

# CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL FURNISHINGS • APRIL 1964



OFFICE FURNITURE • NOFA SHOW



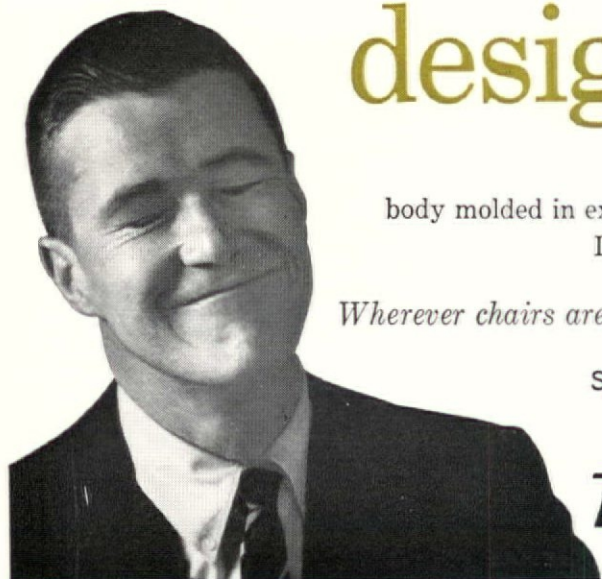
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Charles W. Heath, Business Manager,  
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"Our basketball team helped us prove  
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for our new dormitories"

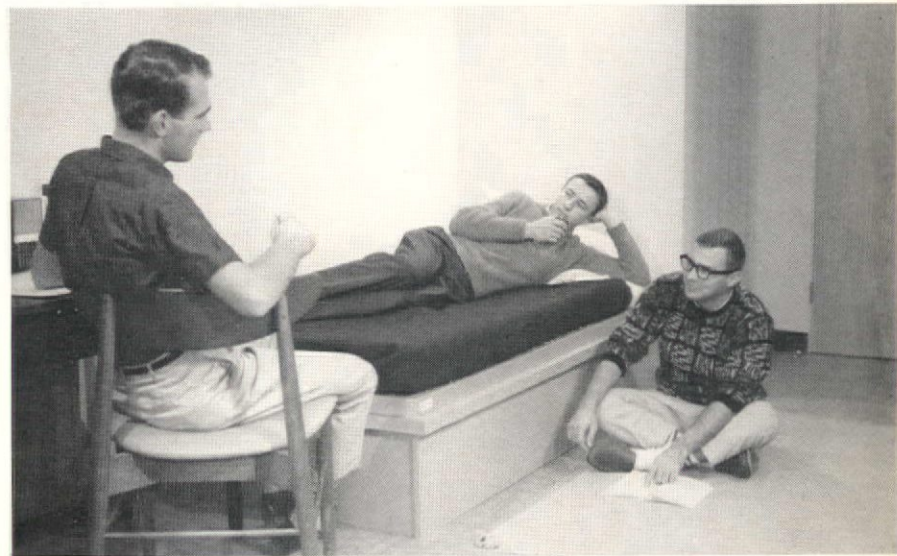
"When we first began planning three new dormitories, we were told that urethane foam mattresses would best serve our needs for sleeping comfort and durability, as well as that very important factor—*first cost*.

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"We're happy to say urethane foam lived up to predictions both as to comfort and wearing qualities. All beds in our new dormitories are now equipped with urethane foam mattresses and the students are very well pleased."

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Typical room in new Ricker College dormitories features two built-in beds with urethane foam mattresses supplied by Montgomery Ward & Co.



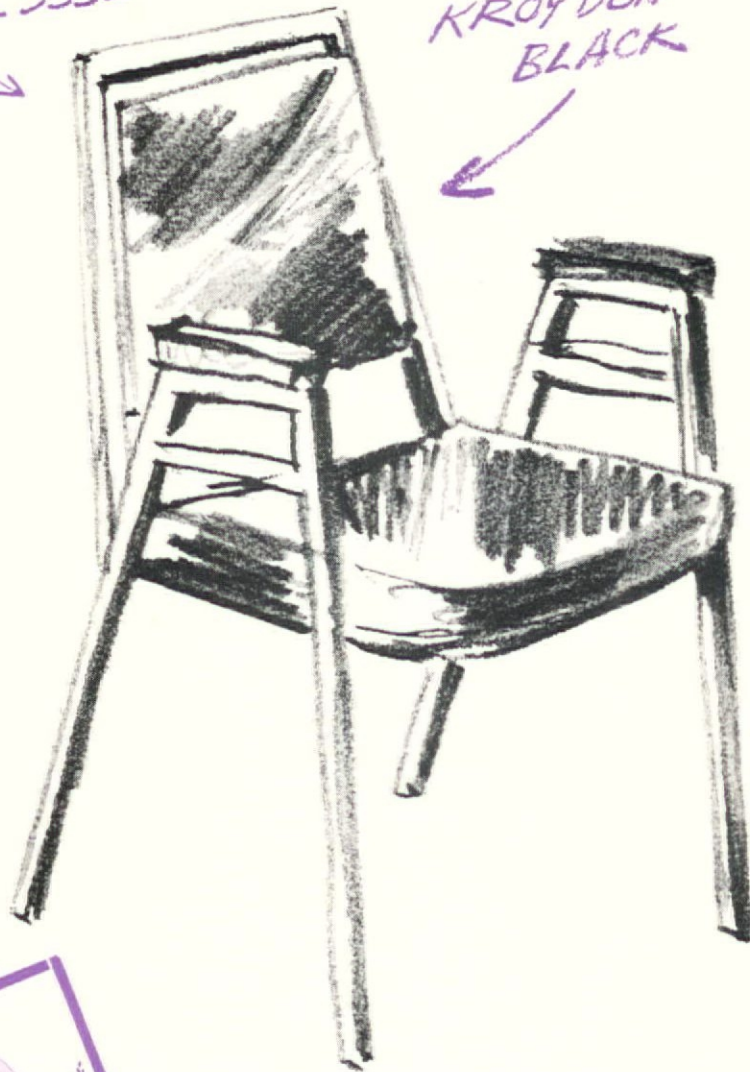
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Circle No. 3 on product information card

## CONTRACT



### The Cover

Entrance to executive office prefaces this month's round-up of office furniture and NOFA-NSOEA show in May. The furniture is by Probbber; cover design by Phoebe Moore.

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# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. V. No. 4

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### COMING IN CONTRACT

MAY—Important new commercial/institutional installations—offices, nursing homes, ships, air terminals, religious facilities, others.

JUNE—Hotels and Motels—business trends and design perspectives; Special Report of San Francisco Contract Seminar.

JULY—Office Planning and Design—theory, techniques, and representative installations, plus a report of NOFA Contract Design Symposium.



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Photo: The Bettmann Arch



## *They went Hathaway!*

Who are "They"? The people in the know, of course. The fashion-alert group who keep on top of the home decorating trends in color, pattern, texture, design. Top-echelon retailers, manufacturers, decorators, interior designers who won't hang last year's curtain fabrics on next year's windows. Significant to "them": (1) Hathaway's fabulous new colors in fashion SHEERS. (2) Box Loomed Fabrics in smashing new PATTERNS and DESIGNS.

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LA-904-C/S



907-C/S-DT



LA-909-X-DT



LA-90-S-PT



LA-909-TT



1163-DT



LA-909-R/S-DT



S-1188



No. 2000



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S-1100



S-1144



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BARON II



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

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it correlates beautifully with FEDERAN'S leather grain, LLAMA CONTINENTAL and classic design, FRONTENAC. You sell a correlated grouping of three pieces instead of just one piece.

Samples? Call 212-MU 2-6700. Write Airco Plastics Products, a division of Air Reduction Co., Inc., 350 Fifth Ave., New York, N.Y. 10001.



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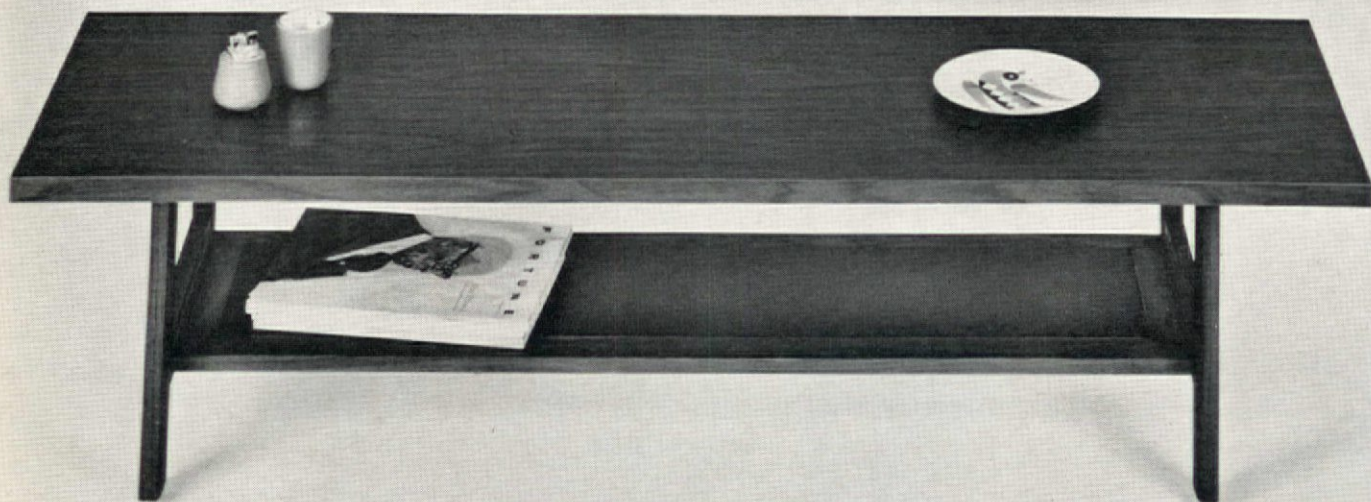
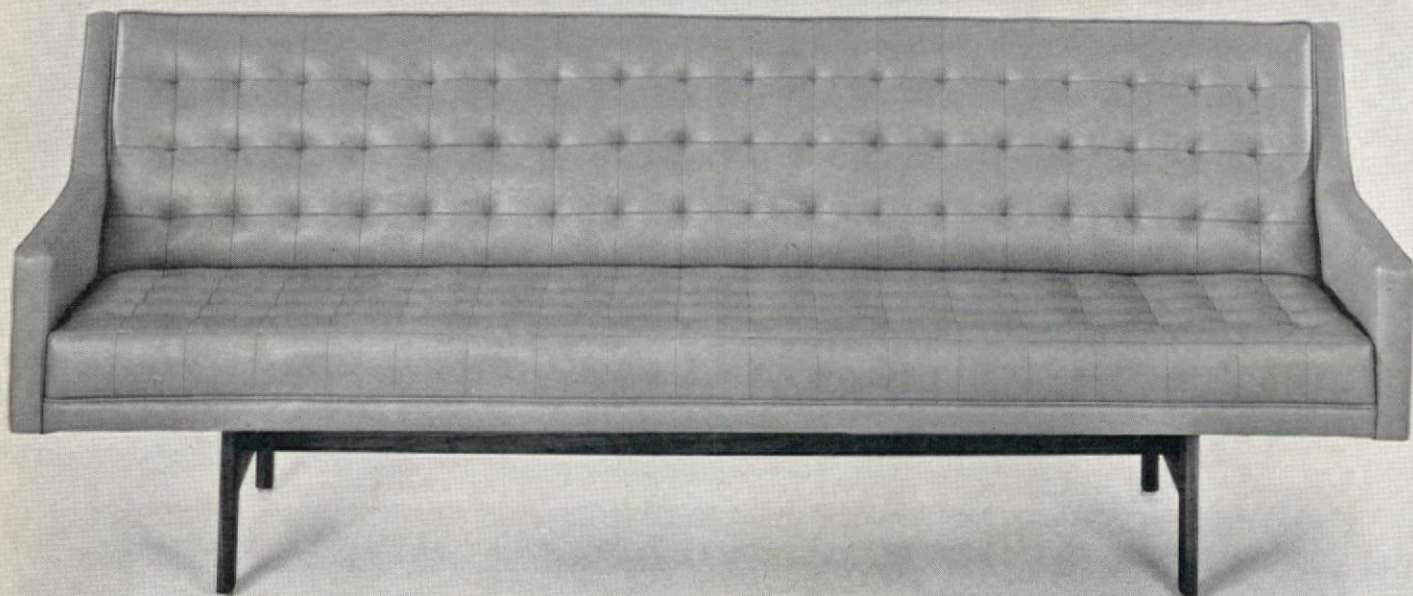


\*Airco's trademark for its alkene upholstery product

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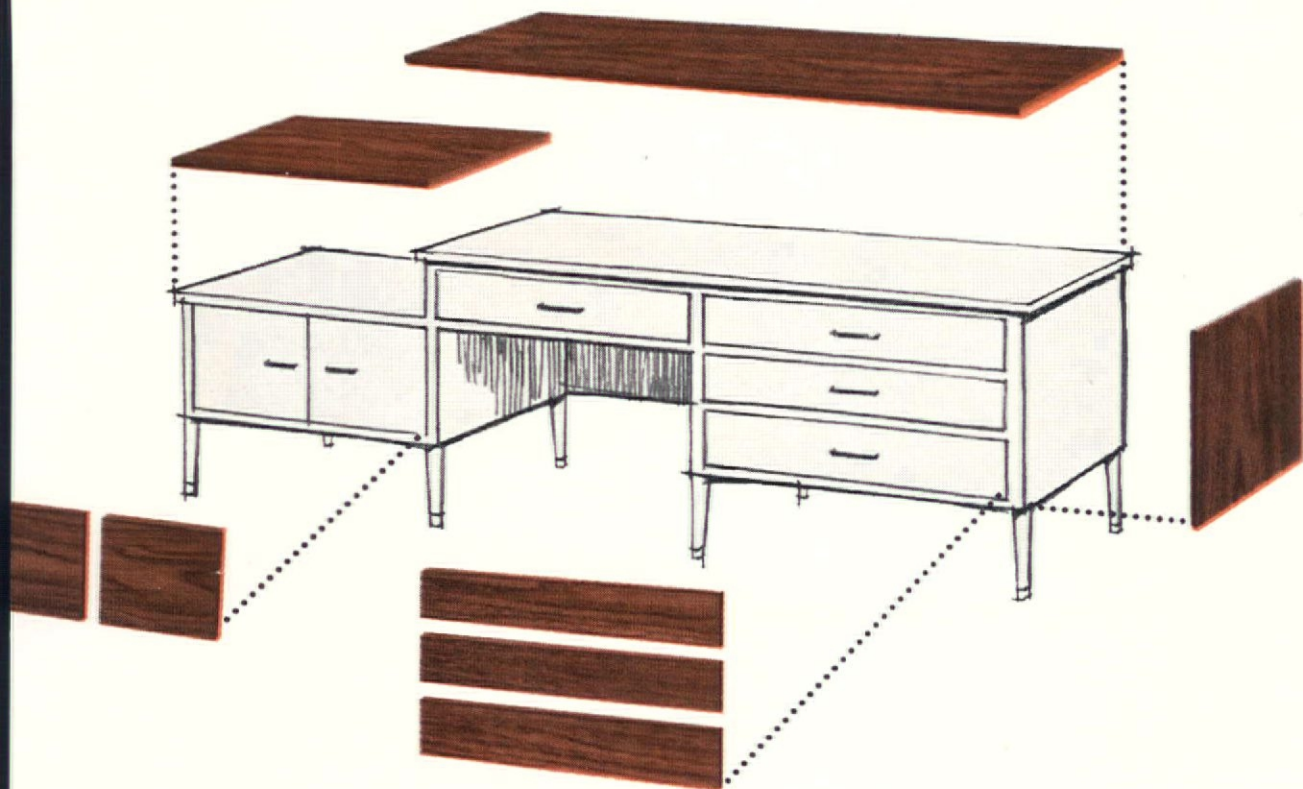
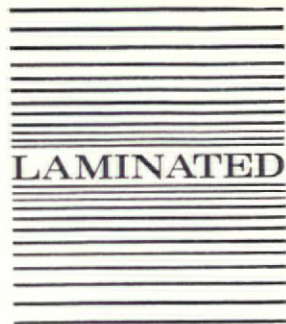
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FURNITURE COMPANY, INC.  
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Showrooms: New York, Anthonson & Kimmel Associates, 440 Park Avenue, South • Dallas, Dick Lowe Associates, 3720 La Fran

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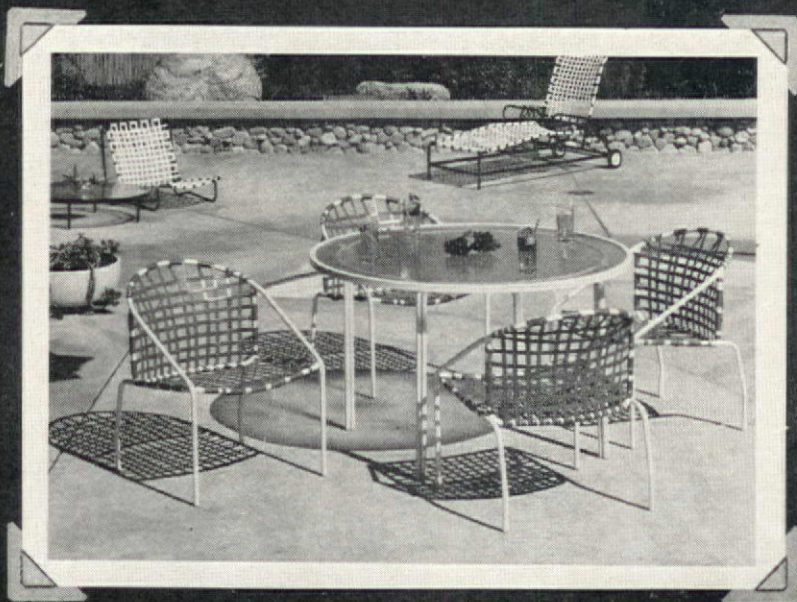
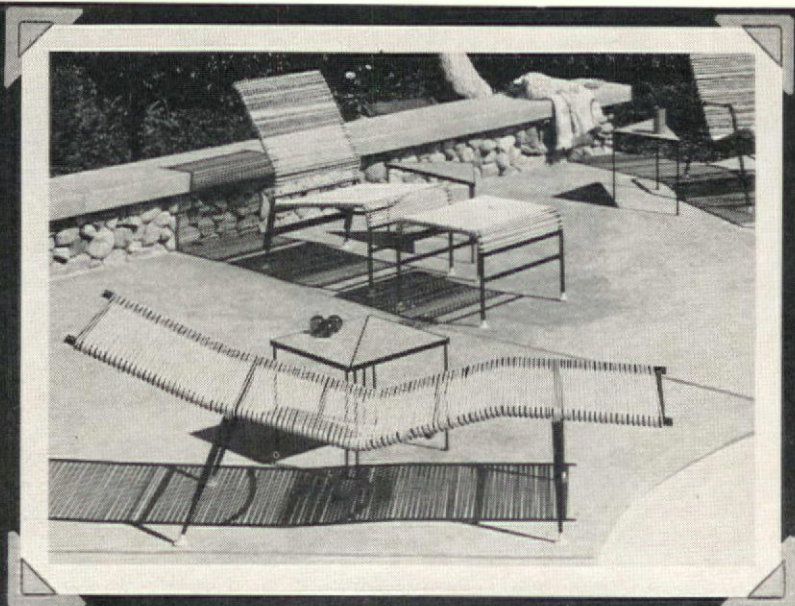


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Your customers may be more concerned with the inner man than with outer space; but they'll also appreciate these genuine, Vermont-made Early American chairs. Astra crafts them entirely of Solid Hard Rock Northern Maple, hand-pegged, hand-wedged, and hand-rubbed to a gleaming, mellow finish. Have you our brochure? We'd be glad to send you one.



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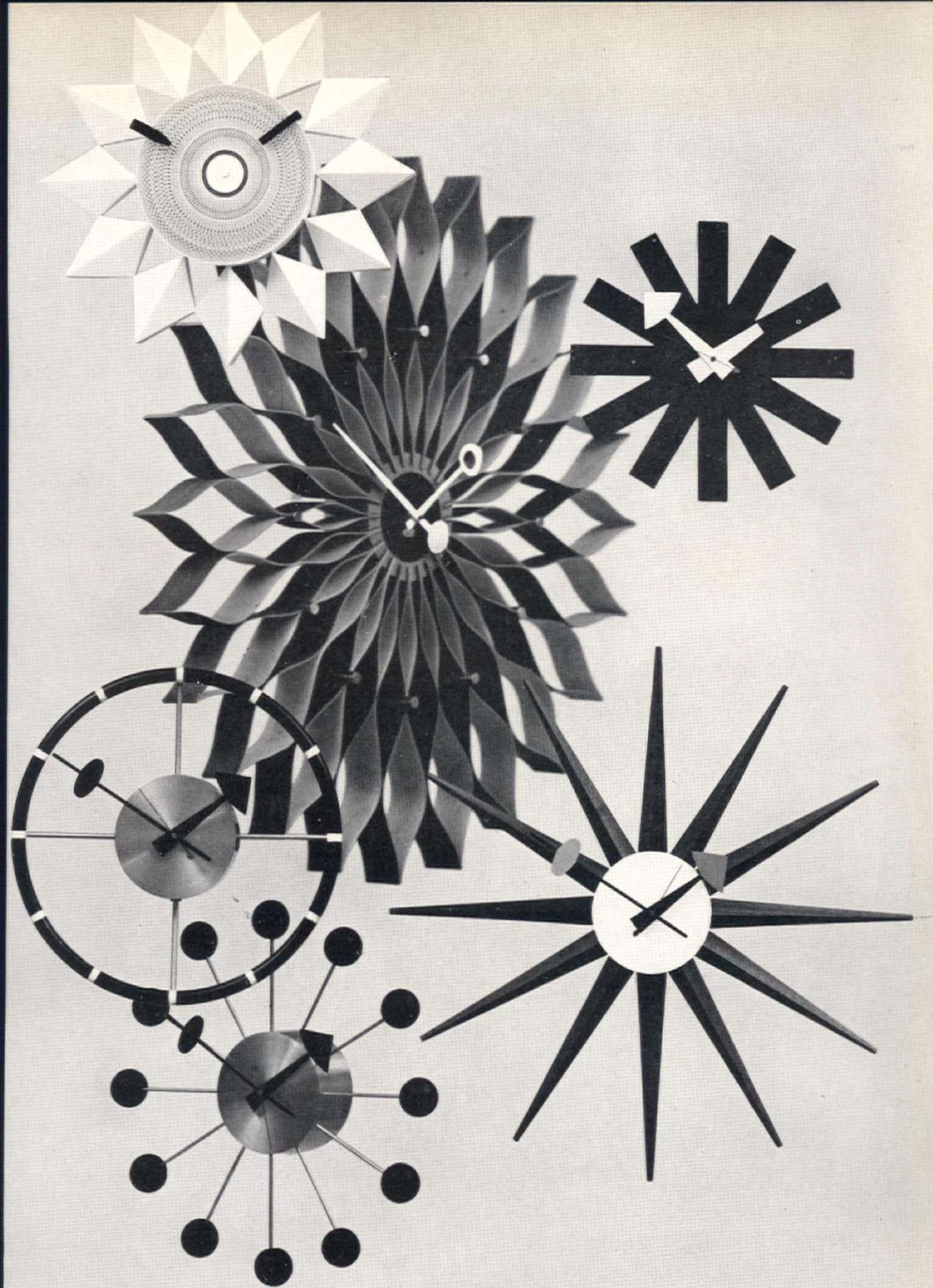


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Phone: 212-WA 4-0877

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**These are clocks** designed by George Nelson for Howard Miller ❧ For complete information, write Howard Miller Clock Co., Zeeland, Michigan... National Distributor: Richards Morgenthau, 225 Fifth Ave., New York; Merchandise Mart, Chicago, Illinois; Fehlbaum, Berne, Switzerland; Pelotas, Sao Paulo, Brazil; Excello, Mexico City, Mexico; Weston, Bogota, Colombia.

D. C. Currently by Ash Gerecht

## OUR WASHINGTON REPORT:

- Expansion expected for college housing
- Federal funds for library programs
- FTC issues carpet consent agreements

OFFICE furniture and furnishings suppliers can look forward, at this point, to what appears to be a steadily rising demand for their items from the federal government. The same, unfortunately, can't be said for the household contract supplier. The federal program for new construction moves on at an almost inexorable pace, as Congress is willing. General Services Administration recently sent the Public Works committees proposals for 59 projects, including construction of 31 buildings, extension or conversion of 9, alteration of 17, and purchase of 2, for a total estimated cost of \$208 million. Among them, Federal Office Buildings at St. Louis and Indianapolis in the \$14 million range, a new building for GSA itself here at \$21 million, and a Government Printing Office plant at \$47.3 million.

But, with the Defense Department clamp on procurement of furniture and furnishings for its new military family housing construction in the United States, the program of buying from contract sources has dropped sharply. For offshore use, business is good, but there's little coming through now for domestic shipment. While this may move up again, as present inventory requires replacement, there's no immediate outlook for a change in the general policy of equipping new construction.

General Services Administration, which does the bulk of the buying for the government, is pleased with the reception of its new executive line of office furniture (CONTRACT, August 1963). It's adding a few pieces to it—a single-pedestal desk, telephone table, bookcase. It's beefing up its specifications for its steel office furniture line, putting more weight in the tops, for instance, but it's doing nothing major in amending present items.

One major procurement which may still be out by the time you read this is out on invitations bid from General Services Administration, Washington. It's for steel unitized furniture, indefinite quantity, for the period Sept. 1 through Aug. 1965. Bids open May 5.

### Campus contracts coming

A new move underway in the college dormitory field may open expanded opportunities for contract field in a year or two. The federal program of loans for college dormitories and similar facilities has been running at a \$300 million rate. It is expected to see an increase of applications perhaps late this year, as educators plan for a new influx of students. While this is one of the brightest spots in the contract furniture and furnishings potential, college administrators would like to brighten it further. At the recent omnibus housing bill hearings held by Congressional housing subcommittees, the request was made to include furniture and furnishings and other equipment in the development costs of such federal loans. Nothing is expected to come of this, this year, but something may develop next year, when the program is up for review, certain extensions and probable expansion.

In the first 1964 data, 20 schools and three hospitals in one month asked for \$41.4 million in loans. Some recent ones approved by the Community Facilities Administration include: Northeast Missouri State Teachers College, \$3.1 million for new dormitory and dining facilities. Duke University, Durham, N.C., \$2.2 million, for two residence halls. Louisiana State University, Baton Rouge, \$3.6 million, dormitory facilities for 800 students. University of Illinois, Urbana, \$2.6 million, house 465. Arizona State College, Flagstaff, \$1.8 million, residence hall for 446. University of Bridgeport, Conn., \$1.8 million, residence hall for 420. University of Washington, Seattle, \$6.5 million, for residence hall for 1040, 4 apartment buildings, and an addition.

### Better business in library buildings

In one area after another the federal government is engaging in activities that will mean more volume for the contract furniture and furnishings industry. A recent example of this has occurred with libraries. President Johnson has signed a bill which authorizes a \$135 million, three-year program of federal aid for libraries. This includes \$20 million a year for library construction. The previous program had been \$7.5 million a year for library services only, and for cities with a population limit. The new program has no population limit. Funds are to be used on a matching basis. And, with the trend of federal interest in such activities, and the popular response to it, it would be no surprise to see this program

*(Continued on page*



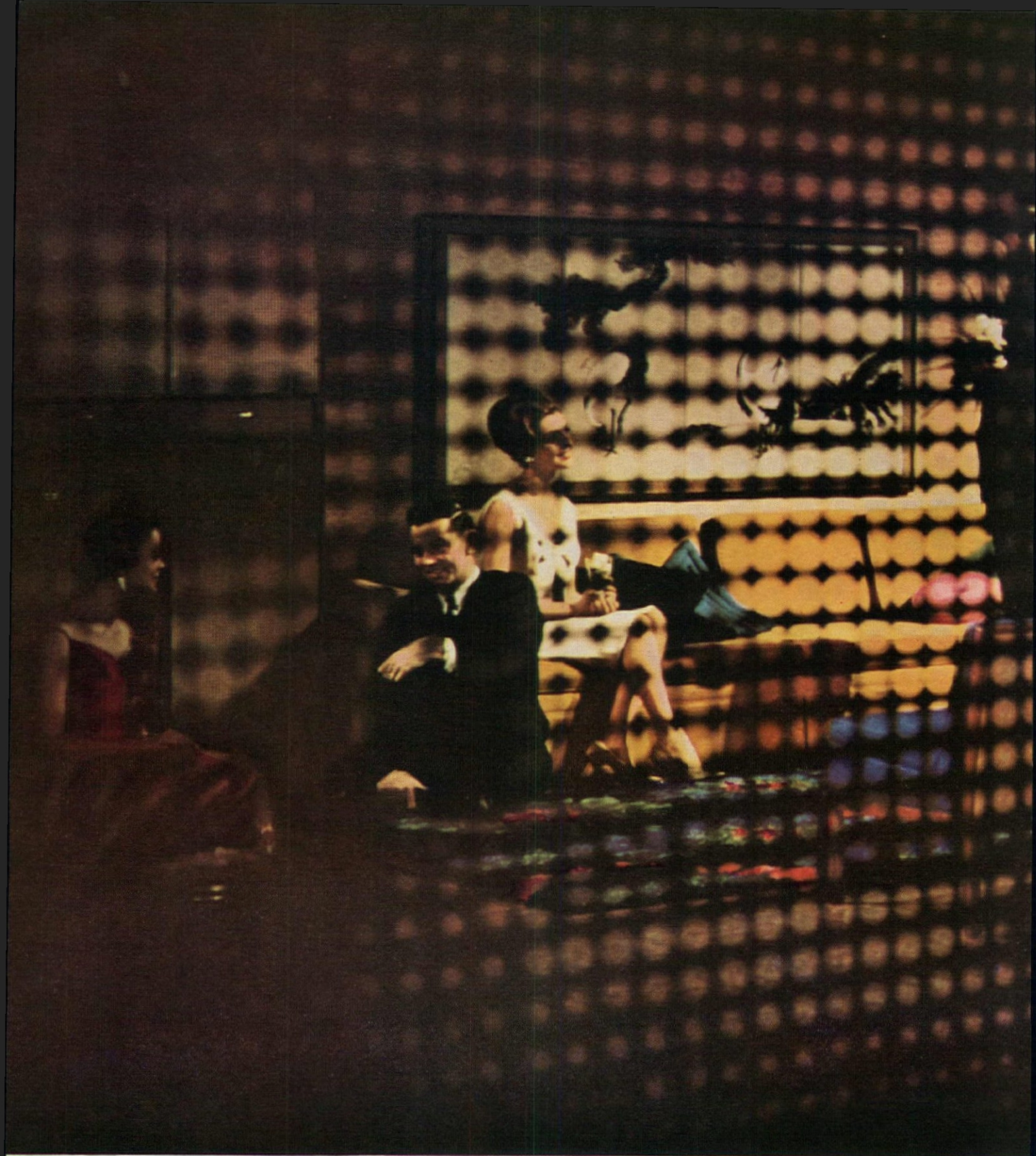
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"New Images" is a collection of fine, distinctive designs made possible by the unique qualities of rotogravure printing. Its wonderful facility for reproducing grains and textures allows us to offer a series of treatments and effects that have never before been available in moderately priced wallcoverings. From the exotic bamboo image of the Lanai patterns to the soft, feminine intimacy of Calais Lace . . . this sophisticated collection features designs which are admirably suited for private homes as well as for offices, clubs, stores, hotels and restaurants. Call your nearest distributor and ask to see them soon. Canadian Wallpaper Manufacturers Limited, 222 7th Street, Toronto 14, Ontario.

