

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • AUGUST 1963





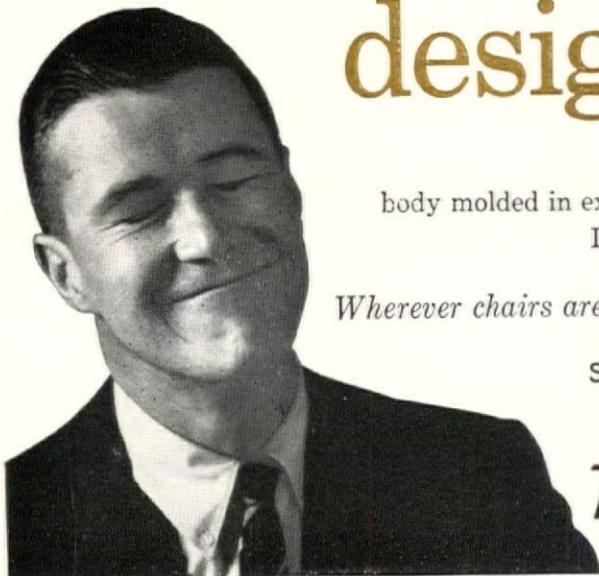
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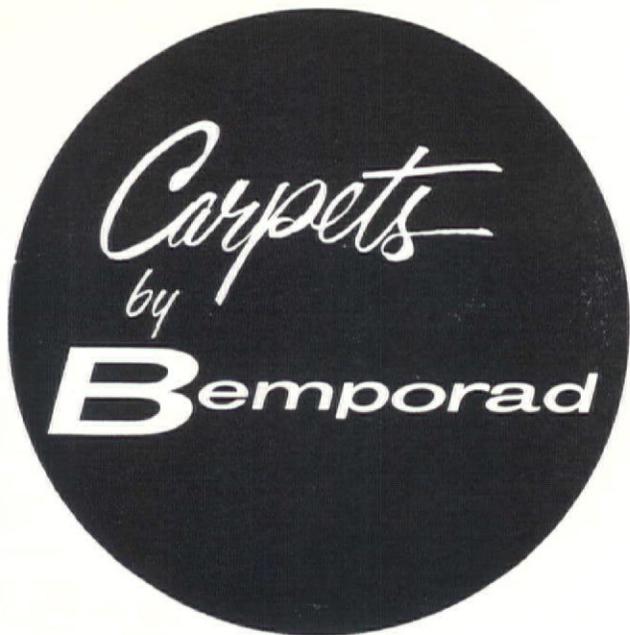
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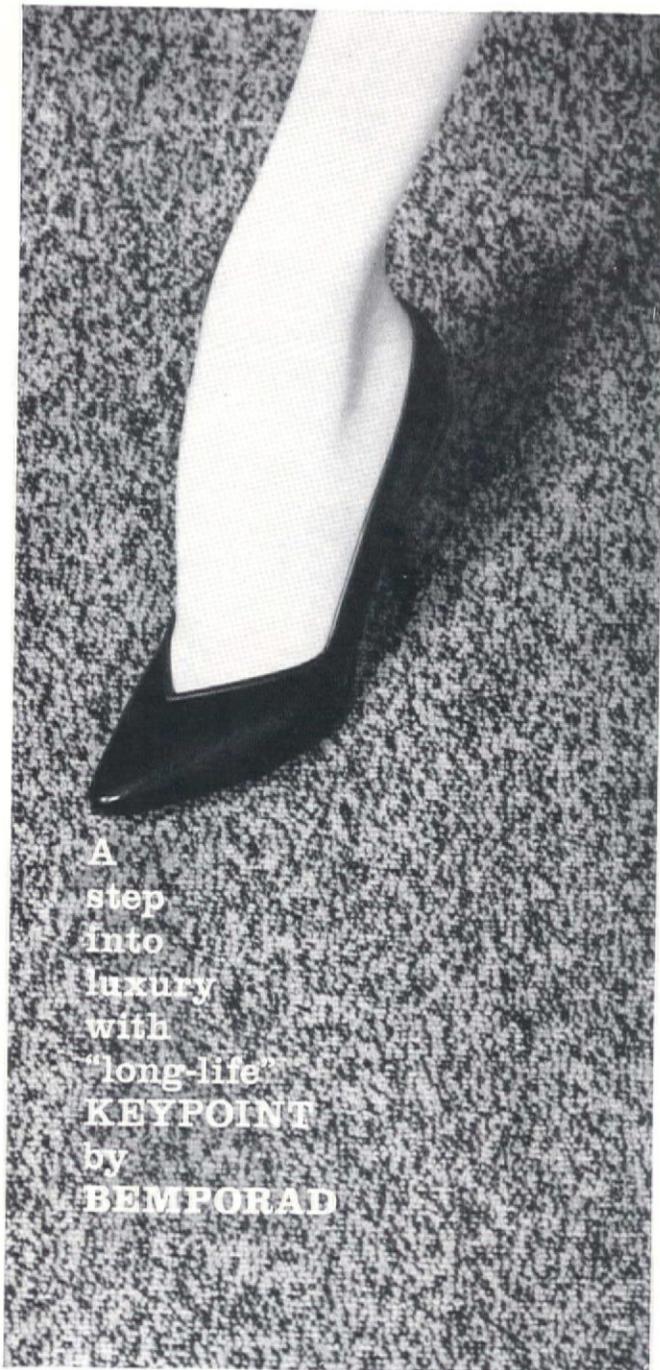
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The Cover

A potpourri of furniture, lamps and light fixtures, backed up by a new carpet pattern, provides a sampling from the Mid-Year Product Report in this issue. Cover by Peter Harrison.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

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COMING IN CONTRACT

SEPTEMBER—Net Pricing and Its Implications; Laminated Surfaces; Comments on the Space Planning Symposium.

OCTOBER—National Hotel-Motel Show, including the annual Room of Tomorrow, Designs for Dining; Decoration & Design show; Restaurants—a round-up.

NOVEMBER—Fabrics and Fibers for Contract Work, including a run-down of new lines; European Contract Furniture; Trends in Government Specifying.



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The Mickey Mantles at home: Merlyn, Mickey, David, Bill (not shown: Mickey, Jr.)



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NYLON

In the clubhouse...and at home...Caprolan scores with the Mantles!

For two seasons, Mickey Mantle—like the rest of the N. Y. Yankees—has put the carpeting in the Yankee Stadium clubhouse through a rugged torture test. Game after game, dirt from the playing field has been tracked onto it—and ground in deep by Yankee spikes.

Yet it has always cleaned easily. Still looks fresh and new. And no wonder—the pile is 100% Caprolan® nylon, so you expect performance like this.

But exceptional performance is only part of the Caprolan story. There's Caprolan's luxurious beauty, too. Mickey, like the rest of the Yanks, was impressed by both. That's why he decided on carpeting of Caprolan for his new home in Dallas.

Despite the workout it's getting from three little league-sized Mantles, this carpet—like the one at Yankee Stadium—will look new year after year.

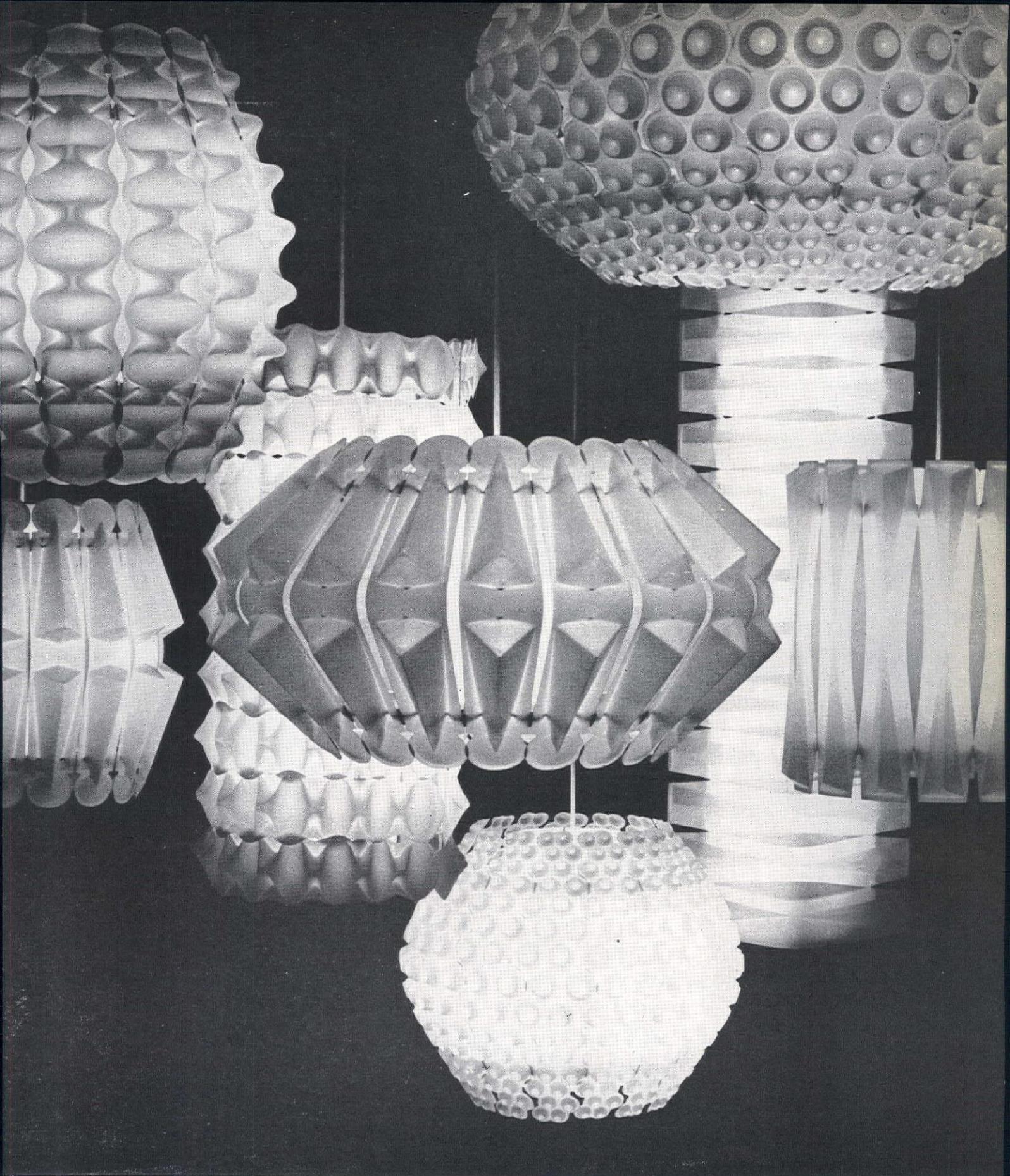
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It's the carpeting that's won universal respect for its ruggedness—and prizes for its elegance. The mills: A. M. Karagheusian, Commercial Carpet, Archibald Holmes, Hightstown, C. H. Masland, Hardwick & Magee, and Roxbury.

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OUR WASHINGTON REPORT:

- How Congress buys furniture
- The exploding school market
- New dormitory, student union loans
- Armed Services procurement manual

MULTIMILLION dollar opportunities for contract furniture exist in the federal government—the new executive line of office furniture is the latest polished example—but not all of the openings are that large. Consider the appropriator of all those sums, the Congress itself.

Excluding the new furniture for the Rayburn Office Building, the third and most architecturally depressing House office structure—the Capitol architect will buy those goods—the Legislative Branch of government hopes to spend about \$83,000 for buying furniture and equipment for the House side in fiscal 1964, which began July 1. Another \$20,000 is to go for purchase of new carpet for the floor of the House, and for the caucus room, while another \$10,000 will be for the purchase of new drapery material, supplies, and sewing.

Because of lack of storage space, the Clerk of the House buys furniture on demand. Nine sellers, located in Washington or with representation here, accounted for sales of furniture to the House from fiscal 1960 on—and one, and one of the smallest in total amount, is the Federal Supply Service of the General Services Administration, the procurement arm of the U.S. government.

Manufacturers involved in these transactions, of desks, for example, included: Cottonsmith Desk Co., North Carolina; Rishell Desk Co., Pennsylvania; Indiana Desk Co., Indiana; Jasper Desk Co., Indiana; Stow-Davis Desk Co., Michigan; Standard Desk Co., New York. Producers of chairs included: W. H. Gunlock Chair Co., Wayland, N.Y.; Shearman Bros. Mfg. Co., New York; Milwaukee Chair Co., Wisconsin; Bright Chair Co., New York; Taylor Chair Co., Ohio.

The Library of Congress, another part of the Legislative branch, plans to spend \$40,000 for furniture and equipment in this new fiscal year, the same level as in fiscal 1963.

The \$3.5 million for Rayburn building furniture will be spent on three qualities of furniture. Top of the pecking order goes to furniture for the member's office, the next best quality for the administrative assistant's and receptionist's offices, and a third quality for the general staff work office. It's estimated eight desks will be needed for each member's suite. Floors of the offices will be carpeted. The sum breaks down to some major figures—\$1,700,000 to furnish members' suites, \$700,000 to furnish committee and subcommittee and committee staff rooms, \$223,000 to furnish the 750-seat cafeteria and 68-seat dining room. A buffet room will seat 80. All these procurements are to be made, probably this fall, on the open market through competitive bids.

As it stands at the moment, if members want to go from their offices to the workroom, without going through the reception room, the architect will oblige—he'll have a door cut into a wall that is supposed to take prefabricated wall files. If 169 members all want this, this minor change will add \$1,000 per suite to the cost of this \$80-million-plus structure.

Population prognosis

A long look-ahead by U. S. government analysts carries unmistakable cheer for this industry. The post-war baby boom will soon begin to have its boomerang, an augmented return of youngsters. It means a whole new horde of schooldesk-users and chair-sitters for the contract furnishings industry. Where there were 35.5 million children aged 5 to 14 in 1960, there will be some 40 million by 1970, and shooting on up after that. There were 69 million under age 20 in 1960; this will grow to 87 million in 1970, 109 million in 1980—or, without any doubt, greater demands on our educational facilities.

The grade school enrollment of 32.8 million in 1959-60 is expected to climb to 39 million 10 years later, 49 million in 1979-80. Secondary school en-

(Continued on page 8)



NEW FEDERAL OFFICE LINE:
 Shown on this page is the new line of executive wood and metal furniture developed by General Services Administration, chief purchasing agency for the federal government. Case goods from Drexel Furniture are walnut with chrome-plated metal, including right and left pedestal desks, double pedestal desks and credenzas. Office tables, not pictured, are from Standard Furniture Co., Herkimer, N.Y. Upholstered pieces are by Carsons's of High Point, N.C. These include bucket swivels, high-back swivels, straight chairs, sofas, armless chairs, armless settees, and armchairs. Secretarial desks and chairs are included in the executive group.



OUR WASHINGTON REPORT

CONTINUED FROM P. 6

rollment of 11.6 million this past school year may go up to 14 million by the end of the 1960s, and 17 million 10 years after that, on a basis of median estimates officials here are making. College enrollment, estimated at 4.6 million in 1962-63, may go up to 8.5 million 10 years from now. All of which means bigger business for suppliers of institutional furniture.

College contract

In recent months, colleges, universities, and hospitals have been asking the Community Facilities Administration for \$40 million or so a month in direct loans to help them build dormitories, student unions, other dining room facilities. This is one of Congress's favorite programs, and it seems unlikely it will be permitted to languish. Its fate is a good deal more secure than another proposal, recently approved by a committee, for more than a billion dollars to help build more classrooms, laboratories, and libraries; the religious controversy enters into this.

Some of the recent CFA loans, which will translate into contract furniture opportunities in the months ahead, are:

College of the Holy Cross, Worcester, Mass., \$1,470,000 for a faculty residence hall and college infirmary. Fairleigh Dickinson University, Rutherford, N.J., \$1,456,000, to add on to a residence hall complex, to house 246. University of California, Santa Barbara, \$1,600,000, for a college union. Washington University, St. Louis, \$1,275,000, woman's residence hall, to house 208. Southern Methodist University, Dallas, \$4,000,000, two residence halls to house 698, and remodeling and additions of other halls and a college union. Southeast Missouri State College, Cape Girardeau, \$3,000,000, two residence halls for 778, and a dining-social building.

Armed services procurement

Most military procurement of contract furniture is done through the General Services Administration these days. But if you have any direct dealings with the military, you may be interested in obtaining the latest edition of the Armed Services Procurement Regulation. It applies to all procurement made by the Defense Department which use appropriated funds, with few exceptions. The subscription service, which includes a basic set of looseleaf pages, plus additional pages as issued in revisions, is \$15, from Superintendent of Documents, Government Printing Office, Washington 25.

Area redevelopment

Industry objections to federal loans for establish-

ing more new plants were one cause of the House rejection of \$455 million more for the Area Redevelopment program. The program isn't stopped, however, and insiders here think it has a good chance to go on and on. One recent loan was to help Hermitage Furniture Industries, Inc., establish a new plant in Rutledge, Tenn., to manufacture "early American and Danish chairs," with the aim of creating 50 direct new jobs.

Procurement opportunities

Some business may be seasonal. That's true to some extent in the federal government, too. Agencies loosen up on their budget strings in the fourth quarter of the fiscal year, and get a feverish feeling, almost a compulsion at times, when June comes along and there's still money to be spent. But from a contract furniture viewpoint, this is about as year-around an activity as you can get.

Here are some recent examples of federal invitations to bid, indicating this. These are closed, now, but others are coming along, just as sure as you can say "debt and taxes."

