

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL FURNISHINGS • NOVEMBER 1963



- FABRICS
- COMMUNICATIONS SEMINAR
- NEW TRENDS IN FEDERAL BUYING



SILENT GLISS

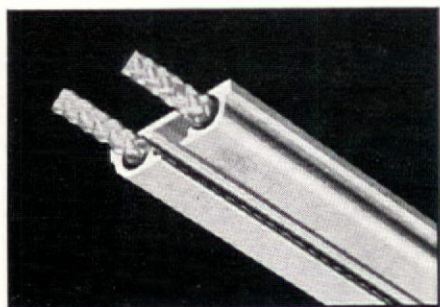
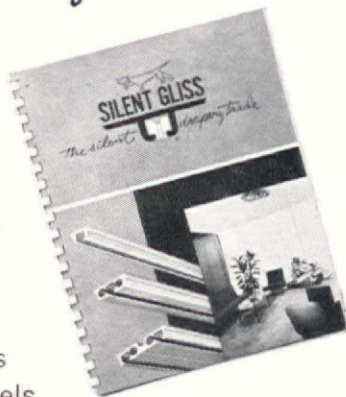


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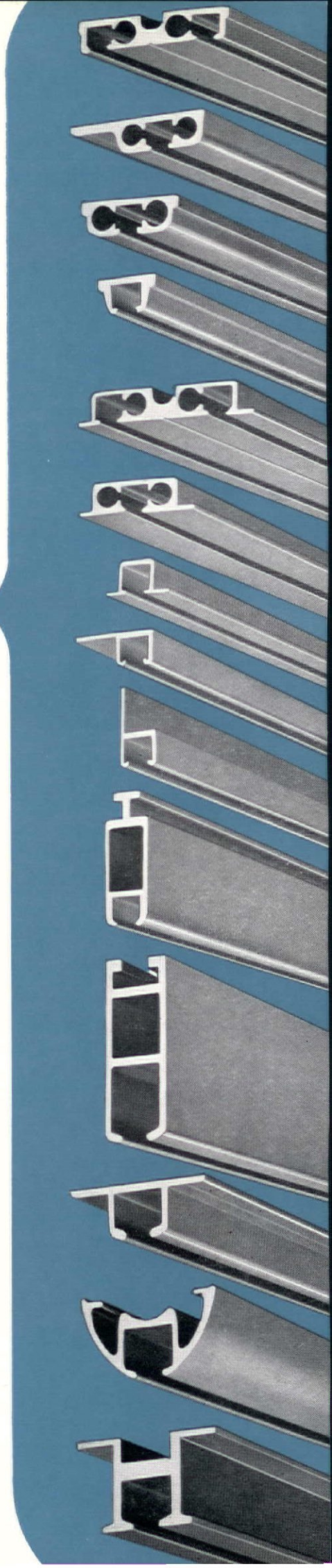
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THREE OF THE **Newell** COMPANIES

Manufacturers of Quality Drapery Hardware Since 1903

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Charles Doulos, president of Jimmy's Harborside and son of the founder, greets a charming visitor in this famous forty-year-old Boston landmark.

At "Jimmy's Harborside" even the chairs have the real old New England flavor

They're Astra solid rock maple captains' and mates' chairs, of course, as authentically New England as the clam chowder Jimmy and his son Charles have served at the White House. For many years these chairs have contributed to the enjoyment of fabulous seafood in real colonial surroundings overlooking historic Boston Harbor. Like Jimmy's chowder, Astra chairs are made to an old, tried-and-true recipe, entirely of solid northern hard rock maple. Legs are hand-pegged and wedged through the deeply saddled seats, joints steel-pinned at all points of stress. Here's the kind of quality you can rely on for years of trouble-free service — comfort that invites customers to relax and enjoy good food to the fullest. Send for a brochure showing the complete Astra line.

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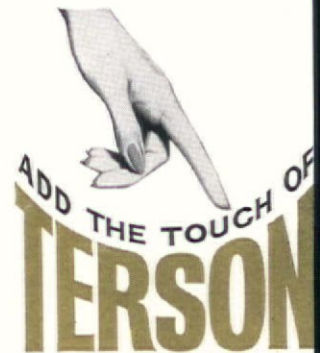


ASTRA
Bent Wood Furniture Co.

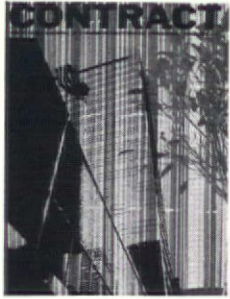
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The Terson touch is the selling touch. People who buy, sell, design or make fine furniture have good reason for appreciating Terson vinyl coated fabrics. Customers respond to Terson's fresh, vibrant colors, its contemporary textures and patterns. Sales people find a powerful story to tell in Terson's ruggedness and cleanability: Terson is resistant to alcohol, oil, and grease . . . doesn't scuff . . . won't crack or split at the seams. Most designers are familiar with our standard color line. What you may not be familiar with is our special color service. With Terson, no compromise need ever be made for lack of the right color. Furniture makers like Terson's pliant strength: Terson is easy to sew, cut, tack, and shape . . . stretches without tearing . . . gives added strength at seams and corners. In short, Terson compliments fine crafted furniture, as manufacturers everywhere have been learning. Would you like to find out more about Terson? We'll be glad to send you details, with samples and a color line. Just write to Athol Manufacturing Company, a division of Plymouth Cordage Industries, 120 E. 41st St., New York 17, N.Y., or Butner, N.C.



Circle No. 3 on product information card



The Cover

Inside and out, fabrics are prominent elements in the typical contract situation. Our cover, a synoptic view of the role of textiles, is based on an idea by John Vassos, famed designer and past president of the Industrial Designers Institute.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

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COMING IN CONTRACT

DECEMBER—Wallcoverings—new developments in the application of wallpapers and wallcoverings to commercial/institutional interiors.

JANUARY—Directory Issue—complete classified listings of products, services, and manufacturing sources in the contract furnishings field; Comprehensive Guide to Contract Merchandise—a thorough tour of contract showrooms and their vast array of products and services for the commercial/institutional market.



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... peerless complement
for the palatial splendor
of Bill Bailey's
in Restaurant Square,
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Decor-complementing carpeting . . . carpeting that brings out the important characteristics and unique highlights of a smart interior is a Hardwick speciality.

Aware of this, the Holiday Carpet Company of Los Angeles installed this richly designed Hardwick quality in Bill Bailey's . . . a perfect choice, that you can see.

What you don't see is the quality that endures. It's there . . . Hardwick's carpeting craftsmanship endowed by 125 years of experience guarantees it.

If you plan a carpet installation, let Hardwick demonstrate how their carpeting lets you offer beauty and practicality at a reasonable cost. Write or call Hardwick Contract Department, 7th Street at Lehigh Avenue, Philadelphia 33, Penna.

FREE! Hardwick's new "Estim-Aider"

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

HARDWICK & MAGEE CO.

Makers of fine carpet since 1837

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

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Firm Name _____

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BY
THE
COMPANY
IT KEEPS...

at the Palm Springs Spa, the Greenbrier, the Homestead, the Americana, the Cloisters, Holiday Inns, Hilton Inns and many, many more . . . wherever seating comfort adds to the pleasure of guests. In motels, hotels, resorts and clubs throughout the country Ames Aire offers a competitive advantage in comfort, durability and styling.



Ames Aire... America's leading indoor / outdoor casual furniture

Ames Aire blends magnificently into any decor — around pools, on verandas, porches and patios. Indoors, Ames Aire contributes the same superb style and design. The comfort it offers is unmatched. The open weave of the resilient vinyl cord over sturdy, graceful frames captivates an "aire" of relaxed elegance. The vinyl cord comes in a

variety of decorator colors. The craftsmanship and materials used in Ames Aire are of such high quality that the furniture carries a five year warranty against defective material and workmanship. Write for a descriptive, color catalog and brochure. O. AMES CO., Box 1774, Parkersburg, West Virginia.

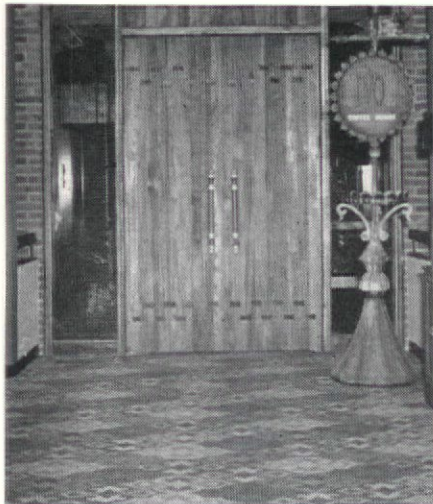
AMES FURNITURE



Circle No. 5 on product information card



Custom Bigelow Carpet in the Five Chateaux Restaurant of the Cambridge Charter House.



Here you enter the Tivoli Coffee Shop on a special gold-toned Bigelow. Inside, Bigelow's tweed-textured Margate.



Burnt orange, terra cotta, gold and black of the carpet are keys to the color scheme in private dining areas.



Roland Wm. Jutras, N.S.I.D., is Director of Design for the Hotel Corporation of America.

HCA'S Roland Jutras designs brilliant new carpets; Bigelow weaves them specially for Cambridge Charter House

The newest Hotel Corporation of America hostelry is Bigelow-carpeted from lobby to guest rooms. Bigelow wove the colorful patterns above and other custom carpets to designs and colors specified by Mr. Jutras and his staff. Other Bigelow Carpets in the Charter House include Margate for the coffee shop, Pontio for guest room suites.

Leading designers like Mr. Jutras select Bigelow Carpet for their most important hotels and motels. Price, service, performance under traffic, and beauty—as well as our special designs, colors and textures—are prime considerations in choosing Bigelow Carpet for public areas.

Consult our carpet specialists—with-

out charge—about colors, patterns, weaves at prices you can afford. Contact Bigelow through the nearest sales office. Or, for colorful free brochure on Bigelow commercial carpets, write Dept. B, 140 Madison Ave., New York 16, N. Y.

PEOPLE
WHO KNOW
... BUY **Bigelow**
RUGS & CARPETS SINCE 1825

Bigelow sales offices are located in the following cities: Atlanta, Georgia; Boston, Massachusetts; Chicago, Illinois; Cleveland, Ohio; Dallas, Texas; Denver, Colorado; Detroit, Michigan; Los Angeles, California; Minneapolis, Minnesota; New York, New York; Philadelphia, Pennsylvania; Pittsburgh, Pennsylvania; St. Louis, Missouri; San Francisco, California; Seattle, Washington

Circle No. 6 on product information card

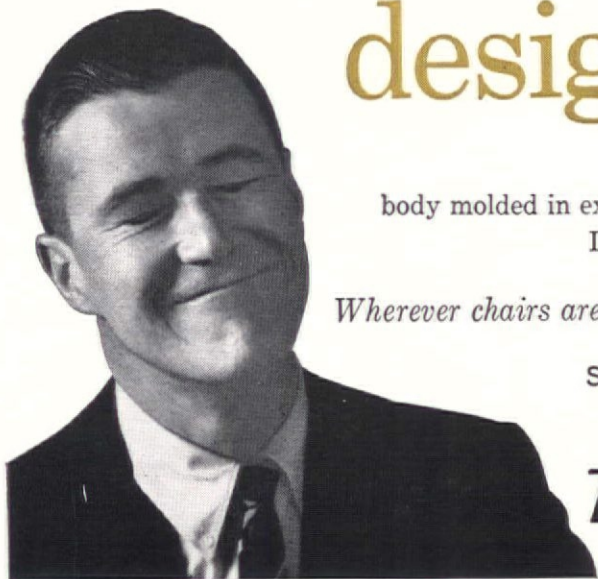
this is
the **new**
Brunswick
chair of
advanced
design

original designs by Dave Chapman, Inc.

One-piece seat and back. Comfort-contoured and body molded in exclusive *Lifetime Fiberglass*. Available in 6 Designer colors . . . with or without Danish Walnut arms.

Wherever chairs are needed . . . you buy better when you buy Brunswick

SEND FOR OUR FULL COLOR CATALOG, TODAY!



Brunswick  **CORPORATION**

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NAME IT! ROXBURY HAS IT! THE RIGHT CARPET FOR ANY COMMERCIAL INSTALLATION!

You don't have to search around all over the place to find the perfect commercial carpet. If we don't already have it in stock, one of our top special designers will create it for you. We can make any weave you want . . . in any color. And, whatever you choose at Roxbury, you can rest assured of quality. Our more-than-a-century of experience is your guarantee that you're getting the best carpeting for your needs . . . at your price. From motels to hotels to the biggest office buildings . . . Roxbury is ready with its many available "in stock" carpets or can "tailor to taste". Why not let us know what your needs are . . . today.

ROXBURY CARPET CO.,
295 Fifth Avenue, New York 16, N. Y.



ROXBURY CARPET CO.,
CONTRACT DIVISION
295 Fifth Avenue, New York 16, N. Y.

- Send me my FREE folder on Roxbury Carpeting for Commercial Installations.
- Have your representative get in touch with me.

Name.....

Title.....

Firm Name.....

Address.....

Circle No. 8 on product information card



HEROES

Errands and handshakes seem to go only to the stylists in the high-style arena of today's office furniture business. So it was with the stylists who created the brisk design clarity that became Corry Jamestown's award-winning DORIC line. Now we nominate a new set of heroes, the Corry Jamestown engineers who took DORIC and conjured up the practical refinements exposed on the next three pages.

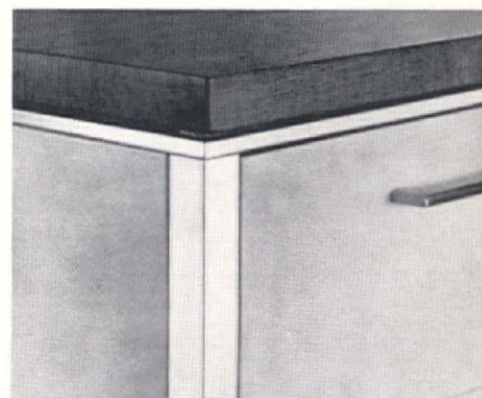
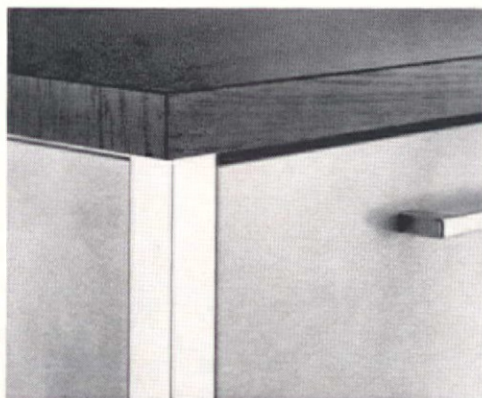
INTRODUCING DORIC II.



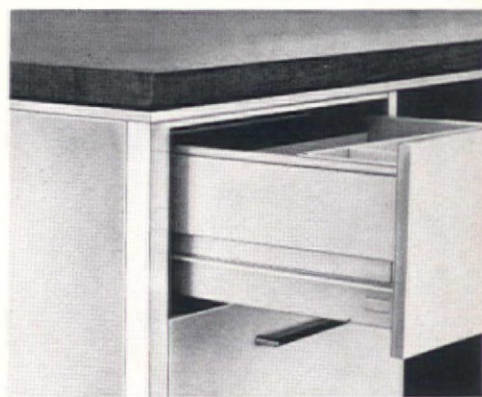
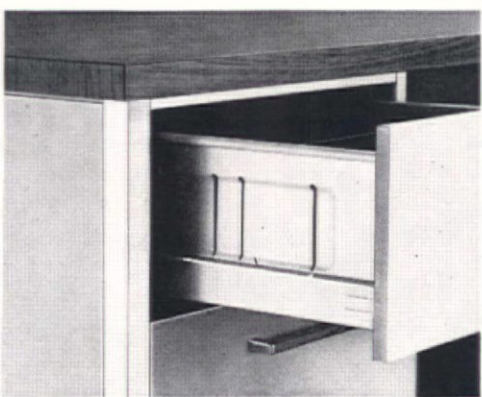
Only the expert eye can spot the refinements DORIC II brings to the DORIC styling concept. Spare sweep of line and plane—the total look—remains the same. Yet, never tampering with the graceful styling, those heroes in the Corry Jamestown engineering ranks changed a part here and there, applied a little engineering magic and gave us DORIC II. They added to function, subtracted from cost to make the beauty of DORIC practical for every corner of any office plan. We'd like to give them a medal. Take a close look at DORIC II. See if you don't agree.



SHH! ... THERE'S LESS TRIM ON DORIC II. NOT ENOUGH LESS TO SUBDUCE THE BEAUTY, YOU CAN SEE IT STILL RETAINS THE DORIC APPEAL.



A BACK PANEL THAT NEED NOT BE HIDDEN AGAINST A WALL. IT IS DIFFICULT TO TELL THE DORIC II BACK PANEL FROM DORIC. STILL HAS THE CLEAN, FLUSH, MODERN LOOK, ALL THE WAY AROUND.



NO MORE EFFORT, BUT A LOT MORE ECONOMY IN DORIC II. DELRIN, A NEW MATERIAL FROM DuPONT, REPLACES STEEL ROLLERS TO GIVE DORIC II DRAWERS EFFORTLESS GLIDE, NOISELESS OPERATION, YEARS OF FINGERTIP CONTROL. THE LATEST ADVANCE IN DRAWER EFFICIENCY.



Inner sanctum or outer alcove. Clerical corner. Steno pool. Reception room. Now every part of the office gains the smart good looks of DORIC furniture styling. DORIC and DORIC II. The ultimate in styling. The ultimate in function. The precise blend of beauty and utility to fit each individual requirement. Full flexibility to mate good taste to budget. Your local Corry Jamestown dealer has details. Or write Corry Jamestown Corporation, Corry, Pennsylvania.

CORRY JAMESTOWN CORPORATION, CORRY, PENNSYLVANIA

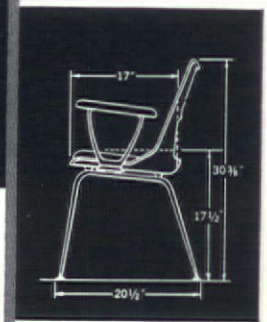
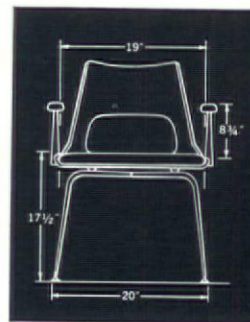
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TO COMPLEMENT THE POPULAR
CONTINENTAL SIDE CHAIR... KRUEGER
INTRODUCES A CLASSIC COMPANION—

THE **NEW**
Continental
ARM CHAIR



An open invitation to create the new, the distinctive, in contemporary interiors for office, institution or residence. Krueger's uniquely designed CONTINENTAL Arm Chair and popular Side Chair feature a subtly sculptured fiberglass shell mounted on sturdy, yet slim-line tubular legs, or on a satin-finished pedestal/swivel base. Rigidly unitized "free form" arm design adds new functional style to the finest of contemporary settings. Ultra-smart colorings mark the CONTINENTAL as a featured accent in any decor. The unusually comfortable roomy shell in Mandarin Red, Ebony Black or Pearl White is a striking background for any of eight selected texture-woven fabric colors of the cushion-padded seat and arm rest. Though firmly secured, the seat is easily reversible.



Note how generous the seating proportions — yet the minimum floor space required to provide the maximum in seating beauty and comfort.

Hostess DECORATOR and CONTRACT Folding Chairs

An absolute must for auxiliary folding chairs that fit so many applications and placements in your functional, decorating suggestions.



Another fine Creation by

KRUEGER

METAL PRODUCTS COMPANY / GREEN BAY • WIS.

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Write today for information on the complete Krueger line — on your letterhead, please.

LETTERS

Net pricing: readers comment on controversial September editorial

Dear Sir: I have been meaning to drop you this note for some time now, but somehow have not been able to sit down in one place long enough to write letters. Your issues are getting better and better and the feature on Net Pricing vis-a-vis Herman Miller in September has finally moved me.

I think you have selected one of the most pertinent and vital issues in the entire contract industry and have approached it head-on, with clarity and honesty. I have no doubt that you have stimulated and will continue to generate much provocative thought on this and similar cogent subjects. I would like to congratulate you on your effort.

I think that developments of this sort point out the need for something that we have discussed many times previously—a contract suppliers' association. Your September issue carries a fine ad for the contract manufacturers' center being promoted by the Merchandise Mart in Chicago, which is indicative of an effort along local lines for something of this type. The need for a national, encompassing association, perhaps similar to the National Association of Furniture Manufacturers, would seem to be evident.

I really do not know your current thinking on the subject, but certainly hope that this encourages you to give the subject some further consideration.

Once again, congratulations on a good article and a good book.

SIDNEY SCHWARTZ
Manager, Contract Dept.
Baumritter Corp.
New York City

Dear Sir: "Net Pricing" in the September issue was read with much interest. Certainly, because of its very size, anything that Herman Miller does is news. But if you insinuate or leave the impression that they are the heroes, you are only doing a disservice to the industry. Any firm who publishes a dual price system calling the higher price schedule a *net price* has done nothing except compound the felony. With its fictitious "net pricing," it does irreparable damage to the firms that sell only at an honest price.

Now let's look at this from the designer's or the professional's point of view. The interior designer must recommend the item that best fulfills the need of the

client. Then, if he purchases the item or acts as agent for the client in the purchase of the item, it is his responsibility to get the item for the client at the lowest possible price and not a fictitious net price—that is 10, 20, or 25 percent higher than the actual net price.

The manufacturer who creates this deception is doing a great wrong and a serious disservice to the profession. On the other hand, if, as is generally the case, the designer writes up specifications on the item and puts it out to competitive bidding by the dealers or the contractors, he soon finds that he does not achieve his desired end, but only creates problems when he specifies an item that he thinks has net pricing but in reality has favored dealers. His bidders who do not receive the basic net price will complain and do everything in their power to break down the specifications of the professional. And rightly they should, for the professional isn't being fair with the dealers that have to pay a marked-up price.

Now let's look at this from the dealer's point of view. If the dealer is negotiating a contract, or if he is bidding on specifications, he must be able to buy the item at the lowest net price. We have found that none of the good dealers mind competing for business when it is fair and equal competition, but there is nothing worse for the reputation of a dealer than to bid on an item when he is not receiving the lowest net price.

In the better quality contract furnishings market, where items are planned to fulfill specific needs and where items are not bought off the floor or out of stock, the thing needed most by the professional designer and specifier and also by the dealer is an honest policy of fair and equal net prices and quantity discounts from the manufacturer.

JERRY TREFZGER
Trefzger's Inc.
Cincinnati, Ohio

Dear Sir: I have read your September article "Net Pricing" with careful interest, and I believe it behooves someone in the commercial furniture industry to present the other side of the case.

My company, Royalmetal Corp., has been a dealer-oriented organization for sixty-six years, so that we can speak within the framework of experience.

Much of our business is done in the contract area.

One basic truth, I believe, in regard to the shortcoming of dealers using net prices is that the consumer becomes aware of the price structure and often he is not willing to accept the individual dealer's estimation of operating costs. As a result, the consumer won't pay the proper markup. If this were accepted on an industrywide basis, the dealer could be forced out of business.

We feel that the dealer should be given an opportunity for an equitable markup under a well regulated discount system. While it is true that designers are a desirable group with which to work, we must be aware of the costs that dealers incur in the following areas: freight, warehousing, sales promotion, and other overhead costs. In the dealer-designer area a fee situation could be worked out to the satisfaction of both parties.

It is our contention that dealers' discounts should be as long and consistent as needed to accommodate all of these basic costs, plus a reasonable return to the dealer. We believe in one list price for all dealers, making additional quantity discounts available to all. At Royalmetal our list prices are based on a fair net cost relative to the quality of the merchandise and then a discount markup relative to the dealers' cost of operation. We believe that manufacturers should constantly review list and net price situations; if they are out of line, then they should be restored to honest industry values.

With regard to dealers stocking supplies of the manufacturers' merchandise, Royalmetal, as a manufacturer, understands that no dealer can possibly stock all the many varieties, colors, and fabrics of the items which a manufacturer makes. Therefore, we attempt to service the dealer and assist him by creating warehouses at our factories which stock component parts. In this way, the dealer may call on our facilities to fill his order when the need arises.

Concerning "specifications" for a particular job, it is our belief that manufacturers cannot expect the average dealer to work out his own complicated specifications. For this reason we and many other manufacturers maintain their own staff to work out specifications for various

(Continued on page 16)



DEL RIO HIGH SCHOOL • ARCH.: HESSON & MAY • BUILDER: W. D. FERGUSON AND SONS

WOOD FOLDING PARTITIONS

PELLA ALSO MAKES QUALITY
WOOD FOLDING DOORS
WOOD SLIDING GLASS DOORS
WOOD CASEMENT AND MULTI-PURPOSE
WINDOWS AND ROLSCREENS

Provide flexibility of space with fold-back walls of wood

Panel dimensions of 10 $\frac{3}{8}$ " x 1 $\frac{1}{16}$ " provide the massive appearance compatible with schools, churches, restaurants, clubs and offices. You can specify PELLA WOOD FOLDING PARTITIONS from these 6 genuine wood veneers: OAK, PINE, BIRCH, WHITE ASH, PHILIPPINE MAHOGANY or AMERICAN WALNUT. Ask us to do the finishing at the factory or have it done on the job. Patented "live-action" steel spring hinging assures years of smooth, easy operation. Stable wood core panel construction prevents warping. Available for all widths and in heights up to 20'1". Full specifications in SWEET's or call your PELLA distributor listed in the Yellow Pages.

R O L S C R E E N C O M P A N Y • P E L L A , I O W A

Circle No. 11 on product information card

LETTERS

CONTINUED

jobs. Often our personnel will accompany the dealer on a job to help him explain and designate the specifics of a particular installation. This is a tangible demonstration of the strong interconnection between manufacturer and dealer. Neither group can "go it alone." Neither is dispensable.

The image of "indispensability" that some manufacturers may claim is neither real nor reasonable. The only true "indispensability" is to enable a dealer to

continue the profitable sale of his goods. We do not believe that net pricing enables him to do this.

SIDNEY R. DEMBNER
National Sales Manager
Royalmetal Corp.
New York City

Dear Sir: We read with great interest your article "Net Pricing" (September 1963 issue) and are somewhat astonished at your statement in the last paragraph, "Herman Miller has done the industry a major service."

We must completely disagree with your evaluation of the policy of net pricing. Net pricing, with several different net

prices for various segments of the industry, is only adding confusion to what already exists.

After three pages of editorializing on the merits of net pricing, you state that separate net price schedules are published by Herman Miller. Are these schedules any different from list prices with various discount schedules?

Possibly the motive for net pricing is caused by a desire to create an illusion of a competitive price schedule, since the uninformed can easily compare net prices with list prices by not considering the discount schedules. If the prices are already high, then net pricing may create the appearance of a competitively priced product.

We sincerely believe that list prices with one discount schedule for contract dealers has served the industry well.

