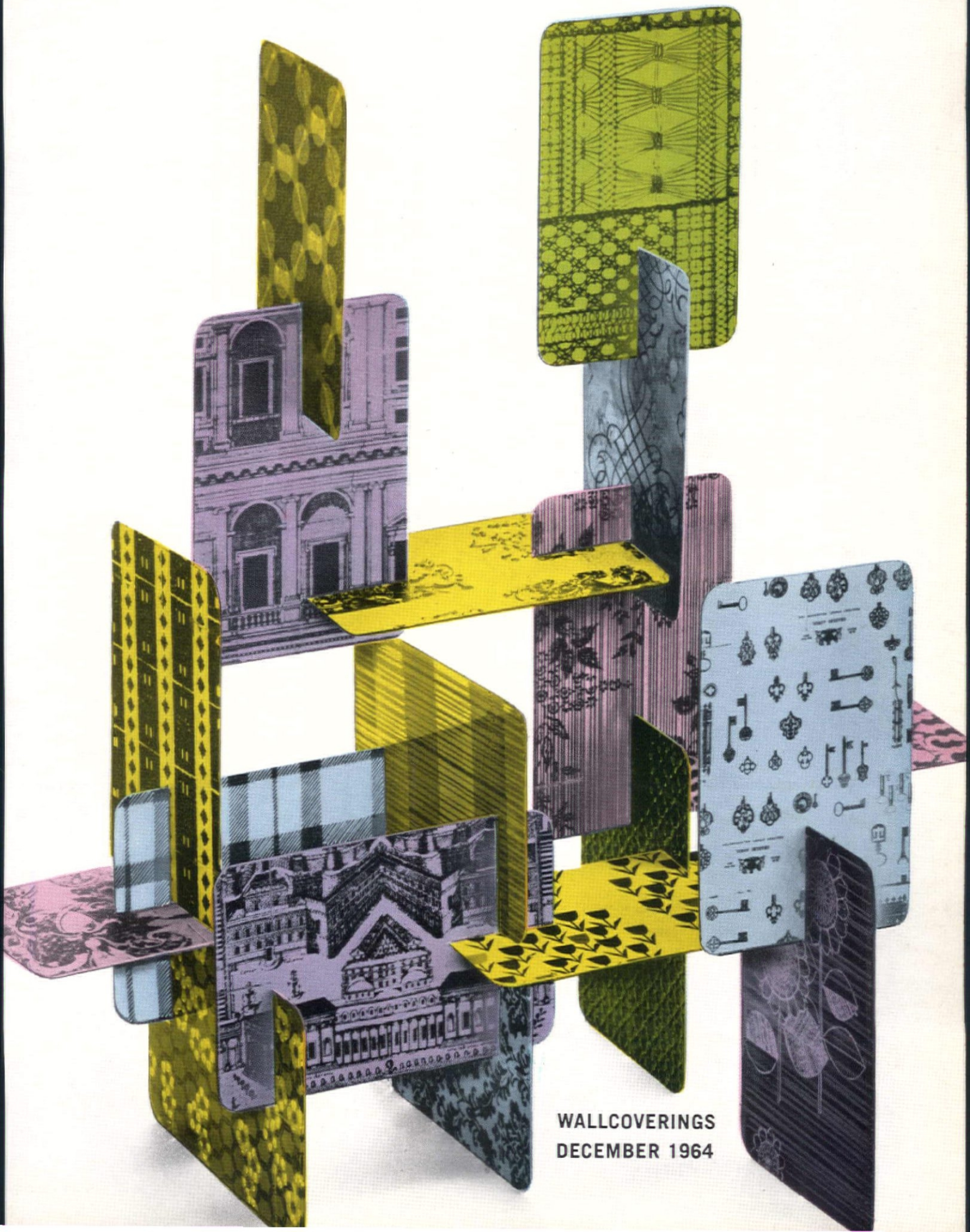


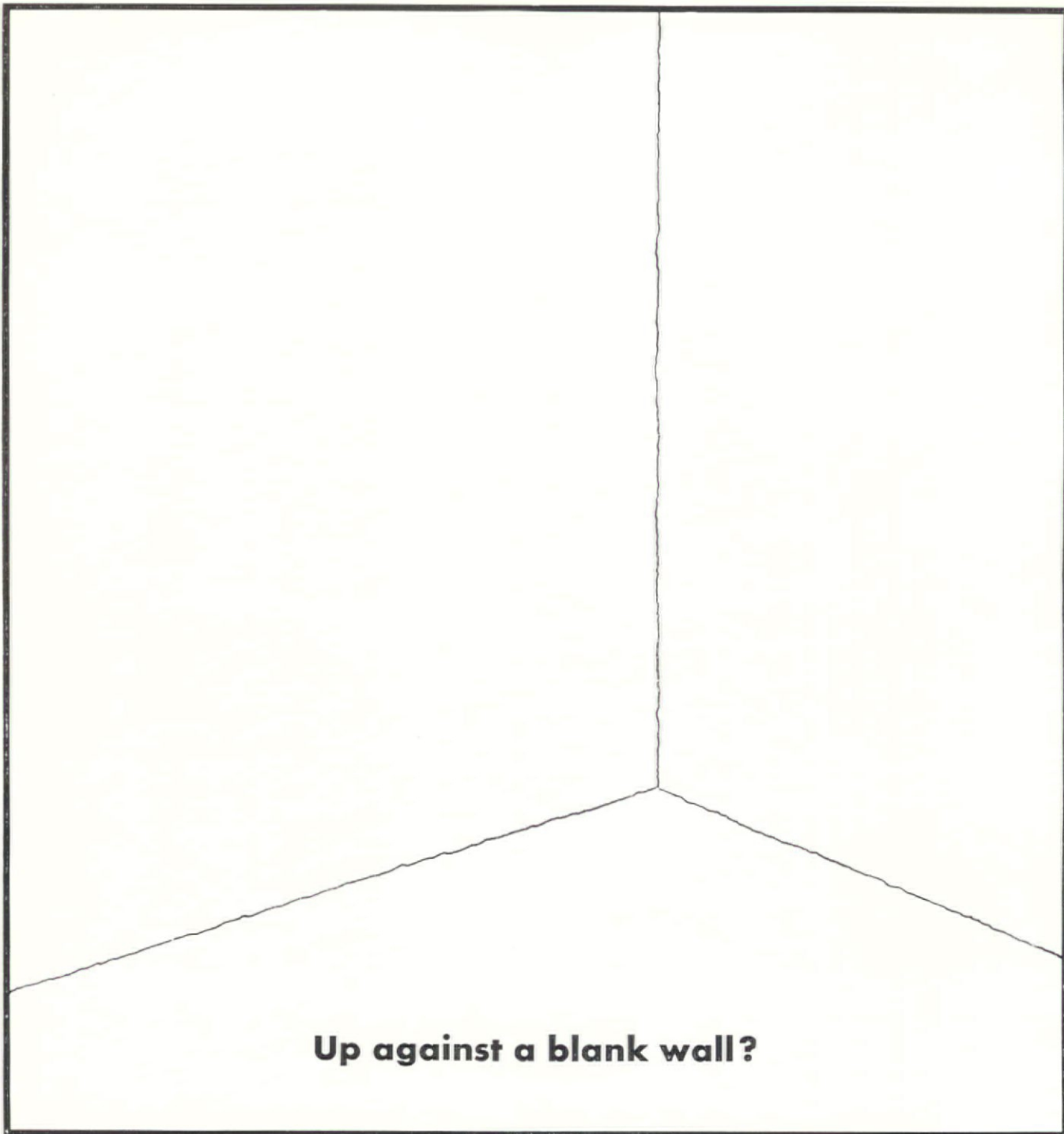
# CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING



WALLCOVERINGS  
DECEMBER 1964





**Up against a blank wall?**

Never with Scalamandrè! Remarkable collection of wallcoverings: grasscloths, linens, vinyls, textures. Not to mention the traditional toiles and



brocades you'd expect from us. All kinds of inspiring possibilities, in a wide range of prices. For more information write us on your letterhead.

**Scalamandrè**  
FABRICS, WALLCOVERINGS, TRIMMINGS

DEPT. C 977 THIRD AVE., NEW YORK • ATLANTA • BOSTON CHICAGO • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO

Circle No. 1 on product information card

Circle No. 2 on product information card →





## *you're right, I'm proud . . . it's Woodard!*

*Embassy is strong, rugged and good looking. It all starts with me.*

*The frame is built just like a bridge strong enough to take years of use. After I weld it, then it's sandblasted, primed and an enamel finish baked on to make sure it never rusts. Then the upholstery covers up all the things I do and talk about . . . but look at it . . . it's beautiful! Beauty is only skin deep? In Embassy it goes right down to the frame.*

*Remember, the three things to look for in Contract . . . steel, quality and the **Woodard** name (Woodard's got them all).*



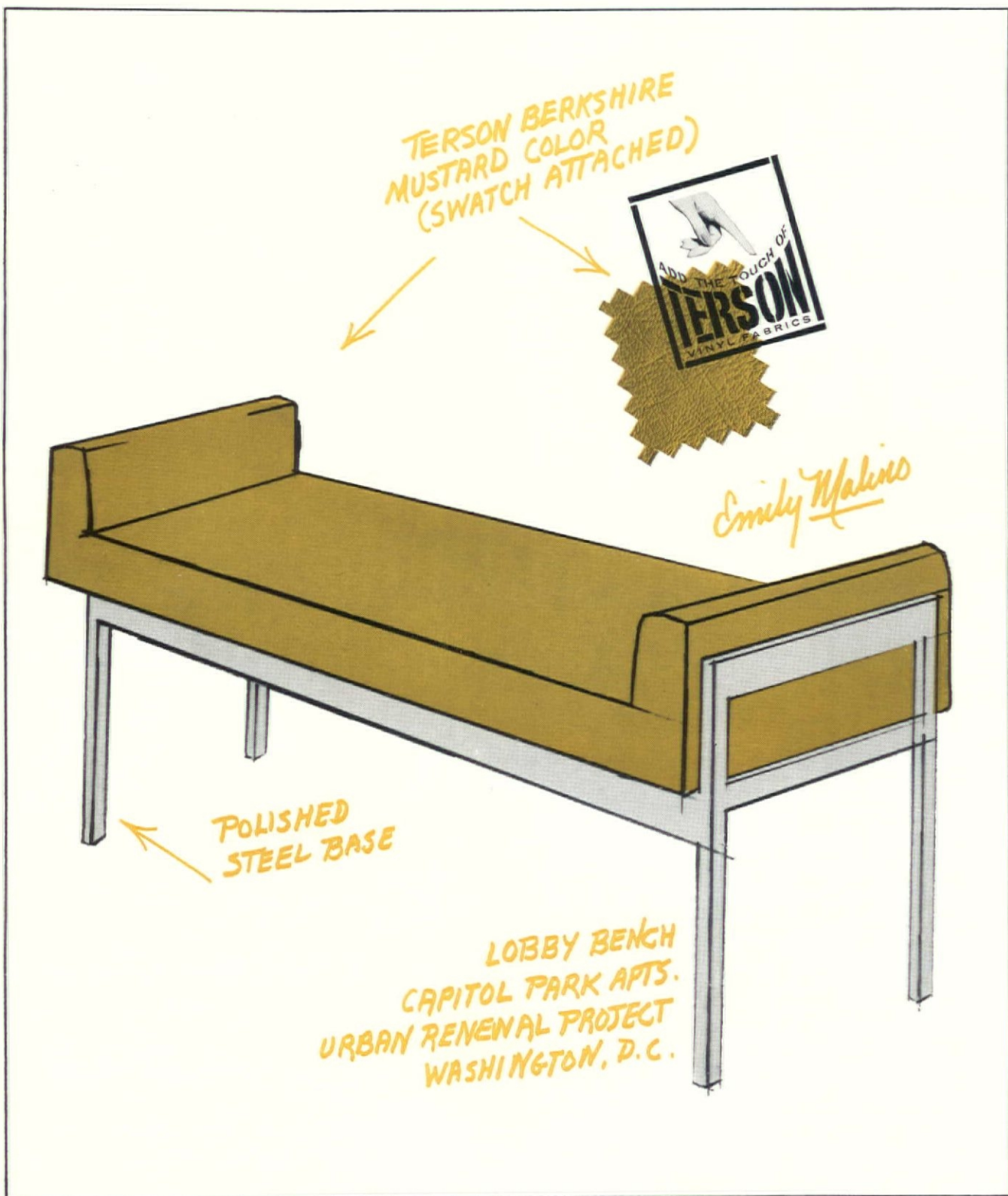
Write for Brochure C203, Lee L. Woodard Sons, Inc., Owosso, Michigan

Showrooms: New York, Chicago, Los Angeles, San Francisco, Dallas.

# Woodard



**Emily Malino Associates, Inc.** teamed up with Albano Furniture (Contract Division) . . . and the design concept that resulted is shown below. This ultra-modern steel-and-vinyl lobby bench was created for the Capitol Park Apartments, Washington, D.C., one of many new installations to be enhanced by the gracious touch of Terson vinyl. **Specified Terson** because of its many qualities that make it a homogeneous part of any design concept. **APPEARANCE:** the Emily Malino design staff chose Terson's subtly-grained Berkshire expanded vinyl in a distinctive Mustard color. Terson comes in a wide range of handsome patterns and colors, with custom colors available on special order. **MAINTENANCE:** scuffs and stains wipe clean with the touch of a damp sponge. **FOR INFORMATION:** write Athol Manufacturing Company, a division of Plymouth Cordage Industries, Inc. General Sales Office: Butner, N.C. Sales Offices: New York, Boston, Chicago, Detroit, St. Louis.

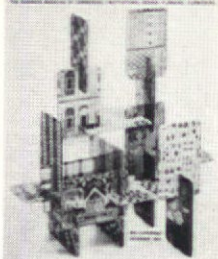


Circle No. 3 on product information card



## CONTRACT

### The Cover



A house of cards, fittingly decked out in a winning group of patterns culled from our wallcovering story, which begins on page 42. Cover by Bert Lester.

#### PUBLISHER

Ben H. Hellman

#### GENERAL MANAGER

Lawrence Gralla

#### ADVERTISING DIRECTOR

Milton Gralla

#### ASSOCIATE EDITORS

Anne Fallucchi  
Norma Skurka  
Patrick J. Galvin

#### EDITORIAL CONTRIBUTORS

Marvin B. Affrime  
Ruth Kain Bennett (Chicago)  
Ann Douglass  
Ash Gerech (Washington)  
Lawrence Lerner  
Vivien Raynor

#### RESEARCH DIRECTOR

H. I. Sirota

#### PRODUCTION MANAGER

Morton L. Silverman  
Dale Lederer, *assistant*

#### ADVERTISING REPRESENTATIVES

NEW YORK: Frank Rizzo, Eastern Manager; Arnold Hoffman, 7 E. 43 St., MURRAY HILL 7-3344

CHICAGO: Marshall D. Siegel, Midwest Manager; Ross Granston, 6 N. Michigan Ave., DEARBORN 2-1452

CLEVELAND: Ted Preyss, Jr., 3535 Lee Rd., 921-6860

LOS ANGELES: Wettstein, Nowell & Johnson, Inc., 2801 W. Sixth St., DUNKIRK 8-2286

SAN FRANCISCO: Wettstein, Nowell & Johnson, Inc., 417 Market St., YUKON 2-9537

# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING

VOL. V, No. 12

DECEMBER, 1964

42 WALLCOVERINGS  
BY ANN DOUGLASS

51 VINYL WALLCOVERINGS  
BY CHRISTOPHER PAPPAS

52 CARSON PIRIE SCOTT  
BY RUTH KAIN BENNETT

56 SHOWROOM ART  
BY VIVIEN RAYNOR

12 D. C. CURRENTLY: OUR WASHINGTON REPORT

21 CALENDAR

22 LETTERS

24 CONTRACT NEWS

26 PEOPLE

29 CONTRACT BUSINESS: NOTES AND COMMENTS

34 FOURTH BIRTHDAY DINNER

60 CONTRACT PRODUCTS AND SERVICES

75 MANUFACTURERS' LITERATURE

77 CLASSIFIED ADVERTISEMENTS

78 ADVERTISERS' DIRECTORY

#### COMING IN CONTRACT

JANUARY—Third Annual Directory Issue, with complete classified listings of products, services, and manufacturing sources in the contract furnishings field. The editorial section of the Directory Issue will be devoted to a forum on the problems and challenges the contract industry faces in the coming year, with comments by leading personalities in design, manufacturing, and sales administration.

FEBRUARY—Acoustical Materials—in addition to new products and techniques, this article will analyze the distribution of specifying and buying responsibilities in this field. Also—Carpeting—a comprehensive round-up.

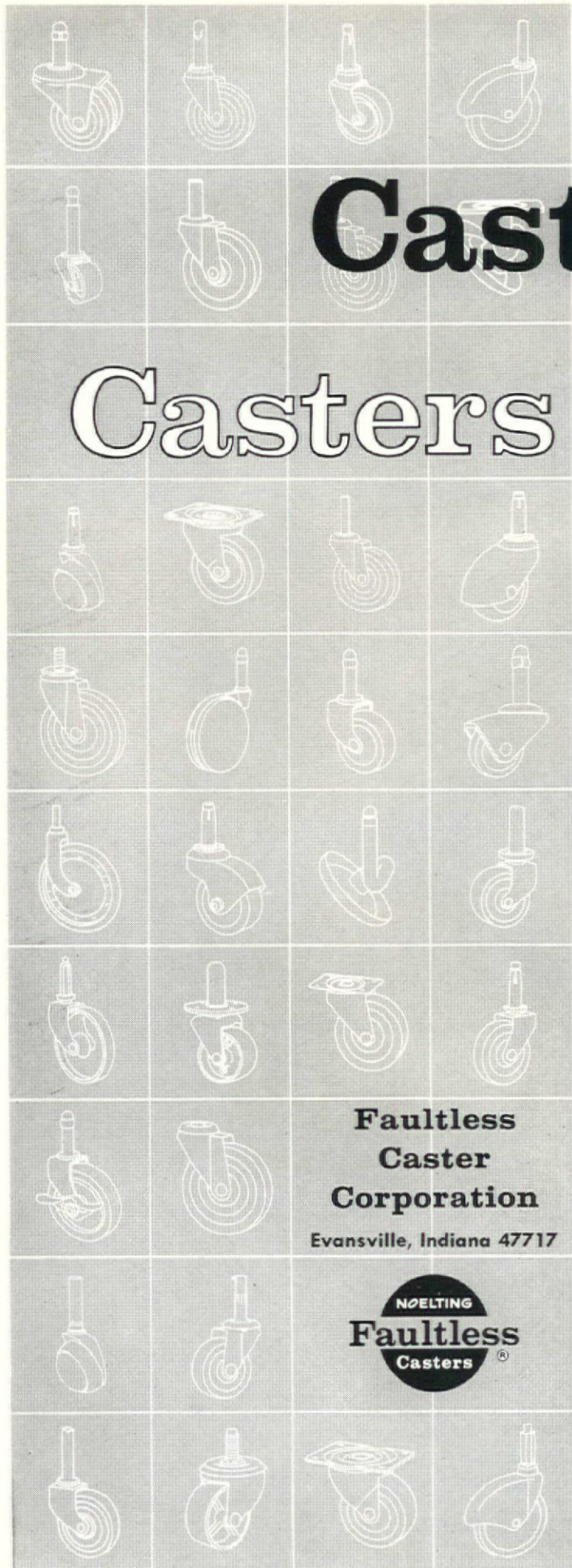
CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 7 East 43rd St., New York 17, N.Y. Phone MURRAY Hill 7-3344. Lawrence Gralla, president, Milton Gralla, vice president, B. H. Hellman, secretary. Subscription price: one year, \$5.00; two years, \$9.00; three years, \$12.00 for firms and individuals who specify, design, buy, or replace contract furnishings in the U.S. and Canada. All other U.S. and Canadian subscriptions, \$9.00 per year. All foreign subscriptions, \$9.00 per year. Single copy of this issue \$1.00. Contents fully restricted. Copyright 1964 by CONTRACT. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publication's standards. SUBSCRIBER ADDRESS CHANGES: Please send old and new address to our N.Y. office at least four weeks in advance. Controlled circulation postage paid at Orange, Conn. Other Gralla Publications: BANK EQUIPMENT NEWS, BUILDERS' KITCHEN GUIDE, KITCHEN BUSINESS.



Member Business Publications Audit of Circulation, Inc.







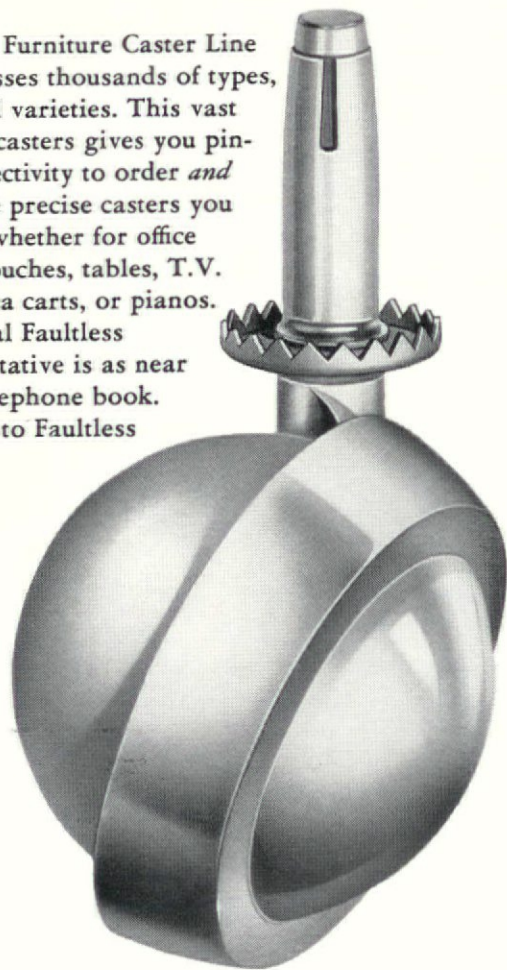
# Casters

# Casters

and more  
**Faultless  
 Furniture**

# Casters

Faultless' Furniture Caster Line encompasses thousands of types, sizes, and varieties. This vast range of casters gives you pin-point selectivity to order *and obtain* the precise casters you require, whether for office chairs, couches, tables, T.V. stands, tea carts, or pianos. Your local Faultless Representative is as near as the telephone book. Or write to Faultless direct.



**Faultless  
 Caster  
 Corporation**

Evansville, Indiana 47717



Branch offices in principal cities of the U. S.  
 Canada: Faultless Casters Limited, Stratford, Ontario.

Circle No. 4 on product information card

Circle No. 5 on product information card →



**EQUATION** . . . adds up to custom flexibility in style, size, materials of seating design. Sizes from 25" to 92", including sectionals and armless pieces . . . tight upholstered or loose cushion construction—plain, tufted or button detailing . . . upholstered, solid Walnut or Formica arm

tops . . . metal or solid Walnut bases. Tables available to match all styles. The sum total is a well priced, superbly engineered seating for all your contract needs. . . Made to your order for delivery on the dot by one of America's largest manufacturers of contemporary upholstered design



## EQUATION

---

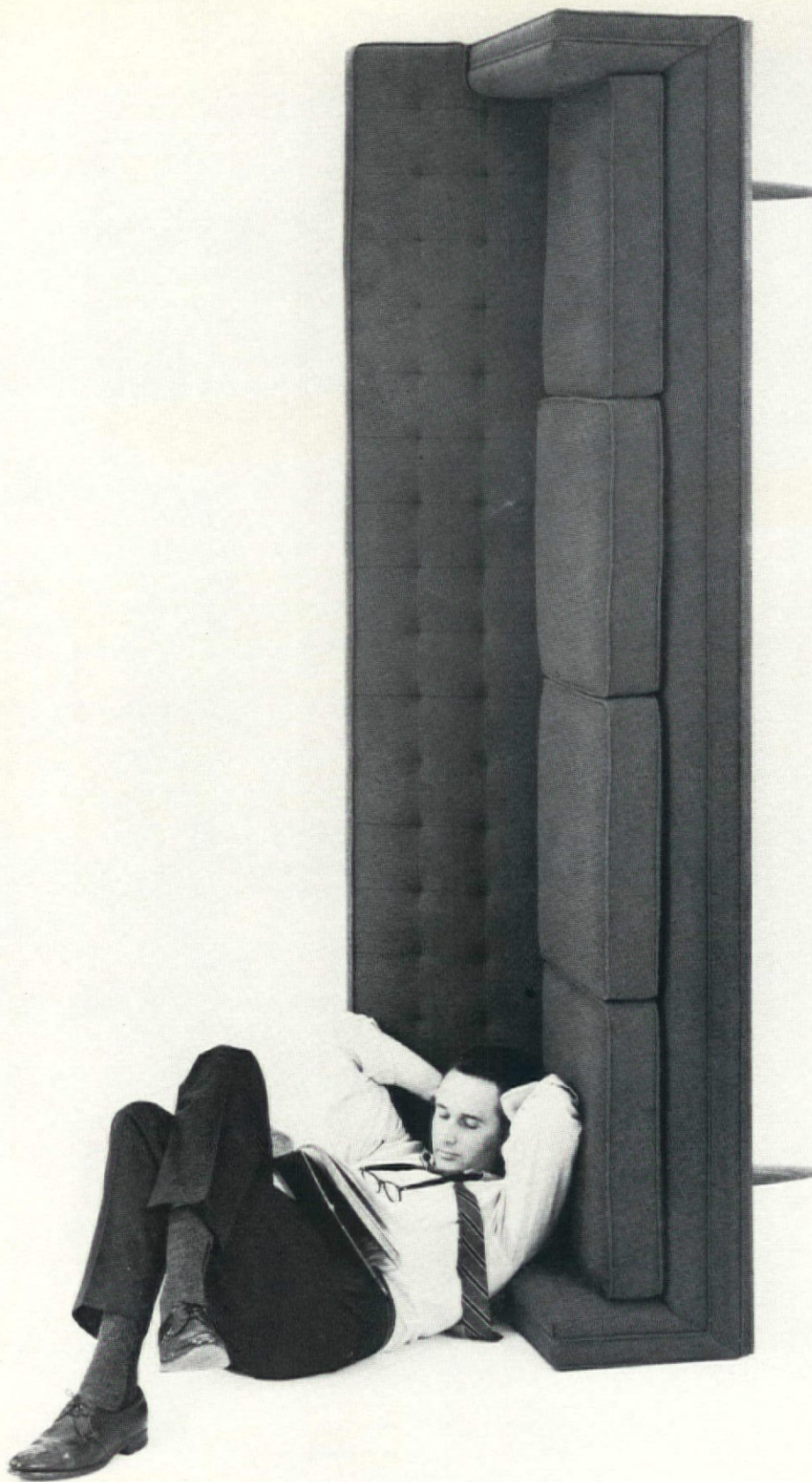
THE UNCOMMON DENOMINATOR OF DESIGN FREEDOM IN CONTRACT SEATING

---

it all adds up to  
**SELIG**

For contract brochure, write on your professional letterhead to Selig Manufacturing Company, Inc., Dept. CM, Leominster, Mass.  
Factories: Fitchburg and Leominster, Mass., Monroe, Louisiana • Los Angeles, Calif. • Siler City, N. C. • Copenhagen, Denmark  
Showrooms: New York • Chicago • Los Angeles • High Point, N. C.





SH - H - H - H - H - H - H

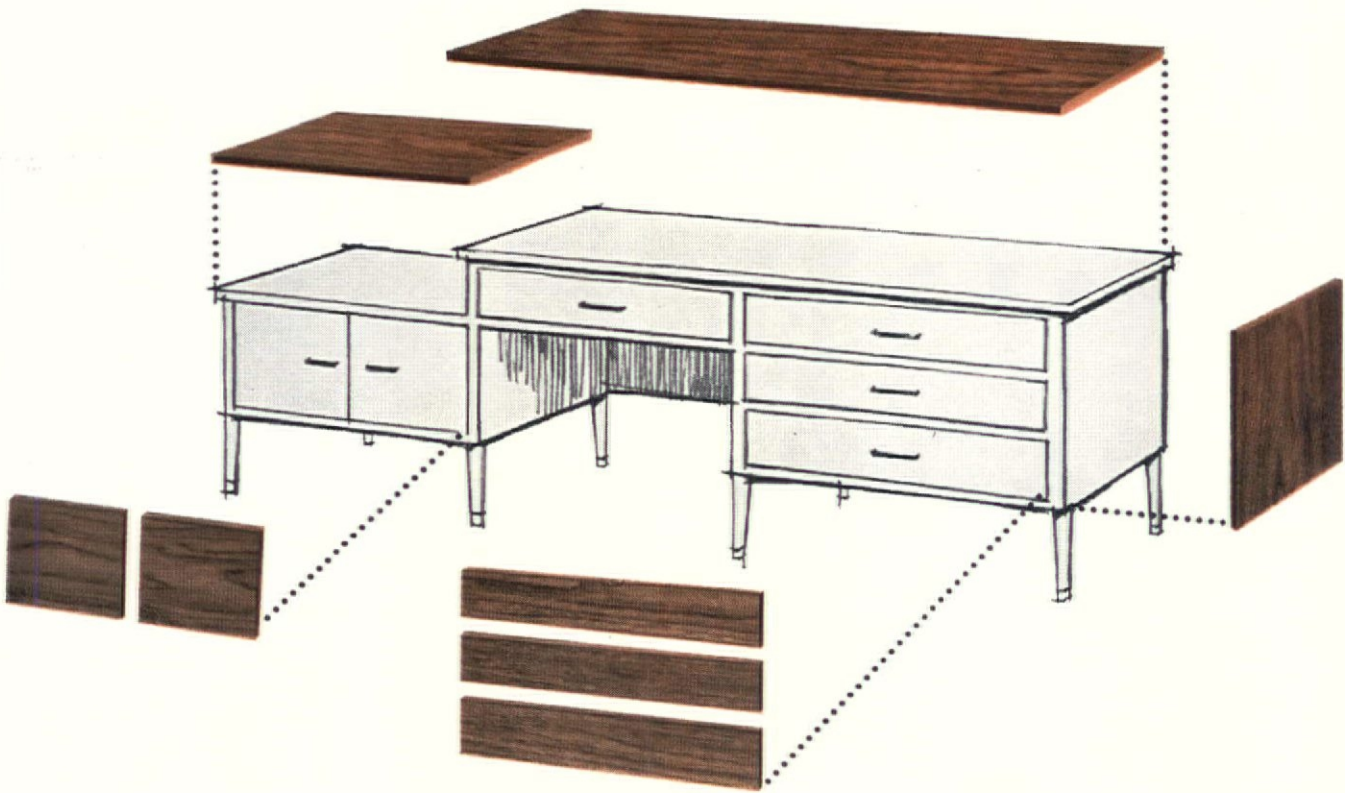
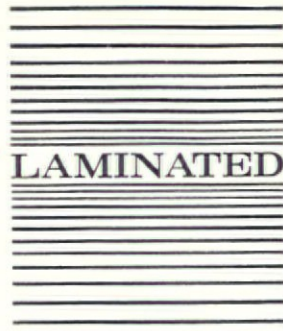
An unusual position, isn't it? But, even a little bit of a Monarch sofa is comfortable. And it looks good, too. Metal or wood base, it's the right choice for your clients. But don't take our word for it, try one for yourself. The next best thing is to write for information on the full line.

