is still in progress.

Typical of this leadership are two new groups of chairs presently being introduced by Shelby Williams. First is a group of metal chairs designed to express decorator influence in super-strong metal construction. Engineered for such unusually severe service as hotel banquet service or for heavy-duty cafeteria use, they capture a graceful appearance never before accomplished in metal seating.

A second group of new Shelby Williams chairs combines the luxurious richness and warmth of wood with great structural strength of perfectly proportioned metal. Here, wood is used to create an atmosphere of relaxing comfort and, when joined with natural cane, to impart highly styled emphasis to an interior feature.

Still another aspect of Shelby Williams leadership can be found in the completely new Contract Line which includes coordinated room furniture for hotels and motels. Maintaining the same outstanding quality found in all Shelby Williams seating, the Contract Line brings to room furniture remarkable durability, deep-toned woods, unusual attention to small details and a new high standard of styling that has already won acclaim from leading designers everywhere.

We invite you to investigate fully the Shelby Williams line. Whatever your problem of decor or service, you will find here styling leadership to meet your needs.

And you will find it nowhere else.

NEW TENNESSEE PLANT

Shelby Williams announces the completion of another step in its expansion program with the opening of a new manufacturing facility in Morristown, Tenn. on July 1, 1963.

NEW CHICAGO SHOWROOM

Beautiful new quarters in Chicago's Merchandise Mart—Room 1131-34 provide exceptional comfort and facilities for planning and selection of better seating. Similar showrooms are maintained to help you in Dallas, New York and Detroit. In Canada, Farquharson—Gifford, Ltd., Stratford, Ont. is licensed to produce Shelby Williams styles.

Shelby Williams



2290TB



3198MB



3193MB



2198SW



2127

HERE ARE A FEW OF THE
99 New Chair Styles
THAT ARE MAKING SHELBY WILLIAMS
THE TALK OF THE INDUSTRY



6501TB



6083U



6080U



6095



1314TB



8985AF



2907



3635



3620



3615



3570



8086A



8065



8500A



8518



9085



9947CH



9955



9923TB



2660CH

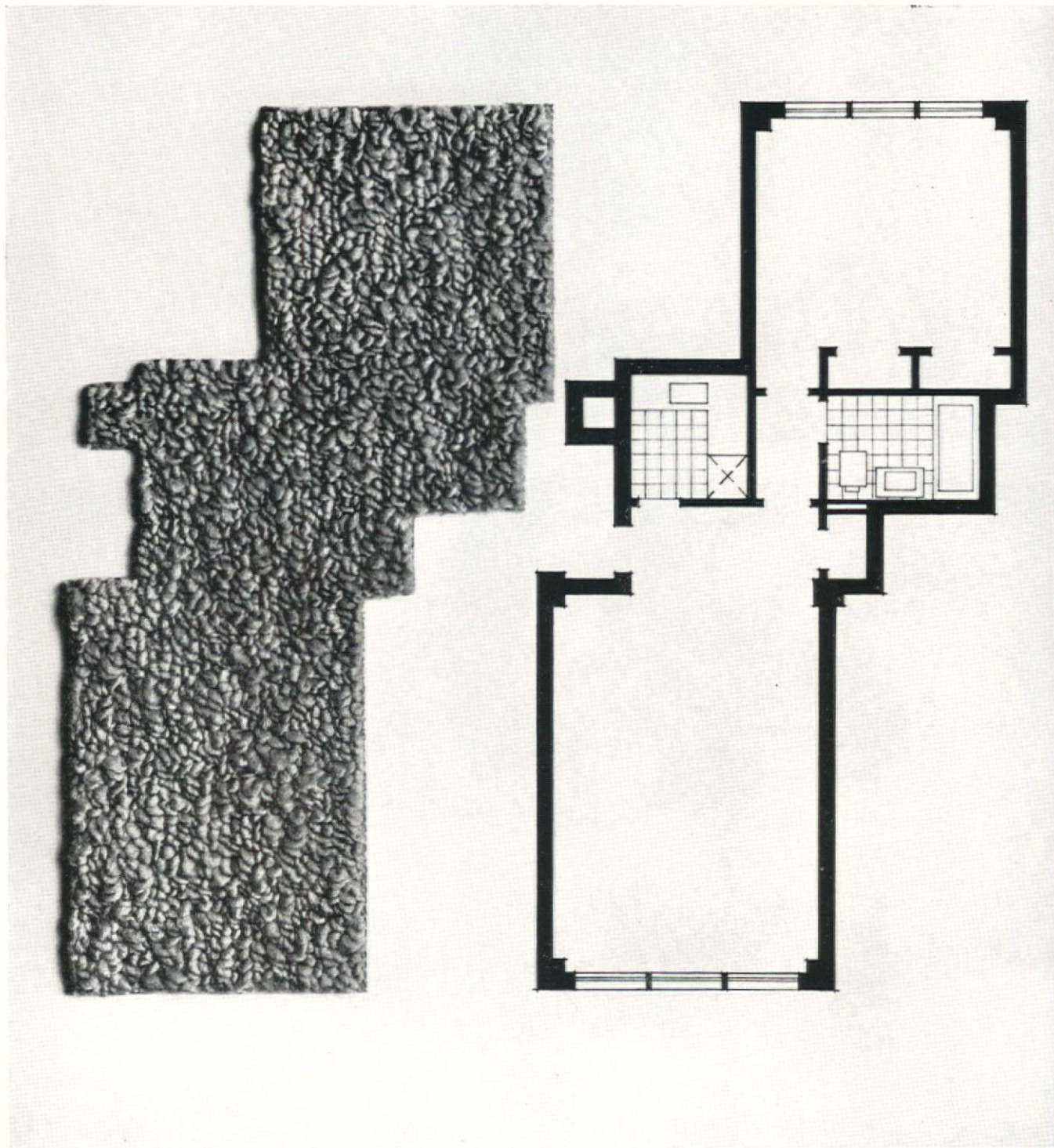


9910AL

MANUFACTURING, INC., 2500 W. OGDEN AVE., CHICAGO 8, ILLINOIS
Permanent Showrooms: CHICAGO • DALLAS • LOS ANGELES

SHELBY WILLIAMS OF CALIFORNIA, INC., 1319 E. WASHINGTON BLVD., LOS ANGELES, 21, CALIFORNIA

Circle No. 25 on product information card



The best floor plan: carpeting of Caprolan nylon

It's easy for a woman to imagine her furniture and family in an apartment that's luxuriously carpeted, wall-to-wall.

That's why it's so much easier to rent apartments with carpeting of 100% Caprolan® nylon pile.

And even though carpeting of Caprolan makes any apartment look more expensive, it doesn't have to be more expensive.

Here's why: Instead of investing in finished flooring, just install carpeting of Caprolan nylon over plywood subflooring.

And why Caprolan?

Because people love the beauty of its deep-dyed colors. Because it cleans so easily that maintenance costs are lower. And because it's so rugged and long-wearing it'll take heavy traffic, lease after lease.

So for apartments that rent easily and command good prices, include the *lasting* beauty of Caprolan nylon in your floor plans.

Caprolan nylon—it's the soft touch no woman can resist!

Pride, Noxon, Painter, and Trend: just a few of the fine mills that make carpet of Caprolan nylon.

Allied
Chemical

Fiber Marketing Dept., 261 Madison Ave., N. Y. 16, N. Y.

Circle No. 26 on product information card

THE SCHOOL FURNISHINGS MARKET



CIRCULAR science
library at Lake
Forest College,
Lake Forest, Ill., by
Perkins & Will,
architects.

IN THE MASSIVE TRY TO OUTPACE POPULATION PRESSURES, THE SCHOOL FURNISHINGS MARKET WILL DOUBLE BEFORE 1970, THE PRODUCTS THEMSELVES REVOLUTIONIZED. BY NORMAN KEIFETZ

THE demographers tell us that our academic population will double before the Sixties end; this gives our colleges and universities less than a decade to build a second educational system out of and around our existing one. Schools, both elementary and secondary, face a higher hurdle, which they must leap not in seven years but now.

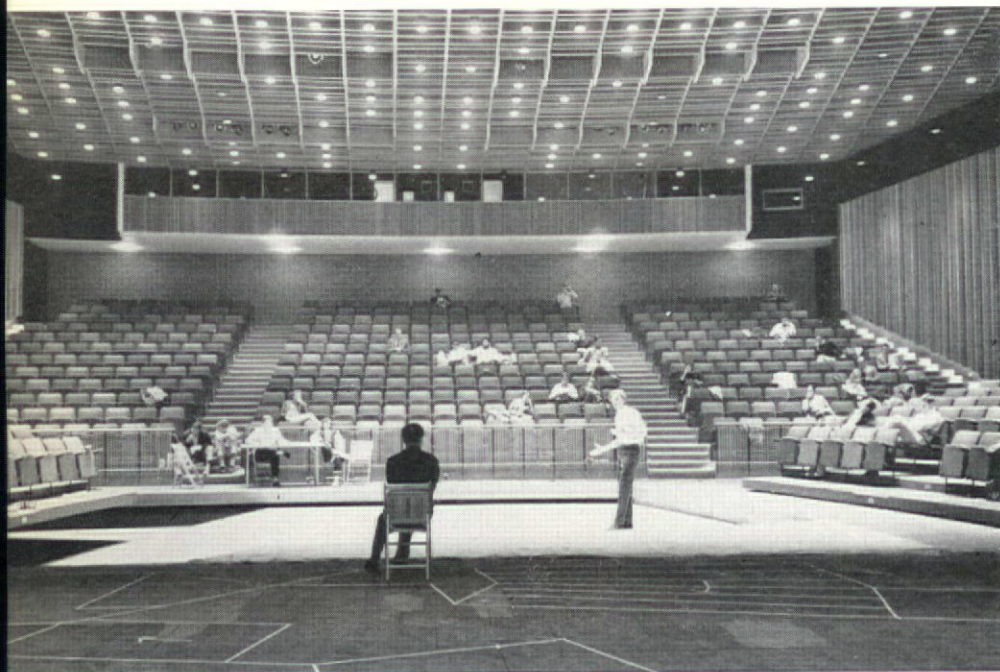
By 1964 this country will need more than 400,000 classrooms and, of these, most are needed immediately. The pressure of numbers in the Sixties, it appears, is involving our educational system in the kind of inescapable fate that the chap in Thackeray's *A Tragic Story* found himself: "And though his efforts never slack/ and though he twist and twirl and tack,/ Alas! still faithful to his back/ the pigtails hang behind him."

The problem is not only quantitatively great—it is also complex and diffuse in its magnitude; the unavailability of trained teachers, the dynamics of city growth and death, local control over major educational building decisions, et cetera. Since the problem hits the typical American in two touchy, protective spots—his children and his

pocket—there are rewards in working it out. For the architect, designer, and contract supplier there are additional rewards, more mercenary rewards, in finding a solution.

Schools are the second biggest business in this country, topped only by the government. One fourth of the people in this country spend their working day in school as students or teachers. A conservative estimate places the value of the existing school plants—public, private, or church associated—at over \$30 billion, which is roughly four times the assets of General Motors. Even if we assume that our schools fall far short of their Sixties' building goal, it still adds up to an impressive sum for the contract market. It is, of course, a difficult figure to predict; we must leave you to your own mathematics. But even Charles Wilson, vis-à-vis the scope, might consider a sudden rephrasing: *what is good for education is good for the country.*

If the problem of inadequate educational facilities is more intense today, it is by no means one we have just recognized. Since the end of World



HARVARD'S convertible auditorium (above), seats 588 and can be changed, in minutes, to an Elizabethan stage, to theatre-in-the-round, to a conventional stage. Lounge area of new library (above, right) at Wagner College, designed by ISD, Inc., design division of Perkins & Will, architects, who also completed the men's living center at Rockford College (right). The Rockford lounge is utilized as the group "living room" for three residence halls and has an apartment in its center for visitors.



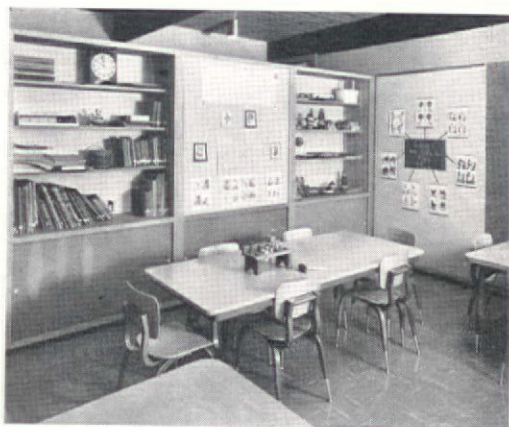
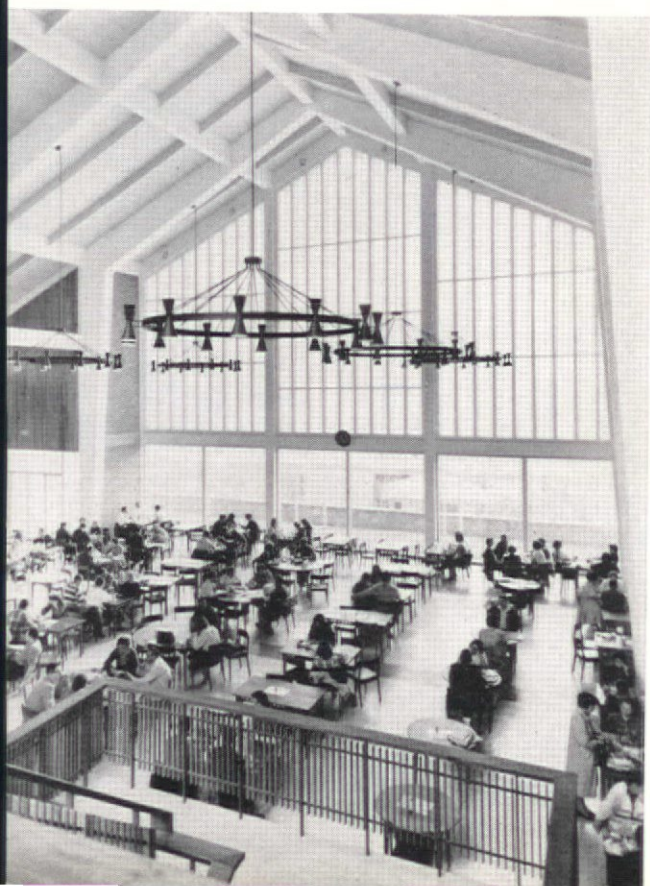
ar II, the vast changes that were evident in American society have led anxious educators to wonder if the American schoolhouse had been aware of the changes taking place in the world around it. At the same time educators began to question the basic processes of the schools: Does education take place best in a single classroom filled with 35 students and one teacher, with these classrooms divided by grade and the school day broken into an unyielding succession of periods with only a bell to remind both students and teachers that more of the same awaits them? Have we carried the idea of the Quincy School (the first American school, circa 1847, in which children were arranged by grades) too far? And have we forgotten that Emerson said: "The secret of education lies in respecting the student"?