MANFRED STEINFELD
Shelby Williams Mfg., Inc.
Chicago

Dear Sir: I have just scanned your September issue, and I think your Net Pricing article is great!

CHARLES S. MILES
Charles S. Miles & Associates
Chicago

Dear Sir: Your article on Net Pricing in September was of particular interest to me. Would you be kind enough to send me four additional copies of this issue so that additional individuals in our company can become acquainted with its contents.

LAWRENCE R. RYAN
Regional Manager
Knoll Associates



ENCORE SEATING SERIES

IT'S NEW . . . this very handsome group of contemporary seating units with matching occasional tables — provides maximum planning flexibility. Here is comfortable furniture easily adaptable to almost any seating requirement — with built-in quality features to be found in no other furniture of this type. Choice of finishes on square tubular frames, and a wide selection of upholstery.



NEW CATALOG NO. 33 shows this new group and hundreds of other modern furniture items. Ask for it.

HOWELL

436 S. First St.
ST. CHARLES, ILLINOIS



Circle No. 12 on product information card

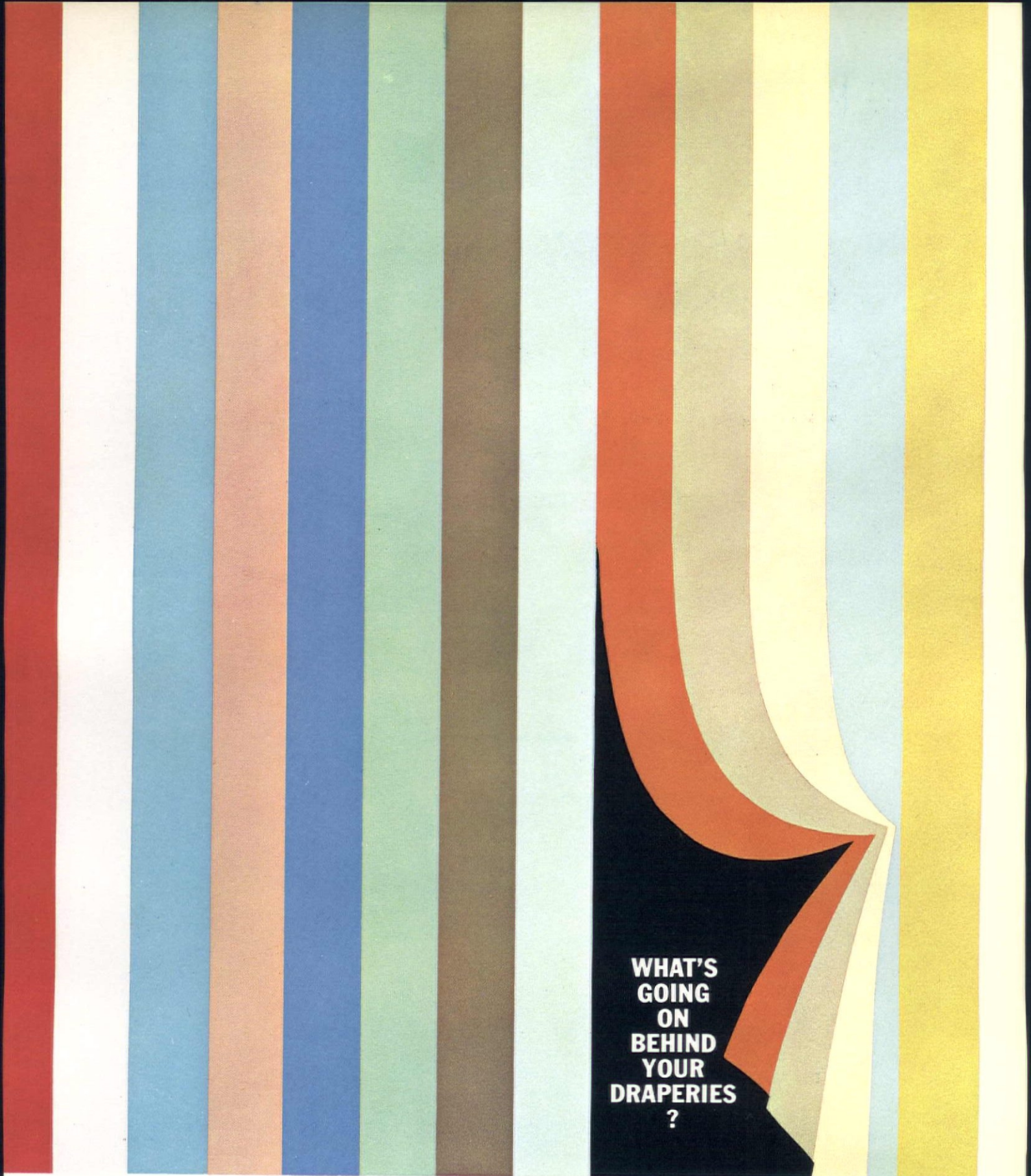
Parvin article

Dear Sir: May I state that your interesting and enlightening article on Albert Parvin & Co. by Bodil Nielsen in the August issue is one of the most intelligent presentations about our company, or for that matter, any company, I have ever read. As a matter of fact, it is so steeped with knowledge and understanding of our many problems that even I benefited greatly as a result of reading it. I am extremely grateful to CONTRACT for the impact that such an article must have on those who read it. Even though the issue was fresh off the press, almost everyone I contacted in the trade was familiar with it and the congratulations received were overwhelming.

On behalf of this company, I salute and congratulate you for a job well done

ALBERT B. PARVIN
Albert Parvin & Co.
Los Angeles

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**WHAT'S
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ON
BEHIND
YOUR
DRAPERIES
?**

Are you limiting your scope with drapery linings that show up like "silvery ghosts" or they "bleed through" lightweight or patterned fabrics? See **MILITONE**—the MILIUM®-insulated lining that lets you decorate and insulate in one operation. With MILITONE, even filmy fabrics and delicate patterns can be lined for maximum insulation without silver show-through. As for color, try MILITONE on your imagination for exciting decorative effects behind sheers, or facing the street for a new dimension in exterior decoration," or alone as a fashionable drapery in itself.

MILIUM® insulation acts as a radiant heat barrier (keeping rooms warmer in winter, cooler in summer). Moderately priced **MILITONE** (fine white cambric backed with MILIUM® in white and 12 colors) is available for immediate delivery in 48" width. A sister fabric, **MILIGARD** (MILIUM®-backed sateen) is available on special order in the same color range. Both fabrics are color-fast to light. Write for samples today. Colors shown above from left to right: Flag Red, White, Turquoise, Desert Dust, Sapphire, Jade, Olive Smoke, Aquamarine, Mandarin, Lime Cream, Ivory, Starlite, Aurora.



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D. C. Currently

OUR WASHINGTON REPORT:

- Record 1964 expenditures assured
- College construction loans by CFA
- Housing for the elderly
- Recent procurement invitations

CONTRACT furnishings firms interested in obtaining business from the nation's number one purchaser, the U.S. government, can be grateful this Thanksgiving season for expectations of a big calendar 1964 volume from this sector—because of Congress' actions, or inactions, in 1963. This gratitude, in a sense, has to be a salvage operation. It's only been in this fourth quarter of calendar 1963 that Congress has acted on the bulk of appropriations requests for the federal departments and agencies for the fiscal year 1964, which began July 1. The consequence has been a hold-down operation in many offices, and the late release of new funds carries with it a kicker, the promise that the usual flurry of end-of-the-year spending will be intensified as fiscal 1964 comes down the stretch next spring.

Beyond this immediate outlook of business at hand, the contract furniture and furnishings executive can expect an increasing amount of volume from institutional buyers who've been set on the road by various federal programs. Among the newest is a medical education act, which authorizes \$175 million in grants over the next three years, to cover most of the cost of building medical and dental schools for approved applicants. This is in addition to the onward and upward going program of aid for dormitories and college unions and the like, conducted by the Community Facilities Administration.

College contracts coming

Recent loans in this field include: Mitchell College, New London, Conn., \$1,050,000 for two halls housing 240 students; Clarke College, Dubuque, Iowa, \$1,000,000 dormitory for 226; Salve Regina Col-

lege, Newport, R. I., \$1,720,000, combination residence hall and student center building; Mount Vernon, N.Y., Hospital \$945,000, residence and dining facility for 102 nurses; Arkansas Agricultural, Mechanical Normal College, Pine Bluff, \$1,822,000, for construction and renovation housing and student union facilities.

And more is coming, if Congress can complete action on a billion-dollar-plus bill to provide general grants and loans for construction of libraries and classrooms for public and private colleges. The House has authorized a \$1.2 billion program over three years. The Senate has approved a \$1 billion program over five years.

Conning for contracts

The Commerce Department's Commerce Business Daily, which lists procurement opportunities all through federal government, has revised its format, to classify information by major commodity groups and services. This should make it more helpful to business users. Subscription rates remain the same, \$20 a year by regular mail, \$30 by air mail, from the Department, Room 1300, W. Van Buren street, Chicago, Ill., 60607.

Area redevelopment opportunities

The Area Redevelopment Administration has been coming under Congressional fire for its loans for motels and hotels in a number of distressed areas, but this isn't the extent of its significance for the contract furniture and furnishings industry. It's at work on both sides—supply and demand.

So is the Small Business Administration, which makes its loans to businesses and to local development companies. In one week recently, it made a \$52,000 loan to the St. Charles, Mo., Industrial Development Corp., to build a factory for Charles Plastic Drainboard Co., Inc., manufacturer of plastic cabinets, and sink drainboards; and a \$369,000 loan to Tri-County Development Corp., Hatton, N.D., for building and equipping a 60-bed nursing home.

Aged aid anticipations

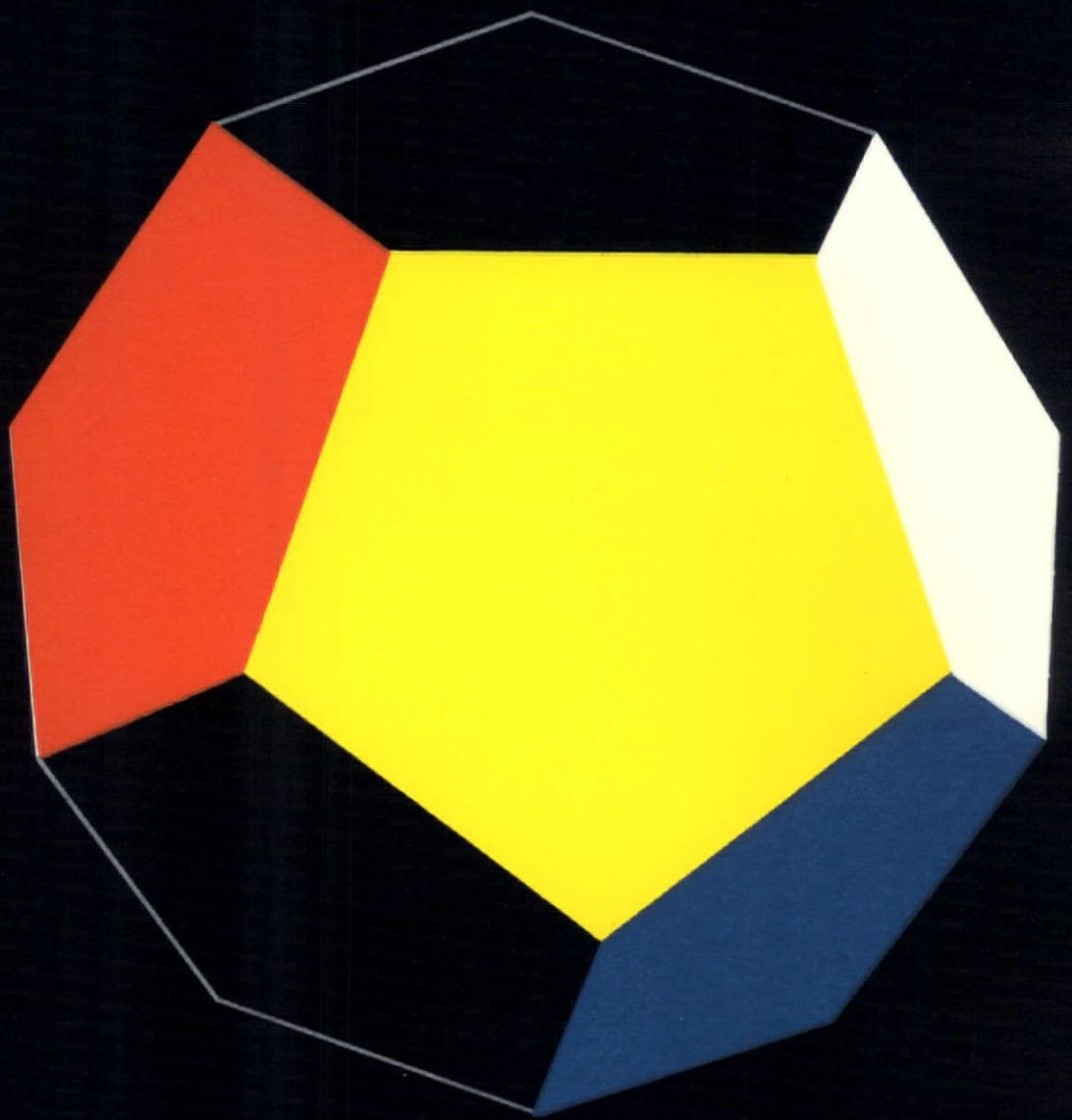
Community Facilities Administration also administers the program of direct loans for elderly housing, one of the few bipartisanly popular programs on Capitol Hill. And this one continues to grow, with little likelihood of any roadblock in future years. Some recent loans:

\$1,072,000 for a 91-unit apartment building in Philadelphia; \$1,248,000 for a 100-unit project in East Orange, N.J.; \$3,475,000 for a 288-unit project in Philadelphia.

Overseas openings

Commerce Department keeps tabs, too, on opportunities for volume overseas. It recently reported

(Continued on page 19)



You are now looking at the world's flattest paint...glare-free for life...**3M Velvet Coating**

New 3M Velvet Coating stays glare-free for life

Rub it, scrub it...it never shines. Flattest finish ever formulated!



3M Velvet Coating is second only to velvet cloth in its ability to diffuse light and eliminate reflections or glare.

That's because 3M Velvet Coating is the only paint containing a patented *optical system*—designed to produce a near-perfect light-diffusing surface. This exclusive feature also accounts for another fact: a 3M Velvet Coating finish will *stay* glare-free for as long as it lasts.

Flat, yes. Dull, never!

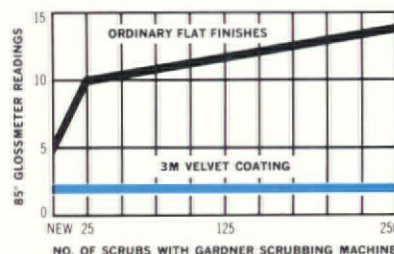
As you've already had a look at some of its colors on the other side of this page, you know 3M Velvet Coating has a deep, rich beauty that is easy on the eyes. Very much like velvet, in fact. Be sure to check its color uniformity, too. Notice how it looks the same at any angle.

Doesn't smudge or fingerprint. Scratches wipe away.



Besides being good-looking, 3M Velvet Coating is a *practical* finish. It doesn't smudge or fingerprint (a common fault of many conventional flat paints). Surface scratches vanish under a damp cloth. And it keeps its original glare-free appearance through washing after washing.

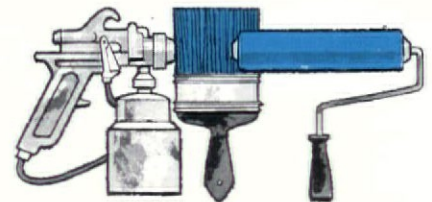
What Scrub Test Proved



When put to the test on a Gardner Laboratory Scrubbing Machine, 3M Velvet Coating was still as good as new after 250 vigorous scrubbings. Other flat finishes, however, quickly burnished and developed glare spots.

How about hiding power? One coat makes nicks, scratches and many other surface defects disappear. (Manufacturers who wish to maintain high quality with fewer rejects, please note.)

New 3M Velvet Coating comes in 12 standard colors, including metallics, and can be blended into just about any special shade. It is easily applied by all standard finishing procedures. Both air drying and baking formulas are available.



Where can you use it?

Wherever distinctive, durable, *glare-free* appearance is essential, 3M Velvet Coating has no equal. It is ideal for appliances, office and laboratory equipment, lighting fixtures, ceiling tile. It will create unusual effects in interior design and on outdoor and indoor displays. And, at long last, it really takes the glare out of glare-shields and dashboards!

Send for Design Kit

So that you might work with new 3M Velvet Coating and evaluate its advantages yourself, we've put together a special Design Kit. You get 1 quart of white, 7 pints and 8 spray cans of assorted colors—all for the introductory price of \$29.95.

If you want just additional information at this time, send for our free color card—or call in one of our representatives.

3M BRAND Velvet Coating

Minnesota Mining & Manufacturing Co., Dept. VC, St. Paul, Minnesota 55119

Enclosed is check or purchase order for _____ 3M Velvet Coating Kit(s) @ \$29.95 each (shipping prepaid). (KIT CONTENTS: 1 qt. White; 1 pt. each Blue, Yellow, Red, Brown, Black, Metallic Brown, Metallic Silver; 1 six oz. spray can each White, Blue, Yellow, Red, Brown, Black, Metallic Brown, Metallic Silver.)

Please have 3M representative call, without obligation.
 Please send free 3M Velvet Coating color card.

Name _____ Title _____

Company _____

Address _____

City _____ State _____

1 2 3 4 5 6

OUR WASHINGTON REPORT

CONTINUED FROM P. 18

an inquiry from Quito, Ecuador, for instance, for all types of wood-steel furniture for banks.

Procurement programming

It's stretching comparisons this Thanksgiving season to consider the federal government a Lady Bountiful showering contracts upon this industry. It might be likened more accurately to the old schoolmarm dispensing awards where they'll do the most good—from the viewpoint of federal needs. But the opportunities are almost limitless. In the cornucopia for the asking, recently, were such invitations:

General Services Administration, San Francisco—100 percent nylon cut pile carpet, and sponge rubber carpet cushion.

Randolph Air Force Base, Tex.—Innerspring mattresses and boxsprings, 130 each.

Veterans Administration Hospital, Little Rock, Ark.—Auditorium seats, 258, Griggs 30 MBW or equal.

GSA, Seattle—Single bedstead wood furniture.

GSA, Washington—Rattan living room, dining room, and recreation room furniture, indefinite

quantity, for period through Feb. 28, 1965. Correlated groups of living room, dining room, and bedroom furniture in ranch oak, Early American maple and cherry, modern, Danish walnut (fin- ish), and bedspreads, indefinite quantity, for the period Feb. 1, 1964 through Jan. 31, 1965.

GSA, San Francisco—Mahogany color dressers, 35 inches high. Household lamps including floor, desk, and table. 100 percent cotton rugs.

VA Hospital, Lyons, N.J.—Chest O-ward O- beds, Elgin Syko bed or equal, 77 each.

VA Supply Depot, Hines, Ill.—Adjustable hos- pital bed, electric, 825 each. Security type hospital bed, 410 each.

GSA, Seattle—China cabinets, 170 each. Dining table, Duncan Phyfe style, 246 each. Night table, 549 each. Vanity, 270 each. Vanity bench, 270 each. Bookcase, 598 each. Kitchen table, 150 each. Straight stool, 150 each.

GSA, Washington—Traditional style wood bed- room and occasional furniture, 2204 each, with a partial small business set-aside of 2206 each.

State Department, Washington—Lighting fix- tures, 23 items for American Embassy, New Delhi Annex Building.

GSA, San Francisco—Stacking porch chairs, 2000 each.

GSA, Chicago—Shower and window curtains, indefinite quantity, through Aug. 15, 1964. (C)

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CONTRACT BUSINESS: NOTES & COMMENTS

Dealer-architect problems posed at NSOEA seminar

Architects and office furniture dealers have a long way to go before they properly understand each other, judging by the discussion that took place at the Design Seminar of the National Stationery & Office Equipment Association last month. Staged at the Merchandise Mart in Chicago, the two-day NSOEA seminar attracted both staff designers and dealers, all eager to learn more about space planning, office design, and specification techniques. The most significant talk was that given by David Haid, architect and former associate of Mies van der Rohe. Mr. Haid attacked the problem of architect-dealer relationships head-on, declaring that the architect was concerned with building as a unity, inside and out. "It is a total problem," he said, "and the architect doesn't like the dealer to get between him and the client." If the dealer wants to bid on big office installations after the furnishings have been specified by the architect, he continued, he should accept the fact that he is no longer performing elaborate sales and inventory functions, but is bidding as a sub-contractor for the chance of carrying out certain service functions—namely, delivery, touch-up, installation, and repairs. There is plenty of room for the office furniture dealer, Mr. Haid said, as a "consultant" to the architect who will provide the latter with essential product information, sources, and so forth. It was obvious from the discussion that followed the architect's talk that the dealers present regard themselves as merchants who are in business to sell furniture at a full markup; they didn't seem happy about being relegated to the role of "consultants," or being told that they should not "push" merchandise in stock, an enjoinder that Mr. Haid made at one point in his talk.

Louise A. Forrer, one of the co-chair-

men of the seminar and a staff designer with a Milwaukee dealer, underlined Mr. Haid's position. The architect, she said, doesn't owe the office furniture dealer a thing. "It's up to us to find out how we can be of use to them," she declared. Sally Walsh, her fellow-chairman, pointed out that the best way to establish better rapport with the architects was to make them aware of specific services that the dealer can provide. "You have the buying power, the vehicles, the capability of doing the installation efficiently," she told the NSOEA dealers. She added that the dealer must be willing to accept a more modest profit on jobs that the architect has specified, a markup commensurate with the service role outlined.

Adrian H. Pembroke, a vice president of NSOEA, informed the seminar that the American Institute of Architects has inaugurated an important project aimed at amplifying the role of the architect in planning and executing interiors. The consensus of the meeting was that more and more commercial interiors would be controlled by the architect in the future and that the office furniture dealer would be well advised to befriend the architect, find out what he wants, and devise means of giving it to him.

Chicago Mart's contract center

A major event in the contract furnishings industry was the formation of the Contract Manufacturers' Center Association in September, the first formal association for manufacturers of contract furniture in this country. Membership is limited to exhibitors on the eleventh floor, exclusively devoted to the contract industry, in the Merchandise Mart in Chicago. The Association has been promoted by Manfred Steinfeld, president of Shelby Williams Industries and temporary chairman of the Organizational Committee.

The aim of the Association is to publicize and promote the eleventh floor as the center of the contract furniture industry, providing a localized one-stop service for contract buyers. A special logo (see cut)



has been prepared to identify Association members, for use on the advertising matter, stationery, and promotions of participating exhibitors. In addition, the Association is planning a general advertising program and a contract seminar and buyers' day during the January Home Furnishings Market. Any eleventh floor exhibitors are eligible for membership.

The Organizational Committee of the Contract Manufacturers' Center Association includes the following: Peter Buckstaff, Midwest Agents; Bryan Wilburn, Robert John Co.; William Davidson, R-Way Furniture Co.; Daniel Shore, Superior Sleeprite Corp.; John Magnus, Buckstaff Co.; Stuart Gilbert, John Williams Co.; William Gross, Hard Manufacturing Co.; Al Markoff, Madison Furniture; and Louis Diamond, Shelby Williams Industries.

NOFA plans design-sales symposium

The National Office Furniture Association will hold its first Designer/Salesman Symposium during Market Week in Chicago, January 9 and 10, at the Sheraton Hotel. The Symposium will be open to all designers in the non-residential field and will also, for the first time, conduct both separate and joint sessions for designers and salesmen. Moselle Meals, chairman of NOFAD, the NOFA design affiliate, points out the need for such combined sessions. Because of the changing market, she states, the designer must know something of merchandising, and the salesman, in turn, must have an understanding of the designers' plans in order to make proper presentations. NOFA believes a closer working partnership between design and sales will be more profitable for everyone, she added. Among the speakers at the designer meetings will be Jay Doblin, director, Institute of

(Continued on page 24)



NSOEA design seminar was held at Merchandise Mart, Chicago; above, David Haid, architect addresses office designers.

They are still finding fresh new uses for Ethan Allen

(Here are just 6 more installations that prove our point)

The Sheraton Commander Hotel, Cambridge, Mass.

Vice-President, Decorating & Architecture, Mary Morrison Kennedy—after re-doing the interior of this famous landmark—chose gracious ETHAN ALLEN mahogany canopy poster beds and secretary-desks for traditional elegance.



George Washington University, Washington, D. C.

When old apartment houses were converted to comfortable women's residence halls by Revere Furniture & Equipment Co., Herschel Lowe, A. I. D., Vice-President of Design, created a warm homelike atmosphere with ETHAN ALLEN.

Statler-Hilton, Boston, Mass.

The Thirsty Pilgrim and its companion room, the Hungry Pilgrim, feature ETHAN ALLEN rugged Antiqued Pine captain's chairs. Designers Becker & Becker found them perfect complements to the captivating ale house setting.



Rosemont College, Philadelphia, Pa.

To provide traditional charm with functional simplicity in the dormitory rooms and convent cells of this fine school, the Contract Division, Lit Brothers, Philadelphia furnished with ETHAN ALLEN.

The Viking Motor Hotel, Newport, R.I.

Betty Teitz, A. I. D., captured the charm and nostalgia of old Newport in this gracious installation. Her furniture choice . . . ETHAN ALLEN multi-purpose motel furniture.



East Ridge Retirement Community, South Miami, Fla.

Sponsored by the Florida Lutheran Senior Citizens Council, this is one of the country's most advanced geriatric projects. Here ETHAN ALLEN furniture is imaginatively used in apartments and public spaces throughout the installation in an easy-to-care-for, comfortable atmosphere tailored to the needs of senior citizens.

These 6 examples help illustrate how designers have cleverly employed ETHAN ALLEN to add warmth, charm and traditional elegance as well as durability to their installations. ETHAN ALLEN, indeed, lends itself to creative decorating in virtually every type of contract installation. Hotels and motels . . . convents and dormitories . . . offices and reception rooms . . . nursing homes and furnished apartments . . . restaurants and pubs . . . even coin operated laundries. And only ETHAN ALLEN can provide the many moods of Early American in such variety—Antiqued Pine, traditional Maple and Birch, elegant Cherry, stately Mahogany.

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CONTRACT BUSINESS: NOTES & COMMENTS

Design at Illinois Institute of Technology; Kerr Sanders, light consultant of Chicago Lighting Institute; Carroll Cihlar, managing editor of *Office Design*. A joint meeting of designers and salesmen will be addressed by Brock Arms, partner of Perkins & Will, architects, and president of its affiliate, Interior Space Design, Inc. A combined panel will discuss how designers and salesmen can work together more effectively.

