

# CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL FURNISHINGS • NOV 1964



CONTRACT FABRICS





“Oh,  
hang  
it  
all!”

All those dazzling drapery fabrics by Schumacher, that is.  
(Of American Bemberg®, naturally.)

Hang them anywhere and everywhere! Wherever drapery decor is important. Define an elegant window, disguise an entire wall, do it all with great style. The style that Schumacher gives to patterns, prints and plains . . . always. And, Schumacher puts something else into “Indienne Block”, “Wind Blown” and their coordinated solid



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Tramp,  
tramp,  
tramp came 45,000 Fairgoers daily  
to the General Electric Pavilion.



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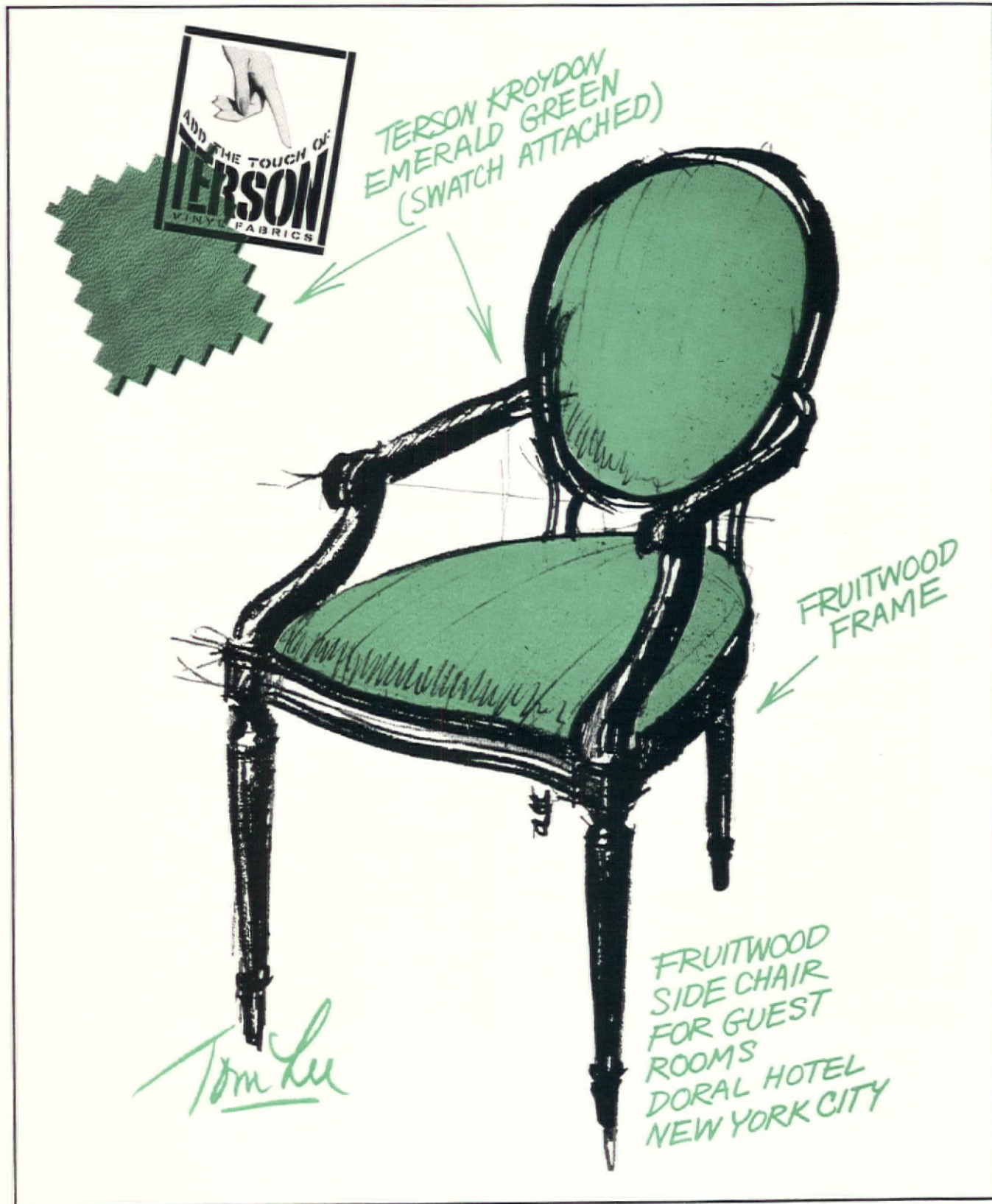
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**Tom Lee** . . . of Tom Lee Ltd., N.Y., one of the top ten interior designers in the country, came up with this guest room chair for New York's new Doral Hotel . . . latest of a great many important installations for which Mr. Lee chose the touch of Terson. **Specified Terson** — for many solid reasons. TAILORABILITY: excellent. Cuts, tacks, shapes, sews easily, without splitting. Stretches without tearing. MAINTENANCE: scuffs, stains wipe clean with touch of damp sponge; ideal for institutional and commercial installations. PATTERNS: dozens, to complement any design. COLORS: wide range of handsome stock, or custom colors. FOR INFORMATION: write Athol Manufacturing Company, a division of Plymouth Cordage Industries, 366 Madison Avenue, New York, New York, 10017, or Butner, North Carolina.



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### The Cover

This 1783 toile de Jouy, Les Travaux de la Manufacture, by Oberkampf, offers an idyllic view of the fabric-making process and serves to emphasize the strong place period design occupies in today's contract scene. Cover by Bert Lester.

# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

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NOVEMBER, 1964

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#### COMING IN CONTRACT

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

JANUARY—3rd Annual Directory Issue—complete classified listings of products, services, and manufacturing sources in the contract furnishings field.

FEBRUARY—Acoustical Materials—in addition to new products and techniques, this article will analyze the distribution of specifying and buying responsibilities in this field.

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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!

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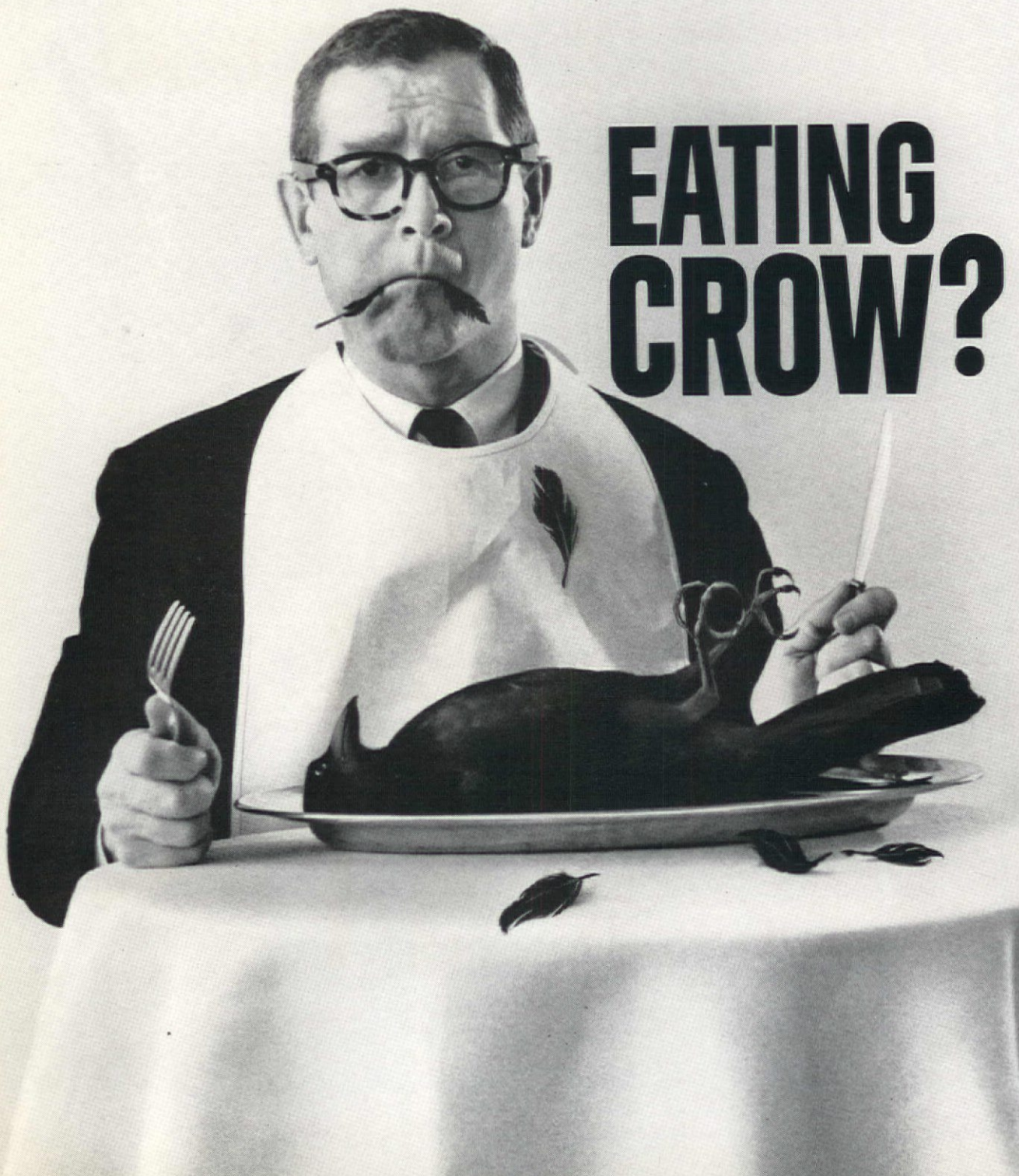
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\*Product of the Minnesota Mining and Manufacturing Co.



# EATING CROW?





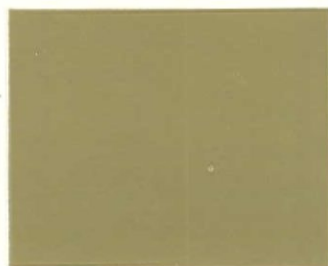
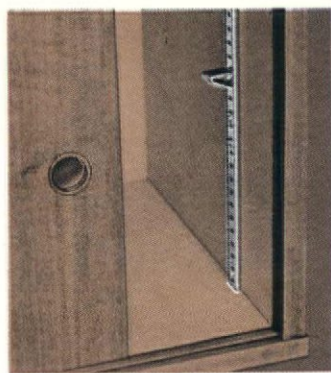
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Grant now offers a new, broad, quality line of shelf hardware—including standards, brackets and pilaster strips and clips.

Today, Grant can provide you with all of your shelf hardware needs—properly packaged, quickly delivered and sensibly priced.

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Circle No. 4 on product information card



**The place:**



The Governor's Offices  
State Capitol Building  
Austin, Texas

**The man:**



Louis Shanks  
Louis Shanks of Austin  
Austin, Texas

**The carpet:**




**Bigelow.**

Hundreds of square yards of luxurious RICHLEIGH, a truly magnificent 100% wool plush broadloom in Temple Gold, was the choice for the Governor's offices, with the Texas State Seal hand-carved in the center.



Why do people like Louis Shanks recommend Bigelow? Because they know that for every home, every office, every commercial building, Bigelow has or can custom-create the perfect carpet. Bigelow has done it since 1825. Bigelow's carpet counselors will give you all the help you need in solving any kind of

carpet problem. And will do it at no charge. Simply call your nearest Bigelow sales office. Or for a colorful free brochure on commercial carpets, write Department A, 140 Madison Avenue, New York, New York 10016. Find out for yourself why **people who know buy Bigelow** 

Bigelow Sales offices are located in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Seattle.

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On the eleventh floor of The Merchandise Mart, Chicago, you will find the world's largest concentration of contract furnishings, established especially for the use of contract designers, architects, dealers and their clients. *What could be more convenient and efficient?*

O. Ames Company

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*... Your  
Invitation  
to Comfort*



STYLE 5830



STYLE 9922-CT



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1319 E. Washington Blvd., Los Angeles, Cal. 90021

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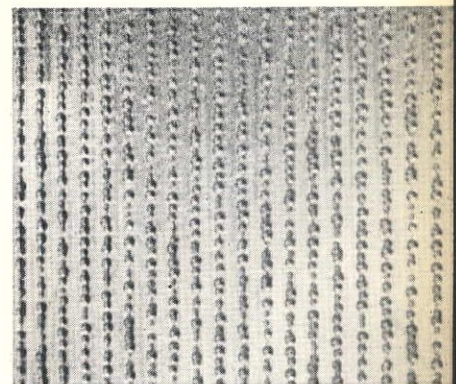
# Three reasons why ASG's BEADEX belongs in your next office design

The dramatic wall of glass that forms a backdrop to Trans World Airlines handsome board room is ASG's Beadex®. In their design for TWA's superbly appointed executive offices, Leonard-Colangelo-Peters included Beadex not only in such focal points as the board room and president's office (see below) but in dozens of partitions and decorative panels throughout three skyscraper floors. □ There are three reasons why so many top-flight designers use Beadex frequently: its sophisticated good looks, its ability to transmit light without sacrificing privacy, and its talent for working harmoniously with a broad range of materials, colors and textures. □ These qualities are created by the unique Beadex pattern—a striking relief of simulated water droplets. Objects seen through the glass are suggested rather than defined. Yet Beadex readily transmits light, softly diffusing it on both sides of the glass. □ Beadex is available with the pattern on one side, smooth on the other, or, for additional obscurity, with a matte finish on the smooth side. □ For a complete catalogue of the designer glasses available from ASG, write to: Dept. X-11, American Saint Gobain Corporation, Box 929, Kingsport, Tenn. 37662.



BEADEX WALL in board room glows softly with light from adjoining foyer, offers intriguing hints of objects and colors beyond. Glass is set in aluminum frames, and rayon curtains are drawn for film showings. Chairs are covered in black leather. Door and table are of walnut.

DISTINCTIVE ENTRANCE (top right) to president's office consists of two panels of Beadex matte set in walnut frame. Beadex's light-diffusing qualities enable office and adjoining secretarial space to share light, yet the glass effectively separates the two areas.



BEADEX pattern is a linear design of random water drop shapes, simulating beaded screen.

© American Saint Gobain 1964

*The complete glass line for contract interiors!*

AMERICAN SAINT GOBAIN

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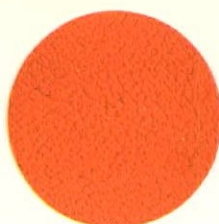




HYACINTH



RED APPLE



TIGER LILY



SEASAND



LEMON PEEL



MOTH



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CORAL



SUNFLOWER



SANDALWOOD



CURRY



SAGEBRUSH



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EBONY BROWN



BURGUNDY



TITAN



ITALIAN BROWN



OTTER



PASTEL CITRON



SHERWOOD GREEN



RASPBERRY



AMBER TAN



GINGERSNAP



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BLACK OLIVE



CYCLAMEN



BITTERSWEET



SADDLE TAN



ANTIQUE GOLD



MAPLE SUGAR



GRECO BROWN



SWISS ROSE



MANDARIN ORANGE



BEESWAX



PALM LEAF



SMOKESCREEN



WINTERGREEN



# THIS IS Decor '64

Decor '64 marks a milestone in upholstery fabrics, for with it vinyl comes to the full realization of all its great potential. It is, unquestionably, the most luxurious vinyl ever made. It is also the first vinyl upholstery available in a complete spectrum of 64 decorator-designed colors following a chromatic scale. It includes all the most accepted basic colors, supplemented by those that will set the trend in 1965.



BLACK

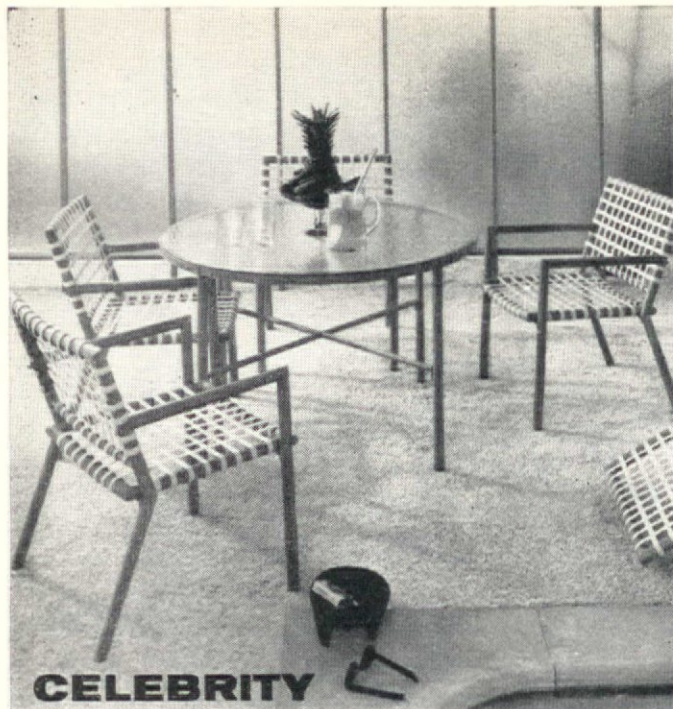
Decor '64 is a self-expanded Royal Naugahyde®... softer, suppler, richer, with extra seating comfort built right in. Because its surface is specially treated for extra durability and scuff resistance, it is also ideal for contract installation. Its smooth, subtly grained finish and its magnificent range of colors make it the one upholstery ideal for every style and period of furniture.

Decor '64 has, of course, the "plus" advantages of all Naugahyde... soap and water washability, amazing durability, colors that are *permanently* beautiful. And because of its flexible elasticity, it conforms easily and tailors perfectly to the most intricate designs. Decor '64 is *the* upholstery news of the year.

**UNITED STATES RUBBER**

Coated Fabrics and Koylon Seating Department, Mishawaka, Indiana  
In Canada: Dominion Rubber Company, Limited

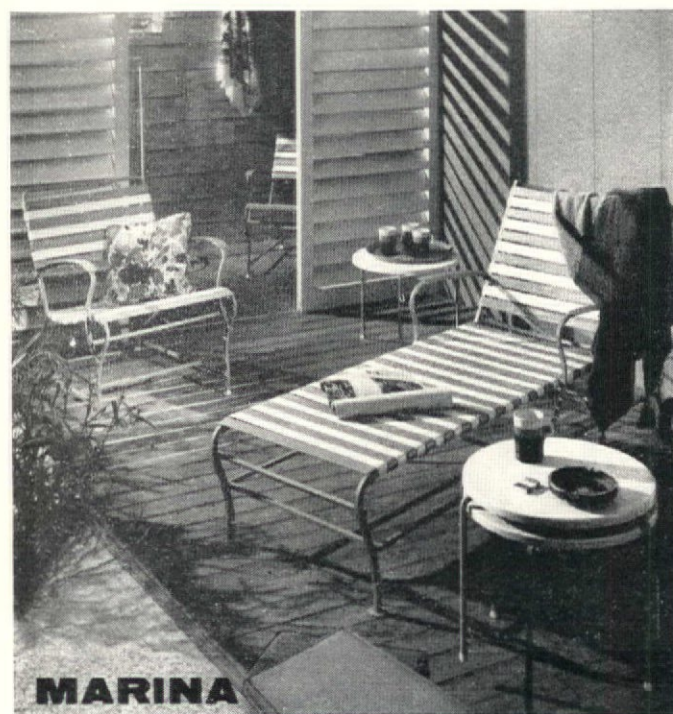




**CELEBRITY**



**FESTIVA**



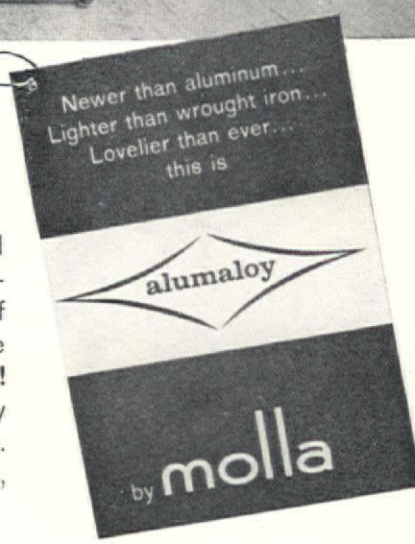
**MARINA**



**KEY**

OUT OF THE MANY MOODS OF **MOLLA**

**AMAZING NEW ALUMALOY**... the dramatic and successful development in metal furniture. An all-new aluminum with special alloys added, Alunaloy offers the rich, traditional, matte-finish look of wrought iron at a mere 1/3 the weight. Alunaloy is much stronger and more durable than the aluminums you've known before... and it **won't rust ever!** Molla offers a wide range of lines, styles, and finishes in Alunaloy... fully coordinated for every room. Ask for them! Illustrated catalogue on request. Molla, Inc., 425 East 53 St., N. Y. Showrooms in Boston, Chicago, Dallas, Los Angeles, Miami, Philadelphia, San Francisco, Washington, D.C.



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← Circle No. 10 on product information card

**CONTRACT**





RESIDENCE OF MR. AND MRS. JACK HORN, DALLAS, TEXAS

ARCHITECT, W. T. STANFORD, JR.

## ¿Quién sabe Estaban?

---

---

Because it's so new, hardly anyone knows Estaban. But you should. The Estaban collection is the newest addition to Burke's famous line of contract furniture. Estaban's design is unique . . . vaguely Latin — strikingly modern. Like all Burke contract furniture, it combines the look of tomorrow with a practicality ideally suited to meet today's strenuous commercial demands. Estaban is weather-

resistant, with a rust-free fiberglass shell which may be ordered beautifully upholstered in easily cleaned, color-fast fabrics that are impervious to stains.

The next time your design calls for furniture that is equally at home indoors and out, contract for Burke Estaban . . . the new name in furniture that everyone soon *will* know.





# The Estaban Collection by Burke



## *Send for Free Burke Contract Furniture Brochure*

Tables, chairs, bar and counter stools—the complete Burke collection, aside from Estaban—you can see them all in Burke's new contract furniture brochure. You'll find sections showing food service, office, medical, hotel-motel-club, and store installations. To get your free copy, mail the coupon below today.



**BURKE DIVISION**  
**Brunswick CORPORATION**

5140 North Westmoreland Road  
Dallas, Texas 75247 ME/rose 1-2880

Please send me a copy of the  
new Burke Contract Furniture brochure

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TITLE \_\_\_\_\_

FIRM \_\_\_\_\_

TYPE OF BUSINESS \_\_\_\_\_

ADDRESS \_\_\_\_\_









CITY \_\_\_\_\_ STATE \_\_\_\_\_





# At The Dow Chemical Company Testing Laboratories...

## CERTIFIED ROVANA DRAPERY FABRICS ARE TESTED FOR SUPERIOR PERFORMANCE IN:

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|---|--|
| <b>1. Flame resistance</b>                                      |    |
| 2. Maintenance of hand and appearance                           |    |
| <b>3. Washability</b>   |    |
| <b>4. Dry cleanability</b>                                      |  |
| 5. Colorfastness* to: Light, Crocking,<br>Dry Cleaning, Washing |  |
| 6. Grab strength  |  |
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| 8. Wash and hang rating   |  |

**Other requirements:** sewability, abrasion resistance, and wet strength shall be considered special tests and will be conducted according to end use requirements.

\*Synthetic fabrics only

† Certification Mark

All certified Rovana fabrics are permanently flame resistant: (1) The warp yarns, which are saran flat monofilament, are inherently flame resistant; (2) The filling yarns are flame resistant because they are of approved blends containing a non-flammable fiber. Washability and dry cleanability are assured due to the application of special finishing procedures developed by Dow. These fabrics have been tested according to Dow performance standards using AATCC 108-1963T, AATCC 88A-1962T, and AATCC 96-1960T, IA & IE.

Dow certification means confidence. Only first-quality fabrics that are constructed with Dow's unique saran flat monofilament in the warp and pass Dow's high standards of performance may display the Rovana certification mark.

THE DOW CHEMICAL COMPANY



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Circle No. 12 on product information card





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San Francisco  
got besides  
cable cars  
and hills  
and bridges  
and food  
and wine  
and fog?

The Western Winter Market, January 18-22,  
at a place where you shop (with the aid of  
our Contract Consultant, if you wish), in  
carpeted, air-conditioned comfort, on 11  
floors—all under one roof—in 600 show-  
rooms of furniture, floor coverings, lamps,  
wall decor, sleep equipment, built-in appli-  
ances, housewares, china, glass, and dec-  
orative accessories from around the world:

## The Western Merchandise Mart

1355 Market Street, San Francisco, California  
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D. C. Currently by Ash Gerecht

## OUR WASHINGTON REPORT:

- Congress ups VA hospital aid
- SBA standards regulations reorganized
- New studies to affect contract market

**T**HE Congress that finally tore itself away from here this fall to attend to the important things in life, such as re-election, opened up a number of opportunities for the contract furniture and furnishings industry. These will be paying off in future years, assuring in most cases a continuing volume from programs already in existence. In a number of instances, these propel small programs to a more solid basis, with indications that they will grow considerably in future years. As an example, Congress authorized the Veterans Administration to establish and operate not less than 4,000 nursing home beds; this had been 2,000 in a 1963 act. Another section authorizes VA to transfer nursing home patients from VA facilities to private units. Another provision provides money for matching grants to states to build or expand the Hill-Burton Act, which provides for federal aid to hospital construction and modernization, in a five-year renewal. It appropriated funds for building 8,250 new military family housing units in fiscal 1965. The Defense Department had requested 12,500, for the year.

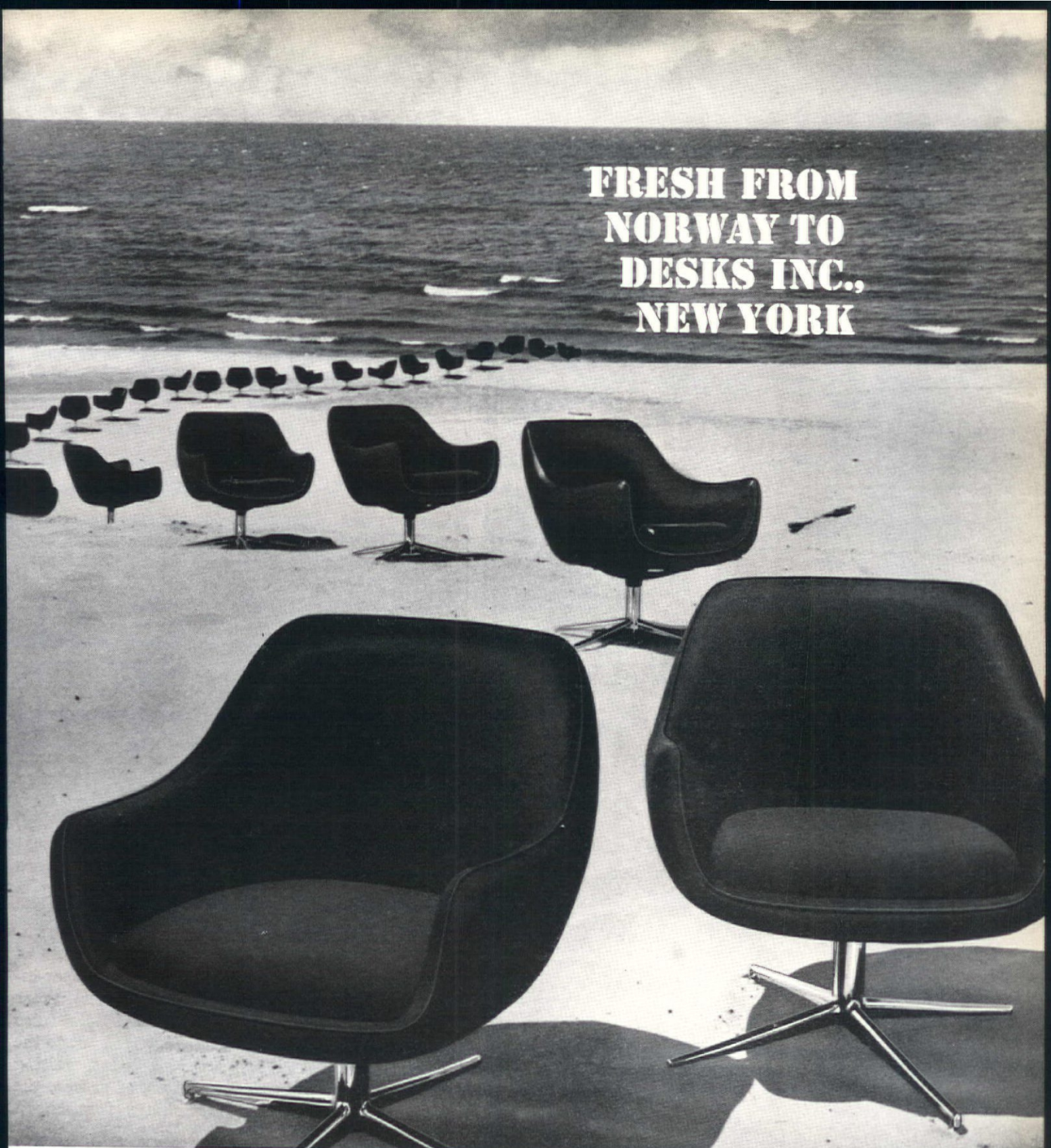
### Changes in regulations

Small Business Administration regional directors have been given full authority to make all size standards determinations. They also are getting more authority to simplify procedures, reduce paperwork, and speed final decisions. SBA's office of Size Standards has been abolished.

