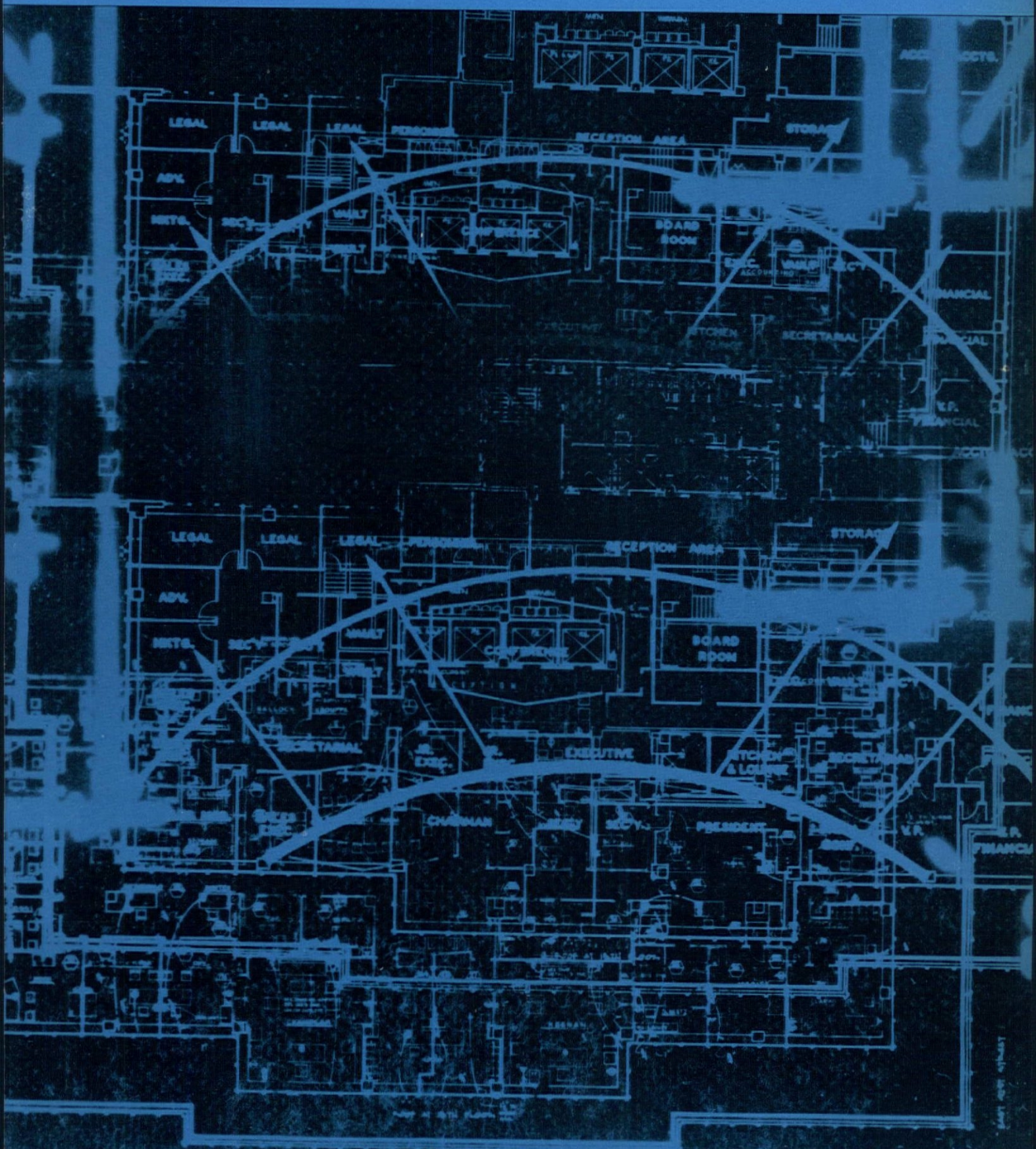


# CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • JULY 1963



AC PLANNING



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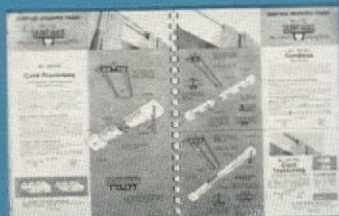
### INCOMPARABLE STYLING

Only Silent Gliss is so slim and trim . . . so unmistakably thoroughbred in styling. Whatever the job, you'll find Silent Gliss the smallest, most inconspicuous, *best* track you can use.

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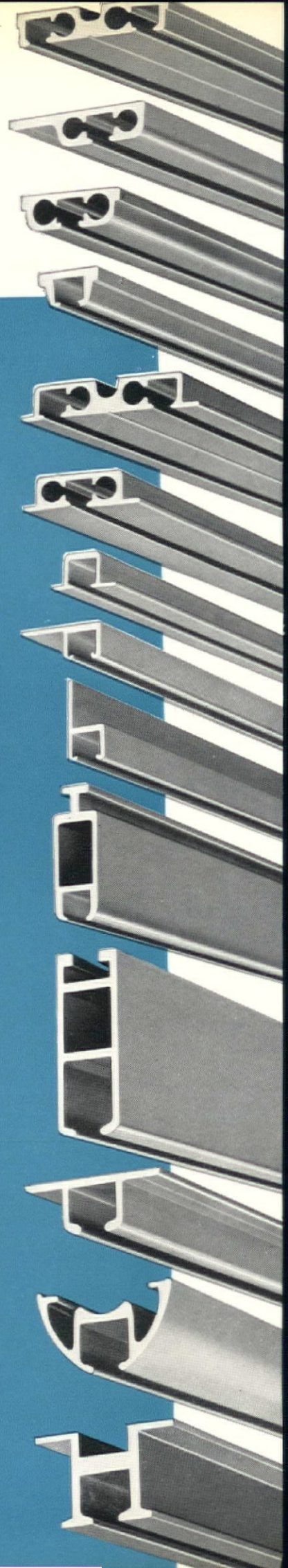
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No. 1 on product information card



## Oriental rugs? Not for these Japanese importers. Instead, it's Caprolan nylon!

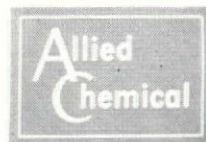
When famous importers like Takashimaya go domestic for showroom furnishings, that's news! Yet, with a world of carpeting to choose from, this Fifth Ave. retailer's choice was rugged Caprolan® nylon.

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Next time you need carpeting that's both lush and long lasting, include the heavy-duty beauty of Caprolan nylon in your floor plans. You'll be glad you did.

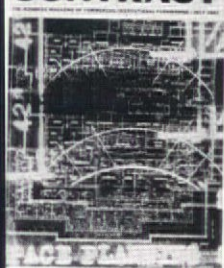
At Takashimaya, it's "Zenith" by Commercial Carpet Corp. The pile is 100% Caprolan nylon—a domestic touch of magic for the store of a thousand Oriental wonders.



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

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## CONTRACT



### The Cover

The arcs and arrows in this floor plan are "lines of authority," according to our cover designer, Lawrence Lerner, who also participates (authoritatively) in the Space Planning Symposium to which this issue of CONTRACT is devoted.

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Ben H. Hellman

### EDITORIAL DIRECTOR

Milton Gralla

### GENERAL MANAGER

Lawrence Gralla

### ASSOCIATE EDITORS

Anne Fallucchi

Norman Keifetz

### SPECIAL PROJECTS EDITOR

John Anderson

### EDITORIAL CONTRIBUTORS

Faber Birren

Jo Bull (Chicago)

Ash Gerecht (Washington)

Bodil W. Nielsen

Betty Pepis

Vivien Raynor

### ADVERTISING DIRECTOR

Doyle Peck

### PRODUCTION MANAGER

Morton Silverman

### REPRESENTATIVES

#### NEW YORK

Frank Rizzo

Gralla Publications

566 Seventh Ave.

PEnnsylvania 6-3975

#### CHICAGO

Marshall D. Siegel

Gralla Publications

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# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. IV, No. 7

JULY, 1963

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### COMING IN CONTRACT

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

SEPTEMBER—Furniture Review; Laminated Surfaces.

OCTOBER—National Hotel-Motel Show, including the annual Room of Tomorrow, Designs for Dining; The British Design Centre; Restaurants—a pictorial round-up.



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

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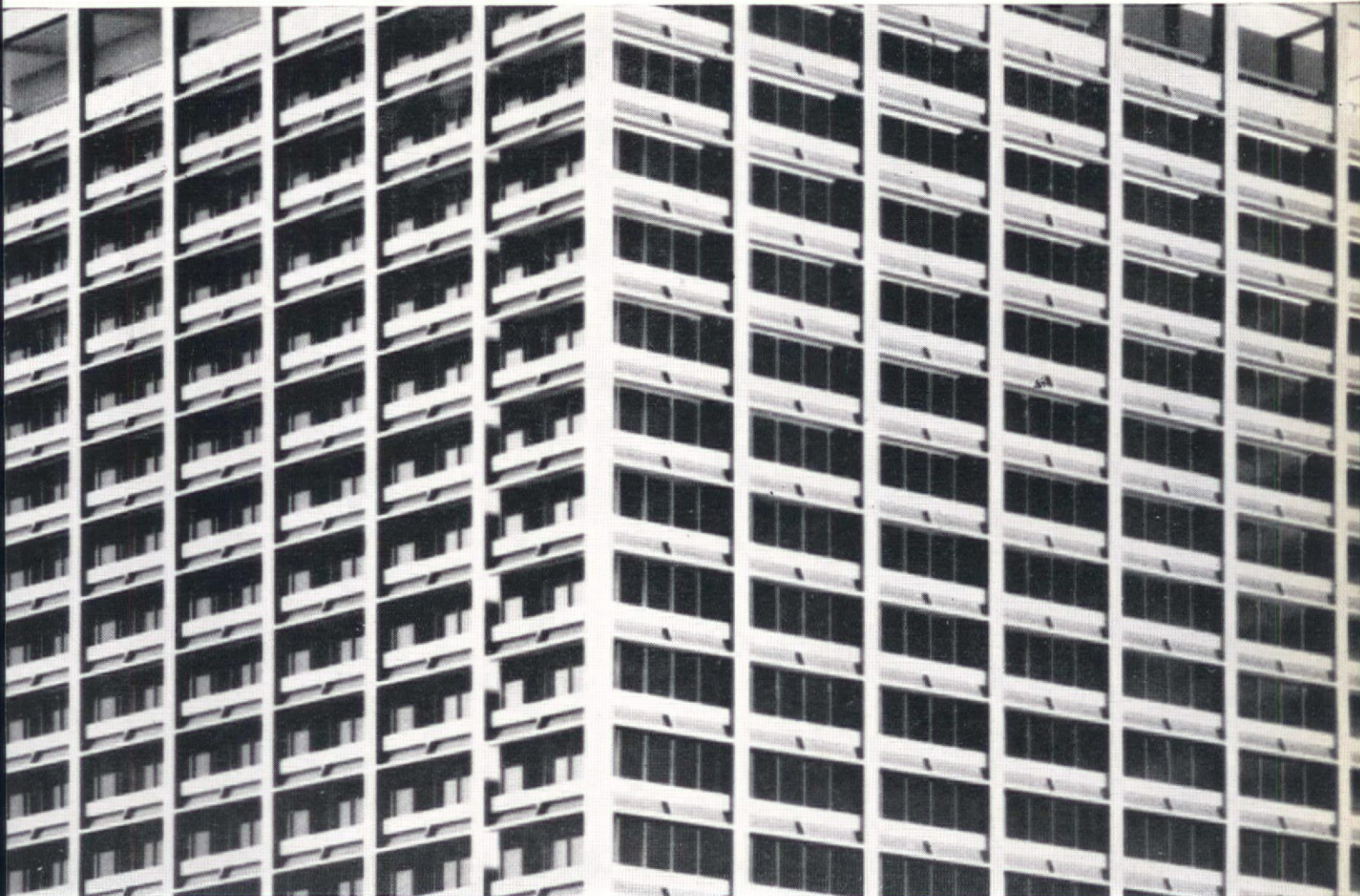
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## LETTERS

### Space planners association?

Dear Sir: Your questionnaire discussing current trends and problems confronting the space planner is interesting and provocative, and certainly should open the door for a professional association of space planners.

It is the professional level and professional acceptance by the laymen that is important to our field—most important to the public image, and certainly necessary for the exchange of ideas and problems among ourselves.

We at JFN are a staff of professionals and as such would join our fellow professionals in any such an undertaking. Perhaps *CONTRACT* can put it to a vote.

Good luck, and congratulations on your exhaustive and intelligent questionnaire.

DOUGLAS W. NICHOLSON, PRESIDENT  
JFN Associates, New York City

### Hospital carpeting

Dear Sir: For some time now I have been following, with great interest, articles in *CONTRACT* demonstrating new dimensions in carpeting. The introduction of carpeting in school classrooms is in itself provoking and leads me to a consideration of carpeting in the modern hospital. It is for this reason that I ask for the name and address of someone associated with the American Carpet Institute. Perhaps the person to whom you refer will be of help in analyzing the applicability of carpeting in hospitals.

W. ALLEN SMITH, JR.  
Administrative Assistant.

Medical College of Virginia, Richmond, Va.

*Material on carpet installations in hospitals, including recent special studies, is available from the American Carpet Institute, 350 Fifth Avenue, New York 1, N.Y.—Ed.*

### The school market

Dear Sir: We were especially interested in your article entitled "The School Furnishings Market" (May 1963 *CONTRACT*). Congratulations on an excellent effort.