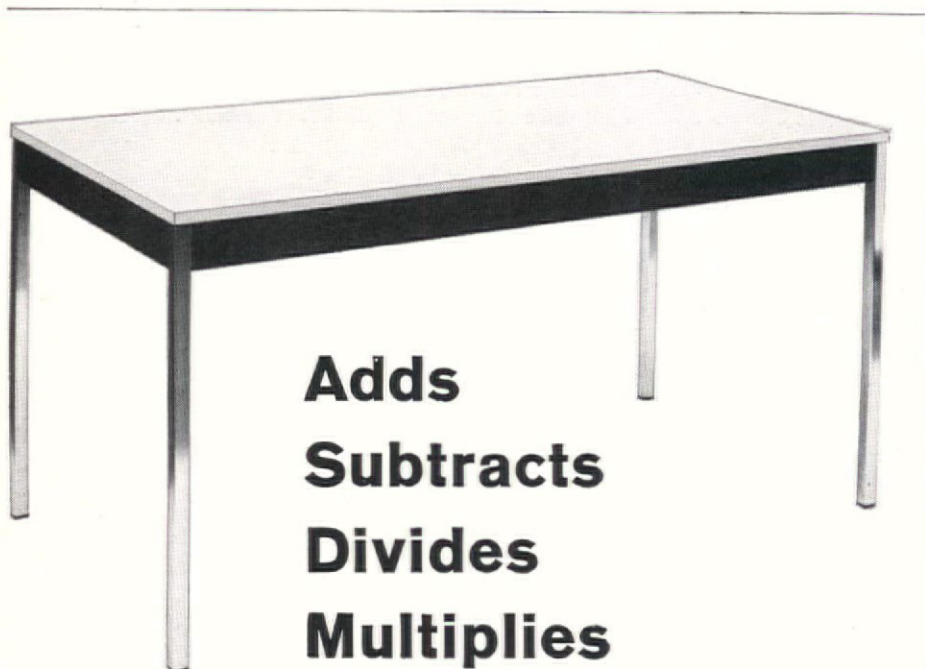
Scerbo opens Chicago showroom

Frank Scerbo & Sons, Brooklyn based furniture manufacturer, has opened a new showroom in Chicago, located at 325 West Huron Street and containing more than

4,400 square feet of space. The showroom, created by Virginia Hawley, AID, has full office settings, offering customers model rooms from which to select furniture, rather than have them make selections away from settings. The displays include six executive offices, one conference room, and two reception areas, one of which, in contemporary, is shown here. In all, about 60 pieces are displayed, in both modern and traditional designs, including Colonial, Italian Provincial, Chippendale, and contemporary. Scerbo offers customers a package deal whereby everything for an interior, except rugs and draperies, is provided. Models from Brunswick Furniture Co. are also dis-



played, thus combining custom-made and lower-priced office furniture in one facility. Scerbo states that 90 percent of its business is in the contract area, with much of its reputation gained largely in the custom-made field. Showroom manager Al Segal.



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

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

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

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Marilynn Motto speaks to students

Marilynn Motto, contract designer specializing in hotels, motels, restaurants, and clubs, addressed the entire student body at the School of Hotel Administration, Cornell University, on October 11. Her subject: The ABC's of Hotel Rehabilitation and Sales. Mrs. Motto supplemented the lecture with demonstrations of case histories, using visual aids and models. Particular emphasis was given to the 500 room rehabilitation project at the Diplomat East and West Hotels in Florida, now nearing final stages.

Tropitone shows new lines

Tropitone Furniture Co., Inc., exhibited its new, specially designed contract furniture during the Summer & Casual Furniture Show last month at the Merchandise Mart, Chicago. The new lines were on display in Space 11-122, on the Mart's contract floor, by Midwest Agents, recently appointed representatives of the Tropitone summer and casual furniture.

Computer techniques seminar

How to compute prices and markdown will be one of the computer techniques presented to industry executives at a workshop seminar conducted by the Management Automation Institute, a consulting and management training organization. The seminar is to be held January 9-10, at the Institute's offices in New York City. Three basic areas of regular and occasional computer applications will be covered: Merchandizing, Estimating and Cost Control; The Computer as a Space Planning Tool; Negotiated Purchasing. The sessions will also include a presentation of the basics of data processing for the corporate executive. Each appli-

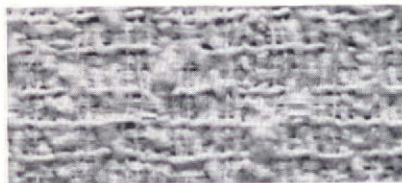
(Continued on page 26)



Caspary Hall, Rockefeller Institute, N.Y.C.

Light-controlling draperies with Rovana®

Interior designer for the Rockefeller Institute, Mrs. Patricia Berlin, Associate A.I.D., awarded a place in the sun to Schlosser Textile Company drapery fabric, *Pyrotex 206*, made with Rovana saran flat monofilament. It captures the glare without eclipsing the view (even leaves can be seen through these draperies!) Over the years, the



Beauty unlimited: *Pyrotex 206* (56% Verel* modacrylic, 25% rayon, 19% Rovana saran.)

*Trademark Eastman modacrylic fiber.

DRAPERIES OF
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view will change, but the intriguing textural beauty of the fabric will remain. Permanently flame-resistant. Sun-fast. For complete information about Rovana, write: Textile Fibers Dept., The Dow Chemical Company, 350 Fifth Avenue, N.Y. 1, N.Y.

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CONTRACT BUSINESS: NOTES & COMMENTS

cation will be discussed as both a computer and non-computer technique, and attending executives will participate in the operation of demonstration programs on an IBM 1401. The sessions will conclude with general workshop and individual counselling sessions. Cost for the two-day seminar will be \$125 per person. Complete details are available from Management Automation Institute, 270 Madison Avenue, New York 16, New York.

New assignments . . .

Richard Kent, New York City, has been named to design the Motelrama Idea Room of 1964, a model room to be displayed next spring at the combined national conventions of the American Motor Hotel Association and the National Restaurant Association at Chicago's McCormick Place. . . . L. R. Belmuth & Associates, Los Angeles, is doing a major remodeling job at Gene Autry's Ocotillo Lodge in Palm Springs. The resort is undergoing a complete redesign-

ing and furnishing program in all public areas and guestrooms. A new facility, a western outdoor bar and barbecue, will be added. . . . Morton Textiles & Furniture, Chicago, has been assigned the conversion of the former Gibbons Hotel, Dayton, Ohio, into a modern new motor hotel, to be called the Dayton Inn, a reported one-half dollar project. . . . Richard E. Baade, NSID, director of design for Glenn Rieder Associates, Milwaukee, has been commissioned by the Security Life & Accident Co., Denver, to design and execute the interiors of its new headquarters office building. More than 35,000 square feet of office space, encompassing the third through seventh floors, will be used exclusively for Security Life. Mr. Baade is working in conjunction with Miles Lantz, Denver architect, on the multi-million dollar project. . . . Albert Parvin & Co., Los Angeles, has contracted to redesign and refurbish public rooms of the Flamingo Hotel in Las Vegas. Areas involved are casino, lobby, reception and registration desks, casino-lounge

and bar, and 24-hour coffee shop. . . . Henry End, AID, IDI, Miami, will create interiors for the 150 room marina-hotel adjoining the Lucayan Beach Hotel, now under construction, in the Grand Bahamas. The rooms will be elegantly but informally designed, incorporating an "island" atmosphere. In addition to the 150 rooms, the Lucayan Beach Village, as the addition is called, will include restaurant, bar and cocktail lounge, marine shops, and a convention hall. . . . Saphier, Lerner, Schindler, Inc., New York, received a sizable contract from the U.S. Internal Revenue Service to plan and design new headquarters in the Federal Building, Los Angeles. The project totals more than 250,000 square feet of space. Also in the works at SLS is a commission from Mitsubishi International Corp., involving 56,600 square feet of space in new agency quarters, New York City. The Mitsubishi agency represents the firm's many and multi-faceted divisions, and buys, sells, exports, and imports for them.

NEW MURALS from

Wall coverings of charm and imaginative beauty



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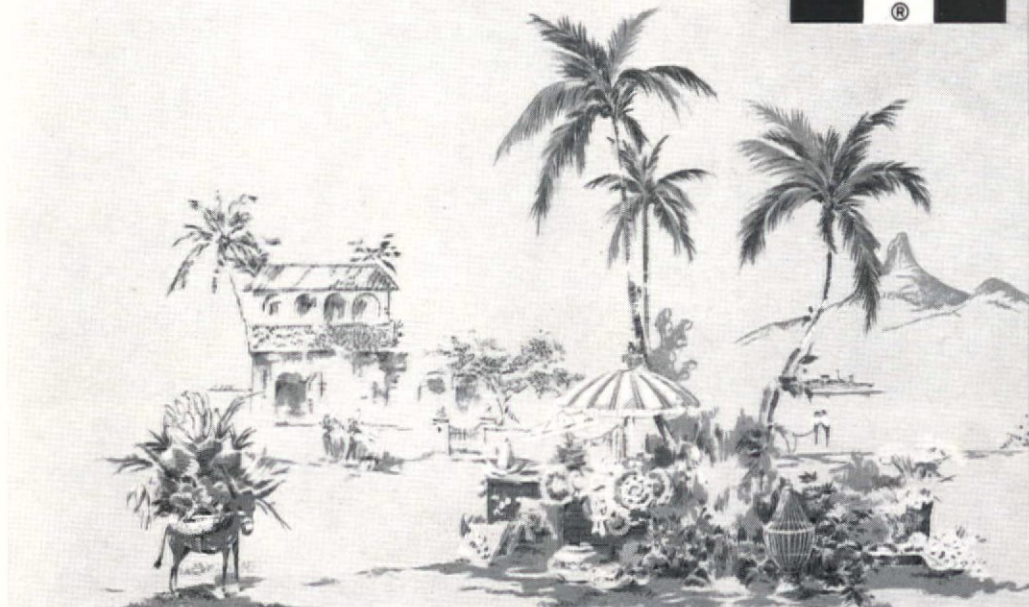
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The entire 11th Floor is being converted into a spectacular showplace for contract merchandise! Many of the biggest names are already located here and are doing a booming business. Others are eager to join them. No wonder. The brand-new 11th Floor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

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SEE THE WHOLE SHOW

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- 17 Furniture, Bedding
- 16 Furniture, Bedding
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- 14 Furniture, Traffic Appliances
- 13 Floor Coverings, Curtains, Draperies
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- 11 **NEW CONTRACT CONCENTRATION**
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THE MERCHANDISE MART CHICAGO 54, ILLINOIS

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PEOPLE



RALPH E. HAYS has joined Western Contract Furnishers, Oakland, as president and a major stockholder. Western Contract specializes in furnishings for hotels, motels, restaurants, clubs, institutions, offices, and other commercial projects.

MISS MIJI MATTINGLY has joined Charles S. Miles & Associates, Chicago design and marketing specialists. She will work in all phases of the firm's marketing service, which supplies buying data to architects, contract designers, and specification writers.

KATY BRUCE has joined the staff of Gardner Hotel Supply Co. as interior designer in the contract seating department.

NEIL MCPHAIL has been appointed vice president, sales, for the Coated Fabrics Division of Interchemical Corp, succeeding ALFRED W. LUTTER, JR., named manager of marketing services for all divisions.

HARRY U. LUKENS has been elected to the board of directors of Peerless Steel Equipment Co., Philadelphia.

Middletown Mfg. Co. has increased its sales staff with the following appointments: CLIFF WINKLER, Michigan representative; ROGER SMITH, Illinois and northern Indiana.

JOSEPH T. LITVIN has been assigned the Detroit area for Anco Drapery Hardware and Silent Gliss architectural track.

JAMES I. MILLER has been appointed sales manager of the newly formed contract division of Finkel Outdoor Products, Inc.

BARRY LABOW has been appointed southern California representative for Dux, Inc.

MELVIN COHEN has formed a new consulting engineering office, Melvin Cohen & Associates, 5230 West Jarvis Ave., Skokie, Ill., specializing in designed lighting systems.

James M. Ethridge, Jr.

JAMES M. ETHRIDGE, JR., vice chairman of Howe Folding Furniture, Inc., New York City, died on September 7th. He was 76 years old.

Contract PRINTERS OF QUALITY DRAPERY AND UPHOLSTERY FABRICS

Louma Fabrics, Inc.

938-958 HARRISON STREET SAN FRANCISCO 7, CALIFORNIA

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MIAMI

PETER SCHNEIDER'S SONS
133 N.E. 40TH STREET

HONOLULU

PACIFIC HOME FURNISHINGS, LTD.
327 KAMAKEE STREET

Circle No. 21 on product information card

JAMES SEEMAN STUDIOS EXPANDS MODERN PLANT FOR CONTRACT WORK

Anticipating increased demand in the contract wallcoverings field, James Seeman Studios began planning two years ago to gear a substantial part of its operation to the requirements of contract work. This program has been completed; in its 50,000-square-foot modern plant in Garden City Park, N. Y., James Seeman Studios is now equipped to handle both large and small contract wallcovering orders in a minimum of time and at the lowest cost.

The most important phase in the development of the firm's contract program was the creation of a completely integrated manufacturing operation, in which every step from the creation of the designs to the completed product is done under one roof and under the complete control of the experienced staff of James Seeman Studios.

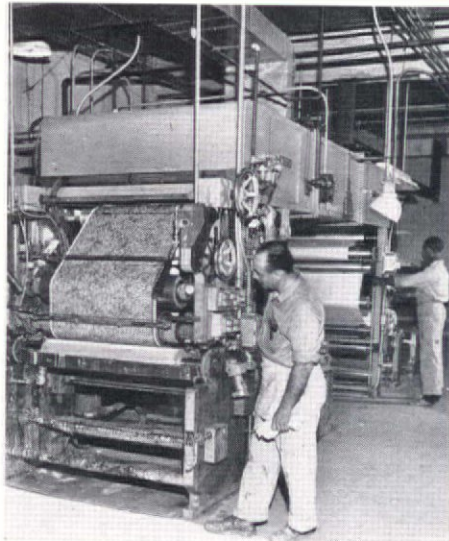
After consultation with the interior designer, the design studio first prepares rough sketches, and later finished



sketches of the project. When these are approved, all artwork to be used in screen-printing or machine-printing is produced in this up-to-date, fully equipped studio.

Similarly, all photographic work required for either machine or screen processing is prepared in the plant's own camera room, where a 24 x 24 inch

camera records every detail of the artwork with perfect fidelity. From these full-scale photographs, screens ranging from the finest detail (130-line halftone) to the largest (6 feet by 20 feet) are prepared.



The raw material that James Seeman Studios starts with is uncoated paper or vinyl film. Its new \$45,000 rotogravure press coats, laminates and prints on the raw material. The machine is capable of producing anything from plain tints to the most highly detailed designs. All printing is done with pure vinyl inks, providing the most durable wallcoverings made today. Once the rotogravure press has completed its work, further screen printing operations are performed, depending on the design. In some cases, as many as 18 colors are used in printing one design.

After all printing is completed, there is systematic and thorough inspection of every roll and every sheet produced; every foot of vinyl or paper made is carefully scrutinized for possible defects by an inspector like the one shown here before it is shipped out to the client.

To enable the plant to produce at the highest possible efficiency and the lowest possible cost for its customers, the plant was laid out so as to provide a smooth, uninterrupted flow of materials, each phase of manufacture leading to the next in a straight line across the one-story plant. This enables James Seeman Studios to produce special contract jobs with remarkable rapidity and efficiency. In many cases, only 10 days has elapsed between the creation of the designs, special color strike-offs, screen or print roller making, and actual production and completion of the finished product.



Prominent installations with Seeman wallcoverings: Howard Johnson Motor Lodges, Larry Bell, designer; Americana, N.Y.C., Morris Lapidus, architect; Desert Inn, Las Vegas, and St. Moritz Hotel, N.Y.C., Jac Lessman, designer; Idlewild Riviera, Jamaica, N.Y., Kenneth Hull, designer; Doral Beach Hotel, Miami Beach, Tom Lee, designer; Madison Hotel, Washington, D.C., Sy Glick (Straus-Duparquet), designer; Skyline Inn, Washington, D.C., Fred Fox (Halsa Corp.), designer; Roosevelt Hotel, Washington D.C., Fred Safran, designer; Statler Hilton Hotel, N.Y.C., Ernest Wottitz, designer; Royal Orleans Hotel, New Orleans, Roland Jutras, designer; Essex House, N.Y.C., Bill Raiser, designer; Syracuse Airport Inn, Robert Ferqser, designer; Treadway Inn, Niagara Falls, Constantine Kravis, designer; Plaza Hotel, N.Y.C., Henry End, designer; Manger Hotel, Indianapolis, Finn Jenter, designer; Athens Hilton, J. P. Gauberti, designer; Jerusalem Intercontinental Hotels, Constantine Kravis, designer.

James Seeman Studios, Inc., Rose Place, Garden City Park, Garden City, N. Y.

(Advertisement)

1964

CONTRACT DIRECTORY

JANUARY

■ FURNITURE, CARPETING
WALLCOVERINGS, RESILIENT
FLOORING, FABRICS, LAMPS
& LIGHTING, BLINDS, SHADES
PARTITIONS, ACOUSTICAL
MATERIALS, ACCESSORIES ■
HOTELS, MOTELS, OFFICES
SCHOOLS, RESTAURANTS
STORES, CHURCHES, BANKS
SHOWROOMS, REST HOMES
LOBBIES, GOVERNMENT
AGENCIES, HOSPITALS ■
DESIGN IDEAS, SPACE PLAN
NING, BUDGETING, SPECIFI
CATIONS, NEW PRODUCTS &
SERVICES, SALES & DISTRIBU
TION METHODS ■ SPACE
PLANNERS, INTERIOR DE
SIGNERS, CONTRACT FUR
NISHERS, ARCHITECTS, MAN
AGEMENT OF INSTITUTIONS
BUYERS AND SPECIFIERS ■



the complete
buying guide
to commercial
& institutional
furnishings

Plan your advertising now for the 1964 CONTRACT Directory

The 1964 Directory issue of CONTRACT, now being prepared, will offer an even better service package than last year's. In addition to complete classified listings of products, services, and manufacturing sources in every category applicable to the commercial/institutional field, the 1964 Directory will feature editorially a thorough, well-illustrated **Guide to Contract Merchandise**—a full report on the vast array of furniture, fabrics, floor coverings, wallcoverings, accessories, and other products in hundreds of contract showrooms throughout the country, along with detailed reports of the special characteristics of the product lines and services that they offer the commercial/institutional buyer and specifier.

Last year's CONTRACT Directory and Buyers' Guide immediately became a standard, constantly used reference manual for institutional buyers and users. Contract furnishers, architects, specifiers, designers, and management purchasing men have been using it as a top-of-desk reference source all year long; they have already turned in more than 10,000 individual product inquiries for more than 125 advertisers, and the inquiries are still coming in. CONTRACT circulated more than 15,000 copies of the 1963 Directory, although advertisers paid rates based on a 10,000 circulation guarantee.

Watch for further announcements about the 1964 Directory, which will be published in January. Meanwhile, if you have available or are preparing any fresh product literature suitable for an ad insert, put aside 16,000 copies for use in the January CONTRACT Directory. Send for our rate card and booklet on how to use your literature as an ad insert.

DEADLINES: Space Orders, Dec. 12. Plates, Dec. 19. Furnished Inserts, Dec. 26.

CONTRACT, 566 Seventh Ave., New York 18, N.Y.

CONTRACT NEWS

THE WALLPAPER COUNCIL has developed a coordinated national advertising, merchandising, and publicity program to aid wall paper sales for dealers, according to Joseph Roby, managing director. Council members are Atlas Wall Paper Mills; Bailey Wallpaper Co.; The Birge Co.; Commercial Wall Paper Mill; Imperial Wallpaper Mill; Lennon Wallpaper Co.; Mokena Wallpaper Co.; Ronkonkoma Wallpaper Corp.; Stamford Wall Paper Co.; Statter Wall Paper Mills; Thomas Strahan Co.; United Wallpaper Co.; York Wall Paper Co. Contributing manufacturers are Anchor Wallpapers, Inc.; Aurora Wall Paper Mill; Canadian Wallpaper Manufacturers, Ltd.; New Era Wallpaper Mfg.; Wallpaper Mills.

SHELBY WILLIAMS INDUSTRIES last month announced completion of its second installation where the whole concept of one manufacturer was employed. Shelby Williams supplied the room furnishings plus all seating and tables for public spaces at the Sheraton-O'Hare, Chicago, and the Hilton Inn, Milwaukee. INTEGRATED DESIGN ASSOCIATES of Beverly Hills was designer for both projects.

THE NEWELL COMPANIES, drapery hardware manufacturers, elected the following officers at its recent board of directors meeting: Leonard C. Ferguson, chairman of the board and chief executive officer; Maurice F. Smith, president; Daniel C. Ferguson, vice president and secretary; Edgar A. Newell, treasurer.

ANGEVINE Co., manufacturer of Anco drapery hardware and distributor of Silent Gliss extruded aluminum architectural track, has relocated its sales offices to 916 South Arcade, Freeport, Ill.

THE MACALLEN CO., INC., Newmarket, N.H., has revised its price structure on MicaGlo decorative materials, new prices reduced by as much as 30 percent. MicaGlo is made of imported India mica and is used for lamp shades and other decorative purposes.

THORTEL FIREPROOF FABRICS, INC. has announced reorganization of officers and directors of the corporation. RICHARD P. DEACON was elected president, replacing LEON A. CHASTEL, new board chairman. WILLIAM C. THOMAS assumes post of vice president and general sales manager. IRVING R. ARRET was elected a director.

(Continued on page 34)

NEW BROCHURES ON 3 COMPLETE FURNITURE LINES!

**New literature on . . .*

❁ **INTAGLIO**—for the finest suites, settings!

❁ **SPECTRUM**—beauty with built-in durability!

❁ **AMERICAN WALNUT**—ageless styling, modern adaptability!

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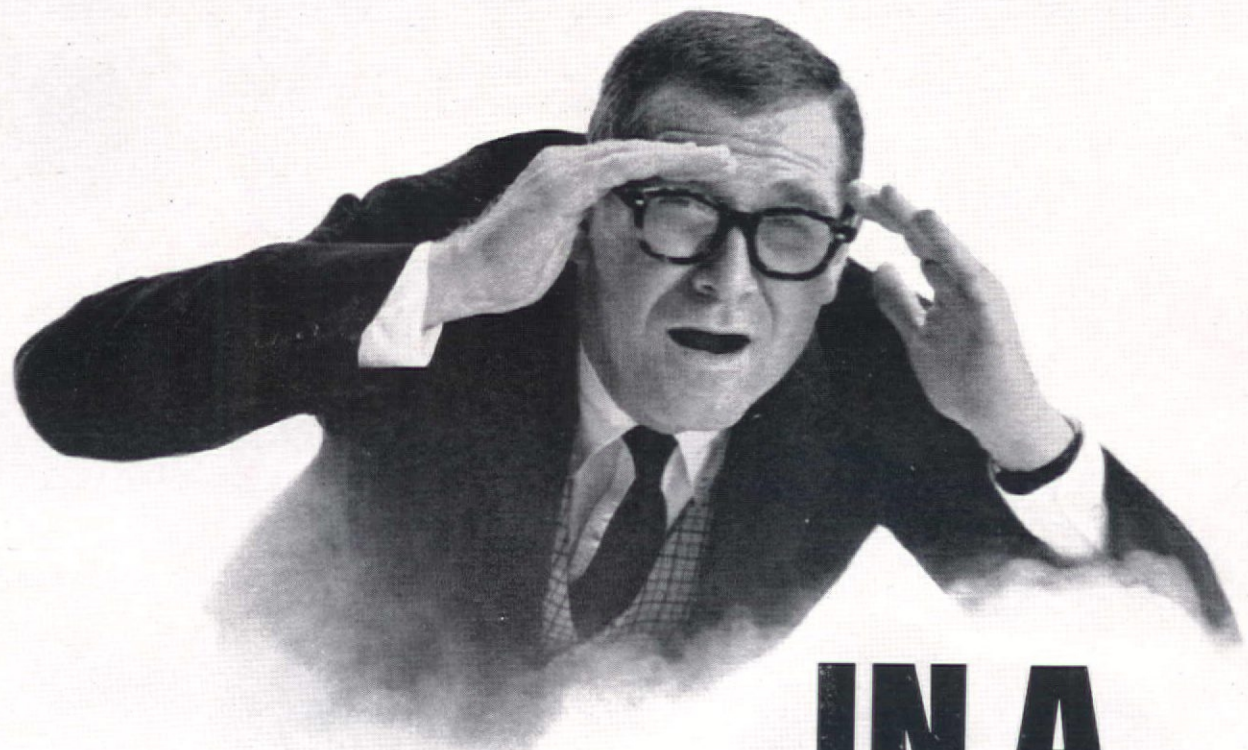
INTAGLIO

SPECTRUM

AMERICAN WALNUT

Circle No. 22 on product information card

It's the biggest job of the year and your staff is out with la Grippe. Details? You're in a fog bank of them and the murkiest is a square mile of drapery fabric that hasn't been finished yet, let alone cut. Here's where Kiesling-Hess can show you a silver lining. Your fabric resource is very likely in New York, so Kiesling-Hess will make the pick up the day it is ready. Within 24 hours we'll have it on its way to you... or anywhere... finished as you specify. How's that? Scotchgard* Brand Stain Repeller and/or Flameproofing. Sylmer and fabric backings, too. How's that again? *Expertly!* Remember: when you haven't the foggiest notion of which way to turn, turn to Kiesling-Hess. We'll show you the light with the fastest... and finest... fabric finishing available... anywhere!



IN A FOG?



KIESLING-HESS FINISHING COMPANY, INC.

Custom finishers to the decorative trade: Flameproofing, Sylmer, Scotchgard, Zepel, Fabric Backing
601 West 29th Street, New York, New York • 1011 Wood Street, Philadelphia 7, Pennsylvania

WEST COAST REPRESENTATIVE: KNEEDLER-FAUCHERE:
451 Jackson Street, San Francisco • 151 North Robertson Blvd., Los Angeles

Product of the Minnesota Mining and Manufacturing Company

FOR DECORATIVE AND CONTRACT HOME FURNISHINGS

HOME FURNISHINGS MART

OCCUPANCY
MAY, 1964

205 Lexington Ave. at 32nd St.
NEW YORK CITY



This addition to the New York Furniture Center, adjoining the new successful NATIONAL FURNITURE MART, will also benefit from the thousands of home furnishings buyers who visit the Center during regular markets.

A Campagna Building

- Central Air-Conditioning
- High-Speed Electronic Elevators
- Huge Plate-Glass Display Windows
- Spacious Corridor & Elevator Lobby on each floor

JOIN THE NEW YORK FURNITURE CENTER
... and profit from the joint year-round advertising and promotion programs for HOME FURNISHINGS MART and NATIONAL FURNITURE MART!