SBA's local development company loan program continues. Among loans of this type is one to the Waldron Development Co., Waldron, Ark., of \$191,000, to be used to build and furnish an addition to an existing building for Hardwood Pro-

*(Continued on page 18)*





**FRESH FROM  
NORWAY TO  
DESKS INC.,  
NEW YORK**

**D**

*As usual DESKS, INC. of New York, is one of the first to sense a trend, to recognize a classic design...the new Stow & Davis "bubble" chairs. Luxuriously comfortable, meticulously crafted... the ultimate in high quality. See this unique new concept in seating and many other fine office furniture lines from America's leading manufacturers. Our trained staff will be pleased to guide you through our large modern showroom at 71 Fifth Avenue (corner of 15th St.) or call 212 AL 5-5454.*

*Desks Inc.* **A COMPLETE SOURCE  
FOR FINE OFFICE FURNITURE IN NEW YORK**



# NOW!

A permanent **CONTRACT**  
furniture market in the  
established

**Center of Furniture  
Activity —**

## NEW YORK

# NATIONAL FURNITURE & HOME FURNISHINGS MARTS

The Home Furnishings Mart—a new addition to the 32nd-33rd Street block-front along Lexington Avenue—has developed beautiful showroom facilities for contract lines.

Join the contract manufacturers who have already proven the year-round value of these permanent prestige showrooms.

For full details as to available space, CONTACT—

Leonard S. Rogers, Gen'l Mgr.

**Home Furnishings Mart**

205 Lexington Ave.

New York 16, N.Y.

212 LE 2-7510



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## OUR WASHINGTON REPORT

CONTINUED FROM P. 16

ducers Corp., maker of component parts for wooden furniture. Since the firm is in an area of substantial unemployment, SBA lowered the interest rate from 5½ to 4 percent.

General Services Administration has changed its GSA Form 1424, Supplemental Provisions to the Supply Contract, and its Form 32, General Provisions to the Supply Contract. Bidders on Federal Supply Services Mailing Lists should keep a copy of the changed forms on hand, since these are not normally furnished with invitations for bids, and references may be made to them.

### Guidance on the contract market

Some new studies point up the nature of the various markets existing for contract furniture and furnishings. A Commerce Department report shows that almost 17,000 of the 41,000 miles of the Interstate and Defense Highway System are now open. It's this system that is so radically affecting the country's motel operations.

The interstate system and improved means of transportation have reduced the need for roadside motels and stimulated building of large motels at terminal points, says a new study done for SBA. In contrast to the past, many of the more successful motels today are downtown in large cities, managed by paid employees rather than owners. The study, based on a 1962 survey, showed the average 16-room motel had annual sales of \$20,418. Appearance and location were the two chief factors in patrons' selecting a motel.

Motels aren't the only businesses moving downtown. Realtors' studies report recentralization of downtown business districts, with new upper-income residential construction in central areas helping the new trend. And the studies also show that many firms that have moved out to the suburbs are just sitting out their leases, waiting to get back downtown. In all this, of course, the contract furniture and furnishings firm has a vital interest.

Recent industry estimates of new construction for 1965 show this outlook: New expansion in educational facilities, with the 1950's elementary school boom now surging into colleges. (This will be further aided by the federal government next year. A move by educators' to get movable accessories included in their dormitory loans, this year, didn't catch on, but it's still on their agenda.) School building is expected to be up 5 percent in 1965. Business outlays for new space are expected to continue at the 1964 rate at least through the first half. A gain in store and other mercantile building, offset to a great extent by a

(Continued on page 20)



# specify MAHOGANY...natural background for fashion

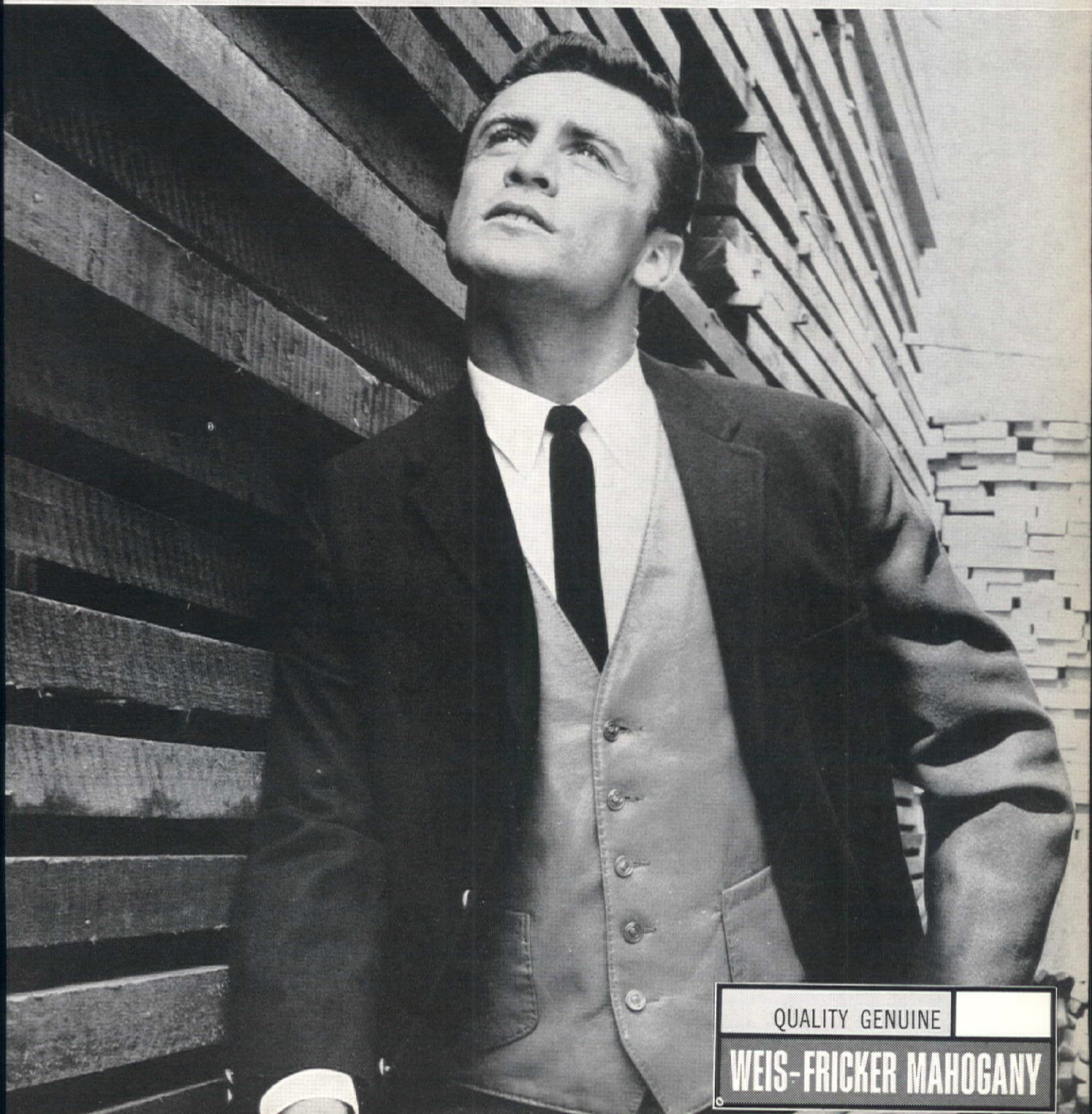
For centuries mahogany has been to the world of wood what leather has been to men's clothing. Both materials have built lasting reputations for beauty, performance, and long life. Little wonder that both leather and mahogany are imitated. Mahogany by so-called Philippine Mahogany, which is not a Genuine Mahogany but may be one of 14 different species of wood.

Just as a top tailor wouldn't think of using an inferior cloth for a fine suit, today's architects should insist on Genuine Mahogany rather than substitutes. One way to be sure is always buy from Weis-Fricker, world's largest producers of Genuine Mahogany. Weis-Fricker imports and manufactures only *Swietenia Macrophylla* from Central and South America. It's yours quickly in any quantity at prices that will please you—and at lengths up to 20 feet, widths to 24 inches, and thicknesses to 4 inches!

From Weis-Fricker you'll get the same magnificent material that tests by the U. S. Forest Products Laboratory and Cornell University show superior over all other popular hardwoods in nearly all properties for mortising, boring, planing, warping, shaping, and turning. And you'll join some of America's top architects who chose Genuine Mahogany recently for the interior of the luxurious Hotel Sheraton in San Juan, the Professional Golf Association's (PGA) clubhouse in Palm Beach, and the Library at the University of Chicago.

For name of nearest dealer to you, write today. Free mahogany kit on request. Contains samples with finishes in red, yellow, green, blue, brown, and violet, plus mahogany fact book with mechanical stresses and other information.

For more data circle 60 on Inquiry Card.



QUALITY GENUINE

**WEIS-FRICKER MAHOGANY**



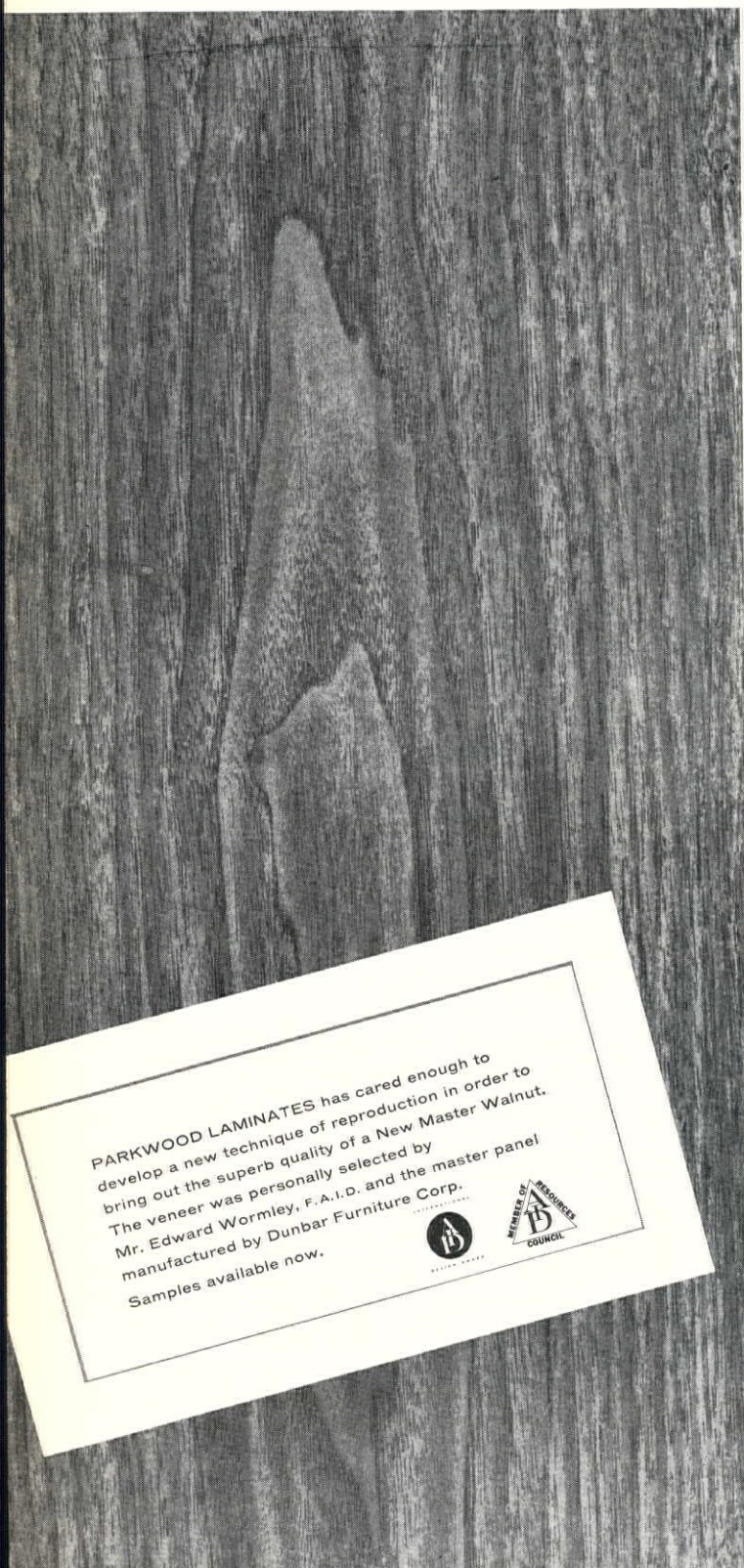
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PARKWOOD LAMINATES has cared enough to develop a new technique of reproduction in order to bring out the superb quality of a New Master Walnut. The veneer was personally selected by Mr. Edward Wormley, F.A.I.D. and the master panel manufactured by Dunbar Furniture Corp. Samples available now.



# PARKWOOD LAMINATES

134 Water Street Wakefield, Mass.

## OUR WASHINGTON REPORT

CONTINUED FROM P. 18

decline in new office structures. This drop-off may halt by midyear, however. Religious building will continue at the 1964 level.

### The U.S.—your most willing, largest customer

Now, with the national election over, the U.S. government can go on with unallayed pursuit of the business of government—which means business for all those who supply its needs, such as contract furniture and furnishings. Its many demands make the federal establishment your number one client, consistently. The pie is divided into many parts—but all the parts get distributed to somebody, if not yourself, to your competitor.

Here, as a sampling, are some of the recent invitations to bid issued by federal procurement agencies. These are now closed. But others are opening, every day. The lists are open to all who are interested.

General Services Administration, Denver—Upholstered steel juvenile furniture, 77 items. Vinyl-covered steel folding chairs, tables, 1,568 units.

GSA, Washington—Composite metal and wood quarters furniture and metal furniture for hospitals and quarters, 1,949 each. Framed and unframed living room mirrors, Oct. 1-Sept. 30, 1965, indefinite quantity. Composite metal and wood quarters furniture, Feb. 1, 1965-Jan. 31, 1966, indefinite quantity. Corded cotton and rayon bedspreads, through July 31, 1965, indefinite quantity. Metal reception room furniture, 1,771 each. Floor and table lights, 2,774 each. Traditional style wood dining room and bedroom furniture, 1,203 each, with additional 1,207 each set aside for small business. Floor lamps, 279 each. Floor and table lamps, 4,269 each.

GSA, New York City—Lamp shades, 23,000 each. Drapery materials, 5,000 yards. Shower curtain, 6,850 each. White cotton damask tablecloth, 11,280 each. Drapery material, 4,388 yards. Jury chairs, 15 each.

Defense General Supply Center, Richmond, Va.—Lighting fixture, 450 each. Table lights, 1,261 each. Folding chairs, 821 each. Desk lights, 1,940 each. Lighting fixtures, 823 each. Vinyl resin tile, 1,153,560 each. Floor mats, 1,300 each.

GSA, San Francisco—Auditorium chairs. Table and floor lights.

Naval Academy, Annapolis—White plastic top dining tables, 348 each. Dining room chairs, 4,300.

Naval Supply Center, San Francisco—Venetian blinds, aluminum, 77,850 sq. ft. From Nov. 1 to Oct. 31, 1965.

(Continued on page 22)

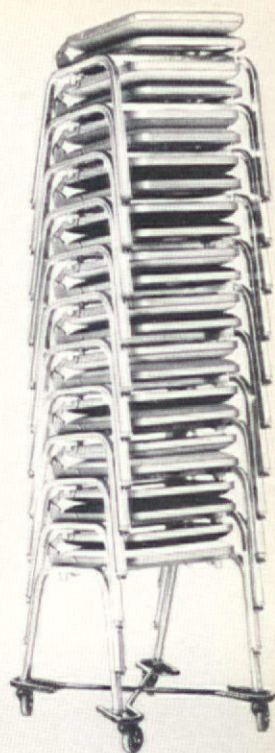
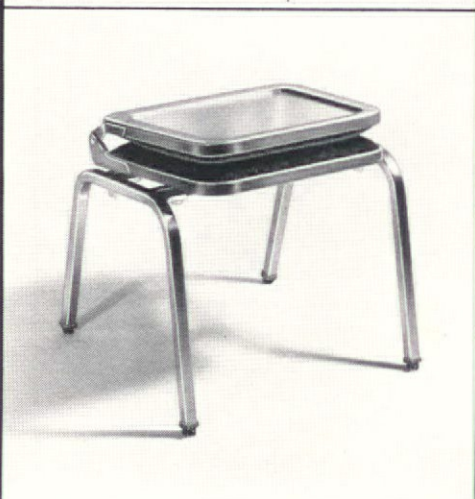
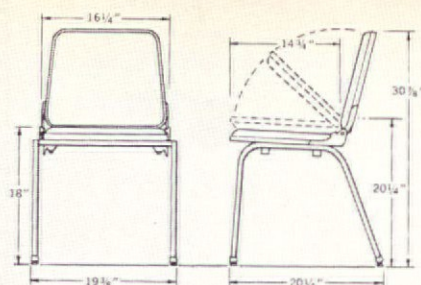
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NEW *Hostess*  
HS-604 FOLDING BACK/STACK CHAIR



## sits up...

with the inviting comfort of fully-upholstered Polyfoam seat and fold-down backrest, mounted to non-tip, square tubular wide-stance legs. Mix-or-match seat and back colors of Scotchgarded woven fabric, or Naugahyde Chromata. Correlated leg finishes in brushed satin Chrome or Brass.

## folds down...

to protect upholstered areas and permit more chairs to each compact stack. Special hinge withholds undue back pressure on seat, allows units to store on or under tables, conveniently out of the way.

## stacks away...

quickly and easily in compact storage to 12 high on a dolly and still clear 80" doorway. Special nylon guides assure positive unit alignment — no tilt or topple at any convenient stacking height.

# NEW STACKABLES

T.M. REG.

*Designed for comfort, convenience, and new highs in compact stacking*

*More Fine Creations by-* **KRUEGER**

METAL PRODUCTS COMPANY / GREEN BAY • WISCONSIN

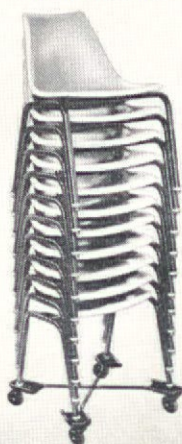
VISIT OUR PERMANENT SHOWROOM IN THE CHICAGO MERCHANDISE MART • 1184 ON THE FABULOUS CONTRACT FLOOR



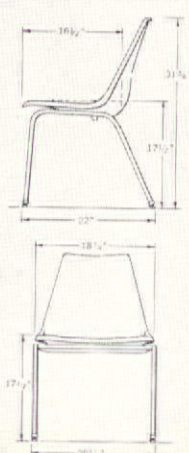
## NEW 6000 SERIES Fiberglass Stack Chair

Fresh contemporary design of beauty and durability in stackable seating. Contour-curved shell, in 7 colors, is unitized to wide-stance, square tubular legs — in brushed Chrome or Brass, or baked enamel finishes. Self-leveling foot glides.

Series 6000 units stack to convenient heights without tipping.



Note spacious shell, wide-stance legs for maximum comfort and seating stability.



## *Continental*

### SIDE and ARM CHAIRS

Popular fiberglass series with upholstered foam seat pad — leg or swivel/ pedestal base, tilt action optional.



## *Hostess* DECORATOR FOLDING CHAIRS

Top auxiliary seating — slim-line X-frames, upholstered comfort, wide range of fabric/frame color combinations.





## OUR WASHINGTON REPORT

CONTINUED FROM P. 20

GSA, Washington—Upholstered living room furniture, Nov. 15-Nov. 14, 1965. Traditional wood dining room and occasional furniture 2,576 each. Italian provincial occasional wood household furniture, 811 each. Wooden wardrobe with shoe rack, 5,000 each. Wood household furniture, 25,868 each.

### To the winner goes the volume

Once the federal government says "Maybe," by extending an invitation, it almost never says "No" to somebody—there's a follow-through and pay-off. Here are some of the recent awards of procurements of contract furniture and furnishings, as an example of the magnitude and size of the opportunity:

General Services Administration, Atlanta—School furniture, \$15,962, American Seating Co., Silver Spring, Md.

GSA, Denver—Multi-pupil tables, round, rectangular and trapezoidal, adjustable, 2,050 units,

\$50,668, Virco Mfg. Corp., Los Angeles. Steel vertical filing cabinets, 5-drawer letter, without lock, 300, \$12,600, Harrison Sheet Steel Co., Chicago. Two-door steel wardrobe units, installed, 72 each, \$10,857, Commercial Industrial Supply Co., Dallas.

Defense General Supply Center, Richmond, Va., —Filing cabinet, \$30,759, Emco Porcelain Metal Co., Port Chester, N.Y.

GSA, Washington—Traditional style occasional tables, 2,371 each, \$89,090, C.B. Atkin Co., Knoxville, Tenn. Executive type office furniture, through Aug. 31, 1965, indefinite quantity, Excel Metal Products, Inc., Chicago. Vertical steel filing cabinets, legal and letter, through July, 1965 —Art Metal, Inc., Jamestown, N.Y.: standard Pressed Steel Co., Columbia-Hallowell Div., Jenkintown, Pa. Traditional wood dining room and bedroom furniture, 350 each, \$32,200, C. B. Atkin Co., Knoxville; 425 each, \$31,343 B.J. John Furniture Corp., Portland, Ore. (C)



When her current bestseller is cracked with age, yellowed, dog-eared and dust-covered, this Metropolitan sofa will still look as if it had just been published. Because Jules Heumann designed it as tomorrow's classic. A sturdy fabric, Craftex. You have scores of colors and textures to select from. 968 is available in 7, 8 and 9 foot lengths, and as a chair. Foam seats, loose pillow back. Write on your professional letterhead for our complete, 92 page catalog, free for the asking. Dept. T, Metropolitan Furniture Corporation, 950 Linden Ave., So. San Francisco, Calif.

METROPOLITAN 

Showrooms:

San Francisco, 838 Western Merchandise Mart  
Los Angeles, 724 Home Furnishings Mart  
Dallas, 350 Decorative Center  
Chicago, 621 Merchandise Mart  
New York (Trendage), 232 E. 59th St.



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THIS EXECUTIVE ENSEMBLE HAS THAT

"I-WANT-IT-AT-ANY-PRICE" LOOK, LIKE EVERY

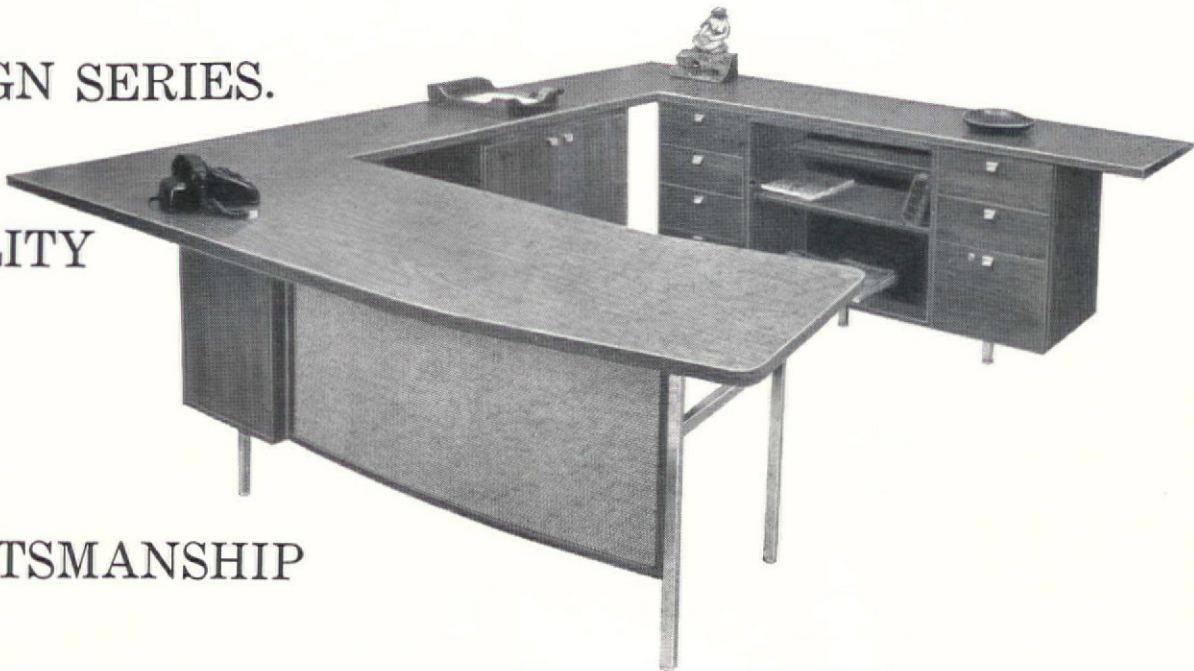
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## LETTERS

### Readers comment on September Pan Am Issue, Landmark #1

Dear Sir: Congratulations—your Pan Am issue (September, 1964) is very much a Landmark. The Pan Am story is so many-sided, so comprehensive that it becomes the story of the contract industry itself. Your handling of it gives the subject its full scope and significance. With best wishes.

MARVIN B. AFFRIME  
Space Design Group, Inc.  
New York City

Dear Sir: Your Pan Am Landmark #1 is the most comprehensive, no-nonsense exposition of the interior design profession, its practitioners, their objectives, and their successes, that has ever been done by a trade publication.

LAWRENCE LERNER  
Saphier, Lerner, Schindler, Inc.  
New York City

Dear Sir: I think September is one of the finest issues of a magazine in this field that I have seen—completely integrated, informative, interesting, and well-handled. It is an issue you can well be proud of!

ALFRED J. SIESEL, President  
Harold J. Siesel Co., Inc.  
New York City

Dear Sir: What everyone who nay-sayed CONTRACT Magazine a few years ago obviously missed was that it filled a basic need in the industry. That it does fulfill such a need is demonstrated to the hilt in your extraordinary September issue. The Pan Am Landmark Issue is a credit to the market it serves.

HAROLD ROSENTHAL  
Belding Hausman Fabrics, Inc.  
New York City

Dear Sir: The September issue is without a doubt the most stimulating material I have seen in any publication in this field. May I compliment you on this excellent presentation.

NORMAN FRIEDLANDER  
Vice President, Dazian's Inc.  
New York City

Dear Sir: May we offer our congratulations on your September issue covering the Pan Am project.

EDWARD KESLER, President  
Bangkok Industries, Inc.  
Philadelphia, Pa.

Dear Sir: Your September issue is great, and I congratulate you on it.

ALBERT M. LEACH  
Greiff Fabrics, Inc.  
New York City

Dear Sir: Congratulations on your Landmark #1. It is a highly professional and thoroughly illuminating issue.

B. F. RUSKIN  
Galon Fabrics, Inc.  
New York City

Dear Sir: I read the Landmark Issue from cover to cover.

CHRIS PAPPAS  
Athol Mfg. Co.  
New York City

Dear Sir: . . . a wonderful issue.

MONROE GILL  
Mohasco, Inc.  
New York City

Dear Sir: Congratulations. Your issue on Pan Am is great! great! great!

NATALIE PARRY  
New York City

Dear Sir: Your September issue is a beauty.

SID SCHWARTZ  
The Host of America  
Lancaster, Pa.

Dear Sir: Your September issue on the Pan Am Building is great . . . except for one thing: In the Pan Am Suppliers list on page 128, our firm name should read Directional Contract Furniture Corp. and our new address should have been listed as 979 Third Avenue, New York 10022.

MARK APFEL  
Directional Contract Furniture Corp.  
New York City

Dear Sir: I would like to point out an error in our firm name which was included in your Pan Am Suppliers, page 128 of the September issue. The listing should have read: Gilford, Inc., 387 Park Avenue South, New York City. In addition to leather, Gilford also carries an extensive line of vinyls—in fact, vinyls comprise the major part of our lines.

H. GILFORD  
Gilford, Inc.  
New York City

### Space Planning Symposium

Dear Sir: I have read your report on the NOFA-D Space Planning Symposium (July, 1964) and think that Mr. Hellman did this group a great service by conducting it so well and by getting such truly professional people on the panel.

The publication certainly sets the stage for manufacturer-employed designers, like the ones in the audience at the Symposium, to think about what they must do to bring their activity and operations up to the professional design level.