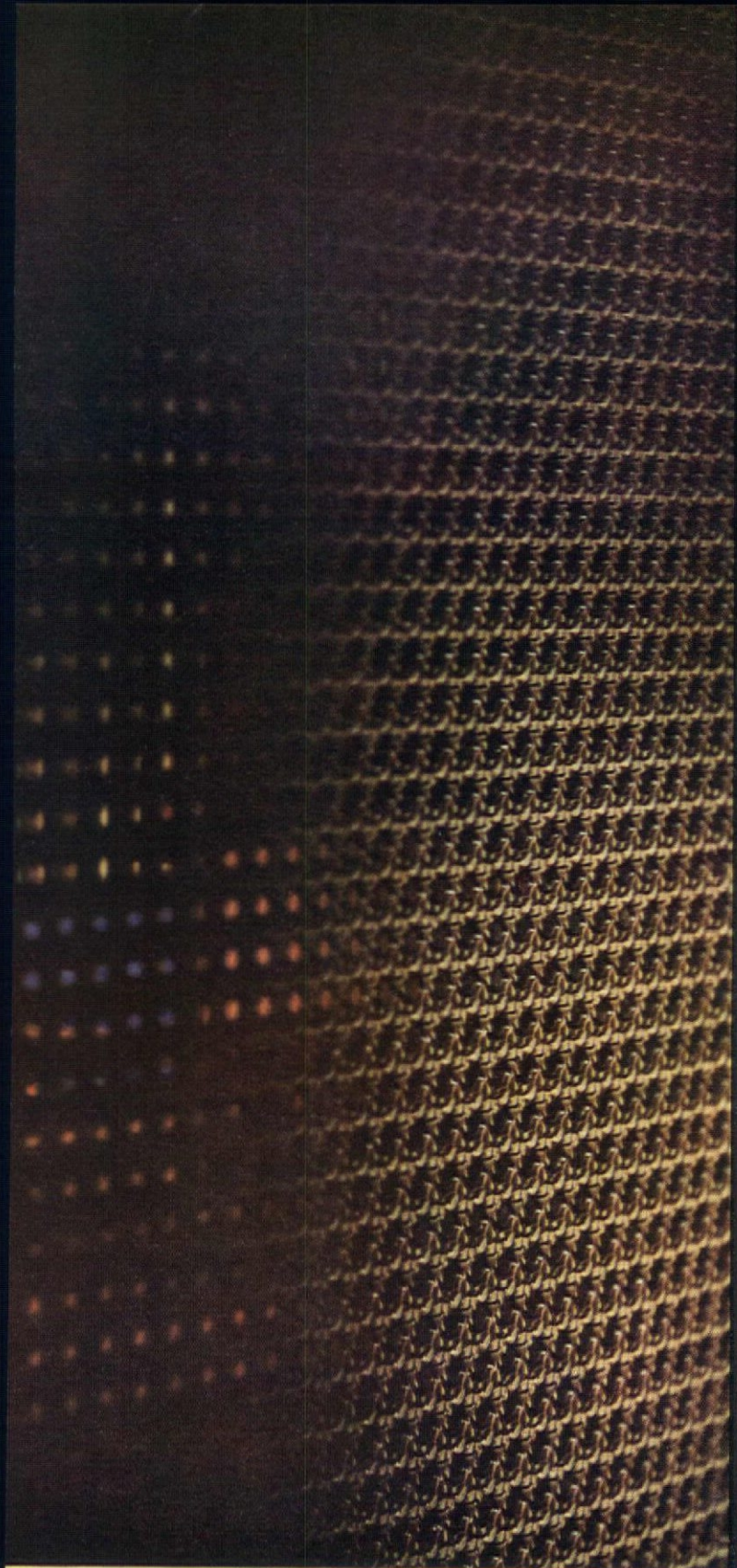
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**It's cane . . . and it's ab**



Polyfoam® cushioning, hidden here under opulent Tai-silk Vinelle†, heightens the luxury of any chair, sofa or bed.



General Sponge Rubber Carpet Cushion. The comfort you never see, but always know is there!

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able and willing to do anything you ever dreamed of doing with real cane, and then some! For this is Tai-cane\*, another triumph in vinyl by General Tire. Tawny, sumptuous, tanned Tai lends dramatic decorating continuity to any interior design plan you can conceive. Tai-cane, because of its durable, snag-free, un-fragile qualities, gives designers

far more latitude with the cane motif than was ever before possible. As you would expect, the cost too, is attractive. Tai-cane is another outstanding development of General Tire, where chemistry and creativity are joined to form new fashion mediums! The General Tire & Rubber Company/Chemical-Plastics Division/Dept. NY1, Akron, Ohio.



\* pending. † General Tire's name for its expanded polymeric upholstery fabric.

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some  
chairs  
just  
fill  
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TRI-  
PAR

chairs  
do it  
*beautifully!*



Model 5321 CB . . . Stacks, Gangs

Send for 1963 Catalog

TRI-PAR MANUFACTURING COMPANY 1740 N. Pulaski Road, Chicago 60639

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## OUR WASHINGTON REPORT

CONTINUED FROM P.

settling in for a long stay, with continuing pressures to increase total funds or the federal proportion or both.

### On the enforcement front

Federal Trade Commission has issued consent agreements with eight carpet companies to stop price discriminations among competing retailers of their carpets and rugs. It issued orders against three other firms that did not sign such consent agreements.

Consent agreements, which are not admissions of law violations, were made with: Bigelow-Sanford Carpet Co., Mohasco Industries, Magee Carpet Co., Beattie Manufacturing Co., C. H. Maslar & Sons, A. & M. Karagheusian, Roxbury Carpet Co., M. J. Whittall Associates, Roxbury Southern Mills, and Firth Carpet Co.

Orders were issued against: Callaway Mills Co., Philadelphia Carpet Co., and Cabin Craft Inc.

### Promising procurement potentials

The examples of recent invitations to bid, issued by various federal agencies, which we carry here monthly, can serve to remind you of the many different places you can get your file in the do if you're interested in serving the top domestic customer of this industry. Your nearest Business Service Center, run by the General Services Administration, can guide you to the list of procuring offices most useful for your purposes. Next step would be a request to them to put you on their bidders' lists, so you could know about such procurements as these in time to bid:

Naval Supply Center, San Francisco—Upholstered wood living room furniture. Wood living room desks, tables, bookcases. Wood dining room and bedroom furniture. Lamps.

General Services Administration, Washington—Wood dining furniture. Household and quarter desks. Hi-low design hospital beds with mattresses. Wooden wardrobes with shoeracks. Upholstered molded plastic office chairs, 401 each. Flameproofed hospital cubicle curtains, 179 each. Cotton mattress pads, indef. quantity, June through Dec. 31. Quilted cotton mattress pads, 37,800 each. Steel general office tables, indef. quantity, June 1 through May 31, 1965.

Also GSA, Washington—Wood library reading chairs, 814 each. Steel general office desks, indef. quantity, May 1, 1964 to April 30, 1965. Steel general office chairs, indef. quantity, Aug. through July 31, 1965.

Navy Ships Parts Control Center, Mechanic

(Continued on page 2)

# WIRE US COLLECT

Just phone Western Union and send this collect message:  
KROEHLER CONTRACT DIVISION, 666 LAKE SHORE DR., CHICAGO.  
RUSH COMPLETE INFORMATION CONTRACT FURNITURE.  
(Be sure to include your address with your name.)

Carpeting by Lees



The Ming Collection (above) contains over 20 pieces of exotic Oriental design. It is distinguished by a smooth, satin-ebony finish and teak-grain plastic tops. Beautiful antique-brass accents.

## 6 reasons why you do better when you do business with Kroehler:

- 1.** You get quick understanding of your specific problem (whether it's refurnishing or complete furnishing) because we have longer contract experience than any other source (since 1893).
- 2.** You get maximum selection of styles, sizes, colors, etc., because we are the world's largest furniture maker.
- 3.** You get low initial cost because we buy materials with

- the major cost advantages of big-volume production.
- 4.** You get lower transportation costs because we operate our own fleet of almost 300 over-the-road trucks.
- 5.** You get low maintenance cost and long service because we manufacture to the most rigid quality control standards.
- 6.** You get a choice of excellent financing plans (up to 5 years to pay). **Call Western Union now—wire collect.**

From the Riviera Collection



From the Ming Collection



You do better when you do business with

# KROEHLER

world's largest



furniture maker

## OUR WASHINGTON REPORT

CONTINUED FROM P. 20

burg, Pa.—Incandescent lighting fixtures, 8,800 each various destinations.

GSA, Dallas—Plastic shower and window curtains, indef. quantity, April 1 through March 31, 1965. Furnishing and installation of draperies and accessories at NASA Manned Space Center, Houston, total small business set-aside.

GSA, Denver—Beds, bed adapters, and dining hall tables. Chairs and desks, 857 units and 1,314 units. Wood school drawer units, 128 each.

Veterans Administration Hospital, Erie, Pa.—Furniture.

Defense General Supply Center, Richmond, Va.—Wood storage cabinets. Upholstered folding chairs, 450 each. Table lights, 1502 each. Floor lights, 430 each. Table lights, 707 each.

VA Center, Biloxi, Miss.—Lounge chairs.

GSA, Chicago—Foam latex pillows, date of award through March 5, 1965.

### Recent federal procurement awards

The possible magnitude of federal volume, and its impact on your own business if you're an award winner, can be sensed from some of the recent

awards made by the U.S. Government agencies. These include:

General Services Administration, San Francisco—Cut pile rugs, 3,053 each, \$133,683, E. T. Barwick Mills, Chamblee, Ga. Upholstery fabric, 78,235 yards, \$209,279, Massachusetts Mohair Plush Co., Kings Mountain, N.C. Household furniture, including 150 bunk bed sets, 990 8-drawer chests, 650 night stands, 822 items of miscellaneous furniture, 300 6-drawer dressers, 2,260 chairs, 142 tables, 130 9-drawer dressers, for \$236,227, B. P. John Furniture Corp., Portland, Ore. Household furniture, including 150 bookcases, 932 end tables, and 1,334 panel beds, for \$47,744, B. P. John Furniture Corp. Household furniture, including 2,746 chests, 1,184 desk dressers, 210 desks, 662 bookcases, 3,000 night stands for \$349,893, National Furniture Manufacturing Co., East Bernard, Tex.

GSA, Atlanta, Ga.—Electric lighting fixture \$37,568, Abrams Lighting, Philadelphia.

GSA, Washington—Rugs, 107,635 sq. yd. \$500,175, Contract Distributors Corp. New York. Unitized wood office furniture and companion chairs, indef. quantity, May 1 through April 3, 1965, W. D. Campbell Co., Washington; Lycoming Furniture Industries, Inc., Williamsport, Pa. Modern type wood bedroom furniture, 1,440 each \$78,937, Young Mfg. Co., Norwood, N.C. (C)

# FLAME-PROOF VELVETS

A new line, in a wide range of colors, weights and qualities.

Flame-proofed to specifications.

Loomed by America's outstanding weavers of velvets.

A refreshing new sample presentation kit is available upon request.



**LA FRANCE** Industries, Inc., 145 East 32nd St., New York 10016, MU 5-1622

Sales Service Centers in 23 principal cities

Circle No. 20 on product information card

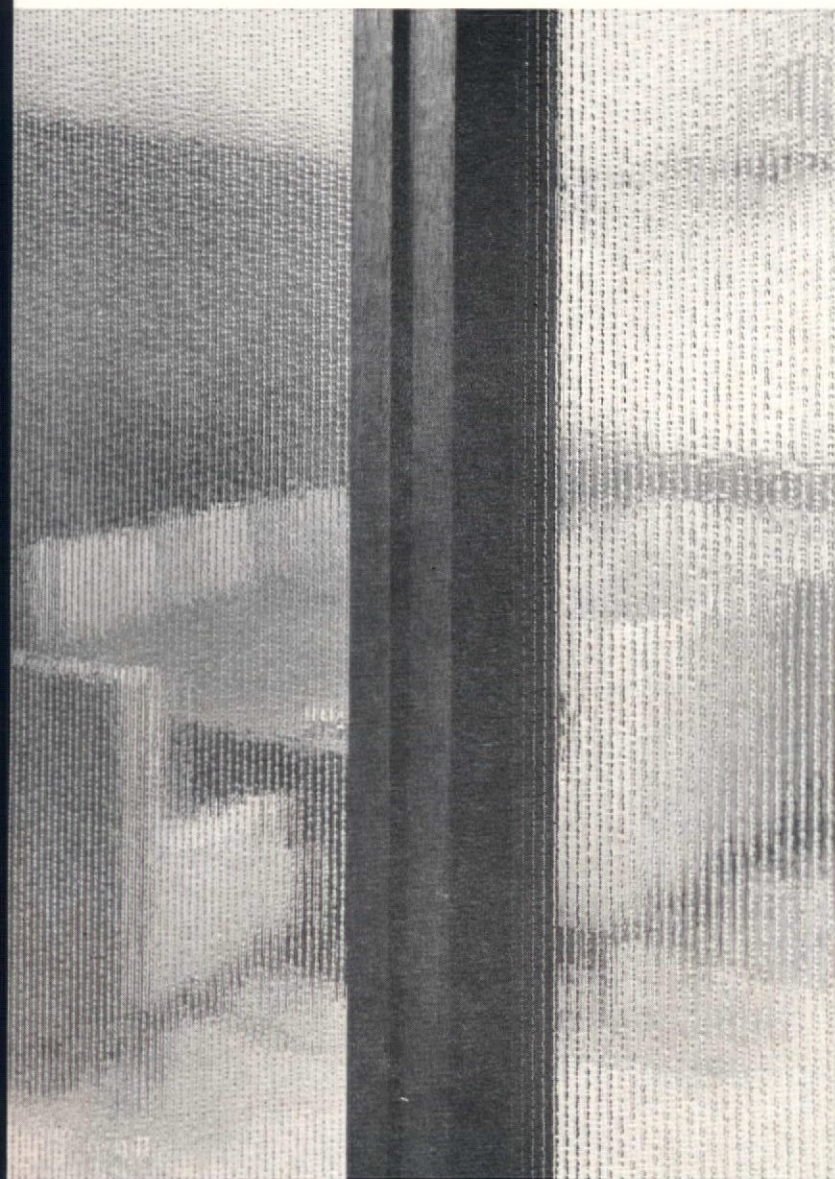


# Glass that shapes color and shares light...

ASG's  
BEADEX

Seen through the water-drop pattern of ASG's Beadex® glass, color and form in this handsome corporate headquarters fragment into attractively impressionistic patterns. Images are suggested rather than defined. Yet abundant light, gently diffused, passes from offices to corridor, workspace to workspace. □ Beadex's creative way with light and color results from the pattern itself: random, yet with a vertical linear effect that is subtle and dignified. The glass shown here is patterned on one side, smooth on the other. For additional obscurity, Beadex is also available with a velvety matte finish on the smooth side. □ The practical beauty of Beadex is characteristic of the large family of designer-oriented glasses manufactured by ASG. Perhaps one or more of them can make a distinctive contribution to your next contract assignment. For a complete catalogue, write to: Dept. X-4, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee, 37662.

Executive offices, Universal Marion Corp., Jacksonville, Florida.  
Designer: Richard Snyder, A.I.D., for Ben Jones, Inc.  
© American Saint Gobain 1964



*EXCITING VISUAL EFFECT of Beadex pattern is illustrated by partial view of conference room seen through glass partition.*

*BOLD ELEGANCE (top right) of rosewood doors to conference room is emphasized by subtlety of Beadex pattern when seen at a distance. Partition frames are also of rosewood.*

*SECRETARIAL SPACE in executive area combines Beadex partitions with rosewood paneling, felt-covered far wall. Dominant colors are blue, green and gold, accented by stark white of door.*

*The complete glass line for contract interiors!*

AMERICAN SAINT GOBAIN

Circle No. 21 on product information card



## LETTERS

### February carpet story raises questions

Dear Sir: Reference is made herewith to CONTRACT's February issue and the statement, on Page 34: "The acrylics . . . are now extremely close to wool in physical properties and performance on the site. They won't flame. . . ." You will find enclosed a swatch of 100 percent acrylic carpet produced by an acknowledged quality leader in the American industry.

I have also taken the liberty of showing you a clip from this same swatch which has been brought into contact with an open flame just long enough to ignite. You will notice that the backing has survived, but that the "all acrylic" portion of the carpet has been consumed.

On this basis, we challenge the statement in CONTRACT and suggest that the writer be acquainted with the facts, and that perhaps he be also informed that modacrylics are frequently used in floor covering blends with acrylics for the sole purpose of controlling the dangerous level of flammability.

I challenge you to show me this showing in any all-wool carpet, or to list for me the names of quality carpet mills which do not now produce all-wool carpets with permanent moth protection.

EDWARD H. ZIMMERMAN  
Manager, Advertising and Production  
Wool Carpets of America  
New York City

*Authorities in the carpet industry inform us that the current acrylic carpet yarns made in tightly constructed fabrics, such as the standard contract grades, do not support a flame in fiber contents of 100 percent or in blends with modacrylic fibers. This has been established in repeated tests. Of course, they will char if a torch is applied to them, but this is true of natural fibers too. In respect to the reference in the article about the depredations of moths and other insects, we regret the implication that wool is inferior in this respect. We do agree with Mr. Zimmer-*

*man that every established carpet manufacturer in the United States today do provide permanent moth protection for all-wool carpet. The February article, incidentally, made it quite clear that wool has been and is the "dominant fiber contract carpet." —Ed.*

Dear Sir: Thanks for your informative article on carpeting in the February issue of CONTRACT. Most of the time when I read articles of this type I get bogged down in a welter of technicalities. Your write-up provides a clear and unambiguous guide to carpet selection in the contract field, plus a knowing run-down of the newest developments in fibers, backing etc. Keep up the good work!

R. W. SYKES  
Lima, Ohio

#5001 L-Shaped Executive Desk

#102 Executive Revolving Chair

Catalog available upon request.

#5002 Credenza

## Scerbo CONTEMPORARY Grouping

Fine SCERBO craftsmanship, featuring simplicity of line and elegance of design . . . completely captures the modern Contemporary mood in fashionable, functional office furniture.

Frank Scerbo & Sons, Inc.

140 PLYMOUTH STREET, BROOKLYN, N. Y. ■ ULster 2-5959

Visit Our New Chicago Showroom: 325 West Huron Street



**G-E Wall Panel Systems offer 'wide open' flexibility in color styling, interior design and installation**

Choice of colors, patterns, panel styles and widths . . . add up to unmatched flexibility in the design of institutional,

commercial or residential interiors with the use of G-E Wall Panel Systems. There are complete spline, batten, or tongue-and-groove systems to fit the budget or design approach, in custom paneling engineered for the specific job, yet at production prices. Panels with U.L. flame-spread ratings are also available. Package delivery of all components and hardware can even include installation. Most important, General Electric Wall Panels are surfaced with no-glare G-E Textured

Textolite® laminate that gives the cleaning ease and extreme low maintenance of the highest quality laminated plastic. There's a wide choice of woodgrain patterns, decorator solid and mist solid colors for beauty and design latitude, and for coordinating doors, furniture and fixtures in matching or complementing Textolite colors. Qualified specialists will gladly recommend the best G-E Wall Panel System for your needs, and provide engineering assistance. Write today for details.

**GENERAL  ELECTRIC**

General Electric Company, Coshocton, Ohio, Dept. CT-44

Send information on G-E Wall Panel Systems  Have representative call

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**AN INTERIOR SURFACING ADVANCEMENT DEVELOPED BY GENERAL ELECTRIC**

VISIT GENERAL ELECTRIC PROGRESSLAND  
A Walt Disney PRESENTATION  
AT THE NEW YORK WORLD'S FAIR



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Circle No. 22 on product information card

# CONTRACT BUSINESS: NOTES & COMMENTS

## World's Fair Preview

When the World's Fair opens this month, an expected 70 million visitors will be overwhelmed with a gigantic showcase of products and services exhibited by hundreds of industrial and consumer firms. The home furnishings field alone will be represented by approximately 250 manufacturers whose participation varies from small displays or elaborate exhibits to contributed products for promotional mention. Only one manufacturer of interior furnishings will have its own building—Simmons Co., whose three-story Beautyrest center will depict its history of sleep equipment and display its other furniture lines. Simmons will also provide a Rest Center for the public and a private VIP suite for dignitaries. Formica Co. has constructed a 7-room contemporary house which will feature Native America, a line of Formica-surfaced furniture specially designed for the Fair by Leo Jiranek, AID, and Eugene J. Torrent, AID. Other consumer products from Formica and its parent company, American Cyanamid, will include wall paneling systems, laminated plastic doors, kitchen cabinets, new grades of laminates for shower walls and exterior siding. DuPont, too, will have its own individual building, showing chemical products in both consumer and industrial applications.

The furnishings industry gets its biggest display opportunities in the following three exhibits: Pavilion of American Interiors (PAI); House of Good Taste (HGT); Better Living Center (BLC).

Among other home furnishings firms either contributing to displays or maintaining their own exhibits, are:

American of Martinsville—New Proscenia collection of contoured furniture in the living room and master bedroom of the contemporary house, HGT.

American Viscose—A living room and a dressing room, designed by Paul Krauss, AID, featuring Avisco fabrics in PAI.

Baumritter Corp.—Four vignettes designed by Ellen McCluskey feature the firm's Ethan Allen Early American Collection in PAI.

Bigelow — Carpet installations include Simmons Building, Travelers Insurance Co., International Silver Co., PAI for DuPont and AID, Heywood Wakefield, and Education Building.

Callaway Mills — American Explorations collection of area rugs for PAI; Sevilla carpet in DuPont building.

Cohn-Hall-Marx: Seneca drapery fabric for offices in DuPont building; sheer print in PAI AID room by John F. Barlow; Nymarra upholstery for Contour Chair Lounge booth in BLC.

Drexel: Own exhibit in PAI displaying on rotating display platforms five furniture collections — Touraine, Meridian, Triune, Declaration, and Esperanto. Also in World's Fair House by American Cyanamid, in Simmons display, and in DuPont AID rooms.

Greeff Fabrics: Drapery, upholstery, and wallcovering fabrics in traditional house by Royal Barry Wills in HGT; in regional rooms sponsored by DuPont in PAI; dining room for White Furniture Co.

Heywood-Wakefield: Own exhibit in PAI, historically based on changes in American furniture styles. Cliff House and Publick House collections included.

Kittinger Co.: New England room in

PAI features Kittinger's traditional furniture reproductions, as well as the cooperative Williamsburg display in Women's Hospitality Center of BLC, designed by William Pahlmann, FAID.

Kroehler Mfg. — Designers' Collection furniture display in PAI, plus color slide program showing 48 room settings.

Jack Lenor Larsen: A wide array of fabrics have been selected for a number of pavilions and exhibits, including DuPont, Armstrong Cork, General Electric, Ford Motor Co., Coca Cola.

Magee Carpet: Exhibits specifying Magee carpeting: DuPont room in PAI; General Motors Building; Bell Telephone, and Hong Kong Pavilion.

Karl Mann Associates: Paintings and other decorative wall accessories used in exhibits by Simmons Co. (VIP suite); International Silver; Chicago room of PAI. Also wallcovering for powder room in Top of the Fair Restaurant.

Nettle Creek: Four vignettes in PAI, highlighting new bedspread designs.

Owens-Corning: Fiberglass fabrics on display in HGT, traditional house. Fabrics by Thorp, Schumacher, Kravet, Greeff.

F. Schumacher: Own exhibit in BLC will center on selection of fabric color and style to personality-match the individual via automation.

Shelby Williams: Two room settings, designed by Milton Zic, feature Spanish contemporary furniture in PAI.

U.S. Plywood: Two exhibits in BLC featuring paneling and other plywood uses.

U.S. Rubber: Two new Naugahyde products, for upholstery and for wallcoverings, will be exhibited in changing displays of room setting color transparencies in PAI.

## Remodeled Denst showroom

Jack Denst Designs has remodeled its showroom on the sixth floor of the Merchandise Mart to create a gallery effect. The space has been realigned to afford complete freedom of movement for the viewing of the Denst lines of wallcoverings, fabrics, furnishing accessories, screens, and paintings. Planned in a T-shape, the showroom features separate displays of the lines made and distributed by Denst, including Katzenbach & Warren, Winfield Foils, Elenhank Designs, Jack Lenor Larsen, Thaibok Fabrics, Karl Mann Associates, and others.

## 11th floor activities

Manfred Steinfeld, Shelby Williams Industries, has been elected president of the

(Continued on Page 28)

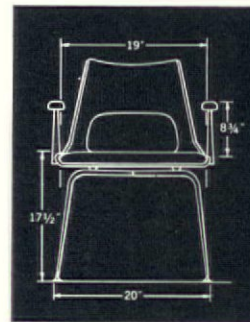


TO COMPLEMENT THE POPULAR  
CONTINENTAL SIDE CHAIR... KRUEGER  
INTRODUCES A CLASSIC COMPANION—

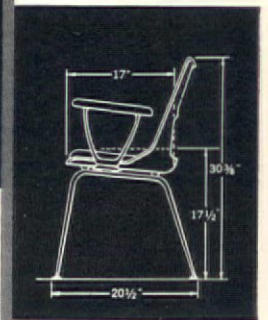
THE **NEW**  
*Continental*  
ARM CHAIR



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.



Write today for information — on your letterhead, please

Another fine Creation by

**KRUEGER**

METAL PRODUCTS COMPANY / GREEN BAY •

Booths **818-820**  
NSOEA—NOFA

Visit our new permanent  
showroom...**1184**  
Chicago Merchandise M

## CONTRACT BUSINESS: NOTES & COMMENTS

Contract Manufacturers' Center of the Merchandise Mart, Chicago. Other officers are: vice president, program and special events, William Davidson, R-Way Furniture Co.; vice president, advertising and promotion, Owen Reese III, B. Brody Seating Co.; secretary, James W. Bidwell, Commercial Carpet Corp.; treasurer, John Magnus, Buckstaff Co. . . . Globe Wernicke Co. has leased 4,500 square feet on the Mart's 11th floor, the contract floor. . . . B. Brody Seating Co., has leased Space 1175 on the 11th floor and will display contract tables, chairs, booths, and banquettes. Brody also maintains a showroom at the American Furniture Mart, Chicago.

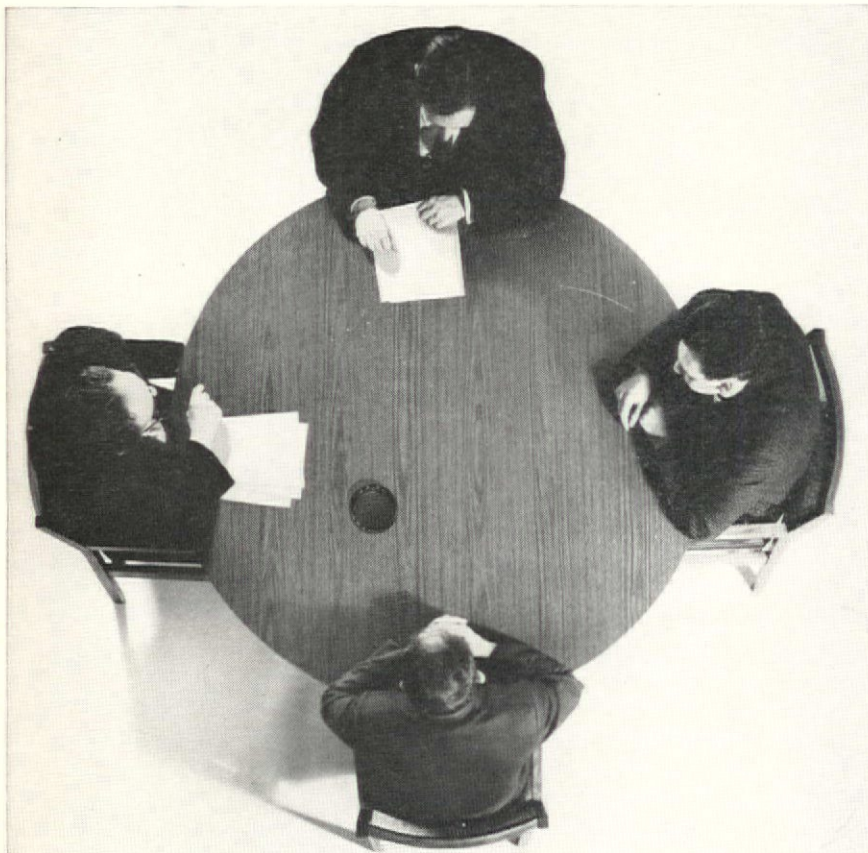
. . . Thonet Industries, which designs and manufactures furniture for commercial and institutional use, moves from another Mart location to the contract floor in Space 11-100.