Contact us now while preferred space is still available.
Management Office: 215 Lexington Avenue, NYC 10016
LExington 2-7510

Circle No. 24 on product information card

CONTRACT NEWS

CONTINUED

NATIONAL OFFICE FURNITURE ASSOCIATION decided against a merger with the NATIONAL STATIONERY & OFFICE EQUIPMENT ASSOCIATION by a unanimous vote of the board of directors last month. Gerald L. Hall of Chicago, president of NOFA, stated that NOFA is embarking on a vitally expanded program aimed at bringing together "the hitherto separate skills and services of specialization in the office furniture field into a total working unit." The joint NOFA-NSOEA convention to be held in New York, May 21-24, will not be affected by the decision, Mr. Hall stated.

B. BRODY SEATING Co., Chicago, and BUCKSTAFF Co., Oshkosh, Wis., have both named TONY DELDIER Co., Space 895 Western Merchandise Mart, San Francisco, as sales representative in northern California.

ARMSTRONG FURNITURE Co. is located in Martinsburg, West Virginia, not Virginia, as erroneously stated in last month's Contract Business column.

IN FLOOR COVERINGS, COLOR,
DESIGN AND TEXTURE
ARE ONLY 3 PARTS
OF YOUR TOTAL
CONSIDERATION!
AT L. JONES
QUALITY, SERVICE
AND INTEGRITY
COMPLETE THE
PICTURE TO AFFORD
YOU UNEXCELLED
PERFORMANCE
ALWAYS

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L. JONES & CO., INC.

MEMBERS: THE DECORATORS FLOOR COVERING ASS'N.

Circle No. 53 on product information card



People have all the privileges

It's easy to see that a pooch would yearn for the luxury of furniture covered in lovely FEDERAN vinyl fabrics like this original homespun pattern, BARLEY CLOTH*.

A flourish of ten tempting colors is the setting for BARLEY CLOTH'S rough-hewn, incredibly realistic woven-thread look. And it has an inbuilt resistance to cracking, peeling, scuffing and fading. It takes soil and stains in stride—wipes clean with a whisk of a soapy cloth. (On this one, you can even let sleeping dogs lie.)

BARLEY CLOTH is just one of an abundant range of luxurious vinyl fabrics from Federal, highlighted by a complete palette of decorator-inspired colors. Ask to see Federan Mandalay—the inlay-process vinyl fabric that suggests the exciting needlework of the Far East. Or Federan High Llama—the exceptionally durable constructed fabric with a hand-mottled finish.

Each breathes fabric magic, with eye appeal and buy appeal. Call the man from FEDERAL.



FEDERAL INDUSTRIES

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

federan

*Federal's trademark for its alkene upholstery product

LEATHERGUILD INC • OFFICES: 52 E. 21st St., N.Y., N.Y. • SHOWROOM & SALES OFFICE: 1 E. 53rd St., N.Y., N.Y. • VBT SUPPLY CO. 7316 No. Lawndale Ave., Skokie, Ill. • REESE B. DAVIS & CO., INC. • GEN. OFFICES: 800 Forest Park Blvd., Ft. Worth, Texas • SHOWROOMS in: Atlanta • Cleveland • Dallas • Houston • Kansas City, Mo. • Los Angeles • Minneapolis • Philadelphia • San Francisco • Washington, D.C. • ACME UPHOLSTERY SUPPLY CO. 1401 Blake St., Denver 2, Colorado • CRESCENT TEXTILES INC. 748 Lee St. SW., Atlanta 10, Georgia • FEDERAL DISTRIBUTING CO., INC. E. 11th St., Erie, Pa.

MADISON

FURNITURE INDUSTRIES

Canton, Mississippi

311 SHARON ROAD

Send for illustrated catalog or visit our permanent showrooms in Los Angeles, San Francisco, Seattle, Chicago and Dallas.



T... as in terrific!



Circle No. 26 on product information card

CALENDAR

1963

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.

1964

January 2-11. Furniture Market, Grand Rapids, Mich.

January 6-11. Chicago Furniture Market. American Furniture Mart, Merchandise Mart, Exhibitors Building, Chicago.

January 9-10. National Office Furniture Association Designer/Salesman Symposium. Sheraton Hotel, Chicago.

January 12-17. Lamp and Furnishings Show. Hotel New Yorker and Trade Show Building, New York.

January 12-17. Winter Market. Los Angeles Home Furnishings Mart, Los Angeles.

January 13-17. Winter Furnishings Market. Dallas Market Center, Dallas.

January 20-24. Winter Market. Western Merchandise Mart. San Francisco.

January 20-24. Southern Furniture Market. High Point, N.C.

March 31-April 2. Midwest International Hotel-Motel Show. Sherman House, Chicago.

April 5-9. Jamestown Furniture Market. Jamestown, N.Y.

April 6-9. Boston Furniture Market. Commonwealth Armory, Boston.

April 13-18. Spring Furniture Market. American Furniture Mart, Chicago.

May 21-24. NOFA-NSOEA Eastern Convention & Exhibit. New York City.

May 25-28. American Motor Hotel Association and National Restaurant Association combined national conventions and Motelrama. McCormick Place, Chicago.

June 29-July 3. Dallas Furnishings Market. Market Center, Dallas.

Circle No. 27 on product information card

AN INVALUABLE PROGRAM FOR THE INTERIOR DESIGNER

Custom Printing and Flameproof Fabric Book No. 615 offers a comprehensive program in plain and screen printed fabrics with unlimited possibilities through optional selection and interchangeability of designs, colors and fabrics.

One hundred and one plain fabrics are sampled, most of which may be custom printed. Eighty-two are inherently flameproof, made from Rovana, Verel, Saranspun or Fiberglass yarns.

There is no minimum yardage requirement in custom printing. A basic selection of ten designs in thirty colors is sampled but designs of your own origin may also be printed.

A simplified pricing plan makes possible quick determination of cost even when changing designs, colors or cloths from the way they are sampled.

Book No. 615 is offered to qualified decorators, designers and architects at \$22.50 each. Complete latitude of the program assures return of many times the investment.



Decoratively Speaking...
Payne & COMPANY
 presents

CUSTOM SCREEN PRINTING

Custom Screen Printing — Done in the time-honored fashion of table screen printing by master craftsmen.



CUSTOM COLOR SELECTIONS

Custom Color Selections — Permits complete flexibility in keying the color to fit the decor.



FLAMEPROOF FABRICS

Flameproof Fabrics — Designed and laboratory tested to meet present day safety requirements in a wide selection of weaves and textures.



for

RESIDENTIAL

or

COMMERCIAL



Decorative Fabric Requirements

Payne & COMPANY

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2290TB



3198MB



3193MB



2198SW



2127

HERE ARE A FEW OF THE **99 New Chair Styles**

THAT ARE MAKING SHELBY WILLIAMS
THE TALK OF THE INDUSTRY



6501TB



6083U



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1314TB



8985AF



2907



3635



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8086A



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8500A



8518



9085



9947CH



9955



9923TB



2660CH



9910AL

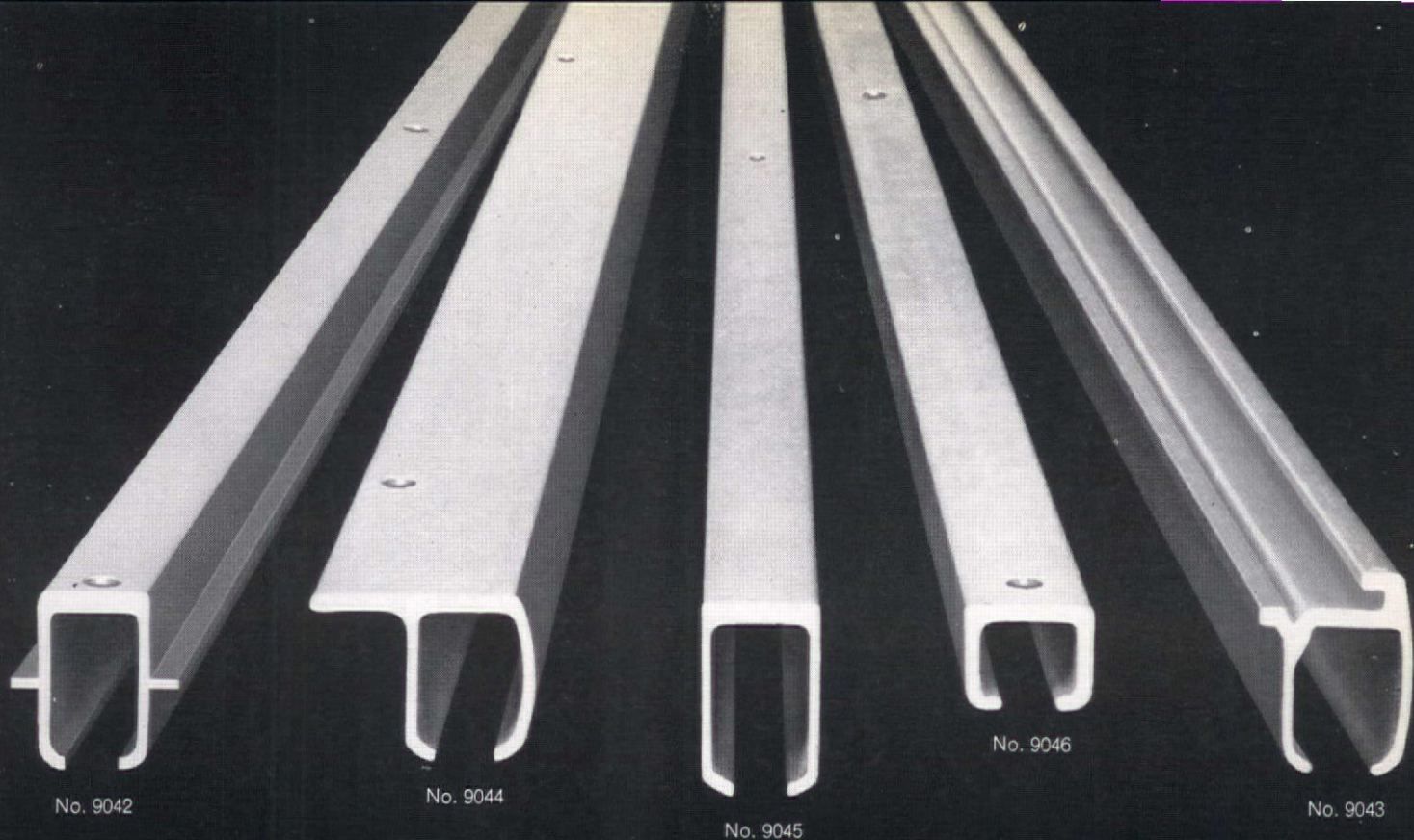
See us in Booth 2152 at the Hotel Show, Coliseum, N. Y., Nov. 11-13.

SHELBY WILLIAMS INDUSTRIES, Inc., 2500 W. Ogden Ave., Chicago, Illinois 60608
Permanent Showrooms: CHICAGO • DALLAS • LOS ANGELES

Shelby Williams of California, Inc., 1319 E. Washington Blvd., Los Angeles 21, Calif.
Shelby Williams of Tennessee, Inc., 1730 Gluck Road, Morristown, Tenn.

Circle No. 28 on product information card





We make five cordless drapery tracks that solve window problems like magic.

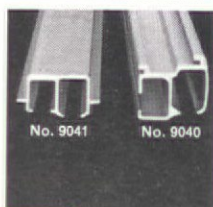


We even make a wand.

More precisely, it's a baton. Still, a wand is about all the effort it takes to operate draperies on Architrac® cordless traverses. We extrude them from high-alloy aluminum in lengths to 24 ft.; design them for recessed, flush, flange or bracket mounting. Etched and anodized, Architrac goes beautifully with aluminum windows and sliding glass doors. It's economical to install, maintenance-free. Ball bearing carriers always

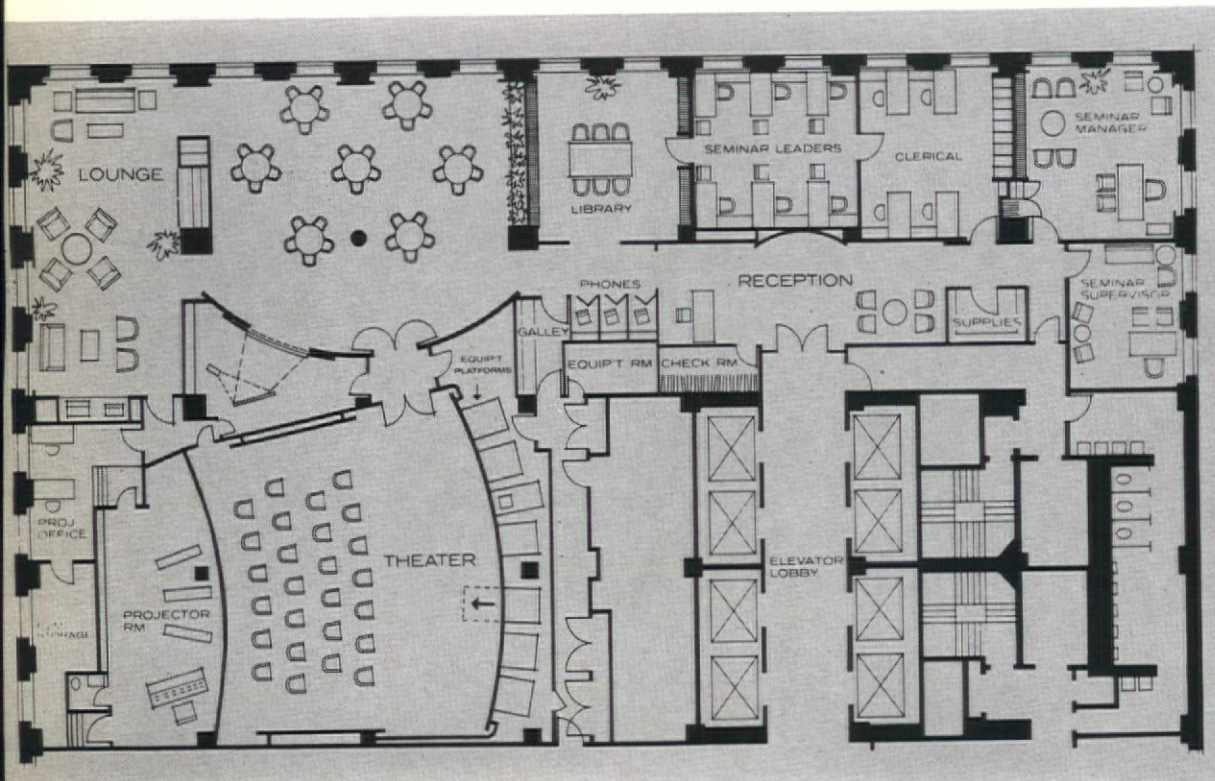
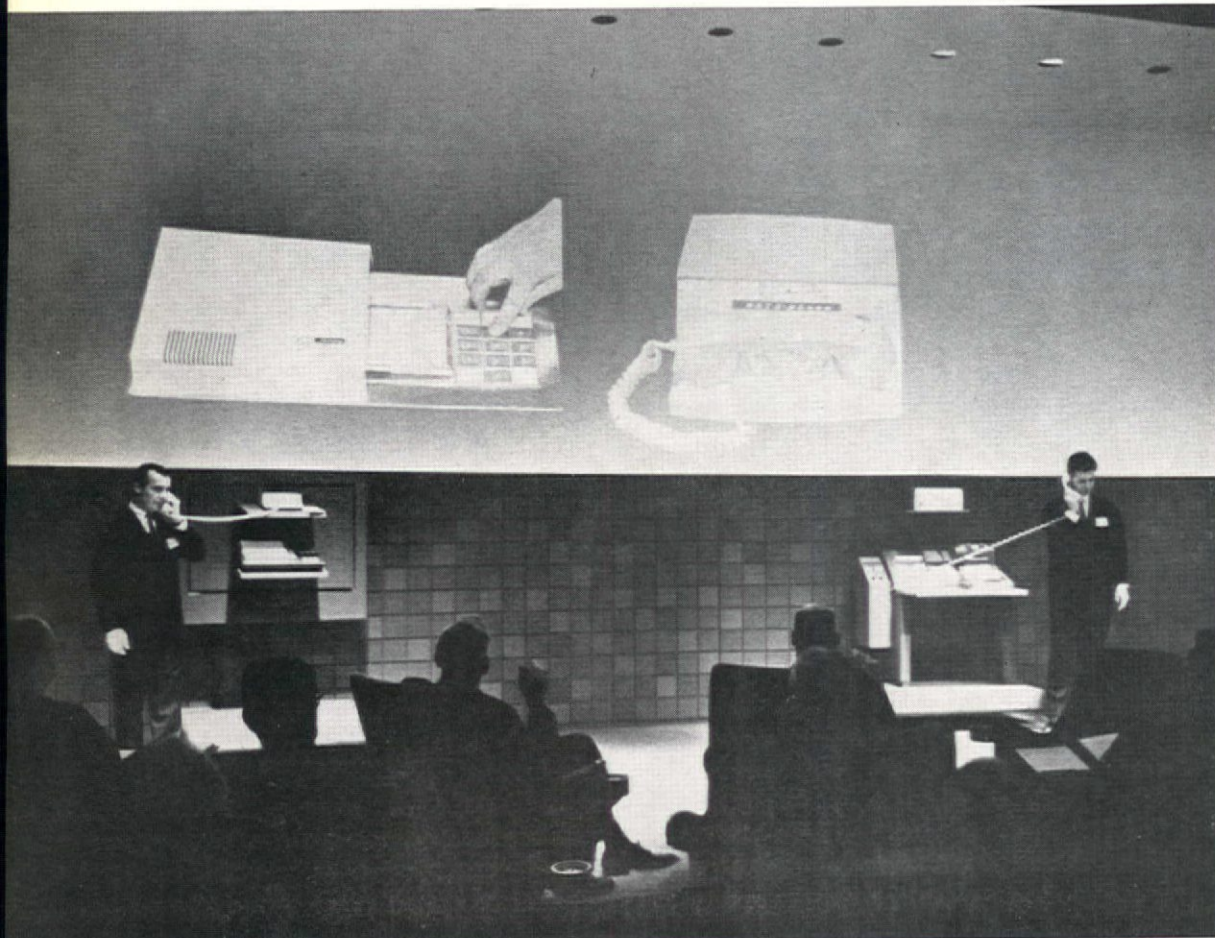
glide smoothly. Draperies pack back in minimum space, move anywhere along the track. We stock components and accessories nearby. Our Architrac drapery hardware catalog is free for the asking (also in Sweet's). It includes special features and details on installation. Ask, too, for price-estimating information and about our nationwide consultation service. Write: Kirsch Company, 321 Prospect, Sturgis, Michigan.

Kirsch
DRAPERY HARDWARE



You'll also find specifications on dual-channel cord traverse Architrac in our catalog.

COMMUNICATIONS



SEMINAR LEADER (above) transmits order-entry information on punched cards from one data communications device to another, while equipment is simultaneously demonstrated on screen-wall of Bell System Communications Seminar Center. Left, floor plan of Bell Seminar installation shows extent of facilities in Chicago. Heart of the communications center is the theater, where top-echelon executive guests participate in concentrated one-day seminars on use of advanced communications techniques in business. Opposite page, reception area with seminar seal on a feature wall of travertine.

SEMINAR



AN OPTIMUM EXAMPLE OF USE OF THE TEAM PRINCIPLE IN PLANNING, THE NEW BELL TELEPHONE FACILITY IN CHICAGO IS PERFECT FUNCTIONAL SETTING FOR AN ADVANCED PROGRAM IN COMMUNICATIONS TECHNIQUES

AN extremely ambitious educational program, designed to attract top executives of industrial corporations, has been given a perfect functional setting in the new Bell System Communications Seminar in Chicago.

Located at the top of the new United of America Building, the installation is an example, one of the few, of a completely successful team effort. It embodies without discernible distortion the aims set up for the Communications Seminar by the management of the Bell System, and it has succeeded in satisfying the expectations of the top-echelon audience that have come to its one-day seminars. That audience consists of some of the busiest, most sophisticated, and most experienced businessmen in the United States—presidents, chairmen of boards, vice presidents, controllers, and other corporate officials. The demands and tastes of this audience shaped every phase of planning for the communications center. They have been reflected in the constructive results of the seminars to date, results which have been attested to by the executives who have attended the seminars.

The concept of the Communications Seminar was developed through close collaboration between Bell executives and the consulting firm of Mills and Widner, New York City. The basic purpose of the seminars is to demonstrate, in terms of currently available techniques, how modern communications can help the corporate executive in planning for his company's growth and in increasing its present profitability.

Responsible for over-all space planning of the Communications Seminar is the design firm of Becker & Becker Associates, which created the theater, the lounges, library, reception area, and offices that make up the center. Becker & Becker designed a setting marked by quiet dignity, one that employs specially designed contemporary furniture by Jens Risom to luxurious effect. The working relationship between the firm of Jens Risom and Becker & Becker was a very close one throughout the project, because the Bell installation made special demands on both the design firm and the manufacturer. The facility to be created had to be absolutely top-flight; the mech-

anism used for projection, for lighting, and for controls by the seminar leaders had to be 100 percent efficient. At all times, there loomed in the foreground the fact that the Communications Seminar must serve a group of executives that is extraordinarily busy, highly discriminating, and extremely skeptical about the values of seminars or any other activities, for that matter, that draw them away from their prize occupations.

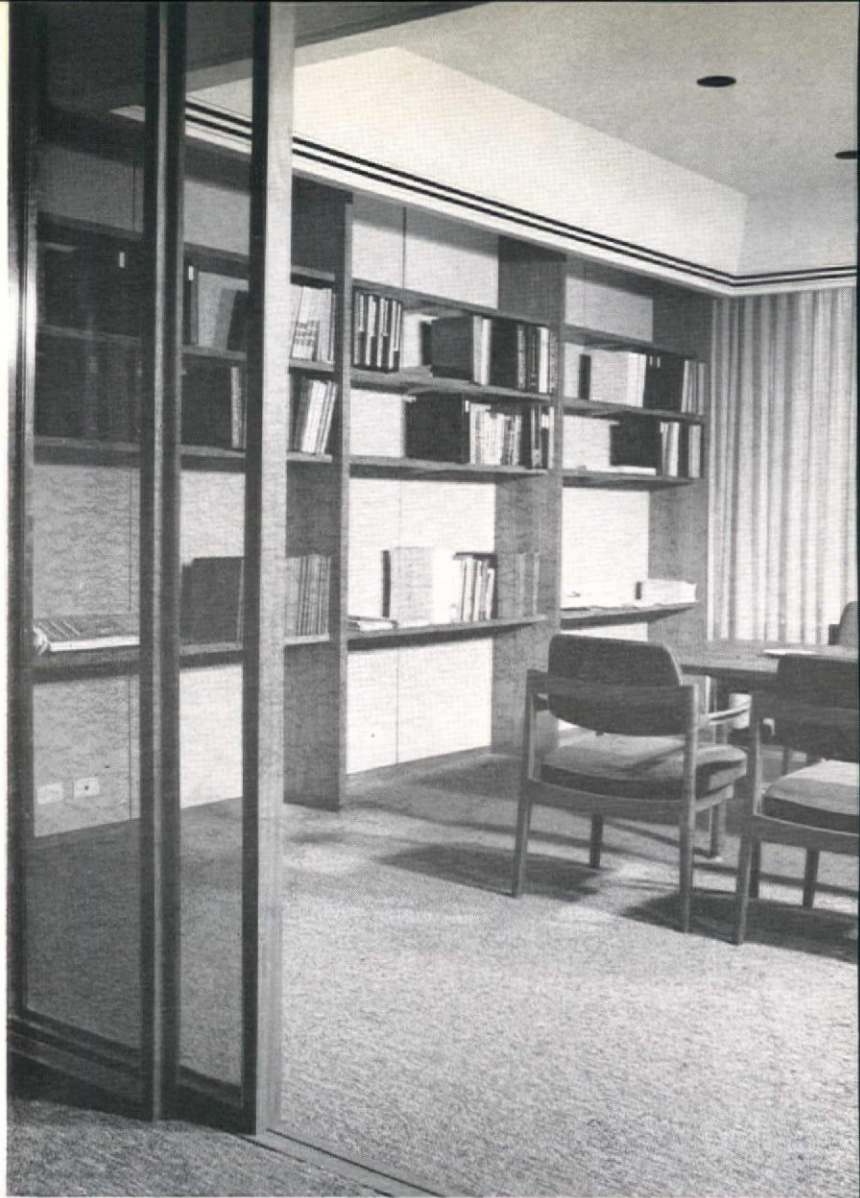
A combination of things has convinced these executives of the value of the Bell seminar—the Communications Seminar itself, which besides being handsome, puts on a first-rate show; the literature issued by Bell Systems on the seminars, beautifully designed by the graphics firm of Marcom, Inc.; the advanced projection and sound systems developed for the center by Reevesound Co., and most important, the care with which all elements in the center were coordinated and controlled by Becker & Becker.

The importance of this facility in the contract field goes further than its use for advanced systems of communications. The team principle exhibited here, in which a group of experts develop a coherent working relationship, is the vital ingredient, and it is capable of application in a diversity of situations where communications are only a minor factor. (C)



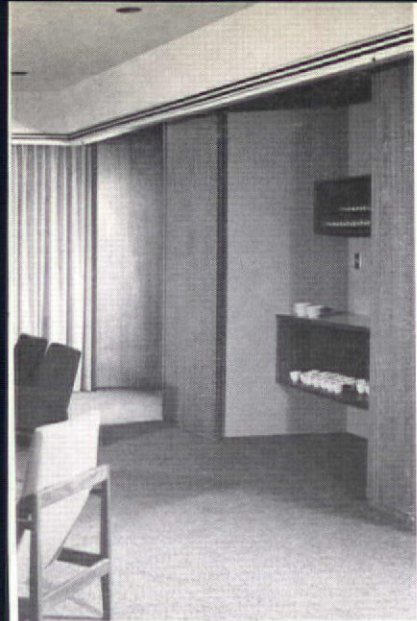


DUAL-PURPOSE LOUNGE (in two photos at left) contains seven round tables permanently positioned for group discussions and mid-day dining during seminars. Curved low-back armchairs, of special height for tables, rest on walnut bases.