Nobody benefits from hearing a lot of platitudes. Publication of a Symposium as enlightening as the one in your July issue helps us to understand the problems of the industry, which call first for understanding and recognition; and second, for study, education and cooperation from everyone in the industry, designer and manufacturer alike.

HERBERT B. TREFZGER  
President, Trefzger's, Inc.  
Cincinnati, Ohio

### June comments

Dear Sir: I would like to point out an item of omission in your article, "School Furnishings Market" by Ruth Kain Bennett in the June issue. Our firm, Bethune & Moore, Inc., was responsible for the planning and installation of all the interior furnishing for the University of Denver Law School, illustrated on page 57.

GEORGE BETHUNE  
Bethune & Moore  
Denver, Colo.

Dear Sir: Many thanks for your June issue on Hotels and Motels. It contains some very good examples of the latest new establishments.

Also, I was very interested to see your comments on the problem of aging properties. We are receiving an increasing number of inquiries from such properties, and our Ways and Means Committee, which is working on this problem, expects to have some useful material to help these operators in the very near future.

J. S. FASSETT  
Director of Membership Services  
American Hotel & Motel Association  
New York, N. Y.

### A note of praise

Dear Sir: We consider CONTRACT Magazine one of our basic means of keeping informed of current happenings in our field and look forward eagerly to receiving our copy each month.

JOHN T. CARUSO, Director  
Professional Planning Service  
V. Mueller & Co.  
Chicago



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## *Stately Empire...*

—for a posh town house, a suburban restaurant or a two-room efficiency. This lovely six-light Lightolier of hand-tooled brass, finished in black and gold, will fit many a project perfectly. Just one of Lightolier's authentic new French Empire family of chandeliers and sconces.

Won't you come see for yourself?

## **LIGHTOLIER®**

Design innovator of decorative and functional lighting in incandescent and fluorescent fixtures and portable lamps—for more than 60 years.

SHOWROOMS: 11 East 36th Street, New York; 1267 Merchandise Mart, Chicago; 2515 South Broadway, Los Angeles; 1718 Hi-Line Drive, Dallas.

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CES-48T

Cervitor offers the widest selection of quality compact kitchens built and engineered to fit your space from 30" up. Finished in woods, mar-proof laminate or baked enamel colors...built in or free standing.

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CES-60

Specifically designed and priced to fit your job. For additional detailed information with no obligation to you, please write Cervitor Kitchens Inc., 1500 North Tyler, South El Monte, California.

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## CONTRACT BUSINESS: NOTES & COMMENTS

### Co-ed dorm for Nasson College

A residence hall on the campus of Nasson College in Springvale, Maine, departs radically from the usual dormitory in that it will be co-educational. The concept results from extensive space-use research in the field of educational residence facilities by Designed for Living, Inc., Princeton, which recently completed contract negotiations. The new unit will be the second planned for Nasson by Designed for Living. Another unique aspect of the project is the "single contract" concept. Under this arrangement, Designed for Living assumes full responsibility for design, construction, financing, decoration, and furnishing, relieving the college of major responsibilities and coordinating the services of specialists retained for the project. The new dormitory was designed by architect Robert Martin Englebrecht, New York City, and construction will be supervised by David T. Henken, architectural engineer.

### Seeman opens two new showrooms

James Seeman Studios, incorporating Murals, Inc. and Arts for Architecture, Inc. has opened a new showroom on the special contract eleventh floor of the Merchandise Mart in Chicago, and has

moved its New York showroom to larger quarters in the new Decoration & Design Building. The Chicago center, occupying more than 1,700 square feet with a 40-foot front, was designed by Heino Orro to accommodate the many new lines of wallcoverings to be introduced shortly by the three firms. Werner L. Forsberg has been named showroom manager. The New York showroom is located on the tenth floor of the newly opened D&D Building in a space measuring more than 2,000 square feet. Devie Buxbaum, in charge of the old showroom, takes over again in the new quarters.

### New addresses

Morris Lapidus Associates, architect, has moved to expanded quarters and now occupies the entire 18th floor of the newly completed Saturday Evening Post Building at 641 Lexington Avenue, New York City.

Intramural, Inc., Beryl S. Austrian, AID, president, has moved its executive and design offices to the 16th floor at 770 Lexington Avenue, New York City. Intramural, incidentally, designed the public areas of the office building.

### A of M opens Mart showroom

American of Martinsville, manufacturer of residential and contract furniture of Martinsville, Va., has opened its first permanent contract showroom in Space 1146 of The Merchandise Mart, Chicago. The location is part of the 11th floor Contract Manufacturers Center. The firm will display furniture particularly aimed at the hotel, motel, and dormitory markets.

### New showroom on Mart's 11th floor

Nine major office furniture and furnishings lines will be exhibited in the new Kenneth R. Baker showrooms, Space 1109, in the 11th floor contract center of Chicago's Merchandise Mart. Companies represented are: Jasper Office Furniture Co., desks and chairs; Taylor Chair Co., office seating units; Moselle Meals, Inc., executive seating; Niemann Furniture, Inc., upholstered furniture; Hardwood House, Inc., modular shelf units; Stein Architectural Products, manufacturer of bank equipment; Excellent Cabinet Works Co., directors' tables and custom cabinetry; Dura-loom Carpets; Ever-thine, permanent plantings for commercial interiors. In ad-

*(Continued on page 28)*

exciting **CHF** designs

One of new CHF bases (984) and chair by Denzler Dresser Design

Custom Designing  
CHICAGO  
HARDWARE  
FOUNDRY CO.  
No. Chicago, Ill.







*For Your Finest Interiors*

*Vinyl-Royal* WALLCLOTH™

HAND PRINTS • FLOCKS • SPECIAL EFFECTS  
*Created by Birge on DuPont Nylon-Dacron® Cloth*

AT LEADING SHOWROOMS

THE BIRGE COMPANY, INC., BUFFALO, N. Y. 14240

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## CONTRACT BUSINESS: NOTES & COMMENTS

dition to coordinating the displays, Kenneth R. Baker & Associates, manufacturers' representative, offers the services of its design department.

### Draper & Co. opens California office

Dorothy Draper & Co., Inc. has opened a branch office in California, at Country Squire Building, Avenida Acacia, Rancho Santa Fe. The branch will design interiors for the commercial and industrial field, as well as for private residences.

### Powell named Motelrama designer

Mary Powell, AID, of M. T. Powell Associates, Chicago, has been appointed designer for the Motelrama Idea Room of 1965, one of the major annual features of the combined convention of the American Motor Hotel Association and the National Restaurant Association held at McCormick Place in Chicago. The 1965 event is scheduled for May 24-27. William R. Deutsch of Jacksonville, Illinois, executive director of the Illinois Innkeepers Association, will again serve as coordinator of the Idea Room.

### New assignments . . .

William Sklaroff Design Associates, Philadelphia, has been retained by the U.S. Department of Commerce to design the exhibit, Electronics, U.S.A., at Tel Aviv, Israel. In this first electronics exhibit, nearly 60 American electronics manufacturers are participating. Sklaroff, again for the U.S. Department of Commerce, is also designing the U.S. exhibit at Montevideo, Uruguay. . . . The Puerto Rican office of Straus-Duparquet, Inc., New York City-based contract furnisher, will design and furnish the interiors and food service facilities for Puerto Rico's newest hotel, the Flamboyant, under a \$1,000,000 contract. Scheduled for completion in December, the hotel will be a contemporary adaptation of the Spanish Renaissance period, from public areas through the 200 guestrooms. Straus-Duparquet has also been awarded a \$350,000 contract to design and furnish the interiors of a new Holiday Inn in Bethlehem, Pennsylvania. In addition to designing and furnishing all interiors for the 100-room motel, the firm will design, fabricate, and install the restaurant and kitchen facilities. Opening

for the motel, to be based on a "comfortably rustic" theme, is planned for next March. . . . The Maxwell Co., Miami, is now completing a \$300,000 contract installation in the 190-room Towers, a new ocean-front apartment building in Daytona Beach, Florida. Fifty of the one- and two-bedroom apartments are being designed by Mary Fitz-Townsend, representing Melnick & Robinson, builder of the structure, and Nancy Pope, NSID, of Maxwell's design staff. . . . Albert Parvin & Co., Los Angeles, has been awarded the contract for the interior design and furnishing of the Bank of America's new International Banking Office in Los Angeles and the interior design and furnishing of additions to the Palm Springs Riviera. These resort facilities include the Lido cocktail lounge and the French Room restaurant, both of which will be done in a French continental decor. . . . Morton Textiles & Furniture has begun a major interior remodeling job on the Park Lane Apartment Hotel, located on Chicago's North Side. The lobby, public spaces, and 300 apartments are being completely re-furnished and refurbished. (C)



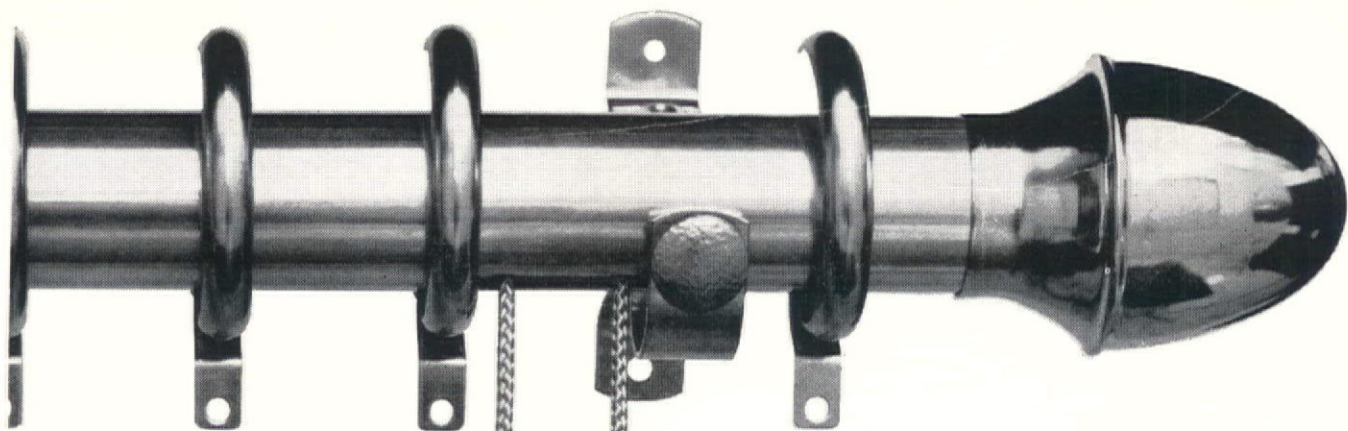
**NOW - TO FIT YOUR EVERY NEED**

This richly designed Tempo table and chair line by Howell blends beauty and functional design. Reinforced pedestal table features plastic top in choice of finishes. Upholstered arm and side chairs have formed back and seat, adjustable disc feet and wall saver design. Wide variety of styles, sizes and colors. Send for color catalog today.

**HOWELL** Modern Metal Furniture 425 So. First St., St. Charles, Illinois







*Introducing  
the  
Americana—  
our new, 1<sup>3</sup>/<sub>8</sub>" diameter  
cafe traverse rod*

Last year, when we planned to introduce the Americana, we weren't quite satisfied. So, we spent an extra 13 months refining and improving it. Now we're certain the Americana more than lives up to the standards of Kirsch.

The Americana has a big 1<sup>3</sup>/<sub>8</sub> inch diameter. Looks especially good at wide windows. Functionally, it's stronger. Decoratively, it adds appeal to every room from Early American to Modern or anywhere in between.

And it's made to be seen, not hidden behind cornice or valance. That's why all parts including rodding, rings and finials are made of gold-anodized aluminum. Unlike brass, it won't tarnish. Ever.

Won't mar either, because floating rings never touch the rod. They glide on slides in back of the rod to assure

smooth traversing past all supports.

The fiber glass core of the cord won't stretch, won't break. And ball bearing pulleys allow effortless operation. In fact, you'll find the same smooth handling at 272" (as long as they come) that you will at 32" (as short as they get).

What about a left-sided draw cord? Sure. Simply unclip the tension pulley and transfer it to the other end. Takes only minutes.

You might wonder if all the nice things we've said about the Americana are really so. Until you see it. And see how well it sells.

We think you'll agree it was worth waiting for.

**Kirsch**  
DRAPERY HARDWARE

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Circle No. 24 on product information card



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**the cornerstone is service!** After 75 years, we are still building this cornerstone. Whatever your design problem — however complex — however difficult — We welcome the opportunity to serve you. Maharam offers a complete line of fabrics, styled for the contract field. If you have a design problem . . . Why not call us today?

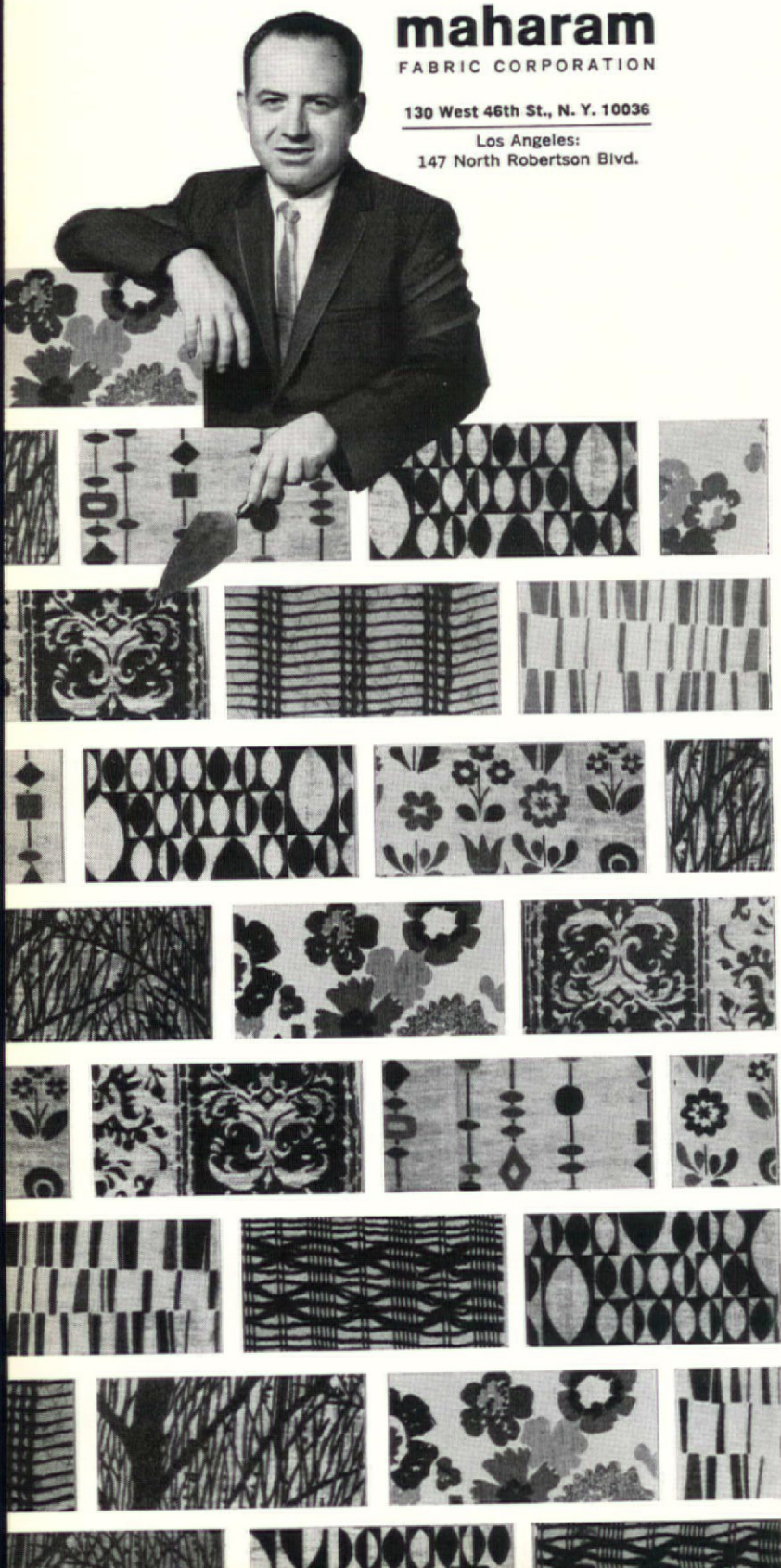
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## CONTRACT NEWS

ADAMS VINYLs, a division of Adams Leathers, Inc., has just completed its new building and manufacturing facilities at 50 Amor Ave., Carlstadt, New Jersey. Encompassing 40,000 square feet of manufacturing space, the new plant will produce all of Adams wall coverings and upholstery fabrics, including the new 27 inch wide line of vinyl wallcoverings of printed and embossed designs in multi-colors. The collection will be introduced during the January market.

PHILADELPHIA CARPET Co. is remodeling sections of its permanent showrooms in Chicago, Los Angeles, and San Francisco to provide expanded displays of contract carpets.

OFFICE FURNITURE MANUFACTURERS INSTITUTE is the new name adopted by the association, formerly known as the WOOD OFFICE FURNITURE INSTITUTE.

SHELBY WILLIAMS INDUSTRIES has opened a new regional sales office and extensive showroom at the Atlanta Decorative Arts Center, Georgia.

CROWN WALLPAPER Co. has opened a new showroom on the eighth floor of the new Decoration & Design Building, 979 Third Avenue, New York City.

TROPITONE FURNITURE Co. has appointed JAMES L. SMITH Co. as its casual furniture representative for Iowa and Nebraska.

THAIBOK FABRICS, LTD. has been appointed exclusive trade representative in New York for the new Garden Collection of fabrics by FALSTAFF FABRICS, INC.

REESE B. DAVIS & Co. has opened five additional Westgate Fabric showrooms, making a total of fifteen: Phoenix, headed by Dave Cole; S. J. Campbell & Co., Chicago Merchandise Mart; Gian Fabrics in New York; D&E Showrooms in Philadelphia; Arthur Dennis in Boston.

HAMILTON-SKOTCH CORP. has acquired the assets and goodwill of Shott Chairs, Inc. of Cincinnati.

MYRTLE DESK Co. has expanded plant facilities for office furniture production. Three production phases have been enlarged and re-engineered for efficiency, and packing and shipping operations have been broadened and revised.

← Circle No. 26 on product information card

Circle No. 27 on product information





## ...did Don Quixote sleep here?

Not really, but Beautycraft's new Vista Alegre grouping of coordinated case pieces characterizes the grandeur of Spanish nobility, and Don Quixote might well have enjoyed a room such as this! Beautycraft has made it possible for the entire contract furniture field to obtain this increasingly popular grouping at competitive prices. Every piece reflects a luxury which belies its functional purpose... the entire group is ideally suited to new installations or renovations... all are precision produced in accordance with Beautycraft's high standards of fine craftsmanship. With this new grouping, the contract decorator is enabled to obtain his total room requirements from a single, dependable source, with complete assurance of on-time delivery. For further information, mail coupon below to:

### beautycraft

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Factories: Miami, Florida • Toronto, Canada

SHOWROOMS: HARGRI, INC., CHICAGO • HALPERIN/MORRISON, LOS ANGELES



The Embassy deucette sleep unit harmonizes with the Vista Alegre design. The chaise and couch are joined by a desk; the chaise remains fixed and the couch pivots out to convert to a single bed, ideal where space is limited.

Beautycraft Furniture Industries, Inc.  
Dept. C, 1301 Northwest 7th Avenue, Miami, Fla.

Please send full information on:

Coordinated case goods  Deucette sleep units   
Custom-crafted furniture

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

Be sure to visit us during the National Hotel Show in November at the New York Coliseum.





**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.



Roxbury Carpet Company, Contract Division  
295 Fifth Avenue, New York 16, N. Y.

Send me my FREE folder on Roxbury Carpeting for Commercial Installations.

Have your representative get in touch with me.

NAME.....

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

\*STREET ADDRESS.....

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

Circle No. 30 on product information card

R. GRETCHEN NELSON, AID, has been named contract sales and design director for George K. Birge Co., Inc. in New York City.

New staff appointments have been announced by Steelcase Inc.: S. MILTON HICKS, regional manager of a newly created territory with headquarters in Philadelphia. GERALD A. DONNELLY, district manager in Minneapolis-Dakota region. LAWRENCE L. BARTSCHIE will cover Tennessee, the Carolinas, and parts of Georgia and Alabama. DANIEL L. LARSEN, district manager in Portland, Ore. JIM FENTRESS, district manager in San Francisco. ERNIE JOHANSON, district manager in Los Angeles. GEORGE L. BURRAS, district manager in New Orleans. HOWARD COOPER, showroom sales representative in New York City.

LEE KELSON has been named national sales manager of Scholl, Inc., directing and coordinating sales through representatives and showrooms.

WERNER L. FORSBERG has been named manager for the new Chicago showroom of Murals Inc. and will also represent James Seeman Studios and Arts for Architecture in the ten midwestern states.

Among the new appointments in the marketing staff and field sales organization of Callaway Mills are: GORDON BARKER, national contract sales manager. MARVIN B. BASSELL, eastern contract manager. JOHN L. FRANCHEK, national accounts manager. EDWARD J. BLAIR, JR., sales representative for New York City area.

RICHARD W. CRAWFORD has been named sales manager of McDonald Products Corp., Buffalo. FRANK D. HERR has been appointed manager of manufacturing, the company announced simultaneously.

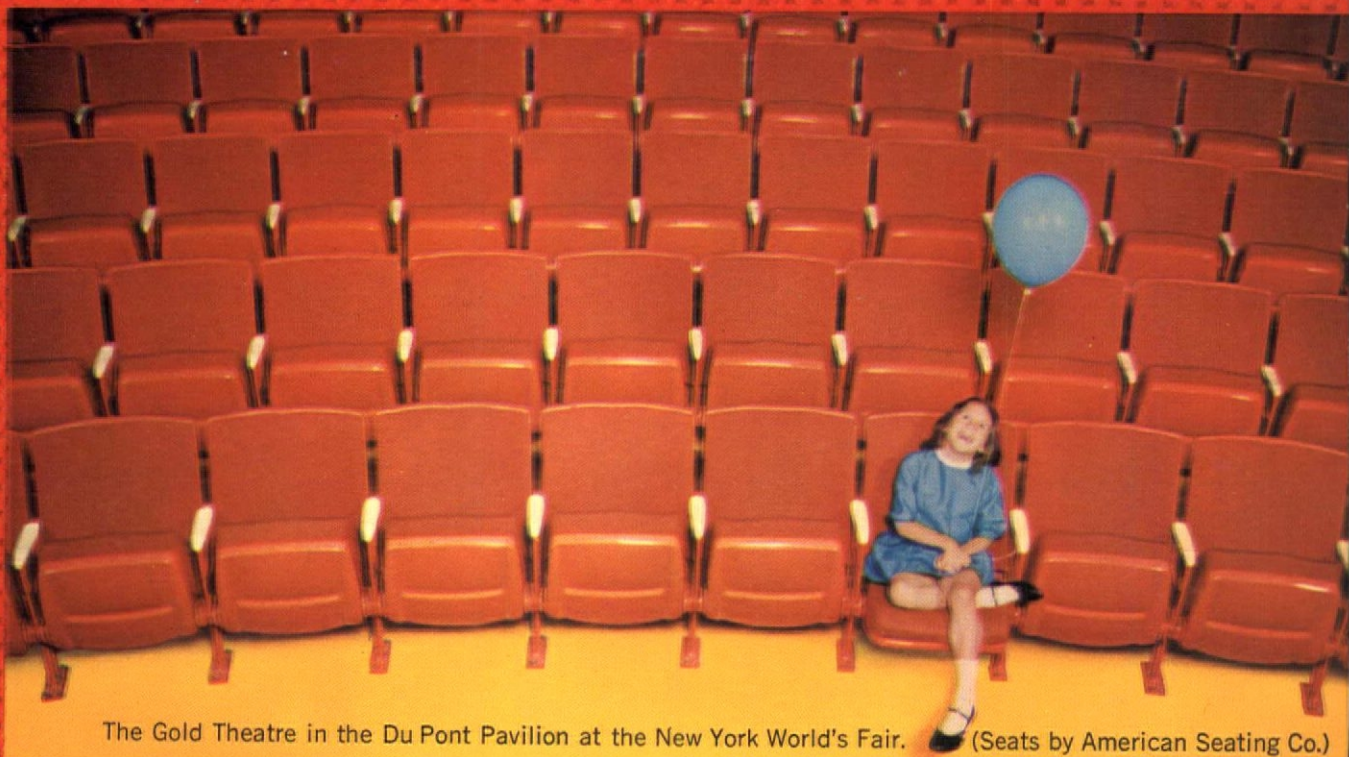
EUGENE W. JOHNSON has been appointed architectural sales representative in the Chicago area for Formica Corp.; ALBERT C. SLICHERS has joined the Detroit sales office, and THOMAS J. LEJEUNE, the Milwaukee office.

ROBERT J. CULPEPPER, JR., has been named director of advertising and sales promotion for American of Martinsville.

MICHAEL RADIN has been appointed manufacturers representative in New England for Duo-Bed Corp.

DAVID L. BLAYCOCK has joined the Roxbury Southern Mill, Roxbury Carpet Co., as director of products.





The Gold Theatre in the Du Pont Pavilion at the New York World's Fair. (Seats by American Seating Co.)

**Fifteen years' wear**

**in one season at the Fair**

**didn't faze this**

**Boris Kroll upholstery fabric styled with**

**"ANTRON"<sup>®</sup> nylon by Du Pont!**



BETTER THINGS FOR BETTER LIVING... *THROUGH CHEMISTRY*



**6000 "sittings" a day really wear-test**

**these handsome "Kroll-point" upholstery fabrics**

It's hard to believe that these fabrics, with their beautiful look and texture, can take the punishment they get in daily use at the Gold Theatre in the Du Pont Pavilion at the New York World's Fair. This Ban-Lon\* fabric with a pile surface of lustrous 100% textured "ANTRON"\*\*\* nylon

comes in 14 colors and a variety of patterns adaptable to home and commercial installations. See these long-wearing, easy-care upholstery fashions at Boris Kroll showrooms—New York, Boston, Philadelphia, Miami, Chicago, Dallas, Los Angeles, San Francisco.



**BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY**

\*Joseph Bancroft & Sons, registered trademark

\*\*Du Pont registered trademark

Du Pont makes fibers, not fabrics





## CALENDAR

1964

**November 9-12.** National Hotel & Motel Exposition. Coliseum, New York City.

**November 9-13.** New York Casual & Outdoor Furniture Show. New York Furniture Exchange, National Furniture Mart, One Park Avenue, 192 Lexington Avenue, New York City.

**November 29-December 2.** National School Supply & Equipment Association, Chicago.

1965

**January 3-8.** Winter Furniture Market. Grand Rapids, Mich.

**January 3-9.** International Furnishings Market. American Furniture Mart, The Merchandise Mart, Chicago.

**January 10-15.** Western Winter Market. Home Furnishings Mart, Los Angeles.

**January 11-15.** Furnishings Market. Atlanta Merchandise Mart, Atlanta, Ga.

**January 11-15.** New York Furniture Market. New York Furniture Exchange, New York City.

**January 18-22.** Winter Furniture Market. Western Merchandise Mart, San Francisco.

**January 18-22.** Southern Furniture Market. High Point, N.C.

**February 13-16.** Furnishings Market. Denver Merchandise Mart, Denver.

**March 5-7.** National Stationery & Office Equipment Western Convention. Portland Hilton and Memorial Coliseum, Portland, Ore.

**March 11. Contract Seminar.** Western Merchandise Mart, San Francisco. The 1965 session will be a morning workshop on contract industry problems, co-sponsored by the Mart and CONTRACT Magazine. For details, write to Robert Zinkhon, Western Merchandise Mart, 1355 Market Street, San Francisco 3, Cal.

Circle No. 28 on product information card →

← Circle No. 29 on product information card



## CONTRACT LOGOTYPES

Of course, you know this is the Chase Manhattan logotype . . . translated with typical TIMBERTONE ingenuity into a wallcovering at once strikingly individual and immensely attractive. Planning a lobby? Hotel? Restaurant? Suggestion: Why not show your creativity by employing TIMBERTONE talent to develop your next extra-special "feature" walls

**Timbertone**  
DECORATIVE COMPANY INC.



THE IDEA, CHARLIE  
 IS TO GLAMOURIZE  
 YOUR MOTEL  
 FROM THE OUTSIDE -  
 WITH  
 COLORED DRAPERY LININGS!  
 YOU HAVE 30 WINDOWS,  
 THIS COTTON AND  
**ZANTREL**® LINE  
 COMES IN 30 COLORS,  
 GET IT?  
 A DIFFERENT COLOR FOR  
 EVERY WINDOW!  
 JUST FEEL THIS  
 "LUSTRAQUEEN".  
 SOFT.  
 STRONG.  
 CREASE-RESISTANT.  
 MACHINE WASHABLE.  
 EVERGLAZE FINISH.  
 IT'S WHAT AMERICAN ENKA  
 CALLS A  
 "COTTON PLUS"® FABRIC -  
 COTTON PLUS ZANTREL®  
 POLYNOSIC® RAYON.  
 HOW ABOUT QUILTED BEDSPREADS  
 TO MATCH?