General Services Administration, Denver—104 nonconvertible steel bunkbeds, with metal under-bed drawers. Student desks and chairs, teachers' desk and chairs, 17,720 each. School metal or wood cabinets, 2,730 each.

GSA, Washington—Roll-drawing blueprint file cabinets, for the year 1964. Rug cushions, 7,091 each.

Tennessee Valley Authority, Chattanooga, Tenn.—laboratory furniture and equipment.

GSA, San Francisco—Metal and composite wood furniture, including chests, desks, chairs, tables. Patio furniture, including lawn chairs, umbrella tables, garden umbrellas, umbrella bases. Reception room metal furniture, including davenports and ottomans.

Procurement awards

These instances of contract award winners on federal invitations to bid may give you some of the flavor of the race in the various cases. Here's a sampling of recent ones:

Navy Purchasing Office, Brooklyn—metal furniture, \$48,122, Royal Metal Corp. of Delaware, New York City.

District of Columbia Procurement Office, Washington—science classroom furniture and equipment, \$11,784, E. H. Sheldon Equipment Co., Muskegon, Mich.; \$5,421, Flower School Equipment Co., Richmond, Va.; \$4,543, Royal School Laboratories, Richmond, Va.; \$2,168, Walcott Taylor Co., Washington.

General Services Administration—Bedroom furniture, \$13,781, Superior Sleeprite Corp., Chicago. Household furniture, 300 chairs, 50 buffets, \$10,875, Phoenix Furniture Corp., Sheboygan, Wis. Innerspring cushions, 468 each, \$12,514, Denison Mattress Factory, Denison, Tex. (C)

292,418*

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CONTRACT BUSINESS: Notes & Comments

Split personality

Esthetic schizophrenia besets the new Hilton Hotel in New York City, according to Ada Louise Huxtable, one of the country's best architectural critics. Reviewing the Hilton opening in *The New York Times* of Sunday, June 30, Mrs. Huxtable reported that "a cold war is being fought at the newly opened New York Hilton. . . . Battle lines are drawn between architecture and decoration, between modern automated efficiency and nostalgia for elaborately *ersatz* things past." From the outside, the building, designed by architect William Tabler, "is clearly the world of tomorrow," observes Mrs. Huxtable. "Inside, the world of tomorrow gives way to never-never land. . . . The entering visitor is briefly promised sophisticated, exhilarating experience of contemporary New York. But conflict waits around the corner. A turn to the left and the promise is broken. Here lurk stone walls made of plastered aluminum, paneled doors made of painted plywood, parodies of antiquity without authenticity; all of the farcial paraphernalia that deride and denigrate the structure they camouflage. . . . Every

decorating trick is used to disguise and destroy the building's most important feature: its contemporaneity and the possibility of a legitimate dramatic beauty within the framework of our time." The restaurant area, called the Rue des Gourmets, "will please a large number of people who equate pretentious confusion with charm." The Kismet Room, the Taverne Coffee Shoppe, the Mercury Ballroom, and the Grand Ballroom (which, she states, sets hotel design back thirty years by resuscitating the lamentable *salon* style of the 1930's) are among the public spaces that Mrs. Huxtable found particularly objectionable examples of the introduction of period, pseudo-period and quaint local-color styles into the hotel of tomorrow. Yet this has been the prevailing pattern for the past ten years and the expressed preference of hotel and restaurant operators, who insist that the formula "sells" and virtually guarantees success. It is significant that in the feature story on the Parvin company, elsewhere in this issue, a spokesman for that firm remarks: "We have never had a client ask for a contemporary restaurant."

Isabel Scott opens showroom

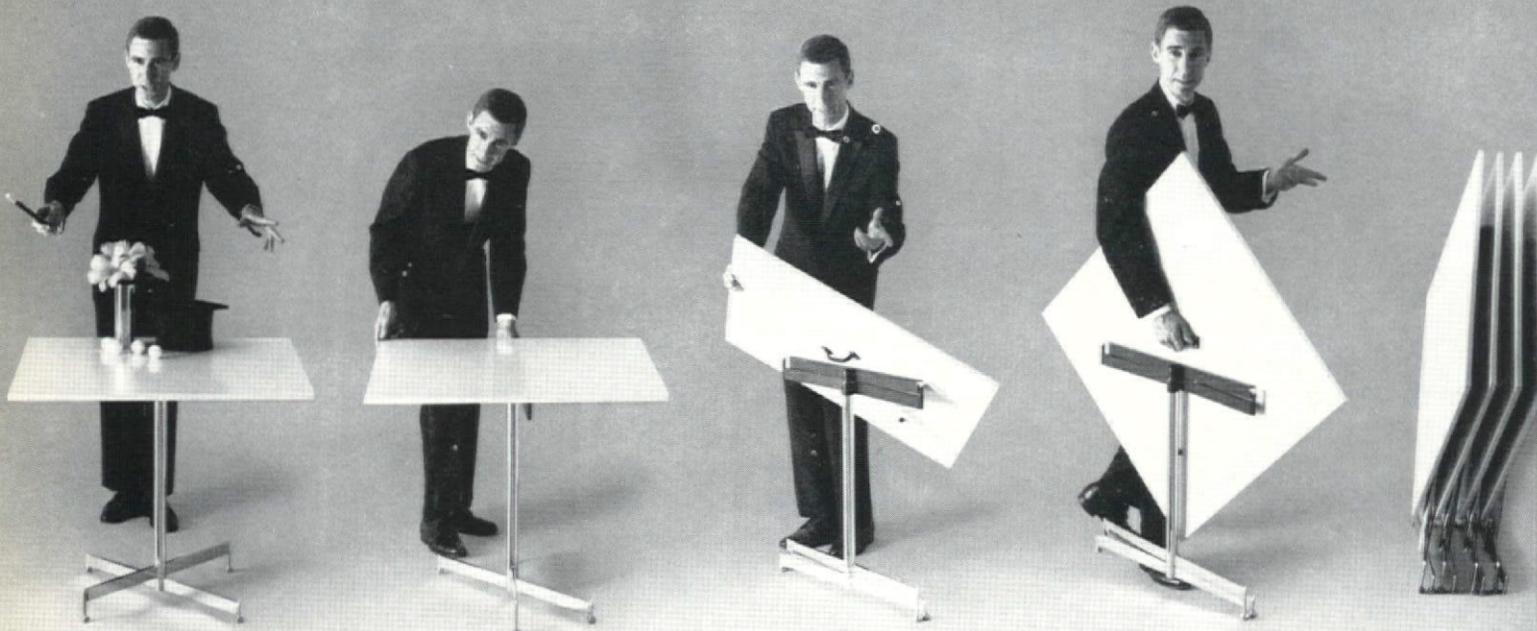
The newly completed Isabel Scott Fabrics showroom on the 11th floor of the Merchandise Mart was unveiled to Chicago



area architects and interior designers by Mary Roberts, stylist and co-owner of the firm. In addition to the extensive collection of printed and woven Isabel Scott fabrics, the showroom displays Scott vinyls, Bangkok teak parquet flooring, and the Janet Rosenblum collection of

(Continued on page 12)

*1963 AMERICAN IRON & STEEL INSTITUTE DESIGN AWARD



disappearing act . . .

the hugh acton folding pedestal table[®]

The trick is in the mirror chrome steel self-leveling base. Just give it a turn, flip the top, grab the handle and store!

Available in conference sizes, round and rectangular.

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CHATHAM blankets of Creslan are covering all beds in the new New York Hilton. And they were chosen for a very good reason. These blankets have the luxury qualities this luxury hotel demands. Yet, they stand up to day-in and day-out hard wear. Thanks to the vitality of Creslan.

Creslan is made to order for the 6,375 blankets required for this assignment. It's so easy-care, so easy on up-keep. Maintains a soft, fluffy, white-as-new look through continuous washings. It's moth-proof, non-allergenic, too. And Chatham blankets

of Creslan have built-in comfort—a deep nap that gives luxurious warmth with minimum weight.

If you want blankets that pamper people but don't need pampering themselves, do what the New York Hilton did. Buy Chatham blankets of 100% Creslan.

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LUXURY ACRYLIC FIBER

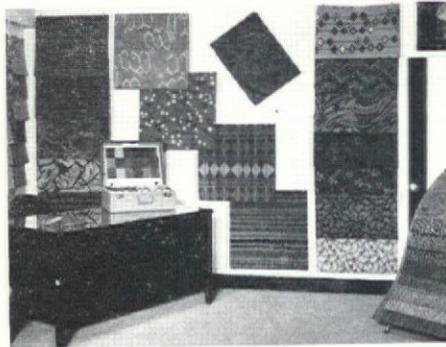
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CONTRACT BUSINESS: Notes & Comments

office and architectural furniture. The new space, on the Mart's recently developed contract furnishings floor, is staffed by Mildred Hall and Leonard Lock.

L. Jones opens contract carpet floor

L. Jones & Co., Inc., New York City, has restyled the fourth floor of its showroom to accommodate a design-contract division exhibiting a vast cross-section of high-style contract carpeting. This expanded area now displays for the contract designer an enormous sampling of carpeting from leading mills throughout the country. A dramatic feature of the showroom is a special presentation that takes a small swatch of carpeting and transforms it into a complete contract installation—all ingeniously done with mirrors. A specially designed mirror-box display encloses a sampling which measures no more than 27 by 54 inches. The carpet, a glen plaid specially designed and colored by Dorothy Draper & Co., gives the effect of literally thousands of yards of carpeting through the "magic



visual" created by the mirrored repeats, providing the designer and his client an opportunity to visualize in a limited space how a contract interior will appear.

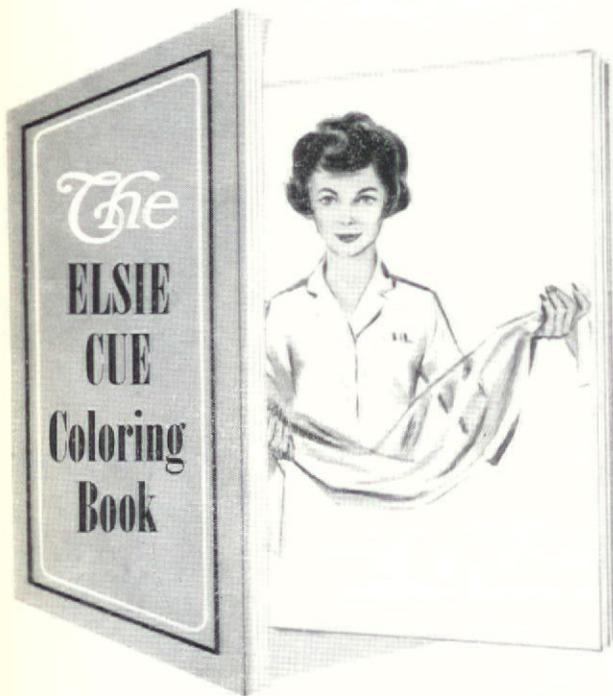
SLS expands Chicago HQ

The new Chicago headquarters of Saphier, Lerner, Schindler, Inc., New York-based space planning and design firm, moved last month to new and larger quarters at 11 East Adams Street. The move was necessitated by expansion of the midwest office, which was opened a year ago. The office will continue under the direction of Larry Wallach, vice president and general manager of the firm's Chicago branch.

Wallpaper promotion fund

Eighteen manufacturers of machine-printed wallpaper have agreed to contribute to an industry promotion and advertising war-chest beginning July 1, 1963. The campaign, to be directed by the Wallpaper Council, will derive its revenues from monthly contributions based on net dollar shipments of the 18 producers. Joseph Roby, managing director of the Wallpaper Council, stated that there were 26 producers making machine-print wallpaper at present and that most of those

(Continued on page 14)



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Hathaway Sheers now combine high performance with high fashion in decorator colors of exceptional beauty. For grace and drape in window treatments nothing can match Hathaway standards. You'll find the consumer-demand synthetic fibres and blends that mean long wear and easy-care. Our new Collection is beautiful to see and even easier to sell.

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CONTRACT BUSINESS: Notes & Comments

who have not signed up for the campaign are expected to do so shortly. He added that estimated total industry sales at the manufacturing level would be approximately \$25 million for the 1963-64 year, and that production would be in the neighborhood of 100 million rolls. Promotion, publicity, and advertising are scheduled to begin full-scale this fall, Mr. Roby added.

"City" created for D & D Show

A "city" offering a collection of pace-setting room designs illustrating uses of manufactured furnishings will be created at the National Decoration and Design Show in the New York Coliseum, October 12-20. The "city" will be complete with model homes, broad avenues, gardens, and multi-level structures. More than 100 model rooms will be created by the nation's top interior designers.

New assignments . . .

Marilynn Motto, New York and Miami contract interior designer, has been appointed design consultant by the Frank

G. Shattuck Co. and is now completing the design for guestrooms and public areas in the new 100-unit Schrafft's Albany Motor Inn and Restaurant, located on the New York State Thruway. Mrs. Motto has also been appointed special consultant to A. & M. Karagheusian, Inc., carpet manufacturer, to design its exhibit for New York's Decoration & Design Show in October. . . . Henry End's latest interior design assignment for Mariott Motor Hotels is a \$7 million motor hotel to be constructed in downtown Atlanta, Georgia. Construction will begin this summer. In addition to guestrooms, plans call for a ballroom, two meeting-banquet rooms, and three smaller conference rooms. Public areas will include a restaurant, coffee shop, and cocktail lounges. Other Mariott Motor Hotels are being planned for four other key locations. . . . Miami institutional designer Homer A. Shrewsbury, AID, has been awarded the contract to blueprint interiors for the 150-room Howard Johnson motor-hotel in the Shareville area of Cincinnati. Facilities in the new unit will include conference rooms, reading rooms, executive suites,

and restaurant. Other projects by the Shrewsbury office include a skyscraper motor-hotel in Columbus, Ohio; interiors for the Episcopal Community's new residential hotel, St. Petersburg, Florida, and an addition to Essex House motor-hotel in Indianapolis. . . . The Commercial Interiors Division of Barker Bros., Los Angeles, has just completed the expansion of the Thunderbird Hotel's unique Oyster Bar Restaurant in Las Vegas. The colorful \$100,000 restaurant has been expanded by more than 15 percent, with specially designed kitchen facilities added to speed guest service.

Symposium follow-up

The Space Planning Symposium that appeared in our July issue has aroused so much interest and elicited so many comments from space planners, designers, and manufacturers that a follow-up feature consisting of comments on the Symposium is being planned for the September issue of CONTRACT. Readers interested in participating in this sequel to the Symposium should address their comments to the Editor immediately.

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NOTHING DAMAGES

NEW Diamond  Edge TABLE TOPS

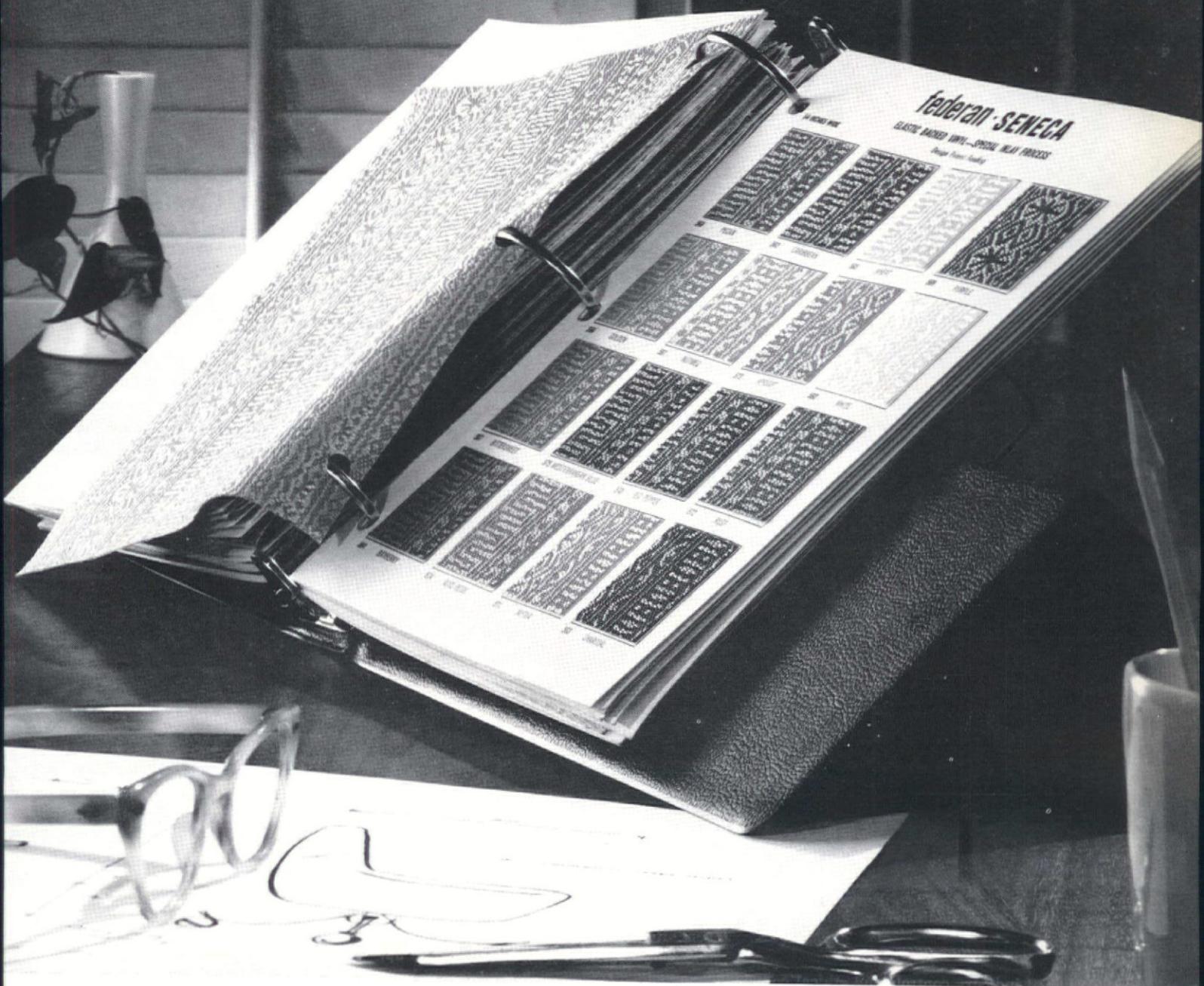
by **JOHNSON**
a table edge that can't be hurt!