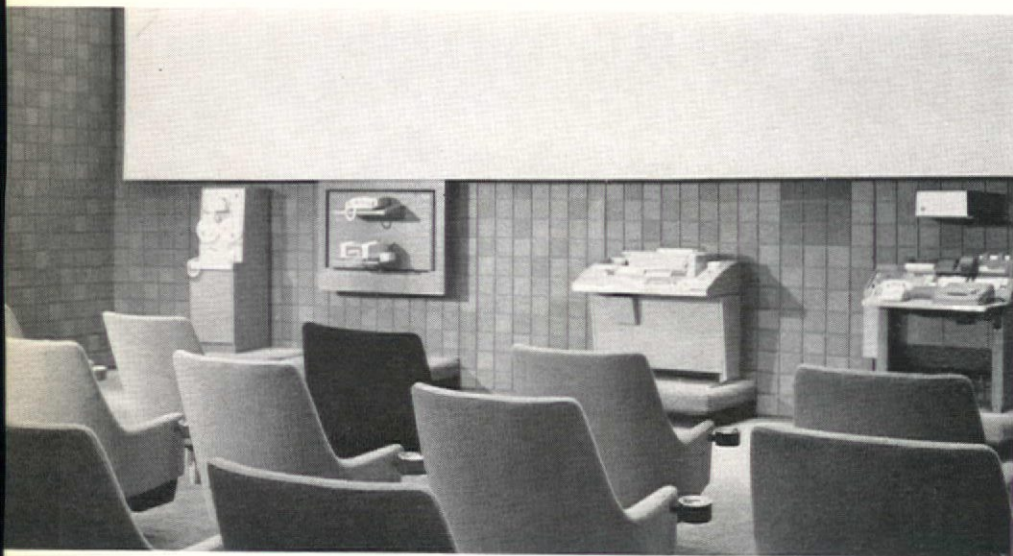
A COMFORTABLE AND COMPACT LIBRARY (above) which will ultimately contain a broad range of literature on business communications, opens onto the offices of the seminar leaders. Office of the Bell seminar director (two photos below) repeats the "design signature" apparent throughout the new facility. Oiled walnut desks and cabinets, and a conference grouping of four easy chairs around walnut-top pedestal table are features of the office.





CORNER LOUNGE AREA (right) for guests has informal groups of upholstered and walnut framed armchairs around walnut topped, pedestal tables. Each table is equipped with a Card-Dialer phone for guests; these new instruments dial weather, time, etc., automatically by means of a plastic punch-card. Concealed behind sliding walnut panel doors is storage unit (detail above) for coffee break service. The recessed cove at far end of the lounge (below) contains wire service teletypewriter and facilities for receiving weather maps by phone through the Data-Phone service for facsimile transmission.



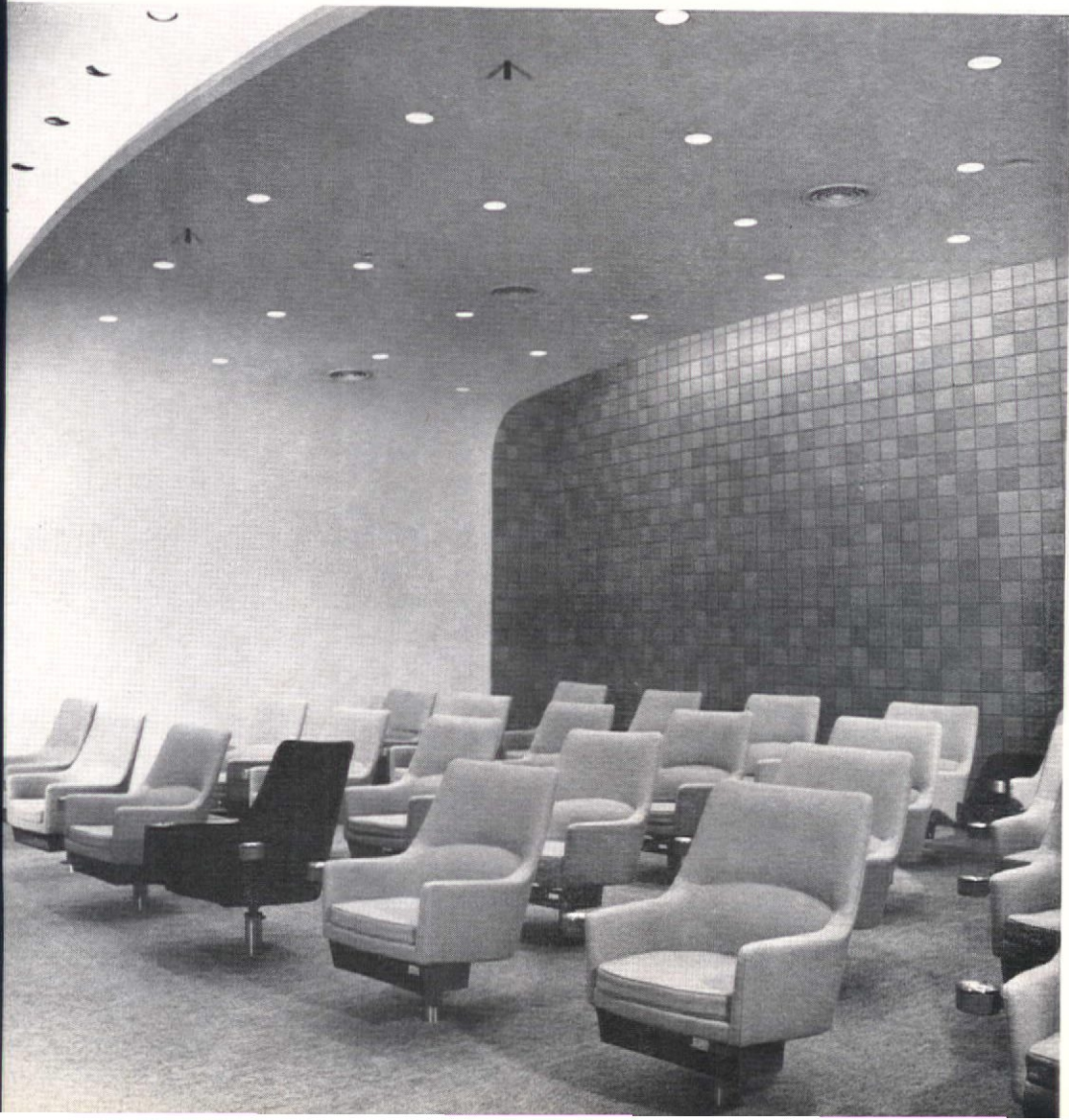
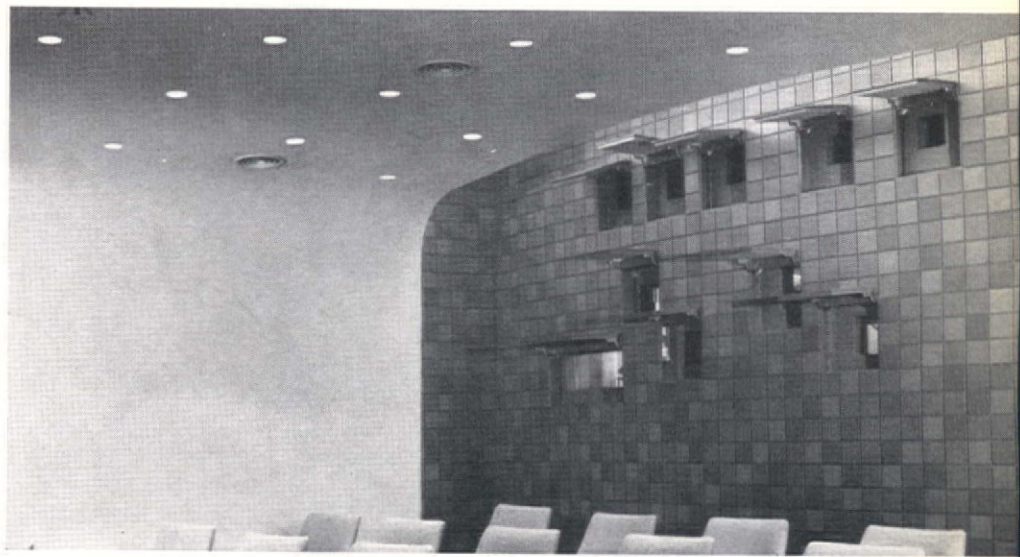


Schedule of Suppliers

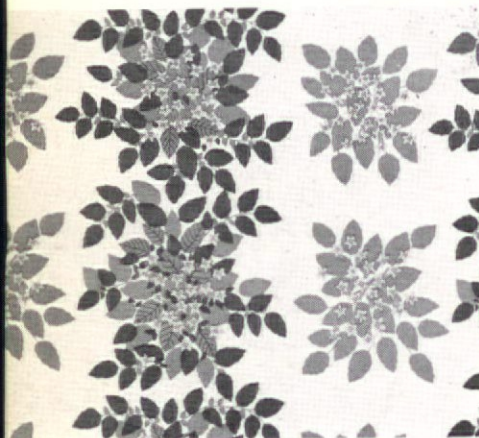
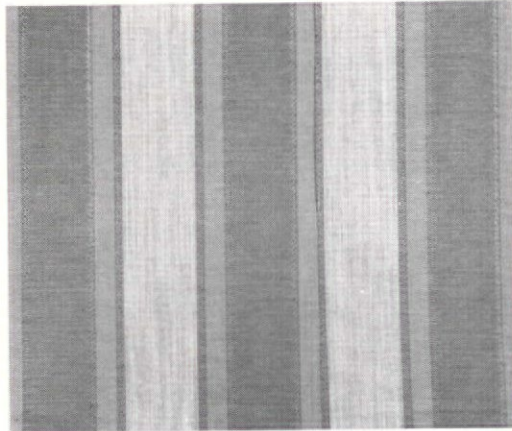
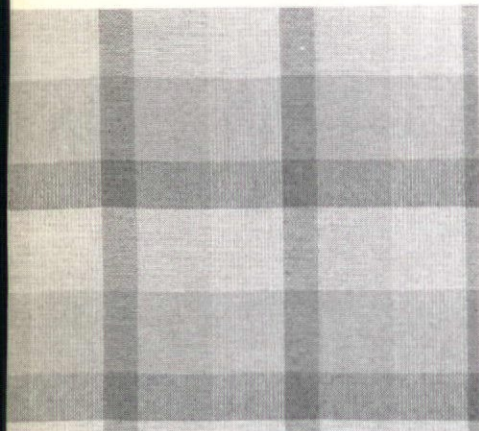
- Furniture:** Jens Risom Design, Inc.
Filing Equipment: Art Metal, Inc.
Upholstery Fabrics: Boris Kroll Fabrics, Inc.;
Jack Lenor Larsen
Drapery Fabric: Kravet Fabrics, Inc.
Carpeting: V'Soske Shops, Inc.
Walnut Wood Paneling: Chester B. Stem
Lighting Fixtures: Century Lighting, Inc.,
Gotham Lighting Corp.; National Cathode
Corp.
Acoustical Ceilings: U.S. Gypsum Co.
Acoustical Plaster: National Gypsum Co.
Travertine Marble: McCue Marble Co.
Hardware: Yale & Towne Mfg. Co.
Air-Conditioning Diffusers: Barber-Coleman Co.
Tinted Glass: Pittsburgh Plate Glass Co.
Drinking Fountain & Dispensers: Filtrine Mfg.
Co.
Wastebaskets, Desk Pads: Chicago Desk Pad
Co.
Leather Accessories: Froelich Leather Co.

CONTRACT

HIGH POINT of the Communications Seminar is the theater, designed for the most effective and dramatic presentation of audio-visual techniques. Monochrome wood squares cover walls and conceal equipment and ports for projection machines, also acting as dado for curved screen-wall. Images projected on specially constructed wall seem to float through use of new "travelling light matte" technique. Leader sits in front center seat, equipped with controls, and illustrates talk with slides, films, and tapes, as well as with actual communications devices (see opposite page). Group discussion following audio-visual presentation, is designed to show executive guests how new communications techniques can be applied to their own company operations.



FABRICS



DESIGN TEX offers a rich variety of contemporary fabrics, most notably exclusive imported draperies and upholstery of architectural quality. From West Germany comes a fine 100 percent wool casement, Majestic Plaid (far left) which is 47-48 inches wide. A Swedish casement, of 100 percent acrylic yarns, is striped in contrasting textures and colors creating a ribbon effect (left). In addition to casements and upholstery, Design Tex is also featuring a crisp new group of imported prints; emphasis is on bright colors. Circle No. 60.

JOFA has introduced an extensive collection of new fabrics, predominantly prints, numbering close to a hundred. Florals abound in rich profusion, with a majority of traditional patterns. Many are exclusive imports. The contemporary florals are all fresh and unusual, such as gay Kirsten (far left) patterned by stylized bouquets in a 25 inch repeat. From Scotland comes a delightful sheer linen casement Sweet Dreams printed with an open summery poppy design (left). Repeat is 38 inches. Pattern is also available in stock on other grounds. Circle No. 61.

E. I. DU PONT DE NEMOURS & CO. has added four new perforated patterns to its Trigras vertical blind fabric collection. One, Clinton, was designed for the TWA terminal (opposite page) with diagonal perforated rows, for maximum visibility with opacity. Circle No. 62.

BY BODIL W. NIELSEN

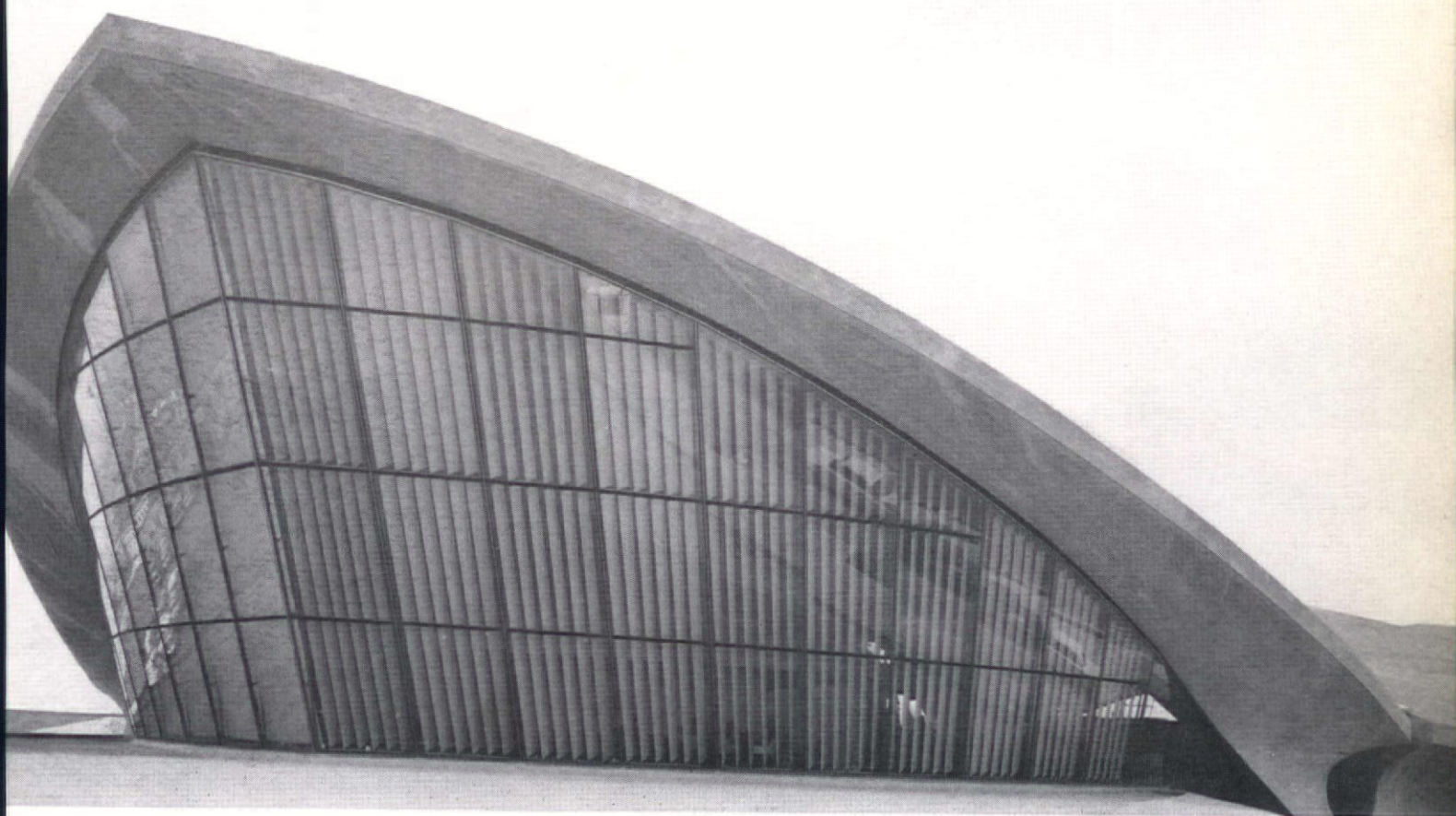
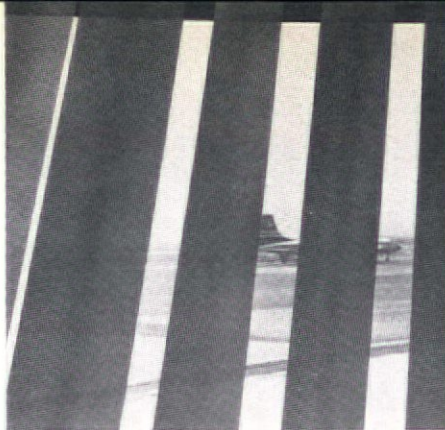
THE keen competition, and general design awareness, of contract fabric sources has always produced an infinite variety of fabric possibilities, at realistic prices, for the contract designer. Fabrics lead all other furnishings by a considerable margin in design level, versatility, and performance. This year, the contract buyer is faced with a wider choice than ever, and he will quickly realize that never before has the market set such high standards in design and construction.

More and more fabric sources—jobbers, mills, converters—have entered the contract fabric market. Some are simply expanding already substantial lines to include fabrics more especially suited for commercial use. Others are designing specifically for the market, presenting entirely new collections styled and woven to institutional

specifications. Uptown jobbers, who concentrate on the residential decorator trade, have proved themselves surprisingly knowledgeable regarding contract requirements, and though their fabrics are generally in higher price ranges, they have made lower-priced large-order suppliers more conscious of the value of good design.

The relatively new fibers, such as Dralon, Rovana, Verel, improved nylons and rayons, and other synthetics have met with widespread acceptance. They have moved from the area of experimental or novelty fabrics to general use in substantial percentages of standard lines. Another big newcomer has been Owens-Corning's Beta yarn, a new Fiberglas which creates a fabric of better hand, greater flexibility, easier fabrication, and higher resistance to abrasion than

**NEW CONTRACT COLLECTIONS OFFER HIGHER STAND-
ARDS IN DESIGN AND CONSTRUCTION, WIDER
CHOICES IN NATURAL AND SYNTHETIC FIBERS, FRESH
IDEAS IN IMPORTS, AN ENDLESS ARRAY OF COLORINGS**



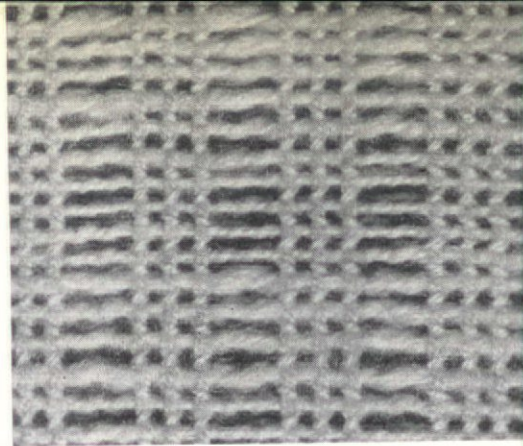
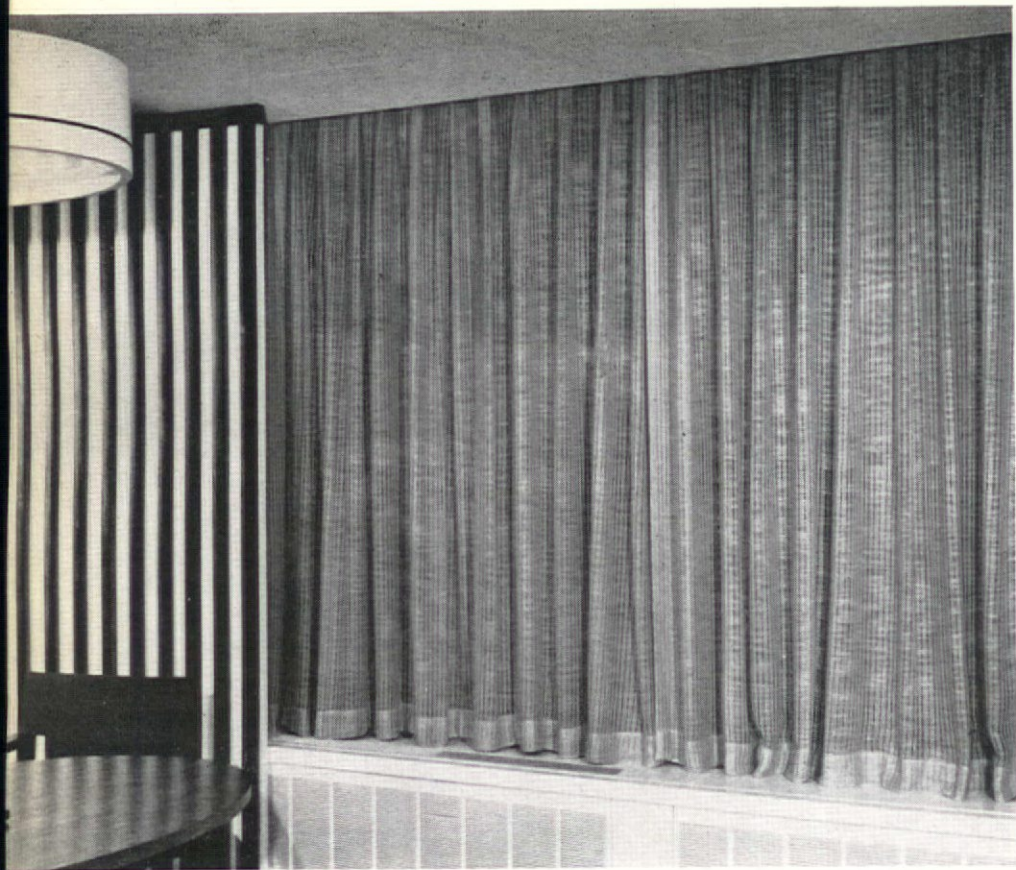
previously possible with glass. Fiberglas is also being used far more extensively in open weave casements, prints, and interesting textures.

This year is also distinguished by a high percentage of imports, which provide fresh print ideas, excellent textures, and bright new fabric concepts to contract collections. Prices are often surprisingly low, construction quality uniformly high. West Germany, Scandinavia, and Belgium remain the leading import sources, and their offerings are of unprecedented diversity. Texture, in imports as well as domestic fabrics, is widely evident in both upholstery and casement goods. A brief tour of some of the fabric showrooms reveals the following collection highlights.

Maharam, concentrating more and more extensively on contract service, has been one of

the leading exponents of new fibers and shows some of the largest collections of casements in Rovana and Verel blends, as well as in Dralon and fiber glass. The new Casements Unlimited collection contains more than 80 new items including many new synthetic blends as well as unusual weaves in linen, cotton, and wool. Verelin Mesh, a fine-weave open casement, features Verel warp with linen fill; Ariel combines natural linen with Rovana and Verel in an open-stripe effect. Vandi, a new 100 percent Dralon, has a subtle clip dot pattern in white, natural, or gray.

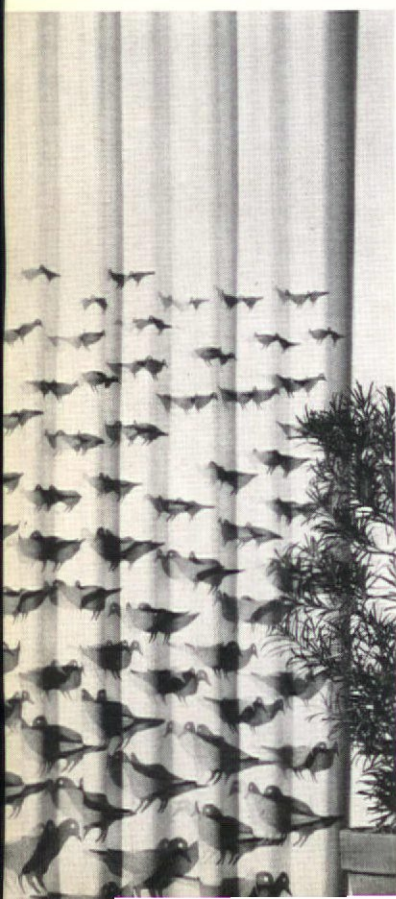
Maharam is also featuring Goatspun in a series of new weaves, most notably a stripe in a combination of natural colors. Low-priced Atlas, developed specifically for hospitals and dormitories, is a Rovana Verel mesh not only inherently flame-



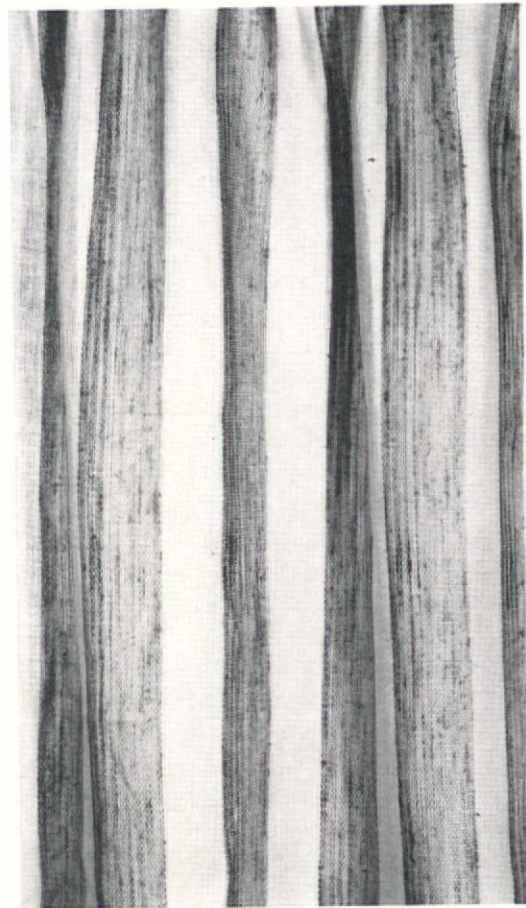
CONTRACT DESIGNERS Saphier, Lerner & Schindler used 500 yards of Maharam Fabrics' Scandia Mesh for the Imperial Blue Ridge showrooms (left). Scandia Mesh, used here in white, is 100 percent Dralon, woven in Sweden in an open casement weave which produces a textured stripe effect. Dralon casements, featured extensively in this year's fabric collections, have the look and hand of fine wool, are washable. Casements available in many colors. Circle No. 34.