HOW ABOUT TWO TICKETS  
 TO "MY FAIR LADY"?



Overheard in the showrooms of

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*Will Astra Chairs  
Be the First on the Moon?*

Probably, if the world-renowned scientists who eat at Tech Square House, Cambridge, Massachusetts, have their way. Modern technology hasn't yet come up with anything that beats the down-to-earth comfort of an Astra captain's chair.

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.



**ASTRA**  
Bent Wood Furniture Co.

49 Maple Street, East Arlington, Vermont  
SHOWROOMS AND OFFICES IN PRINCIPAL CITIES

Circle No. 32 on product information card





# HARDWICK CARPETS

**turns  
broken glass  
into a  
beautiful  
sight**

"Broken Glass"— that's the name of the Hardwick carpeting you see here.

Created especially for the Stratton Restaurant in Forest Hills, Long Island, "Broken Glass" is a typical reflection of Hardwick's more than a century of carpeting craftsmanship.

Take a tip from the Mansion Carpet Company of New York City — they installed "Broken Glass". Whether your needs call for a special design or a standard contract quality, you'll fill those needs better at Hardwick.

Being a compact mill, Hardwick has the flexibility to give you just what you want when you want it. And give you a better edge on price, too.

FREE! Hardwick's new "Carpet Selector" . . . In Hardwick's "Selector" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities to help you demonstrate carpeting dramatically, professionally and effectively.

## **HARDWICK & MAGEE CO.**

Lehigh Avenue at 7th Street, Philadelphia, Pa. 19133  
Chicago Dallas Detroit New York San Francisco Los Angeles



**HARDWICK & MAGEE CO.**  
Lehigh Ave. at 7th St., Phila., Pa. 19133

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

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Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Circle No. 33 on product information card





## Some of our best customers are in jail.

*And lots of people thought  
all No-Sag did was make  
springs for fancy furniture.*

The state, county and city jail officials who buy our bedding on a contract basis might be surprised to learn we also make the kind of springs they'd find in their own homes.

Likewise, automobile and truck producers in Great Britain, Europe, South Africa, Central and South America, who buy seating from our overseas affiliates, might wonder why we even bother with the contract bedding business.

But it's not really so surprising. Most everything people sit on or lie down on, that's our business. Whether it's in the home, the car, the hospital, at the theatre, on an ocean liner, or even behind bars.

Self-lubricating bearings? Truck bumpers? Laboratory furniture? Supermarket display equipment? Pallet racks? We make these and a variety of other things, too. Or, at any rate, our parent company does. American Metal Products. Being a part of AMP is a little like being born in the White House. Your Dad's the President, which is nice, but you've got a lot to live up to. We do.

Ask for the AMP story. Write: American Metal Products, 5930 Vancouver, Detroit, Michigan 48204.

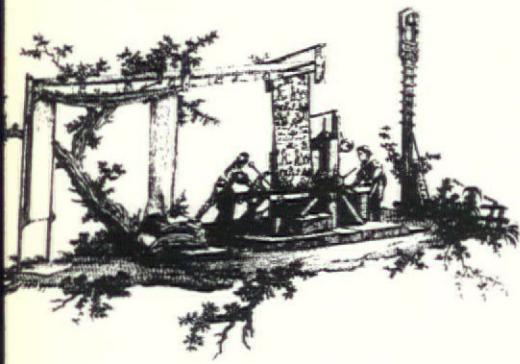
**no-sag** **amp**

Subsidiary, American Metal Products

DIVISIONS AND SUBSIDIARIES: BORROUGHS MANUFACTURING CO., Kalamazoo, Michigan; GENERAL SPRING PRODUCTS, LTD., Kitchener, Ontario (Canada); NO-SAG SPRING CO. and NO-SAG INTERNATIONAL, Detroit, Michigan; TRANSPORT DYNAMICS, INC., Santa Ana, California; AUTOMOTIVE DIVISION: Detroit; Union City, Tennessee; Arcadia, Louisiana.



BY ANN DOUGLASS



# FABRICS

**CONTRACT TEXTILES ARE PROGRESSIVELY SEPARATING THEMSELVES FROM RESIDENTIAL IN STANDARDS, MARKETING APPROACH, DESIGN**

THE contract fabric industry has been coming into its own in the post-war years, but contract designers, fabric engineers, and distributors are still learning. A designer in a top architectural firm gets the job to specify curtains in a glass-walled bank in New Mexico. He selects a beautiful casement that drapes superbly, has a great hand, and costs a minor fortune. A week after installation the tellers are screaming: on the east and south elevations the sun is killing their eyes. The architect is hauled on the floor; so the interior designer lines these casements with a very expensive, heavy silk. Cost is no object. The eye strain is eliminated, but in two months the silk burns. Needless to say, everyone is fighting mad. Respect for the architect is in jeopardy, the fabric supplier is very red-faced, and the designer wonders why, if he specified such expensive linings, they didn't hold up.

So it is difficult for the contract industry to be acknowledged as an independent one, and it has only begun to set standards for itself. The American Hotel & Motel Association is an organization that has been looking out for its members by establishing such a set of standards based on performance. Working with AH&MA, manufacturers of fabrics test their goods for ability to withstand laundering without staining or shrinkage, appearance and hand, how the goods wear, their color fastness to light, sun rot, mildew resistance, etc. The results of their findings are reported to a standards committee, and if a fabric passes minimum requirements, it is given an approved listing in the association's book.

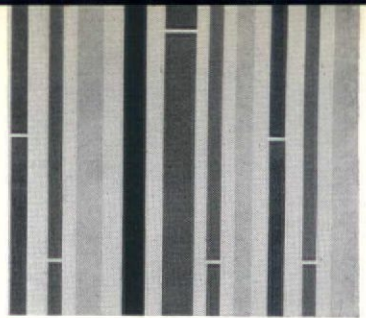
The tests are very exacting. Jacob Fassett, who is director of services for the AM&MA explains that these listings became a reality in 1955, yet it is amazing how few designers and manufacturers even know these minimum standards exist.

Both contract designer and distributor must acknowledge that the first qualification for an institutional fabric is that it stand up in use and that it submit to established cleaning processes. The standards, known in the contract fabric field as American Standard L-24, are the guideposts which many more designers and manufacturers must be trained to follow.

Happily, the trend is toward more knowledgeable marketing and specifying. But as the market gets bigger and bigger, more and more residential jobbers climb on board to cash in. Although all are aware of the need for durable and easily maintained goods, a few attempt to pass off the heavier residential fabrics as contract.

A real trend in contract buying has been the purchase of more expensive fabrics: for one thing, they usually hold up better. As more money is allotted for the interior budget, the designer can specify richer-looking fabrics. Fassett recently pointed out, however, that the cost of a fabric





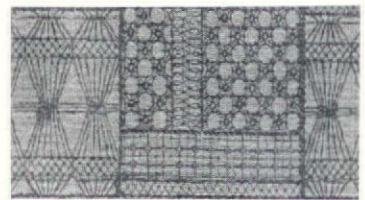
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A—C. W. STOCKWELL'S Venezia Stripe, wallcovering and matching cotton print, is from the Sense and Nonsense collection. Circle No. 142. B—GREEFF imports from Belgium and Scotland these exclusive open-work textured casements. All linen, or mostly linen, they range in width from 48 to 51 inches, come in off-white tones. Circle No. 143. C—ROWEN'S Florentine is one of several traditional upholstery fabrics that appear in 12 rich colorways; width, 54 inches. Circle No. 144. D—HUNTINGTON'S Avignon casement, permanently flame resistant, is a Rovana-Verel-linen mix; 50 inches wide, 33¾-inch repeat. Circle No. 145. E—WIN ANDERSON'S chamois suedelike cloth upholstery is featured in this setting, designed by Barbara D'Arcy. The ascot brown fabric is stain resistant. Circle No. 146.



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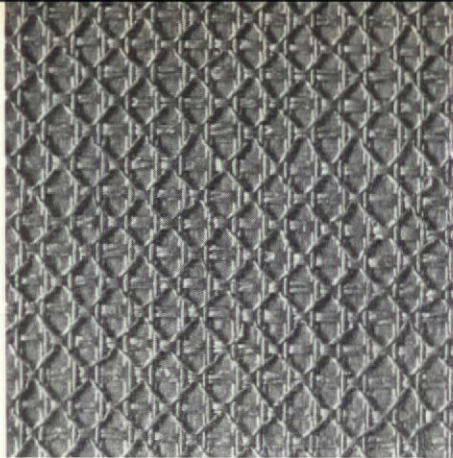


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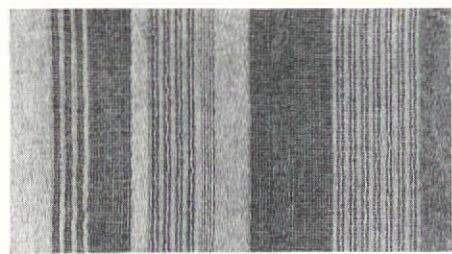


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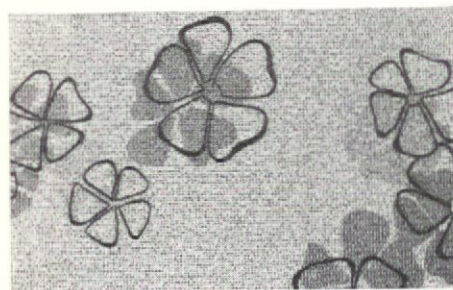
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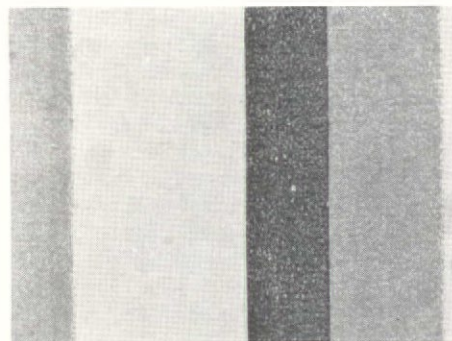
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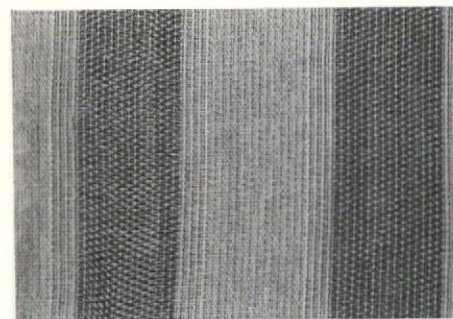
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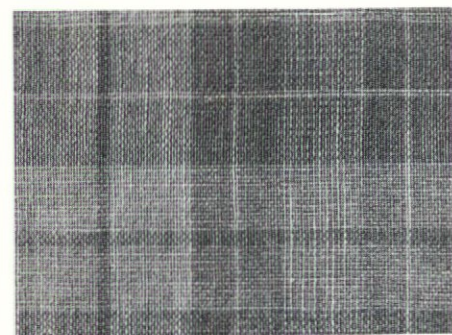
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### Vinyls and Casements

A—ATHOL's new upholstery-weight vinyls include Liege and B—Caracas Circle No. 3.

C—GURIAN: one of a group of low-priced Beta Fiberglas fabrics. D—Norsk-Dansk is a loosely woven casement that comes in 20 combinations of vertical stripes and solids. Circle No. 147.

E—GREEFF FABRICS, INC.'s exclusive Belgian import No. 38780 is linen spun rayon, and cotton. Natural color; 51 inches wide. Circle No. 148.

F—MAHARAM's Fiesta Flowers, designed by Donald Waterman, is among its new contemporary floral prints. G—Vanguard is the Beta Fiberglas hanging in CONTRACT's offices. H—Geneva is a richly textured, imported Swiss woolen casement. Circle No. 26.

I—HUNTINGTON FABRICS' continuous Tex Stripe is printed on Pioneer Nutmeg, a 70% Verel-30% rayon flame resistant fabric. Repeat is 24 inches wide. J—Mosaic, on a Rovana-Verel rayon mix, is 50 inches wide, has a 31½-inch repeat; it also is flame resistant. Circle No. 145.

K—BLOOMCRAFT's Frappé is 100% Orlon Acrylic. 48 inches wide. Vivid colors in this sample are blue and green. Circle No. 150.

L—ROWEN INC.'s Kandahar is a rayon, acetate, cotton, and nylon mix. It is 48 inches wide. Colors are in the sand family. Circle No. 151.



## FABRICS

has no relation to its quality. Sometimes the high cost of sumptuous-looking fabrics reflects nothing but the high quality of design—newer colors, beautiful patterns, fancy weaving techniques. Design, in these cases, is the prime reason for a high mark-up in price on a fabric whose fibers, relatively speaking, are inferior to the styling.

Initial building costs, which include elaborate heating and air-conditioning expenses (at times one-quarter the expense of the whole structure), are making the tenant willing to put a comparable amount of dollars into his interiors budget. With air-conditioning, in particular, the actual cost of using the equipment can be substantially reduced when drapery installations are planned so that solar heat is reduced in summer and warmth retained in winter.

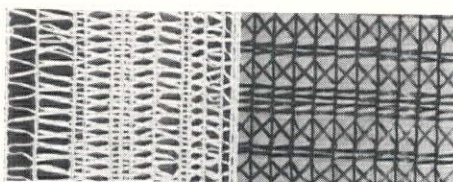
Without going into all the diverse trends that are operative at this moment, some of the new directions worthy of notice are in color and design, new ways that contract designers are using fabrics. The new synthetics—such as Beta Fiberglas, the Rovana/Verels, new nylons—are not only making news because they hold up so well, but they are becoming increasingly handsome.

### A designer speaks out

In a recent interview, Jack Lenor Larsen, discussing some of the innovations in the fabric markets and the design trends that are coming up, emphasized window treatments. Here he sees a new flat, stretched fabric look using hand-loomed panels and fabrics, synthetic weaves, or pressings for the newer, vertical louvers. Though not fabric, chain and beads are being used too: wire, chain-mail effects—like fireplace screens—have been installed by Eleanor McMaire in banks. Larsen mentioned the La Fonda del Sol Mexican restaurant in New York's Time-Life building by Alexander Girard and Philip Johnson's screening in the New York Theatre at Lincoln Center. There are constant searches for new effects, he said, and when a new idea proves practical it is almost sure to find a place in the

designer's vocabulary. Larsen sees this flat treatment as quite practical in specific spaces, such as ground floor areas surrounded by glass.

In executive offices and banking floors, Larsen feels that designers and architects with large budgets are getting closer to a sound solution to the glass wall. In many cases they are investing in luxurious draperies and a better range of sheers. The good sheers are not only handsome, but are stable, resist sun rot, have dimensional stability, are fire retardant, and maintain crispness in hanging. One of the biggest boons here is Rovana, which Larsen likes to use by itself. He works its flat filaments into an open-work casement that has a warp net technique—not woven—that holds the slippery yarn in place. There is, of course, no soiling with this material, and dust is removed with a shake or a douse in detergent. His line originally included two white patterns, but a jet and bronze have been



Larsen's 100% Rovana filament casements illustrate that jet or bronze—dark colors—allow for see-through. Circle No. 152.

added and are used where glare rather than privacy is the problem, as in a high-rise office tower.

Knits and lace curtainings are becoming more important too. Larsen finds the real sheers are better than the wovens, as there is no slippage and their decorative potential is greater. In the upholsteries, he favors wool for the executive area. He is partial to their hand-spun, rich look, which he can't achieve with other fibers. In addition to their important texture, he cites their wearability and resistance to soil, and recalls that in David Rockefeller's five offices, each designed by different firms, wool had been chosen over other fibers. Mohair plush fabrics are very important; they are very expensive and rich looking but are also a very sound investment as they're even sturdier than wool.

The continuous-filament nylons are replacing spun nylons to a large ex-

tent, he observed. When nylon weaves are snug they hold up beautifully, and the newer fibers have a resistance to pilling and collecting soil.

In Larsen's opinion, the esthetic factor of a fiber—appearance, hand, comfort—is becoming increasingly important as the determining sales factor on a broader and broader level, and the recognition of the designer as a significant contributor to the look of a fabric is growing stronger.

### Public acceptance

In a discussion of fabrics, it is next to impossible to fully describe the attributes, and even what some consider the drawbacks, of the ever increasing man-made fibers. (Following the last page of this article is a list of the generic names of the synthetics and a description of the most common fabrics.) There has been, in the minds of many purchasers, the reluctance to buy the new, even though the "new" has successfully passed performance tests. Take for example the case of vinyls. The industry has had to overcome the public's reaction to its different hand, and in their effort several years ago to be bold, the colors on those vinyls were a bit overwhelming. Today, the fabric has fine, supple hands, and comes in the subtlest and freshest colors.

Yet, the trend may well be away from vinyls that look like vinyls. One of the firms feels, that in residential vinyls at least, the future look will be multi-colored prints. At present, there are very few printed vinyl upholstery fabrics and these are limited to novelty items, such as fake fur and tortoise shell.

Vinyls have proven themselves ideal for contract use, and a glance around the market shows some very striking innovations.

Corfam, which has been walking the pavements for almost a year, will soon be used for contract upholstery. It has the advantage of being a true breather, for porosity is built into the material, not a punched-out afterthought.

DuPont is introducing a vinyl that features a new, tri-color effect. Called Melodie, it is a soft, expanded vinyl that is elastic backed and folds, pleats, and tufts easily. It comes in ten decorator-designed colors, is stain-resist-



## FABRICS

ant, and is easily cleaned with soap and water. The dimensional look comes from the interplay of the transparent color glazes over a subtle grain.

A particularly striking collection is Safari, General Tire's new expanded upholstery vinyl. Bold floral patterns in bright colors are embossed in a linenlike texture that looks deceptively like a fabric. Its softness permits deep button tufting and quilting effects and smoothly conforms to furniture lines. The collection includes Mangrove, a traditional floral; Jungle Flower, a floral abstract; Savanna, a primitive floral; Rain Forest, and Zambesi, an exotic floral outlined with strong brush technique.

Nymarra, one of the most unusual and successful vinyl upholsteries, is unique for its 100% nylon flock surface. The fabric has all the vinyl properties of easy cleaning, but it is velvety to the touch. Cohn-Hall-Marx Co. has developed it in 12 colors. In addition to the solids, there are three patterns: a stripe, a small print, and a damask-like floral. The base is an expanded vinyl backed with a cotton knit.

Union Carbide has just begun to manufacture a vinyl called Vileau, an extensive line of plains and a shorter one (9 colors) with an antique leather finish. Their weights are standard, but the plains also come in a lighter, non-expanded companion weight that is suggested for use on the backs of chairs and similar areas where wear and strain are not critical. The colors are very clean and have a dull, matte finish. The line also includes 3 embossed multi-colored patterns color-coordinated to the plains.

With the increasing interest in texture, the embossed vinyls are gaining a part of the market. Athol, for example, presents three new textured upholstery-weight fabrics. Caracas simulates a raffia-type weave; Leige, inspired by the Belgian lace-making center, has a handsome three-dimensional textured weave; and Empire features a nylon flocked floral geometric over textured cloth.

Gilford, Inc., whose vinyl wall-covering and upholstery lines have long been considered one of the most

comprehensive collections in the field, has an increasing selection of novelty items. The line already includes a tortoise shell in five colors, a cotton finish in 50 shades, and an embossed white caneing. An exciting addition is a very smart leopard fur simulate in black and white.

### The newest synthetics

Many new fibers are getting high-priority attention from designers. One is Dow's certified Rovana fabrics. The Rovana flat saran monofilament is used in the warps, most often in combination with the soft Verel, East-



Kids mauled this leno casement, Rovere, from Frankel Associates (Circle No. 153) in the Ford Pavilion at the New York World's Fair, yet it still looks brand new. This certified Rovana drapery, a blend of Dow's saran flat monofilament (Circle No. 154), Verel, and rayon, has withstood its first season without a cleaning.

man's modacrylic fiber. Certified Rovana drapery fabrics are fire resistant, easily maintained, colorfast to light (synthetic fabrics only), as well as mildew and rot resistant, and are easily laundered or dry cleaned—but care must be taken not to wash them in very hot water.

Another, is the relatively new Beta Fiberglas from Owens-Corning. It is a great improvement over the older Fiberglas, for the Beta is very soft

to the touch (protective gloves for the seamstress are a thing of the past), gives a much softer hand, and is more durable. The yarns are resist-



Tom Lee, who designed the lobby in the International Hotel at the Los Angeles airport, hung these sheer casements from David & Dash (Circle No. 155). The fabric is made from Owens-Corning Fiberglas (Circle No. 156).

ant to sun rot and humidity and can be easily hand washed in temperatures up to 140°. It is solid glass, so cigarette smoke—the major interior dirt—can't penetrate a fiber, and there is good resistance to surface soilage. The Beta yarns will not burn and so pass the fire codes. The yarn is woven into sheers and solids and both take colors well. Piece-dyed goods are guaranteed two years. Beta Fiberglas draperies were chosen by Harrison & Abramovitz to hang in all offices and apartments of the new United Nations Plaza in New York. They were specified throughout not only to give the windows a uniform appearance from the outside, but also to shield the sun in summer and retain interior heat in winter, and so reduce air-conditioning and heating costs.

At the time of this writing, Ultrilon, a fabric of Caprolan nylon from Allied Chemical, was just making its appearance on contract furniture. Ultrilon has a nylon knit face that is laminated to a core of curon polyester foam backed with an elastic cotton knit. Because of its four-way stretch, this new upholstery fabric from Guilford Mills is ideal for contour and tufted upholstery jobs (it can be seen



on Thayer Coggin's recliner). It comes in a bouclé with 19 colors. The fabric



Milo Baughman is covering a number of Thayer Coggin chairs with Ultrilon, Allied Chemical's new bouclé fabric of foam-backed Caprolan nylon (Circle No. 157). The fabric was developed at Guilford Mills (Circle No. 158) and is ideal for upholstery.

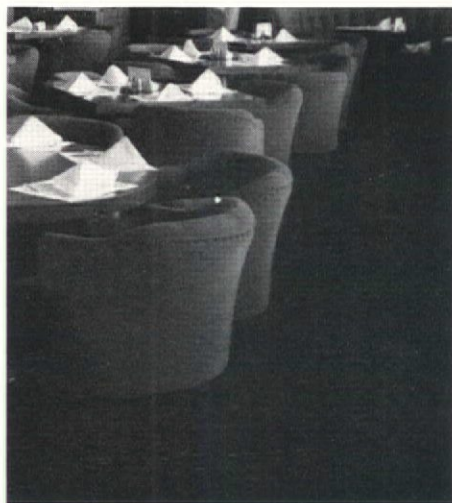
is easily cleaned, fade resistant, moth and mildew proof, and protected with Scotchgard.

DuPont's recent Antron nylon is being used on the seats in their auditorium at the World's Fair Pavilion with tremendous success. The fabric is Boris Kroll's Kroll-point; it has a 100% Antron nylon face on a cotton back. This wool-like textured cloth has withstood such rigorous wear—20 seatings a day—that Antron has been specified as the fiber for the upholstery in Houston's new stadium. Each fiber has a tri-lobed cross-section—like a trefoil—that is more light-reflecting and brighter than standard, circular cross-sectioned nylons. When Antron is woven into a textured yarn its sheen is dulled, but the colors are just as rich. Stroheim & Romann is featuring the flat, non-textured fiber in some of its Dorothy Liebes collection; Greeff is using it in the Sierra group.

Creslan, from American Cyanamid, promises to have a very bright future. This acrylic will soon be used in a large number of open-weave casements and will give a wool-like hand. The fiber is said to have excellent dye

penetration, good stability, and admirable resistance to sunlight.

A newcomer to the contract industry in the East is Islon, which is



All chairs and booths in the recently opened Plush Horse Restaurant in Las Vegas are covered in purple Islon. The fabric, of Chemstrand nylon, in addition to a velvet hand, has acoustical control and is stain resistant. Circle No. 159.

distributed only through Gurian Fabrics. This fabric has a 100% Chemstrand nylon face that has been laminated to polyurethane. It is so sturdy that it is being used in women's boots and sneakers. Islon looks like suede and has a velvet hand. The face is made from many uncut loops—50,000 per square inch—of nylon that permanently resist crushing. It has exceptional abrasion-resistance and can be spot-cleaned as well as washed with a damp cloth and detergent. It comes in 34 colors.

Hercules Powder Co. has been working on a polypropylene, known in women's hosiery as Vectra. The generic name is Olefin, and the trade name, Herculon. Upholstery fabric woven from Herculon is said to be more durable than nylon, is dry-cleanable in place, has good abrasion resistance, is solution dyed, and is not quick to soil. Sunbury Fabrics, the first in New York to feature the new material, will be showing jacquards that will be available by the piece. Its greatest advantage is said to be that it stays presentable longer than any other fabric.

There is new news in fabric finishing. Synthetics Finishing Corp. has

now developed a high-quality fabric backing that can be applied to decorative upholstery fabrics that they say for the first time does not sacrifice natural loom hand properties. Synthetics has been working on it for some time, and the key to the solution is an elastomer called butyl rubber latex. They say that now they have the right combination of strength and hand; the latex has extended aging and oxidation-resistant properties, yet does not increase the weight of the fabric. They claim the hand is retained even on delicate shantung and other fine materials; layout, tabling and cutting are greatly simplified, and concern for lay-flat is almost eliminated.

#### News in the casement markets

Most of the exciting color is going to be seen in draperies, where the trend is toward richer earth-tones and oftentimes mixtures of orange, fuchsia, and scarlet, etc. The geometric patterns are far less severe than they were a few years ago; the most popular seems to be stripes and plaids. The traditionals, in most cases, are being freshly drafted and given contemporary color. Most often, the growing concern with the architectural look is expressed through texture. There are many open weaves and some, such as the leno construction, give a three-dimensional look. And solid textures, particularly bouclés, are in constant demand.

Feneshield fabrics, a new concept in fenestration from PPG, have been specially designed to control light, heat, and glare. PPG's testing has determined workable coefficients to be used in conjunction with air-conditioning, heating, acoustic, and light-control requirements. Over 10 weaves in a wide range of densities and colors are typed according to their best use. This handsome and brilliantly thought-out group is available through Dazian's, Inc. A profusely illustrated technical book on Feneshield clearly explains the research and testing, describes the yarns, tells why the weaves and colors were chosen, illustrates heat gain calculations, plus many other details of this coordinated casement group.

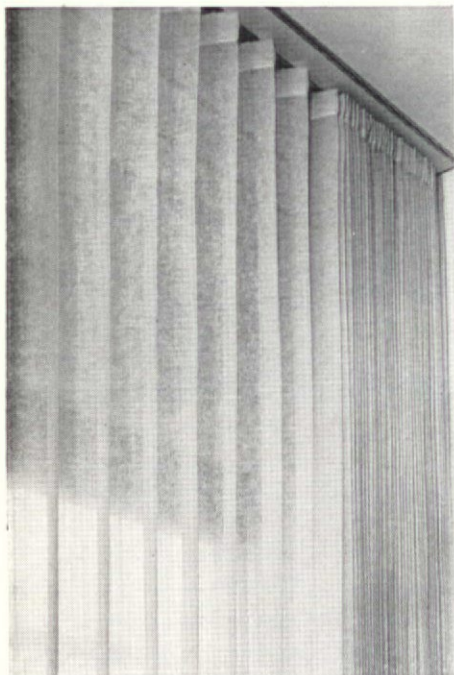
Gurian Fabrics, Inc. is among the many outlets showing collections of



## FABRICS

printed as well as solid Beta Fibreglas fabrics. The pattern illustrated is printed on a textured, semi open-weave in the earthy tones that are becoming increasingly popular. Probably the most important design element in contract fabrics is the stripe, and it is being shown in every variation imaginable. One form at Gurian is the woven casement Norsk-Dansk that comes in 20 combinations of vertical stripes and solids. These rich, loosely woven fabrics are coming into much wider use in public areas; they drape well, give an open feeling, yet still provide a measure of privacy.

