

CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING



MARCH 1965

ACOUSTICS: SOUND CONTROL SPECIFICATIONS & STANDARDS



Can this be Asphalt Tile? It can—and is—remarkable new Kentile® Gravelle. Color shown: Brownstone with accenting feature strips. 4 other colors. 9" x 9" x 1/8"

KENTILE FLOORS

New in asphalt tile . . . textured Kentile Gravelle! Here's more quality, color, and styling than you've ever seen in asphalt tile. Each tile simulates random-size stones set in appealing textured relief. And its Group D price makes it perfect for commercial and residential installations where economy and long wear are musts. Samples? Call your Kentile Representative.

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KIESLING-HESS IN
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PLUS
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Keep the free dishes! Our news is bigger! Now K-H has a California plant and now *both coasts* can get our same-day service on Du Pont ZE PEL® and 3 M's Scotchgard* Brand Stain Repeller. Fabrics that arrive in New York, Philadelphia or Los Angeles in the morning are shipped *that afternoon*. And that goes for any yardage, large or small. Any fabric, even the most finicky. With or without shrinkage, as you specify. Gee. Now K-H appears in more places than selected short subjects.

KIESLING-HESS FINISHING CO., INC. • Custom finishers to the trade: 519 West 38th Street, New York, N.Y. • 1011 Wood Street, Philadelphia 7, Pa. • 1714 Euclid Street, Santa Monica, California • WEST COAST REPRESENTATIVE: KNEEDLER-FAUCHERE 151 North Robertson Blvd., Los Angeles • 451 Jackson Street, San Francisco

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You'll have worked out all the facts:



Carpeting can give a bank the feeling of welcome, trust and stability—but what about the punishment it will have to take?

The best grade for the motel trade—but how long will it keep its good looks and how will it clean?

The pile depth needed to say luxury in a dress shop—but will it develop traffic lanes?

If you know all the answers about carpeting, just pick up the phone and arrange delivery. But if you need some guidance and a bit of advice you can become a carpet expert simply—and easily—by calling Alexander Smith.

We're ready to answer the call right now...

- To translate your ideas about color and style into finished carpeting.
- To make recommendation based on your require-

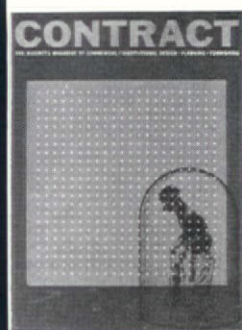
ments and your project's budget for fiber content, construction, maintenance.

- To watch out for final details like on-time delivery, proper installation and cost.

Alexander Smith makes every kind of carpet, all fibers and weaves... and backing up our experts is the largest force of designers with access to the greatest manufacturing capacity in the industry.

Alexander Smith 
CARPETS AND CUSHIONS
295 FIFTH AVENUE, NEW YORK 16, NEW YORK

Circle No. 3 on product information card



The Cover

Acoustical tile, man with air-hammer and bell jar are the graphic symbols for sound control, featured in this month's issue. The cover design is by Peter Harrison.

CONTRACT

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

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COMING IN CONTRACT

APRIL—The Educational Problem—Are the design schools and other centers of learning giving students the right background for entry into the fields of contract design, planning and specifying? An analysis of the problem, plus some suggested solutions.

MAY—Important new commercial/institutional installations: banks, ships, lobbies, air terminals, hospitals, religious facilities, nursing homes, offices and others.

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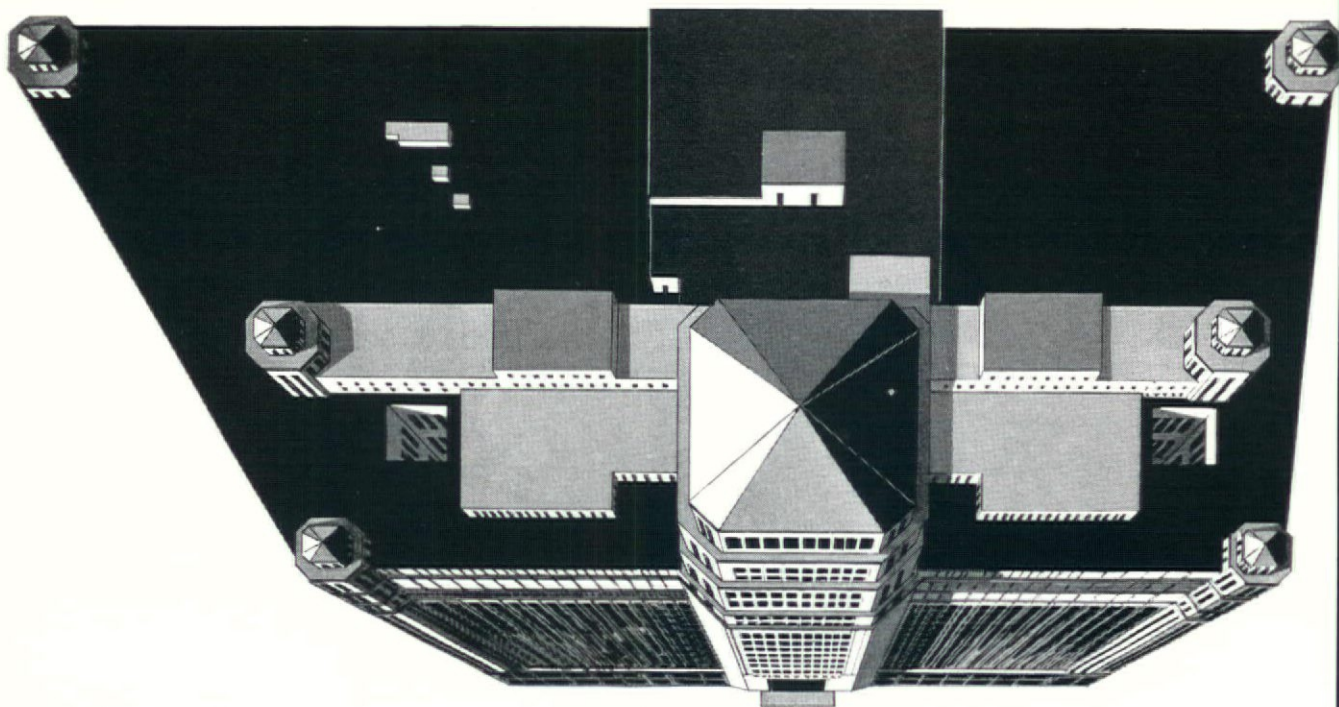
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FLOOR COVERINGS • LIGHTING AND FIXTURES • ACCESSORIES • KITCHEN MACHINES AND EQUIPMENT

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Does your client demand luxury underfoot?

Sell him the kind that's guaranteed without time limit—B.F. Goodrich Sponge Rubber Carpet Cushion.

There's the best of all possible reasons why B.F. Goodrich Sponge Rubber Carpet Cushion lasts and lasts. BFG makes only the best.

No matter which BFG cushion you choose to install, it cannot pack down, lose its springiness, go to pieces, or shred. Every cushion is guaranteed to be free of defects in workmanship and material without time limit. Under the terms of the warranty, B.F. Goodrich will replace any carpet cushion that

has imperfections, absolutely free. And all BFG cushion has the famous Duraseal® finish that locks out dirt and moisture. It is not the cheapest cushion, but it is the best.

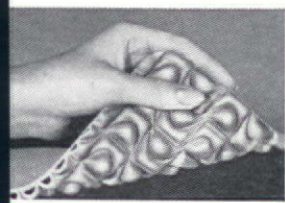
You are sure to find the cushion to fit any specification. So, if your client demands luxury underfoot, sell him the kind that's guaranteed without time limit, B.F. Goodrich Sponge Rubber Carpet Cushion.

For further information and samples, write on your letterhead to: The B.F. Goodrich Co., CMPD, 277 Park Ave., New York, N.Y. 10017.

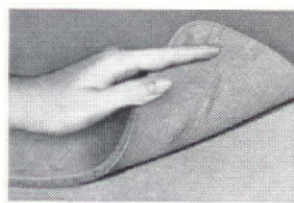


Consumer Products Marketing Division

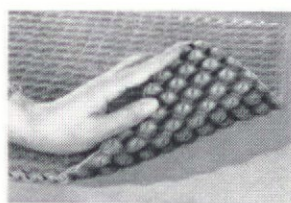
Household products • Furniture products • Home furnishing products • Drug sundries



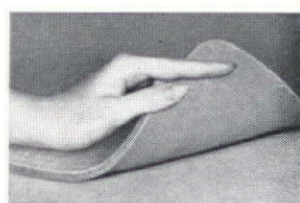
New, exclusive Double Cushion Plateau*—Combines the firmness of flat with the luxuriousness of ripple. Patent applied for



Spongex®—All purpose 3/4-inch favorite for heavy traffic areas. Non-woven fabric backing for easy carpet installation.



Aristocrat—Heavy-weight ripple cushion designed for quiet elegance. The utmost in resiliency and bounce.



Springlawn—Medium priced with built-in stabilizer for more wear and stability. Non-woven fabric backing.

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**we
fit
together
too!**

*Interior decorators, designers and architects know the needs of their clients and the ability of **Desks Inc.** to fill them go hand in glove. **Desks Inc.** offers a unique collection of fine office furniture from America's foremost manufacturers. At our fingertips is a handful of significant client services that guarantee "a job well done". **Desks Inc.** will order it (or have it custom crafted to your specifications) warehouse it, deliver it, service it and lovingly care for your clients' needs. Before you specify or buy, show it to your client first in our showroom at 71 Fifth Avenue, N. Y. C. (corner 15th Street). If you're convinced call 212 AL 5-5454 . . . if you're still stubborn visit us for our personal touch. You'll be glad you did.*

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A COMPLETE SOURCE FOR FINE OFFICE FURNITURE IN NEW YORK



**Virco stack chairs
are usually
much too busy
to be stacked.**

Wherever Virco stack chairs are in use . . . convention centers, hotels, business offices, auditoriums, community centers . . . they've proved their round-the-clock versatility.

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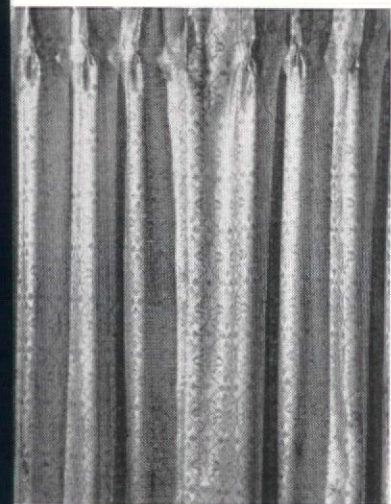
VIRCO

Mfg. Corporation



Circle No. 8 on product information card

3 minutes ago { this drapery was dirty



it's clean. And back up it goes. It's how easy it can be to take care of fiber glass draperies in practically any part of a building.

Down the hall, there's a Hoyt Roll-Along Washer. It's hooked up to the water supply at the janitor's closet. In the course of a couple of hours tonight, every fiber glass drapery on this floor will be cleaned, washed, and rehung.

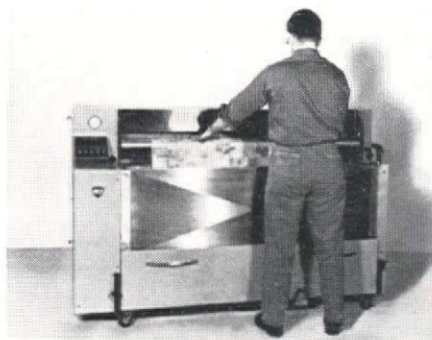
How does it work? This portable electric washer is easily moved from floor to floor. It is quickly hooked into any stand-water supply, can be operated by unskilled maintenance personnel. One roll of 90-inch, single-width fiber glass drapery can be washed, rinsed, have linture removed, and be ready for re-hanging in less than three minutes!

This unit saves time, eliminates the inconvenience of bare windows while draperies are out for cleaning, cuts main-

tenance costs, permits handling by your own maintenance force.

The Hoyt Roll-Along Washer, developed jointly by Hoyt Manufacturing Corporation and PPG, can also handle bedspreads and cubicle curtains. It's ideal for use in office buildings, hospitals, hotels, motels, schools, and other commercial and institutional buildings.

Send coupon for full information.



Circle No. 9 on product information card

Pittsburgh Plate Glass Company
Fiber Glass Division, Dept. C
One Gateway Center
Pittsburgh, Pennsylvania 15222

Please send me complete information on the Hoyt Roll-Along Washer.

Name _____

Title _____

Company _____

Address _____

City _____

State _____ Zip Code _____

PPG® *fiber glass*
...the fiber glass for finer fabrics



At Esso Touring Service, Rockefeller Center, New York, Gulistan Carpet in a special wilton weave of 70% wool, 30% nylon, withstands the daily assault of thousands of feet. Architects: Diarden & Crowe. Installation by Anchor Carpet.

DO YOU KNOW THAT THE MORE PEOPLE TRAVEL, THE MORE THEY SEE GULISTAN? THE PERFORMANCE RATED CARPET!

They see Gulistan in motels, hotels, trains, planes, ships, automobiles, touring offices. For such heavy-traffic areas, Gulistan Carpet is most often chosen for its wearing quality and long-lasting beauty. The quality is unexcelled. Wearability has been tested and proved for years. The widest range of colors, textures, and designs—in all modern fibers—makes it easy to choose the right carpet for any interior. And most important, all Gulistan Carpet is Performance Rated* for wear and appearance retention under varying traffic conditions. No other carpet offers this assurance.

For immediate delivery, the most extensive line of qualities is available from stock. Or, if you prefer, Gulistan provides individual custom designs in broadloom or area rugs. For complete description and illustration of many Gulistan lines and services, see our full-color catalog in Sweets Architectural File. Or write Gulistan Commercial Department, A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York, N. Y. 10016.

*TM of A&MK, Inc.

GULISTAN® CARPET



A. & M. KARAGHEUSIAN, INC., 295 FIFTH AVENUE, NEW YORK, N.Y. 10016 - SUBSIDIARY OF J. P. STEVENS & CO., INC.

Circle No. 10 on product information card



What'd he say?

They didn't hear the punch line of what was a great joke. Too bad. It could have been avoided so easily. A Howe round folding table instead of the oblong being used would have done it.

In contrast with the "mess hall" atmosphere created when oblong tables are used, Howe rounds make everyone feel in the midst of things. The set-up of Howe rounds creates the sort of warm, attractive atmosphere that enables banquet managers to turn prospects into customers.

Another important point: Contrary to popular opinion, a room equipped with Howe rounds usually accommodates as many diners as that same room equipped with oblong tables.

Howe rounds come in 7 sizes to accommodate 4 to 12 diners comfortably. Learn how to use these tables to create the kind of place that people think of first when it comes to making reservations for get-togethers. For the details write today.

Howe Folding Furniture, Inc., Dept. 25
360 Lexington Ave., New York, N.Y. 10017

Please send me details describing HOWE round folding tables.

Name _____

Title _____

Institution _____

Address _____

City _____ State _____ Zip Code _____

C-35

Howe Folding Furniture, Inc.

If it folds — ask Howe



They laughed when they sat down . . . Howe round folding tables produce the kind of warm, congenial atmosphere that's conducive to a good time. They invite reservations, produce repeat business.

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If you want to keep appearances up and costs down in carpeting...

It takes very little to keep All Wool carpeting fresh and new-looking. Little time, little effort, little money. How come? In between vacuumings wool does the work for you. It's naturally resilient. Bounces right back when it's stepped on. Keeps bouncing back for years and years. And, it's this lively strength that means less pilling, too. But appearance retention is just part of

and maintain. Resists soil, resists stains, spot cleans beautifully. Needs less frequent vacuuming, shampooing, restoring. And wool has a low rate of replacement, too. Wool is permanently mothproofed *and* naturally resists flame. (Dropped cigarettes leave just a pinpoint burn, not a deep scar in your carpet.) Wool is just about the perfect floor

look for this.

covering. Proven. By years and years superb performance in hotels, motels, schools, hospitals, restaurants. Wool gives you everything you want, for so little. Any color, design or texture. Appearance retention. Low cleaning maintenance cost. Low rate of replacement. Get All Wool. That's how to get the most for your money in carpet.

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

a revolution is taking place in carpet backing

It is called Poly-Bac! A remarkable new tufting back that's vastly superior to any primary backing presently available. Woven of polypropylene yarn, Poly-Bac offers unique advantages to manufacturer, retailer, and consumer.

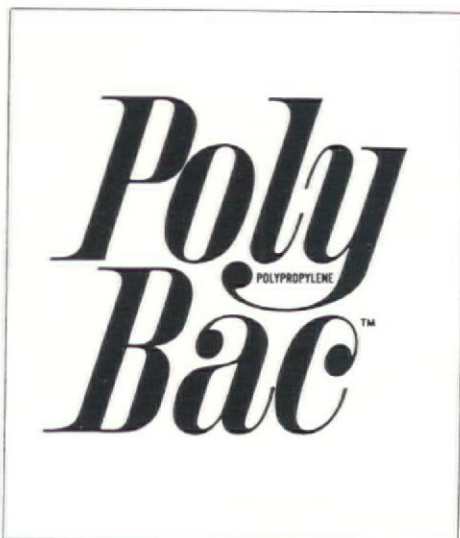
Poly-Bac, immune to humidity changes, does not stretch, shrink, or wrinkle. Restretching is minimized.

Poly-Bac puts more face yarn on the carpet where it belongs. A minimum of face yarn is hidden in the backing.

Poly-Bac makes possible clearer, brighter, more predictable colors. There are no impurities or lignin present to muddy the dye as with conventional backing.

Poly-Bac makes it possible to shampoo carpet without danger of oils bleeding through to stain the surface or cause irregular surface fading, as is the case with conventional natural fiber backing.

Poly-Bac yarns are stronger than those of conventional backing, permitting a surer installation.



Circle No. 13 on product information card

6 Poly-Bac is uniform in texture, permitting more intricate designs and patterns.

7 Poly-Bac, being virtually non-absorbent, is mildew-free, thus eliminating a common odor source.

8 Poly-Bac is non-allergenic, impervious to bacteria and insect resistant.

9 Poly-Bac's moisture-resistant properties make it possible for carpets to be used safely in hospitals, schools, kitchens and nurseries, and other areas formerly considered impractical for carpeting.

10 Poly-Bac is a product of American ingenuity and technology, completely engineered and uniform. It is quality controlled every quarter inch of the way.

PATCHOGUE PLYMOUTH CO.
295 Fifth Avenue, New York 16, N.Y.

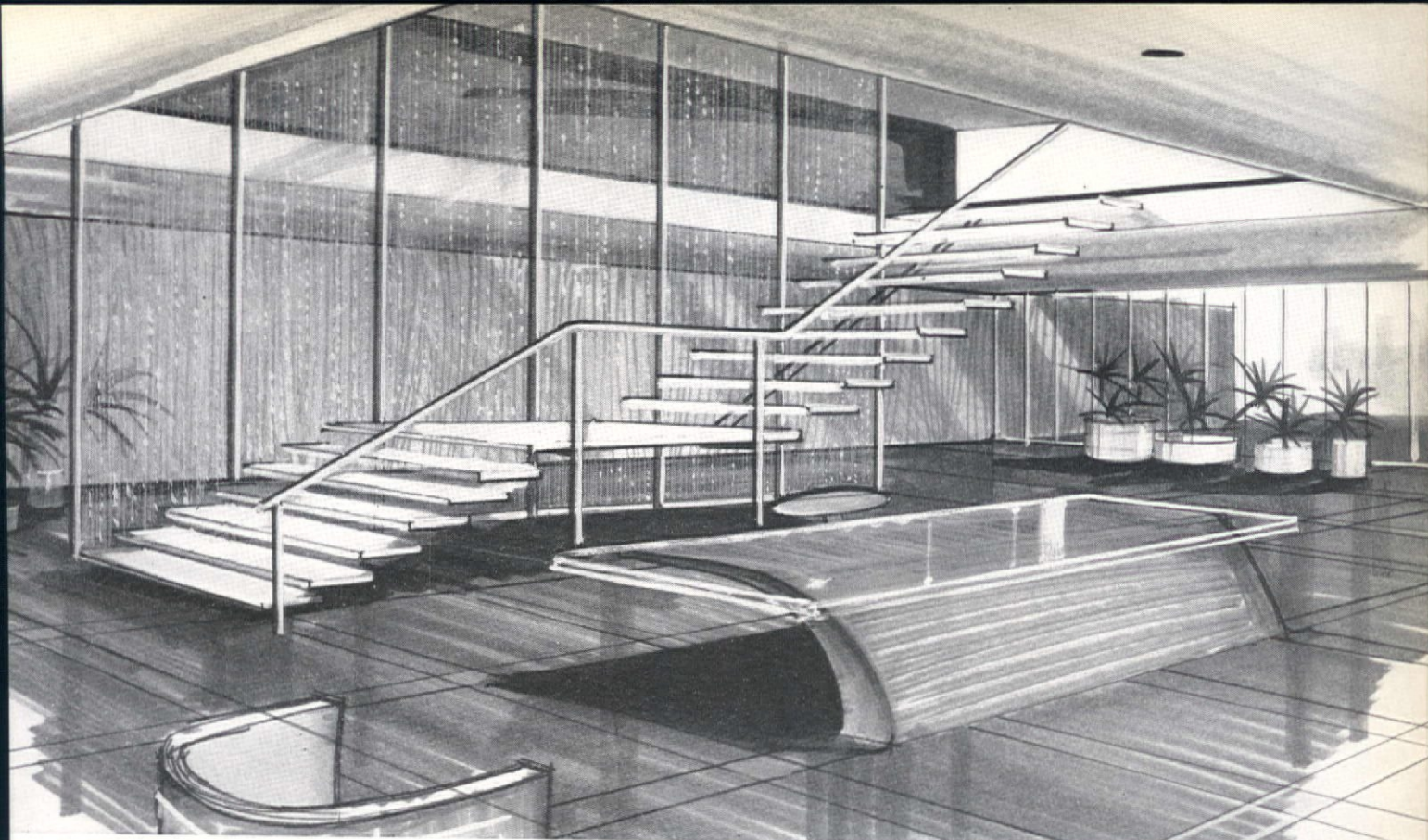


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MARINA . . . the perfect collection for motel or hotel pools and cabana clubs everywhere. Choose it, and you treat your guests to glamour and the ultimate in comfort . . . yourself to the pleasure of knowing there's lots of long wear ahead and next to no maintenance to plan for or worry about. Marina is as carefree as it looks . . . with heavy vinyl straps and sturdy frames of Alupaloy that are $\frac{1}{3}$ the weight of wrought iron and won't rust ever! Write for illustrated catalogue. Molla Contract Company, Inc., 425 East 53 Street, New York. Showrooms in Boston, Chicago, Dallas, Los Angeles, Miami, Philadelphia, San Francisco, Washington, D.C.

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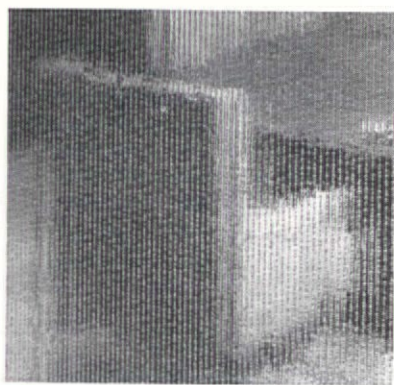
alupaloy
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 FURNITURE



© American Saint Gobain 1965

Creative ideas in glass: A two-level reception area

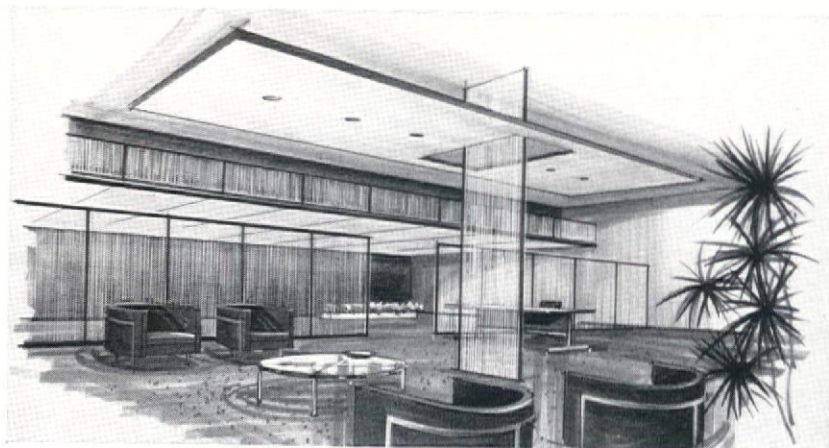
ASG's Beadex brightens two floors of the administration building of a large manufacturing plant, in an imaginative interior by Saphier, Lerner, Schindler, Inc., New York.



Beadex's sparkling pattern of water droplets is emphatically contemporary and works harmoniously with a broad range of materials and color schemes. Obscure enough to afford privacy, it is also highly translucent. For more information on Beadex and the whole exciting line of ASG patterned glasses, write: Dept. X-3, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee 37662.

Above: Beadex® forms a shimmering backdrop to the stairway from entrance floor to executive floor. Beadex panels continue upward to form a partition wall at edge of stairwell on upper level, screening activities from visitors below. Cantilevered receptionist's desk has top of ¾"-thick Starlux® twin-ground, polished plate glass.

Below: Reception area on second level features a sparkling vertical thrust of Beadex. Panel provides a visual center-point for room, separates waiting space from work areas. More obscure Beadex matte in partitions assures privacy in adjoining offices. Above partitions, clerestory of Beadex matte admits diffused natural light.



The complete glass line for contract interiors!

AMERICAN SAINT GOBAIN



LETTERS

Readers laud January issue

Dear Sir: Your January issue is the greatest and the Forum articles are most interesting. Keep up your policy of presenting new concepts and ideas.

J. GARTH CALDWELL
Designs Unlimited Inc.
St. Petersburg, Fla.

Dear Sir: I would like to take this moment to congratulate you on the very fine January issue of *CONTRACT* Magazine. Not only is the Directory of the various sources important to all concerned, but your Challenge Forum was stimulating and aired some problems that should have been talked about long ago. Such an informative issue will be of valuable use to our staff.

RICHARD KRAMER
President
Integrated Design Associates Inc.
Beverly Hills, Calif.

Dinner comments continue

Dear Sir: I, too, thought Roland Jutras' talk was excellent and certainly enlightened many of the manufacturers present on some of their shortcomings. Such a procedure always means a little toe-stepping and therefore some opposition, but such an exchange is very much worthwhile. I think it was good for all concerned.

M. R. CAVALON
Cavalon Associates Inc.
New York City

Quality contribution

Dear Sir: Often, a reader has a thought or a response to a publication, but unless it is a complaint the publisher rarely hears from him. Both my staff and I have felt that *CONTRACT*, with its coverage, design, products, and detailed specifications is offering a quality contribution to the field. Your sensitivity to planning and professional services have reflected an understanding well beyond that expressed in other publications. My best to you and your program. We look forward to forthcoming issues.

