

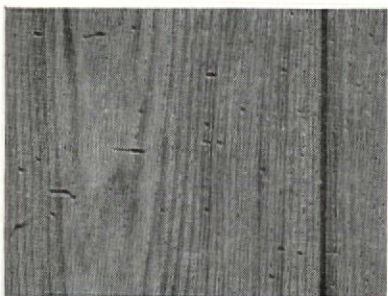
CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHING





New Marlite Textured Paneling



Textured Wormy Chestnut

Completely different! Wormy Chestnut! Exclusively Marlite!

Touch it . . . you can feel the texture. Wash it . . . you can't harm its beauty. New Textured Wormy Chestnut Marlite adds exciting depth and dimension to the walls in any room.

Textured Wormy Chestnut reproduces every surface detail of this rare wood. You can actually see and feel the woodgrain textured surface. And Marlite's exclusive soilproof plastic finish resists heat, moisture, stains and dents.

It wipes clean with a damp cloth.

To add a new dimension to your Marlite sales and interior design opportunities, get complete information on Textured Wormy Chestnut—the exciting innovation in Marlite's 1966 line of smart Decorator Paneling. Check with your building materials dealer, consult Sweet's File or write Marlite Division of Masonite Corporation, Dover, Ohio.

Marlite[®] plastic-finished paneling

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TALK OF THE TOWN...

The word is getting around. Fast. The word is La France. It stands for a lot: beauty in fabrics, long-lasting too! Delivery in hours, not weeks. While many contract fabric buyers go from jobber to jobber, others go direct to a mill . . . like La France! Always think La France!

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Los Angeles Furniture Mart
Sales Service Centers in 23
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The day the elevator operator stopped... and stared...

Here's a reception room no one can resist. A Risom Series "60" sofa made the difference. Seating that reflects a progressive attitude. Informal, but distinct. Bold, but dignified.

Notice the functional beauty of the clean-cut lines. Backs that are as handsome as the fronts. Never need a wall to cling to. Can be grouped to suit any taste, any space.

"Tight seating"...cushions that belie their

detached look. Characteristic Risom seat that's comfortable, but supports.

Series "60" includes low chairs, two-seater and three-seater sofas with upholstered and wood arms, single arm and armless. 30 variations in all.

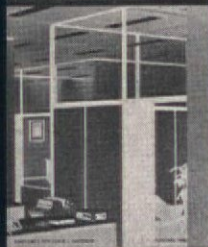
Be prepared to impress VIP's, clients and salesmen...even elevator operators. See the imaginative Series "60" at Risom showrooms nationally.

The answer is Risom.

49 E. 53rd St., N.Y. Also: Atlanta, Chicago, Los Angeles, San Francisco **Jens Risom Design Inc.**

Circle No. 3 on product information card



CONTRACT**The Cover**

Partitions of translucent and clear glass by ASG in a new IBM building are given reverse treatment by way of emphasis. See Partitions article on page 50. Cover design by Bert Lester.

CONTRACT

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

VOL. VII, No. 2

FEBRUARY, 1966

PUBLISHED EVERY MONTH FOR FIRMS AND INDIVIDUALS WHO BUY, SPECIFY, DESIGN, INSTALL, OR REPLACE CONTRACT FURNISHINGS

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COMING IN CONTRACT

MARCH—Interior Architecture—inaugurating CONTRACT's expanded coverage of the architectural products and techniques which have become an increasingly important part of the contract designer's work.

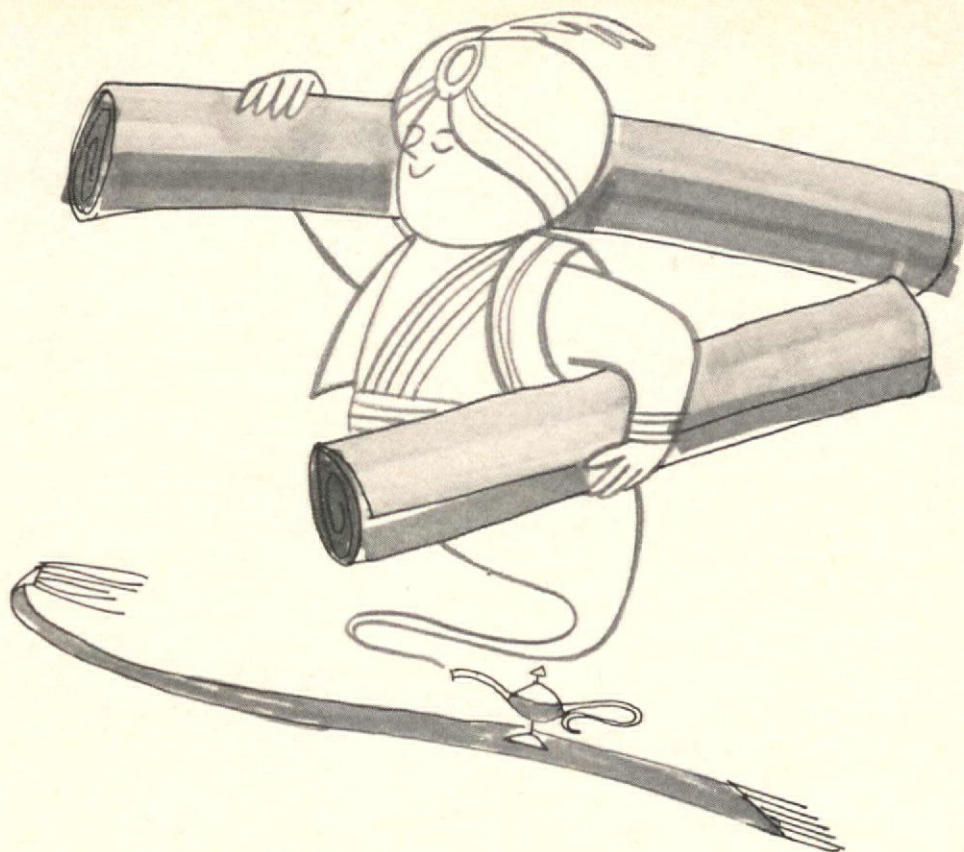
APRIL—First National Contract Exposition Preview—program, products, and exhibitor's guide to the furnishings show, scheduled April 19-22 at the Americana Hotel, New York City.

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Have carpet, will travel

Ever play pin-the-tail-on-the-map? Sometimes we end up in the darndest places. Well, the point we'd like to make is... you name the spot (from Montauk to Malibu), and a Masland Contract Carpet Specialist can be there quickly to help you on any contract job.

We've reorganized, and regionalized. We now have six specialists in the field to help you in the growing contract business. And they're backed by a talented team of experts at the mill in Carlisle.

Also in Carlisle, we have broad running contract lines in inventory.

We have the "Varsity" Line Stock-dyed Wilton Program with its wide choice of colors and combinations in existing patterns. If that isn't enough, we have a reputation for our ability to design and produce "custom-carpet" originals to any specifications—in any quantity (in record time, when necessary).

Your Masland Territory Manager is the first link in the chain. He can make swift arrangements for a Regional Contract Specialist to give you the information and assistance needed. Or write Contract Sales Manager, 295 Fifth Ave., N.Y. 10016.



1966—OUR 100TH

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recognized as the leading source of fine seating for restaurants, hotels, motels, offices, dormitories and public areas of all types.

Duo-Bed

newest member of the Shelby Williams family and recognized as the leading source of functional furniture for smartly styled studio-type rooms. The most comfortable beds are uniquely designed to provide perfect daytime sofa comfort.

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OF CHICAGO

another member of the Shelby Williams family, recognized as the leading source of beautifully styled, beautifully finished accent pieces for public spaces and fine homes. A remarkable collection of exceptional quality and outstanding design.

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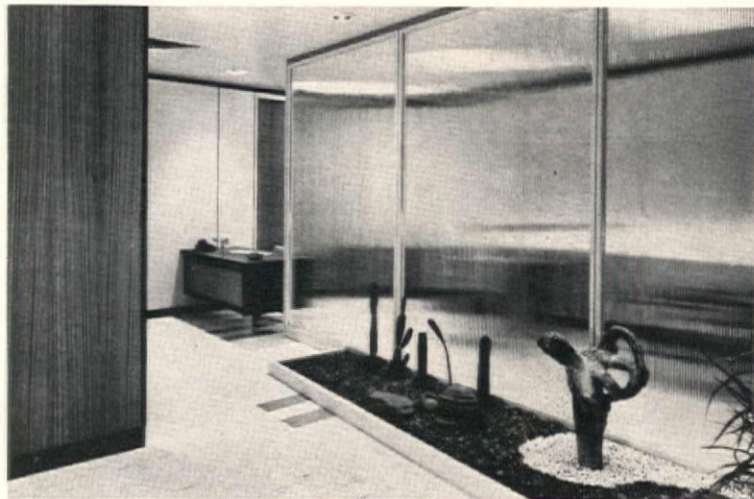
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Particular About Partitions?

Rely on the Beauty and Practicality of MISSISSIPPI GLASS

Translucent, light diffusing glass provides architects, designers and decorators with an inspiring new medium that accents their abilities and creates partitions of lasting beauty and individuality. Right in so many places—so many ways—figured glass creates striking effects not possible with any other glazing material. And Mississippi makes available a wide variety of patterns qualified to solve any partition problem, while combining primary functions of transmitting light, yet adequately protecting privacy. See your Mississippi glass distributor.



(Top)—New PROFILITE channel glass, attractively employed in office partition of Henry A. Corsini, Bankers Insurance Building, Macon, Georgia.

Rhythmic partition of Mississippi glass glazed in Hauserman movable partition. Photo courtesy The E. F. Hauserman Company, Cleveland, Ohio.



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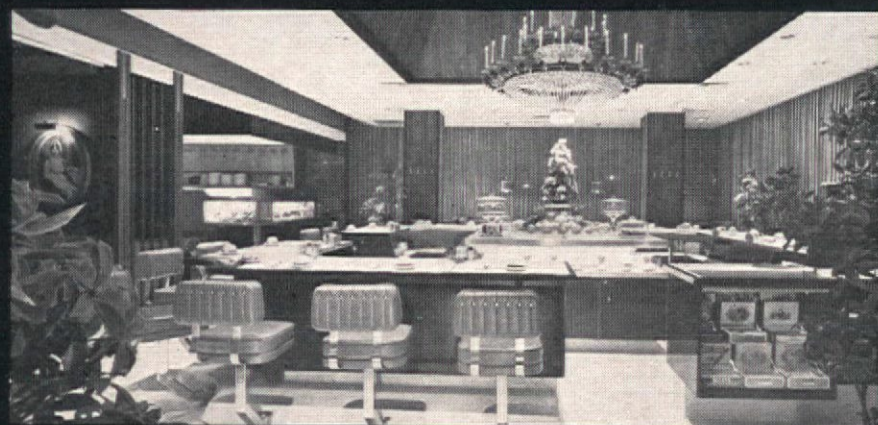
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These typical installations can demonstrate the quality and versatility of our work. They cannot tell you that we are also attentive to time schedules and budgets...this information is available from satisfied clients.