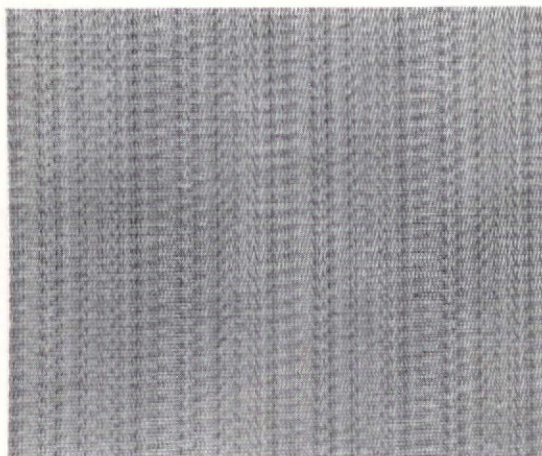
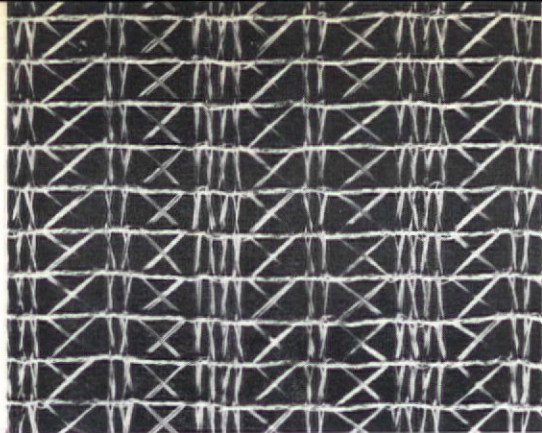


BEN ROSE has introduced an original collection of drapery prints, all available on a variety of grounds. Noddies (left) is composed of simple bird shapes, diminishing in size to a height of 54 inches up the fabric, to give a feeling of distance and depth. The contemporary stripe shown on this month's cover is also from Ben Rose. Circle No. 63.



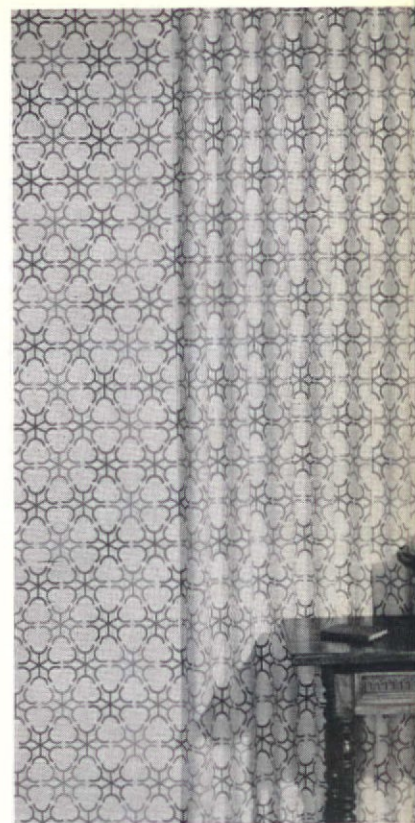
GREEFF has gone Spanish in its fall collection Hispania, which includes eight prints, all on cotton or glazed chintz, and ten woven fabrics, including textures, stripes, and casements. Florita (above) is a Schiffli-embroidered linen inspired by a hand-woven matador's jacket. Available in four colors on natural upholstery weight. Cortina (right), is also 100 percent linen, this a textured casement cloth with heavy, spaced stripes on a natural ground. Circle No. 47.





JACK LENOR LARSEN has added several unusual items to its justly famous collection of decorative fabrics. Additions include such novelty items as this strawlike 100 percent Rovana casement, Interplay (left), which is woven in a three-dimensional open pattern for unusual light diffusing effect. Rovana (Dow Chemical's trademark for its saran flat monofilament) is flame resistant. Larsen also has a 100 percent Dacron-polyester fishnet casement, 118 inches wide and flame-proofed. New upholsteries include a tough Nylon Horsehair, actually a cotton-nylon combination with Scotchgarded nylon face and acrylic backing (left), for sturdy contract upholstering. Circle No. 64.

ELENHANK DESIGNERS' many new prints include a versatile grille motif (right) ideal for traditional or contemporary settings, printed on medium weight linen or in custom colors on a variety of grounds. Circle No. 65.



FABRICS

proof but also machine-washable, an important consideration for institutional facilities. Among heavier drapery cloths, Maharam has a special low-priced fabric developed for motel use which consists of fabric with a thermal barrier film and vinyl laminated backing. This can be used alone, as an all-purpose drapery which combines a uniformly colorful view from the exterior and maximum privacy—with heat and light control, or in combination with a sheer. Laminate fabrics can be dyed to order and custom printed.

Design Tex, a relative newcomer in the contract fabric market, concentrates on contemporary architectural fabrics, most of which are imported as exclusives. Dralon is well represented by five new casement weaves, including a beautifully colored stripe. Other outstanding draperies include a West German wool plaid, woven Danish linen, a Swiss linen and cotton blend, and various textured meshes ranging from translucent to opaque. A total of 3200 yards of a Design Tex casement, a Rovana Verel blend, was installed in the New York Hilton.

Design Tex sustains the textured look of many of its casements in a new upholstery line. A wool and nylon homespun, cotton-backed, comes in nine vivid colors; another Swedish wool, Variations, creates marvellously subtle two-color effects by random dyeing of individual threads. A thick nylon upholstery, in eleven colors, coordinates with a

strié. Design Tex prints, all on drapery or casement fabrics, are of fresh geometric design.

Anton Maix, better known for linen prints, has extended its superb contract collection with five new upholsteries and six new casements, all color-coordinated and most of them imported. Upholsteries include 80 percent wool, 20 percent nylon Titan, a thick tweed woven in Scotland in thirteen colors; Malmo, a cross-dyed Swedish blend in wool, mohair, and rayon; Saturn II, a 22-ounce warp-combined twist of 75 percent nylon and 25 percent wool; and Astro, a West German 100 percent wool in ten rich earthen toned tweeds. Cosmos is a soft thick wool available in a looser weave in blankets. All Maix upholstery is of exceptionally rugged construction for contract use.

Maix draperies include both wool and Dralon casements. Most exceptional is Glen, a West German weave in five subtle plaids, and Streifen, a three-tone vertical stripe.

Thaibok has further diversified its growing contract line with Viking, an all nylon upholstery in six earthen tones; a heavy Jacquard weave floral, Wilding; a collection of modern casement designs interchangeable on a selection of grounds, including Rovana Verel and cotton linen blends. From India comes a group of jute and cotton casements with a rough hand-woven texture.

Casements of Owens-Corning's new Beta Fiberglass yarns are amply in evidence almost everywhere. Biggest break for contract designers is the possibilities of open-weave architectural case-

FABRICS

ments, never before possible in glass. The variety of open weaves, as well as plains, is extensive. Dazian's, for example, has a large selection in many colors; Ben Rose has five weaves including a versatile small scale fishnet. Uptown and midtown sources have developed an enormous choice of prints on plain or textured Beta grounds.

Nylon upholsteries for contract furniture are also more abundant than ever. Dazian's features close-woven GSA specification Nylon Supreme, available in nine stock colors and custom colors on as little as single piece orders. Schumacher's new upholstery collection, Nylon Nine, features textures, damasks, patterns, and solids in a color-coordinated group with high nylon content.

Stroheim & Romann, who made news earlier this year with its Dorothy Liebes collection, has introduced its Coordinated Nylon Trio group, comprised of three series—a vertical stripe, a horizontal stripe, and a plain texture—in a bright array of coordinated colors. Stroheim & Romann is also marketing a nylon pile antique velvet for durable upholstery in more formal settings.

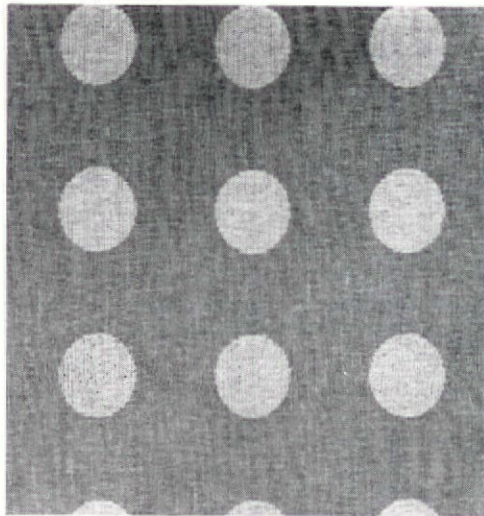
Larger fabric sources, mills and converters as well as jobbers who design for volume business in all fabric markets, are competing successfully in the contract trade. From many such sources fabrics are available at lower prices, and their design quality has become increasingly competitive. Col-

lins & Aikman, for example, is converter to an enormous market from automotive upholstery to plush toy fabrics. Its upholstery line has become more contract-conscious in recent years, and now includes a generous selection of sturdy, low-priced commercial fabrics. The collection includes cotton and rayon Jacquard weaves; nylon damasks and tweeds; correlated stripes and plains in a nylon-acetate-cotton blend; and a formal cotton damask. Eight of the lower priced flat upholsteries are treated with Spot-Shed, a silicone-base finish which repels water-borne stains, at no charge. More expensive fabrics can be treated with Scotchgard at 25 cents a yard.

La France markets only upholstery fabrics and is concentrating on heavy duty blends. New items include Futura, a nylon-cotton-rayon looped pile strié in 17 colors; Random Nylon pile in 13 solid colors; and a flat tweed blend in 12 colors. The blend coordinates with a textured wool. Both are Scotchgarded. La France also specializes in cotton and rayon velvets available in a total of 87 colors as well as an unusual stripe.

Where once only the simplest geometrics were considered appropriate prints for commercial interiors, there is now a profusion of bright new designs—both contemporary and traditional—with the boldness of scale and clarity of color usually required in public areas.

One of the largest uptown sources for tradi-

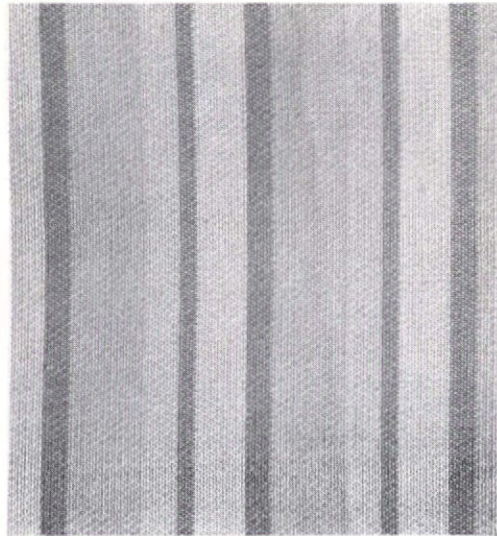


MAHARAM FABRICS offers Casements Unlimited, an aptly titled collection of unusual fabrics with a heavy concentration of Rovana-Verel combinations, Dralon, as well as unusual weaves in linen and cotton. The emphasis is strongly on texture and weave variety, such as this clip dot woven Dralon casement (left), which creates a subtle pattern in both a lighter and heavier version. Available in white, gray, and natural. A crossed-thread square patterned weave (lower left) also comes in a heavier or lighter weight, this unusual fabric in linen-cotton combinations. Circle No. 34.



FEDERAL INDUSTRIES manufacture Federan vinyl upholstery, shown below in the Burnished Antique pattern on the chairs in the main dining room of the Pinnacle Club in New York's Socony-Mobil Building. Circle No. 25.





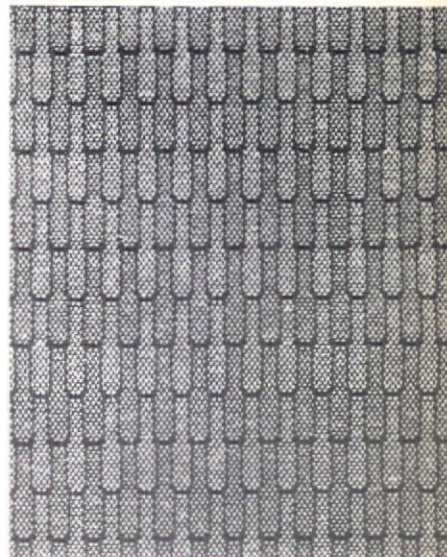
STROHEIM & ROMANN'S new Coordinated Nylon Trio group comprises a vertical stripe (left), a horizontal stripe, and a textured plain in a series of coordinated colors, all upholstery. Circle No. 66.

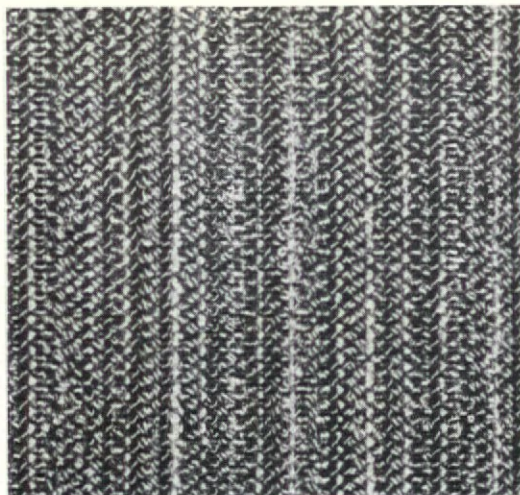
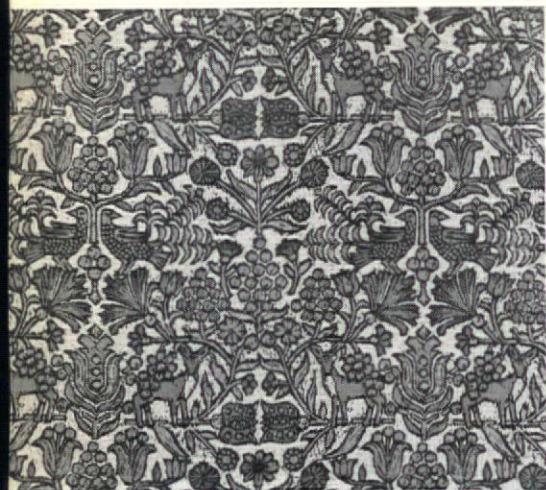
S. M. HEXTER'S colorful array of new prints includes boldly scaled Mosaic (above) hand screened in a stylized pattern on heavy opaque cotton for draperies or upholstery. Circle No. 67.

COLLINS & AIKMAN features competitively priced contract upholstery, particularly in cotton and rayon blends in a variety of weaves, from jacquard to matelassés. A Moorish patterned damask (right) is 100 percent viscose, in 16 colorways. Circle No. 68.

BORIS KROLL expanded its Designer's Collection of contract fabrics with Samos (right), a jacquard weave available in 12 colorways coordinating with the other solids, stripes, and stries in the group. Samos is rayon-nylon-cotton with acrylic backing. Circle No. 69.

FOR THE PROMENADE of the Doral Country Club in Miami, designer Tom Lee used an off-white Dacron sheer from David & Dash for light diffusion at big windows. Circle No. 70.





SENECA TEXTILE features a vast variety of prints, such as Erdenheim (far left), an imaginative over-all pattern with an 11 inch repeat. Fabric is 100 percent cotton sailcloth, screen printed. Circle No. 71.

LA FRANCE concentrates solely on heavy-duty upholstery fabrics for contract use, such as Futura (left), a looped pile strie in rayon-cotton-nylon; 17 colors. Circle No. 30.

SCHUMACHER's beige silk damask was used by designer Henry Sheehan for formalized window treatments in the Colonnade of New York's Delmonico Hotel. Damask covers slub weave fireproofed white Fortisan casements. Circle No. 72.

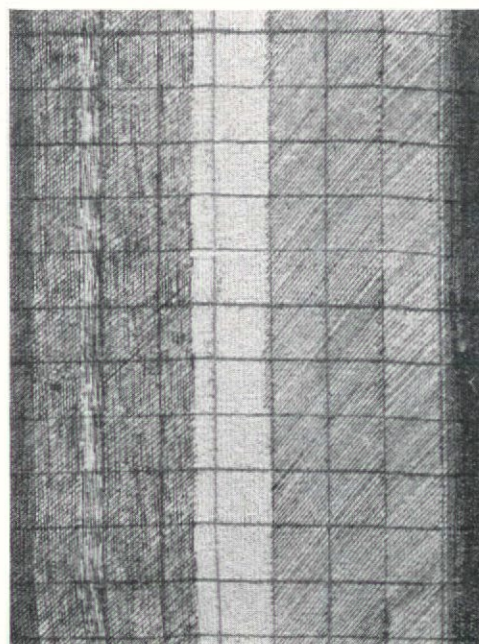
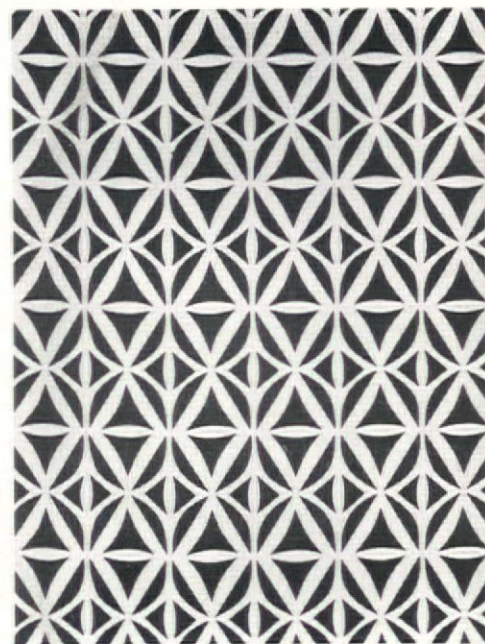
OWENS - CORNING'S new Beta yarn Fiberglas is amply in evidence everywhere in this fall's fabric collections, creating casements of softer hand, greater weave possibilities than previously possible. Circle No. 73.

DAZIAN'S, for example, shows a rich choice of Beta casements in new weaves, including Queen (top right) a coarse lofted fishnet with off-balanced weave adding dimension. Circle No. 74.

KNOLL printed Beta Fiberglas Gauze with a strong black-on-white pattern, Facets, designed by Jason Harvey. Circle No. 75.

SCHUMACHER used regular Fiberglas in an unusual printed casement, Crystal Pen and Ink (bottom right) a graphic lineal pattern combining colored stripes with a black overlay of lines. Cloth is a nubby loose weave. Circle No. 72.

KRAVET used a plain Beta Fiberglas ground for Celtic (bottom, far right) which has an olive green background with a pattern of yellow-and-white daisies in a loose over-all repeat. Circle No. 76.





FABRICS

tional prints is Jofa, who shows close to a hundred new fabrics this year, most of which are exclusive. Its new imports include English screen prints, French damasks, Scottish linen casements, Belgian damasks, and luxurious Italian fabrics. Florals are particularly predominant, on every conceivable ground. Line is completed by such specialty items as a double-faced velvet in 10 colors; heavy upholsteries; damasks in all price ranges; and an enormous choice of velvets.

Riverdale Drapery Fabrics has introduced its Mediterranean collection, a diverse line of sunny prints including florals, stripes, and geometrics. Riverdale also features a wide range of other print collections, on crisp Scotchgarded cottons. These include brilliantly hued Fiord floral; Damask patterned Hermosa; contemporary geometric Harmonie; and Pillement toile.

Seneca Fabrics has one of the largest new groups of prints anywhere, with a heavy concentration of bright florals in both traditional and contemporary styling. A specialty is multi-colored overlapping prints in strong repeat patterns, ideal for motel guestrooms.

S. M. Hexter features brilliant contemporary hand prints. Among them is a 54 inch heavy cotton printed with a new version of Javanese Batik, producing rich over-all patterns in deep exotic colorways. Other Hexter cottons also combine the bright colors and large scale design suitable for contract.

The wildest colors and prints are found at Cohn-Hall-Marx, where the big news is an extensive collection of printed Dacron sheers for contract casements. The Caribee group of gaily colored florals coordinates with three different

stripes: ombre Fantasia, muted Carioca, and Confection, which combines slim stripes with very wide stripes for interesting draping effects. On a new 100 percent Verel, which looks and feels like fine sailcloth, Cohama is printing its many different hand prints, ranging in mood from geometric to traditional. Various matelassés have chinoiserie and tapestry effects, in rich multi-colored designs. A sheer Orlon casement, Linford, comes in 15 colors.

For special contract installations, Cohama will print custom designs in custom colors when yardage warrants. Designs can be developed by the specifier or Cohama's own staff.

Specialty items are also a big part of the contract fabric picture. Cohama, for example, markets a choice group of bedspreads suitable for hotels and motels. Design Tex will make bedspreads from any of their upholstery or heavier drapery fabrics. Joanna Western, manufacturers of window shades, have introduced Shade Toppers, decorative window valances made from shade cloth. These slip over flat curtain rods, and can be used with or without draperies.

News is being made in drapery linings as well. Swarzenbach now uses Eastman's SLR (sunlight resistant) acetate for its Super Chrometta lining. The fabric, available in 11 colors, resists sun rot, mildew, humidity, and fading. Swarzenbach also features self-toned Milium linings, available in 11 colors.

Berkshire-Hathaway is marketing Militone, trade name for its new colored Milium drapery linings. Militone is available in 12 colors and pure white, excellent for use with casements and prints on white grounds. Backing is a cotton cambric. Colored Milium is also available in sateen Militone, colored on custom order only. (C)

FOB: FEDERAL OFFICE BUILDINGS TO YOU; THE GOVERNMENT SPENT \$73 MILLION ON OFFICE FURNITURE FOR THEM IN THE PAST YEAR, AND ITS SPACE REQUIREMENTS ARE SHOOTING UPWARDS HERE AND ABROAD. BY ASH GERECHT

COME on in, the ordering's fine!" A tocsin to this effect could be sounded for the contract furnishings industry, from the federal government. Year after year, this business is growing more important for this industry. Here are some of the trends we've spotted, in our conversations with top federal officials in the procurement and style fields, that can help you gauge the value of federal procurement to the industry's own present and future operations.

The contract furnishings business of the federal government is divided into two sections: Office furniture and furnishings, for the government's millions of square feet of space all over the world; and household furniture and furnishings, mainly for the Defense Department's on-base family housing units.

The yearly volume is now nudging \$100 million. Both office and household furniture categories showed slight increases in the fiscal year ending June 30. For that year, General Services Administration procurement of office furniture was \$73,109,941, compared to fiscal 1962 procurement of \$70,826,963. Household furniture accounted for \$26 million, a half million more than in the preceding year. Together, they totaled \$96,326,963 in fiscal 1962, and rose to \$99,109,941 in fiscal 1963.

The government's office space needs, like industry's, are shooting upward. It's still only at the threshold of an ambitious building program. And where it's not erecting its own buildings, it's leasing footage on a mass scale. Think of new buildings, such as some of the federal office buildings going up in Washington (called FOB's, except that some architectural critics make the F into a sibilant), as demands for 1500 desks and other furniture in proportion, and you can see the impact of federal plans on this industry.

Household furniture volume will grow too, over the long haul. There are some 400,000 units in inventory now. Pressures for more will increase as bases are erected in remote locations to suit the new defense technology; to circumvent racial restrictions on some offbase housing; to meet the Defense Department's inclination for housing it can control, at lower rents, as opposed to off base units. But besides outfitting of new units, there will be the enlarging requirement for replacement furniture, in housing subject to constant turnover of military tenants.

Right now in Europe, for example, there are

thousands of units built in 1948-51 with counterpart funds, which by now are crying for overhaul of their interiors. And replacement of their European goods will need to be made with U.S.-produced furnishings.

Domestic producers will be getting a boost because of just this point. United States balance of payments difficulties, several years old by now, aren't showing signs of withering. This means that offshore procurement of furniture, as well as other items, will be minimal, and United States industry will be paid with domestic dollars for goods needed overseas. Last year, for example, more than \$2 million of carpet went to Europe through the channels of the General Services Administration, the government's main buying agent.

How will this increased volume be obtained from industry? In this field, it's almost all done by advertised bidding. This will continue, with an increase in the percentage, probably infinitesimal compared to the total, because of some other changes which have been taking place in federal procurement.

Procurement procedures

Procurement is handled in several different ways. In general, small orders may be placed directly with a supplier, without competition. Even where it advertises for bids, the government will not have specifications for some items where total volume isn't large—schoolroom furniture, for instance, which GSA procures. But most of what the government buys is to its specifications. GSA has made significant expansions in its Federal Supply Schedules.

Pieces, types, and kinds are added as demand for them comes along. Take the well-received new line of executive office furniture GSA has introduced (CONTRACT, August 1963). The user-agencies have asked for a telephone table so a telephone table is being added.

When items are in the Federal Supply Schedule, user-agencies can order what they need directly from these firms that have the award for that current period, at a stated price, and will be shipped it directly. However, when the volume runs above \$25,000—as it does with the outfitting of the new large federal office buildings the procurement must go out on a one-time award basis.

The other main procurement line, for GSA, is term contracts, under which it buys items for



CONTEMPORARY architecture is the trend in federal office buildings abroad, and the interiors are designed and furnished accordingly. Photo above: the visa section in the new American Embassy office building in London. Photo left: the cafeteria in the State Department's London office building. Photos by Baltazar Korab.



THE SALON in the U.S. embassy residence, New Delhi, India, is an outstanding example of the work done by the State Department's interior design staff, under the direction of Anita Moller, its chief interior designer.

FEDERAL OFFICE BUILDINGS

warehousing from suppliers for a given period, and then ships on order to the user-agencies. Office desks, for instance, are handled in this fashion, with the warehouse operating on a basis of two months' needs in stock and one month's on order.

Actual government needs can't be estimated precisely. This is due to the vagaries of, first, congressional authorization and appropriation of the requested funds, and second, Budget Bureau release of the funds to the agencies. This year, for example, Congress has been more than usually slow in moving appropriations bills through. The consequences have been felt in contract furniture procurement. And historically, the fourth quarter of the fiscal year (April-June) sees the most frenzied ordering by users as they try to commit their funds before the year ends.

The emphasis in procurement right now is in getting items that are on the Federal Supply Schedule or GSA stock, rather than specially ordered non-specification goods when the other is available. Not all users are subject by fiat to this trend, but even the exempt ones are using more Schedule items as the Schedule expands. The new executive office furniture is getting praises from notably independent federal decorators, and orders.

(GSA placed a hefty \$500,000 minimum business guaranty for this new line when it went out for bids and was gratified to find that agencies topped the minimum with their orders within three months.)

Helping to press this emphasis on specification contract furnishings and furniture is the change in the interior designer set-up at GSA.

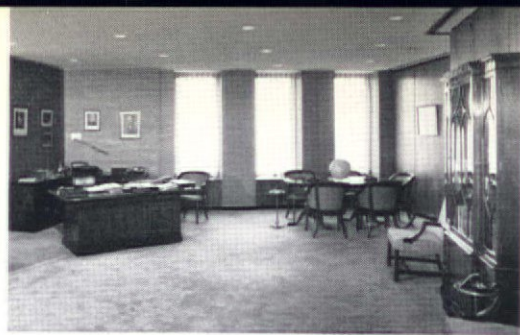
GSA's Public Buildings Service originally had three designers, doing special jobs for federal agencies—executive offices, hospitals, public areas

—as they requested them. A good deal of its procurement for these jobs was non-specification, non-Schedule items from industry's commercial lines. This section, with some personnel change, is part of the six-designer staff now in GSA's Federal Supply Service, headed by Dudley Brown, AID, program coordinator, and directly under control of J.P. O'Connor, a one-time Montgomery Ward regional merchandise manager who is chief of the National Buying Division's furniture and furnishings branch.