LEON GORDON MILLER, FIDI
Leon Gordon Miller & Associates
Cleveland, Ohio

Dear Sir: We have just received our first issue of *CONTRACT* Magazine and as you will notice, are making use of your product information card. Since ours is a new firm, we have been faced with the task of writing many manufacturers for information with regard to their products, and we want to take this opportunity to thank you for making this task much easier. We feel that one letter of thanks is the least we can do to show our appreciation for your services, and you can be sure that we will be renewing our subscription.

JEROME D. PORTER, II
Jerome Porter Interiors, Inc.
Ft. Lauderdale, Fla.

Compact, clear, and precise

Dear Sir: The wallcovering article in your December issue is one of the best I have ever read in a trade publication. It is compact, clear, and precise; it gives the reader a security in the product. The wallcovering industry, architects, interior designers, and *CONTRACT* cannot help but profit from such an interesting and well-written article.

VICTOR PENN
Contract Sales Division
Gene McDonald, Inc.
New York City

Circle No. 16 on product information card

#35TT Telephone Table

#P3 Chippendale Revolving Chair

#35SD Sliding Door Cabinet

#35WB Waste Basket

#3560 Desk

ITALIAN PROVINCIAL . . . imaginatively interpreted . . . and crafted with the inimitable SCERBO touch . . . to bring Old World charm and elegance to the office interior of today.

Catalog available upon request.

Frank Scerbo & Sons, Inc.
140 PLYMOUTH STREET, BROOKLYN, N. Y. ■ ULster 2-595



Who's creating exciting new carpet with electronics?

Monarch is...with Colorset

When electronics and carpet get together, watch out for COLORSET. When multicolor patterns come vibrantly alive in free-flowing uninhibited designs, then it's **sure** to be COLORSET. And when you see the same plush resilience, the same deep, deep pile and luxurious quality in each patterned carpet, of course it's COLORSET! Monarch's COLORSET process combines the creative craftsmanship of the past with electronic know-how and inventiveness of today. COLORSET glows with progress and personality . . . with new ways to magnetically dye and preserve color . . . to shape designs . . . to turn out better quality in less



time — at a lower cost. The old laborious, loom-threading methods for making patterned carpet are obsolete. Monarch's COLORSET marks the advent of a modern era in carpet-making. So . . . if you like to pioneer . . . look to COLORSET for exciting interiors. Select from a collection of elegant patterns in a wide range of color combinations . . . in any yarn. For additional information and samples, please write today to our CONTRACT DEPARTMENT.

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

Monarch
carpet mills
CHAMBLEE, GEORGIA

SCOPE AND INFLUENCE OF FEDERAL SPECS

By Ash Gerecht

FEDERAL specifications and standards for contract furniture and furnishings, as in other areas, are far more influential than even the size of federal procurement of these items would indicate. And that is sizable enough—running, for example, some \$60 million or more per year recently for office furniture alone. The United States Government is the industry's largest single customer. In addition, however, large users often take the federal specifications as a guide, at the least, in their own efforts to secure quality and standardization in the goods they buy.

The number of specifications is sizable. Many of them are quite complex. For some in the industry, the federal requirements are too complex, and they stay away. But if you want to do business with the federal government—and a great many firms find this a sizable source of volume, and a good way to smooth out production curves in their plants—a knowledge of U.S. specifications and standards is essential.

There are today some 150 specifications for furniture alone in the federal index. These carry references to many more, both "Federal" and "Military."

For all practical purposes, work in the contract furniture field is done by the standardization division of the Federal Supply Service, in the General Services Administration, the government's housekeeping agency. Head of the division is Willis S. McLeod.

Here's an example of what the government can do—and does. Wanting a modular line of office furniture some years back, it found too many differences between commercial lines to adopt any one. Instead, it developed its own unitized line, which has become a big "seller" among federal agencies.

The general specification for wood unitized office furniture, most recently revised Nov. 30, 1964, lists federal specifications for these items by reference: laminated plastic sheet; laminate table top assemblies; glass; hardware; two types of wood screws; cleaning methods; wood paste filler; lacquer; zinc coating; three types of adhesive; four types of boxes; cushioning material; gummed paper tape.

It also refers to two federal standards—for preservation, packaging and packing levels, and for marking for domestic shipment. Then it refers to military specifications for wood stain, and for determining moisture content in wood, and to four military stand-

ards—welding terms, sampling procedures for inspection by attributes, marking for shipment, and identification marking for military property.

This has worked out so well, the government is now working up a junior executive metal line of furniture which will be complementary to the wood unitized line. Presumably this, like the wood unitized line, might have a general specification and then detailed specifications. The wood line, for instance, includes detailed specs for such items as tables, filing cabinets, storage units, desks and desk attachments, credenzas, bookcases, etc.

The number of federal specifications is increasing. GSA's standards division is now scheduling 1,300 projects for fiscal 1965, which ends June 30. By fiscal midyear—Dec. 31—it had accomplished 725 of 1,000 projects. It has about 5,000 specs in the system and is projecting about 7,600. The standards division has increased its productivity by 20 to 25 percent in the past few years, says McLeod.

Standards are increasing too, but not at the same rate. GSA now has about 250, is projecting at least double that. It produces a standard only when there is an explicit technical or limitation problem.

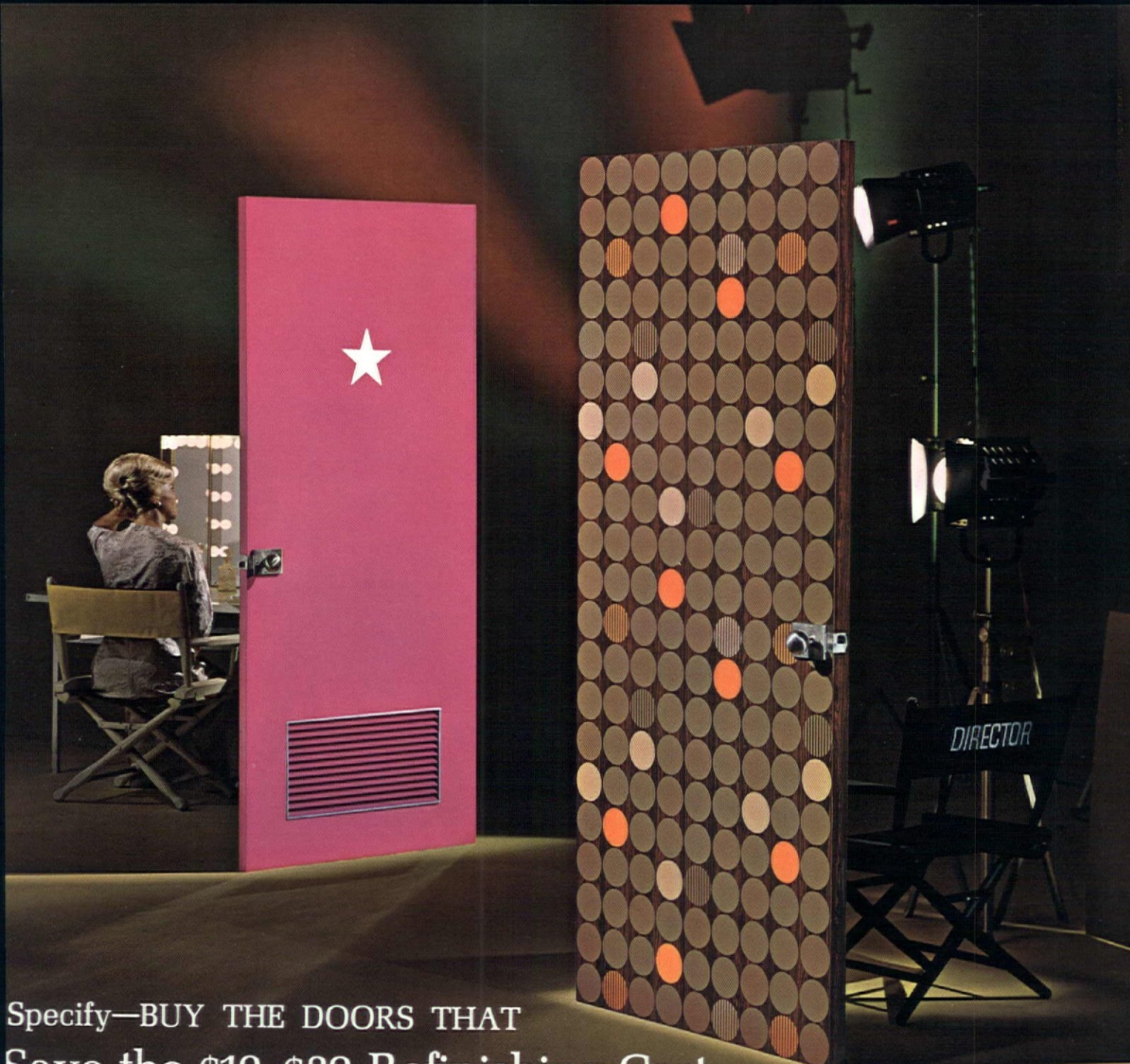
GSA has all the office furniture specs. The military have some of the household furniture specifications, but GSA has the majority.

A significant policy, in this field, has been getting away from purchase descriptions or "equal-or-provisions, to the providing of a federal specification which is competitive. Considerable progress has been made in this direction in recent years.

Two main reasons for this: Officials can't technically evaluate equal-or items to the brand-name prototype. And GSA doesn't get as good a buy with a purchase description as it does with a spec. The price under a spec is almost always less, officials say. GSA does allow the use of a purchase description in an emergency—for small, spot decorating needs, for instance—but then this has to be a technical purchase description, not a simple brand-name type.

Specifications start out as "interim." In this stage a user-agency can deviate from the spec. The intent is voluntary, but it is used extensively, nevertheless.

After this seasoning, and with consideration of changes suggested during this phase, GSA moves



Specify—BUY THE DOORS THAT
Save the \$10-\$20 Refinishing Cost

Interior doors
clad with



laminated plastic

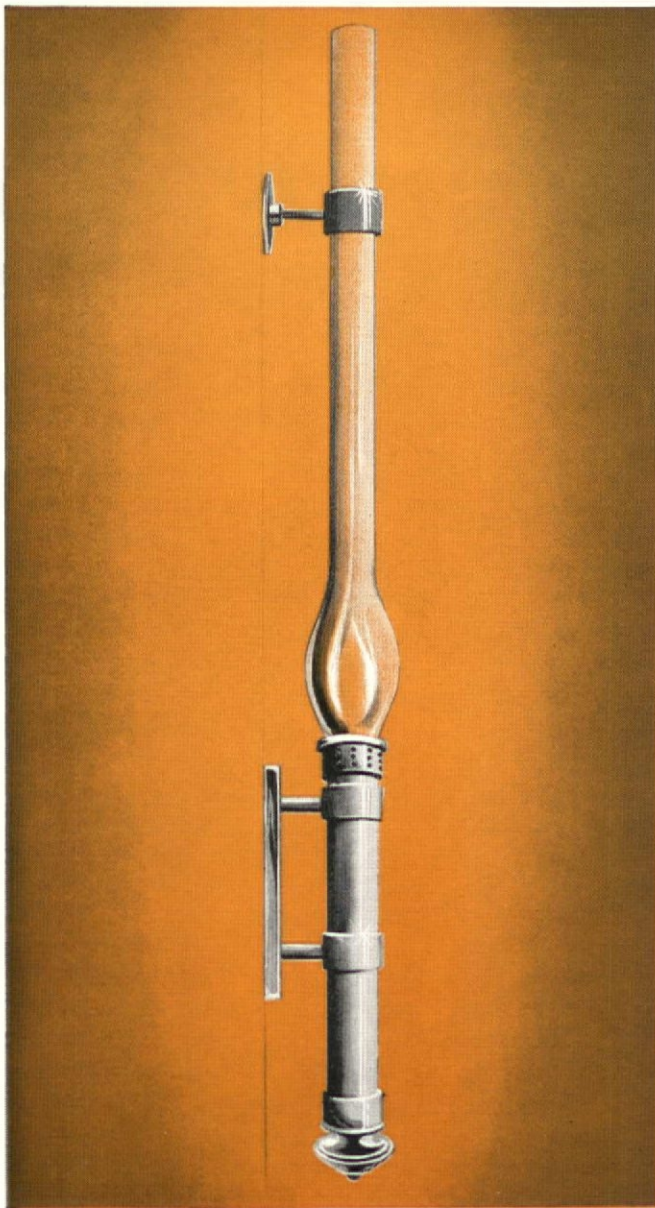
This is the estimated cost of materials and labor to refinish a door every three years. FORMICA laminate clad interior doors require no refinishing—ever. They are precision made, clean of line, prepared for hardware, install in 20 minutes, and last the life of the installation.

Authorized manufacturers of FORMICA laminate clad doors are located reasonably close to every building site. They will be pleased to serve you . . . with samples, details, estimates.

- Arizona . . . Glen-Mar Door Mfg. Co., Phoenix
- California General Veneer Mfg. Co., South Gate
- Colorado Butler Fixture & Mfg. Co., Denver
- Florida . . . Oleson Industries, Tampa
- Georgia . . . Murphy & Orr Co., Forest Park
- Iowa . . . Van-Top, Inc., Holstein
- Kentucky Anderson Woodworking Co.,
Louisville
- Louisiana Bernard Lumber Co., Inc.,
New Orleans

- Michigan . . . Wilburn Co., Grand Rapids
- Minnesota . . . Aaron Carlson Co., Minneapolis
- New Jersey . . . General Laminators, Weehawken
- New York . . . James A. Hagerty, White Plains
Jamestown Veneer, Jamestown
- Ohio Pease Woodwork Co., Hamilton
- Pennsylvania National Wood Products Co., Cheswick
Oxford Plastic Products Co., Oxford
- Tennessee . . . F. L. Saino Mfg. Co., Memphis
- Texas Hawn Sash & Door Co., Corpus Christi

FORMICA® is our brand of laminated plastic. Insist on this identification to avoid imitations.



This proprietary fixture designed by James Frew.

*beauty
mark
of fine
lighting*



The variety of superb functional and decorative lighting fixtures we can custom-style to your specific needs or individual designs is limitless! Above is a striking example of Champion's flair for originality!

Champion Manufacturing Co., Inc.
450 West 28th St., Hialeah, Florida

Circle No. 19 on product information card

OUR WASHINGTON REPORT

CONTINUED FROM P.

spec into the "federal specification" stage. As such it becomes mandatory upon the user agencies, without deviation. As an example, unitized chairs and desks are going into federal specification from interim—almost 30 items in case goods. But there'll be no fundamental change.

Another area of activity is the establishment of standard samples. The federal specification for conference-type flat-top steel desks mentions, for instance, sample panels of the standard color of metal finish, of the gray linoleum and the green plastic sheet color. GSA is now setting up a standard sample to simulate walnut in laminated plastic tops. The color supplied by manufacturers has been all right, but some of the interpretation of grain looks like mahogany. It plans to send a sample of this wood to each bid.

Current projects include the development of an interim specification on picture frames; on wood library furniture—this will develop into a complete line; and expanding the cafeteria line.

All is not expansion. The standards division has just consolidated six specifications for carpeting into one—"Carpets and Rugs, Wool, Nylon, Acrylic, Modacrylic," after several years of discussion and work. This should make it easier for GSA to buy carpeting and should get more mills that are interested in more than one type of carpeting to bid.

For the government, standardization is essential with an emphasis on quality that may be unique to government. For general use, perhaps, some of the items are overbuilt—but it wants to make sure its products will stand up under many moves with movers of varying expertise. Officials who've seen loaded desks being slid down a ramp to bump to a stop have a need for sturdiness that may not always be apparent to others. They're proud of the quality, too—some features as double electrodeposition of finish on desk corners—and of the prices they can get with their specs—they estimate the U.S. was able to buy its unitized furniture at prices 35 percent under wholesalers' prices.

Should the U.S. set the pace for standardization when its own requirements are such a small fraction of total output? The question seems to be resolved by the lack of other efforts. In the furniture field, for instance, the American Standards Association has been considering reinitiating its furniture standardization project, at the request of users and manufacturers. But manufacturers haven't been anxious.

Last year, United States officials called a developmental conference on the problem of adhering plastic tops to metal desks. It was a general industry problem. But no one else was doing anything on it, so that a case of government self-interest, as a rule, became a matter of industry interest.

For a full listing of Federal Specifications, Standards and Handbooks, write the Government Printing Office, Washington 25, D. C., for the index to the book. It's \$1.50. (C)

North American flattens

some old notions about shipping!

North American makes the carton obsolete because



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COLOR-CUED HAEGER LAMPS

Design #6502. Height 39". Base: Antique Brass. Colors: Blue/Green hues with Silk Nub Shade or Mat Black with Textured Shade.

One of a group of beautifully appointed designs clued through inspired new glaze colors to a distinctive and most harmonious relationship with the new widely popular fashions in interior furnishings. Please make your selections as soon as possible to insure prompt delivery.



7 Maiden Lane
Dundee, Illinois
The Great Name
in American
Ceramics

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CALENDAR

1965

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. Panel members will be Paul Bischoff of Carson Pirie Scott, Manfred Steinfeld of Shelby Williams, and Roland Jutras of Roland Wm. Jutras & Associates. For further details, write to Robert Zinkhon, Western Merchandise Mart, 1355 Market Street, San Francisco 3, Cal.

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

March 30-April 4. Electronic Parts Distributor Show. New York Hilton and Americana Hotel, New York City.

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

April 5-10. Spring Furniture Market. Americana Furniture Mart, Chicago.

April 13-15. Midwest International Hotel-Motel Show. Palmer House, Chicago.

April 23-30. Southern Spring Furniture Market. High Point, N.C.

April 29-30. NOFA-D Design Symposium. Sheraton East Hotel, New York City.

April 29-May 4. National Office Furnishings Association, Convention and Exhibition. New York Coliseum and Americana Hotel, New York City.

May 24-27. National Restaurant Show & Convention, featuring Designs for Dining. McCormick Place, Chicago.

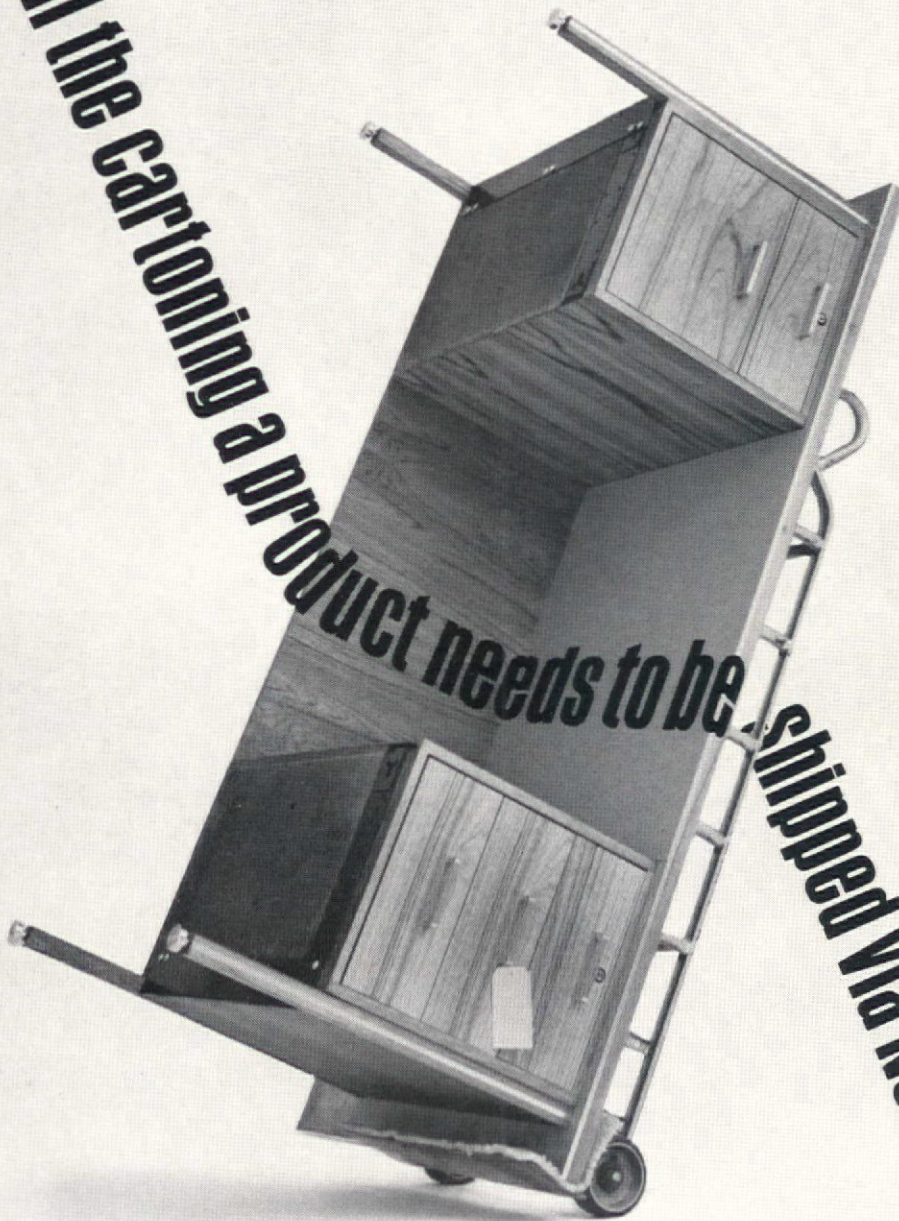
June 20-26. Summer Furniture Market. Americana Furniture Mart, Chicago.

October 8-17. National Decoration & Design Show. Seventh Regiment Armory, New York City.

November 8-11. National Hotel & Motel Exposition. New York Coliseum, New York City.

December 5-11. American Hotel & Motel Association 54th Annual Convention. Miami Beach, Fla.

...this is all the cartoning a product needs to be shipped via North American!



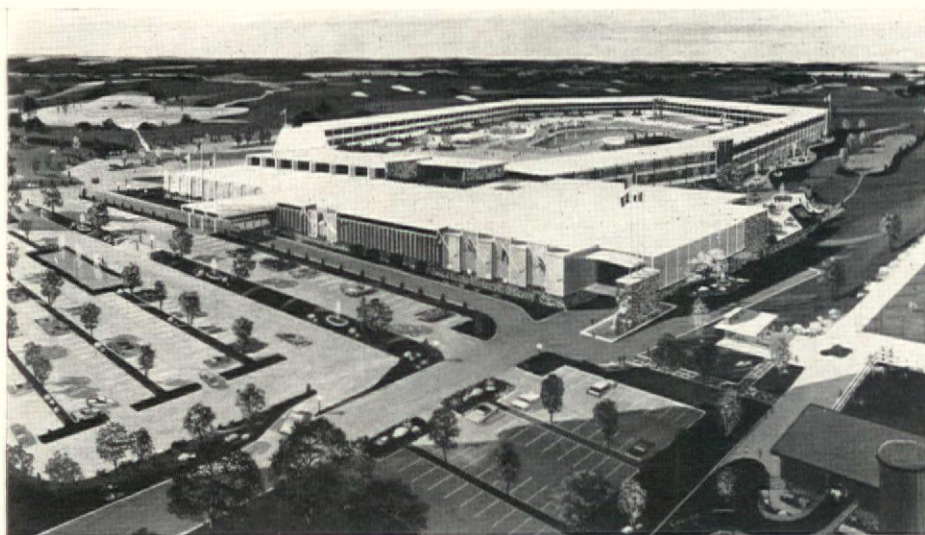
North American's uncartoned service takes the waste out of shipping because . . .



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New concept in resorts

The new Host Farm, a 250-acre motel-resort complex in the heart of Lancaster County, Pennsylvania, combines the luxury features of resort hotels and the function rooms of commercial establishments. Construction has just been started on the new \$6 million facility, expected to attract convention groups, sales meetings, tourists, and commercial travelers in the area when it formally opens in the summer of 1965. Operated by the Host of America chain in conjunction with its nearby 200-room Host of Lancaster Motel,



the Host Farm (see rendering) will include 346 guestrooms—poolside cabanas with private terraces, rooms with golf course view, and executive and bridal suites. All rooms will offer such conveniences as in-room coffee, refrigerators, remote-control TV, radiant-heated bathroom floors, dual lavatories, service bars, and private lounge areas. For group functions, conventions, and meetings, there will be 14 conference rooms, banquet facilities, a grand ballroom, and smaller ballrooms. Dining facilities will include several formal and informal rooms, two lounges, and coffee shop. For the vacationing tourist, the Host Farm will offer recreation programs. Facilities will include two outdoor pools, an indoor pool, a health club with Sauna baths, championship golf course, a model farm, and children's day camp. There will also be stables, riding and bicycling trails, ice skating rink, fishing lagoon, tennis club, plus other attractions. Architect for the complex is Wassell & Pyros; Marilynn Motto is interior designer.

Thalhimer's new contract building

Thalhimer Industrial Sales Corp., Richmond, Virginia, recently broke ground for a new building at 1925 Westmoreland Avenue. The new facility, with approximately 11,000 square feet of space, will be devoted strictly to contract interior design and furnishings and will have complete displays of furniture for motels, hotels, offices, dormitories, and geriatric homes and clubs. Thalhimer claims its new facility will be one of the largest and most complete contract sales operations in the southeast.

Adanlock in Chicago Mart

Adanlock Jamestown Corp., of Jamestown, N.Y., has opened a midwest showroom, located on the contract floor of the Merchandise Mart, Space 1167, Chicago. The showroom displays the broad Thinwall partition lines as well as other related products.

CMC elects officers

Contract Manufacturers Center Association, the 11th floor of the Merchandise Mart, has elected its officers for 1965. James Bidwell of Commercial Carpet Co., is the Center's new president, succeeding Manfred Steinfeld, of Shelby Williams, Industries who was named vice president-promotion. Other officers for 1965 include Ted Mathews, Steelcase Inc., vice president-advertising; William Riddle, Buckstaff Co., secretary; Paul Hay, Vicrtex Sales Corp., treasurer; Mary Ann Krivak, Shelby Williams, recording secretary. The one-year-old Association, with members representing all phases of the contract

industry, is dedicated to building better relationships between manufacturers, interior designers, architects, and clients concerned with the total furnishings commercial/institutional interiors.

50th year for Western Mart

The Western Merchandise Mart, San Francisco market center, is celebrating its 50th anniversary this year. The story of the Mart is also the chronicle of the growth of the west in the furnishings field. Its beginnings in 1915 were modest but its prospects, in a relatively untouched frontier, were enormous. Today, the Mart is keeping pace with the national scene, housed in an impressive, 11-story structure covering an entire block on Market Street in San Francisco. Much of its recent progress can be attributed to Herb Adams, its director, who is constantly planning new ways of making the center a more effective instrument for the furnishings business in the west. Among the highlights of its immediate programs: a contract seminar on industry problems, co-sponsored by the Mart and CONTRACT Magazine, March 11; a national home furnishings conference in conjunction with the National Retail Furniture Association, August 1-4.