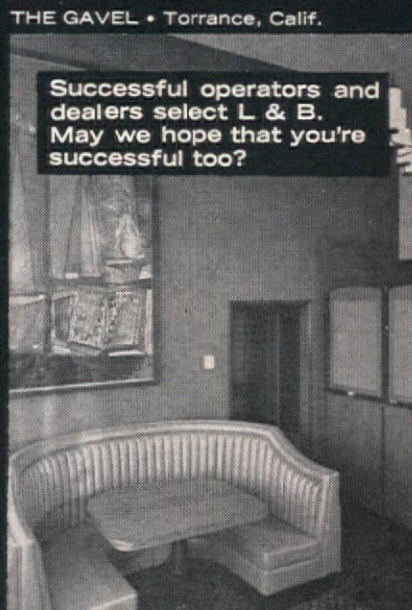


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George Washington

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For those who prefer the charm and elegance of the 18th century Colonial period, Scerbo presents these authentic reproductions: Table desk made of skillfully matched *Crotch Mahogany Veneer* with solid brass pulls and *hand tooled, gold embossed*, leather top in desired colors.

Arm chair made of *Honduras Mahogany* and covered in any color leather to match desk or suit surrounding decor'.

Desk size can be made to any specifications.

Used in executive offices and homes.

*From draftsman to craftsman . . .
your plans are in skilled hands*

Write for catalog

FRANK SCERBO AND *Sons, INC.*

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Circle No. 8 on product information card

Until today there were only two ways to cover a floor.



The hard way. The soft way.

Portion of Jewel Tea Company's all-Densylon offices, National Headquarters Bldg., Chicago, Ill.



Now here's the right way—Densylon.

Engineered for commercial use with ACE nylon.

With Densylon*, you can specify carpet where carpeting was never practical before. And with complete assurance. You can carpet every square inch of every floor in any building. Office and apartment buildings. Hospitals. Schools. Banks. Restaurants. Public buildings. Hotels and motels.

You can do all this with Densylon — and only Densylon. Densylon is the only carpet that keeps every promise other carpets can't because it's different from any other carpet. Densylon is carpet turned upside down: tough on top, soft on bottom. ACE™ nylon, Allied Chemical's specially engineered contract nylon in a tightly-twisted high-density pile is bonded to a 3/16" backing of sponge rubber. You don't get that with any other flooring.

Densylon's unique pile is so dense that dirt can't sink in. So tight that the pile can't be pulled up. So tough that furniture legs and

spike heels can't mar it. *No Densylon installation has ever worn out.* Not even the Densylon in the General Electric Pavilion at the New York World's Fair, walked on by more than 15 million persons.

And the biggest pay-off: Densylon actually pays for itself with savings in maintenance alone. Costs at least eighty cents a square yard less to maintain in showcase condition than any other flooring—hard or soft. Vacuums clean in half the strokes ordinary carpets need. Spots and stains—even grease, sponge-mop right off the ACE nylon pile. No scrubbing, waxing, stripping ever.

Densylon's wide spectrum of colors and patterns makes it easy to add prestige, beauty, quiet, warmth and comfort to every floor — with confidence and economy. There are endless applications for Densylon. Send for complete information.

*CCC's trademark for its sponge-bonded, high-density nylon carpet.

CCC

10 West 33rd St., Dept. C-2
New York, N. Y. 10001

Attention: Mr. Oliver A. Wyman

Check Here

Please send complete information about Densylon.

Please send your representative to give us cost estimates on approximately square yards.

Name _____

Address _____

City _____ State _____

Densylon WITH **ACE** 
NYLON BY

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

THE SUPERHUMAN CARPET

After all, isn't that what you really need in an office? Or a hotel? Or a motel? A superhuman carpet to fill human needs like those of a client who doesn't think he can afford a good carpet? But still doesn't want to settle for traditional hard floor covering?

You could get some pretty good carpets up till now. But none of them could give you enough.

You could get carpets with a good dense pile and a bonded foam back. But they were only 54 inches wide. Or you could get one 12 feet wide, but maybe it wouldn't be foam-backed. Or it was the cost. A lot of good carpets were just out of reach.

You had to give up something. But not any more.

The Superhuman Carpet has all these things. Including an affordable price. And all the other advantages that Lees can give you.



To begin with, we gave the Superhuman Carpet a good dense pile. We made it a tight flat loop that doesn't mat down. And we bonded it to a high density foam rubber back. So it doesn't need a separate pad.

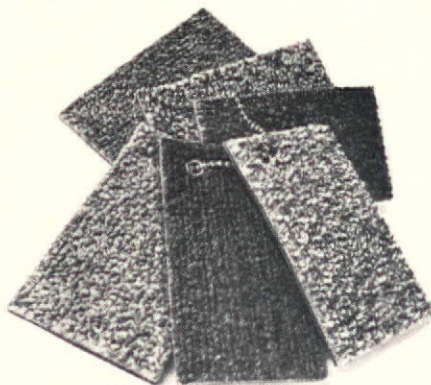


We put 20% more face yarn into than you'll find in many carpets that cost just as much. Or even more.



CHEMSTRAND

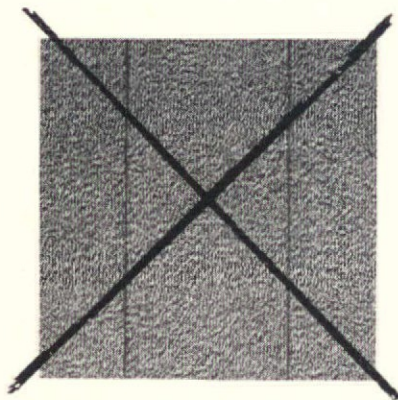
And that yarn is made from a fiber that's tough to begin with. 100% Cumuloft® nylon.



We gave the Superhuman Carpet a broad color line. And we made the surface texture practical. But it doesn't just look practical. It looks good.

← 12' →

We made it a big 12 feet wide. Not a skimpy 54 inches. And we had special machinery built for us so we could make a carpet this dense and 12 feet wide.



Why did we go to all that trouble to make it 12 feet wide? Because when we put it on your floor, you get half the seams you get with 54-inch carpet. And the fewer the seams a carpet has, the better it wears. And looks.

Circle No. 10 on product information card



As for installation, the Superhuman Carpet is cemented down. So it won't wrinkle. Or need restretching.



There's one thing that we didn't give the Superhuman Carpet. A superhuman price. It costs a little more than \$1 a square foot, completely installed.

But we did give it all the care and all the rugged inspection every carpet gets before we give it the Lees name.

We also gave it a name of its own. Bold Venture.



Write to us. We'll tell you more about it. Write Commercial Carpet Department, James Lees and Sons Company, Bridgeport, Pennsylvania.

“Don’t give me any static!”

That’s what dealers, distributors, architects, interior designers . . . even our own salesmen kept telling us for years.

Now we’ve taken the static out of Barwick nylon carpet with “No-Shock.”*

WHAT’S “NO-SHOCK”? It’s an exclusive treatment we apply to the backing of our nylon carpet to reduce static electricity 90%. It never touches the pile, so that it can’t dim those radiant colors or affect the superior soil-resistant durability.

WILL IT LAST? “No-Shock” endures during the life of the carpet, and is not affected by conventional cleaning.

PROOF? Tests have proven it virtually eliminates static and also indicate it greatly reduces soiling.

“No-Shock” is now on all Barwick nylon carpet, including Colorset and Veltron . . . another good reason why Barwick is a wise and durable choice for any type carpet installation.

For more information, write our Contract Division.

*First Barwick “No-Shock” Installation was the Holiday Inn at West Covina, California.



World's largest maker of tufted carpets and rugs

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Serendipity unlimited!

Serendipity is like having something in mind and unexpectedly finding something a lot better. This is what you can expect to experience when you use The Merchandise Mart's Contract Center. As an architect, contract designer or contract furnisher, you'll find all the things you need—and many you don't expect—for hotels, motels, offices, hospitals, restaurants, dormitories or any

other furnishings contracts you may have in mind. Your catalogs get out of date, but The Merchandise Mart's Contract Furnishings Center is always up to the minute. That's why you'll save time by starting here. We'll be happy to send you a copy of The Merchandise Mart Directory and more information on our Contract Center. Why not write for it today!

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like this Showplace!

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D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- Exhibit promotes good office design
- Public housing leads new construction
- Locks out at GAO as economy measure

CARPETING and other contract interests can be served by an alert designer interest in exposure to the general public, this headquarters city of the contract industry (in terms of single-purchaser volume) has been illustrating in the season just past. What's been done here can help you get your own services and product across to an unfathomed depth in audience and possible new business.

The tie-in with the contract industry has been an exhibit, on display here for over three months,

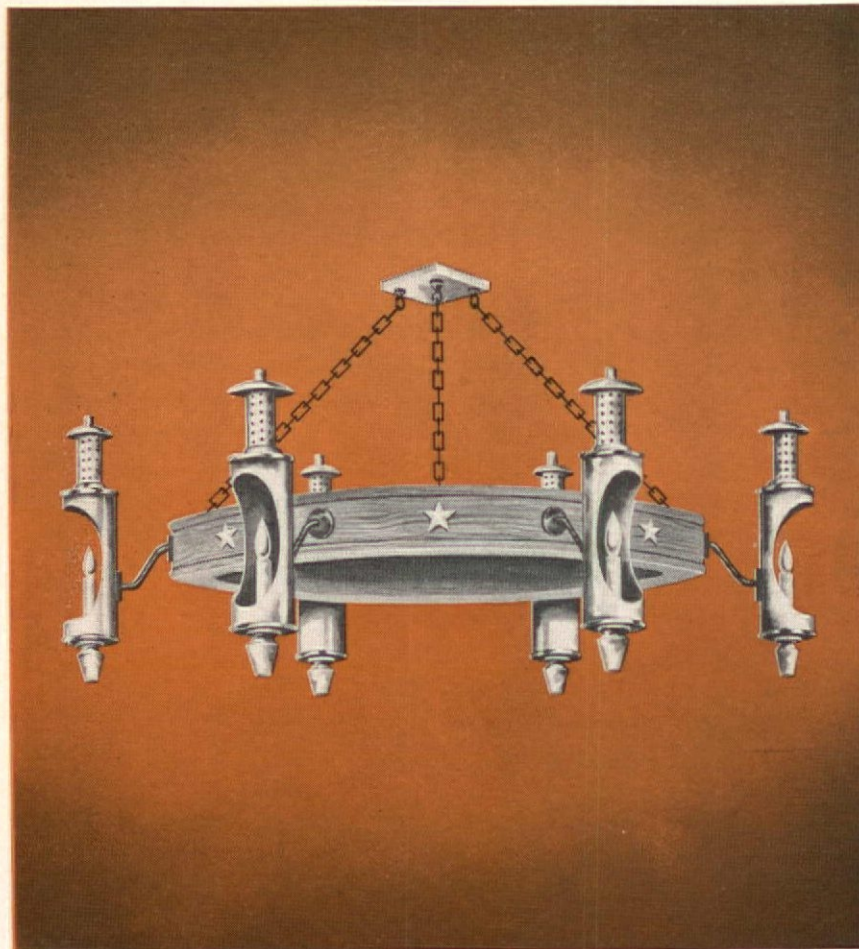
titled "Art in Offices . . . A Study of the Space that Surrounds Us," at the Corcoran Gallery, a privately run public art institution second only to the National Gallery in this city. The Gallery's interest was in promoting the use of art in offices. In the doing, it illustrated a designer's versatility, and ways of decorating an office that many a potential client of yours might never think of. The same sort of exhibition could be done in any city with turnover museum space and a gallery looking for new ways of attracting an audience.

The argument for it is persuasively simple: Since more and more Americans spend more than a third of their adult lives in an office, it becomes more important to make the environment visually stimulating. This can be done with art; this can be done with a designer's unique contribution to a unique office—his client's.