Shown: diamond-hard edge table top teamed with new 3-prong pedestal base (J-203)



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idea book

A breathtaking collection of vinyl fabrics in rich patterns and vibrant colors... a reference for interior designers, designer-decorators and the design staffs of America's foremost furniture makers.

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Circle No. 11 on product information card

news report

Professional vs. Package, Bid Bandits, Moonlighters, In Lively Discussion at Chicago Market Conference

By Ruth Kain Bennett

Operating at one or two percent above cost, "bid bandits" are breeding a monster in the contract market, according to Paul Bischoff, general manager of the contract division, Carson Pirie Scott & Co., Chicago.

At the third Contract Market Press Conference, held under the auspices of the Merchandise Mart in Chicago, Mr. Bischoff warned that the statistically impressive market is in grave danger for

Inn America, Inc., and George A. Larson, chief of interiors, C. F. Murphy Associates.

Mr. Bischoff also struck out against architects who play the part of interior design experts or entrust interior design responsibility to an apprentice "fresh out" of design school. "Moonlighters" among local furniture stores who set up a contract department when a local job is brewing and interior decorators weary of neurotic housewives also "feed the monster," he claimed. "Direct from factory deals," generally yielding sub-standard merchandise without the back up of service and responsibility, constitute another threat, he cautioned.

Speaking strongly in favor of a complete package operation, Mr. Bischoff recommended that a responsible "design-merchandising-buying power combination, often with financing," offering a complete service through one agency, is the best insurance against losses and sub-standard performance.

Mr. Fisher, who currently supervises the management of seven "highway hotels" and is in charge of Inn America management service and franchise sales, represented the viewpoint of owner-management. Responsible for developing and promoting operations from the ground up, Mr. Fisher favors a "turn-key package deal" wherein the contractor assumes the entire responsibility of equipping, scheduling, installing, and servicing a property in accordance with Inn America specifications.

Because money lost in delays cannot be recovered, scheduling was emphasized as a primary factor. The ability of the contractor to furnish interim financing in an atmosphere of mutual reliability contributes to a satisfactory relationship, according to Mr. Fisher and Mr. Bischoff.

George Larson, whose current projects for C. F. Murphy Associates include O'Hare International Airport, stressed

that the practice of accepting low bids causes poor performance and that service and quality of performance must be demanded in specifications. He stated that the architect must extend his services through the contractor beyond installation to planned maintenance. It is the responsibility of the architect to set up clear and concise specifications for all interior furnishings and to work closely with the manufacturer to improve product performance and reduce costs. He also suggested that the manufacturer should spend more time and effort acquainting the architect with his product since he must eventually sell it to his client.

Miss Bergson, focusing on the growing pains of the contract field, took violent issue with the package concept favored by Mr. Bischoff and Mr. Fisher. She also challenged the professional standing of interior designers associated with architectural and merchandising firms. Comparing the professional designer to a medical doctor, she stated that only the independent professional should prescribe and the contractor should not revise the prescription. Using the recently completed United States Gypsum building in Chicago as an example, Miss Bergson claimed that a high degree of client satisfaction was achieved through the work of a well-defined team in which each member understood and functioned within his own professional role.

Miss Bergson, pleading again for a separation of design and merchandising, stated that it is "time for a change from the kind of design service extended by the retailer" and suggested that the ethical standards of the European interior architect have their place in twentieth century America. Reiterating that the contractor should not compete at the design level with the independent professional designer who is, after all, his immediate client, she asked that "every professional ask 'what is my role' and stick to it." (C)



Bischoff



Bergson

lack of industry controls and ethical codes. As one of a four member panel discussion, he suggested that "buyer beware" be the keynote of an educational program designed to protect contract consumers from borderline practices imperilling the industry. Universities and institutions subject to state bidding requirements are most severely affected, he said. A bid recently figured by his firm was taken at one-half percent above cost by a "bid bandit," he said, allowing nothing for services or guarantees.

Other members of the panel were Maria Bergson, president, Maria Bergson Associates; Henry W. Fisher, vice president,



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PEOPLE

GERALD L. HALL, president of Desks, Inc., was elected president of the National Office Furniture Association during the recent convention in New York City.

The Resources Council, Inc., reelected RENE CARRILLO as president and elected JOHN B. WISNER, FAID, chairman of the board for 1963-64.

LARRY RICHMOND, NSID, has been appointed an associate in the interior design and planning firm of Bernard Vinick Design Associates.

BART J. WAGNER has joined Monticello Carpet Mills, a division of Burlington Industries, Inc., as a sales representative for the metropolitan New York area, covering the five New York City boroughs as well as northern New Jersey, Nassau and Suffolk Counties.

DOUGLAS B. BARKER has been appointed account administrator by Cushing & Nevell, New York City, industrial designers and consultants. Mr. Barker has more than 17 years of experience in the fields of industrial design, engineering, electronics, and architecture.

ROBERT J. FARL has been appointed sales representative for the southwest territory of Jens Risom Design, Inc.

FRANK J. MEEHAN has been named sales representative in the New York area for Berven of California.

JOHN MARIENTHAL has been appointed by Graveley Furniture Co. as Indiana sales representative for its Ridgeway clocks and tables and Wythe-craft occasional line.

PHILIP B. STRATTON, vice chairman of the board of directors and past president of Kirsch Co., retired on May 31 after 49 years with the firm.

IRVING LIND has been appointed manager, western region, for Omni Div., Aluminum Extrusions, Inc.

Directional Contract Furniture Corp. has appointed the following sales representatives: RON SEIDLER, southern California; SEYMOUR MIRROR, Texas and Louisiana; JOSEPH SHERRY, southeast states; FRED SUMNER, Minnesota, the Dakotas, Iowa, Nebraska; ARTHUR S. FETTERS, JR., Michigan; HARVEY R. LEVINE, metropolitan Chicago; CARL KIRSTEN, in New York office.

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CONTRACT NEWS

At the annual meeting of the STARRETT CORP. May 29, stockholders approved changing the organization's name to the PARVIN/DOHRMANN CO. At the same time, two new directors were elected to the board—E. PARRY THOMAS, president and director of the Bank of Las Vegas and director of Continental Bank and Trust Co., Salt Lake City, and SAMUEL ROTHBERG, director of American Distilling Co., Peoria, Ill. The Parvin/Dohrmann Co. owns Albert Parvin & Co., Dohrmann Hotel Supply Co., Pargold Enterprises, and Kal-Star Furniture Corp.

LEATHERGUILD INC., New York City, has been appointed an authorized distributor for Federan line of vinyl coated fabrics produced by FEDERAL INDUSTRIES, Belleville, N.J. Leatherguild will promote and sell the Federan line in the greater metropolitan New York area, including Connecticut and northern New Jersey.

WOOLLEY BROS. INC., Jackson, Mississippi, has been named distributor for FORD FABRICS, vinyl products of Ford Motor Co., serving Alabama, Louisiana, northwestern Florida, Mississippi, and western Tennessee.

KATZENBACH & WARREN, INC., New York and Boston, has been appointed New York and New England representative for HENRY CALVIN FABRICS.

LIEB/MEYER CORP., New York City, has changed its name to LIEB TEXTILES, INC. dealing exclusively in drapery and curtain fabrics. BURTON TYSINGER has been retained as design consultant and will develop a design program for the firm's concentration on drapery fabrics.

DUX, INC., American counterpart of Sweden's Madrassfabriken Dux A.B., will open a 53,000 square-foot assembly plant in Copleland Park, Newport News, Va., late this summer. The firm is closing its plant in Yonkers, N.Y.

HABIG MFG. CO., Evansville, Indiana, has been appointed American distributor for Dunlop rubber webbing products, produced by the DUNLOP RUBBER CO., LTD., London, England.

ASTRA BENT WOOD FURNITURE Co., East Arlington, Vermont, has appointed two new representatives: BRUCE BALDWIN, to cover Idaho, Montana, Eastern Washington, Eastern Oregon, and Alberta, Canada; JIM LOWE, to represent the firm in Washington, D.C.



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CALENDAR

1963

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

September 24-26. National Association of Furniture Manufacturers 35th Annual Convention. Waldorf-Astoria, 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 4. Wood Office Furniture Institute General Meeting. Sheraton-Blackstone Hotel, Chicago.

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. Business Equipment Exposition. New York Coliseum, New York City.

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.



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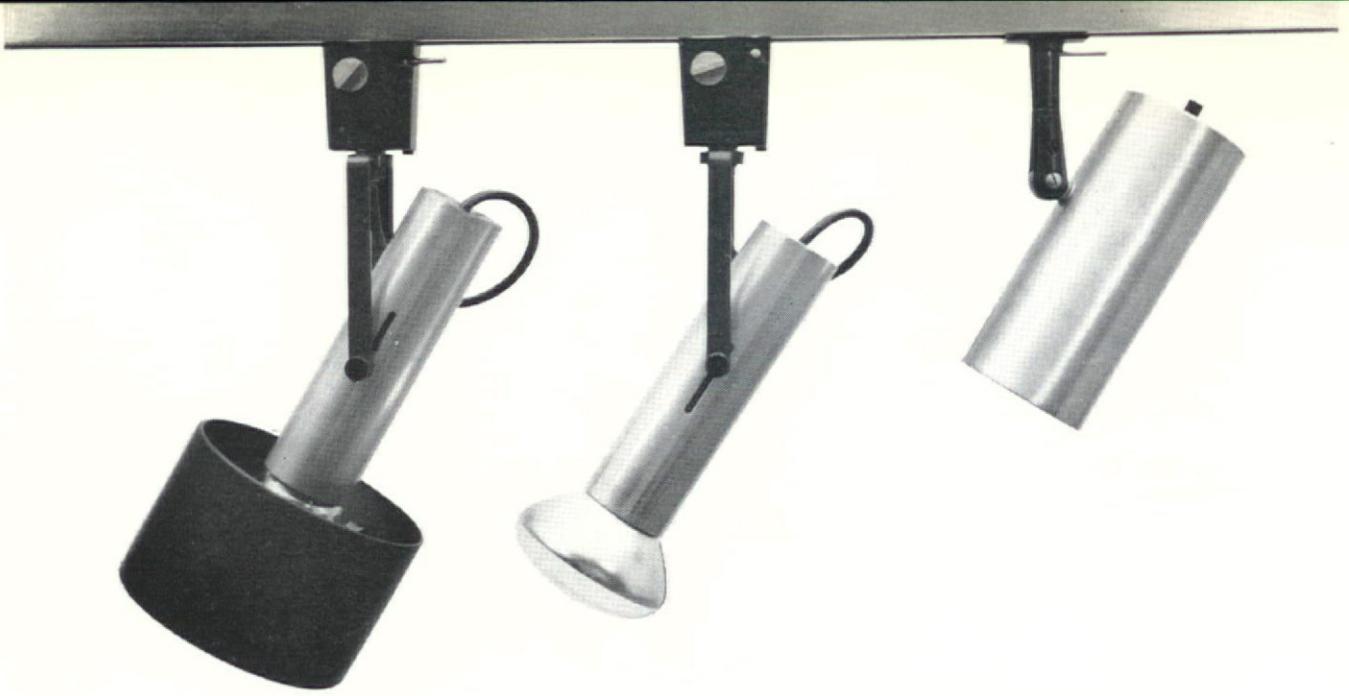
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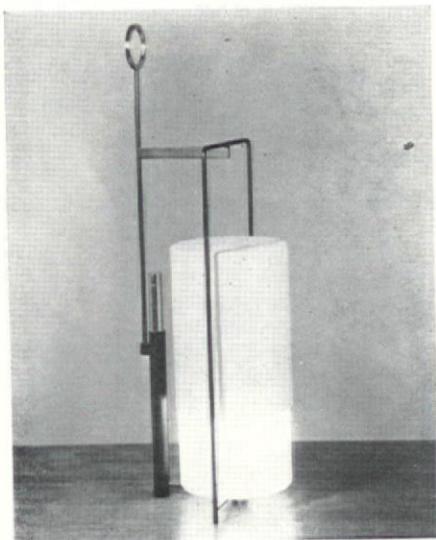
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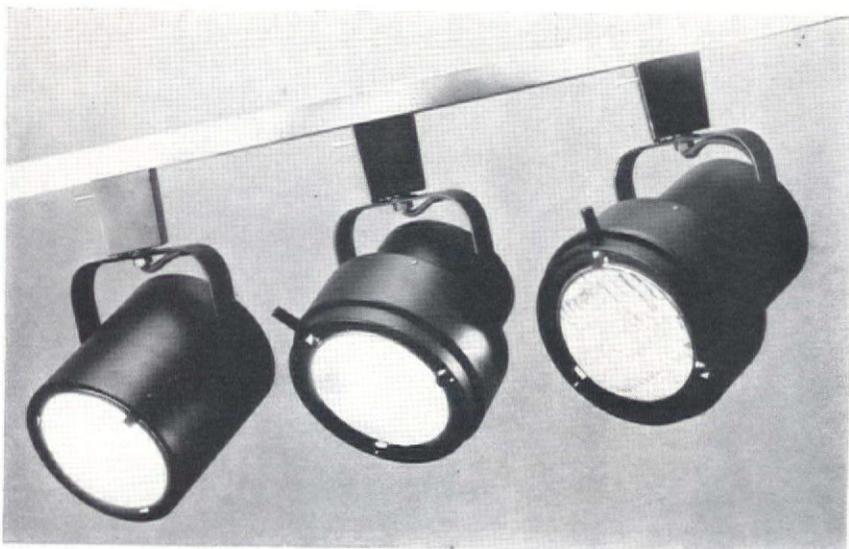


LIGHTING

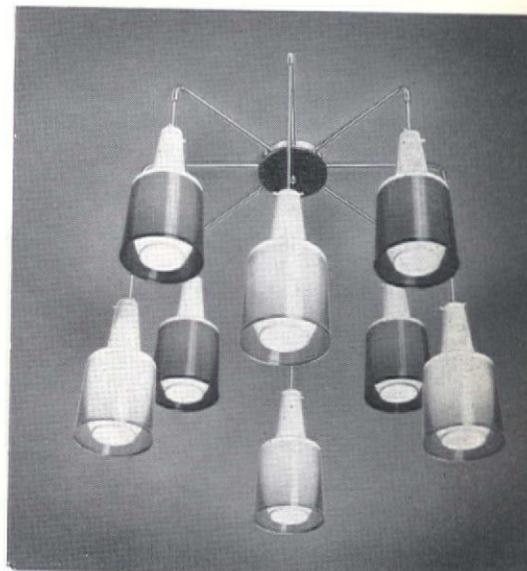
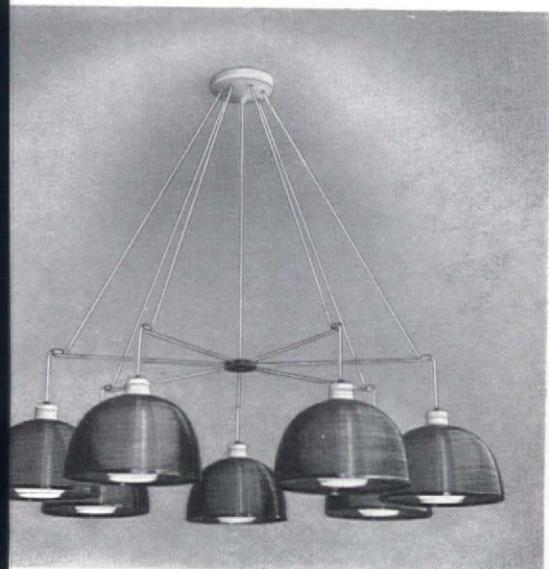
THERE is greater freedom of design, a more experimental attitude toward component materials, and a less rigid adherence to prescribed categories in the new portable lamps and lighting fixtures that will be offered to the contract market this fall. The highly decorative fixture has been combined with the completely functional and flexible architectural system of lighting, as in Lightolier's Lytespan; the portable unit takes on new dimensions and doubles as spot and luminaire, as in Stiffel's new collection. The range of materials in use has been amplified too, embracing and in many cases combining wood, glass, plastics, metal, ceramics, alabaster, and cloth. Modern forms have taken on new grace, as in the designs by Heifetz, Altamira, Habitat, and others, at the same time that traditional adaptations are being used for their strong points of design rather than for their showy effects. All told, the new lines do an admirable job of distributing the light, from sources easy to look at.



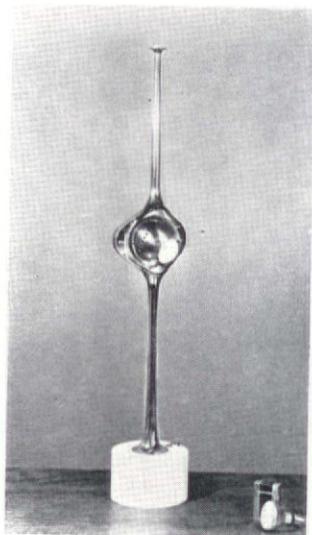
LIGHTOLIER, INC.: Basis for Lytespan, the new architectural lighting system, is an aluminum track, 1- $\frac{1}{8}$ -inch square, into which an unlimited variety of light sources can be inserted, from the specialized spots, accent lights, and floods shown here to chandeliers and other decorative fixtures. Lytespan can be recessed into the ceiling, flush-mounted or stem-mounted, and it can also be installed vertically or horizontally on walls. Circle No. 42 on product information card.