Scalamandré has very likely been known to the interior designer for its fine silks, but it has just launched The Architects' Collection, an entirely new department for architects and contract designers. The thoroughly contemporary line is a complete breakthrough for this firm. The department has extensive lines of casements, upholstery fabrics, and wallcoverings. The look is rich, subtle, textured, and is superbly designed. The weaves are flat as well as bulky and are in wool, wool with nylon, and assorted blends. Over 35 upholsteries come in 200 colors. The casements, principally linen and lots of Verels, are mainly open and airy. The leno lock weave that guarantees dimensional stability is

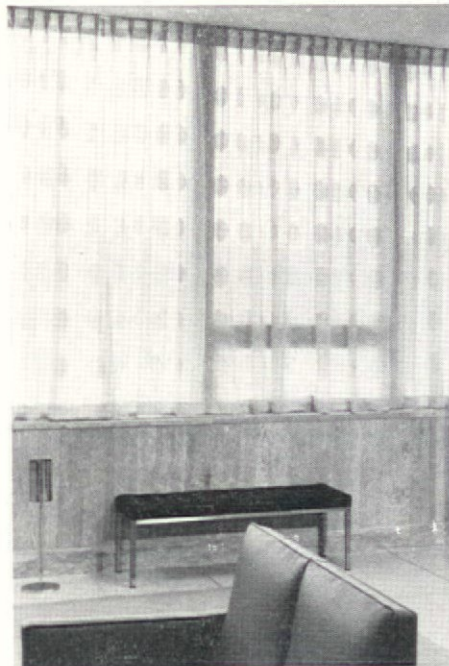


Isabel Scott's Permaneat casement system hangs in the firm's showroom. Circle No. 160.

extensively used. Large stocks of neutral colors allow for quick custom-dyeing.

The strong architectural look of Isabel Scott's new pleated casements will appeal to many contract designers. This Permaneat system is now installed in Scott's new showroom. Fabric, permanently creased with four-inch accordion-like folds, is suspended from specially stiffened carriers that fit into standard track from Angevine Co. The compact stack— $\frac{1}{8}$  the open fullness—is remarkable. Gone is tedious workroom fabrication and the "residential" look with billowing folds and cluttered headings.

A novel window treatment is a screen from Joanna Western Mills & Co., which offers a shade and a valance made of glass fiber; The unit is not only flame and fade resistant, but is completely washable.



More than 500 yards of Maharam's Vandi, a Swedish Dralon import, drape windows in the public areas as well as offices of the Forsyth Hospital. Circle No. 26.

New designs from Maharam include Fleurette and Fiesta Flowers, each representing interesting variations of contemporary floral design. Maharam's new Beta Collection of Fibreglas textures—88 items—has a fine, architectural look. Because Owens-Corning commissioned top designers, some particularly outstanding weaves are in Maharam's collection. (One of these fabrics, Vanguard, is in CONTRACT's editorial offices.) The firm greatly

increased its collection of Rovana/Verel and Verel/Viscose fabrics, and in addition to a variety of solids and casements, offers two fabrics which will be carried in stock in a full range of colors. A new Dralon Collection will show approximately 60 items ranging from basic white and natural casements to highly styled and brightly colored variations. One of these, Vandi, was handsomely used in the Forsyth Memorial Hospital, Winston Salem, N.C.

A new firm that will expand its present modest contract collection is Craig-Walker, Inc., in New York. Its lines are chiefly draperies and casements of linen, acrylic, Beta and Rovana/Verel mixes; the designs emphasize weaves and the inherent textures of the fibers. The firm shows a varied group of printed white dacron sheers that are very good looking. The colors and weaves are quite contemporary and the firm should be complimented for its consistently well-styled selections. Early next year an entire room will be devoted to contract fabrics.

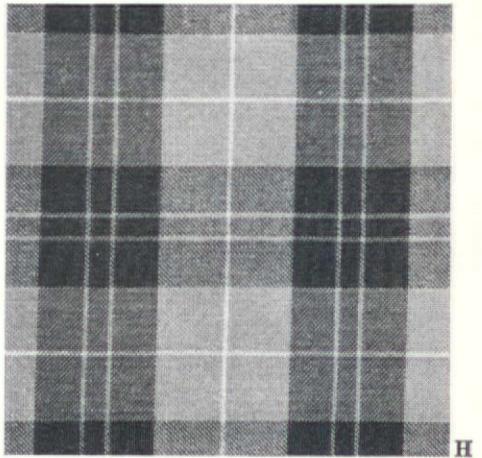
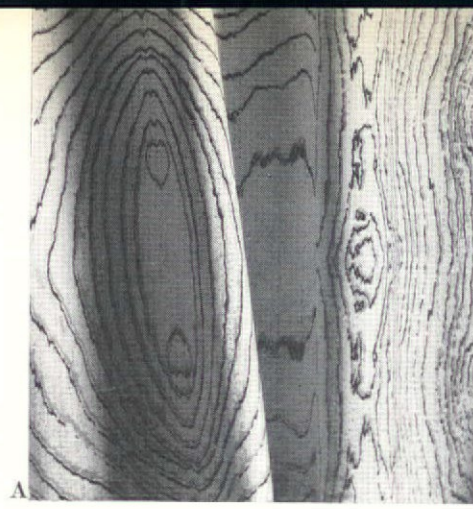
Schumacher's Sandune was selected by David T. Williams for the San Francisco Hilton Hotel. This is a cer-



This large window-wall at San Francisco's Hilton Hotel is curtained with Schumacher's Sandune. Circle No. 161.

tified Rovana drapery fabric that combines Dow's saran monofilament, Verel, and flax. These handsome casements are permanently flame resistant and are retaining their freshness after prolonged hanging.





**Casements**

A—BORIS KROLL's Veneer is a hand silk-screen print on 100% cotton. Circle No. 162.

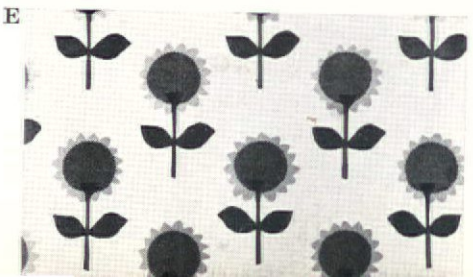
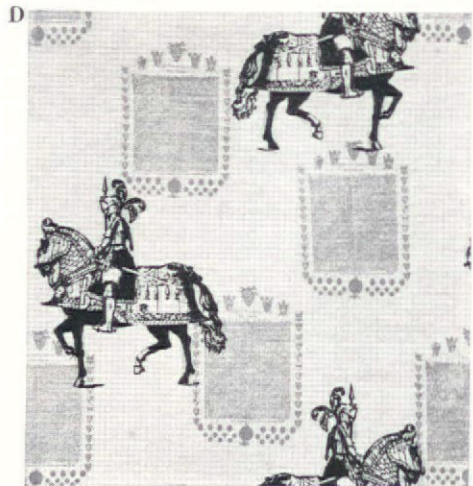
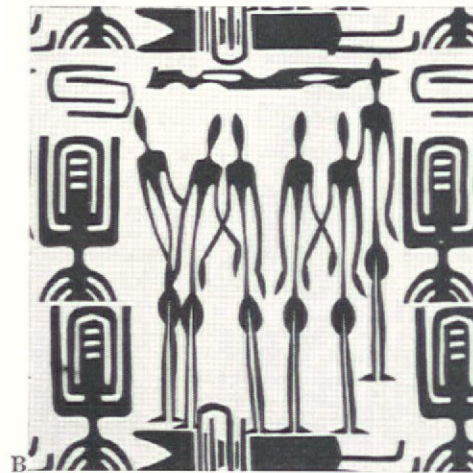
B—CARNEGIE FABRICS' Age of Man collection's first print, Awakening. C, D—Fountainhead and Magna Carta are others in the group of seven. Circle No. 163.

E—C. W. STOCKWELL's Sunflower is a cotton print with either pink-red, orange-yellow, and blue-green combinations on a white ground. Each coordinates with a matching vinyl wallcovering. Circle No. 142.

F—JOFA INC.'s Carnavalet is a hand print on 100% cotton; 50 inches wide. Pigment dyes; repeat is 26 inches. G—Brenda is vat dyed; rayon and cotton. Fabric was woven in Holland. The repeat is 15½ inches. Circle No. 164.

H—BRUNSWIG & FILS's Club Plaid is green on a red, blue, or burnt orange ground. Fabric is 100% viscose and 50 inches wide. (Suitable also for slipcovers and bedspreads.)

I—St. Cloud Linen Print is on 100% linen, 48 inches wide. J—Battle of Valmy 1792, 100% cotton, is 34 inches wide. Circle No. 165.





## FABRICS

Colors rediscovered in North Africa, the Middle East, and India have been seen in several houses. Larsen is well



Larsen: "Moorish influence on American design will be a major breakthrough." Baobab; handprint on crown cloth. Circle No. 152.

known for his African and Moroccan inspirations. Rowen Inc. has a stunning group of casements that have nubbly, soft textures. Their names, Jaipur, Rampur, Madura, Kandahar, and Itmur, hint at their sensuousness. They are combinations of nylon, rayon, acetate, and cotton embracing 26 exotic shades.

Bloomcraft, of Charles Bloom, also features color-dominated fabrics. The Dorothy Liebes Collection exhibits her characteristic brilliant combinations of the orange, red, and purple families interwoven with metallic yarns. These light and bright colors are used principally in fabrics with heavy yarns that appear hand-loomed. Miss Liebes emphasizes that their look against oiled walnut or teak is very right. They come in varying blends of rayon, linen, and cotton. Out last month was a group of 100% Orlon acrylic fabrics with home-spun hands that included a stunning plaid.

C. W. Stockwell Co. augments many of its wallcoverings with matching cotton prints. The Vanaweve collection used with the coordinated drapery fabrics is finding increasing use in schools, coffee shops, and other commercial interiors.

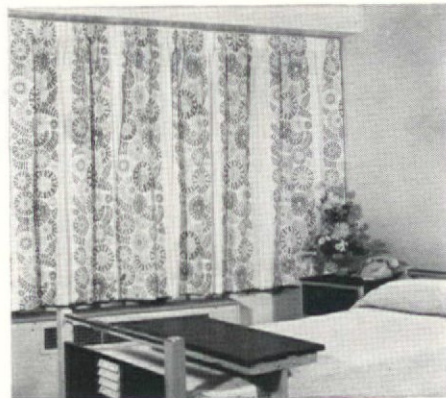
Webb Textiles Inc. has a quality sheer leno casement with a wet-spun linen warp thread. The fabric was specially made for the firm to have a no-stretch quality, assuring dimensional stability. Webb's dye house, they say, totally controls color fastness.

There is a continuing increase in imported linen and part-linen casements. Greeff Fabrics has 20 in its line in various off-white tones. One of the most recent exclusives features a woven stripe. It is a stunning open-

work casement of linen, spun rayon, and cotton from Belgium.

Huntington Products Co., available through Creative Looms, has just announced Pioneer, a medium-weight flame-resistant Verel/Rayon combination. The material comes in 12 colors to be used alone or as a base for stripes and prints. Special colors are available at no minimum length requirements. The fabric is a lightweight solid drill and comes either yarn- or piece-dyed. It has a very good hand, is flame resistant, completely dry-cleanable, resists sunlight, is machine washable, and drapes very well. Creative Looms has over 200 patterns that can be printed on Pioneer or on their permanently flame resistant Rovana/Verel fabrics. Color range, both stock and custom, is very extensive.

Elenhank Designers Inc., has printed Gaiety, one of its newest



A typical patient's room is curtained with Elenhank's Gaiety. Circle No. 166.

designs, on white cotton curtains for patients' rooms in the MacNeal Memorial Hospital in Berwyn, Illinois. This pattern is a fine example of the contemporary treatment of the stripe, and it also illustrates the new, less severe approach to geometric patterns. The fabric was supplied in three color combinations of blues, golds, and greens that coordinate with the wall colors and furnishings of each room.

Brunschwig & Fils offers a very pleasant group of contract drapery prints. Titles include The Battle of Valmy 1792, a 100% cotton print that uses stylized military figures. Le Village Toile, another cotton, has rustic informality. Ondine, also coordinated with a wallpaper, is a floral lattice pattern. St. Cloud is a 100% linen with a mono-colored flower that fills the width with graceful pattern

and quiet detailing. In quite a different vein is Club Plaid on 100% viscose. The colorings are green on red, blue, and burnt orange grounds.

Carnegie Fabrics is initiating its entrance into the contract market with an original handprint collection the "Age of Man." Seven major historical periods range in subject from the primitive beginnings of man through the American Revolution. They come on a natural cotton and linen, sheer, Fortrel, and Beta Fiberglas fabrics.

Berkshire Hathaway, Inc., has a wide selection of airy sheers—cotton, polyester, dacron, and rayon and dacron batistes, and a dacron bouclé—with a huge color range. Their textures vary, including a woven stripe, and they require minimum care.

Thomas Strahan Co. has a large assortment of drapery prints in their new Cambridge Collection that are just appearing in the market. This hand-print group, produced in cooperation with Lehman-Connor, is styled with matching wallpapers and is ideally suited for the more traditional hotel and restaurants. Toile de Province and Grafton illustrate the trend toward off-white grounds.

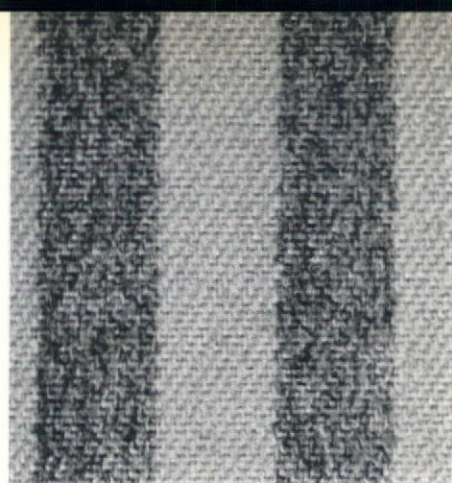
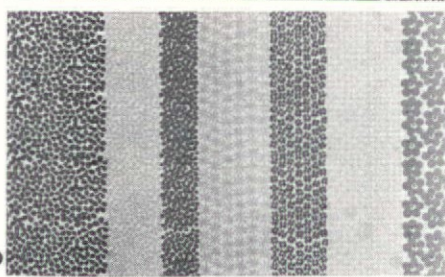
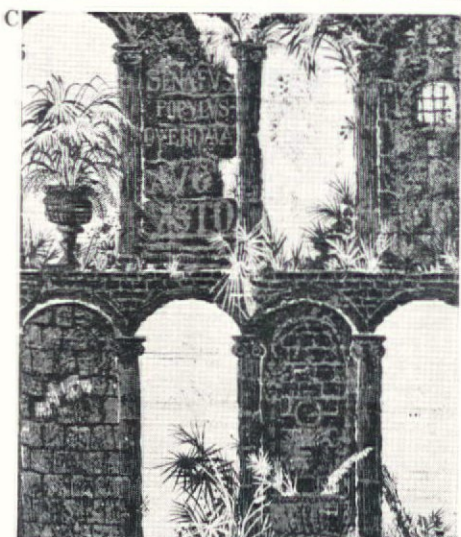
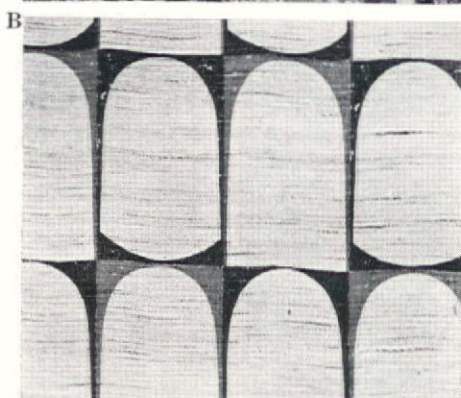
Boris Kroll has a 100% cotton drapery called Veneer. This hand-screened, black and brown print is getting attention in executive areas that want a masculine look. The repeat is about 50 inches in both directions so the look is very continuous.

One of Jofa's newest patterns is Carnavalet, a 100% cotton, 50-inch wide print. This hand-dyed fabric has a French country look and would add elegance to any period installation. Another new pattern is Brenda, a rayon and cotton drapery from Holland. Handsome woven leaves are against a background of a slightly different hue. This reversible pattern has a distinctive modern feeling, and is available in six colorings.

Duralee Fabrics has one of the widest selections of prints in New York. Over 300 patterns can be custom printed in any color, or any number of colors, on any cloth on 15-yard minimums. They vary from contemporary geometric stripes to very sophisticated formals.

Every house has its own image of the current trend. Schumacher sees interest in the lighter, more subtle



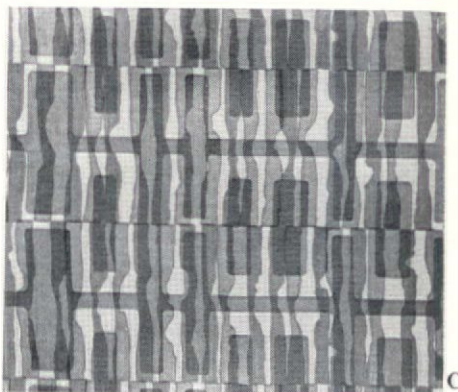


### Upholsteries

A—DURALEE FABRIC's new 100% Caprolan nylon upholstery is shown here in a stripe: No. 3104, #3. It also comes plain and in two textured treatments. Circle No. 167.

B—GREEFF FABRICS, INC.'s Velden is from the recent Provincial Journey collection. It is a 54-inch wide spun rayon and cotton pocket-weave. Colorings include rose and flame on natural, green and blue on natural, olive and paprika on gold. Circle No. 169.

C—S. M. HEXTER CO.'s Sian is a hand print, 54 inches wide, on 48% cotton and 52% linen. Four over-printed colors give jewel-like depth. 9 colorways. D—No. 32950 is a muted print on 100% cotton suede-cloth that has been tested for abrasion resistance. The Art Nouveau look is also featured in other fabrics from Hexter. Circle No. 170.



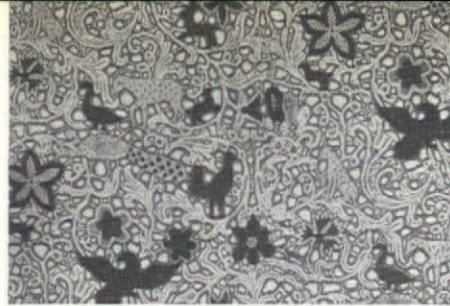
### Caseiments

A—SCHUMACHER's Cottswold Forest, a very recent pattern, is on 68% linen, 32% rayon. B—Arcade, popular with architects, is vat-dyed, has an approximate 19½-inch repeat on the same ground. C—Forum, another new design, has about a 30-inch repeat, also on the same textured fabric. Circle No. 161.

D—DURALEE's screen print No. 2433 in red, green-biege, pale orange, and yellow is shown on 100% cotton. Is 48 inches wide. E—No. 2498, also a screen print, is in gold and melon on a lighter gold background. 48 inches wide, 35¼-inch repeat. Circle No. 167.

F—THOMAS STRAHAN's Grafton is a hand-screened print on an off-white ground. Circle No. 168.





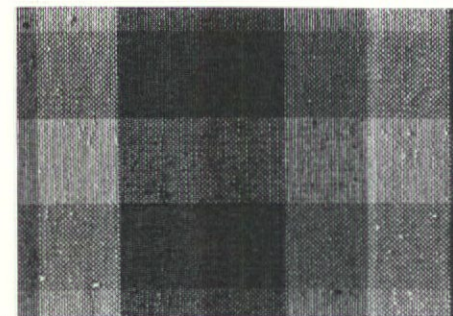
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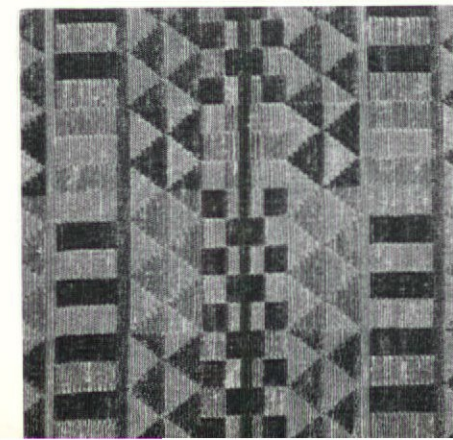
G



H



I



J



### Upholsteries

A—FALSTAFF FABRICS' Garden Collection. Iris comes on 100% linen or a cotton and linen mixture. Colors are smoke on natural with an amber; also black on white, indigo with gold. All designs are 48 inches wide. B—Big Daisy on 100% linen. Colors are blue on natural, blue and red on natural, marigold on white, and marigold and lime on white. C—Mille Fleurs shown on 100% linen in orange, celadon, lime, pink, light blue. Also comes on 100% cotton. Circle No. 171.

D—BRUNDSCHWIG & FILS' Les Marguerites on 100% cotton, 48 inches wide, is from its hand-print collection. E—Villeroy Linen Print, on 56% cotton, 44% linen, also 48 inches wide, is from the same group. Circle No. 165.

F—ROWEN INC.'s Garden of Eden print is on a heavy cotton suede, No. 60, that is woven in Spain. Circle No. 151.

G—COLLINS & AIKMAN's jacquard shows a Moorish influence. It has a 68% cotton and 32% rayon construction. Available in approximately 12 colors. Circle No. 172.

H—BORIS KROLL's Mykonos is a two-color design, available in both color-on-color and white (shown) grounds. 13 colorways. 35% cotton, 34% wool, and 31% rayon; repeat is 6 3/4 inches horizontally, 5 1/4 inches vertically. 54 inches wide. I—Plaid No. 9926, a strong construction of 33% nylon and 67% wool, also has a 54-inch width. 8 colorways. Circle No. 162.

J—THAIBOK offers Mosaïque, a new upholstery in a wide choice of colors, both vivid and subtle. It is a well-constructed and well priced rayon fabric. Circle No. 173.



## FABRICS

colors. They find clients are accepting more expensive fabrics, and they agree with others that there is great access with the contemporary treatments of the traditional designs. Fewer colors play the important role here. One finds damasks in exciting colors, for instance. One of the largest sellers at Schumacher is its Antique Linen Velvet, a Belgian import of linen and cotton. This low-pile napped fabric has a subtle horizontal textured surface; somewhat like the ribbed slub of a raw linen. Schumacher is showing fewer and fewer of the little geometrics, and has discovered renewed interest in the formal patterns. Among the nicest architectural is Arcade. The base, the same as with Forum and Cotswold Forest, has an off-white nubby texture. This again reflects the swing to textured fabrics—here, patterns over textures. The Win Anderson Fabric Collection, out of the Jack Lenor Larsen Design Studio, has put lush prints to sheers. Thousand Islands, for instance, turns into Sky Isles on 100% Terylene Polyester; the sparse cerise colorings leave a lot of white, which adds airiness to an already very fresh print.

### Trends in the upholstery markets

In upholstery, designers will always favor solids. But in the contract field, stripes are increasingly seen with the added dimension of varicolored yarns and textured weaves. As far as pattern is concerned, the stripe may rank first, for this straightforward weave and style make it ageless. The growing popularity of contemporary plaids offers important variations. Many synthetic fabrics are getting interesting—such as the velvet on Ison and bouclé on Ultrilon. Imaginative color guards are cropping up that will be highly prized, particularly for the design-conscious executive area. Here, designers are persuading the decision-makers that brown leather and solid walnut was fine twenty years ago, but that the leathery masculine look went out with Hoover's plaid collar.

Allied Chemical's Caprolan nylon is expected to be the first nylon on the

market that looks like wool. The very long yarns have a continuous textured filament. Duralee Fabrics have had it woven into an exclusive heavy upholstery fabric that, as this goes to press, will be exhibited in its showroom. In addition to its wool appearance, there is no pilling or shedding. The fabric is available in 60 stock and custom colors. It comes plain, striped, and in two handsome textured weaves.

Rowen is showing some tapestry-like weaves. A new Florentine is a wonderful Renaissance design that has been interpreted in modern weaving techniques in subtle, glowing tones. Twelve different colorings offer a striking variety of mood: from exotic richness, to a cool reserve. It is truly remarkable what the color designers can do. The Rowen Suede, a 100% cotton woven in Spain, is soft, durable, and available in 21 rich earth tones. Garden of Eden is a subtle print on the suede: a loose, over-all pattern that is reminiscent of the atmosphere of Impressionist canvases.

Maharam has just finished a heavy-weight transportation type weave in 100% nylon that is quite a bargain. It has 26 colors, both with solid and two-tone textures.

Gurian Fabrics finds one of its best sellers is antique satin. The fabric comes in 123 colors.

S. M. Hexter is expanding its print line with some printed suede-cloths that are fine for light traffic. All but one of the new patterns show the Art Nouveau influence. The colors are fresh and lively.

Falstaff Fabrics announces its entry into contract with a new group of floral prints—The Garden Collection—marking also the firm's extension of operations that include original designing and their own converting processes. In New York, Thaibok is their exclusive representative. These florals, on custom-order basis, have hand-screened colors. The seven prints show a very fresh approach to floral themes. Iris is a strikingly sophisticated and contemporary print. These designs are strong, cover a wide stylistic range, and will appeal to the graphic-conscious designer. Colors range through silvery pastels, candy-colored brights, and tempered monochromes.

The newest contract fabrics from Collins & Aikman include four patterns: two small floral jacquards in cotton and rayon, another in a Moorish design, and a textured tweed in rayon, cotton, and acetate. Each are available in about twelve colors.

Greeff is just out with a colorful upholstery line Provincial Journey, that was inspired by the primitive folk art and hand crafts of Central Europe. There are 10 woven fabrics for contract use. Velden was styled after an old petit point design found in the lake district of southern Austria. It is a cotton and spun rayon pocket-weave, and colorings include rose and flame on natural, green and blue on natural, and olive and paprika on gold. Detva, named for a Czech village famed for fine needlework, is a cotton and Tervis rayon reversible doubleweave. It is also 54 inches wide. Colors are gold on boxwood, gold on apricot, natural on red, natural on blue, and magenta on red.

Boris Kroll brought out their Designers Collection to specifically serve the contract designers' needs for outstanding wearability coupled with good design. This large group is not limited to plain colors, but includes stripes, plaids, jacquards, and other woven patterns. The textures are moderate, but definitely not flat, and have warm and rich colors. The fabrics have been engineered to withstand abrasive wear. Although the Designer Collection has been on the market for over a year and a half, it grows monthly. One of the recent additions is Mykonos, a wonderfully bold jacquard design. It has lots of texture and a two-color clarity that relates to its peasant origin. It is available in both colored and white grounds. Another is a bold plaid with evenly spaced color bands.

Brunschwig & Fils is showing two new upholsteries from its hand-print collection. Les Marguerites, a 48-inch wide cotton, has the air of wild flowers conceived by a Monet. In contrast to the over-all floral, their Villeroy Linen print, on cotton and linen, has bold, twisted vertical stripes that separate large decorative blossoms. The feeling is country provincial but the design is quite formal and strong, an increasing trend toward bold, large-scale designs. (C)



# A GUIDE TO CONTRACT FIBERS AND FABRICS

## A HANDY CHECKLIST FOR SPECIFIER AND BUYER IN SELECTING FIBERS AND FABRICS FOR CONTRACT INSTALLATIONS.

BY ALBERT M. LEACH

**T**ODAY'S fabric picture is a far cry from the time—and not so long ago at that—when silk, cotton, linen, and wool were virtually the only fibers in general use. With the development of synthetics, the mid-20th Century fabric story is vastly more complex, made so by the great variety of novelty weaves as well as the wide range of fibers now readily available.

To aid the fabric specifier in the selection of fabrics and to promote a better understanding of the qualities inherent in synthetic fibers, the following compilation is a run-down of synthetics currently in wide use in the contract fabric field, along with a listing of the types of fabrics most in demand.

### Synthetic Fibers

**ACETATE.** A generic term for a cellulose acetate fiber which an FTC ruling of 1952 makes distinct from rayon. Used for all kinds of fabrics, most often in combination with other yarns. Soft lustrous hand and good draping qualities; solution-dyed acetates have good to excellent sun resistance and dyeability. *Trade names:* Acele by Du Pont; Avicolor, Avisco Acetate, Fiber 25 by American Viscose; Cellaire, Celaperm, Celanese Acetate by Celanese; Chromspun, Estron, Estron SRL by Eastman.

**ACRYLICS.** Currently used in fabrics in the pure state without blends. Dimensionally stable, the fiber is known for its soft hand that creates a wool-like effect in casement homespun-type drapery cloths. Color retention is good. One type (Acrilan) is solution dyed. Orlon is noted for its luxurious hand, warmth without weight, and resistance to sunlight. Rovana is in the form of a monofilament tape, is resistant to

*Albert M. Leach is associated with Greeff Fabrics, Inc., Portchester, N.Y.*

fire, abrasion, mildew, moths, and possesses a superior dimensional stability. *Trade names:* Acrilan by Chemstrand; Creslan by American Cyanamid; Orlon by DuPont; Zefran by Dow.