Here is the challenge, as defined by interior designer Barbara R. Weiner: "The typical office environment is impersonal and anonymous. It is often without color, design, or form. It is bland, stereotyped, and neutral. It lacks interest. Into this impersonal and anonymous environment we plot a human being. He often reacts with profound indifference." By adding art, color, and design, the office can be made a personal and individual environment.

To illustrate this contention, her displays included offices with new, sculptured form furniture; Scandinavian furniture; a Chinese motif; a Spanish theme; existing, dumpy desks and files.

(Continued on page 16)



*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! At left is a striking example of Champion's flair for originality!

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

Circle No. 13 on product information card

Important to everyone who decorates with,
specifies, purchases or handles contract carpets!

Power-stretch
this carpet
tight as a drum,
Mr. Installer...
it's double-backed
with

JUTE-ON-JUTE

If you specify, purchase or handle contract carpets, this is important to you. When both primary and secondary backings are Jute in the same carpet, there's enough strength to take maximum tension in any direction—and hold it permanently without slackening up and requiring restretching later. When *both* backings are Jute, you're in good shape—and so are your carpets.

When they're not *both* Jute, anything can happen! So make it Jute-on-Jute backing in your carpets, and *insist* on it.

(Published by the Jute Carpet Backing Council, Inc.)



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right here

is the comprehensive,
all new catalogue
of fine contract
furniture by Molla!



write here

for your
personal
copy!

Molla Contract Co., Inc.
425 East 53rd Street
New York, N. Y. 10022

Yes! I'd like you to send me your new Contract Catalogue!

Name _____ Title _____

Company Name _____

Street Address _____

City _____ State _____ Zip Code # _____

Telephone Number _____

Type of Business _____

molla

FURNITURE

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OUR WASHINGTON REPORT

CONTINUED FROM P. 14

The most modern office included Herman Miller furniture, Armstrong Cork-covered walls, stand-up desk, stools, and American Indian accessories. The Scandinavian office also had an Afghan Bokhara rug, a teak file cabinet with 14 shallow-tray drawers, a leather and rosewood sofa, rosewood wall shelves and cabinets, and a bright color wall.

The Chinese office centered around a low table rather than a formal desk, with Chinese-design wall-paper, and a Chinese Oriental rug. The Spanish office had a table desk with storage units behind, and a Spanish rug and accessories.

Past and current prospects

New construction this year should furnish a good market for the contract industry. This is the opinion of Federal analysts who have been making projections of construction for 1966. It does not take into consideration either the possible restrictive effects of a Viet Nam-colored war economy or the possible inflationary effects of a heated-up boom.

Top advance is seen for public housing construction, where art and good design have gained more attention in recent years—up 30 percent to \$1.2 billion. A large backlog in commercial construction underlies the expectations for an 11 percent increase in that category for this year. An estimated \$725 million increase will be due mainly to a \$525 million boost in office buildings and warehouses, to \$3.9 billion. Store construction, however, will slide off from a 27 percent increase in 1965—the best in a decade—to a 6 percent growth, in line with the easing in housing construction the past two years.

Private hospital construction, which alone declined in 1965 from 1964, will come back this year with a 9 percent growth to \$1,450 million. Religious building construction, at a projected \$1,025 million, will be 3 percent above last year, continuing below its 1962 record. Private social and recreational building construction may advance 13 percent to \$650 million.

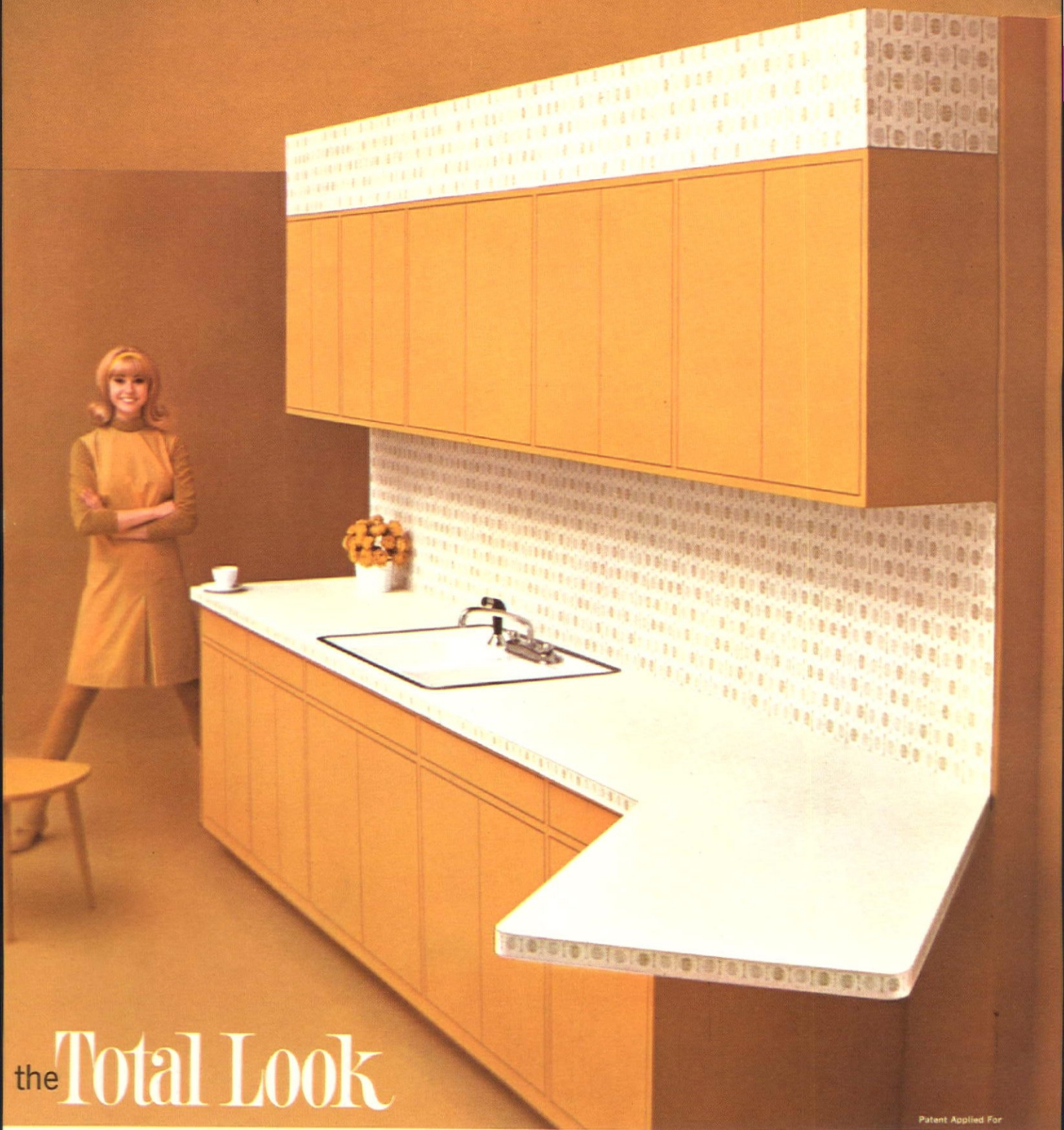
Among public structures, educational building spending is seen rising by 20 percent this year, to \$4,450 million, after an 11 percent growth last year. Hospital and institutional growth may be up 6 percent to \$625 million, from a 16 percent spurt last year.

Manufacturers' shipments of metal and wood office furniture and safes and chests in 1964 were \$504 million, up 7 percent from \$472 million in 1963, the Census Bureau reports. Metal office furniture shipments were \$385 million, 8 percent above \$358 million in 1963. Wood office furniture shipments were \$109 million, up almost 9 percent from \$100.4 million in the earlier year.

A key to savings in locks

A matter of a \$2 savings in buying a desk without a lock has led the General Accounting Office to recommend a value engineering program to the Gen-

(Continued on page 18)



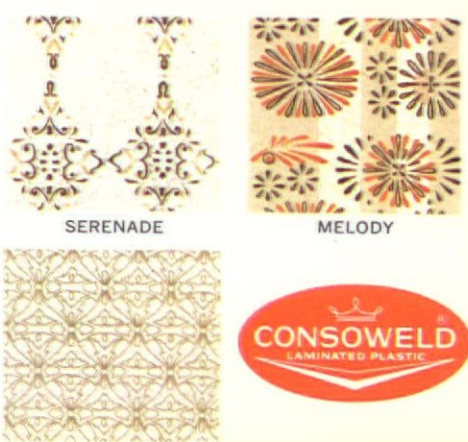
Patent Applied For

the Total Look

a new concept of color and pattern harmony in Consoweld laminated plastic

The Total Look brings decorative appeal to the heavy service areas of kitchens and classrooms. In addition to coordinated decor, the Total Look extends the functional use of Consoweld laminated plastic to easily-soiled areas—soffit and backsplash — and eliminates the need for frequent redecorating. Ideal for homes, apartments, and domestic science classrooms where smart decor and maintenance-free surfaces are required. Specify Consoweld laminated plastic in any of five Total Look designs. For more information call your distributor, refer to your AIA File folder under Plastics or write direct to Consoweld Corporation, Wisconsin Rapids, Wisconsin.

Gold Rondo, above, is available in blue. Counter top is Consoweld Off-White Whisper. Other Total Look designs are shown at the right.



OUR WASHINGTON REPORT

CONTINUED FROM P. 16

eral Services Administration, the Federal housekeeping agency.

The GAO review contended that eliminating a requirement that general office desks bought by Federal agencies be equipped with locks would, on an average purchase of 170,000 desks yearly, save about \$350,000. GSA agreed, planned not to make the change until this spring, but then hurried up the switch to its current procurement. Its new standard limits procurement of general office desks to those without locks except where it is shown that locks serve a valid need. GAO had pointed out that most agencies did not require their employees to lock their desks.

In addition, GAO recommended not fixing locks in desks being rehabilitated. It suggested the value engineering program to take a "second hard look" at certain features or components in specifications and standards now in use.

Procurement: invitations and emergencies

Invitations for the "military build-up" have been appearing in recent weeks, for contract furniture and furnishings. Another feature of recent activity has been the number of carpet and rug contracts. Some sample invitations of past weeks include:

General Services Administration, Denver: Uncut

looped pile cotton rugs, 48 by 36 inches, 2,100 each.

GSA, Washington: Velvet carpet, Type II, Class 3, 1,120 each. Velvet carpet, Type II, 5,907 each.

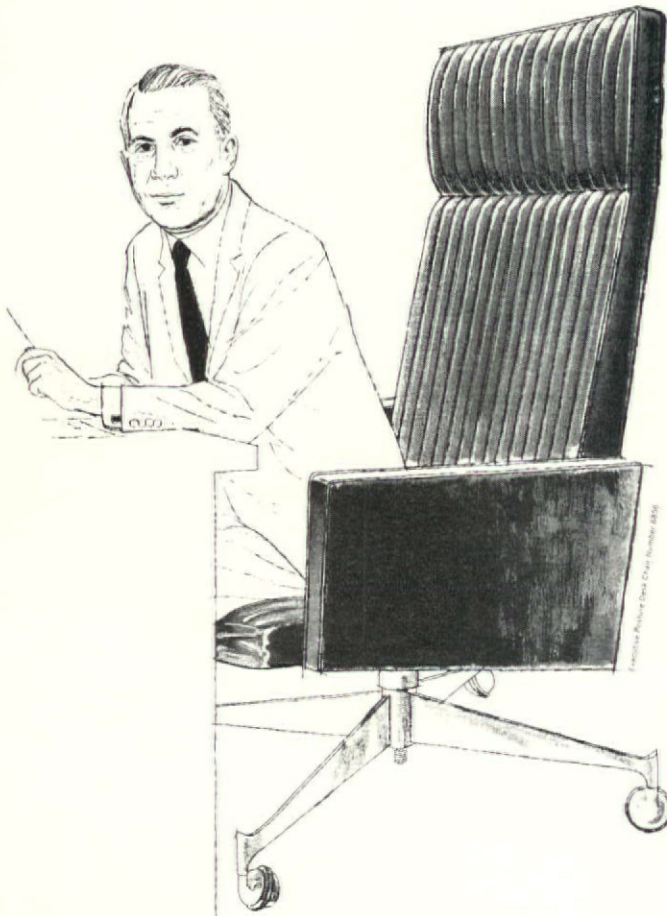
GSA, Kansas City: Utility runners and rugs.