### New assignments . . .

Saphier, Lerner, Schindler, Inc., New York-based design firm, has been commissioned for interior planning of 500,000 square feet of space to be contained in the new One Center Plaza, part of the huge New Boston redevelopment project in Boston. The \$20 million office building, designed by Welton Becket & Associates,

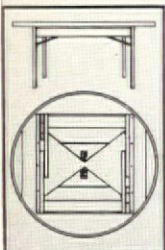


will curve in an arc (see cut) and will extend more than 875 feet along Cambridge Street. Occupancy is tentatively scheduled for late fall of 1965. . . . Leon Gordon Miller & Associates, Cleveland industrial designer, has been retained as consultant to General Electric in the field of store, office, and visual control development for the super market industry. The firm will also act as interior design consultants to Airport Parking Co. for new home offices which will occupy two floors of the Bulkley Building in Cleveland. In addition, Miller has been retained as design and planning consultant to Schuermann-Jones Co., in the field of medical instrumentation and furnishings. . . . Another industrial design firm, Henry P. Glass Associates, Chicago, has been contracted for the development and design of a group of office furniture, including desks and seating units, by Star Industries, Inc., of Spring Lake, Mich. . . . Albert Parvin & Co., Beverly Hills contract interior design firm, has been commissioned to do all or part of the interior design and furnishings of five banks and a stock broker's office. These include Continental Bank and Fidelity Bank, both in Beverly Hills, American City Bank in Los Angeles, two branches of the Bank of Las Vegas in Nevada, H. Hentz & Co., stock broker of Beverly Hills. Parvin also announced completion last month of display space in the new 7-story Design Center Building, Beverly Hills, for Drexel Enterprises, furniture manufacturer. Parvin designed and installed the equivalent of two rooms on two elevations divided by decorative screens. . . . Good Design Associates, South Bend, Ind., has been retained for design assignments by Kirsch Co., Sturgis, Mich., Da-Lite Screen Co., Warsaw, Ind., and Jenn-Air Products Co., Indianapolis. . . . Hotel Designs, Inc., La Jolla, Cal., has been assigned the interior planning of Wilbur Clark's Crest Inns, to be located in Austin, at the NASA location in Houston, and in Corpus Christi, Texas. Complete furnishings for the new units, part of the Wilbur Clark's Inns of America chain, will be supplied by the contract division of Bearden Furniture Co., Dallas. (C)



## For men with big ideas—and little space

### . . . a new HOWE Folding Table



Cramped for room? Don't let it bother you. To solve your problems, all you need is a little "know how" and this HOWE folding table. It's ideal for converting small areas into conference rooms. Just right, too, for executive dining rooms. Features include handsome, wood-grained plastic tops and square steel legs that fold flat for easy storage. (Choice of finishes: flat black enamel, mirror or satin chrome.) 48", 54" and 60" diameters.

For free literature, write today!

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If it folds—ask HOWE!



See it at the NSOEA-NOFA Show, Booths 542-544  
Circle No. 25 on product information card

# Anyone can give you the carpet colors you want. Eventually.



Lees has more than 100 carpet colors and they are all in stock all the time. We never run out.

If you'd rather not play the waiting game, give thought to Lees.

Lees can give you almost any carpet color you want right away.

No red tape. No special orders. No back and forth.

We have more than 100 stock colors, ready all the time.

Besides that, we stock all the other colors we're using in our current carpets.

Meaning, we sometimes have several hundred colors for you to pick from.

If you can't come to Lees to see samples, Lees will come to you.

We'll send you a carpet specialist. He'll show you colors and samples and keep his decorating advice to himself unless you ask.

What if you want a color we don't have?

If you'll pay more and wait longer, we'll make up any color you can conjure up in your wildest imagination.

But let's say you're happy with our tried and true orange, avocado, gold and brown carpet.

Only you want it in turquoise, aqua, plum and fresco blue.

Or some other combination.

You can have it with no extra charge, as long as you're carpeting more than a phone booth or reasonable facsimile.

Just decide what you want, big or little, and we'll get the mill rolling the same day.

At Lees, production isn't a production.

Write Commercial Carpet Department (C-2), James Lees and Sons Company, Bridgeport, Montgomery County, Pennsylvania, and we'll tell you more.

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**It is no accident  
Impact '70 out-values  
other hotel-motel  
furniture.  
It's deliberately guest-  
proofed. Stronger frames,  
Perma-loc drawers.  
Tops of new oiled-walnut  
plastic laminate.  
Exceptionally beautiful.  
And there are  
18 coordinated pieces  
available in this Espresso  
Walnut group. Can be  
installed 50% faster, too.  
All this at the very  
lowest price!  
Please write for catalog.  
Hotel-Motel Division,  
Hooker Furniture  
Corporation,  
Martinsville, Virginia.**

**HOOKEER**

Circle No. 27 on product information card

## CONTRACT NEWS

STEELCASE, INC., received the 1964 Award of Merit in the consumer products category from the Society of Plastics Industry for the Steelcase 214 swivel armchair.

NO-SAG SPRING CO., Detroit, has opened a new plant in Los Angeles, under the direction of Harvey Cash. The increase in floor space will mean a 25 percent increase in production and delivery schedules for No-Sag's West Coast customers.

MAGNAVOX CO., Fort Wayne, Indiana, has appointed the following regional sales managers in the contract sales department: Tom Bray, midwestern states; Stan Marks, northeastern states; Jim Bennison, western states; Jerry Devlin, southern and southeastern states.

SYRACUSE ORNAMENTAL CO. has opened a new showroom at Room 578 of the Western Merchandise Mart, San Francisco, Cal. The Syroco collection of wall accessories will be displayed there under the direction of Lloyd Hennen.

BARKER BROS. CORP., Los Angeles, has acquired MILLER DESK & SAFE CO., office furniture and equipment dealers. Miller Desk will continue to operate under its present name, as a wholly owned subsidiary of Barker Bros.

DUX INC. has completed a new furniture plant in Newport News, Va., to facilitate distribution of the Dux line of Scandinavian furniture.

MODERN-COTE division of Modernfold Doors has established STYLES WALLCOVERINGS, INC., a new firm which will offer a variety of wallcoverings. Styles Wallcoverings has offices at 101 Park Avenue, New York City, and at 490 Fifth Street, Newark, N.J.

THERMASOL LTD., manufacturer of the Thermasol home steam bath, has leased new showroom space at 101 Park Avenue, New York.

QUARTITE CREATIVE CORP., Flushing, N.Y., has acquired its second manufacturing plant in Pennsylvania. The newly acquired plant at Pottsville, Pa., has a capacity of 60,000 square feet.

VENINI LTD., importer of Italian craftware and lighting fixtures, has opened a new showroom at 377 Park Avenue South, New York City. Robert Lowell, president of Palmolite Ltd., has assumed management of Venini.

Circle No. 28 on product information



You made promises, promises, promises and your client loved you. Then slow fabric finishing began to "fowl" up your deadlines and your client gave you the bird . . . with raspberry sauce. "Nevermore!" you scream, and vow to call Kiesling-Hess next time. Good idea! Bigger and better facilities in both New York and Philadelphia mean that Kiesling-Hess now gives same day finishing for your upholstery fabrics. Fabrics received in the morning will be shipped, finished to your precise specifications, the same afternoon. For Scotchgard\* Brand Stain Repeller, California Approved Flameproofing, or whatever finish you fancy, always call for finishing by Kiesling-Hess and you'll always fly right!

**KIESLING-HESS FINISHING COMPANY, INC.**

Custom finishers to the decorative trade: Flameproofing, Sylmer, Scotchgard, Zepel,<sup>®</sup> FAB-BAC Fabric Backing  
519 West 38th Street, New York, N.Y. • 1011 Wood Street, Philadelphia 7, Pa.

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

\*Product of the Minnesota Mining and Manufacturing Co.



**EATING  
CROW?**

## PEOPLE

RITA BATTISTINE has been appointed public relations and promotion director of Scalamandre Silks, Inc.

Philadelphia Carpet Co. has expanded its contract carpet division with the following appointments: PAUL GEBERT, merchandise manager; CHARLES J. McDERMOTT, New York City representative; J. H. HENKES, Southern California representative.

SIDNEY SCHWARTZ has resigned from his position as manager of the contract sales division of the Baumritter Corp. JOHN CECIL, formerly manager of the Baumritter Modern Division, will succeed Mr. Schwartz, who plans to engage in motel development.

JAMES F. HAWVER, architect, is now a partner in the design firm of Arthur Lawrence Associates, Cleveland.

CHARLES T. HAIGHT, AID, has been retained as designer by Old Colony Furniture Co.

AL HULLER, of Huller, Inc., has joined the staff of the JG Furniture Co. The Huller line is now available through JG.

GRANT MAUK, president of Duraclean International, has been elected president of the International Franchise Association, an organization of business firms offering franchise opportunities in various fields.

EDWARD C. PETERSEN has been appointed district manager of National Store Fixture Co., manufacturers of contract seating, furniture, and cabinetry. He will operate from the firm's newly opened Chicago offices.

GORDON H. CARKHUFF and WINDSOR T. STURTEVANT are new contract sales representatives of Roxbury Carpet Co. Mr. Carkhuff will cover southern California and southwest, while Mr. Sturtevant will cover northern California, Oregon, and Washington.

HARRY W. BARTELME has been appointed sales manager of the Burke Division and the Commercial Furniture Division of the Brunswick Co.

ALLAN WINSLADE has been named sales representative for Fritz Hansen, Inc., in Tennessee, North Carolina, South Carolina, Georgia, Alabama, Mississippi, and Florida. Hansen furniture is displayed in the Winslade showroom at the Atlanta Decorative Arts Center, Atlanta, Ga.

*(Continued on page*



SCANDIA RESTAURANT - LOS ANGELES, CALIFORNIA

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**America's Finest**  
HOTELS, CLUBS,  
RESTAURANTS AND HOMES

*Representatives inquiries invited*



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Los Angeles 38, California

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**Jens Risom**

**“Exit the unhappy  
notion that truly fine  
furniture is impractical  
on the business  
firing line.  
Enter Group Seven.”**

announces a major new design group in natural walnut, styled with boardroom aplomb, engineered for uncompromising efficiency, scaled modern space requirements, and priced to make fine business furniture a controller's crusade. Group Seven® is now on display in showrooms: 49 East 53rd Street, New York; Atlanta, Chicago, Dallas, Los Angeles, San Francisco. May we send you a brochure? Risom is sold through interior designers, architects, and furniture stores.

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## PEOPLE

JOHN P. IGOE has been named sales manager for the George K. Birge Co. Mr. Igoe was formerly eastern field representative for J. C. Eisenhart Co.

DAVID J. BRUNN has been elected executive vice president for marketing of Drexel Enterprises, Inc. He was also named to the Board of Directors.

JAMES L. COVEY has been named manager of the new contract division of the Sterlingworth Corp., Jamestown, N.Y.

KEITH D. BROWN has joined Flannery & Associates, Inc., Pittsburgh, as an architectural store planner.

ROBERT M. COULTER has joined Goodall Vinyl Fabrics Division of Burlington Industries, Inc., as a stylist.

CHARLES F. DEMAILLY was elected president of the Plymouth Cordage Co., of Plymouth, Mass. Among the divisions of Plymouth Cordage is the Athol Manufacturing Co. of Butner, North Carolina, producers of vinyl-coated fabrics.

Virco Manufacturing Co. has made the following executive promotions: JOSEPH E. JOHNSON is new national sales manager; ROBERT A. V... is advertising manager and Los Angeles division sales manager; and GEORGE S. ACKERMAN is regional sales manager at the Los Angeles office.

E. A. MILLER has been elected president of Albert Pick Co., Inc., designer and furnisher of interiors and food service facilities for hotels and other institutions. Mr. Miller, former president of Fenestra, Inc., was also named a member of the Albert Pick Co. board of directors.

BURTON TYSINGER has been named head of the department of interior design of Smith, Egan & Grylls Associates, Inc., Detroit.

NEIL C. EITEL has been named assistant controller for Hardwick & Magee Co., Philadelphia. He was formerly with Archibald Henderson Co.

FOLKE OHLSSON, president of Dux, Inc., received the Royal Order of Vasa decoration from the Swedish government for his work in building goodwill between Sweden and the United States.



New CHF No. 57—\$130 list

SEATING COMFORT SO GREAT WE PUT IT ON A PEDESTAL

**CHF**



New CHF No. 56—\$225 list

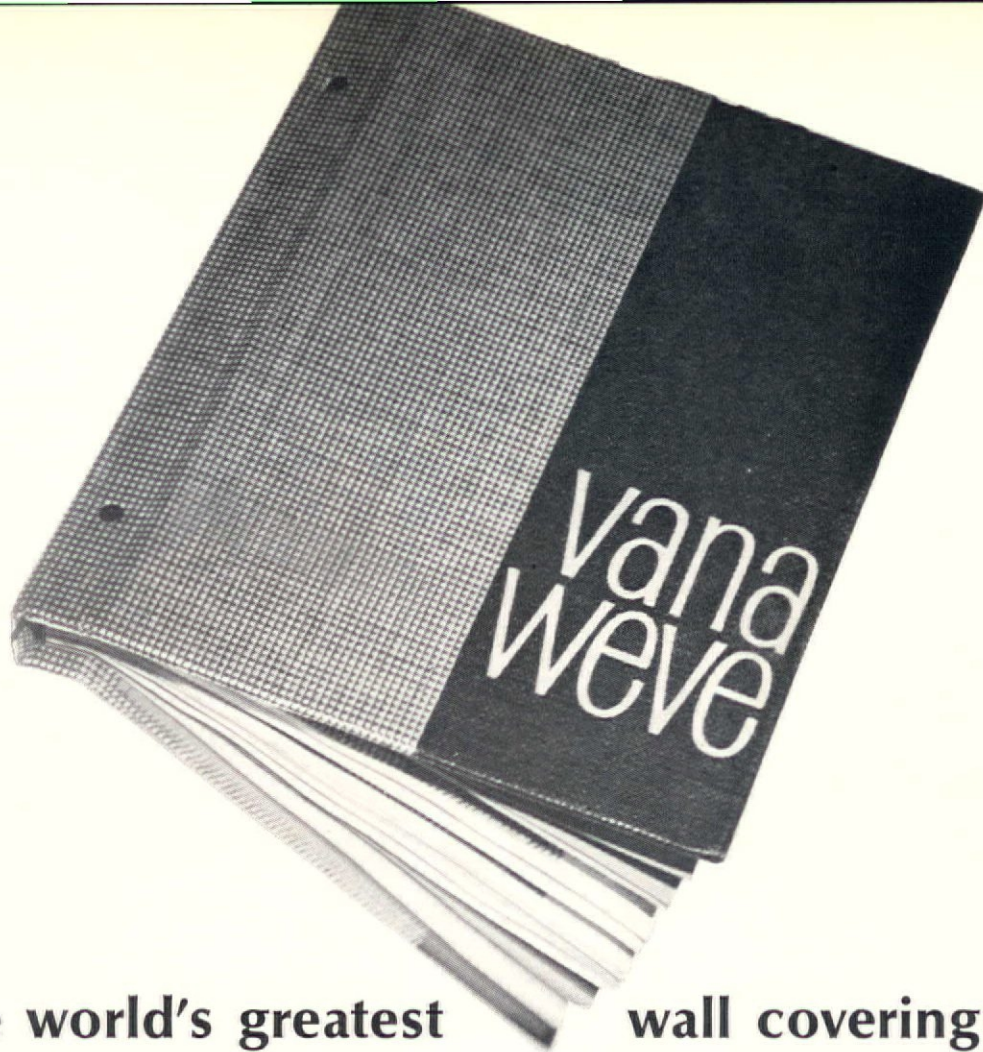


New CHF No. 55—\$250 list

Another success story from CHF. A whole range of plush chairs for lounges, reception rooms, a place where seating comfort plus styling is required...

Leave it to CHF—for the very best in new seating ideas!

Circle No. 31 on product information card



## Is this the world's greatest wall covering—ever?

Many people believe so. And here's why: Vanaweve\* is woven from Dow Chemical Company's Rovana® saran flat monofilament. Its physical properties are excellent. Vanaweve comes in styles that have fire ratings as low as one. It is scuff and abrasion resistant, rot and mildew resistant, stain resistant, nontoxic, dimen-

sionally stable and colorfast. On the aesthetic side, Vanaweve has the texture, dimension and surface interest only weaving can give. It can be fully coordinated and is available in a wide variety of colors and patterns. Read all about it in the beautiful sample book available from the Vanaweve distributors listed below.

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**Richard E. Thibaut, Inc.**  
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**Seabrook Wallpapers**  
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### MIDDLE WEST

**The Warner Co.**  
108 South Desplaines Street  
Chicago 6, Illinois

**The Warner Co. of Texas**  
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**Stockwell Wallpaper Co.**  
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**S. R. Frazee Co.**  
1001 Broadway  
San Diego, California





Lobby of Garland Knitting Mills; Brockton, Mass. KMG 1 Table designed by Hans Krieks.



← KD1 Lounge Chair, 36½" w. →

Helikon brings you super comfort and style in this superman's lounge chair. Designed by A. Der Marderosian of Hans Krieks Associates.

# HELIKON

FURNITURE COMPANY, INC.  
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Circle No. 33 on product information card



Viko stacking-dining chairs in banquet hall, The Host Motel, Lancaster, Pa. Dealer: Washaw Design Co., div. of Watt and Shand, Lancaster.



Baumritter transitional chairs in guest room, Park Arlington Motel, Washington, D. C. Dealer: Revere Furniture and Equipment Company, Washington, D. C.

# Why America's Top Interior Designers Specify Baumritter Commercial Seating

And why Baumritter is perfect for your job, too!



Viko all-purpose stacking chairs in lecture room, Electronic Computer Programming Institute, New York City.



Modular seating in 1st Congregational Church, Chicago, Ill. Dealer: Chicago Office Furniture Co., Chicago, Ill. Designed by Perkins & Willis.



Viko all-purpose chairs in Sundial Restaurant, Mark Monroe Motel, Richmond, Va. Dealer: Thalheimer's Industrial Sales, Richmond, Va.



Ethan Allen antiqued pine captain's chairs in The Thirsty Pilgrim, Statler-Hilton Hotel, Boston, Mass. Dealer: International Hotel Supply, Boston, Mass.

Seating needs vary from job to job—or within a job—finding “just right” furniture for each area is important and exacting. That's why experts in interior design specify Baumritter, the expert in seating. (For more information, see how Baumritter efficiently and economically helped solve seating problems in the installations pictured above.)

Modern, compact, steel-framed public seating. Interior designers specify Baumritter's special contract line. For contemporary, smooth-frame lounge or occasional chairs, Baumritter Danish-inspired and transitional when they require chairs or sofas with

a warm, gracious and traditional feeling, they make imaginative use of the vast Ethan Allen Early American or Kling Colonial collections.

Whatever your seating challenge may be (restaurant, office, guest room, reception area, auditorium or lounge), do it better with Baumritter. It offers more service, quality and value for the money than you ever believed possible.

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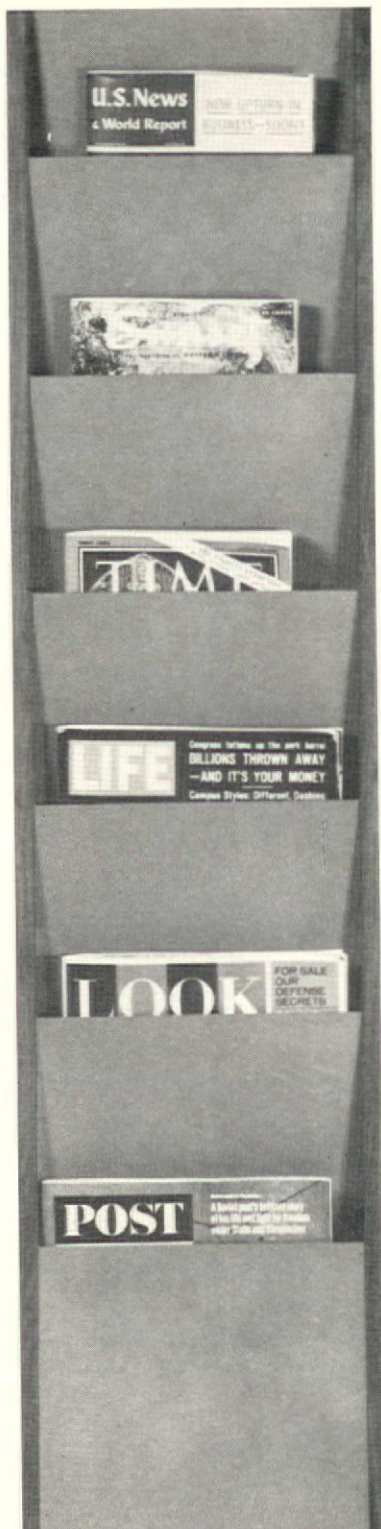
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For brochures of Peter Pepper accessories, please write



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## CALENDAR

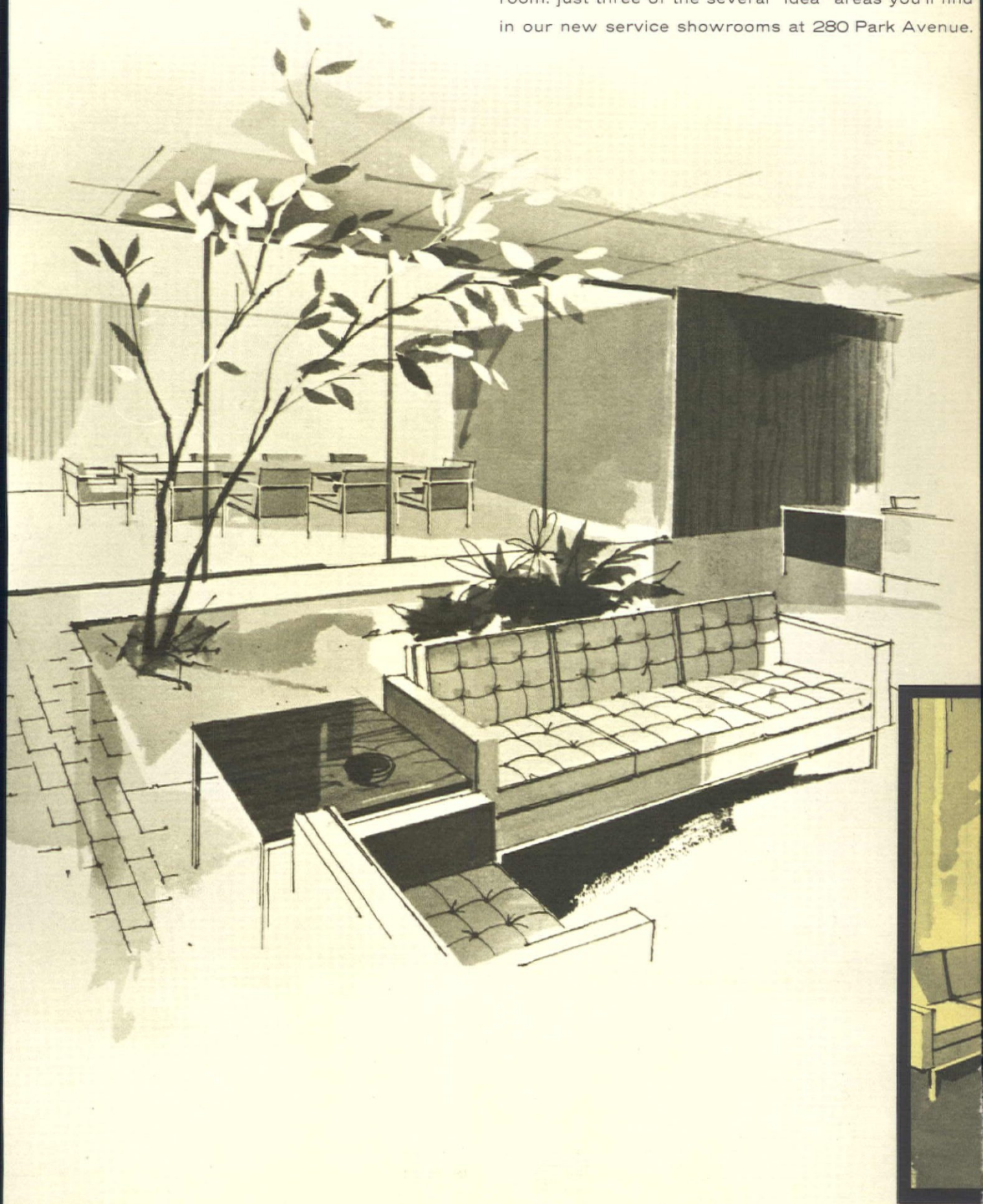
1964

- April 10.** Contract Market Seminar (specifying contract products), Western Merchandise Mart, San Francisco.
- April 17-24.** Southern Furniture Markets. High Point, Lexington, Drexel, Thomasville, Lenoir Hickory, N.C.
- April 22.** New York World's Fair opening.
- April 22-24.** Mid-West Hospital Association, 36th Annual Convention. Municipal Auditorium, Kansas City, Mo.
- April 26-29.** National Association of Educational Buyers. Hotel Jung, New Orleans.
- April 26-30.** National Society of Interior Designers. First Annual Convention. Waldorf-Astoria Hotel, New York City.
- April 29-May 1.** Furniture Market. Dallas Market Center, Dallas.
- May 9-14.** American Institute of Interior Designers, 33rd Annual Conference. Dallas, Texas.
- May 17-22.** 18th Annual New York Stationery Show. Hotel New Yorker, New York City.
- May 19-21.** NOFA Design Symposium. Essex House and Hotel Delmonico, New York City.
- May 21-24.** National Office Furniture Association and National Stationery & Office Equipment Association Eastern Convention & Exhibition. New York City.
- May 25-28.** American Motor Hotel Association and National Restaurant Association combined national conventions, including Motelrama and Designs For Dining exhibits. McCormick Place, Chicago.
- June 15-20.** Chicago International Furnishing Market. American Furniture Mart, Merchandise Mart, Chicago
- June 29-July 3.** Dallas Furnishings Market. Market Center, Dallas.
- July 6-11.** Southern Furniture Market. High Point, N.C.
- August 24-27.** American Hospital Association. McCormick Place, Chicago.
- September 26-29.** National Stationery & Office Equipment Association annual national convention and exhibit. Conrad Hilton Hotel, Chicago
- November 9-12.** National Hotel & Motel Exposition. Coliseum, New York City.

Circle No. 36 on product information card

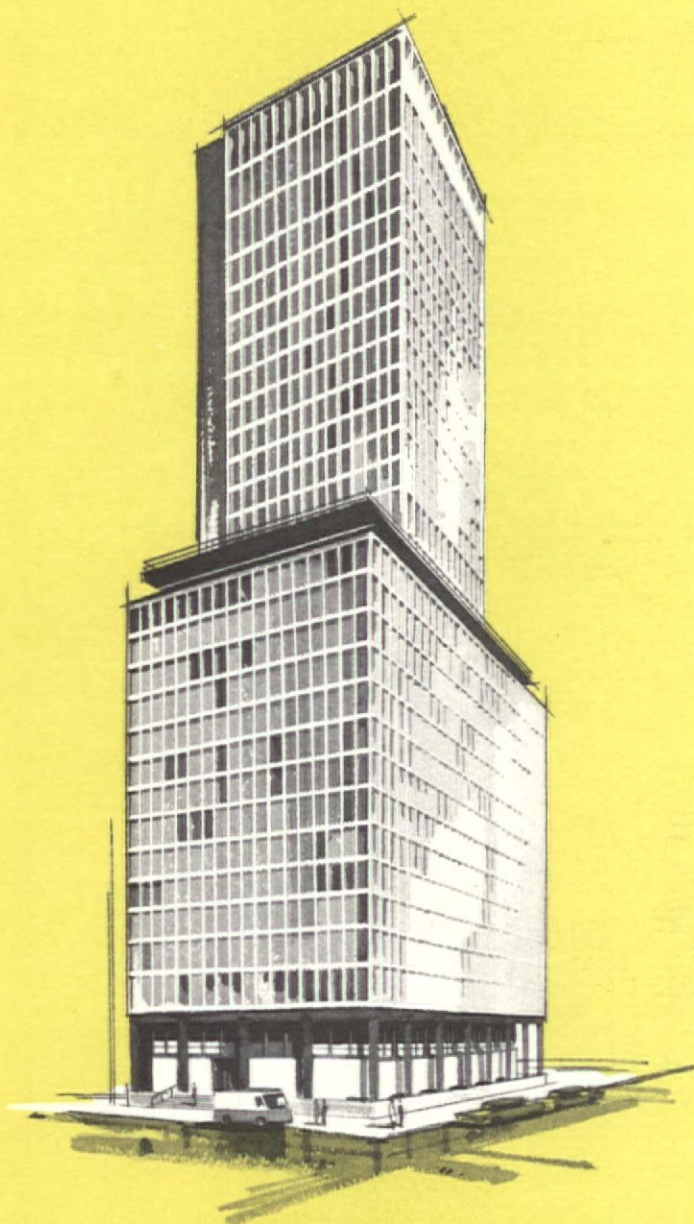


A conference room... an executive office... a reception room: just three of the several "idea" areas you'll find in our new service showrooms at 280 Park Avenue.