Please know that we have long recognized the need to call attention to an important, yet neglected market. Schools certainly represent an outstanding opportunity for designers, suppliers, etc., to make significant contributions.

VAN CHRISTO

Van Christo Associates, Designers, Boston

### Royal Tehran credits

Dear Sir: We admired your article on the hotel-motel boom in the June 1963 issue, but regrettably you omitted the design of the Royal Tehran hotel—a collaboration between Tom Lee of Tom Lee Lee and Emanuel Gram of the architectural staff of Hilton Hotels International. We would appreciate your making amends.

EDITH SIMON  
New York City

*Herewith our amends and our apologies. The handling of the overseas logistics problem in connection with this assignment was indeed masterful.—Ed.*



*One Good Design Deserves Another*

Encore from San Francisco! Now there are two new companions for the Contract C sofa, the sofa that earned the 1963 A.I.D. International Design Award from Jules Heumann. Like their noted relative, the Contract C chair (#31T2AA) and ottoman (#31) are available in leather, plastic and in dozens of fabrics by Crafted. There is a wide range of colors and textures to match your design requirements. Write for a free copy of our Contract Division catalog, or send \$1 for a complete illustrated catalog. Dept. C24, Metropolitan Furniture, 950 Linden Avenue, So. San Francisco, California. Showrooms in San Francisco, Chicago, Dallas, Los Angeles, New York

METROPOLITAN

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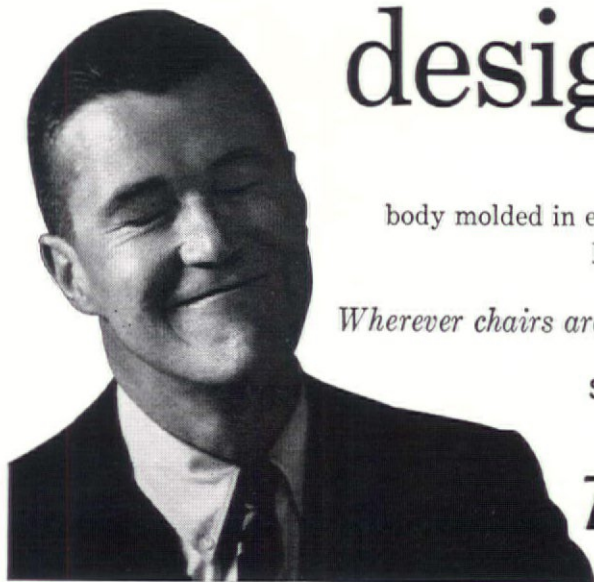
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**D. C. Currently**

## **OUR WASHINGTON REPORT:**

- **The problem—70 million sq. ft.**
- **New executive furniture line**
- **Wallcovering exhibit**
- **Foreign fields for furniture**

**I**F you think you have problems laying out office space, consider the task of the U.S. Government, with about 70 million square feet to take care of, this year. The fact that there is one top management doesn't necessarily make the job

easier. The individual agencies can speak up, and do, about how they want their space arranged. Add to this the factor of change—in Washington, there appears to be an almost incessant reorganization of space in government office buildings—and this gets to be quite a job.

The government's buildings manager, the General Services Administration, tries to make the work routine when it can. This is best accomplished with ordinary field installations, where its Occupancy Guides stand the best chance of being followed, and least done with agencies' national headquarters, where the agencies' own space planners seek top voice.

In essence, the approaches to planning differ little from commercial counterparts, following functional space planning motifs. The Occupancy Guides try for a maximum use of open areas in offices. But they normally shy away from specifying particular items of furniture. The schematics will show a desk and chair outline, or, for a reception area, perhaps a settee, tables for forms to be filled out on, and the like.

Internal Revenue Service is advocating the use of unitized furniture — the commercial field's "modular"—and so GSA takes this into consideration in planning the increasing number of IRS offices. Many other agencies are converting to unitized also, but it's a slow process, depending on

*(Continued on page 10)*



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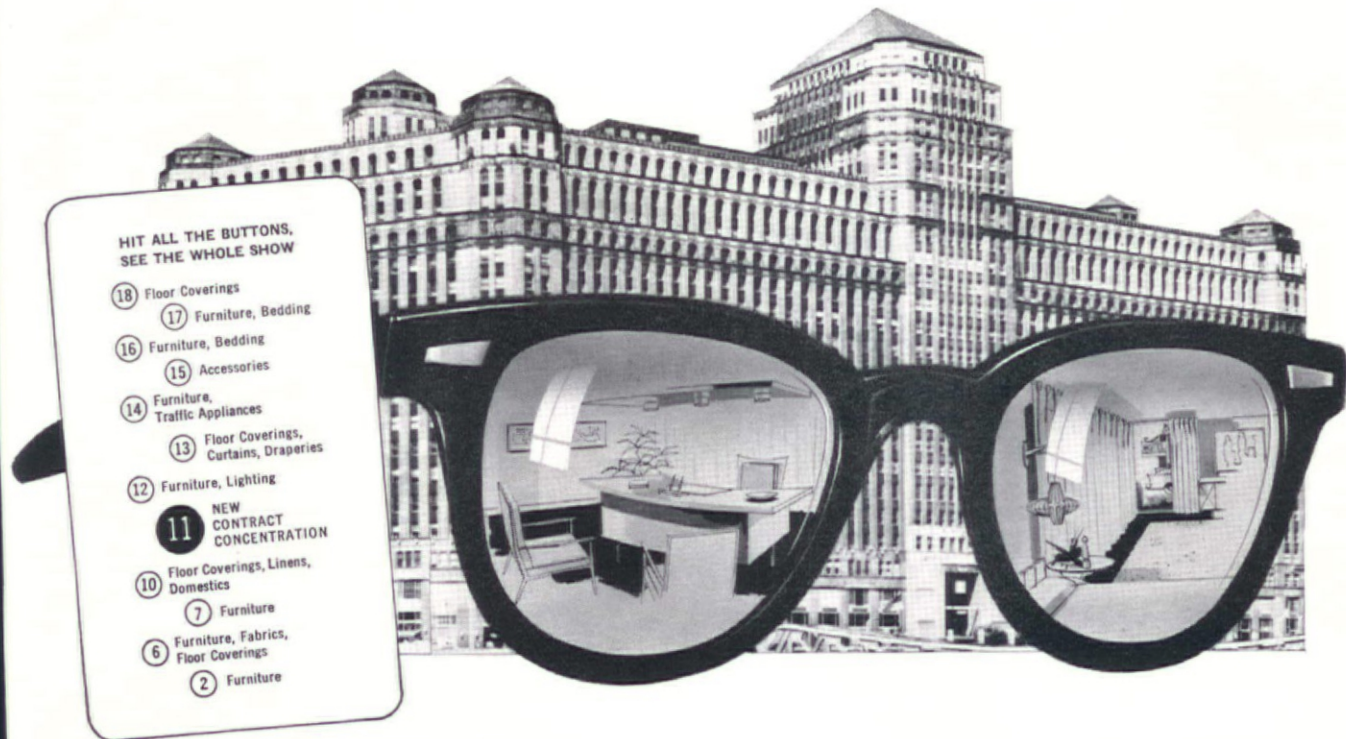
The Mart's making contract buying history. And you're part of it. Now for the first time anywhere, you can shop *all that's new in contract furnishings right under one roof*. No more cab pilgrimages all over town. No more nerve-wracking delays. Now a single trip to The Mart makes every hour productive. Furniture, bedding, floor coverings, draperies, fabrics, institutional merchandise, lighting and fixtures, accessories, kitchen machines and equipment, you-name-it... *everything* is just an elevator button apart!

## **11** Dynamic new 11<sup>th</sup> Floor Contract Concentration is the big exciting step that puts the whole show under one roof

The entire 11th Floor is being converted into a spectacular showplace for contract merchandise! Many of the biggest names are already located here and are doing a booming business. Others are eager to join them. No wonder. The brand-new 11th Floor is the talk of the town. And the toast of the contract buying world.

HIT ALL THE BUTTONS,  
SEE THE WHOLE SHOW

- 18 Floor Coverings
- 17 Furniture, Bedding
- 16 Furniture, Bedding
- 15 Accessories
- 14 Furniture, Traffic Appliances
- 13 Floor Coverings, Curtains, Draperies
- 12 Furniture, Lighting
- 11** NEW CONTRACT CONCENTRATION
- 10 Floor Coverings, Linens, Domestics
- 7 Furniture
- 6 Furniture, Fabrics, Floor Coverings
- 2 Furniture

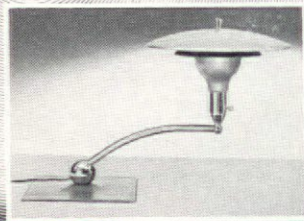
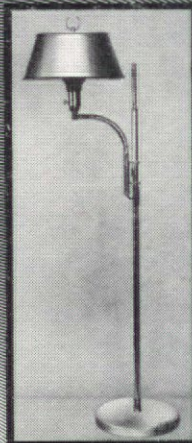


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## OUR WASHINGTON REPORT

CONTINUED FROM P. 8

approval of funds and the adequacy of existing furniture.

### Fiscal year 1964 plans

One of the big stars in federal procurement in the new fiscal year, which began July 1, should be the government's new line of executive office furniture. It went on display to federal agencies in June, with promise of immediate delivery. A number of offices have been done in it already, including the office of J. P. O'Connor, chief of the furniture and furnishings branch, national buying division, of GSA's Federal Supply Service. He's been shepherding the line along.

Balance of payments problems are bolstering U.S. manufacturers' business for military offshore family housing installations. This is likely to continue. Continental U. S. volume, however, has been low in recent months.

The Defense Department asked Congress for approval to build 12,100 family housing units in this fiscal year, as the first part of a five-year program for 62,100 units. In the first Congressional reaction, the House Armed Services committee agreed that 62,000 units was a minimum estimate of the need, but put it on a six-year instead of five-year basis, and approved 10,000 units for fiscal 1964.

### New House office building

The third House Office Building, which is expected to be in full use by late next year, will account for about \$3.5 million in office furniture purchases—about \$9,000 to \$10,000 per suite. Congress wants to give manufacturers plenty of lead time to produce the goods. Once layouts are approved, invitations for bid are likely to be issued this fall.

### Wallcoverings exhibit

The National Housing Center early this month completed its exhibition of "Today's American Wallcoverings." This was organized by the Resources Council of the American Institute of Interior Designers, and will circulate in the United States and Canada under auspices of the Smithsonian Institution. This is said to be the first time wallcoverings have been featured in an exhibition.

### Business aids

Here's an example of the one-two punch that federal agencies can give to aid a particular busi-

(Continued on page 12)

# THE JOHN STUART **NEW** CONFERENCE TABLE-DESK

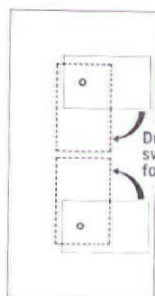
Patents pending



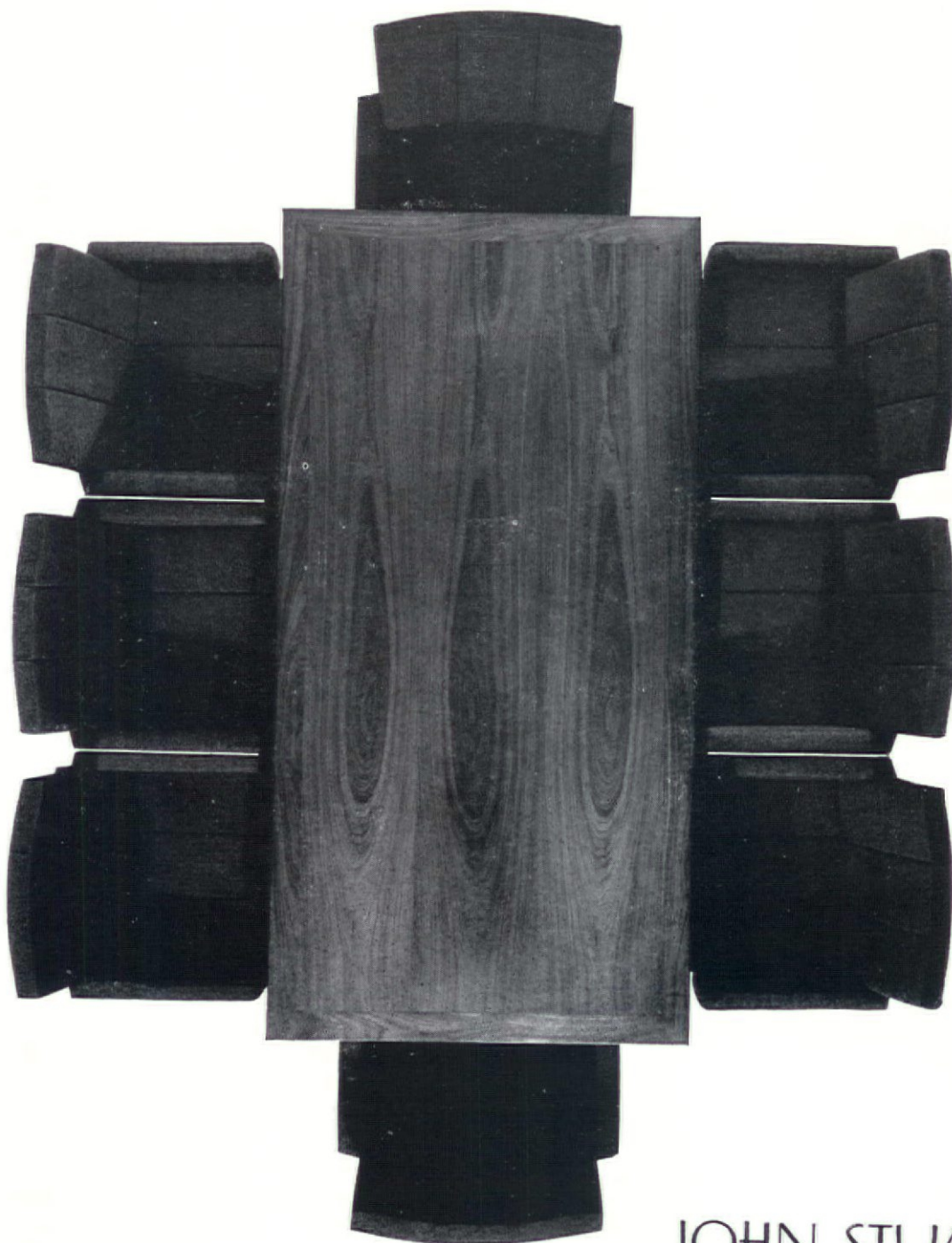
Executive Desk



Conference Table



Drawer pedestals swung into position for use as a conference table



**JOHN STUART INC.**  
NEW YORK  
PARK AVE. AT 32ND ST.  
PHILADELPHIA  
2301 CHESTNUT ST.

## OUR WASHINGTON REPORT

CONTINUED FROM P. 10

ness. The Area Redevelopment Administration, which works in areas of chronic unemployment, approved a \$51,000 loan and grant to improve water and sewerage facilities in Springville, Ala., to serve National Cabinet Co., manufacturers of metal, wall, base, sink, and kitchen utility cabinets. The Small Business Administration approved a \$72,000 loan to the Springville Development Corp., to be used to construct additional facilities for National. Last year it approved a \$140,000 loan for the development company to buy land and build a factory for National.