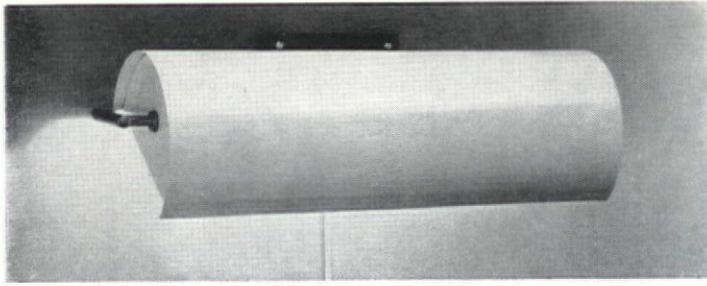


HEIFETZ CO.: Seven-light fixtures at left is 50 inches in diameter over-all, equipped with Rotaflex globes in jewel-tone colors; spreader is solid brass with walnut hub. Eight-light fixture at right offers two-level suspension, eight Rotaflex globes, with spreader in brass and American walnut. Circle No. 43.

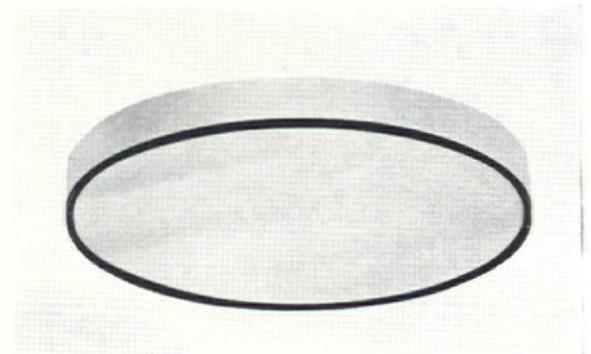
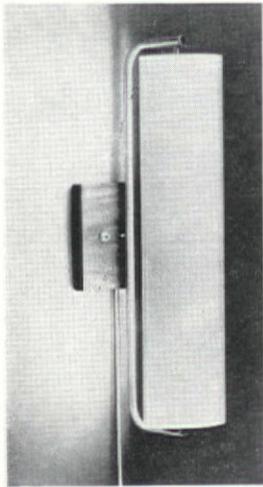
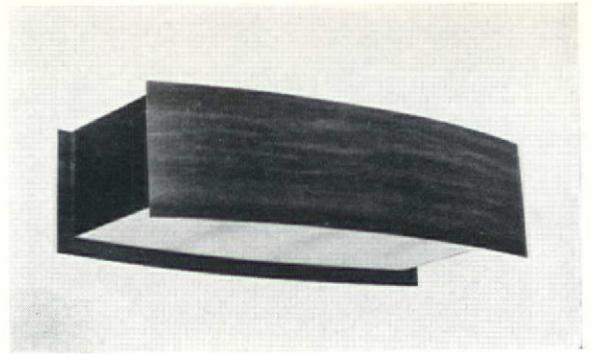


STIFFEL CO.: Five new lamps from the Arredoluce collection, imported from Italy, are shown across the bottom of these two pages. Unusual group includes directional table lamps, "eyeball" lamp, spheres, and an adjustable night light. Collection is notable for its ingenious use of counterbalancing devices and adjustable shades that make it possible to focus or vary the light as desired. Circle No. 44.





NESSEN STUDIO: Two new models, above and below, are versatile wall fixtures with white metal adjustable shade, and table lamp with oiled walnut column. Latter has three-way switch in base that controls two sockets. Circle No. 45.

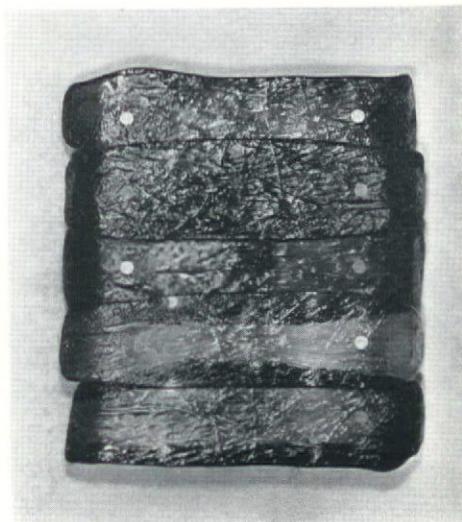


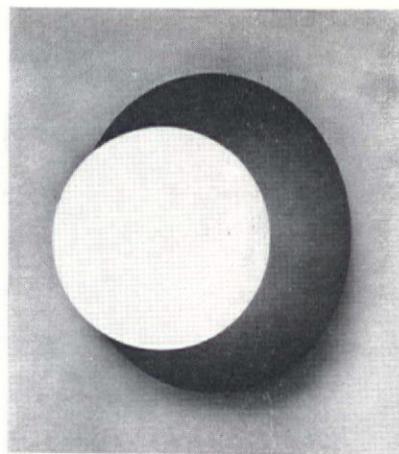
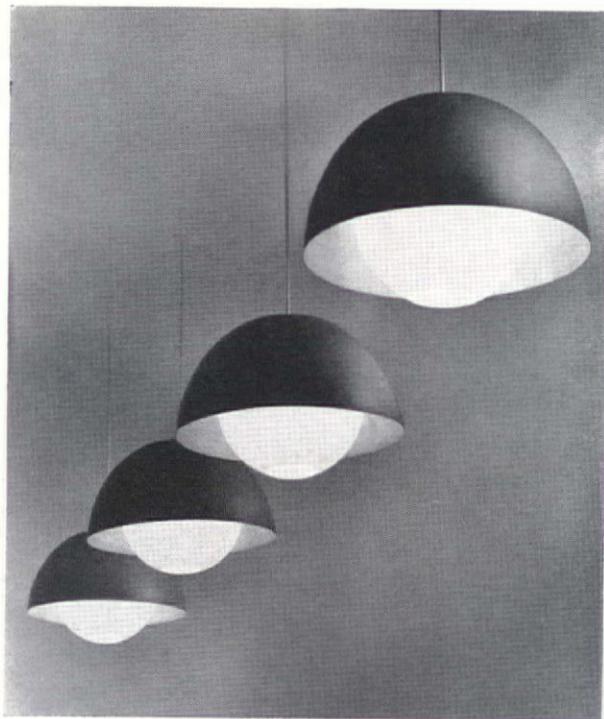
GLOBE LIGHTING: Wood vinyl finish laminated to steel with white vinyl shield, top, form attractive wall bracket. Above wood vinyl circle with smooth acrylic shield that is hinged to the frame. All new Globe fixtures feature low-maintenance materials. Circle No. 6.

LIGHTING

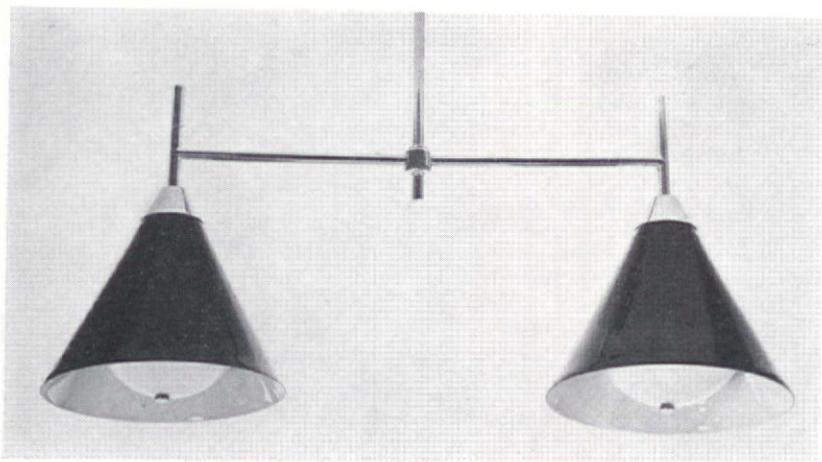


ALTAMIRA: New Italian imports include floor lamp with arms that contract and extend, outward, upward, and inward; base is white marble, shades white painted metal. The sabauda, below, is designed for use as wall or ceiling fixture, consists of hand-blown panels of famous Vinini glass, available in iridescent yellow, green, blue, red, plum. Bands can be combined in many color combinations, and as many panels as required may be used. Circle No. 47.

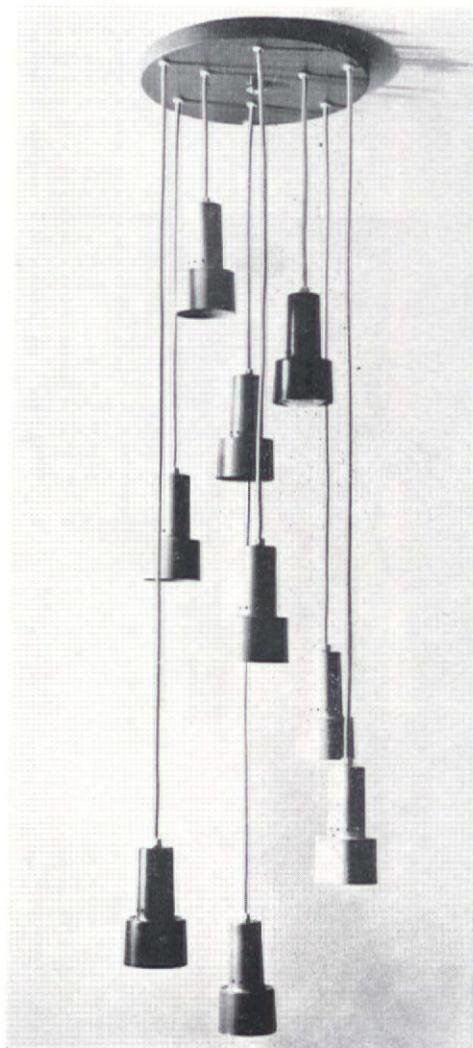


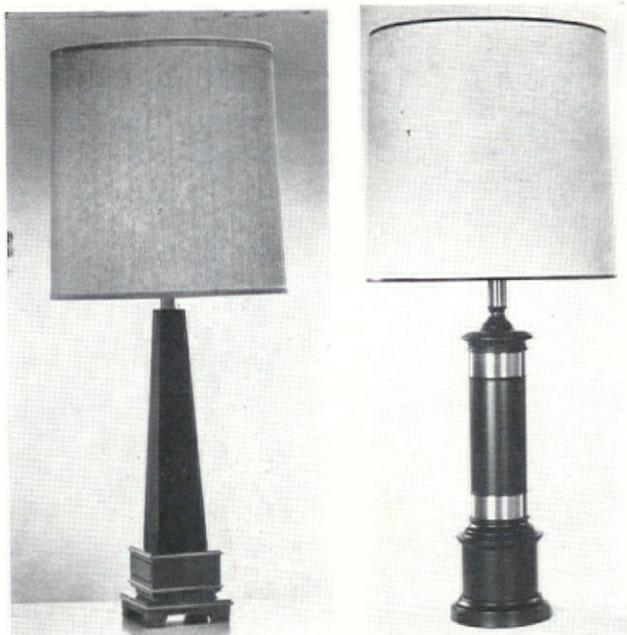


HABITAT: Known for its clean use of geometric forms, this firm offers a spheroid wall bracket with reflector disk in brass or chrome, and a hanging unit that gains by repetition. The Domesphere line was designed by Paul Mayen. Circle No. 48.



KOCH & LOWY: A two-light ceiling fixture with Swedish eyesaver glass and high reflectance metal cones, a Dutch student lamp with lighted cylinder and milk-glass globe, and a multi-color pendant, available on 8, 10, or 16 inch canopies, are among this firm's new offerings for Fall, 1963. Circle No. 49.



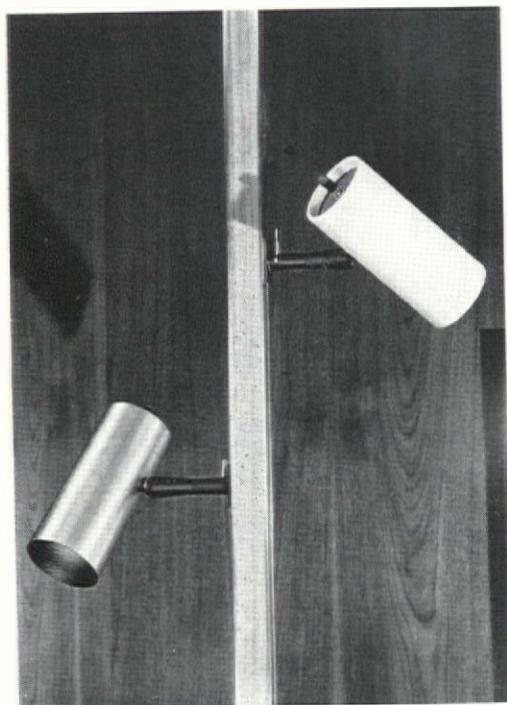


M. G. WHEELER: Two lamps from the firm's Tempo grouping. At left, a trim table lamp with ebony teak finished wood shaft on a brushed brass base. Right, a modern version of classic column with brushed chrome bands. Circle No. 50.



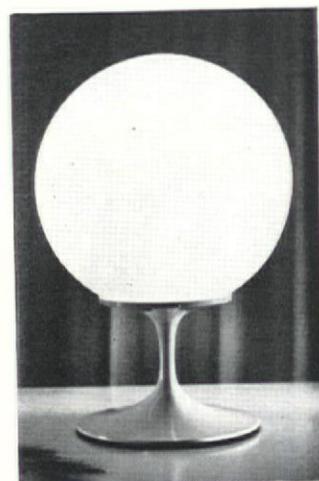
ROYAL HAEGER LAMP CO.: Two models from Haeger's huge range of ceramic lamps. Left, softly glazed ceramic is combined with satin-finished metal base and mounting. Right, crackled ceramic vase with distinctive neck. Circle No. 51.

LIGHTING



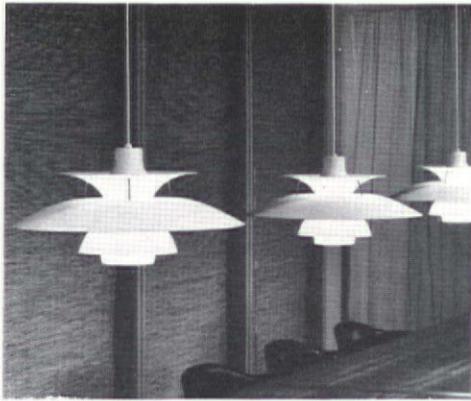
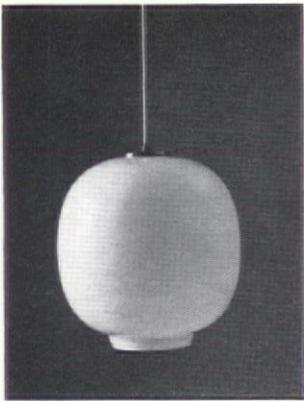
LIGHTOLIER: Newest accessory in the Lytespan track-mounted system is this wall unit, above, which swivels for flexible spotlighting. Multi-groove baffle provides high-intensity forward light for highlighting paintings, objets d'art, etc., without side-spill or glare. Stem available in satin brass or satin black, with variety of shades. Circle No. 42.

RICHARDS-MORGENTHAU: Hand-blown opal glass lamp, right, on diecast white aluminum base has three-way switch; available in 8 or 10 inch globes. Circle No. 52.

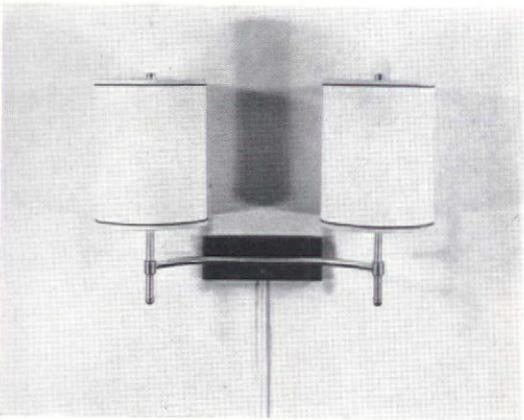


McINNIS & CO.: Three new hotel-motel models—a large Italian candlestick, a ceramic column with brass and walnut base, and the "Old Hub," a wood-and-metal reproduction of an American antique. Circle No. 53.





FREDEK LUNNING, INC.: Ceiling fixture, far left, is opaque glass with brushed brass mounting; diameters, 10½ and 14½ inches. Left, Multi-baffle hanging fixture in white metal shown in office installation; white inside, with choice of lilac, red, white, or blue for outside colors. Copper bowls, below, with metal diffusers are 15¼ inches in diameter, 9 inches high for important areas like the board room shown here. Circle No. 54.



PHIL-MAR CORP.: This new wall lamp, above, is called the Alamo; 7-inch drum shades are Belgian linen over vinyl. Circle No. 55.



LONDON LAMPS: New floor-tray model in antiqued white with gold; also available in custom colors coordinated with room decor. Circle No. 56.



SAFRAN & GLUCKSMAN: Unusual textured alabaster column in gray and white, above; shade is textured fabric over fiber glass. Circle No. 57.