**MONARCH**   
FURNITURE COMPANY, INC.  
High Point, North Carolina

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



DO NOT CONFUSE WITH ORDINARY LAMINATED PLASTICS



■ FIBERESIN IS A SOLID PLASTIC . . . . THE PERFECT MATERIAL FOR BEAUTIFUL, VIRTUALLY INDESTRUCTIBLE TOPS AND COMPONENT PANELS

fiberesin  
IS **SOLID**

*Of course it's Fiberesin*

DEVELOPED AND PIONEERED BY



Fiberesin meets or exceeds all pertinent commercial standards for melamine high pressure decorative laminates. Fiberesin meets all specifications and requirements of Federal Specification L-T-0041c (GSA-FSS) Type III.

Protect your investment  
in Contract Furniture —  
**SPECIFY FIBERESIN**

Circle No. 7 on product information card





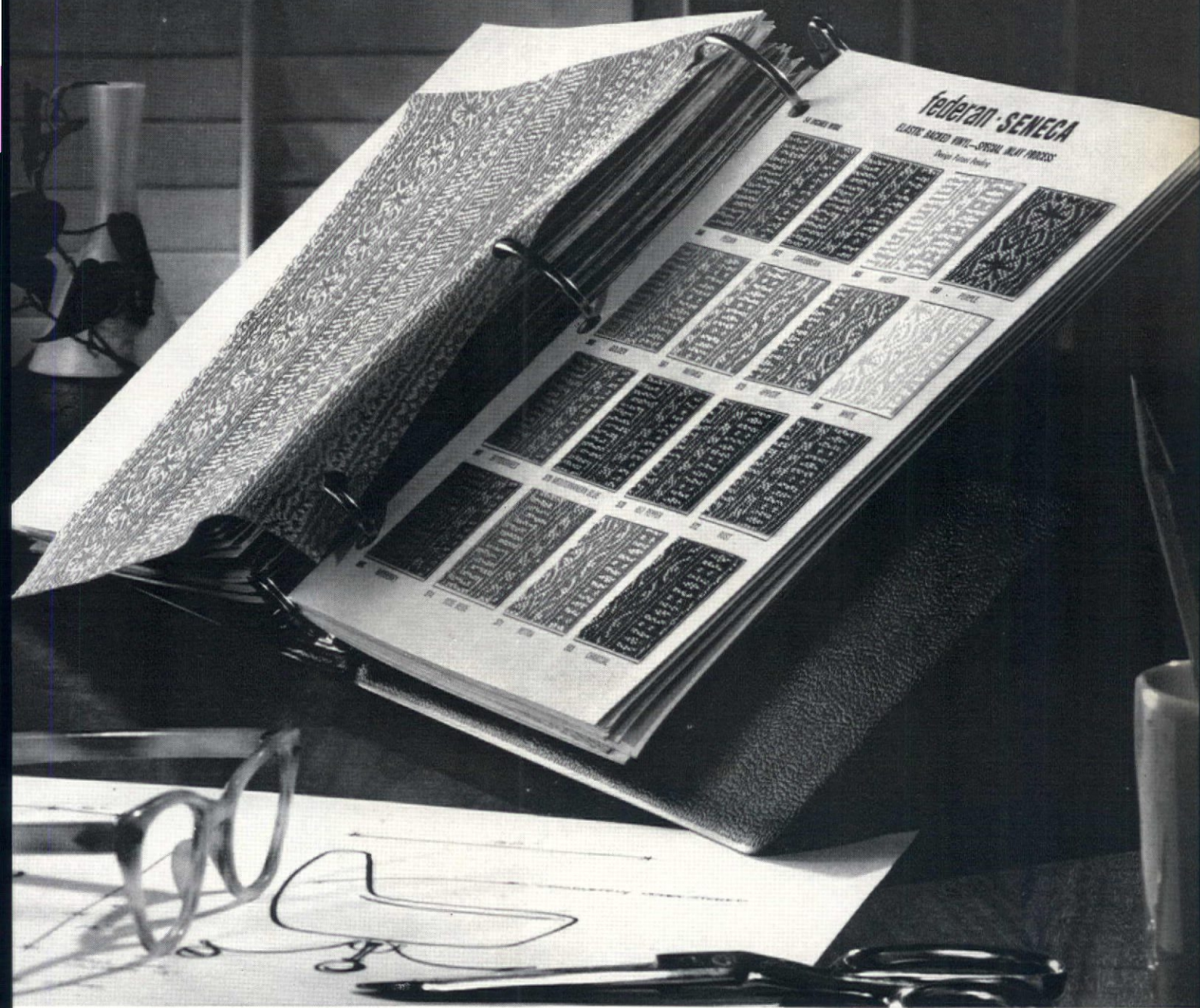
**THE 1964 INTERNATIONAL DESIGN AWARD** of the American Institute of Interior Designers has been awarded to Callaway Mills, Inc. for Soft Floor Coverings Manufacture. For the Interior Designer and Architect Callaway style leadership is of obvious importance. Happily, Callaway design excellence is evident over the entire range of commercial carpet requirements in the qualities and prices to fit your needs. The Callaway "XL" program, for example, offers "custom coloring" (some 127,000 possibilities) at stock carpeting prices. For full information write or call Commercial Carpeting Division, Callaway Mills, Inc., 295 Fifth Avenue. Phone MU 9-7800.



**COMMERCIAL CARPETING BY CALLAWAY**

Circle No. 8 on product information card





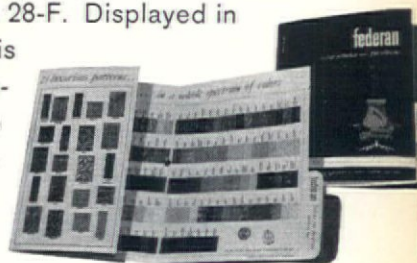
## idea book

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

It's Airco's sample book. See it at the distributors listed below.

For easy reference, swatches of all the patterns and colors shown in the Sample Book are included in Airco's new "Federan Vinyl

Fabrics for Furniture" file card AIA No. 28-F. Displayed in this one handy, carry-it-with-you folder is the widest selection of colors in the industry . . . over 200 color swatches to choose from. For a copy, call or write the distributors listed below or Airco Plastics Products, a division of Air Reduction Company, Inc., 350 Fifth Avenue, New York, N. Y. 10001. 212 MU 2-6700



\*Airco's trademark for its alkene upholstery product



# AIRCO PLASTICS



LEATHERGUILD INC. • OFFICES: 52 East 21st St., New York, N. Y. • SHOWROOM & SALES OFFICE: 1 East 53rd St., New York, N. Y. • VBT SUPPLY CO., 1964 Manheim Rd., Des Plaines, Ill. • REESE B. DAVIS & CO., INC. • GEN. OFFICES: 800 Forest Park Blvd., Ft. Worth, Texas • SHOWROOMS in: Atlanta • Cleveland • Dallas • Houston • Kansas City, Mo. • Los Angeles • Minneapolis • Philadelphia • San Francisco • Washington, D. C. • ACME UPHOLSTERY SUPPLY CO., 1401 Blake St., Denver 2, Colorado • CRESCENT TEXTILES INC., 748 Lee St. SW, Atlanta 10, Georgia • FEDERAL DISTRIBUTING CO., INC., East 11th St., Erie, Pa.





“5 years ago, this chair started a revolution. Today, it is a classic.”

“Tomorrow it surely will be the most appreciated piece of furniture you ever had the pleasure to offer a client.

“From the first, this Carmel Chair was our best selling piece. It still is. To thousands of people, it *means* Dux.

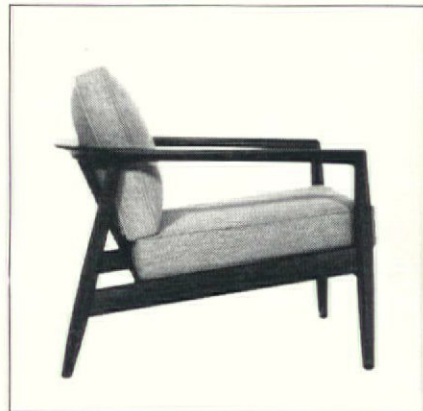
“You can specify it unhesitatingly for any office. Its beautiful lines complement

any decor. You have a choice of over 200 fine fabrics.

“The gracefully sculptured hardwood frame is available in solid walnut or teak. The seat cushion is foam rubber; the back cushion, polyfoam and dacron. For an illustrated brochure of Dux furniture, write to me. I'll send it by the first mail.”

*Folke Ohlsson*

FOLKE OHLSSON




DUX INC., 1633 ADRIAN RD., BURLINGAME, CALIF.

SHOWROOMS: NEW YORK (305 EAST 63RD ST.), CHICAGO (MERCHANDISE MART), ATLANTA, CLEVELAND, DALLAS, LOS ANGELES, MILWAUKEE, MINNEAPOLIS, PHILADELPHIA, PITTSBURGH, ST. LOUIS, SAN FRANCISCO, SEATTLE

Circle No. 10 on product information card






"...it all started  
when we saw  
George's  
new  
line..."

**GEORGE  
K. BIRGE** CO. INC.

HAND SILK SCREENED WALLCOVERINGS ON

**FORD FABRICS**

vinylvinylvinyl PRODUCTS OF  MOTOR COMPANY

YOU, TOO, MAY WANT TO SAIL AWAY FROM THE TRADITION-BOUND TEXTURE AND TONE OF VINYL WALLCOVERINGS. PERHAPS A SHIP IS MORE THAN YOU HAVE IN MIND, BUT OUR NEW HAND SCREENED VINYL WILL PROVIDE A DELIGHTFUL EMBARCATION FOR ANY SIZE INTERIORS PROJECT. IN ADDITION TO CARNIVAL, WE HAVE FIVE OTHER STRIKING DESIGNS, 31 COLORINGS. LET US TELL YOU MORE ABOUT THEM. 120 EAST 56TH STREET, NEW YORK 22, NEW YORK



D. C. Currently by Ash Gerecht

## OUR WASHINGTON REPORT:

**Johnson's election assures continued programs**

**Federal plans spur New Communities**

**GSA year-end invitations and awards**

**T**HE contract furniture and furnishings industry can be assured of continuing and increasing federal stimulation for the rest of this decade, at least. As 1964 ends, this is one of the more certain probabilities in assessing business futures, as a consequence of the election of President Johnson. Here are some of the trends that will mean dollars for you or your competitors:

- More federal aid for education. Whether delivered directly for construction, or indirectly through helping improve academic staffs, the effect will be to spur the growth of new facilities for elementary and secondary schools, and the updating of present, outmoded schools to meet new standards.

- The continuation and likely expansion of the federal program for loans for college dormitories, dining halls, student unions, and other such structures. This will be part of the 1965 housing program. It's popular with Congress, has had no serious criticism directed toward it. Educators will push to have movable equipment included as part of the loan.

- Federal government's own construction will continue apace. A steady program of construction of new buildings, aimed at consolidating staffs now spread out over many structures, means a continuing flow of specific contracts for you.

- President Johnson's election means not only continuation of the federal government as it has been, but its expansion into a number of concerns that can have an effect upon this industry. A medical care program for the aged, however, if it is finally approved and financed, will be another stimulant for hospital and nursing home construction. The President's vision of a Great Society carries with it implications for rebuilding America's cities in great part—which means

new structures for old; new institutions; new mass-audience facilities. His administration intends more urban renewal aid for central business districts. This is truly a long-range program, with rippling reaction extending over years far beyond the direct effects. New buildings—as witness any urban renewal project that is in the rebuilding rather than clearance stage—mean new opportunities for contract furniture and furnishings volume.

- A Johnson Administration is implicitly committed to preventing major recessions. Expenditure of funds in the public sector, for public institutions, is a key part of such a program. In addition to this, it is increasing its emphasis on conversion of defense plants to civilian uses. While the resulting dislocation could end up meaning new consumption demands, don't overlook the possibility of new competition, also—from the use of new materials, new techniques, coming from new producers. This is an area that's barely been touched, so far, but that is sure to be explored further.

### **New communities—new business**

A new trend being pushed by the Johnson Administration could mean more volume for contract furniture and furnishings firms, as well as a many-year exposure of your products to a steady flow of potential purchasers. This is the growth of New Communities. Originally, in Europe, these were called New Towns, where they are largely state-owned and state-run. Here, they're privately developed. The federal government wants to get approval to stimulate more of these, on a broader footing than they've had so far.

New communities are thought of as at least 1,000 acres, usually a good deal more, encompassing many types of housing, commercial and industrial development. An example much in the minds of federal planners is Reston, Va., 18 miles from Washington—because it's so close and because it is underway. Reston has 6,810 acres, aims at 75,000 people eventually when completed in 1980. Its first townhouses opened for inspection this Fall. Interior designer for the first model rooms is J. Frederic Lohman, AID. Rental housing will open next Spring. A number of the model interiors are notable for the presence of firms prominent in the contract field—such as Herman Miller.

So far some 200 New Communities are in the planning or execution stage in the U.S. More are sure to come along.

### **As it was in the beginning—invitations**

The ongoing needs of the federal government for contract furniture are as evident as the year ends as they were when 1964 began, in our analysis of invitations from the various agencies for bids on

*(Continued on page 14)*





**WALLCOVERINGS** at Crown are created by designers for designers... that's why Crown is able to solve all your difficult wall problems. Crown's complete range of vinyls, foils, flocks, handprints and fabrics can provide you with exactly the right wallcovering for any wall. And Crown's delivery gets that wallcovering to your client on time—whether it be from the smallest residence to the largest contract installation. Let Crown help you keep your clients pleased. Come in or drop us a line and tell us what you need. You'll have samples by return mail.

**CROWN**  
**WALLPAPER COMPANY**

979 THIRD AVENUE, NEW YORK, N. Y. 10022 • 421-6551





## What's 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 showrooms of furniture, floor coverings, lamps, wall decor, sleep equipment, built-in appliances, housewares, china, glass, and decorative accessories from around the world:

## The Western Merchandise Mart

1355 Market Street, San Francisco, California

Circle No. 13 on product information card

## OUR WASHINGTON REPORT

CONTINUED FROM P. 12

their many contracts. You have an opportunity to get in on this volume—by submitting an inquiry on how it's done to your nearest Business Service Center of the General Services Administration. Some of the recent invitations, now closed, may give you a notion of what can be had, for the bidding:

General Services Administration, Washington—Composite metal and wood quarters furniture, 2,870 each. Also, 213 each. Rugs, 960 each. Classroom furniture, indefinite quantity, June 1, 1965 through May 31, 1966. Table lamps, 600 each. Floor lamps, 280 each. Wood household furniture, 1,395 each. Wrought iron furniture, 704 each. Rattan dining room furniture, 136 each.

GSA, San Francisco—Innerspring cushions. Rattan living room furniture. Auditorium chairs. Composite wood metal and upholstered furniture. Living room, dining room, and bedroom furniture.

GSA, Denver—Furnishing and installing draperies and accessories, various locations. Upholstered wood furniture and coffee and end metal tables, 140 units.

Federal Aviation Agency, Honolulu—rattan household furniture.

GSA, Seattle—hospital furniture and furnishings. Lounge furniture.

Defense General Supply Center, Richmond—Table lights.

### Awards: Christmas in December

Not that awards from the federal government aren't bountiful the rest of the year, but they provide a fitting note to end the year with. Awards for contract furniture and furnishings made recently by the U.S. include this sampler of items:

General Services Administration, Washington—Wood and metal office furniture, Jan. 1, 1965 through Dec. 31, indefinite quantity: Art Metal, Jamestown, N.Y.; Claren Manufacturing Co., Chicago; Jebco, Inc., Jonesboro, Ga.; Lyon Metal Products, Aurora, Ill.; Mosler Safe Co., Hamilton, O.; Sperry Rand Corp., Remington Office Equipment Div., Systems Div., Washington.

Table lamps, 375 each, \$4,895, Mario Mfg. Co., Washington.

Metal kitchen tables, 100 each, \$3,090, Chromcraft Corp., St. Louis, Mo. Velvet rugs, 18,248 sq. yds., \$110,568, James Lees & Sons Co., Bridgeport Pa. Rug cushions, 11,782 sq. yds., \$14,743, National Sponge Cushion Co., Los Angeles. (C)

For further information on products advertised,  
use free Reader Service Card bound in this issue.





**BACKGROUND  
DURABILITY plus BEAUTY**

Now you can have the inimitable smartness of Van Luit designs and colors, handprinted on the finest vinyl. Hundreds of scenics, repeat patterns and exclusive textures available through your dealer. Send for actual samples and technical data.

*Albert*  
**Van Luit & Co.**  
WALLCOVERINGS

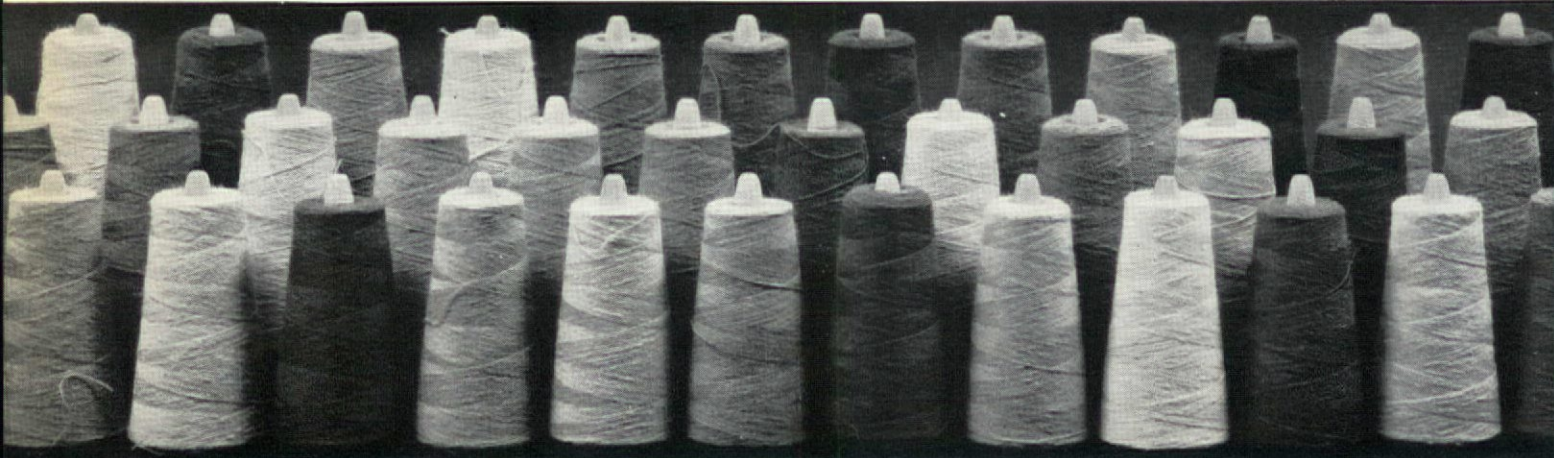
EXECUTIVE OFFICES & FACTORY  
4000 CHEVY CHASE DR. . . LOS ANGELES 39  
EASTERN BRANCH & WAREHOUSE

Showrooms: NEW YORK CLEVELAND CHICAGO LOS ANGELES  
Distributors: DWOSKIN, INC., in the Southeast / ROY JACOBS CO., Texas  
WALLPAPERS INC., San Francisco, Washington & Oregon

ZODIAC MAP:  
illustrated



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



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

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

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

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

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

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

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

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

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

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

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

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

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

Or some other combination.

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

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

At Lees, production isn't a production. Write Commercial Carpet Department (C-2), James Lees and Sons Company, Bridgeport, Montgomery County, Pennsylvania, and we'll tell you more.

© JAMES LEES & SONS CO., BRIDGEPORT, PA., A DIV. OF BURLINGTON INDUSTRIES



Circle No. 15 on product information card



## CALENDAR

1965

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

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

**January 10-13.** Winter Market. Pacific Northwest Furniture Mart, Seattle, Wash.

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

**January 11-15.** Winter Furnishings Market, Dallas, Tex.

**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. Southern Furniture Exposition Bldg., High Point, N.C.

**January 25-28.** International Heating & Air Conditioning Exposition. McCormick Place, Chicago.

**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.

**March 22-25.** Furniture Show. War Memorial Auditorium, Boston.

**April 4-8.** Furniture Market. Jamestown Furniture Mart, Jamestown, N.Y.



# master-wall

unlimited variations for functional or decorative use



*the Elite of wall units . . .*

by **Tassell**

**TASSELL HARDWARE COMPANY**

4135 LAKE MICHIGAN DRIVE N. E., GRAND RAPIDS, MICHIGAN 49504

Write for catalog today

Circle No. 17 on product information card



## LETTERS

### Gropius defends shape of Pan Am

Dear Sir: In your September issue, you published on page 50 critical comments by Lawrence Lerner on the shape of the Pan Am Building. These comments are misleading.

The octagonal shape of the Pan Am Building is not the result of an irrational "drive to be different," but it has been the logical result of careful functional thinking by the designers:

1. Since the center of the building is packed with banks of elevators, it needs a greater depth here than at its ends in order to accommodate good-sized offices around the elevators.

2. The resulting narrow surfaces of the east and west facades saves on air conditioning load which is proportionately less for the southern and northern facades than for the east and west exposure (low sun angle).

3. The huge mass of the building appears to be more slender and elegant on account of its vertical breaking lines resulting from the octagonal plan. A straight, rectangular block would look clumsy on this site.

4. No complaints whatsoever about this form have reached the architects with relation to the furnishings and installations of interior offices. The normal perpendicular form of furniture, filing cabinets, or lighting fixtures fits easily everywhere in the building even where interior designers, quite independent from the form of the building, have deliberately laid out round or polygonal spaces (e.g., Scripps-Howard).

WALTER GROPIUS  
The Architects Collaborative  
Cambridge, Mass.

### Dinner meeting applauded

Dear Sir: Congratulations on the fourth anniversary of CONTRACT. Having been closely involved with you at the birth and growing pains of this publication, I have been able to be a firsthand witness of the outstanding job you have done in the commercial and institutional field.

The articles and marketing concepts that have appeared in CONTRACT have helped mold a great deal of thinking in this immediate area of our industry. There is no question but that in the four short years of its existence, CONTRACT has become a "must" book for every person working in or supplying this rapidly growing business.

I also want to thank you for the opportunity of attending the very excellent din-

ner meeting you hosted on November 10. The discussion that ensued from Roland Jutras' talk was one of the most lively and thought-provoking dialogues on the basic mechanics of dealing with the contract interior designer that I have ever witnessed. Again, I would like to extend my wishes for many more years of success.

LEN MOZER  
Wool Carpets of America  
New York City

Dear Sir: Your dinner party was as great a success as your magazine has proved to be. All the best of luck for the future.

PYLLE KANSTRUP  
Karl Mann Associates  
New York City

Dear Sir: I wish that Sico could be as articulate to its customers as Roland Jutras was to us, the manufacturers. His remarks will be extremely helpful to Sico in doing a better job of serving the contract market.

KERMIT H. WILSON  
President  
Sico, Inc.  
Minneapolis, Minn.

Dear Sir: Thank you for a very fine evening. I enjoyed the program and met a lot of friends and new acquaintances. This sort of meeting is very worthwhile. Some of the questions turned out to be answers, but if we can get them to ask questions and have the speaker answer it will certainly be an improvement.

CARL FOWLER  
Vice President  
Boris Kroll Fabrics Inc.  
New York City

Dear Sir: Many thanks and much appreciation for your wonderful hospitality at CONTRACT's birthday party. It was everything a party should be: good food, good drinks, good company—and an entertaining and informative program. Wishing you many more happy birthdays.

RICHARD DRAPER  
Richard Draper Associates Inc.  
New York City

Dear Sir: Not only did you have an excellent crowd, but also a very good speaker. Mr. Jutras had a chance to say what he wanted, and though I did not personally agree with him at all times, he did have the courage to discuss some very important and touchy aspects of the contract furnishing field.

As a sales manager for a factory producing commercial furnishings, I was extremely pleased to have a chance to sit in on the discussions that took place. This type of program has a definite place in

the contract furnishing field, and is definitely advantageous to all concerned.

SANFORD N. SINGER  
Manager, Contract Division  
Kent-Coffey Mfg. Co.  
Lenoir, N.C.

Dear Sir: Roland Jutras certainly created an interesting stir of conversation, and though not all of us agree, I think the exchange was constructive and frankly helpful to us to again review our cataloging and promotion materials for the contract market.

DAVID E. VAUGHN  
Sales Manager  
Lee L. Woodard Sons, Inc.  
Owosso, Mich.

Dear Sir: We enjoyed the presentation by Roland Jutras and thought that the question period was one of the most unusual ever heard.

JOHN M. ROUGHAN  
Supervisor, Contract Carpet Merchandising  
Chemstrand Co.  
New York City

Dear Sir: The dinner meeting sponsored by CONTRACT was a very nice affair and certainly a credit to you. I wish you continued success in your efforts and hope that each birthday party will be more impressive as the years go by.

JOHN P. IGOE  
Havertown, Pa.

Dear Sir: I am sorry to have missed your dinner meeting on November 10 and especially Roland Jutras' talk. I do hope it will be reported in CONTRACT so that I may follow the discussion.

VESTA S. V'SOSKE  
V'Soske Inc.  
New York City

*A report of the dinner meeting, Roland Jutras' speech, and the lively discussion that followed appears in this issue, starting on page 34.—Ed.*

### Find magazine enjoyable

Dear Sir: I really enjoy CONTRACT, and find it useful, interesting, informative, and mature—which is more than you can say for some of our other trade publications.

ALBERT HERBERT, AID  
Albert Herbert Design  
New York City

Dear Sir: I want you to know how much I have enjoyed the growth of your publication these past three years as you have reached out, with ever-increasing success, to that elusive, ever-changing reality called the "contract market."

EDWARD H. R. BLITZER  
President  
Lightolier



# Radiant welcome to a modern office... ASG's BEADEX

The shimmering curtain of light that separates entrance foyer from reception room in this handsomely appointed office is ASG's Beadex patterned glass. A striking relief design of simulated water droplets, Beadex® makes gentle patterns of color, light and shadow. It also effectively shares illumination, spreading softly diffused light evenly on either side of the glass. □ Beadex's random linear pattern has a subdued elegance that enables it to blend harmoniously with a broad range of materials and textures. It's available with the pattern on one side, smooth on the other; or, for additional obscurity, with a matte finish on the smooth side. □ Beadex is just one of the extensive family of modern designer glasses available from ASG. For a complete catalogue, write: Dept. X-12, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee 37662.

*Executive offices, Kinney Service Corporation, New York City.  
Designer: Saphier, Lerner, Schindler, Inc.*



*SUBTLY DECORATIVE Beadex (top) blends with other materials and adds a soft, gracious note to the crisply designed teak-framed partition.*

*CLOSE-UP of Beadex shows how random droplet pattern diffuses light, suggests rather than defines images seen through it.*

*MURAL-LIKE partition of Beadex (above), strategically located to separate entrance corridor from reception room, glows softly as it gives incoming visitors an intriguing suggestion of colors and shapes behind it.*

© American Saint Gobain 1964

*The complete glass line for contract interiors!*

**AMERICAN SAINT GOBAIN**



Circle No. 18 on product information card

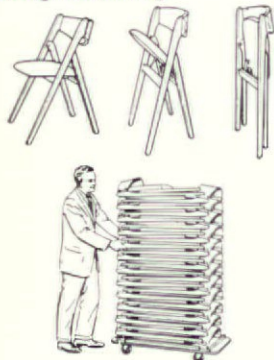


Coronet  
WONDERFOLD



folding  
**Chairs**  
... without equal

folding and stacking



in folding sections



with folding arms



with folding kneelers



with folding book boxes



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

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



**NORQUIST PRODUCTS INC.**  
JAMESTOWN, NEW YORK Dep't. CC SINCE 1881

Circle No. 19 on product information card

## CONTRACT NEWS

GLEASON CORP., Milwaukee, has acquired GOSHEN MFG. Co., Goshen, Indiana, manufacturer of outdoor and patio furniture and playground equipment. Product lines will be expanded and new lines added.

PORT DISTRIBUTING CORP., was appointed the exclusive distributor of Deltex floor products in Louisiana and southern Mississippi.

CONSOLIDATED TEXTILE CORP., San Francisco, has become a wholly-owned subsidiary of KAS-TEX CORP. of Los Angeles.

RAY HAMLET Co., INC. of Hickory, N.C., has been named to handle sales of UNION CARBIDE's new Vileau vinyl fabrics to upholstered furniture manufacturers in the southeast.

STANLEY FURNITURE Co. recently completed its new office building in Stanleytown, Va. Designed by architect J. Coates Carter, the building will house the general offices, design studio, sample department, and showroom facilities.

R. J. SKEWES, Seattle, has added a new professional service, Executive Office Interiors, to serve as interior designers for offices in the northwest.

A special exhibit of the works of JACK DENST, Chicago designer, artist and sculptor, was held at the Oak Park-River Forest High School, October 30 to November 30. Denst has won many awards in the field of hand-screened wallcovering and his designs are currently on exhibit in museums here and in Europe.