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### A ONE-STOP OFFICE PLANNING CENTER FEATURING THE MOST COMPLETE LINE OF FINE OFFICE FURNITURE AVAILABLE !



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20th Floor—Bankers Trust Building  
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We have established the 20th Floor of the Bankers Trust Building as a one-stop office planning center to help simplify your work—and to complement your skill for office layout and design. Unlike conventional "display" showrooms, ours are working service showrooms. Here, you'll be able to see—and show your clients—style-pacing ideas for every type of office function: board conference room; top management offices; middle management and junior executive offices; general offices; secretarial stations; reference areas; lobby and reception areas; even a complete data processing department. While each of the various settings has been individually planned and equipped to meet specific job requirements, the entire showroom is completely coordinated in design, color and function.

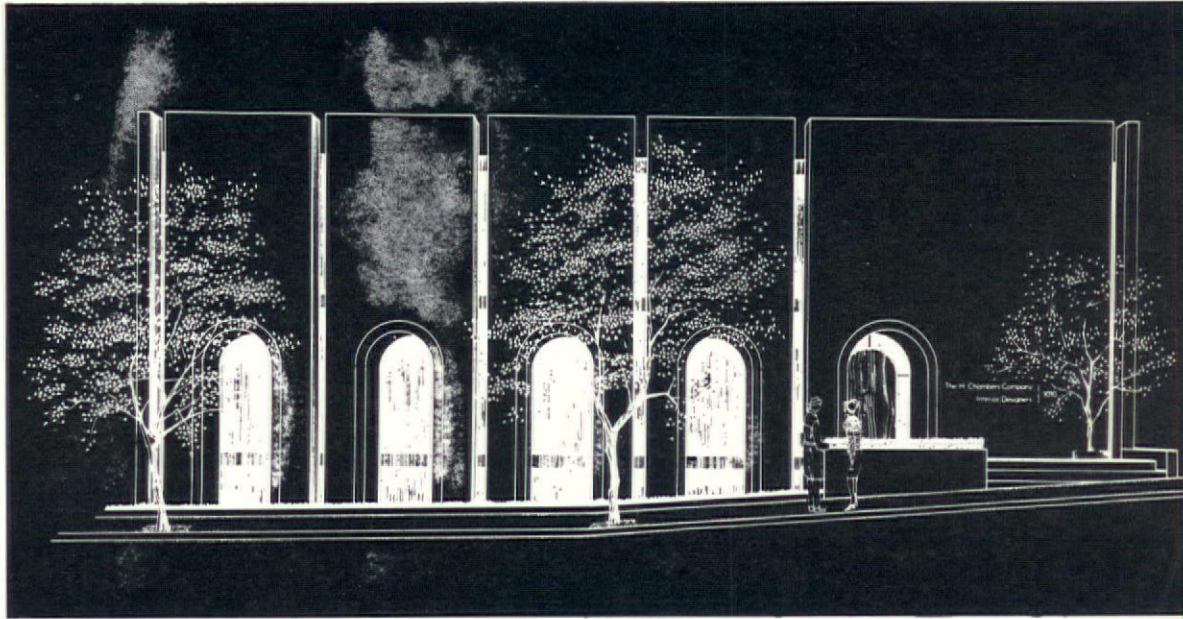
#### **Planning Services**

In addition to being the source for your complete office furniture needs, you'll find our showrooms staffed by Steelcase representatives with broad experience in all aspects of office planning and furnishing. They can offer you some of the best creative thinking in the industry and are available for consultation at your convenience.

You are invited to take advantage of the many facilities these showrooms offer. We are looking forward to welcoming you soon.

**STEELCASE INC**

Sketch of the new H. Chambers Co. building in Baltimore, to be completed this fall. The building was specially designed to house the 65-year-old firm's planning and designing staff, its work-shops and its imposing inventory of decorative merchandise.



## H. Chambers Co., 65 and still growing

**A DESIGN ORGANIZATION OF  
DISTINCTION, THE BALTIMORE  
FIRM, FORMED IN 1899, WILL MOVE  
TO ITS OWN BUILDING THIS YEAR**

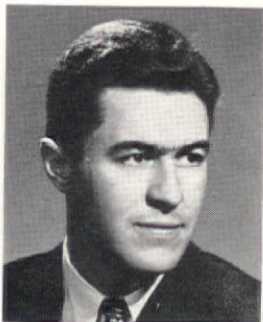
**T**HE contract design field has been fed by many streams. Some organizations in operation today came into being directly as a consequence of the postwar building boom, which has affected every area of the economy. Others, with long experience in other fields, have not only proved thoroughly adaptable to contract work, but have added a certain distinction to their commercial projects as a result of their long maturation as residential designers. Such a firm is H. Chambers Co., which will celebrate its 65th anniversary this year by moving into its own building at 1010 North Charles Street in Baltimore, Maryland.

When H. Chambers was founded in 1899 by James Howard Chambers, the firm devoted itself entirely to decorative painting and paperhanging. In 1919, J. H. Leroy Chambers, FAID, joined his father in business, and the company began its evolution from a specialty house into a design organization known throughout the country. The metamorphosis was accomplished by the gradual addition of furniture, fabrics, and accessories into the decorating work that was the company's original business. (H. Chambers still contracts for painting and paperhanging, incidentally, and is one of the few firms of its type to have full-time painters and paperhangers on payroll.)

By 1929 its success demanded larger accommo-



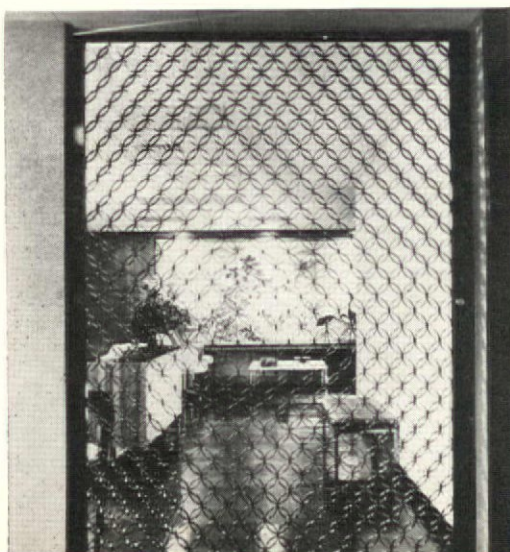
J. H. Leroy Chambers



Lee Chambers



T. Rowe Price & Associates, a well-known mutual fund management firm, is housed in Baltimore's new One Charles Center Building, designed by architect Mies van der Rohe. For its interiors, Chambers used elegant, conservative business furniture by Jens Risom in oil-finished teak, Lehigh chairs in prints by Jack Lenor Larsen, and carpet by V'Soske. The screen below is a Japanese antique from Chambers' own collection.



#### H. CHAMBERS CO.

dations and the firm moved to its present quarters at 1026 North Charles Street, an old brownstone town house that proved an ideal background to an inventory that by this time included a large number of handsome antiques and imported accessories. At that point, the firm was able to offer complete design service, and its reputation began to spread beyond Baltimore and its purlieus. Commissions from points along the eastern seaboard from Boston to Palm Beach, Florida, became a regular occurrence.

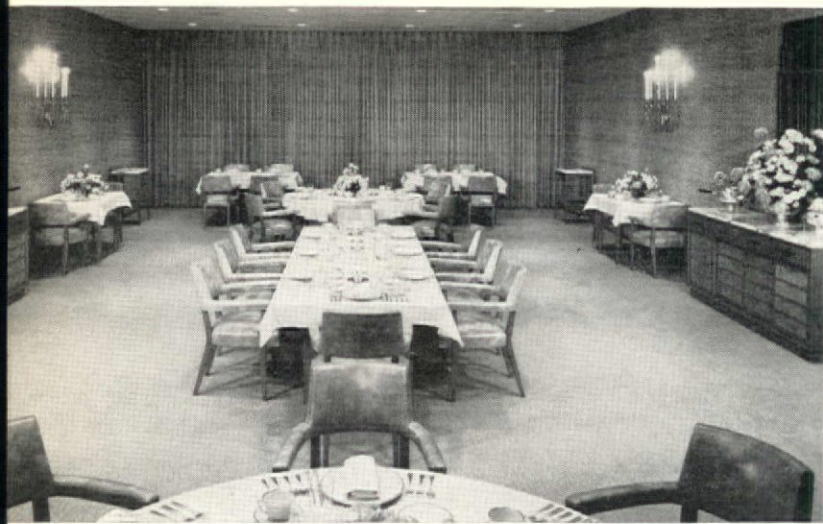
In controlling this expansion Leroy Chambers made sure that quality of workmanship would be maintained. Concern with quality, for example, prompted the inception of the firm's own sewing and upholstery workrooms. In time, these were expanded to include the fabrication of silk lamp shades, custom bedding and other furniture. Chambers believes that this control of design and execution under one roof has been a major factor in the firm's continued growth and success.

In the formative years, residential work was counted for the better part of the firm's business. After World War II, however, there was a steady shift of emphasis to commercial and institutional assignments. These commissions included restaurants, hotels, country clubs, banks, offices, churches, and other public interiors. The Baltimore Country Club, Laurel Race Track, and the Commercial Credit Building are indicative of the scope and variety of H. Chambers' more recent commissions in the contract field. In addition, mention should be made of Loyola Federal Savings & Loan (see *CONTRACT*, December, 1960), First National Bank, Baltimore, Union Trust



The Center Club, atop the One Charles Center Building: Reception area is dominated by metal rod screen by William Bowie (Sculpture Studio), furniture by Baker and Lehigh. Ladies' luncheon room, bottom left, is colorfully appointed with rattan chairs by McGuire in a Larsen print, table bases by Burke, tops by Marshall Studios. Main dining room, bottom right, is furnished with Lehigh chairs, Burke based and Cantler topped tables, Webb draperies. All carpets and rugs by V'Soske.





Commercial Credit Co., housed in its own building designed by Harrison & Abramovitz, contains spacious executive dining room (left) which Chambers furnished with pecan wood furniture by Saybolt & Cleland; leather chair upholstery by Gilford; carpet by V'Soske. Equally spacious board room contains 30-foot long table by Saybolt & Cleland. Upholstered chairs by Risom; rug by V'Soske; linen draperies by Jack Lenor Larsen.

## H. CHAMBERS CO.

Co. of Maryland, the Mutual of Omaha offices in Washington, D.C., Meinecke & Co., Cockeysville, Md., Beth El Synagogue, Pikesville, and Black & Decker Mfg. Co., Towson, Md.

To service its clients, H. Chambers Co. now employs about 90 persons, including a design staff of fourteen, who are assisted by three design assistants and one graphics designer. Lee Chambers, AID, joined the firm in 1952, the third generation to follow in the family tradition, and he is primarily responsible for adding such new facets as graphic design to the company's portfolio. The recently completed Center Club, an important element in Baltimore's downtown renewal program, is an excellent example of this union of interior designer and graphics; menus, stationery, and even uniforms were completely coordinated by H. Chambers Co. with the interiors they had designed for the club.

Leroy Chambers has not only been continuously active as the head of the firm, but has also been an important figure in trade affairs on a national level. A member of the American Institute of Interior Designers since 1932, he has served AID in many offices. In 1959 he was elected its national president, and in 1960 was re-elected for a second term.

Relocation this autumn in the new building, which has been specially designed to meet H. Chambers Co.'s staff and inventory requirements, will enhance the firm's facilities and enable it to offer an even more complete service to its clients. Additional conference and office space have been provided, with room for further expansion in the future. (C)



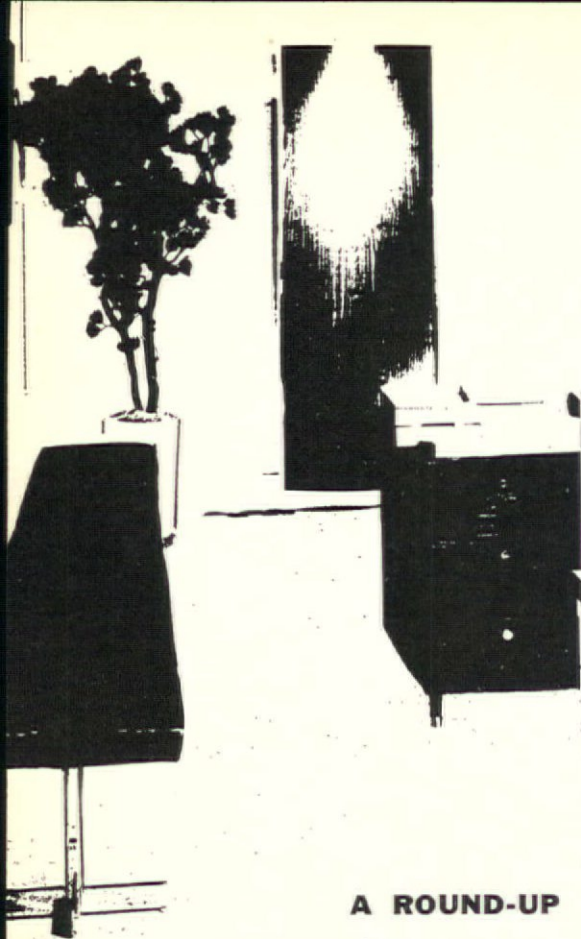


Boumi Temple's main lounge is a dramatic, two-story high area. Chamber's placement of seating group, defined by a Spanish-made rug from A. Morjikian, provides comfortable waiting area and directs the flow of traffic in two directions. Upholstered furniture is by Dunbar and Erwin Lambeth; coffee tables by Harvey Probbler; cabinets by Baker. Viertex wallcovering by L. E. Carpenter; foil papers by Winfield Design.



Meinecke & Co., an industrial firm whose plant is situated in the Greater Baltimore Industrial Park, has a distinctive set of offices designed by Chambers. Its most striking interior is the "atrium" above, a conference and reception room lighted from above by a translucent plastic panel and furnished with table and chairs by Herman Miller, Knoll, and Dunbar. Other photos show formal boardroom, executive offices, and reception area.





**A ROUND-UP  
OF NEW MERCHANDISE**

**FOR THE PLACE OF BUSINESS,  
MUCH OF WHICH WILL BE SEEN AT  
NEXT MONTH'S NOFA EXHIBIT AT  
THE COLISEUM, IN NEW YORK CITY**



**LEOPOLD** swivel chair incorporates curved X-frame as part of its design, along with highly grained wood. Circle No. 77.



**DEPENDABLE FURNITURE CO.'s** executive chair—all-aluminum base with torsion bar tilt control. Circle No. 78.

# OFFICE



**WORDEN CO.'s** Group 4 modular office furniture permits custom planning through its wide variety of interchangeable accessories and components. Interior steel frames are covered with walnut wood; tops are textured plastic laminate. Circle No. 74.



**ALL-STEEL** tables and chairs, architecturally styled for modern conference room or private office, are framed in choice of brushed or mirror chrome. Table top is furnished in either laminates or oiled walnut. A wide range of upholstery fabrics for chairs is available. Circle No. 82.





**MBERLAND** upholstered swivel chair is deeply cushioned. Seat and back height, pitch and tension are adjustable. Circle No. 79.



**INTERNATIONAL CONTRACT FURNISHING's** Finnish import designed by Heikki Siren has steel frame with choice of leather, plastic, or fabric upholstery. Circle No. 80.



**MORREDI's** new contract division includes this AID award winning lounge chair, in choice of several woods and fabrics. Circle No. 81.

# FURNITURE

**PACE/JIL:** Teak and stainless steel conference table can be divided in center to form two separate tables. Chairs are combination of stainless steel and leather upholstery. Circle No. 71.



**ITTINGER's** classic style wall unit has swirled mahogany veneers. It is a companion piece to an executive desk. Circle No. 83.  
**MADISON FURNITURE's** modular seating system (right) consists of eleven basic components. Seat components are armless or with left or right arms. Table tops are plastic. Circle No. 51.





**BRUNSWICK:** contour molded Fiberglas armchair, luxuriously upholstered in vinyl. Circle No. 1.

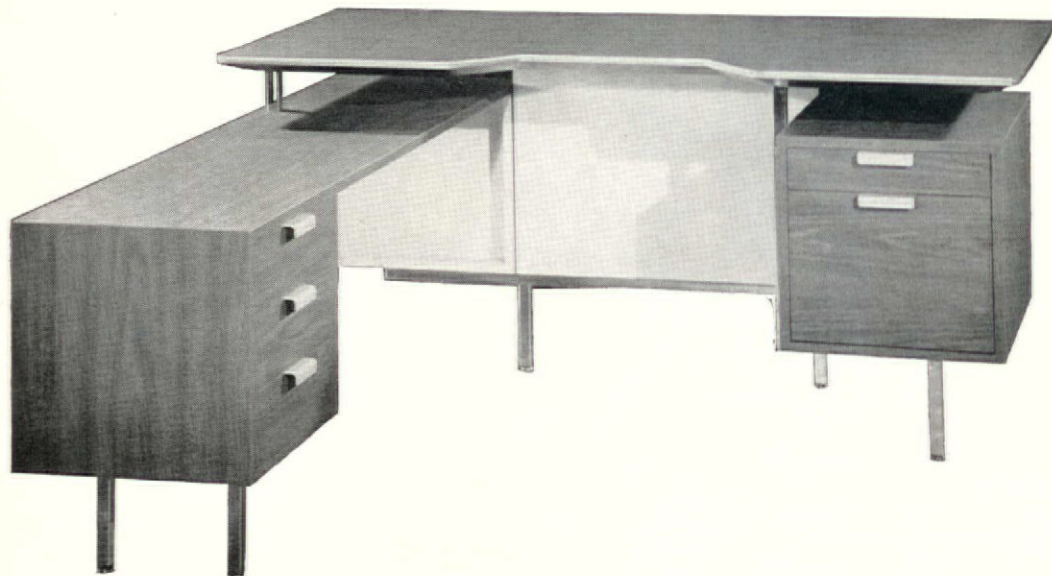


**DUX:** solid walnut or teak armchair, designed by Ray Zimmerman with foam rubber seat and back, buttonless tufted seat. Circle No. 84.



**LAIRD/YOUNG:** VIP reference chair, steel frame also available as high executive swivel chair. Circle No. 85.

## OFFICE FURNITURE



**THOMAS-DAVIS MFG. CO.** created a series of modular desks, the Desquire collection, based on varying leg and frame components which permit versatility in arrangements. An integral part of the basic design is the "floating" desk top, inconspicuously supported by steel frames. Desquire D, silhouetted above left, demonstrates one arrangement, a commodious pedestal desk augmented with a left return. All surfaces are in matte-finished walnut laminates. Circle No. 88.



**FREDERIK LUNNING:** Form and function are blended in a Scandinavian import designed by master craftsman Hans Wegner. The desk (left) is reduced to a limited number of elements—a broad work surface, two drawers, slim legs supported by two metal members. It is available in either teak or oak. The matching chairs reflect the same Wegner style refinements. Circle No. 89.

**ROBEY,** contract department of Drexel Enterprises, combines walnut woods with chrome-plated steel in a series of desks and storage units which may be interchanged to conform to work and space requirements. Pedestal desk with right return (left) is coordinated with a wall storage unit. Circle No. 90.



**ROBERT JOHN CO.:** round table for conference use, designed by William Sklaroff Design Assoc., with steel pedestal; tops in walnut, oak, or laminates. Circle No. 86.

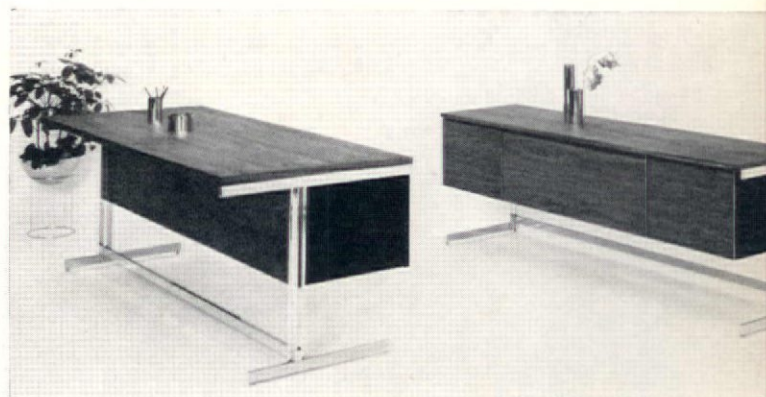


**STOW & DAVIS:** cocktail table with marbled top inset in walnut frame, part of Transition I correlated group of seating, desks, credenzas, and tables. Circle No. 87.



**RICHARD DRAPER:** executive mobile caddy, caster-mounted, in choice of walnut or teak to coordinate with executive desk. Circle No. 68.

**HUGH ACTON** executive desk and cabinet group (right) achieves its architectural look through the use of mirror finished steel I-frames, all exposed as an integral design element to complement highly grained wood surfaces. The working side of the desk has easily accessible drawer system: file drawer tilts, drawer cabinet front swings down and under pedestal, exposing tray drawers. Circle No. 91.



**STEELCASE** recently introduced its 2100 line of free-form molded Fiberglas chairs, created by W. B. Ford Design Associates to provide visual relief from straight lines predominant in many offices. More than 700 chairs, including side chairs and arm-chairs in addition to the swivel-based models (right), were installed in the new Michigan Consolidated Gas Co. building, Detroit, designed by architect Minoru Yamasaki. Circle No. 36.



**OMNI DIVISION** of Aluminum Extrusions specializes in pole-supported systems of shelving, desks, and cabinets (left) designed to allow maximum use of vertical room space. Floor-to-ceiling spring-loaded extruded aluminum poles may be rearranged or moved with minimum effort. Circle No. 92.

## OFFICE FURNITURE



**METROPOLITAN FURNITURE CO.** upholsters its foam-padded armchair (far left) in full top-grain leather. The chair, set upon a pair of slim-lined legs, is available in either chrome steel or walnut, is accompanied by a marble-topped table of polished aluminum with adjustable glides. Circle No. 93.

**CARROLL CHAIR CO.** deeply channel tufts the sculptured back of its pedestal side chair (silhouetted at left), which is available with a return swivel that automatically returns seat to front position. Circle No. 42.

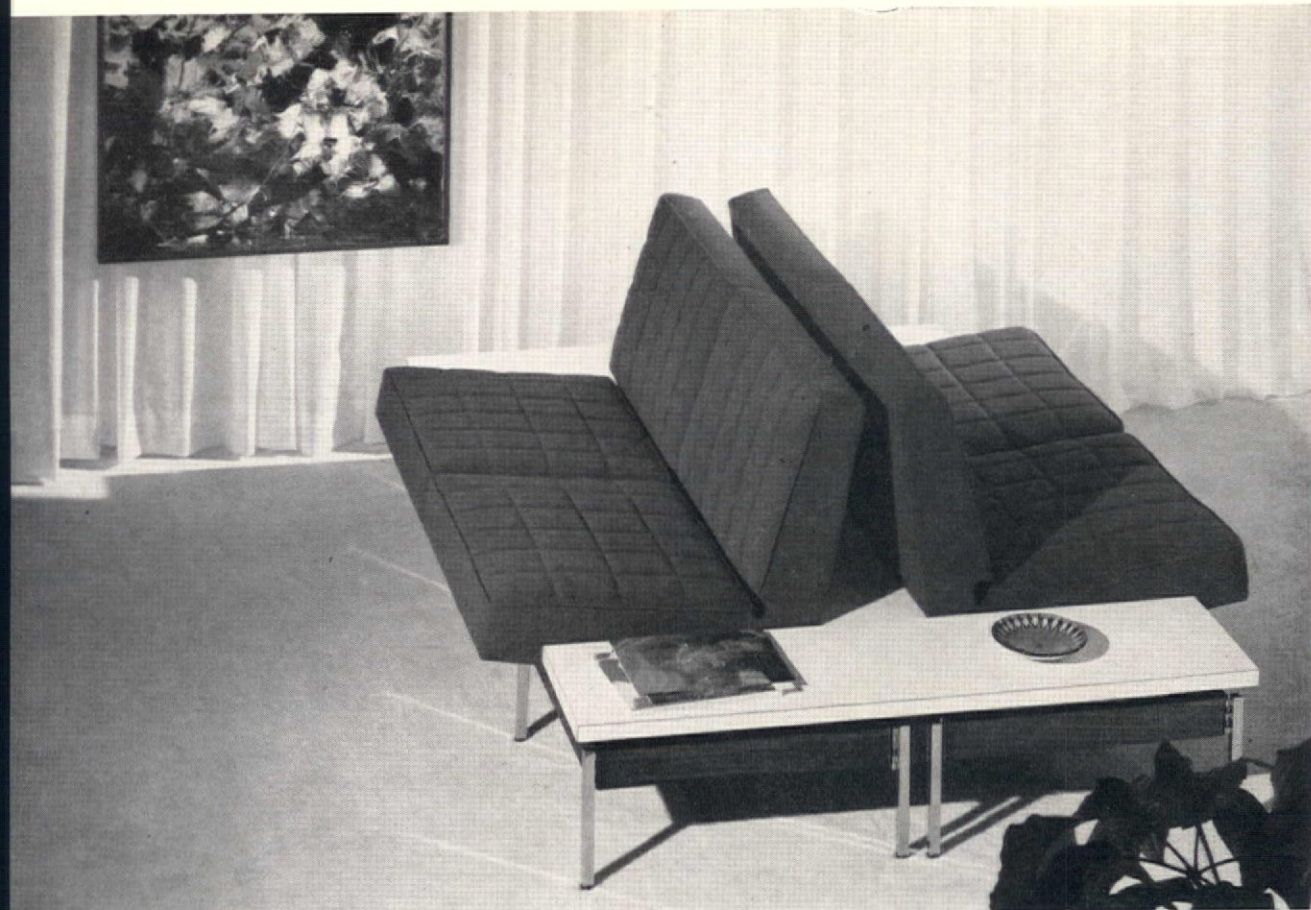


**JANSKO INC.** has four new chair styles (left) for conference, executive office, and reception area application. Upholstery on all models is 34-ounce expanded vinyl, and bases are available either in plated or baked-enamel finishes. Both fabrics and finishes come in a wide variety of colors. Circle No. 65.

**DIRECTIONAL CONTRACT FURNITURE:** Executive desk (right) is paneled with a leather top. It is also available with cherry top. Eighty-four inches wide, the desk is finished in spice on cherry wood. Circle No. 94.

**HARVEY PROBBER** desk (bottom right) is one in the new Inner Office Series II, especially styled with a full battery of drawers and storage space. Available in a number of materials and optional features; the model shown here is in ebony walnut with scrubbed rosewood top. Circle No. 95.





**LYLOR CHAIR CO.:** Island unit from the new  
 pa II system (above) was designed by Charles  
 aton. Modular base units are fitted with connector  
 ge; top units are available in a number of  
 shes. Circle No. 96.

**HIGH FURNITURE** incorporates a new adjust-  
 e telescoping tilt swivel mechanism in all of its  
 airs, including this upholstered armchair (near  
 ht). The device eliminates unsightly features of  
 al tilt swivel base, but maintains its basic func-  
 n. Circle No. 97.

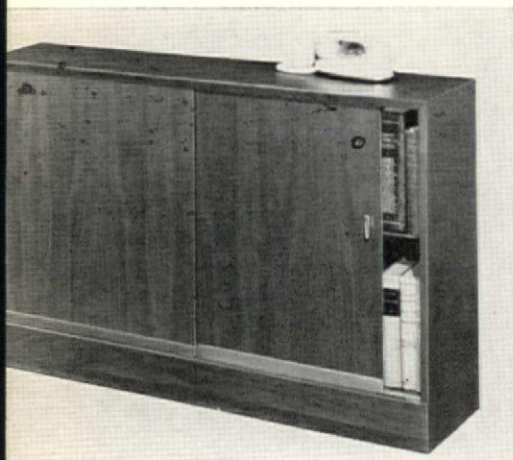


**ELIKON:** A trim design by A. Der Marderosian  
 Hans Krieks Associates, reception chair (far  
 ht) has polished chrome base, foam rubber seat  
 d back with semi-attached foam rubber cushions.  
 rcle No. 33.

**DWELL** Encore chairs (below) have clamp-on  
 me tables, forming multiple units for reception  
 d lounge areas. Various pieces may be joined to  
 t specific space needs. Circle No. 69.



**OFFICE FURNITURE**



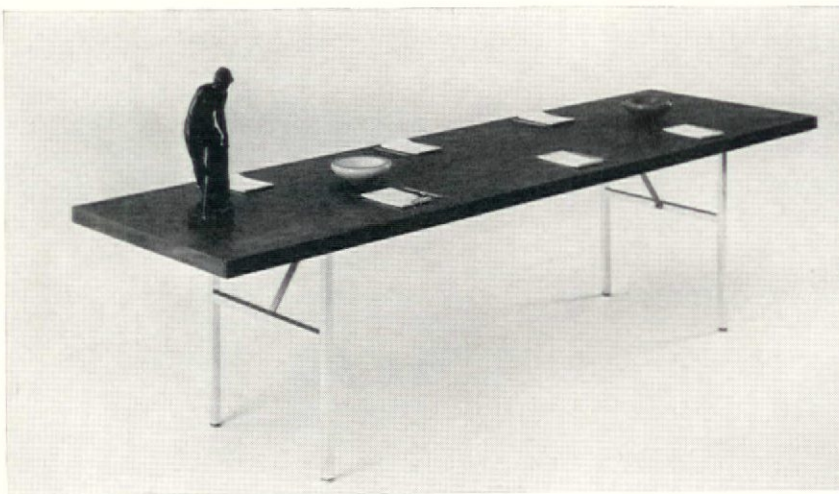
**HALE INDUSTRIES'** desk companion, shown here with wood sliding doors (far left), is also available with glass doors or with none at all. Shelves are adjustable. Case measures 30 inches high, 48 inches wide; overall depth, 11 3/4 inches. Circle No. 98.