MID-YEAR PRODUCT REPORT: A ROUND-UP OF CONTRACT FURNITURE, FABRICS, CARPETING, WALLCOVERINGS, AND ACCESSORIES SCHEDULED TO APPEAR ON THE MARKET THIS FALL

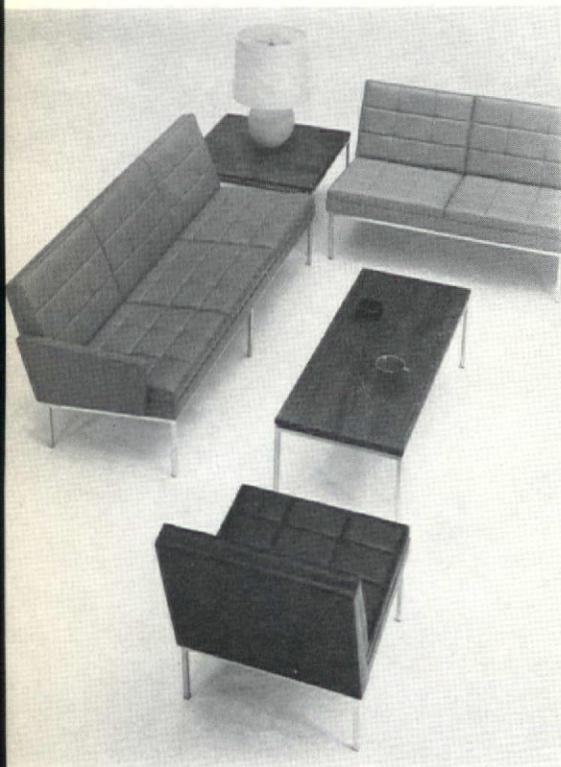
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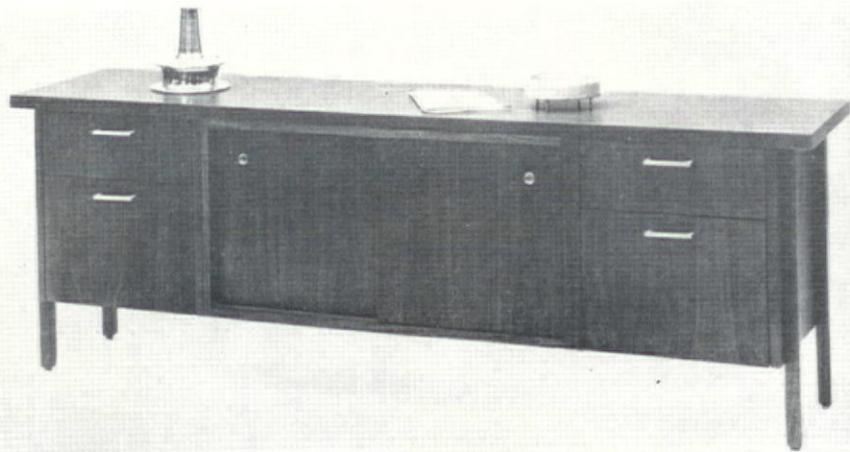


C



D

E



Furniture

A Metropolitan Furniture's 9000 Series tables feature inverted arch bases in natural black walnut, in either round or square tops in wood, Formica, or imported marbles. Circle No. 58.

B Burke Div. offers barstools with fully upholstered backs and fronts on molded fiber glass-reinforced plastic shells, covered in Tornio fabric or DuPont Kensington vinyl. Cast aluminum bases are polished aluminum or fused plastic coating, with footrail in polished aluminum. Circle No. 59.

C ICF showroom imports Olli Mannermaa's loose-cushioned easy chairs of molded plastic upholstery in latex foam and covered with Finnish fabric. Legs are steel, in either chrome or black enamel. Circle No. 60.

D H. W. Gunlocke Chair Co.'s versatile lounge seating series is upholstered in choice of leather, fabric, or plastic. Tables have solid walnut tops. All metal

bases are welded steel frames, chrome plated, satin finish. Circle No. 61.

E S.J. Campbell combines contemporary styling with functional storage space in this chest, part of a new collection that also includes occasional tables and desks, in oil or lacquer finished walnut. Circle No. 62.

F Harvey Prober designed this reception area which received top NOFA award. The Prober executive desk has oiled walnut veneers accented with supports of polished stainless steel. The credenza, also in walnut, is topped with white marble. A textured fabric covers the channel back swivel chair. Circle No. 63.

G Design International Corp. imports a pair of Swedish chairs, Romeo and Juliet. Romeo, shown, has foam cushioning cradled by elastic rubber webbing, and the swivel base is polished chrome or teak. The Juliet companion chair comes with a lower back. Circle No. 64.

H Hiebert, Inc. adds the Capitel executive desk chair to its BFC line. The chair has an integral torsion bar suspension system with a satin-brushed aluminum base and casters. Walnut-sculptured armrests encircle the seat and back, upholstered in leather or Naugahyde. Circle No. 65.

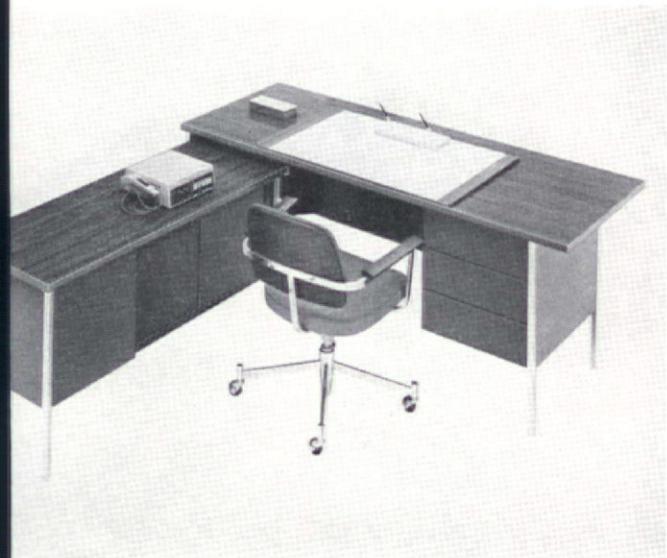
I Costa Mesa Furniture Co.'s new line of office furniture, The Award Series, was developed from designs by Selje & Bond. The desk combines Costa Mesa's Internal Steel Construction with panels of laminated Formica. Either metal or wood legs are available. Circle No. 66.

J Tassell Hardware Co. creates free-standing shelf and furniture arrangements with its Master-Wall system components. Of selected hardwoods, units are finished in oiled walnut, with shelves also available in natural birch and white. Poles and hardware are of anodized aluminum in finishes of bronze, brass, satin aluminum, or black. Circle No. 67.

F G



H



I J

MID-YEAR PRODUCT REPORT

Furniture

A Astra Bent Wood Furniture Co.'s new solid maple Plymouth chair carries Early American styling with turned spindles, legs, and spreaders. The deeply saddled seat is carved from two-inch stock, and legs are pegged through and hand-wedged from the top. Circle No. 68.

B Designcraft's 2000 series includes this side armchair with upholstered side panels and either upholstered or walnut arms. Frame is brushed or polished steel. Circle No. 69.

C Peerless eliminates top overhangs in its new Trendesk by over-all flush construction. The steel desk comes in choice of metal finishes, tops in many Formica patterns and colors, and legs in satin or polished chrome, or painted. Circle No. 70.

D Frank Scerbo & Sons provides traditional executive office furniture with the new Colonial collection which features a fine-grain wood desk, tufted-back swivel chair, and upholstered wing chair. Circle No. 71.

E Williams Moduplan Office Furniture Corp.'s Madison chair is highlighted by its walnut molded frames, removable back and seat cushions, and foam cushions covered in Naugahyde Chromata. Circle No. 72.

F B. Brody Seating Co.'s new contract chair has contoured channel back and swept-back rear legs of tubular metal. The padded spring box seat is trimmed with double edge welting. Circle No. 73.

G John D. Williams Co. provides a trim design in a new lightweight stainless steel chair. The armrests are oiled wal-

nut or ebonized oak. All-welded frame construction supports the fully upholstered saddle seat and back. Circle No. 74.

H Brunswick's new swivel chair is constructed of one-piece Fiberglas, forming the contoured bucket seat and back, and highly polished cast aluminum pedestal with sturdy spider base. Six coordinated Fiberglas colors are available. Circle No. 75.

I Krueger Metal Products expands its 3000 Series Fiberglas chairs with upholstered side and stack-type models. To the molded shell is added thick poly-foam cushioning, contour-molded and permanently bonded to the shell, and then covered with Naugahyde Chromata which is sealed to the cushioning. Six upholstery colors are available. Circle No. 76.

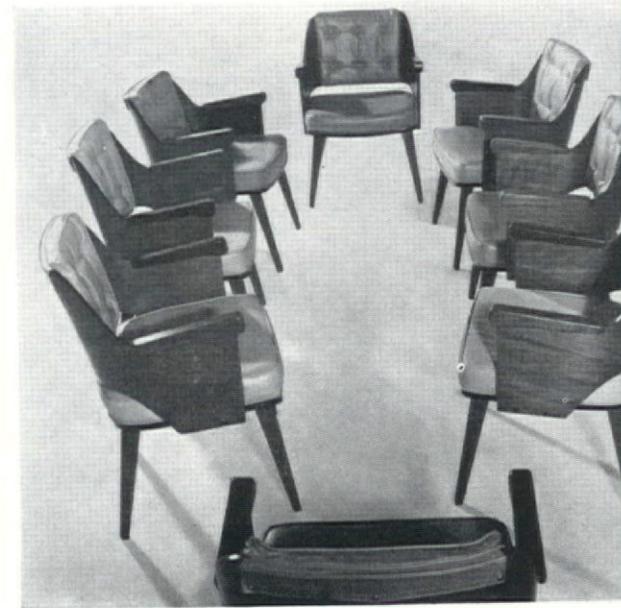
A B



C



D

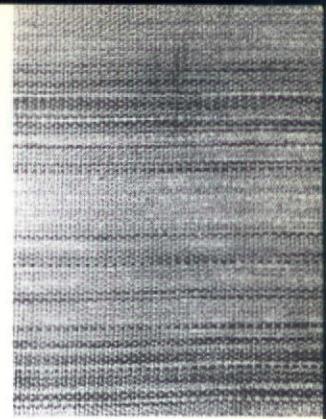


E

Fabrics & Blinds

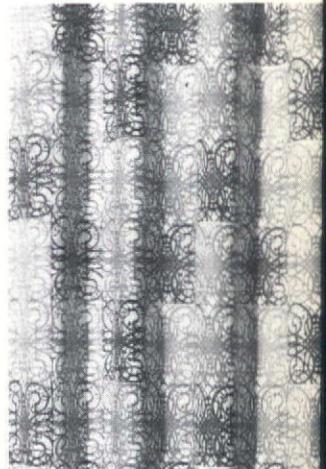
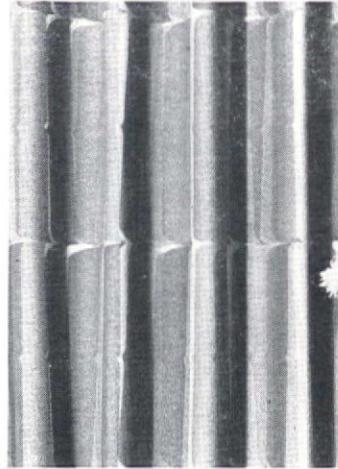
J-K Greeff Fabrics, Inc.'s textured version of Antron, the new Du Pont nylon fiber, is combined with rayon in the new Sierra collection of 54-inch upholstery fabrics. Carrara (J), a damask, and Monttello (K), a textured ombre cross stripe, both come in striking two-color combinations. Circle No. 77.

J-K



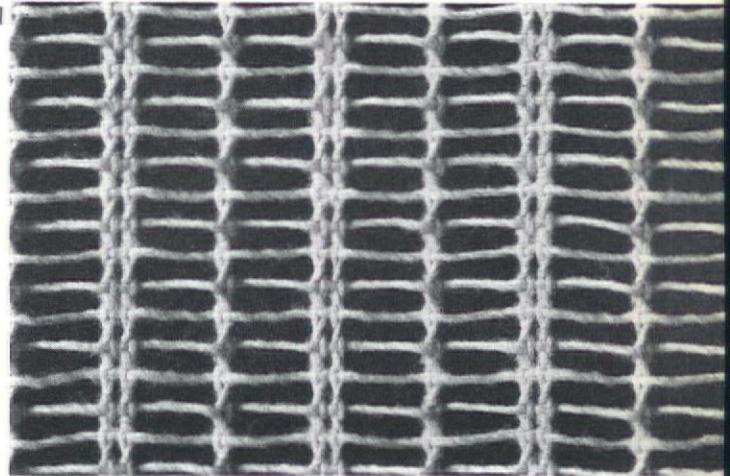
L-M-N Ben Rose's new drapery fabrics include Parenthesis (L), a bold shape printed in transparent color overlays; Linealis (M), an all-over arrangement of Spencerian calligraphy. Key Basque (N), permanently flame-retardant, is a one-inch open weave of heavy Verel and wool yarns. Circle No. 78.

L-M



O Breneman-Hartshorn's Bali Blind provides attractive window covering with narrow slats and "invisible" tapes. In a full range of colors, the blinds come with either scalloped or straight valance. Circle No. 79.

N



F



G



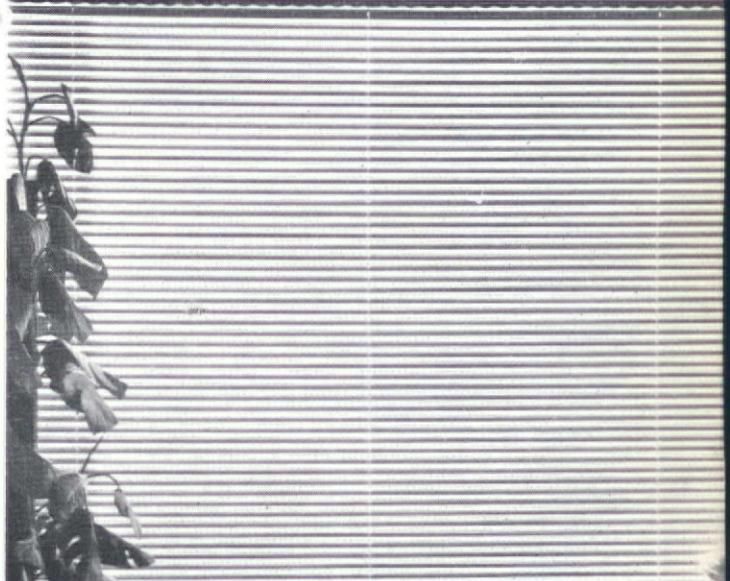
H



I



O



MID-YEAR PRODUCT REPORT

Wallcoverings

A-B-C Fine Art Wall Paper's new collection, designed by Dorothy Draper & Co., includes Moorish Grill (A), in bold color contrasts or subdued combinations; Charlotte (B), a formal vinyl in rich red-on-red; Mandarin Trellis (C), a scaled bamboo motif. All in 30-inch widths. Circle No. 80.

D-E Durawall, Inc., distributors for Suwide vinyls imported from Netherlands, shows two from a wide collection. Three-dimensional striped Multiline (D), designed by Shaw & Draper, Inc., comes in five weights and qualities. Impasto Wall (E) has a semi-textured surface, in 14 stock colors. Circle No. 81.

F-G Albert Van Luit & Co. created Chateau Country, a two-panel scenic

shown in formal setting (F) and in detail (G). Each set consists of two panels of design and a triple roll of background. Circle No. 82.

Accessories

H Virginia Frankel Gallery offers custom art forms, such as a ceramic floor, plastic and metal sculpture, ceramic pottery, and bold plants. Circle No. 83.

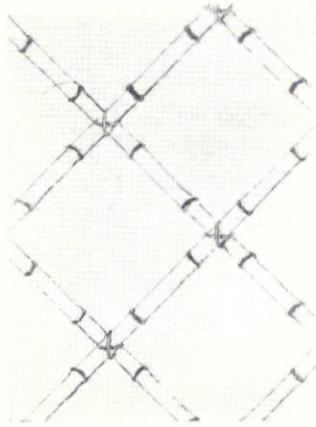
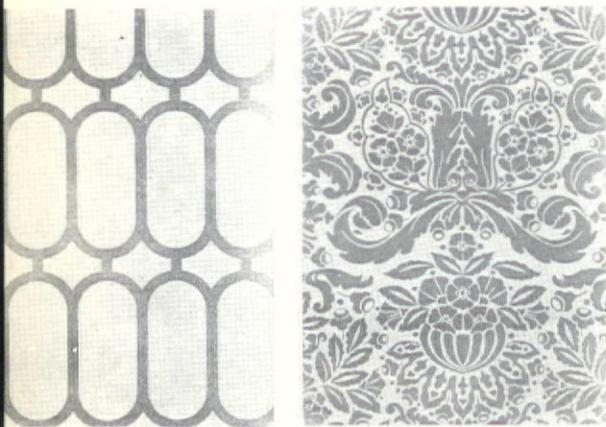
I-J Howard Miller's new Meridian clock collection ranges from contemporary Danish Penny (I) formed in rosewood and aluminum, to Duena (J), in Spanish tracery. Available in electric and battery models. Circle No. 84.

K Hyalyn Porcelain Inc.'s Patio Planters come in a variety of styles, including classic and contemporary, in a choice of many colors. Circle No. 85.

L St. Denis Studios, a new art source, can provide original designs that may be "duplicated" for contract work. The service includes wall murals, pictures, sketches, ash trays, plant stands, table tops. Circle No. 86.