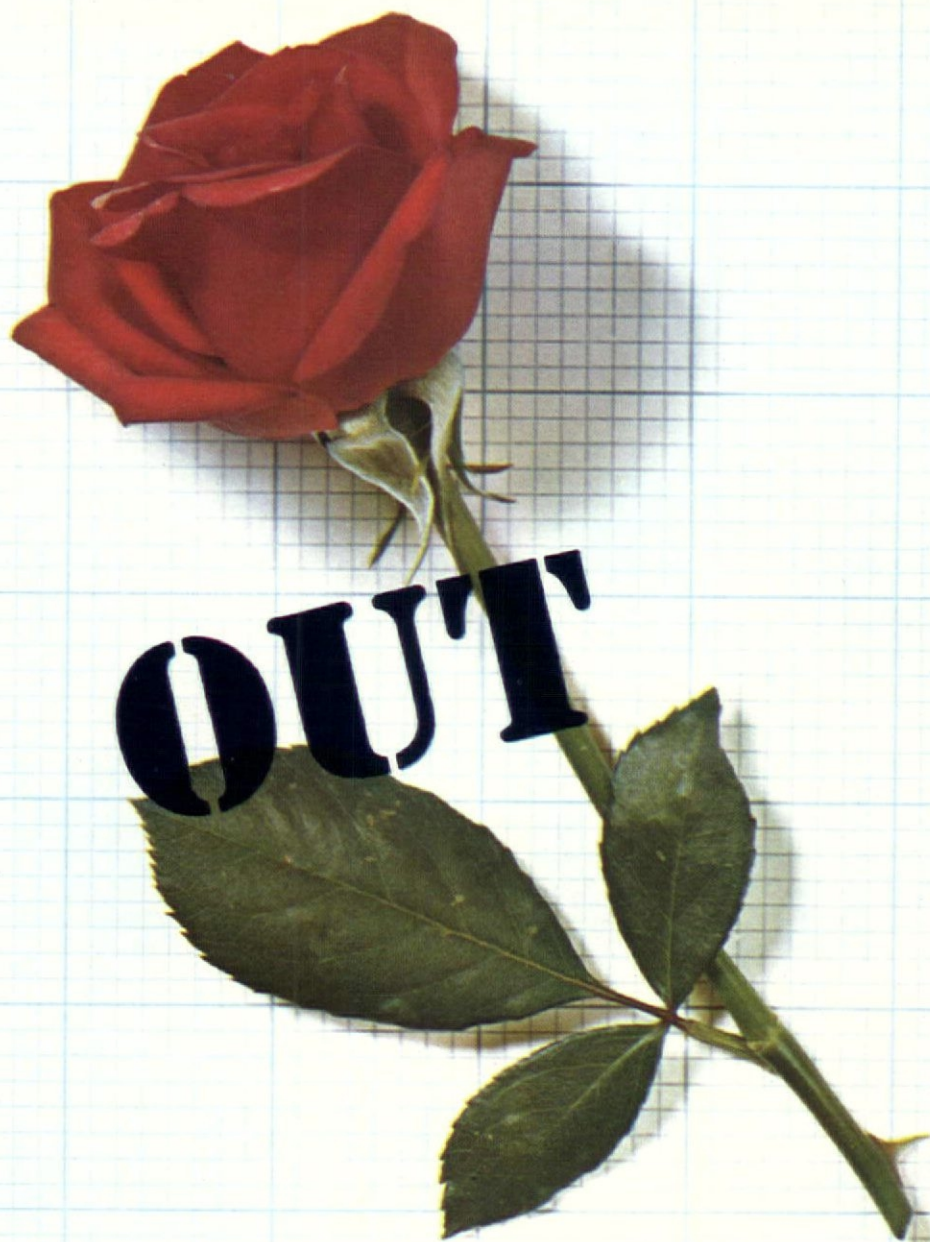
GUY NORMAN has opened new offices for design and planning for business and industry at 101 Park Avenue. The firm is currently completing an installation for the Spanish National Tourist Office on Fifth Avenue, Manhattan.

Califoam Corp. of America, has appointed LESTER BERNFELD of L. B. Bernfeld & Associates in Chicago, as exclusive selling agent for the Cushion-Cloud carpet underlay line in Illinois, Indiana, Missouri, and Wisconsin and to set up representation in Florida and Michigan.

New sales representatives for Lehigh Furniture Corp. are: MARTIN NICANDER covering Delaware, D.C., Maryland, Virginia, West Virginia, western Pennsylvania, and southern New Jersey; RONALD G. BEAL, Maine, Vermont, Massachusetts, New Hampshire, Rhode Island, Connecticut (excluding Fairfield County), and upstate New York.

COMMERCIAL CARPET CORP. opened its new offices in Space 3828 of the Dallas Market Center with Carl H. Hileman, southwestern regional manager.





## Graph paper is out... now that Barwick has Colorset

There's no longer any need to "graph" a rose. Barwick's new COLORSET makes step-and-ladder carpet designing passé. Any design that can be put on *plain white paper* can be magnetically deep-dyed into thick, plush Barwick carpet. This radically different electronic method for creating multicolor patterns can turn out 5 beautiful yards of elegant Barwick carpet . . . with as many as 12 luscious colors - in any yarn . . . *in just one minute*. A new concept, COLORSET is the first *real* advance in patterned carpet since the Jacquard loom was introduced in 1804. Never before were color and design possibilities so unlimited . . . nor has contract carpet seen such a creative challenge.

And beneath the beauty of each Barwick carpet are the quality, durability and ease of maintenance features that promise years of top performance. Selected from a collection of imaginative designs in a rich range of luscious, lasting colors. For information and samples, write to our CONTRACT DEPARTMENT.

Barwick fashions ACRYLIC—NYLON—HERCULON OLEFIN (the longest wearing carpet fibers known) into luxurious COLORSET carpet pile of radiant, enduring multicolor designs.

**E T Barwick**  
mills, inc.  
CHAMBLEE, GEORGIA  
*World's largest maker of tufted carpets and rugs*



## PEOPLE

ROBERT CAMP, new sales manager for the Chicago branch of Dazian's, Inc. will represent the drapery and contract field in Illinois, Iowa, Michigan, Minnesota, Missouri, and Wisconsin.

Graber Company of Middleton, Wis., added two salesmen to its staff: DONALD D. WILLIAMSON will cover parts of Georgia, Alabama, Tennessee; TRUETT KIBODEAUX will travel Louisiana, Mississippi and Alabama.

JACK SAMPSON has been named director of sales for the Robey Department of Drexel Enterprises, Inc., in addition to his responsibilities in hotel-motel sales.

C. H. Masland & Sons announced the following promotions and changes in its sales staff: WILLIAM B. GODWIN, assistant division manager of the West Central Division; GERALD L. FUNK, territory manager in north Texas; ELMER A. GLEDHILL, manager of the Chicago metropolitan territory; WILSON JACK ALBRECHT, territory manager for northwestern Michigan and east central Wisconsin. JAMES A. MARLEY, assistant contract manager for the Pacific Coast, succeeded by JOHN P. BROPHY, now assistant manager in Detroit. FRED A. ROFF, new territory manager for Los Angeles, is replaced in New England by CHARLES A. BARRETT.

ARYL ALDRED, JR. has been named by Troy Sunshade Co. to manage its Chicago showrooms in the Merchandise Mart.

EDMUND S. TWINING, JR., has been appointed director of marketing for Air Reduction Co.

SAMUEL MILLER was named sales representative to handle the complete line of Ross & Roberts' Touchstone vinyl fabrics for the furniture industry in New England and upper New York.

HUGH H. CHATHAM has been selected to head sales organizations and contract divisions for five factories west of the Mississippi River for Stanley Furniture Co.

J. FLOYD SMITH, has been appointed director of marketing for Roxbury Carpet Co., Saxonville, Mass.

ARTHUR FELDMAN has been named midwest sales manager for Pioneer Plastics Corp.

GERALD J. SKIBBINS has been elected vice president of Opinion Research Corp.

K. C. MCCORMACK was appointed general sales manager of Athol Mfg. Co. and will be responsible for sales of Terson vinyl fabrics in all but automotive classes of trade.

THOMAS J. MCCARTHY was named general sales manager of Sico Inc. McCarthy succeeds E. M. FAUCHALD new regional manager of California, Nevada, and Arizona. Other regional manager appointments include: GEORGE D. MITCHELL, JR., Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York; ROBERT DE WILDE, Pennsylvania, New Jersey, Delaware, Maryland, Washington, D.C., the Virginia's; ALEXANDER G. ROBOFF, Michigan, Indiana, Ohio; JAMES J. MONDO, Minnesota, the Dakotas, Nebraska, Iowa, Illinois, Wisconsin.

WALTER BLUMENAU has been appointed representative for Greater New York, New Jersey, and Washington, D.C., for Hungtington Products Co.

WILLIAM M. RUSSACK has been named director of sales promotion for Hightstown Rug Co.

JOHN F. CARDY has been named to head the outside contract and designer sales for Gian, Inc. in the metropolitan New York area. He was formerly with Albert Van Luit.

CLAIRE MORRIS BARROW has been named director of the information bureau of the Wallpaper Council.

JULIAN MURPHY and H. WILLIAM REUTERSHAN have joined Allied Chemical Corp.'s Fibers Division as sales representatives. Mr. Murphy will be assigned to the Greensboro, N. C., sales office; Mr. Reutershan, to the New York City area.

MANNY BELTON was recently named special assistant to the president and general sales manager of Forecast House, Inc.

G. F. MOSER is now affiliated with the industrial furniture sales department of Columbus Coated Fabrics Co.

RUSSELL L. MCGRAY was appointed representative for the state of Michigan by Tropitone Furniture Co.

ROBERT H. BENNETT, JR., has been elected president of Stow & Davis Furniture Co., succeeding his father, ROBERT H. BENNETT, SR., who is retiring.

BEN J. FREED has been elected chairman of the board of Albert Pick Co. Until recently, he was president of the company.


ROBERT L. CONNELLY was elected president and chief executive officer of the Southern Desk Co. division of Drexel Enterprises, Inc.

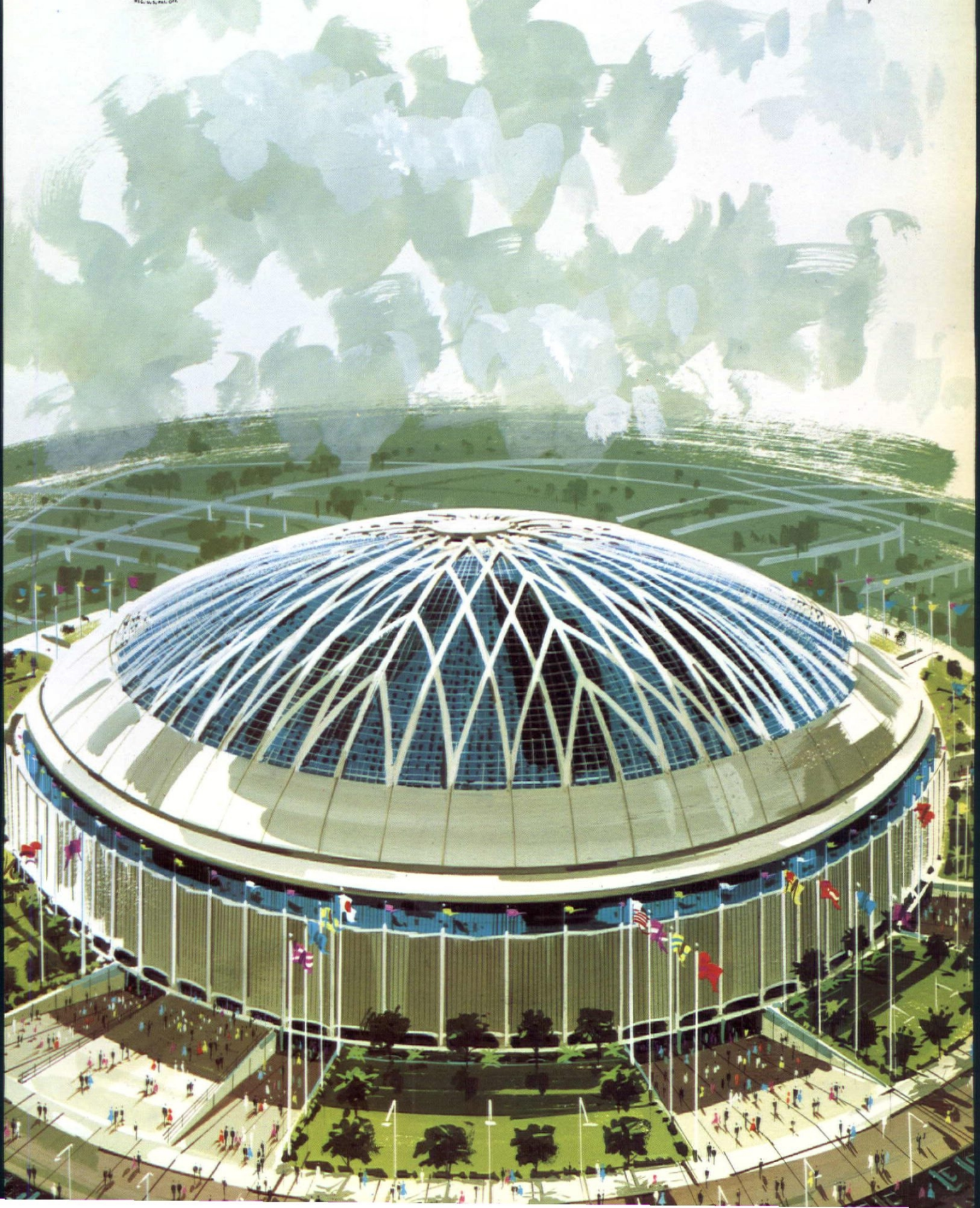


The new Harris County Domed Stadium pampers spectators...  
seats them luxuriously on upholstery of Du Pont ANTRON® nylon!

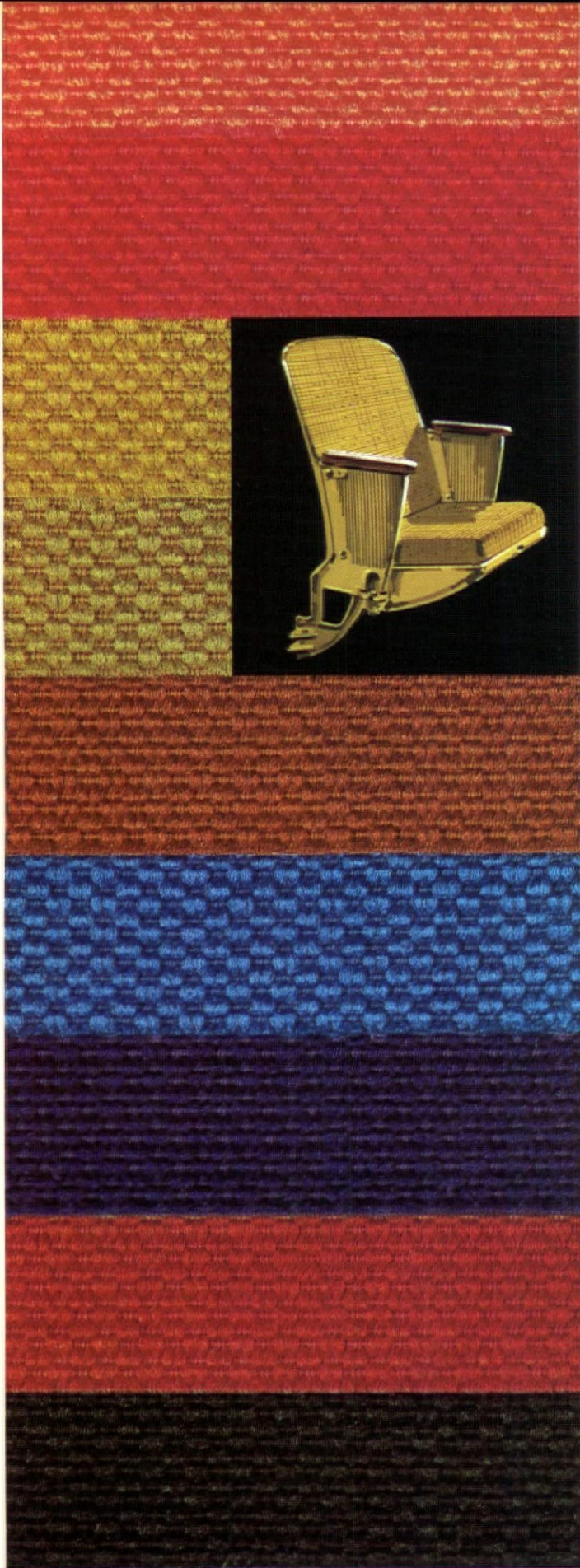


Better Things for Better Living... through Chemistry

Now, turn the page! 







**Is the new Houston Stadium run by nuts?**

**Upholstered seats for football fans . . .**

**rodeo followers . . . boxing buffs! Are they crazy?**

No, they're *canny*! This superdome they're building is blazing new trails in comfort and pleasure. So naturally, for those 46,000 comfortable, theater-type chairs the architects specified Du Pont ANTRON® nylon coverings. They look so luxurious, will take the toughest treatment any audience can give them! Nine lively colors help spectators locate their seats quickly. Bright, clean colors, thanks to ANTRON nylon!

Next time *you* have a contract using fabrics, remember the Houston Stadium! Choose fabrics with the handsome good looks and long-wearing surface of Du Pont nylon. Make everybody happy!

Du Pont makes fibers, not fabrics.



Better Things for Better living  
... through Chemistry



Seats by American Seating Co.  
Lloyd & Morgan and Wilson, Morris, Crain and Anderson, Members A.I.A.,  
associated for the Harris County Domed Stadium.  
Contractors: H. A. Lott, Inc., and Johnson, Drake & Piper, Inc.





## CONTRACT BUSINESS: NOTES & COMMENTS

### D&D Show set for October

The National Decoration & Design Show for 1965 will be held in the 7th Regiment Armory at Park Avenue and 66th Street, New York City, October 8-17. The annual event is again co-sponsored by the New York Chapter of American Institute of Interior Designers and the Resources Council Inc. Prestige Expositions Inc. has been retained to produce and stage Decoration & Design—1966, one of the features of the show.

### Shelby Williams opens two showrooms

Shelby Williams Industries, Inc., contract furniture manufacturer based in Chicago, opened two new showrooms, one in Atlanta, the other in Los Angeles, as part of its expansion program. The Atlanta showroom is located in the Decorative Arts Center and will be headed by Sidney Kanne. The western showroom is in the Los Angeles Design Center and will be under the direction of Jerry Friedman. Shelby Williams also maintains showrooms in Dallas and Chicago.

### Rooms of Tomorrow names 1966 designers

Interior designer Henry End, and architect Morris Lapidus have been selected to create the 1966 Rooms of Tomorrow. The joint award was made in keeping with the new policy of combining architectural ideas and materials with interiors, giving a complete hotel package. Rooms of Tomorrow is an annual feature of the National Hotel-Motel Exposition, held annually in November at the New York Coliseum. The theme for next year's Rooms will be "Yesterday, Today, and Tomorrow," showing the latest in products and materials available to the hotel market at the time of the showing. Sponsors will include Amtico Flooring, E.T. Barwick Mills, Burlington House Fabrics, Crane, Nessen Lamps, Nettle Creek, Parkwood Laminates, Simmons, U.S. Gypsum, U.S. Rubber, and U.S. Steel.

### A of M in Atlanta Mart

American of Martinsville's contract division recently opened a new showroom in Space 1316 of the Atlanta Merchandise Mart, enabling American of Martinsville to better serve the entire southeastern market. All lines are displayed, including guestroom suites and upholstered lines for public areas. A series of vignettes permits the viewing of completely coordinated room settings.

### Publisher's new offices

Thanks to Saphier, Lerner, Schindler, Inc., the publisher of *CONTRACT* is enjoying a highly congenial working environment. SLS, which usually exercises its formidable design talents in very much larger contexts, graciously offered to design and specify the furnishings for Ben Hellman's office (shown in the accompanying photos) when we made our recent move to 7 East 43 Street, New York City. Lawrence Lerner, president of SLS, made the publisher's office his own personal project. Kudos are also due to the suppliers, for their careful observance of the SLS specs and for the dispatch with which they delivered and installed the furnishings. The architectural woodwork (oiled walnut counter, blue cork wall, white shelves, and magazine display) is the work of Korngold Bros., specialists in custom woodwork. The oval desk by Hugh Acton, a modified version from that firm's line, is ideal for round-table conferences, providing everyone with leg-room and a writing surface. The swivel chair is by Helikon; the pull-up chairs are the well-known Marcel Breuer design (1927), the carpet is by James Lees; the clock (not shown) is by Howard Miller; filing cabinets, Steelcase;

drapery fabrics, Maharam; drapery installation, American Drapery & Carpet; coffee table, Robert John (through Metwood); table lamp, Habitat; desk accessories, Jens Risom; plants, The Greenhouse. The wall decorations are Mr. Hellman's own and include a painting by Hyde Solomon and a sand sculpture by G. E. Nelson.



Publisher's office,  
*CONTRACT* Magazine





## CONTRACT BUSINESS: NOTES & COMMENTS

### GF wins Triennale prize

The Grand Prize for the design of the best single object in the 13th Triennale de Milano was awarded to General Fireproofing Co. for its 40/4 chair, designed by David Rowland. The prize winning chair is a slender design made of 7/16-inch diameter steel rods with contoured metal seat and back panel. It is engineered so that each chair fits over the other so close-



ly that 40 chairs may be stacked within a height of four feet. The chair also features a special ganging device on the sides

which snap-locks the chairs quickly in rigid rows. The chair was also selected by architect Philip Johnson for the new wing of the Museum of Modern Art for use in several rooms and has been added to the Museum's permanent design collection. The GF 40/4 chair was shown at the Triennale, Milan, Italy, as part of the United States exhibit. The theme of the exhibitions was Leisure. The U.S. exhibit was the work of architect Charles Forberg and designer Jack Larsen. Approximately 74 American designs were displayed in the setting of all-white sculptural space forms, created by stretch nylon.

### A carpet is a ceiling

Head in the clouds? No. It's carpeting—on the ceiling, that is. In a unique use of carpeting, a busy cafeteria hit upon this upside-down idea to cut down the din of clattering dishes and trays while adding a decorative note and an acoustically controlled conversation piece. More than 350 square yards of white cut-pile nylon carpeting, supplied by Barwick, were cemented to the ceiling at Morrison's Cafeteria, Atlanta, Georgia. Because of its weight—

an estimated several thousand pounds—tackless carpet strip was out of the question. Instead, the installer used Roberts' Anchor-Weld Contact Cement, noted for its permanent adhering and quick drying-time qualities. To engineer the job, carpet mechanics mounted scaffolds, lifting precut sections of carpet to ceiling height. They were measured and trimmed to fit the contours formed by overhead beams. Anchor-Weld Contact Cement was then applied to both ceiling and back of carpet. Less than 55 gallons of cement proved adequate. A crew of three carpet mechanics, working eight hours daily for five days, was required to complete the assignment. What about the floor? It's terrazzo!

### Madison enlarges Mart space

Madison Furniture Industries of Canton, Mississippi, has enlarged its display center in the Merchandise Mart, Chicago, having leased an additional space adjoining the present Space 1166. The enlarged area, on the Mart's contract floor, will enable Madison to display more of its furniture groups. Manager of the showroom is Al Markoff.

Circle No. 22 on product information card

## Let your imagination go...



There's no limit to what you can do with Johnson Plastic Table Tops, Johnson Bases and a little imagination.



Match the base design to the top for just the RIGHT combination to fit *your* specifications. Unlimited choice of top designs and base styles to work with.



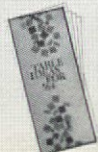
And you'll discover what a Johnson Table can do for any dining area. As a starter, may we send you our new portfolio of "Table Ideas for '64"?

Representatives in All Major Cities



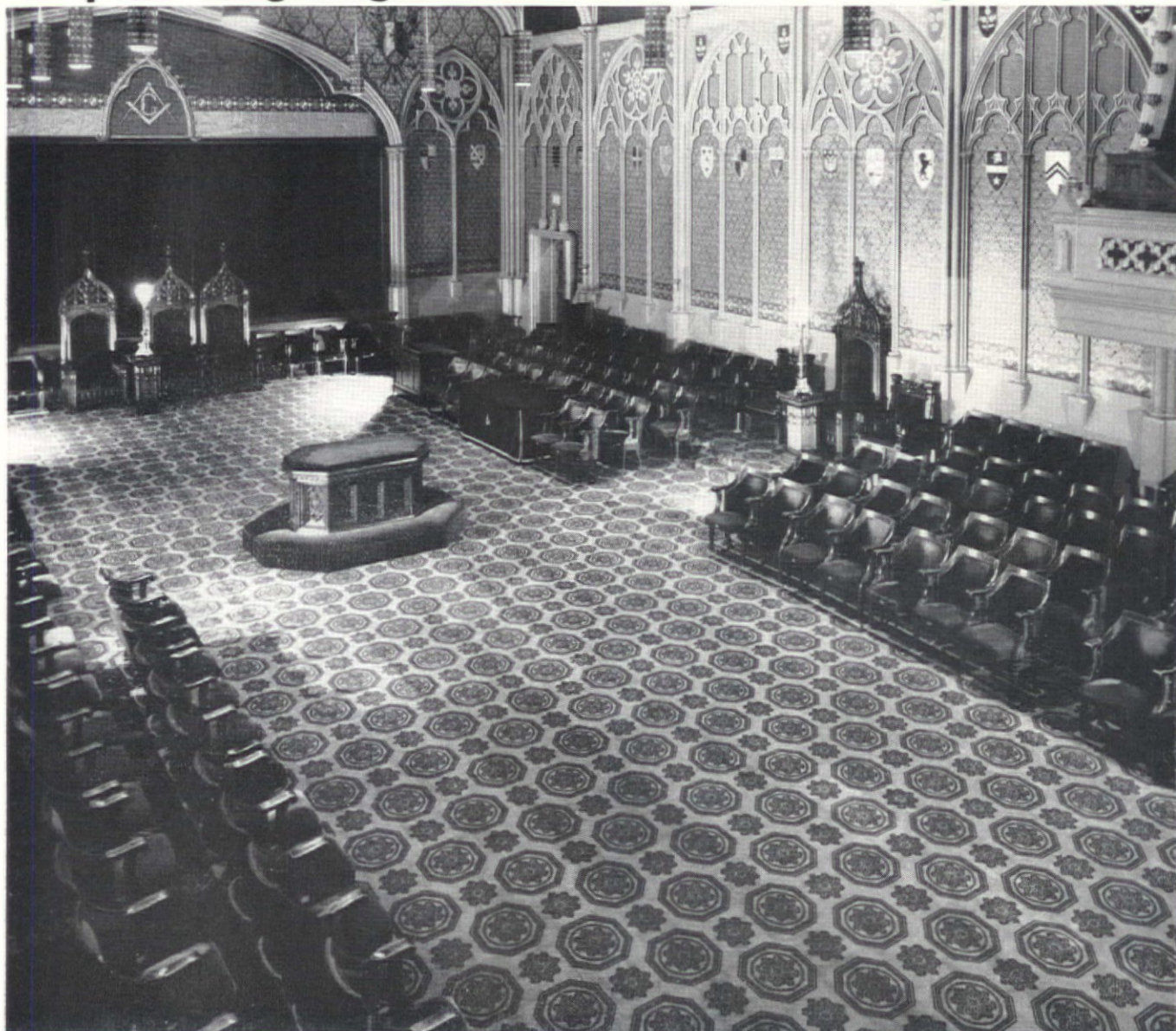
**JOHNSON plastic tops, inc.**

ELGIN, ILLINOIS





## complementing the grandeur of Boston's Grand Lodge of Masons



# Hardwick Carpets

The dignity of the Gothic Lodge Room in Boston's Grand Lodge of Masons presents a challenging opportunity for a carpet maker. As you can see Hardwick met that challenge magnificently.

What you don't see is the exceptional durability of this Hardwick quality. It's there. Hardwick's over a century of carpeting craftsmanship . . . carpet-making knowledge guarantees it.

It was this carpet-making knowledge and craftsmanship that prompted interior decorator Otis B. Robinson to specify Hardwick. Take a tip from Mr. Robinson and John H. Pray & Sons who installed the carpet. Whether your needs call for 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.

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

Circle No. 23 on product information card



## CONTRACT BUSINESS: NOTES & COMMENTS

### Howell opens IDC display

Simple design with the accent on durability is the theme of the Howell Contract Furniture display in Space 5-6 of the newly opened International Design Centre, Los Angeles. Among its newest lines, Howell features its 36-inch round table and matching side chairs. On a two-step pedestal are two other Howell chair designs. The displays are set against a background of colorful and textured wall panels, with a soft rug, potted plants, and a decorative floral piece enhancing the setting.

### Maxwell expands to Europe

Maxwell Co., contract furnishers for hotels, motels, and institutional interiors, has announced a program to expand its "package deal" operation to European countries. According to Irving E. Greenfield, Maxwell's president, there is a growing need and trend in Europe for American type motels as a result of acceleration of automobile travel there and the development in road building and wider highways. The European motels will be patterned after American units, featuring informal relaxed atmosphere. Maxwell has already

furnished a large factory outside Madrid which started operations last month.

### Pictures moves to D&D

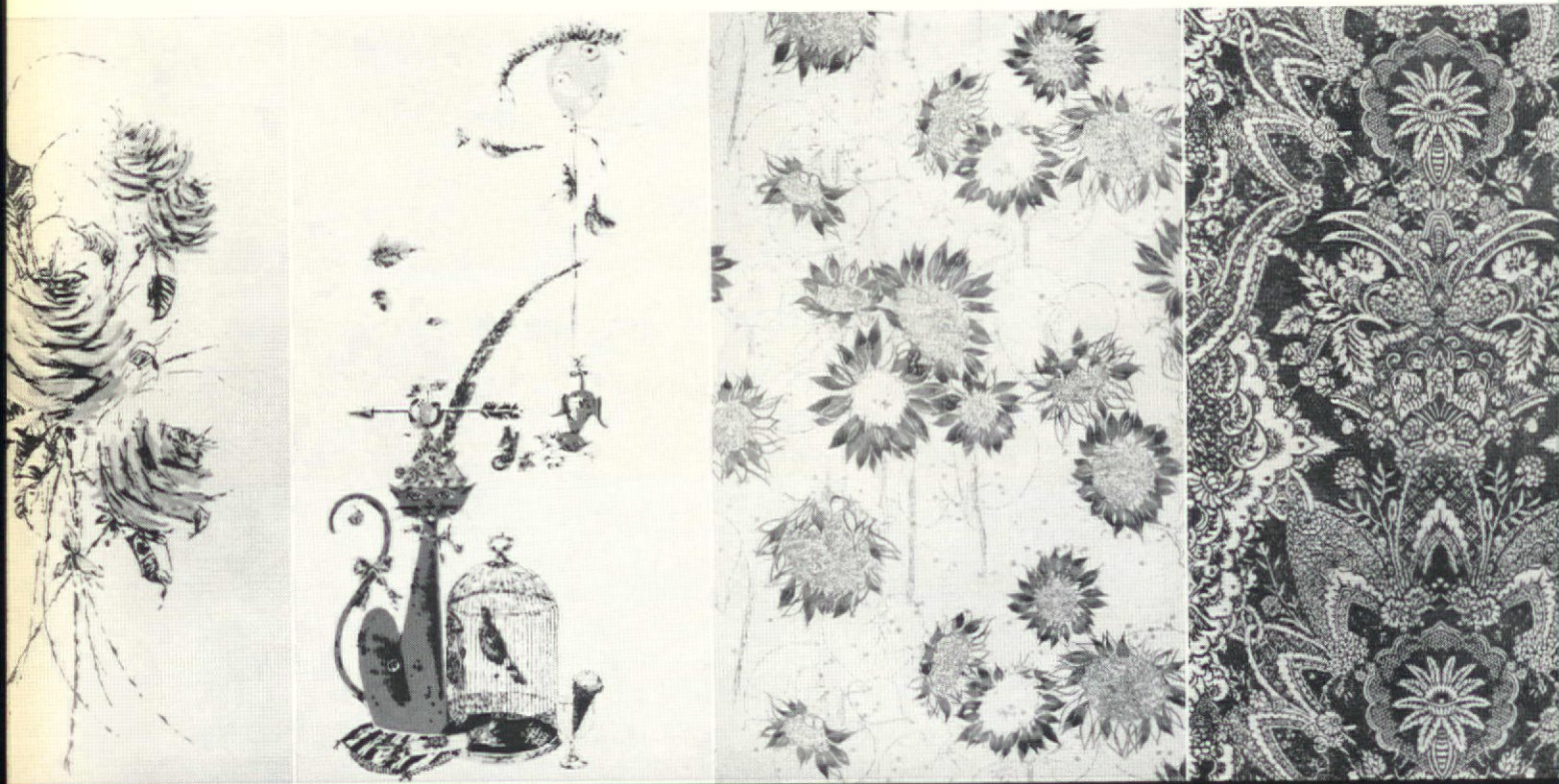
Pictures for Business Corp. has moved to expanded quarters in the Decoration & Design Building, 979 Third Avenue, New York City. The firm has almost doubled its collection of graphics along with its framing facilities, through three affiliated frame shops. Personnel, too, has been increased to handle the expanded services. Pictures for Business offers an extensive collection of contemporary and traditional reproductions, original graphic works of art, old prints, and the planning and execution of photo murals.