SBA also approved a \$300,000 loan to West Lincolnton Development Corp., Lincolnton, N.C., to enlarge the plant of Burris Manufacturing Co., Inc., Lincolnton, furniture manufacturer.

### Foreign fields for furniture

Don't overlook foreign opportunities for contract furniture and furnishings. The Commerce Department recently reported a manufacturer and agent in La Coruna, Spain, interested in buy-

ing and representing U.S. metal and wooden furniture lines for offices and commercial establishments. And a wholesaler and retailer in Paris is interested in floor and wall coverings. A Paris manufacturer and importer expresses an interest in upholstery, fabrics, and trimmings.

### The redecorating trend

Increased competition for tenants in office and commercial structures is causing older buildings to yield to demands for redecorating, for air conditioning, for electric elevators, and in some cases for lower rents, in order to keep tenants, reports a survey by the National Association of Real Estate Boards.

### Procurement opportunities

You may want to lay plans to cop awards on Federal procurements, comparable perhaps to some of these that were up for invitations to bid recently. These are closed, now, but they give you an indication of what might be in store:

National Institutes of Health, Bethesda, Md.—Furnish and install new draperies, curtains, and panels in two auditoriums.

Naval Supply Depot, Great Lakes, Ill.—Services

(Continued on page 14)

Circle No. 12 on product information card

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*Opaqueen*



There is no other black-out lining like OPAQUEEN. Unique in its field, this Queen of linings comes with either silver or white backing. A patented product of the Home Fabrics Division of Berkshire-Hathaway, it has every quality (Laboratory Controlled) essential to hotel, motel and institutional service:

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New York; Creative Looms, Inc., New York; Lieb/Meyer Corp., New York; Maharam Fabric Corp., New York, Henry Cassen, New York; Richard Pick & Heller, Chicago; Croydon Decorative Fabrics, Philadelphia.

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**Creslan**<sup>®</sup>  
LUXURY ACRYLIC FIBER

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## OUR WASHINGTON REPORT

CONTINUED FROM P. 12

and material to fabricate about 1,202 slip covers in the period ending May 31, 1964.

Fort Knox, Ky.—Reception room tubular steel frame furniture.

General Services Administration, Washington—Desk lights, through Aug. 14, 1964.

Veterans Administration, Hines, Ill.—Laboratory stools. 256 laminated plastic top self-leveling dining tables.

Defense Medical Supply Center, Brooklyn—300 hospital crib mattresses.

321st USAF Logistic Control Group, Brooklyn—97,040 9x9 tan floor tile.

GSA, Washington—23,545 rugs. 1,710 wooden wardrobes with shoe racks and metal base cabinets. Cotton bedspreads for the period Aug. 1, 1963 through July 31, 1964. Traditional style wood bedroom furniture, 6,169 each, with a small business set-aside for an additional quantity of 2,057 each.

### Federal awards

A current sampling of some of the federal contract awards shows that there's a certain payoff for every bidder's race—or almost every one—in the federal scheme of things. Recent awards include:

D. C. Government, Washington—Institutional furniture, National Hospital Furniture, Odenton, Md.

Post Office Department, Washington—Wood or steel furniture items, Keyless Lock Co., Indianapolis, Ind., \$380,318. Steel clothing lockers, Lyon Metal Products, Inc., Aurora, Ill. \$32,307.

General Services Administration, Chicago—File cabinets, Remington Rand div. of Sperry Rand Corp., Chicago, \$12,629.

GSA, Washington—Simulated rattan tubular steel chairs, 560 each, Baker Mfg. Co., Pineville, La., \$26,796. Modern wood bedroom furniture, 385 each, Joerns Bros. Furniture Co., Stevens Point, Wis., \$14,557. Bachelor Officers' quarters table and floor lights 1,652 each, Mario Mfg. Co., Washington, \$28,884. Early American wood dining room and bedroom furniture, 1,065 each, Taylor-Jamestown Corp., Jamestown, N.Y. \$41,756. (C)

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

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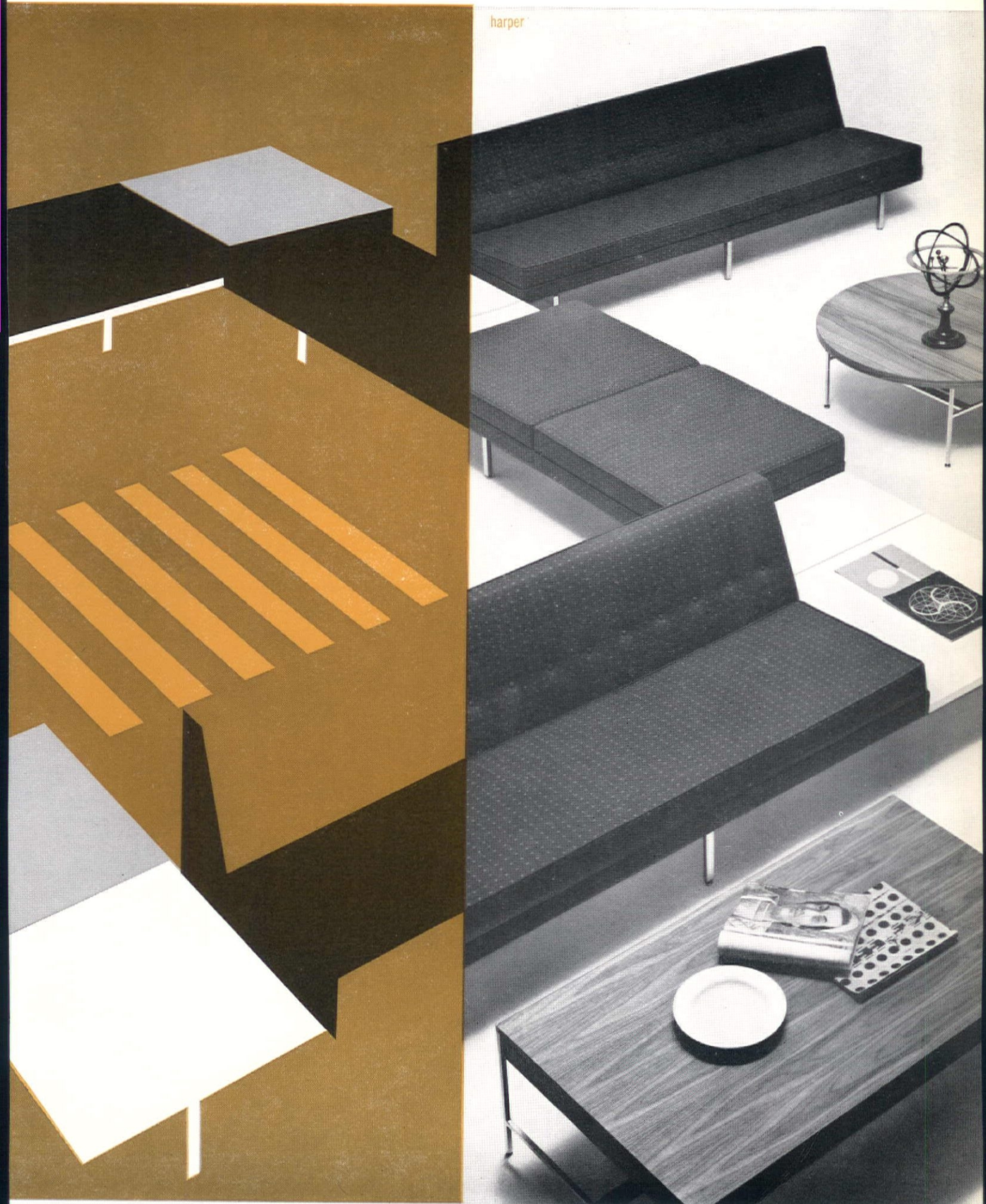


## instant plan

Herman Miller's modular system practically plans itself. Seating pieces and tables combine to create rooms within rooms, make small spaces seem grander, reduce maintenance problems. Literature and information for purchasing or leasing available on request. Herman Miller, Inc., Zeeland, Michigan. Please turn to reader service card and circle No. 50.



harper



## PEOPLE

JOSEPH SAMPSON has been appointed assistant to the commercial sales manager of C. H. Masland & Sons, and JAMES T. RIDLEY has been promoted to position of a commercial carpet specialist.

RALPH A. HODGES, NSID, has been named design director of the newly organized design studio of the Randolph Desk Co.

BERT S. CROSS has been elected president of Minnesota Mining & Manufacturing Co., succeeding HERBERT P. BUETOW who is retiring.

JOHN P. DOERR has been elected president of Philadelphia Carpet Co., succeeding HERBERT E. DOERR who becomes board chairman.

MARTIN MICHIE has been named assistant sales manager of the rug department at Collins & Aikman's Cavel division, replacing BEN TILLET, earlier named sales manager of the department.

ROBERT L. CLAY has been appointed to the new post of style coordinator of the contract carpet department of A. & M. Karagheusian, Inc.

JOHN E. KUSER has been named national accounts manager of the coated fabrics division of Interchemical Corp. He will work with architects and designers in the middle Atlantic trading area.

JOHN E. MAGNUS has been appointed by the Buckstaff Co. as Chicago territorial representative.

ARNON HILLER has been named general sales manager of movable wall department at United States Plywood Corp.

JEROME M. PITOFSKY has joined Sidney Blumenthal & Co. in the new position of merchandise manager for upholstery fabrics.

MORRIS H. WANSKY was appointed vice president—New York sales of The Globe-Wernicke Co., manufacturer of office furniture.

THOMAS E. MCCONNELL was appointed sales manager of the institutional seating division, Hampden Specialty Products Corp., New York.

LARRY CLAVIN was named sales manager for the Burton-Dixie Corp.'s innerspring bedding products division, Chicago.

*(Continued on page 19)*

**innerspace**



### THE 3000 SERIES

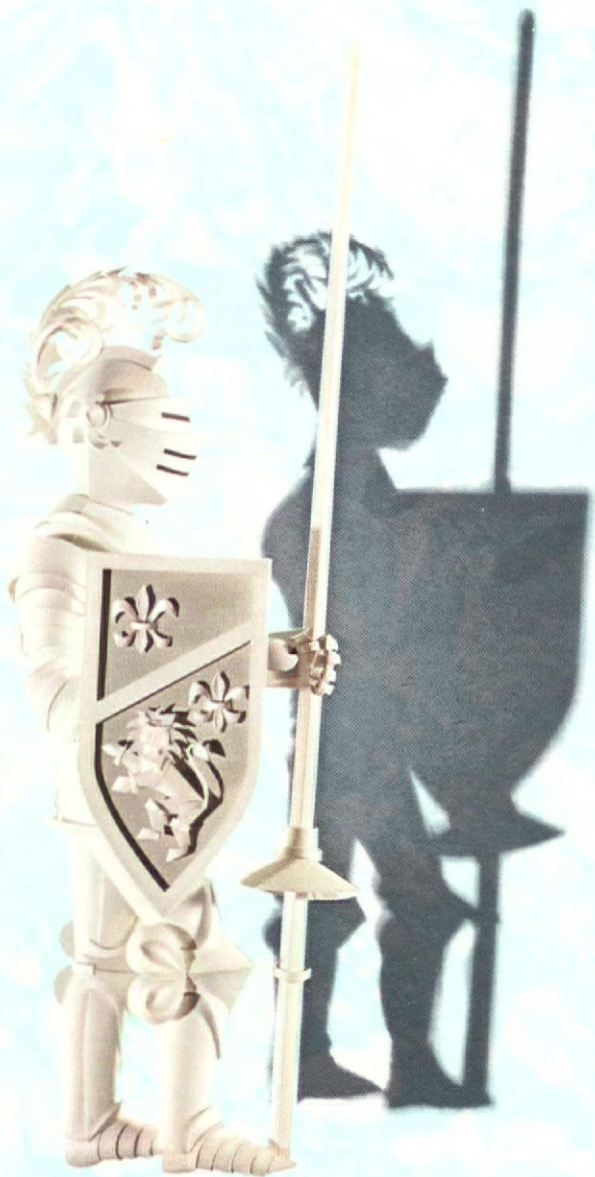
Walnut modular units. Non-glare, smooth finish laminated plastic tops in many sizes. All drawers mounted on steel suspension slides with nylon rollers. Steel reinforced aluminum legs. Custom hardware. For catalog of desks, L-shape arrangements, box and file drawers, sliding door cabinets, and tables, write to Contract Division, Hooker Furniture Corporation, Martinsville, Virginia.