Tashman celebrates anniversary

Philip Tashman, president of Wall Trends Inc., celebrates his 50th year in the wallcoverings industry this year. During this span, Mr. Tashman has seen the industry grow up and reach the stage of maturity it now enjoys. Never an on-looker, he has been instrumental in many design and technical innovations, including silk-screen printing. To produce a quality line in this new medium, he formed Wall Trends Inc. in 1944. Mr. Tashman was also one of the first to recognize the importance of vinyl wallcoverings, which evolved Wall Trends' Stylovin line. His latest achievement is the establishment of a new division, Wall Trends International, reflecting the firm's growing international interests and broad range of imports from Europe and the Orient.



(Continued on page 25)

North American New Products Service

**on time...at lower unit
cost...with less damage!**

Now North American takes the waste and the fat out of shipping new residential, institutional, and store furniture, fixtures and appliances! Here's why.

With North American's New Products Service, you don't have to carton or pack products for shipping. You save the cost of labor for cartoning and uncartoning . . . and the cost of cartoning materials.

Only one carrier . . . North American . . . handles your products. No interlining. No multiple handling. No warehousing. No inventory expense. No intermediate stops. Delivery is faster, surer.

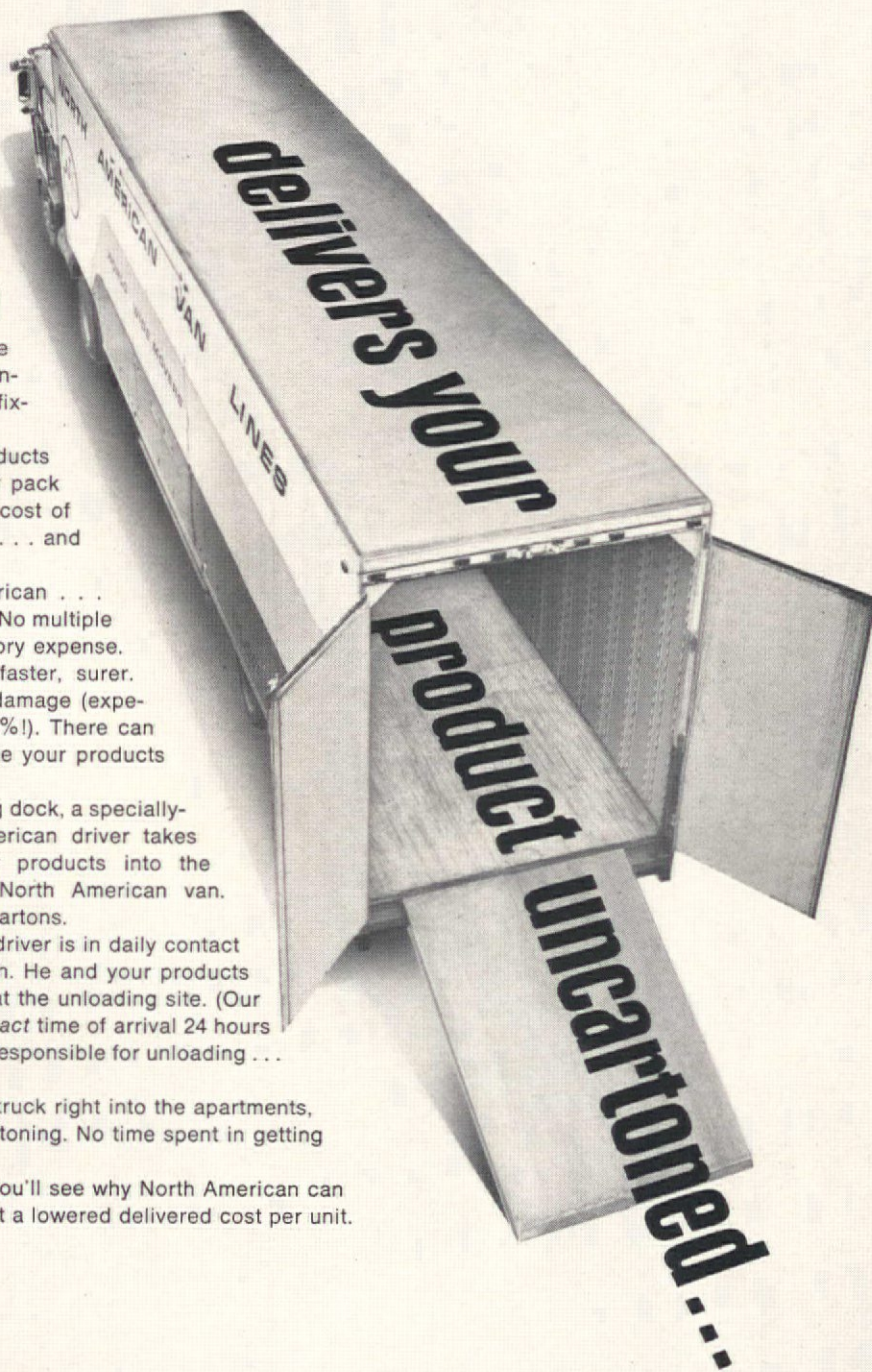
And there's much less chance of damage (experience proves damage is less than 1%). There can be no *concealed* damage either since your products travel uncartoned.

Here's how it works. At your loading dock, a specially-trained and experienced North American driver takes full responsibility for loading your products into the specially-equipped and capacious North American van. There are no heavy, space-wasting cartons.

On the road, your North American driver is in daily contact with North American Central Dispatch. He and your products arrive right on schedule. No waiting at the unloading site. (Our driver notifies the consignee of his *exact* time of arrival 24 hours in advance.) And he'll be completely responsible for unloading . . . even installation if you wish.

Now your product moves from the truck right into the apartments, school, or hotel. No delays. No uncartoning. No time spent in getting rid of cartons.

Think over what you've just read. You'll see why North American can deliver your products faster . . . and at a lowered delivered cost per unit.



Let him save you time, money, and headaches in shipping. Let North American study your shipping problems, see if you can ship more economically by North American. Just phone collect to . . . Del Lambert, V.P., New Products Service • Area code 219, ph. 742-5451.



NORTH AMERICAN VAN LINES

Fort Wayne, Indiana

Circle No. 20 on product information card

CONTRACT BUSINESS: NOTES & COMMENTS

Big year seen for carpeting

Continued growth in the carpet industry is the outlook for 1965. Earl W. Glazier, president of Hardwick & Magee, predicts another peak year ahead, exceeding even the records set during 1964. At a press conference held during Market Week in Chicago, Mr. Glazier stated: "The commercial carpet market should continue to grow at an even faster rate in 1965 than in the past. Added to the broad base of residential demand, the two combined should make 1965 another record year for carpet sales with square yard volume running at least 10 percent ahead of 1964. With dollar shipment running at approximately the same increase at wholesale, this should give the carpet industry total shipments in excess of a billion dollars."

Hotel Show polls exhibitors

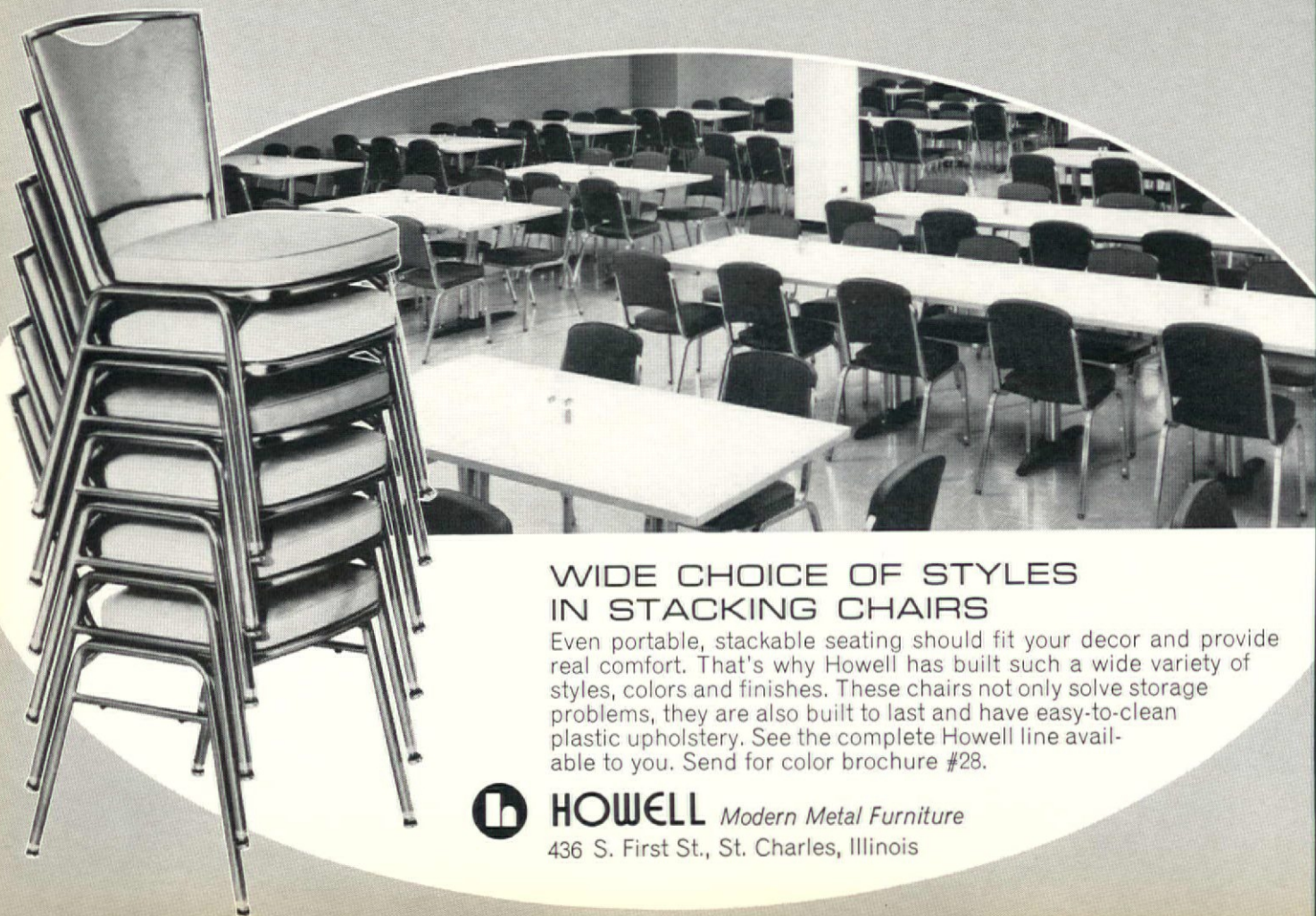
A night opening only once during a four-day period was the consensus of National Hotel & Motel Exposition exhibitors polled in a survey conducted by the show's exposition committee. Sent to exhibitors of

the 1964 edition of the annual event, the questionnaire asked, "Should the 1965 Exposition be open one night, or two nights?" Returns indicated 215 exhibitors favored one night opening, 50 for two nights, and 24 write-ins opposed to any night opening at all. Responding to another of the questions, "Should the Show be open four days or five days?," 270 exhibitors voted for a four-day show, and 29 for a five-day show. The 1965 Exposition is scheduled for November 8-11.

New assignments

Frank Schneider & Associates, AIA, will design a new nationwide chain of hostels for Royal Motels, a subsidiary of Appling Motels, Inc., of Salinas, Cal. The architectural firm has designed more than 150 motels and hotels for national chains, including Imperial "400" and Astromotels, since 1960. Royal's first motel is under construction in Ukiah, Cal., with other construction scheduled to start in Tracy and Martinez, Cal. Plans will eventually include 15 motels erected through the U.S. each year. . . Wells M. Squier, industrial/interior designer of Ft. Lauderdale-

by-the-Sea, Fla., is completing the public areas for Ft. Lauderdale's large condominium, the Fountainhead. Interior design for the street level of the new, multi-million dollar, Sanger Harris department store in Dallas, is another project on Squier schedule. Other recent completions of the firm include public area interiors for the Sheraton-Lauderdale Hotel, Le Dome of the Four Seasons Restaurant, both of Ft. Lauderdale, and redesign of the Top of the Columbus in Miami. . . Glen Crannel Associates of Schenectady, N.Y., announce their appointment as design agents for the development of new dormitories for Union College of New York State. . . Morton Textiles & Furniture, a Chicago-based institutional furnishings firm, has been awarded a \$100,000 sign and furnishing contract by the Air Sands Hotel, a two-level, 10-acre tract in the heart of the Beverly Hills, Bel Air and Brentwood areas near Los Angeles. Morton's responsibilities will include a new dining room and cocktail lounge, though contemporary in theme, keeping with the atmosphere of other areas of the four-year-old hotel. (C)

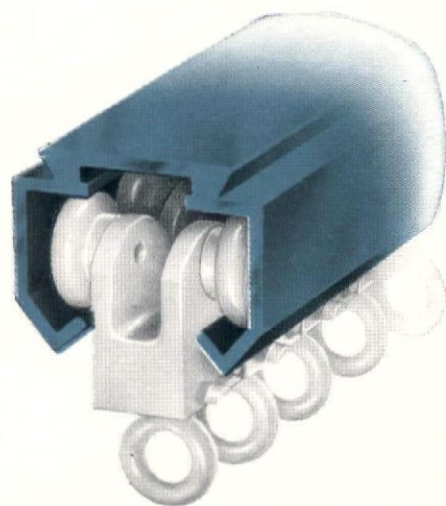


WIDE CHOICE OF STYLES IN STACKING CHAIRS

Even portable, stackable seating should fit your decor and provide real comfort. That's why Howell has built such a wide variety of styles, colors and finishes. These chairs not only solve storage problems, they are also built to last and have easy-to-clean plastic upholstery. See the complete Howell line available to you. Send for color brochure #28.



HOWELL Modern Metal Furniture
436 S. First St., St. Charles, Illinois



Be one drapery track minded.

Grant 2200 drapery hardware is a singularly unique line.

2200 limits debate. Curbs indecision. Reduces risk.

One track, one line of hardware, one spec-

ification to meet virtually every physical requirement.

2200 Drapery Hardware. It boasts sleek, trim, contemporary lines. It works beautifully. 2200 is the best architectural drapery hardware made. Data on request.

GRANT PULLEY & HARDWARE CORPORATION 181 HIGH ST., WEST NYACK, N.Y. / LOS ANGELES, CALIF.

Circle No. 23 on product information card

CONTRACT NEWS

A. & M. KARAGHEUSIAN INC. a subsidiary of J. P. STEVENS & Co. will become a division of that firm and will be renamed the GULISTAN CARPET DIVISION. The executive structure of the new division will remain the same, with Steele L. Winterer continuing as president.

DOWNS CARPET Co. is expanding its Willow Grove operation by adding a new 103,000-square-foot building to its tufting plant, at a cost of about \$1,500,000.

LUCAS BROS. INC. has expanded its commercial interior planning and design department to serve the Washington, D.C. area, and has opened showrooms at 1523 L Street, N.W.

THEODORE LUDEROWSKI and JAMES H. CARMEL have formed a new office, LUDEROWSKI & CARMEL INC., 91 West Long Lake Road, Bloomfield Hills, Mich., specializing in commercial interiors, exhibitions, museums, and product and graphic design.

TROY SUNSHADE Co. has been named exclusive distributor for the complete line of DA VINCI casual furniture under an exclusive distribution agreement, excluding the State of Florida.

KENTILE FLOORS INC. is planning a new multi-million dollar plant in South Plainfield, N.J., for the production of vinyl inlay roll products. It is expected to become fully operative sometime in 1966.

SHELBY WILLIAMS INDUSTRIES INC. and AMERICAN CHICAGO, affiliated furniture companies, report a sales increase of 30 percent for 1964. Manfred Steinfeld, chief executive officer of both firms, expects an increase of 25 percent for both firms for 1965, due in part to expanding hotel, office building, and restaurant construction.

EDWARD FIELDS INC., custom rug producer, has established a new division, CARPETS FOR INDUSTRY, for the design and production of custom rugs and carpets for the commercial/institutional markets.

HERMAN MILLER SPACEPLANNING, the interior design branch of the furniture firm, has established planning offices to offer total design services in New York City, Chicago, and San Francisco; national director is Edward W. Farrow.

DESIGNS FOR DINING exhibition, designed by Everette Brown Associates, will be presented at the National Restaurant Show, May 24-27, McCormick Place, Chicago. Designs for Dining, depicting four centuries of dining and wine drinking in America, was a featured exhibit at last year's National Hotel & Motel Exposition.

CUSTOM MADE...but not CUSTOM PRICED

Draperies and Bedspreads

Boost your profits as you build your reputation for top quality, style and service with Norman's. You stock samples and write the orders. Norman's does the rest. Beautiful and exclusive fabrics, custom tailored to your customer's wishes with ready-to-install delivery in days instead of weeks. Write for Norman's Profit Plan today! It explains everything.



NORMAN'S

BEDSPREADS • FABRICS • CUSTOM DRAPERIES

Contract Division P.O. Box 216, Dept. M, Salisbury, N. C. 28144

ATLANTA
Merchandise Mart

HIGH POINT
Sou. Furn Expos. Bldg.

LOS ANGELES
Furniture Mart

DALLAS
141 Glass

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Some of our best customers are in jail.

Others are in colleges, hospitals, institutions—wherever healthful, restful sleep is needed. And that depends on the bed, not the sleeper.

Conventional link-type springs “hammocked” 30 years ago. And still do. No-Sag Springs eliminate this condition, keep the spine straight by not only supporting the body but conforming to it. (They have a shallow but permanent arc built right in when properly anchored which creates enduring resiliency. They always return to their original profile.)

No-Sag foundations assemble easily (no special tools). Require virtually no maintenance. Come in standard and special sizes. All are available with our durable welded-steel bed ends.

If you like what you’ve heard so far, wait’ll you hear how No-Sag Springs can lower your long-term cost. Too. Just drop us a line at 124 W. State Fair, Detroit 3, Michigan. We’ll talk.

no-sag 
Subsidiary, American Metal Products

Circle No. 25 on product information card

General Tire Sponge Rubber Carpet Cushion Registers with Holiday Inn®

General Tire sponge rubber carpet cushion, now installed in many Holiday Inns across America, is part of the comfort and luxury which will attract 23,000,000 Americans to the Holiday Inns this year. The reason is evident once you inspect any one of the many quality grades of General Tire underlay. Each is manufactured to exacting specifications that give more quality per dollar than any other underlay made. If your requirements call for comfort, long-carpet life and trouble-free service, specify General Tire sponge rubber carpet cushion.



Guaranteed Unconditionally

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.



NATIONAL AGE

AIR CREST PRODU

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Chicago 8, Illinois

CROWN PRODUCTS

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Philadelphia, Pennsylv

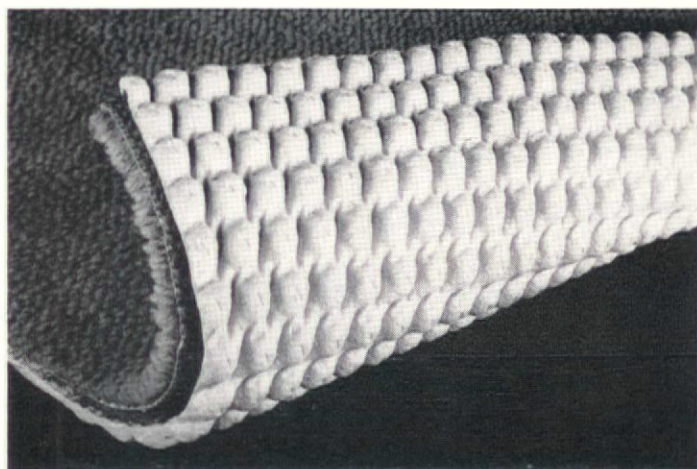
TOP QUALITY FOR 50 Y



CHEMICAL/PLASTICS DIV
Jeannette, Pa.



Photographed at Holiday Inn East, Cleveland, Ohio



Circle No. 26 on product information card

CONTRACT NEWS

OFFICE INTERIORS has moved its headquarters to the Palmolive Building, 919 North Michigan Avenue, Chicago. Services include office layout, interiors planning, office furniture and supplies.

COLLINS & AIKMAN's home fabrics division has established a new sales operation under the direction of general sales manager B. L. Little. Regional divisions will include northeast, southeast, midwest, southwest, northwest, and west.

O. F. WANDER, office equipment refinishers of Norristown, Pa., announces its return to the greater New York and New Jersey Trade. FRANK MCILHAIR is new sales manager for the area.

HIEBERT, INC., office furniture manufacturer of Los Angeles, has undergone a change of management. Directing new policies is newly appointed president, JOHN D. TUTTLE.

DIRECTIONAL CONTRACT FURNITURE CORP. occupies more than 10,000 sq. ft. in New York's D & D Bldg. The sq. footage given in the D & D supplement last month was incorrect.

HANK LOWENSTEIN will display ROBERT JOHN office furniture, PETER PEPPER accessories and CROSSROAD furniture at 565 Western Merchandise Mart, San Francisco.

HEIFETZ Co. has opened a New York City showroom to display its lighting collections at the National Design Center, 425 East 53 Street.

ROBERT AARON YOUNG, INC. has opened new showrooms at 244 East 58 Street, New York City for display or original art.

LONDON LAMPS, in its third major expansion program, is now completing construction of a new plant in Redondo Beach, Cal., which will house office showroom, and factory.

KURT VERSEN, commercial and institutional lighting, has opened a new factory and office building at 10 Charles Street, Westwood, N.J.

MAGEE CARPET Co. has opened its sixth national showroom at the Atlanta Merchandise Mart under the supervision of Walter Vanderlip, territory manager.

JIM and BEN TILSON have purchased controlling interest in CAPITAL BUSINESS EQUIPMENT INC. Charlestown, W. Va. contract furnishing firm.

CALIFORNIA
CWI
WROUGHT IRON

LAGUNA CWI's fast moving outdoor group . . . built for hard wear and minimum care . . . welded heavy gauge tubular aluminum with durable vinyl lacing. Dining chairs have sturdy cross bracing at base for heavy use and are designed for stacking. 42" round table has double leg support for wobble-free extra strength, top is mottled glass cushioned at eight points with Neoprene. Added to this group is the new adjustable-back chaise, 24" round cocktail table, and (not shown) lounge chair and ottoman. All in a choice of Grass Green, Sky Blue or Black finish with white lacing.



CALIFORNIA WROUGHT IRON / a division of Brown-Jordan Company / shipped from two factories . . . Newport, Ark. or El Monte, Calif.
SPACE 1168 — L.A. HOME FURNISHINGS MART, LOS ANGELES / SPACE 566 — WESTERN MERCHANDISE MART, SAN FRANCISCO
SHOWROOMS: 11th Fl., Merchandise Mart, Chicago...also Los Angeles, San Francisco, Dallas, Atlanta, Miami, Scottsdale

Circle No. 29 on product information card



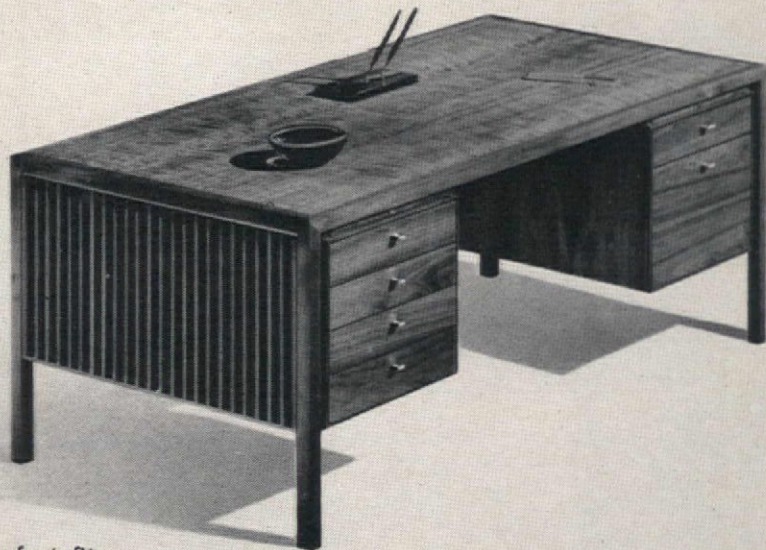
Here's why the new MITRE Group is giving Leopold cabinet-makers fits*

First of all, the highly figured American walnut veneer is combined with a straight grain veneer border which is mitered at all four corners. *Only a perfect fit is acceptable.* Then, the solid walnut legs are mitered to the corners at a point $7/16$ " below the top, resulting in a slightly lifted look. *Only a perfect fit is acceptable.* The MITRE design is enhanced by open side panels made of solid walnut ribs encased in a chrome plated structural steel frame. This chrome plated frame is echoed in the graceful pulls that accent the figured walnut drawer fronts. For perfect function, full suspensions allow all drawers to extend beyond the front of the desk. All drawer interiors are made of selected American Black Walnut and are hand rubbed to a rich, satin smooth finish. Patented Densiwood is used on all corners on the working side of the desk pedestals. Densiwood is a toughening process that eliminates dents and mars, and makes the kneespace posts impervious to abuse. MITRE'S new hand rubbed oil finish adds extra beauty . . . and extra pride of ownership. Visit your Leopold dealer's showroom for a first hand inspection of MITRE . . . or write for a full color brochure. If your budget does not permit such regal indulgence, ask about Leopold's regular contemporary, traditional, conventional and budget lines. They're the finest in their price class and well worth your personal investigation.