M Carolina Mirror Corp., specializing in hotel-motel mirrors, offers this new guestroom model framed with anodized brass-finished molding, inset with black, and extending over three plain mirrors which are beveled on two sides for a jeweled effect. Circle No. 87.

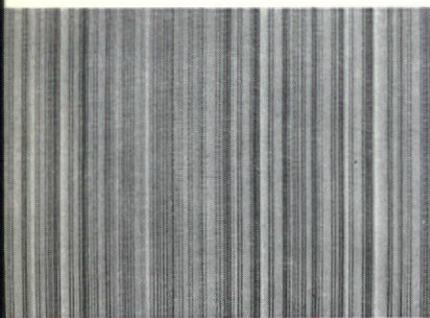
N Karl Mann Associates' Ensenada is part of a new art collection, hand-painted in vivid caseins on masonite specifically for limited budget projects. Paintings are available framed or unframed, and can be ordered to special color and composition. Circle No. 88.



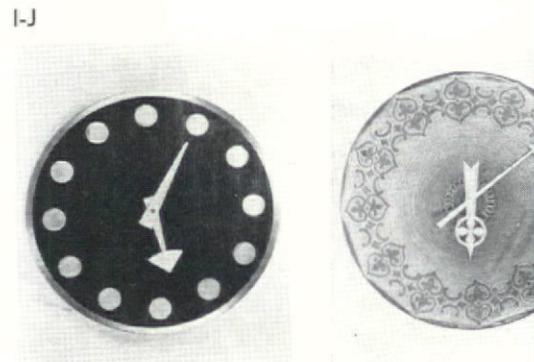
A-B-C



H



D-E



I-J



F-G



K

Carpeting

O-P Roxbury's Braid (O) and Autumn Lure (P) are of all-wool. Circle No. 89.

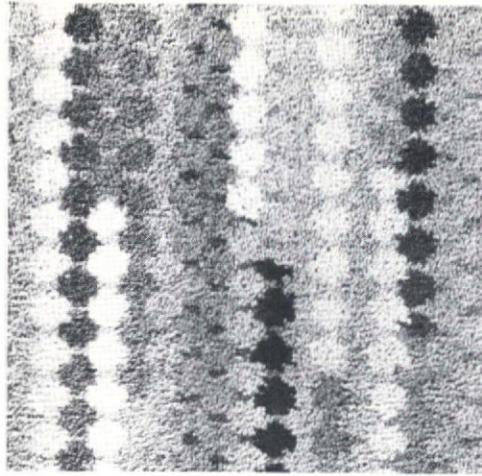
Q Downs offers Hit-Tyme, a flowing scroll in a high-low loomed pile of 501 Nylon. Circle No. 90.

R A. & M. Karagheusian's all-wool Gulistan carpet, Imperial Twist, has a heavy-use performance rating label. Circle No. 91.

S Lee's all-wool carpeting, designed for New York's Hilton Hotel, uses loop pile of different levels. Circle No. 92.

T Hardwick & Magee's 100 percent Acrilan Acrylic Autocrat has a high-low random sheared surface. Circle No. 93.

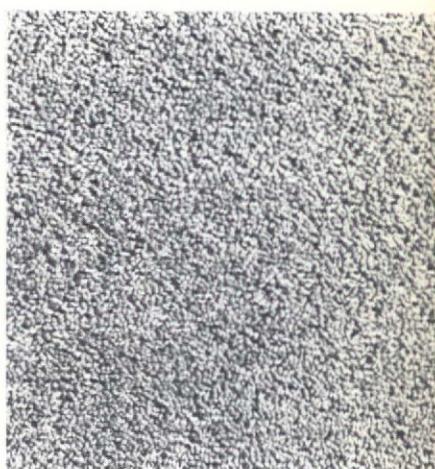
J-V Danish Interior Group's hi-pile, all-wool Rya rugs, have hand-loomed look. Circle No. 9.



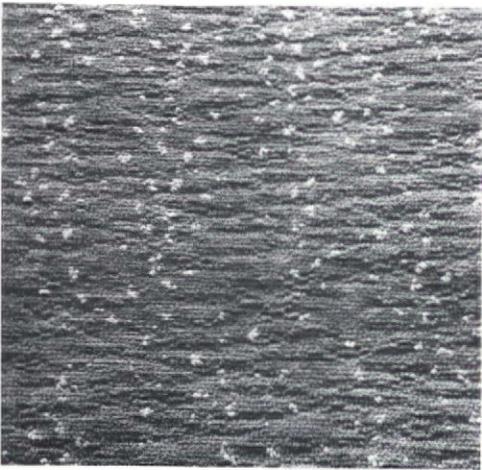
O-P



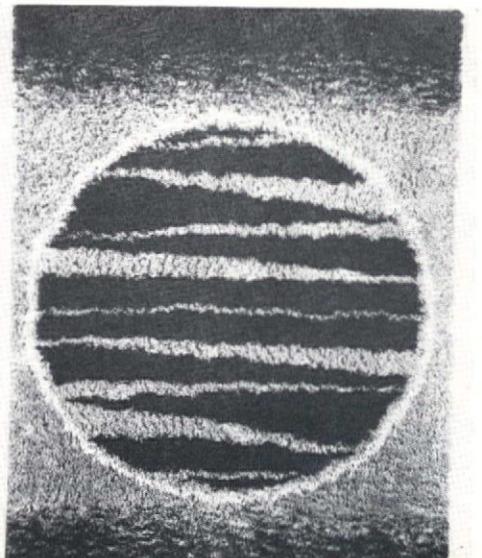
Q-R



S-T



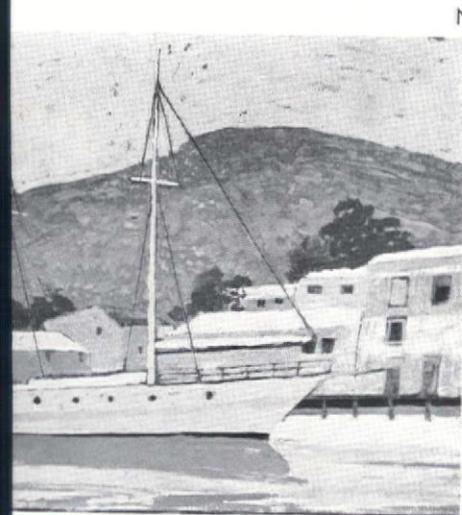
U-V



L



M



N

MID-YEAR PRODUCT REPORT

Hotel-motel furniture

More varied styles, softer finishes and better workmanship characterize many of the new hotel-motel lines. They take notice of the preferences of the guest, at the same time that they provide the designer with opportunities for inventiveness, since they no longer demand standard, rigid arrangements along one wall.

A Shelby-Williams' desk-headboard combination with mirror and chair; headboards in this group are wall-hung, come in various bed sizes. Circle No. 95.

B Contempo's adjustable wall unit has neatly framed drawers, specially designed metal legs with wood-finished laminates inserted into them. Chair is also rugged metal-framed unit, upholstered in plastic. Circle No. 96.

C Traditional adaptation from Consider Willett's Oxmoor grouping includes wall unit, free-standing beds. Circle No. 97.

D Basic Witz' Bonwitz collection provides "sitting room" accommodations; woods are butternut and pecan, with plastic tops, and corner bed unit gives comfortable day-time seating. Circle No. 98.

(Continued on page 36)



A



B



C



D

Avanti Latest expression of style leadership by American of Martinsville

Elegant, decorative, Italian-inspired Avanti. The new luxury-look in guest room furniture by American of Martinsville. Walnut—in a brand new bleached finish with hand-stripped gold accents. Rich gunstock shading, beautifully distressed, for that one-of-a-kind look. Even Avanti's functional Tri-Plex Unit goes high fashion ... with desk dresser, TV area, and a luggage level that doubles as additional seating space. Write for details on Avanti and other contemporary designs in Oriental, French, Spanish and Modern.

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MID-YEAR PRODUCT REPORT

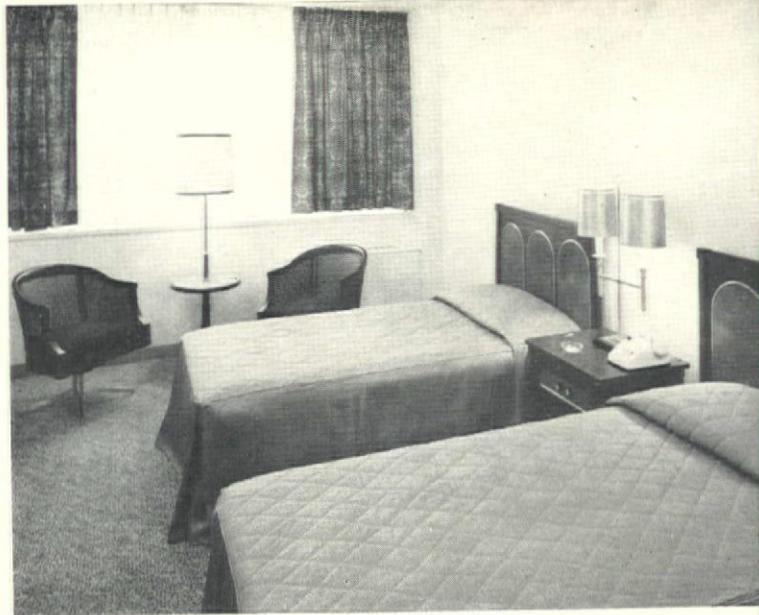
Hotel-motel furniture

A American of Martinsville's serene design of new group offers restrained decorative elements, rich coupling of woods, cane, and metal. Circle No. 99.

B Kroehler Mfg. Co.'s new Concord Collection is colonial and uses solid maple in a warm brown tone. Desk telescopes from 102 inches to 96 inches. Tops are plastic in matched maple. Circle No. 100.

C Duo-Bed Corp.'s Space King combines the ingredients of living room, den, or bedroom in compact form. Makes up into two twin beds or king-size double. Circle No. 101.

D-E Chairmaster, Inc.'s new formal dining chairs, shown here in posh setting at New York City's new Regency Hotel, were designed by Ellen Lehman McCluskey, AID. Available as armchair or side chair in variety of coverings. Circle No. 102.



A

C



E



B

D





The one perfect upholstery for every style & period of furniture...

U.S. NAUGAHYDE[®]
FINEST IN VINYL UPHOLSTERY

at its best over U.S. KOYLON[®]
LATEX FOAM RUBBER CUSHIONING



Remember the days when vinyl was used only on dinette chairs and big reclining loungers? Well, Naugahyde knew that performance like that—plus an important fashion look—was an unbeatable combination. While it's still going strong in the den, it's now in the living room—in a big way—and America loves it. No wonder. Naugahyde has everything...beauty, variety, durability, practicality. It can look like silk, like brocade, like leather, like tweed, even like homespun. Its companion material, breathable U.S. Naugaweave[®] vinyl, has all the soft pliability and luxurious texture of woven fabric. Between them you have a choice of more than 500 different patterns, colors and textures...the perfect upholstery for everything from a bergère chair to a modern sofa. No wonder Naugahyde (at its best over U.S. Koylon foam rubber cushioning, of course!) has become the most profitable, promotable upholstery in the industry. Look over your line—see how ideally Naugahyde fits in!



UNITED STATES RUBBER COMPANY

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In Canada: Dominion Rubber Company, Ltd.



IN THE NEW SPA HOTEL in Palm Springs, California's famed desert resort, Parvin furnished guestrooms and main public areas. Suites and bedrooms (above) have Mediterranean moods, combining modern furniture with Italian Provincial reproductions, touches such as whimsical Winblad mural, urn-design draperies. Lobby (below) is a riot of brilliant colors—reds, oranges, fuschia, yellows—against white terrazzo; modern furniture combines with Spanish-style accessories.



ALBERT PARVIN & CO.: ONE OF THE MOST INTERESTING, AGGRESSIVE, AND FAST-GROWING FIRMS IN THE FIELD, IT COMBINES MILLION-DOLLAR MERCHANDISING WITH ALL-AROUND DESIGN SERVICE. BY BODIL W. NIELSEN

THE opening of New York's most successful new rabbit warren, The Playboy Club, had more than the obvious impact in several quarters. To the fashion world, it meant hemlines were rising. To the contract design field, it represented the first well-publicized intrusion into the eastern market of the west's largest contract firm: Albert Parvin & Co. Attention thus focused on Parvin has been long overdue. The scope of its current projects and its well-founded plans for further expansion, make Parvin one of the most interesting and aggressive companies in the growing contract design market.

In the eleven western states where Parvin has hitherto confined its work, the name is a household word among hotelmen, motelmen, and restaurateurs. Reasons for its lack of publicity in the east are valid: the only Parvin office is in Los Angeles, and its new projects in Chicago and New York have only been undertaken within the last couple of years. Its impact eastward will serve not only to bring its work to the public eye, but will also sharpen the trend toward the "big business" image of contract merchandising and design. Parvin's unique history, and unrivaled *modus operandi*, proves that multi-million dollar merchandising can be combined with competent design in a complete service organization.

Despite its current spectacular growth in business, Parvin has been in the contract supply business for more than half a century. The firm was founded in Chicago in 1911 as furniture suppliers and jobbers. In 1946, it moved to the booming Los Angeles market and began, in a small way, to offer design services along with its furniture. When Bill Yates, now vice-president in charge of design, joined the firm eleven years ago, he had only two designers to help him and the total personnel of the company numbered twenty. In the last thirteen years in which they have been actively engaged in contract design, the staff has grown to 85, and the current expansion program will bring the total to 200 in a few years.

Merchandising remains the core of the Parvin business, and design services are offered as a supplementary part of furnishing orders. The emphasis on business has made Parvin invaluable to cost-conscious restaurateurs and hotelmen. The staff is characterized by budget-conscious management and time- and maintenance-conscious designers, all of whom pride themselves on getting jobs done on time, within pre-

scribed budgets, while still being able to offer almost endless varieties of merchandise—much of it custom-designed—at highly competitive prices, as well as an enormous fund of business and design know-how in public areas.

The present Parvin office, at 120 North Robertson Boulevard in Los Angeles, aptly reflects the multiple interests of the firm. Downstairs showrooms display the merchandise of many manufacturers for whom Parvin serves as jobbers, to both commercial and residential markets. Mock-up model rooms represent work being done in specific hotel or motel guestrooms, enabling clients, as well as prospective customers, to get a clear idea of end results, and make changes wherever required. In downstairs offices "contract" girls process orders in "libraries" well-stocked with sample merchandise and cuttings of custom-order carpets developed by the design staff for specific jobs. Across a palmy patio, the design studio is at work, headed by director of design Harry McCague. Here furnishings are speci-



ALBERT PARVIN (above) chairman of the board; Bill Yates (below left) vice-president in charge of design; Harry McCague (below right), Parvin's design director.



fied, floor plans made, renderings drawn, and innumerable custom designs for fabrics, wallcoverings; carpets, and occasionally furniture are worked out and colors coordinated. Below, Norris Goldman, assistant to the president, his father

ALBERT PARVIN & CO.

Harry Goldman, supervises the business aspects of each project—pricing, ordering, specifying for bids, requisitioning, budgeting, and timing. A complicated schedule lines his wall, charting each of the more than 50 jobs “in the house” at the moment, with exact data on timetables, cost analysis, completion dates, and staff required for each.

At present, by far the biggest bulk of Parvin's business—about 75 percent of total volume—is in hotel furnishing, which includes public areas, restaurants, and guestrooms. In addition, the firm has designed several banks, offices, furnished apartment buildings, and other public areas, though personnel has been too limited to allow full development of other contract fields up to this point. Biggest bulk of the volume, naturally, is furnishing hotel and motel guestrooms. Here, too, the greatest profits are realized, since guestrooms can be done in quantity. Depending on the size and budget of a particular hotel, rooms are usually confined to three or four “schemes” used throughout, often with little more than color changes.

If a five-month period is allotted to furnishing a hotel, usually it will take only a month to do the guestrooms, four months for the public areas. Design overhead is greater in public areas but profits are as equitable, since hotels will usually split the budget 50-50 for guestrooms and public areas.

Contract division grossing \$13 million

The huge scale of the Parvin operation, which now grosses close to \$13 million in its contract division alone, allows the firm to offer design and merchandise “packages” to clients with an unusually high degree of personalization as well as efficiency. Daily contact with thousands of suppliers, plus the size of their orders, enables Parvin to specify custom-designed merchandise at stock prices or lower. Special carpet and fabric designs, as well as constructions, can be specified for individual jobs, and delivered on time. The “job captain” system—appointing a head designer to each project—establishes close personal contact with clients, who can also benefit from Parvin's financial experience in the budgeting and maintenance of public furnishings. Jobs are supervised by Bill Yates and Harry McCague, who work closely with the merchandising department as well as with the top management—chairman of the board Albert Parvin and president Harry Goldman.

One project currently on the boards, the Continental Hotel in Chicago, typifies a Parvin installation. Except for a few remodeling jobs, such as guestrooms at the large Sherman Hotel, the Continental represents Parvin's Chicago debut.

Now being built, this plush fifteen-story hotel is scheduled to open early in the fall with all interiors furnished by Parvin. The hotel will have close to 400 guestrooms: 345 regular rooms, 36 suites, plus a presidential suite. The entire fifteenth floor penthouse will house the Tiffany restaurant, complete with butlers in white tie attending each table. The first floor will house elaborate lobby areas and a three-meal restaurant, Lautrec. Typical of most Parvin design, all public rooms, except for a modern lobby, will be what McCague terms “transitional.” As he points out, “we have never had a client ask for a contemporary restaurant.”