**FIXTURES MFG.** Apollo pedestal chair (near left), simply styled with built-in durability, features self-form thermoplastic seat. Apollo is available with or without arms. Circle No. 99.

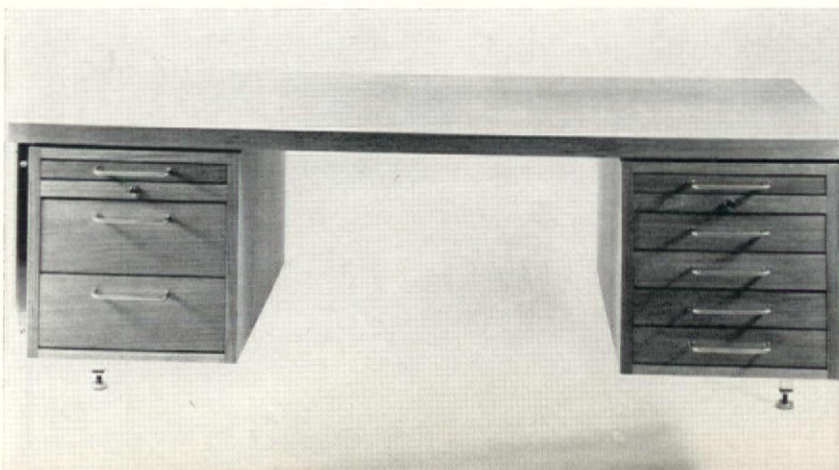


**KASPARIANS'** armless back-to-back seating (lower left), part of the Multalum line, comes in 6, 8, and 10 seat units, with larger units available on special order. Base is solid aluminum bar stock with anodized finish. Circle No. 100.

**THAYER COGGIN's** lightly scaled conference table (right), designed by Milo Baughman, has walnut veneer top, chrome plated steel square-tubing base. Table measures 98 inches long and is available in two other sizes. Circle No. 101.



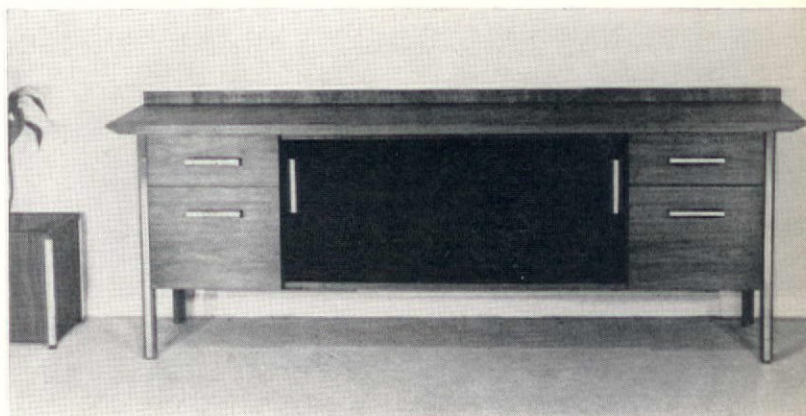
**DANISH DESIGN CENTER** is exclusive distributor of a new Hans Wegner office desk design in oak and chrome (lower right). Pedestals contain commodious drawer space—two large and five medium drawers—plus typewriter slide on either side. Circle No. 102.





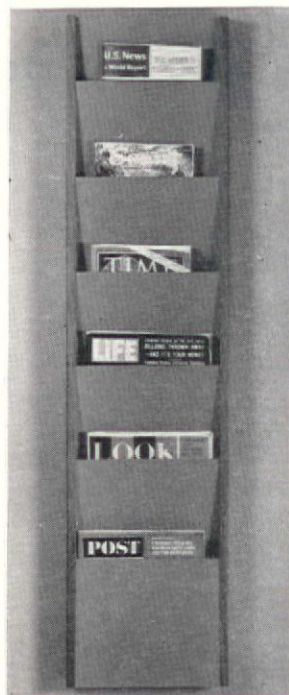
**GREGSON MFG. CO.** will introduce its new Series 60 seating at next month's NOFANSOEA exhibit. The series consists of seating sections in three styles, bench and table units, and a number of matching tables. The modular group allows an almost unlimited number of arrangements. Circle No. 52.

**O.D.I. credenza** (right), a companion piece to an executive desk, features solid walnut legs with mirror aluminum strips imbedded on one side only. Interior space may be furnished with legal or letter size file drawers, one or more adjustable shelves, and pull-out trays. Circle No. 103.



**TASSELL HARDWARE CO.** has created a series of wall furniture that can be quickly and simply arranged and rearranged. The system is based on extruded aluminum poles that extend from floor to ceiling without wall attachments. Two variations, a coat rack and divider (lower photo far right), are coupled in an attractive and useful arrangement. Circle No. 104.

**PETER PEPPER PRODUCTS'** magazine rack (lower photo near right) may be installed on either doors or walls. Designed by Leo Duval, the rack is available in two sizes in a wide selection of colors combined with natural walnut. Circle No. 35.



**MUTSCHLER BROTHERS CO.** new line of matched modular storage Multiplan units (below), designed by Paul McCobb, are made in three to nine foot widths, in one foot increments. Crafted from northern maple with walnut or maple veneers, the assemblies are vertically defined by structural anodized aluminum dividers and legs. Circle No. 105.



## OFFICE FURNITURE

**JASPER DESK CO.:** Based on the same design to supplement an impressive executive office furniture line, two teak tables (upper right), low enough to double as benches, are boldly defined with mirror chrome trimmed leg systems. Circle No. 106.

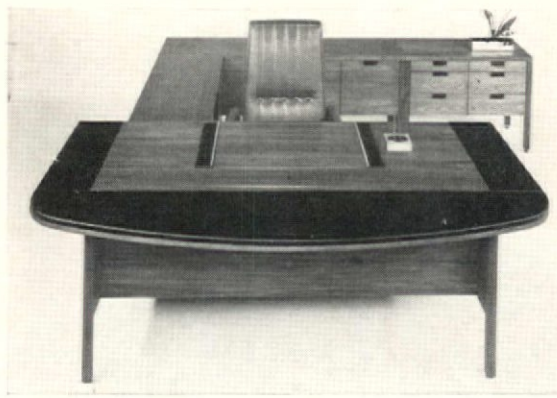


**THONET** wall unit, containing both drawers and shelves, provides a maximum amount of storage in a handsome addition to its 7900 office furniture group. Sturdy construction includes natural anodized aluminum legs, Textolite top surface, walnut veneered cases. Circle No. 58.



**IMPERIAL DESK CO.** incorporates a new walnut finish, T tone, in its Predicta solid plastic desk (upper photo far left), though walnut finish is standard, other colors are available. Circle No. 107.

**SELIG MFG.'s** custom-built Imperial Collection includes this solid lined desk (upper photo near left) in all walnut, also available with brushed chrome base. Circle No. 108.



**WILLIAMS MOD-U-PLAN** desk (lower photo far left) has a shaped textured plastic top combined with mirror chrome finish legs. Lacquer or oil finishes are optional, and wood legs may be specified. Circle No. 109.

**MARDEN INC.** combines several components from its new pedestal, and cabinet collection to form an impressive executive office arrangement (near left). Black area surrounding wood desk surface is Naugahyde. Circle No. 8.



**SHELBY WILLIAMS** group includes Naugahyde-covered swivel chairs and a continental table in an formal conference corner. Table pedestal is in walnut, topped with Cremo marble, 40 inches in diameter. Circle No. 8.





## We've been hit again!

Last year the Callaway Design Studio received the A.I.D. International Design Award for its Northern Lights towel and rug collection.

This year...pow! We're delighted to report that the A.I.D. has hit us again.

Our American Exploration collection of area rugs received one of the only twenty awards made by the A.I.D. for 1964. Since the award win-

ners will be receiving intensive exploitation throughout the country, the promotional opportunities for our deal-

ers will be exceptionally plentiful; we'll be happy to talk to you about them. If you haven't already seen or don't have the opportunity to see this great collection at the markets...

Please hit us for your free full-color portfolio.



Howard Skelton  
Callaway Mills, Inc.  
La Grange, Ga.

Please send the Callaway area rug portfolio to:

Name \_\_\_\_\_

Title \_\_\_\_\_

Firm \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

## Callaway

**CALLAWAY MILLS, INC., LA GRANGE, GEORGIA.** SHOWROOMS: ATLANTA MERCHANDISE MART SPACE 930, CHICAGO MERCHANDISE MART SPACE 1822, DALLAS TRADE MART SPACE 3200, LOS ANGELES MERCHANDISE MART SPACE 312, NEW YORK TEXTILE BLDG., 3RD FL., 295 FIFTH AVE. SAN FRANCISCO 386 WESTERN MERCHANDISE MART

# NOFA EXHIBITORS

New York Coliseum, May 21-24

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
A.M.V. Inc., Div. of Hugh Acton	803-805	K & C Metal Products Co., Inc.	
Acme National Refrigeration Co.	434	Knoll Associates, Inc.	M24-
Airlite Aluminum Div., Baylis Industries, Inc.	725	Krueger Metal Products Co., Inc.	818-
Alma Desk Co.	413-415-417	Leopold Co.	738-
American Leather Mfg. Co.	620	Marvin S. Levine Associates	741-
Anderson-Hickey Co.	814-816	Lyon Metal Products, Inc.	813-815-
Art Steel Co. Inc.	414-416-418	Madison Furniture Industries	
Barton-Edwards Co.	910	Karl Mann Associates	719-
Bassick Co.	424	Marnay Sales Div., Signore, Inc.	214-
Bay Products	535-537	L. E. Mason Co.	
Bela Division, J & J Tool & Machine Co.	826-828	Master Woodcraft Inc.	124-
Bentson Mfg. Co.	627-629	McDonald Products Corp.	409-
Bereday Chair Co.	739	Meilink Steel Safe Co.	230-
Bernard-Franklin Co. Inc.	622-624	Metalstand Co.	305-307-309-
Boling Chair Co.	313-315	Midwest Folding Products, Tensco Corp.	342-
Borrourgs Mfg. Co.	218-220	Milwaukee Chair Co. and Milwaukee Metal Furniture Co.	420-
Bright Chair Co.	532-534	Modern Steelcraft Sales Corp.	707-709-
Canadian Exhibitors	100-110,	Murphy Manufacturing Co.	
Challenger Steel Products Corp.	605-607	Murphy-Miller, Inc.	326-328-
Chicago Lock Co.	531	Mutual Sunset Lamp Mfg. Co.	233-
Clarín Mfg. Co.	642	Myrtle Desk Co.	314-316-
Cole Steel Equipment Co., Inc.	714-716-718-720-722-724-726-728	National Products, Inc.	
Cottonsmith Furniture Mfg. Co.	528-530	Necos Co., Ltd.	735-
Cramer Posture Chair Co., Inc.	626-628-630	Neiman Steel Equipment Co., Inc.	
Crucible Products Corp.	802-804	North American Van Lines, Inc.	
Davis Upholstery Co.	437-439	Nu-Craft Products Co., Inc.	
Designcraft Metal Mfg. Co.	341-442-444-441	Nucraft Furniture Co.	516-
Directional Contract Furniture Corp.	M20-M21	O.D.I.	M4-
Dolin Metal Products, Inc.	902-904	OMNI Div., Aluminum Extrusions, Inc.	335-337-
Douglas Furniture Corp.	631-633	Otis Steel Products Corp.	
Durable Metal Products Co.	321-323-325	Paoli Chair Co.	
Duraloom Carpet Mills, Inc.	322	Parker Steel Products Inc.	
Eagle Ottawa Leather Co.	723	Patrician Furniture Co.	
Eisen Brothers	637-639	Peerless Steel Equipment Co.	614-616-
Emeco Corp./Metwood Mfg. Co., Inc.	924-926	Penco Products Inc.	822-
English Furniture Works	536	Polar Mfg. Co.	
Equipto, Div. of Aurora Equipment Co.	742	Harvey Probbler Showrooms Inc.	M2-
Faultless Caster Corp.	621	Rainbow Wood Products Inc.	
Federal Industries	915-917	Redi-Record Products Co., Inc.	
Filex Steel Products Co.	613	Jens Risom Design, Inc.	M8-
Fixtures Mfg. Co.	236	Riteform, Inc.	
Ford Motor Co., Vinyl Products Div.	123	Rockaway Metal Products Corp.	213-
Gift Craft Leather Co., Inc.	430	Royalmetal Corp.	704-706-708-
Arthur Gordon Associates	634-636-638-640	Sainberg & Co., Inc.	
Gregson Mfg. Co.	634-636-638-640	John Savoy & Son, Inc.	909-
Griggs Equipment, Inc.	914	Schwab Safe Co., Inc.	
W. H. Gunlocke Chair Co.	819-821	Shelbyville Desk Co.	327-
H.O.N. Co.	423-425-427-429	Shwayder Brothers, Inc.	
Hale Industries, Inc.	732	Sikes Co., Inc.	
Hamilton Cosco, Inc.	302-304-306-308-310	Smith Metal Arts Co.	M22-M
Hampden Specialty Products Corp.	734-736	Smokador Products Co., Div. of Baylis Industries	
Haskell, Inc.	713-715	Smo-King Products, Inc.	520-
Helikon Furniture Co., Inc.	223	Springer-Penguin, Inc.	731-
Hemisphere Steel Products Corp.	426-428	Stacor Corp.	419-
Hercules Seating Co., Inc.	810	Standard Pressed Steel Co., Columbia-Hallowell Div.	615-617-
Herring-Hall-Marvin Safe Co.	113-115	Sturgis Posture Chair Co.	404-406-408-
Hoosier Desk Co.	333	Stylex Seating Co.	525-527-
Horizon Steel Products, Inc.	927	Sub Zero Freezer Co., Inc.	
Horness, Inc.	537-539	Supreme Steel Equipment Corp.	
Howe Folding Furniture, Inc.	542-544	Taylor Chair Co.	509-
Illinois Lock Co.	227	Thomas Furniture Co.	
Imperial Desk Co., Inc.	609-611	Tiffany Stand Co., Inc.	521-
Indiana Desk Co., Inc.	431	United Chair Co.	224-226-
Interstate Industries, Inc.	825-827	United States Rubber Co.	332-334-336-
Invincible Metal Furniture Corp.	538-540	Victor Safe & Equipment Co.	229-
JG Furniture Co., Inc.	M18-M19	Vogel-Peterson Co.	
Jasper Chair Co., Inc.	331	Weber Showcase & Fixture Co.	
Jasper Desk Co.	508-510	Westin-Nielsen Corp.	317-
Jasper Seating Co.	519	M. G. Wheeler Co., Inc.	
Jasper Table Co.	524	Williams Moduplan Office Furniture Corp.	623-
Jasper Office Furniture Co.	515-517	Workwall Division, L. A. Darling Co.	641-
Johnson Chair Co.	136-138	York Safe & Lock	

# NOFAD SYMPOSIUM PROGRAM

May 19 to May 21

## Tuesday, May 19th: Essex House

- 8:30-9:00 A.M. Registration  
9:15-9:30 A.M. "Welcome"—Moselle Meals, President, The Taylor Chair Co.  
9:30-10:15 A.M. "Color Leads the Way"—Faber Birren, color consultant, author  
10:15-10:30 A.M. Questions and Answers  
10:30-11:20 A.M. "Non-Residential Lighting"—Richard Kelly, lighting consultant  
11:20-11:35 A.M. Questions and Answers  
11:35-12:15 P.M. "The Carpet Story 1964"—Joseph Garrett, American Carpet Institute  
12:15-12:30 P.M. Questions and Answers  
1:00-2:30 P.M. Awards Luncheon—Design Competition  
2:30-4:30 P.M. Field Tours—Installations in Pan American Building and others to be announced.  
5:00 P.M. Bus leaves for World's Fair  
11:00 P.M. Bus departs from World's Fair for Americana Hotel

## Wednesday, May 20th: Hotel Delmonico

- 8:30-9:00 A.M. Registration  
9:00-9:15 A.M. "Welcome"—Moselle Meals, President, The Taylor Chair Co.  
9:15-10:15 A.M. "Space Planning" Panel  
Moderator: Ben H. Hellman, Publisher, CONTRACT Magazine  
Panelists: Marvin B. Affrime, Space Design Group, Inc.  
Lawrence Lerner, president, Saphier, Lerner, Schindler  
Maurice Mogulescu, president, Designs for Business  
John Rainey, Interior Design, Edward Durell Stone, AIA  
Nathaniel Becker, ASID, Becker & Becker  
10:15-10:45 A.M. Questions and Answers  
10:50-11:45 A.M. "Client Presentations that Sell"—Arnold Friedman, assistant chairman interior design, Pratt Institute  
11:45-12:15 P.M. Questions and Answers  
12:45-2:30 P.M. Luncheon  
"The NOFAD Story 1964"—Moselle Meals  
Presentation of NOFAD Membership Certificates  
2:30-4:30 P.M. Field Tours—Installations to be announced  
5:00 P.M. Bus leaves for World's Fair  
11:00 P.M. Bus departs from World's Fair for Americana Hotel

## Thursday, May 21st

- 8:30-10:30 A.M. NOFAD Annual Meeting of Members Breakfast—Committee Reports—New Business  
2:00 P.M. National Office Products Exposition Opens  
"Dimensions in Design"—Special Exhibit—Mezzanine  
Coordinator: Don Thomas, NOFAD, 1963 First Prize Winner, NOFA  
Competition  
1964 Design Competition entries on display



RECEPTION AREA is unadorned except for the wall-mounted AMA emblem, an eagle in gold against blue.



TYPICAL WORKSHOP is attractively paneled in wall. Chalkboard at far end is made of tempered plate glass.

## MODEL FOR MANAGEMENT: ALTHOUGH THE AMERICAN MANAGEMENT ASSOCIATION'S NEW HEADQUARTERS IS NO BEAUTY, IT IS DESIGNED TO HANDLE MORE THAN 75,000 STUDENTS A YEAR WITH BRISK EFFICIENCY

BY VIVIEN RAYNOR

THE American Management Association concerns itself with the ethical ways and means of making money, which in public utterances is referred to as "the dignity of profit." This accomplishment is regarded as a state of grace and a moral obligation for management, while the act of management that ensures dignified profit is treated sometimes as a science, sometimes as an art. But the writing designed for internal consumption reveals clearly that it is an art, for managerial know-how, described as always in the pseudo-language with which we are all so familiar, is presented with the same air of deep religious conviction that suffuses writing about the arts. The association's catalog of films contains a rich lode of aphorisms, and there must be few consumers who would not be moved by the revelation that "Purchasing is selling in reverse"; or relieved to know that the clouds in executive minds are continually being pierced by such rays as "One of the inescapable responsibilities confronting any manager is the need to make himself understood." We have no alternative but to hope these statements mean more to managers than they do to us, especially since Ephraim

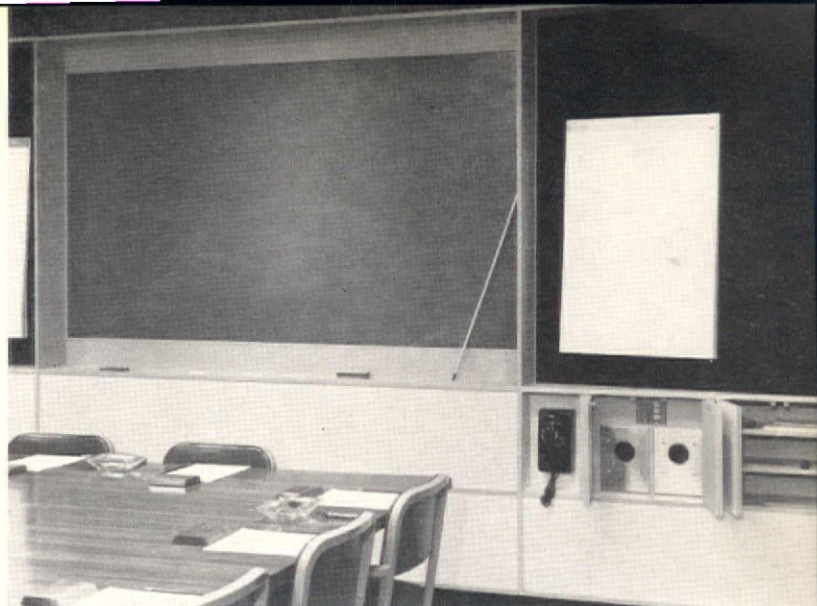
Rosen assured us in the AMA supplement of the New York Times, September 15, that half the managers he surveyed "rank among the top 5% of the general population in intelligence."

Quite consistent with management's mystical image is its choice of a new home in New York City: certainly the Princes of the older Church would not be happy in such ascetic surroundings. After all, an Emery Roth set-back is carrying the hair shirt idea a bit far. After the experience of the downstairs lobby, a prose poem of travertine with square steel columns, almost anything would be inspiring. Without the invidious comparison most of the Freidin Studley interiors look good, in an austere, librarial way. It should be noted that the AMA, which is non-profit making, did not want a building to itself, and had therefore to find one that had already been conceived but had not gone beyond the blueprint stage, three floors of which could be adapted to its purpose. Jack Freidin was not disconcerted by having to fit unconventional interiors into a highly conventional floor plan, even though this involved major structural modifications.

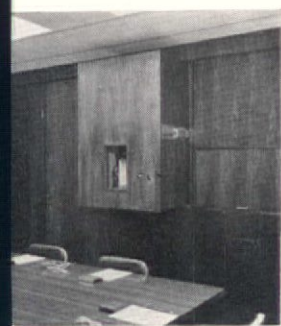
The association's needs were unique: more than



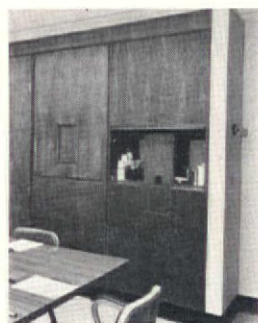
OPPOSITE END of workshop contains paneled wall housing coat closet, projector, telephone, other equipment.



IN CEILING above blackboard is a retractable projection screen. Note telephone and sound control compartments.



DETAILS of the paneled wall in workshops: Left, projection booth which slides into room on special runners. Right, cubby hole holding mid-morning refreshments. Far right, cubby hole opened from both sides to allow passage of food from corridor without interrupting seminar proceedings.



5,000 students pass through its doors annually, staying for periods ranging from two or three days to a couple of weeks; they come in groups numbering anything from a dozen to a hundred and may be tyros participating in orientation seminars or seasoned men taking refresher courses. As for subject matter there can be no business problem that is not covered by the association's syllabus: insurance, ways of handling personnel, employee benefits, labor relations, anti-trust and trade practice regulations, how to handle the functional integration of companies that have merged—these are just a random handful of the matters discussed. Obviously the students have little time to waste and must be allocated the appropriate type of study room, moved around when necessary, fed and generally attended to, all with the utmost efficiency. Accordingly, orientation seminar and workshop seminar rooms vary in size and appointment (I noticed on the furniture layout plan one room about 40 feet long, which will contain a circular table 25 feet across). There is never any way of finding out whether plans have worked or not, but on the day of the press tour some groups were in session and everything

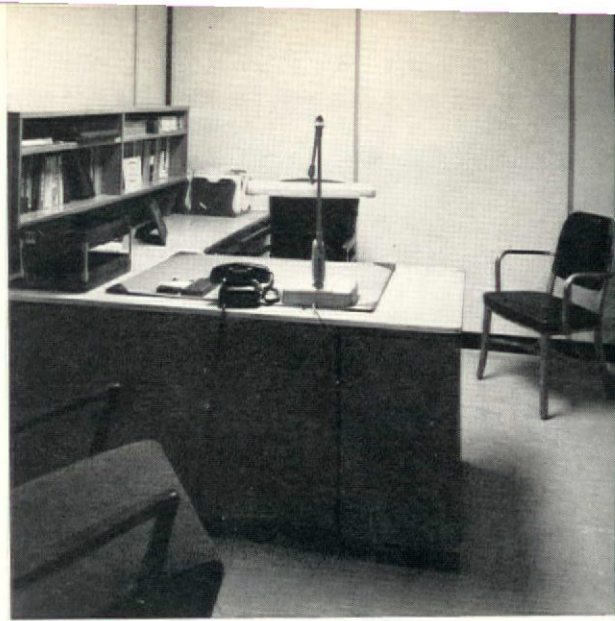
looked very efficient. The meeting rooms are distributed between the 7th and 8th floors, which are connected by a staircase to take the strain off the elevators: twenty-four are housed on the 7th, where the reception and registration areas, auditorium, and television studios are located; seventeen on the 8th, together with the library. Ultimately walkie-talkies will be used to insure maximum efficiency in the coralling of students.

#### Elaborate electronic network

Promulgation of information being the AMA's job, much attention has been paid to audio-visual devices. There is closed-circuit television, and an exhaustively fitted studio next to the auditorium on the 7th floor, with a false floor to cover the Niagara of wiring, in the event of a blowout, individual plastic tiles may be removed by a suction cup and repairs effected. In the meeting rooms—acoustically treated so that no extraneous sounds can penetrate—there are controls to adjust the sound within the room. Many of these rooms have film projection facilities: screens that descend from the ceiling, and either portable projection booths or booths that are accessible from



EXECUTIVE OFFICE on 20th floor is one of the few containing a window, its only distinction.



TYPICAL windowless office of an administrative staff member is located in central part of 20th floor.

### MODEL FOR MANAGEMENT

the corridor and can be slid a short distance into the room on runners. Other media of communication are tempered plate glass blackboards (indistinguishable at a distance from the ordinary kind), and black flannel boards to which are braced giant layout pads for the speaker's notes. The sheets when torn off may be clamped by a magnetized bar to the metal rail running around the walls near the top. And of course there are telephones everywhere. Needless to say, the air is elaborately conditioned, and the lighting can be manipulated to suit a group's varying needs—it may, for example, be dimmed for informal sessions. That Freidin Studley succeeded in covering the wires for all the *son et lumière* is remarkable enough, but that they did it with good taste is a remarkable achievement. In less skillful hands the workshops could have looked like the interiors of spacecraft, while they are in fact quite attractively scholarly with walnut walls and dark blue and cream paintwork. This, by the way, is the color scheme throughout the association's chambers, relieved here and there by a mustard wall, or a textured white plastered wall. It is at its most effective in the auditorium, where the side walls are wood and the far blue wall, made of vertical splays for acoustical reasons, look like a window on infinity. The podium is of course a mass of sound controls, movable lecterns, microphones, film screens (retractable and otherwise), blackboards, etc., and is designed for rear-view projection. About 60 feet square, the auditorium is two stories high and required the removal of four columns and part of the floor above, with consequent reinforcement of the remaining horizontal beams. Also very large are the adjoining reception and registration areas, containing the usual reception desk, set beneath the AMA's emblem—a somewhat Germanic-looking version of the bald eagle in gold against blue—as well as a long,

breast-high enrollment counter for the student

The general impression of the 7th and 8th floor is of a great deal having been fitted into the available space, and though there is some flexibility in the form of folding walls, one would guess that closets have done as much as anything to secure the compression. In fact these premises may have set a new record in storage space—no room seems to be without it—and there is plenty to stow away in the form of furniture as well as to visitors' impedimenta. The press group was shown one set of rooms along the southern edge of the 7th floor where the windows had been permanently blocked out by wood paneling. I gather this was because the rooms' chief purpose was film shows, and a false wall cuts out the business of drawing blinds (other sources have suggested it is to prevent Jimmy Hoffa from seeing in either way the gap between wall and window provides still more storage space. I am sure it works for the best, but it is nonetheless a discouraging feature in a glass building, particularly in a city interiors gasping for natural light. We would dwell on the implied regression to the dark, 19th-century days of non-planning, but it seems pertinent to mention the sizable portion of administrative staff on the 20th floor who are housed in offices artificially lit being placed in the central part of the floor.

Perhaps the 20th floor, in the set-back part of the building, is better left uncelebrated; on a rapid tour it appeared congested. The outer executive and presidential offices are commonplace except for their windows, and the furniture brought from the old quarters in the Astor Hotel is unremarkable. Rumor has it that new furniture will gradually be insinuated. There may also be some art, which one misses when it isn't there. One can only guess at the AMA's plans in this sphere: a non-profit making outfit in the grip of



**AUDITORIUM**, which seats more than 300, has projection screen, blackboards, and microphones on stage.



**REGISTRATION DESK** in reception area is subjected to the traffic of more than 75,000 students annually.

designers will no doubt get Lippold-type sculpture, plus assorted abstract expressionists from the more reasonable price range; on their own they could probably go for 19th century prints, 20th century watercolors, model boats, and works by their wives.

#### Food service

Food is an especially complex undertaking: the seventeen meeting rooms on the 8th floor are designed to double as dining rooms; the food (by Brass Rail) is cooked at Idlewild, transported early in the day and delivered by way of the service elevator to the 8th-floor kitchen. It is then heated by the Brass Rail staff and shortly before lunchtime, is decanted into sixteen mobile carts with hot and cold sections. These are placed in the two-way storage walls and the food served on trays in the airline manner, by "hostesses." It is eaten off the work tables, which are suitably rearranged. According to the press release the waitresses will be disguised, inexcusably, as executive secretaries. I am unable to testify to this as I don't know what an executive secretary is supposed to look like. Another interesting point in the catering department is the built-in coffee service, designed to eliminate time wastage and interruption of a study group's thought process. The refreshments are placed in the above-mentioned two-way wall openings so that a meeting may adjourn for coffee by mutual consent, rather than be adjourned by the entrance of the coffee-wagon. One other heroic attempt to lengthen student's attention spans comes to mind here—the chairs have been constructed so that it is (apparently) impossible to rock back and forth in them and so upstage a speaker or otherwise destroy concentration. (I am unable to ascertain the name of the designer, to determine if the chairs were new, both items

being classified information.) Oppressed by the thought of the man-minutes saved by these innovations, I was both surprised and relieved to note, after watching a group through the one-way peephole in the door, that not only was the room full of smoke, but that some participants were sitting obliquely in their chairs, and two jackets were unbuttoned.