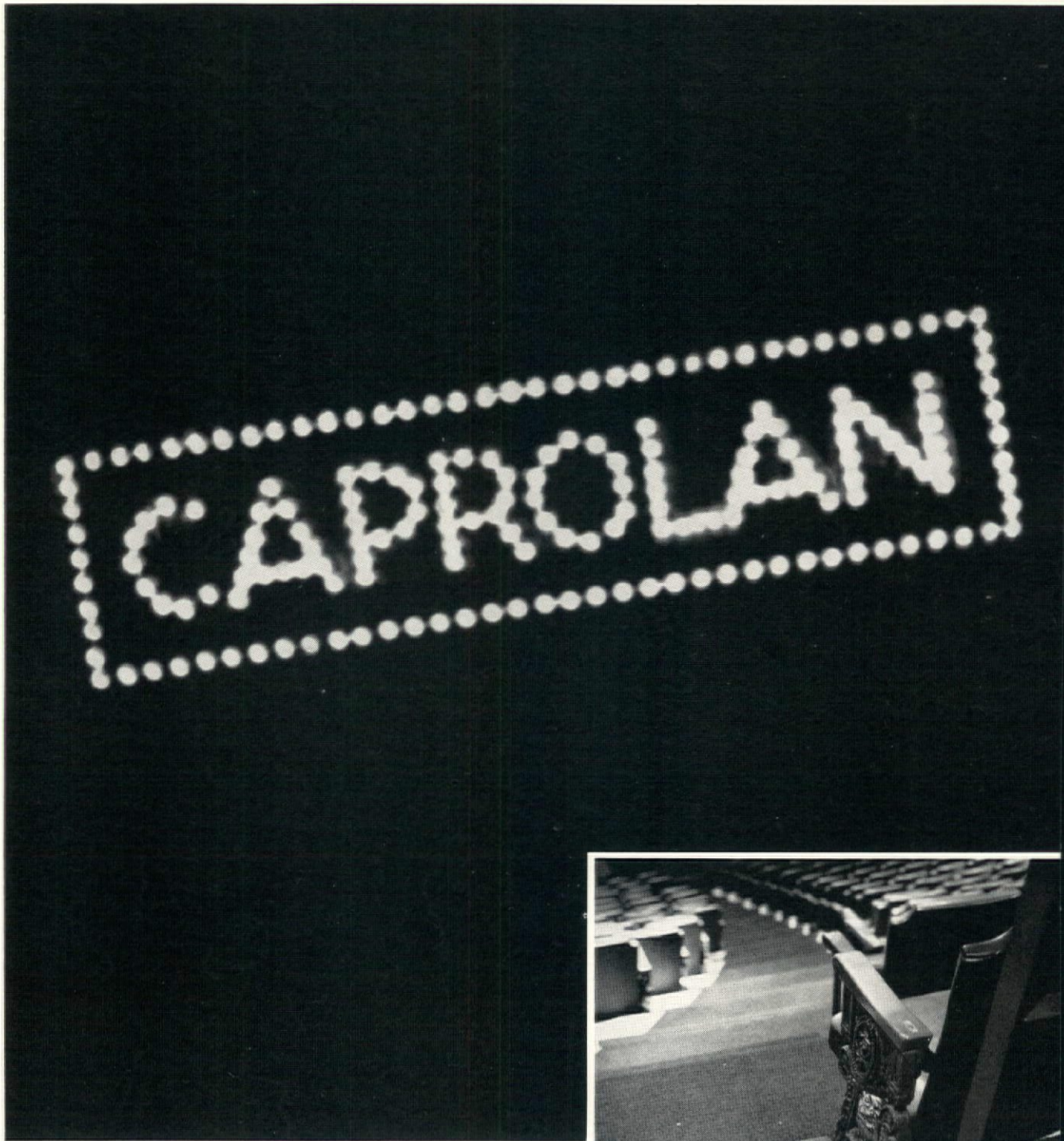


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LEOPOLD COMPANY

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NEW YORK CITY SHOWROOM: 25 West 43rd Street, Suite 320.

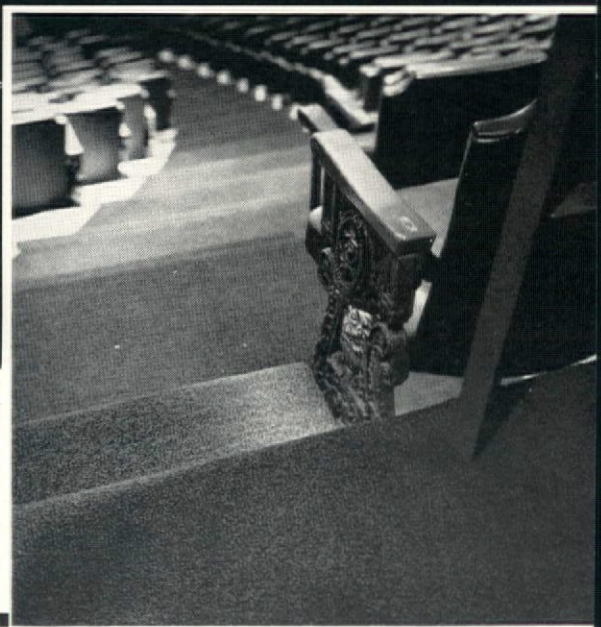
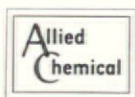


*perfect fits



**CARPET STARS IN
"TOUGH GUY" ROLE
AT ANTA THEATRE.
CAPROLAN NYLON**

BY



Powerful performer at ANTA Washington Square Theatre is the 600 yards of INVINCIBLE carpeting by Commercial Carpet Corp. Pile of 100% high-density continuous filament Caprolan® nylon. This carpeting is in its second season at ANTA, and still no traffic lanes are worn in aisles. Caprolan resists stains, cleans easily, saves on maintenance. For an encore of Caprolan's performance at your next showplace, write: Fiber Marketing Dept. Allied Chemical Corp., 261 Madison Ave., New York 1

Circle No. 27 on product information card



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DELIGHT the Eye,

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KINDLE the Imagination.

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PEOPLE

FLORENCE KNOLL BASSETT has resigned as design director of Knoll Associates. The position will be taken over by DON ALBINSON. Other executive changes include appointment of KURT BURGOLD, vice president-product engineering, and MURRAY ROTHENBERG, vice president-manufacturing.

GEORGE THIELE, long-time head designer at William Pahlmann Associates, is resigning to establish his own practice at 509 Madison Avenue, New York City.

JOHNNIE ELLINGTON GREENE has been named southeastern sales representative for Deltax, Inc., and will be based in Atlanta, Georgia.

JOHN CELESIA has been appointed sales manager for Rockland Mills in New York City as part of the firm's expanded contract market and sales program.

ROBERT P. DAVIS has been named manager of Albert Van Luit & Co.'s Chicago showroom in the Merchandise Mart.

New sales representatives for Molla Inc.: JOHN SWEENEY, covering New England, ENRIQUE SANCHEZ in Puerto Rico; RICHARD EASTMAN, in Hawaii.

JAMES LOVE has joined C. J. Welch & Associates, representing contract lines in the states of Washington and Oregon.

ROBERT E. SLOCUM has been named by Howell to represent the firm in Pennsylvania.

WILLIAM S. LIPTON, executive vice president of Harvard Mfg. Co., has resigned his post after a long association. No future plans have been announced.

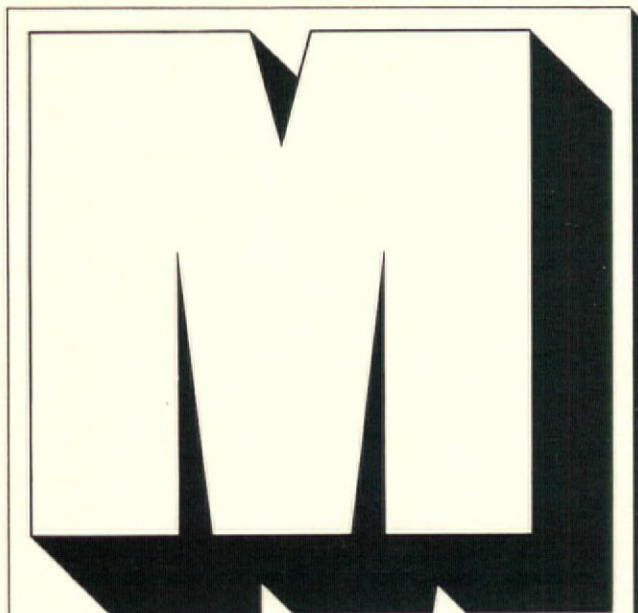
Two new appointments at Allied Chemical: JAMES CONNELLY, named to newly created post of director of marketing, fibers division; RAYMOND C. BAKER, JR., merchandising manager for furnishings, fibers division.

ROBERT C. SCHROEDER has been appointed director of marketing, fibers and fabrics division of Union Carbide Corp.

New divisional managers at Commercial Carpet Co.: JAMES BIDWELL, Chicago; FRANK PAYNE, St. Louis; EDMOND MORRIS, Nebraska, Kansas, western Missouri; ARDEN MILLER; Minneapolis, Iowa, the Dakota; RICHARD BAZNER, Michigan and Toledo, Ohio; DAVID BLUMENTHAL, Ohio and Kentucky.

NORRIS J. GOLDMAN has been named executive vice president of Albert Parvin & Co. He was formerly assistant to the president.

New sales changes at Duo-Bed Corp.: J. E. HUNTER, western regional sales manager; KURT J. KELLY, eastern regional sales manager.



Big things are happening at Madison this year. This new high back executive desk chair with triple plated polished chrome base is just a sample (It's also available as a lounge chair with ottoman to match). Send for our new full color catalog and see for yourself.



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FURNITURE INDUSTRIES

Canton, Mississippi

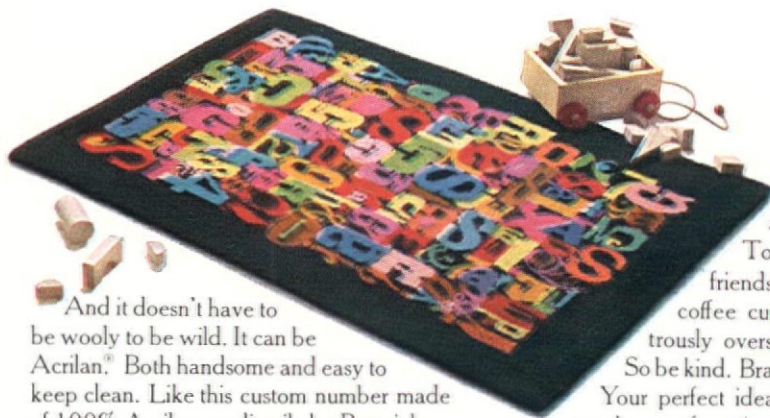


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The perfect idea for a rug can be a rug.



And it doesn't have to be woolly to be wild. It can be Acrilan.[®] Both handsome and easy to keep clean. Like this custom number made of 100% Acrilan acrylic pile by Barwick. In which case, you can calmly abandon both rug

and client to the inevitable. To children, dogs, relatives, friends. To jugglers of brimming coffee cups. And eaters of disastrously overstuffed sandwiches. So be kind. Brainstorm in Acrilan. Your perfect idea will have a better chance of coming through without egg on it.





THE WONDERFUL WORLD

**ALTHOUGH SPECIFICATIONS AND PERFORMANCE STANDARDS
ARE TOSSED AT DESIGNERS FROM ALL DIRECTIONS,
POSITIVE STRIDES IN PRODUCT QUALITY
AND BETTER COMMUNICATION WITH THE DESIGNER
HAVE COME OUT OF THE LABORATORIES. BY NORMAN KEIFER**

OF SPECS AND STANDARDS

ANY forces meet to make up the wonderful world of specs and standards. It is a world without absolutes, a great and flexible society, with the spec-makers pitching in to communicate with its citizens—the designing population.

Specs are created by practically everyone and everything—science, technology, trade associations, competition, the government, and manufacturers—in the hope, ultimately, of improving the product and making specifying easier for the architect and designer. There are specs published to cover every segment of the contract market. Some detail performance standards; others list physical properties; others even make commendations. But normally there are no invariable rules attached to the use of specs. In most cases, the designers have been using them as guidelines; by digesting their values and weighing them against the needs of the jobs, they have been able to increase their clients' assurance of a hardy dollar's worth. An examination of some important areas show why.

Fibers, yarns, fabrics

Modern science and technology, the parents of most fabric yarns, have sent their offspring into the manufacturing society labeled with a list of properties so long, it includes practically everything but a copy of Dr. Spock—tenacity, elongation, average stiffness, specific gravity, moisture regain, effect of heat, sunlight, and chemicals, abrasion resistance, and color fastness. It is these performance standards that the fabricator works with; the specifications that reach the contract buyer are, therefore, a kind of double indemnity clause of quality.

This is not to say that there are no differences. There are, in fact, minute variations in manufacture that can cause major changes in the product. Many manufacturers and fabricators bend over backwards to maintain quality. Testing laboratories all around the country for fibers, yarns, and fabrics are scrutinized, washed, exposed, burned, beaten, clean, soiled, and dyed again to prove product excellence to the consumer. As an example, Deering-Milliken, proponent of the Milium process for drapery lining and window shades, not only hosted an engineering symposium on heat gain, but also recently

gave a grant to the University of Florida for work on solar-optical research.

Another firm in the drapery lining field, Rockland Mills, Inc., to prove the honesty of its specs, had its product tested in four separate laboratories in a span of two months. And a bedding producer, Englander, solves the problem of quality control by cooperating closely with potential suppliers of foam. "Qualified chemists inspect every potential supplier's manufacturing facility, go over his manufacturing method, control procedures, labeling of products for Englander use and laboratory checks before qualifying him as a potential supply source," said E. A. Kamp, Englander's director of engineering. "Samples of his material made to Englander specifications are then tested and evaluated, and either approved or rejected. After these preliminary qualifications have been completed, plants receiving shipments perform three specific tests on every shipment received. On a less frequent basis, samples are taken from different shipments and sent to the laboratory for further evaluation, including a complete range of tests called for in the specifications. Lots which do not qualify are subject to rejection."

While this kind of conscientiousness certainly makes life easier for the buyer, it does present him with a kind of pleasant dilemma: If all the cards are Hallmark, where do you go for the very best?

Carpet fibers

Most industry spokesmen and fiber producers seem to think that the most sensible approach to standards will not be achieved by establishing them and then forcing manufacturers to conform. A better approach, it is felt, is to lay down actual construction specifications that are known to give good performance. Then, manufacturers wishing to produce carpets bearing the fiber producer's trademark can enter into an agreement with the fiber producer, agreeing to fix the trademark only to carpets that conform to the construction specs. With this method, the reputation of the fiber producer and the carpet manufacturer are protected, as is the interest of the architect, contract specifier, and their clients.

Many big fiber producers—American Viscose,

STANDARDS & SPECIFICATIONS

DuPont, American Cyanamid, Chemstrand, Dow, Allied Chemical—are presently involved in some kind of agreement or other with the manufacturer. Chemstrand, according to Bruce Kenworthy manager of merchandising, has licensing agreements that bind the manufacturer who uses the Acrilan label to produce a carpet pile of 70-30, 80-20, or 100 percent acrylic fiber by Chemstrand. And, in the area of construction, the company insists that there be a minimum of pile weight of 25 oz. sq. yd. at .312 in. of pile height. As the pile height increases beyond this, the weight must increase with the height until 36 oz. is reached. At this point, the pile height may be anything, Chemstrand's agreement says. The company polices its agreement; Kenworthy said that the samples must come into Chemstrand labs for testing of fiber content, weight, and density before the trademark can be affixed.

While most fiber producers make similar efforts to keep the manufacturer honest, the real test of their eagerness to hold the standard's line will have to come sometime in tomorrow's market when today's fiber shortage is not so very much in evidence.

An overview of the industry shows that shortages have been wool's basic trouble. Domestic wool is too fine and too soft for carpet weaving. Nearly all carpet wool must be imported and this tends to make wool prices fluctuate. Of course in times of price flux and when the demand is greater than the supply, the strain has to be taken up somewhere. Enter science and the synthetic fibers—nylon, acrylics, modacrylics, rayon. Wool will not be reduced to second class citizenship but certainly will share the crown from now on.

This changing dominance in the industry has tended to keep official standards in the dark. This is not to say that specifications on carpet fiber and manufacturing techniques have not seen the light of day. There is, on the contrary, so very much published in every conceivable form.

QUALITY CONTROL REQUIREMENTS HF-2

Applicable to: Carpets—Woven, Tufted, or Knitted

Exceptions: Carpet Sold as Scatter Rugs

Restrictions: The Creslan® trademark may not be used in connection with carpet graded as "seconds," or any term denoting less than first quality.

Pre-Production Sample Requirements:

1. For testing construction—the equivalent of one square yard of carpet without backsize and a similar size sample of finished backsize carpet.
2. For floor tests, soil removal tests, laboratory tests etc., yardage sufficient to perform the tests may be submitted as follows: 3—3' x 5' carpets in lighter shades; 9—18" x 18" samples ranging from light to dark; 9" x 9" samples of each color in the color line.

GENERAL REQUIREMENTS

1. Fiber content, pile yarns—a minimum of 70% 15 denier Creslan® acrylic fiber. The other fiber or fibers in the blend may be virgin carpet wool, virgin carpet nylon, virgin carpet modacrylic fiber.
2. Color fastness to light—No appreciable fading to 40 hours light.
3. Minimum pile weight, rug thickness 0.32 inches or lower—25 ounces/square yard.
4. Minimum pile weight, rug thickness over 0.32 inches—acceptable pile weights for all constructions will be based on acceptable performance during accelerated use tests and laboratory tests.
5. Tufted carpets containing less than 30 ounces/square yard of pile weight must have a scrim back.
6. Production sampling requirements: Approved carpet construction shall be submitted from the first production run.

All manufacturers who use Creslan must live up to the quality control standards set forth by American Cyanamid if they want to earn the Creslan seal.

ality control sheets, guides, primers, government specs, trade association booklets—that one left with the distinct impression that if only one-tenth of the literature is digested, there is a real need of an official stamp of approval.

While it is agreed that there is no sure method of predicting the service quality of a carpet, the industry has managed to turn itself into the epitome of self-regulation. The American Carpet Institute has, in fact, prepared an up-to-date master classification of commercial carpets, which furnishes specific construction requirements for each category of carpet representing different levels of quality, and has voluntarily turned it over to the General Services Administration of the federal government. The specs are expected to be accepted with some minor changes. It is clear that this industry knows which way the fiber goes, and how to keep it that way. The industry's best find in carpets is a blend of wool, nylon, or acrylic fiber with one to 5 percent of new stainless steel fiber that promises to solve the static electricity problem. The Institutional Research

Council, Inc., which, incidentally, publishes a certified product list, will participate in tests to evaluate the new blend's performance.

Carpet backing and underlay

Throughout the carpet market, for the last ten years or so, there has always been some tremendous stride in the development of face yarns and new processes being announced. The silent segment of the market has been the backing and underlay producers. Until very recently, they seemed content to exist as a silent hand-maiden to the carpet industry. Now, however, this segment is showing up in some fancy new dresses of her own. Felted pads of jute or hair, long the queens of the harem, are being eased out of prominence by new synthetics. Many carpet makers, for example, have lately been replacing felt with unsupported SBR (styrene-butadiene-rubber) latex foam or are coating the felt with SBR (on one or both sides). Twenty-five million pounds of SBR latex are expected to be sold by 1968, and this is double 1963's level.

Mfrs. Specifications for Dacron

"Dacron" (pronounced Day-cron) is noted for its ability to impart excellent wrinkle resistance and true wash and wear performance to garments and fabrics, and it is this fiber that is largely responsible for the wash and wear trend. It is used in intimate blends with wool for spinning on the worsted system and with cotton, flax, rayon and the synthetics for spinning on the cotton system. High shade silk colors as well as prints of excellent clarity can be obtained on the newer Type 62 and Type 64 Dacrons. Available in both filament and staple form.

<p>REASONS FOR THE USE OF DACRON</p>	<p>Automatic Wash and Wear Performance Quick Drying Properties Permanent Pleats Wrinkle Resistance Bright Colors on T-62 and T-64 Dacron</p>
<p>RATING WITH RESPECT TO IMPORTANT FABRIC PROPERTIES</p>	<p>Abrasion Resistance—good Hand—fair on regular Dacron, good on Type 62 and Type 64 Pilling—bad on regular type and good on Type 64 and Type 35 Pressed Grease Retention—good Safe Ironing Temperature—325°F Stability to Repeated Launderings—excellent— must be heat set Strength—good Sunlight Resistance—good Color Fastness—good Wash and Wear—excellent Wrinkle Resistance—excellent</p>

Du Pont's specifications for its polyester fiber, Dacron, are a good example of objectivity in explaining the physical properties and advantages of a product.

STANDARDS & SPECIFICATIONS

On top of this, Patchogue Plymouth Co. has announced that it has perfected a new secondary backing fabric. The new fabric, Poly-Doubl-Bac, is woven of multi-filament polypropylene yarns with Kraftcord filling. The new backing is said to be impervious to moisture, mildew, or dry rot, as well as insectproof and completely non-allergenic. Last year, the company launched a primary backing, a woven polypropylene, Poly-Bac. The secondary backing has been designed as a companion to this.

Carpet tufters will begin receiving their first shipments of Chemback, a new primary tufting medium made of scrim encapsulated in a flexible foam. A product of Chemstrand chemistry, the new backing is rotproof and mildewproof, non-allergenic, insectproof, and can be washed or spot and dry cleaned.

Resilient flooring

In floor covering, nearly every producer lists "esthetics" as an attribute of his product. Apart from appearance, most have statistics, gratuitously offered, showing the relative advantages gained in installation, usable life, maintenance, price, and sometimes all of these. It is a fiercely

competitive market and if one is put to the rather deadly task of separating the advantages of each—both against each other and within each category—he could be driven mad. Fortunately, a decision on which flooring material is desirable does not call for so rigid an evaluation. It is, in most cases, based on subjectivity, arrived at by job purpose and budget. While not unheeded, it is unlikely that an architect or contractor specifier will suddenly switch from carpeting to tile, or vice versa. Most, as they say, would rather fight.

Judging from the standards and specifications recommended by the various segments of the flooring industry, it would seem that a battle rages nonetheless. It is apparent that the manufacturers are convinced that there are switches in with the fighters, that the buyer is persuadable.

The resilient flooring industry, through its trade associations, has produced an extensive list of recommended specifications for manufacturers. And the producers have pretty much kept to the recommendations. The Asphalt Vinyl Institute publishes a rather tight set of recommended specs to insure composition, size, thickness, indentation values at different temperatures, strength, flexibility, stability, as well as resistance factors to a long list of things includ-

NEMA STANDARDS: LAMINATED PLASTIC

TEST	1/16" STANDARD GRADE	.051" POSTFORMING GRADE
Weight (lbs) ft ²	None	None
Abrasion	400 cycles	400 cycles
Rate of Wear/100 cycles	.08 gms.	.08 gms.
Surface Resistance to Boiling Water	no blisters	no blisters
Surface Resistance to High Temperature	satin—no blisters & no surface disturbance; gloss & furniture finish—no blisters, slight dulling	satin—no blisters & no surface disturbance; gloss & furniture finish—no blisters, slight dulling
Cigarette Test	110 seconds	75 seconds
Color Fastness	no crazing—slight color change	no crazing—slight color change
Water Absorption	10%	12%
Thickness Swell	10%	12%
Dimensional Change	0.5% in length 0.9% in width	1.1% in length 1.4% in width
Flexural Strength (in psi)	face up: 18,000 face down: 12,000	face up: 15,000 face down: 12,000
Modulus of Elasticity (in psi)	800,000	None
Deflection at Rupture	face up—.03 face down—.02	None
Stain Resistance	Unaffected by 1 to 20 Superficial by 21 to 29	Unaffected by 1 to 20 Superficial by 21, 22, 23, 26, 28, 29

Birge Co.'s Vinyl-Royal Wallcovering

PHYSICAL CHARACTERISTICS

WEIGHT: Minimum weight per square yard 7 ounces.

THICKNESS: Not less than .011 inches, completely impregnated with vinyl acrylic resin.

WIDTH: With selvage, 30 inches.

LENGTH OF ROLL: There are 5 yards to a single roll. For convenience, Vinyl-Royal is packaged in three-roll bolts.

COLOR-FASTNESS: Vinyl-Royal conforms to U. S. Department of Commerce CS 16-29 Standard for Lightfastness.

DIMENSIONAL STABILITY: Vinyl-Royal is dimensionally stable. After one hour of soaking in water, then drying, shrinkage of width was only 0.312%; and shrinkage of length 0.000%.

FIRE RESISTANCE: Flame Spread 10
Fuel Contributed 0
Smoke Developed 0

(Except flocks and corks; reference Underwriters' Laboratories, Inc.)

ABRASION RESISTANCE: Vinyl-Royal is resistant to scuffing, scratching and most accidental defacing. Even hard rubbing of a coin across the surface will leave no mark. Permanent scars result only with deliberate intent.

MILDEW RESISTANCE: Vinyl-Royal contains no components that will support fungus, mildew, or vermin. Vinyl-Royal breathes, permitting ready dissipation of moisture which might be conducive to growth of mildew or fungus.

STAIN RESISTANCE AND WASHABILITY: Exhaustive laboratory tests indicate Vinyl-Royal has exceptional stain resistant qualities; it appears to be virtually "stain proof" as far as normal stains are concerned. Only very strong solvents such as carbon tetrachloride, nail polish remover and lacquer thinner seem to affect the covering at all. Most stains can be removed with soap or detergents and water. Greases may be removed with facial tissue or a soft cloth. Waxy marks (lipstick or crayon) wipe off completely and easily by first flushing with a cloth dampened with turpentine, then washing clean with soap and water.

PHYSICAL COMPONENTS: Vinyl-Royal is a wallcloth of chemically bonded non-woven 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 to give you a product of the highest quality.

NON-TOXIC: Contains no materials considered toxic or injurious.

Typical specs for laminated plastics (opposite page), vinyl wallcoverings and carpeting are formulated in such a way as to provide the contract specifier with fairly precise expectations for materials to be used on walls, floors, counters, etc. The NEMA (National Electrical Manufacturers Association) standards are accepted on an industry-wide basis, the carpeting specs are those recommended by the American Hotel-Motel Association; the vinyl wallcovering specs are for a Vinyl-Royal, a product of The Birge Co., Buffalo, N. Y.

CARPETING

MINIMUM SPECIFICATION REQUIREMENTS BASED ON PILE DENSITY

	Average Heavy Traffic ¹		Average Medium Traffic ²	
	Minimum Weight ² per Square Yard (ounces)	Maximum Average Pile Height (inches)	Minimum Weight ² per Square Yard (ounces)	Maximum Average Pile Height (inches)
Axminster Carpet.....	36	0.200-0.310	28	0.200-0.310
Knitted Carpet.....	42	0.250-0.300	36	0.200-0.250
Tufted Carpet.....	42	0.250-0.300	36	0.200-0.250
Velvet Carpet:				
woven through				
the back.....	42	0.200-0.250	32	0.175-0.230
not woven through				
the back.....	36	0.200-0.250	28	0.175-0.230
"Twist".....	42
Wilton Carpet.....	42	0.200-0.250	34	0.200-0.250

¹ See "Classification of Commercial Traffic".

² Recommendation is for wool only. See section on "Requirements for Man-Made Fibers".

STANDARDS & SPECIFICATIONS

ing solvents, curl, alkali, stain and flame. The specifications published by the manufacturers list physical characteristics on products that indicate that Institute standards have been observed.