GSA, Washington: Composite metal and wood dressers, 310 each. Bituminous type floor covering, 12,420 sq. yds. Steel rotary chairs, filing stools, general purpose stools, indefinite quantity, April 1 through March 31, 1967. Modern bedroom furniture, 357 each. Hospital and quarters metal furniture. Modern wardrobes. Living room ranch style furniture, 2,332 each. Traditional style wood furniture, 1,110 each.

Announcements of awards

Among awards made by Federal agencies to contract suppliers are the following:

General Services Administration, Washington—Military wardrobes for military build-up, \$1,126,750, Standard Pressed Steel Corp., Jenkintown, Pa. \$2,008,825, also Standard. Steel unitized furniture, \$327,360, Hillside Metal Products, Newark, N.J. Wood and metal office furniture, indefinite quantity for 1966, estimated \$107,500, Crislip Oak Products Co., Oak Hill, W. Va.; Auto-Skate Co., New York City Business Services Corp., Washington; Chromcraft Corp., St. Louis; Emeco, Hanover, Pa.; Royal Corp., Jamestown, N.Y. Executive wood and metal office furniture, through Nov. 30, 1966, estimated \$744,676, Dallas, Inc., High Point, N.C.; Patrician Furniture Co., High Point; Standard Furniture Co., Herkimer, N.Y. (C)



This executive posture desk chair, designed by Arthur Umanoff, is an excellent example of the extensive collection of office and related seating shown in our new full color catalog. Send for yours today.

MADISON
FURNITURE INDUSTRIES

Carroll, Mississippi 39101



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

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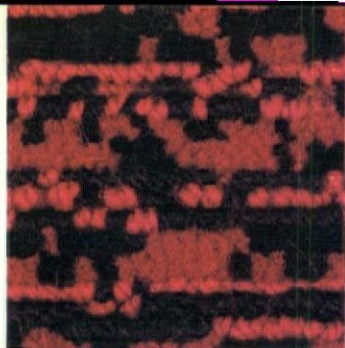
NOTHING LIKE IT ON THE MARKET!

New...distinctively different
carpeting for heavily-trafficked
areas...

Downs **FORWARD LOOK**
Acrilan[®] face, Quality Wilton



Shown in Copper Blaze / See Full Color Range Next Page



Grenadier Red



Gilded Gold



Greengage

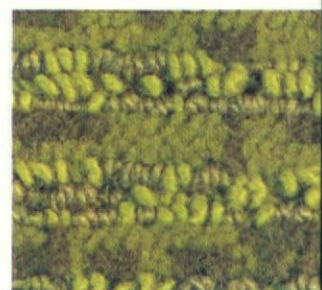
Downs new
"Forward Look"
 ... long-awaited
 flooring artistry. A
 soft, striated classic
 wilton weaving pattern
 of Acrilan® face.
 Here is richness, quality
 and hand ... superbly
 crafted. **"Forward Look"**
 will cover the largest
 public flooring expanses
 down to the smallest
 conference room
 areas ... magnificently.



Fan Tan



Oriole Gold



Limerdo



Sorrel Green



Marquestan Blue



Copper Blaze



The play of different pile heights against two colors classifies "FORWARD LOOK" as a stylish new wilton interpretation ... an interpretation which immediately suggests countless contract applications. The carpet pile made with Acrilan® acrylic fiber, plus its value-laden price, are two additional reasons that also suggest your looking into "FORWARD LOOK" at once.

DOWN'S

Quality Carpets Since 1865



THE MARK OF CARE

FREE!
 Swatch Folder
 and Contract
 Brochure. Write
 Contract
 Department
 FL265



DOWN'S CARPET COMPANY, INC., Philadelphia, Pa. 19134

LETTERS

Leeds commended

Dear Sir: The December issue report by Professor Harold Leeds on the European International Federation of Interior Designers/Interior Architects, the questions he asks, and the thoughts he offers clearly enunciate the fundamental problems that exist here, which should be factually considered and acted upon.

All components of the industry and the profession are directly involved and are responsible, in various ways, for the conditions. This includes not only the designers themselves and the schools that train them, but also—and to a major degree—it includes the manufacturers and the suppliers of the products that are required by the designers in the course of their professional services.

These facts, too, must be clearly brought out before corrective measures can be taken in behalf of truly professional design in the United States.

HERBERT B. TREFZGER, President
Products for Professionals
Cincinnati, Ohio

Growth admired

Dear Sir: We would like to tell you how much all of us at Titcher's Commercial Sales enjoy your magazine. We keep an extra copy in our reception room.

We have watched the growth of CONTRACT with great admiration, for we realize what a competitive field you have chosen in which to express yourself.

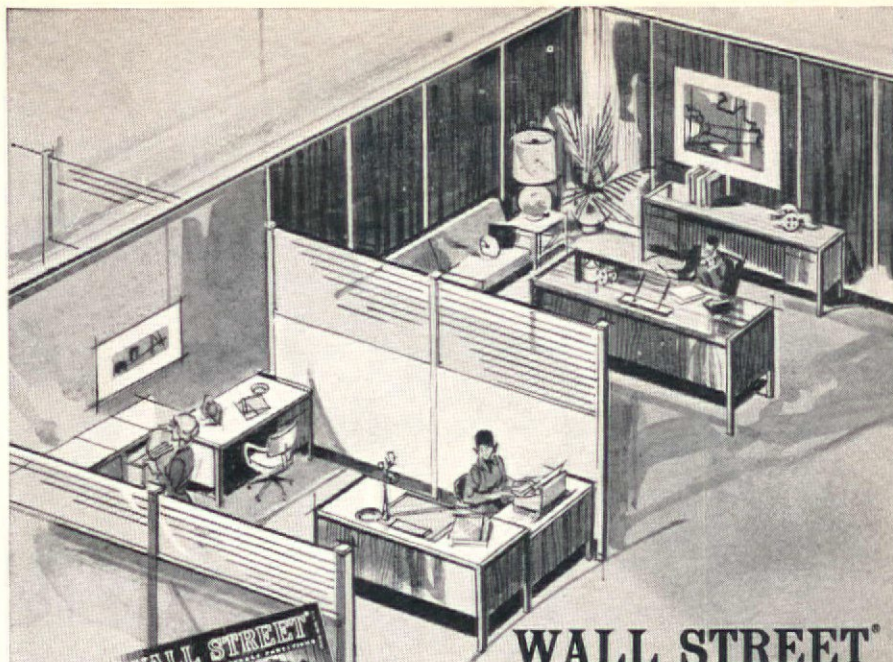
TAYLOR ROBINSON, AID
General Manager
Titcher's Commercial Sales Div.
Dallas, Tex.

Correction noted

Dear Sir: We were pleased at the attention you gave to the "Projections" exhibition at the National Decoration & Design Show in your December issue, page 14.

We would like to call to your attention the fact that the exhibit was designed by Michael Lax and not Albert Herbert as stated in your article. We appreciate your interest in this effort.

SERGIO DELLO STROLOGO
Michael Lax Associates
New York City



WALL STREET® Partitions

Steel or Textured Walnut laminate on steel to regulate traffic flow, organize departments, reduce office noise. Functional, beautiful, for executive, privacy or general office use. Easy to install.

free....Planning Guide & Kit

WALL STREET® Office Furniture

A perfect blend of unique design and superb functional efficiency. Features matched fine woods and high pressure plastic patterns, with the structural strength of steel. Desks, modular return units, credenzas and tables for executive to general office use.

Model CS-1874



Model DP-3674

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"Mr. Wall Street"— show me how inexpensive prestige offices can be.
RUSH Planning Guide & Kit. I am interested in Partitions Furniture.

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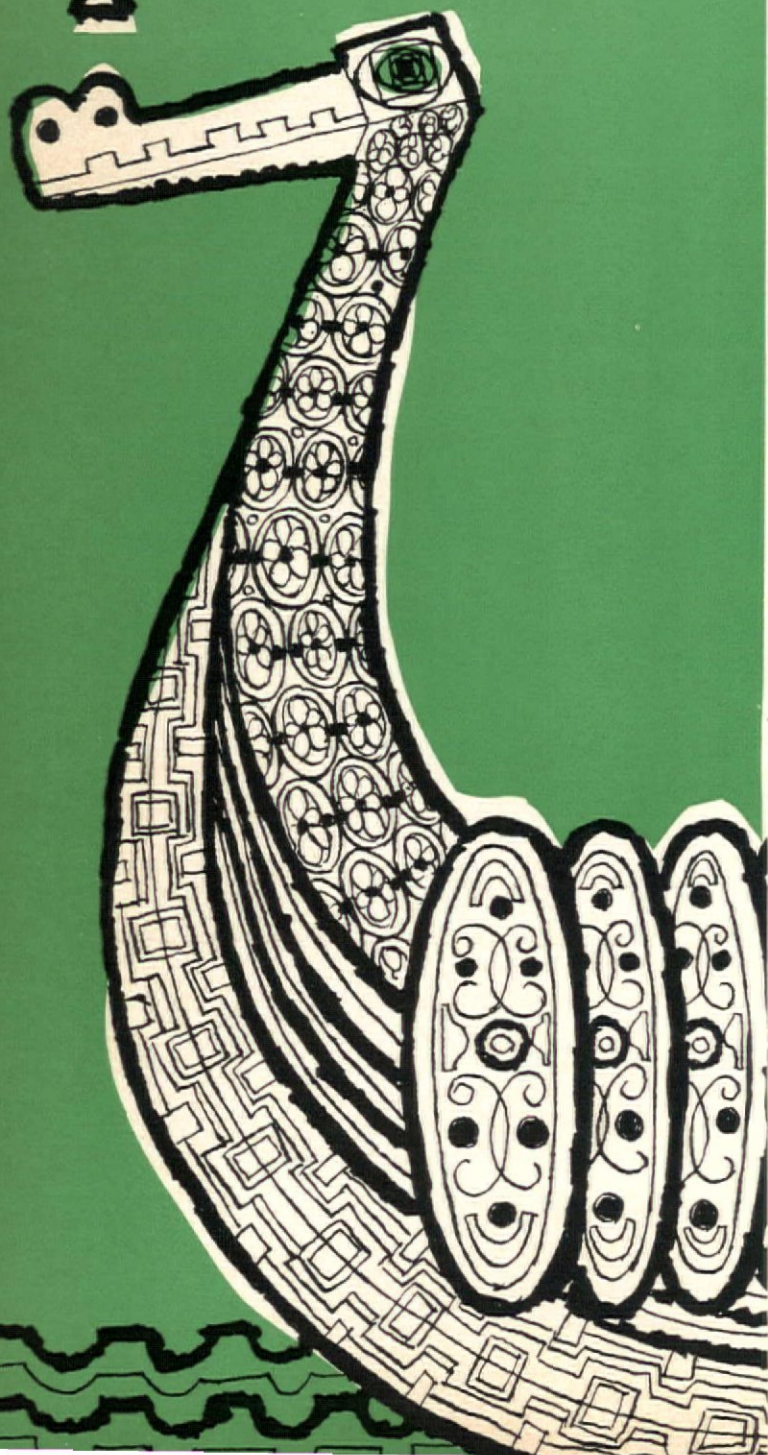
**PROUD ANNOUNCEMENT
OF TWO NEW EXCLUSIVE
COLLECTIONS**

DANISH upholstery and weaves from L. F. Foght & Co. (awarded at the Triennale in Milano). Includes 7 groups, with a total of 70 fabrics.