Standardized furnishings

Furnishings are identical in the suites and in the guestrooms. Rooms have three different color schemes, and suites have two, providing some variety without costly manufacturing differences. Since the budget was high, Parvin installed light-weight vinyl wallcoverings in the rooms, with custom-printed designs, and heavy-duty (28 ounce) vinyl in the corridors. Rugs in all rooms are looped pile 100 percent wool; in the corridors, carpeting is 70 percent wool and 30 percent nylon, a favorite Parvin combination. In an unprecedented promotional effort, model rooms of Continental suites are on display in a nearby temporary “pavillion” where prospective guests as well as curious residents can view Parvin's design efforts. The exactitude of Parvin “models” is characterized by the vinyl wallcovering in one of the model guestrooms. Since samples of the printed vinyl were not available, identical strips were handpainted on a plain ground.

The guestrooms incorporate many of the features which identify Parvin design. There is generous use of wood or wood-patterned Formica to give a feeling of warmth. Beds are designed for easy maintenance with wall-mounted headboards. Lamps, generously scaled and usually bolted down, have base-mounted switches to eliminate fumbling and protect shades. In the model suite, where budgets were liberal, solid gold carpeting is used throughout, and furnishings combine elaborate “transitional” styles with steel-and-glass modern. Imaginative features are keynotes: beds are swagged and canopied in matching fabrics, and even the television set is housed in a specially designed gilded “cage” which belies its purpose.

The suitability—to client, customer, budget, purpose, and location—which characterizes Parvin design is most evident in their many restaurants and large hotels throughout the west. In Los Angeles, restaurants such as Diamond Jim's, Jerry Lewis's, and Benchley's represent the fresh imaginative design approach in a Hollywood-oriented town. Jerry Lewis's, for example, is decorated almost entirely in purple, Diamond Jim's entirely in red—a favorite Parvin restaurant color. Red gives warmth, flattery and excitement



OCEAN HOUSE in Santa Monica is an old age home in which Parvin stressed luxury and comfort. Cool terrace (above) offers unparalleled view and clean modern furniture, contrasted to ornate traditional elegance of public rooms (right and below) in which rich colors and textures and eye-catching accessories create a gay, non-geriatric, non-institutional mood.



ALBERT PARVIN & CO.

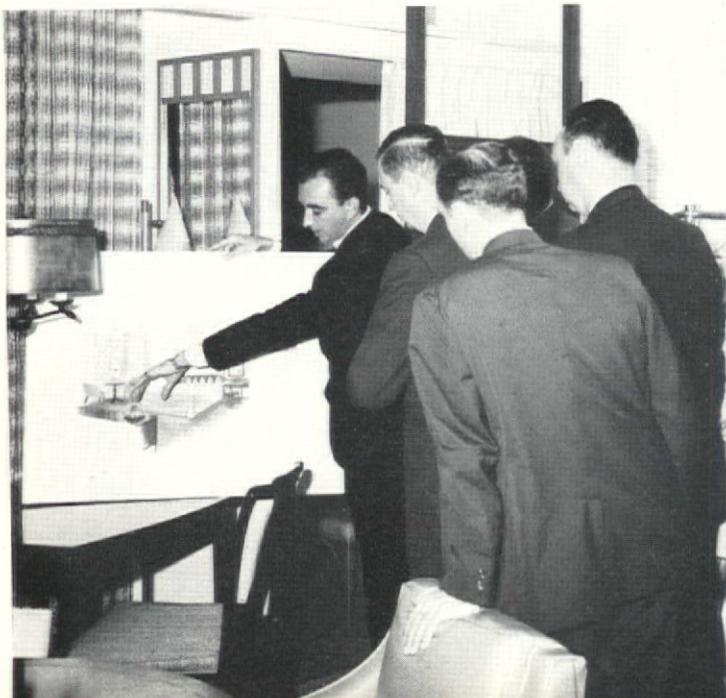
and enhances the neo-Klondike style of furnishings favored in Wild West style eateries.

The many Sunset Strip motels also demonstrate Parvin's imagination even with limited budgets. At the newly opened Hotel Continental on Sunset Boulevard, beds are raised on daises above the floor of the room, and further embellished with swags and canopies. The dining room here is also "Parvin red," with red carpeting and tufted vinyl upholstery, another Parvin trademark. If Parvin design is occasionally flamboyant and unorthodox, it always distinctly indicates a thorough understanding of customer likes and dislikes. The goal is a successful client, rather than a classical design formula, and the goal is seldom unrealized.

At commercial or traveler hotels, such as the Sherman in Chicago, the Diplomat and the Stanley Plaza in Denver, Parvin designs with restraint and low-key colors, neutral furnishings generally, and low-maintenance design features. In restaurants and resort hotels, design changes to one of gaiety, bright colors, wild prints, and unconventional touches. At Diamond Jim's, Harry McCague specified spindle-walled gazebos for private dining and service stations, for architectural interest and to break up the large dining room space. At the Palm Springs Spa, one of the best of Parvin's recent hotel jobs, the lobby is furnished in wild pinks, oranges, reds, and yellows, with Spanish wrought iron motifs throughout the lighting and furnishings.

Imagination turned a deserted downtown warehouse in Denver into Lafitte's, one of the most popular eateries in the town despite its disadvantageous location. Parvin was told by the client, knowing hotelman and restaurateur Marvin

ASSISTANT to the president Nor Goldman shows rendering of typical Parvin guestroom to group of visitors.



Cook, to reproduce New Orleans in the heyday of the pirates, and the result overcomes the architectural problems with a lush treatment of sconces, glitter, red-flocked wallpaper, red upholstered banquettes, and a dimly paneled bar. A pirate-costumed doorman completes the atmospheric effect.

The restaurants and hotels reveal Parvin's flair for the dramatic and resort-style, but its office designing is striking in contrast. In Los Angeles, in a modern Luckman building, Parvin has designed the offices of Institutional Mortgage in subdued contemporary style, with wood paneling, gold carpeting throughout, and massive but restrained executive furnishings. The Continental Bank on Sunset Boulevard also reflects the same conservative contemporary approach suitable even for a Los Angeles bank.

Parvin's biggest bailiwick is Las Vegas, whose vast hotels and restaurants find the Parvin merchandising and design qualities perfectly suitable to their problems: attracting guests (for the casinos), adapting to the desert environment, creating a distinctly carnival atmosphere in a town where nobody seems to sleep and shows go on all night, and giving customers excitement commensurate with big-name entertainment and spinning roulette wheels. Parvin projects here include the enormous hotels Sahara, Sands, Dunes, Riviera, Tropicana, and the luxurious House of Lords and Sultan's Table restaurants.

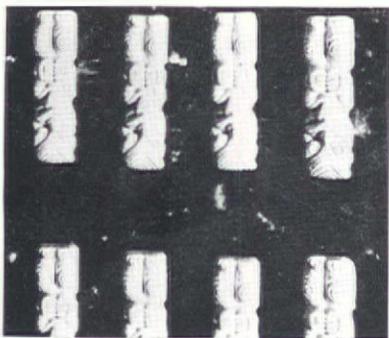
The Parvin monopoly of design in Las Vegas might well presage a similar success in office design and other commercial interiors on a national scale. At the moment, the Parvin office is in a state of rapid flux, while a new building, to occupy a full block on Wiltshire, is being designed by William Pereira to house the Albert Parvin Co. and the executive offices of the Parvin/Dohrmann Co. of which the Parvin company is a subsidiary. The three-story building, to be completed in a year and a half, will be occupied entirely by the firm. First floor will house decorative furnishing sources; the second floor will hold the office design staff and model motel and hotel rooms; the third floor will be devoted to the design staff and executive offices.

The complex will make Parvin not only the biggest contract design firm, but also one of the largest companies of its kind in the country. Completion of its current New York and Chicago projects will establish its position as a nationwide contender in the design field. Its work to date, in the west, already proves that the combination of merchandising and design is a legitimate and expedient method of quantity contract furnishing. When consistent design quality can match competitive pricing and total client service, there is a strong argument—as pioneered by the Parvin Co.—for a "big business" method of contract design. (C)



IN NEW YORK'S famous Playboy Club, Parvin was faced with many structural problems in arranging different seating and dining areas. Free-floating piano bar in the mezzanine (above) is enhanced by wooden railing and paneling. Custom carpet throughout features Playboy's rabbit symbol.

PRIVATE KEY CLUB in Palm Springs (below) combines Spanish and baroque effects with dark carpeting, subdued coloring. Tufted circular banquettes provide intimate seating areas, are often used in Parvin-designed restaurants.



FOR **DON THE BEACHCOMBER'S** restaurant (right) in the Sahara Hotel, Las Vegas, Parvin took a new approach to Polynesian design. Gazebos of molded fiber glass simulate palm huts, special lighting fixtures are pineapple-shaped. Fountain is rimmed with small "Tikis" (detail above).




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... without equal

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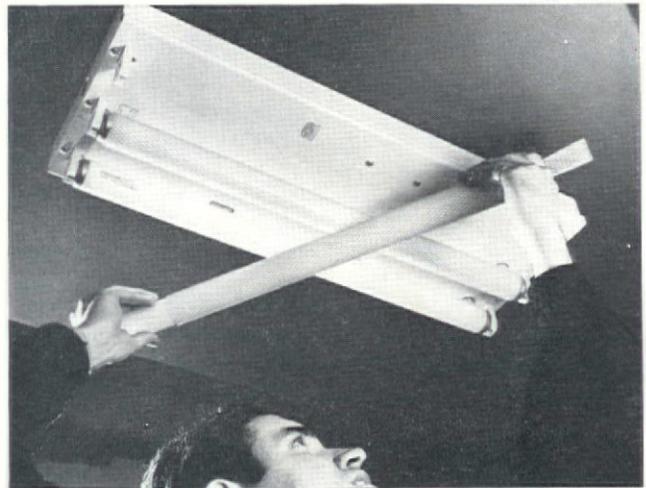


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Circle No. 21 on product information card

PRODUCTS & SERVICES

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Made of polyethylene, the new Diffus-A-Net cylinders slip over fluorescent tubes to transform them into colored lights. Colors can be used to demarcate danger, shipping areas, loading, etc., in commercial and industrial buildings. The netting is supplied in 80-foot rolls that are cut with

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Circle No. 22 on product information card

scissors to the required length. The material is Tenite polyethylene by Eastman, and the nets are manufactured by Nalle Plastics, Inc.

Circle No. 103 on product information card

New soft-tread caster

A new ball caster featuring a gray, non-marking tread has been added to the Bassick Co.'s current casters line. The new model is especially designed



to protect floor surfaces such as vinyl and other plastic tiles, and hardwood. The 2½-inch tread is of a non-marking gray rubber that provides floor protection and rolls and swivels easily on all surfaces. Metal finishes available include polished and satin chrome and polished brass.

Circle No. 104 on product information card

United Wallpaper group

The Monticello Collection, based on fine wallpapers used in this country for the past 200



years, has been introduced by United Wallpaper Co. The repeat papers in the group are machine-printed, the scenics screen-printed. Of particular interest are the flocked papers in the new line. Regency, which is shown here, is a traditional damask, made up in wine, green-silver tones, flesh, and white, as well as white-on-white.

Circle No. 105 on product information card

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PRODUCTS & SERVICES

CONTINUED

Plastic armrests by Plastiglide

Plain, leather, and alligator textured patterns as well as black, white, walnut, and other colors are



now available in a complete line of Plasticushion plastic armrests offered by Plastiglide Mfg. Corp. The armrests come in sizes and styles to fit all types of institutional, outdoor furniture, and are unbreakable, lightweight, and have no sharp edges. Simple installation is provided with all armrests, offering inserts threaded for standard 10-24 screws.

Circle No. 106 on product information card

NEW SCENICS from

Wall coverings of charm and imaginative beauty

Thruway



THIS ATTRACTIVE GKB SCENIC HAS BEEN DESIGNED ESPECIALLY FOR CONTRACT USE—HOTELS, MOTELS, OR ANY PUBLIC BUILDING. THE FIVE PANELS IN THIS DESIGN, HAND SILK SCREENED, MEASURE 11'8" IN LENGTH, WITH THE HIGHEST POINT OF DESIGN 53". COLORWAYS INCLUDE TWILIGHT BLUE, PASTEL SANDALWOOD AND DOVE GRAY.

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5015 New Utrecht Ave., Brooklyn 19, New York



Thruway is only one of 19 beautiful designs in the GKB Scenic line. The charm and imaginative beauty of these outstanding wall decorations are permanently enhanced by GKB's built-in protection—complete impregnation of polyvinyl colors. Easy to clean, always fresh looking.

Write for illustrated folder or see our nearest distributor.

GEORGE K. BIRGE CO., INC. 120 EAST 56th ST., NEW YORK 22, N.Y. • NEW YORK DECORATOR'S SHOWROOM, RM. 820, 515 MADISON AVE., NEW YORK 22, N.Y.

Circle No. 25 on product information card

Office refrigerator

Walnut-grain Formica surfacing is used in this new office model refrigerator by Bernzomatic Corp. It measures 21 by 16 inches and stands



24 inches high on its removable legs. Weight is only 42 pounds, making for easy mobility. Capacity is 1.1 cubic feet, or approximately 35 pounds of food. List price is \$119.50.

Circle No. 107 on product information card

First contract carpet by Cormac

Cormac Carpet Mills, Inc., offered its first contract grades of carpeting at the summer markets last month. The program is being launched with five qualities of cut-pile wool in 380 color combinations, ranging in price from \$6.95 to \$14.95 per square yard. All have double jute backing.

Circle No. 108 on product information card

Modular seating system

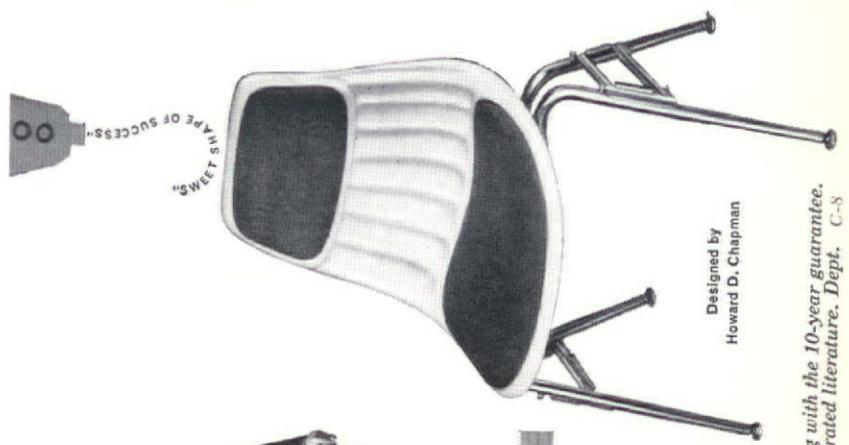
Multiple Seating Series II is Worden Co.'s modular seating system with a number of component units for arrangements to suit particular space



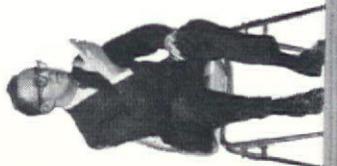
requirements. The series comes with chrome steel legs and angle steel frames. Contoured seats provide seating comfort. Optional features are plastic top, cushion, and arms.

Circle No. 109 on product information card

Circle No. 26 on product information card →



Designed by
Howard D. Chapman



CLARIN

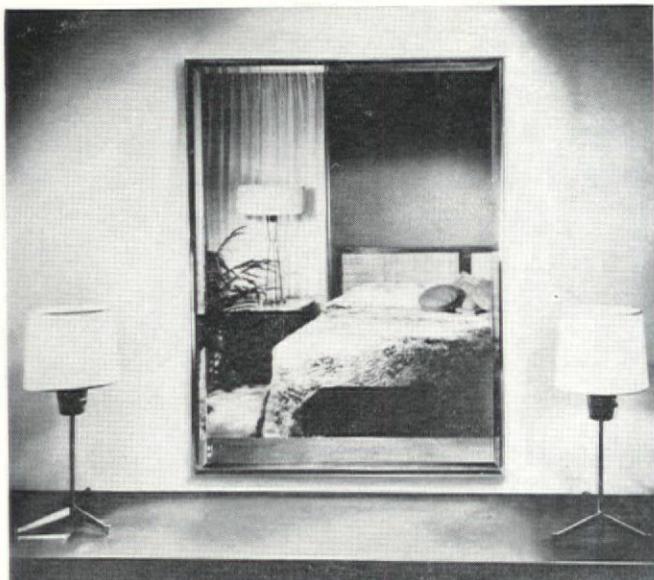
Here's the chair designed for designers and architects who like auxiliary seating that's as modern as their own planning ideas. SCULPTURA is Clarin's molded fiber glass QUALITY chair in a variety of models—magnificently upholstered in richest decorator materials. Also available without upholstery.

Clarin Manufacturing Co., 4640 W. Harrison St., Chicago 44, Ill.

Put Sculptura in your plans

Famous for reserve seating with the 10-year guarantee. Write for completely illustrated literature. Dept. C-8

Circle No. 27 on product information card



CHAMELEONIC IS THE WORD for La Barge's 2400 Series Mirror. This designer's classic is uniquely itself and its surroundings too. It can be as excitingly modern or as sedately traditional as the interior it graces. Bold one-inch moulding of anodized aluminum in gold or black, with brushed border. In a variety of sizes, with plain or beveled La Barge quality plate.

LaBarge Mirrors inc.