This criticism got its biggest explosion in 1959 when Dr. J. Lloyd Trump—education's reorganization man—set a charge under the American classroom structure. He and the Commission of the National Association of Secondary School Principals put forth a set of recommendations ad-

vocating complete reorganization of the high school, including the teaming of teachers, the elimination of the ordinary classroom in favor of both smaller and larger classrooms, the employment of technology, and a greater emphasis on the resourceful and responsible scholar—all of which outmoded the classroom and the school as most of us know it.

New schools embodying some of Trump's proposals have been designed and built over the past few years, marking the beginning of an educational revolution that is dethroning the long Quincy reign in educational thinking.

Wayland Senior High School—which is either ironically or coincidentally located in the backyard of the still existing 1847 Quincy School—in Wayland, Mass., is a school that actually preceded the Trump report, but embodies many of its recommendations. The school consists of five flat-roofed buildings and a giant white dome set down in a field of green about a dozen miles from Boston's Quincy. It was the most talked about school in the country during the Fall of 1960. The funda-



REFECTORY at R.I. School of Design (left), used mainly as a dining hall, seating up to 425 students, is the work of Robinson, Green & Beretta, architects. Hillview unit of the Brown Schools in San Marcos, Texas, designed by architects Fehr & Granger, features a central patio, seen from most rooms, including the social room (right). Corner of a typical classroom (above).



THE SCHOOL FURNISHINGS MARKET

mental alteration at Wayland—from which most changes in arrangement and use of school space stem—was the unconventional approach to the role of the teacher—an approach most often called team teaching. Wayland's planners have organized their school around five teams, giving each a building of its own. The team areas are made up of a large group room, several seminar rooms, its own library/reference center, the team office and classrooms equipped to teach the team's subject. With this arrangement the exposition of any subject can be delivered by a single teacher to more than 100 students or the group can be broken down into smaller groups or seminar groups to explore the subject more intimately. Individual study is encouraged in the resource or reference rooms, centrally located in each team building, stocked with books, displays, periodicals, and teaching aids on the subject, which may be carried to and used at any of the many open desks or table and chair arrangements.

The design of the team area enables teachers to deploy themselves among the students from hour to hour according to what is to be taught to whom and where the emphasis is to be placed. Ideally, it is aimed at helping each student tailor a schedule to his individual requirements.

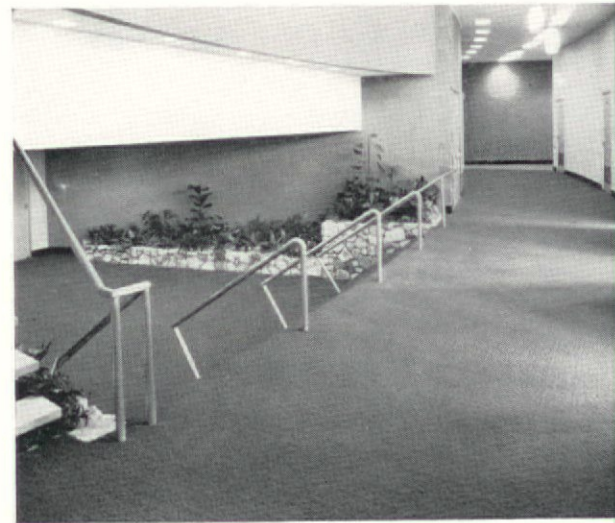


What has happened since Wayland and the Trump Report is that the school house is losing its long-time custodial atmosphere and has become more "homelike." Internally, the very specialized school furniture is beginning to give way to more conventional commercial furniture of the kind usually found in conference rooms or libraries of office buildings. This is not so very much true in the classroom itself where specialized furniture (no longer nailed down, however) still predominates, but it is happening in the school libraries, lecture halls, and study or seminar rooms.

The newest classrooms have also abandoned the old rectilinear shape for hexagons or trapezoids; their floors are tiled or carpeted and everywhere there are operable walls, providing a flexible mix of space.

Flexibility through operable walls

Since team teaching methods most often require classrooms that do not stay put, operable walls are a necessity in providing high utilization of space and in making the school more adaptable. Three years ago, when team teaching schools were on the drawing boards, there was not an economical operable wall on the market that would provide true speech privacy and still be removable or replaceable by the teacher. Today, of course, economical partitions of this kind have been fine



VARIOUS LEVELS and the creation of small reading groups lend a more personal environment to the library (left) at Chicago Teachers College North, an I.S.D., Inc. commission.

EXPERIMENTS WITH CARPETING have shown it to be an economically sound investment. Large areas of Boulder City High (above) are carpeted wall-to-wall.

sted and are available; its producers, before the decade ends, should find the school market substantial.

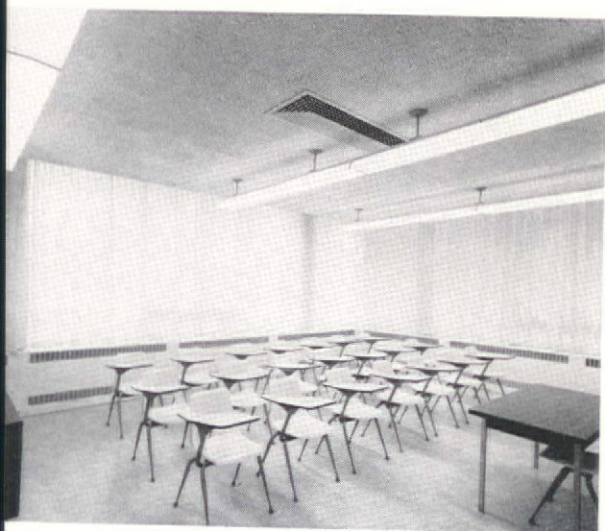
Manufacturers of office furniture are in for a similar treat, since teachers in new team teaching schools are no longer able to hang their hats in a classroom that changes into a large lecture hall during one hour and divides into seminar rooms the next.

As a case in point, the campus of the Chicago Teachers College, one of the milestone schools of the self-inspective Sixties, radiates from a six-story administrative and office building. The interior was planned by I.S.D., Inc., the space design division of Perkins & Will, architects for the project.

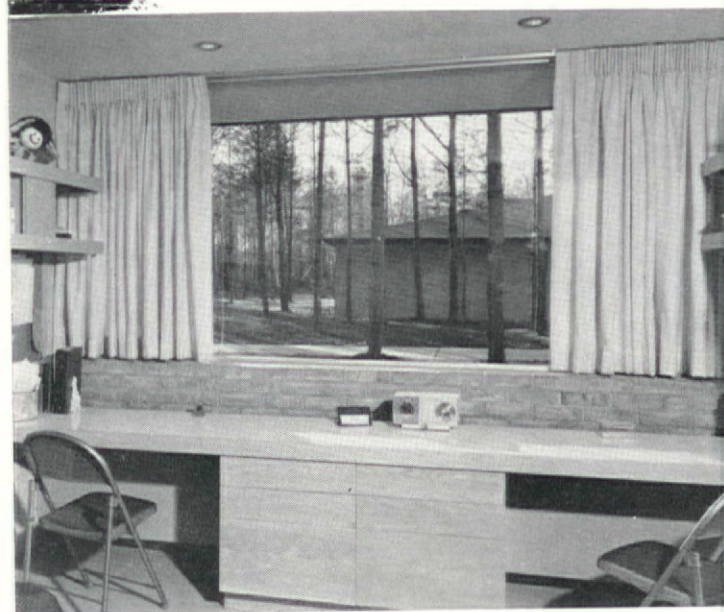
In addition to the vast administrative offices, the building has lounge areas in the elevator corridor on each floor above the first, used for faculty and student conference as well as waiting areas. The lounge portion of the corridors is furnished with modern pieces in dark wood, lending an air of restrained dignity to each conference area.

The office building has its feet in the library—a large room with various levels and intimate reading sections. Directly in its center is a recessed area, encircled by ledge seats which face a large illuminated globe.

Interrelated, flexible space is the essence of the



CONTEMPORARY DESIGN RHYTHM was played throughout the Cleveland Institute of Music by its design consultant Leon Gordon Miller. Modern styled seating and facilities for teaching are shown here in a typical classroom (above left), the lobby (left), and the faculty lounge (above).



AT NORTHWOOD INSTITUTE, a business college in Midland, Mich., all buildings relate to the 176-acre woodland site. Glass is used throughout the complex of buildings, curtained with fabrics woven from Dow Chemical Co.'s Rovana. Pictured (top to bottom), a dining room, two-student room, women's study and lounge, and men's study and lounge.



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classroom element of the Chicago Teachers College; partitions, operable at will and at once, help achieve the desired fluidity of space. The classrooms—large, small, and intermediate—respond to the requirement of usefulness at the moment. Large areas can serve 60 students at once—an arbitrary figure—and then be divided to provide for two groups of 30. Likewise, smaller groups may alternate between 30 and a pair of 15's.

Perkins & Will's I.S.D. division has completed some other interesting commissions in the educational area, ranging from a flexible-spaced elementary school in Greenwich, Conn. (Dundee), to a living center at a small midwestern school (Rockford College), to a sophisticated college library in Staten Island, N.Y. (Wagner College), to a science center and library in suburban Chicago (Lake Forest College).

St. Mark's school in Dallas, designed by architects O'Neil Ford and S. B. Zisman, was an answer to the clamor for more schools that did away with grade structure and stressed independent study as its specific goal. But in addition to its emphasis on the resourceful student, St. Mark's points out a number of other trends in the making of secondary school design. The classrooms have movable chairs and desks, specially lighted blackboards set into wood paneling, closed circuit television and carpeting.

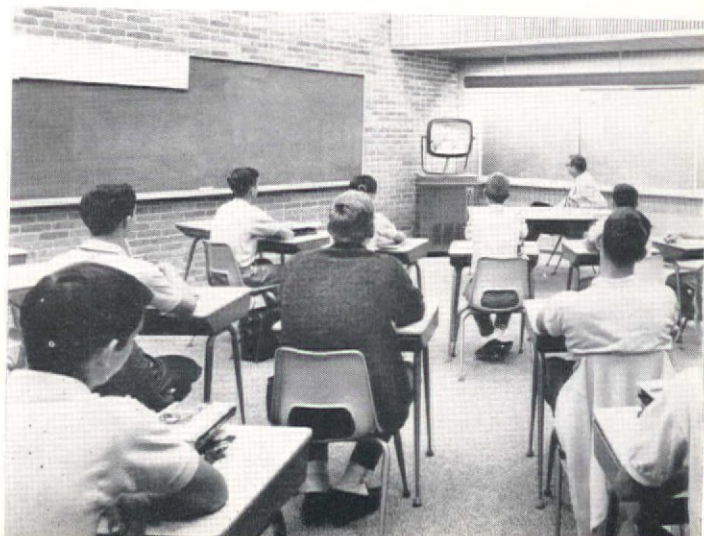
New thinking on carpeting

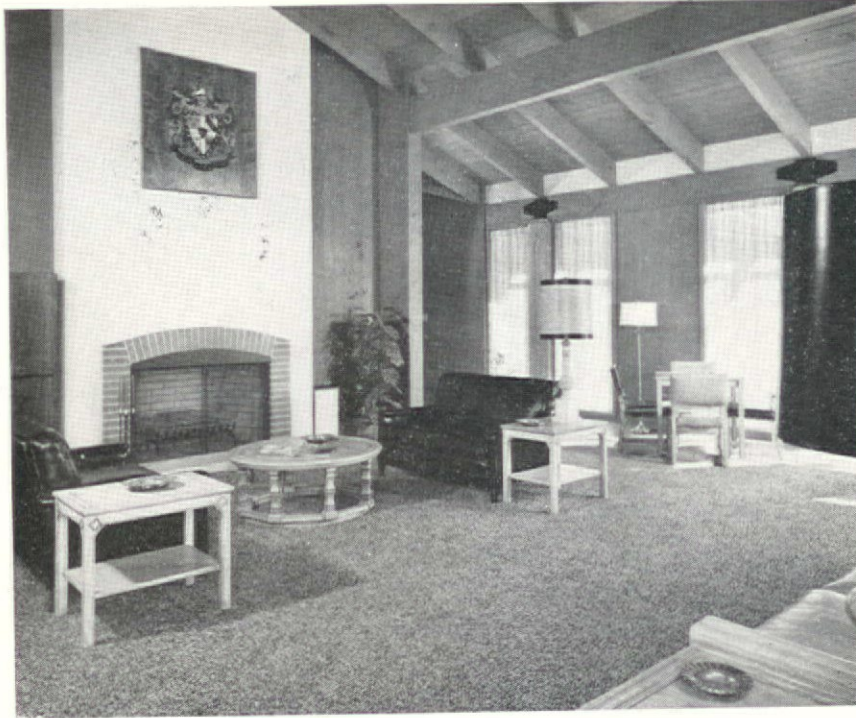
Until recently carpeting was bypassed by designers for other flooring materials—asphalt tile, terrazzo, slate, et cetera—but experiments with wall-to-wall carpets in classrooms and corridors, underwritten by the American Carpet Institute, changed the thinking. The old, general expectation was that maintenance of the carpeting would get out of hand. This was not the case, however; maintenance problems did not increase.

Not quite five years ago, when Shaker High School opened its doors in Newtonville, N.Y., students found that half of their school was supplied with asphalt tile flooring; the other half was covered, wall to wall, with 25,000 square feet of commercial carpeting of the hotel/office variety. Since then the carpeting has been subjected to strict observation and tests and, to date, it has cost \$6.61 a year to maintain every 1000 square feet. It cost almost twice as much, \$350.75 a year, to maintain every 1000 square feet of tile. On top of this the experiments showed that it took about 34 minutes of the time—34 compared to 64 minutes a day—to maintain the carpeting. The hitch, if there is one, is that carpeting costs more to install, but many schools that have experimented with carpeting are finding that the cost differential on carpeting erases itself after a number of years.