I began by commenting on the AMA itself, in the hope of showing more clearly how it has projected its image through its taste in housing. It has gone to some trouble to invent its art and house it, as well as giving to management a mystique that, to the non-manager, seems wholly superfluous. But the non-manager has to realize that business is not as simple as it once was, not only because it has become so huge, but also because the boss—if one may oversimplify—is now confronted by a relatively new kind of employee, one who has through labor movements gained much ground and proposes to gain more. The visitor to West 50th Street may deduce that the association, whose members come from every large company one has ever heard of and many one hasn't, has recognized this situation and has taken the very necessary measures to balance it. It has also recognized that no one can afford to appear ostentatious and therefore un-liberal these days and has therefore built a "college" that conveys an impression of frugality combined with total dedication. So here it is, another set of building code-abiding glass curtains enclosing some neatly manipulated space and containing not one inch of decorated surface, not one graceful structural shape which might waste a moment by detaining and delighting the eye. Permit a backward glance at the unenlightened face-grinders of the last century who kept their profits in safes decorated with paintings of storms at sea. (C)

## LIGHT LEVELS AND VISUAL ACUITY



Brock Arms

LIGHTING, an elusive but important element in every interior, must primarily serve the needs of the occupants, and serve them with maximum comfort and efficiency. During the past several decades, innovations in building design have necessitated changes in lighting techniques. Today's architectural idiom—the glass box—has facades composed almost entirely of enormous window walls. This has, paradoxically, forced greater emphasis on electric lighting, for the windows, though bigger, are no longer a significant source of illumination. Luminous ceilings now dominate most new office interiors. Banks of fluorescent fixtures stretch across broad ceiling expanses, from window wall to window wall, to counteract the flood of daylight streaming through the enormous windows, while at the same time trying to reproduce the effect of natural daylight. The result too often is a bland and monotonous atmosphere, with technical emphasis placed on achieving uniform and shadowless lighting and higher illumination levels. Lighting experts have remedied this effect somewhat by supplementing the tiresome artificial daylight with accent lighting—to dramatize a desired mood, to highlight architectural details and interior design elements, or even, sometime, to de-emphasize an unfortunate structural deficiency. But never far from the mind of the competent lighting designer—be he architect, interior designer and planner, or lighting specialist—is that lighting is for people.

Brock Arms, an architect and a partner in the architectural firm of Perkins & Will and president of its Interior Space Design division, recently raised several provocative points on theories of illumination and aspects of visual acuity. Mr. Arms, well equipped to evaluate the relationship of interior designer and architect in our present socio-economic climate, presented his views at the NOFAD design/sales symposium held in Chicago during the January winter market. His remarks, which should stimulate further discussion on lighting, are excerpted here:

"In the field of illumination, we have lately been subjected to a great deal of advertising and a great deal of quasi-scientific information stating that higher general illumination levels are better and that shadowless light is better for offices, etc. I spent a great deal of time at noon hours going to the Crerar technical library here in Chicago

and doing a paper on visual acuity, the technical aspects of what the eye can and cannot do, and my independent research seems to controvert much of what we are fed by illumination manufacturers. Visual acuity is not a logarithmic curve. In the human eye, 35 footcandles is as good as 80 if you control the quality of the light.

"Most tasks are of two kinds. They are either the kind of looking at black thread on black cloth in which case you need a strong point source of light, or the other is reading type against paper. In the latter case it is important that the type be in great contrast with the paper, but that the paper not be in great contrast with the surface on which it is laying. At no time does your eye try to accommodate to light levels of more than ten times the surface you are looking at or less than one-tenth of the surface you are actually trying to perceive. So it is very important that you control the contrast, the brightness ratio within your field of vision.

"We are being told that we should not have 80, 90, 100 footcandles, but that 150 footcandles are generally important, and a good lighting ceiling that casts no shadow, because the illumination is so general. Well, I contend you can tire a person faster by not exercising his eyes and his faculties than you can by producing this 'ideal' situation. It is important when you go from room to room that you not have a bright level in one area and a low level in the other, even though the two areas if you adjust to that level you may have exactly the same visual acuity.

"For instance, you can put three groups of people in three rooms, one group in a room at 150 footcandles, another at 45 footcandles, and another at 75 footcandles, and have them read for a period of half an hour. Then you put them all in a room with the lights on reostats and you begin at a low level and gradually raise the level of light. You ask each of the people to mark the point at which they find the seeing condition most comfortable. The majority of people who had adjusted to a level of 20 footcandles will mark in the level of 20 footcandles; the majority of people in the room at 45 footcandles will mark the level of 45 footcandles; and the majority of the room at 75 footcandles will mark in that level, indicating that the most important thing is the fact that you adjusted to a certain level, not whether that level lies on the scale." (C)





OUT OF THE MANY MOODS OF **MOLLA**

**MARINA**...the newest group of furniture to take the outdoor market, generally, by storm. It's our breezy, beautiful design of heavy vinyl straps and the amazing new metal...Alumaloy. In looks, it's the rich image of wrought iron. In actuality, it's much much lighter, more durable, and it won't rust ever. Once your customers see Marina...once they try out one chair and realize the comfort of it...our selling job is done! Write for illustrated catalogue. Molla, Inc., 425 East 53 Street, New York. Showrooms in Boston, Chicago, Dallas, Los Angeles, Miami, Philadelphia, Providence, San Francisco, Washington, D. C.


  
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 FURNITURE

Circle No. 38 on product information card



## THE INFORMATION LIBRARY PROBLEM

By Lawrence Lerner

**A**S designers of contract interiors, we have struggled impatiently over the past fifteen years with a problem for which there has been, up until now, no solution forthcoming. The problem deals with (1) the manufacturer's efforts to bring his products to the attention of the designers, and (2) the designer's effort to have himself surrounded with sources consisting of everything and anything that he thinks will be useful to him in the creation of contract interiors.

It would seem that the problem of one should be the solution to the problem of the other, but it does not work quite that simply. In the case of a small design office, where the principal devotes his personal efforts to every aspect of the design job, he cannot afford the constant interruption of suppliers calling on him to sell their wares. In a large design office, procedures are so organized that there is, again, little time for the individual designer or project manager to stop and chat with every supplier who calls on him. A large office, however, has the wherewithal to provide its designers with a library of sources. Quite often this library has a staff of one or more people who scout the market and review presentations made by visiting suppliers.

On the surface, this library and its shoppers would seem the ideal solution. Our experience, however, has shown that the shoppers tend to discriminate too sharply and restrict their acquisitions too severely to their own personal tastes. The library slowly but surely begins to show a definite and sometimes narrow direction not necessarily representative of the wide range of sensitivity and talent available in the office.

To solve the problem of the too closely selected sources and of the hours of unnecessary sales pressure time we know that there is no ideal solution. Most designer firms, however, would be only

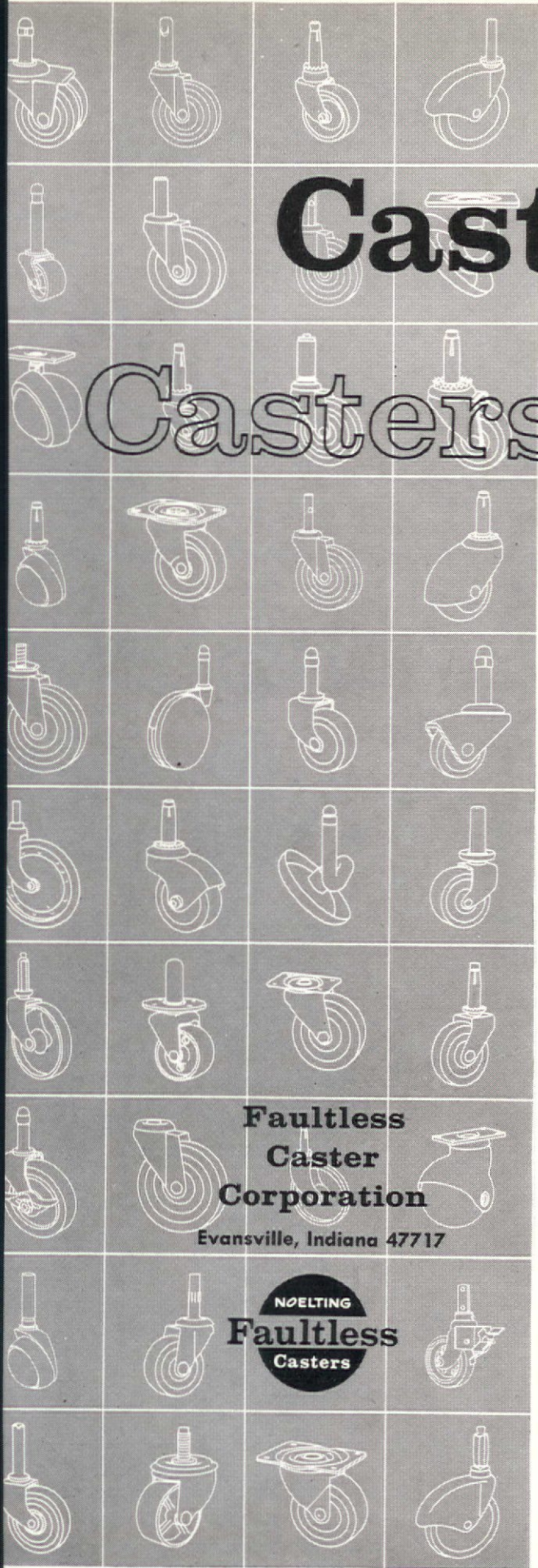
too happy to provide the necessary file space to accommodate actual samples and photographs of all materials that are available for their use. The only time that would have to be provided by the small or the large design office would be the time it takes to organize, file, and maintain the files. Initially inserting samples and photographs into the file is an easy and mechanical task. Keeping the files up to date, however, by way of refills for those things used and for eliminating discontinued items, is a difficult job.

We believe that a good deal of the time, effort and energy wasted in shopping and talking to suppliers and maintaining files can be saved by the adoption of an industrywide system of supplying samples, photographs, and price lists of a somewhat uniform nature. We specifically avoid the word "standardized" for obvious reasons. Each photograph, regardless of its size, should have a perforated tag, not necessarily self-mailing, which can be torn off and mailed to the manufacturer, who, upon receipt of the tag, would immediately send a replacement photograph. This photograph can be dropped into its place in the design file to keep it current. This same type of system can be adapted to almost all samples of materials, fabrics, etc. For the past several years, we have been employing a system using the small fabric identification jacket as an inventory control. When we use a fabric sample in a presentation we use the jackets as a reminder to have the supplier send us a replacement. We would like to go one step further with this method and work out a system wherein, when the supplier receives an empty fabric sample identification jacket, he will automatically send us a replacement sample. This will keep our inventory current.

The single remaining pitfall is the notification to all designers of the discontinuance or removal from the line of any items. We can do no more than merely suggest that a monthly elimination list be issued by all manufacturers to designers who have their samples. (C)

---

*Lawrence Lerner, president of Saphier, Lerner, Schindler, Inc., major space planning and design firm, is a member of our board of editorial contributors.*



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# CONTRACT PRODUCTS AND SERVICE



## Ohlsson chairs by Dux

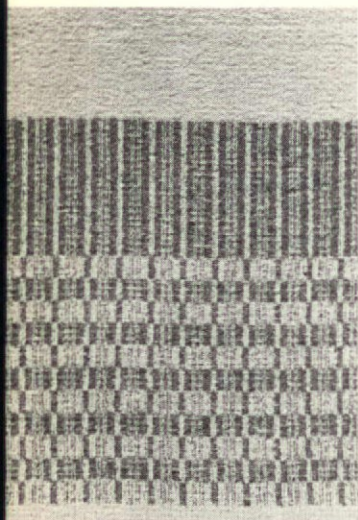
Three coordinating pieces designed by Folke Ohlsson for Dux, Inc. are available for contract interiors. The chair, two-seat and three-seat sofa come in solid walnut or solid teak frames, hand rubbed with a natural-oil finish, and a choice of Dux fabrics for upholstery. Seats and back cushions are padded with foam rubber.

Circle No. 84 on product information card

## White Milium drapery linings

New Super Chrometta drapery lining, from Schwarzenbach Huber, now offers designers pure white facing on a Milium insulated lining. The new white Milium facing replaces the silver backing previously found on all Milium coat drapery linings. The new lining is also available in a wide range of fashion colors. It can be dry cleaned by any conventional method and features increased opacity against light. Super Chrometta linings carry a two-year guarantee against deterioration.

Circle No 112 on product information card



## New Micaglo sizes

Macallen Co. has made available new sizes and colors of its Micaglo, sheets of mica which maximize the use of the material possible with a minimum number of seams. The new sizes are 36 by 72 inches and 36 by 72 inches. Formerly, Micaglo came only in the 36 by 36 inch size. The new colors added to the natural amber and pearl are azure blue, mint green, antique gold, and shell pink.

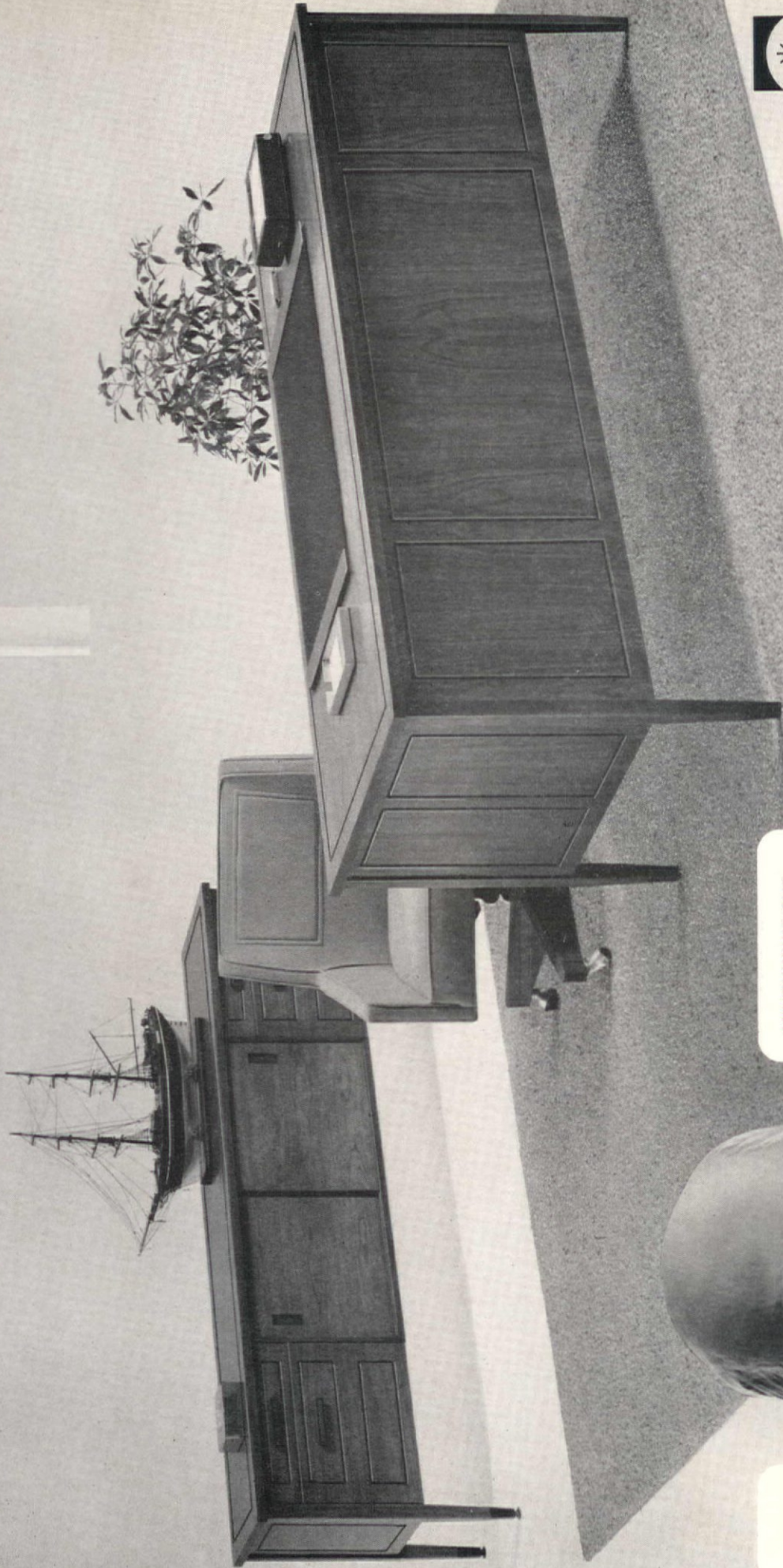
Circle No 113 on product information card

## New casements and panels by California

A striking collection of woven fabrics, both casements and panels, was recently introduced by California Woven Fabrics Co. The fabrics, powerloomed, are composed of varying blends of mohair, linen, cotton, and rayon. Panels are woven to specifications as to length, color, and border. Shown here are but four in the enormous collection, all custom designed by Kamola. All fabrics are preshrunk and come in 50-inch widths. In addition to the three casements and the vertically striped panel illustrated, California Woven has a large selection of plain curtain and upholstery weaves, as well as a choice of prints on mohair sheers in custom colors. Eastern distributor of California fabrics is Creative Looms.

Circle No. 114 on product information card





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THE **NEW**  
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An extraordinary design achievement that  
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Provides latitude hitherto unobtainable for your desk,  
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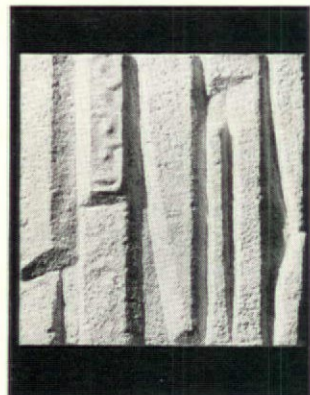
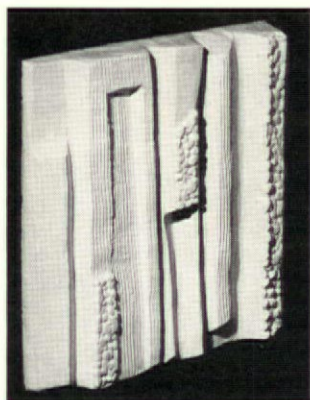
from our great new Seating Series 700. Designers are Selje & Bond.

Write for literature. Costa Mesa Furniture Co., 411 E. Julianna, Anaheim, California.

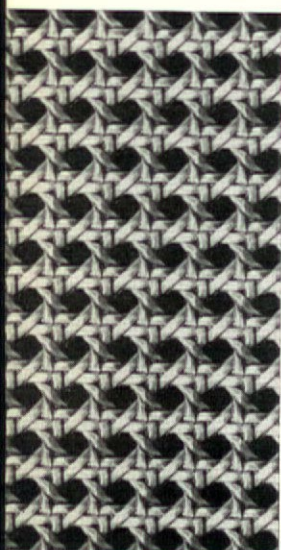
## PRODUCTS & SERVICES

CONTINUED

Sculptured squares



Tai-Cane upholstery



### 3-D sculptured squares

Produced by Arts for Architecture, new three-dimensional cast-concrete squares of sculptural designs, all utilizing a basic 12-inch square module, provide distinctive sculptured walls. Since each square is a different design, designers can arrange them to create wall facings in their own patterns, to any height and length desired, for both interiors and exteriors. Designs are inspired by stone carvings and sculptures of ancient Yucatan, Mayan, Gothic, and South Sea origin. Many of the adaptations are by James Seeman, president of Arts for Architecture and a well-known artist and engineer. To facilitate planning, special paper patterns are available to designers to work out individual arrangements prior to installation of the actual squares. Shown here are five of the highly textured, three-dimensional designs created by Arts for Architecture.

Circle No. 115 on product information card

### Sleep unit by Harvard

A sit-sleep unit featuring the Harvard tracked divan with built-in stabilizer mechanism is part of the completely finished convertible unit which the Harvard Manufacturing Co. showed at the Midwest International Hotel-Motel Show.

Circle No. 116 on product information card

### New Steelcase lines

Steelcase, Inc., is expanding its line with four new models of Flightline chairs and a new group of office desks called the 6000 Series, designed in a traditional style. The new chairs replace four recently discontinued items.

Circle No. 36 on product information card

### Cane reproduced in vinyl by General Tire

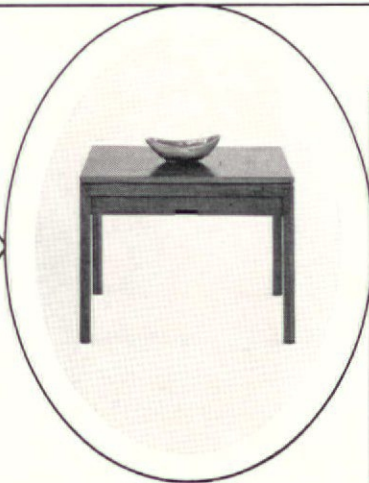
Tai Cane is the first thermoplastic developed for the formation of natural woven cane. Produced by General Tire & Rubber Co.'s Bolta division, the semi-rigid upholstery material is finished through an exclusive development permitting application of hand-rubbed wood stain prior to being sealed with a vinyl coating. Said to offer high durability and ease of application, Tai Cane is available in white, black, natural, and antique. Tai Cane is one of a group of adaptable vinyl upholstery materials in General Tire's new Textile Group, which also includes: Tai Tortoise, a melow tortoise shell design in four color tones; Tai Brushstroke, an embossed vinyl in 12 colorways; Tai Silk, an oriental silk design in a 10-color range. The chair shown here, along with a detailed swatch, illustrates Tai Cane's use as art trim. Part of the Stratford Pavilion Collection by Futorian-Stratford, the chair was created for exhibition at the World's Fair.

Circle No. 17 on product information card

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How it is possible to get the design variety you need for many different commercial interiors from *one* source. The work of three designers meets your varied needs. Marden one-source-service saves you time and money. This is the pleasant, uncomplicated way to work. May we send you our catalogs? A letter or the coupon in this ad will bring them to you.

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2441



2440



2443

# STACK CHAIRS

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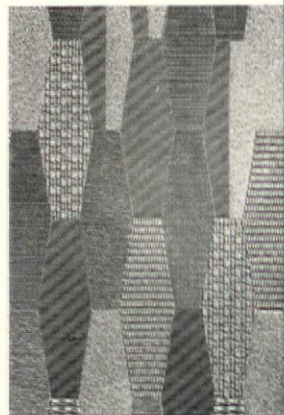
**carroll chair co., inc.**  
1508 west carroll street  
CHICAGO 7, ILLINOIS • TA 9-3396

## PRODUCTS & SERVICES

CONTINUED

### U.S. Rubber enters wallcoverings field

U. S. Rubber Co. has announced its entrance in the vinyl wallcoverings field with a quality line bearing the Naugahyde brand name. Known for its comprehensive collection of upholstery fabrics, U.S. Rubber created 10 different designs for its first wallcoverings collection, most in at least



to fifteen colors and all correlated to Naugahyde upholstery fabrics. The new wallcoverings require minimum maintenance, are mildew and flame resistant. The entire line is available in 54-inch widths, some in 18-ounce heavy-duty weight, others in 13-ounce medium weight. Among the patterns: Summit, in leather-like texture; Metropolitan, an abstract design; Gaslight, a traditional pattern; Bogota, a basketweave.

Circle No. 117 on product information card

### New VIP patterns

Five new standard colors and patterns bring the total available in Formica Corp.'s Vertical Interior Paneling wall paneling product up to seventeen. New Sauterne Finesse, Candelight Finesse, Moonwhite Finesse, and Celeste Finesse will be available in Vellum finish. Regency Walnut can be obtained in Formica's brushed finish.

Circle No. 118 on product information card

← Circle No. 42 on product information card



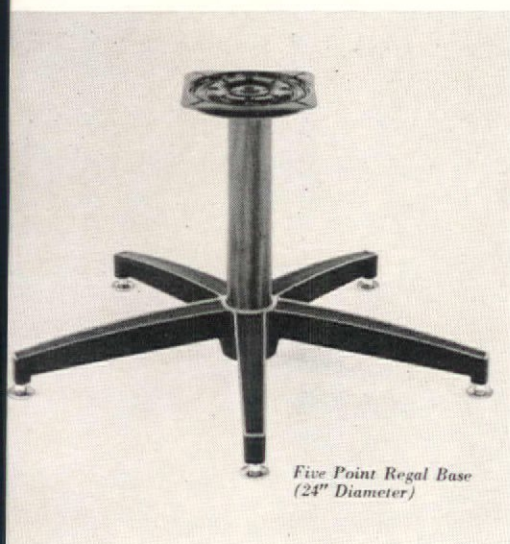
# Beauty and the Base

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*Five Point Regal Base  
(Office—With Hub)*



*Five Point Regal Base  
(24" Diameter)*

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Circle No. 43 on product information card

URANCE

GOVERNOR

KARIBE

ASTRA.

by

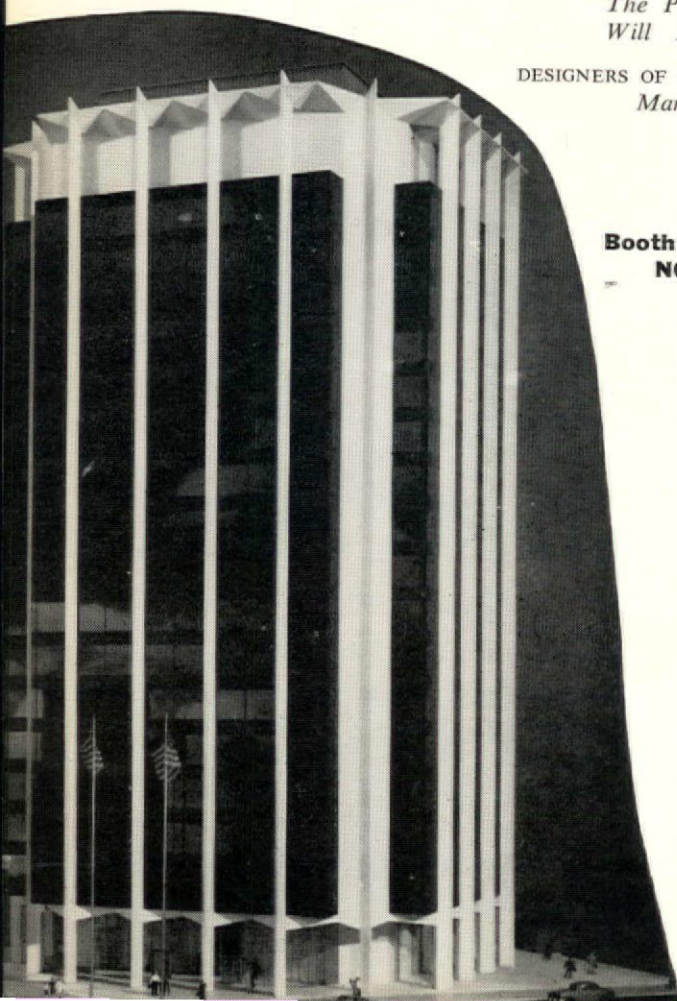
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A.I.A. File No. 28-E

UNITED STATES GYPSUM CO. BLDG.



ARCHITECTS:  
*The Perkins and Will Partnership*

DESIGNERS OF INTERIORS:  
*Maria Bergson Associates*

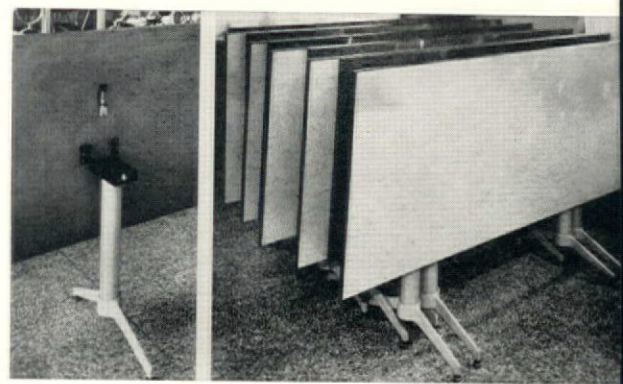
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**NOFA Show**

## PRODUCTS & SERVICES

CONTIN

### Flip-top tables

A new line of tables being produced by Chicago Hardware Foundry Co. offers new possibilities for multi-function space use. The line, called Flip-top, features sturdy table tops that quickly flip



to a vertical position for stacking and storing. The tables are available in a wide choice of bases in cast-iron, porcelain enamel colors, bronze, chromium, or aluminum. Tops can be round, square, or oblong, and feature Asteroid edges that are said to withstand nicks, scratches, and dents. Detail illustrated shows the table in vertical position with the retractable pins pulled back

Circle No. 31 on product information card

### Bracket light sconces

Lightolier's new pair of sconces hang on the wall but plug into a baseboard outlet. The pair are connected by a hidden bracket which can be adjusted



justed to frame any mirror from 20 to 32 inches wide. Called Duet, the plug-in sconces appear built in. The sconces come in a variety of styles and finishes. According to Lightolier, Duet lowers the cost of maintenance because the lamps cannot accidentally be knocked over.

Circle No. 66 on product information card

← Circle No. 44 on product information card

Circle No. 45 on product information card

# DANIA II

## Another pace-setting design from American of Martinsville

Contemporary all the way—an exciting new group for the modern guest room, Dania II has simplicity—the touch of sophistication. In walnut with a tough, durable, matte lacquer finish, sculptured walnut drawer pulls and a tasteful use of natural cane. And storage space—the Tri-Plex Unit has five roomy drawers.