This is also the case for members of the Flooring Division of the Rubber Manufacturers Association, Inc., whose membership includes such industry giants as American Bilt-Rite Rubber Co., General Tire & Rubber Co., B. F. Goodrich Co., Goodyear Tire & Rubber Co., and Kentile. The specs set down by this Association toe a rather precise and firm line, with no quarter given to the producer who may be inclined to scrimp. The manufacturer either meets the specifications or he doesn't. There are no half-truths. The performance tests applied are exacting, involving the use of impact testers, temperature water baths, indentation testers, and tensile testers. Just as exacting are the specs set down for producers of polishes and cleaners for vinyl and rubber flooring. Before a polish is approved by the Associa-

tion, it must be tested on vinyl and rubber floor by an independent laboratory. "The purpose of the test," an Association spokesman said, "is to determine that a given product contains nothing harmful to solid vinyl or rubber floors."

Installation instructions are provided for the architect in rather lengthy detail by both the Association and the manufacturers, and it is interesting to note that the publications closely follow each other. Surely this is as much an attempt to standardize flooring specification as it is to compete—on all levels.

Competition is a bit more intense in the padding area than the backing segment, perhaps because of the defined difference in underlay material's effectiveness. While not minimizing the qualities of felt, Cornell University reports that sponge rubber and polyurethane foam "retain their resiliency much longer and permit a variety of improved construction designs. They are also unaffected by dampness and resistant to moth-

Califoam Corp. of America and General Tire & Rubber Co. are so completely convinced of the soundness of their underlay that they offer unconditional guarantees on performance. Buy

VINYL WALLCOVERINGS: FEDERAL SPECIFICATION CCC-W-408

	TYPE I Federal Requirement	TYPE II Federal Requirement	TYPE III Federal Requirement
Overall weight, oz./sq. yd. minimum	7	13	22
Breaking strength, pounds, minimum:			
Initial:			
Warp	40	50	100
Filling	30	55	95
Tear strength, scale reading, minimum:			
Warp	14	25	80
Filling	12	25	50
Hydrostatic resistance, pounds/sq. inch, minimum	20	50	100
Abrasion resistance—supporting material shall not be exposed after	200 double rubs	300 double rubs	1000 double rubs
Flame resistance, vertical:			
Flame time, sec. maximum			
Warp	3	3	3
Filling	3	3	3
Char length, inches, maximum			
Warp	4.5	4.5	4.5
Filling	4.5	4.5	4.5
Color fastness to light—no appreciable change 200 hours Fade-O-Meter	200 hrs.	200 hrs.	200 hrs.
Shrinkage percent, maximum			
Warp	2.0	2	2
Filling	1.0	1	1.5
Cold crack at 20° F.	No cracking	No cracking	No cracking
Blocking, scale rating, maximum	—	—	—
Heat aging	7 days, no discoloration	7 days, no discoloration	7 days, no discoloration
Crocking	Good	Good	Good

and specifiers of carpets are sure to benefit from this segment's new courtship with research. A series of significant specs promises to come out of the relationship.

Synthetic surfacing materials

A lot of ground has been covered since Alexander Parkes invented the first plastics material—cellulose nitrate—about 100 years ago. The discovery, as we know, triggered a search for synthetics, and from all the chemical reactions has grown a new science and a massive industry.

A recently completed study of the U.S. building industry has indicated that the consumption of plastics for building totals more than three-quarters of a million long tons, valued at close to \$100 million dollars.

Plastics, to say the least, is a gigantic business, growing more massive and more competitive each year. Because, fortunately, in a competitive world it is necessary for a manufacturer to keep his product "on a par" with the existing competition, standards are not a great problem here. All the producers in the field of wallcoverings make a great effort to keep pace. More often, their published specifications not only meet the requirements established by the government and significant associations (the Decorative Laminate Section of the National Electric Manufacturers Association, for example) but also outdo them. The specs published by the producers leave one with a sense of confidence. And NEMA has published the "rule of the road" for producers to follow, thereby establishing a common basis for fabricators, architects, and contract specifiers "to understand the unique properties and varied applications of the product."

The important edge in the field does not seem to come from manufacturers trying to "out-spec" each other. Instead, it is apparently taking place in the research laboratories, where chemists labor to find the product that will outmode the current leaders. Here the work is veiled in secrecy, with nobody daring to breathe a word to the outside world until marketing plans are ironed out and the competitive advantage assured.

Some insiders are casting an eye at propylene polymer research. AviSun Corp. recently announced a new propylene copolymer, Olemer, which is said to possess the outstanding properties of polypropylene plus good low temperature impact strength without significantly sacrificing rigidity and heat resistance at high temperatures. But the fact that there are still many unsolved scientific and technical problems on established polymers makes it difficult to accept another propylene copolymer as the last word in plastics, even though property figures include a tensile impact strength of 90-120 ft./lb., compared with 30 ft./lb. for general purpose polypropylene. The producers keep looking.

Meanwhile, the attributes of high pressure decorative laminates for vertical and horizontal interiors continue to be trumpeted. Their virtues were most recently described by U.S. Plywood Corp.'s Richard H. Dement. Melamine surface high pressure laminates, he said, were essentially maintenance free, had stood up well in railroad cars, could be molded and shaped to metal, and asbestos could be incorporated for fire retardance. Virtually 100 percent of the vertical facing materials were developed with a combustible rating of only 20 and a smoke rating of only 5. In addition, variety and individuality are obtained through a paper overlay, with color and texture variable at will.

Federal vinyl specifications

Until recently, producers of vinyl wallcoverings have not over-extended themselves in establishing standards. At least this seems to be the implication Columbus Coated Fabrics Co. makes in its "Guide for Specifications." The report reads: "On May 8, 1963, the Federal Government published a Minimum Vinyl Wallcovering Physical Property Specification. We urge that this specification be considered by all agencies of government, private and captive architectural specification people. This particular specification reduces to standard the vinyl wallcovering subject, which has needed a standard clarification for many years." Before this clarification arrived, competition, existing fire regulations, and good

Vinyl Standards Under Consideration

A recommended standard on expanded vinyl fabrics for furniture upholstery use is now being circulated to the trade for its final approval, according to the Commerce Department's Office of Commodity Standards. The Standard, TS-5641, was proposed by the Vinyl Fabrics Institute with the cooperation of an industry committee (see CONTRACT, September 1963) to establish nationally recognized quality specifications to guide producers, distributors, and users of the fabric. It was subsequently circulated to the trade for comment and criticism last year, and the recommended standard was drawn up.

The standard covers fabrics with knitted cotton backing and expanded vinyl surfaces, either plain, or surface treated such as embossing. Requirements are listed to protect the quality of the fabric and methods of test are given for each requirement. Requirements relate to gauge, weight, coating compound, abrasion resistance, adhesion, wet adhesion, blocking cold crack, color fastness and aging, foam color, flexing, tack tear resistance, trapezoid tear, breaking strength, and crocking. An identifying mark, signifying compliance with the standard is also provided. The standard will be published if sufficient acceptances are received.

STANDARDS & SPECIFICATIONS

conscience had forced producers to keep performance standards up to snuff. The specifier's lot should be easier in the future now that the specs are precisely promulgated by federal edict.

Lighting

In spite of the problems that exist in a growing, changing, ever-developing industry, there are standards and recommended specifications available for those who would like to make use of the latest in lighting application and the supporting technical information. The Illuminating Engineering Society, for example, publishes standard recommendations for lighting a prescribed area, including suggested types of lighting systems and luminaires, levels for general lighting and for specific areas, and analyses of seeing tasks. A gem of a booklet, released by IES, on hotel and motel lighting brings together the needs and points of view of the hotel and lighting industries. Called "Lighting for Hotels," the booklet was prepared by a committee of hotelmen, designers, engineers, and lighting specialists, and was several years in the making. It offers in one 42-page report practically all that there is to know about hotel lighting, starting with a discussion of lighting terms and jumping off into lighting recommendations for special areas, finishing with general information on light sources, lighting installation, and maintenance.

Another IES publication, "Office Lighting," takes up the task of lighting the office and overcoming the inherent problems. No corner is left to darkness and no illumination level left unrecommended. A good deal of the technical research material had been boiled down into comprehensible language and one is left with the impression,

after going through it, that the physics of light and vision is all quite digestible.

The leading manufacturers in the contract lighting field—Lightolier, GE, Century, Kliegel Bros., Sylvania—all produce specifications. The problem has not been the lack of them, but rather getting people to look at them.

Acoustics

While the price of quiet is increasing, the hope of arriving at a set of standards in sound absorption is not quite moving in the same direction. To start with, one does not always agree on what sort of sound, or lack of it, is desirable. An intolerable noise to one person may hardly faze another. One answer to noise abatement is better soundproofing, but even a perfectly quiet office can be made unpleasant by irregular impacts.

While research is still going on in the various aspects of noise abatement, standards for controlling noise are difficult to put a finger on. We have not yet arrived at just what type and intensity of sound is noise. The producers of acoustical materials do have the wherewithal to create less loud environments, but since the real issues in acoustics seem to be "What is noise?" and "Which sound is coming from where?" standards will only be possible when the questions are answered. For the realistic present, the specifications listed by the manufacturers of acoustical materials seem to be practically successful if not theoretically, witnessed by the fact that most of us have managed to survive the "noise" of the office. Who knows? When we are able to hear a pin drop, it may sound like a clap of thunder. Another aspect of acoustics is reviewed beginning on page 48 of this issue. (C)

Representative Specification Literature

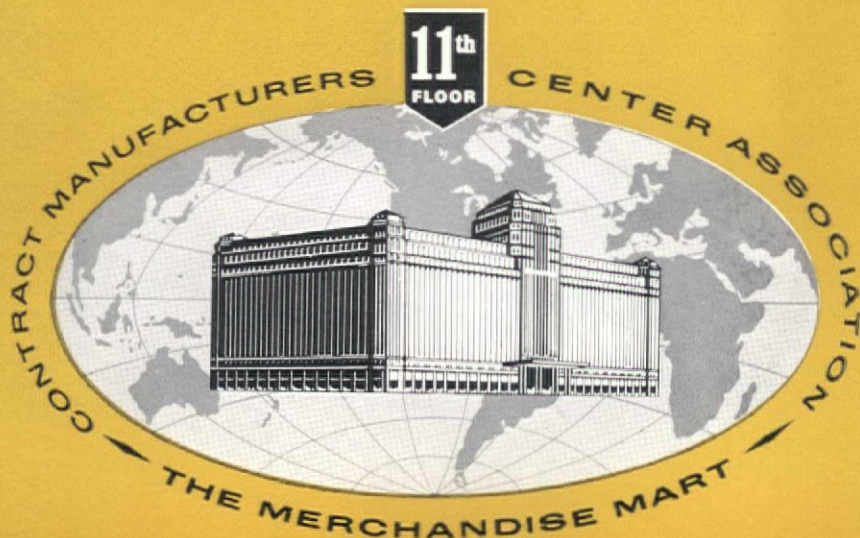
American Carpet Institute, 350 Fifth Avenue, New York City: "Basic Facts About The Carpet and Rug Industry."
American Cyanamid Co., 595 North Avenue, Wakefield, Mass.: "Fabric Primer."
American Standards Association, 10 East 40 Street, New York City: "ASA's Installation of Ceramic Tiles."
American Society for Testing & Materials: 1916 Race St., Philadelphia, Pa.: "1964 Book of ASTM Standards."
American Viscose Corp., 350 Fifth Ave., New York City: "Fiber Facts."
Asphalt & Vinyl Asbestos Tile Institute, 101 Park Ave., New York City: "Recommended Installation Specifications."

Burlington Industries, Inc., 350 Fifth Avenue, New York City: "Textile Fibers and Their Properties."
Chemstrand Co., 350 Fifth Avenue, New York City: "Carpet Manufacturer"; "Carpet Technology."
Illuminating Engineering Society, 345 East 47 Street, New York City: "Lighting for Hotels"; "Office Lighting."
Institutional Research Council, 221 West 57 Street, New York City: "1965 Certified Products List."
National Electrical Manufacturers Association, 155 East 44 Street, New York City: "Recommended Practice for Fabricating and Applying Thermo-setting and Decorative Sheets."
Rubber Manufacturers Association, 444 Madison Avenue, New York City: "Specification for Vinyl and Rubber Flooring"; "Moisture Test."

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

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ACOUSTICS: SOUND CONTROL

THE MEANING OF ACOUSTICAL CONTROL IS BROAD — SOME SOUNDS MUST BE SUBDUED, OTHERS TRANSMITTED WITH CLARITY; A REPORT ON THE WAYS IT IS BEING DONE AND THE PRODUCTS THAT HAVE BEEN DEVELOPED FOR A VARIETY OF PURPOSES. BY LEE ROSENTHAL

ONE of the most glaringly oppressive features of modern life is the intrusion of unwanted sound, more commonly and just as accurately known as "noise." With large sections of the country becoming vast urban areas loosely connected by crowded highways and fast-growing suburbs, it is necessary to travel many miles for that "peace and quiet" all human beings seem to need to some measure. But even if we could escape to that proverbial desert island it would very likely be ringing with the sounds of outboard motors, truck-and-roll, or low-flying planes. Scientific control of sound is therefore no longer a luxury but a necessity if human beings are to be able to hear themselves think, actually a matter of survival.

The problem of noise control is only one part of the acoustical story. It is important in many areas of life to transmit sound clearly and effectively rather than to subdue it—in our concert halls, lecture auditoriums, and opera houses, for instance. Each of these types of structures must solve its problems in a different way according to its function; the purpose of acoustics in the lecture hall, for instance, is for the audience to hear clearly, while that in the concert hall is to balance sound properly for the audience yet to allow performers to hear one another. It is therefore understandable that acoustical experts maintain that there is no such thing as an all-purpose auditorium.

The problem of acoustics in public buildings has come to our attention recently in a notable example, Philharmonic Hall at the Lincoln Center for the Performing Arts in New York City. A

recent report in The New York Times tells us that "major changes on the stage of Philharmonic Hall, to improve the acoustics, will be made . . ." and the "cost of these improvements is an estimated \$335,000, for last year's improvements an estimated \$500,000." But emphasis of this kind can be misleading, for it gives the impression that, in spite of great expense and reputable experts, this luxurious new structure, intended to replace old Carnegie Hall with its fine acoustics, fails where the older building succeeded perhaps by some miracle. But there are no miracles, at least not in acoustics; Carnegie Hall was built many years ago and has had the advantage of time. As conductor Leonard Bernstein of the Philharmonic has said, "the acoustical properties of Philharmonic Hall . . . have, not unexpectedly, been in a state of flux."

Controlling unwanted sound

Our most urgent need, however, is in the area of controlling unwanted sound, which can come from two sources: (1) extremely high noise level within a given room or single area, and (2) sound transmission from one area invading the acoustical privacy of another. The transmission can take place through all connecting media: partitions, doors, air, utility runs.

In residential buildings it is sound transmission from one apartment to another which causes the greatest annoyance and which cannot be appreciably alleviated with the use of acoustical material within each apartment. This is a building or structural problem, and builders are beginning to tackle it because tenants are beginning

ACOUSTICS: SOUND CONTROL

to demand some solution. The Sunday, August 16, 1964 issue of The New York Times carried a story in the Real Estate Section about a building team on Long Island, Harvey and Stuart Spivack. The Spivacks are specifying that each apartment in their Wildwood Gardens project be treated as an entity with little or no physical contact with its neighbors to avoid sound transmission. Their method consists of hanging the floors, walls, and ceilings not on wood beams, which contain sound-conducting nails, but on a series of specially made steel extrusions which keep the walls from coming into contact with the building's supporting timbers. The walls are attached to the steel extrusions by special screws so that walls, ceilings, and floors are hanging in space.

Noise within an enclosed area is the greatest problem in commercial and institutional buildings and can most easily be controlled by the use of sound-absorbing, or acoustical, materials.

All building materials have some effect on the absorption of sound. Hard interior surfaces such as plaster and glass generally absorb less than five percent of the sound energy and reflect the remainder. A material is usually considered "acoustical" only if its sound absorption rate is well above 50 percent. Effective absorption of sound must be accomplished by low-density materials. Since these materials are relatively fragile, they must be located so as to avoid abrasion and impact. This, simply, is the reason for designing ceilings to assume the major role in room sound conditioning.

Almost any structure, new or old, can be sound conditioned, but of course sound control is most important in "loud noise" areas such as restaurant kitchens or supermarkets and in areas where maximum quiet is essential, such as hospital rooms, libraries, or classrooms. Insurance com-

panies require fireproof materials in schools, for instance, both for life and property insurance and since most acoustical material has fire resistant qualities, sound- and fire-control features can be combined in one material. Employers have found that quiet working conditions promote increased efficiency. In the factory extreme noise can be a safety factor; in the office it can be an obstacle to communication in the course of the day's work. The typewriter is no longer the only machine in the business office but is accompanied by dozens of others, including the ubiquitous telephone; the pyramiding of noises makes sound conditioning mandatory. Dining room banks, and public buildings, all areas where the mood of both customer and employee alike can be affected by unwanted noise, can benefit from sound conditioning.

Time was when only the executive office, where the administrator would retire to peace and quiet to make the decisions his responsibilities require, was afforded the luxury of an acoustical ceiling. But today executive areas with carpeting, draperies, and upholstered furniture — all sound-absorbing materials—actually need less additional soundproofing than other areas in plant or office. It has become customary, for instance, for any area with IBM machines to be enclosed and to have special heavy-duty acoustical ceilings.

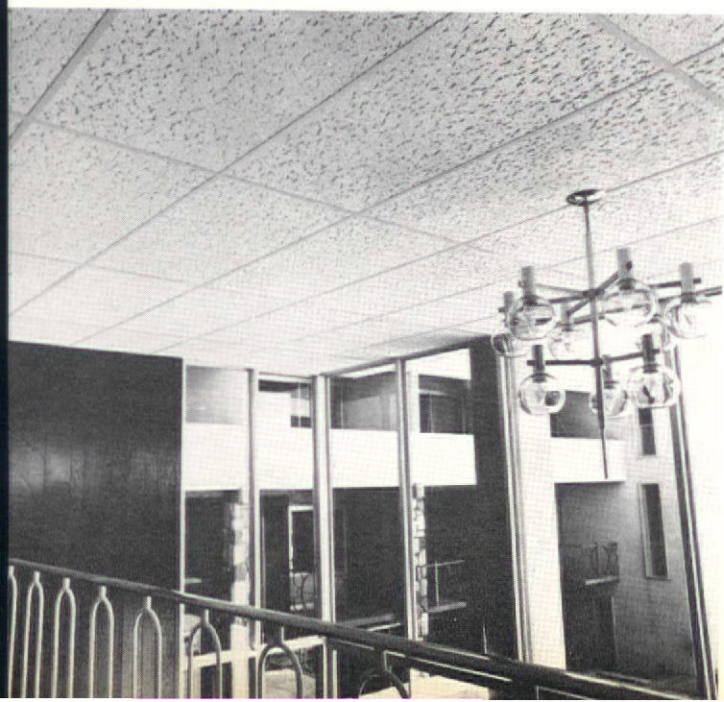
Types of acoustical products

The main types of acoustical ceiling products are (a) acoustical metal pans—perforated aluminum or steel casing backed with a sound-absorptive pad; this product is a heavy-duty item with maximum sound absorption, washable and incombustible; acoustical metal pans are widely installed in schools and kitchens; (b) ceiling tiles and ceiling panels—acoustical products composed of various materials such as mineral wool, cell



NATIONAL GYPSUM's Gold Bond line, combining acoustical and fire-protection properties, includes Acoustimetal (above), diagonally spanning ceiling at Carborundum Co. headquarters, and Fire-Shield Solitude, in a grid system at American Red Cross offices (right). In frontispiece (preceding spread), Acoustiroc provides special sound-wave pattern on ceiling at Shaarey Zedek Synagogue, Southfield, Mich. Circle No. 85.





OWENS-CORNING supplied large 4 by 4 foot textured acoustical tiles to conform with the large bay areas of a new library (above) at University of Miami. The special large size tile facilitated proper large spacing, air diffusion of lighting fixtures, air diffusers, and sprinkler heads. At the new Kingsley Inn Motel, Birmingham, Mich. (left), fissured Fiberglas ceiling board provides effective noise control. Each panel measures 24 by 48 by $\frac{5}{8}$ inches. Circle No. 86.

ACOUSTICS: SOUND CONTROL

lose fibers, or various combinations thereof; finishes such as plastic or acrylic coating produce "scrubbable" surfaces.

Practically all acoustical material can now be used as decorative components of any installation, particularly ceiling tiles, which are available in a variety of punctured patterns and fissured, textured, striated, and sculptured designs of varied sizes. They offer many features in varying degrees, according to the user's specific needs; they can be vacuumed, washed, or painted; they are fire and humidity resistant and non-combustible; they reflect light, absorb sound, reduce sound transmission to other areas; they offer accessibility to hidden utilities and can be removed and re-used in other locations; they are decorative and economical.

The most important functional development in the acoustical materials market is the "integrated ceiling," an acoustical ceiling which combines elements of soundproofing, decoration, fireproofing, heating and cooling, and lighting. Although installation of an integrated ceiling is more costly than simple acoustical tile, the long-run expenditure is lower, because it involves a single installation rather than several separate ones for each of the functions of lighting, heating, cooling, and soundproofing, and results in a less cluttered appearance. Since the entire ceiling is a self-contained source of lighting, air conditioning, and sound control, arrangement of floor space beneath the ceiling need not be determined before the ceiling is installed. Partitions can be placed along any grid line at any time with assurance that space below will be adequately served by all three elements. An adapter channel which fits over the lower grid members is available to facilitate attachment of partitions to the ceiling. The effect is evenly

distributed warm or cool air without pockets of stale air and reduction of grime and dirt on the upper walls and ceiling, since there is a constant and even downward flow of air.

The architect or designer who specifies the type of ceiling must work in conjunction with a mechanical engineer, electrical engineer, and an acoustical engineer.

Who specifies acoustical ceilings

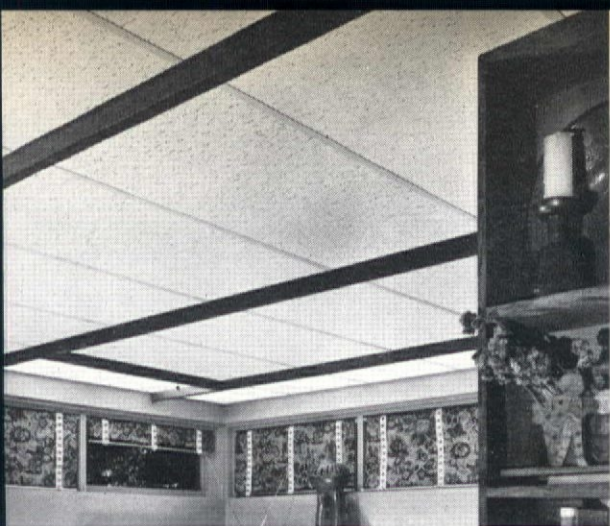
Despite the fact that no building codes require them, acoustical ceilings have become standard in commercial construction, both in speculative projects and in institutional buildings. If the owner or builder does not specify acoustical ceilings, the architect will insist on them. As a matter of fact, acoustical ceilings are less expensive than plaster.

A new speculative office building at 250 Broadway in New York City is a good case in point. In this 35-story project, all acoustical ceilings were made part of the building standard, that is, supplied by the landlord through his general contractor at no additional cost to the tenant. Interior designers for individual tenants then proceeded to make many adaptations for functional or decorative purposes. Grand Central Building, Inc., owner-agent for the new Pan Am Building in New York City, states that about 90 percent of the 2,202,000 square feet of space has been changed to conform to individual specifications. Emery Roth & Sons, architect for the Pan Am Building, places the figure at 90-10 in his overall experience, as does Michael J. Kodak, acoustical consultant. Richard Roth, Sr., of Emery Roth, maintains that where a good grade of ceiling is installed, particularly one with a concealed lighting system (the metal stripping that supports the acoustical tiles), only a very small percentage



JOHNS-MANVILLE's Acousti-Shell ceiling panels, an inverted coffer design (above), creates a distinctive pattern in this dining room. Vaulted Acousti-Shell, adding another dimension to a busy supermarket (right), is part of the suspended ceiling system. Panels may be removed for cleaning or to get to wiring. Circle No. 87.

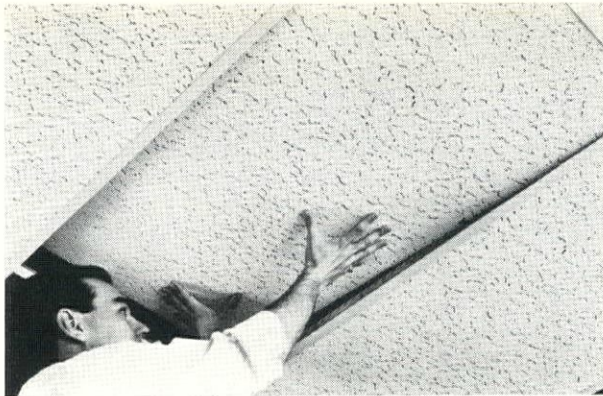




ARMSTRONG's new Wood Beam (above) has the look of an open-beam ceiling while retaining the advantages of conventional suspended systems. The beams are actually an integral part of the suspension system, as opposed to the more costly snap-on attachments. A particularly successful system, one that combines both functional and esthetic qualities, is Armstrong's Luminaire, shown here (right) in an automobile showroom. Utilization of entire ceiling as a light reflective surface results in maximum downward direction of light. Angled acoustical panels also contain hundreds of tiny ventilating perforations so that air from plenum flows directly into the room through the entire ceiling surface. Circle No. 88.



E. F. HAUSERMAN CO. assumes a single-contract approach in marketing its complete line of incombustible acoustical ceiling systems. Maintaining a staff of sales engineers, architectural consultants, and installation specialists, Hauserman coordinates and integrates both walls and ceilings, considers the effect of air conditioning and heating and lighting services. Its Metal Pan ceiling (left), for instance, was installed along with the Hauserman movable walls to insure maximum sound control. Circle No. 89.



CELOTEX CORP.'s Safetone Serene II spans the ceiling in a book store, reducing noise by 70 percent of the sound. The acoustic lay-in panels, installed on an exposed suspension system, are incombustible. Another easily installed lay-in panel is Fissureto (above left), finished in warm white. Tarpico (above) is an embossed and perforated tile, complete with a joint edge that conceals nails and staples and aids in accurate joint alignment. The embossed surface is washable. Circle No. 90.



ACOUSTICS: SOUND CONTROL

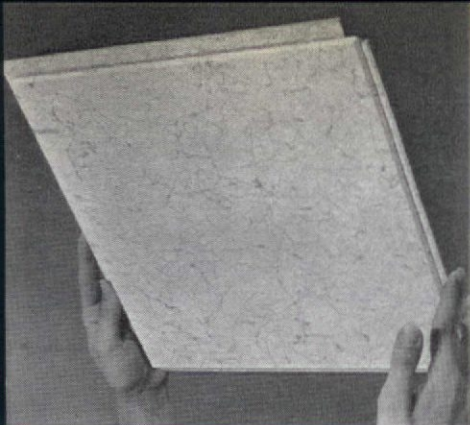
space will be altered, but many builders supply a lower grade, and consequently the tenants specify an above-average percentage of special acoustical materials.