**GLASS FIBERS.** Made of pure glass, all types of glass fiber yarns are noted for ease of care with hand washable, drip-dry qualities (they should not be drycleaned). The fibers are completely fireproof, are resistant to moths, mildew, heat, sun, and wrinkling, are durable with good draping features, but have an abrasive quality. Glass fibers are available in several weights which offer additional performance characteristics. One of these is Beta (Owens-Corning), a fine denier filament with considerably less abrasion, improved flexibility, greater drapability, and soft hand. *Trade names:* Fiberglas by Owens-Corning; PPG fiber glass by Pittsburgh Plate.

**MODACRYLICS.** Or modified acrylics, are similar to acrylics in the very soft and excellent draping qualities. Properties include built-in permanent flame resistance, good color retention, resistance against breakage, cracking, or splintering in use. *Trade names:* Dynel by Union Carbide; Verel by Eastman.

**NYLON.** The oldest and most famous synthetic fiber, nylon is noted for good wearing qualities, ease of care, and crease retention. Nylon is a polyimide fiber primarily acclaimed for its tensile strength and is widely used for upholstery fabrics with durability a prime factor. Trilobal types (such as Antron) have added resistance to sunlight deterioration. *Trade names:* Antron, Nylon by Du Pont; Chemstrand Nylon by Chemstrand; Nylon by Beaunit.

**POLYESTER.** Generally rated excellent for dimensional stability, durability, crease retention, wrinkle resistance, resistance from abrasion, and ease of



maintenance. Fabrics of 100 percent polyester and high percentage polyester blends can be permanently pleated. *Trade names:* Dacron by Du Pont; Fortel by Celanese; Kodel by Eastman; Tergal by Societe Rhodiaceta (France); Tetoron by Teijin; Vycron by Beauvit.

**RAYON.** A generic term for the first synthetic fiber made from regenerated cellulose. Rayon is produced by several processes and sold under many trade names. It is widely used in every fabric category, both alone and in combination with other yarns. Basic characteristics are a soft hand, good draping quality, and relatively inexpensive cost. Within the rayon category are many classifications that result in brighter yarns, type of slub, or modifications that provide greater strength, washability, and ease of care. Modified rayons, such as Avril and Zantrel, offer uniform dye absorption and a strong resemblance to performance of cotton in strength, launderability. *Trade names:* Avicolor (solution dyed), Avisco Rayon, Avron, Avril (modified rayon) by American Viscose; Bemberg Cupramonium, Cuprel, Flaikona, Nub-lite, Ondelette by Beauvit; Coloray, Fibro Rayon, Lirelle (modified rayon) by Courtalds; Dy-Lok by Industrial Rayon; Enka Rayon, Jetspun, Zantrel (modified rayon) by American Enka; Fortisan by Celanese.

**SARAN.** Noted for excellent ease-of-care qualities, fibers are unaffected by sunlight, retaining full strength for the life of the fabric, are non-flammable, and will not support combustion. Good dyeability, crease retention, wrinkle and abrasion resistance, good draping, and a soft hand. Saran fibers are frequently blended with rayon and modacrylics. *Trade names:* Rovana, Andavor by Dow; Saranspun by National Plastics Products.

#### Types of Fabrics

**ANTIQUÉ SATIN.** A fabric with a slight nub made to resemble the silk satin of former days. Generally cotton and/or rayon. Best for draperies, upholstery, and bedspreads.

**BOUCLÉ.** A sturdy material with a

looped yarn face. Generally of cotton and rayon, but also made of other yarns, including glass fiber. Suitable for various uses.

**CASEMENT (CLOTH).** A broad category of lightweight materials, opaque or translucent, used for draw curtains. Available plain and patterned in a wide variety of textures. Woven of various yarns, both natural and synthetic, with stress on performance.

**CHINTZ.** A fine quality cotton, usually with a glazed finish which will wash out unless it is a resin finish. Best for draperies, bedspreads, slipcovers. Usually printed, but also available in solids.

**CORDUROY.** Durable cut pile fabric, generally cotton, with wide or narrow wale. An all-purpose fabric.

**DAMASK.** A jacquard loomed patterned fabric that may be silk, rayon, linen, wool, cotton, or combinations of these fibers. A traditional fabric many years old, its contemporary counterparts have textural interest and novelty appeal. Used mainly for draperies and upholstery.

**DUCK.** Sturdy, tightly woven cotton, it is similar to canvas and comes in various weights. Chiefly used for upholstery and slipcovers on outdoor furniture with light weights for draperies.

**FABRIC FUR.** Realistic imitation of animal fur, usually cotton and/or rayon, its popular uses include upholstery, pillows, bedspreads, coverlets.

**LINEN.** This popular material, imported mainly from Belgium, Scotland, and Ireland, is available in a wide variety of weaves suitable for case-ments, draperies, slipcovers, upholstery, bedspreads. It is sometimes combined with other yarns for textural interest.

**MATELASSE.** A patterned upholstery fabric with quilted appearance, generally in cotton and/or rayon. Available in both traditional and contemporary designs.

**NOVELTY WEAVE.** A trade term for a wide range of fabrics with marked textural interest. Offered in many weights and combinations of yarns for every purpose.

**POCKETWEAVE.** Upholstery fabric

with a puffed weave, generally of provincial design. Usually in all-cotton, or cotton and rayon blends.

**PRINTS.** Generic term for all fabrics with designs applied by engraved rollers, silk screens, or wood blocks. Cotton, linen, rayon, and glass fiber are probably the most popular print cloths for contract work.

**REPP.** A fabric similar to, but heavier than, poplin, with a more distinctive crosswise rib. Popular for draperies, slipcovers, bedspreads.

**SHEER.** Trade term for a wide variety of sheer materials woven of both natural and synthetic yarns. Primarily used for glass curtains but also specified for bedspreads and other uses. Available plain, printed, and with embroidered designs.

**TAFFETA.** A crisp hand is the outstanding characteristic of this traditional fabric, available in various qualities and weights, both plain and patterned. Originally silk, it is now also made of cotton and synthetic yarns.

**TAPESTRY.** Heavy upholstery fabric with pattern woven by means of colorful warp threads. Can be of wool, cotton, or synthetic yarns.

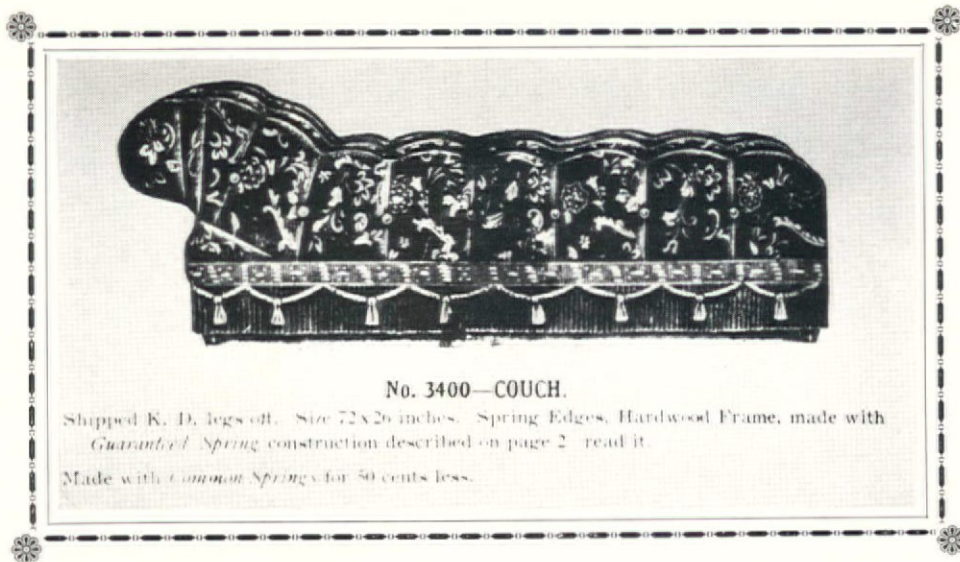
**TEXTURE.** Trade designation for any fabric with surface interest achieved through novelty weave and a variety of yarns. An important contemporary category with qualities ranging from curtain nets to heavy upholstery materials.

**TWEED.** Rough-surfaced upholstery material with a homespun effect, sometimes patterned in checks and plaids. Most suitable for provincial and contemporary pieces.

**VELVET.** Fabric with a short, thick pile surface. Many versions available, some patterned. The pile may be cotton, linen, silk, or synthetic. Used mainly for draperies, upholstery, bedspreads.

**VINYL.** Generic name for plastic upholstery material much in use for contract work of all types. It comes in a wide variety of finishes and patterns, simulating leather as well as other kinds of materials. Many vinyls are supported by a fabric backing. (C)





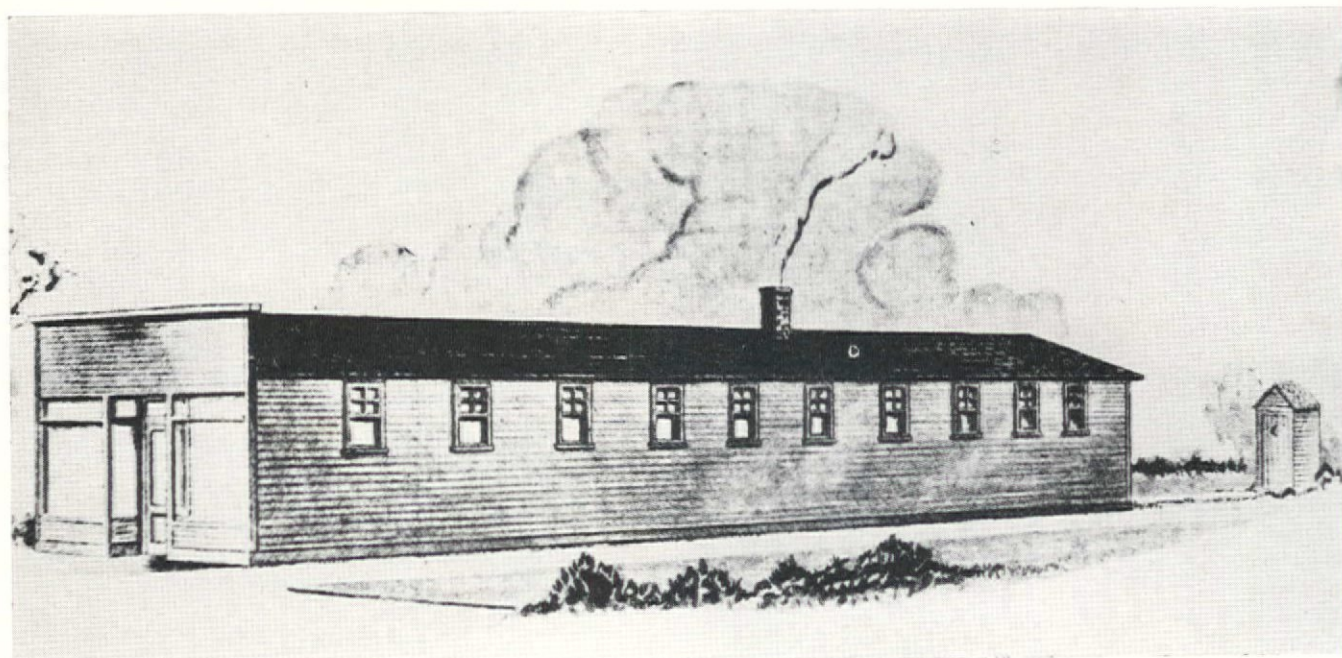
No. 3400—COUCH.

Shipped K. D. legs off. Size 72x26 inches. Spring Edges, Hardwood Frame, made with *Guaranteed Spring* construction described on page 2—read it.

Made with *Common Springs* for 50 cents less.

The psychiatrist of Victoria's era never had it so good: the lounge company had so simplified its production techniques this Turkish couch sold for \$4.17.

**KROEHLER MANUFACTURING: FROM TURKISH COUCHES IN THE VICTORIAN MODE TO A HUGE OPERATION THAT IS, AMONG OTHER THINGS, A MULTI-MILLION DOLLAR SUPPLIER TO THE HOTEL-MOTEL INDUSTRY**



This converted skating rink, which boasted no modern amenities, was the first home of the Naperville Lounge

Co. The firm started business as upholsterers of couch and Morris chair frames. The sketch was made in 1892





D. H. KROEHLER, chairman of the board, takes an active part in both the residential and the contract



divisions of the firm. His father, right, a great innovator, was president of Kroehler Mfg. Co. from 1903 to 1938.

**T**HE HISTORY of the Kroehler Manufacturing Company reads like a myth—the typical American success story—and as with myths one often asks is the legend still living? But there is no doubt that today the firm is still making great strides. Kroehler continues to be one of the country's innovating suppliers of furniture to a booming contract market, as well as to the ever more design-conscious homemaker. But what were the obscure beginnings, and how did the firm become aware of the contract market?

In 1893, when the Naperville Lounge Co. was founded in Naperville, Ill., hotels were furnished with brass bedsteads and straight chairs, lobbies were choked with tufted divans and the ubiquitous palm. The Illinois company was then catering to the needs of the homemaker, but occasionally an innkeeper bought a piece or two. Peter Edward Kroehler, one of that company's first five employees and the traveler for his company, was specially aware of the need to give the road salesman a comfortable hotel room. Kroehler, who graduated from the local academy in 1892, was asked by his mathematics professor to join the Naperville firm. The teacher, a shareholder in the organization, remembered this straight "A" student and wrote to Kroehler that the \$26-a-month job as bookkeeper and general handy-man "was a splendid opportunity for a young man to learn a business." So young Kroehler joined the professor, two upholsterers, and seven other stockholders who had formed the upholstering company, and worked in their modest plant housed in a converted roller rink.

From the beginning he was a good salesman and showed initiative: when he came to work the

nation was entering a financial panic, so when business looked really poor he sold books to relieve the drain on operating funds. After two years, in spite of his efforts, the Naperville Lounge Co. had a \$1,100 deficit. Though a reorganization put Kroehler and an upholsterer in charge and produced a \$600 profit in 1896, more changes were needed. For the professor died, and stockholders were so discouraged they were willing to sell out. Kroehler then persuaded his father to lend him \$500 to buy an interest in the business. This was the only money Kroehler invested in the firm; his chief contribution was to be an extraordinary vision and energy that turned existing assets into an ever-growing business and that was unafraid of new ventures.

By 1897, business had increased to such an extent that the company needed new manufacturing facilities. The present home office and plant, along side Naperville's Chicago, Burlington, and Quincy railroad tracks, was the site chosen.

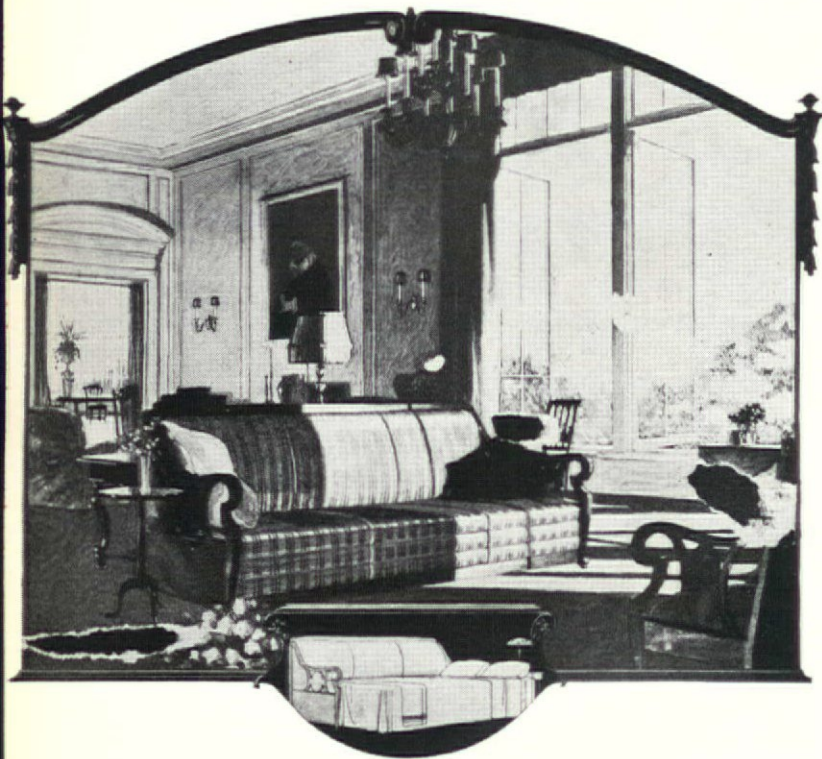
In 1903, ten years after he began keeping books in a skating rink, Peter Kroehler was made president of the Naperville Lounge Co. Soon he was to buy his partners out for \$60,000, by selling a half interest in the company to Sears Roebuck & Co., one of their large customers. (That agreement, however, placed Kroehler in complete charge, with no interference from the mail order house.) In 1915 Kroehler bought back the \$30,000 half interest for \$1,200,000, and the name of the company then became Kroehler Mfg. Co.

P. E. Kroehler attributed his success to a policy of honest value: "How good can we make it?" and not "What can we get by with? . . . You have to know what a thing costs before you can



## KROEHLER MANUFACTURING

build, sell, or plan on staying in business." From the beginning he was interested in simplifying production procedures. When the Turkish couch was being manufactured, he worked with the upholsterers and devised a tufting board that simplified production and so reduced hand labor that he could sell six of the beauties for \$25—a price so low that it startled his competitors. His



THE DAVEN-O (above), advertised as "the invisible bedroom," was one of the most successful pieces of residential furniture manufactured in the 20's. As Kroehler was well known for its skillful and sturdy upholstery, early contract purchasers included furniture like this (below) for their apartment hotels. One can imagine John Dillinger and family resting here for a furtive over-night stop.



company was the first furniture manufacturer to adopt the mass-production techniques of the auto industry.

Under his leadership, the company prospered, making furniture designed for maximum comfort and style that sold for a moderate price. These criteria also appealed to hotel men, who came to Kroehler seeking contract purchasing arrangements. "For many years the contract business came to us; we didn't go out after it," recalls D. L. Kroehler, son of the founder. This younger Kroehler assumed the presidency of the firm in 1938 when his father was elected chairman of the board. Today, he is board chairman and chief executive officer, and his brother Kenneth is president. The father died in 1950 at the age of 78.

"In the 20's," D. L. Kroehler explains, "the greatest need for contract furniture was in apartment hotels, which were then interested in residential furniture." The Daven-O, the first uni- or duo-fold davenport invented by Kroehler, was an attractive substitute for the Murphy bed and so was sought by hotels and apartment-hotels.

Kroehler made no construction modifications in the furniture it sold on a contract basis until the Second World War found it making special designs for the government. For some time after the war, its "contract" furniture was only a modification of the firm's sturdily built residential lines. At this time it branched into a successful theater-seat business, but stopped when television threatened to keep people away from movie houses, concentrating once again on residential furniture. Some ten years ago, alert to the needs of the contract market, Kroehler began to provide for the coming expansion in hotels and motels, and introduced five specially designed contract lines; today, Kroehler offers ten styles, together with many residential groups that may be adapted to institutional use.

Part of P. E. Kroehler's genius for business administration lay in his realization that shipping costs were a great part of furniture costs. Accordingly, he strategically located his plants throughout the country. This, plus providing his own delivery trucks, minimized transportation expenses. He also purchased an upholstery plant. Since then, the company-owned lumber processing plants and a cotton blending plant provide components for both upholstered and case goods, giving the firm complete vertical control.

Kroehler still follows the basic rules outlined by its founder: no "corner-cutting" on materials or workmanship, continuous development of new styles and manufacturing methods, and aggressive advertising and promotion programs.

Today, Kroehler is not only known as one of the largest furniture manufacturers in the world, but is respected for its policy of honest value to both contract purchaser and homemaker. (C)





THIS 1925 Model T Ford was one of the first trucks in Kroehler's fleet. In the 30's Kroehler branched out into theater seats where he introduced the first push-back chair. Some of his original seats are still in use in Chicago's Esquire Theater. Today the firm offers a complete line of contract furniture for the hotel and motel trades. Classic (top right) is shown in the Imperial Inn, Chicago. As transient hotels convert to residential ones, more residential furniture is purchased for contract use, as in Chicago's Hotel Belmont (right). The elegant Continental group (bottom right) is shown in Schrafft's Carriage House Motor Lodge in Cocoa Beach, Fla. The sofa is a Sleep-or-Lounge.



# DESKS, INC.

A LONG-ESTABLISHED POLICY OF COLLABORATING WITH THE CONTRACT DESIGNER, PLUS A HUGE, ORDERLY SHOWROOM, MAKES THIS FIRM AN IMPORTANT TRADE SOURCE

**T**HERE is no one answer to a successful showroom operation, believes Robert B. Gibby, vice president of Desks, Inc. A knowledge of the industry and top quality merchandise effectively displayed are only a part of the answer. The offer of real service to the office designer or planner is the backbone of the business philosophy at Desks, Inc. "The designer," says Gibby, "is foremost in our mind—and space is our biggest asset."

Desks, Inc. at 71 Fifth Avenue in New York City occupies 25,000 square feet of showroom space and is constantly expanding or renovating. Under one roof the designer will find a complete assortment of furniture lines, styles, and price ranges. Of the more than 80 manufacturers of office furniture and equipment represented at Desks, Inc. are the well-known traditional and contemporary lines of Stow-Davis, W. H. Gunlocke Chair Co., B. L. Marble, Standard Furniture

Co., and Steelcase, along with innumerable intermediate lines blending with any style.

One-stop shopping is becoming a way of life for busy Americans and one-stop shopping can save an enormous amount of wear and tear on the contract designer when an installation involves thousands of square feet. The complete line of office equipment at Desks, Inc. makes this possible, including accommodation for data processing operations, drafting equipment, wood and steel partitions, safes, lockers, screens, and a host of filing systems including an exclusive line, the Supreme Conserv-a-file without which most insurance companies could not operate. Though its main interest is furniture and office equipment, Desks also carries accessories from ashtrays and desk sets to lamps and wall hangings.

"If you don't show, you don't sell," claims Gibby, and Desks, Inc. believes in the attractive





display of its quality merchandise. The showroom floor is divided into model area arrangements, grouping a manufacturer's line intact with accompanying pieces and accessories. The showroom is constantly up-dated and maintained tastefully enough for the designer to bring along high ranking executives and sell them on the spot.

Realizing the valid service of the space planner, office designer, and/or architectural office, president Arthur W. Widman stresses the fact that Desks, Inc. does not compete with these agencies, but rather works with them in helping to sell their clients. If the presentation material, literature, and color charts, or prevailing showroom displays are not enough, Desks, Inc. will clear an area of their showroom floor and erect a special display prearranged with the designer himself. The client is then invited to come in and experience visually the effect his office, conference room, or reception area will have when completed.

Delivery dates, the scourge of the designer, are a major concern at Desks, too. The warehouse, a few short blocks away, stocks 3-4,000 items available immediately. A railroad siding retained with the New York Central connects with the

warehouse and will cut the delivery date when even a day can make a difference. Desks' own fleet of trucks affords an additional time saving and their operators and drivers are men who have been with the company many years, taking a personal interest in an efficient delivery. Upholstery swatches, finish and color boards of merchandise available at the factory, or the selection of an Anton Maix upholstery fabric (also represented at Desks) can speed up delivery by as much as three or four weeks.

Service, of course, makes the real difference to a busy designer. In addition to the service department for all major and minor adjustments, Desks, Inc. offers reupholstering, cleaning, and treating of furniture, spraying of files and picture framing—and all workmanship is guaranteed.

Last but certainly not least, the salesmen at Desks are furniture men. They have years of experience in the market and understand that the first sale is an easy matter. It is the return of a satisfied customer for repeat sales that tells the story of success—and Desks Inc. can boast of return customers, many on its client roster since the turn of the century. (C)



Arthur W. Widman  
President



Robert B. Gibby  
Exec. Vice President

**THE SPACIOUS SHOWROOM** of Desks, Inc. affords great variety in the display of its varied and extensive furniture lines, as exemplified in the settings of Stow-Davis' Transition Suite (left) and Italian Classic (right). This, coupled with its office accessory and equipment lines, makes Desks a central source for fine office furniture and furnishings.





# CONTRACT PRODUCTS AND SERVICES



## New motel case line

A new motel line of modular component drawer cases and tops has been introduced by Contempo Associates, Inc. Designed by Page Glover and J. Webster Hopkins, IDI, the line features "roll-form" high pressure laminate edges on all tops, horizontal drawer edges and headboard panels resulting in a sculptured design effect. The Kyiato Group triplex (shown) of textured Parkwood Rosewood and brick red has Oriental scoop pulls and is expandable in length from 112 to 130 inches. Other stylings offer conventional pulls and custom colors.

Circle No. 80 on product information card

## Lees tufted carpet backing

Stabilene, a polypropylene backing for tufted carpets, is manufactured by Patchogue-Plymouth under a license from James Lees & Sons, which has the fabric patent for this material. The backing has been used and will continue to be used in some Lees tufted carpets. Stabilene is a clear, light-colored fabric which is said to permit more uniform tufting, with less needle deflection, than is otherwise possible; the material is also said to be water and insect resistant and unaffected by changes in humidity.

Circle No. 81 on product information card



## Four Scandinavian imports

Four imports, exclusive with Scandinavian Design, add elegant touches of sophistication to contemporary offices and general seating areas, such as reception rooms and lobbies. The two chairs pictured on top are variations of the Forum chair designed by Frank Reenskaug—one serving as a comfortable side chair, the other swivel-based for the executive office. The distinctive feature of the Kro chair is the select teak frame, its arms and legs so designed as to hint at a sculptural effect. The last of the group illustrated is no less stylized in its design. A trim secretarial chair, it incorporates two abbreviated arms, all formed from one bent, unencumbered metal tubing and topped with wood armrests. The seat and back are formulated from one molded form, thereby keeping all units to a minimum that adds to its lightweight feeling. All chairs may be specified with standard fabric or Naugahyde upholstery over softly padded frames.

Circle No. 82 on product information card





**Steelcase's new budget stacking chair**

A new chrome-frame stacking chair from Steelcase Inc. is said to be one of the lowest priced stacking chairs on today's market. The chair, Model 1179, is available with vinyl, walnut, or fabric seat and back in a number of variations.



Upholstered models have polyfoam padding on seat and back. Chair, which can stack 10 feet high, weighs only 14 pounds.

Circle No. 83 on product information card

**New CHF contoured chair**

Contoured so that you sit "in" it and not "on" it is the way Chicago Hardware Foundry de-



scribes its new No. 59 chair, molded in smooth-flowing lines and upholstered in choice of plain, channeled, or diamond tufted materials. The seating unit is set upon a new sculptured base rising to the column support. It is available in ten different finishes, to correlate with the matching table bases in its new series introduced at this month's National Hotel & Motel Exposition.