### New assignments . . .

Tom Lee Ltd., New York, has been retained for the complete design of all interiors, both public and private, for a major new hotel, the New Orleans Hilton, to be erected in the heart of the historic French Quarter on Bourbon Street. The five story hotel, with a seven story tower, will contain more than 500 guestrooms, restaurants, bars, a coffee house, and an intimate cellar club, as well as meeting rooms, private dining rooms, entertain-

ment suites, exhibition rooms, and a Grand Ballroom. Architect is Curtis & Davis; Koch & Wilson, associate architect. . . . Henry End Associates, Miami, has been assigned to do the interiors for the Cambridge Beaches, a major resort complex in Somerset, Bermuda. Within the U.S. borders, a number of interior redesign projects are in the works: Marat Hotel, Indianapolis; Florida Yacht Club, Jacksonville; Americana Hotel, damaged during a summer hurricane. End has also begun an assignment in styling interiors for the Fairfield Inn Cafeterias, a chain planned for shopping centers around the country. . . . Albert Parvin & Co., Los Angeles, continues its long succession of projects in Las Vegas, its latest assignment is the interior design and furnishing of a new cocktail lounge at the Fabulous Flamingo Hotel. The contract also calls for completely redecorating the lobby, casino, gift shop, and registration facilities. Another Las Vegas project is the interior design and furnishing of public areas and new additions to the Hotel Riviera. Increased space will accommodate additional gaming facilities, cashier cages, and an elaborate powder room. (C)

Circle No. 24 on product information card

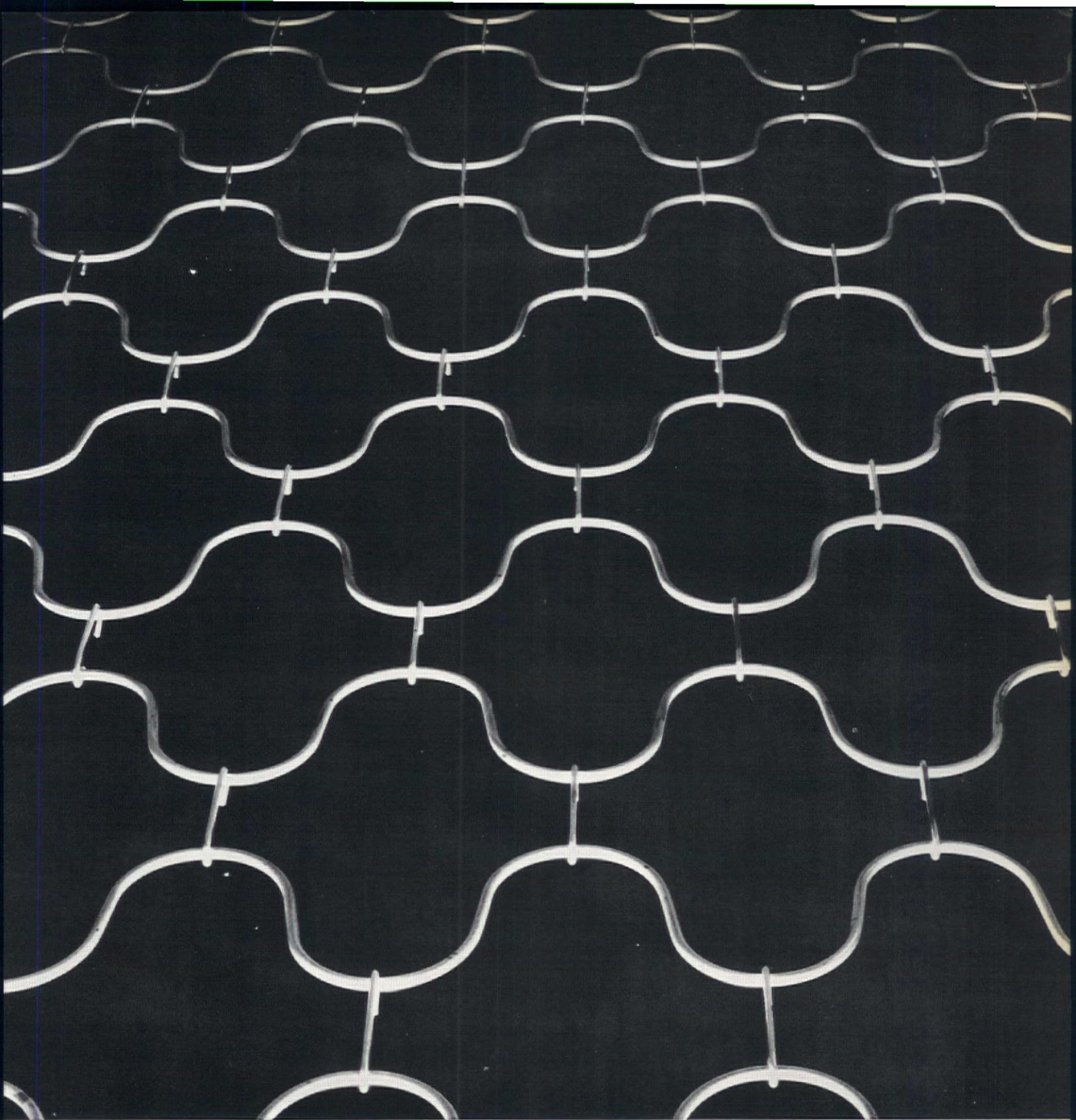


Scenic Volume IX and Repeat Prints Volume X is available, offering a variety of patterns and colors.

HAN-TEC

425 LAKESIDE AVENUE, N.W., CLEVELAND, OHIO 44113





## No-Sag Springs don't.

With a name like ours, how could they? But the reasons they don't sag go a lot further than our name.

No-Sag Springs have a shallow but permanent arc built right in when properly anchored. This creates an accordion-like resiliency. So they always return to their original profile.

Why go to the trouble of perfecting such a spring? For more healthful, restful sleep. The kind people in college dorms, hospitals, and other institutions need.

And that depends on the bed, not the sleeper.

Conventional link-type springs weren't the answer. They "hammocked" 30 years ago. And still do. So we designed No-Sag spring and bed foundations to eliminate hammocking...to keep the spine straight by not only supporting the body but conforming to it.

No-Sag foundations are easily assembled (with no special tools) and require virtually no maintenance. They come in standard and special sizes. All are avail-

able with our durable and attractive welded-steel bed ends.

Considering that you're probably paying more for beds than you need to be cause of constant maintenance and that it's likely we can improve the quality while lowering the long-term cost, you're sure to be more interested in our address than anything else at the moment.

It's 124 W. State Fair, Detroit 3, Mich

**no-sag**  
Subsidiary, American Metal Products

Circle No. 25 on product information card



## SHARP DIFFERENCES ON TRADE TECHNIQUES AIRED AT CONTRACT'S 4th BIRTHDAY DINNER

Roland Wm. Jutras, well-known hotel designer, posed some important challenges to the 100-odd manufacturers and sales executives who attended this magazine's fourth anniversary during last month's hotel show in New York City. Manufacturers, in turn, took the floor to discuss Mr. Jutras' statements in a stimulating exchange that lasted well over an hour after he had completed his speech. Many of the questions raised will be explored in detail in forthcoming issues of **CONTRACT**. A full report of the November dinner meeting follows.



Guest speaker Roland Jutras (left) joins publisher Ben Hellman for cutting of **CONTRACT** Magazine's birthday cake.

With the surging growth of the contract market in the last ten years, manufacturers and designers alike are sharing the growing pains. Faced with that market's increasing demands, manufacturers are asking themselves: how can the industry close the gaps that seem to exist between manufacturers and specifiers? Who are the real decision makers and what are the most effective ways to reach them?

**CONTRACT** Magazine gave manufacturers a chance to air their views and listen to a few pointed comments from one of the contract field's leading hotel designers, Roland Jutras. Celebrating its fourth birthday with the publication of the November '64 issue, **CONTRACT** hosted more than 100 manufacturers at New York's Barbizon-Plaza Hotel where a good many of the foregoing questions were discussed in lively fashion.

As director of design for Hotel Corporation of America, said publisher Ben Hellman in introducing him, Roland Jutras had purchased no less than \$5-million worth of furniture, carpeting, lamps, wallcoverings and every imaginable accessory going into a hotel after the shell had been erected. This year, Jutras formed his own design firm and is presently engaged in planning and furnishing five major hotels here and abroad. Jutras is therefore keenly aware of the problems that exist between supplier and specifier.

"Today," Jutras pointed out in his open-

ing remarks, "the professional designer runs a business. We sell a service and operational knowledge to firms who are investing money and want a high percentage of return on that investment. Every major building erected or renovated today calls in an architect and designer for consultation from the very outset."

In the initial planning stages of a major hotel, Jutras stated, two things are decided: the "orientation" of the hotel and the basic budget. In an effort to stay within that budget, competitive bidding is increasingly employed. He estimated that forty per cent of all public facilities and eighty per cent of guest facilities are bid competitively. "In a hotel where several hundred rooms are being planned, purchase orders represent a sizable volume and competitive bidding can save the client substantial sums of money."

How does the manufacturer get on the bid list? In this area, Jutras admitted that there are tremendous gaps. "With the rapid expansion of the contract market, we have a great overlap in the two fields, retail and contract." He noted that designers work across the board with contract manufacturers, but often with many manufacturers operating simultaneously in both. "In attempting to cross over into the contract field, however, manufacturers lack sufficient preparation and the problems arising from this dual market are rampant."





One of the resultant complaints, Jutras pointed out, are the enormous delays in delivery. "Everyone promises the magic words, eight weeks. But eight weeks just doesn't happen."

The greatest proving ground for furnishings is the hotel, Jutras said, and consumer lines posing as contract quality are frequently not constructed to stand up to the abnormal beating they receive in a hotel installation.

Turning to the problems of *rapprochement* between manufacturer and specifier, he noted that salesmen rarely reach the principals in a design firm. "If a designer sat down with every salesman that came into the office," Jutras said, "he wouldn't have time for anything else. I, personally, would rather meet for three hours once a year to discuss problems, innovations, etc., face-to-face with management itself rather than having salesmen call on me indiscriminately whether I want to see them at the moment or not."

In regard to showrooms, Jutras pointed out that designers at a certain level rarely have the time to visit a manufacturer's showroom. He questioned whether the amount of business done on the showroom floor warranted the high cost of its operation.

He indicated that the results of paid advertising can be very significant but that manufacturers very often fail to use to full advantage the space they pay for. "Just the picture of a chair," he stated, "tells me nothing." He emphasized that specifiers must know dimensions, construction features, as well as how well the chair will stand up under the abuse it will receive in a public installation.

Jutras considered the manufacturers' catalog the most valuable sales tool in the contract business. When I receive CONTRACT, he said, I look through it, circle the numbers of products that interest me for the project I'm working on and tell my secretary to send for the literature. We have fifteen file drawers full of catalogs received as a result of such requests. All too frequently, however,

(Continued on page 36)





## CONTRACT'S 4th BIRTHDAY DINNER

the catalog does not deliver the desired information, he stated. "A designer cannot judge from a photograph whether the seat of a chair is 18 inches or 22 or whether the arms are five or six inches high." He further expressed the opinion that catalogs do not adequately describe special services or custom work and price lists are frequently confusing.

In addition, he continued, catalogs that cost the manufacturer \$10 or \$15 dollars to produce are cut up for a design presentation. "Once the catalog is cut, we throw it away; there is an item missing that I can't buy and, hence, you can't sell." He suggested that catalogs be set up in a binder with tearsheets that can be taken out, affixed to the design presentation, with additional tearsheets in a pocket at the back of the catalog for this specific purpose.

In general, he emphasized that information is just not readily available to the designer. He stated that salesmen hesitate to quote prices or commit the manufacturer; that showrooms are used infrequently by the busy or out-of-town designers; and that catalogs often fail to give specific information. "We must still get the answers direct from the manufacturer. This usually involves four to six phone calls and my phone bill is getting to read like the national debt."

In order to cut through these difficulties, Jutras recommended that a "contract contact" be set up at the manufacturing level—"A field specialist who would be

able to answer with authority, definite questions on pricing, delivery, special services and custom work at the time the designer requires it."

At the conclusion of Jutras' speech, the manufacturers present had a few things of their own to say. Strenuously objecting to many points that the speaker had made, Janet Rosenblum of Janet Rosenblum, Inc., asserted that the smaller manufacturers are in an advantageous position to offer direct answers on specific questions and offer an unlimited amount of special services. "Too often," stated Miss Rosenblum, "designers merely specify name brands. If you don't take the time to find out about the small manufacturer, of course, you won't know we exist."

Another manufacturer blamed bad planning as the problem of delivery delays. He stated that a manufacturer may expend ten to 100 hours working with a designer on a project but that the specifying doesn't get started for another two years. Until there is a more reasonable time sequence between consultation, specification and delivery, he asserted, the manufacturer will continue to be fenced in to an eight or ten week delivery date after the project has been in the works for well over a year.

Turning to another problem, Nil Anderson of Murals & Wallcoverings, Inc., stated that the reason that salesmen do not reach the principals in design firms is that manufacturers lack selectivity in directing their salesmen to the designers they are

*(Continued on page 38)*







**You can count on more savings  
on carpet maintenance...**

It takes very little to keep an All Wool carpet fresh and new. Little time. Little effort. Little money. How come? Wool resists soil. Dirt doesn't sink in; it stays near the surface—vacuuming quickly removes it. And wool resists stains; spot cleans beautifully. All of which means less frequent shampooing, restoring, repatching. But a low maintenance cost is just part

of the story. Wool has a low rate of replacement, too. Because wool naturally resists flame. (Dropped cigarettes leave just a pinpoint burn, not a deep scar in your carpet.) And wool wears superbly. Keeps its natural bounce *and* its luxury look over the years. Wool is just about the perfect floor covering. For hotels, motels, schools,

**if you look for this.**

restaurants... any place you have a floor to be covered. It comes in every color you can think of, and in designs and textures you've never thought of. Beauty. Versatility. Low rate of replacement. Low maintenance cost. That's what you get with All Wool. And that's how to get the most for your money in carpet.



**The answer is wool...it costs less in the long run**

WOOL CARPETS OF AMERICA, NEW YORK, N.Y.



## CONTRACT'S 4th BIRTHDAY DINNER

able to service. Anderson suggested that the manufacturer pinpoint the type of designer who would naturally be a market for his products, rather than having salesmen waste their own time and that of the designer.

Frank Cavallon, of Cavallon Associates, emphasized the necessity for a reorganization of relationships between management and the contract designers. If such a basic reorganization were accomplished, Cavallon stated, problems could be dealt with routinely instead of creating a crisis on every job. In line with this, Bert Kaiserman of Paul Kaiser Associates, suggested a pre-conference between designers and a selective group of suppliers to research and discuss the job before the buying actually started.

Kermit Wilson of Sico Mfg. more or less supplied the sense of the meeting when he stated that "Tonight, we may not have solved the problems existing between specifier and supplier, but in a stimulating discussion such as this, recognizing them is the first step toward their solution."

On that happy note, publisher Hellman as chairman of the meeting concluded the formal discussion. But smaller groups continued the talk as they left the dining hall. It was obvious that the stimulating evening had generated enough material for healthy discussion for some time to come.

*For some of the comments by guests at the dinner meeting, see our Letters column on page 22.*

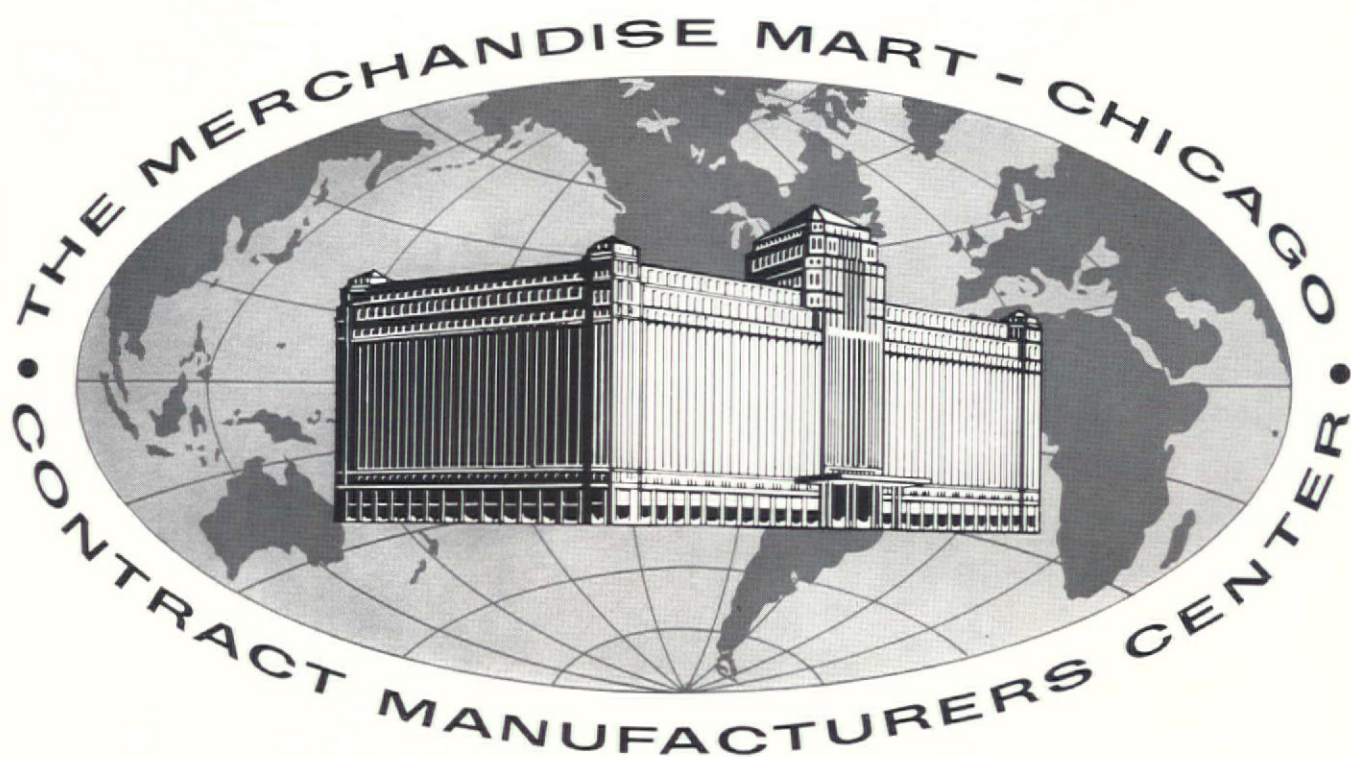




# WINTER MARKET

SUNDAY THROUGH SATURDAY, JANUARY 3-9, 1965

*There's no place  
like this Showplace!*



This new trademark signifies something special for you—the world's first complete Contract Buying Center. Here you'll enjoy convenience and selectivity such as you can find nowhere else. Just one cab fare to one building with more than 2,000 top contract lines. Everything you need for any commercial installation. And all just an elevator button apart. For a complete directory of exhibiting manufacturers, write:

## THE MERCHANDISE MART CHICAGO

HEADQUARTERS FOR FURNITURE • BEDDING • DRAPERIES • FABRICS • INSTITUTIONAL MERCHANDISE  
FLOOR COVERINGS • LIGHTING AND FIXTURES • ACCESSORIES • KITCHEN MACHINES AND EQUIPMENT

Circle No. 27 on product information card



# *infinite*

## **a new stacking, ganging chair series by Troy.**

These handsome, sturdy chairs are designed to serve Infinite commercial seating needs. They stack—Ininitely. They gang... Ininitely. And they are offered in an Infinite variety of styles, colors, upholstery details, and frame finishes. Catalog on request.

Designed by Herbert C. Saiger, A.I.D., I.D.I.



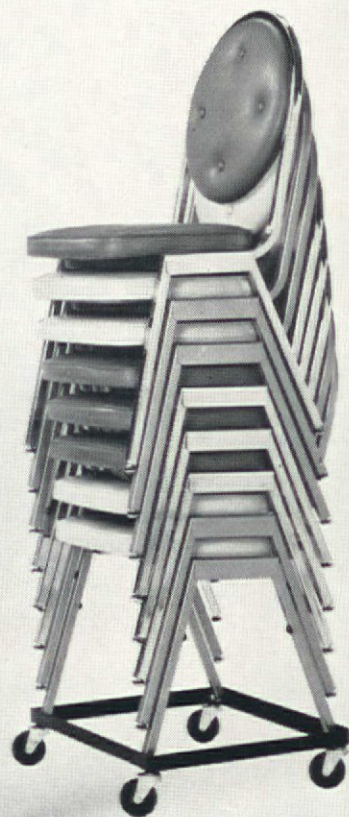
1343



1320



1302



**Troy** THE TROY SUNSHADE COMPANY  
Division of The Hobart Manufacturing Company, Troy, Ohio

Show Rooms: One Park Ave., N.Y./Merchandise Mart, Chicago/612 Grant St., Troy, Ohio/Dallas Trade Mart, Dallas, Texas/9100 7th Ave., N.W., Miami

Circle No. 28 on product information card



# specify MAHOGANY—nature's top wood, now available in quantity...

From the Architect of the Universe has come one wood closer to perfection than all others filling the forests of the earth. It's magnificent mahogany, the wood of the ages, finding use in a thousand tasks in the Twentieth Century.

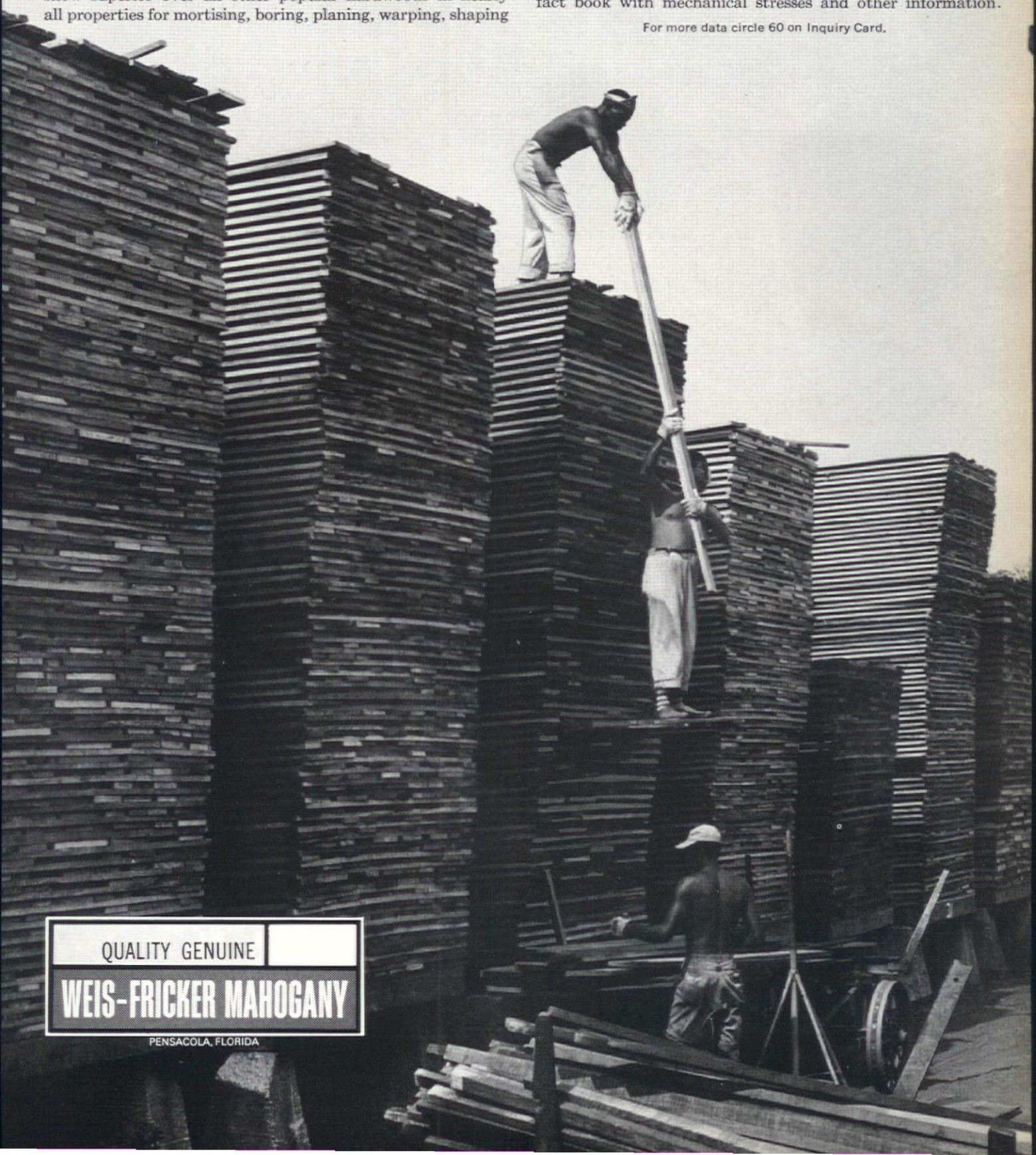
As the world's largest importer and manufacturer of Genuine Mahogany, we handle only *Swietenia Macrophylla* from Central and South America. It's yours quickly in any quantity at prices that will please you—and at lengths up to 20 feet, widths to 24 inches, and thicknesses to 4 inches!

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. You'll have the same wonderful wood that remains unchanged, uncracked, unwarped in the Cathedral of Ciudad Trujillo built in 1514. You'll be relying on the same rugged material the government puts in invasion gliders, PT boats, and landing craft. And you'll join 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 our 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.

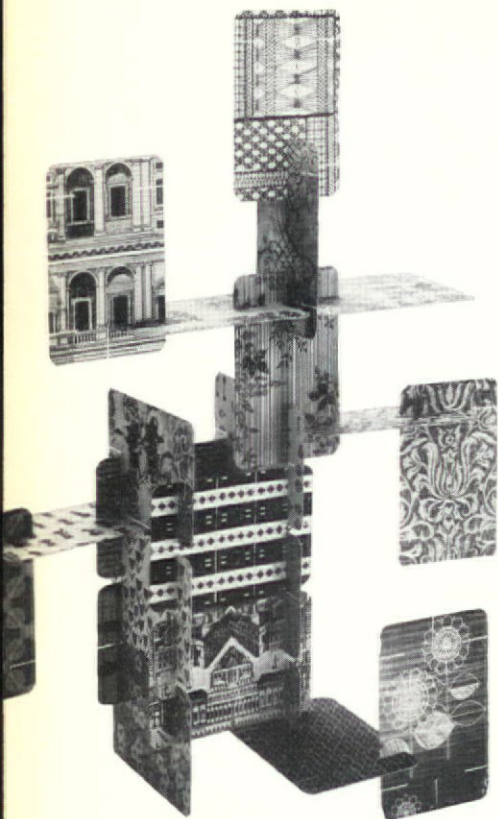


QUALITY GENUINE

**WEIS-FRICKER MAHOGANY**

PENSACOLA, FLORIDA





**Too little concern  
about testing new  
materials and mixes**

**Is thickness  
enough—government's  
A,B,C, categories**

# WALLCOVERINGS

**I**N wallcoverings, the contract designer's attention has been held by vinyls. Yet, now that the market is firmly established, it is finding itself carried away by its fleet-footed success.

Vinyl engineers have found ingenious ways of imitating leathers, fabrics, and wallpapers, and they have not wasted any effort bringing imagination to bear on these versatile wallcoverings. Johnny-come-latelies, as well as chemical firms, know how simple it is to push molten plastic onto a bolt of backing: and presto, a new, exciting vinyl line.

Though no manufacturer, or even jobber, will publicly admit it, the industry is close to getting out of hand. Today, in the chemical laboratory, the visionaries are letting new mixes roll into production without thorough testing. Undoubtedly, some of this advanced technology will soon produce an inexpensive yet very abrasion-resistant vinyl that will perform as well as the present, heavy-duty vinyl wallcoverings. But that day is yet to come. When a new product proves inadequate—and this happens only after installation—the supplier generally replaces it at no expense to the client, hoping that his standard lines, fully tested over a period of years, will make up the loss. Thus, neither distributor nor manufacturer are overconcerned with failing materials.

The resulting lack of unified standards and available literature is as appalling as it is apparent. Everyone is aware that the government's ratings are based only upon the thickness of the material: Group A has a vinyl coat of 4 to 5 mils thick, Group B ranges between 9 and 14 mils, and Group C between 15 and 22 mils (thickness being measured before embossing). Many are impressed with the total thickness of wallcovering. But a heavy backing bears no relation to abrasion-resistance, so that judging a vinyl wallcovering on its total thickness alone is meaningless. Resistance to wear is proportionate to the purity of the mix, but thickness can be extended with clay additives that lower the cost and lure the unsuspecting purchaser. The density and purity of vinyl mix—not a thick backing—are the factors that provide damage resistance. Reputable firms have laboratory data as well as test results and special installation instructions. The best known abrasion test is a Taber, where results should not register a loss greater than 18 mg per 1000 revolutions on CS10 wheels, with 1000 mg weights on each wheel. Higher figures imply dilution. The manufacturer's literature should spell out the results of this test in concrete figures, not in terms



**HOW SHOULD THE SPECIFIER SELECT FROM THE BROAD  
ARRAY OF VINYLs, CLOTHS, PAPERS, AND SPECIALTY MA-  
TERIALS THE MARKET OFFERS? BY ANN DOUGLASS**

of "good" or "satisfactory." In institutional, commercial, and industrial installations, fire resistance, toxicity, color stability, tear strength, glass-like washability, mildew resistance, and stain reaction should also be considered.

The selection of a vinyl wallcovering should first be based on the demands of durability, and next for its decorative qualities. In areas where traffic is insignificant, designers often turn to the wealth of variation found in wallpaper, grass cloths, and fabrics.

Today, most every wallcovering firm stocks a line of standard vinyls in a range of solid colors. With the ever-constant urge to develop "new" patterns and ideas, an enormous number of printed, blocked, and contemporary embossings are vying for attention. With surface prints, the buyer must be wary of superficial face paint that may deteriorate from maintenance abuse. These prints are inferior when they can be removed by rubbing with a cloth impregnated with acetone or nail polish remover. A skin-deep spray of vinyl still isn't enough protection; the printing must be done in vinyl inks that bite into and actually become part of the background material. Of the flocked vinyls, nylon seems to be the washable one; the others usually require vacuum cleaning.