Firms like Saphier, Lerner, Schindler, Inc., and Space Design Group, Inc., both recently engaged in very large projects associated with the new office buildings, report that they too use about 80 percent of the building standard acoustic ceilings. The remaining 20 percent ranges from complete executive offices with luminous-type ceilings to special metal ceilings for IBM rooms.

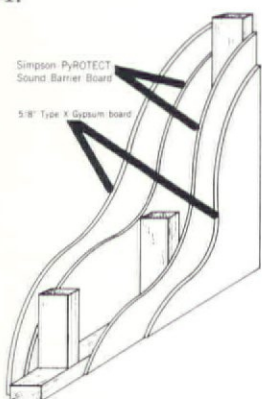
In institutional buildings or single-purpose buildings, such as hospitals, banks, stores, and motels with single tenants or owners, the architect or designer can select his acoustical material with the one tenant in mind and can fulfill his needs with the knowledge that his specifications will not be subsequently changed. The architectural firm with a design department can play a particularly vital role in the case of single-client institutional buildings, since the architect and interior designer work together all the way for the desired result. The Hebrew Home & Hospital in Jersey City, New Jersey, designed by Katz, Waisman, Strauss & Weber, is a good example of such collaboration. In this \$3,000,000, 150-bed project, above-grade acoustical ceilings were used throughout.

Smith, Smith, Hanes, Lundberg & Waehler, one of the nation's largest architectural firms, with a full-scale design department, selected an expensive brand of fissured tile for the 32-story Prudential Insurance Co. building in Newark, N.J. The selection and specification of interior materials was coordinated between the design and architectural departments, which also selected a specified luminous ceiling for Fidelity Trust Building, a small sister building, part of the Prudential complex.

In modernizing existing buildings, acoustic ceilings are installed in almost all cases. For that reason the modernization market, long considered a secondary market compared to new construction, is becoming a lucrative field for manufacturers. In a modernization project the extentiveness of the changes desired by the client will probably determine whether an architect, interior designer, a furniture dealer with a design department, or a contract furnisher with a design department is called in. Department stores with design departments may advise on acoustical material, but more often than not they will merely supply names of acoustical contractors. According to experts in the field, it is wise to employ the services of an acoustical consultant or engineer who can help to avoid costly mistakes and to select the proper solution.



IMPSON TIMBER's Cashmere Petit, a random pattern of gold on a white matte surface, was designed by Walter Dorwin Teague. The perforations absorb sound. Cross-section (below) illustrates the Pyrotect Sound Barrier Board, a low-cost fire-rated wall and partition system of woodfiber. Its sound-dampening principle has proved highly successful. Circle No. 91.



Designs for Commerce, Inc., commercial interior designer, designed plans and acted as general contractor for a modernization project which involved creating old office space at 475 Fifth Avenue in New York City into showroom and sales area for Gorham Silver and Eaton Paper Company. In the role of general contractor, Designs for Commerce selected, specified, and purchased all materials and services required for the job. The entire 4,500-square-foot ceiling area was covered with special acoustical tile.

Bank Building & Equipment Corp. specified and selected all of the materials used in the space occupied by Federal Savings & Loan at 100 Broadway, New York City. Luminous ceilings were installed in the bank area, while a high-grade acoustic tile was used in the executive offices. This firm not only designs but also builds and plans buildings for banks, from outside to inside.

Another contract design firm, J. Gordon Carr, in planning the rehabilitation of three floors of office space for the Sinclair Oil Co., found that standard acoustical tile was inadequate for many special-purpose rooms. The existing ceilings were removed and replaced with tin-pan ceilings in the heavy-duty rooms and quality finished tile in the executive offices.

Service departments of furniture dealers have

also assumed the role of interior designers. They specify and select all materials to be used on a project, including ceilings. Itkin Brothers, commissioned to design, select, and specify all materials to be used in an 80,000-square-foot executive and sales building for Unishops, chain store operator in Jersey City, New Jersey, drew up plans for the entire interior, not only for the ceilings, but also for the mechanical and electrical systems. Employing licensed engineers as consultants, Itkin was able to give the client a turn-key job for the entire interior.

Large contract furnishers specialize in producing "turn-key" jobs. They are responsible for all furniture, fixtures, and materials used in such projects as motels, hotels, restaurants, clubs, and private schools, everything except the shell of the building. They, not the architect or owner, select and specify the type of ceiling to be used. This power is made possible with the financial backing of the contract furnisher. The Rickshaw Motel, Monmouth County, New Jersey, is a good example. This 130-room project was completely handled by Consolidated Hotel Supply Co., a division of H.B.U. Furniture Corp.

Acoustical Materials Association—source of data

The acoustical materials industry has produced a wide variety of materials to meet many needs within a wide range of cost; it also continually offers the market improvements and innovations.

Not only has the industry been busy improving its products and producing new ones, but it has also availed itself of sound scientific assistance through the Acoustical Materials Association, an organization in New York City formed by producers of architectural acoustical materials for the purpose of furnishing architects and others with reliable technical data on sound-absorbing materials and their uses. Members are: Armstrong Cork, Baldwin-Ehret-Hill, Celotex, Gustin-Bacon, Elof Hansson, E. F. Hauserman, Johns-Manville, Kaiser Gypsum, National Gypsum, Owens-Corning Fiberglas, Simpson Timber, United States Gypsum, and Wood Conversion Co. All manufacturers of architectural acoustical materials are invited to apply for membership.

The Association publishes annually a bulletin with up-to-date information on products of members with specific definitions of terms and criteria by which materials may be classified as to performance. These include NRC range (Noise Reduction Coefficient—the higher the NRC, the greater the sound absorption; a ceiling tile with an NRC range of .65-.75 will soak up roughly 65%-75% of the noise in a room), fire rating (the *flame spread index* deals with surface characteristics; *fire resistance* establishes measurements in hours of resistance to the passage of heat through an *entire construction*), maintenance, surface finish and pattern, and cost. (C)

STANDARDS IN DRAPERY SELECTION SET BY PPG

The selection of draperies for contract installation has long since ceased to be a purely decorative function. It is increasingly realized that drapery and casements can be an important factor in the control of glare, view, privacy, heat, thereby reducing air conditioning loads, and even sound, added to the equally important considerations of long-range maintenance care and costs. The growing science of environmental control through the selection of drapery has come to include not only a particular fabric type and characteristic, but also color, width, weight, and the shading factor of the various kinds of glass in the window itself.

In an effort to standardize all the variables in drapery selection, the Fiber Glass Division of Pittsburgh Plate Glass recently conducted a research program on fiber glass drapery with the cooperation of Pennsylvania State University. In PPG's own laboratories and those of Penn State, fiber glass curtains were tested under conditions of actual use with comparative studies of other window treatments. The tests resulted in the development by PPG of the Feneshield System. The first of its kind, Feneshield gives the drapery specifier a laboratory-tested method for selecting fiber glass draperies to control view, glare, radiant heat, and sound, tailor-made to the particular installation.

Classifying fabrics scientifically

At Pennsylvania State University, researchers determined the performance of fiber glass fabrics in many different combinations of color and weave under conditions of actual use. Under the Feneshield System, fabrics are assigned to one of nine classifications. Each classification has its own special characteristics in the control of the environmental factors, and are ranked in importance to the specific interior design project according to outward view, privacy, glare, heat and sound control.

For greater convenience in using the Feneshield method by designers and speci-

fiers when technical calculations are not required, the nine classifications were broken down into three broad classifications, Types A, B, and C. Charts and tables developed as part of PPG's new scientific system are consulted to select the fabric with the best combined ratings for the particular environmental needs. The final choice of drapery fabric is made from Feneshield samples keyed to the designator system.

Subduing radiant heat

The Feneshield fabric classifications were the result of extensive tests and research by PPG and Penn State. It was known that radiant energy striking a drapery surface is reflected or absorbed or diffused by the woven yarns, or transmitted through the openings between yarns. Weave construction will determine to a large degree how the sun's rays affect the atmospheric conditions of a room, help to lower high air conditioning loads while maintaining a comfortable working environment for building occupants. Heat transmittance will also vary to some extent with the color of the yarn. Colors of the fabrics tested ranged from white to deep tones, of blue green or brown; weave constructions were open, semi-open or closed. By the development of a special method to measure the "openness" or space between individual yarns, PPG then assigns the fiber glass fabrics to the proper classification.

Shading also plays an important part in the control of radiant heat. The lower the shading coefficient of the window assembly, the less heat that is allowed to pass through it. In its comprehensive system, PPG has incorporated tables and technical data with more than 70 shading coefficients, showing the values for various classes of Feneshield fabrics in combination with common types of window glass. Both the glass itself and the window treatment can be designed to hold the heat near the windows so it cannot measurably increase room temperature.

Direct or reflected sunlight beaming through vision surfaces can create glare and shifting illumination at different times of the day and with the changing seasons, causing discomfort and eyestrain. With the proper choice of fabric color and density such sunlight can be softer and diffused, but still not shut out completely.

Type A fabrics in the Feneshield classification, generally of medium to dark color, with an open or semi-open weave, assure outward vision through total area of the window. They enhance the natural view by reducing sky glare so that clouds and sky can be seen clearly with complete eye comfort. Type B, includes light-colored, open weave, medium and dark-colored semi-open weave, and a dark-colored, closed-weave (opaque) fabric, used when control of heat and glare are prime requirements. These fabrics protect from solar radiant heat and glare, soften brightly lighted areas while still permitting a modified outward view. In the type C classification, fabrics include a closed-weave in light- or medium-colored materials and a semi-open weave in light-colored materials. These fabrics were found to give maximum protection from solar radiant heat; the combination of a light color and a relatively closed weave was remarkably effective in reducing radiant heat loads. Yet, these same fabrics conserve heat in winter.

Improving sound control

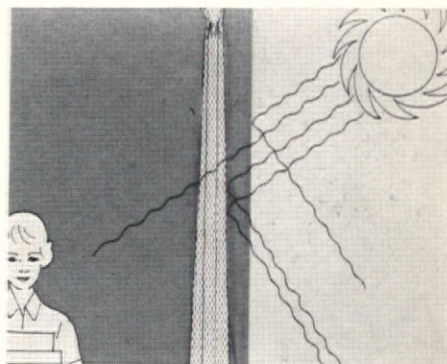
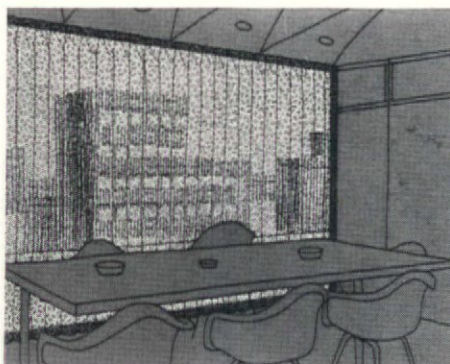
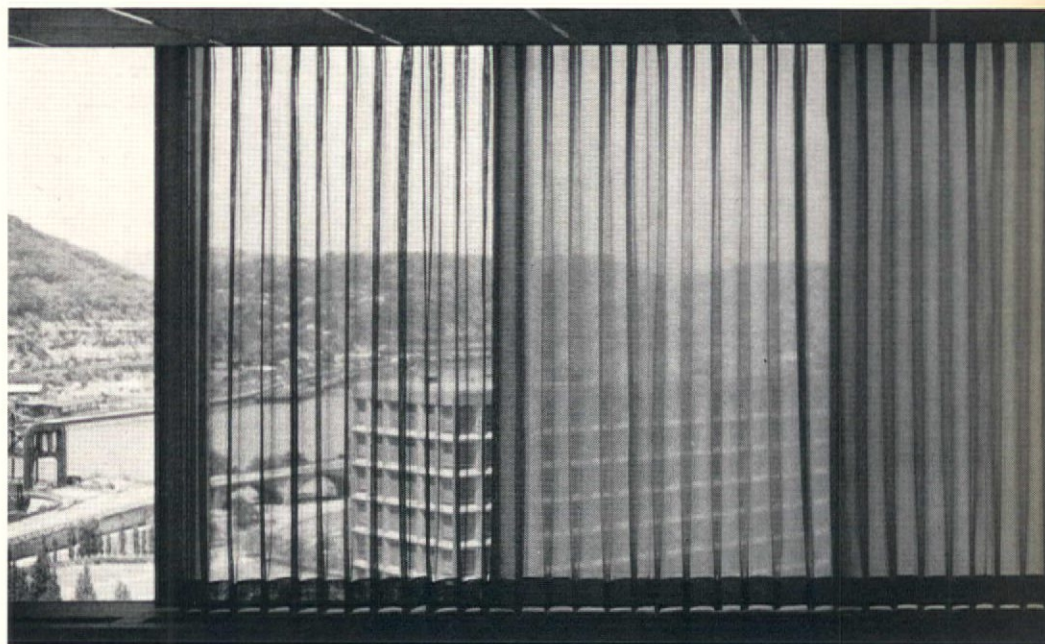
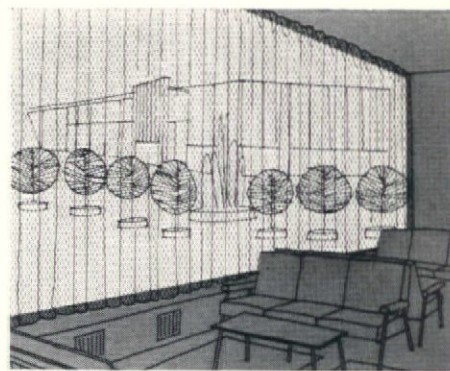
Sound control through the use of fabric is a relatively new consideration in the selection of window treatment. In most commercial buildings, it is limited to the use of acoustic ceilings. Though this helps to cut down the sound wave reflections between floor and ceiling, it does little to overcome reflections between walls. The noise reduction of plaster and glass is extremely low, accounting for high reverberation and magnification of noise in bare, untreated areas and noise reflection between windows and

posite hard walls. Tests of the fiber glass fabrics showed a high degree of sound absorption that improved the over-all control of noise, trapping and muffling the sound striking them. Sound entering the soft surfaces of the fabric, loses its energy in the millions of tiny spaces between the interwoven filaments of the fiber glass yarn. Though all of the Feneshield fabrics were found to help mute office noise, the most effective were the heavier, more tightly woven fabrics, draped in soft folds at windows, room dividers or partitions.

Modifying the view

In considering view and privacy, the selection of a weave and color to emphasize a pleasing view can create a sense of visual freedom. Yet an undesirable view from an opposite wall, can be masked while still maintaining a uniform exterior appearance. The selection of a Feneshield fabric type A, will open the desirable view while minimizing sky glare and still letting adequate natural light penetrate. For the undesirable view, fabric can be chosen in color identical with that for windows opening on the pleasant view. A Type B fabric, with its closer, more opaque weave will block the unwanted view while still permitting natural light. When complete privacy under all conditions is sought, a tightly closed weave was the most effective choice.

Studies showed that properly selected fiber glass draperies significantly lower maintenance costs. Since the Feneshield fabrics do not require dry cleaning and pressing, but can be laundered, maintenance costs were found to be lower than those of other window treatments. In addition, PPG has developed a portable laundering machine for the washing of fiber glass fabrics, currently being marketed by the Hoyt Manufacturing Co. The "roll-along" washer can be wheeled from window to window, laundering, rinsing, and removing excess moisture in a continuous cycle so that long-range maintenance costs can be further reduced. (C)



Feneshield Fabrics are classified broadly into types A, B, and C, for convenience in selecting a suitable fiber glass drapery fabric when technical calculations are not required. Type A, (top) permits outward vision through the total area of the window, yet helps to reduce sky glare. Type B (bottom, left) provides good protection from solar radiant heat and glare, while still permitting a modified outward view. Type C fabrics (bottom, right) give maximum protection from solar radiant heat. The three broad classifications are contrasted against each other in the middle photograph, emphasizing the view, privacy, or protection from sun rays afforded by each.

SOME OBSERVATIONS ON JAPANESE DESIGN

By Michael Saphier



The following excerpts are taken from a talk given by Michael Saphier at a meeting of the National Society of Interior Designers at the Nippon Club in New York City last month. Mr. Saphier, who is chairman of the board of Saphier, Lerner, Schindler, leading contract design firm, made a trip to Japan recently. We think his remarks about Japanese design and designers are of exceptional interest.

The Japanese designer, steeped in centuries of tradition, with building, interior, and product design being done in prescribed fashion, has only been recently exposed to vast numbers of new design problems. The industrialization of Japan and its introduction to new standards of working, living, and playing have brought all of the problems of environmental design to the Japanese designer: the need to suddenly design all of the things the Japanese now use and the places in which they use them.

In meeting these problems, the Japanese designer is extremely fortunate in one respect—in understanding the age in which we live and in translating the social philosophies of this age to the Japanese

environment; the simplicity and sincerity of the Japanese past will lead naturally and easily into its future. Neither the designer nor his public will be hampered in the search for true design by any frightened desire to conservatively stay with twenty varieties of the past. The Japanese will never know a Jacobean television set, a Gothic radio, or a Regency electric clock. The interior designer will never enter into lengthy discussions with his client over the question of using French Provincial or Early American decor. The office designer will never have to convince the computer manufacturer that Chippendale is not the true company image. The search for the answer to today's design problems will not be made any more difficult by the fogs of many pasts.

There are exciting, interesting years ahead for the Japanese designers. Some of the challenges that lie ahead are common, international design problems, while some are peculiar to the Japanese designer. As Japan becomes more Westernized, as more Western customs are adopted, more design problems face the designer. The Japanese are getting used

to sitting in chairs in offices, in hotels, restaurants. It is not unusual to dine in a restaurant and see the tourist struggle valiantly with chopsticks, while his Japanese table-neighbor uses knife and fork with a dexterity and aplomb that would have Emily Post applauding.

Good design is based on end-use, and end-use means people. As Japanese living changes, the problem of supplying good design cannot be met by importing Western styles in existing forms. To illustrate what I mean, let's take one of the problems that makes such import impossible—space. Space is at a premium, something that is easy to understand when we realize that Japan, the size of the State of California, houses 97 million people, or sometimes as many as live in California. Without beds, without chairs, without large dining tables, the Japanese homes and apartments and hotel rooms seem comparatively spacious. How does the designer now supply these rooms with the comforts of Western furniture and still keep them roomy? Where do they get from here? The small television sets which are portable toys to us were properly scaled for Japanese homes. But not all furniture or all appliances can be scaled down like the TV sets.

And that brings us to another problem facing the Japanese designer. We notice that even in the Westernized hotels and inns, everything was just a little too low for us. We had to stoop to wash our hands, stoop to get through some doorways, bend a little more than we were accustomed to doing when reaching for a drink on a cocktail table. All of these things were properly designed for end-use because the Japanese are little people, or rather they *were* little people. The children we met all over Japan were well dressed and well fed and their diet was no longer a Japanese diet, but a Western one. The result is that the children are no longer small. The high school children are beginning to look like our high school children. And in another generation, Japan will not only supply players for our basketball teams, but for our basketball teams as well. Ninety-seven million tall people in a small country will bring tall problems to the designers. I expect that very exciting design solutions will be coming out of Japan in the years ahead. (C)



EXECUTIVE OFFICE of the president of Mitsubishi International, in New York City, was designed by Mr. Saphier's firm, Saphier, Lerner, Schindler, Inc.

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Circle No. 34 on product information card

BANGKOK INDUSTRIES: A world of parquetrys

Advanced technology has produced no flooring material superior to the fine woods now available in greater variety than ever as a result of the surge of imports from the under-developed (or newly developing) countries of the world. Bangkok Industries, Inc. of Philadelphia, a firm which has a notable record for introducing handsome, durable woods into this country in the form of parquetry, has recently added to its repertory two Far Eastern types that offer significant advantages in contract work. One, called kerriwood—known as ironwood in some parts of the world—comes highly recommended for dance floors and commercial establishments where very heavy traffic is the rule. Kerriwood was used in the Mexican Pavilion at the World's Fair and came up smooth and shining after being trampled by thousands of feet on each long Fair day. The other new Bangkok import is Karpawood. Not only is it far harder than most domestic woods, but it has highly distinctive graining and variations in tone, ranging from light brown to deep maroon. These, plus teak and other quality imported woods, are available from Bangkok Industries in a series of patterns of unusual interest—basketweave, foursquare, mosaic, herringbone, diamond, and block designs. The parquetry is brought into this country in finished form, carefully packaged and ready when it arrives for immediate application to the floor. Descriptive material and samples are available from Bangkok Industries upon request, with export recommendations for different types of contract applications.



Variety of recent installations using Bangkok Industries' imported parquet flooring includes, Knoll's Beverly Hills showroom, above; Mexican Pavilion, World's Fair, far left; Stark Carpet showroom, left; and below, an art gallery and student dining room at Pennsylvania Military College. Bangkok's latest imports are karpawood and kerriwood, Far Eastern imports that are notable for their distinctive grainings and range of colorings.

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unchanged, uncracked, unwarped in the Cathedral of Ciudad Trujillo after 450 years of tropical climate with hurricanes, earthquakes, and insects. 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. In fact, watch for *House Beautiful's* 1965 Pace Setter Home. It's full of Genuine Mahogany from Weis-Fricker!

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PHOTOGRAPH BY EZRA STOLLER ASSOCIATES



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CONTRACT PRODUCTS AND SERVICES



MOLLA

Versatility in outdoor furniture from Molla

Comfortable living, indoors and out, sets the the for new designs from Molla, Inc. The newest dition is the Key group with a graceful sculptu Greek Key motif framing the chairs and tab The collection includes chairs, dining and acc sory tables and a variety of seating units, all lightweight Alupaloy. A completely new line upholstery fabrics for the groups is protectiv treated. To its wide range of hand-rubbed fra finishes, Molla adds four colors, soft pink, mim yellow, Mediterranean blue and antiqued Rom bronze. Additions to another popular collect Festival, include an unusual hunt table which be fitted together to form an open-centered ri strung out in a serpentine curve, or used in ot imaginative arrangements.

Circle No. 100 on product information card



FORD FABRICS

Adaptable vinyl for outdoor use

Buttermold, a sturdy upholstery vinyl from F Fabrics, is soil and moisture resistant and adapta for outdoor use. The Buttermold pattern, sugges by Early American kitchen utensils, is availa in a wide range of colors and features easy clea bility. The vinyl is here shown on wrought i patio units by Molla.

Circle No. 101 on product information card

Oriental influence in Woodard's casual series

Pacific, Lee L. Woodard's newest group of wroug iron furniture, fits perfectly into the growing ind use of wrought iron. Drawing on the graceful lines of the Torii (gate arch) of Japanese Shi shrines for its motif, Pacific combines ruggedn with esthetics—each piece receives seven separ finishes to withstand the rigors of salty air. Ru like seats and cane wrappings are constructed weather and wear resistant plastic, fully rust pr frames, and tempered glass is standard on all g top tables (replaced n/c if broken). Low arm cha are related in height to the continental and stand heights of the dining tables with love seats, co table, nesting tables and a spring base chair ottoman also included in the Pacific collection.

Circle No. 102 on product information card



WOODARD

Popular Scroll lines feature Fiberglas tops

Fiberglas table tops are now available in the popu Weathervane and Floridiana lines of Scroll s aluminum furniture. The optional fiberglas tops offered in white, turquoise, and tangerine. Lo lasting and weather-resistant, the tops have an tractive, easy-cleaning rippled surface. Though b cally unchanged for '65, new colors have been ad to the Scroll lines.

Circle No. 103 on product information card



HARDWICK CARPETS



chosen to parallel the stately elegance of the Hotel Astor Ballroom in New York City

As majestic indeed are the appointments of the Hotel Astor Ballroom. And the carpeting in these regal surroundings could—and must—be no less. Hardwick . . . the carpet magnificent, recommended and installed by Budd Looms, Inc., of New York City.

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PRODUCTS & SERVICES

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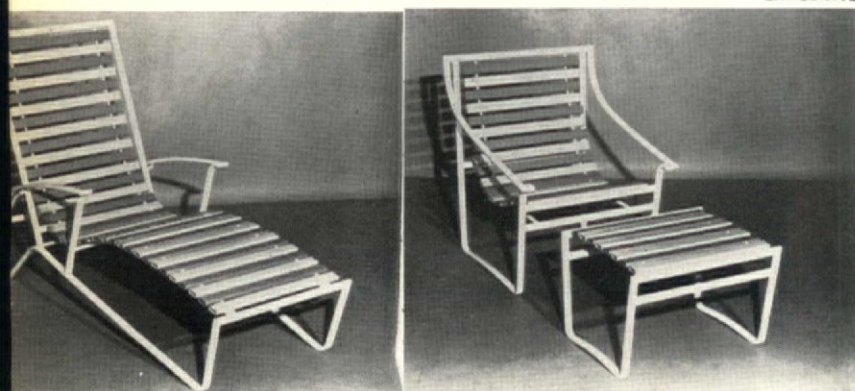


TROY SUNSHADE



MALLIN

SAMSONITE



Cabana Star has unusual new features

For all-around patio use, O. Ames Co. introduces the Cabana Star collection of casual furniture. Unusual features of the collection are the swivel chair which can be adjusted to desired heights for comfortable dining or lounging, and special Convert-A-Arm that converts the chairs into captain chairs. The new line of resilient vinyl cord stretched over zinc-coated frames has wallsaver legs and self-leveling feet, all carrying a five-year guarantee. Four models of chairs and a variety of umbrellas and dining tables in various sizes comprise the group. Tables have ripple-mist tempered glass tops and umbrellas in matching or complementary colors are optional items. Color range with four cord colors on bronze and two on black frames are stocked with 14 other combinations on special order.

Circle No. 104 on product information card

Troy Sunshade introduces da Vinci lines

The cast aluminum and aluminum clad wrought iron line, da Vinci, is now being distributed exclusively by the Troy Sunshade Co. to the national market. The da Vinci line presently consists of five design collections, in a complete range of pieces, including side and arm chairs, tables, lounges, settees, serving carts and bar stools. Pompeii, shown, is executed in aluminum clad steel for durability and weather resistance with a primarily contemporary motif.

Circle No. 105 on product information card

Mallin's cafe sets

Cafe sets in the popular Mardi Gras series from Mallin Co. feature five chair styles and five frame finishes, in a wide variety of fabrics and plastic upholstery. The tables, with pedestal bases, can be specified in 30 or 42 inch diameter. Newest addition to the Casual Aire collection from Mallin is glider in 6 frame and 8 cording colors. The glider with ball bearing glides, is all unwelded construction of zinc-plated tubular steel.

Circle No. 106 on product information card

Sunrest in wide color range from Samsonite

A colorful new addition to Samsonite's collection of outdoor furniture is Sunrest with bright extruded plastic slats, in a contoured hammock-like construction. The hollow slats keep cool with greater air circulation in a choice of four alternately colored designs: orange/yellow, blue/green, light olive/yellow, and two-tone greens. The Bonderized frames and legs, of square tubular steel, are in white olive.