Supply Service activities

The expanded staff is doing work for agencies all over the country—and overseas. The branch is sending one designer-decorator to Europe on a full time basis to function out of its Sembach, Germany, showrooms. It has its lines and model rooms on display there, for European offices and housing of the federal government. The designers are now using only a minimum of non-Schedule furniture as icing on the cake. And their work is expanding. It's not only world wide, but there's an evident trend to using the in-house staff rather than outside counsel. A current example of the latter is the Federal Aviation Agency's hiring of Designs for Business, Inc., to do its much-heralded new headquarters building here, FOB 10, for a \$100,000-plus fee. Another recent one was the State Department's new headquarters, here, with a similar tab. Both make use of a good deal of Schedule furniture and furnishings.

Expansion of the Federal Schedule doesn't meet with unanimous approval, any more than you can expect unanimity from interior designers on almost any subject. But there has been noticeable growth. The Supply Service staff now tells users what drapery materials to buy (these are



AT DULLES INTERNATIONAL AIRPORT, Herman Miller seating was selected for waiting area (above) in keeping with the contemporary architecture. Federal Deposit Insurance Corp. specifies traditional in its new office building in Washington, D.C. In chairman's office (above right) and board room (right) most furniture is by Kittinger. Carpeting in both rooms is from Spinning Wheel.

bought and made up on local order, then). It carries 180 different samples of carpet to choose from, with more than four-fifths of the orders coming for all-wool.

The only contract element still on a Qualified Products List, because of engineering demands, is lamps. There's continuing discontent with the style of present lamp lines, but until the engineers drop their insistence on technical features, the QPL for this is likely to stay. To be eligible, producers must have their items approved by a laboratory, and the cost and routine reduce the number of would-be bidders.

From a fashion viewpoint, the general trend in federal procurement is to modern. But a range exists, just as it does in the architecture, from the eclectic style of the Rayburn House Office Building, where the procurement will be under control of the Capitol Architect, to the traditional of the new Federal Deposit Insurance Corporation building, to the modern of FAA's Dulles Airport and new headquarters.

Lining up government contracts

From a business viewpoint, it's likely to be just as tough or just as easy for a contract furniture firm to obtain federal contracts in the future as it is now. The best place to start is one of the GSA Business Service Centers, spotted all over the country. You end up learning some of the ropes in Mr. O'Connor's well-appointed office, which is furnished in the new executive line. You'll have to be willing to produce to federal specifications and accept federal quality inspections. If you're new, and it's a major production item, you'll have to be willing to take the risk that you can amortize the tooling-up costs it will take. A major reason for some firms taking awards for staples year

after year is that they've been able to amortize their production costs during the years they've been handling the federal volume. A corollary of this, of course, is that if you get a federal contract for a staple, your chances of getting the next one, and the one after that, become increasingly better.

The expected increase in export business should be no obstacle; GSA has this all taken care of. It ships out of New York, New Orleans, San Francisco, and Seattle, where it prepares the goods for export. There's no appreciable amount of factory export-pack, except for carpeting.

Small business and depressed-area set-asides are likely to continue. The first, particularly, is of little impact in the furniture field; most manufacturers classify as small business, in the federal definition.

Industry cooperation? That's "pretty good," says Mr. O'Connor. He goes to all the markets to keep up with what's new and talks to a good many manufacturers in and out of his office.

A rundown on some of the points made by the various federal agencies that play a major role in procurement. General Services Administration is buying more modern furniture, because users prefer the simplicity of line. It is buying case goods without drawer handles, because these pieces are easier to ship. User-agencies have not yet taken to nylon carpeting. The Army has standardized on three carpet colors—beige, green, and rose. The Air Force has some dozen and a half colors, for its housing carpet. Navy doesn't put its foot down so hard. GSA is now using exclusively foam cushions in its household furniture. It's stepped up the spec on its steel furniture to take advantage of improvements there.

Federal Aviation Agency sees itself as a leader in introducing better design and better-func-



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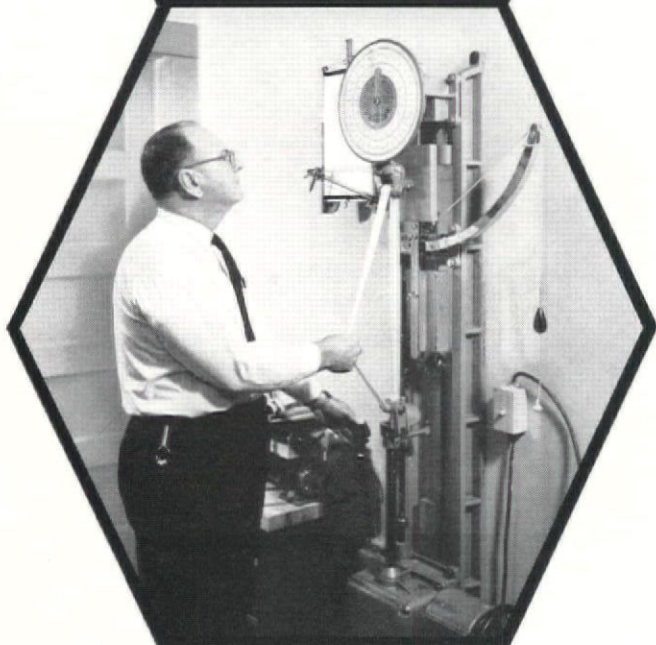
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Circle No. 30 on product information card

FEDERAL OFFICE BUILDINGS

tioning furniture into government offices. It has a new building in Atlanta, a new one going up in Honolulu, plus the one here (described as colorful and functional), which may have a spreading impact on federal decoration of its many structures.

Veterans Administration feels the "austerity" pinch of new budgets in its hospitals, in wall and floor treatments. It does more with textures, in these fields, than color, using color for mass effect, says Mrs. Mildred Trimble of its design service. Preferences are for textured surface vinyl wall-coverings, rather than plain ones, since they won't show scars so much. Most of the floors are done in vinyl asbestos. Asphalt tile isn't being used any more. An increasing trend toward keying hospital corridors with different color lines leading to various areas precludes design on the floors. In wallcoverings, there's much praise for the manufacturers, for the money they've spent in improving their lines and for their willingness to cooperate with the government in meeting its needs.

VA's trend is to modern furniture, says its interior designer, Mrs. Dorothea VanDemark. All its new hospitals are modern in architectural style. VA is free to go into the open market for its needs, but tries to use GSA Schedule. It tries to keep purchases within minimum order limitations so that it can buy directly, rather than going out on bids. Bright, attractive colors are preferred for hospitals.

VA uses few pictures and employs draperies as simple panels. It avoids plain wood tops or glass for its casepieces, using plastic tops instead. It uses vinyl plastic upholstery for both hospitals and offices. One need seen here, as it is elsewhere in government, is for good hospital lamps.

At VA, as elsewhere, there's an expressed welcome for new things, and the door is open for salesmen to come in and show their lines.

At the State Department, where Miss Anita Moller is chief interior designer, interior design service, Foreign Building Operations, handling residences and office buildings all over the world, the trend in office furniture is also to contemporary, since new buildings are modern in design. But there's great variation in the residences.

Offices use mostly GSA Schedule furniture, except for general public and ambassadorial areas, where State does its own planning. Normally it goes out on bids by letter. It has authority to negotiate contracts. It gets its own funds for its buildings from Congress.

State Dept. housing has been done individually, but it's giving some thought to doing the work by contract. It doesn't use GSA much in this field. It's buying American wherever it can. Export pack is no problem; if a firm doesn't do this, State can handle it. (C)

New marketing service

CLOSE LIAISON WITH 200 DESIGNERS AND ARCHITECTS IN CHICAGO AREA BEING PROVIDED BY MILES & ASSOC.

CHARLES S. Miles & Associates, which was established recently to provide specialized marketing services for the contract industry in the Chicago area, is already providing a product detailing service for a number of nationally known firms in the furnishing field. According to Charles S. Miles, president, its clients now include Jack Lenor Larsen, fabrics, Katzenbach & Warren, wallcoverings; Earl Koehler, Century Lighting, Inc., architectural lighting; Souther Distributors, B. F. Goodrich, and Laminating Services, Inc., wallcoverings; Jo Mead, accessories; Charles L. Orr, sales representatives for Costa Mesa Furniture, Grand Rapids Partitions, Affiliated Craftsmen, Hugh Acton (furniture), Sun Vertikal Blinds, Vista Furniture Co., Fixtures Mfg. Co. (furniture), Dehner Co., and Ford Vinyl Fabrics.

Purpose of the Miles Marketing Service is basically to increase personal communication with the designer and to reduce the manufacturer's selling cost by providing liaison between the manufacturers and 200 designers and architects in the Chicago area. Mr. Miles estimates that the average sales call costs the manufacturer \$25, assuming that the salesman averages six sales calls a day. The Miles marketing service fee to the manufacturer, for only a tiny fraction of the sum mentioned, places the manufacturer's complete catalogs in the designer's offices; organizes the literature in the designer's office; keeps the literature up to date.

By acting as the manufacturer's "detail man," the Miles service renders the salesman more effective, bringing him to bear on the client only when his call is actually wanted, or in other words, when the designer is ready to order or specify.

In addition to the minimum service of placing the product literature and organizing the designer's library, Miles also undertakes complete product presentations for the manufacturer, arranges for appointments and follow-up visits by sales representatives, explains the manufacturer's plant facilities for standard and custom production, and, in general, acts as a main pipeline for information and pre-sales contacts.

Designers and architects receive the Miles services free of charge, provided that they qualify for it. Miles & Associates screens its architect and designer lists carefully to make sure

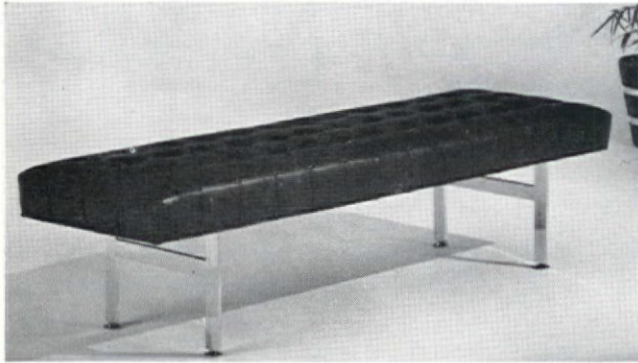


Model library of Miles looseleaf catalogs and manufacturers' literature, as set up in one of the design firms serviced by this new Chicago consulting organization.

that the recipients of the service design commercial interiors primarily, and that they employ designers who either purchase or specify for such interiors. They must also agree to give the Miles personnel free access to the library of catalogs and manufacturers' literature supplied by the service in order to assure that the latter are complete and up-to-date. Designers have already observed, according to Mr. Miles, that the marketing service cuts down on unnecessary sales calls—a nuisance to the designer and unrewarding to the salesman.

Miles has made up seven looseleaf binders containing manufacturers' product literature organized into the following categories: Furniture, Fabrics, Floorcoverings, Wallcoverings, Lighting, Accessories, Craftsmen. Together, these provide the architectural and design offices that the firm contacts with a comprehensive, up-to-the-minute sets of reference materials, provided without cost. In its own offices, Miles & Associates also maintains a central reference library for phone and mail inquiries from interior designers which contains hundreds of catalogs. Contract furnishings manufacturers, whether or not they subscribe to the service, are invited to send their catalogs and literature to the Miles Marketing Service, located at 205 West Wacker, Chicago 6, Illinois. (C)

CONTRACT PRODUCTS AND SERVICES



Architectural bench series

Light scaling and architectural simplicity distinguish a new bench series by Monarch Furniture Co. Part of the recently introduced Blue Print Collection, the bench has buttonless tufted upholstery over foam rubber filled seat. Base is polished chrome. Four widths are available—27, 49, 63, and 72 inches, in 16-inch height, 18-inch depth.

Circle No. 55 on product information card



Mirrored tortoise shell

Expanding its use of tortoise shell finish, first used in mirror frames, La Barge Mirrors, Inc. is now supplying mirrors in squares and sheets with the tortoise shell finish permanently captured within the glass. New tints, in addition to the brown and gold, have been added: aqua, rose, gold, sapphire. Application of the mirrors, which come in four thicknesses, includes desk and table tops and wall areas.

Circle No. 77 on product information card

Lead crystal lighting fixture

Three-pendant fixture of sparking lead crystal is from the Chandeline signature collection by Prescolite Mfg. Corp., and is ideal for areas requiring deep angle lighting. Available from Prescolite is a 20-page brochure of fixtures, this one included, designed by internationally known lighting designers.

Circle No. 78 on product information card

Clarín's Forum seating

Clarín Mfg. Co. has added another dimension to its public seating line with the development of the Forum, expressly designed for double and triple duty lecture halls, auditoriums, meeting rooms. Based on the popular Sculptura fixed-floor-and-riser chairs, the Forum has the convenient addition of a drop-side tablet arm. Its shell, gracefully fluted on the mid-section, has upholstered backrest and seat and is attached to a horizontal crossbar. Shells, tablet arms, and other attachments will be standard. Bases will be adapted to specific situations, such as inclined floors, risers, stationary installations, and will also be made up as portable units. The shell is available in six decorator colors, and when combined with the variety of upholstery choices 88 different color combinations are possible.

Circle No. 48 on product information card



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-striped 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.

Mail coupon below for further information—

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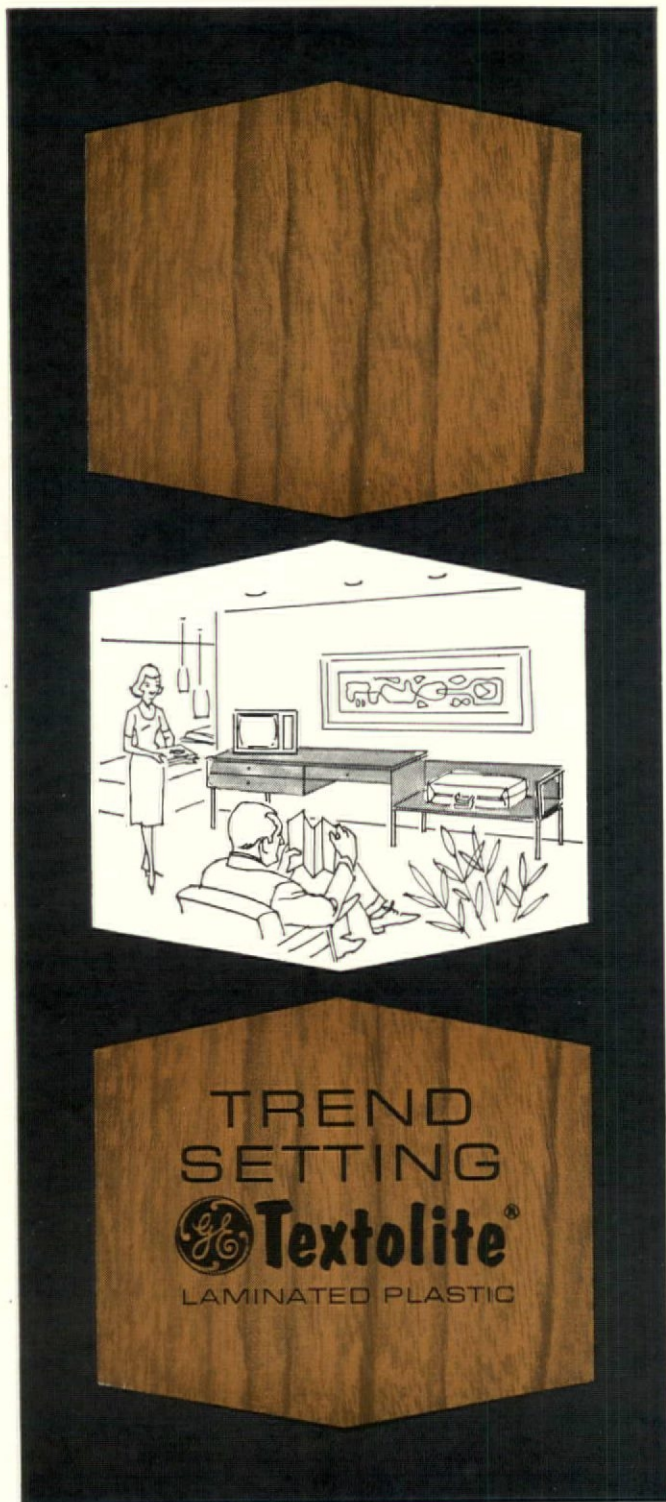
Contract Division, Dept. C-1163, Martinsville, Virginia
Please send me catalog on your contract groupings. (50c enclosed)

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Specify G-E Textolite and enjoy the design latitude of an exciting collection of new solid colors and wood-grain patterns. Enjoy the maintenance-free advantages, too. Available for specification through leading contract furniture manufacturers. Write for samples.

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 Send samples of G-E Textolite® laminated plastic.
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Circle No. 32 on product information card

PRODUCTS & SERVICES

CONTINUED

Modern captain's chair

Modern captain's chair by Astra Bent Wood Furniture Co. is made entirely of solid hard rock maple and is furnished in a wide variety of finishes, including ebony, with or without upholstered seat



and back rail. Legs are fitted with brass ferrules. For durability, joints are steel-pinned at points of stress, while double center stretchers provide extra strength. Saddled seat is carved from 1 1/2 inch stock and measures 19 inches wide, 17 inches deep. Over-all width of chair is 23 1/2 inches.

Circle No. 2 on product information card

New fabrics by Collins & Aikman

Collins & Aikman's Cavel Division has developed a new collection of seven flat fabrics to be marketed with the firm's Spot-Shed stain-repellent finish. The new fabrics, which are of Early American, contemporary and modern designs, will each be available in 18 colors.

Circle No. 68 on product information card



World's
Largest
Exporter of
**BENTWOOD
CHAIRS**

Sold only thru authorized Importers.
Write for list to:
EMJAY INC., 303 W. 42 St., New York 36, N. Y.
K/D IMPORTERS: Valuable territories still open!

Circle No. 44 on product information card



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All under one roof, a touch-and-know, 3-dimensional "library" of exhibits . . . products . . . structural systems . . . ideas and trends in functional settings—when . . . while . . . and as they begin to happen combined with authoritative, thorough industry service, including industry-wide research, reports, bulletins, source data . . . seminars and lectures.

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Request sample information on professional letterhead

PRODUCTS & SERVICES

CONTINUED

Frederik Lunning clock

Large roman numerals form an attractive pattern in a new clock by Frederik Lunning. Designed by



Henning Koppel, the clock is constructed of white matte melamine, a practical and contrasting ground for the numerals and hands. Diameter is 10 $\frac{5}{8}$ inches.

Circle No. 82 on product information card

Landscape lease plan

Landscape Leasing, Inc., offers a service to commercial, public, and private enterprises whereby full grown trees are secured on contract. This "instant landscape" plan allows developers and architects to provide completed landscapes in instances

Albert Parvin Co. chooses



for famous Sahara
Hotel, Las Vegas.

Virtue commercial dining furniture meets the most exacting requirements of the nation's finest clubs and restaurants. Satisfaction is guaranteed and backed by an organization noted for performance and ability to deliver on schedule. Send for full line catalog as well as information on custom service.



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Custom Orders to Design Specifications

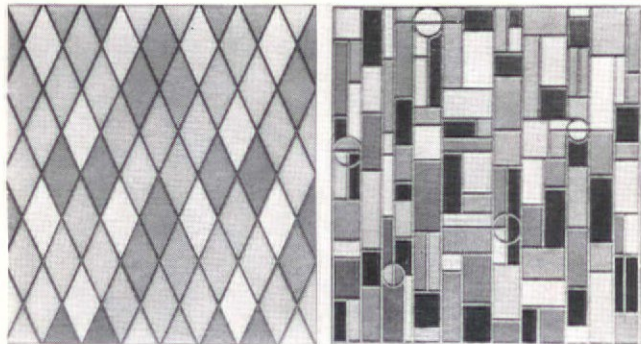
Circle No. 35 on product information card

where large capital investments in sidewalk excavation, trees, and maintenance for newly constructed projects is not immediately feasible. Contract provides for the initial planning and landscape design, planting, and maintenance program whereby trees are trimmed, watered, and guaranteed to remain in full foliage. Trees are supplied to suit climatic conditions and local municipal requirements. The service is available in the west and also includes the privilege of purchasing leased trees by the lessee if desired at a later date. Cost for average lease program ranges from 10 to 25 cents per tree per day, according to Landscape Leasing.

Circle No. 83 on product information card

Coltra Glass by Century

A hand-leaded glass effect is achieved by Coltra Glass, a product of Century Industries, Inc. Available in 24 by 26 inch panels, Coltra Glass can



easily be cut to size with an ordinary glass cutter. Two patterns shown here are Harlequin Yellow, in gold and blue-green tones in traditional diamond pattern, and Contemporary Blue, a random pattern in blue, magenta, and frosty white.

Circle No. 84 on product information card

Dormitory unit by Beautycraft

The Collegian, a compact unit designed for dormitories by Beautycraft Furniture Industries, is



primarily a dual-purpose sleep unit, yet expands its function by the addition of a student desk with a large writing surface, an accessory drawer, and a book shelf. Beneath, three large drawers provide handy storage space. The unit converts easily from day to night time use.

Circle No. 85 on product information card

Circle No. 36 on product information card →

PARKWOOD HOMELINE

Parkwood's special laminate for kitchen, bathroom, and other domestic uses. Three series of subtle patterns, each group in exciting contemporary colors which will blend harmoniously with other nationally available kitchen and bathroom products and equipment. All Homeline items correlate closely with Parkwood Cabinet-35 laminate for cabinetry.

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A handsome series of six Parkwood Superwood reproductions selected exclusively for vertical cabinetry. The .035" thickness is economically and physically suited for vertical surfacing. The extremely flat "Partex" finish closely simulates hand rubbed finishes. Also available for domestic use is Parkwood Cabinet-liner, a decorative balancing sheet in a beige color for cabinet interiors and door backs.

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COMFORT and
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 Fifteen stocked models, plus
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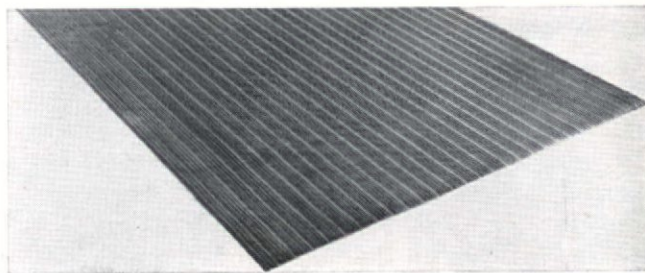
Circle No. 37 on product information card

PRODUCTS & SERVICES

CONTINUED

Musson's reversible fatigue matting

R.C. Musson Rubber Co.'s new vinyl sponge fatigue matting has a wide-ribbed top surface and a smooth, heavy gauge plastic sheet back. It is reversible, usable with either side up, and its one-piece construction makes it less expensive than fabricated two-piece types. Matting is $\frac{1}{4}$ inches thick, in 36 or 48 inch widths, and is available in



cut lengths or rolls of approximately 60 feet. Resistant properties of the vinyl sponge material make it virtually impervious to grease, oils, and most chemicals. Colors are black, brown, gray, and burnt orange.

Circle No. 86 on product information card



Distinctive imported chandeliers
by Elite

A diversified line of lighting fixtures. Artistically designed for decorative and functional requirements.



Elite COMPANY, INC.
 111 West 22nd Street
 New York, N. Y. 10011

Long a leader in the field of imported chandeliers.

Circle No. 38 on product information card

Gasser dining-lounge chair

A new dining-lounge chair by Gasser Chair Co. is being introduced at this month's National Hotel and Motel Exposition, New York City. Fully up-



holstered in simulated leather, with diamond tufting on the back, the new model has optional features—swivel base, rocker-swivel base, and goldball casters. The chair is heavily padded, with 2 inch foam on the inside and backrest, and 4 inch fabricated foam seat cushion.

Circle No. 33 on product information card

Jet Comfort by Taylor

Taylor Chair Co. has created a series of office chairs called Jet Comfort, applying the contoured foam upholstery used by jet airliners in their first-class seating. The Jet Comfort posture chairs are



a combination of metal and walnut open arm frames. Choice of satin or mirror finish is available with walnut parts in either oil or lacquer. Upholstery may be all fabric, or a combination of vinyl or leather with inside back and seat top in fabric. The chairs shown here are two of a group of posture, swivel, arm or guest chairs in either metal pedestals or walnut legs. Brochure describing the complete Jet Comfort collection is available.

Circle No. 87 on product information card

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

Circle No. 39 on product information card →

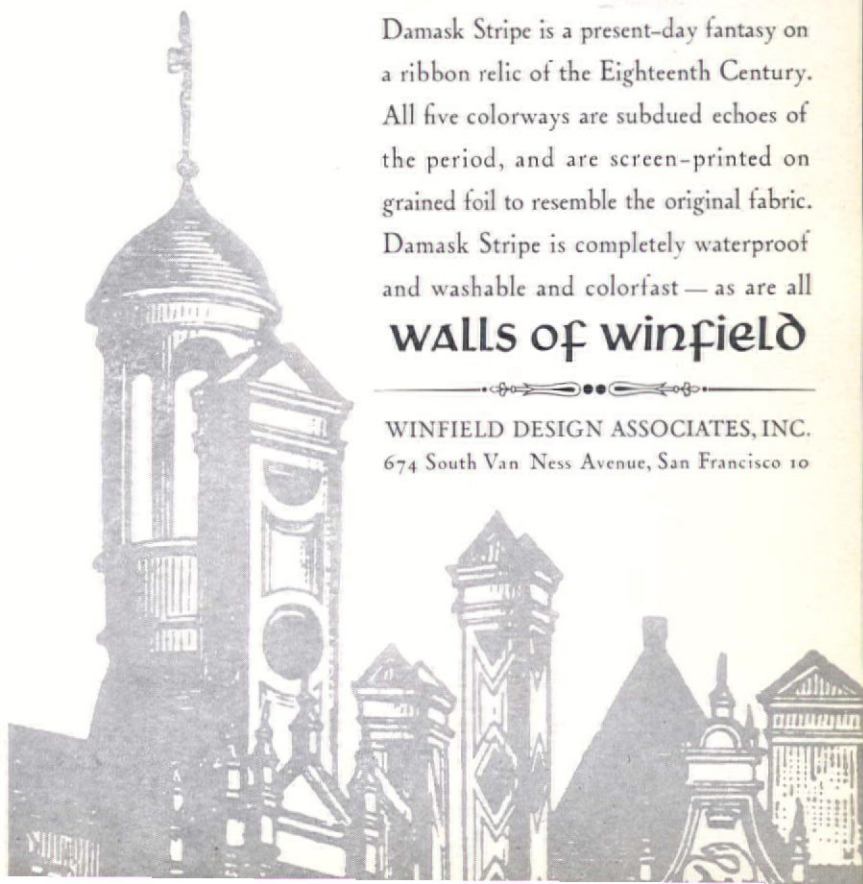


Damask Stripe from the Screen Print Collection

Damask Stripe is a present-day fantasy on a ribbon relic of the Eighteenth Century. All five colorways are subdued echoes of the period, and are screen-printed on grained foil to resemble the original fabric. Damask Stripe is completely waterproof and washable and colorfast — as are all

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Send for FOLIO R-1 on professional stationery.