CARPETING THE CLASSROOMS has become an increasingly popular decision now that experiments have shown that carpeting can be maintained at practically half the cost of tile, in almost half the time. Schools employing its use include the Britannica Academy for Adults (top), Chicago, Ill., the Peter Pan Elementary School (above), Andrews, Texas, and the St. Mark's School (below), Dallas.





FRATERNITY ROW at Stanford University was designed by Western Contract Furnishers, San Francisco. Social hall (left) features a crushed glass mosaic, wood paneling, raftered ceiling, brick fireplace, tables with a Middle English accent, made of scrubbed oak, and matching chairs covered in embossed leather. The living-in suites are individually decorated by the tenants. The suite above was decorated with mementos from a summer trip to Africa.

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through savings on noise control, heating and cooling, as well as maintenance.

The future will undoubtedly bring more schools like St. Mark's, where students will teach themselves through programmed learning (teaching machines) without active intervention or assistance from teachers. Equally as important, perhaps, will be the arrangement of the interiors. As emphasis is placed on individual learning and as the home atmosphere is brought to the schools, interiors will become more identifiable with the home and gradually the custodial flavor which permeates most of the school air today will fade away.

Architects Caudill, Rowlett & Scott have been responsible for refreshing the school air in the Southwest. Their commissions in Stillwater and Blackwell, Oklahoma, and Saginaw, Texas, were some of the first in the country to make independent study of all kinds the central feature of its design. The most striking innovation was a series of study carrels, where individual students or pairs of students could get off by themselves, and where they spend most of their time. The use of traditional, nailed-down school furniture died when these school plants were given life. Blackwell Senior High School, for example, was planned for 600 students, with each having his own home base in the individual study center. The home base, especially designed for the school, is essentially a four-man desk with drawers serving as lockers. This one school ordered at least 600 chairs

to go with the desks to say nothing of the furniture in the lobby, library, teachers' areas, theater and what have you: it adds up to a fattish contract dollar.

If we carry the arithmetic past graduation to the colleges, the dollar gets fatter. The money that colleges must put out for housing adds up to over one-quarter of the building costs. With the new accent on independent study, college students will be spending more and more of their waking time in the dormitories. The recognition of this has led designers away from the stark, repetitive, unadorned school residences of the past. The dormitories of today are being humanized; they have flavor, character, style; they are accommodations offering good provision for the student to relax alone or review his studies with some of his friends, for that matter.

Psychological influences

The interior spaces of fraternity row at Stanford University were influenced by a combination of psychological thinking and the humanist architecture of John Carl Warnecke, its architect. Western Contract Furnishers, who landed the internal design assignment, said the interiors were created "as an answer to the need for rebellion and independence that accompanies the student approaching maturity, tempered with the balancing influence of responsibility." Psychological considerations, one gathers, were then coordinated with the architect's big hovering roofs, imaginative use of native redwood, his long terraces and little patios. The project resulted in w



STRING BOOK SHELVES (above) by Design International are being used in libraries and universities. A recent installation was completed in a public library (right) in Etobicoke, Ontario. A system of storage, study, and sleeping units, traded as Eames Contract Storage, manufactured by Herman Miller, Inc., allows for complete finishing of room prior to installation (left).



ynn Shaffer, Western Contract's interior designer called, "functional masculinity."

Shaffer gained a "feeling of strength" in the building by his use of driftwood effects instead of paint. Using charcoals, beiges, and greens, he carried the "masculine feeling" into the 26 living-suites, furnished with walnut stained desks and Naugahyde armchairs. Six different color schemes were used to provide a variety of interest, then psychology was returned when the designer chose to give each tenant the opportunity to reflect his own individual personality with the decorations.

Schools for the changing scene

While most designers are not so permissive, the admission at Stanford does amplify the changing approach to dorm design.

Education in our big cities is also changing. School planners are becoming aware that communities do mature and old residential districts give way to business, commerce, and industry. What is being planned in the cities and its bigger suburbs, is a school house that can accommodate itself to the changing scene. In New York City, for example, which was once notorious for planning schools for an unchanging society, there is a strong move to reverse the errors of yesterday's planners. The city is giving serious consideration to new schools that will serve educational as well as civic and financial purposes.

One such project is a high school for business education that will occupy a portion of a building that will primarily house compatible private en-

terprise. If there is a need to withdraw or expand at some later date, the city will have the flexibility to move in either direction. The arrangement will also allow the Board of Education to recover the cost of the school in the first generation of its existence, freeing funds to set up elsewhere.

In the Bronx, a union-sponsored housing development is planning an elementary school as part of its project. This idea has long proved successful in London and Paris, since it allowed the educational system freedom to move the physical facilities in and out of the development according to the flow of children.

In the Yorkville section of New York a variation on this joint occupancy idea may soon rise. The plan calls for a complete elementary school on the first three floors of a middle-income apartment building. The school will serve the entire neighborhood and can grow or shrink with enrollment.

For a neighborhood that is expected to give way to commercialization after a number of heavy enrollment years, an addition to an existing school may be constructed across the street, which will provide facilities for children as long as they remain and then convert to commercial occupancy. Such an addition is being constructed in Brooklyn.

The school, as we have already pointed out, is the most numerous of public buildings in the country. Our age is demanding that the numbers double themselves. At best, this article has only hinted at the direction the numbers will take. The market is fraught with enormous potential, but it will bring the biggest rewards to those who have made the effort to understand it. (C)

**AN "INTEGRATED" BUILDING: THE ROLE OF
INDUSTRIAL DESIGNER HENRY DREYFUSS IN CREATING THIS NEW STRUCTURE
RAISES INTRIGUING INTERPROFESSIONAL QUESTIONS. BY VIVIEN RAYNO**



THE FACADE and a model of the new Bankers Trust building in New York City illustrate problems created by setback regulations.

It may not have occurred to anyone that it was particularly desirable to have one over-all designer of a building, its interior, and contents. Whether the architects of "unintegrated" New York buildings and the occupants have been experiencing a sense of loss or not, an "integrated" building has come to New York City to show them what they are missing—the Bankers Trust at 280 Park Avenue. Though non-architects have been responsible for various structures here—the great Pier Luigi Nervi among them—this is the first time an industrial designer has been in charge of a large office building. Henry Dreyfuss has been associated with this bank for five years, and anything connected with its appearance has been his affair, from branch bank facilities to the type face, so the invitation to take on the new midtown headquarters reflects their satisfaction with his work. He accepted on the understanding that he would be designing, choosing materials, and overseeing generally, while sympathetic architects (Emery Roth) would produce the technical drawings and supervise the execution. From this we deduce that Dreyfuss Associates were to create, their colleagues to translate.

Ducked competition

The Bankers Trust did not want to compete with the other Park Avenue buildings, wanting either something that would reflect security, integrity, dignity, and warmth. It is not clear in what area they were ducking competition, for the building occupies the Park Avenue side of the block, between 48th and 49th Streets, and is thirty stories high, the top thirteen of these being rentable. In fact, it is at this point that we run into a snag, for, in spite of the modesty of their aims, the bank still desired the "best over-all design" above all things. This curious term keeps cropping up and quickly becomes as hard to define as the title "over-all designer." After all, it's impossible even to talk about good design without competing with the Seagram and Lever buildings up the street, not to mention the Union Carbide next door. But the expression means the best-looking *bank* inside and out, then there is no rivalry for many blocks. Certainly the First National City next to the Seagram's—here submitted as the beastliest bank in the city—makes an excellent foil.

As we search for the touch of the over-all designer, however, the fog becomes thicker. Naturally, the shape of the building was affected by the technical difficulties of the site, lying as it does over two sets of railroad tracks which are not bridged. But it is very sad that the only way Dreyfuss could overcome these was by designing, supervising, or approving what amounts to another step-back, wedding-cake, or whatever you wish to call the ziggurat space-saving style. True,

there is only one step, but the proportions are so queer that the squat bottom (20,000 square feet in area) seems to hang out over the avenue, while the slim tower (7,500 square feet) is all but craning over the top. True, the disappointment of the design is mitigated by the building's complexion: the facade consists of pre-cast concrete window frames, 6 feet by 12 feet, bolted together and to the frame, and glazed with tinted glass.

The concrete is buff-colored and the glass appears dark and liquid, giving a restful effect that will be even pleasanter when the summer heat is bouncing off the glass and metal of the surrounding buildings. Set on a podium, the structure is supported by columns of black granite, while the recessed ground and second floors are walled respectively by travertine and by glass set in bronze frames. On the first floor are the vaults and an auditorium, together with escalators that run to the second floor. Here the elevators start, there being no basement, and the public banking offices are located to the right and left. The ninth floor contains the employees' cafeteria; customers' dining rooms are on the tenth; the boardroom, money and conference rooms comprise the sixteenth, which is connected by a bronze staircase to the seventeenth, senior executives' floor.

There is a certain homogeneity to the interiors that could be credited to the over-all designer: the color scheme, for example, is alternately blue and red, floor by floor, and while the shades vary, the color as expressed in closet doors, soft furnishings, washrooms, etc., is most often solid. Travertine faces all the elevator lobbies—Italy must be nearly cleaned out of this stone; apparently cheapness and durability endear it to architects, as well as the virtue of looking as elegant as marble, but being in fact a loose-textured limestone that does not require the finishing that marble does. There is plenty of wood throughout—walls, tables, chair frames, etc., and it is all unpolished teak and very handsome.

Lighting is outstanding

But the most sensational feature is the new low-brightness lighting (developed by General Electric; Richard Kelly, lighting consultant); this is the best thing that has happened to modern interiors in years. The units are installed behind glass that looks similar to glass brick, and fitted into the usual ceiling grid system. Spreading out 45 degrees from the vertical, the beam plays on the area immediately below, and there appears to be only a dim glow in the room until you stand beneath the fixture. The quality of the light itself is soft, eliminating the livid, mottled cast to flesh that has hitherto been part of the architectural package. However, the system cannot have been used throughout because the light in the



BANKERS TRUST

elevators and lobbies is filtered through grilles of anodized aluminum with dazzling results.

Among the interesting points on the seventeenth floor is the outside balcony accessible on three sides and decorated with plants, and the stained-glass window in one wall of the lobby (Robert Sowers). This is composed—without leads—of asymmetrical, squarish shapes in gray and reddish brown, the pieces being epoxy-ed together. I noticed some good-looking table lamps (Hansen Lamps; Safran & Glucksman Inc.), including one made of a tall block of alabaster topped by a pleated white shade, also tall. Dotted around both executive floors are low tables made of circular or oval slabs of onyx mounted on brushed aluminum legs. These should really be credited to the big interior decorator upstairs, since the milky-brown stone with its rose-shaped grain is so exquisite.

Descending the bronze staircase to the sixteenth floor, passing under a Harry Bertoina sunburst, we arrive in a large working area. Incidentally most of the office floors are arranged with the senior workers occupying the larger part of the total space, sitting at teak-topped desks, while the lower grades are grouped out of sight at either end of the floor, their individual areas partitioned by frosted glass. Conference rooms on the sixteenth are handsome but plain: the severity is relieved by teak paneling, the soft furnishings, and by the maps of old New York on the walls and a sprinkling of Chinese screens, which are of course beautiful but rather dull. The bank's scheme did not include much art apart from the commissioned pieces—I glimpsed a Karl Mann painting here and there and some water-colors through an open office door. One small conference room on this floor was interesting for its closed-

circuit television set, enabling officers of the midtown command to confer with their colleagues on Wall Street. They sit around a small circular table whose surface is especially treated to reflect light on the faces without causing a glare on the screen.

All kinds of art

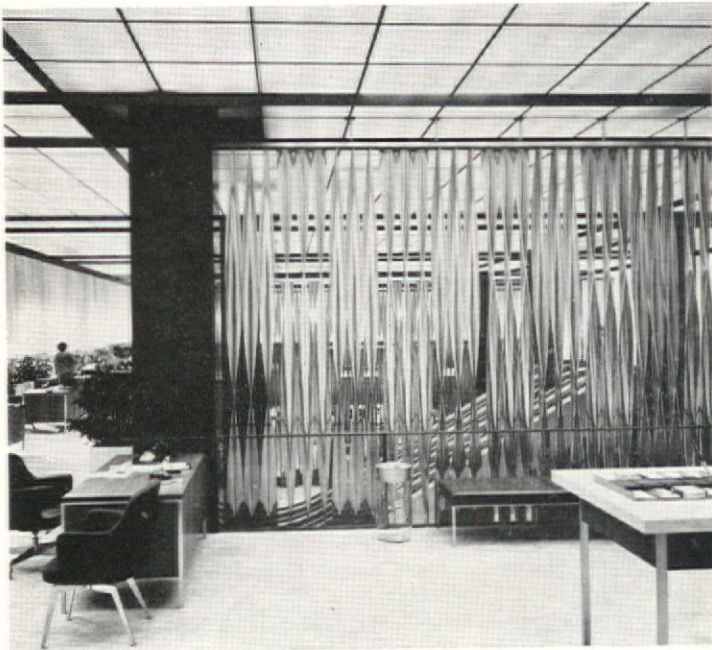
On the tenth, a blue floor, are the customer dining rooms, large and small, with the occasional folding wall for flexibility. Art is again limited but tasteful, consisting of fake colonial inn-signs painted on antiqued wood panels. A very large metal and stained-glass screen by Alistair Bevin stands in the lobby, an attractive piece resembling a group of giant butterflies. The employees eat on the floor below, off gay plastic furniture—it does look as if collective eating is taking place in brighter and brighter surroundings these days, the trend may have something to do with the 20th century decline in food. A sitting room partitioned from the cafeteria by a rather arty handwoven screen is notable for its carpet (Dorothy Liebes), patterned with serpentine stripes, and for sofas whose backs are curved instead of rectangular. The optical effect of the two attempts to get away from the right angle is dynamic but unnerving, arousing the suspicion that the walls are not true.

Arriving back on the first floor, we find the vaults placed behind an orange mosaic wall on the north side, and accessible through a cage door. In addition to the conventional strong room and pointments, there are some neat little rooms for customers to contemplate the contents of the strongboxes, as well as larger ones for consultations with bank officials and lawyers. Apparently the strongbox ritual has been made much easier by stacking them in a file-like structure, permitting the drawers to be pulled out and laid on to

ROBERT SOWERS stained glass window (right) on 17th floor of Bankers Trust is in tones of burundy red. Bertoia sunburst (below) crowns bronze staircase on upper floor. Opposite page (far left), a view of typical working floor, and staff lounge area, with curved carpet by Bigelow, designed by Dorothy Liebes.