Circle No. 84 on product information card

# functional beauty of design

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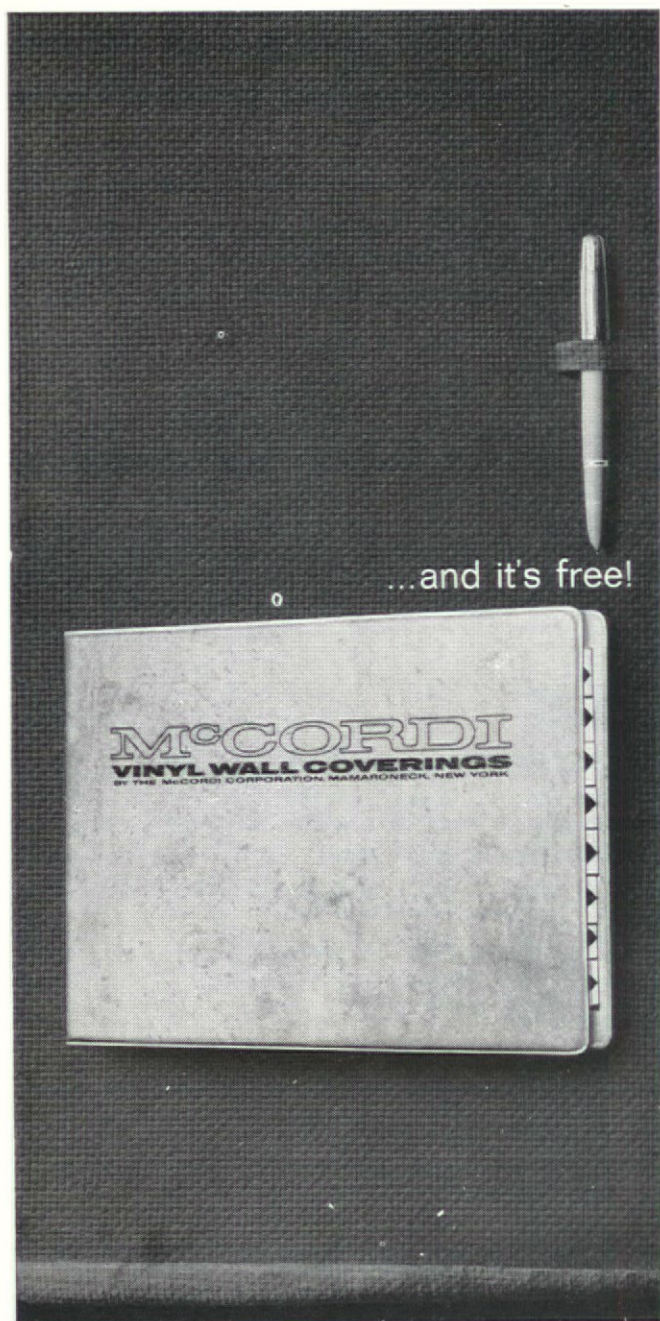
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Circle No. 35 on product information card





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All you have to do is write for the new McCordi Master Swatchbook (there's nothing more to be read on the subject of fine vinyl wall-coverings at  $\frac{1}{3}$  to  $\frac{1}{4}$  the price you're paying now) This hardcover, looseleaf McCordi Master Swatchbook has been specifically designed for professionals and contractors who specify and/or order fine, fabric-backed vinyl wall coverings for contract interiors. It includes everything you need to cover walls efficiently, enduringly at *one-third to one-fourth the price you are presently paying for similar quality fabric-backed vinyl*. It includes all the standard patterns and color ways of McCordi Vinyl Wall available on no-minimum order basis, as well as complete specifications and test findings. If you specify, purchase or approve the purchase of wall coverings for contract and residential interiors, write for your *free copy*...on your professional letterhead, please. THE McCORDI CORPORATION, 707 FENIMORE ROAD, MAMARONECK, NEW YORK, Dept. C11 DISTRIBUTORS . . . the McCordi line is available in a few important territories. Please write,

## PRODUCTS & SERVICES

CONTINUED

### Folding chair from Howe

A deep, latex foam seat cushion supported by No-Sag springs, and foam rubber back and arms are features usually found only in the non-folding,



heavier furniture. Mayfair Industries combines these arm-chair qualities with this folding chair that is sold exclusively through Howe Folding Furniture, Inc. The chair, with anodized aluminum frame, was also designed to fit comfortably under 28- or 29-inch tables.

Circle No. 85 on product information card

### More Beautycraft case goods

The Estoril Group is a complete line of case good pieces that have been aimed at simplicity along classical lines. Ample storage space has



been stressed to the degree of making room for extra blankets. The wedge table, an increasingly popular piece, fits between two chairs and acts as a space saver. Headboards, either wall-hung or free-standing, come in all sizes, and two pairs are equipped with attached night tables.

Circle No. 86 on product information card



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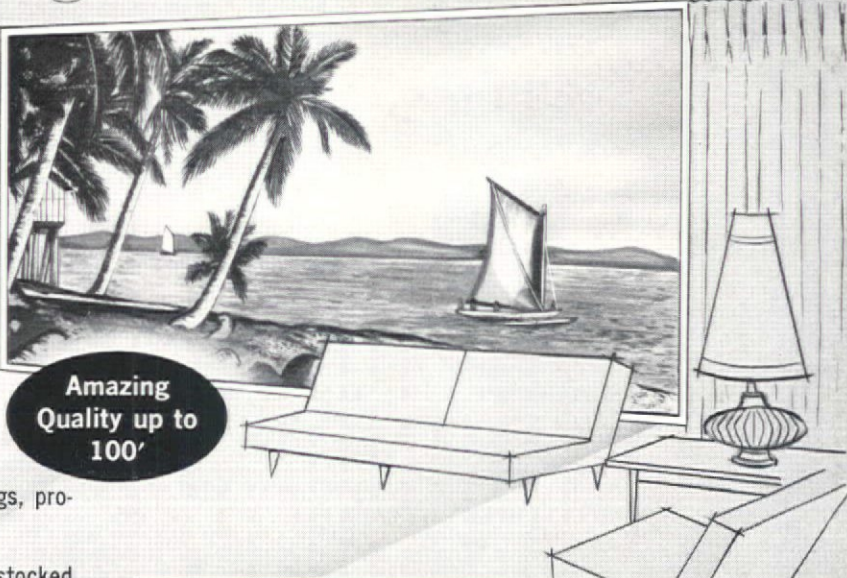
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## Eighteenth Century Elegance styled by Everett Brown, F.A.I.D.

*Decorator Data.* Design #6416 from the Haeger New York World's Fair Collection. Group includes the Eighteenth Century Classic column, Urns, Pineapple and Palm in most-wanted sizes. Exclusive neutral glazes are Pewter Lustre, Copper Lustre, Porcelain White. Shades are French re-created 18th century, book linings in Sienna, Malachite and Porphyry, sophisticated gloss black or white. Interchangeable shades provide wide decorating latitude. Double-cluster lighting and mountings of compatible quality. Now on display in all Haeger Showrooms.



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Circle No. 38 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Danish dining chair

A new conference and dining chair designed by Ejner Larsen and Bender Madsen features oak



legs and black Capra Vinelle covering. The chair is 28 inches high. It was introduced at the Danish Design Center by Danmart, Ltd.

Circle No. 87 on product information card

### Harter's executive swivel chair

The 1600 Series Contemporary, a new line of office chairs from the Harter Corp., stresses comfort and practicability. Attractive square-line styling has been achieved without sacrificing comfort. Only latex foam rubber has been used on seats and back cushions. Back cushions feature an "envelope" construction that cushions accidental bumping against other objects. The steel frame



is all-welded for strength, and it has no sharp projections to snag clothing or mar adjacent walls. Shown is the executive swivel chair with synchronized tilting of seat and back; a swivel arm chair, an armless swivel chair, companion side chairs, and matching secretarial chairs complete the series. All models are available in Harter's new color-coordinated fabrics and vinyl, nine enamel finishes, plus brushed or mirror chrome frame finishes. All armrests are solid walnut.

Circle No. 88 on product information card



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Circle No. 39 on product information card



## PRODUCTS & SERVICES

CONTINUED

### Posture-sensitive stacking chair

Fixtures Mfg. Corp. is now introducing the 20S stacking chair that is available in both child and adult heights. It has a flexible leather-grain thermoplastic seat that molds itself to each shape

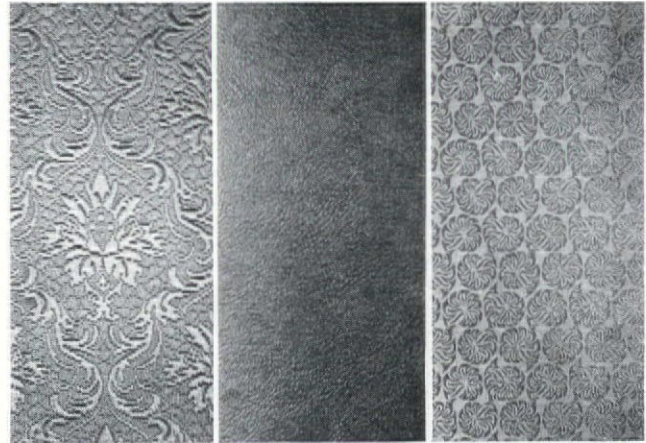


for individualized comfort. Its base is a slim-lined chrome finished tubing that permits easy stacking for compact storage.

Circle No. 69 on product information card

### Naugahyde upholstery

A group of five new, high-styled Naugahyde patterns have been developed by U.S. Rubber offering a contrasting and varied range of tex-



tures, colors, and weights. Three of the patterns are shown here (left to right): Canterbury, Roan, and Sarasota. Canterbury is textured in a tapestry effect, comes in eight colors that will not fade. Roan, has a hand-rubbed, deep-printed appearance simulating natural-tanned leather and has a strong, stretchable knitted backing. Sarasota, a damask print, comes in 12 plain metallic and two-tone colors. The other two patterns not shown are Oasis and Malta, a textured medallion pattern.

Circle No. 91 on product information card

## PERMANENTLY FIRE-RESISTANT!

A distinctive new casement collection — for the interior designer and architect — of Rovana and Verel in combination or singly, some blended with other yarns. Twelve weaves, all 48/50", in white and linen tones. Samples and prices on request.

*Other important features: Superior abrasive resistance . . .  
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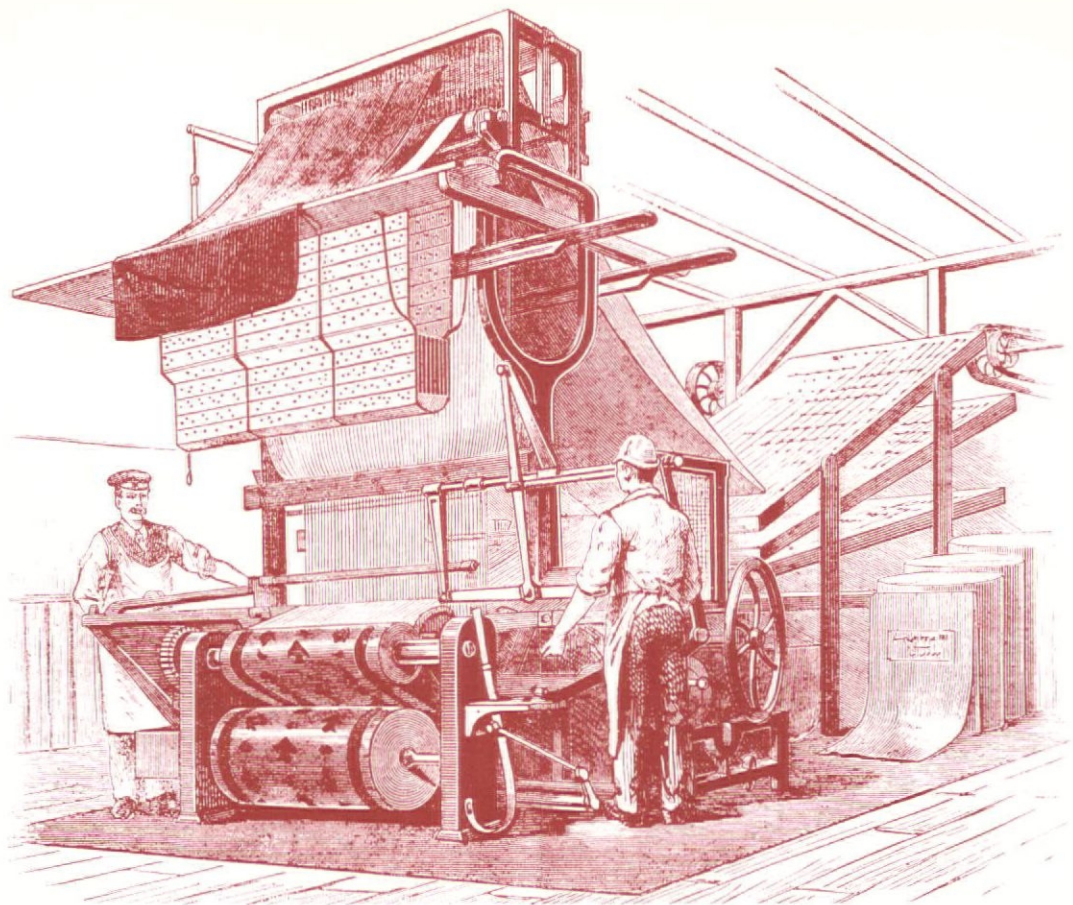
Contract Division

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Circle No. 40 on product information card





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## Monarch's new Colorset

COLORSET is Monarch's new multicolor, patterned carpet, created by engineers, imagineers and electronics. It is the first **real** innovation in patterned carpet since the Jacquard loom in 1804. COLORSET has unlimited design features, improved color features and electronic speed. COLORSET designs can take any shape or form, require no graph paper and never have tell-tale "steps" and "ladders." COLORSET is dyed down deep with pre-metalized dyestuffs that add permanence and color clarity. **COLORSET SPEED: Fast!** (About four minutes for a thick, plush, 9' x 15'

**M**onarch  
carpet mills  
CHAMBLEE, GEORGIA

carpet with as many as twelve luscious colors . . . over an hour's work on a Jacquard loom). **COLORSET COST: Low!** (Reduced labor and investment costs plus electronic efficiency result in important savings). **COLORSET QUALITY: High!** (Yard for yard, pound for pound, you get better design, more permanent color and more value than for any non-Colorset carpet made in any non-Colorset way!) COLORSET is available in a rich range of elegant patterns and color combinations...in the yarn of your choice. For information and samples, write our CONTRACT DEPARTMENT.

MONARCH fashions ACRILAN ACRYLIC / NYLON / HERCULON OLEFIN (the longest wearing carpet fibers known) into luxurious COLORSET carpet pile of radiant, enduring designs



## PRODUCTS & SERVICES

CONTINUED

### Oriental goddess and lampbase

Phillips Imports has added this stunning antique goddess of fertility to its current collection. She measures 19½" high, weighs 11 pounds, and is



subtly colored a translucent "mutton fat" jade. The Taiwan lampbase is incised, and is protected with an antique lacquered finish colored a deep, cinnabar red.

Circle No. 92 on product information card

### Union Carbide launches into vinyls

Union Carbide Corp. is entering the interior design and furnishings field with a new collection of vinyl fabrics, Vileau. These expanded vinyls for furniture upholstery include a basic line of plains in 22 colors, an antique leather print in 9 colors, and 3 embossed prints. All groups are offered in standard weight along with a lighter companion weight. For flexibility in use, there is color-coordination between the prints and solids. In the contract field, the prints are particularly suitable for motel-hotel installations.

Circle No. 93 on product information card

### File drawers open easily

Corry Jamestown Corp. has installed a new suspension system using DuPont's Delrin rollers as standard equipment on file drawers in many of their desks and files. Advantages claimed for this roller over the systems with steel ball, nylon, or roller bearing, are a much greater ease in opening and closing as well as longer life, quieter operation, and less maintenance. Delrin has an extremely low coefficient of friction, and its static and dynamic coefficients of friction are the same. Also, rollers don't develop flat spots after long standing. Care can be limited to an occasional wipe to remove dirt.

Circle No. 94 on product information card

## THE "LIVING CHAIR"

....answers your need for a chair that combines comfort, beauty and rugged strength

The product of scientific research, its one-piece sculptured design fits the natural line of the body, creating spring-back action for genuine comfort. Molded of extra-durable Flexene, it is engineered with quality to stand up to heavy institutional demands, yet has the modern look that makes it a match for the most luxurious setting. Available in six decorator colors with tapered satin-chrome steel legs and self-leveling mar-proof glides. Available in four different models: standard chairs, swivel chairs, stacking chairs, bar stools, and colors made to match your specifications.

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Circle No. 42 on product information card





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## Virco at the Hacienda

Part of Virco's 2,100-seat installation in the Las Vegasroom, Hacienda Motel, Fresno, California



**5 new stacking chairs from Virco** Five examples of Virco value in mass seating. Eye-pleasing, functional, comfortable design. Long-lasting value, with heavy-gauge steel frames, brazed joints, thick padding under cloth-backed vinyl fabrics, steel base swivel glides that protect flooring, eliminate noise. Each model available in a wide choice of frame finishes and upholstery colors.

Virco designed, Virco built, Virco priced for an outstanding institutional seating value.

For a full-color catalogue, with specifications, finish and color selections, write: Virco, Dept. EC, Box 44846, Station H, Los Angeles 44, California, or Virco, Dept. EC, Box 911, Conway, Arkansas.

**VIRCO**



## PRODUCTS & SERVICES

CONTINUED

### Adirondack folding tables

A line of folding tables with solid tops and 20-year factory guarantees is available from Adirondack Chair Co. Tops are faced with stain and heat resistant beige Resisto-light. A T-shaped plastic moulding on the edge of the table prevents collec-

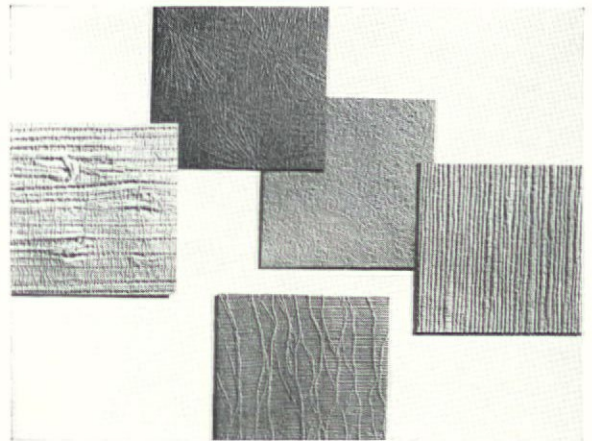


tion of food particles. The understructure includes a 2-inch wide steel apron and double-braced leg assemblies with Adco gravity leg locks. Standard sizes are 30 or 36 inches wide and 6 or 8 feet long. Other sizes are also available.

Circle No. 95 on product information card

### Light-weight vinyl wallcovering

L. E. Carpenter & Co., Inc. is introducing a new vinyl, Vicrwall, that comes in two lighter weights. It has been developed specially for large contract installations where budget requirements



dictate a thinner material. Vicrwall comes in 13- and 10-oz.-per-yard weights. In addition to the 5 designs shown, there are 10 other textures; 18 colors are available in the heavier weight, and 20 in the 10-oz. fabric. The manufacturer says the new wallcovering is the result of research into the capabilities of light-weight vinyl wallcoverings that will meet the same quality standards as Vicrtex; in addition, it meets federal specifications CCC-W-408.

Circle No. 96 on product information card

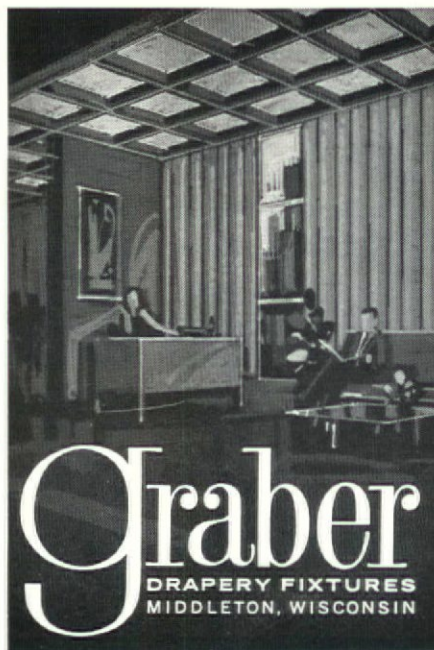
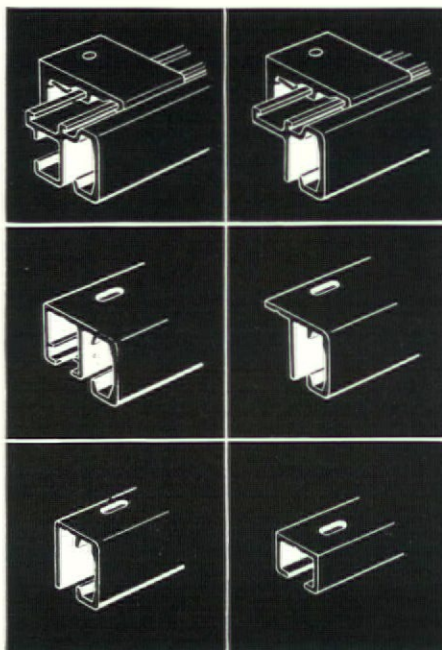
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Circle No. 44 on product information card



**La Via series of guestroom furniture**

An elegant 114-inch triplex unit is classically designed in the French-Italian mood—part of the extensive La Via collection by American of Martinsville. The unit is highlighted with delicate



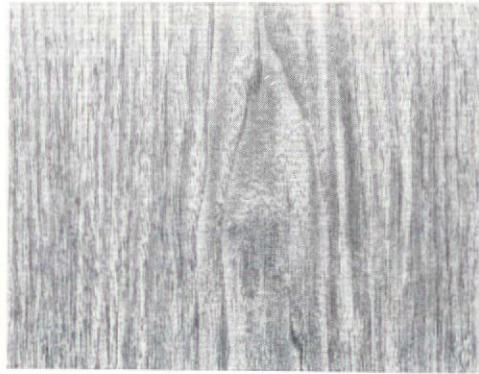
wood carvings on base rails, fluting and incised carvings on legs and posts, and decorative brass hardware. The triplex is the largest piece in the extensive new group which also includes a 90-inch chest/desk, single chest, desk, an 80-inch triplex unit, desk/dresser, and both panel and wall-hung headboards. This classic series is being

introduced to the market at this month's National Hotel & Motel Exposition.

Circle No. 97 on product information card

**Decorative laminate for cabinets**

Parkwood Laminates has an inexpensive wood finish laminate, designed for covering exteriors, that also comes with a matching 1 $\frac{5}{8}$ " edge-banding. Cabinet-35 is recommended only for vertical applications as the laminate is only .035" thick.



There are 6 wood styles, and each has a melamine surface with its low-reflecting Partex finish. The laminate is an extension to the Homeline series, that was developed to meet the need for an economical laminate.

Circle No. 17 on product information card

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## PRODUCTS & SERVICES

CONTINUED

### Museum offers sculpture casts

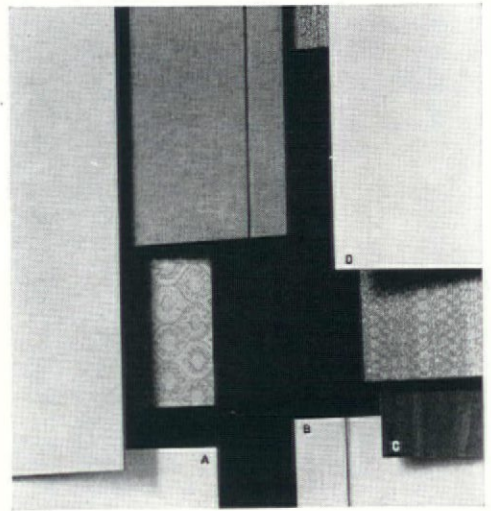
The British Museum offers full-size casts of the sculpture in their collection. The works range greatly in size: popular are 12th Century Norse ivory chessmen, the 3-foot long Egyptian Rosetta Stone, and pieces from the Parthenon frieze. Small items are reproduced in polyester resin, large ones, in plaster. The casts are said to have the same color as their original—except with marble objects where this is impossible to achieve. The plaster casts are generally waxed to protect their surface so that they can be polished. Some items, as the chessmen, are supplied from stock. A catalog of casts is available.

Circle No. 98 on product information card

### New interior wall/ceiling vinyl paneling

A new vinyl paneling trade-named Vinyl-Panel for wall and ceiling application is now being marketed by Evans Products Co. There are four standard production patterns — Honeycomb,

Rippletone, Walnut, and Cascade, each in 4 by 8 inch panels, in 1/4, 3/16, or 1/8-inch thicknesses, and comes smooth, U-grooved, or perforated. This new interior paneling has a sturdy hard-board base and a durable vinyl face said not to fade, crack, or chip, and is easy to maintain with only soap and water. In addition, it is resistant



to abrasion, scratches or scuffs, and resists acids, alkalies, salt water, alcohol, and household chemicals. Vinyl-Panel can be applied directly to studs with matching moldings also available.

Circle No. 99 on product information card



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from our  
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Line



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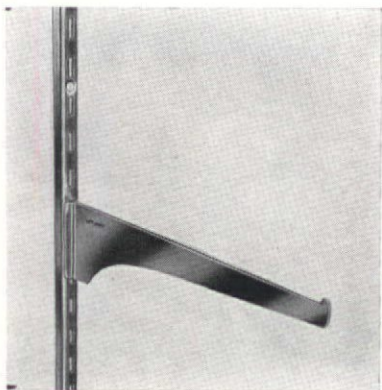
1123 NORTH McCADDEN PLACE, LOS ANGELES 38, CALIFORNIA

Circle No. 46 on product information card



#### Grant's brackets and standards

Grant Pulley Hardware Corp.'s new line of standards, brackets, and shelf supports includes bolt and boltless type brackets, open and closed shelf supports, and a variety of tracks in a very wide

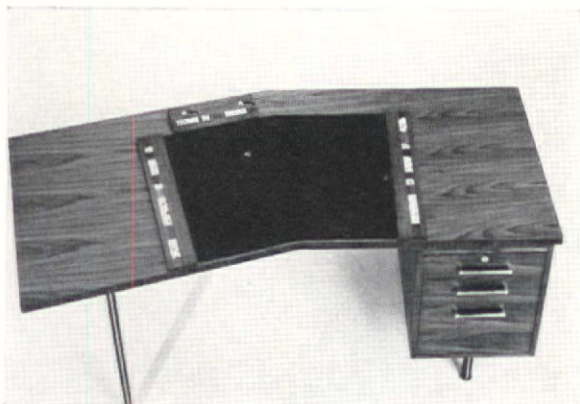


range of sizes. A special high-lustre statuary bronze finish is available in standards and brackets. Most of this hardware comes in a choice of four finishes. It comes packaged or in bulk, and the standard packaging is in the decimal system.

Circle No. 5 on product information card

#### Myrtle's custom accessory line

Myrtle Desk Co. turns out a fine line of unusual executive desk designs and then goes one step further by providing harmonious accessories, eliminating the possibility of unsightly accoutrements that are necessary but don't always conform to the shapes of the furniture. Myrtle's interior design department considers these needs in planning its custom accessory line, such as the angle



desk pad that not only follows the unusual line of the desk but also enhances the over-all appearance. The pad has solid walnut borders with ceramic colored inlays and a black linoleum mat. Matching the angle pad is a pen set of solid walnut, ceramic inlays, and double pen fittings. The ceramic inlays are available in the following correlated colors: white with black, gold with brown, peacock-biege, persimmon-sand, olive-parchment, celadon-aqua.

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Circle No. 49 on product information card

## PRODUCTS & SERVICES

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### New Harvey Propper glass-topped table

A striking, simply styled glass-topped table by Harvey Propper, Inc., has welded aluminum base,



polished to a mirror finish. Its square metal rods form a light, yet solid, looking cube. A heavy, clear plate glass top, 42 inches square, rests directly on the cube. Base is equipped with leveling glides at each corner.

Circle No. 101 on product information card

### New outdoor stacking chair

Expanding its popular Sarasota line, Brown-Jordan has engineered a new stacking armchair that meets the requirements of hotel and institutional operators. Among the features found wanting and which are incorporated in this model are a higher than usual back, straight arms, and a broad tip-proof base. Though lightweight, extra sturdiness is afforded by a flat aluminum support



a few inches below the armrest. A neoprene extrusion, enamelled and baked with the chair frame, is applied to the support's underside which acts as a cushion when the chairs are stacked. Twenty baked enamel finishes and eleven vinyl lacing colors, to match or contrast, make innumerable color schemes possible.

Circle No. 102 on product information card



**Seaboard's new pedestal collection**

Pedestal-mounted tables and chairs from Seaboard Furniture Co. feature Naugahyde chromate upholstery for the chairs in stock colors



of vermilion, antique gold, azure blue, bronze green, black, white, or mocha. Tables have round mica tops. Tables and Fiberglas-shell chairs are available with painted, brushed satin aluminum or polished aluminum pedestals.

Circle No. 103 on product information card

**King Arthur span-leg table**

A new table from King Arthur, designed to satisfy the need for a super-rigid table for in-plant cafeterias or other heavy duty use, is built like a bridge with two sets of V-span steel tubular legs



welded to a wide, heavy steel plate. The top is Formica, laminated to 3/4 inch plywood. A Formica-faced apron, recessed from the table's edge, reinforces the top and is said to prevent warping or bowing.

Circle No. 104 on product information card

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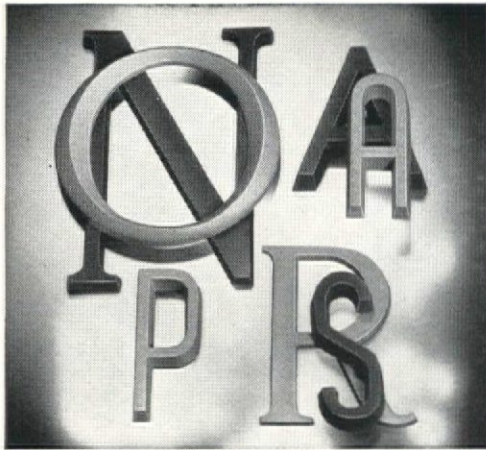
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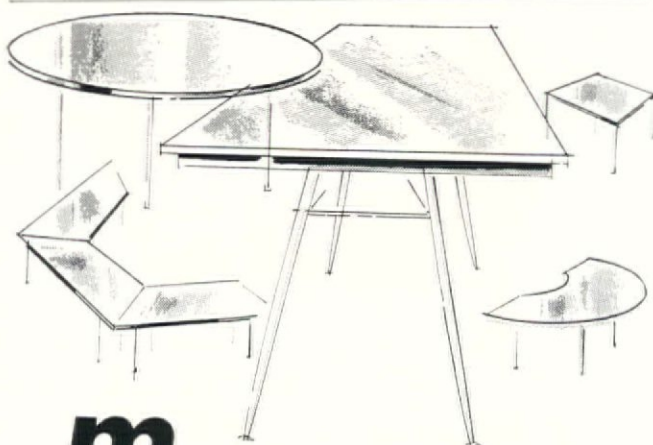
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## PRODUCTS & SERVICES

CONTINUED

### Robert John round table

A round table with walnut or teak top from Robert John features Densedge, a solid black, dense, chip-proof high pressure laminate, and is avail-



able in sizes up to 60 inches in diameter. Self-edged plastic topped tables are also offered in eleven different patterns in 48, 54, and 60 inch diameters. Legs on all tables are available in satin or polished chrome.