Write for details on Dania II and other contemporary designs in Oriental, French, Italian and Spanish.

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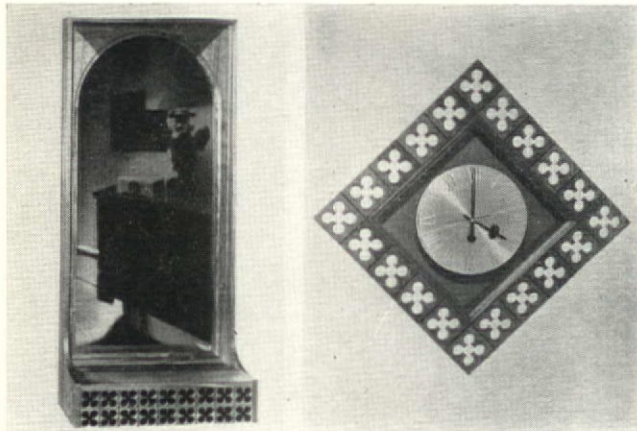


## PRODUCTS & SERVICES

CONTINUED

### Coordinated clock and mirror

Two coordinated wall accessories from the Meridian Accessory Division of the Howard Miller Clock Co. are framed in oiled walnut with a quarterfoil cut-out design. The mirror has a



drawer at its base which forms a shelf. The clock features a satinized aluminum dial with raised polished brass Roman numerals against a royal blue background.

Circle No. 15 on product information card

### Slim-line brass sand urn

An attractive brass sand urn or planter available from Nessen Lamps, Inc., takes up only



square foot of floor space and offers many uses to hotels, offices, and other institutions. The 36-inch-high sand urn is available with a frame of brushed or polished brass, or satin chrome plating over brass. The insert comes in galvanized steel or baked antique white enamel.

Circle No. 119 on product information card

### No-wax floor tile

Perma-Kleen, a new commercial flooring by General Electric, takes the scrubbing out of floor care. The new tile surface needs only an occa-

## HANDSOME and HARDY INDOORS - OUTDOORS

*Hospitality* by GOSHEN



Goshen, leader in the field of fine, leisure furniture for 73 years, presents the Hospitality Collection. Four of the ten pieces, in Cinnamon Spice, are illustrated here. All are also available in striking enamels for indoor and outdoor settings.

Write for new full-color catalog illustrating Goshen's complete offering of leisure furniture.



CONTRACT DIVISION

**GOSHEN** MANUFACTURING COMPANY, GOSHEN, INDIANA 46526

Circle No. 46 on product information card

sional sweeping or mopping to keep it clean. Perma-Kleen is said to be impervious to denting from ladies' spike-heeled shoes and heavy furniture. G. E. also introduced Textolite 1000, a plastic surfacing for counters and table-tops said to last twice as long as other decorative lamin-



ated plastics made to present industry standards. Textolite 1000 will be available in decorator patterns, wood grains, and solid colors, at a price only slightly higher than that of general-purpose Textolite.

Circle No. 120 on product information card

#### Candycote matting

A new solid vinyl matting and runner has been added to Crown Rubber Co.'s Candycote line of carpeting, matting, rubber fatigue mats, sponge vinyl runners, and carpet cushioning. The new matting, called Sta-Kleen, is lightweight and deeply corrugated. Sta-Kleen is available in black, brown, grey, green, and red, in widths of 24 inches, 36 inches, and 48 inches. Widths up to 8 feet are available on special order.

Circle No. 121 on product information card

#### Revolutionary wallcovering pattern

One of Birge Co.'s new American Tradition Collection of wallcoverings is A Call To Arms. This rendition of Revolutionary War soldiers on a background of patriotic phrases, like the others in the new collection, is printed on wet-strength



paper and plastic coated for washability. There are 139 patterns in the American Tradition Collection. Eighteen matching cotton fabrics are also part of the line.

Circle No. 122 on product information card

Circle No. 47 on product information card →

# FRITZHANSEN-FURNITUR



Stackingchair 3107. Stacking-armchair 3207: chromium-plated steel, oak, teak, palisander, black, upholstered. Aligment-device. Matching swivelchairs with light-adjustment and rollers. Design: Arne Jacobsen.

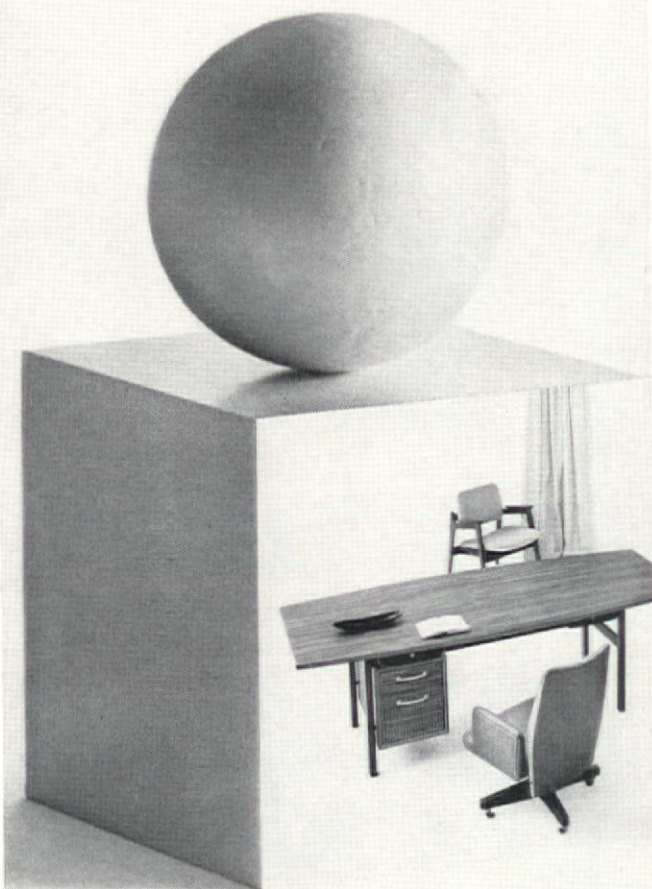
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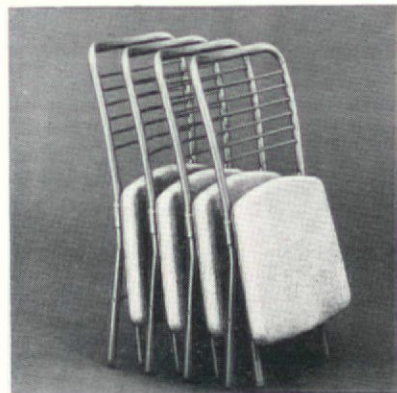
Circle No. 48 on product information card

**PRODUCTS & SERVICES**

CONTINUED

**Two way folding chairs**

Folding chairs whose seats can be folded down up for more convenient stacking are available from Hamilton Cosco, Inc. The chairs, with either

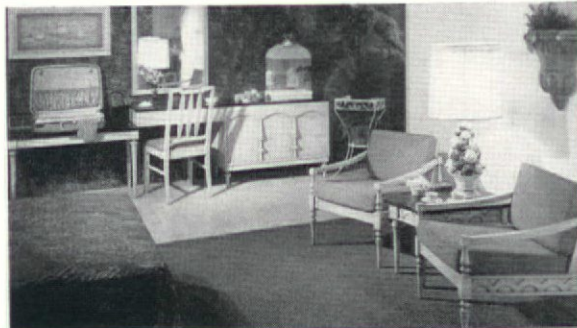


padded or ladder backs, come in a wide variety of color combinations, including avocado green. The frames are in a number of colors, including dark green. Four different folding tables in harmonizing colors are available.

Circle No. 123 on product information card

**Mediterranean styles**

New Malaga cassette grouping introduced by Beautycraft Furniture Industries, Inc. features



Mediterranean design. The pieces have no hardware, since the drawer pulls are an element of the over-all design. According to the manufacturer, the grouping has been designed for flexibility in a fixed space. Dual-purpose sleepers with the Malaga styling are included in Beautycraft's Deucette line.

Circle No. 124 on product information card

**Four new Herman Miller fabrics**

Four new fabric designs have been added to the Herman Miller Textile Collection. Designed by Alexander Girard, the new fabrics include two new drapery and two new upholstery designs. Three



the fabrics are shown: Hopsak, a heavy-duty upholstery of 100 percent nylon, Scotchgarded, is 48 inches wide, comes in 26 colors. January, a drapery fabric, is available on colored or white backgrounds, printed on 100 percent cotton sailcloth in a choice of 18 colors on 48 inch width. Graph comes in three colors—black, ultramarine, and olive green on white. The drapery fabric is 100 percent Dacron batiste, 48 inches wide. Not shown is Polynit, a knitted upholstery fabric made in France. It is a combination of 75 percent nylon, 25 percent rayon in 33½ inch width. Fourteen colors are available.

Circle No. 125 on product information card

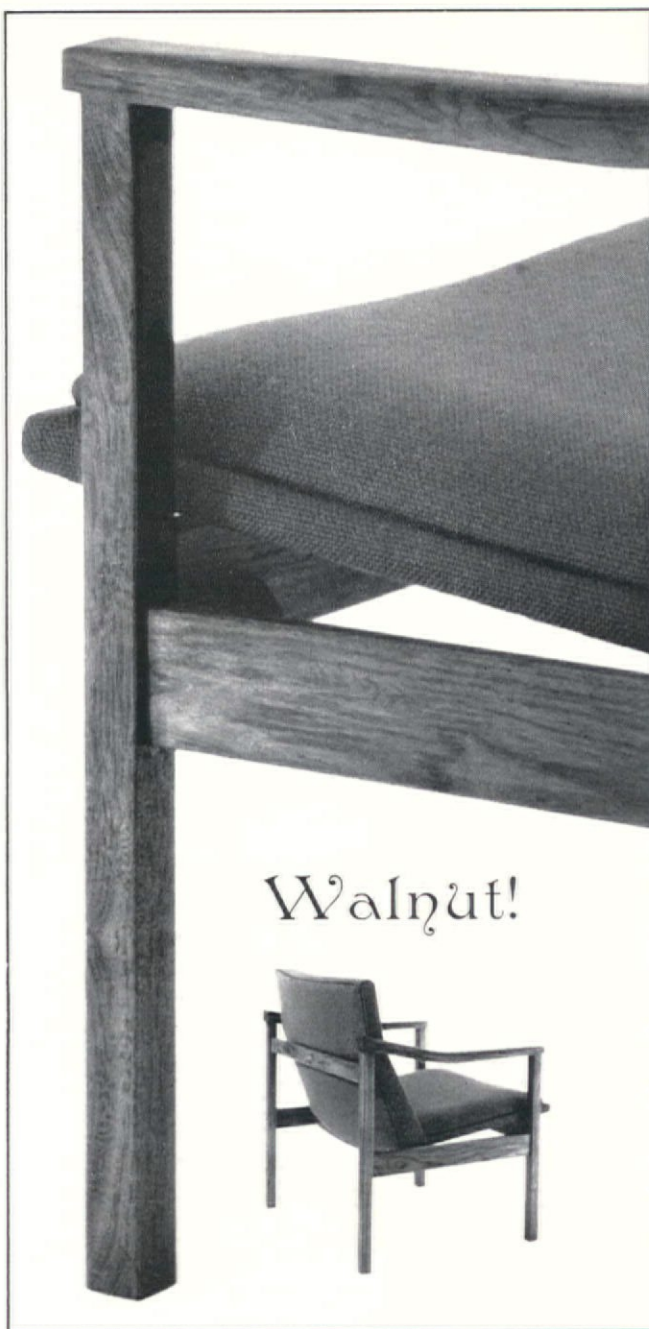
**Bas-relief plaques**

Two Roman emperors are shown on elegant bas-relief plaques in antique white finish, by Palladio-



teriors Import Co. Each plaque is twenty inches in diameter. The emperors' profiles are surrounded by wreaths of leaves and flowers.

Circle No. 126 on product information card



Walnut!



*The rich tones of walnut wood and the tactile beauty of new Madison fabrics are combined in this smart arm chair (4005) designed by Arthur Umanoff. You are cordially invited to examine many exciting new items in our showrooms or send for catalog 4.*

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or Little, Elaborate  
or Simple, There is a  
**Gregson Chair**  
To EXACTLY  
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Gregson Chairs combine High Styling to please the Decorator — Beauty to enrich the Decor — Generous Size and All-Day Comfort to relax the User. All of this, delivered at a price Moderate Enough to insure the Seller a Pleasant Profit.

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MODERATELY PRICED  
FINE CHAIRS FOR  
MORE THAN  
A THIRD CENTURY

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**PRODUCTS & SERVICES**

CONTINUED

**Custom-made tables by Piazza**

A new wormy chestnut table top on a black cast iron pedestal is one of a new line of custom-made tables recently added to the Piazza

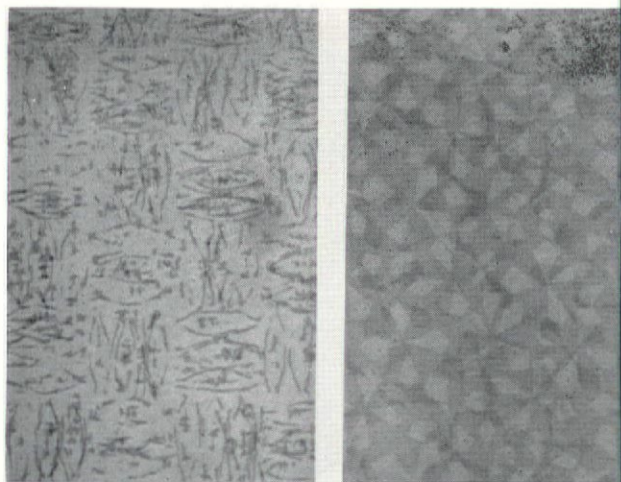


chair line by Piazza Originals. The table tops are custom stained and oil-finished. Resistant to stains and alcohols, they are available in a variety of shapes and sizes on an assortment of bases. A special brochure describing the line is available.

Circle No. 127 on product information card

**New patterns by Parkwood**

Amalfi (left), and Dogwood (right), are two of the latest patterns in Parkwood's new group of decorative laminates. Amalfi, a delicate small scale



abstract of fish and undersea plant forms, is available in five color combinations. Dogwood, a petal pattern, is available in four different color schemes. The new laminate is also available in a pattern called Candlelight, which resembles feathery milkweed puffs with fine tracery between them.

Circle No. 128 on product information card



**Danish rugs**

These rugs reproduced from paintings by two of Denmark's contemporary artists by the Hoefer Carpet Mill of Denmark are available from the



Danish Interior Group. The artists, Vincent Perche and Richard Winther, worked with artisans at the Hoejer factory to insure that the rectangular wool rugs would follow the colors of their paintings. At left is Koral and at right Buffo, both designed by Winther; the rya rugs based on Perche's paintings are Fugue and Bolero.

Circle No. 129 on product information card

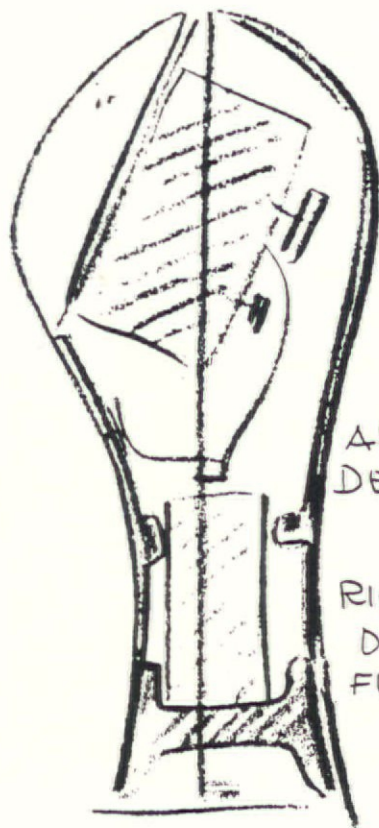
**Molla's outdoor server**

Molla's new Thistle collection of furniture for either indoor or outdoor use includes this service cart, along with matching chairs and tables, decorated with a graceful thistle-and-cluster sculptured motif. The group is particularly suited for terrace, patio, or poolside by virtue of its ma-



terial. Alupaloy, a lightweight, all-aluminum compound said never to rust or oxidize. Its textured surface has a matte finish.

Circle No. 38 on product information card



AUTONOMIA  
DELLA FORMA

RISPETTO  
DELLA  
FUNZIONE

Giorgio Armani, famed Italian architect and designer, describes the watch as consisting of just 1 dial + 1 mechanism + 1 case + 1 support + 1 base. It is designed to be absolutely accurate and carefree. No winding, no setting.

Circle No. 56 on product information card



autonomy of form

respect of function

The new face of time, manufactured by a leading Swiss company, is called Secticon, a fascinating new accessory for offices and homes.

Smith Metal Arts Co., Inc.  
1721 Elmwood Avenue  
Buffalo 7, New York

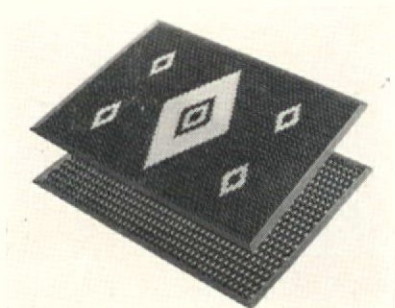
**secticon**<sup>®</sup>

## PRODUCTS & SERVICES

CONTINUED

### Vinyl link mats

New improvements in Musson Koroseal-Vinyl link mats have resulted in reduced prices and new



distinctive features. The mats are woven in one of two styles: open weave or close weave. The close weave mats have a new, solid appearance, and have the links so closely together as to prevent heels from catching. The open weave mats have alternating links, leaving openings large enough for heels to slip in and out, without wedging. Both mats are custom made in any size up to eight by twenty feet. Both styles are reversible.

Circle No. 130 on product information card

### Museum replica by Austin

A new addition to Austin Productions series of Early American and Colonial reproductions is



39-inch high Indian Warrior, in a wood-grain multi-color finish. Others in the series of Early American reproductions are Town Crier and Minuteman.

Circle No. 131 on product information card

# THONET



since 1830 makers of furniture for public use

### THONET INDUSTRIES INC.

One Park Avenue, New York 16, New York  
Area code 212-MU 3-1230

SHOWROOMS: New York, Chicago, Detroit, Los Angeles,  
San Francisco, Dallas, Miami, Atlanta, Statesville, N. C.

Circle No. 58 on product information card

### One-piece Lok/Leg assembly

One leg assembly does the work of two in this new modular bedroom and guestroom furniture by Ward Furniture Mfg. Co. Designed by Henry P. Glass, the firm's Rosetta Collection, which will be introduced in the Pavilion of American Interiors at the World's Fair this month, solves the problem of too many legs by a single leg assembly

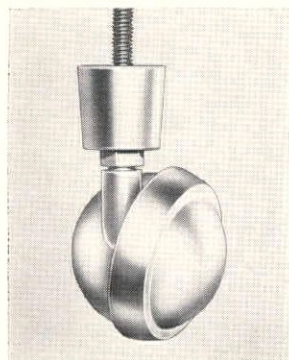


which supports and interlocks *two* adjacent pieces of furniture simultaneously. The single leg unit accomplishes this feat without the use screws, bolts, nails, or glue. The principle of the Lok/Leg is a double dovetail tenon, and Mr. Glass states that although the dovetail has been used extensively in carpentry and cabinetry for centuries, this is the first time that it has been employed for the joining of entirely finished pieces of furniture. The dovetailed sides of the furniture—base pieces, desks, beds, nightstands—fit into the leg unit which serves both to support and level the furniture. The manufacturer, Ward, is a mass-producer and plans to offer Rosetta line with the Lok/Leg device to the contract industry this year, after proper modifications have been made in the line for hotel-motel use.

Circle No. 132 on product information card

### Sofa-bed casters

The new Shepherd Caster model designed for sofa-bed manufacturers can be mounted directly to the



frame of a sofa-bed and provides a 4-inch mounting height. The caster is offered only in a two-and-a-half inch diameter. The caster and fastener are brass plated.

Circle No. 57 on product information card

## How to Succeed In Business Without Really Trying



No. 639

## SPECIFY ARMSTRONG

**armstrong furniture co**  
BOX 636 • MARTINSBURG • WEST VIRGINIA

SHOWROOMS: CHICAGO, 325 North Wells  
DALLAS, Decorative Arts Center • DENVER, 375 S. Colorado Blvd.  
HIGH POINT, 144 South Main • ATLANTA, Decorative Arts Center  
Circle No. 59 on product information card



**THERE'S A ROXBURY CARPET  
FOR EVERY INSTALLATION...**

*Tailored-to-Fit*

Whatever your commercial carpet needs may be, Roxbury can satisfy them. Take your pick . . . scores of special designs, or one created just for your installation by Roxbury's own top designers. Choose from wools or man-made fibres. Select any weave or tufted, in the widest range of finishes and colors. Whatever your decorating project may be—hotels, motels, banks, churches—there's either an available carpet by Roxbury or one can be "tailored to taste" for you.

Roxbury has more than a century of experience in fine carpet making—ready to serve you, and supply the best carpeting at the lowest price.

**ROXBURY  
CARPET COMPANY**

Three big mills in Saxonville and Worcester,  
Massachusetts and Chattanooga, Tenn.



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TITLE..... FIRM NAME.....

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CITY.....ZONE.....STATE.....

Circle No. 60 on product information card

**PRODUCTS & SERVICES**

CONTINU

**Solid-plastic stack chairs**

All-purpose stack chairs by Heywood-Wakefield have seats and backs of a new solid plastic Heywoodite, said not to stain, break, or burn.



Heywoodite combines hardwood fibers and wood flour with color-pigmented resins. Chairs come natural, cocoa, platinum, flamingo, and ivory. The frames of high-grade, cold-rolled steel fabricating tubing are available in either satin or nickel chrome finish.

Circle No. 133 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. 61 on product information card

#### Miele side chair

A luxurious side chair with attached buttoned rubber seat pad is only one of the hundreds of different styles available in the Ralph A. Miele,



inc., line. The side chair shown here is available with either upholstered or cane back. The unusual design feature of this Regency piece is that it can be ordered with any back height. Upholstery and finish are custom completed to specifications.

Circle No. 134 on product information card

#### Classroom chairs in seven sizes

Schoolco's new economical stacking chair features wall saver extended rear legs and rubber cushioned swivel steel glides. The colorful, unbreak-

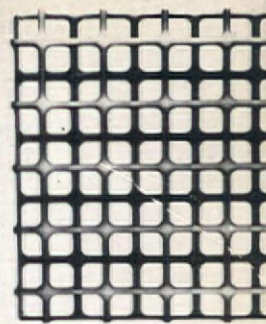


able plastic chair comes in seven sizes, for all school grades. The frame of heavy gauge steel can be ordered with durable gray enamel or chrome finish. A free-standing X-frame supports the one-piece seat and back.

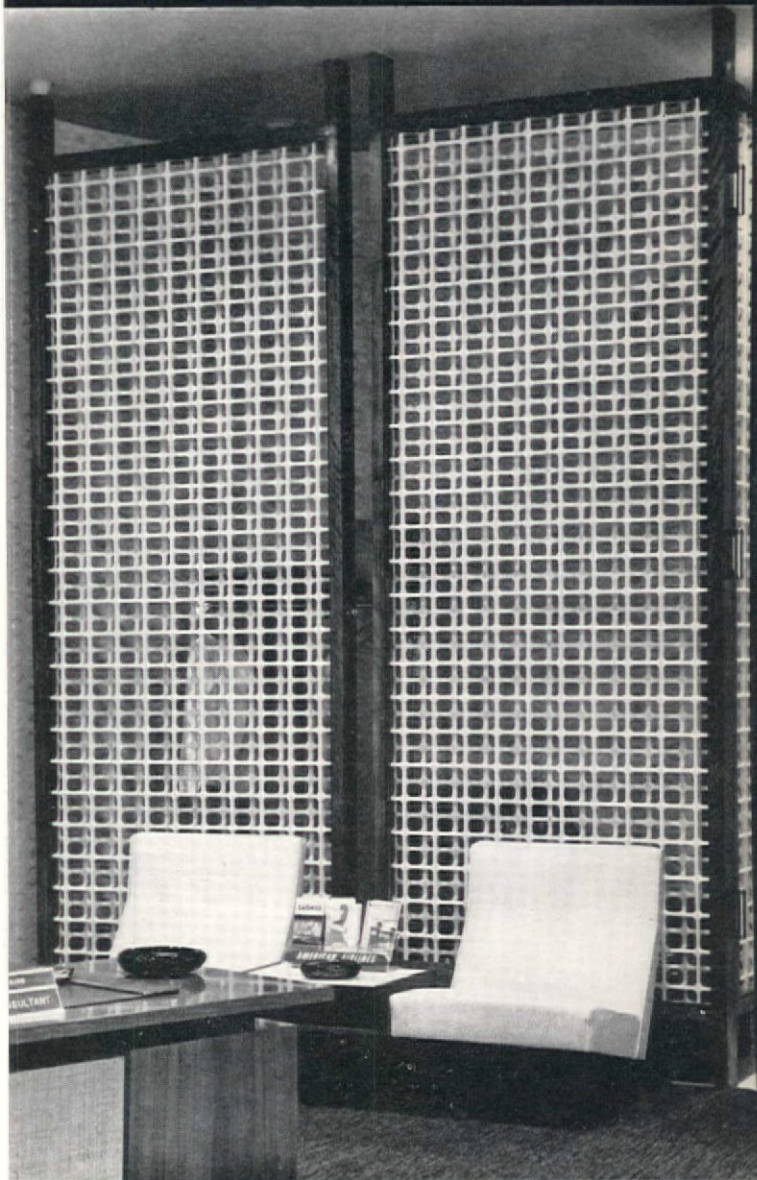
Circle No. 135 on product information card

Circle No. 62 on product information card →

## arts for architecture's newest architectural screen



An exclusive product of Arts for Architecture, Inc., Hauer Design #10, U.S. Patent 2,891,397, a three-dimensional plastic module which creates design in depth by the unusual cast shadow pattern from element to element, has recently been installed at the American Airlines Chicago ticket office. This basic design was honored by an award from the Industrial Designer's Institute and is one of many new modes of decoration originated and manufactured by Arts for Architecture.



Write on your letterhead to department 44 for brochures of the complete Arts for Architecture line.

## arts for architecture, inc.

Factory and Main Offices: 50 Rose Place, Garden City Park, L.I., N.Y. New Hyde Park P.O. • New York Showroom: Arts for Architecture Inc., 16 East 53rd Street, N.Y., N.Y. • Architectural Interior Material Co.: 228 West Kinzie Street, Chicago, Ill. • Los Angeles Showroom Arts for Architecture, Inc., 107 South Robertson Boulevard, L.A. Cal. • San Francisco Showroom: Arts for Architecture, Inc., 55 Pacific Avenue, S.F., Cal. • Walls Unlimited: 123 Newbury Street Boston, Mass. • Exclusive Southern Distributor: Dvoskin, Inc.: 76 Peachtree Street, N.E., Atlanta, Ga.



alone...

in a class by itself. It's from the exciting new collection of Johnson "Table Ideas for '64" . . . just one dramatic example of what can be achieved with the right combination of Johnson Plastic Tops and Bases. Featured is the classic simplicity of the Series 5000 Top matched with the J-20 Base.

Want other ideas? Write for our '64 Portfolio.



**JOHNSON plastic tops, inc.**

ELGIN, ILLINOIS

Representatives in all major cities



Circle No. 63 on product information card

## PRODUCTS & SERVICES

CONTINU

### Dual-purpose lounge

A free-standing, luxurious lounge that converts to twin beds is the Duo-ette Imperial by Stephen

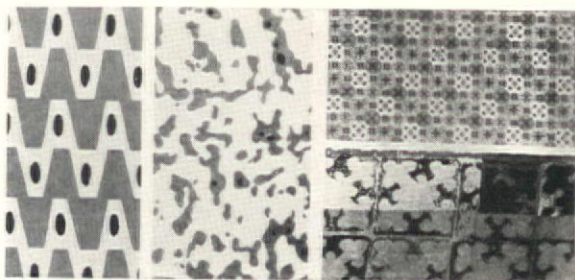


Black. The Duo-ette is arranged so that the beds are quickly and easily accessible. The cap covers are large enough to accommodate mattress pads, sheets, and a blanket, for easy storage.

Circle No. 136 on product information card

### Custom lamination

A new custom-laminating service is available to designers and manufacturers. Decorative Laminates, Inc., manufacturer of DecoMel, will custom



laminate any design, on any material, in the new high-pressure melamine laminate. DecoMel is said to be stain-, heat-, and acid-resistant, easy-to-clean, and durable. Any sample of fabric, metallic wood, paper, or synthetic can be subjected to laminating.

Circle No. 137 on product information card

## GRASSCLOTH

And All

Imported Woven Textures

DIRECT SHIPMENTS

FROM FAR EAST

by America's Largest Grasscloth Broker

Write

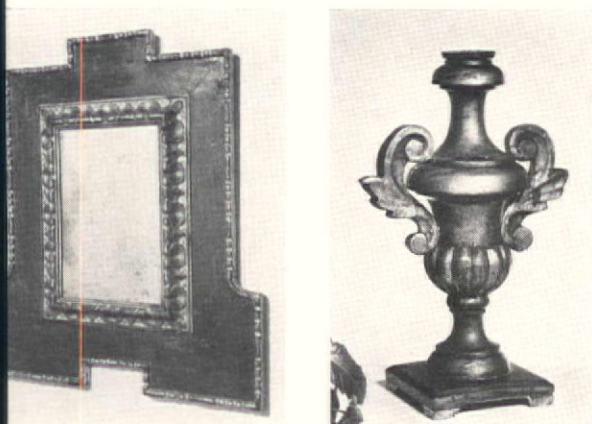
**VICTOR ENGLAND AGENCIES, INC.**

420 Market St., San Francisco, Calif.

Circle No. 64 on product information card

**Classic reproductions**

replica of a picture frame in the Seville Cathedral and a classically proportioned baroque lamp are among the European specialties available from Phillips Imports. The original of the frame, which is available in antiqued Venetian red and



antiqued white and gilt, or wood finish, holds original Hans Memling painting and is dated from the 14th Century. The 23 inch-high lamp is available in antique gold with touches of undercoating showing.