CUSTOMER DINING ROOM (right), and (below) metal screen by Stephanie Scuris and a view into the lobby well, showing planters and columns that unify area.



BANKERS TRUST

On the opposite side of the lobby is a formidable security "desk" with screens receiving pictures from television cameras trained outside the building on all sides (there is, by the way, a very interesting alley behind the building where cars can drop their occupants directly at the back door). Also on the south side is the auditorium which has facilities for films, lectures, meetings etc., and is stocked by stacking chairs and closets in which to stack them. Flanking the lobby are two screens (Stephanie Scuris) made of rods 25 feet high and twisted like candy sticks.

Short of conducting a poll, there is no way of determining the occupants' reaction to the new building. One secretary said she no longer knew where anyone was—in the Wall Street building superiors, inferiors, and visitors all had to pass her desk to go in and out of the department. Now with the huge open working areas, people come and go through innumerable exits. But then an official higher up the ladder observed that this was intentional, and was handy for clients who wished to remain unobserved.

However, it should be clear from this small survey that not much fresh design ground has been plowed. Except for designing and/or modifying executive furniture—occasional, dining, and conference tables, credenzas, sofas, etc.—Dreyfus did not move outside the normal range of an industrial designer in doing the building's hardware, name signs, washroom fixtures and so forth. His only important new function was the Eisenhower-like coordination of several armies including B. Altman & Co. as contract furnishers. But architects usually do this, as well as coming up with characteristic architecture. SOM is the team but still manages a distinctive stamp on its work—even Morris Lapidus can be spotted several paces. But Bankers Trust, over-all, designer or not, looks remarkably like an Emory Roth job. (C)

THE MONEY ROOM (right) is high-level meeting place on 16th floor of Bankers Trust. Private sitting room (below) is for small conferences of board chairman and other executives. Closed TV circuit (bottom) permits face-to-face conference with colleagues at bank's Wall Street offices.



Bankers Trust Building

Over-all Design: Henry Dreyfuss
Building Architects: Emery Roth & Sons
Interior Architects: Shreve, Lamb & Harmon Associates

Artwork: Harry Bertoia; Alistair Bevington; Herbert W. Gahagan; Stephanie Scuris; Robert Sowers

Carpeting: Bigelow-Sanford, Inc.; James Lees & Sons; Dorothy Liebes

Drapery: Kravet Fabrics; Herman Miller Inc.

Flooring: Congoleum-Nairn, Inc.

Furniture: Advance Design, Inc.; Cole Steel Equipment Co.; Richard Draper & Co.; Edge-wood Furniture Co.; General Fireproofing Co.; Howe Folding Furniture, Inc.; J G Furniture Co.; Knoll Associates; Herman Miller Inc.; Nahon Co.; Jens Risom Design, Inc.; John Scalia-Schmieg & Kotzian, Inc.; F. Scerbo & Sons, Inc.; Stow & Davis

Lamps: Hansen Lamps; Safran & Glucksman
Lighting: Century Lighting Inc.; Kent Lighting Corp.; Neo-Ray Products, Inc.

Lighting Consultant: Richard Kelly

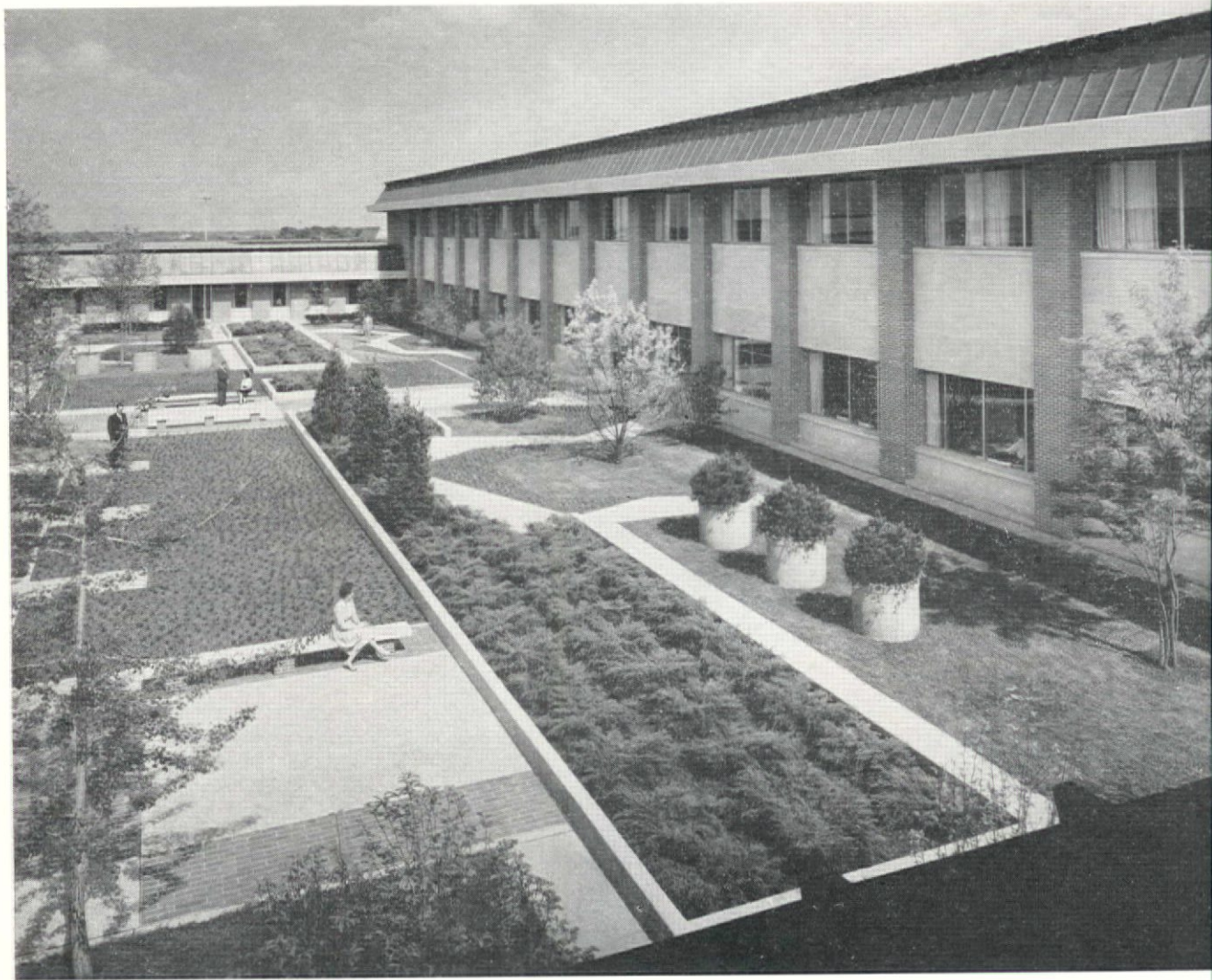
Ornamental Metal: General Bronze Corp.

Plantings: Nielsen's Flowers

Venetian Blinds: M. Klahr Inc.

PURE OIL HEADQUARTERS:

A MODERN COMPLEX FOR DOING BUSINESS THAT TAKES COGNIZANCE OF HUMAN REQUIREMENTS IN DESIGN, FURNISHINGS, AND LANDSCAPING



ONE OF THE landscaped courts that are an integral part of the Pure Oil complex in the first headquarters near Chicago. Another court was developed as a Japanese garden. The courts are used daily by the staff during lunch and coffee breaks.

LIKE the Bankers Trust building described and characterized elsewhere in this issue, the recently completed headquarters of Pure Oil Co. in suburban Chicago (Palatin, Ill.) is the product of a single organization that acted as "over-all" designer. The building is the work of Perkins & Will, architects, and its interiors are by I.S.D., Inc., the interior planning division of Perkins & Will. Perkins & Will's landscape department was responsible for site development, landscaping, and ornamentation, while the firm's equipment division planned and installed the Pure Oil kitchen and food service facilities.

Unlike Bankers Trust, Pure Oil occupies a lumpy tract of what was formerly farmland, 260 acres in all, giving the planners a creative freedom and latitude undreamed of on New York's Park Avenue. Thus, instead of the skyscraper, Perkins & Will disposed the new facilities over seven acres. Fortunately, instead of constituting another suburban industrial sprawl, the courtyards and enclosed areas of the office building are a formal and meaningful pattern of red brick and limestone, housing about 1,500 employees in one of the largest office structures ever built in the Chicago suburban area. One hundred and thirty acres of the site, including two huge circular parking lots, are landscaped—an excellent example of "nature methodized" in the contemporary industrial style—and the other half remains untouched farmland.

A modern apparatus for doing business within a rural setting, Pure Oil's headquarters was singled out for honors by Chicago's new architectural award program last year. Inside, it is consistently a model of flexibility and efficiency. All office partitions are movable and all architectural features—structural, mechanical, and electrical—are modularly arranged in three-foot increments. The gross floor area, excluding courtyards, is 280,000 square feet, providing some idea of the magnitude of the planning job as well as the coordination between architecture and interior space that confronted I.S.D. and its parent architectural firm.

It is to their credit that the space was not only handled with modern engineering precision but that human emotional requirements were not lost



RECEPTION AREAS, above and below. High desk inside main entrance was specially designed by Perkins & Will staff. Note height of receptionist's chair; a footrail on back of desk compensates for the added height.

PURE OIL HEADQUARTERS

sight of in the process. There is no doubt that a significant element in this process—and a major surprise amid the thoroughly engineered space—is the predominance of traditional furnishings throughout the offices. With the exception of the employees' lounge, a unity of style and mood has been induced through the use of furniture that establishes links with tradition, sufficiently modified in character to avoid fussiness or a mannered look. Discerning attention has been paid to fine woodgrains and design details in the furniture that occupies the spacious offices, auditorium, dining areas, conference rooms, and reception areas. At the same time, the traditional styles have been adapted so that they function smoothly and hand-

somely with modern background materials, draperies, acoustical tile, wood paneling, and so forth.

From the operational point of view, the building offers some very rational innovations. It is designed as a series of five rectangular "doughnuts" around courtyards, any wing or section of which may be expanded as needed. A six-foot space between the first floor ceiling and roof houses much of the structure's service equipment, allowing maintenance and repair work to be conducted with little interference with office routines. A separate building 285 feet to the rear of the office building and connected to the latter by a tunnel contains central conditioning, heating, and electrical power systems. (C)



CONVERSATIONAL GROUPING, above in employees' lounge, the only area in which contemporary furniture was used in Pure Oil headquarters. Left, small conference room is one of several for meeting with customers.

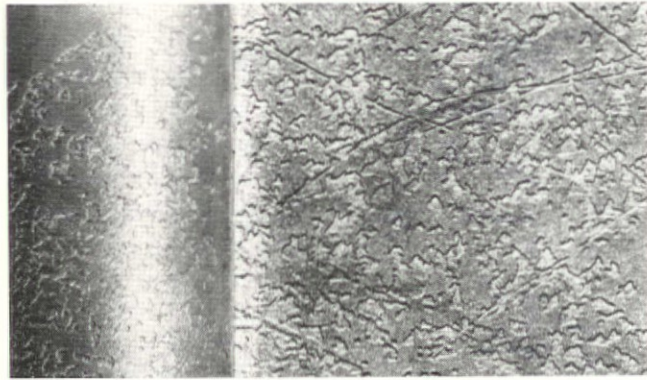


DIGNITY is the keynote in the board room, which adjoins private dining area. Much of the traditional furniture used throughout the premises is by Kittinger Co.

DINING ROOM, right, uses walnut paneling to close off private spaces and can be further divided by folding partitions. Below, walnut tables for executive dining room were specially designed by ISD division of Perkins & Will.



CONTRACT PRODUCTS AND SERVICES



New Vicrtex textured pattern

L. E. Carpenter has added a new textured pattern to its line of durable U/L rated Vicrtex vinyl wall coverings. Called Forum, the new pattern captures the subtle shading of stone and is available in a selection of eight colors.

Circle No. 54 on product information card



Coordinated sectional cabinets for schools

A limitless number of variations are possible with the new coordinated sectional cabinets featuring the Duraframe construction concept developed by the school equipment division of Brunswick Corp. Its function and flexibility allow it to meet any storage, display, and work surface requirement at any school level, from elementary to college. The units will gang, stack, and corner to fit any layout. The system is built around a choice of three standard cabinet depths, two standard cabinet heights, three different sight lines, and four possible mountings. Door panels are offered in six colors; side panels in charcoal brown; back panels in bone white, and tops in gray.