DONEGAL—which takes its name from the beautiful Irish worsted. Silky to the touch; sturdy for residential and contract usage. In 38 color combinations, 54" wide.

**ISABEL SCOTT
FABRICS**

979 Third Avenue, New York, N. Y. 10022



PEOPLE

Changes in the sales staff of Lee L. Woodard Sons, Inc. include the appointment of HOWARD KOSIER, director of marketing for metropolitan New York; GEORGE S. BECK, manager of sales administration; and DOUGLAS RENCH, representative for northeastern Ohio and western Pennsylvania.

HERB S. LEVINE has joined Quartite Creative Corp. as the firm's national contract manager.



EDWARD G. WORMHOUDT, former vice president and manager of Bank of America's Beverly Hills main office, has been appointed senior vice president of Parvin/Dohrmann Co., contract furnishing and design firm of Los Angeles.

LEIF BLODEE has joined the department of product planning and development for General Fireproofing Co. Mr. Blodee had been associated with Herman Miller Inc.

JORGEN JENK was named vice president and member of the board of directors of Georg Jensen Inc.

Recent changes in the sales staff of Greeff Fabrics Inc. include JOSEPH A. MAJESKI, ROBERT PARKER, new assistant to Greeff's carpet division, and Lester Swenson, who will represent Greeff in the Baltimore-Washington area.

JOSEPH R. HAGGERTY has joined Ariston Interior Designers, Inc. of New York and Dallas.

ROSS V. FIORRELLI has joined the sales staff of Edward Axel Roffman Associates, Inc.

CARL W. STATLER has joined Englander Co., Inc. as vice president, marketing, as DANIEL C. FIELD, his predecessor, moves to the post of vice president-sales.

WILLIAM F. REID has been appointed sales manager of the contract division of Yawman & Erbe, Rochester, N.Y.

HILDA M. STRAUS was recently appointed to the new post of manager of fabric styling services for the textile division of U.S. Rubber Co.

EDWARD F. DEACON, JR. recently appointed vice president of the newly organized contract carpet engineering division of Aldon Rug Mills, announced the following appointments to that division: GALEY CHANDLER, eastern sales manager; DON JUNE, heading the Philadelphia sales operation; DON MILLER, territorial sales manager for Washington D.C. and Baltimore;

WILLIAM F. ERNST is the new Chicago sales manager for Troy Sunshade Co., division of Hobart Mfg. Co.

ROBERT L. CLAY has been named to the new post of director of styling for Commercial Carpet Corp.

Poly Bac: millions of yards old

(and revolutionary as ever)

Remember when Poly Bac was introduced five markets ago? We called it a revolutionary tufting back.

Millions of proven yards later, we still call it a revolution. And for good reason.

Poly Bac is still unique in the advantages it offers.

For example, it is impervious to humidity. The major cause of carpet shrink and buckle.

Result: restretching is minimized.

It will not cause surface browning after shampooing or accidental wetting.

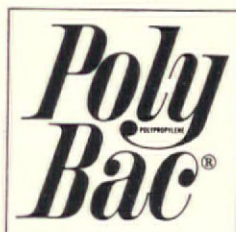
The reason? Poly Bac is woven of polypropylene yarn; does not contain oils or lignin.

And Poly Bac is mildew and odor free. Will not rot, even in below grade installations.

Non-allergenic, too.

As for insects and bacteria, they won't have anything to do with Poly Bac.

But everyone else will! So much so, Poly Bac is



now being used by most major carpet mills in more than 50 carpet lines.

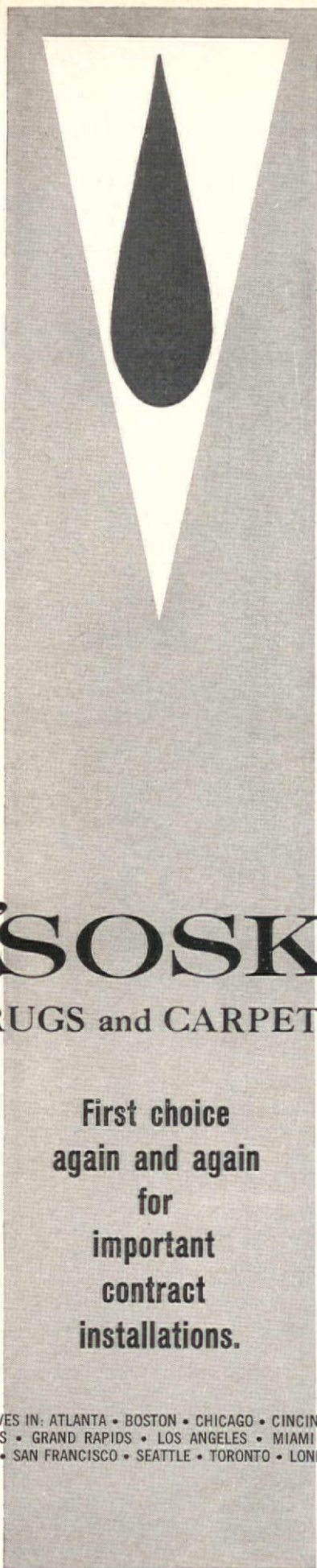
So if you're in the market for backing—think about Poly Bac.

You'll be getting the backing of a millionaire.

Patchogue Plymouth Co.

295 Fifth Avenue, New York 16, N.Y.

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V'SOSKE

RUGS and CARPETS

**First choice
again and again
for
important
contract
installations.**

REPRESENTATIVES IN: ATLANTA • BOSTON • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • GRAND RAPIDS • LOS ANGELES • MIAMI • NEW YORK
PHILADELPHIA • SAN FRANCISCO • SEATTLE • TORONTO • LONDON • SYDNEY

Circle No. 22 on product information card

PEOPLE

MIDDLETOWN MFG. Co. plans to consolidate its entire manufacturing facilities at Simpsonville, Ky., as part of a \$350,000 expansion program.

WILLIAM W. WIRTZ has been elected president of the American Furniture Mart Corp., succeeding FRANK S. WHITING, who moves on to vice chairman of the Board.

DR. ELIAHU WURMAN has been named director of Synthetics Engineering, a newly formed division of Synthetics Finishing Corp. The division will promote and develop new techniques in fabric finishes, which include Scotchgard stain repeller, Synproof flame retardant, Sylmer water repellent, Pyroset Do fire retardant, Du Pont fabric fluoridizer, and Synbac fabric backing.

ROBERT B. LIPPY was appointed new manager of contract carpet sales for Region I, the eastern third of the United States, for C. H. Masland & Sons. Mr. Lippy replaces WALTER ADEE who will join Palmcrest Interiors of W. Palm Beach, Fla. Two assistant managers for the region have also been named by Masland, JOHN P. BROPHY who will assist Mr. Lippy, and JOSEPH SAMPSON, transferring to the firm's Detroit office.

HARRY EMOLD has been named national retail sales manager for Duo-Bed Corp., a division of Shelby Williams Industries. KURT KELLER will continue as national sales manager for contract sales.

Commercial Carpet Corp. has appointed CARL ELSINGER and SAM LEFURGY as new regional sales managers and four new salesmen RUSS ZECHMAN, JAMES FAHY, ROY BUCHANAN and DICK WHITING, in the first step of an expansion program that will triple its sales force on the eastern seaboard of the U.S.

DAVID J. BRUNN was elected president of Drexel Furniture Co. and will continue as marketing chief for the corporation. R. L. CONNELLY was also promoted to the newly created position of administrative vice president.

CONRAD P. PINEAULT was appointed executive vice president of Harvey Probbler Inc. and will continue general management at the Probbler factory in Fall River, Mass. In another appointment by the firm, JOHN TAPNER will fill the new post of vice president and director of marketing.

J. A. PEDISICH, general manager of Ronkonkoma Wallpaper Corp., has been elected president of the Wallpaper Council at the association's annual meeting.

WESLEY E. SIMS will coordinate and manage contract sales for the furniture subsidiaries of Mohasco Industries, Inc., as the firm's contract sales manager. The subsidiaries include Mohasco's Barcalo, Basic-Witz, Chromcraft, and Futorian furniture operations.

Circle No. 23 on product information card

Unmistakably Lightolier. That special look that tells you at a glance why Lightolier's Portfolio group leads the field in decorative and functional lighting—for both contract and prestige residential installations. See them. Take a good look at their diversity and scope. Notice their custom look—and see how they make your final decision so much easier and precisely right. Whether your next assignment reflects the past or present, you'll find our fixtures and lamps skillfully styled and crafted for today's public and private areas. That's why Lightolier—for over 60 years—has been the most logical source for all your lighting needs, both fixed and portable. Write on your professional letterhead for our newest catalog. And visit your Lightolier distributor or Lightolier showroom soon.

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11 EAST 36TH ST., NEW YORK CITY
1267 MERCHANDISE MART, CHICAGO
1718 HI-LINE DRIVE, DALLAS
2515 SOUTH BROADWAY, LOS ANGELES

Fin de siècle design meticulously executed in sturdy, solid brass with melon-ribbed castings and reeded tubing finished in Old World Brass. 6, 8 and 12-light clusters with matching single and double brackets.

Burnished silver, a tastefully rich new finish. Original rhythmic flowing design. White candles as shown, red if desired. 10 or 6-light chandeliers with coordinated 2-light sconce.



CONTRACT BUSINESS: NOTES & COMMENTS

SLS office lecture program

Keeping up with the avalanche of new products, new equipment, and new techniques is not an uncommon problem facing designers. Taking steps to make sure its technical staff is kept informed of major developments, the New York-based design firm of Saphier, Lerner, Schindler, Inc., regularly schedules lectures during office hours for its draftsmen, designers, and project directors. Lecturers are recruited from key manufacturers, technicians, and specialists who review all recent introductions of materials or methods relevant to the fields in which SLS specializes, such as commercial interiors. The talks are informal, but highly technical, and culminate with questions from the floor, an important and usually lively part of the program. The latest series of SLS lectures fea-



tured in-depth talks on electricity and lighting. In one session, fine points of new lighting installations were expertly reviewed by lighting consultant Seymour Evans (see cut). Other lectures scheduled for near-future months will range in subject matter from air-conditioning systems to plastics applications.

Rent a renovation program

Today, it is possible to rent or lease just about everything from cars to carpets—and Memphis Motel Furnishings Co., of Memphis, Tenn., has come up with a new twist: renovate your hotel, motel, or nursing home on a rental basis. The program is not as far out as it may seem, especially to innkeepers who are faced with a renovate-or-retire situation because no capital is available to upgrade their installations. For as little as 60 cents per room per day, according to Bill Blankenship, president of the furnishing organization, the plan includes

rental of everything from draperies to desks and floor coverings to bed frames—all without a cash down payment or the burden resulting from a loan. As an added service, a staff of interior designers aids in developing a proper decor, in five styles that include contemporary, traditional, or Mediterranean. All furniture lines are from Kroehler Mfg. Co.'s contract collection.