Circle No. 107 on product information card

PRODUCTS & SERVICES

CONTINUED

Popular all-aluminum umbrella

The popular aluminum umbrella from Crown Deco-ive features reinforced ribs and tubular rim, ten baked-enamel colors and combinations. The



copy has a simple tilting and locking device for positioning. Shipped completely assembled, minimizing installation time, the umbrella arrives complete with a sleeve for installing into concrete.

Circle No. 108 on product information card

SurfLine features stainless steel frames

The latest casual furniture line from Wall Tube & Metal Products Co. features stainless steel frames that 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-



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

Circle No. 109 on product information card

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Fifteen stocked models, plus variations.



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Circle No. 36 on product information card

PRODUCTS & SERVICES

CONTINUED

Newest casual collection from Meadowcraft

Dogwood, the newest group from Meadowcraft, a division of Birmingham Ornamental Iron Co., features leafy blossoms and graceful branches of wrought iron in an antique finish. The Meadow-



craft collections include tables with tempered glass tops, chairs, loveseats, sofas, sectionals, chaises, and carts, with sturdy construction adaptable for contract work. All pieces carry a 10-year guarantee.

Circle No. 110 on product information card

Tropitone chair designed for soft lawns

Tropitone's new line of chairs is especially designed for soft surfaces such as lawns and gardens, and use on boats and around swimming pools. The diagonal, close spaced lacing dries quickly after a rain and is available in more than 150 color combinations. The new diagonal lacing is also a feature of Tropitone's 600 series of chairs. The vinyl lacing affords



comfort with durability; it is sun proof, non-porous and completely washable. Frames are finished with baked acrylic enamel, rendering them rust weather proof.

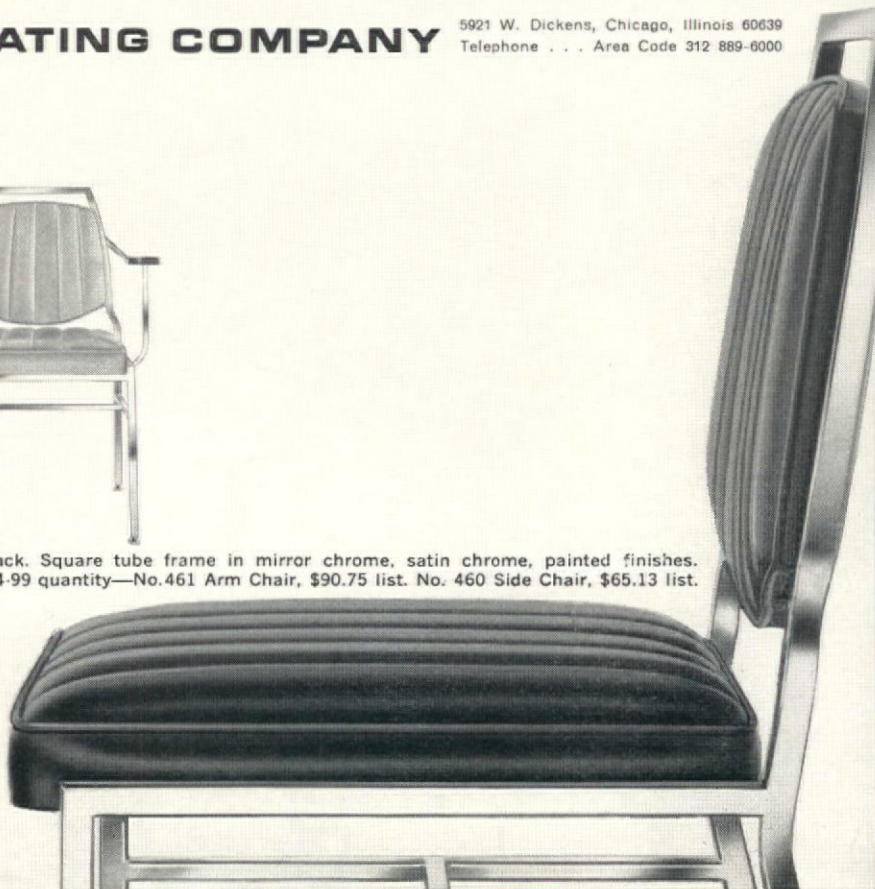
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Circle No. 37 on product information card

hammock comfort with nylon netting

The new Breeze collection from Hampden Corp., combines aluminum frames with nylon mesh netting on seat and back for hammock-like comfort. The



Resilient netting, securely fastened to the frame with steel clips, can be removed for replacement or quick laundering. Colors are lavender and turquoise; all pieces fold compactly.

Circle No. 112 on product information card

Brown-Jordan's classic aluminum furniture

Newly introduced at the January Market is Atrium, a classically inspired line of aluminum furniture from Brown-Jordan. A feature of the new line is BJ's unique method of gripping the vinyl seat lacing with an aluminum extrusion, set within a channelled frame on all four sides. Atrium may be used in complete exposure to weather, needing



very little care. The collection includes dining tables, side and arm chairs, an occasional chair, a pair-side table with a cast aluminum second shelf and a commodious day-bed sofa. Colorful seat cushions and bolsters complement the line. Lime green, brilliant spring green, joins BJ's 20 baked enamel finishes of bright accent colors, monotones and blacks. Marine blue and a sparkling red are the best of the 13 popular lacing colors.

Circle No. 113 on product information card



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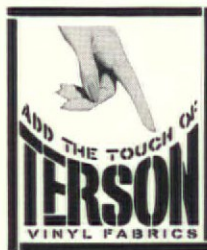
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PRODUCTS & SERVICES

CONTINU

Dining Group from Arlington

The new five piece dining group by Arlington Home carries a 12 year guarantee against rust and corrosion. The table is available in either 42 or 48 inch



diameter and in any one of 9 frame finishes, with tempered or untempered glass. A range of 49 fabrics is the choice for upholstery.

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Circle No. 41 on product information card



MATCHING MATES
for sophisticated seating

innkeeper group from American of Martinsville

American of Martinsville's highly popular contract group, Diana II, is executed in walnut with a durable matte lacquer finish that has the luxury look of oiled walnut. The multi-purpose triplex wall



unit is light in scale, and combines the functions of desk, drawer space and luggage rack in one compact unit. Cane graces the curved back of the desk chair, sides of the arm chair, with decorative touches on the desk and luggage rack.

Circle No. 115 on product information card

Mosaic influence in light panels

Lighting panels of Acrylite acrylic plastic, a product of American Cyanamid Co.'s Building Products Div., are applied with colorful chip sizes of Acrylite. The chips, in various sizes, are cemented



to one another and to the smooth white translucent lighting pan with a viscous-type cement. Translucent Canterbury, recalling the rich tones of stained glass, is one of many decorative patterns.

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Circle No. 42 on product information card →



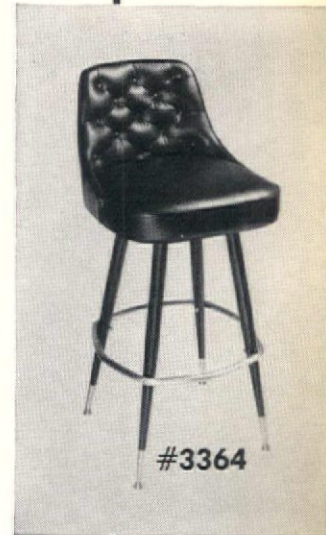
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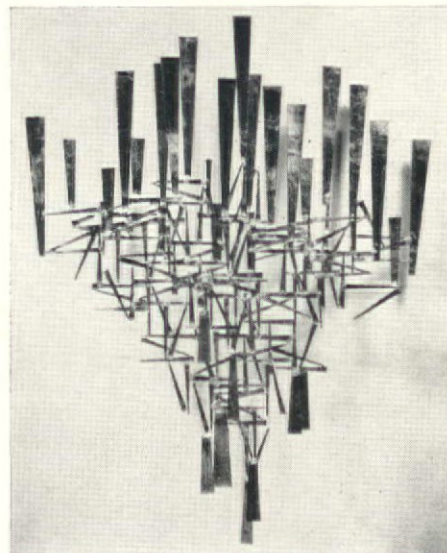
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PRODUCTS & SERVICES

CONTINU

New showings at The Sculpture Studio

Hivaro is from a collection of wall sculptures created by William Bowie and available at The Sculpture Studio, Inc. Approximately 39 inches hi



by 29 inches wide and 6 inches deep, the sculpture of steel with a gold and silver leaf finish, is one of many new pieces currently on display at The Sculpture Studio.

Circle No. 117 on product information card

Multi-use collection from Greeff

Livingstone, the pattern illustrated, is one of several varied designs in the Texture Prints collection from Greeff Fabrics. Screen printed on a nubby texture of cotton, rayon and a small percentage of silk, Livingstone along with its sister prints, is adaptable to many uses. The 54-inch material



is sturdy enough for upholstery, yet suitable for draperies, slipcovers and bedspreads, as well. Each design comes in four or five colorways on subtle color related backgrounds. A special finish renders the new prints stain/crease resistant and water repellent.

Circle No. 118 on product information card

Simmons' new guest room furniture

Inspired by traditional designs of the Far East, the Parkwood group from Simmons Contract Div. includes a complete selection of furniture for hotel-motel rooms. The drawer fronts, headboard, and chest of drawers simulate rare teakwood and are finished in a two-step process that affords great durability.



The Parkwood group is made of Parkwood Laminate in a new leather pattern, impervious to damage, harmonize with the dark ebony of the chair legs and frames. Trim, knobs, and other hardware are antiqued brass. Parkwood is one of four new wood innkeeper groups from Simmons.

Circle No. 119 on product information card

Stack chair has Far East influence

Originally scaled with a Far East influence, the new stack chair from Tri-Par Mfg. Co. features a tapered, high back with a cushioned inset upholstered to match the chair seat. The frame of heavy tubular steel with a durable Parminized finish, resistant to scratches, peeling or bubbling, is built



to withstand plenty of hard use. A number of finishes are available, including Sparkling Satin Chrome and Satin Gold. Upholstery covers the seat of Tri-Par's vast selection of fine fabrics and leathers. The chairs also include self-adjusting, cushioned slides and rubber cushions built into the legs to guard the finish when stacked.

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We found it in Switzerland, where its originator, Salubra SA, holds a world-wide reputation for excellence in wallcoverings.

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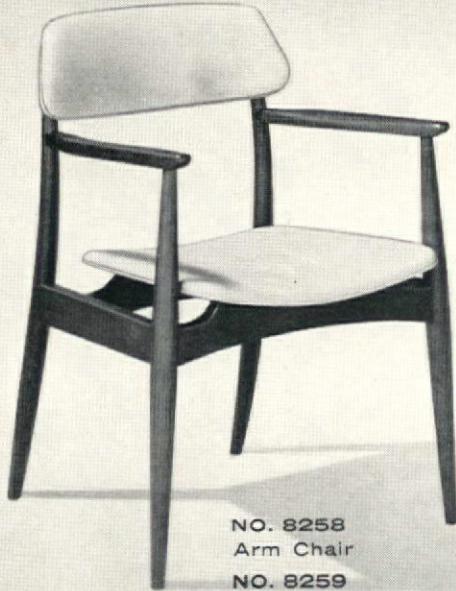
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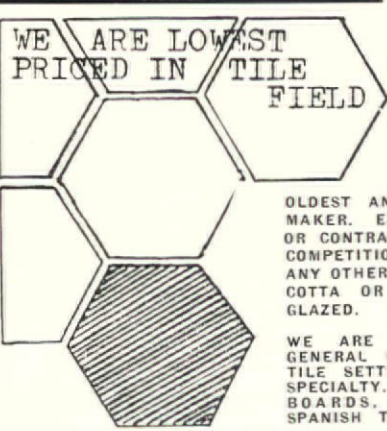
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Arm Chair
NO. 8259
Matching Side Chair

Wide assortment of chairs and tables. See your dealer or write us for our distributor's name.

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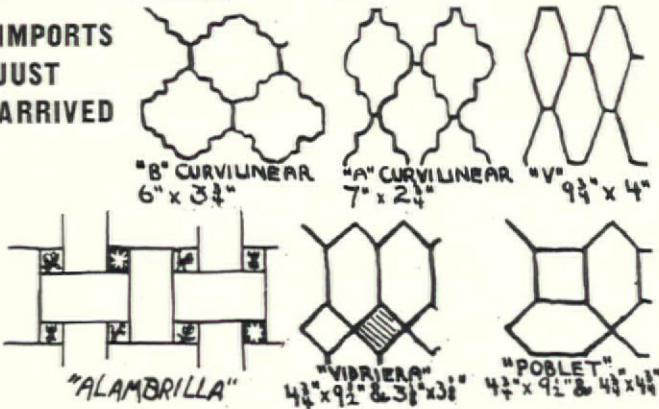
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"A" CURVILINEAR 7" x 2 1/4"
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"ALAMBRIILLA"
"VIDRIANA" 4 1/2" x 9 1/2" & 3 1/2" x 3 1/2"
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PRODUCTS & SERVICES

CONTI

Newest sand urns enhance waiting rooms

Sand urns created to combine good design & functional utility are newest offerings from Architectural Pottery. The free-standing or wall mounted



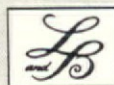
ed receptacles to be used with seating groups ideally suited to waiting rooms and insure snuffing of cigarettes or cigars. Each design available in a choice of eight glaze colors.

Circle No. 121 on product information card



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2. POLARIS 5. GALAXY
3. ZEPHYR 6. SATURN



MANUFACTURING CORPORATION
Santa Monica, California

Circle No. 45 on product informaton card

satile office tables by Stylex

new steel office table in the low-priced CP Series being introduced by Stylex Seating Co. The new e features standard plastic laminate tops in ured walnut, rosewood, or teak, white, gray m, or tan scrim. Special plastic laminate pat- s are also available at slight extra cost. The



model has chrome steel legs with self-leveling es and is designed to coordinate with other es in the new CP series. Three sizes are avail- two with flush tops from 45 by 20 inches to 60 30 inches, and a larger model with a top mea- ment of 72 by 36 inches, 6 inch overhang sides 3 inch overhang back and front.

Circle No. 123 on product information card

sts in Leathercraft

elich Leather Craft Co. are specialists in the book- ing, album repairing, and restoring of leather

screens and tooled leather table tops. Among its many services are inlay work and gold tooling, restoring of old manuscripts and repairs on fine books. Experi- ments in leather dyeing chemistry have enabled the company to offer soft bookbinding leathers in any color and any quantity. Froelich also excels in wall- coverings in leather and produces desk sets and acces- sories. A specialty at Froelich are dummy bookbacks and custom designed items. The company offers expert advice on any bookbinding problems.

Circle No. 125 on product information card

Moldable felt has wide range of properties

A "moldable" felt which can be formed into a wide variety of shapes, and with physical properties tailored to industrial applications, is a new devel- opment from the Felters Co. Produced from wool or synthetic fibers, or a mixture of both, the ma- terial with thermoplastic or thermosetting prop- erties, can be formulated to yield qualities of tough- ness, tensile strength, resiliency, selective chemical inertness, and freedom from corrosion. The new product is expected to be of special interest to design engineers and its static applications include gaskets, spacers, filters and insulators (thermal acoustical, electrical) as well as sound barriers and enclosures. The unusual moldability of the fe't is shown in a brochure which illustrates sample parts produced by the Felters Co.

Circle No. 124 on product information card

It's A Natural!



for offices

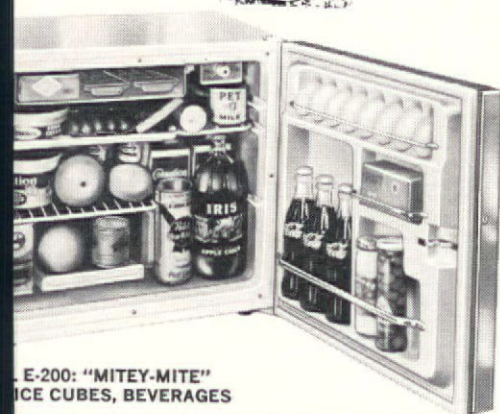


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for hotels

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COMPRESSOR REFRIGERATORS**



**E-200: "MITEY-MITE"
ICE CUBES, BEVERAGES**

ests that demand the ultimate in service and ence. In a class by itself! Has no competition! e door adds to its capacity. Door lock and 2 nly 18" H., 20" W., 17" D. In White or Walnut abinet with matching Walnut wood grain door.



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Popular hospitality leader. Holds 5 ice trays, 2 full quart and 3 half quart bottles. Magnetic door gasket. Size: 16 3/4" H., 16 1/2" W., 15 1/4" D. Walnut wood grain door and matching Walnut finish cabinet.

- FASTEST ICE CUBE MAKER
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Circle No. 48 on product information card

Circle No. 49 on product information card



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Rooms designed exclusively for **WHOLESALE LEASING Corp.** by **MARILYNN MOTTO**, internationally known design consultant.

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BEDDING by SEALY
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LEASING EQUIPMENT EXPERTS

Circle No. 50 on product information card

PRODUCTS & SERVICES

CONTIN

Metlon's metallic threads

Metlon's gold serrated staple adds a metallic sparkle to Charles Bloom's antique satin drap fabrics. Two patterns, Sovereign, in baroque style

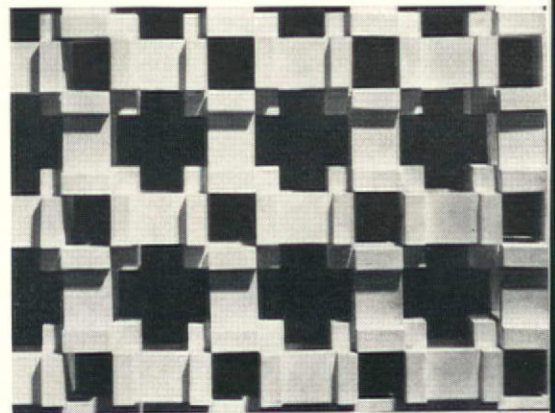


and Coronado, a floral, are printed on a background of plain satin with the same metallic threads. The plain, called Klondike, is also available in Charles Bloom's collection.

Circle No. 126 on product information card

Geometric sculptured walls

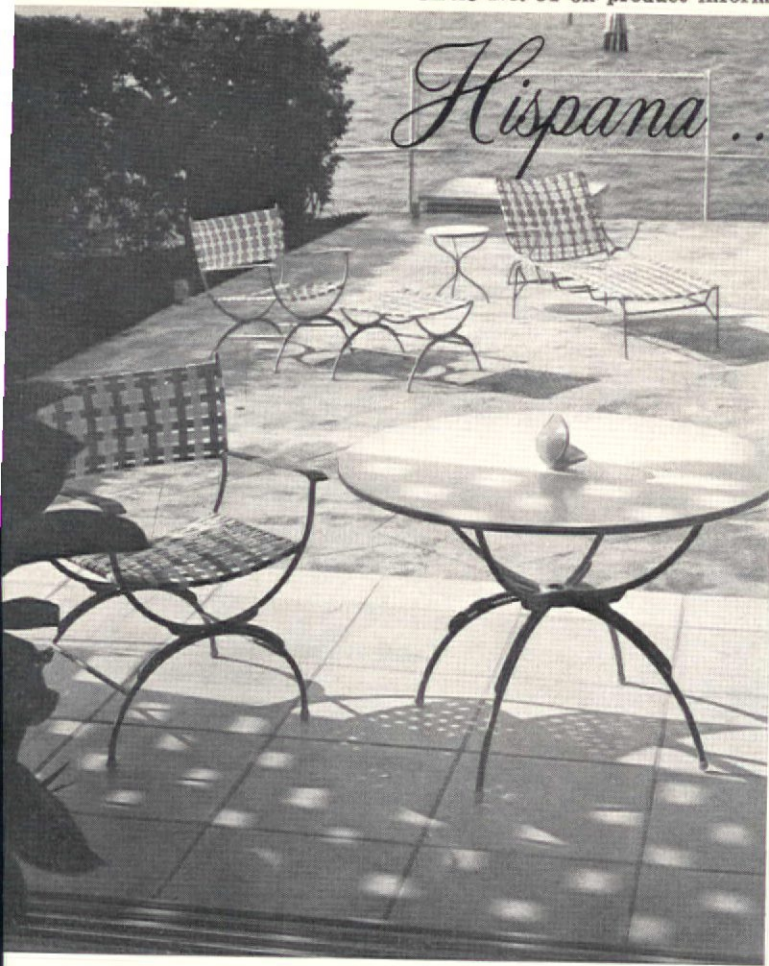
Design #8, a three dimensional concrete mold is the latest addition to the collection of sculptural pierced walls from Arts for Architecture. Designed by prize-winning sculptor Erwin Heitsch, the completely geometric block (8 by 8 by 4 inches) affords particular ease of installation in both



interior and exterior use. This newest member of Arts for Architecture collection upholds the theme of the arresting repetition of sculptural form—a constant interplay of light and shadow. Each unit weighs 7 lbs. and is available in warm brown and off-white.

Circle No. 127 on product information card

Circle No. 51 on product information card



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by  scroll

Now available with *color* strapping, too — solid or with white — Hispana is more popular than ever for porch, patio, poolside . . . the unquestioned leader in truly fine furniture for casual indoor/outdoor use. Also a favorite for contract installations . . . write for new Catalogue Five today!

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Circle No. 52 on product information card

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Circle No. 54 on product information card

PRODUCTS & SERVICES

CONTIN

Table bases for contract

Chairmasters, Inc., enters the field of table bases for contract use with its new line. Styles of



high quality bases are traditional or contemporary, available in black porcelain or black enamel, finished in a wide selection of colors. Chairmaster table base, shown, is an all wood model available in solid oak or ash; other bases combine metal and wood.

Circle No. 128 on product information card



SOLVED! THE UPS & DOWNS OF EXPANDED WINDOW BLINDS

No matter how many they'll all level lock with hairline precision when installed with Webb's new window mechanism. What's more, blinds operate by just finger-tip pressure! Installed at Interstate Hosts in all satellite buildings at Los Angeles International Airport . . . now available to designers and architects everywhere . . . write to Webb Planning Department regarding your requirements.



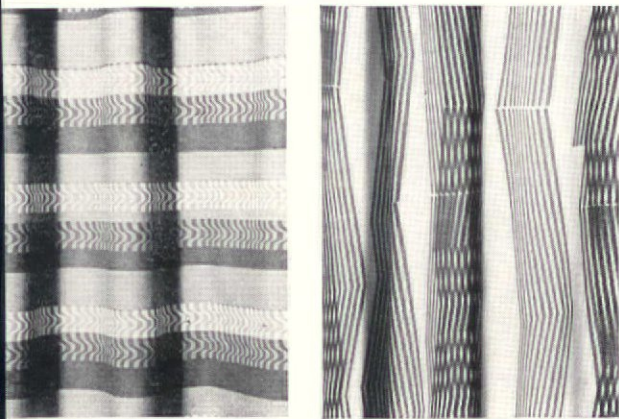
WINDOW MECHANISM, A.I.D. International Design Award 1963

WEBB TEXTILES^{INC.}
2010 NORTH LINCOLN, PASADENA, CALIFORNIA

Circle No. 55 on product information card

Gallery inspired prints from Ben Rose

The new print line, Optics, from Ben Rose explores the new world of visual gymnastics. Taking inspiration from designs which are exciting the current gallery goer, the fabrics add a further dimension to the flat patterns by their draping. The Optic designs are printed on flame-retardant Beta Fibers and Key fabrics (Verel and Rovana). The Key



fabrics include verel blended with wool and linen and textured weaves ranging from spidery nets to more opaque weights for light control. Simultaneous with the print line presentation is the introduction of an exciting line of casements in flame retardant fabrics and full-bodied colors. Shown are Speed Back and Kinetics, both available in two print colorways.

Circle No. 129 on product information card

Duo-Bed unveils broad contract lines

Three groupings of guest room furniture designed to complement its broad contract line of dual-purpose bed-sofa units were presented by Duo-Bed Corp. Featuring Spanish, Mediterranean and Danish styling, furnishings include solid walnut-framed cane detailing on the Scan grouping, shown, ebony accents with antique bronze pulls on the Monaco



group and a distressed golden walnut finish for the Hacienda line. The surface sheen on both the Scan and Monaco groupings is a special oil-lacquer finish. Engineered for contract use, all desk-chest cases have a series of attaching luggage benches, with or without drawers, and a special TV/luggage unit can be added to any piece for versatility.

Circle No. 130 on product information card

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

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upon request.*



1007-5



3006-5

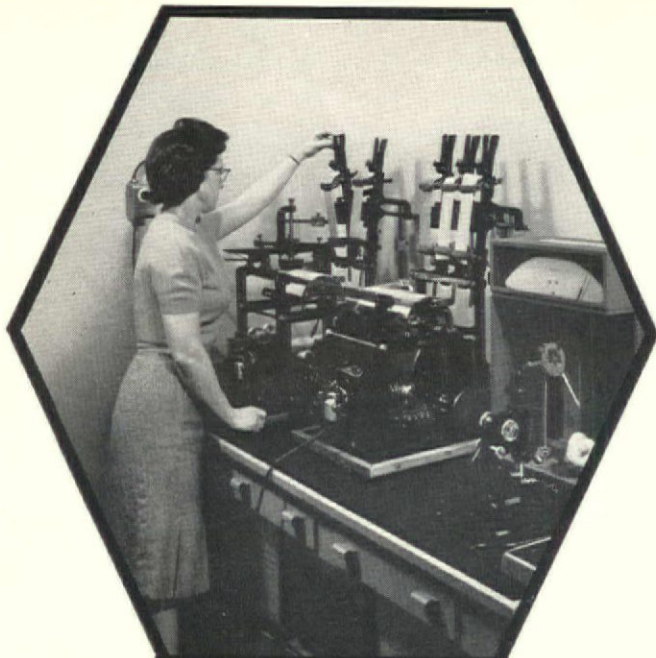


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Circle No. 56 on product information card



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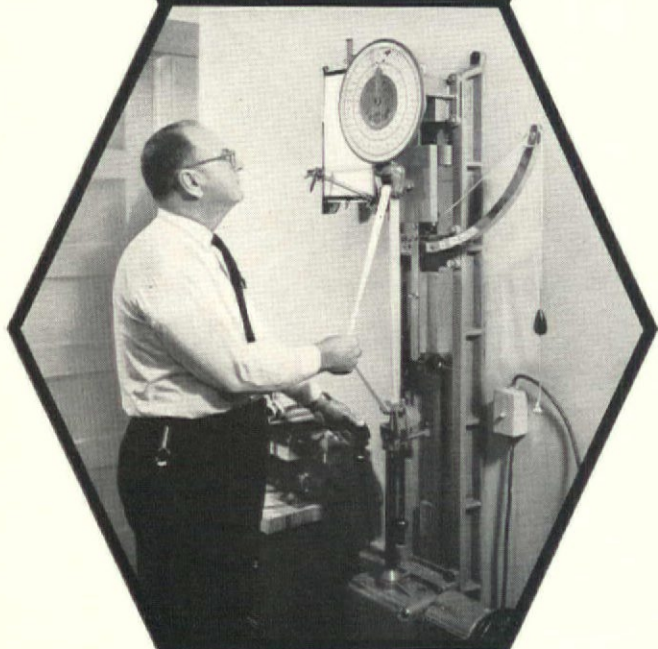
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CHICAGO: American Furniture Mart
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Circle No. 57 on product information card

PRODUCTS & SERVICES

CONTINU

Comfort stressed in office chairs

People-planned comfort and contemporary styling characterize the new line of office chairs from Globe-Wernicke Co. Waterfall front cushion, torsion bar mechanism and low profile base with semi-



hooded casters give a clean uncluttered appearance to the line designed to complement contemporary office furnishings. Frames are heavy gauge tubular steel and arms are of oil-finished solid walnut.