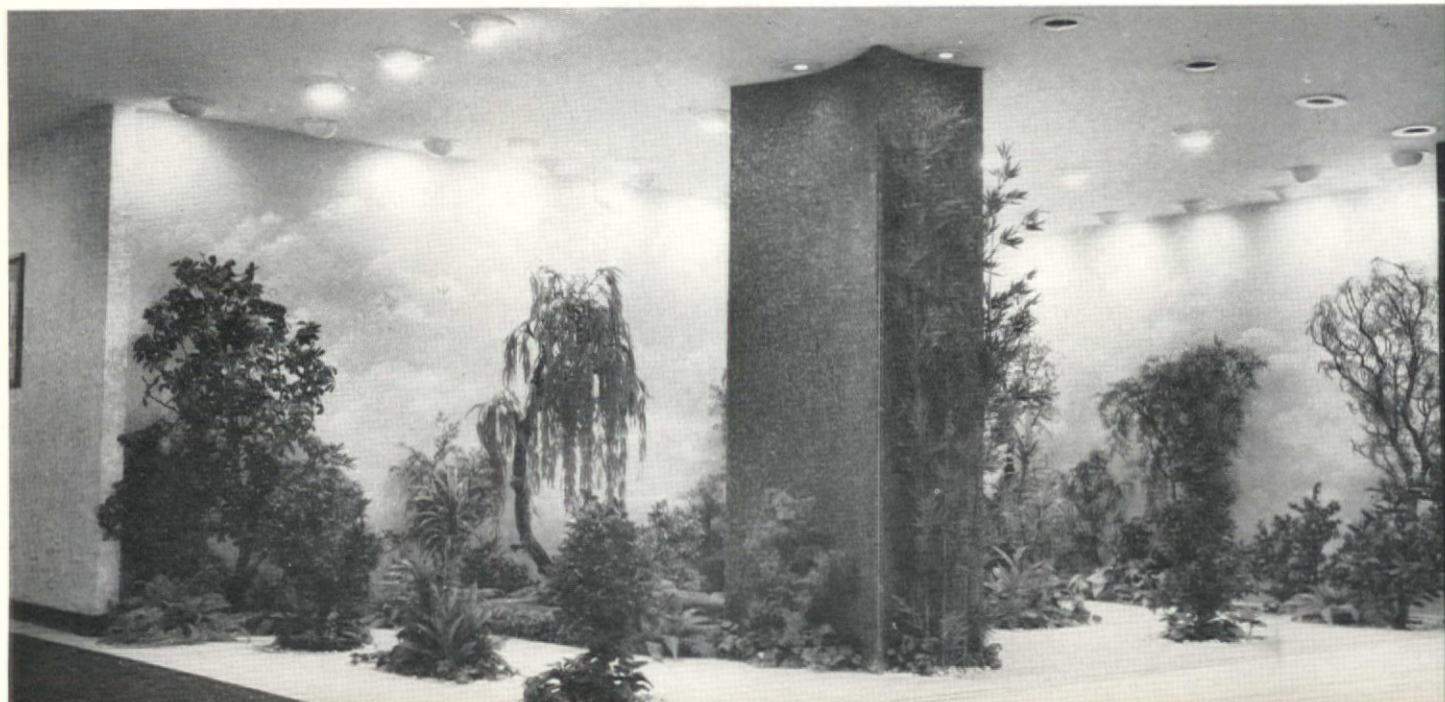
Circle No. 55 on product information card

Perma plants by Flowers Unlimited

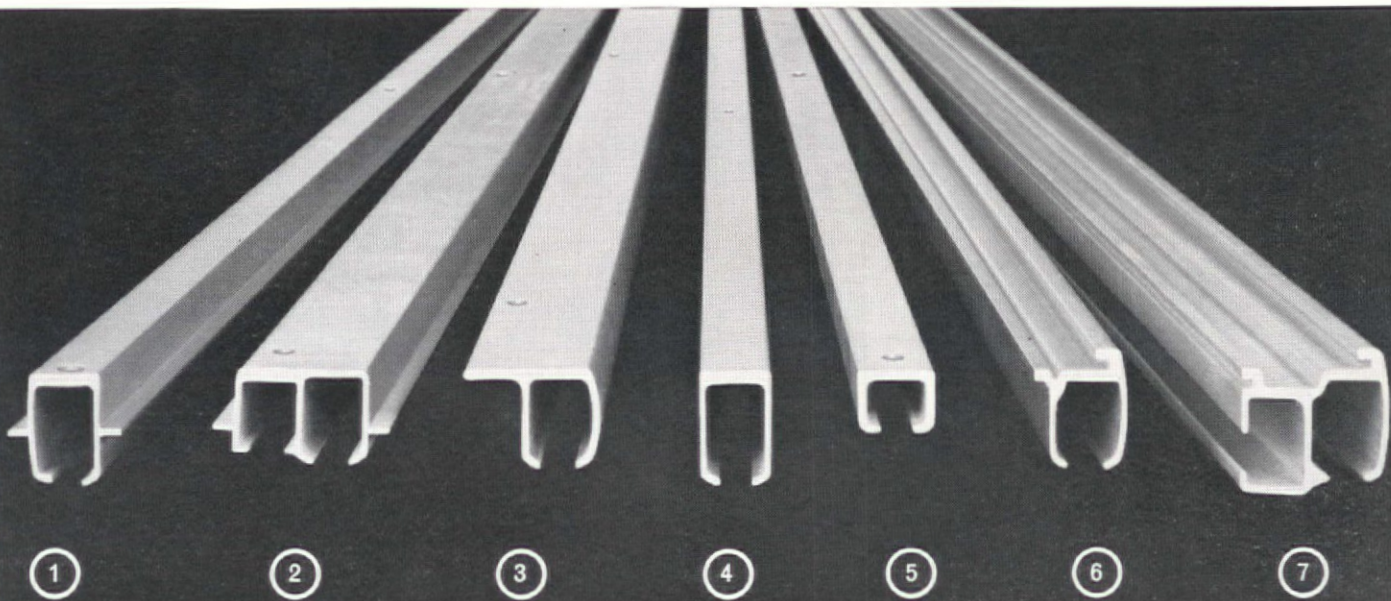
Bringing the outdoors in creates a pleasant atmosphere and an interesting focal point in the lobby of the Continental Apartments, Forest Hills, N.Y. Working closely with architect Arnold Rothstein, Flowers Unlimited, Inc., specialists in interior landscaping, created the setting as well as the surrounding garden. The marble floor was raised for the floating planter, and the structural

pillar and reflection pool were lined with blue mosaic. The high-quality Perma plants and trees supplied by Flowers Unlimited are faithful reproductions of the natural counterparts, with special care given to detailing. An added advantage is that Perma plants require minimum maintenance during their indefinite life span.

Circle No. 56 on product information card



- ① We make a hand traverse that can be recessed.
- ② " " " cord " " " " " .
- ③ " " " hand " " " " flange mounted.
- ④ " " " " " " " " flush " .
- ⑤ " " " cubicle track " " " " " .
- ⑥ " " " hand traverse " " " " bracket " .
- ⑦ " " " cord " " " " " " " .



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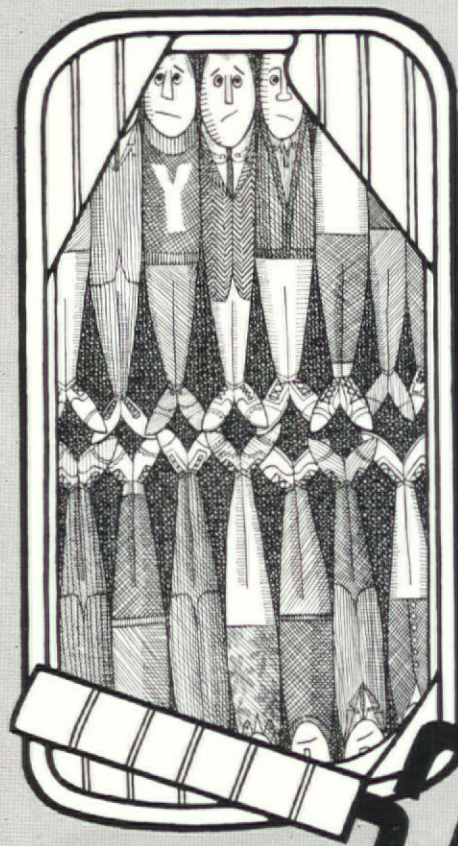
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Circle No. 28 on product information card

PRODUCTS & SERVICES

CONTINUED

Game table and chair group

A textured marble top is the distinctive note in a new table and chair group from the contract furniture division of Shelby Williams Mfg. Inc.



fabricated for use in institutions, hotels, and motels. The hand-rubbed finish enriches the expertly crafted wood of the heavy base. The matching chairs are upholstered in thickly padded Naugahyde.

Circle No. 57 on product information card

Stacking chairs by Virco

A versatile new stacking chair manufactured by Virco Mfg. Corp. is based on a heavy gauge frame of square tubular steel and is equipped with steel based swivel glides. All joints are hand brazed for



maximum rigidity. The seat and back are upholstered with supported vinyl plastic over the foam padding. Two additional features are a handle, facilitating easy moving and stacking, and the nylon leg bumpers which prevent chipping and scratching when stacked. The chair comes in chrome or baked enamel frame, with a choice of four upholstery colors.

Circle No. 58 on product information card

Executive L unit by Imperial

A new executive L unit, available in either right or left hand models, 60 by 82 inches, has been introduced by Imperial Desk Co., Inc., as part of its Columbus line. The group includes a full range of interchangeable components from which an infinite number of combinations can be created. Case pieces in the line are walnut in Mellotone or oiled walnut finishes; self-edge plastic tops and aluminum accents are available.

Circle No. 59 on product information card

Added back metal chairs

A padded back has been added to Hampden Specialty Products' #77 and #111 metal folding chairs. The pad covers the entire back of the chair. For greater rigidity, a formed piece of fibronite backs the padding. Both chairs are of



steel tubular construction, rustproofed, with a chip automobile type finish. Four rubber-padded feet prevent marring or slipping. The chairs are complete with upholstered replaceable seats and backs. Color combinations include: gray seat and back; beige frame, brown seat and back; gray frame, red seat and back.

Circle No. 60 on product information card

Two new Pionite woodgrains

Oiled Teak and Planked Rock Maple are two new woodgrains added to the Pionite line of high-pressure plastic laminates produced by Pioneer Plastics Corp. Oiled Teak is deep brown with highlights of a tawny lighter shade, showing the characteristics of deeply grained, hand-rubbed oiled teak. Planked Rock Maple reproduces the grain of solid hard rock maple in a broadly planked effect.

Circle No. 61 on product information card

Circle No. 29 on product information card →



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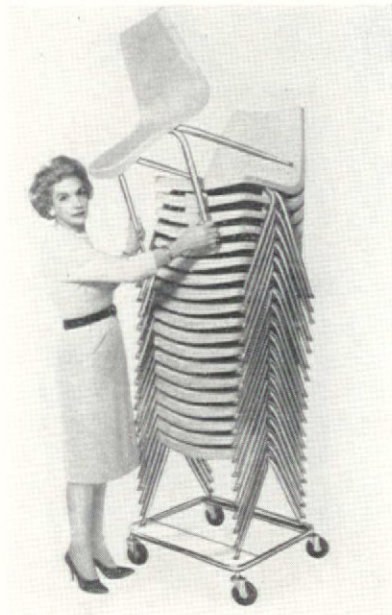
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588 Brookside, Birmingham, Michigan
Hugh Acton, Design

PRODUCTS & SERVICES

CONTINUED

Stacking chairs by Fixtures Mfg.



Faster set-up time for auditoriums, meeting rooms, and sales conferences can be achieved with the Astro stacking chair, a product of Fixtures Mfg. Corp. Astro stack safely 20 units high, and

the chairs are lightweight, easily reached, and equipped with a convenient lip handle. Fixtures offers a five-year guarantee on function and appearance of the Astro. A booklet, "How to Provide Better Portable Seating at Low Cost," describing the Astro stacking chair, is available from the firm.

Circle No. 62 on product information card

Luminous ceiling kit from Progress Mfg.

A kit providing all parts needed for the installation of a luminous ceiling, including a new-type perimeter track that affords both wall-to-wall and recess mounting, is being offered by Progress Manufacturing Co. The kits come in three sizes for ceiling areas, measuring 6 by 8 feet, 8 by 10 feet, and 10 by 12 feet, and can be used in combination for larger assemblies. Easy installation, requiring no special tools, is afforded by the perimeter track, precut to suitable lengths, which attaches to wood or masonry and has locating notches for main and cross tees. An instruction sheet is included with each kit. The white vinyl diffusing panels filter glare and resist discoloration, and can easily be removed for washing and relamping. All tracks are made of extruded aluminum with anodized finish.

Circle No. 63 on product information card

doctor

lawyer

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chief

Chief? Monarch seats professionals and businessmen alike — even an occasional Indian chief. There are plush chairs for both sides of the desk as well as comfortable seating for the reception room. Inquire about our versatile designs. You'll re-discover how much fun office and institutional decorating can be. Literature upon request.

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HIGH POINT, NORTH CAROLINA

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

Circle No. 30 on product information card

New size range in Krueger Fiberglas chairs

A new line of Fiberglas stack chairs, specifically designed to fill the need for flexible seating in the juvenile to adult size ranges, has been introduced by Krueger Metal Products Co. The new Series

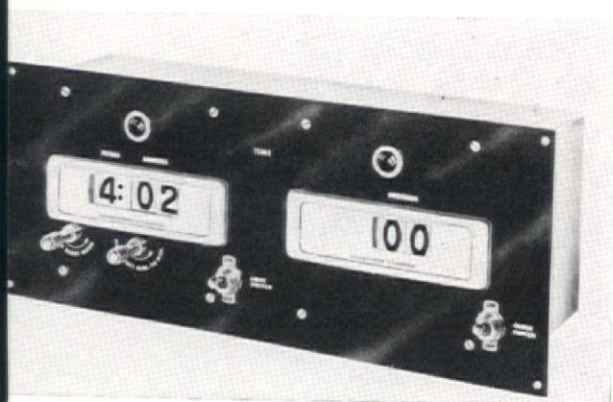


3000 chairs range in seat-to-floor height from 12 to 18 inches in one-inch increments, with shell sizes and leg spreads proportionate to seat height. The chairs incorporate the same basic construction details found in Series 3000 chairs—a heavy duty fiberglas shell shaped for correct posture support, sturdy seam-welded tubular steel leg section. For storage, the chairs stack six to eight high, depending on chair size. Shells come in six colors; leg sections either chrome plated or in matte black finish.

Circle No. 64 on product information card

Split-second precision timing

Genwood Numechron Co. has developed a new electronic clock that provides split second precision timing. Measuring 4½ inches high, 12 inches wide, 4⅓ inches deep, the clock features second-



split-second 00-59 Kinetic Gradient readout and five polygonal drums on which time is registered. An independent front panel time reset controls displays individually; illumination is controlled by independent switch. With a shock resistant movement, the unit is completely enclosed in an anodized metal dustproof case.

Circle No. 65 on product information card

Circle No. 31 on product information card →



walls of winfield

...walls illuminated by their own color, for ambient light is reflected *through* the pattern, from the foil on which it is printed. The newest Winfield pattern, Renaissance Damask marks the present with the distinction of tradition. Swatches of its five washable and durable colorways are available from x x x WINFIELD DESIGN ASSOCIATES, INC. 674 South Van Ness Avenue, San Francisco 10

Renaissance Damask from the Screen Print Collection

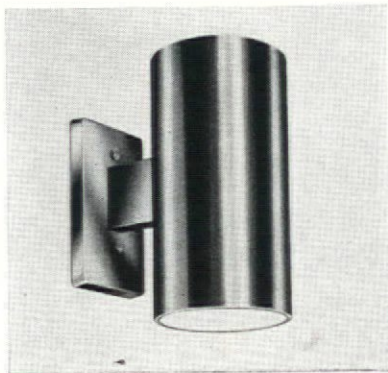


PRODUCTS & SERVICES

CONTINUED

Cylinder downlights by Prescolite

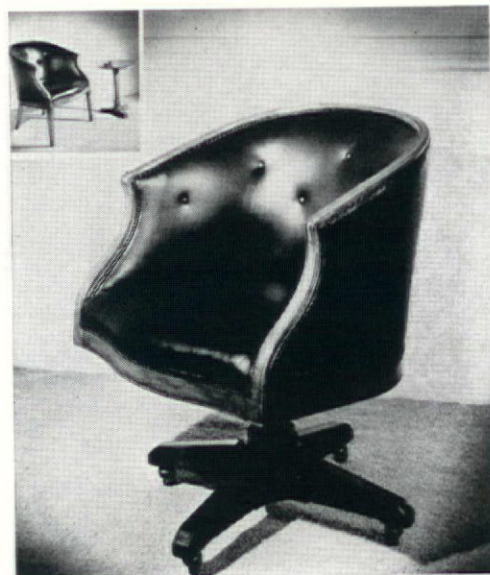
Three new designs in cylinder downlights, by Prescolite Mfg. Corp., stress straight lines for modern interiors or exteriors. The largest cylinder includes an uplight and measures 6 inches in diameter by 18 inches high, extending 11 inches



from the wall. A similar design, shown here, is available in a smaller downlight model. The third may be obtained with optional decorative perforations. Each of the new cylinders will fit a 3 1/4 or 4 inch outlet box mounting and comes in a wide range of colors.