Wallpapers have an edge on versatility of design and "hand," and they are being increasingly used by the contract specifier. The foils are washable, and papers can be coated with Resistane. Light-weight fabrics, which in the past had to be sewn and stapled to the wall or backed with paper, are shown for the first time backed with special acrylics that make them easy to apply to a wall. They are also less expensive than paper-backed fabrics. Grass cloths and striking textures made from reeds and cellulose are tempting. Corks are laminated to colored papers and are shown by most houses. The contract supplier is usually equipped to give special colors and designs on any ground. Papers are finding increasing use in department stores, medical clinics, hotels, motels, restaurants, etc. When used above the chair rail or dado area, they are readily maintained in nearly any area.

Although the success of a vinyl installation depends upon the quality and weight of the fabric, it seems clear that a fabric is most often selected for its design, color, and texture. Unfortunately, the designer seems last

**Durability  
before decoy**

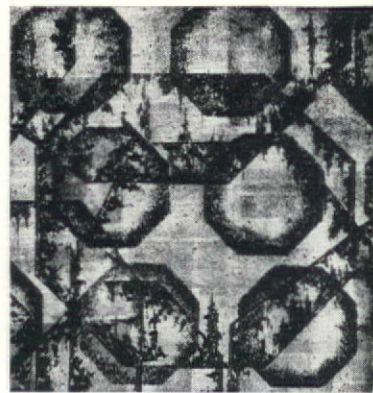
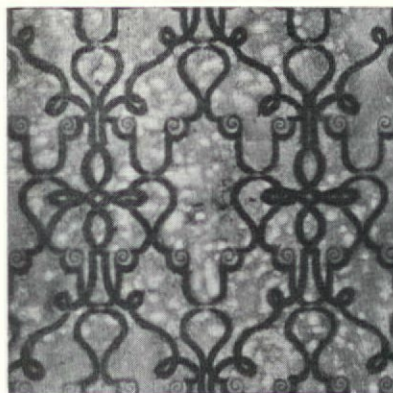
**It's skin-deep, but  
is it scuff-proof?**

**Materials range  
from paper to fabric,  
grass to cork**





TIMBERTONE's Persian has been used for screens in this dentist's reception area designed by Marvin Cutler (Fritz-Hansen chair; lamp from Lighting Assoc.). Dimensions (right) and Grille Espanol (far right), two of Timbertone's newest patterns, are seen in texture on foils—two from its extensive group. Circle No. 38.



IMPERIAL WALLPAPER MILL's Heritage Eagle and Orchard Stripe have been added recently to its Glendura Vinyl Fabric line, making a total of 138 styles. Circle No. 55. THAIKOK's two copies in paper of Portuguese tiles are treated for water and stain resistance. Three tiles wide, "tile" is 6 inches square. Circle No. 56.



VERDE's Milano (far left) is shown as olive brown flock on gold burlap. Lace Fantasy, gold on white moire vinyl, is its only stock contract wall-covering. Circle No. 57. HOWARD & SCHAFER's Herringbone is among its new group of geometrics. Shown on wallpaper, it is also printed on vinyl and shade cloth. Circle No. 58.



## WALLCOVERINGS

of all concerned with fire resistance and weights, even though he cannot always rely on the manufacturer's claims to quality and should investigate these claims for himself.

The descriptions on these pages are based on new designs that some of the wallcoverings firms are presenting, many of them reflecting an increasing response to the designers' pleas for additional textures.

Wall Trends features Styl-o-Vin as a basic ground that also is supplied in a wide variety of embossings, showing a greater number of fabric imitations. In wallpapers, the newest from this firm is its Form Collection from Europe. Three patterns are architectural renderings of buildings, in varying scales, executed in

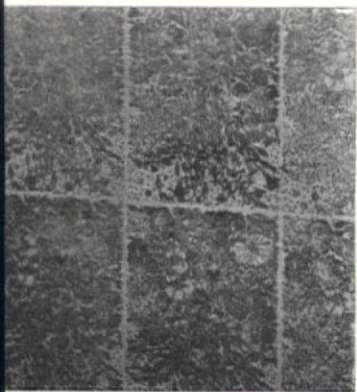
a stylized Renaissance drafting technique. Capital is adapted from an old print of an ancient city. Close up it fascinates, but from a distance it appears as over-all pattern. Renaissance and Piazza, with their stronger architectural looks, are treatments seldom illustrated outside of mural work. Colors include black, gray-beige, sepia, or charcoal on white. Correlated fabrics are available. Also there are a number of outstanding large geometrics: Harlequin, The Stripe, and Diskus. Rich and subtle colorings are relieved by textured areas that add interest to the bold scale. Papers such as these are seeing increasing use in commercial jobs, not only because their vigorous patterns are seldom shown in vinyl, but because redecoration after

two-years' time is not too costly.

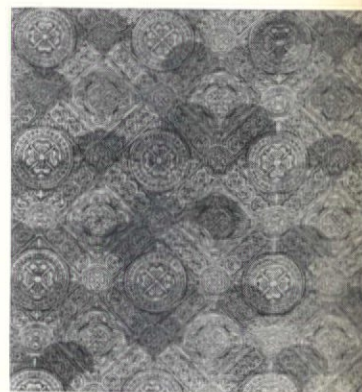
Louis Bowen is one firm—and there aren't many—that places first emphasis on quality. It is specially concerned with taking extra time to get outstanding results and will make strike-offs for designers. It has facilities to work with designers and architects who need help in developing their design ideas. In the contract field most designs are special orders. At present, it is installing a custom-printed burlap in the lobby of New York's Westbury Hotel designed by Carlton Varney of Dorothy Draper Assoc., Inc. Among contract materials available is a large variety of background textures including silks and heavy Madagascar cloths, which are being flocked as well as printed. The firm

*Architectural prints, metallic copper wallpaper, acrylic-coated grasscloths among new offerings*

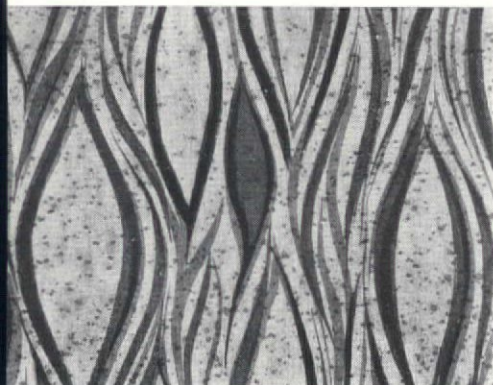




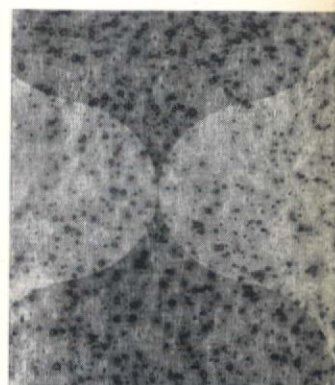
VAN LUIT's new patterns, Wildflower, Loraine, Kashmir (left to right), each come in 4 colorings. They are from an extensive array of wallpapers which will correlate with a scenic collection to be in the markets in January. The patterns feature subtle underlays of metallic gold or silver. Circle No. 59.



Two recent patterns from JACK DENST DESIGNS are Atlantis and The Ferns Are Shaded by the Trees; both hand-screened papers have 4 colorings. Circle No. 49. MASLAND's Tempo, a Duran vinyl, (right), was selected for all bathrooms in Philadelphia's Society Hill Towers. The pattern is tiny leaves embroidered in a nylon thread. Circle No. 61.



These details of WINFIELD PAPERS' foils have a clarity of design seldom associated with foils. The patterns, Brillante, Arbéz, and Persian Wall (left to right) are vinyl-coated, so are waterproof and washable. These designs come in up to 14 colorways. Circle No. 62. In New York, the line is shown at Katzenbach & Warren. Circle No. 63.



also carries Chemetal, one of the newest decorating and finishing materials. This copper (Revere) wallcovering, from Advanced Resin Products, Inc., has 4 textures, each backed with kraft paper and is applied as wallpaper. It is heavier than most wallcoverings but does not call for unusual installation techniques. The density of the subtle colorings and its durability make it incomparable with any foil.

One of the largest collections of grass cloths—60 colors—at Laue Brothers is part of its group of 300 wovens and grass cloth effects. Jaspé types are included as well as novelty fabrics, and these can be coated with acrylics to make them cleanable. In addition to a line of vinyls, the hand prints are custom

colored on any ground: linen, grass, burlap, paper, etc. Laue claims to be the first to print on Wovan, a very sturdy base fabric of Rovana saran basket weave. The natural sheen of the material handsomely contrasts with the flat color. This firm, long known to contract designers on a phone-order basis, has just opened its first showroom. Its wallcovering lines do not compete solely on price, as the firm is very conscious of maintaining a reputation for quality—not high-styled or inexpensive goods. Crown Wallpaper Co., one of Canada's largest suppliers of wallcoverings, has now entered the American market. The emphasis is on a complete coverage—papers; imported fabrics, including silks, burlaps and grass cloths; foils; flocks;

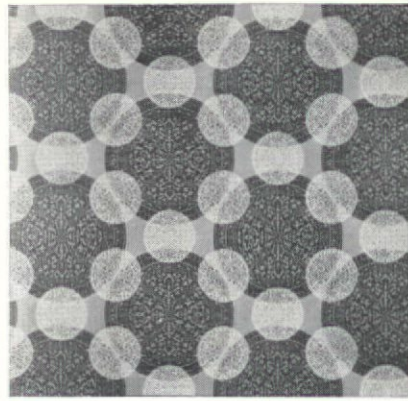
and vinyls—for both residential and contract use. The firm claims to deliver the products as scheduled. Exclusive lines include printed effects on 12- and 21-ounce Vista-Vinyl and Lincrusta's three-dimensional sculptured wallcoverings.

Karl Mann Associates in cooperation with Jack Lenor Larsen has produced two handsome printed vinyl wallcoverings specially for contract application. The looks are over-all pattern. One, Labyrinth, is a small-scale geometric interpretation of Philippine matting. Windfall resembles an abstract painting with its wayward brush strokes that create over-all texture. Both designs are stocked on medium-weight vinyl, are backed with cloth or paper, and can be printed on various grounds.





Three new GEORGE K. BIRGE Ford Vinyls are Sarie, Florentine, and Brugge (left to right). These prints meet or surpass U.S. Government specifications OCC-W-408 for Class I and II vinyl-coated wall coverings. Standard colors, in addition to special colorings, are on rolls 27 inches wide, untrimmed. Circle No. 11.



CROWN WALLPAPER'S Palmer Stripes and Granada, shown on paper (left), can be ordered on vinyl. Both patterns come stocked in a choice of flocks and handprints on various grounds with immediate delivery. Circle No. 12.

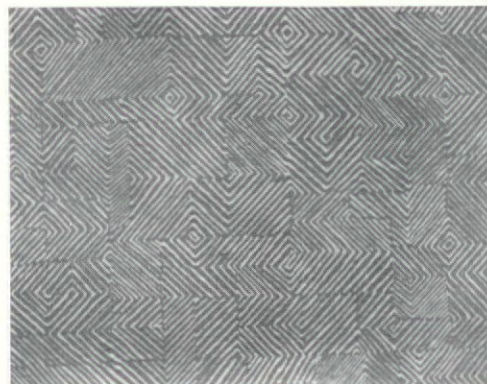


DIAMENT's new hand-print Lisieux (right) reproduces an old French document. Stocked in 8 decorator colors. Circle No. 64.



ADVANCED RESIN PRODUCTS' Chemetal Liquid Gold is an antiqued flexible copper sheet applied as wallpaper (left). Circle No. 65. In New York, it is seen papering Louis Bowen's showroom foyer. Circle No. 66.

KARL MANN's new vinyl wall-coverings (right) Windfall and Labyrinth, come in 5 stock colors as well as special grounds and colors. Circle No. 67.



## WALLCOVERINGS

Howard & Schaffer, Inc., shows new patterns Herringbone and Diamond Filigree that are extensions of a geometric, over-all patterned group. All colors are custom. In addition to paper, the same patterns are printed with a different screen on fabrics, vinyls, and shade cloths.

One of the largest collections of vinyls is at Durawall. The firm imports as well as manufactures vinyl wall-coverings. Its own line Vyndura (15 to 16 ounce per yard, 53/4 inches wide) is a standard but very extensive collection of patterns and colors. The newest addition to it is Jute, a masterful simulate. Its other principal line is Suwide, an international collection of light-weights that offers a voluminous range

of texture. The fabrics meet all federal, specifications for quality and weight. One of the most impressive reasons for studying these vinyls is that they run from 5¢ to an average of 10¢ per square foot.

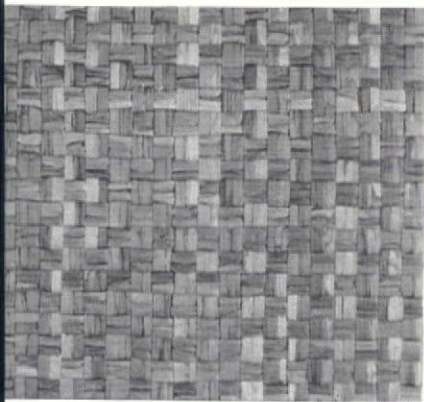
In New York, Katzenbach & Warren, Inc., shows Jack Denst Designs. Denst's Departure Vinyls and papers are notable for vivid, clear hues. Though K&W is best known for colonial reproductions it is competing for contemporary contract attention with a diverse line of cork wallcoverings and handsome foil group from Winfield with clean geometric over-prints. It also shows many flocked foils and a selection of Masland vinyls.

Gilford Inc. is the only firm CONTRACT knows of that covers a vinyl with

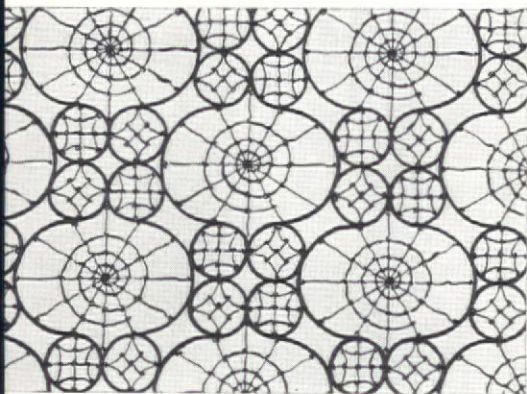
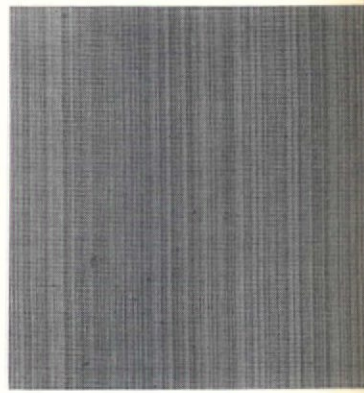
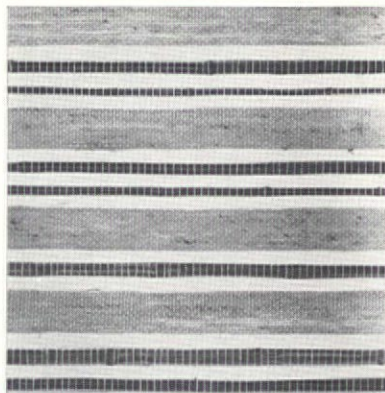
## An absolutely (!) stainproof vinyl and some colorful corks

DuPont's Tedlar finish. A special line, called Gilcolar, is just out that has seven textures, each in 21 colors. The new finish makes the vinyls absolutely (!) stainproof; this magazine tested it with red ball-point ink, and after two weeks' time it was easily removed with Ajax and a sponge without disturbing the protective matte finish. Gilcolar also comes with a glossy face. This firm has a reputation for having one of the finest selections of contemporary contract colors. It is expanding its Sherwood line to include heavy-weights. (Contrary to what most sellers are saying, the heavy-weight vinyls have, despite their expense, an indispensable place in the wallcovering market.) This Sherwood line has 5 wood-grain pat-



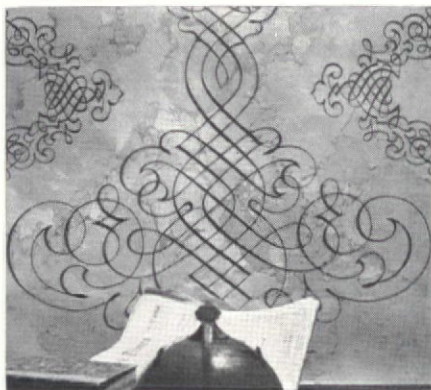
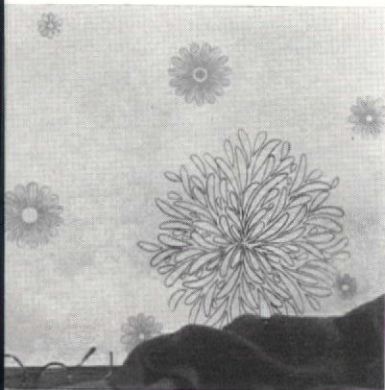


SCALAMANDRE's new Architectural Collection includes a huge line of textured wall-coverings. A heavy reed, G-793, and a basketweave grass, G-813 (left), are typical of the grasses that come in a variety of natural and dyed colors: all 36 inches wide. A cotton strié, LN-1023 (right), is one of its new acrylic-backed fabrics. Circle No. 1.



LAUE CORP.'s Suez is one of its many custom contract designs printable on Wovan, vinyl, fabric, or paper. Circle No. 68.

UNITED WALLPAPER CO. shows a simulated flock (right) that claims to paper an average-size guest-room for \$15. 4 colors. The strié, also budget priced is printed on vertically scored paper in soft pastels. Circle No. 69.



Pom-Pom Scriptograph, and Flower Basket (left to right), are from the Donald K. Soderlund Collection Volume I of JAMES SEEMAN STUDIOS, INC. Each of the patterns comes in 5 colorways, is 30 inches wide, and its Plasti-sealed for easy maintenance. Special colors and grounds are available at slight additional cost in minimum of 6-roll orders. Circle No. 70.



terns, including a light ash, in both medium and the new heavy weights.

Webb Textiles' newest wall fabric is Linen-Wall. The material is a combination of specially treated matchstick bamboo woven with heavy linen. Though it appears to be quite bulky, the fabric can be very neatly applied to curved walls.

Masland Duraleather Co., known for a wide range of vinyls including Duran, announced last month a new commercial vinyl wall-covering line in four qualities and numerous patterns. Three qualities conform to Federal vinyl wallcovering specifications as well as carry Underwriters' Laboratories fire hazard classifications. They are medium-duty (13 ounces per square foot) Viking in

7 patterns, medium-heavy (16 ounces  $\pm$ 1 square foot) Saxon in 5, and heavy duty (22 ounces per square yard), Spartan, one.

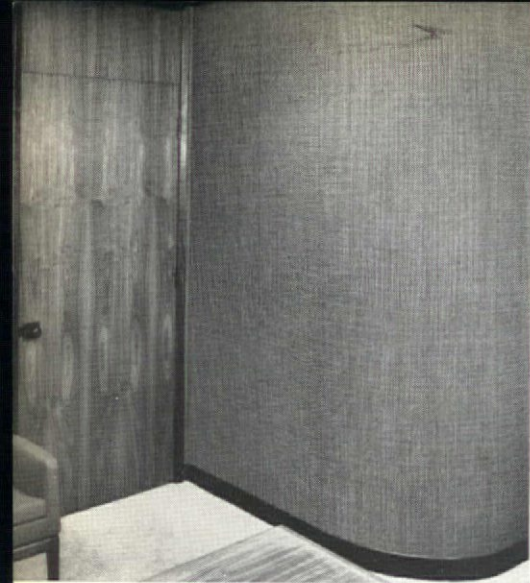
Van Luit's new papers give a feel of texture through overprinting though only one or two colors are intermixed with patches of gilt. Most come in two or four colorways, yet special combinations are available. The firm's mural collection has recently been extended onto vinyl. Included in this hand-printed collection are branches, formal floral columns, Regency designs, and a pair of contemporary panels.

C. W. Stockwell's Vanaweve wallcovering is made from Dow's Rovana saran flat monofilament. The fabric comes in plains and with a contrasting fill that

gives a lightly textured look. Vanaweve, put up with wallpaper paste, is fire resistant, durable, colorfast, easily cleanable: in other words it is said to be endowed with all the properties required for installations in public areas. More than 1,250 yards of it were used in the Williamsburg Conference Center in Virginia.

Embassy Handprints has a very wide variety of designs suitable for contract use, among the newest, its printed corks. One of the most dramatic designs is a flock on flock white rose arbor on a tortoise background; the three-dimensional flocked rose can grow to 14 feet. It has many highly styled foils that can be flocked and printed in many ways. In the near future it will show a paper-

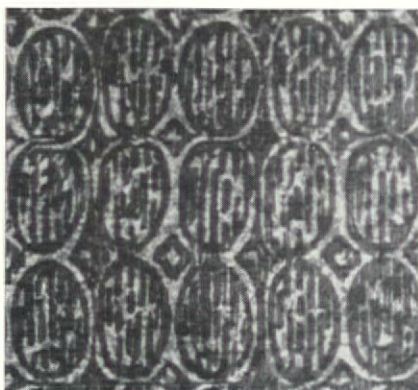




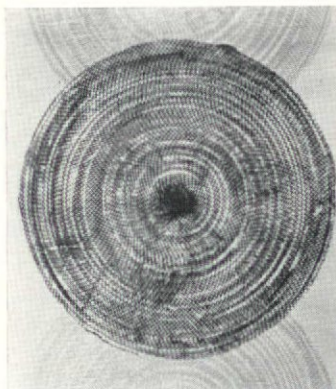
WEBB TEXTILES' Linen-Wall was just installed in an executive office of Dean Witter Co. in Los Angeles; designer, Albert C. Martin & Assoc. The match-stick bamboo (detail left) is woven with heavy linen. Circle No. 71. Liege (right) from ATHOL MFG. is a textured vinyl with a nylon flock pattern; comes in over a dozen standard colors. Circle No. 3.



GILFORD VINYL's light-weight Gilcolar line is coated with the stain-proof Tedlar finish from DuPont (Circle No. 135). This new material comes in 7 textures, each in 21 colors. Circle No. 72. S. M. HEXTER's two most recent patterns Ellipse and Palazzi are both hand screened; the latter is on a fiber filled paper. Circle No. 73.



Serendipity, a very recent pattern from GENE McDONALD, is a fresh interpretation of paisley (left). Surrey (right), shown full width, comes as either print or flock on paper and vinyl. The detail of Trates (far right) shows it in brown flock on paper. On paper it comes in 6 colorways; to order it can also be printed or flocked on vinyl. Circle No. 74.



## WALLCOVERINGS

backed felt that will sell as a wallpaper. The felt will be printable, washable, pre-shrunk, and mothproof.

A completely new vinyl structure, called Vinyl-Royal wallcloth, was just announced by The Birge Co. One hundred and twenty-five styles, featuring hand-prints, flocks, and special effects, are printed in vinyl on a fabric base of chemically bonded non-woven DuPont nylon, dacron polyester fiber, and cellulose impregnated with vinyl acrylic resin. Its background and design are printed in vinyl and then it is thermally embossed. The fabric conforms to U.S. Dept. of Commerce Standard for Light-fastness, and it has dimensional stability. Flame spread is 10, fuel contributed and smoke developed are 0 (except

flocks and corks). The minimum weight is 7 ounces per square yard; it is not less than .011 inches thick when completely impregnated with vinyl acrylic resin. The vinyl is also said to be resistant to most accidental abrasion. It claims to have exceptional stain resistant qualities. Because this vinyl breathes, it is mildew resistant and can be installed with economical wallpaper pastes, as well as with special adhesives. In New York, Vinyl-Royal is found at Richard E. Thibaut, Inc.

In a strong bid for custom contract work, Timbertone exhibited a group of special designs at the New York Architectural League. These mock-ups showed architects and designers Timbertone's ability to develop corporate logos into

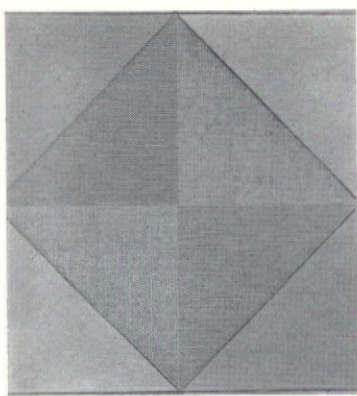
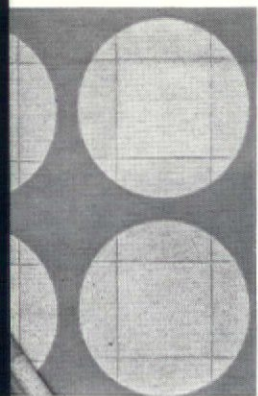
## *Non-woven nylon-dacron-vinyl is fireproof and stain resistant*

wallcovering designs. Well known for its contract wallcoverings, the samples illustrated the dramatic impact of the firm's varied textured effects. Apart from this mastic technique, it is showing new hand-printed foils and patterns.

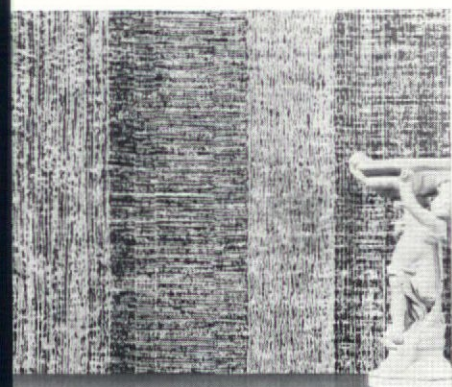
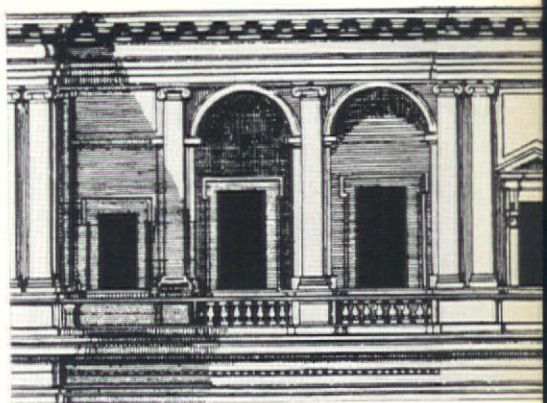
Athol Manufacturing Co., well known for Terson vinyl upholstery, also carries the varied line as a wallcovering. These decorative yet easily maintained fabrics have been supplied to a number of institutional jobs throughout the country through the services of a distributor.

House of Verde, one of the big suppliers of the traditional papers, shows some of the weightiest contract vinyls beautifully finished with flocks or prints. Presently, it is supplying a moire vinyl printed in gold garlands for all the

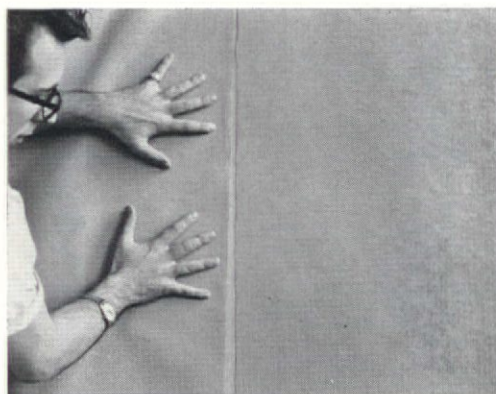
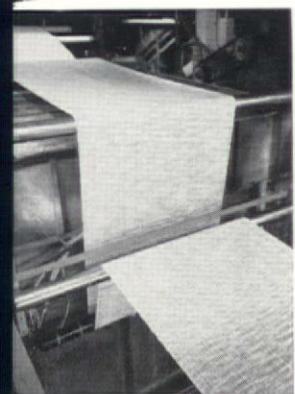




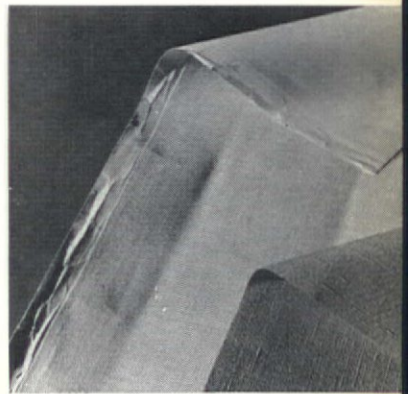
Diskus and Harlekin (left), shown full width, are new textured papers with correlated fabrics from WALL TRENDS, INC. Renaissance, also seen 22 inches wide, shows its full repeat. These three patterns are part of the Form Collection that features bold geometrics and adaptations of old architectural renderings. Circle No. 75.



Vinyl-Royal is a new wallcloth by THE BIRGE CO. Printed in vinyl on a 30-inch fabric base of DuPont nylon, Dacron polyester fiber, and cellulose, the 125 styles include flocks and special effects. Left to right are: Sanchi; Palazzo, seen in 4 colorings in raised print; and Louis XVI, with flock on a printed and embossed vinyl base. Circle No. 16.



Reams of fabric run through the processing line at Synthetics Finishings Corp. (Circle No. 77) where its newly developed acrylic backing of 3M chemicals (Circle No. 76) is applied. Now, sections treated with Synbac are easily positioned without fear of bias or skew. Closeup contrasts paper-backed fabric with a Scalamandré acrylic-backed fabric. (Circle No. 134).



bathrooms in the New York Statler Hilton. Its contract work is entirely custom.

S. M. Hexter is one of the few firms that is staying away from vinyls so as to concentrate on papers. It feels most partial to the esthetic matte finish of wallpaper even when plastic-coated to make it completely washable. It knows that there are many areas in a contract installation, that do not require vinyl durability, and offers a wide range of pattern and scenic papers.

One of the most significant groups this season is Scalamandré's entirely new Architectural Collection. Among the wallcoverings are many paper-backed woven textures—some in cellulose, basket weaves, grasses, heavy reeds and burlap.

The collection is almost the only one in the contract market showing fabrics. These, including linens, cottons, and rayon mixes, are not on paper, but are backed with a new acrylic from 3M. Scalamandré, the first to use this acrylic in the wallcovering field, claims the backing is not affected in any way by the Scotchgard treatment it puts on the face of its materials. This backing, now on over 40 fabrics, has given the cloth ravel resistance, dimensional and weave stability, curl resistance, and a high degree of impermeability. (On paper-backed fabrics, the paper occasionally gives out under stain-resistant treatment and delaminates from the fabric.) The backing also appears to have an excellent life-expectancy and looks much

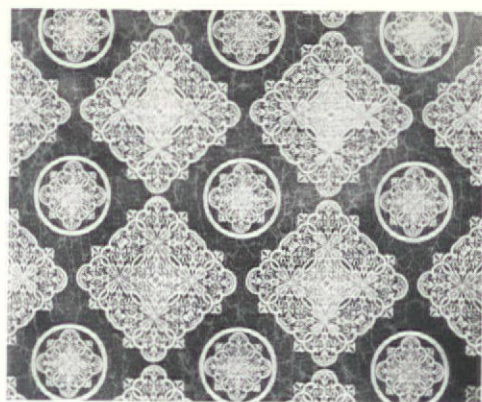
cleaner in tired sample books than does paper. Through this process, which is about one third the cost of paper backing, Scalamandré is now able to afford Scotchgard protection. The Synbac WC acrylic backing was developed at Synthetics Finishing Corp. The fabric is hung to the wall after a standard vinyl adhesive is applied to the acrylic backing.