Contract show exhibitors

A number of leading manufacturers will be represented in the first National Contract Furnishings Exposition, scheduled for April 19-22 at the Americana Hotel in New York City. The show, which will be devoted exclusively to the contract market, is approaching near sell-out proportions, according to S. B. Surrey, president of Marketplace Associates, Inc., exposition management. Checking over the details during a contract signing session (see cut) are Sy Stewart (seated left), chairman of the board of Quartite Creative Corp., and Mr. Surrey (seated right), with Herb Levine (standing), contract manager of Quartite, looking on. A wide scope of contract products and equipment will be represented at the show, as indicated by this partial list of exhibitors who

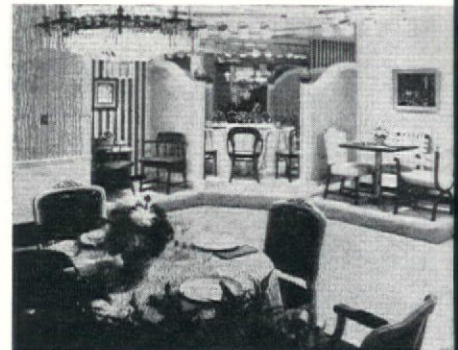


have already signed up for display space: Grosfeld House, Molla, Selig Mfg., Parkwood Laminates, Quartite, Gulistan Carpet, Aldon Mills, Trend Carpets, Videne Div. of Goodyear, Herman Miller, Stylume, Lloyd Div. of Heywood Wakefield, Jack Lenor Larsen, Chicago Hardware, Nevamar, Broyhill, Howe, Hupp, Metropolitan, Hamilton, Gasser, Middletown, Jackson China, Marden, F. Schumacher, Kirsch, Sico. Other firms interested in additional details should contact

Marketplace Associates, 331 Madison Avenue, New York City.

Shelby Williams New York showroom

It was a dark day when Shelby Williams Industries opened its New York Showroom on November 9—the day the power failure blacked out the northeastern area of the country and



sent millions groping for a glimmer of light. As a result, the official showroom opening was celebrated in the glow of candlelight, and a spirit of camaraderie pervaded the atmosphere for the faithful who braved the 18 flights of darkened stairs. Those who were kept away and the few who got only a dim look are hereby enlightened with this properly illuminated view (see cut) of a corner of the new 2,000 square foot showroom at 600 Madison Avenue. The new facility was designed by Dorothy Draper & Co. as a showcase for Shelby Williams' complete line of furniture for hotels, motels, restaurants, as well as the lines of Duo-Bed Corp., a recent acquisition. In charge of the showroom is Bert Baillie, regional sales manager for Shelby Williams.

Program for better architecture

American Institute of Architects is taking steps to develop methods of informed architectural criticism as a stimulus to the creation of better architecture. With an aim to educate the general public to distinguish good environmental design from inferior design, the program will investigate the possibility of granting fellowships in architectural journalism to talented writers who may be potential architectural critics. Specific recommendations for annual awards to architectural critics are also to be developed. These are expected to encourage better

(Continued on page 28)



Wheel Horse.

face it. If a carpet can handle a
tons or so of Detroit iron, it can
handle most anything.

Mariah, Painter's fabulous continu-
ous filament nylon tweed, can and does
the job. Howe Motor Company, Middle-
ton, Ohio. 622 square yards of it.

Here it gets daily wheeling-in-and-
out punishment, daily dousings in brake
fluid, crankcase oil, and tire dressings,
and a daily flood of tire-kickers who
come in to see and buy automobiles
displayed in a luxurious setting not too
long ago considered impossible.

Mariah's sixteen tweedy colors (or
custom-dyeing for large yardage) puts
the heralded new car hues to shame.

And it'll most likely be here in the show-
room after vehicles now resting on it
have gone on to that great junkyard in
the sky. And after wool carpet, selling
for two or three times its price, has
gone threadbare and bald.

Little wonder it is the most frequent-
ly specified commercial nylon carpet
going. Comes on Painter's exclusive
JuteWeld double backing or high den-
sity, bouncy foam backing.

If you will now carefully cut out the
coupon, a free sample portfolio of actual
swatches will be sent winging to you.

When you get your samples, take
your car and run over them a few times.
They won't mind.

Painter Carpet Mills • Dept. C
Smith Industrial Boulevard, Dalton, Ga.

Please send free sample portfolio of Mariah swatches in
all ten colors, and name of my nearest Painter contract
supplier.

Name _____

Address _____

City _____ State _____ Zip _____

Type of Business _____



A SUBSIDIARY OF COLLINS & AIKMAN

CONTRACT BUSINESS: NOTES & COMMENTS

understanding of architecture and more knowledgeable comment on today's new buildings. The program is in response to a report prepared by the AIA esthetics committee, which declared: "Good architecture cannot be created in a vacuum; the reaction to an architect's work by his fellow practitioners as well as the general public may be considered an integral part of the function of a building as a work of art."

Rooms of Tomorrow

The 1967 Rooms of Tomorrow will be created this year by another outstanding designer/architect team for the annual presentation at the National Hotel & Motel Exposition this November. Appointed were designer Ellen Lehman McCluskey, FAID, and the architectural firm of Charles Luckman Associates, with John McClain as lighting consultant. The team will collaborate on the project, representing the ninth in the series of ideas and products for the hotel and motel construction and furnishings industries.

The practical application of the Rooms of Tomorrow presentations can be gauged by the results of last year's exhibit, created by designer Henry End and architect Morris Lapidus. It has just been announced that the design and concept of the 1966 Rooms of Tomorrow will be the nucleus of a new 250-room deluxe motor inn to be built near the Atlanta Airport and which will be managed under the direction of Hotel Management Co. Both Morris Lapidus and Henry End will be concerned with the actual construction of the new inn.

Construction forecast for '66

The construction industry will continue its upward trend in 1966 and will reach an estimated \$30 billion mark in commercial building contracts, according to a forecast in the October 1965 Market Letter prepared by *Engineering News-Record Magazine*. Expected pacesetters with their estimated gains, based on reported projects in 48 states, were listed as: dormitories, up 25 percent over last year;

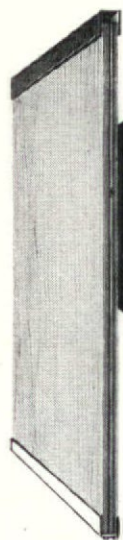
office buildings 20 percent; stores and shopping centers, 20 percent; education buildings, 12 percent; hospitals and medical buildings, 10 percent; hotels and motels, 10 percent; terminal buildings, 10 percent; airports 9 percent.

Contract carpet production

U.S. carpet mills produced 260 million square yards of carpet in 1964, according to the American Carpet Institute. An estimated 25 percent of the output was for contract application. The institute added that 85 percent of total production for the year was tufted carpeting.

AID design awards

Designers and manufacturers who have contributed to the advancement of the interior furnishings field were honored by AID at its 21st annual international design awards program for 1966, during the Chicago market week in January. The Business Furniture Category presented its first award



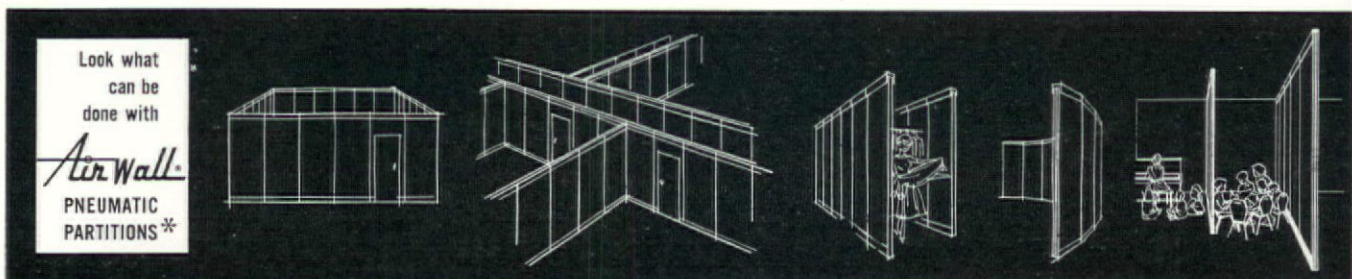
Air Wall
PATENTED
PNEUMATIC
PARTITIONS

*provide unlimited
design flexibility for
meeting and dining rooms
or educational and assembly areas*



the first truly portable wall

AIRWALLS offer an entirely new and extremely flexible method of dividing large areas to meet everchanging space requirements. AIRWALLS are completely portable . . . may be moved at will, in a matter of minutes . . . no floor or ceiling tracks are required. Just set each panel (48" wide, heights to 12') in place, add air and the patented AIRWALL telescoping cap is raised firmly against the ceiling. AIRWALL's tight seal at the floor and ceiling levels and unique construction features offer a sound control quality never before possible in a portable wall. Available in a wide range of facing finishes to provide fresh and dramatic interior decorations. AIRWALLS are economical—require no installation or erection costs. Ideal for Hotels, Restaurants, Offices, Funeral Parlors, Schools, Churches, Commercial Buildings, etc.



Look what
can be
done with

Air Wall
PNEUMATIC
PARTITIONS*

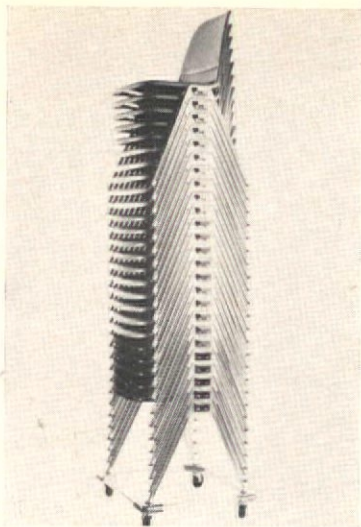
HUPP

CORPORATION AIRWALL DIVISION 8140 EAST ROSECRANS AVE. PARAMOUNT, CALIFORNIA 90724

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Herman Miller's Action Office (above) and Knoll Associates' stacking chair (right).



to designers George Nelson, of George Nelson, Inc., and Robert Propst, of Herman Miller Inc., for the Action Office Furniture (see cut), a group of coordinated designs with metal bases and grained woods, manufactured by Herman Miller. The concept provides a new working climate with its variety of sitting and standing work postures, and encourages the meaningful clutter of information. Honorable mention in the business furniture class went to Don Albinson, director of design development, Knoll Associates, for an executive stacking chair (see cut). Metal base of the armless chair is light in scale and delicate in detail, yet durable. Manufactured by Knoll, it has molded plastic textured seat and back.

New assignments . . .