Circle No. 70 on product information card

Barrel chairs by Old Colony



The Sears desk chair, a product of Old Colony Furniture Co., is designed after an English barrel chair and is available with leather or fabric covering. The frame is of distressed fruitwood; the base has ball bearing casters and full swivel. A standard model Sears chair without swivel (see inset) is also available for conference or reception room areas.

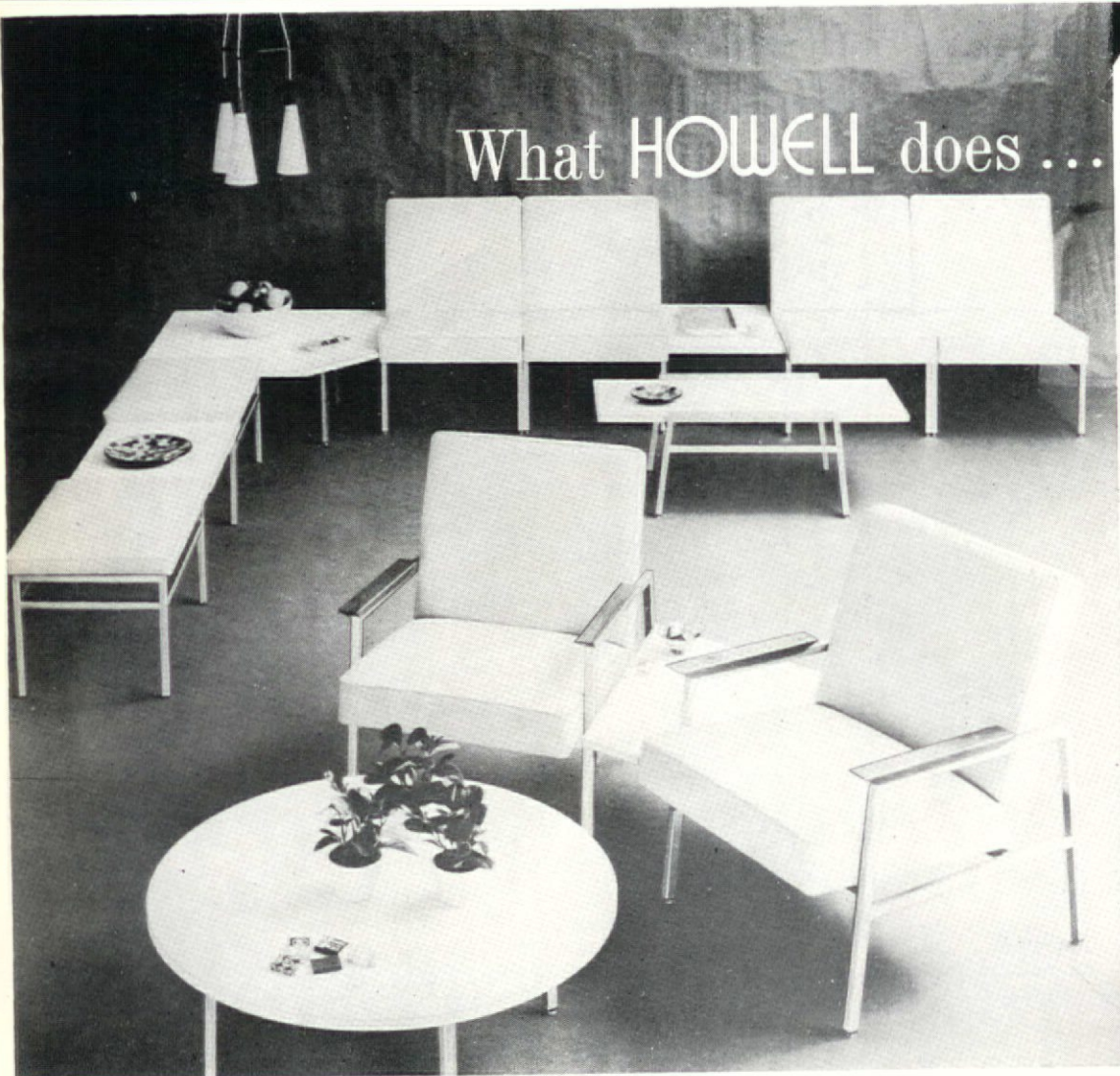
Circle No. 71 on product information card

What HOWELL does for waiting

We do this; we make waiting time pleasant, comfortable, memorable, with this handsome Encore lounge furniture. Frames of satin chrome or Bronzite tubular steel, foam filled Naugahyde upholstery. Table and chair units can clamp together for modular arrangement. All built to meet most rigid standard performance.



Modern Metal Institutional Fur



Standard's 59 Group additions

The Standard Furniture Co. has expanded its 59 group line to allow complete selection of desks and modular components from which a wide variety of L-stations and credenzas can be created. The group is finished in gunstock walnut or lacquer finish. Tops are available in walnut finish, or in walnut finish with Stanguard, Standard's new polyester protection that guards wood surfaces from scuffs, scratches, stains, and burns. Plastic tops in walnut grain are also available. Legs come in choice of baked-on ebony finish or satin chrome.

Circle No. 72 on product information card

New flock collection by Birge

Velvet Flock Wallcovering, a collection of 61 blocks with a complement of special matching backgrounds, comprises the new complete spring flock line by The Birge Co. Embossed backgrounds, metallics, and special patina treatments are featured. The heavy pile achieved resembles fine cut velvet, enriched by the delicate detail of the designs patterned after classic European and Oriental damasks, brocades, and velvets. Venna Damask, one design in the collection, is a reproduction of an early Italian original damask.



It comes in four colorings: white on white shiki, antique gold, blue mist on pewter, maple sugar on metallic gold with a patina.

Circle No. 73 on product information card

New colors in Musson products

Striking new colors have been added to the entire line of Koroseal-Vinyl treads, mats, and matting manufactured by the R. C. Musson Rubber Co., with Sand the newest color featured along with brown, green, gray, black and red. In the marbled color group, new choices are red, gray, mahogany, black, birch, beige, and walnut.

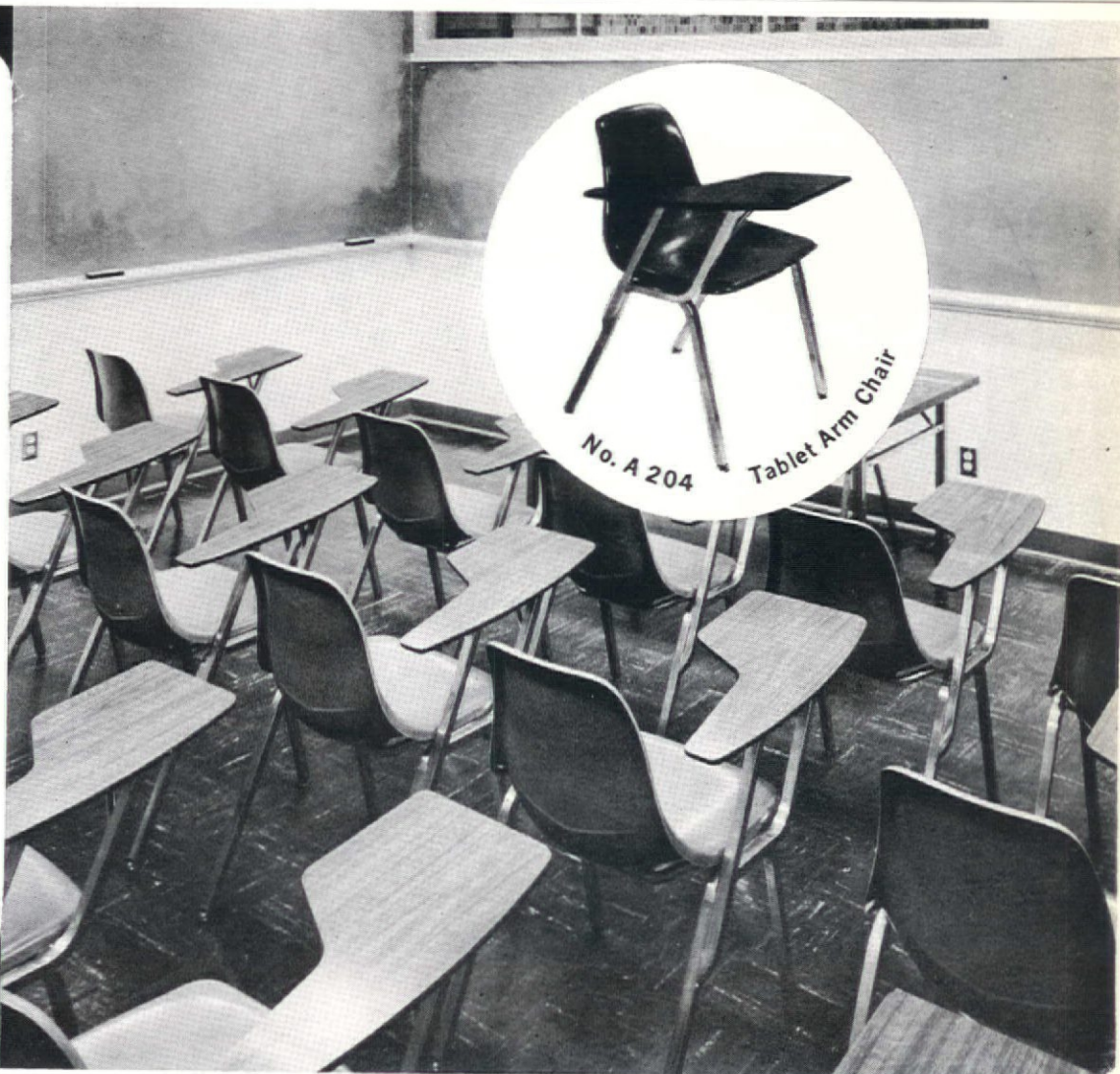
Circle No. 74 on product information card

For working


Make this tablet-arm classroom chair comfortable, active looking, and most practical for writing. Fiberless seat comes in four faded-in colors and the frame is welded tubular steel with satin chrome or size finish. The tablet arm is high pressure woodgrain plastic laminate. Shown here in typical installation

OWELL


5. First St., St. Charles, Ill.



Circle No. 32 on product information card



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Chairs

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<p>folding and stacking</p> 	<p>in folding sections</p> 
<p>with more COMFORT and FLEXIBILITY than other wood folding chairs</p> <p>For Clubs — Conference rooms — Clinics — Chapels — Class rooms — Auditoriums — Banquet rooms — Field houses — Offices — Churches — Restaurants — Motels — Libraries — Reception rooms — Mortuaries — Music halls — Art galleries — Board rooms — Reception rooms. Fifteen stocked models, plus variations.</p>	<p>with folding arms</p> 
<p>with folding kneelers</p> 	<p>with folding book boxes</p> 


NORQUIST PRODUCTS INC.
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Circle No. 33 on product information card

PRODUCTS & SERVICES

CONTINU

Tropi-Cal rattancore chair

Tropi-Cal's Peninsula chair is a trim design by Danny Ho Fong achieved by weaving new ivory tan material (vinyl-coated rattancore) over solid steel frames. In a new Tropi-Cal weaving technique, rattan ends are now locked in, rather

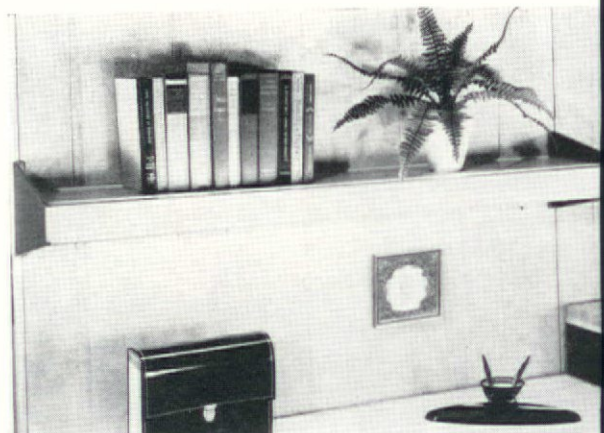


than snapped off, avoiding snagging of hosiery or clothing. Slim foam rubber pads are in black, white, turquoise, or tangerine vinyl.

Circle No. 66 on product information card

Shelf Lite by Lightolier

The new dual-purpose Shelf Lite is a self-contained unit which may be plugged in or permanently mounted. Made by Lightolier, the Shelf Lite consists of a concealed fluorescent bulb

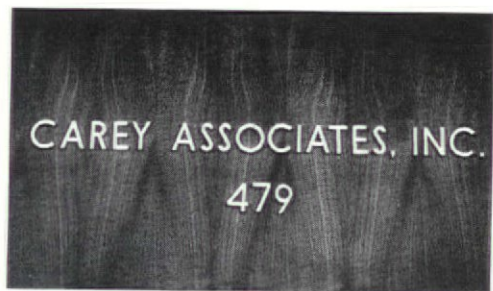


casting direct, glareless lighting on work surface or displays and an indirect wash lighting up the shelf. It has a durable finish of textured washable vinyl laminated to steel, available in satin black and satin aluminum, or brown, beige, or satin aluminum. The opaque front assures permanent glare cut-off.

Circle No. 67 on product information card

Metal letters for interior office doors

No drilling or tapping is required to affix the Knight Metal letters to interior office doors, for each letter is easily applied to wood, composition,



metal surfaces with ordinary synthetic adhesives. Manufactured by H. W. Knight & Son, Inc., the well-designed letters are available in a wide variety of sizes and styles, including solid bronze, brass, or aluminum, and in oxidized, polished, or tin finishes.