PRODUCTS & SERVICES

CONTINUED

Scandinavian-designed side chair

Teak and oxhide are combined with simple yet elegant lines in this side chair, designed for Fredrik Lunning's Scandinavian collection by Torbjorn Afdal. Teak frame has a hand-rubbed, natural



finish, highlighting its fine grain. The seat, shown here in oxhide, either natural or dyed, can also be upholstered in choice of Scandinavian fabrics.

Circle No. 88 on product information card

Wood-folding partitions by Panelfold

Panelfold Doors Inc. has created a new line of heavy-duty wood-folding partitions, constructed on eight-inch-wide panels of laminated solid wood block core and faced with wood veneers of cherry, maple, mahogany, walnut, oak, birch, pine, or ash. The new line incorporates ball-bearing wheels for easy, quiet operation and a hinge that allows



complete alignment of panels and protects panel edges. The partitions are designed to stack in one inch per opening foot. Adams-Rite steel, automatic latches are standard equipment.

Circle No. 89 on product information card

← Circle No. 40 on product information card

Vinyl tile in chip pattern

Pebbled Onyx is the new random-chip pattern developed by Azrock Floor Products for its vinyl

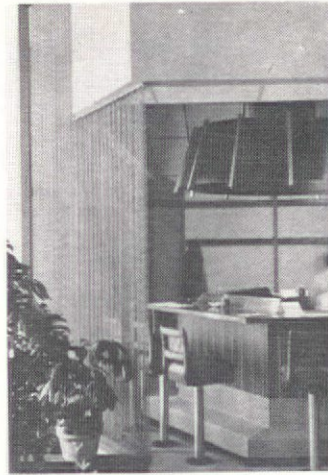


asbestos tile line. The floor tile has three-dimension effect created by use of large chips of translucent vinyl encasing fine chips of actual marble. Background is tinted white with color accents in onyx, brown, and stark white. The chip patterning is deeply imbedded, and a subtly textured surface helps conceal dents and marks. It is greaseproof, stain and alkali resistant. Standard size is 9 by 9 inches in 1/8 inch gauge, with 12-inch squares available for quantity orders.

Circle No. 90 on product information card

Circle No. 91 on product information card

NEW!



GENERAL DRAPERY WALLS

*Fireproof! Soilproof!
Flexible as fabric!
In beautiful decorator
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*Made and installed
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- Woven-wire construction in various size mesh or gauge.
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Conversation Piece

Our new Contract E sofa will be subject to many lengthy discussions—it comes in 2, 4, 5, 6, 7 (shown), 8 and 9-foot lengths. Jules Heumann designed it to look beautiful with one arm, two arms, or none at all. Attached foam and dacron seats and backs. Countless fabrics, vinyl coverings or top-grain leather. Did you notice the legs? They're aluminum, polished or anodized, with adjustable glides. Write for free Contract catalog, or send \$1 for the complete catalog. Dept. C24, Metropolitan Furniture Corporation, 950 Linden Avenue, So. San Francisco, California.

Circle No. 41 on product information card

METROPOLITAN 

Circle No. 42 on product information card

Thoroughbred dining chairs by Moller out of Denmark. In Bangkok teak or rosewood, oil finish. Braided or upholstered in oxford, imitation leather or muslin. For Designer's Folio, write Dept. 20. In U.S., exclusively at



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OF COPENHAGEN, INC.

225 POST STREET, SAN FRANCISCO 8, CALIFORNIA

PRODUCTS & SERVICES

CONTINUED

Porcelain office accessories

Porcelain sand jars, in three different designs by Hyalyn Porcelain, Inc., may also be used as umbrella stands. Each comes in six decorator colors: white, black, absinthe green, spruce green, brown,



and burnt orange. As sand jars, a three inch deep sand tray is included. For use as umbrella stands, a styrofoam pad is placed in the bottom.

Circle No. 92 on product information card

functional beauty of design

Tastefully fulfills the aesthetic as well as the practical needs of today's secretary.

Modified 1918 Secretarial Desk with return — 1918 Double Pedestal Desk (rear)

Write for new decorators catalog.

Frank Scerbo & Sons, Inc.

140 Plymouth Street, Brooklyn 1, N. Y.

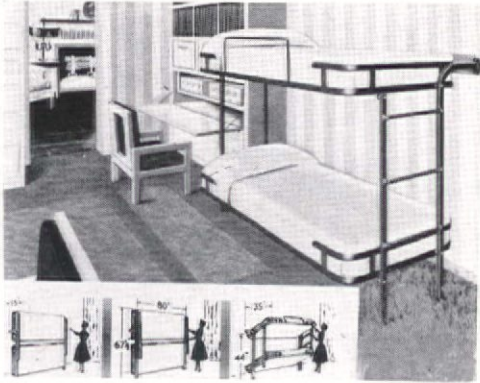
ULster 2-5959



Circle No. 43 on product information card

Space-saving bunk beds

Skipper Bunk Beds designed by Furniture Dynamics, Inc., are space-saving units that provide two full-sized bunk beds yet fold into storage position with only a 13-inch projection into the room, freeing space for daytime activities. Fin-



ished in coppertone baked enamel, the bunk beds are installed with two floor and four wall, or post, screws. The frame is square tubing of 16-gauge welded steel, with head and foot bars, counter-balanced assembly, built-in ladder, and protective rail. Beds operate on nylon bearings which require no oil. A simple hand-lock secures bed and bedding when returned to vertical storage position. Beds come complete with Zig-Zag springs, optional mattresses.

Circle No. 94 on product information card

Is **armstrong** furniture cheap?

YES!

Because it lasts so much longer



We must caution you about the No. 482 chairs illustrated. You will be tempted to use them in the reception area, in conference rooms, and in the executive offices. It may become a little repetitious, however. Besides, we have many, many others to choose from. There's variety, eye-appeal and rugged quality in every chair. Send for our catalog.

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STEEL INTERIOR FRAMES

TEXTURED PLASTIC TOPS
WALNUT EXTERIORS

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of
holland michigan

brochure
on
request

PRODUCTS & SERVICES

CONTINUED

Lightolier's Lumilon lamps

Uncluttered and softer lines form a clean architectural silhouette in Lightolier's newest addition to its Lumilon line of desk and table lamps. Carefully engineered, a one-piece Evenglo shade diffuser eliminates eye-straining peripheral shad-



ows. Plastic shades are available in a choice of striated or linen-textured pattern and are quickly and easily removed for cleaning. The sculptured cast-metal base is offered in a wide variety of either vivid or muted colors.

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At your service . . .

GREEFF'S CONTRACT DIVISION

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

Greeff
FABRICS and WALLPAPERS

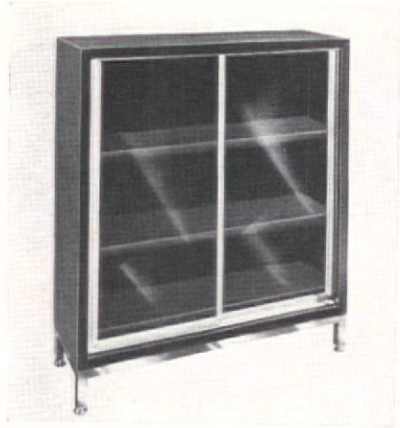


Showrooms: New York • Port Chester • Boston • Philadelphia • Chicago • Los Angeles • San Francisco

Circle No. 47 on product information card

Office bookcases

New steel top bookcases by Browne-Morse match the firm's FM line of modern office furniture. Bookcases feature adjustable shelves, come in a

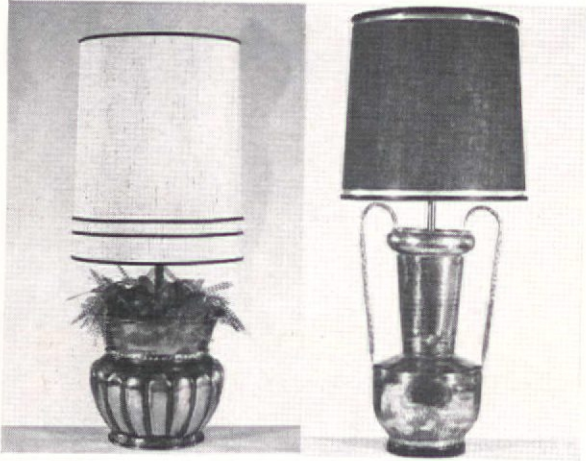


number of colors, and are available with or without sliding glass doors. Set on 5-inch high leg frame base with a polished chrome finish, bookcase comes in two widths, 35 and 47 inches, and in 30 and 36 inch heights. Shelves are 9 inches deep.

Circle No. 96 on product information card

Etruscan adaptations

Etruscan artifacts inspired a new collection of copper lamps designed by Tony Paul for Majestic Lamp Mfg. Corp., and each lamp base is painstakingly hand-hammered in Italy by native crafts-



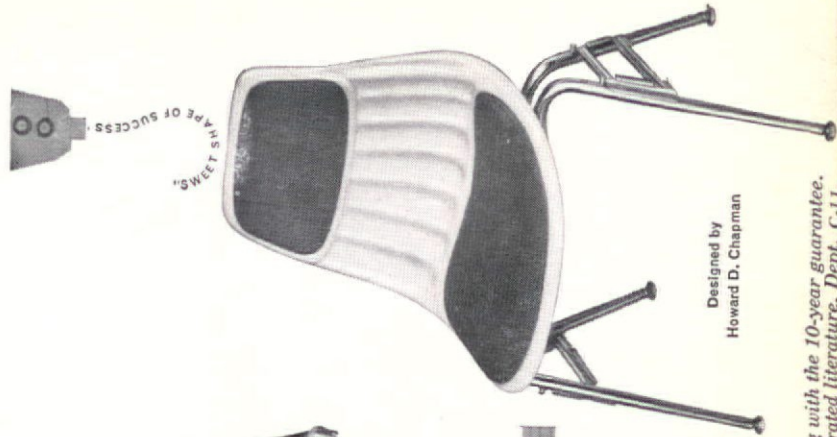
men. The lamp on the left, an adaptation of an Etruscan vase, stands 39 inches tall. The hand-hammered base is in black-toned copper with a deep planter included. The shade is in beige fabric. On the right, also in copper with black tones, is a table lamp fashioned after a tall, handled vase. The black fabric shade has copper trim; over-all height is 47 inches. Both models have 8-inch reflector globes and 3-way sockets.

Circle No. 97 on product information card

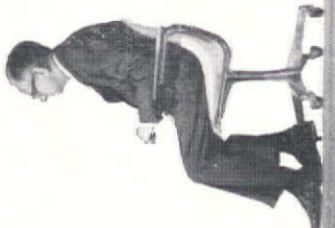
Credit for U.S. Plywood

The handsome bank installation photo used on our September cover should have been credited to U.S. Plywood. Surfacing wall and counter is the firm's Algoma architectural teak.

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Designed by
Howard D. Chapman



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

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

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OFFICES THROUGHOUT THE COUNTRY

SEND FOR INFORMATION

MANUFACTURERS'

LITERATURE

The Lunning Collection of Scandinavian furniture is a broad but selective cross-section of contemporary quality work by Scandinavian designers and craftsmen. Frederik Lunning's new brochure concentrates on furniture—chairs, tables, cabinets, office grouping—supplemented by a selection of lamps, area rugs, and fabrics. The work of a dozen or more leading designers is represented in the collection, among them are Hans Wegner and Finn Juhl. A keyed price list for the catalog, No. 63, is also available.

Circle No. 88 on product information card

New modular sectional tables are described and illustrated in a new brochure from Chicago Hardware Foundry Co. Economical use of space is provided since seats are attached to the table structure, eliminating chair legs. The seats swing under the table when not in use. One basic section includes four legs, table top, and seats for four, six, or eight persons. Additional modular sections can be added.

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NEW IMPACT '70 SERIES A SHOCKER

Determination to rock our competition led us to develop 18 unbelievably versatile, co-ordinated pieces and an amazing new technique to cut installation time 50%. Strict quality control insures beautiful furniture—at

the best price on the market. The very best price! And nothing else like Impact '70 is available. Nothing! Please write for details we can't reveal here, catalog and prices. Hotel - Motel Division, Hooker Furniture Corporation, Martinsville, Virginia.

HOOKEER



IMPACT '70
Hotel-Motel Series
in Espresso Walnut.
Walnut grain textured
plastic tops.

Circle No. 50 on product information card

Dependable Furniture Co.'s new spiral-bound catalog illustrates a new and wide line of contract furniture. Sofas, armchairs, side chairs, lounge chairs, swivel desk chairs, benches, and tables reflect several design styles from traditional to contemporary for use in offices, lounges and reception areas, conference rooms. Samples of vinyl and leather upholstery materials are included in a special section.

Circle No. 99 on product information card

Parquet samples of the hardwoods and finishes used in Mutschler Brothers Co.'s storage units are now available in a kit for Mutschler dealers. Each six-piece parquet sample is backed by a single piece of the same wood and finish. Samples are 7½ by 10 inches.

Circle No. 100 on product information card

Fritz Hansen Inc. has just issued its newest edition of the FritzHansen catalog-book, a 108-page hardbound book of Danish furniture which displays quality pieces by well-known Danish designers such as Arne Jacobsen and Hans J. Wegner. Along with product photos, the catalog shows the successful application of the furniture in contract installations both in this country and abroad. Price of the catalog-book is \$2.

Circle No. 101 on product information card

Winfield Design Associates has compiled a new and complete sample book on its Shadow Print collection of wallcoverings. The five patterns in the collection are screen-printed on foil. Each pattern comes in a number of colorways, many color-coordinated with plain-textured foils.

Circle No. 39 on product information card

News covering furnishing production and designs for mass housing units, planes, boats, and other contract fields will be included in No-Sag Spring Co.'s eight-page publication, "No-Sag News." The periodical is also expanding coverage on manufacturers, retailers, and designers, and will include specific information on production techniques, designs, and retailing abroad. "No-Sag News" is distributed bi-monthly free of charge to furniture manufacturers, designers, and retailers and is available on request.

Circle No. 102 on product information card

Rockland Mills has distributed 65,000 kits offering aids for the promotion of Roc-Lon, a new all-white insulated drapery lining. Each kit, available to distributors and retailers, reviews the research program that led to the development of the lining, lists its retailers, and contains comments from users, as well as selling and publicity aids.

Circle No. 103 on product information card

PALLADIO CONTRACTS

offers
its custom
design
service

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

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



Plaque Designed for Madison Hotel, Washington, D. C. — Decor by Straus Duparquet

Circle No. 51 on product information card →

**MIGHTY
COMFORTABLE**



Conventional chairs will have to take a back seat to this new Gasser Dining-Lounge. Here is mastery of comfort by craftsmanship. The depths of its heavily padded, low-slung swivel seat . . . the floating wrap-around back rest that "gives" and the difficult-to-produce diamond tufted upholstery create an experience in *complete comfort*. The LA-909 is really something to look at and sit in. Send for our 1964 illustrated catalog.

**Gasser
makes a
chair for
every
SITUATION**

Gasser **CHAIR
CO., Inc.**
Logan Ave.
YOUNGSTOWN
5, OHIO

Circle No. 33 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

Desks, files, tables and chairs, cabinets, and accessories are shown and described in a new catalog by Northwest Metal Products Co. Featured is the Northwest V expanding letter file, a steel unit with Textolite lamination.

Circle No. 104 on product information card

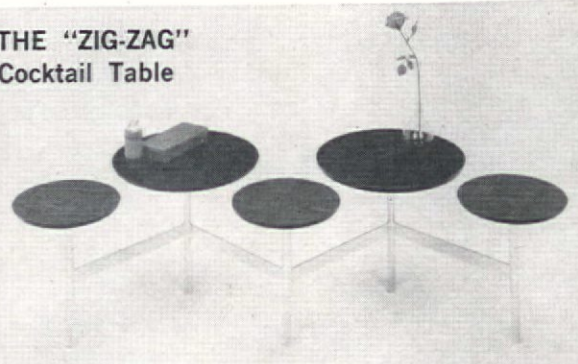
Krueger Metal Products Co. has compiled a new catalog covering its complete line of steel folding and Fiberglas chairs, tables, stools, storage trucks, and accessories. The 28-page catalog features the Continental series of contemporary Fiberglas side chairs and the Hostess contract upholstered auxiliary chairs. Supplemental information includes construction features, as well as specification, dimension, and color charts.

Circle No. 10 on product information card

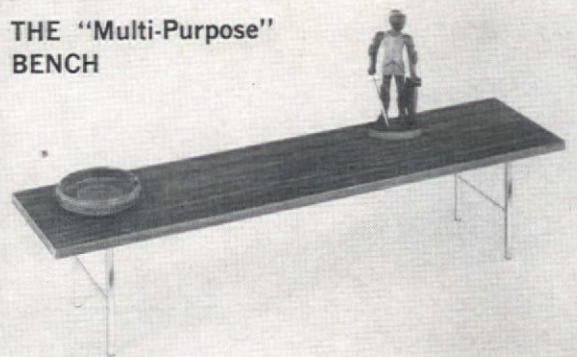
Interchemical Corp.'s coated fabrics division presents a series of thirteen office settings created by Jerry Manashaw, AID. Along with each color rendering, the brochure includes samples swatches of Coair/Cohyde vinyls, color coordinated for walls and upholstery.

Circle No. 105 on product information card

**THE "ZIG-ZAG"
Cocktail Table**



**THE "Multi-Purpose"
BENCH**



Write for Catalog

**TRI-MARK
DESIGNS**

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Showrooms: ATLANTA, LOS ANGELES, KANSAS CITY, DALLAS

Circle No. 54 on product information card

CLASSIFIED ADVERTISEMENTS

Rates: \$10.00 per column-inch, payable with order. No extra charge for box numbers. This section closes on the 15th of preceding month.

YOUNG INTERIOR DESIGN FIRM expanding, have immediate openings for following: Office bkkpr mgr.-exp. in this line, Interior Designer- male-college grad. with min. two yr. exp. in contract interiors, Salesmen-dignified-neat-exp. in contacting architects etc. knowledge of top line furnishings. Send complete résumé with references to: Design Galleries, Inc., 537 E. Broad St., Columbus, Ohio.

REPS WANTED: Sales representatives for new line of molded walnut chairs. Distinctive styles, popular price bracket make this line highly desirable. Ground floor opportunity with national company with East and West Coast plants. Please give full background, including lines now handling. Write: Contract Division, Charlton Company, Inc., Fitchburg, Mass.

REPS WANTED: Manufacturer of free-standing modular wall systems and decorative wall partitions, desires representatives calling on the interior decorators, interior space planners and contract furnishers. This line is complete with shelves, cabinets, desks and planter boxes. Send all particulars in first letter. Write: Box A-111, CONTRACT.

CONTRACT SALESMEN: Unusual line of fiber glass deep relief Wall Sculpture hand finished to color specifications. Men with contract following only. All territories open. Straight commission. Please write full particulars. Space 4105-06, National Hotel & Motel Exposition, Coliseum, NYC. Write: Box A-112, CONTRACT.

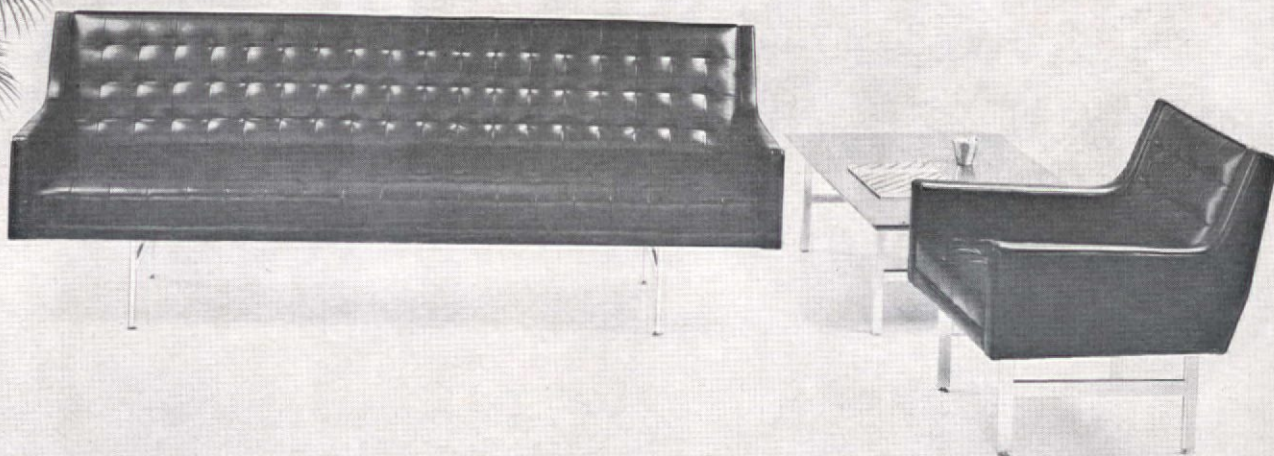
PRODUCTS WANTED: Manufacturers representative calling on all Restaurant Equipment dealers, Hotel & Motel Supply Companies, Designers and Interior Decorators, also Architects, wishes to make contact with companies interested in representation of their product. Write: Box A-113, CONTRACT.

MANUFACTURERS REPRESENTATIVES WANTED: New York City and New York State territories. Active representatives for full line of quality restaurant seating—booths, lounges, stools. Variety—upholstered wood, Formica. Motel and lobby furniture. Write: Box A-114, CONTRACT.

DESIGNER WANTED: Interior designer with minimum three years contract furnishing experience for challenging position with leading design firm, located ten minutes from George Washington bridge in New Jersey. Submit detailed résumé of training and experience to: Box A-115, CONTRACT.

FACTORY SALESMAN: Wanted for well established institutional furniture manufacturer to handle selected territories on a full time basis. Exclusive services of salesman required. Incentive pay plan assures no limit to earnings. Applicants must be between 28 and 45 years, have superior employment record and previous selling experience. Send complete résumé to: Box A-116, CONTRACT.

REPS WANTED: Excellent opportunity—Leading manufacturer of exclusive contemporary office furniture, wishes to contact established representatives, presently associated with select clientele, to present prestige steel grouping to architects, decorators and office furniture space planners. Showroom associations will be considered. Write: Box A-117, CONTRACT.



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

MONARCH
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HIGH POINT, NORTH CAROLINA



SHOWROOMS: New York, Anthonson & Kimmel Associates, 440 Park Avenue, South • Dallas, Dick Lowe Associates, 3720 La France
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	Sheldrake 3-5220	Camp Hill, Pa.	Regent 7-0488
Cincinnati	Capitol 1-3530	Saint Paul, Minn.	Midway 9-2190
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Manufacturers of Contract Furniture
Sheboygan, Wisconsin

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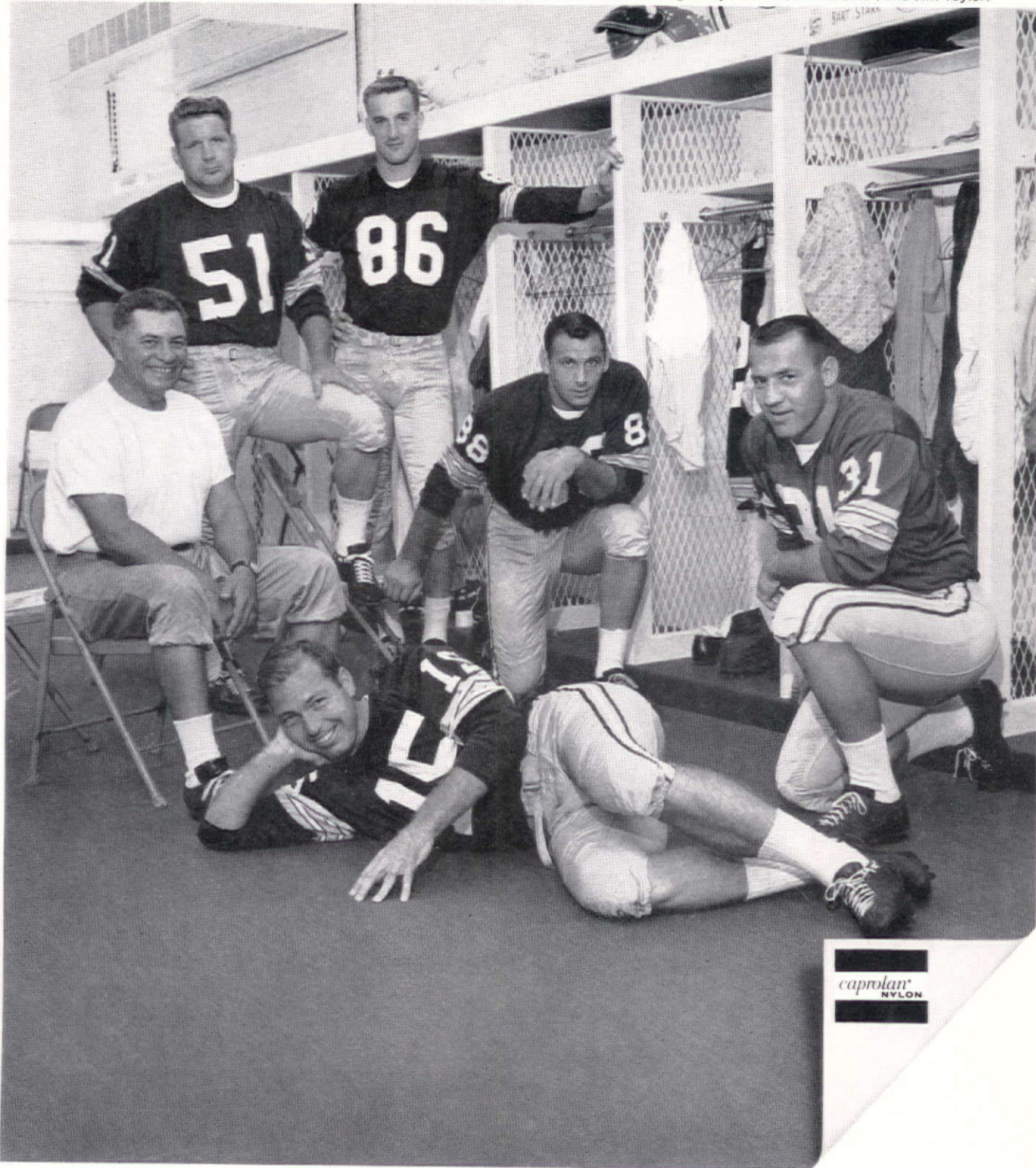
Atlanta • Chicago • Dallas • Miami • New York • San Francisco • Sheboygan

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Green Bay Packers pictured: foreground, Bart Starr. Others, left to right, Vince Lombardi, Jim Ringo, Boyd Dowler, Don Kramer, and Jim Taylor.



Football champs gain 540 sq. yards—all Caprolan

The Green Bay Packers showed smart locker-room strategy in choosing carpet of Caprolan® nylon. It's great on the defensive: cleans easily, takes hard knocks better than a quarterback, remains undefeated season after season. And it's just as colorful as the team itself. They chose a green, of course. 540 sq. yards of it. Meanwhile, back at

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