Howell Design Associates, New York industrial-interior designer, has been retained by architectural firm of Kuhn & Drake for the Glenside Nursing Home, New Providence, N.J. In another project for Westerly Public Library, Westerly, R.I., Howell will collaborate with Johnson & Haynes in remodeling the library facilities. . . Saphier, Lerner, Schindler, Inc., New York-based contract design-planning firm, received its most recent commission from the Mexican insurance corporation Seguros La Comercial, for its new headquarters building to be built on a six-acre site in suburban Mexico City. SLS will execute space analyses, projections for future growth, and make such key decisions as the size and shape of the building, core placement, and materials to be used throughout the building interiors. SLS will work closely with architect Mestre y de la Colina. . . Albert Parvin & Co., Los Angeles interior

designer-contract furnisher, will create the interiors and furnish a new addition that will double the existing floor space of Mr. Blackwell's Dress Shop on the ground floor of the Dunes Hotel in Las Vegas. Parvin has also been awarded the interior design and furnishing contract for the new 11-story, 200-room addition to the Riviera Hotel, also in Las Vegas. Kitchens and underbars of the major addition will be planned, equipped, and installed by Dohrmann Co., a subsidiary, along with Albert Parvin & Co., of the Parvin/Dohrmann Co. The Seattle office of Dohrmann is currently undertaking two Alaskan facilities: supply and installation of all equipment for the new Valdez State Hospital; kitchen, cocktail lounge, and lobby of the NCO Airmen's Club, Eielson Air Force Base at Fairbanks. The program for the club calls for complete interior design, furnishing, planning, layout, and installation of furniture, equipment, and table service. . . Chaix & Johnson, Los Angeles architect, is working in association with Bakersfield architect Eddy & Paynter in preparation of the design of Brock's, a 60,000 square foot department store now in beginning construction stages at the multi-million dollar Valley Plaza Shopping Center in Bakersfield. The store will have a steel-frame structure of white split-face brick, with entrance niches accented by large panels of glazed Spanish Tile . . . Tom Lee, Ltd., New York designer, has been retained by Amalgamated Hotels, Ltd., of the Union of South Africa, to redesign the public areas and restaurants of the Edward Hotel in Durban, part of Phase I in an over-all plan to create hotel facilities for an increasing tourist trade . . . San Francisco architectural firm of Stone, Mar-

raccini & Patterson, in association with the Chicago firm of Perkins & Will, has been commissioned to master-plan and design the third campus for the Peralta Junior College District, at Alameda in northern California. The master plan is intended eventually to serve 5,000 junior college students, with initial construction to provide facilities for 3,000. In another commission, Stone, Marraccini & Patterson is designing a new 25-story, \$10,000,000 residential center for retired persons for northern California Presbyterian Homes, Inc. Called The Sequoias-San Francisco, the complex will include 300 apartments and a 49-bed health care center. A glass-roof enclosed central courtyard will be climatically controlled. . . Maxwell Co. of Chicago will execute the furnishing and installation for the new Pine Acres Retirement Center, now under construction in De Kalb, Ind. The Center will serve as a prototype of other retirement centers to be built on a national scale. . . Wells M. Squier, industrial-interior designer of Lauderdale-by-the-Sea, Fla., has been retained by the Red Barn System, Inc., Fort Lauderdale, to create a new interior design image for the chain, while retaining the symbolizing exterior of glazed red brick in an old barn shape. . . Finger Contract Supply, Houston, Tex., is putting finishing touches on the interior design and furnishing of the elegant new 300-room Bourbon Orleans Hotel in the famous French Quarter of New Orleans. The famous Quadroon Ballroom will be rebuilt and authentically reproduced as the main dining facility of the huge hotel. . . Walter M. Ballard Corp., New York contract designer-furnisher, has just had its plans approved for the main dining room at the Hilton Hotel now under construction in Kuwait in the Near East. Green, white, and gold will set the color scheme for the room, which will focus on a gazebo-type specialty cooking grill. Ballard is also starting its design program for a new motor lodge at Hershey, Pa. Along with guestrooms, there will be convention facilities, dining rooms, and restaurants. . . Burke, Kober & Nicolais, Los Angeles, has been retained by Popular Dry Goods Co. to plan and design the interior of a new department store in the Northgate Shopping Center, El Paso. Wolff's Clothiers Inc., has also retained the firm to design the two latest additions to its chains in the greater St. Louis area. (C)



FLORIDA MANUFACTURERS ATTEND CONTRACT DINNER

For the past few years, Florida's contract manufacturing industry has been growing with tropical vitality. Interest in the national market is at a high point, as evidenced by CONTRACT's dinner meeting in Miami last December. Although we planned for an attendance of about 50, more than 75 manufacturers turned up for the dinner and the discussion of the market that followed it.

Speaker was Ben Hellman, publisher of CONTRACT, shown above center at lectern, with an able assist from Irving Last, president of the Florida Furniture Manufacturers Association, and head

of Irving B. Last Associates. Among others attending were: William Brenner, Brenner Furniture; Leo Axelrod, Empire Furniture; Sara Kaiserman, Paul Kaiser Associates; M. Martin, Florentine Forge; John Crandall, Continental Lamp Co.; Forest Wilson, Forest Wilson Design; J. H. Romine, Florida Headboard Co.; I. L. Samet, Sunray Chairs; A. J. Becker, Shockproof Corp.; Lloyd Roberts, Miami Furniture Industries; Nathan Konigsberg, Kane's Furniture; James Wiener, Kodawood Furniture; Frank Collins, E. B. Malone Co.; S. W. Shafran, Kent Furniture; I. Kane, York Furniture;

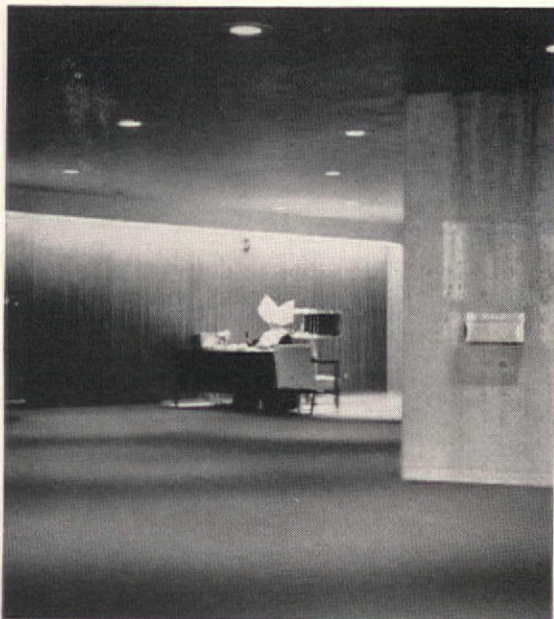
Martin Shankman, Turn-A-Bed; Harold Beck, Dixie Bedding Co.

The contract furnishings field, Mr. Hellman told the Florida group, is so broad today that it offers unparalleled opportunities for regional as well as broad-based national producers, providing that they study the market and its specialized requirements. A question and discussion period following his talk indicated that a good many of the manufacturers present were already geared for contract business and that the remainder are seriously contemplating setting up contract divisions within the next year.



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to be quiet.**

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Hospitals should be quiet inside and out. Gulistan Carpet beautifully reduces noise, far more than specialized acoustical materials. Carpet is warm, comfortable, and easier to care for. And you'll save up to 50% in maintenance costs, too! Send this coupon for the story. See our catalogue in Sweet's Architectural File, #13L, A-1-A, File 28.

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Please send me the whole story on how Gulistan Carpet contributes quiet, warmth, comfort and beauty at less cost to hospitals. Include free sample of Gulistan Carpet.

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C-66-2

Circle No. 26 on product information card

CONTRACT NEWS

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WHOLESALE LEASING CORP. and MACY'S department store have joined to offer a wholesale contract and leasing service to the business consumer. All types of interior furnishings for lease, sale, or conditional sale, will be provided along with interior design, and financing. Macy's will retain its own retail furnishings department as a separate operation, not in competition with the new wholesale service.

U. S. RUBBER CO. has acquired a 240,000 sq. ft. building on a 65-acre site, formerly part of the Erie Army Ordnance Depot, Port Clinton, Ohio, to be converted into a manufacturing plant for vinyl fabrics. At a cost of more than \$6 million, half of the existing space will be put into operation initially, with the remainder available for future expansion. This is the fourth major expansion made by U. S. Rubber to its vinyl producing facilities since 1952.

MAXWELL Co., contract furnishers and planning specialists, have acquired complete control of the CONGRESS INN franchise operations from Gulf American Land Corp. Projected changes for the motel chain include a system of direct-distance dialing for reservations, an aggressive promotional program, and an upgrading of facilities by Congress management.

ORCCO INDUSTRIES INC. is debuting a completely new line of indoor/outdoor carpeting made of Herculon olefin fibers, as a result of arrangements between Orcco and Hercules Powder Co. Initial shipments of the new carpet line are on their way to Orcco distributors across the country.

MURALS & WALLCOVERINGS INC. has established a new fabrics division to coordinate with its existing line of wallpapers, vinyls, and scenics. The fabrics division will cover a range of drapery and casements, specially fire- and water-proofed for contract needs, satins, silks, taffetas, sheers, linens, and fiberglas fabrics in a diversified color range.

JACK LENOR LARSEN, INC. and WIN ANDERSON FABRICS will relocate its showroom to 232 East 59th Street in New York City in the spring of 1966. Entrance and frontage of the street level showroom will be shared with Karl Mann Associates, though the latter showroom will be on a different level.

PERKINS & WILL, architects, has formed a division for the practice of professional and structural engineering. P & W Engineers, Inc., name of the new wholly-owned subsidiary, will be headed by Edward C. Colin, president, and Hem C. Gupta, vice president, located at 309 W. Jackson Boulevard, Chicago.

COLLINS & AIKMAN CORP. has completed the purchase of PAINTER CARPET MILLS, Dalton, Ga., for 230,000 shares of common stock. The Painter firm, to be operated as a subsidiary, adds broadloom carpets to the product lines of this diversified textile manufacturer.

from the compact carpet mill that produces king size profits for you

Hardwick Carpets

Elegant dining is a tradition at the Beverly House, Chicago. And Hardwick tastefully upholds that tradition with the distinctive contract carpeting installed by William Gray and Sons.

An interesting mottled leaf pattern stirs lots of admiring glances. And Hardwick's all wool quality stands up to dirt and footsteps like a champ. So easy to clean. Resilient, too. Ready to spring back for another winning bout with heavy traffic.

When you deal with Hardwick—the compact carpet mill—you get king size benefits. Benefits like a better edge on price thanks to streamlined operations. Flexibility to give you the carpeting you want when you need it. You don't hope for fast delivery from Hardwick—you get it.

When it comes to the bare essentials for making the biggest selling contract carpets around . . . Hardwick is well covered.

Send \$1.00 for Hardwick's new "Carpet Selector" . . . In Hardwick's "Selector" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities to help you demonstrate carpeting dramatically, professionally and effectively.



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Lehigh Ave. at 7th St., Phila., Pa. 19133
Gentlemen: Please send me your new "Carpet Selector" . . . the contract carpet guide prepared as a Hardwick professional service. Find \$1.00 enclosed.

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THE ONE SHOW
DEVOTED TO
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CONTRACT
FURNISHINGS
EXPOSITION**

April 19, 20, 21, 22, 1966

Americana Hotel, New York City

Among Our Exhibitors Are Such Firms As:

Herman Miller, Goodyear, Chicago Hardware Foundry, Selig, Broyhill, Howe, Hupp, Metropolitan, Hamilton, Quartite, Gasser, Middletown, Gulistan, Molla, Parkwood, Jackson China, Jack Lenor Larsen, Marden, F. Schumacher, Kirsch, Stylume, Nevamar, Lloyd, Sico, Aldon and many others.

YOU ARE CORDIALLY INVITED TO JOIN THEM.

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CALENDAR

1966

March 21-24. Boston Furniture Show. War Memorial, Boston, Mass.

March 27-31. Furniture Market. Jamestown, N.Y.