The use of a cloud background seems to hold prints together and gives added texture and depth to a wall. Gene McDonald, most widely known for its architectural textures, achieves many successful designs with this technique. This very cooperative firm has maintained an excellent contract reputation partly for giving elegance to its con-

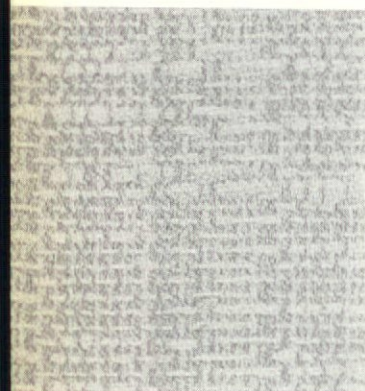




FINE ART INDUSTRIES' DaVinci, a foil in orange and gold, was used to underscore oriental richness in a section of C. D. Peacock, Chicago jewelers. Circle No. 78. WARNER WALLCOVERINGS' Java (right) is one of its recent patterns. Lines include hand and machine prints, glass cloth, foils, vinyls, silks, cork, and flocks. Circle No. 79.



POLYPLASTEX UNITED's new patterns are natural fabrics protected with layers of Royaltex vinyl. Bali, an imported rush cloth, comes in sheets 46 by 95 inches, reducing the number of seams. Circle No. 80. MARSH WALL PRODUCTS', Ponta Roma, from an old copper engraving, is a new Marlite panel for back wall of tub shower recesses. Circle No. 81.



DURAWALL's Suwide is a vinyl collection of over 300 patterns and colors. It includes the two light-weight vinyl textures shown at the left. Circle No. 82. EMBASSY HANDPRINTS' Genoa Flock is one of its newest and dramatic patterns. It is pictured as flock on cork. The design is also produced on paper and in a variety of colors. Circle No. 83.



## WALLCOVERINGS

temporary designs. It carries one of the largest groups of patterns which not only stand on their own but can be reworked with a different number of screens and combined with flock. The imagination of the designers in this firm is remarkable.

James Seeman launched Murals & Wallcoverings Inc. several years ago as an exclusive decorator line of scenics. Many of these designs are now obtainable for contract installations. These murals are significantly different from others on the market. The firm initiates a design first by seeking out the most famous artists. It then carries out the artists' intentions in its completely inte-

grated plant that allows for thorough control over production. Graceful monocolored branches executed in an Oriental manner over rich tea-chest papers, multi-toned bamboos, and foliage on flat grounds are among the Chinese designs. Other patterns cover only the top-of-wall areas and occasionally drop down a few feet onto the wall to leave the lower, undecorated portions free for furniture placement. Wherever, for instance, a French style was desired, a native artist was chosen. Bjorn Winblad, famous for his whimsical and beautifully drafted posters, is represented with a picnic, a carnival scenic, and a handsome sun disk. Hershfeld and Dong

Kingman are also shown. Several of the scenics have deliberate depth, which, contrary to some beliefs, benefits small rooms. The group embraces every period and style. Decorators are finding increasing use for murals in restaurants and bars where papers still do not impart enough individuality. In guest rooms, a scenic over a bed or panels flanking a credenza eliminate the need for pictures. In addition to the murals, the firm has an extensive group of wallcoverings. It is also doing a sizable volume of work in Europe, where it has been asked to both execute originals and print others' designs. (C)

*Designs for walls  
by world-famous artists*



# VINYL WALLCOVERINGS

**BETTER COMMUNICATIONS HAVE ALLEVIATED MARKETING PROBLEMS, BUT STANDARDIZATION HAS A LONG WAY TO GO. BY CHRISTOPHER PAPPAS**



**T**HE use of vinyl-coated fabrics as a wall treatment has had a fairly short history as a standard interior finish. Vinyl wallcoverings were received with only mild enthusiasm by the architects and designers of the late forties. At that time, vinyl's greatest asset was its functional quality, yet despite its esthetic limitations then, many designers tried to fit this practical product into their design programs.

Before vinyl as a wallcovering material gained popular acceptance, there were a number of problems that had to be overcome—proper installation procedures, quality and design control, and a good comprehensive selection of patterns and colors. And too, since most of the mills were then industrially oriented, and since communication with the architect and designer was lacking, there was general skepticism about vinyl's market potential. The mills had not yet recognized the requirements of the designer or architect, and as a result, sales people trying to promote this market were forced to walk a tightrope between mill and designer.

The drive of the salesman, recognizing the sales potential, and the foresight of the designer, in need of a new material that was both practical and attractive, were two factors instrumental in forcing the mills to produce better and more decorative vinyls. To cite one early case: An internationally known designer, having decided on a vinyl fabric because of its inherent properties, couldn't find just the right embossed pattern to fit his over-all design concept. He required a moiré or water-marked silk texture. A sales representative took the request to his mill, only to have management promptly reject the order. The embossing, they felt, was too limited in its market appeal.

But the sales representative persisted, and finally submitted a signed order for considerable yardage, at a very fair price, from the designer's client. The mill, at this point, could not refuse the designer, the client, or the sales representative, and the order was reluctantly accepted. Today, this type of embossing is standard with most mills and is high on the list of salable patterns. It has since found its way into upholstery, handbags, shoes, and other items.

This breakthrough encouraged many manufacturers to review their library of textures and

*Mr. Pappas is manager of contract sales, Athol Mfg. Co., a division of Plymouth Cordage Industries, Inc.*

designs. For a short time, the market was flooded with patterns; most, however, were not practical for wallcoverings. The patterns looked handsome in small swatches, but after the material was installed, the shortcomings were too apparent. This forced the mills to purchase new embossing and print equipment, refine some of the standard procedures and methods of finishing.

Mills today have changed their attitude toward an architect's or designer's organization. They no longer see the designer as a one-man operation with lots of soft fabrics draped over a desk and a back-room shop where draperies were stitched and the furniture upholstered—an early image fostered by the movies and women's magazines.

Today's contract designer or architectural designer has a staff and a product library that renders the organization extremely knowledgeable about all types of interior equipment and finishing products. The designers can quickly recite the amount of space and the type of decor required by a typist, secretary, executive, professional and corporate clients, etc. Going a step further, designers and architects are making the same type of contribution to the refinement of vinyl-coated fabrics as the industrial designer has made in refining this product in the automotive field and in product design. Vinyl wallcovering is not an accident; it is a product conceived because it was needed, and it will go on being needed.

Communication between the mills and the architectural and industrial designers must be maintained. The mills must always evaluate a request no matter how incompatible it may seem at the moment in relation to current manufacturing techniques. Reasonable requests produce refinement. Unreasonable requests usually produce disaster—or a major breakthrough in technology.

On the other hand, the designer can aid the mill by helping to set up some standardization on weights, qualities, and finishes. Too often, a designer, in an effort to protect his client, will incorporate data into his specifications which are either inflated or very much understated. When in doubt, the designer should rely on his past experience and the manufacturer's representative for current information. It is this type of cooperation on the part of both manufacturer and designer that will assure even greater advances in the vinyl wallcovering market. (C)



# CARSON PIRIE SCOTT

A HUGE OPERATION WITH AN 85-YEAR RECORD AS A COMMERCIAL SUPPLIER, THIS CONTRACT DEPARTMENT WILL CHALK UP NEW RECORD IN SALES THIS YEAR. BY RUTH KAIN BENNETT



SHOWROOMS and offices of Carson Pirie Scott's Contract Division are designed to provide ample consultation areas and effective display of merchandise. Danish import chairs border the entrance area of the showroom in Chicago's Merchandise Mart. Office in Peoria, Illinois (below), illustrates the close design ties between the home and active downstate branch. Grouping is Herman Miller.



Paul Bischoff  
Divisional Vice President

Don Yates  
Operations Manager



## CONTRACT DIVISION

INTERIOR DESIGN  
AND FURNISHINGS  
FOR  
HOTELS  
MOTELS  
CLUBS  
HOSPITALS  
INSTITUTIONS



**W**HEN Chicago's Palmer House was completed in 1926, 49,000 pieces of furniture and all related furnishings were supplied by the contract department of Carson Pirie Scott & Company in fulfillment of a \$3½ million contract. Ninety percent of those furnishings were designed in Carson's own studios, keyed by the still familiar Empire wreath-encircled "P." Only the kitchen equipment was excluded from the package contract which, according to Harold Stoneham who retired as department head in 1955, was the largest interior furnishings contract let to a single agency in the history of the contract furnishings business.

The Palmer House contract was indeed history-making thirty-eight years ago when the business of supplying furnishings to commercial consumers bore little resemblance to the design-oriented "turn-key" operation of today's department store contract division.

Begun nearly eighty-five years ago, as a commercial supply function to volume consumers such as hotels and institutions, Carson's Contract is today one of four divisions of the booming Carson Pirie Scott operation (\$165 million in sales for 1963, \$175 million anticipated in 1964). Under the direction of vice-president Paul Bischoff, the division operates as an entity entirely removed from the retail and wholesale divisions, maintaining its own offices and showrooms in Chicago's Merchandise Mart and, since 1962, a branch office and showroom in Peoria, Ill. While sustaining its independence, the division still retains the advantages of a large merchandising organization, an essential in today's complex and competitive market in Mr. Bischoff's opinion.

#### Complex array of skills

"The creation of working/living environments compatible with the needs of contemporary business requires a complex array of skills which can best be supplied and coordinated by a design-merchandising-buying power combination, often with financing," he says, "and such an organization is the best insurance against losses and sub-standard performance."

When Paul Bischoff moved from Carson's store-planning section to Contract in 1953, contemporary design and management concepts came with him. A degree of Bachelor of Fine Arts in Industrial Design from the University of Illinois and the discipline of three years as a Naval officer followed by experience in the design offices of Raymond Loewy and Harper Richards underlined a unique talent. Since 1955 Mr. Bischoff has directed Contract operations, developing the department which officially became a division of the corporation in May of 1961, when it moved to its present quarters in the Merchandise Mart.

Combining those generally incompatible qualities of designer and vigorous businessman, Mr. Bischoff developed a staff and organization with the professional capabilities demanded by the rapidly changing market. With formidable candor and incisive wit, he became a familiar and favored speaker, warning industry groups of charlatans and incompetents who represent themselves as contract specialists thereby periling the glowing statistics and forecasts of the rampant contract market.

Insisting on professional standards within his own organization, he joined the battle to develop industry controls and standards to protect the unwary consumer. "Bid bandits" who take a contract for one or two percent above cost and "moonlighting" furniture stores who set up a contract department whenever a local job is brewing are favorite targets. Interior "decorators," bored with neurotic housewives, who strike out to conquer the contract market with a bag full of cliches and no knowledge of the special problems and products necessary for commercial installations come equally under fire.

According to his view, the contract specialist must be equipped to provide professional services in planning, design, merchandising, expediting, warehousing, delivery, and installation. In addition, long term financing and leasing are an integral part of most large jobs in the hotel and motel field. "The ability of the department store contract operation to provide



A DUO-BED grouping at the Chicago showroom expresses CPS's extensive participation in hotel-motel planning. Innkeeper furniture also includes lines under Carson's brand name.



ENTRANCE setting combines Directional seating and tables with Herman Miller Comprehensive Storage system (above). Vista through center of showroom (below) shows Directional desk and chairs in foreground. B. L. Marble office furniture is displayed under wall-piece against Miller room setting.







**ACCESSORY SALES** have gained impetus since the installation of a display bar for office accessories, making this an important sales area. Below, design director John Mark Catron combines Corry-Jamestown desk and credenzas with Herman Miller chairs to form this work space for a busy design office.



**THE STREAMLINED** office complex of Gold Bond Stamp Co. in Minneapolis (below) covers more than 60,000 square feet, planned and designed by the Contract Division. Channel offices show Peerless desks with Herman Miller chairs.



## Carson Pirie Scott: 85 years of contract work

these many services through a single, reputable agency is a strong argument for its desirability and a protection to the consumer," Mr. Bischoff said in a recent address. "Today's cost of doing business is too high to risk loss of revenues through faulty planning, delays in deliveries, and installation or other failures common among self-styled experts."

The design function is the hub around which all other activities revolve; the correct design solution in conjunction with the mechanical and economic requirements of the individual job dictates the merchandising solution. Planning and design, of course, go hand in hand since every successful undertaking must start with a comprehensive plan, which then brings the design problem into focus.

While the design group must maintain objectivity in its search for the design solution, the team working with the advantage of merchandising knowledge and skills has the best opportunity to find an economical and enduring solution. A great part of this merchandising back-up is the promise of a quality product: one that will perform the function and provide the durability required for the job.

Again, however, design is paramount. "We are hardly likely to examine the construction of a poorly designed product," says John Mark Catron, AID, design director of the division. "We look for design in furnishings that will not be outdated before it has served its time. If an interior is to be traditional, we strive for authentic reproductions, not Italian provincial or Bronx baroque."

The strength of the contract specialist lies in his resources, Mr. Bischoff points out. It is this relationship that is intrinsic to the function of merchandising. "Among major suppliers," he states, "we like to know the management group. We like them to know our problems and we like to know theirs before we own them."

Carson's accounts fall roughly into four categories: 1) the project, or package job, which includes design, merchandising and installation; 2) service and bid, which includes merchandising consultation but not design; 3) trade sales to architects and interior designers; and 4) supply to the commercial consumer.

Six major points are considered when Carson's selects a new resource: design of the product, construction, responsibility of the resource, service, sales policies, and product development.

### Stress on service and standards

"Service is one of the most important words in our vocabulary," says Mr. Bischoff. "We give it and we expect to get it. Just as our sales representatives must act as counselors to our clients, representing his interests in matters requiring service, so must the manufacturer's representative service his client. We need their help in gathering together any and all information for our bids and presentations. . . . We can't abide, however, the pushy salesman or those who do not know their product, its proper application, and their company's policies."

This insistence on professional standards in sales policies begins at home with Carson's sales organization. Because experienced men trained to act as consultants rather than pitch artists are hard to find, most representatives are recruited in colleges and trained within the organization. An orientation program exposes trainees to such company facilities as the resource library, office procedures, design-planning, warehousing, workrooms, and installation procedures. On-the-job training in a variety of fields equips them to choose a specialty such as hotel/motel planning, hospitals and nursing homes, offices, etc. in which comprehensive training will be given after the orientation period.

In practice, specialized fields in the broad contract market, rather than territories, divide their activities and each specialist is available to others for consultation when necessary. "A contract representative must be a father confessor to his client," says Mr. Bischoff, "an expert liaison between the job in the field and the home staff. . . . He does not sell



merchandise but rather solves problems by providing the right products and services for the job."

It is this kind of philosophy that brings about the continuing clients who form the backbone of a successful contract operation and carries Carson's activities far from its Chicago base.

La Concha Hotel in San Juan, Puerto Rico, completed five years ago, is currently engaged in another phase of a planned program with major additional work. The Driscoll Hotel in Corpus Christi, Texas, the Executive House Arizonian in Scottsdale, Arizona, the Howard Johnson Motor Lodges in Butler, Pennsylvania and Richmond, Indiana, are recent examples of Carson's scope in the hotel/motel field.

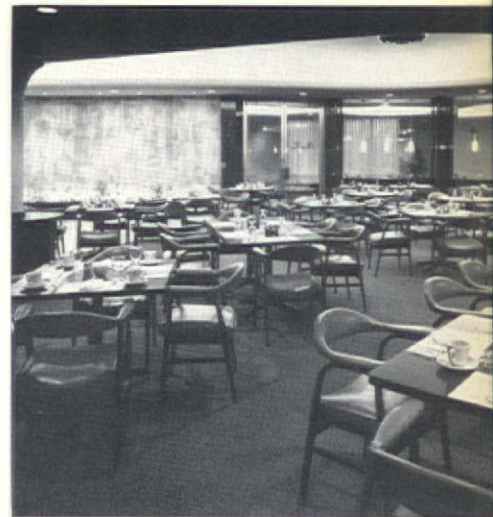
Among universities and colleges, St. Cloud State College in St. Cloud, Minnesota, Western Illinois State University, McComb, Illinois, Northern Illinois University at DeKalb, Illinois, and many others bear the mark of Carson's experts. At Chicago's O'Hare International Airport the restaurant spaces and Continental Airline's VIP Club were recent commissions, as well as Henrici's Golden Barrel restaurant at nearby O'Hare Inn.

The Park Ridge Country Club at Park Ridge, Illinois, the North Shore Country Club at Glenview, Chicago's Union League Club and the Chicago Athletic Association are also listed among its projects.

The Chicago offices of McGraw-Hill Publishing Company, Presbyterian-St. Lukes Hospital in Chicago, the House of Loreto home for the aged in Canton, Ohio, testify to the scope of the department store contract division.

Speaking out in support of his "buyer beware" crusade, Paul Bischoff suggests that the buyer seek competent designers with merchandising knowledge to plan their spaces and set realistic specifications. Where bidding is involved, it should be limited to professional contract specialists with a known record of responsibility.

"Until we have established a formal code of ethics, let us urge the contract purchaser to beware of factory direct deals: leave the furniture stores to their platform rockers and the home decorators to their Franklin stoves." (C)



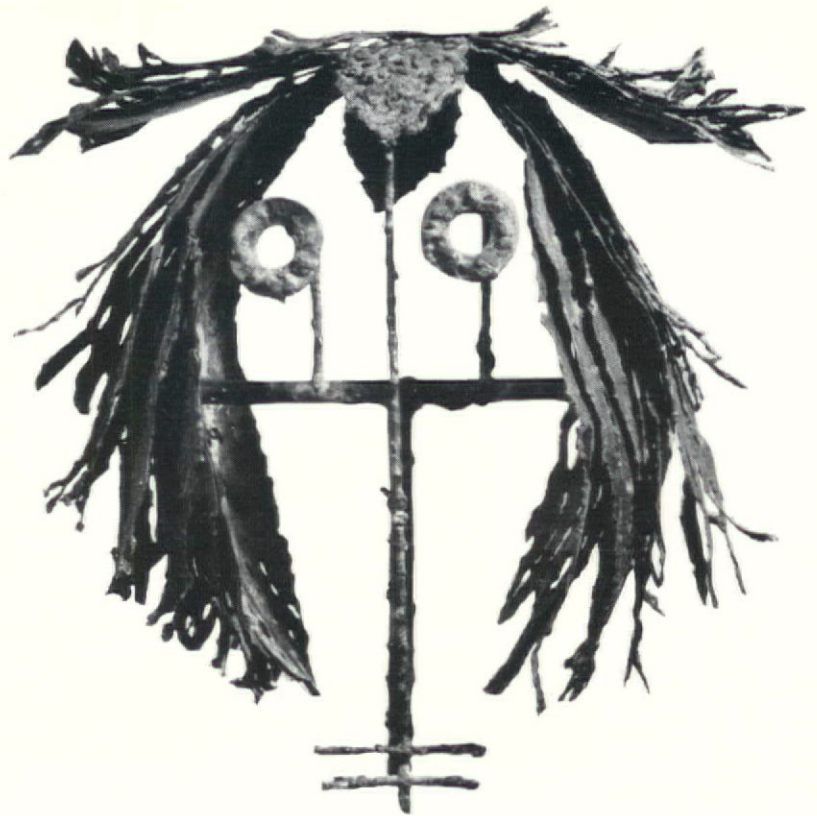
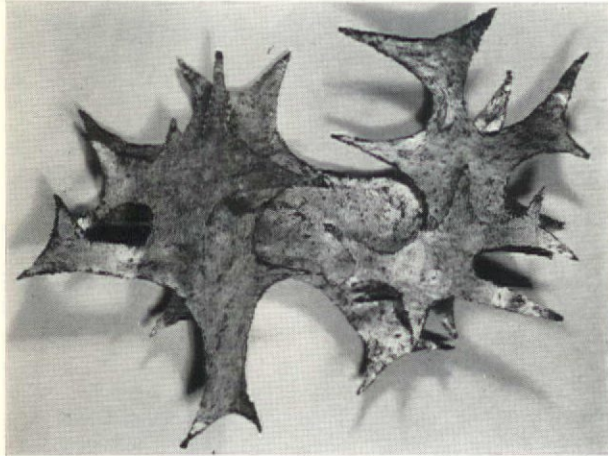
LOOKING little like the student unions of old is the inviting restaurant of the University Center of Northern Illinois. CPS was engaged to plan the entire center at De Kalb, Illinois. Seating and tables are from Empire State Chair Co.

THONET furniture in the lobby of the Executive House in Washington, D.C. is set against an area rug specially designed by the Contract Division. The Executive House Arizonian, another recently completed installation, numbers among the many CPS hotel contracts across the country.





Silas Seandel experiments in chemical and heat treatment for the unusual finish of his handcrafted metal compositions. A contemporary wallpiece of welded steel with gold and silver leaf highlights (below) and a whimsical head (right) are two from his collection. Circle No. 84.



## SHOWROOM ART

BY VIVIEN RAYNOR

LIKE any other consumer good, art sells in various types of market place. Top people buy it for top prices at auctions and in private galleries; bottom people can get it direct from the artist at, say, the Washington Square Outdoor Art Exhibit. Top artists invent the ideas and trends; bottom ones copy them. While top art has a chance of appreciating in value, bottom does not. Ideally top art should be better than bottom art, but occasionally it isn't, and the situation is confused by everyone being democratically entitled to their opinions, so no one has the final word.

In among all this foliage is a sturdy plant not easily classifiable, except perhaps—subjectively—as a weed. It grows in decorators' showrooms and combines some of the characteristics of both top and bottom varieties: that is, it is frequently competent and yet inexpensive, but it can equally

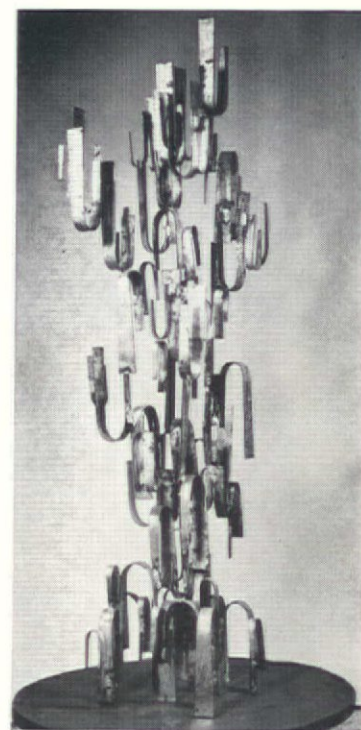
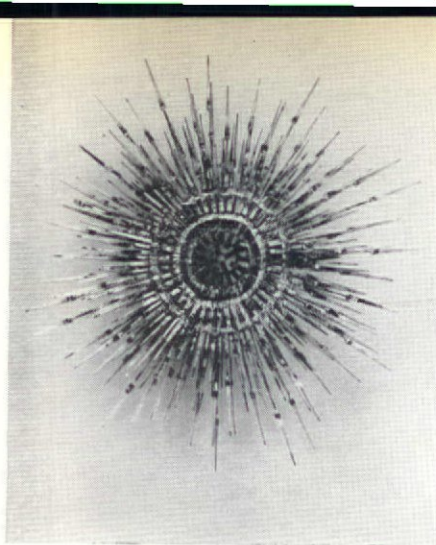
well be unspeakable and costly at any price. Regardless of the degree of competence, showroom art invariably has an aura of cheerful mass production. Not that there is anything wrong about mass production: one of the most esthetically stimulating sights to be seen in New York City, for instance, is a phalanx of brilliantly colored cabs racing along Park Avenue during the rush hours. Nevertheless, conservative sensibilities can still be shocked at seeing work done in media traditionally reserved for personal expression, looking as if it has come off an assembly line, a pale, pasteurized version of its handmade prototype. Much gallery and museum art is unoriginal, or at best too eclectic, but it doesn't generally look machine-made unless by intention; whereas showroom art almost always does, though this is in part the fault of its surroundings.



Artist's Showroom deals exclusively in paintings, in all styles. Circle No. 85.



The Sculpture Studio, owned and operated by sculptor William Bowie, is a continuing exhibit of his metal sculpture. Two of his new works are Starburst (above) and Romanesque (far right) of gold and silver plated steel. Circle No. 86.



## IMPRESSIONISTIC? ABSTRACT? PRIMITIVE? POP?

**THERE'S MERCHANDISE AVAILABLE IN EVERY CATEGORY FOR EVERYONE FROM THE "TOTALLY HELPLESS" TO THE SHARP PROFESSIONAL BUYER**

Conformity is undoubtedly an exhausted subject: the conforming cognoscenti seems to have been berating the conforming masses for ever, yet both sides go right on conforming, each individual believing the problem is someone else's, and serene in the conviction of his own uniqueness. Personally, I think that regimentation, like television, is a highly over-rated evil; after all, it does keep us all busy working for it or against it. As far as taste in art is concerned, there is no reason to expect a better performance here than in the choice of food, clothes, cars, and houses.

### The better showrooms

The directors of the better showrooms seem to recognize the situation, in the sense that they concentrate on maintaining a standard of workmanship and treat their goods merely as

decorative accessories. Karl Mann, who is himself an artist, keeps a group of painters, in his own words, "chained to easels," paying them by the hour. Knowing a good deal about art, he allows them a fair amount of freedom, though their continuous employment depends of necessity on how well their stuff moves. Paintings sell here from \$60-\$300, prints from about \$40-\$90 (all framed). There is also a wide selection of imitation colonial pictures and antique wood carvings. The latter include the odd authentic figurehead. Among the contemporary pictures are some Californian-style figures in landscape; and some modern versions of well-known masterpieces such as Manet's *Olympia* and an Ingres odalisque. The style of these is akin to Larry Rivers'. There is also a wide range of total abstractions. In all, a bright and tasteful selection at fair prices.

At Robert Aaron Young, representational and semi-abstract work is in the majority, and the quality is on the whole good, though I thought the top price of \$1,500 for a painting steep (they start at \$40); this would be a respectable sum for a work by someone with a reputation. About half the work is imported, half home-grown; their two best artists produce, respectively, low-keyed Impressionist interiors with figures, somewhat like Vuillard, and floral abstractions in bright clear colors. Both the paintings, which include landscapes, still-lives, and figure studies, and the sculpture—lively female figurines in bronze—are a medium-grade Madison Avenue Gallery level. This organization keeps a number of artists in work, but does not insist on slavish duplication of successful items.

Pictures for Business is as crisp an outfit as it sounds; it deals mainly



## SHOWROOM ART

in good graphics and reproductions tastefully framed. While the frames do not eclipse the contents, they often make a nondescript work more noticeable, or a reproduction look like a watercolor. A good many come from abroad, notably Germany, and the proprietor often commissions a series of lithographs from an artist spotted in an exhibition. Mainly representational, they are what one observer has described as "painless modern"—landscapes simplified into blocks of clean, pleasant color. A framed watercolor goes for around \$180, a print \$90. I would say this firm aims for a well-bred Anglo-Saxon unobtrusiveness, supplying the right picture for the appropriate space.

Sculptsmith also takes a realistic attitude to its work and its market. Mr. Friedle, head of the firm, gives contract buyers what they want, succeeding here and there in guiding some customers away from the more catastrophic expressions of vulgarity. Everything about his display is neat and efficient, and he is emphatic about not competing with "fine art" in welded compositions of plants, sunbursts, animals, and decorative abstractions that are priced from \$100 to \$525. Since the shop is in Greenwich Village, he is the occasional victim of passing art lovers who charge him with lack of profundity, to which he answers that his aim is purely decorative. This does, true, let him off the esthetic hook, but only partly. The word "decorative" has become debased, having long been used by art critics when they can't think of anything else to say, and when the work in question is at best inoffensive. But in his rejoinder Mr. Friedle overlooks the noble history of decoration: the Gothic carvers who put so much life into the decoration of capitals, and the supposedly decadent *art nouveau* craftsmen who treated the ornament of subway stations with care and originality.

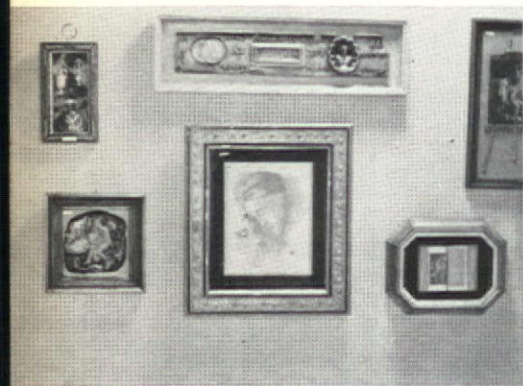
Catalda sells mostly reproductions, specializing in "styling" pictures to complement furnishings: i.e., a room in the Spanish manner gets, for example, a print of a Velasquez Infanta. The quality is not bad, and the choice of pictures reproduced is some-

times unusual—such as a pair of courtesans by Constantin Guys—though most are standbys of old masters like Rembrandt, Rubens, and the French impressionists. Unframed they sell for \$1-\$20, but Catalda makes quite an issue of frames, so that a \$20 Renoir print in a hand-carved frame sells for \$200. In the original-oil-paintings-by-hand department (all imported from Austria, France, and Italy) are some innocuous landscapes, a few religious works, and trompe l'oeils, as well as a sprinkling of nymphets. But the pride of the originals is a small picture of a girl in yellow, very Parisian, in a style reminiscent of the late Jean-Gabriel Domergue whose girls still advertise Dubonnet.

Both Catalda and Wall Decor provide a service for the totally helpless client: a group of harmonious pictures for that extra naked wall, such as the space above a bed. At Wall Decor, these composites will in all likelihood be a selection of old master reproductions with, perhaps, a planter, or a cast of some baroque molding, or old medallions. Here it is possible to spend from \$40 to over \$300 on a varied stock of contemporary pastel portraits, landscapes, water colors, oils, Japanese woodcuts and some out-of-the-way reproductions like those of Guardi landscapes. Also featured are novelties like small 19th-century books left open at an illustration—since watercolored—mounted on plush and decked with gilt frogging, the whole scene arrested forever under glass and suitably framed.

The George Tanier chambers in the Decorative Arts Center display Virginia Frankel's wares in furnished settings. There is a selection of watercolors, silk screen prints, carved wood wall hangings, and wood plaques supporting metal motifs, both abstract, together with screens made of wood and welded sheeting cut in wavy strips. Wood hangings go for around \$180; insectlike welded sculptures for \$60; water colors about \$150; and the good old sunburst may be had for \$560.

As Harris Strong was in the process of overhauling its premises, not too much was available for review. They do imitations of colonial, peasant and



Wall sconces of hand-carved wood with gold leaf finish and wrought iron ornamentation are imported from Florence, Italy, by Interiors' Import Co. Circle No. 87. Wall Decor offers pre-arranged compositions for the extra naked wall. Circle No. 88. An adaptation of a panel from the bedchamber of Marie Antoinette is one of many French decorative panels from Pemberton, Inc. Circle No. 89.





all-around 19th-century designs on wood panels, brightly colored and relentlessly craquelé (\$60). Some ceramic tiles, gaily abstract, and mounted on wood are OK; ceramic work is in the preponderance here, on lamp bases and surrounding mirrors. The largest of its [few] abstract paintings, about 3½ feet square, costs \$130 framed.