**HOOKEER**

**more  
innerspace**



Circle No. 14 on product information card



# ROYALE

Another new, exclusive pattern in General Electric Textolite... a gentle flotation design that hints

of majestic marble. Four subtle pastels—Aqua, Melon, White, Champagne—selected for outstanding color coordinating versatility. Non-directional, too, for perfect design flow at seams. Get samples free from your G-E Textolite distributor, or write:

General Electric Co., Coshocton, O., Dept. CT-73

Name \_\_\_\_\_

Address \_\_\_\_\_

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

## Textolite<sup>®</sup>

LAMINATED PLASTIC



GENERAL  ELECTRIC



**It takes the Terson touch.** Takes it beautifully, in the case of this walnut bucket executive chair, available in three variations: swivel and automatic return, swivel and tilt, and as a fixed position side chair, by jg Furniture Company, Inc. This company, like so many others, has learned that Terson vinyl coated fabrics compliment fine crafted furniture, offer salesworthy practical values in addition to excitingly fresh patterns and colors. Among them, Terson's resistance to alcohol, oil, and grease . . . its ruggedness and cleanability. As a furniture maker, you'll be impressed with Terson's pliant strength, how easy it is to sew, cut, tack, and shape. The way it stretches without tearing . . . gives added strength at seams and corners. As a creative designer, you'll appreciate our wide-ranging standard color line . . . revel in our unique special color service that eliminates any need for compromise. Isn't there some commercial or institutional job you're working on right now that could use the "touch of Terson"? Would samples and a color line help you? Write today to Athol Manufacturing Company, a division of Plymouth Cordage Industries, 120 East 41st Street, New York 17, New York, or Butner, North Carolina.



Circle No. 16 on product information card

## PEOPLE

PAUL J. FLANIGAN has been named sales engineer for Pennsylvania, Maryland, Washington, D.C., northern Virginia, and eastern West Virginia for No-Sag Spring Co.

Madison Furniture Industries has realigned its sales areas as follows: AL MARKOFF, presently covering northern Illinois, Wisconsin, and Indiana, has also been assigned the Chicago area; STANLEY LIND, state of Ohio; J. B. PREVATTE, North Carolina, South Carolina, Virginia.

EVERETT BROWN, FAID, was recently elected chairman of the board of governors of the American Institute of Interior Designers (AID).

HARVEY N. GOLDSTEIN has been named vice president and eastern sales manager for Selig Mfg. Co. He was previously central division regional sales manager for Baumritter Corp.

JOHN TRAVIS has joined Lack Lenor Larsen, Inc. as sales representative in charge of suburban sales in the New York area.

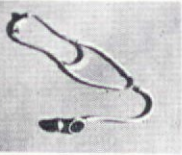
ROSLYN BURROWS has been appointed merchandising representative for Vanaweve wallcovering and drapery fabrics at Richard E. Thibaut, Inc. Headquarters will be at Thibaut's New York showroom.

LAWRENCE J. ISRAEL, AIA, of Copeland, Novak & Israel, has been appointed a member of National Panel of Arbitrators of the American Arbitration Association.

ROBERT A. YOUNG has resigned from his position as executive vice president of Harvey Propper Inc. to found his own firm, Robert Aaron Young, Inc., a trade source for original art. New address is 19 East 53rd Street, New York City.

ROLAND W. KINTIGH has been named president of Barler, Inc., succeeding the late Marion E. Miller. Two new directors were also named at the same time: RICHARD BIBBLER and GILBERT L. VANCE.

Barricks Mfg. Co. has announced the following appointments: DON SCHATZEDER, new product manager, and WALTER L. BLUMENTHAL, sales and advertising manager.



**DIAGNOSIS:** Excellence in design, architectural simplicity, superb construction . . . it's Monarch's new "Blueprint Series." Analyze the slimline base, neat buttonless tufts. You'll find "Blueprint" serviceable — ideal for lounge areas of professional and businessmen alike. Information and literature upon request.

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



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

Circle No. 17 on product information card

# CONTRACT BUSINESS: Notes & Comments

## Mart promoting 11th floor

The Merchandise Mart, Chicago, is planning intensive promotion of its new 11th floor contract buying section for this fall. The program is aimed at promoting traffic on a year-round basis at this new center for contract merchandise. Mailings will be made to specifiers and buyers of contract merchandise throughout the country, and advertising space has been contracted for with trade publications. A seal or logo is being developed for the use of contract exhibitors in the Mart, so that they can tie in their advertising and promotion with that of the Mart itself. There is also a strong possibility that a special Contract Market will be staged at the Mart once a year, with special days set aside for the purpose, distinct and separate from the semi-annual furniture markets. At a luncheon meeting last month in which the Mart outlined its plans, Tom King, vice president, and Harry Finkel, advertising director, emphasized however that the main push would be given to the unique year-round facilities offered the contract buyer at the Mart, which are unduplicated anywhere else in the country.

## Elect Mary Dunn AID president

Mary E. Dunn, FAID, president of Nancy McClelland, Inc., New York, was elected president of the American Institute of Interior Designers at its 32nd annual national conference in Philadelphia.

## SLS opens in Boston

Saphier, Lerner, Schindler, Inc., established new Boston headquarters at 250 Boylston Street, marking the fifth in a progression of design offices located in major cities across the country. Dan Connor has been appointed general manager.

## IDI plans meeting, awards program

Industrial Designers Institute has announced plans for its 25th annual meeting and 13th annual Design Awards Program to be held in Rochester, New York, October 3, 4, and 5. The three-day session will incorporate a Trustees' meeting, member-guest meetings, and the third annual symposium, which will be held on October 5. The 13th annual Design Awards Program has been expanded to cover design

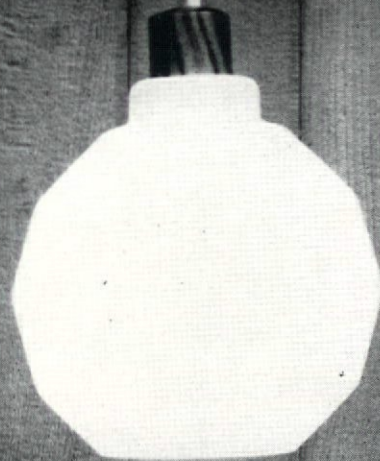
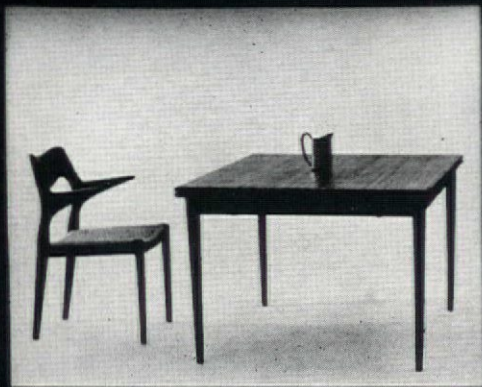
for home, business, industry, transportation, and recreation. More than 2,000 submission forms will be mailed to industrial designers, manufacturers, architects, and only products produced in the United States are eligible. The deadline is August 2. Judging will take place in Indianapolis on August 16 and 17. All awards will be made at a banquet at the Sheraton Hotel, Rochester, Friday evening, October 4.

## Editors see fabric finishing plant

The application of Zepel, Du Pont's fabric fluoridizer, was reviewed in detail May 16 by an interested group of editors. The editors were taken on a tour of a well-equipped plant of Northern Dyeing Corp. & Castle Creek Prints at Washburn, N.J., where they spent several hours tracing the treatment of fabrics with the newest finishing techniques. Zepel, a fluorine-based chemical, makes upstery, drapery and apparel fabrics w

(Continued on page 18)

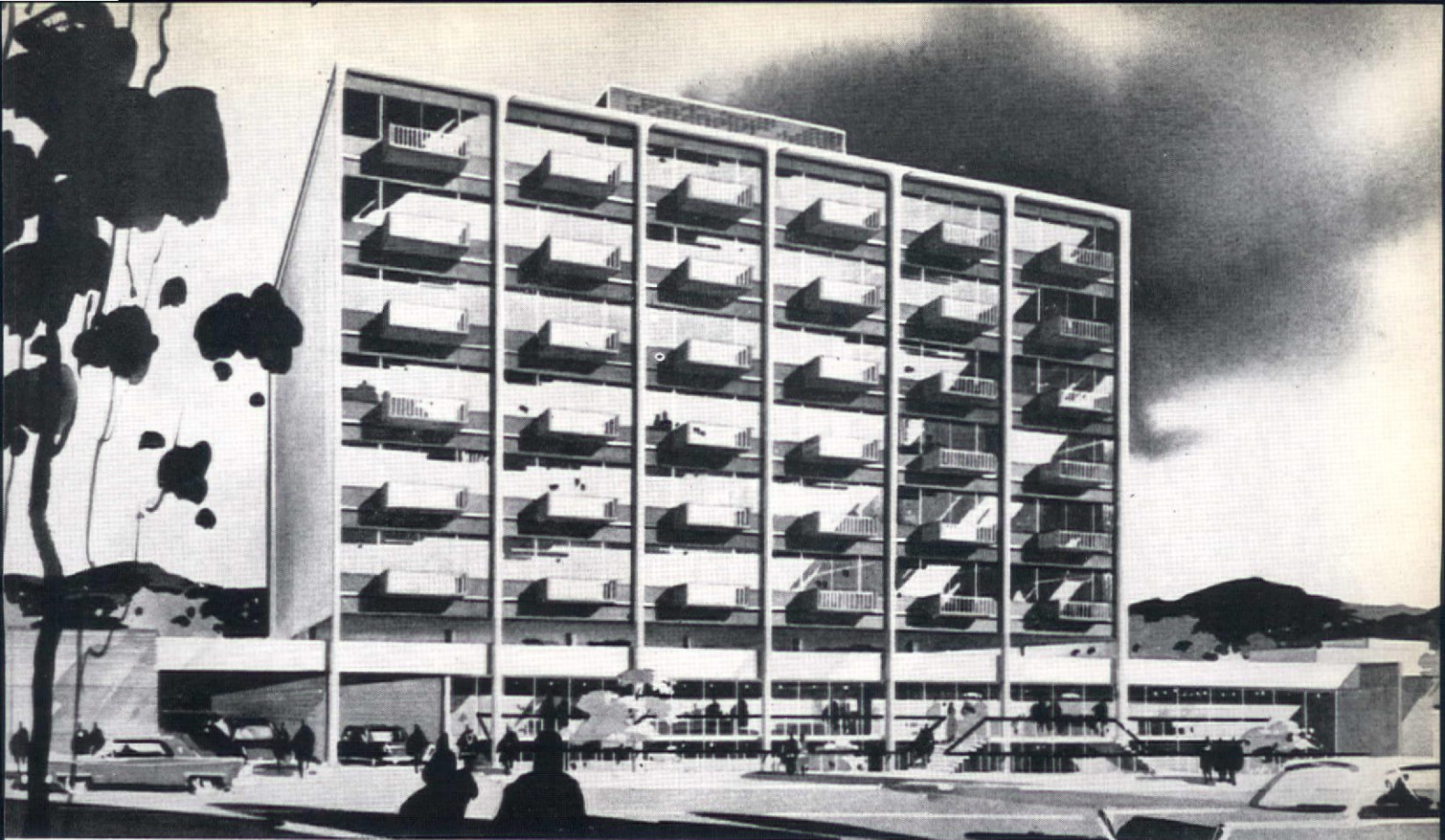
Circle No. 18 on product information card



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 2-3394



# a new design center for Los Angeles

**HAT** The International Design Center of Los Angeles offers an exciting new way of selling in the fastest growing state in the country. California is first in population, in housing starts, and in home furnishings sales. Over 1,700 new arrivals daily in a market for 1,000,000 new rooms a year! Add to this remodeling and refurnishing of existing homes...and the huge Contract Market...and you see why the International Design Center of Los Angeles is certain to prove a genuine force in sales.

**WHERE** The new Design Center is a multi-million dollar structure located in the very heart of Robertson Center. This is the most concentrated design area in the country, serving architects, designers and retailers for hundreds of miles around. Specifically planned from the very outset as a Design Center, it will serve as a vast showcase of imaginative, stimulating exhibits of home furnishings, architectural and decorative arts. The very hi-rise building in the area, it can park 350 cars. (No charge to visitors to the Center.) Air conditioned, of course and there will be a luxurious restaurant, too.

**WHEN** The formal opening is scheduled for October 1963. Construction is well under way. A series of special events, lectures and educational exhibits will compose a curtain-raising program. A sustained schedule will involve coordination with architects, decorators, merchants, civic groups and others. An aggressive advertising and publicity campaign has been devised to build up an awareness of the Center and publicize its activities. A large-scale opening for the Press and other celebrities will precede the opening to the public at large.