Circle No. 68 on product information card

Folding conference/dining table

A new style folding base table by Howell Co. comes in six top sizes, ranging from 30 by 69 inches to 36 by 96 inches, two metal finishes—



tin chrome or Bronzite, and tops in walnut woodgrain plastic laminate, or colored woodgrain and patterns. The table edge is a hard semi-rigid, breakable plastic molding which serves as a protective edging. The folding double leg base is tubular steel, controlled by a thumb release button for locking and unlocking. On the underside of the top a long strong reinforcing steel channel is attached. Several square tubular chair styles are available to match the new leg base styles.

Circle No. 69 on product information card

For further information about any product or service advertised in CONTRACT, use the free reader service card bound into this issue.



MODEL 5330 RM
it stacks and gangs



MODEL 5330
companion side chair

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MODEL 5312 CB
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Circle No. 34 on product information card

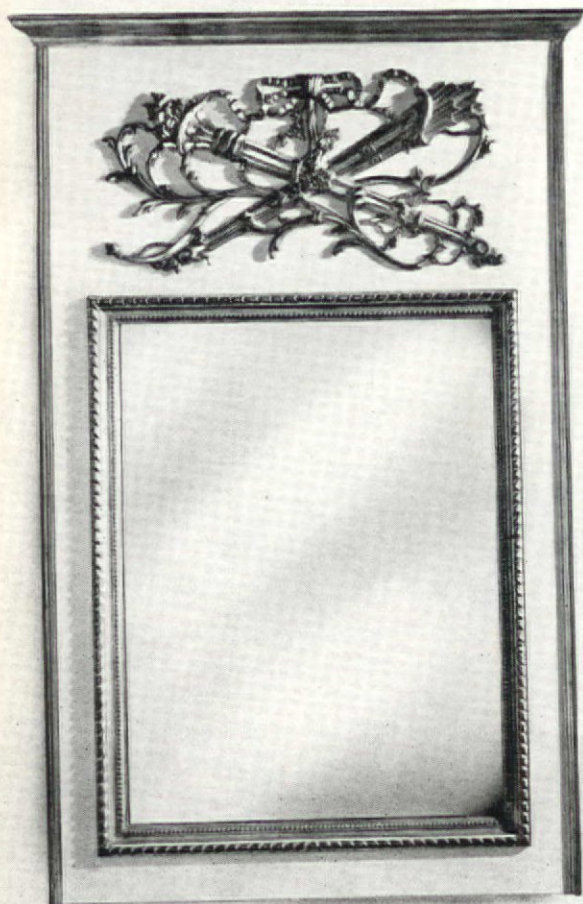
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Custom mirror for Regency Hotel, New York City

PRODUCTS & SERVICES

CONTINUE

Design coordinated Mylux line

The new Mylux furniture line centers around wide offering of seating. Manufactured by Milwaukee Chair Co., the design-coordinated group includes chairs of several types, plus a selection

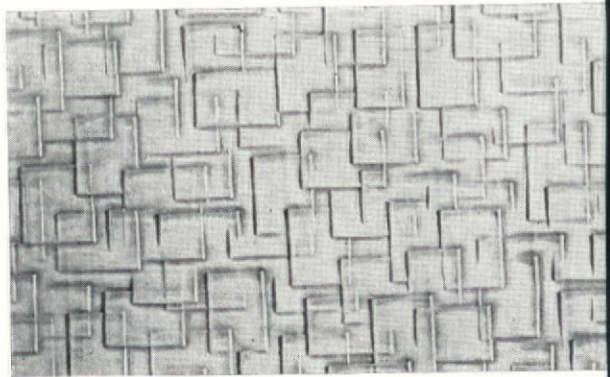


of matching tables, sofas, settees, and lounge. The versatile chair groups are available in either contoured or straight line design, with pleated, plain upholstery, and a choice of wood or chrome bases. An extensive selection of stock upholstery materials of all types is available.

Circle No. 75 on product information card

Vinyl embossed abstract design

Contemporary sculpture provided inspiration for Abstract, a new design in Tapistron vinyl wall covering by U.S. Plywood. Interlocking rect-



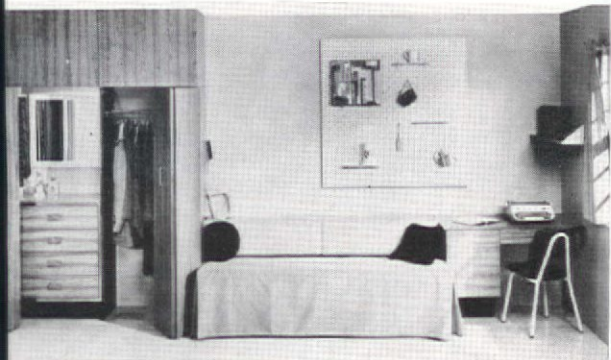
gles are embossed in high relief, providing effect of light and shadow. Available colors are brass, lime, gold, pumpkin, antique white, sage moss green, chocolate, gray, and dark teal. U/L rated Tapistron wallcoverings are recommended for such installations as reception rooms, lobbies, hallways, and other public areas requiring durability, washability, and easy maintenance.

Circle No. 76 on product information card

← Circle No. 35 on product information card

Built-in dorms by Royalmetal

Royalmetal Corp. has a complete line of free-standing and built-in dormitory furniture, marking its entrance in the university field. The backbone of the flexible modular furniture is a built-in wardrobe system in Fiber-x, a solid, molded plastic board with a wood grain, designed to be permanently attached to the walls from floor to ceiling.



Individual items include student's desks, dresser desks, study-library tables, chests and dressers, studio beds and headboard beds, bookcases and bookshelves, chair and lounge seating, free-standing and built-in furniture. The system shown here includes a 60-inch wardrobe into which has been constructed a separate clothes-dressing and dressing area. The chest is one of Royalmetal's standard modular units.

Circle No. 77 on product information card

Circle No. 53 on product information card

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Agenda



designed exclusively for teachers' needs

THE AGENDA SERIES

Write for free brochure of modern maple desks. Single and double pedestal models feature overhang tops. Low glare, mar-proof plastic tops. Deep file drawer ready for hanging file. Competitively priced. Engineered to last by a firm with nearly 40 years fine furniture experience. Also dormitory furniture. Write to Contract Division, Hooker Furniture Corporation, Martinsville, Virginia.



Circle No. 37 on product information card

MANUFACTURERS'

LITERATURE

A versatile collection of contemporary office furniture is displayed in the 1963 Hugh Acton catalog. Executive series desks, credenzas, conference tables; modular storage systems and components; dining tables; benches and wall-hung cabinets are predominantly of walnut and aluminum frame construction. Drawings, specification charts, and detailed descriptions supplement the many photographs.

Circle No. 78 on product information card

How to provide better portable seating at low cost is the theme of Fixtures Mfg. Corp.'s informative pamphlet that features the versatile Astor line of stacking chairs and portable seating. Installation photos illustrate the line's varied use.

Circle No. 79 on product information card

The Hooker Coordinated Group of institutional dormitory furniture is featured in a brochure by the contract division of Hooker Furniture Corporation. Illustrations of desks, chests and dressers, headboards, night tables are accompanied by a checklist of construction features.

Circle No. 80 on product information card

Resin-Fiber surfaced plywood is featured in a new 25-page brochure by United States Plywood Corp. The booklet explains the physical properties test results and chemical resistance of Western Plywood, Duraply, and Hardply, and contains suggested specifications and 47 industrial installations.

Circle No. 81 on product information card

An illustrated brochure published by L. E. Carpenter & Co. features full color photos of commercial institutional interiors using the firm's Vicrtex vinyl wallcoverings. Complete specifications, data charts, and product information are included. The company has more than 250 color illustrations and patterns from fabric textures and woods grain to sculptured effects in a full range of colors.

Circle No. 82 on product information card

A new Amtico installation-specification data manual covers the complete Amtico line of vinyl, rubber, vinyl asbestos, vinyl inlaid, and asphalt floorings. Included are physical properties tables, detailed architects' specification guide, instructions on preparation of subfloors, and maintenance instructions.

Circle No. 83 on product information card

Architecture and lighting are correlated in Globe Lighting's new specification binder which features the Focus collection of flexible lighting fixtures. The units come in squares, rectangles, ovals, circles, and cubes in choice of walnut, birch, chrome, brass, and white finishes. An illustrated Scandex digest precedes each section.

Circle No. 84 on product information card

A new catalog by Barricks Mfg. Co. presents four complete lines of folding tables in four price categories, 26 styles in all, ranging from all-purpose tables to plastic top conference tables. A variety of shapes, from rectangular to sectional-circle, are illustrated.

Circle No. 85 on product information card

A 16-page bedding manual, for use by hospital purchasing authorities, has been prepared by Holland Wire Products, Inc. The hospital mattress buying guide contains information on function and design, describes major aspects of modern mattress construction, and includes a detailed comparison of three major types of spring units.

Circle No. 86 on product information card

Wells Chair Corp. has published its catalog No. 958-662, illustrating its chair line, and price list No. 3610.

Circle No. 87 on product information card

JG Furniture Co. announces that its new wood office furniture catalog will be mailed to regular accounts. Others desiring a copy will receive one upon request.

Circle No. 88 on product information card

All types of doors, including sash, louver, panel, French, entrance, and bifold, are illustrated in the 1963 doors catalog by Simpson Timber Co. Information on sizes and thicknesses with cut away drawings is included in the 8-page catalog.

Circle No. 89 on product information card

National Gypsum Co. has issued two brochures on its Gold Bond No. 100 demountable partition systems—a technical bulletin and a construction guide. The system, designed for use where demountable, inexpensive partitions are required, comes in four heights.

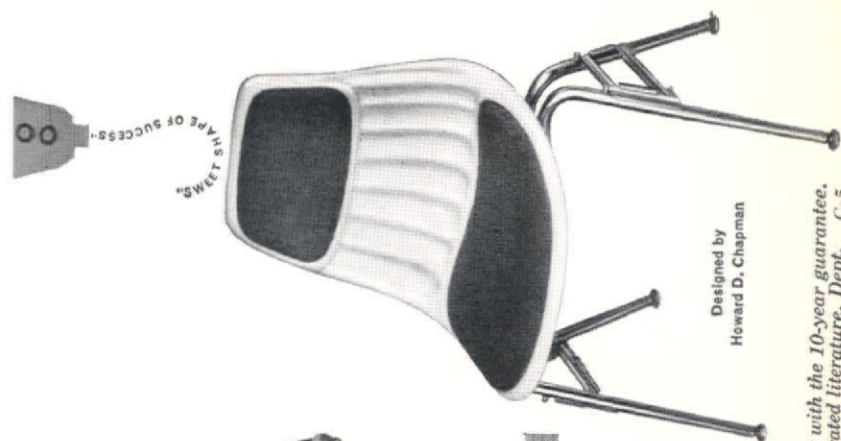
Circle No. 90 on product information card

"Architect's and Designer's Idea Book," by Formica Corp., shows applications of Formica laminated plastic in commercial/institutional interiors and contains reproductions of colors, patterns, and woodgrains.

Circle No. 91 on product information card

(Continued on page 64)

Circle No. 38 on product information card →



Designed by
Howard D. Chapman



Here's the chair designed for designers and architects who like auxiliary seating that's as modern as their own planning ideas. SCULPTURA is Clarin's molded fiber glass QUALITY chair in a variety of models—magnificently upholstered in richest decorator materials. Also available without upholstery. Clarin Manufacturing Co., 4640 W. Harrison St., Chicago 44, Ill.

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Circle No. 39 on product information card

DURABLE and SMART furniture



No. 8336
Arm Chair with
foam rubber in seat
No. 8337
Matching Side Chair

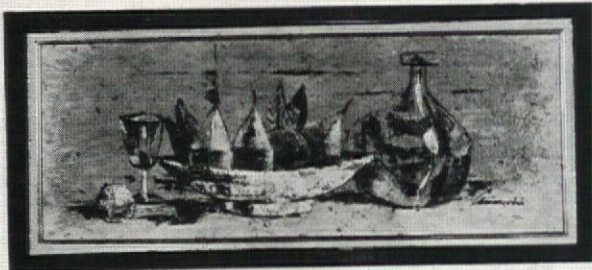
Wide assortment of chairs and tables. See your dealer or write us for our distributor's name.

AMERICAN CHAIR COMPANY
Manufacturers of Contract Furniture
Sheboygan, Wisconsin

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*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:

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

Circle No. 40 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

A new brochure from Hardwood House describes and illustrates its functional and space-saving, free-standing wall storage systems. The components provide unlimited flexibility of arrangement, suitable for offices and dormitories where efficient use of space is essential.

Circle No. 92 on product information card

A full-color catalog for the architectural and light construction fields is offered by Pioneer Plastics Corp., manufacturers of Pionite plastic laminates. The eight-page brochure includes color reproductions of installations, black-and-white close-ups of surfacing features, and a selection chart of woodgrains, patterns, and solid colors. Technical information is also furnished.

Circle No. 93 on product information card

Finesse Originals' new catalog devotes full-page illustrations to a wide selection of decorative wall sculptures, each of which is handmade and hand-colored in deep carved fiber glass resins, a material practically unbreakable and lighter in weight than plastic.

Circle No. 94 on product information card

In a four-page folder, Vertical Blinds Corp. of America introduces its Louverdrape panels which are made of durable vinyls, styrenes, and other long-wearing, easily maintained materials for use as room dividers, window coverings, etc.

Circle No. 95 on product information card

A portfolio of decorative bathroom fixtures and accessories and furniture and door hardware and ornaments illustrates the wide selection available from A. Wangerin Hardware Co. Choice of finishes includes brass plate, gold plate, silver plate, antique gold plate, and antique silver plate.

Circle No. 96 on product information card

Kirsch Co.'s new 16-page catalog features its complete line of Architrac aluminum drapery track and parts. Its two lines of enameled steel cut-to-measure drapery hardware are also shown.

Circle No. 97 on product information card

A new 78-page, general brochure by Bentson Mfg Co. catalogs the firm's entire lines of desks, tables, credenzas, bookcases, and filing cabinets, with a special section on contemporary furniture.

Circle No. 98 on product information card

Stendig, Inc.'s new brochure promotes the 8500 series, especially designed by Finnish architect Voitto Haapalainen for libraries, offices, cafeterias, hospitals, airports. The modular collection includes lounge and side chairs, armchairs, sofas, banquettes, planters, cafeteria and library tables, hospital furniture, etc.