Circle No. 138 on product information card

Circle No. 65 on product information card



## JANSKO INC.

Restaurant & Hotel Show

May 25-28 • Chicago • Space 242

P.O. Box 1751, Fort Lauderdale, Florida

Showrooms: Chicago • Los Angeles • Dallas • Miami

you want display lighting that's designed as an integrated, architectural system, that can be recessed or mounted on surface or stems, that's so attractive you don't have to hide it, that's so flexible you can turn corners, vary lighting position, direction, intensity or color...you've come to the right spot.

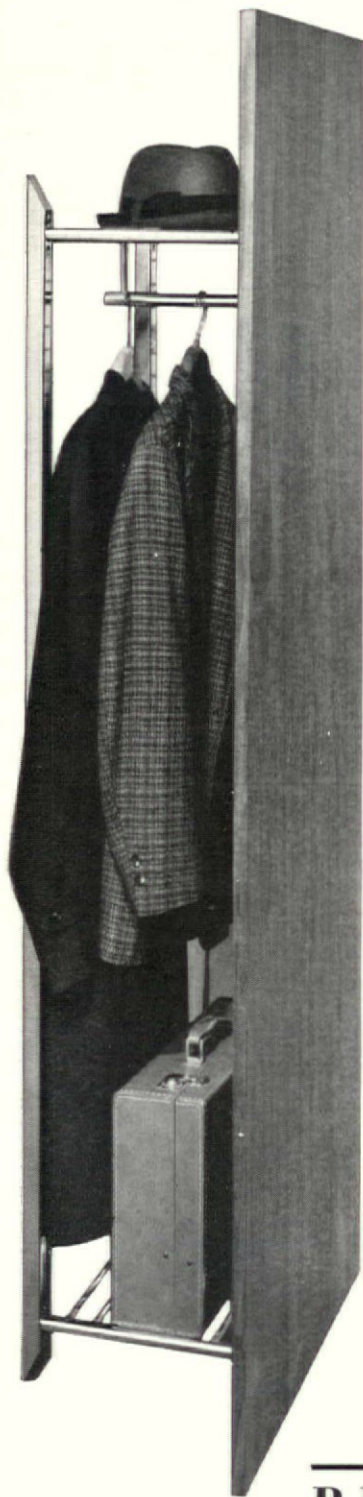


## LYTESPAN® BY LIGHTOLIER®

Write to LIGHTOLIER, Jersey City, N.J. 07305 for more information. Or see the Yellow Pages for your nearest Lightolier distributor. Showrooms: 11 East 36th St., N.Y. 16; 1267 Merchandise Mart, Chicago 54; 2515 So. Broadway, Los Angeles 7; 1718 Hi-Line Drive, Dallas 7

Circle No. 66 on product information card

# New! R. D. A. garment storage units!



## Coatport<sup>®</sup>

Great new space saver!

Free-standing or wall-mounted wardrobe conceals hats, coats, luggage and umbrellas behind panel of walnut, teak, rosewood, laminated plastic, cork with walnut frame or vinyl with walnut frame. Ideal for executive offices, reception rooms, restaurants, professional offices, hotels, hospitals and motels.

Special orders accepted—let us quote on your requirements.

## RICHARD DRAPER

ASSOCIATES, Inc.

16 East 52nd St., New York 22, N.Y.

Circle No. 68 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Stacking chairs by Virco

Five new styles of stack chairs manufactured by Virco Manufacturing Corp. are designed to



any decorative scheme. Shown here are three of the new styles, which have heavy gauge steel frames and cloth-backed vinyl upholstery over thick foam padding. All chairs are available in a wide range of color combinations.

Circle No. 139 on product information card

### High-back swivel chair

A high-back swivel lounge chair, newly introduced by Tri-Par Mfg. Co., is designed with a contour



back. It is available in a variety of colors of simulated matisse upholstery. Contour seat has a 2-inch foam pad; the square tapered base is supported with new rubber-tired swivel casters. Tri-Par has also introduced a new armchair with a sculptural design.

Circle No. 18 on product information card



### Acton I-frame seating

Steel-framed couch and chair, designed as part of Hugh Acton's I-frame desk and conference series, are now available. The metal on legs and frame is mirror finished chrome. The back of



The chair is suspended on pivots which allow it to tilt back. The cushions, supported by No-Sag springs, are designed as individual "loaves" of solid foam that will not transmit depressions beyond the area occupied. This is intended to prevent the leather from being stretched by prolonged use.

Circle No. 140 on product information card

### Collection Francaise by Hirsch

A brass-and-marble stick table and lamp unit and a marble-topped end table by J. B. Hirsch are two of the collector items in the Collection Francaise.



The lamp, cast from an original bronze mold made in France during the nineteenth century, is hand-crafted, as are the others in the collection. Other traditional lamps are available from the firm's collection Connoisseur.

Circle No. 141 on product information card

For additional information on the products displayed in these pages, use free inquiry card bound into issue. Be sure to circle the corresponding number on the inquiry card and mail it to Contract Magazine.

Circle No. 69 on product information card →



**STEEL is stylish**  
**STEEL is sturdy**

## Encore "4000" seating series by Howell

Ideal for many and varied types of installations. Smart modern chairs with matching occasional tables . . . and unmatched sturdiness over the years . . . that's the Howell "4000" Series. Choice of finishes on square tubular frames. Wide selection of beautiful upholstery. Ask for new catalog 33.

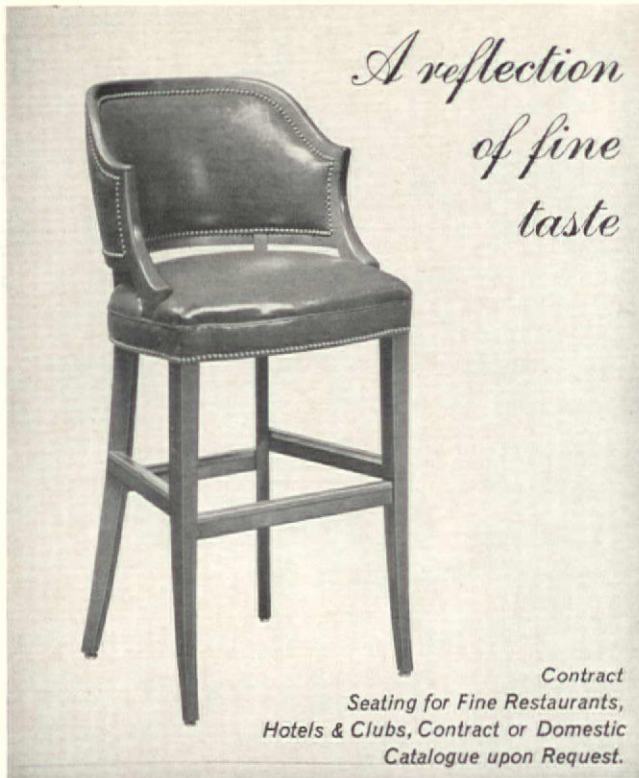


# HOWELL

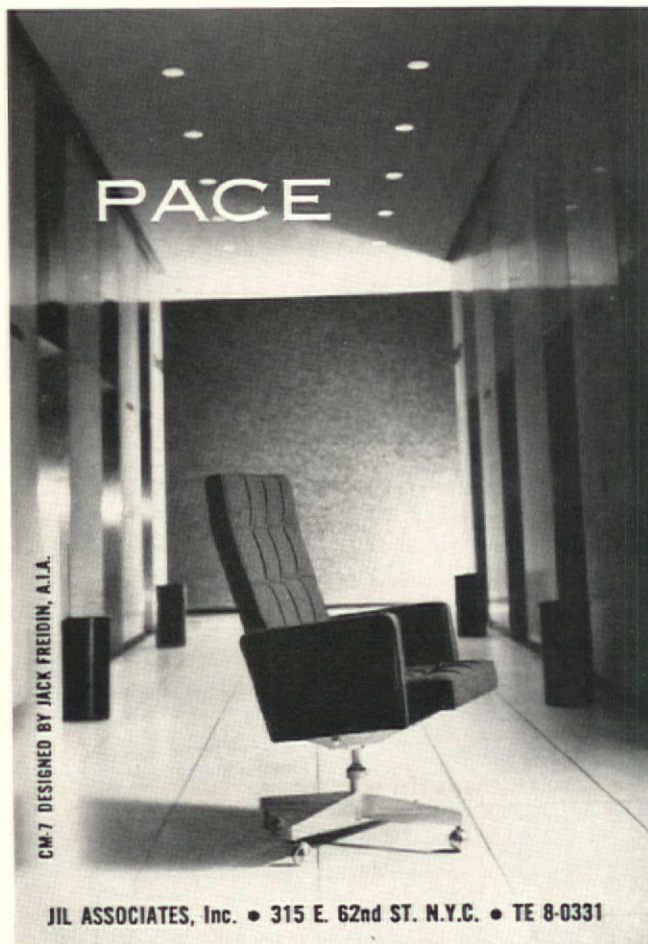
Modern Metal Furniture

436 So. First St., St. Charles, Illinois

Circle No. 70 on product information card



*Contract  
Seating for Fine Restaurants,  
Hotels & Clubs, Contract or Domestic  
Catalogue upon Request.*



Circle No. 71 on product information card

## MANUFACTURERS'

### LITERATURE

A new fabric binder that contains almost 200 samples from the Dux fabric collection can serve as a wall hung unit, a portable desk, or a table-top display. The easily maintained binder and refer-



ence file contains swatches that can be cut along indicated lines to provide three samples of each fabric. The remainder of the swatch serves as a refill order blank. An index alphabetizes the collection by color and includes other necessary information.

Circle No. 142 on product information card

A quick-reference hinge catalog has just been published by Hager Hinge Co. Hinges are arranged according to the type of doors on which they are most generally used, and capsule information on how to select proper hinges is included.

Circle No. 143 on product information card

Information on the Armstrong Luminaire Ceiling System is available in a new 12-page descriptive brochure published by the Armstrong Cork Co. Luminaire integrates the functions of lighting, air-distribution, acoustical control, and decoration, simplifying problems of ceiling design, specification, and installation. The booklet includes complete information on Luminaire's performance.

Circle No. 144 on product information card

"Cutting Costs with Carpet" is the title of a brochure by the American Carpet Institute, Inc. The booklet details a new study sponsored by the ACI on comparative installation and maintenance costs of carpeted and non-carpeted floors in commercial installations.

Circle No. 145 on product information card

Contemporary office furniture that is exceptionally strong is a feature of the Metalstand Co.'s AL and Statesman Groups. Notable in the AL Group catalog is the contemporary, "torque-free" desk which is insulated for added strength and sound proofing, not usually available in steel furniture.

Circle No. 146 on product information card

amples of over 200 color swatches in 21 basic federal vinyl fabric patterns are now available in a file folder from Airco Plastics Products. All the samples are scuff, scratch, and stain resistant, and washable with soap and water.

Circle No. 9 on product information card

While Chemstrand's new booklet on man-made fibers is intended to help educate the younger generation as to the whats and whys of chemical textile fibers, the cartoon-type drawings and simplified explanations in large type make it easy for adults to comprehend, too. Chemstrand manufactures Acrilan acrylic fiber and nylon yarn.

Circle No. 147 on product information card

A new brochure which gives details on Prescolite Manufacturing Corp.'s new colored fluorescent lighting system, Colorescent, is now available. The booklet gives specifications on Colorescent fixtures and lists representatives of the company.

Circle No. 148 on product information card

Two systems of floor-to-ceiling structural upright pressure poles are described in a new, full-cover catalog from Reflector Hardware Corp. Accessory equipment for the Contempo and the heavier computer systems is also included in the catalog.

Circle No. 149 on product information card

One of the oldest lamp companies in the United States, but a five-year-old in the contract field, Excel Manufacturing Corp., has a new catalog of rugged, easy to maintain lamps for schools and other contract uses. The line includes wall lamps, contemporary design table lamps, floor and bridge lamps, and desk lamps. The lamps are all 100 percent guaranteed by Excel.

Circle No. 55 on product information card

The new King Arthur catalog, No. 103-A, has just been issued by Institutional Products, Inc., describing and illustrating its folding tables, stack chairs, dining chairs, and extensive line of platforms. A feature of the new line is the wide range of Formica textures and colors in which they will be available.

Circle No. 110 on product information card

The 1964 supplement to the Syroco catalog of decorative accessories introduces new additions to the Old World Collection and the Modern Museum Collection. Illustrated are mirrors and console tables, wall plaques, sconces, and wall clocks.

Circle No. 166 on product information card

Guaranteed to run 12 months on a flashlight battery, new decorator wall and desk clocks are illustrated in National Products, Inc.'s new color brochure, along with other office accessories.

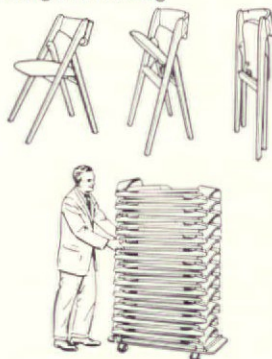
Circle No. 167 on product information card



**Coronet**  
**WONDERFOLD**

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

folding and stacking



in folding sections



with folding arms



with folding kneelers



with folding book boxes



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

For Clubs — Conference rooms  
— Clinics — Chapels — Class  
rooms — Auditoriums — Banquet  
rooms — Field houses — Offices  
— Churches — Restaurants —  
Motels — Libraries — Reception  
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halls — Art galleries — Board  
rooms — Reception rooms.  
Fifteen stocked models, plus  
variations.



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

SINCE 1881

Circle No. 73 on product information card

Circle No. 49 on product information card



WILLIAM  
*Bowie*  
THE SCULPTURE STUDIO INC.  
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IN OUR NEW

## VOLUME 12 WALLCOVERINGS

WE'RE COMPETING WITH THE SUN IN BRILLIANCE  
• 19 DESIGNS IN 80 STRIKING COLORWAYS • SEND  
FOR FREE BROCHURE.

DENST AND MILES, INC

### THE JACK DENST DESIGNS

7355 S. EXCHANGE AVE., CHICAGO, ILL., 60649

Circle No. 50 on product information card

## MANUFACTURERS'

CONTINUED

### LITERATURE

A new building products catalog from Simps describes the firm's wood paneling, doors, and acoustical ceiling tiles, among other products. The brochure is illustrated in full color.

Circle No. 150 on product information card

A brochure from Myrtle Desk Co. covers the basic, related walnut groups. The 20-page catalog includes both color and black-and-white pictures.

Circle No. 151 on product information card

A new edition of Georgia Pacific's building products color catalog describes its decorative hardwood, paneling, hardboards, and composite boards.

Circle No. 152 on product information card

A new brochure from the Galax Mirror Co. shows a variety of framed and unframed mirrors in a wide assortment of sizes and shapes. Galax mirrors are electro-copper-plated.

Circle No. 153 on product information card

The basics of space planning are explained in an important new booklet (to the best of our knowledge, the first of its kind) issued by Saphir Lerner, Schindler, Inc., nationally known design firm. Purpose of the booklet is to acquaint both the realtor and the tenant with the aims, scope, and operating procedures employed by space planners. Chapter headings, include: What Is Space Planning, Analyzing Tenant Requirements, The Space Study, and Determining the Work to be Done. The material in the Reference Book of Space Planning, as it is titled, derives from a series of seminars held recently at the SLS offices in New York City. Response to these seminars was so favorable that SLS decided to issue them in booklet form. The reference book is free upon request from SLS, 488 Madison Avenue, New York City, N.Y.

A file-type folder showing a variety of Redon molded walnut chairs for the contract trade is available from the Charlton Co. Chairs illustrated include swivel-tilt chairs, recliners, and coordinated sofas.

Circle No. 154 on product information card

A new brochure by Sculptsmith shows eight wall and free-standing metal sculptures of various sizes and a description of each. The pieces shown include figures, abstracts, and florals.

Circle No. 155 on product information card

Master-Planner, a scale model office layout, is a simple and effective method for solving office space problems. A new leaflet describes the Master-Planner Kits which contain exact scale miniature furniture. Kit F-60 contains 580 molded furniture pieces, a folding layout planning board with grids, corner wall sections, and instruction folder. Kits are manufactured by Applied Research Corp.

Circle No. 156 on product information card

Stonico Corp. has issued its 1964 directory of sleep products for the hotel/motel and hospital industries. The guide points out facts on the buying of sleep equipment and illustrates mattresses, box springs, and related sleep products. Specifications and qualities are outlined.

Circle No. 157 on product information card

Rocklynne, a flexible and readily adaptable table system manufactured by Leftwick & Carr, Ltd., Montreal, is detailed in a brochure that depicts the various sizes and shapes of basic table units along with the variations possible. The system features a patent locking device which firmly and securely locks units together.

Circle No. 158 on product information card

Guide to Better Hospital Walls, issued by L. E. Carpenter & Co., describes Vicrtex V. E. F. vinyl wallcoverings, available in hundreds of colors and deep-textured patterns. The new guide details results of tests by Underwriters' Laboratories, as well as by federal, state, local, and independent agencies. The material is approved for anti-flame-read characteristics, low-smoke toxicity, and low-smoke development.

Circle No. 159 on product information card

Table tops of any shape, finished in any plastic laminate, in a variety of heights, provide a wide choice in the new catalog from Dick Stambaugh, Inc. The line also features plastic feet on all low tables, automatic self-leveling glides on all dining and conference tables, a choice of edges, and solid or stock cold roll steel legs.

Circle No. 160 on product information card

Delby Williams Industry is offering a new eight-page supplement illustrating its complete office chair line.

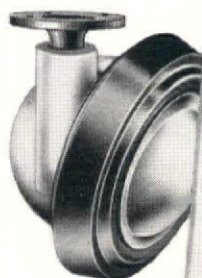
Circle No. 8 on product information card

A new booklet with details on Marbelous, a product of the Quartite Creative Corp., is now available. Marbelous, a combination of thermosetting resins and inert fillers, has the durability and beauty of natural marble, but is inexpensive to install and maintain. A range of colors and sizes adds to the versatility of Marbelous.

Circle No. 161 on product information card

Circle No. 57 on product information card

**NEW Models  
NEW Sizes**



**NEW  
CATALOG of  
shepherd supercasters**

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

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

Designed for maximum durability, Excel lamps are available in a wide range of styles and sizes—or custom-made to your specifications. Write for catalog.

EXCEL MANUFACTURING CORP. Muncie, Indiana



*Highlight  
the beauty  
of it all  
with Excel  
lamps*



Circle No. 55 on product information card

Circle No. 67 on product information card

## ROBUST, STURDY OFFICE LAMP

BOLD CLEAN DESIGN  
WITH MASCULINE APPEAL



#223, 40" TALL

### ANTIQUED, MATTE FINISHES:

AQUA	BEIGE
BLUE	MUSTARD
TURQUOISE	TANGERINE
BLACK	OLIVE
AVOCADO	

THE 1964 ILLUSTRATED  
CATALOG WILL BE  
SENT ON REQUEST

## LONDON LAMPS

10711 Venice Blvd.  
Los Angeles 34, Calif.

### Unbreakable . . . Porcelain Enamelled Aluminum Safety Ash Tray

No. 2266P. Made of heavy gauge spun aluminum with two cigarette rests. Available with porcelain enameled inside surface in White, Black, Yellow, Chinese Red or Cobalt Blue. Heat proof, High polish lacquer outside finish. Diameter 6", 1 1/4 high.

No. 2266. Ash Tray in Black anodized aluminum only.

- desk appointments
- sand urns
- smoking stands
- waste baskets
- umbrella stands
- ash trays
- wardrobe racks
- costumers
- planters

Catalog on Request

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Circle No. 53 on product information card

## THE LARGEST SELECTION of ONYX, MARBLE & ALABASTER

From Every Corner of the World  
Over 400 types and colors to choose from.

Table Tops - Inserts - Lamps

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

Call or write for  
prompt Quotations  
and Samples

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PROTECTED SALES AREAS AVAILABLE FOR REPRESENTATIVES

Circle No. 54 on product information card

## MANUFACTURERS'

CONTINUED

## LITERATURE

A new, eight-page color-illustrated catalog (A 23-L) depicts applications of Formica's Vert Interior Paneling (V. I. P.) for commercial industrial use. Included are step-by-step installation instructions and photos, product feature architectural specifications, and a list of wood grains and patterns.

Circle No. 118 on product information card

The Gourmet Continental dining and lounge furniture line is illustrated in a new catalog from Troy Sunshade Co. The catalog shows the variety of finishes and styles, from Danish Modern to Early American, which are available within the line.

Circle No. 162 on product information card

Original works of ceramic sculpture are illustrated in a brochure from Architectural Pottery. Original of-a-kind planters, sand urns, screen walls, and sculpture are shown as samples of work that can be custom-made to contract requirements. Dan Cressley, the sculptor of Architectural Pottery, under an "artist in residence" plan, will produce most pieces in natural stoneware or glazed in a variety of colors.

Circle No. 163 on product information card

Middletown Mfg. Co.'s new 8-page brochure features metal bases for chairs and tables, used with equal ease for modern, traditional, colonial, and provincial styling. Introduced in the full-color brochure are the Aristocrat Swivel chair bases and the Diplomat table bases, available in plated finishes of brushed brass and chrome, antique bronze, and bright chrome and brass, plus a wide choice of baked enamel finishes.

Circle No. 43 on product information card

A wide and varied collection of contemporary lamps and lighting fixtures is illustrated in a new catalog by Koch & Lowy, Inc. (AIA-31-F2). Included are ceiling and wall fixtures, table and floor lamps, and architectural lamps and fixtures. Noteworthy in the collection is a group of Venetian glass globes for ceiling fixtures that come in a number of unusual shapes and 10 striking colors.

Circle No. 164 on product information card

Adirondack Chair Co. illustrates and describes in detail its varied institutional furniture lines, featuring a wide style range of folding and non-folding chairs and tables in steel and wood, school furniture, folding platforms, coat racks, portable room dividers, file cabinets, and bookcases.

Circle No. 165 on product information card

## CLASSIFIED ADVERTISEMENTS

Rates: \$1.00 per column-inch, payable with order. No extra charge for box numbers. This section closes on the 15th of preceding month.

LINE WANTED: Wholesale fabric showroom—58th St. & 3rd Ave., NYC desires to represent fine line of rugs, furniture, wallpapers, lamps or accessories. Write: Box A-141, CONTRACT.

REPRESENTATIVE: wanted by manufacturer of quality line of contract furniture to call on architects and interior designers in Illinois, Michigan, Minnesota and Wisconsin. Write full details of lines carried and area covered. Box A-142, CONTRACT.

LINE WANTED: Lamp, furniture, wallpaper or accessory line wanted by representative with established wholesale fabric showroom—6th Floor Merchandise Mart, Chicago. Write: Box A-143, CONTRACT.

LINE WANTED: Drapery Hardware. Have following: Commercial workrooms, architects, interior decorators, and reads blueprints. Write: Box A-144, CONTRACT.

REPRESENTATIVES WANTED: Well established contemporary drapery and upholstery fabric firm, catering to architects, interior designers, office furniture dealers and contract departments seeks representatives, with or without showrooms in Atlanta, Boston, Dallas or Houston, Miami, Philadelphia and Washington, D.C. Write: Box A-145, CONTRACT.

BUSINESS OPPORTUNITY: In Philadelphia (2nd largest market in East) for company or progressive representative—Wholesale showroom (wallpaper, fabric, furniture) decorated and equipped (wings, shelving, office equipment, etc.). Prime trade location with line available to qualified party. Replies strictly confidential. Write: Box A-146, CONTRACT.

CHIEF INTERIOR DESIGNER WANTED: Design studio of leading business furniture manufacturer has opening for a man to design and sell interiors. He would also be responsible for the purchase of related materials and accessories.

Applicant must have proven ability to creatively sell management of top level clients, supervise interior designers on his staff, and will be expected to merchandise services of studio to nationwide dealer network. Interested persons should contact Box A-147, CONTRACT.

CONTRACT FABRIC SALESMEN WANTED: FOR:

- 1) West Coast
- 2) Phila., Washington, D.C., & South Atlantic Coast

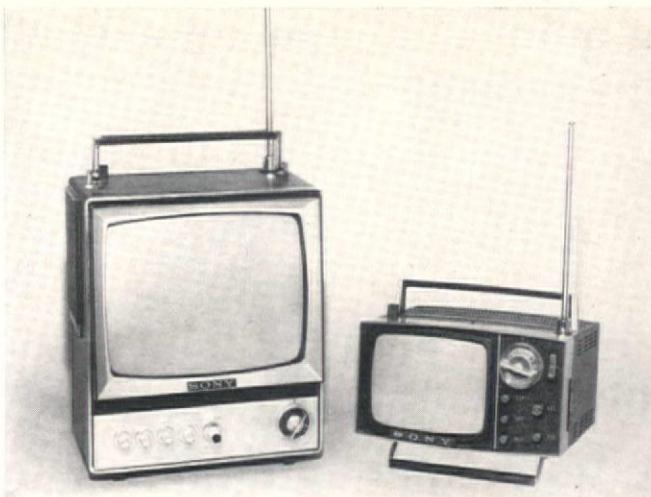
Non-conflicting line permissible since commission basis only. Write: Functional Fabrics Division, Kandell Inc., 261 Fifth Avenue, New York, N.Y. 10016.

ATTENTION: REPS. REGISTER WITH US!!

Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line.

If you want us to include your name in a confidential list of reps, which we supply to manufacturers on request, write to the publisher of CONTRACT Magazine. State your name, address, and area covered. This is a free service. Write to: Publisher, CONTRACT, 566 Seventh Ave., N.Y. 18, N.Y.

Circle No. 111 on product information card



NEW from SONY®

SONY 9" TRANSISTOR TV WEIGHS ONLY 12 LBS. AND LETS THE WHOLE FAMILY WATCH

Use it as a go-anywhere portable, use it around the house as a second set. No matter how you use it, the new SONY Model 9-304W will give you a world of pleasure with its superb, crystal clear reception. With 27 transistors and only 12 lbs. it can be carried even by a child, and will operate outdoors from its own rechargeable battery, on 12v auto/boat power and AC. With a new 9" rectangular picture tube and whip antenna for perfect reception, the new SONY will even pick up the complete 13-84 UHF band with a plug-in adaptor. Rechargeable battery, UHF adaptor, other accessories extra.

Write for Catalog and Dealer Discounts!

Distributed by:

**HARRY TEHAN ASSOCIATES INC.**

MANUFACTURERS REPRESENTATIVES—DISTRIBUTORS

Showroom-Warehouse: 1008-10-12 Oakmont Ave., Greenboro, N. C.



**TRIO CON BRIO!** A wall grouping with a high note of distinction for any interior. From our new Firenze Collection—eagle convex mirrors (1265) hand carved and finished in antique gold leaf, and metal scone (6965). Hand crafted in Italy. Write for literature and prices.

*LaBarge Mirrors inc.*

THE LOOK OF QUALITY / HOLLAND, MICHIGAN

Circle No. 72 on product information card

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## "GROUP 4" by WORDEN



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STEEL INTERIOR FRAMES

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WALNUT EXTERIORS

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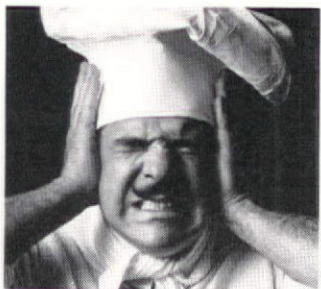
Circle No. 74 on product information card





This completely washable carpet of Caprolan nylon saves a neat \$55 a week

**Carpet in a kitchen?** Definitely. The kitchen of the Bow and Arrow restaurant in W. Orange, N. J., was installed with carpet of Caprolan® nylon. Constructed in high-density pile for the roughest, toughest wear, it also cleans up in kitchen economy.



Saved \$55 a week. Saved \$30 a week in maintenance, \$25 a week in breakage. Original sealed cement floor had to be scrubbed twice a day. Caprolan requires only one daily vacuuming and one weekly washing to stay fresh and sanitary. Never needs waxing or sealing.

Absorbs sound, shocks; cushions falling dishes. Within 9 months this carpet will have completely paid for itself.

**Owner owns up.** The Bow and Arrow's Mr. Harry Knowles says, "Not only is our Caprolan carpet highly economical and sanitary, but employee efficiency and morale have shot way up. Dishes don't crash. Waiters don't slip. Chefs don't curse."

Want to cut costs; enjoy calmer, cleaner surroundings? Specify carpet of continuous filament nylon. The restaurant kitchen makes a great case for Caprolan.

For more information and free samples of "Zenith" by Commercial Carpet Corporation, send in coupon.

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261 Madison Avenue,  
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**CAPROLAN nylon by** 

Fibers Division, 261 Madison Avenue, N.Y. 16

Circle No. 75 on product information card



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# BEST STAIN REPELLER—PLUS PEACE OF MIND

You get the world's best known stain repeller when you specify \*SCOTCHGARD® . . . but why sacrifice the peace of mind that's yours when you route your work through Synthetics Finishing Corp.? Why not be sure, in advance, that Scotchgard will be applied with the most "know-how", that your fabrics will come back the way you expect, at the time you expect?

For the maximum in stain repellency (applied alone, or in combination with any of 17 other finishes!) . . . with no fabric loss, no color change, no change in "hand", entrust any of your fabrics to America's oldest and most experienced custom textile finisher (— and America's first Scotchgard® processor!)

*Write for file folder  
of diversified S.F. finishes . . . today!*



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