**WHY** The success of the Miami International Design Center urged the establishment of a parallel project in Los Angeles, which is the most receptive, design-conscious community in the country. Because of the enormous activity in the building of hotels, motels, restaurants and other public interiors, a separate area is being set up for exhibits catering specifically to "the Contract Market." This innovation will save endless hours for professionals active in this field...and contribute to the Center's sales-producing performance.

**WHO** Henry End, A.I.D., I.D.I., internationally-known designer, heads both the Miami and Los Angeles International Design Centers. The visionary programming as well as the realistic administration which have characterized his conduct of the Miami operation will be present in Los Angeles, too. The success of the Miami Center which attracted tens of thousands of visitors the first year is certain to be repeated on a larger scale in the new Los Angeles Design Center. Why not write for additional details?

**LOS ANGELES INTERNATIONAL DESIGN CENTER**

8899 BEVERLY BOULEVARD, LOS ANGELES

NEW YORK OFFICE: PLAZA HOTEL MIAMI OFFICE: NORTH MIAMI AVENUE AT 42ND STREET

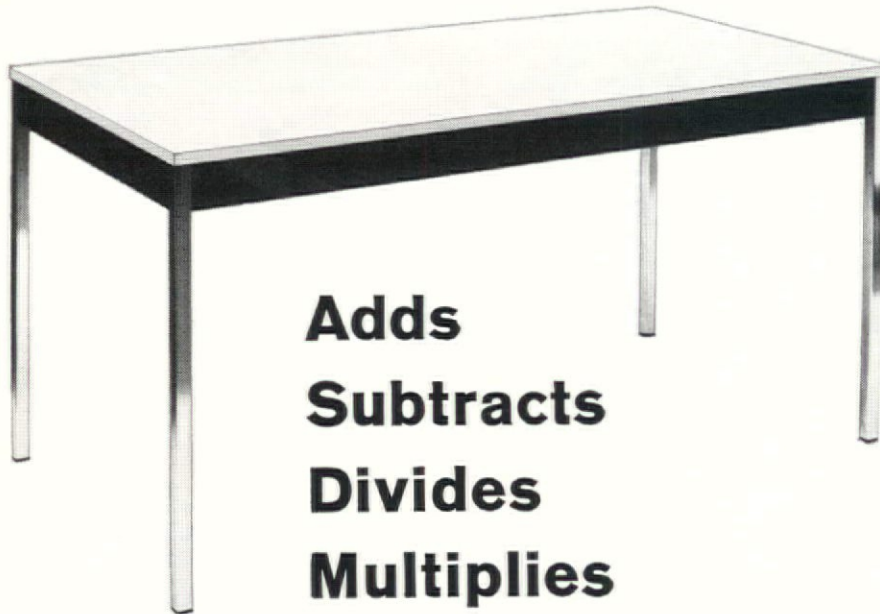
# CONTRACT BUSINESS: Notes & Comments

and oil repellent. A stubborn substance, it survives any number of washings or dry cleanings. Frank Percarpio, president of Northern Dyeing, told the editors that Zeipel functions smoothly in production, yielding consistent quality and posing no problems when combined with other finishes. Du Pont will promote the new fluoridizer widely later this year in both the apparel and furnishings field.

## Contract market consultant

Charles S. Miles & Associates has opened offices at 205 West Wacker Drive, Chicago, and is offering design and marketing services for manufacturers who promote

their contract products to the designer, architect, and specification writer. The new service includes market research, product design and development, sales training, and consultation on distribution and advertising. Mr. Miles was president and general manager of Denst & Miles, Inc., Chicago, for 12 years. He resigned to set up the new marketing firm, which will offer, among other services, professional presentations of the client's product to more than 200 key architects and interior designers in the Chicago area, professionals with whom Mr. Miles has done business continually for the past 15 years.



**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. 20 on product information card

## New assignments . . .

Tom Lee Ltd., New York City, recently named interior design firm for International Airport System, Inc., will create the interiors for the System's 14-story International Airport Hotel, Los Angeles, now under construction. . . . L. R. Belmuth Associates, Los Angeles, has been selected to plan and furnish two new restaurants there. The Casa Escobar includes five dining areas, main bar and lounge, complete kitchen facilities. The theme of the Lock & Key will tie in with the area's equestrian atmosphere. . . . Raymond Loewy/William Snaith, Inc., New York City, will design interiors of two new Hilton International Hotels in France, the Orly Hilton with 250 rooms, and the Paris Hilton, 500 rooms. Orly Hilton is scheduled for January 1964 opening; the Paris Hilton for 1965. . . . Henry End, Miami, will plan interiors for a 400-room luxury hotel, the Heritage, Boston, including guestrooms, dining rooms, coffee shop, cocktail lounges, meeting and convention halls. . . . Newly announced by Walter M. Ballard Corp., New York City—a 300-room hotel for Intercontinental Hotels Corp. in Dacca, Pakistan, and Valle's Steak House, another in the New England chain, this one at the airport in Providence, R. I. Two current Atlantic City jobs are an exhibit hall and conference room addition to the Lafayette Motor Inn, to be readied for the fall convention business, and a boardwalk cocktail lounge for the Chalfonte-Haddon Hall, now nearing completion. . . . New York design firm Robert Caigan Associates' new projects include alteration work for the Brooklyn Hebrew Home and Hospital for the Aged; the Candelabra Room of Temple Shearith Israel, New York City; guestroom interiors at the Villaggio-Italia Motel in Haines Falls, N.Y.; new office interiors for Bower, O'Connor & Taylor. . . . Saphier, Lerner, Schindler, Inc., New York City, has been retained by Beacon Construction & Center Associates to provide total space planning and interior design for the new One Center Plaza in Boston, to cover more than 500,000 square feet of rentable space. It will be the first privately constructed office building in the new Government Center, an extensive Boston redevelopment project now in its initial stages. . . . In the works at JFN Associates de Puerto Rico, Inc., is the space planning of Banco Popular de Puerto Rico in San Juan. The project totals 450,000 square feet of space.



# Don't hesitate to call us for only 3 television sets...

(*an operator of a small midwest motel  
who is upgrading over a period of time just did...*)

... and quickly set up a plan to replace his outdated TV sets, three at a time, over the next 18 months.\* He knew we had plans available for leasing, conditional sale or even cash!!! (Not to mention helping him with his trade-in problems.)

Of course it's always nice to replace 100 or 1,000 sets, but our specialized organization is geared to handle any size operation and most of our business is done with the smaller hospitality operators throughout the land. An important point—the hotel-motel industry is *our major business*.

That phone call from our friend in the midwest paid him extra dividends too!!! All the other motels in his area are newer properties and he was looking for an idea to upgrade

and meet this competition. The suggestion we made (see below) was just the ticket.

NEW

THE NEW WESTINGHOUSE HOST 9301  
TV-FM RADIO COMBINATION SET

THE PERFECT REPLACEMENT

- Full Band—wide range tuning
- Magnificent tonal quality
- Static free reception
- The most advanced concept in hospitality TV-Radio available at any price.

*P.S. \*The same thing holds true with all other Westinghouse Host products including our new room air conditioner which you may have heard about.*

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

**COMMERCIAL-INSTITUTIONAL  
PRODUCTS**



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

**Westinghouse**

Circle No. 21 on product information card



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

folding and stacking



in folding sections



with folding arms



with folding kneelers



with folding book boxes



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

For Clubs — Conference rooms  
— Clinics — Chapels — Class  
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.



**NORQUIST PRODUCTS INC.**  
JAMESTOWN, NEW YORK SINCE 1881

Circle No. 22 on product information card

## CONTRACT NEWS

BERKSHIRE HATHAWAY, INC., manufacture of curtain and drapery fabrics and drapery linings, has moved to new offices and showrooms at 261 Fifth Avenue, New York City.

L. R. BELMUTH AND ASSOCIATES, contract design and furnishing firm, has completed new office facilities at 8818 Melrose, Beverly Hills, Cal. Charles Eisen was named general sales manager.

EBSICO INDUSTRIES, INC., Birmingham, Ala., has opened a new contract division at the Western Merchandise Mart, San Francisco. The west coast unit will offer complete space planning and designing services to contract clients.

MADISON FURNITURE INDUSTRIES has moved its Chicago showroom from the Exhibitors Building to the Merchandise Mart, space 1147, displaying new furniture groups for business and residential interiors.

HOWARD B. WILLIAMS, AID, has announced the formation of a new design firm, HOWARD WILLIAMS ASSOCIATES, 919 Third Avenue, New York City.

MOLLA INC.'S collection of metal furniture will be displayed in a new location in the Los Angeles area at the KNAPP & TUBBS showroom. Territory sales representative is Damien O'Brien.

PHILADELPHIA CARPET Co. will move shortly from Philadelphia to new quarters in Georgia. The firm has expanded manufacturing facilities in Cartersville, Georgia, with the acquisition of a 30,000 square foot structure adjacent to its present tufting mills.

DOMORE CHAIR Co., INC., has opened a showroom on the contract floor of the Merchandise Mart, Chicago. The firm's complete line of office furniture will be displayed in Suite 1197; Della Starr, NSID, is representative in charge.

WOOLEY BROTHERS, INC., Jackson, Mississippi, has been named distributor for FORD FABRICS of Ford Motor Co.

PIONEER PLASTICS CORP., manufacturer of Pioneer Lifetime Laminates, has opened a new sales office at 4130 Buckingham Road, Baltimore, Maryland. Paul Fister will be in charge of the Baltimore office, serving Maryland, Washington, D. C., Virginia, and eastern Pennsylvania.

**There must  
be a reason**

for such department store preference



Chairs upholstered in **KERAZON-WELDRON 15/FBK PATENT** have been selected by interior architects Copeland, Novak and Israel for Macy's new stores on Long Island. Kerazon-Weldron Patent upholstery was chosen because of its brilliant non-fading colors fused to the underside of a tough, clear vinyl sheet to protect it from wear; also because of its great tensile strength, durability, and low maintenance cost. Kerazon-Weldron Patent upholstery can be adapted to any style of chair or sofa design and is supplied in 34 different colors for which color cards are available at the showrooms. May we discuss your upholstery problem with you?

*Leather guild inc.*  
1 East 53rd Street, New York, N. Y.

Circle No. 23 on product information card

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## CALENDAR

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1963

**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.

**August 26-29.** American Hospital Association Convention. Coliseum, New York City.

**September 29-October 2.** National Institute of Government Purchasing, 8th Annual Conference and Product Exhibit. Hotel Shoreham, Washington, D.C.

**September 30-October 4.** National Hardware Show. Coliseum, New York City.

**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 12-20.** National Decoration and Design Show. Coliseum, New York.

**October 14-19.** Chicago Casual Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.

**October 18-25.** Furniture Market. High Point, N.C.

**October 28-November 1.** New York Outdoor and Casual Furniture Show. N.Y. Furniture Exchange, National Furniture Mart, One Park Avenue, 92 Lexington Avenue, New York City.

**October 30-November 1.** Furniture Market Days. Dallas Market Center, Dallas.

**November 3-8.** Association of School Business Officials. Municipal Auditorium, Denver.

**November 11-14.** National Hotel & Motel Exposition. New York Coliseum, New York City.

**December 5-7.** American Hotel and Motel Association, Annual Convention. Roosevelt Hotel, New Orleans.

**MADISON**  
FURNITURE INDUSTRIES

*Canton, Mississippi*

37 SHARON ROAD



... as in luxurious!

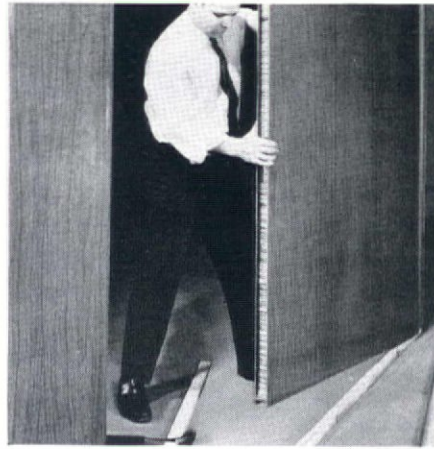
Catalog on request. Showrooms in Los Angeles, San Francisco, Seattle, Chicago and Dallas.

Circle No. 24 on product information card

### Jiffy Wall partitions

Jiffy Wall, produced by Cored Panels, Inc., is a semi-permanent wall partition that is durable, soundproof, and fire retardant. Because of a new interlocking system, the unit can be erected at the rate of one lineal foot per minute by an inexperienced man without special tools, according to the manufacturer. Made of tempered hardboard bonded to a honey-comb cellulose core, the partition is 2 inches thick and comes in standard panels of 4 foot width by 8, 10, and 12 foot lengths.

Circle No. 59 on product information card



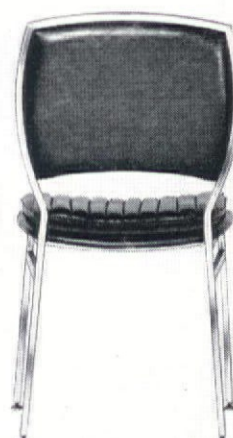
### Clarín multiple-seating units

Clarín Mfg. Co.'s Sculptura Forum chair has been adapted to form multiple-seating units for meeting and lecture halls and auditoriums. Now available with a drop-side tablet arm, the shell-and-pedestal chair can be permanently fixed to floors in a variety of arrangements and can be adapted to any situation such as inclined floors, risers, stationary installations. It will also be made up as portable units. The shells, tablet arms, and other attachments will all be standard. Clarín is prepared to provide a complete seating plan developed from the architect's blue prints.