THE LOOK OF QUALITY / HOLLAND, MICHIGAN

PRODUCTS & SERVICES

CONTINUED

New carpet type by Stephen-Leedom

Stephen-Leedom Carpet Co., Inc., has applied for a patent on a new type of carpeting which will be marketed under the name of Fieldston. Key feature of the new carpet is its unusually heavy pile weight. Stephen-Leedom states that the pile yarn is densely packed into the Fieldston, some of it being used as an underlay, so that no padding is required. Weight of the carpet is more than 5½ pounds per square yard. Suggested retail price is \$11.95 per square yard. In 15 tweed effects, 12 feet wide, Fieldston is recommended for both commercial and residential use.

Circle No. 110 on product information card

New custom drapery service

Associated Draperies, located in St. Louis, Mo., has developed a new custom drapery service for designers and contract furnishers. The service, which offers made-to-measure draperies for offices, hotels, churches, hospitals, and other com-

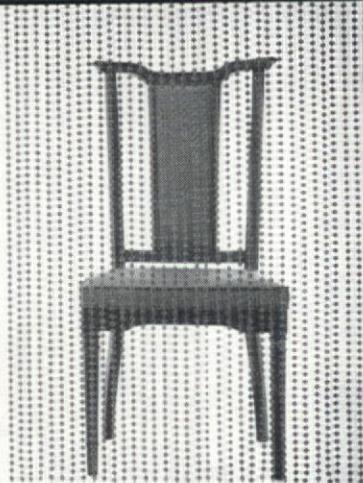
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Circle No. 28 on product information card

mercial/institutional interiors, has already been used by clients throughout the country, according to Associated. The firm offers a handy brief-case kit with samples of fabrics for casements and draperies, including Rovana, Fiberglas, and other contract materials in solids, textures, and prints. An estimating chart is also supplied to facilitate computation of yardage and costs.

Circle No. 111 on product information card

Saturn chair by Fixtures

A new all-purpose chair from Fixtures Mfg. Co., the Saturn, has a simple, functional frame that



allows it to adapt to interiors of many types and to be used as a banquet, meeting or dining chair. The Saturn stacks compactly and is light-weight and rugged. Frames and upholstery materials are available in a range of colors.

Circle No. 112 on product information card

Steel-framed chair by Contempo

Contempo Associates, Inc., which specializes in rugged, steel-framed furniture for the contract



market, has just introduced this new armchair. Unit has welded frame, wood armrests, and built-in springs. Available in a broad range of upholstery materials and several metal finishes.

Circle No. 113 on product information card

Circle No. 29 on product information card →

dramatic furniture design for gracious living



Custom made Traditional breakfront

No. 1037 Arm Chair — No. 89 Wing Chair

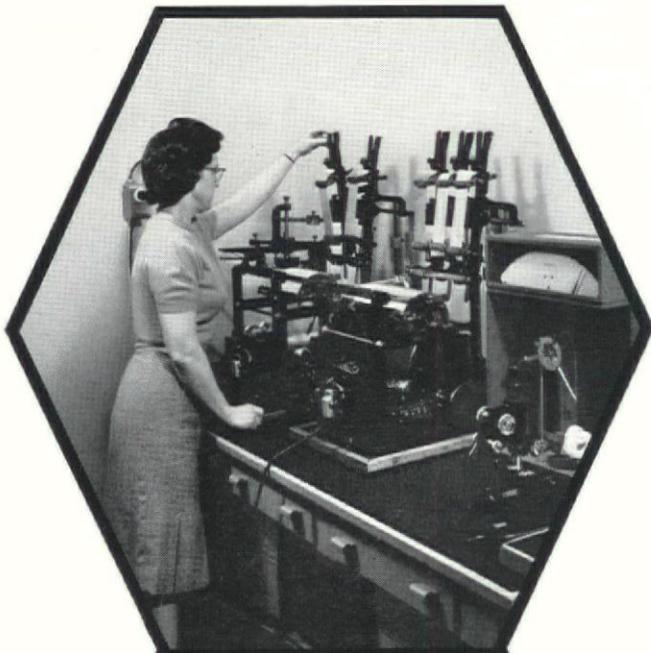
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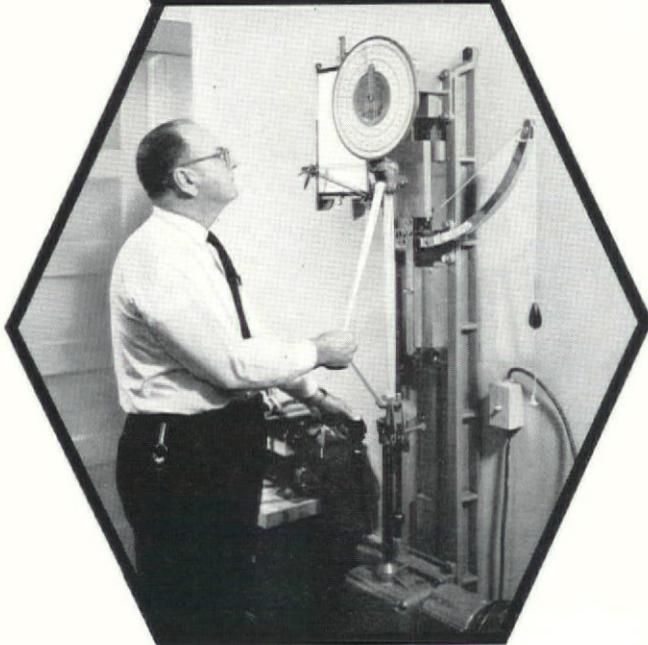
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Circle No. 30 on product information card

MANUFACTURERS'

LITERATURE

A loose leaf binder for buyers and specifiers of wallcoverings presents the new Wallclad line of



vinyl coated woven fabrics by Standard Coated Products, Inc. It includes 241 individual styles and colorways, and both standard and heavy-duty weights.

Circle No. 114 on product information card

Corium, a full top-grain leather in tile form for floors and walls, is described in L. Farber Co.'s new folder. The leather tiles can be supplied in embossed designs and have been processed to increase durability.

Circle No. 115 on product information card

FOR THE CONTEMPORARY HOTEL/MOTEL ROOM



A New Lamp of
"GOOD DESIGN"
HEAVILY WEIGHTED

In ANY THREE blending or contrasting colors to match your own color scheme

#875 41" \$12.50

This same architectural design is available in four additional styles from 32" (bedside) with switch in base, to 49" size for cocktail table, low bench, etc.

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Circle No. 31 on product information card

A new edition of "Textile Fibers and Their Properties," published as an industry service by Burlington Industries, Inc., is based upon tests and evaluations made by the firm's Research and Development Center. The new book contains detailed information on the characteristics of textile fibers now on the market, both man-made and natural. It includes generic names; generic classification of fibers by trademark; description of major textile fibers and their properties; technical data on dyeing; a descriptive fiber glossary; and an index to all fiber information in the book.

Circle No. 116 on product information card

A new List of Approved Cleaners and Polishes has been prepared by the Vinyl and Rubber Flooring Div., Rubber Manufacturers Association, 444 Madison Ave., New York 22. The booklet contains names of products which are safe to use on solid vinyl floors, a section on approved maintenance methods, and other helpful suggestions on floor care.

Circle No. 117 on product information card

Full-color illustrations and descriptive data on redwood sidings and paneling, and garden redwood are contained in Simpson Timber Co.'s new brochure.

Circle No. 118 on product information card

(Continued on page 52)

Circle No. 32 on product information card

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NOW! From one source . . . from Durham, you can have the widest selection of folding chairs, with the most rugged, versatile and attractive banquet tables in the industry. Durham's chair and table trucks are great for storage. They increase speed of setting up or storing tables and chairs up to 6 times. Durham public seating equipment is especially engineered for churches, schools, funeral homes, hotels, auditoriums, recreation facilities . . . and sets the highest standards for seating equipment in private and public institutions. Durham has been manufacturing folding metal furniture for over 50 years.



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AWARD SERIES 3000 & 5000

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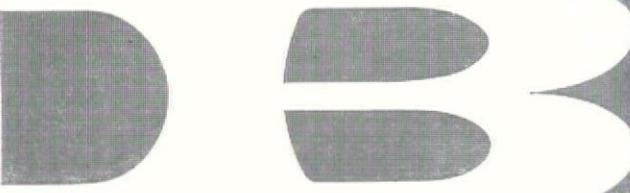
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MANUFACTURERS'

CONTINUED

LITERATURE

Howell Co.'s Folding Base Table brochure illustrates and describes the new designs of the double leg base and push-button folding operation on dining or conference tables. The rectangular top folding leg base tables come in six top sizes, five decorative top surfaces, and two metal leg finishes. Four coordinating chair styles are also shown.

Circle No. 119 on product information card

Samples of Angellite decorative perforated aluminum for use as grills, decorative trim, and nameplates, indicate the various finishes and perforation patterns available from Angell Mfg. Co. Brochure also includes descriptions and specifications.

Circle No. 120 on product information card

A stylized collection of contemporary furniture, shown in the JG furniture Co. brochure, includes a number of upholstered office and conference chairs, sofas, conference tables, and accessory cases, all designed expressly for commercial/institutional interiors.

Circle No. 121 on product information card



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FURNITURE INDUSTRIES

Canton, Mississippi

38 SHARON ROAD

M ... as in modular!

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Circle No. 18 on product information card

Circle No. 36 on product information card

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WANTED: Direct carpet mill representative (non-conflicting lines permissible), to call on Hotels & Motels. Write: Box A-98, CONTRACT.

SALESMAN WANTED: By top rated manufacturer to call on office furniture dealers with line of Contemporary wood desks. Territories open include Ohio, Indiana, Michigan, Wisconsin, Minnesota and South Carolina. Give full details when replying. Write: Box A-99, CONTRACT.

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.

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-100, CONTRACT. We will contact you.

EXPERIENCED SALESMAN WANTED: Large lighting fixture and allied architectural products manufacturer seeks men interested in sales positions. Must have experience calling on architects, designers, contract furnishers. Resume required. Write: Box A-101, CONTRACT.

INTERIOR DECORATION HOME STUDY: Announcing new home study course in Interior Decoration. For professional or personal use. Fine field for men and women with talent and aptitude. Practical basic training. Approved supervised method. Low tuition. Easy payments. Free booklet. Chicago School of Interior Decoration, 835 Diversey Parkway, Dept. 4716, Chicago 14.

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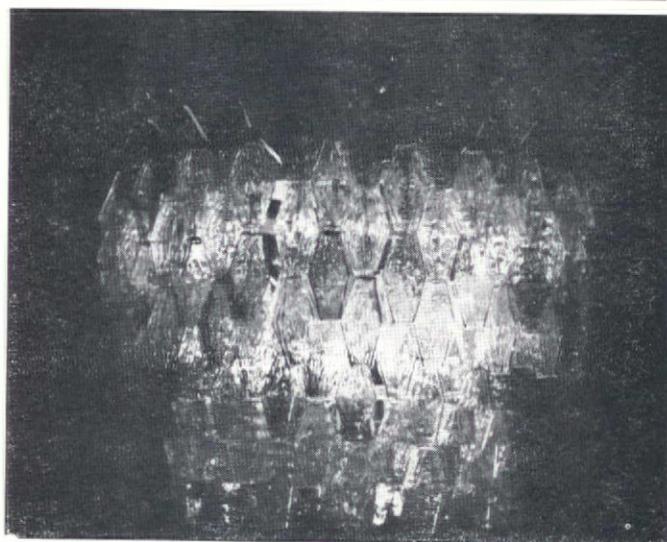
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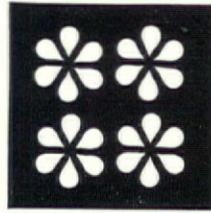
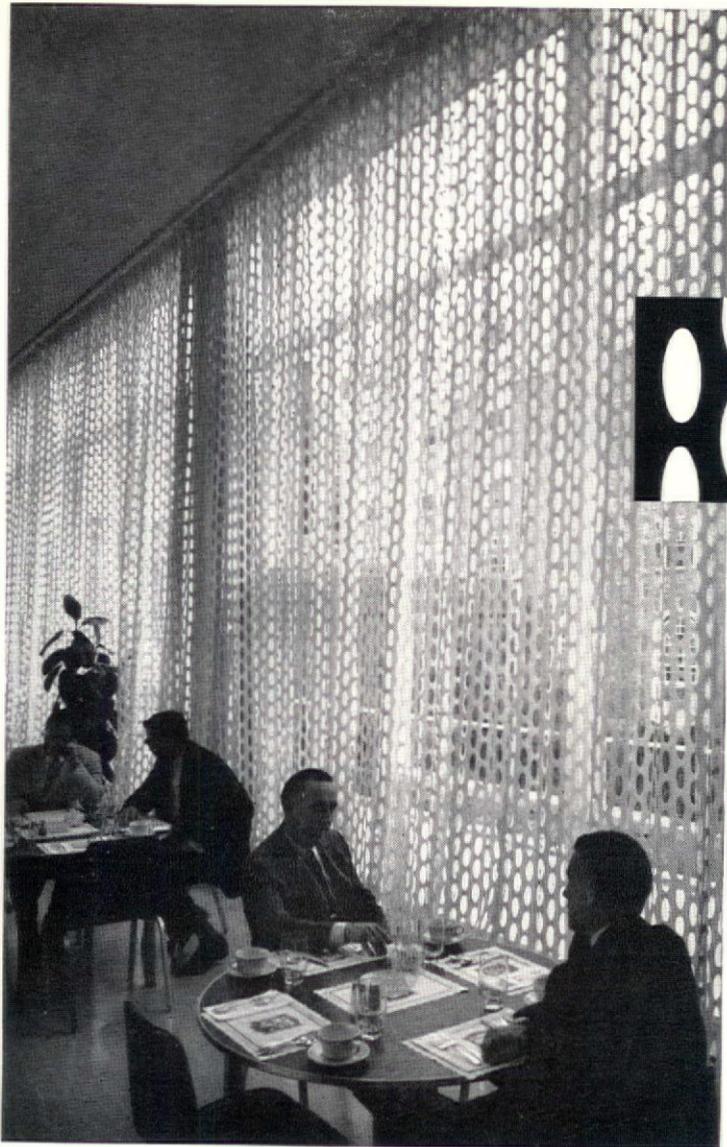
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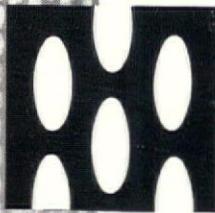
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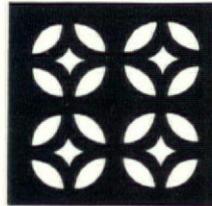
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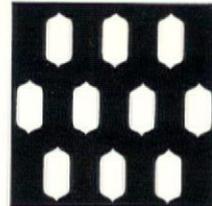
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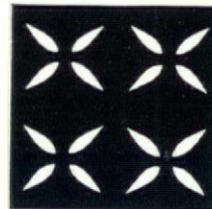
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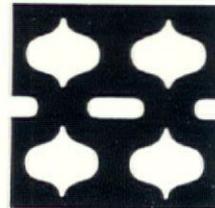
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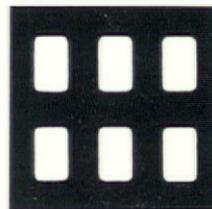
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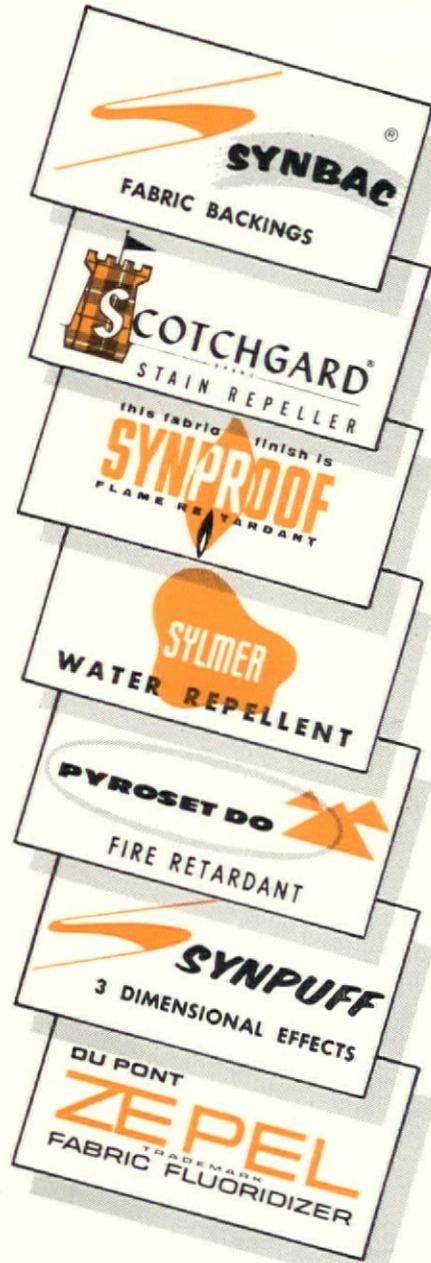
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An invisible finish that repels oil, water, and alcohol containing liquids; allowing you to blot or wipe them away without penetration. You get this together with no fabric loss, no change in hand, no color change. Durable.

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Durable flame retardant for virtually all decorative fabrics regardless of fibre content. May be applied alone or in combination with other desired finishes. Excellent hand, will not tenderize linens, durable to straight solvent dry cleaning. Meets requirements of strictest fire marshals. Notarized certification.

Highest resistance to water and waterborne stains. No change in hand or appearance of fabric. Durable.

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Durable fire retardant finish that can be applied to cotton, rayon, wool, mohair or combinations of these fibres. Will last through repeated dry cleanings.

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Durable stain repellency. Resistance to spillage of oil, solvent and water based items such as foods, beverages, etc., which normally jeopardize fabric's appearance.

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