Circle No. 131 on product information card

Occasional tables complement Mitre series

A complete line of occasional tables complementing Leopold's new Mitre Group of executive furniture include magazine, end, and corner tables. The ta-



bles, made of specially selected, American walnut veneer, maintain the unique Mitre construction of the original collection.

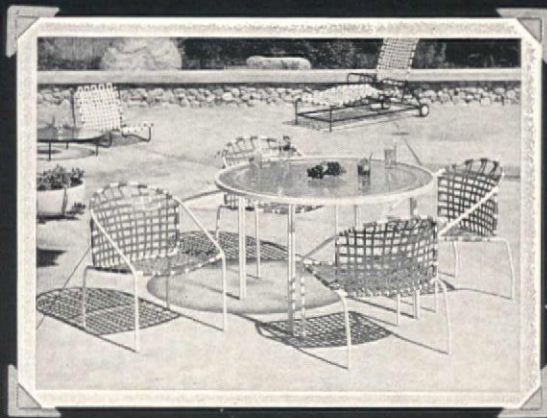
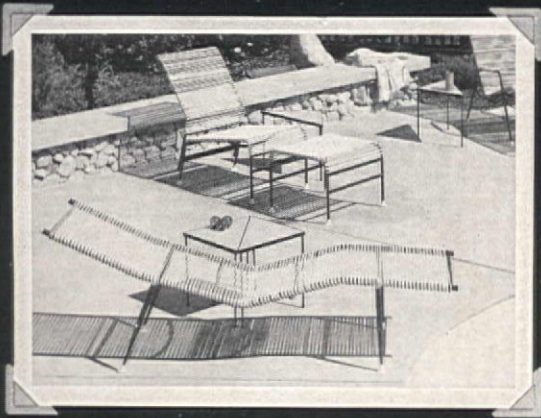
Circle No. 132 on product information card

Solid Walnut Stacking Group

A new folding table and stacking chair line from the John D. Williams Co. is constructed of solid walnut frames with a choice of top materials. The solid walnut chairs are standard with vinyl fabric upholstery. The tables and chairs are available in a variety of sizes.

Circle No. 133 on product information card

Circle No. 58 on product information card



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Circle No. 59 on product information card

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Jo Mead Designs

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Circle No. 61 on product information card

MANUFACTURERS'

LITERATURE

"Silent-Cor," a new sound-deadening construction board, is the subject of a booklet from Monsar Co. The illustrated booklet describes in detail methods and properties for using the polystyrene foam paper laminate, with high acoustical values, in wall, ceiling, and floor applications.

Circle No. 134 on product information card

Kleigl Bros. who executed the exterior lighting of the Pan Am Bldg. in New York City, present a brochure on its theatrical lighting series. Whether the lighting elements are used theatrically or generally for developing dramatic lighting effects in other areas, Kleigl informs designers on long life, high intensity, quartz lamps.

Circle No. 135 on product information card

For the floor covering industry, Roberts Consolidated offers a new brochure on its binder bars and metal mouldings for use in carpet installations. In a wide variety of new colors and finishes, the Roberts Lok products add a decorative element to function in finishing the area where carpeting meets a hard floor surface.

Circle No. 136 on product information card



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windows
in town are
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draperies

Bragging? Not really. It takes a lot of work and talent to become No. 1 in this field. And to stay in that spot. Of course, our prompt service and reasonable prices help, too. All are why we were chosen to do more than 18 World's Fair Pavillions. And you can be sure we'll appreciate giving yours just as much care . . . and beauty. Call CHelsea 2-2607.

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Circle No. 62 on product information card

Acoustical Div. of Elof Hansson, Inc., releases its new '65 catalog on acoustical products. The 48-page pamphlet contains a comprehensive listing of acoustical ceiling systems and integrated acoustical, ventilating, and translucent construction materials. Products in the electro-acoustical fields, such as masking generators and similar items are mentioned in detail.

Circle No. 137 on product information card

A comprehensive story of suspended ceilings is available in a new catalog from General Ceilings Corp. The 9-page booklet graphically illustrates the various types of luminous and acoustical suspended ceilings. Several new and unusual fluorescent fixtures designed to achieve minimum ceiling drops are included with price lists and planning diagrams.

Circle No. 138 on product information card

Omni Div. of Aluminum Extrusions, Inc. has issued a new brochure, "Shelves," which describes the firm's complete line of components for shelving applications ranging from a single bookshelf to a large library. The low-cost Octagon poles which require no fasteners to install and Omni's new wall rails and wall mounted shelf systems are illustrated in the folder.

Circle No. 139 on product information card

Circle No. 63 on product information card



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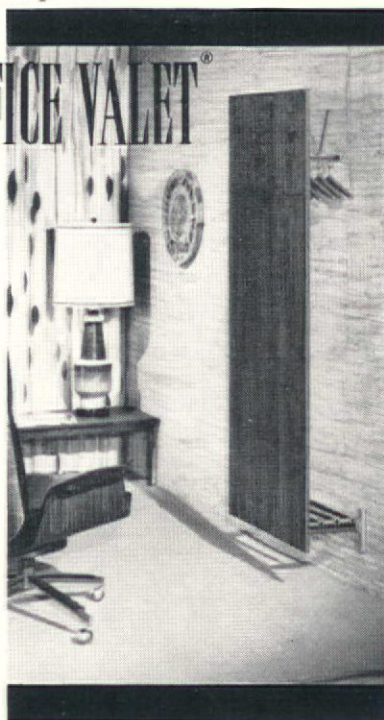
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Circle No. 65 on product information card

The OFFICE VALET® wood and metal HAT and COAT RACKS

- ★ Mounts on any wall (off-the-floor)
- ★ Saves floor space
- ★ Rich, attractive—modern
- ★ Keeps wraps aired, dry, "in-press"

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



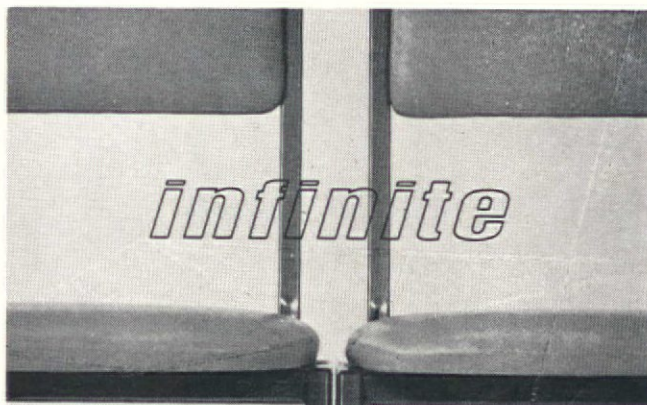
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This is just one of the new "luxury" units created by Vogel-Peterson — shown in full color and described in Bulletin OV-855

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A new stacking, ganging chair collection with infinite design versatility, to fit infinite seating needs. Designed by Herbert C. Saiger, A.I.D., I.D.I. Catalog on request.

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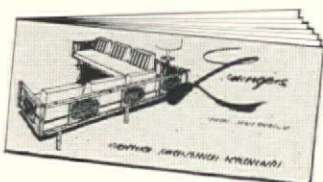
Circle No. 66 on product information card

Circle No. 67 on product information card



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Furniture...

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Circle No. 68 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

Designs by Ero Saarinen Associates, Gibbs & C (naval architects), the contract division of W. & Sloane, and other distinguished design sources featured in a new catalog issued by Somerset Craftmen, Ltd. Among the custom-designed items shown in the catalog are lobby seating, sofas, desks, tables, chairs and modular cabinetry, many of them designed originally for use in public buildings, airports and in airline terminals. Somerset offers thousands of design ideas for lobbies, hotels, office buildings, schools and other contract situations in a catalog of 72 pages that include more than 100 sketches.

Circle No. 140 on product information card

Colonial furniture stylings for restaurants, hotels, motel and other contract work are the subject of a new brochure from Roxton Mill & Chair. The Canadian firm has printed the catalog with French and English explanations, with a complete showing of its varied Colonial furniture designs.

Circle No. 141 on product information card

The new catalog from Costa Mesa Furniture illustrates the firm's new Philadelphian line of office furniture. Philadelphian is a series of wood office furniture with an unusual and elegant routing design on tops, pedestals and drawer fronts.

Circle No. 142 on product information card

Marnay Inc., presents its diverse product line of office furnishings in a group of related brochures. Signore, a budget priced steel furniture line, many colors and varied Formica tops, corresponds to its line of office chairs. Marnay's aluminum office partition series is also described in color with finishes of laminated plastic, metal or fabric.

Circle No. 143 on product information card

Lamp stylings from Norman Perry are presented in a folder with individual slip-in sheets. The lamp designs are beautifully executed in the styles inspired by classic motifs from the important design eras. Dimensions, contract prices, and materials used accompany the illustrations.

Circle No. 144 on product information card

The attractive line of Signet Mirrors from Carolina Mirror Corp., is described in its new catalog. More than 100 models, ranging from American and European period to contemporary and utilitarian stylings are shown with dimensions, weights and prices.

Circle No. 145 on product information card

Circle No. 69 on product information card

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Circle No. 70 on product information card

Circle No. 71 on product information card

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Circle No. 72 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

An unusual service for contract and industrial designers is described in Howard Ketcham, Inc's new brochure. "What the right color can do for you" explains the firm's approach to the psychology of color theory and offers its services as color, design and illumination specialists.

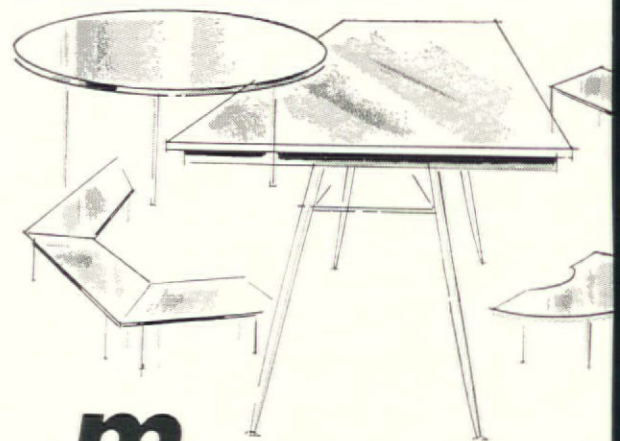
Circle No. 146 on product information card

Pioneer Plastics Corp. offers an all new, eight page brochure, in full color, on its Pionite Lifetime Laminates. New factual material on Pioneer high pressure plastic laminates, grades, finishes, sizes and properties updates the '64 catalog and becomes a handy reference for designers.

Circle No. 147 on product information card

American Olean shows its wares colorfully in its new 35-page catalog. Ceramic tiles in every conceivable shape, size and color along with bathroom accessories, its architectural design service for preparation of murals, and a budget-priced glass ceramic facing tile, Contours CV, are technically and tastefully presented.

Circle No. 148 on product information card



M/H FOLDING TABLES
for every purpose

Rectangular—square—trapezoidal—circular—half-round folding tables for banquets, meetings, classrooms, offices or homes, are built by Metwood/Hanover. Handsome in appearance, superior in construction, and economical to use, M/H Folding Tables are easy to store, quick to setup and lock automatically, providing a table as rigid as a regular table.

Write for catalog

Metwood
QUALITY BRANDED
hanover

FOLDING TABLES • BENCHES • STAGE UNITS

Spruce St., Hanover, Pa.

Circle No. 73 on product information card

The '65 catalog of CI Designs illustrates the firm's excellent office and institutional furniture lines. A unique combination of standard product photographs and actual installations photos. The firm's beautifully Scandinavian-designed sofas, chairs, group seating, tables and storage cabinets are naturals for today's progressive architecture.

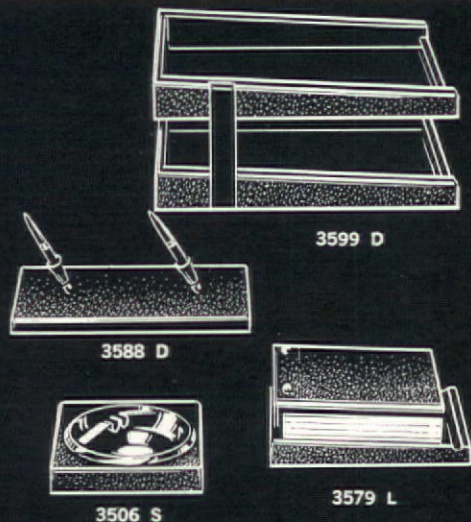
Circle No. 149 on product information card

Present its new concept in packaged business interiors, Rex Craft, designing, contracting, furnishing firm, has issued a brochure that discusses services for such diverse operations as shops, stores, and chains; restaurants; banks and offices; institutional kitchens; theaters; cocktail lounges and country clubs. Full-color photographs of recent projects cross-section its complete interior diversity.

Circle No. 150 on product information card

Primum, full-grain genuine leather tiles, manufactured by L. Farber Co., are equally applicable to walls and floors. Meeting federal specifications, Primum is made from extremely tough Farberized leather, is dimensionally stable, and resists chemicals and moisture. Farber's informative brochure covers general and architectural specifications. Tile sizes range from 4½ inches square, up to 4 by 12 inches, permitting flexibility in design patterns.

Circle No. 151 on product information card



LEATHER for the DESK

Enjoy the softness and resilience of warm-toned leathers. Here is charm that is a delight for daily office living. Select desk pieces from the DUK-IT 3500 line. You can specify waste baskets, floor stands and planters to match.

Write for Catalog.



DUK-IT McDONALD PRODUCTS CORPORATION
274 Duk-It Building • Buffalo, New York 14210

Circle No. 74 on product information card

Circle No. 75 on product information card

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COMFORT**

From
chairmasters



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This is only one of 200 styles featured in our catalog. Write for your copy.

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SHOWROOMS: Los Angeles, Phoenix, Denver, Kansas City, Dallas, Chicago, Cincinnati, Atlanta, New York City

Circle No. 76 on product information card

ADDENDA

A number of inaccuracies and omissions occurred in our January Directory Issue and we wish to make amends by publishing the following Addenda regarding firm names, showrooms, and classified product listings. We suggest that readers who plan to use these firms as sources add this page as a supplement to their copies of the January Directory.

Charles Bloom Inc., is located at 15 East 26th Street, New York, N. Y.

Crown Wallpaper Co., has opened new showrooms for its wallcovering line at 979 Third Ave., New York City, in the Decoration & Design Bldg.

The correct phone number for **Design-Technics**, 7 E. 53rd St., New York City, is EL 5-3183.

Downs Carpet Co. Inc., Indiana Ave. & A Sts., Philadelphia, Pa., manufacturer of carpets and rugs, has showrooms in the following cities: New York, 295 Fifth Ave.; Chicago, 1853 Merchandise Mart Bldg.; Los Angeles, 309 L.A. Home Furnishings Mart, 1933 S. Broadway, Box 78; San Francisco, 388 Western Merchandise Mart, 1355 Market St.; Dallas, Space 3610, Dallas Trade Mart, 2100 Stemmons Expwy.

Circle No. 77 on product information card

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Selected for use in the Pan-Am building by leading designers.

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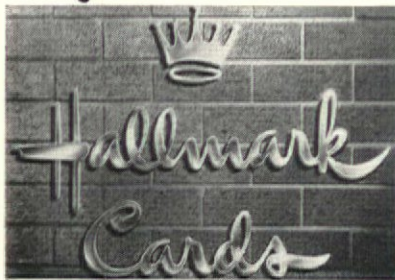



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Serving America's leading Decorators for 40 years

Circle No. 78 on product information card

Du Pont Co. manufactures Tontine washable window shade cloth in a complete line of flame-resistant colors in addition to their other greatly diversified products.

Fine Art Wallpapers Co. is located in New York City at the Decoration & Design Bldg., 979 Third Avenue.

Grosfeld House, Inc., 315 E. 62nd St., New York, N. Y., is a manufacturer of bars and bar furniture, bookcases, dining tables, chairs and dressers, dressing tables and benches, dormitory and guest room furniture, office furniture, luggage racks, multiple seating, sofas, sectional couches, tables and wardrobes.

Joanna Western Mills Co., 22 & Jefferson Sts., Chicago, Ill., 60616, (CA 6-3232) manufactures window shades and window and door shutters.

Lightolier Inc., manufactures a large variety of desk and table lamps, floor lamps, and lighted accessories in addition to wall and ceiling fixtures.

The Merchandise Mart, Chicago 54, Illinois, with its vast range of goods and services, should be listed under the heading: Marts and Permanent Trade Exhibits.

Future listings of the **Robey Div.** will be found under the name of Drexel Enterprises, Drexel, N. Y.

Showrooms for **Ben Rose**, manufacturer of fabrics, are located in Chicago at the Merchandise Mart and in New York City at the Decoration & Design Bldg., 979 Third Avenue.

Stark Carpet Co. at its new location, 979 Third Avenue, New York, N. Y. now supplies carpets, rugs and resilient flooring to the trade.

A slight inaccuracy occurred in the spelling of **Tibertone Decorative Co. Inc.**, manufacturers of wallcoverings.

Vinyl-Tex Co., is located at 165 Ward Street, Paterson, N. J.

World Wide Marble Importers, Ltd., serves the trade in marble aggregates, onyx, custom ceramic tile, mosaics and sculpture from its showroom at 979 Third Ave., New York City, in the Decoration & Design Bldg.

CLASSIFIED ADVERTISEMENTS

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

FINES WANTED: Contemporary drapery and upholstery fabric firm wishes to represent or be associated with selected lines, such as fabrics, wallcovering, wallpaper, drapery, etc. We have showrooms in D & D Bldg., NYC, 125 W. 42nd St., Chicago and sales reps in principal cities. Write: Box A-218, CONTRACT.

FOR SALE: A leading office supply and equipment business in the Rocky Mountain region. Annual sales approximate one million dollars. Top franchised lines. Established firm with excellent reputation. Address inquiries to: Box A-219, CONTRACT.

EAST COAST REPRESENTATIVES WANTED: By one of the nation's largest and best established contract furnishing firms. Offering a complete package: including, manufacturing, design, financing and installations, to HOTELS, RESTAURANTS, SCHOOLS, and INSTITUTIONS. Only experienced craftsmen will be considered. Reply in complete confidence to: Box A-217, CONTRACT.



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WHEN YOU CREATE distinctive custom letters and numbers for your clients' buildings and offices... have them cast in solid three-dimensional metal by Knight. Every detail of your original design will be faithfully reproduced by Knight's master craftsmen. In the size, style and finish to meet your requirements perfectly. YOU CAN ALSO CHOOSE from a wide variety of designs currently available, to match any architectural style, any decorating plan. Keep a copy of our latest Knight Catalog in your files. Write for it today.



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Circle No. 79 on product information card

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Created To Personalize Your Decor

From your Pictures or Ours

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Eliminate That Stereotype Look!

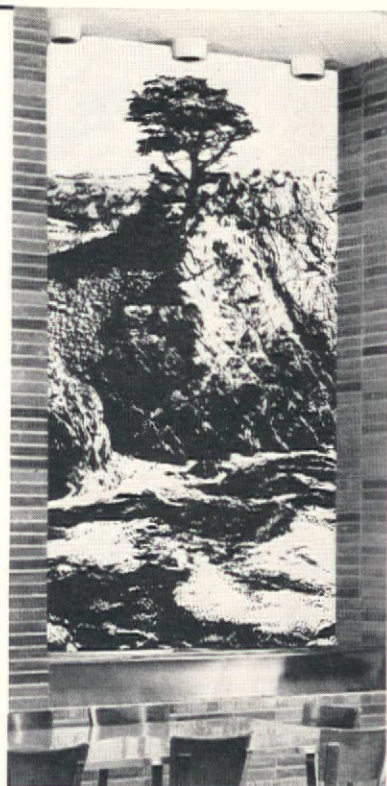
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Circle No. 83 on product information card

ADVERTISERS' DIRECTORY

- Allied Chemical Co. (caprolan)
- American Chair Co. (chairs)
- American-Saint Gobain Corp. (Beadex panels)
- American S.E.R.P.E. Corp. (imported tiles & accessories)
- Athol Mfg. Co. (vinyl coated fabrics)
- George K. Birge Co., Inc. (wallcoverings)
- B. Brody Seating (furniture)
- Brown-Jordan Co. (aluminum furniture)
- Carroll Chair Co., Inc. (chairs)
- Chairmasters, Inc. (chairs)
- Champion Mfg. Co. (lighting fixtures)
- Charlotte Chair Co. (chairs)
- Chemstrand Co. (fibers)
- Contract Manufacturers Center
- Desks, Inc. (desks)
- Displaycraft (displays)
- Duraloom Carpet Mills (carpets)
- Fibermold Corp. (furniture)
- Fixtures Mfg. Corp. (chairs)
- Formica Corp. (wall panels)
- Froelich Leather Craft, Inc. (leather products)
- General Drapery Service (draperies)
- General Tire & Rubber Co. (sponge rubber carpet cushion) 30,
- B. F. Goodrich Co. (sponge rubber carpet cushion)
- Grant Pulley & Hardware (drapery hardware)
- Greeff Fabrics, Inc. (fabrics)
- Gulistan, Inc. (carpeting)
- Haeger Potteries, Inc. (lamps)
- Hardwick & Magee Co. (carpeting)
- Hitchcock Chair Co. (chairs)
- Hooker Furniture Co. (furniture)
- Howe Folding Furniture, Inc. (furniture) 3rd Co
- Howell Co. (chairs)
- Jasper Desk Co. (desks)
- Kentile Floors, Inc. (resilient flooring) 2nd Co
- Kiesling-Hess Finishing Co. (fabrics finishing)
- H. W. Knight & Son (cast metal letters & figures)
- Krueger Metal Products (chairs)
- L & B Mfg. Corp. (plastic columns)
- La France Industries, Inc. (fabrics)
- Lee Ltd. Furniture (furniture)
- Leopold Co. (furniture)
- London Lamps (lamps)
- Loumac Supply Corp. (ash receivers)
- Madison Furniture Industries (furniture)
- Mallin Co. (outdoor furniture)
- Manuscreens, Inc. (wallcoverings)
- McDonald Products Co. (accessories)
- Jo Mead Designs (art objects)
- The Merchandise Mart
- Metwood Hanover (tables)
- Milium Div., Deering Milliken (insulated fabrics)
- Molla, Inc. (outdoor furniture)
- Monarch Carpet Mills (carpeting)
- Norcold, Inc. (compact refrigerators)
- Norman's Contract Div. (draperies & bedspreads)
- Norquist Products, Inc. (folding chairs)
- North American Van Lines (shipping) 21, 23,
- No-Sag Spring Co. (springs)
- Patchogue-Plymouth Corp. (Poly-Bac carpet backing)
- Photomammoth Murals (photographic murals)
- Pittsburgh Plate Glass Co. (Feneshield fabrics)
- Royal Lounge Co., Inc. (furniture)
- Frank Scerbo & Sons, Inc. (furniture)
- Schafer Bros. Inc. (furniture)
- Scroll Inc. (aluminum furniture)
- James Seeman Studios, Inc. (wallcoverings)
- Shelby Williams Industries, Inc. (chairs)
- Alexander Smith Carpets (carpeting)
- Chester B. Stem, Inc. (wood veneers)
- Synthetics Finishing Co. (fabrics finishing) 4th Co
- Tassell Industries Inc. (office furniture)
- Thonet Industries (furniture)
- Tropitone Furniture Co., Inc. (furniture)
- Troy Sunshade Co. (outdoor furniture)
- U. S. Bronze Sign Co., Inc. (display signs)
- Virco Mfg. Co. (chairs)
- Vogel-Peterson Co. (accessories)
- Wall Tube & Metal Products (casual furniture)
- Webb Textiles (fabrics)
- Weis-Fricker Mahogany Co. of Pensacola (mahogany)
- Wholesale Leasing Corp. (leasing)
- Wool Carpets of America



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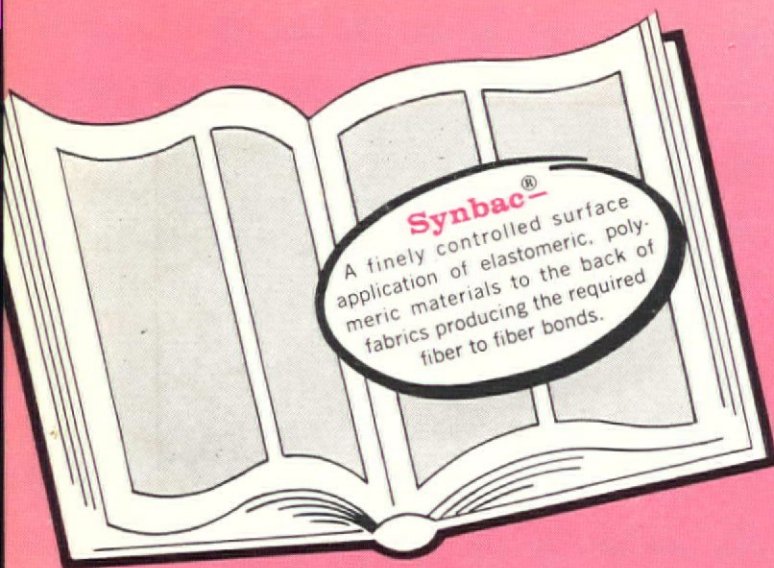
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new word for versatility in fabric finishing . . .

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SYNBAC BA*	A general purpose backing especially suitable for matelasses, brocatelles, and other fabrics with irregular surfaces.
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SYNBAC RGW	A backing designed for fabrics containing bulky, textured yarns. Provides excellent binding qualities and dimensional stability.
SYNBAC RR	Developed for specialty fabrics such as shoe linings, shade cloth and handbags.
SYNBAC RA	For luggage, handbags and automotive seat covers.
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**Available in tan, white and black

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