Circle No. 60 on product information card



No. 470 Architecturally designed for dining or other public seating. Channeled pillow seat and contour channeled pillow back. As shown in mirror chrome, 24-99 quantity, \$64.88 list. In enameled finishes, 24-99 quantity, \$53.75 list.



**B. BRODY SEATING COMPANY**

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

Circle No. 27 on product information card



CHF NO. 963

**ADJUSTABLE**

Any table height . . . in 15 seconds . . . with just two twirls of the top! Coffee table to dining table . . . occasional table to writing table. Setting a new trend in offices, as a multi-function spacesaver.

*Also available as a Detachable store-away.*

**CHICAGO  
HARDWARE  
FOUNDRY**

*North Chicago, Illinois  
Showrooms in all  
principal cities.*

**CHF**

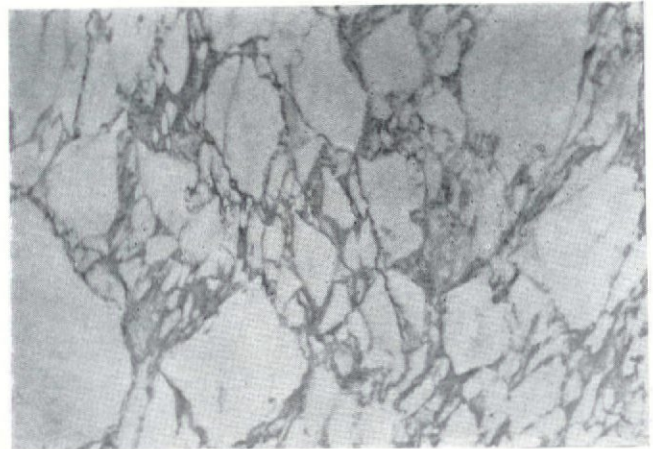
ANOTHER NEW DESIGN DEVELOPMENT

Circle No. 28 on product information card

**PRODUCTS & SERVICES**

CONTINUED

**New marble pattern by Formica**



Classic Cremo Marble, Formica Corp.'s newest pattern in its Sunrise Line of decorative laminated plastics, duplicates the veining and color found in the rare marbles of northern Italy. The new surface material comes in standard sheet sizes with polished finish.

Circle No. 61 on product information card

**MULTIPLE . . .**



**SEATING**



**W O R D E N**  
of  
holland michigan

brochure  
on  
request

Circle No. 29 on product information card

### New dining chair by Chairmasters

Chairmaster, Inc.'s new dining chair is styled with a high back and is furnished in a hardwood



frame with spring seat. Both seat and back are upholstered. The new chair, No. 2215, specially designed for contract use, comes in a wide selection of wood finishes and upholstery coverings.

Circle No 62 on product information card

### Picture service

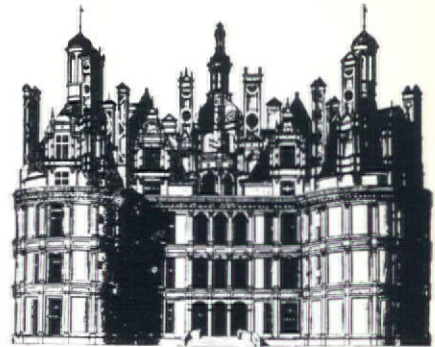
The selection, framing, and installation of wall accessories, such as paintings, prints, lithographs, etc., is the specialized service offered by Pictures for Business Corp. Specifically, the three-fold function includes: first, selection of the pictures in conjunction with the architects, designers, and occupants or owners of offices, banks, restaurants, etc.; second, to select framing both as a decorative element and as a means of accentuating architectural and design features; third, to super-



vised the installation of the pictures so that they provide a visual unity with the furnishings of the space. The installation shown is a private dining room of the Rainbow Room in New York City, for which Pictures for Business selected graphic works by contemporary German artists.

Circle No. 63 on product information card

Circle No. 30 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 ✕✕✕ WINFIELD DESIGN ASSOCIATES, INC. 674 South Van Ness Avenue, San Francisco 10

### Renaissance Damask from the Screen Print Collection



# PALLADIO CONTRACTS

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

offers  
its custom  
design  
service

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

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



## PRODUCTS & SERVICES

CONTINUED

### Acoustiphonic telephone equipment

The new Acoustiphonic Decorator telephone unit uses a washable predecorated Marlite interior and exterior, which provides easy maintenance in



heavy traffic areas. Manufactured by Phillips & Brooks, Inc., the unit has acoustical construction, rounded edges and corners, and easy-to-identify signs. A choice of 18 colors is available.

Circle No. 64 on product information card

### Samsonite's independent riser chair

The outstanding feature of Samsonite's new folding chair is that the seat can be folded back while



the chair is left standing. For storage, the chair folds into a compact unit. The Nashville Civic Auditorium, for its portable seating area, specified 3,800 chairs which can be removed easily for functions requiring open space.

Circle No. 65 on product information card

← Circle No. 31 on product information card



### Double dresser by Shelby Williams

A new double dresser from the Contract Furniture Division of Shelby Williams Mfg. Inc. is designed to impart a feeling of spaciousness in limited areas. Part of the newly announced 100 series, the dresser is fabricated in hand-rubbed hardwoods, accented by brass pulls on the four large

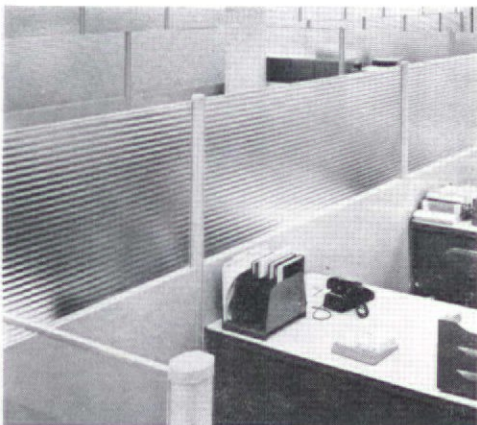


storage drawers and hand-crafted legs supported with a graceful and useful brace. The dresser top, which provides a 20 by 60 inch area for make-up cases or decorative accessories, comes in either a cremo marble or satin-finished mica.

Circle No. 66 on product information card

### Movable Thinline partitions

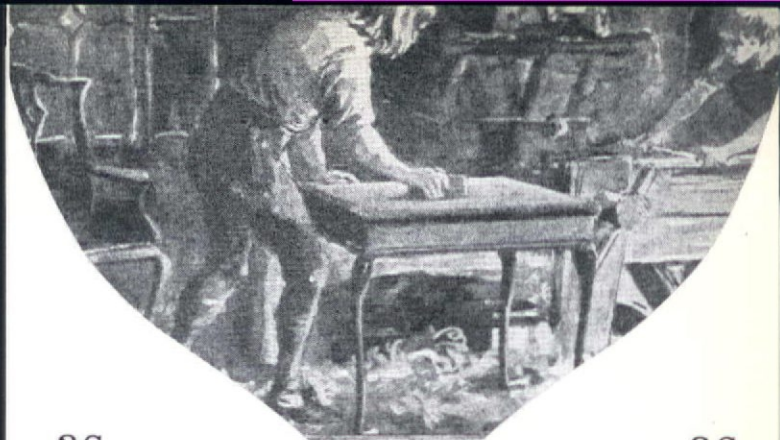
Adanlock-Jamestown Corp. offers Thinline partitions, a slim, modular, and movable wall system that effectively divides space according to requirements. Easily installed by maintenance men, the various systems include ceiling height, cornice



height, and a series of lower heights, each with or without inserts of glass, chalkboard, corkboard, steel, or acoustical material. Panels are engineered of cold-rolled steel, or in the designer series of woodgrain plastic laminates, and may be specified in a number of standard colors in enamel baked-on finishes.

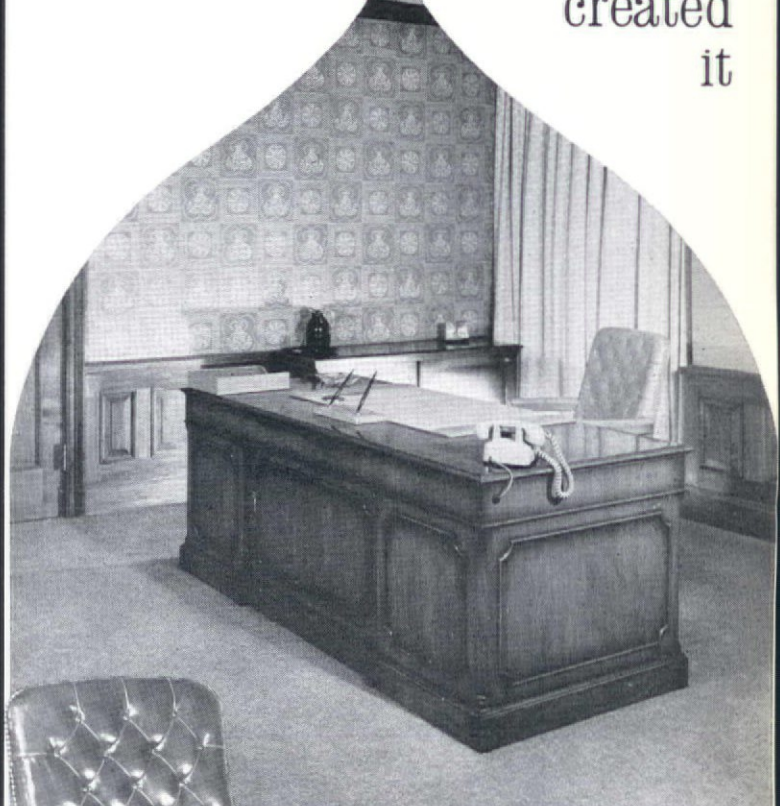
Circle No. 67 on product information card

Circle No. 32 on product information card →



as  
timely  
today.....

.....as  
the day  
Thomas  
CHIPPENDALE  
created  
it



45 Desk with Special Molding

Scerbo recaptures the  
characteristic charm and  
grace of Chippendale...  
so cherished for today's  
office.

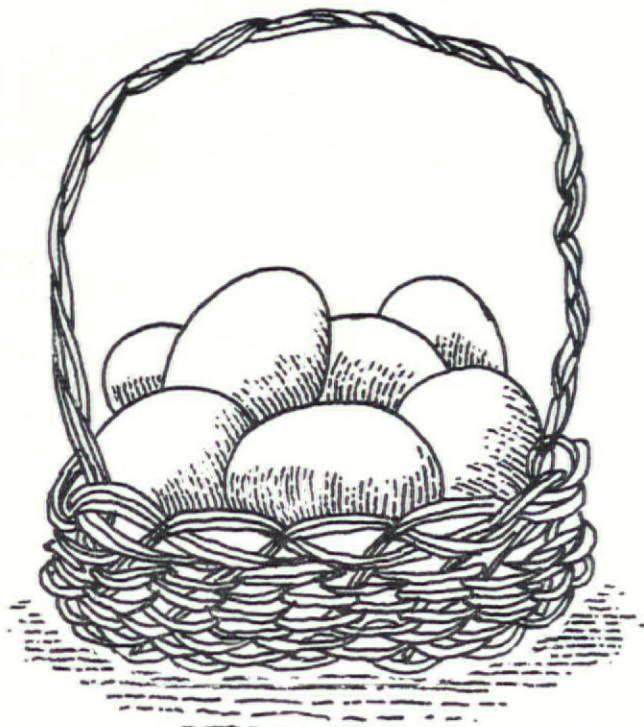


— 396  
Revolving  
Chair

Write for new decorators catalog.

# Frank Scerbo & Sons, Inc.

140 Plymouth Street, Brooklyn 1, N. Y.  
ULster 2-5959



GET ALL OF YOUR EGGS  
OUT OF ONE BASKET...

...filled with everything you need for commercial and institutional jobs. Most important Eastern and Western furniture, floor coverings, lamps, decorative accessories, china and glass, housewares, wall decor, built-in appliances and sleep equipment factories are here.

The Western Merchandise Mart is the *only* complete furnishings market in the West under one roof...3500 lines...600 showrooms...10 floors. Now air-conditioned, beautifully redesigned and handsomely carpeted for comfortable and pleasant shopping. And, our top-flight Contract Consultant is here every day to help you.

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Suite 296, 1355 Market St., San Francisco 3, California  
**WESTERN MERCHANDISE MART**

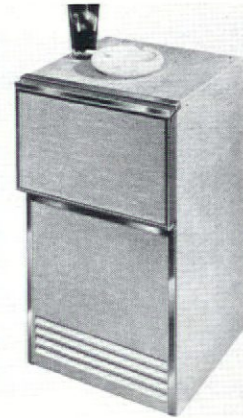
Circle No. 33 on product information card

**PRODUCTS & SERVICES**

CONTINUED

**Automatic ice maker**

The Ice Bin, a new automatic ice maker designed especially for hotel-motel and executive office use by U-Line Corp., is a compact unit with capacity



to hold approximately 150 cubes. It is available as a free-standing unit, as shown, or built in. The outer shell is vinyl coated for heavy wear; the one-piece interior has no joints or corners and is easily cleaned. The hinged door swings downward on a heavy-duty spring.