Both Herbert Arnot and the Artists' Showroom deal exclusively in paintings. Arnot's paintings are more efficient, but then they are more expensive (\$25-\$500); they tend also to be larger, if that is a virtue. Including its early years in Vienna, this firm has been going for 100 years and is the largest of its kind. The canvases are mostly from abroad. There is something for everybody: abstractions, semi-nudes, landscapes, seascapes, Bavarian peasants with brimming tankards, flamenco dancers, impressionist girls with ribbons around their necks, pseudo-Bernard Buffets, and a contingent of hyperthyroid monsters à la Keane. I understand that the snowy German landscape is a particularly hot item right now.

The best thing to be said about the Artists' Showroom is that the contents range in price from \$14 to \$150, on which no discount is allowed. Pictures are on the small side and all styles are available. The owner is an irrepressible art lover, who was something of a Bohemian himself in Paris way back, associating with artists who have since become very high-priced. He has gone to some trouble to draw up a brochure for the buyer's guidance, emphasizing the romance of art, not to mention the possibility of remunerative investment. The book includes a highly original system of style classification, under such headings as Modern, Semi-Modern and Old Master; the latter must not be confused with Realistic. There is also Abstraction, which is "an outgrowth of Cubism"; Non-Objective, "an outgrowth of abstractions"; followed by Semi-Abstract, which turns out to be "a little more modern" than Impressionism, "but not as modern as abstractions." And there we must leave the world of showroom art, awash in definitions, with merchandise to back up every category. (C)



The gallery of Robert Aaron Young attractively displays brightly colored floral abstractions and representational paintings by American and European artists. Circle No. 90.



Many art items at Karl Mann Associates are originals produced in its own studios. Two from the contemporary collection are Painted in Polimer and an abstract woodcut, though there is also a wide selection of imitation colonial pictures and antique wood carvings. Circle No. 91.



The new offices of Pictures for Business act as both a showroom for its collection and framing techniques and as an indication of how art may be utilized in office design. It stresses good graphics and representational art. Circle No. 92.





# CONTRACT PRODUCTS AND SERVICES



## Wild and wooly rug patterns

Two additional natural skin patterns expand the area rug line of Hardwick & McGee Co. The all wool carpets, Tiger and Zebra, are of Wilton weave construction with hand-sewn seams and bound on all four sides. Both follow an authentic color and stripe pattern from the natural skins and are available in sizes from 2 feet 3 inches by 3 feet, to 11 feet 3 inches by 18 feet 4 inches.

Circle No. 23 on product information card

## Durable plastic surfacing

Golden Lace is the latest offering in high-pressure plastic surfacing by Pionite Lifetime Laminates. A subtle, non-directional pattern of lacy threads and flecks of metallic gold on a white background is ideal for dinettes, counter tops, or virtually any horizontal or vertical surface.

Circle No. 93 on product information card



## Custom cabinetry in sectional units

Function and flexibility are features of the popular section cabinet line of Brunswick Crop. Work surface and storage needs are both satisfied with the sectional units which gang, stack, or corner to fit any layout. Brunswick builds the system around a choice of three standard cabinet depths, three basic counter heights, three sight lines, and four possible mountings. Cabinet groups can be extended to meet non-standard dimensions by using extra length sections. Duraframe, the basic load-bearing element, consists of a versatile corner-post metal extrusion with fingers which lock into prescribed channels in the top and bottom of each cabinet. From this frame, panels, doors, shelving, dividers, drawers and dozens of accessories can be added. Door panels are offered in six colors: grained walnut, putty, bone white, terra cotta, light blue and light green. Side panels are charcoal brown; back panels, bone white; tops, Ophtho-light grey.

Circle No. 94 on product information card



## Rachlin bar stools

Shown last month at the National Hotel & Motel Show were these counter bar stools from Rachlin Furniture Co. They come in either 24 or 30 inch heights with bronze or black finished legs. The upholstered seat, with an optional swivel mechanism, is available in a choice of 10 Delta colors.

Circle No. 95 on product information card

Circle No. 29 on product information card →



## Chiffons in **DACRON**<sup>®</sup> are ideal for new contract installations

Draperies or casements fashioned in chiffons of "Dacron"\* polyester are superbly practical wherever sheer strength and ease of care are most desirable. The velvety electro-tufting in traditional or modern flocked prints is white on a choice of 14 lovely colors or white. Chiffons in matching colors are available without the flocking. (The plain chiffon is called C-200.) All are completely machine washable and dryable.

Touch-up ironing is optional. "Dacron" is shape-retaining even in humidity—and resistant to abrasion. In the 11 years "Dacron" has been #1 in sheer window fabrics, we have yet to hear of a single complaint of damage due to sunlight. See the chiffons in "Dacron". Beautiful used together or individually, they are also perfect for underdraperies. Available now from David and Dash in eminently sewable 48" widths at addresses below.

\*Du Pont registered trademark. Du Pont makes fibers, not fabrics.



**DAVID and DASH**—your contact for Contract.

Flocked print shown above, CLASSIQUE

Visit showrooms listed below or write David and Dash, 2445 N. Miami Ave., Miami, Fla.

BRANCHES: New York • Los Angeles • San Francisco • Denver • Washington • Miami  
Atlanta • Chicago • Minneapolis • St. Louis • Cleveland • Philadelphia • Dallas • Toronto



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Chiffon C-200 c



## PRODUCTS & SERVICES

CONTINUED

### Lunning's lounge

Lunning's newest curved daybed, nicknamed the "psychiatrist's couch" and heralded in our October issue, is a long 77 inches (35 inches wide by 17 inches high) and not the feet-dangling



35-1/2 inches that was erroneously printed. The spring mattress rests on a curved slatted natural oak base and the pillow is down-filled, and both are covered in bright Scandinavian fabrics.

Circle No. 96 on product information card

### Heirlooms of tomorrow

Nantucket Looms captures the refined opulence that characterized early 19th Century homes and furnishings in a new collection of fabrics introduced by Thaibok Ltd. All 12 patterns in a total of 44 color ways are woven from custom dyed natural fibers under strict quality and color control. Thaibok includes casement, drapery, and upholstery qualities in designs ranging from the well-known flame stitch and a country-looking tweed, through lacy worsteds, silks, and cotton



and linen casements. The striped fabric is pure silk in a warm copper tone background with brown and rust. The traditional plaid comes in four color combinations. The collection will be presented at the January furnishings market in Chicago.

Circle No. 97 on product information card

**APPLAUSE**

**BROWN-JORDAN**  
Shipped From Two Factories:  
Newport, Arkansas or El Monte, California

Tables, chairs and versatile upholstered units... cast aluminum in choice of twenty baked enamel finishes. Part of Brown-Jordan's new Compact Series, geared to apartment living... consider APPLAUSE for all installations where demand is for good furniture combining comfort with durability at realistic budget prices! See in showrooms or write for A-64C folder, Box 272, El Monte, Calif.

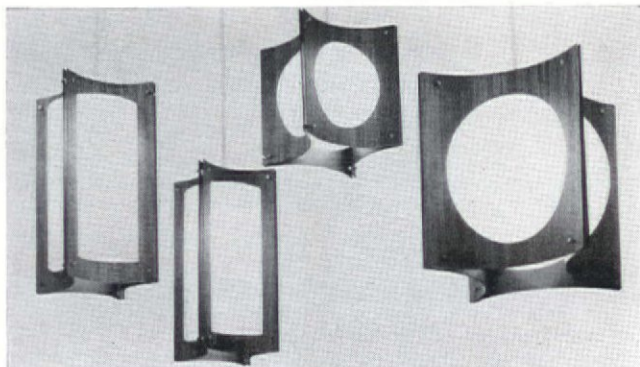
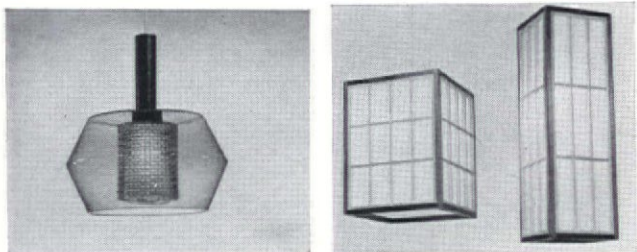
SHOWROOMS: 11th Fl., Merchandise Mart, Chicago...also Los Angeles, San Francisco, Dallas, Atlanta, Miami, Scottsdale

Circle No. 30 on product information card



**Compositions in light by Lightolier**

Style and function are combined in Lightolier's new Pendant Coordinates. Contoured goblets of smoke glass veil inner cylinders of lead crystal for a dressy accent in lighting. It is available in two sizes plus a close-to-ceiling version for foyers or dressing rooms. The frames of the

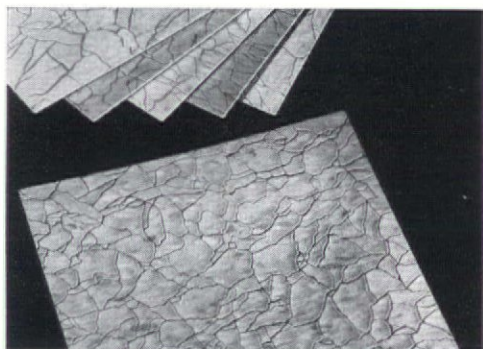


shoji screen design are solid walnut with birch grids and the spun glass panels are coated to resist dirt accumulation. Luminous spheres and cylinders framed by concave panels of walnut veneer on the outside and vermilion and slate grey on the inside give a three dimensional effect. Striking combinations can be formed by suspending the lighting elements in random clusters, besides their focal interest as individual pendants.

Circle No. 36 on product information card

**Marble look in floor tile**

A heavily textured tile called Chantilly has been introduced by Kentile Floors, Inc. Deep textur-



ing of lacy lines against color shades with a subtle marle-like mottling, give a gossamer effect to the vinyl asbestos tile. The larger 12 by 12 inch tile, is available in six color tones: jade, quartz, sand, suede, biege and green. Maintenance is simple, requiring merely sweeping, mopping, and an occasional waxing.

Circle No. 98 on product information card

some chairs just fill space...

**TRI-PAR**

chairs do it *beautifully!*



Send for Current Catalog on Complete Metal and Wood Line of Chairs and Stools

Model 2584

Matching Side Chair Available, Model 2580

**TRI-PAR** Manufacturing Co. • 1740 N. Pulaski • Chicago 60639

Circle No. 31 on product information card



## PRODUCTS & SERVICES

CONTINUED

### From old Bohemia

A feature at Emjay Imports Inc. is the Ligna line of bentwood chairs from Czechoslovakia,



where the first breakthrough in safely bending wood was made in the early 1800's. In the designs, styling is achieved without sacrificing strength and long life. Emjay is planning its new showroom to properly display the imports.

Circle No. 37 on product information card

**CORRECTION:** In the September issue of *CONTRACT*, an ad for Carpet Salesmen, Incorporated, of New York City, erroneously carried a logotype naming two carpet brands. These two brands were not named in the original copy supplied by Carpet Salesmen. They were included in the ad accidentally, through a printing error by *CONTRACT* Magazine. To correct the record, *CONTRACT* Magazine takes this opportunity to reproduce the ad below, correctly, as it should have appeared in the September issue.

We take great pride in having supplied Carpets of Distinction in these offices in the Pan-Am Building:

Eastman Kodak  
Kenyon & Eckhardt  
Pan-Am World Airlines  
Scripps Howard Newspapers

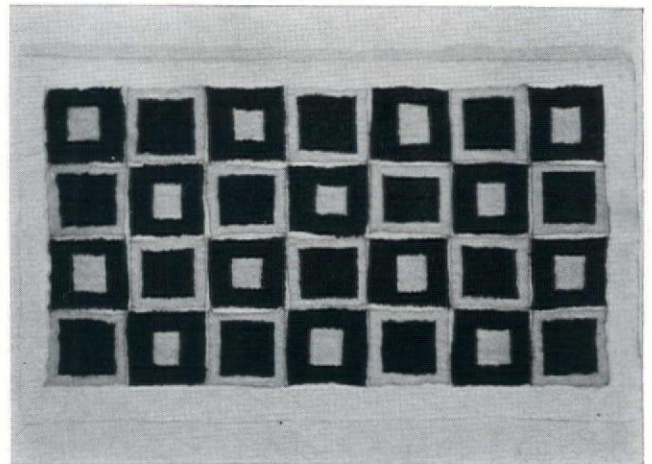
325 East 23rd St., N.Y., N.Y.  
MUrray Hill 9-1684

**carpet  
salesmen, incorporated**

Circle No. 54 on product information card

### Accent rug debut

Tudor Rug Mills, a newly established subsidiary of Malden Mills, offers its initial collection of accent and area rugs composed entirely of synthetic fiber fabrics. The collection will include the first rugs made of Celanese Fibers Co's Fortrel polyester fiber and also a very attractive intermediate rug group created to bridge a style and price gap. Spectrum, of the Celanese fiber, is a two-tone shadow pattern with subtle color



variations. Reverie echos the fur floor coverings with a shaggy, solid color deep pile yet has a relatively modest cost. Shown, is Tiles in a contemporary motif. All seven rugs in the collection are available in a rainbow of colors and combinations plus a large selection of round, oval, and some in rectangular sizes.

Circle No. 99 on product information card

### Clarín's lecture seating

Lectura is a single unit chair engineered by Clarín Mfg. Co. with a fluted back section that assures air circulation, great strength, and a con-



trolled flexibility. Its molded fiber glass shell with upholstered seat and back is shaped to provide greater comfort. The writing arm swings quickly and easily into place and there is a roomy slanted storage rack. A small base facilitates floor cleaning.

Circle No. 100 on product information card



### Contract captain's chair and bo'suns

Sam Moore Furniture Industries has established a separate contract division, its nucleus being a collection of chairs built to meet contract spec-



ifications. The group includes a modernized version of the captain's chair with carved, sculptured, or fully upholstered arms, as well as pull-up chairs in the popular Italian and French provincials with hand-tufted backs and cane sides.

Circle No. 101 on product information card

### Flexible stack chair

Virco Mfg. Co. has added a new stacking chair for flexible use in public rooms, dining rooms, and convention halls. Back and seat cushions



feature bright decorator colors and upholstery materials on a durable metal frame. More than 200 of the new Virco chairs were used in the Las Vegas Room of the Hacienda Motel, Fresno, California.

Circle No. 102 on product information card



**SCANDINAVIAN  
DESIGN**

scandinavian design, 15 east 53 street, new york 22, n. y. pl 5-60

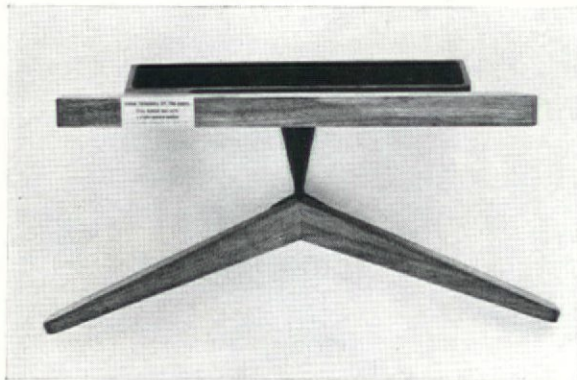


## PRODUCTS & SERVICES

CONTINUED

### Wall-hung valet

Robert Memmel Co., Inc.'s new Modern Manservant is designed expressly for the motel and hotel traveler and answers one of the most frequent complaints: "no place to hang pants." It hangs pants by their cuffs and will hold as many as three



pairs, including cuffless ones. It is fabricated from cast aluminum with solid walnut and mounts easily but permanently on any wall or door. It is simply used—has no moving parts—and in addition to being very attractive, has a practical bonus of a tray that holds pocket items.

Circle No. 103 on product information card

### Eve-saving floor lamp

The Perfect-Sight floor lamp from Monitor Equipment Corp., has been scientifically designed to reduce eye strain and fatigue. It gives a strong, pleasant light where needed but keeps direct light away from the eyes and bathes the room in a soft, low-level glow. The lamp, finished in a beige hammertone, is adjustable from



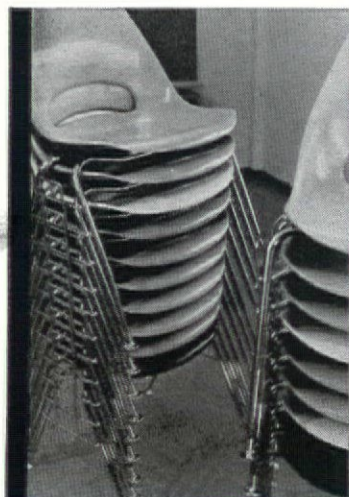
36 to 48 inches off the floor and turns a 360° arc. It sheds more than 130 foot-candles of light with 50-100-150 watt bulbs to provide adequate glare-free illumination over the entire work surface.

Circle No. 104 on product information card

## THE "LIVING CHAIR"

your choice of four different models

Whether your needs demand the stacking model, swivel model, bar stool model, or regular model, the "Living Chair" provides the answer. Combining natural body contour comfort, unmatched beauty, rugged strength and durability, the "Living Chair" is molded of one piece extra durable "Flexene," with spring-action back, tapered brushed zinc steel legs and self-leveling mar-proof glides. The "Living Chair" is available in



six decorator colors or custom colors made to match your specifications.

Write for our beautifully illustrated brochure and free color chips.



# BLISSCRAFT OF HOLLYWOOD

DEPT. C • 13007 S. WESTERN AVE. • GARDENA, CALIFORNIA 90249



*the Crown of Quality*

Circle No. 33 on product information card



#### Harter comfort chair

A new version of Harter Corp.'s Criterion executive posture chair is said to be more comfortable, due to a larger back cushion offering increased support. More than 660 square inches



of foam rubber are used in the seat and the back, and the cushions are gently curved to provide comfort without bulk. Cantilevered arm construction gives complete leg freedom in almost any seating position. Armrests are available upholstered, or in walnut.

Circle No. 105 on product information card

#### Bar Decor country style

Hunt Country Furniture Inc. complements its Early American Country Style restaurant line with a new bar and back bar. Constructed of solid wood native knotty pine, the bar is topped with a 3-inch free form counter conforming to



the natural shape of the tree. The finish is a hand-rubbed linseed oil which mellows to a warm honey color with use and age. All bars and back bars are custom built to specifications.

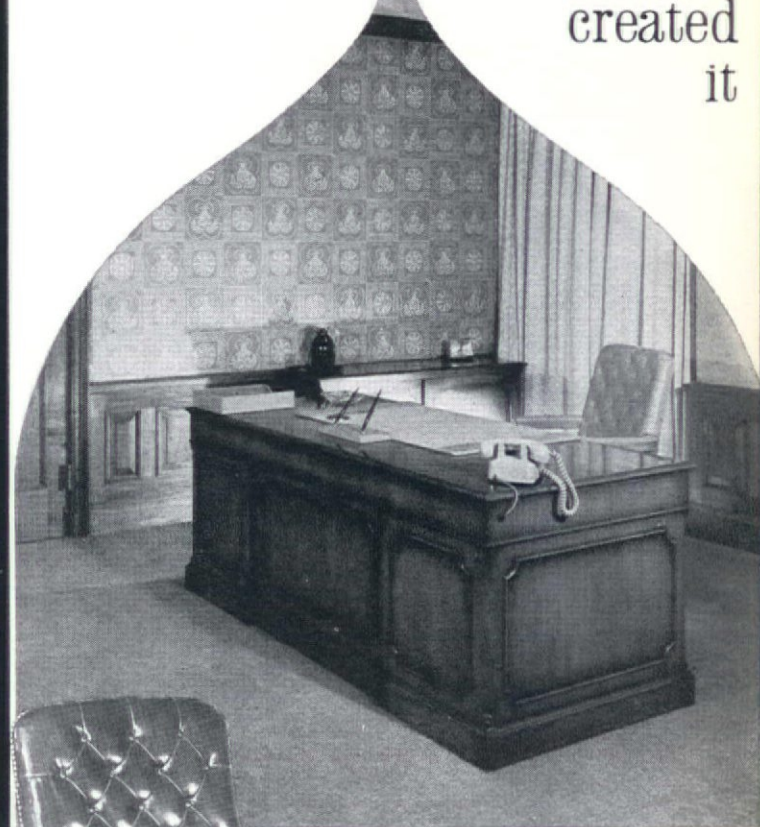
Circle No. 106 on product information card

Circle No. 34 on product information card →



as  
timely  
today.....

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



45 Desk with Special Molding



— 396  
Revolving  
Chair

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

Write for new decorators catalog.

# Frank Scerbo & Sons, Inc.

140 Plymouth Street, Brooklyn 1, N. Y.

ULster 2-5959





# THONET

The wide range of styling to be found in Thonet's diversified line of institutional furniture is exemplified in these six chairs. As specialists in the manufacture of furniture that must withstand the stresses of constant public use, Thonet engineers its products for strength. See the large selection at **THONET SHOW-ROOMS** in: New York, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Miami, Atlanta, Statesville, N. C.

**THONET INDUSTRIES, INC.**  
One Park Avenue, New York, N.Y. 10016  
Telephone: (212) MU 3-1230



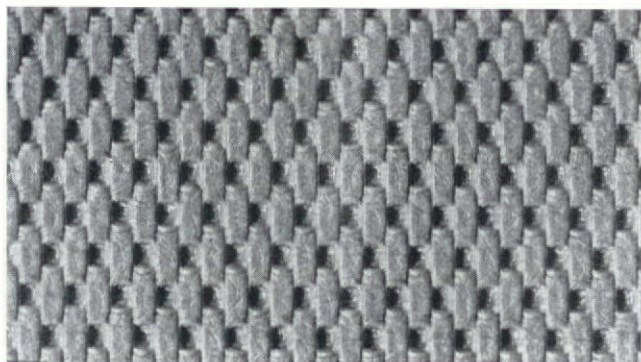
Circle No. 35 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Breathable vinyl upholstery

A different textured vinyl is Trellis, an upholstery material from Galon Fabrics. Worked into the



texturing is a punched effect allowing the fabric to breathe and rendering it slip-proof. Trellis is elastic-backed, stocked in 53-inch widths and available in five colors.

Circle No. 107 on product information card

### Compact refrigeration

An addition to the compact kitchen equipment line of Cervitor Kitchens Inc. is the Model C-36 compact refrigerator. The trim cabinet of hand-rubbed hardwood veneer houses a 4 cubic foot



refrigerator unit which holds 9 standard ice cube trays and allows ample storage space in dimensions 33 by 6 by 20½ inches. Other features are removable shelves, magnetic door seal, interior light, 2 inch fiber glass insulation and 1/8 hp Tecumseh sealed compressor.

Circle No. 108 on product information card

### Cabin Crafts extends contract line

The new Whitfield collection of carpets by Cabin Crafts consists of four boldly scaled and dramatically colored patterns. The contract carpets are stocked in 9 foot widths and available for roll and cut-order service. Color lines are being expanded but any one of the four patterns



may be had in color combinations from the 39 Acrilan single yarns currently stocked. Minimum order on special colorations for 9-, 12-, and 15-foot widths is 400 yards.

Circle No. 109 on product information card

#### Art reproductions

Panelart Co., a new firm dealing in pictorial art panels and wall plaques, offers a line of fine art reproductions, individually hand-crafted and unframed. The prints are applied to wood or a



special composition board and then surface-treated by hand. In addition to supplying the regular Panelart line, the company is equipped to custom-mount individual prints for clients.

Circle No. 110 on product information card

#### SurfLine features stainless steel frames

Newest casual furniture line from Wall Tube & Metal Products Co. features stainless steel frames and carries a ten-year guarantee underlining its durability and corrosion resistant qualities. Constructed of 18-8 nickel stainless steel (18% chrome and 8% nickel), the surface will not scratch, pit, whiten or warp, nor will it roughen or collect dirt. Safety-styled legs have self-level-



ing feet for sturdiness and the vinyl cord wrap is offered in aqua, coral, seagreen, and yellow. The new SurfLine group includes an arm chair, occasional chair, rocker lounge, ottoman, round coffee table, and square end table.

Circle No. 111 on product information card



## Rhapsody in View...

—for your most elegant bath and vanity settings and your loveliest clients. Here from Lightolier is the custom lighting of a star's dressing room, set in hand-toned golden bronze, in 24 and 36 inch lengths, for shadowless illumination above a mirror, framing the sides—or both. Truly a golden opportunity to add the dramatics of theatrical lighting to both residential and contract projects. Won't you come see for yourself?

Circle No. 138 on product information card

## 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.

—or your local franchised Lightolier Distributor listed in the Yellow Pages of your telephone book under "Lighting".



## PRODUCTS & SERVICES

CONTINUED

### Captain's chair from American of Chicago

A colonial captain's chair with an extra heavy saddle seat is one of twelve new seating designs



from American of Chicago. The chair is said to be very adaptable to contract interiors, especially those with a colonial motif.

Circle No. 112 on product information card

### Floors protected from winter damage

The Slater Co. has developed a brush mat for the sole purpose of protecting floors and floor coverings in heavy traffic areas from damage of soil, soaking and abnormal wear. Rows of tough brush pile, made of non-absorbent Creslan acrylic yarn, brush the bottoms of boots and shoes, depositing the soil into the intervening channels. From there it is easily removed by vacuuming. Storm King Brush Mats can be left down all winter in busy entrances, lobbies, and halls, or



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

Sold only thru authorized Importers.  
Write for list to:  
**EMJAY INC., 270 Madison Ave., New York 16**  
K/D IMPORTERS: Valuable territories still open!

Circle No. 37 on product information card

rolled up and stored away. The tweedy weave comes in a variety of colors and a patented ramped rubber nosing at each end prevents curling and the danger of tripping.

Circle No. 113 on product information card

### "Official" table-tennis table

This table-tennis table—so exacting it has won the approval of the U. S. Table Tennis Association—is an improvement of Sico Inc.'s previous model,



which was accepted as "official" for use in the 1964 national tournament. The new table, called American Standard, with the structural strength to withstand the most severe tournament-type play, is noteworthy for its ability to fold in the center for quick, compact storage. An absence of latches, catches, or locks virtually eliminates handling accidents, as the firm claims that folding operations are so simple that "a child can fold it and roll it away to storage in three seconds." It is designed for use both indoors and outside.

Circle No. 114 on product information card

### Occasional chair by Basic-Witz

Basic-Witz has introduced an upholstered chair designed to blend with almost any style or period of furniture. Constructed of solid elm, it features steam-bent back post, seat frame, and back. Both the upholstered back and loose seat cushion are of polyfoam. The chair is available in five finishes:



golden nutmeg, Swedish spice, walnut, ebony, and antique white. Upholstery choices include six decorator fabric colors, twenty vinyl colors, or custom coverings.

Circle No. 115 on product information card



**Designed for the innkeepers' needs**

Kroehler Mfg. Co. presents Del Morro, a contract furniture collection drawing upon architectural details from the Renaissance and executed in

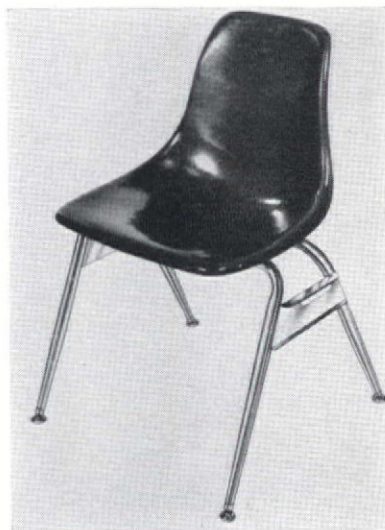


walnut veneers and pecan solids. The group includes three headboards, a chair-back design, a 120-inch multi-desk unit, tables, chests, and a variety of chairs. Del Morro was introduced at last month's National Hotel & Motel Show along with the Country Oak series, another contract group.

Circle No. 116 on product information card

**Posturized stack chair**

A bucket-seat stack/gang chair is a new development in scientific group seating by Westmoreland Metal Mfg. Co. The one piece seat and back unit, a single fiber glass molding, is of postur-



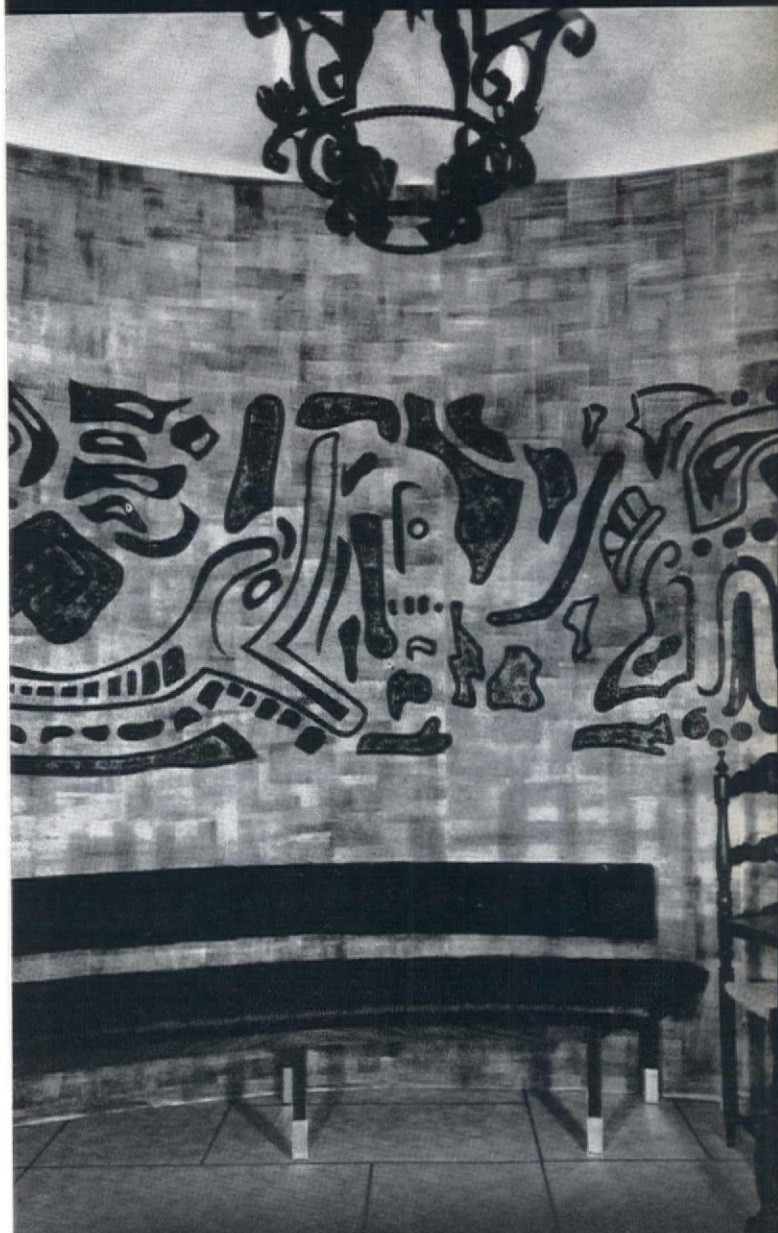
ized design. Metal legs and braces of baked enamel can be finished in a choice of colors or heavy chrome plating. The chairs gang or stack for use in lecture halls, auditoriums, meeting rooms, offices, and schools.