Circle No. 105 on product information card

### New Formica series

An entirely new series of plastic laminates tailored to the furniture field has been introduced by Formica Corp.: The Furniture Designers Series, the entire spectrum of Formica's colors, patterns, woodgrains, and finishes for exclusive use by the furniture industry, and the Native American Design Collection representing ideas from the custom-designed furniture for the Formica World's Fair House. Basic concept behind the series is



to encourage the use of plastic laminate as a furniture component in its own right, not as a simulator of natural materials. Colorful patterns are meant to complement other materials rather than replace them, while also serving as a primary material when required. Two patterns from the Native American Collection are pictured: Marquetry, an inlay woodgrain is appropriate where intricate furniture design is desired; Mystique, available in a variety of color tones and finishes has a distinctive swirl design with spots of gold shadings.

Circle No. 106 on product information card



**Vinyl-covered dining chair**

A new chair in Ohio Chair Co.'s Rest-All line is suggested for dining-room use by the manufacturer. The ribbed back and seat are available in



a variety of vinyls, including DuPont's Kensington, as illustrated. Width of seat and back are said to increase seating comfort. The legs are made of 7/8 inch tubular steel in satin chrome or painted finish.

Circle No. 107 on product information card

Circle No. 54 on product information card



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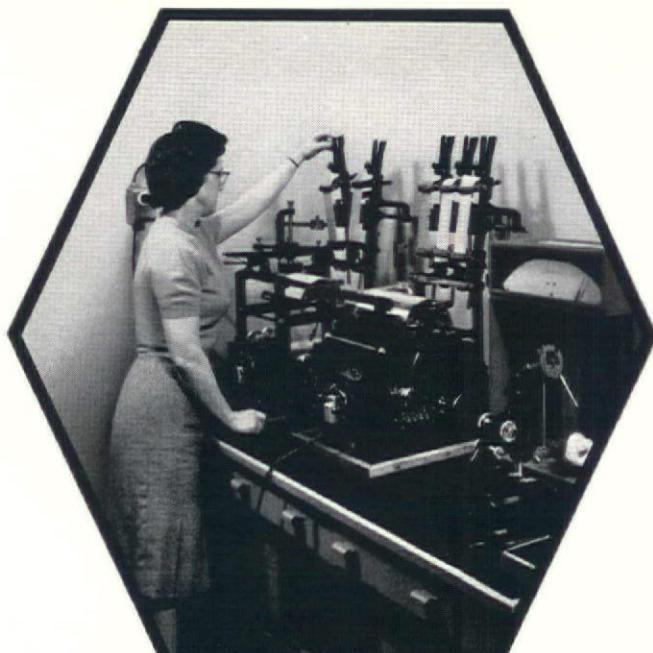
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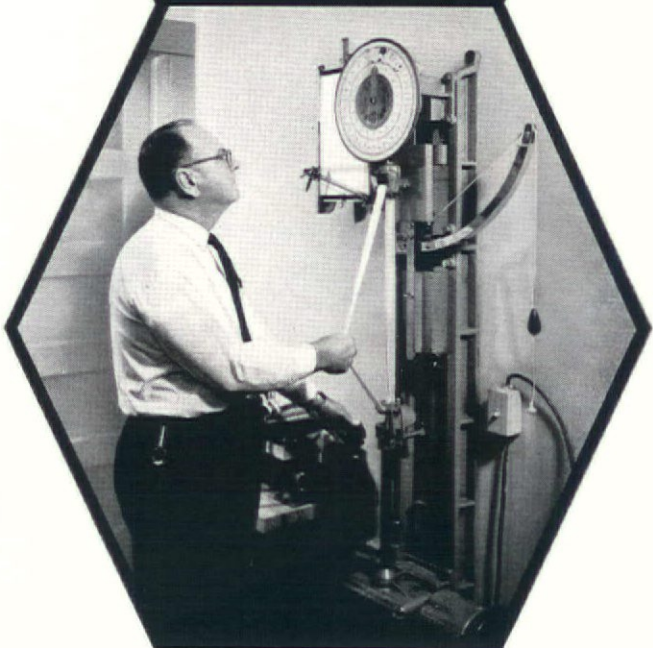
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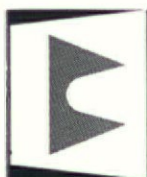
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## PRODUCTS & SERVICES

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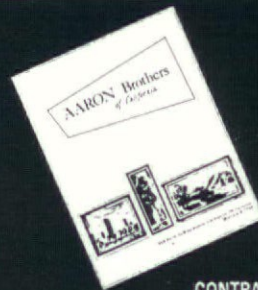
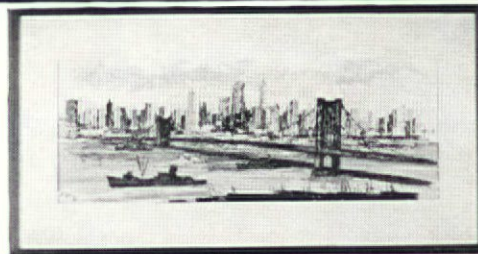


the remaining volumes neatly in place. It is solid walnut, 15x6x7" high, and comes with an attached name-plate engraved to customer specifications.

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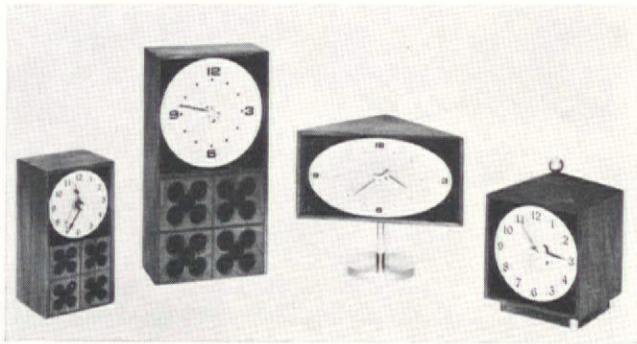
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 Oldfield 6-7322

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**Four Miller clocks**

Other items in the Umanoff-designed Meridian line from Howard Miller Clock Co. are these portable clocks housed in oiled, solid walnut cases. Any one would be an asset to the executive office



or reception area. They are designed to fit into the traditional as well as the very contemporary setting. All are battery operated (also are available with electric movements) with dials of satin chrome against either a matte black or white background. The back or bottom of each clock slides out to make easy placement of a pen-light battery. Electric movements have a sweep second hand. Both 7-jewel battery and electric movements are the finest available in quality and accuracy.

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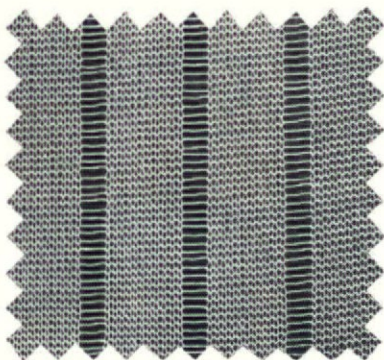
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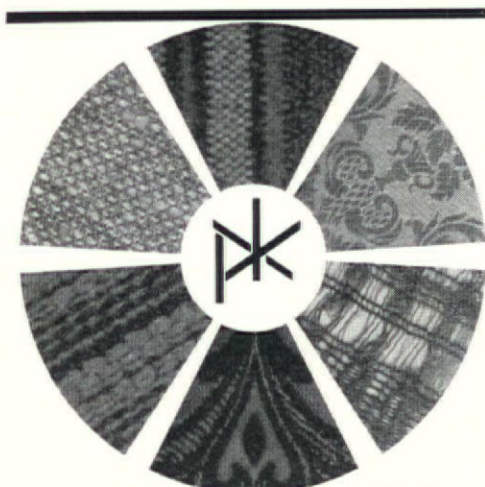
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patterns  
in white:  
color  
combinations  
on special  
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Circle No. 65 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Leopold's new executive suite

Mitre is the name of this handsomely detailed executive furniture, and is so named because of the unique construction technique of the corner joint. Throughout the Leopold Co. line, tops of



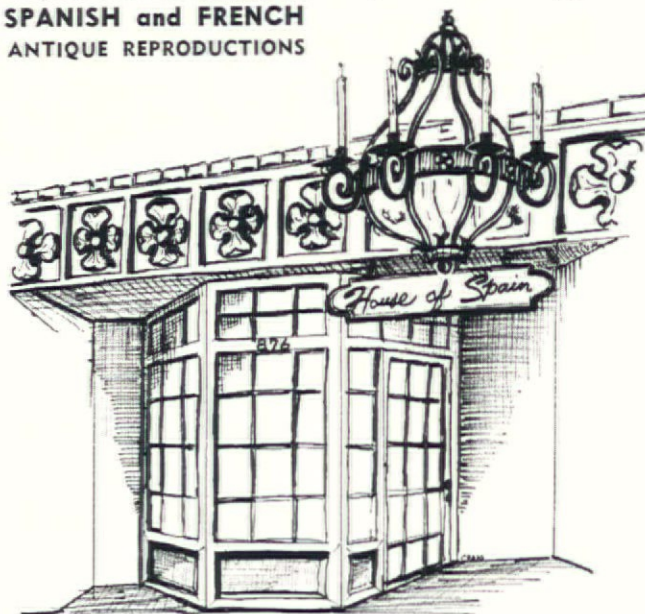
highly figured American walnut veneer are combined with straight grain veneered borders into a mitred joint at a point 7/16" below the top. Open ribbed sides are made of solid walnut encased in a structural steel frame that is mirror chrome plated.

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Circle No. 66 on product information card



## MANUFACTURERS'

### LITERATURE

A completely new casement line, Feneshield Fabrics, is illustrated lavishly in PPG's handsome 16-page manual. This very technical paper clearly and completely describes research and testing, heat radiation, maintenance, etc.

Circle No. 111 on product information card

Century Lighting's Instalite line of recessed incandescent fixtures is described and illustrated in a recently issued brochure.

Circle No. 112 on product information card

Floor covering accessories and carpet installation tools are illustrated and described in a new, two-color brochure now available from Roberts Consolidated Industries.

Circle No. 113 on product information card

A new sample book from United Wallpaper illustrates the firm's Salon Line. The book, designed in twelve color-related sections, also shows extra-rough imported ingrain, textured paper in a number of designs.

Circle No. 114 on product information card

A new catalog from Lehigh Furniture Co. gives the complete Lehigh line, prices, and specifications. The 116-page book is the first Lehigh catalog for 2 years.

Circle No. 115 on product information card

Three new groups of lamps from Safran & Gluckman are shown in a new catalog, Decorator Groups. The lamps are from the Sculpture collection, Crystal collection, and Florentine collection.

Circle No. 116 on product information card

A brochure from Howell Furniture shows the firm's line of metal institutional furniture in product and room installations. Furniture illustrated includes upholstered armchairs, settees, side chairs, sequenced multiple seating, and double writing tables.

Circle No. 117 on product information card

A booklet from the Mosaic Tile Co. describing uses of Interlude, a design feature tile, includes illustrations of different Interlude colorways.

Circle No. 118 on product information card

A new swatch book from Cal-Craft of San Francisco shows samples of the firm's newly revised and expanded line of wood and metal fabrics for draperies and shades.

Circle No. 119 on product information card

Circle No. 67 on product information card

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Circle No. 69 on product information card

## NEW LOOK in counter stools



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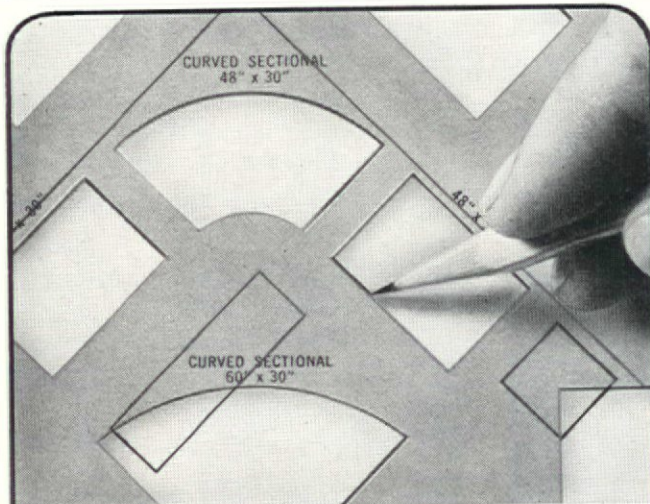
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## MANUFACTURERS'

CONTINUED

## LITERATURE

A number of new executive office and building accessories, in high-styled, contemporary designs, are illustrated in a new catalog issued by McDonald Products Corp. The executive series includes elaborate desk sets with aluminum, walnut, Naugahyde, or leather accents; the building line ranges from wall and floor ash receivers to planters and cast metal letters.

Circle No. 120 on product information card

A fully mirrored K-Door is featured in a six-page color pamphlet by Kennatrack. A bi-folding door, it is made primarily for closet openings, and comes in a choice of permanently bonded plate or crystal mirrors with premounted Series 6600 Kennatrack hardware. Other door styles and complete architectural specification data are included.

Circle No. 121 on product information card

Distinguished chairs for contemporary offices are illustrated in a new catalog from Milwaukee Chair Co. The comprehensive line ranges from the Mark II executive chair to clerical posture chairs.

Circle No. 122 on product information card

Thinwall partitions are described in a complete file folder from Adanlock-Jamestown Corp., which includes photographs of Thinwall installations and construction specifications.

Circle No. 123 on product information card

A revised edition of Formica Corp.'s Blue Book of qualified laminated plastic dealers and fabricators, arranged by state and city, has been published. Almost 10,000 companies are included in the guide.

Circle No. 124 on product information card

Actual architectural applications of Julius Blum & Co.'s Curtainscreen system are shown in Bulletin 3123. The Curtainscreen system of interlocking slip-fit aluminum and plastic components can be used for interior or exterior projects.

Circle No. 125 on product information card

A new Technical Service Bulletin issued by the Fibers Technical Department, American Viscose Division, FMC Corp., discusses vinyl coated fabrics with increased tear strength, which are based on circular knit fabrics produced from a blend of American Viscose Fiber 40 rayon staple and cotton.

Circle No. 126 on product information card



Steel stacking chairs in both contemporary and traditional styling are a feature of a new catalog published by Sturgis Posture Chair Co. The brochure also illustrates 30 different steel chairs for office use, and models of lounge furniture.

Circle No. 127 on product information card

A new booklet from the National Association of Furniture Manufacturers, entitled *If You Care, Take Care of Your Furniture*, describes routine care of upholstered furniture, renovation of flat and pile fabrics, stain removal, and cleaning plastic fabrics.

Circle No. 128 on product information card

A brochure from Arc-Apex Equipment Co. illustrates installations of steel-and-glass partitions in office settings. Other Arc-Apex steel interior products are also shown in the brochure.

Circle No. 129 on product information card

The new supplement to Thayer Coggin's institutional catalog shows a variety of new furniture and complete swatches of available upholstery fabrics and Naugahyde in a wide variety of colors and textures.

Circle No. 130 on product information card

Barclay wall panels are featured in a new brochure from Barclay Mfg. Co. Also shown in the 8-page, full-color brochure is Barclay's new 12 by 12 inch ceiling tile.

Circle No. 131 on product information card

Extruded aluminum poles and accessory hardware for assembling portable dividers are illustrated in a catalog from Omni, a division of Aluminum Extrusions, Inc.

Circle No. 132 on product information card

Store Equipment for Store Planning, a new catalog by Frederic Weinberg Co., includes illustrations and descriptions of stools and mirrors, dividers and screens, garment racks, merchandise tables, show cases, and gondolas.

Circle No. 133 on product information card

Beaded accessories, including an exclusive design, the Universe, by Floriano Vecchi, are illustrated in a new brochure from Beads à la Carte. Among the specialties of the firm are beaded motifs from monograms or logos.

Circle No. 134 on product information card

Buyers' Guide for Chairs, newly published by Fixtures Mfg. Corp., is a 20-page guide emphasizing the essential features—cost, durability, comfort—to consider when buying chairs for commercial and institutional use.

Circle No. 69 on product information card

Circle No. 71 on product information card

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Chippendale  
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Traditional  
Office  
Interiors**

7 series — beautiful hand rubbed walnut desks with matching tables, bookcases and cabinets. Available in a wide range of sizes for executive or general office installations.

*Literature on Request*

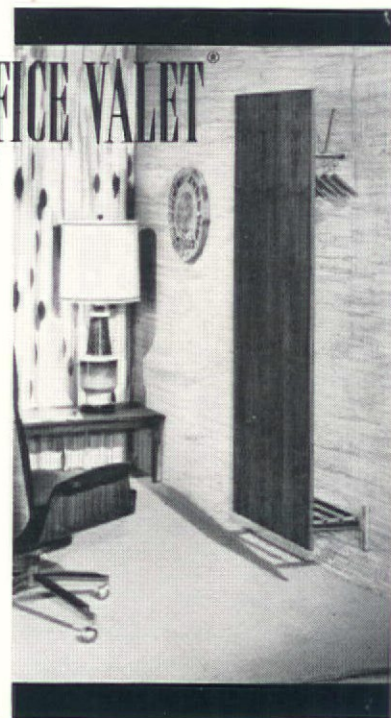


JASPER DESK CO., JASPER, INDIANA

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**HAT and COAT  
RACKS**

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- ★ Saves floor space
- ★ Rich, attractive—modern
- ★ Keeps wraps aired, dry, "in-press"

Combines the advantages of a modern coat rack and a built-in wardrobe. Holds hats, coats, overshoes apart, open to air, still out of sight. Permits utter flexibility of office layout. Brushed cast aluminum brackets support hat and utility shelves and hanger rail of solid walnut rods; 4 solid walnut coat hangers and a 30" x 72" oil finished walnut panel screen.



MODEL WA 502

This is just one of the new "luxury" units created by Vogel-Peterson — shown in full color and described in Bulletin UL-855

Write for it today.

**VOGEL-PETERSON CO.**  
ELMHURST • ILLINOIS

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Circle No. 73 on product information card

DURABLE and SMART

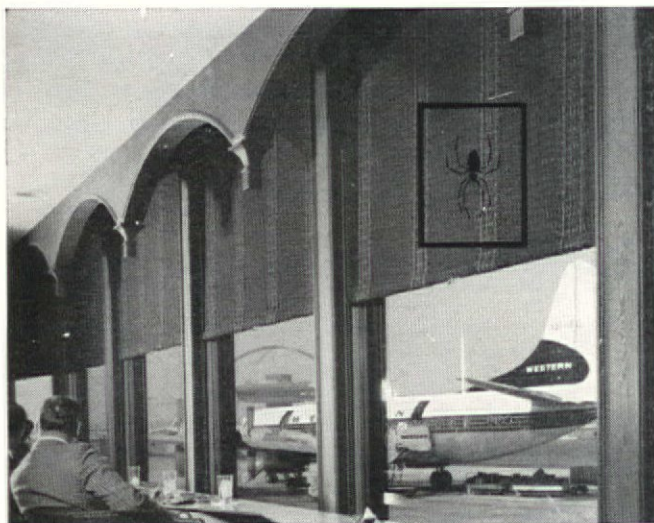


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2010 NORTH LINCOLN, PASADENA, CALIFORNIA

Circle No. 74 on product information card

## MANUFACTURERS'

CONTINUED

### LITERATURE

A full-color sampler from Johns-Manville shows the firm's new embossed Travertine Terraflex vinyl-asbestos floor tile. The sampler shows Avorio Travertine in its full size, and shows smaller samples of the other four colors.

Circle No. 135 on product information card

A new edition of Formica Corp.'s Red Book of qualified laminated plastic fabricators has recently been published. The Red Book lists fabricators by state, and also has a classified section in which fabricators are listed by specific products sold either sectionally or nationally.

Circle No. 136 on product information card

A new planning kit intended to aid in designing lecture room seating and portable seating for auditoriums is available to architects from Clarin Mfg. Co. A template with the kit makes possible scale layouts to  $\frac{1}{4}$  of an inch.

Circle No. 137 on product information card

A new brochure on 19th century decorative lamp reproductions and home furnishing accessories is available from J. B. Hirsch. Hirsch's Collection Connoisseur and Collection Francaise include floor lamps, ceiling lights, and table lamps. Also shown are an epergne, an end table, and a barometer.

Circle No. 138 on product information card

Footcandles in Modern Lighting, an informative booklet from General Electric's Large Lamp department, discusses the relationships of light quality and quantity, benefits of adequate lighting, and economic aspects of good lighting. Recommended minimum footcandles are charted for industrial, stores, offices, institutions, transportation, and outdoor application.

Circle No. 139 on product information card

A new 8-page booklet from Armstrong Cork Co., Remodeling Ideas You Can Use, discusses store and office remodeling ideas and gives information on Armstrong Luminaire and Ventilating Ceiling Systems.

Circle No. 140 on product information card

A new catalog from Seaboard Furniture Corp. illustrates the firm's line of pedestal tables and chairs. The booklet also includes a color chart of available shades of mica table tops and Fiberglass chair shells.

Circle No. 103 on product information card



## CLASSIFIED ADVERTISEMENTS

Rates: \$12.00 per column-inch payable with order. No extra charge for box numbers. This section closes on the 15th of preceding month.

**EXCELLENT OPPORTUNITY:** Leading manufacturer of exclusive contemporary office furniture, wishes to contact established representatives, presently associated with select clientele, to present prestige steel and walnut groupings, to architects, decorators and office furniture space planners. Showroom associations will be considered. Write Box 198, CONTRACT.

**LINE WANTED:** Wholesale fabric showroom—58th St. & 3rd Ave., NYC desires to represent fine line of rugs, furniture, wallpapers, lamps or accessories. Write: Box 199, CONTRACT.

**REPRESENTATIVE AVAILABLE:** Manufacturers' representative—First Division New York through Virginia—Second Division Carolinas through Florida. Direct on dealer, military installations to be contacted. Literature, non-returnable samples (if practical) and suggested financial arrangement in first reply. Please, no get rich quick association. Write: Box 200, CONTRACT.

**LINE WANTED:** Lamp, furniture, wallpaper or accessory line wanted by representative with established wholesale fabric showroom—6th Floor Merchandise Mart, Chicago. Write: Box 201, CONTRACT.

**REPRESENTATION WANTED:** for established glass firm, manufacturing table tops, and specializing in circles and shapes in  $\frac{3}{8}$ ,  $\frac{7}{16}$ , and  $\frac{3}{4}$  inch thicknesses. Also—a full line of decorative colored glass for lanterns, room dividers, window treatments, etc. Reply Box 202, CONTRACT.

**CONTEMPORARY DRAPERY AND UPHOLSTERY FABRICS:** New York firm desires representatives, full or part time, to call on architects, interior designers, office furniture dealers and manufacturers, upholsterers. Outstanding line, excellent opportunity. Commission only. Write Box 203, CONTRACT.

**MFG. REP. WANTED:** Some choice territories open. Quality seating line for Institutional and Contract field. Competes with fiber-glass. Immediate shipment-high comm. rate. Send detailed resumé to Blisscraft of Hollywood, 13007 South Western Avenue, Gardena, California 90249.

**CONTRACT FURNITURE FACTORY SHOWROOM:** opening in Dallas needs Showroom Manager, Designer-Decorator, with or without capital to invest for part ownership. Write P. O. Box 12207, Dallas, Texas 75225.

**REPRESENTATIVES WANTED:** Sligh-Lowry Contract Furniture Company, a leading manufacturer of built-in and free-standing dormitory student room furniture, desires representation in three areas:

New England  
Middle Atlantic States  
Central Plains States

Must have following among architects. Include all details of lines carried and territory covered. Reply to: Sligh-Lowry Contract Furniture Company, 174 East 11th St., Holland, Michigan

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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 who have become new advertisers, write to the publisher of CONTRACT Magazine. State your name, address, and area covered. This is a free service. Write to: Publisher, CONTRACT, 7 East 43rd St., New York, N.Y. 10017

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"Flower Basket" From the Don Soderlund collection  
copyright 1964 James Seeman Studios, Inc.  
Room 1010, Decoration & Design Building  
979 3rd Avenue, New York, N.Y. 10022



"Lancelot", copyright 1964  
Murals & Wallcoverings, Inc.  
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Circle No. 76 on product information card



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in all walks  
of life  
who enjoy  
sitting down.*



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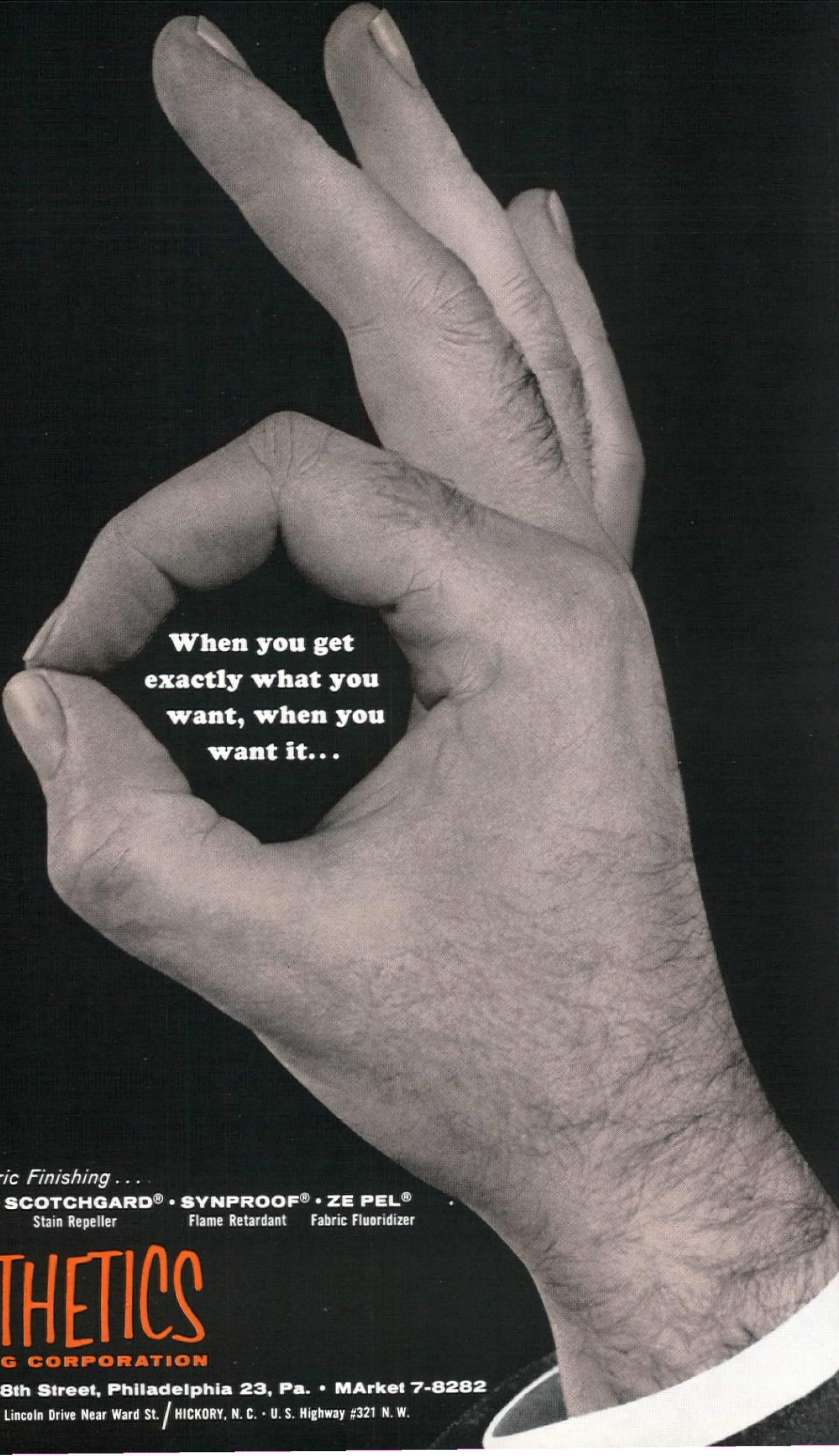
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