Circle No. 68 on product information card

ARMCHAIR  
HELIKON /K571

ARMCHAIR  
HELIKON /K573



Solid walnut frame.  
Foam rubber seat  
and back.  
Width 22<sup>3</sup>/<sub>4</sub>"  
Depth 22<sup>1</sup>/<sub>2</sub>"  
Height 29<sup>1</sup>/<sub>2</sub>"  
Seat Height 17<sup>1</sup>/<sub>4</sub>"  
Arm Height 25<sup>1</sup>/<sub>2</sub>"  
Designer: Hans Krieks  
and A. Der Marderosian

Solid walnut frame.  
Foam rubber seat  
and back.  
Width 22<sup>3</sup>/<sub>4</sub>"  
Depth 22<sup>1</sup>/<sub>2</sub>"  
Height 32<sup>1</sup>/<sub>2</sub>"  
Seat Height 18"  
Arm Height 25<sup>1</sup>/<sub>2</sub>"  
Designer: Hans Krieks  
and A. Der Marderosian

**HELIKON**

FURNITURE COMPANY, INC.  
315 EAST 62 ST. • NEW YORK 21  
TELEPHONE: MURRAY HILL 8-3210

Circle No. 34 on product information card

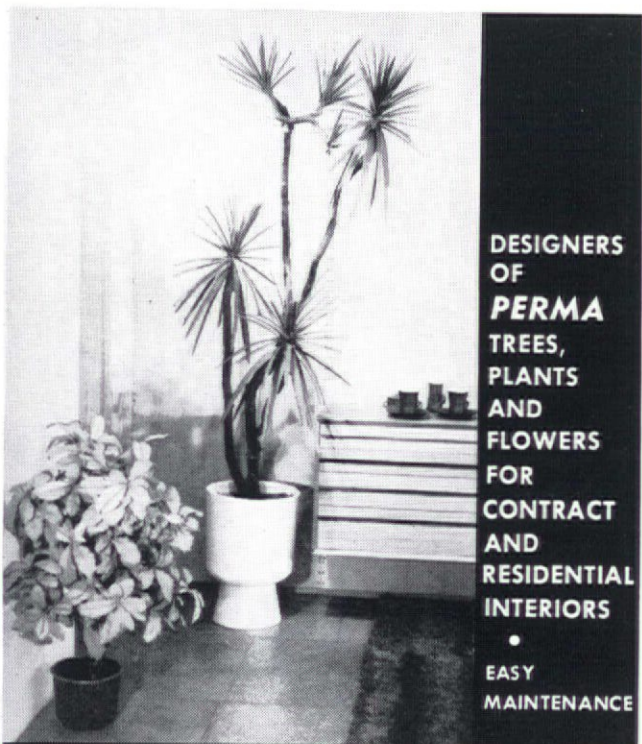
**BeLaire stacking chair**

Welded square tubular frame in nine colors of baked enamel, satin - gold - bronze, or chromium plated finishes is feature of BeLaire Model No.



S-600 stacking chair, manufactured by BeLa division of J. & J. Tool & Machine Co. A wide variety of colors, patterns, and fabrics are available for the upholstery covering, including supported plastic, Naugahyde, and grospoint. The chair stacks 10 high in approximately 2 1/2 square feet of floor space.

Circle No. 69 on product information card



DESIGNERS  
OF  
**PERMA**  
TREES,  
PLANTS  
AND  
FLOWERS  
FOR  
CONTRACT  
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EASY  
MAINTENANCE

YUCCA PLANT and PRIMULA SHRUB SETTING at SYSTEM CADO, N.Y.

**FLOWERS UNLIMITED, INC.**

1140 Third Avenue, New York 21  
LEhigh 5-6255

Catalog on request

Circle No. 35 on product information card

Circle No. 36 on product information card →



Swivel-armchair 3217, swivelchair 3117: chromium-plated steel height-adjustment, castors. Oak, teak, palisander, black, upholstered.  
Fritz Hansen Inc., Decorative Arts Center, 305 East 63rd Street, New York 21, N. Y.  
Templeton 8-3225, Division of Fritz Hansen, Copenhagen.



**FRITZHANSEN-FURNITURE**

Circle No. 37 on product information card

## DURABLE and SMART furniture



### No. 8340

Wall-Saving Easy Chair  
Matching Sofa, Love Seat and Occasional Tables  
Full Rubber Construction

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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## PRODUCTS & SERVICES

CONTINUED

### New colors for Palladio accessories

New color notes—curry, black pearl, tangerine, mandarin orange, bronze green, bristol blue, raspberry, and loganberry are among the shades that were shown in a selected group of sconces, consoles, mirror frames, plaques, and table bases at the Chicago summer market by Interiors Import Co., Inc. The firm's entire line, shown at the Merchandise Mart, is ready for immediate delivery.

Circle No. 70 on product information card

### Kerazon II Screenprints by Leatherguild

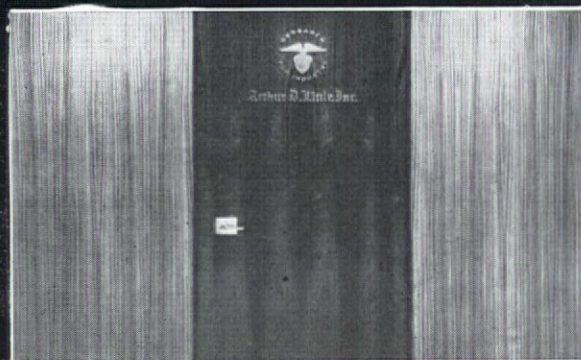
Leatherguild, Inc., announces Kerazon II Screenprints, a line of hand-printed fabric-backed vinyl wallcoverings, at budget prices. The line has already been selected for wallcovering at the Regency Hotel and the Hilton, both in New York City. Kerazon II Screenprints come in more than 100 styles and patterns.

Circle No. 71 on product information card

## KALFLEX FLEXWOOD

Quality Wall Coverings

at Arthur D. Little, Inc.



Metal Entrance Door: KALFLEX'S Rosewood Flexwood  
Side Panels: KALFLEX'S Zebra-Wood Flexwood

Designers: The Space Design Group, Inc.  
Marvin B. Affrime, Director

## KALFLEX, INC.

Flexwood • Ecovin  
Vinyls • Kal-Ply • Weavecraft

101 Park Avenue  
New York 17, N.Y.—212 MU 4-5106

Circle No. 38 on product information card



... functional, all-metal Tray-Floor Lamps, sturdily weighted... superbly finished... in SEVEN DELICIOUS FLAVORS. FORMICA tray inset.

Portable lamps—styled in keeping with America's finest furniture.

Write for complete catalog.

## Sandel

3618 South Loomis Pl., Chicago, Ill.

Circle No. 39 on product information card

### Tortoise shell mirror frames

Tortoise shell mirror frames are now available from LaBarge Mirrors, Inc. The firm has adapted the distinctive brown and gold finish of tortoise



shell for use on frames of many of its decorative wall mirrors, including the oval-shape shown here. Complete information on models and sizes of mirrors supplied with the new frames is available.

Circle No. 72 on product information card

Circle No. 40 on product information card

## HOW TO MEASURE\* CHAIRS . . .

Durham leadership in the production of quality public seating is out of this world! Hundreds of miles of chairs every year, meeting all kinds of specifications and needs, are produced at Durham. Now, to broaden Durham services, banquet tables, chair and table trucks have been added to the line.



**Durham measures by the chair or by the mile!**

*\*6 miles of Durham chairs at the Indianapolis Speedway!*

Durham builds chairs for comfort, ruggedness, durability. They compliment any setting and are easily stored. Metal folding chairs by Durham . . . write for complete information and prices.



**Durham**  
MANUFACTURING CORP. • Muncie, Indiana



Subsidiary of  
National Union Electric Corporation

## At your service . . .

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offers a wide selection of fabrics suitable for every contract need. Special designs and qualities available. For details contact Vice President Robert H. Hamilton, 155 E. 56th St., New York 22. Telephone: PLaza 1-0200.

*Greeff*  
FABRICS and WALLPAPERS



Showrooms: New York • Port Chester • Boston • Philadelphia • Chicago • Los Angeles • San Francisco

Circle No. 41 on product information card

Circle No. 42 on product information card



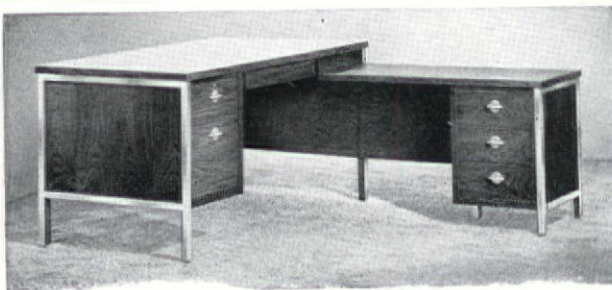
**SCOTCHGARD**<sup>®</sup>  
BRAND

**STAIN REPELLER**

applied by  
**AMERICA'S FOREMOST  
CUSTOM PROCESSORS**



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PHONE: Area Code 212—Watkins 4-0877



The NEW COMPETITIVE  
**14 SERIES**

Modular in appearance, the 14 Series is a new line of completely assembled office furniture. Exterior is select flat cut walnut. Metal trim and pulls in brushed aluminum or brushed brass finish.

LITERATURE ON REQUEST



**THE JASPER DESK CO., JASPER, INDIANA**

Circle No. 43 on product information card

**MANUFACTURERS'**

**LITERATURE**

Lehigh Furniture Corp. has published a 16-page, two-color brochure, "Lehigh Interiors," featuring a selection of outstanding interiors, created by leading architects and designers using Lehigh furniture.

Circle No. 73 on product information card

"Big M Ideas," an 8-page booklet in color issued by Middletown Mfg. Co., shows Middletown's latest developments in furniture hardware, including Swivls, Rokars, and stationary pedestal bases in various finishes and sizes, plus the new Return-O-Matic Swivl.

Circle No. 74 on product information card

Bar stools, tables, chairs, circle and wall booths, settees, and accessory restaurant items are illustrated and described in a new catalog by Vitro Products, Inc. Each item comes in a wide variety of sizes and styles. Upholstery is a choice of several qualities of elastic Naugahyde, table tops in Formica.

Circle No. 75 on product information card



MODEL 5475

**TRI-PAR**

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

**TRI-PAR MFG. CO.**  
1740 N. PULASKI RD.  
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Circle No. 44 on product information card

**THE LARGEST SELECTION of ONYX, MARBLE & ALABASTER**

From Every Corner of the World

Over 400 types and colors to choose from.

Table Tops - Inserts - Lamps

"If W & Z Doesn't Have It, It Hasn't Been Quarried"

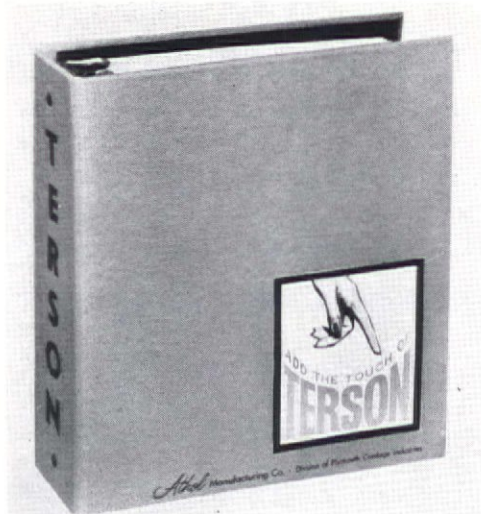
Call or write for prompt Quotations and Samples

**WALKER & ZANGER, INC.** 100 Hudson Street, New York 13, N. Y.  
Chicago • Miami • Los Angeles • Montreal • Carrara • Lisbon • Nagoya

**PROTECTED SALES AREAS AVAILABLE FOR REPRESENTATIVES**

Circle No. 45 on product information card

Athol Mfg. Co.'s Terson vinyl coated fabrics, resistant to cracking and scuffing, to alcohol, oil,



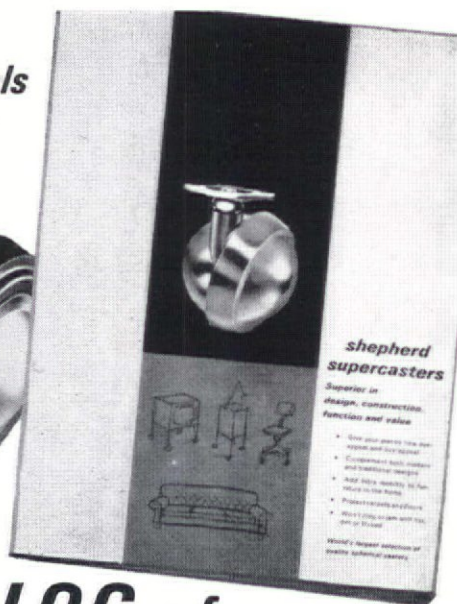
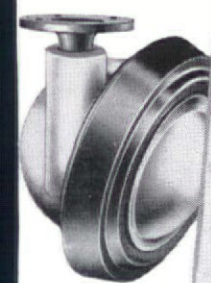
and grease, are cataloged in a new brochure showing samples and color lines.

Circle No. 76 on product information card

Greenman-Hartshorn Inc. has added five distinctive new hem styles and five new trimmings to its window shade collection. The entire group of ten bottom hems and fourteen trimming styles is presented in a new brochure.