Circle No. 117 on product information card

Circle No. 38 on product information card →

# Timbertone

## FEATURE WALLS



Illustrated: Textured "Païen" mural design on "Majolica" foil Timbertone ground.

The interpretation of a particular design, one-of-a-kind, can be executed in highly textural murals for application on special walls or ceilings in restaurants, lobbies, hospitals, banks, etc. Our unique Contract Department is geared to handle individual requirements with typical Timbertone ingenuity.

# Timbertone

DECORATIVE COMPANY INC.

CONTRACT DIVISION: 979 THIRD AVENUE, NEW YORK 10022 • PL 8-



Circle No. 39 on product information card



**commercial interior wall displays  
for reception rooms, office lobbies  
projecting corporate identities  
dimensionally in all materials.**

*design / construction / installation*

## DISPLAYCRAFT

56 West 45th Street / New York, N. Y. 10036 / YU 6-4955

*You are Invited...*

to visit us

at our New Showrooms

at

145 East 57th Street

New York, N. Y. 10022

Tel.: 688-2344

**CU**

**columbia unlimited, inc.**

Office Furniture • Accessories • Equipment

growing with America's leading Architects and Interior Designers

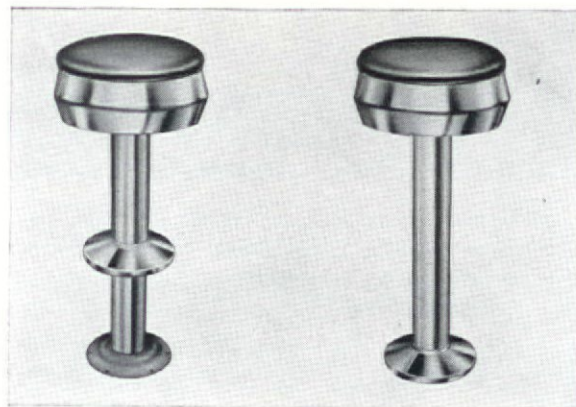
Circle No. 40 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Trouble-free counter stool

L&B Products Corp. has recently introduced a new counter stool claimed to be completely trouble free, fast and easy to install, and easy to keep clean since dirt cannot accumulate around or under the base. The view at the left shows the base plate ready to slip down snugly over the component which bolts securely to the floor. Encircling the comfortably upholstered seat is a one-



piece prism-shaped stamped steel chrome ring. L&B issues a three-year guarantee against breakage of the one-piece cast iron swivel tripod or two-bolt construction.

Circle No. 118 on product information card

### Traditional side chair

A new traditional English side chair (and companion arm chair) introduced by Tri-Par Mfg. Co. is handsomely carved of select hardwoods



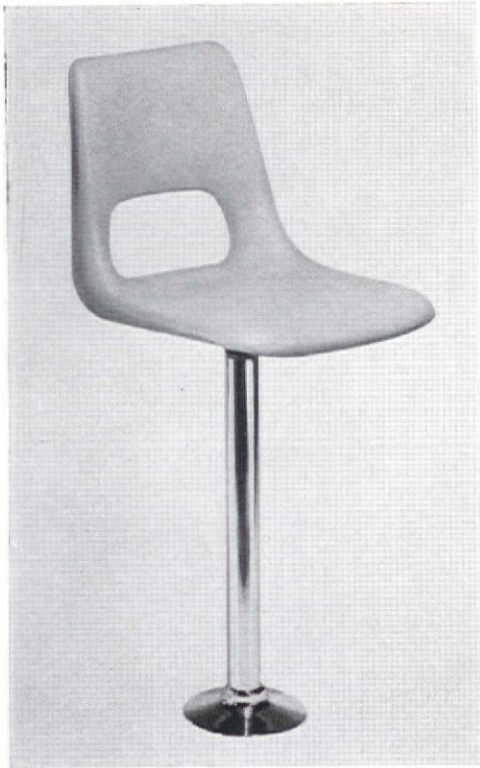
and richly finished. The new chair features a serpentine ladder back and gracefully curved legs. A one piece U-shaped stretcher adds the structural support so necessary for commercial use and the standard or foam seat can be upholstered in an unlimited selection of fabrics.

Circle No. 31 on product information card



### New Brunswick chairs

A new line of foam-cushioned, upholstered contour chairs from Brunswick Corp. includes stacking and stacking-ganging chairs, armchairs,



pedestal base swivel and non-swivel chairs, and swivel-seat counter stools. All chairs, with con-

temporary styling, feature contoured lifetime Fiberglas shells with a layer of deep foam cushioning and fully upholstered front and back in Naugahyde elastic back vinyl. Six colors, vermilion, bronze green, azure blue, antique gold, espresso brown, and black, are available.

Circle No. 94 on product information card

### Tropitone balcony chairs

A new chair designed by Tropitone Furniture Co. especially for the smaller modern balconies and patios of hotels and for intimate cocktail lounges and restaurants fits under either a 30-



inch in diameter table or under a new table, 28 inches wide by 40 inches long, with curved sides. The tables are available in Titon, which is said to be unbreakable, or glass tops.

Circle No. 119 on product information card

## Contract Seating for America's Finest Restaurants, Clubs, Offices and Homes

*Information and literature  
upon request.*



1007-5



3006-5



1008



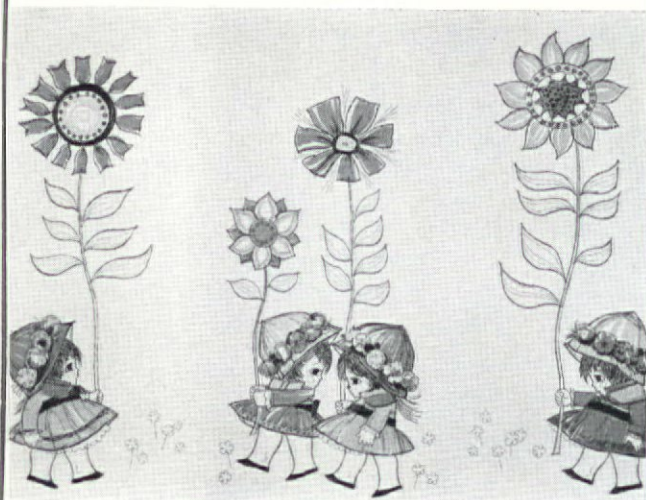
1123 NORTH McCADDEN PLACE, LOS ANGELES 38, CALIFORNIA

Circle No. 41 on product information card



Circle No. 42 on product information card

## Exclusive Wallpapers

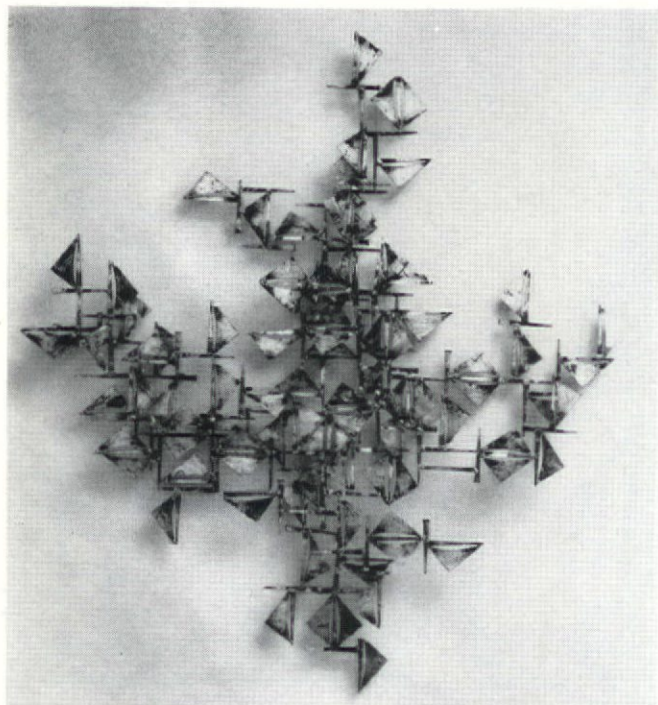


### MICHEL'S DESIGNS

490 ROCKAWAY AVE., VALLEY STREAM, N.Y.

516: LO 1-0644

*Exclusively for the Trade*



REGATTA 50"h. 42"w. 4"d. Write for Literature

WILLIAM

# Bowie

THE SCULPTURE STUDIO INC.

202 E. 77th ST., NEW YORK 10021 UN 1-8480

Circle No. 43 on product information card

## PRODUCTS & SERVICES

CONTINUED

### All-purpose chair

A new all-purpose chair from Consolidated Metal Products Co. features a one-piece unitized plastic



seat. The chair, a new version of an earlier model, is available in white, coral, and aqua. The light-weight seats are easy to clean and are said to be stain-proof.

Circle No. 136 on product information card

### New Emeco steel chair line

A new steel chair collection by Emeco Div. of Standard Furniture Co. includes an executive posture chair with tilting seat and back, and



a stacking chair with contoured seat and back. The versatile line also includes chairs with and without arms and with pedestal or swivel bases. Chairs have Primefoam cushions over rubber webbing for seating comfort.

Circle No. 137 on product information card



## MANUFACTURERS'

### LITERATURE

The new Modulus line of modular furniture is colorfully illustrated in a new 12-page catalog from Troy Sunshade Co. and shows the many arrangements of chairs, settees, and table units made possible with the new line.

Circle No. 120 on product information card

Formica offers a product sample folder of its Native American design collection created for furniture in its World's Fair House. Though the laminated plastics are presented in their own design right rather than as a copy of natural materials, the wood veneer simulacra are wonderfully natural to the look and feel.

Circle No. 121 on product information card

Fifteen new handprint patterns for overprinting on basic vinyl wallcovering patterns are illustrated in a brochure released by L. E. Carpenter & Co. How its custom handprint service can be used in corporate identification design using business symbols or logotypes is also described in the brochure.

Circle No. 122 on product information card

A folder from Athol Manufacturing Co. introduces its line of Terson vinyl fabrics and custom color service. The fine quality and leatherlike hand of the vinyl can be seen and felt as handsome fabric swatches are included in the folder.

Circle No. 123 on product information card

McInnis & Co. has up-dated its catalog of lamps and shades designed for hotels, motels, and institutions. Over 200 different types of light fixtures are described in a complete range of styles.

Circle No. 124 on product information card

Howe Folding Furniture, Inc., has issued a new illustrated catalog describing its folding tables, chairs, mobile storage racks, etc. A full description of each product's construction features, dimensions, shipping and handling weights and architects' specifications (where required) are included.

Circle No. 125 on product information card

Vogel-Peterson Co. has a number of new units in its line of coat and hat racks. Photographs and specifications sheets are available and, of special interest, is the new cantilevered semi-concealed wardrobe for use in executive offices or reception areas.

Circle No. 126 on product information card



## ... your Invitation to Comfort



STYLE  
5830



STYLE  
9922-CT



**Shelby Williams**  
INDUSTRIES, INC.

2500 W. Ogden Ave., Chicago, Ill. 60608  
Factories: Los Angeles, Calif. — Morristown, Tenn.  
Showrooms: Dallas, Chicago, Los Angeles, Atlanta

Circle No. 44 on product information card



Circle No. 45 on product information card



Madison chairs are for people in all walks of life who enjoy sitting down.



May we send you a catalog?

**MADISON**  
FURNITURE INDUSTRIES

*Canton, Mississippi*

Showrooms: Dallas, Chicago, Los Angeles, San Francisco & Seattle

Circle No. 46 on product information card



## We love tough buyers

When they insist on getting the toughest, most durable and best styled industrial, institutional and commercial furniture they end up buying Fibermold. Why don't you take this short cut to complete satisfaction? Write, wire or phone:

### FIBERMOLD CORPORATION

2321 ABALONE AVE. • TORRANCE, CALIFORNIA • (213) 775-6288

An Affiliate of Borg-Warner



## WALL SAND URN # 250

Solid brass construction. Available in satin brass, satin chrome or satin aluminum (solid).

Diameter of wall plate 13 1/4"  
Depth of quarter sphere 6"

- Sand Urns
- Smoking Stands
- Waste Baskets
- Umbrella Stands
- Desk Appointments
- Costumers
- Waste Receptacles
- Planters
- Ash Trays
- Wardrobe Racks

also featuring the pyrex glass sand urn selected for good design by the Museum of Modern Art of New York.

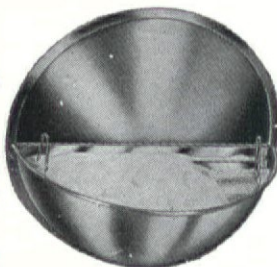
Free Catalog on Request

### LOUMAC SUPPLY CORP.

MANUFACTURERS AND DISTRIBUTORS

327 East 103rd St., Dept. C, N.Y. 29

ATwater 9-5374-5



Circle No. 47 on product information card

## MANUFACTURERS'

CONTINUED

## LITERATURE

Modern Partitions Inc. has issued a brochure on its new line of movable partitions in conjunction with Goodyear Tire & Rubber Co. Newsworthy is the use of Videne, a durable polyester laminate made by Goodyear, as a pre-finishing material on all four series of the movable partitions. Details, specifications, and wear resistance characteristics are extensively explained.

Circle No. 127 on product information card

The XR folding table line is introduced in a new catalog from Frederic Weinberg. The contemporary tables have the appearance of an all welded-construction yet the legs fold unseen into the area of the table top for compact storage. Six stack chair designs are also featured in the catalog.

Circle No. 128 on product information card

A handsome illustrated brochure, catalog 64, from Architectural Pottery, shows a wide number of sand urns, planters, lanterns, and fountains available in a number of attractive glazed or unglazed colors.

Circle No. 129 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 Luminaires and Ventilating Ceiling Systems.

Circle No. 130 on product information card

A brochure from Stow & Davis presents its new Signet series, a handsome line of quality wood office furniture designed for middle management and priced below top-executive furniture. All standard pieces are illustrated.

Circle No. 131 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. 132 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. 133 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.

**EXPERIENCED CONTRACT SALESMAN NEEDED:** Major southern manufacturer with established contract line of case goods and upholstery is seeking salesmen experienced in the field to expand contract sales. Relocation not necessarily required. Age: Under 40 preferred. Must be willing to travel. Include complete resume of background and experience with first letter. Reply in complete confidence to: Box A-204, CONTRACT.

**REPRESENTATIVES WANTED:** In New England and the South West territories, to represent a top contract and decorative line of casements, upholsteries and prints; to call on architects, dealers and decorators. Write with full particulars to: ANTON MAIX FABRICS, 48 East 53rd Street, New York City, 10022.

**REPRESENTATIVE AVAILABLE:** Manufacturer's representative carrying major line of murals and vinyl wallcoverings, calling on distributors, designers and some department stores seeks additional lines of fabrics, accessories, shower curtains or furniture. Territory; Trenton to Washington. Please send literature in first reply. Write: Box A-205, 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 A-206, CONTRACT.

**AVAILABLE:** Are you looking for a graduate interior decorator with sales-ability as well as technical know-how? I have a well-documented background in handling contracts through job completion with emphasis on contract design work. I am a member of a national decorators society and presently employed, but am considering a change. Will consider any location where the connection offers opportunity for growth. Photograph and resumé are available. Write: Box A-207, CONTRACT.

**NEW ENGLAND REPRESENTATIVE WANTED:** Calling on contract dealers, interior designers and architects. Outstanding line of seating and tables.

Interviews at Chicago Market, January 3-6; 621 Merchandise Mart. Metropolitan Furniture Corp., Mr. Heumann, 950 Linden Ave., South San Francisco, California.

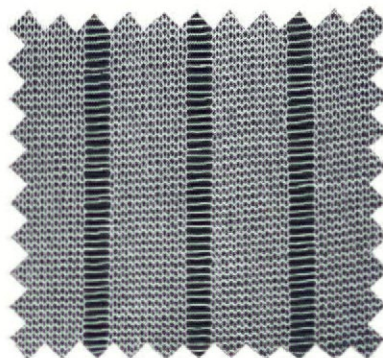
### ATTENTION: REPS—REGISTER WITH US!

Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers 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.

Circle No. 48 on product information card

## We've woven a wondrous spell!

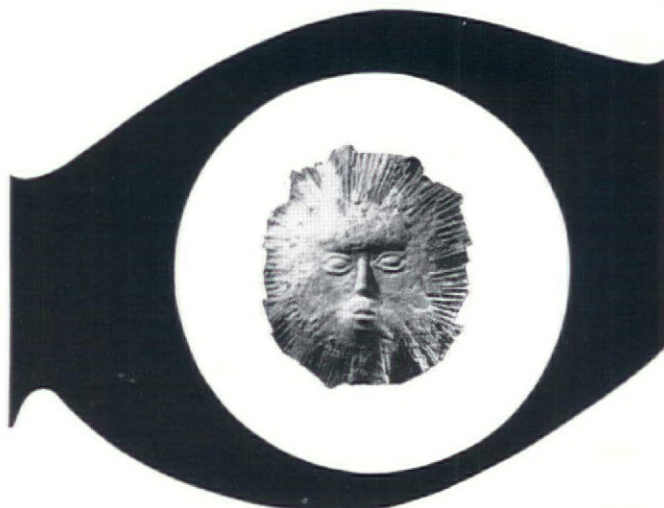
CELLUCORD  
comes in 5  
artistic  
patterns  
in whi e:  
color  
combinations  
on special  
order



We call it Cellucord. A *knitted* drapery casement fabric that has all the charm and differentness of a hand woven fabric. A natural fiber yarn 144 inches wide and flameproofed. It's already working wonders in both important commercial and fashionable residential interiors.

If you want something utterly different write for a swatch of Cellucord. You can't help but find it charming.

THE **Karen** CORPORATION  
184 Fifth Ave., N.Y.C., Tel: 212-255-8600



## SEEING IS BELIEVING...

BE AN EYE WITNESS TO THE NEW  
WONDERS OF WALLCOVERING, OUR  
VOLUME 14 • SEND FOR FREE BROCHURE

**THE JACK DENST DESIGNS INC.**  
7355 S. Exchange Ave., Chicago, Ill. 60649

Circle No. 49 on product information card



Circle No. 50 on product information card  
For Interior Designers only!

## 2 NEW CATALOGS



### CHARTERHOUSE

... a quality line for the budget-minded. Executive Office and Home Furniture.

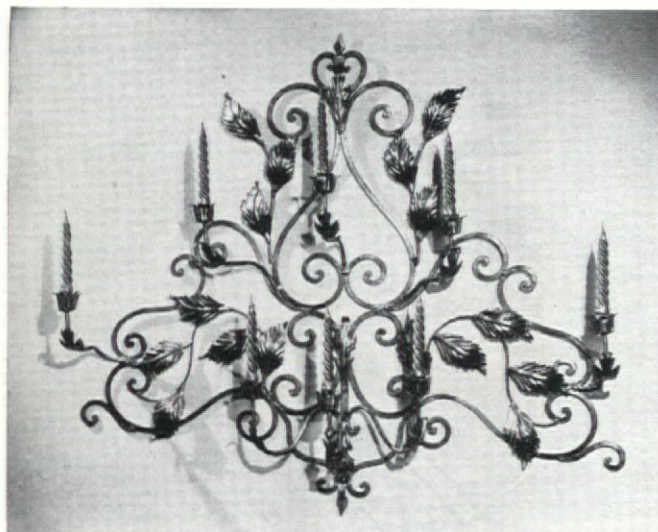
### BUSINESS INTERIORS

... the finest in office furniture in the Kittinger tradition.

Write today.

## KITTINGER

Kittinger Company, 1915A Elmwood Ave., Buffalo, N. Y. 14207



### Such Magnifi-sconce!

No other sconce we've ever seen can hold a candle to our new Italian import. Gracefully, tastefully wrought for eight candles. In gold, or black and silver finish, measures 43" x 38 1/2". Prices on request. Specify LaBarge Sconce 789-B. Ask about other best-selling specials in our complete line of quality mirrors and sconces.

## LaBarge Mirrors inc.

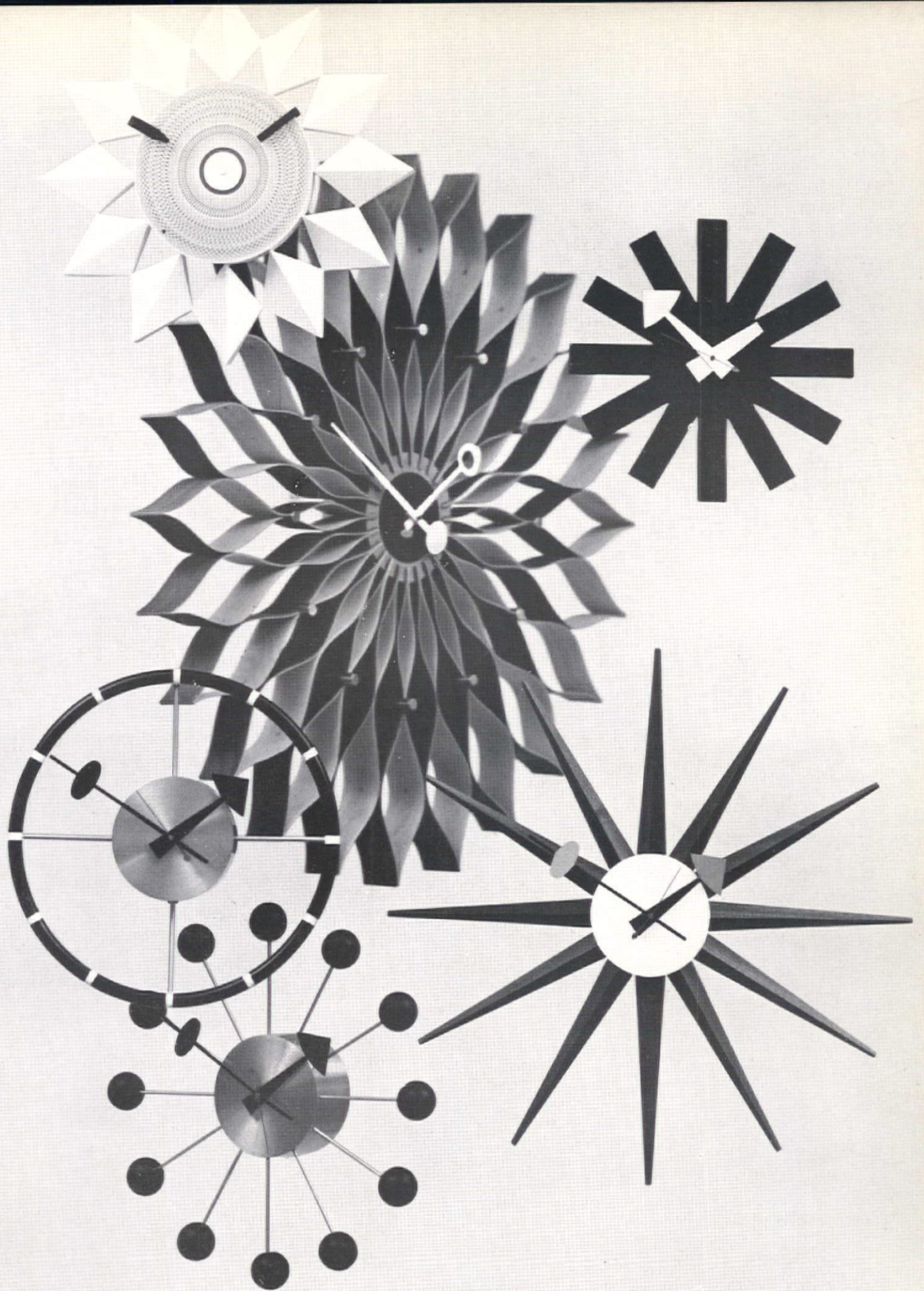
THE LOOK OF QUALITY / HOLLAND, MICHIGAN

Circle No. 51 on product information card

## ADVERTISERS' DIRECTORY

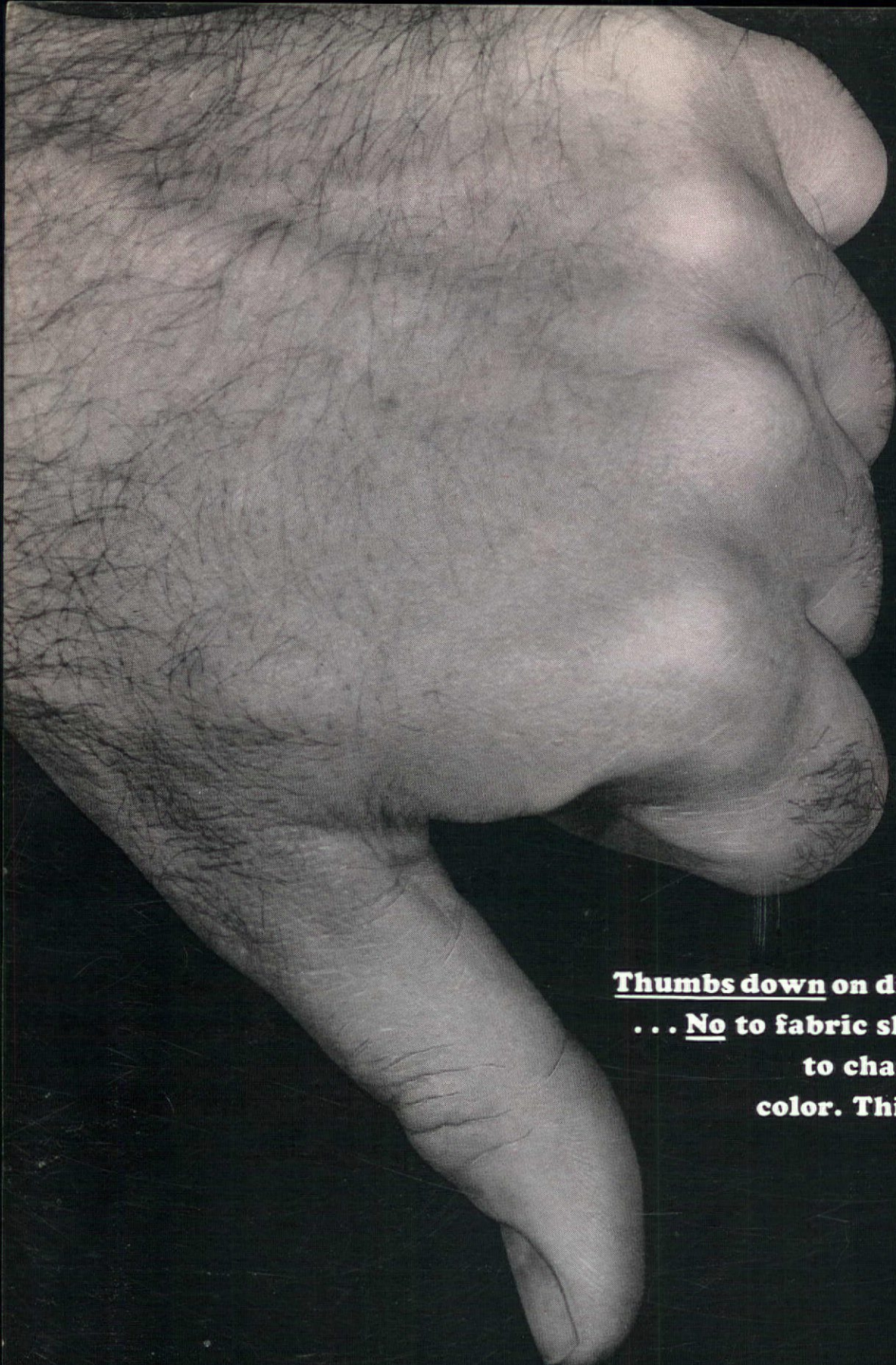
Airco Plastics Products Div. of Air Reduction Co., Inc. (vinyl fabrics)	9
American-Saint Gobain Corp. (glass doors, partitions)	23
Athol Mfg. Co. (vinyl coated fabrics)	2
E. T. Barwick Mills, Inc. (carpeting)	25
George K. Birge Co. (wallcoverings)	11
Birge Co., Inc. (wallcoverings)	17-20
Blisscraft of Hollywood (chairs)	66
Brown-Jordan Co. (aluminum furniture)	62
Callaway Mills (carpeting)	8
Carpet Salesmen, Inc. (carpeting)	64
Columbia Unlimited, Inc. (furniture)	72
Crown Wallpaper Co. (wallcoverings)	13
Jack Denst Designs (wallcoverings)	77
Displaycraft (displays)	72
E. I. DuPont de Nemours & Co. (fibers)	27-28; 61
Dux, Inc. (furniture)	10
Emjay, Inc. (chairs)	70
Faultless Caster Corp. (casters)	4
Fibersin Plastics Co. (plastic panels)	7
Fibermold Corp. (furniture)	76
Han-Tec (wallcoverings)	31
Hardwick & Magee Co. (carpeting)	31
Johnson Plastic Tops, Inc. (plastic tops)	30
Karen Corp. (draperies & carpets)	77
Kittinger Co., Inc. (furniture)	78
LaBarge Mirrors, Inc. (mirrors)	78
James Lees & Son Co. (carpeting)	16
Lightolier, Inc. (lighting)	69
Loumac Supply Corp. (ash receivers)	76
Madison Furniture Industries (furniture)	76
Merchandise Mart	39
Michel's Designs, Inc. (wallcoverings)	74
Howard Miller Clock Co. (clocks)	3rd Cover
Monarch Furniture Co. Inc. (furniture)	6
Norquist Products, Inc. (folding chairs)	24
No-Sag Spring Co. (springs)	33
Scalamandré Silks (fabrics)	2nd Cover
Scandinavian Design (furniture)	65
Frank Scerbo & Sons, Inc. (furniture)	67
Schafer Bros. Inc. (seating)	73
Sculpture Studio Inc. (sculpture)	74
Selig (furniture)	5
Shelby Williams Mfg., Inc. (chairs)	75
Synthetics Finishing Co. (fabrics finishing)	4th Cover
Tassell Hardware Co. (hardware)	21
Thonet Industries (furniture)	68
Timbertone Wallcoverings, Inc. (wallcoverings)	71
Tri-Par Mfg. Co. (chairs)	63
Troy Sunshade Co. (outdoor furniture)	40
Albert Van Luit Co. (wallcoverings)	15
Weis-Fricker Mahogany Co. of Pensacola (mahogany)	41
Western Merchandise Mart	14
Lee L. Woodard Sons, Inc. (furniture)	1
Wool Carpets of America	37





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





**Thumbs down on disappointments  
... No to fabric shrinkage ... No  
to changes in hand or  
color. Think affirmative  
... think of us!**

*Quality Fabric Finishing ...*

**SYNBAC® • SCOTCHGARD® • SYNPROOF® • ZE PEL®**  
Fabric Backing      Stain Repeller      Flame Retardant      Fabric Fluoridizer

**SYNTHETICS** FINISHING CORPORATION

462-70 N. 8th St., Philadelphia 23, Pa. • MARKET 7-8282 / HIGH POINT, N.C. • Lincoln Drive Near Ward St. / HICKORY, N.C. • U.S. Highway #321 N. W.