Circle No. 99 on product information card

American Olean Tile's booklet 212 gives comprehensive coverage to the firm's ceramic and Murray quarry tiles. Sample tiles and completed projects are shown in color. Reference charts, installation methods, and architectural specifications and details are included.

Circle No. 100 on product information card

A new line of sliding, folding, and accordion door hardware for medium and heavy doors manufactured by House & Co. is presented in a brochure that includes a special section devoted to full-scale typical headroom conditions.

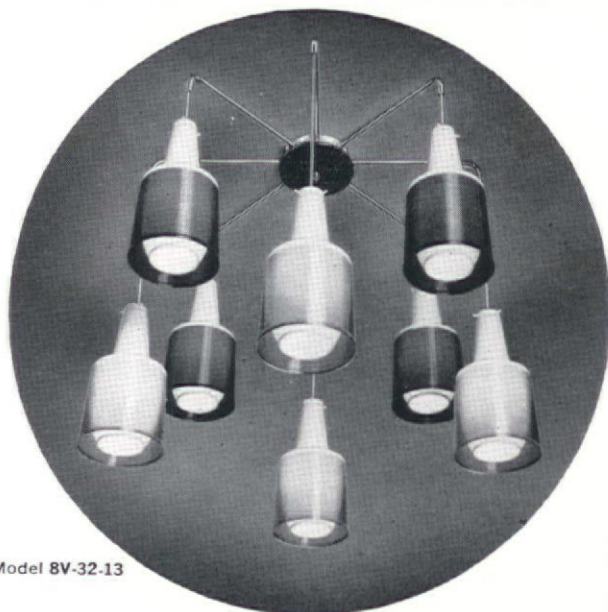
Circle No. 101 on product information card

Alma Desk Co.'s newest chair and lounge seating lines are incorporated in a new brochure along with other seating items for business interiors.

Circle No. 102 on product information card

(Continued on page 66)

Circle No. 41 on product information card



Model 8V-32-13

NEW "V" SERIES (3, 4, 6 OR 8 LIGHTS) AVAILABLE WITH ANY OF THE 64 ROTAFLEX® FORMS IN THOUSANDS OF COLORS AND COLOR COMBINATIONS.



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NEW YORK SHOWROOM 16 EAST 53RD ST.

REQUEST FOLIO 63-2 ON PROFESSIONAL STATIONERY.

At your service...

GREEFF'S CONTRACT DIVISION

Careful personal attention given to each and every inquiry by Vice President Robert H. Hamilton, who is in charge of this division. He can be reached at 155 East 56th Street, New York 22, N. Y. Telephone: PLaza 1-0200.

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Circle No. 42 on product information card

Circle No. 44 on product information card

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Decorative Drapery Materials Exclusively . . .
Designed especially for the

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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

MANUFACTURERS'

CONTINUED

LITERATURE

Chairmasters, Inc., manufacturers of dining furniture for hotels, restaurants, and institutions, has issued a catalog supplement illustrating new chairs in classical, modern, traditional, and provincial styles.

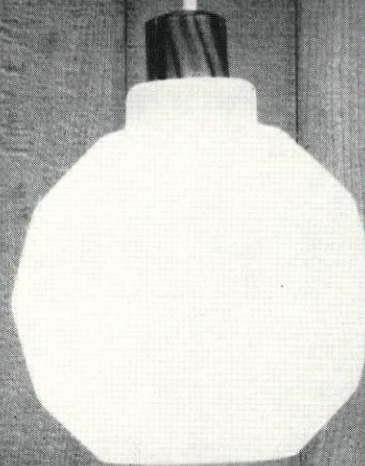
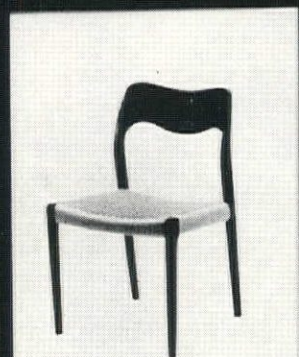
Circle No. 103 on product information card

A number of prestige installations, including Roney Plaza Hotel in Miami Beach, Yankee Stadium locker room, and the Eisenhower Library in Abilene, are attractively displayed in a brochure by Callaway Commercial Carpet Div., supplier of all the carpeting in these commercial/institutional installations.

Circle No. 104 on product information card

A new collection of institutional furniture designed by Milo Baughan for Thayer Coggin's new contract division is presented in a comprehensive brochure which includes sofas, sectional, lounges, swivel and occasional chairs, tables and modular seating, along with swatches of vinyl and fabric upholstery materials.

Circle No. 105 on product information card



From picturesque Denmark, 5 exclusive designs in Bangkok teak, oil finish. Chair seats of woven fibre, muslin, Naugahyde, or ox hide in contoured construction. From top, left to right: All teak dining table in three sizes, 7-12A from Moller with No. 55 arm chair by A. Hovmand-Olsen. No. 71 side chair by Hovmand-Olsen. No. 77 Moller's side chair. No. 57 arm chair by N. O. Moller. Write Dept. A for Designer's Folio. All imported only by



S. Christian
OF COPENHAGEN, INC.
225 POST STREET • SAN FRANCISCO 8, CALIFORNIA
SHOWROOM: JACKSON SQUARE • PHONE EX 2-339

CALENDAR

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 20-24. National Restaurant Convention and Educational Exposition and American Motor Hotel Association Convention and Motelrama. McCormick Place, Chicago.

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.

**Are there several people in
your firm who read CONTRACT?**

Don't wait to have CONTRACT "routed" to you each month. Assure receipt of your personal copy by filling out and mailing the prepaid subscription postcard inserted in this issue.

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. 47 on product information card

← Circle No. 43 on product information card

OUR WASHINGTON REPORT

CONTINUED FROM P. 12

Award announcements

Awards are the diplomas of competition for federal contracts, in this school of experience. And the officials in charge have a constant invitation extended—naturally enough—for more entrants into their classes—which is exactly what federal procurement is divided into. The best place for you to start is with a query to your nearest Business Service Center, run by the General Services Administration.

Recent awards for contract furniture and furnishings include:

Defense Clothing and Textile Supply Center, Philadelphia—beige bedspreads, 15,360, Batavia Sales Corp., New York, \$50,731. This was one of two firms competing for the contract—but 79 were solicited.

General Services Administration, Washington—Floor covering, indefinite quantity, through March 14, 1964—Duraloom Carpet Mills, Lehigh-ton, Pa. General Felt Products, Los Angeles. Longlife Rubber Products Co., Conshohocken, Pa.

H. Masland & Sons, Carlisle, Pa. National Sponge Cushion Co., Los Angeles. Roxbury Carpet Co., Saxonville, Mass. Ozite Corp., Chicago.

Office furniture, unitized wood and companion chairs, through April 30, 1964, indefinite quantity—W. D. Campbell Co., Washington. Lycoming Furniture Industries, Williamsport, Pa.

General office steel desks, through April 30, 1964, indefinite quantity—General Fireproofing Co., Washington. Standard Pressed Steel Co. Jenkintown, Pa.

Security filing cabinets, through Feb. 29, 1964 indefinite quantity—Mosler Co., Washington. Steel bookcases, indefinite quantity, June 1-Oct. 31, 1963—Hillside Metal Products, Newark. Globe-Wernicke Co., Cincinnati.

Post Office, Washington—Nonslip carpet and rugs for entrances—Bryn Mawr Products Co. \$45,292.

Veterans Administration, Hines, Ill.—White damask cotton tablecloth, 19,824 each—J. P. Stevens & Co., New York, \$38,587.

D. C. Government, Washington—Library shelving and furniture, Remington-Rand Systems Washington, \$12,202.

Household and institutional furniture—Chromcraft Corp., St. Louis. Crescent Bed Co., New Orleans. National Store Fixture Co., Odenton, Md. (C)

**For your
free copy
of Helikon's
new catalog
write on
professional
letterhead**

to Helikon Furniture Co. Inc.
315 E. 62 St., New York 21



Circle No. 12 on product information card

CLASSIFIED ADVERTISEMENTS

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

TOP REPRESENTATIVE wanted with following among Contract Dealers, Architects, Decorators for Walnut, Teak, Rosewood Waste Paper Baskets and fine line of Desk and Office Accessories. Give territory, lines and references in first letter. Write: Box A-90, CONTRACT

LINE WANTED: Former marketing executive seeks additional furniture line for New England and New York State. Intensive, systematic coverage in office and contract furniture guaranteed. Write: Box A-89, CONTRACT

WANTED: Man thoroughly experienced in "design oriented" office, institutional, and hotel-motel contract sales; to develop contract division for substantial well-rated home furnishings firm. Martin Jacobson, R & J Furniture Company. 1000-30th St., N.W., Canton, Ohio

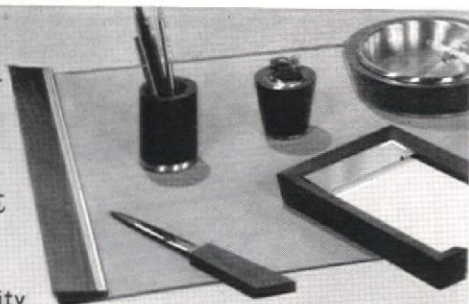
SALESMAN WANTED: Unusual opportunity for established salesman calling on retail, decorator and contract trade to represent two manufacturers in New York area; one line rattan furniture, other line solid aluminum furniture. Both lines to be displayed jointly in showroom located in leading decorator building. Write: Box A-91, CONTRACT

FRANKLIN PERSONNEL AGENCY

You are cordially invited to acquaint yourself with the services of a specialist at our new, modern office; specializing in architectural and interior designers—sales personnel in decorative arts, home furnishings and related fields. 7 East 42 St., N.Y.C.

TN 7-8010

The Beauty of Black Walnut



Executive Quality

line trimmed in solid brass or aluminum. The 5000 series.

Write for colorful catalog showing a choice of 25 units.



DUK-IT McDONALD PRODUCTS CORPORATION

274 DUK-IT BUILDING • BUFFALO 10, NEW YORK

Circle No. 46 on product information card

inspiring interpretations of ITALIAN PROVINCIAL

At Scerbo, you'll explore new horizons in office furniture design . . . a whole new world of Italian Provincial masterfully styled in the neo-classical vein.

Shown: No. 3566 Desk



Write for new decorators catalog.

Frank Scerbo & Sons, Inc.

140 Plymouth Street, Brooklyn 1, N. Y.

ULster 2-5959

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Circle No. 48 on product information card

A. Complete line of . . .

LIBRARY FURNITURE



Wood library furniture manufactured in stock patterns and in custom designs. Planning and design assistance available. Inquire on your letterhead for complete information.

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Greenhouse**

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it's fabulous*

Fabrovin

SOLID VINYL WALL FABRIC

Cloth-backed FABROVIN wallcovering is manufactured from solid virgin vinyl sheeting, laminated to fabric for maximum strength, scuff and stain resistance. Fabulous FABROVIN is available in a variety of weights, textures, embossings and prints — designed expressly for contract use.

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Circle No. 50 on product information card

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- Aaron Brothers (paintings and mirrors)
- Hugh Acton Design Co. (furniture)
- Air Wall, Inc. (partitions)
- Allied Chemical Corp. (floor coverings)
- American Chair Co. (furniture)
- AMV Inc. (accessories)
- B. Brody Seating Co. (furniture)
- Chairmasters, Inc. (chairs)
- Chicago Hardware Foundry (furniture)
- S. Christian of Copenhagen, Inc. (furniture)
- Clarín Mfg. Co. (chairs)
- Dow Chemical Co. (textile fibers)
- Fibersin Plastics Co. (plastic panels)
- General Electric Co. (Textolite division)
- B. F. Goodrich Co. (wallcoverings)
- Greeff Inc. (fabrics & wallpapers)
- The Greenhouse (plants)
- Hardwick & Magee Co. (carpeting)
- Heifetz Co. (lighting)
- Helikon Furniture Co., Inc. (furniture)
- Hooker Furniture Co. (furniture)
- Howe Folding Furniture Inc. (furniture)
- Howell Co. (chairs)
- International Home Furnishings Market
- Kirsch Co. (drapery hardware)
- Kittinger Co. (furniture)
- Kroehler Mfg. Co. (furniture)
- LaFrance Industries, Inc. (fabrics)
- Lehigh Furniture Corp. (furniture)
- C. H. Masland & Sons (carpeting)
- McDonald Products Corp. (office accessories)
- Middletown Mfg. Co., Inc. (hardware)
- Howard Miller Clock Co. (clocks, lamps)
- Monarch Furniture Co., Inc. (furniture)
- Norquist Products, Inc. (folding chairs)
- No-Sag Spring Co. (beds)
- Owens Corning Fiberglas Corp. (Fiberglas)
- Palladio Contracts, div. of F. J. Newcomb Co. (accessories)
- Parkwood Laminates Inc. (partitions)
- Albert Parvin & Co. (contract design)
- Perma Dry, Inc. (fabrics finishing)
- Frank Scerbo & Sons, Inc. (furniture)
- ServiceMaster (maintenance service)
- Shelby Williams Mfg., Inc. (chairs)
- Silent Gliss, Inc. (drapery hardware)
- Synthetics Finishing Corp. (fabrics finishing)
- Thortel Fireproof Fabrics, Inc. (fabrics)
- Tri-Par Mfg. Co. (chairs)
- U.S. Rubber Co. (Kem-Blo sponge)
- Vinyl-Tex Co. (wallcoverings)
- Westinghouse Electric Corp. (air conditioning)
- Winfield Design Associates (wallcoverings)
- Lee L. Woodard Sons, Inc. (furniture)
- Worden Co. (library furniture)
- S. Zimet Corp. (bedding)



no fuel to the fire

Fiberglas* draperies are 100% fire-safe. By nature. No flame-proofing necessary no matter how many washings. They'll resist any fire without adding fuel to the flame. That is why interior designers help protect their clients' lives and investments by specifying Fiberglas draperies. It's good insurance ... especially in buildings that accommodate large groups of people. Fiberglas fabrics meet all building code requirements.

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If you're searching for a fabric that is fire-safe and performs better than any other drapery fabric in any climate or exposure, look into Fiberglas. It's stacked ceiling to floor with news. In texture, color and design.

For further information about major installations and their specifications in Fiberglas, write to: Contract Dept., Owens-Corning Fiberglas, 717 Fifth Avenue, New York 22, N. Y.

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FIBERGLAS
A DIVISION OF

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