Circle No. 77 on product information card

**NEW Models  
NEW Sizes**



**NEW CATALOG of  
shepherd supercasters**

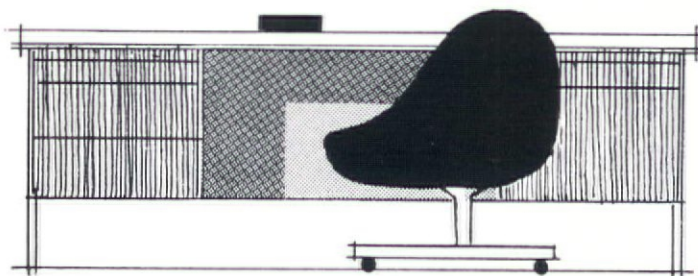
Packed with fresh new ideas to help you add beauty and mobility to your projects. Complete specifications on 8 brilliant spherical casters for all types of furniture. Shows many application examples. A valuable idea-stimulator you'll want to keep. *Send for yours now.*

**shepherd casters, inc.**  
ORIGINAL SPHERICAL CASTER P. O. BOX 672-P · BENTON HARBOR, MICH.  
In Canada: Shepherd Casters Canada, Ltd., 23 Railside Road, Don Mills, Ontario

Circle No. 46 on product information card

manufacturers of  
indestructible  
contract office  
furniture for  
designers,  
architects, and  
space planners

*by quotation only*



**CONTEMPO  
ASSOCIATES, INC.**

178 WEST BOVIC AVENUE  
ROCKVILLE, MARYLAND

Circle No. 47 on product information card

Circle No. 48 on product information card

### Leather and Steel



## JANSKO INC.

JACKSON STEEL COMPANY

P. O. Box 1751

Fort Lauderdale, Fla.

Showrooms

Chicago • Los Angeles • Dallas • New York • Thomasville

SEND FOR CATALOG

## MANUFACTURERS'

CONTINUED

## LITERATURE

Crucible Products Corp.'s brochure illustrates a wide range of cast aluminum alloy chairs, including side chairs, stacking-ganging chairs, bar stools, and multiple seating units, each available in a variety of upholstery materials.

Circle No. 78 on product information card

Iron-A-Way, a self-contained all electrical pressing unit, is described and illustrated in Westinghouse's new brochure. The units are designed for either recessing or surface mounting, expressly for hotel, motel, and institutional installations. Two new optional features are a steel U-type brace to reinforce the 48-inch board and a heavy-duty Westinghouse steam/dry iron.

Circle No. 79 on product information card

A great variety of wallcoverings has been bound in the new Kalflex Budget/Color Selector. The loose-leaf portfolio, tabbed and indexed, shows 787 colors, textures, and materials, with hundreds of swatches and many page-size samples.

Circle No. 80 on product information card



Bewitching beauty for the decorator — cuddling comfort for the worker — practical price for the buyer and plenty of profit for the dealer — that's Gregson's 900 Series.

**GREGSON**  
MANUFACTURING CO.  
LIBERTY, NORTH CAROLINA

MODERATELY PRICED  
FINE CHAIRS FOR  
MORE THAN  
A THIRD CENTURY

FOR THE COMPLETE STORY, WRITE FOR CATALOG SUPPLEMENT NO. 32

Circle No. 49 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.

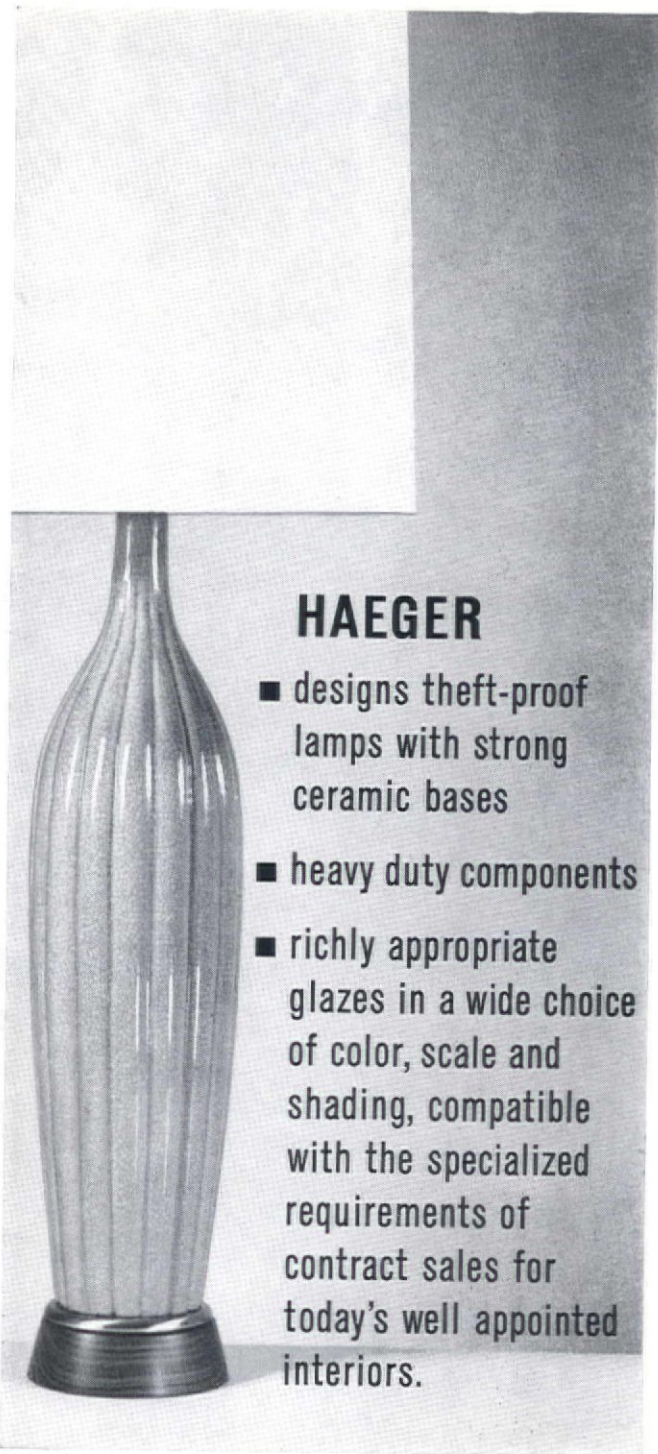
**WANTED—NATIONAL COMMERCIAL FURNITURE SALES MANAGER:** To head sales staff of Midwest-based leading national manufacturer of complete line of commercial furniture, including chairs, tables, stools, etc. Must call on and demonstrate to architects and specifiers as well as ultimate consumers and dealers in such fields as office, school, church, hospital, interior design, etc. Must be experienced and ambitious. If you're the right man, we'll come up with the right incentive. Our staff knows of this ad. All replies will be held in strict confidence. Write: Box A-95, CONTRACT. We will contact you.

**CONTRACT FURNITURE SALESMAN:** One of the Southwest's largest home furnishings institutions has a wonderful opportunity for a salesman with proven record in contract furniture selling. Interior design experience is a must! Age 25 to 40. Many excellent employee benefits. Live and work in the healthful Southwest. Give complete resume in first letter to Contract Department, American Furniture Co., P.O. Box 1292, Albuquerque, New Mexico.

**DO YOU WANT GOVERNMENT BUSINESS?** Competent, experienced manufacturers' agent specializing in selling to all government agencies can take on another account in home furnishings field. Write: Box A-96, CONTRACT.

**REPRESENTATIVES WANTED:** Prominent manufacturer of contemporary hotel, motel, and other institutional furniture seeks representatives in all areas except New York, Pennsylvania, Maryland, Virginia, and New Jersey. Excellent opportunity with well-established company whose products are specified by leading contract designers. Write: Box A-97, CONTRACT. Give full details.

For additional information on the products advertised in these pages, use free inquiry card bound into issue.



## HAEGER

- designs theft-proof lamps with strong ceramic bases
- heavy duty components
- richly appropriate glazes in a wide choice of color, scale and shading, compatible with the specialized requirements of contract sales for today's well appointed interiors.



### HAEGER

7 Maiden Lane • Dundee, Illinois  
The great name in American Ceramics

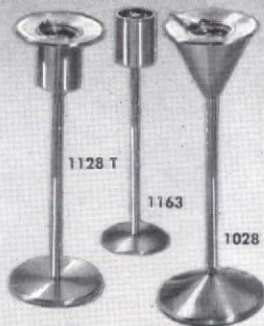
You will find our group of contract-oriented lamps at each of our Permanent Sales Rooms:

• ANCHORAGE, ALASKA — Alaska Brokerage Company, 314 East 2nd Avenue • ATLANTA, GEORGIA — Room 517, Atlanta Merchandise Mart • CHICAGO — Room 15-103, The Merchandise Mart • DALLAS — Mack Higginbotham, 2410 Trade Mart • HONOLULU — Honolulu Sales Agents, 309-1868 Kahakai Drive, Oahu • LOS ANGELES — Paul A. Schmidt & Company, Room 612, Merchandise Mart • NEW YORK — Harry L. Kramer, 225 Fifth Avenue • PORTLAND — J. C. Simmons, 211 S. W. 9th, Fitzpatrick Bldg. • TORONTO, ONT., CANADA — Lang Brothers Specialty Co., Ltd., 195 Bartley Drive.

Circle No. 52 on product information card

## Distinctive Smoker's Stands

in Many Designs for Modern or Conventional Interiors.



Write for Catalog showing all types of smokers accessories, wall urns, floor urns.

**DUK-IT** McDONALD PRODUCTS CORPORATION  
274 DUK-IT BUILDING • BUFFALO 10, NEW YORK

Circle No. 51 on product information card

Circle No. 53 on product information card

**PROMOTIONALLY PRICED  
FAST TURNOVER  
WITH ITS MASS APPEAL  
EXTRAORDINARY  
CRAFTSMANSHIP**



LOVE SEATS



SOFA LOUNGES

**One stop source**



SLEEP 2 CONVERTIBLES



ROCKERS



RECLINERS



CHAIRS

DANISH STYLE CONTEMPORARY • PROVINCIAL • COLONIAL



SALES TERRITORIES OPEN — INQUIRE

# THORTEL

## FIREPROOF FABRICS

Decorative Drapery Materials Exclusively . . .  
Designed especially for the

### CONTRACT MARKET

## "FIBER GLASS"

### ROVANEL

(ROVANA®-VEREL)

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Casements . . .

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Over 100 Screen Print Designs Available

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Columbia, S.C.	Alpine 2-6126	Los Angeles	Richmond 7-5591
Chicago	Briargate 4-0539	New Orleans	Jackson 2-5659
	Sheldrake 3-5220	Camp Hill, Pa.	Regent 7-0488
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

New Address: 51 Madison Avenue,  
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Circle No. 54 on product information card

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Thortel Fireproof Fabrics, Inc. (fabrics)	
Tri-Par Mfg. Co. (chairs)	
Virtue Bros. Mfg. Co. (chairs)	
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Western Merchandise Mart	
Westinghouse Electric Corp. (TV sets)	
M. G. Wheeler Co., Inc. (lighting)	
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Worden Co. (library furniture)	



## **Temptress...**

*(Federan High Llama of course)*

What could make a furniture mover sit down on the job? A chair covered with that irresistible temptress, Federan High Llama\*—a fabric with the look of enchantment and a soft, supple feel that almost no one can resist.

Royalmetal Corporation, New York, created this distinctive office furniture in High Llama and Llama on special order, to complement Royalmetal craftsmanship, adding glamour to comfort and practicality.

Highlighted by a palette of decorator-inspired colors,

High Llama is a compo-constructed vinyl with hand-mottled finish. No furniture fabric is more carefree and durable. Ask to see the other beautiful Federal vinyls . . . Federan Llamalize, a Llama with a brilliantly textured pearlescent metallic finish and Barley Cloth, an original homespun pattern. Each breathes fabric magic with eye-appeal that assures buy-appeal. See them now.

Call the man from Federal.



**FEDERAL INDUSTRIES**

A division of Air Reduction Company, Incorporated  
150 East 42nd Street, New York 17, N.Y.



\*Federal's trademark for its alkene upholstery product

Circle No. 55 on product information card

Only **S.F.\*** guarantees

# NO FABRIC LOSS!



## SCOTCHGARD<sup>®</sup>

BRAND

### STAIN REPELLER

Minnesota Mining & Manufacturing's research into fluorochemicals joins with S.F. quality control to provide the highest degree of water and oil borne stain repellency attainable. Liquid stains can be blotted off the protected fabric; stains which have been forced into the fabric are readily removed with a damp cloth or cleaning fluid without leaving a solvent "ring".

Other advantages of Scotchgard as applied by S.F. know-how are anti-wicking, soil resistance, dry cleaning durability, and hand improvement, without affecting fabric tensile, strength and wearability.

S.F. facilities can *combine* Scotchgard with additional finishing techniques to also make your fabric fire retardant, bacteria and germ retardant, and crease resistant; we can apply special finishes for shrinkage control, neutralization of odors, building of hand.

Scotchgard can also be combined with our complete range of fabric backings to provide ravel resistance, improved seam strength or a score of other desired attributes.

Without obligation, ask us for detailed descriptions of

- SYLMER • ASTON • IMPREGNOLE • SYNSET
- PYROSET DO • SYNCIDE
- SYNSENT AND SYNBAC FABRIC BACKINGS

Circle No. 56 on product information card

"SynFin"

Dimension

control

retains the

original width

with little

or no shrinkage

in length

throughout the

processing operation



**FREE!**

Without obligation, write for your copy of this valuable treatise on all the new processes. A "must" for the decorator's library . . . it's free.

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"FOREMOST NAME IN FABRIC FINISHING"

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