March 30-April 1. Home Furnishings Market Days. Dallas Market Center, Dallas

April 5-7. Midwest International Hotel-Motel Show. Conrad Hilton Hotel, Chicago.

April 19-22. First annual National Contract Furnishings Exposition. Americana Hotel, New York City. Management: Marketplace Associates, 331 Madison Ave., New York City.

April 22-29. Southern Furniture Market. High Point and Hickory, N.C.

April 30-May 8. Hanover Fair. Hanover, Germany.

May 7-11. National Association of Plastic Fabricators Annual Convention. Americana Hotel, Miami Beach, Fla.

May 10-22. International Handicrafts Fair. Munich, Germany.

May 23-26. American Motor Hotel Association and National Restaurant Association combined conventions, featuring Motelrama Idea Room. McCormick Place, Chicago.

May 24-27. Interstoff International Spring Textiles Fair. Frankfurt, Germany.

June 6-10, 13-17. New York Curtain and Drapery Market Weeks. Showrooms, New York City.

June 19-23. China & Glass Show. New Yorker Hotel, New York City.

June 19-25. Furnishings Market. American Furniture Mart, Merchandise Mart, Chicago.

June 27-July 1. Furniture Market, N.Y. Furniture Exchange, National Furniture Mart, National Home Furnishings Mart, Furniture Mart, One Park Avenue, New York City.

July 11-15. Summer Furnishings Market. Dallas Market Center, Dallas, Tex.

August 29-September 1. American Hospital Association. McCormick Place, Chicago.

The place:



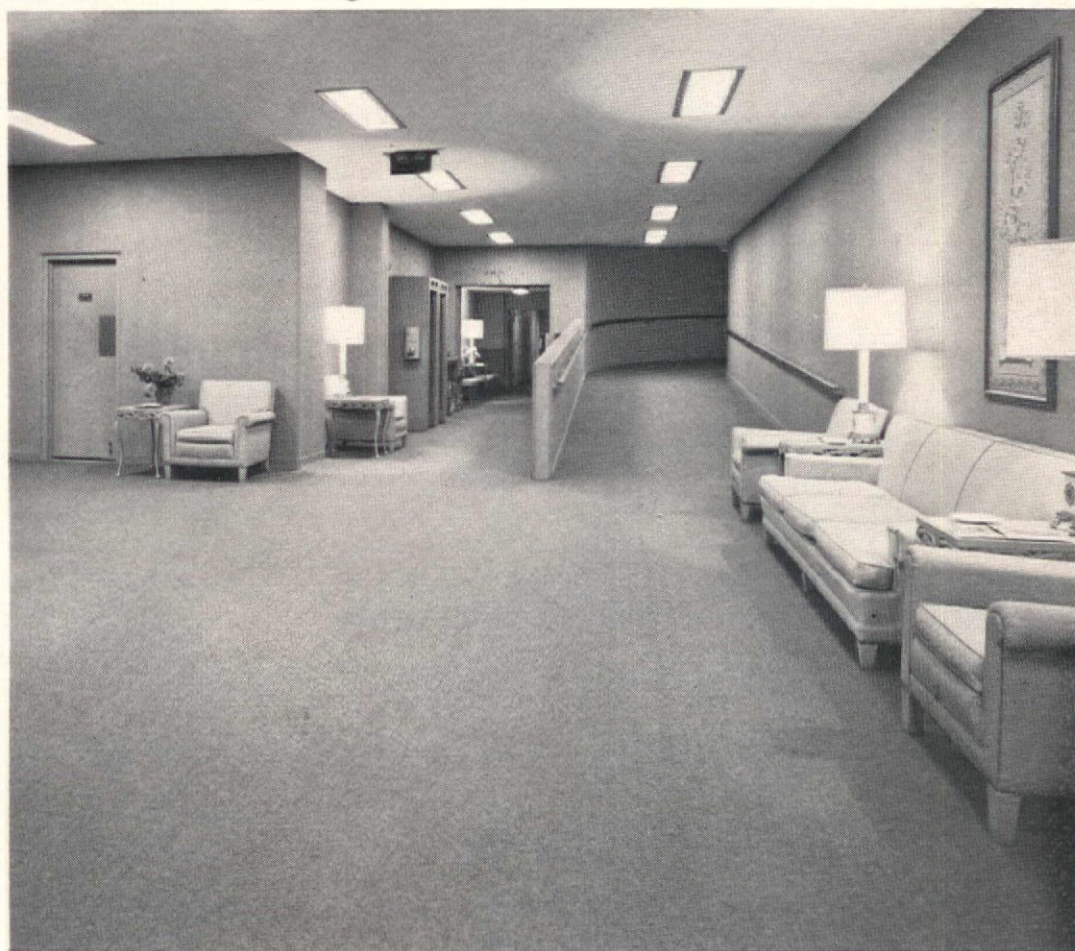
The progressive
Hospital of the Good Samaritan Medical Center,
Los Angeles, California

The man:



Eugene Allen,
Allen Brothers,
Los Angeles, California

The carpets:



Bigelows.

For the admissions office area, Mr. Allen installed specially engineered Gropoint® Cushionlok wall-to-wall, 100% snag-proof wool, woven with copper wires to ground static electricity, it also carpets the hospital's public corridors, ramps and offices.

Why do people like Eugene Allen specify Bigelow? Because they know that for every hospital, hotel, motel or commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825. Our carpet counselors will give you all the help you need in solving any kind of carpet

problem—at no charge. Simply call your nearest Bigelow sales office. Or for a colorful, free brochure on commercial carpets, write Dept. A, 140 Madison Avenue, New York, N.Y. 10016. Find out for yourself why

people who know buy Bigelow

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

Circle No. 30 on product information card

On a sheer day, you can see...

*a great new sheer collection
by Hathaway*

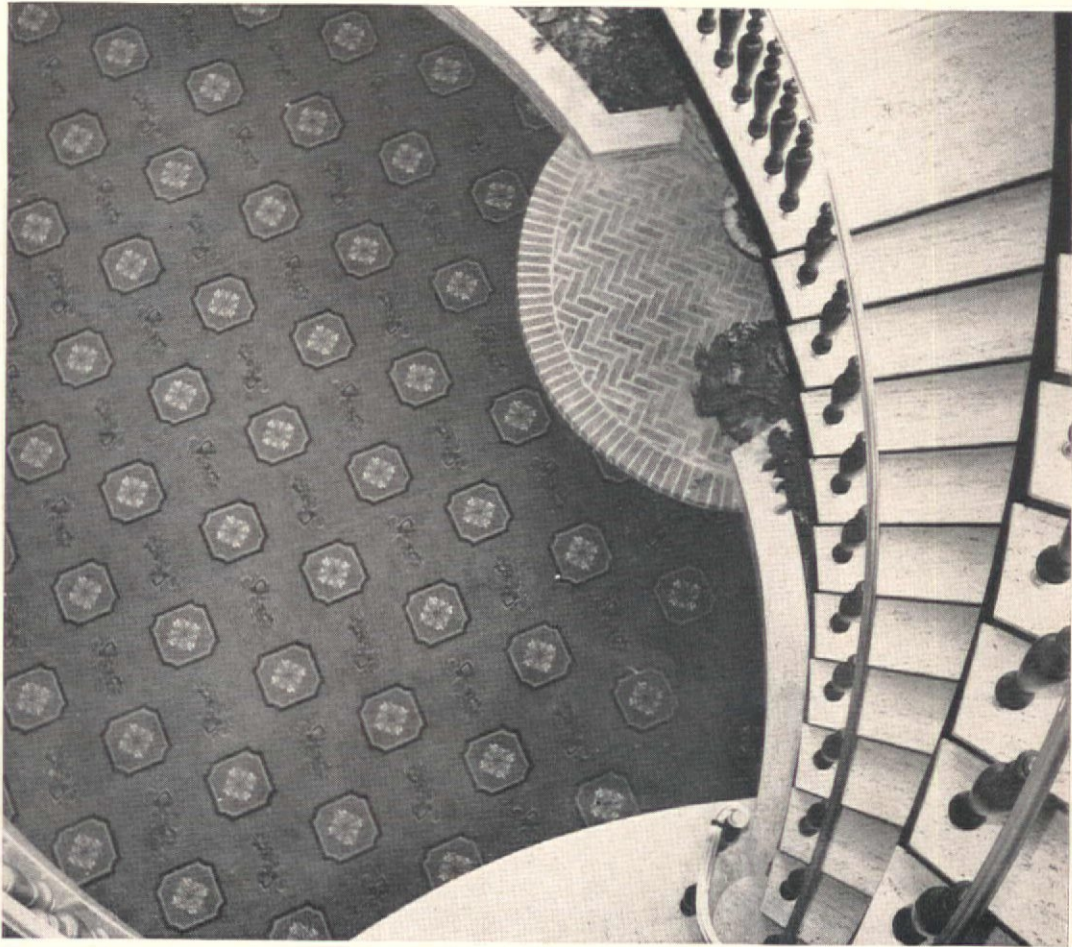
See for yourself. The most spectacular view of beautiful sheers that you're likely to notice any place in town. It's Hathaway's Sheer Collection—timed for what promises to be the biggest sheer season yet—promotable all through the house, all the year through. See exclusive prints and solids in varied constructions for bedspreads, curtains, draperies. Then see how substantially you profit once you let these versatile Hathaway Sheers go to work for you. The complete line of Hathaway Sheers are on view at 261 Fifth Avenue, in New York, Phone OR 9-8626 or at a Hathaway distributor near you.

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BERKSHIRE/HATHAWAY INC., HOME FABRICS DIVISION

HATHAWAY FABRICS AND BOURNE LININGS • NEW YORK / CHICAGO / LOS ANGELES / NEW BEDFORD, MASS.

Circle No. 31 on product information card

Expanse of carpeting, in a medallion design of the restaurant's crest by C. H. Masland, adds visual excitement to the view from the third floor balcony of the Town House restaurant on Long Island, N. Y. Circle No. 82.



CARPETING

VOLUME IN THE INDUSTRY HAS INCREASED TEN-FOLD IN 15 YEARS AS A RESULT OF NEW TECHNIQUES, FIBERS, PROMOTIONS AND MARKETING METHODS BY IRVING LEOS

FIVE years ago a carpeted bowling center was something of a novelty. Today it is the standard. Today the carpeted supermarket is an innovation. Tomorrow the supermarket with hard surface floors may well be substandard. No longer is carpet reserved for the floor of the man with his name on the door. Carpet is taking over the floors of office buildings, schools, and hospitals, to name just three.

This is happening because in little more than a decade, accelerating changes in carpet manufacture have changed carpet itself from the rich man's indulgence to the practical property manager's necessity.

As a result, while annual shipments of broadloom carpet burgeoned from 148.5 million square yards in 1960 to an estimated 295 million square yards last year, contract carpet yardage practically quadrupled. Most carpet executives, with both feet on the broad-

loom, expect this trend to continue strongly.

Here is how contract carpet yardage has been trending: 1950, less than 10 million square yards; 1960, 22 to 26.5 million square yards; 1965, between 88.5 and 103.25 million square yards. (Figures are approximate because it is impossible to pinpoint how much so-called residential carpet goes into contract applications.)

The reason for such dynamic expansion? In part the answer is in the massive marketing thrust of the synthetic fiber manufacturers, carrying carpet mills along with them into new contract carpet markets, and spurring wool interests to step up their promotion efforts in self-defense.

But this lavish missionary drive could not begin if not for the fact that there were more technological breakthroughs in carpet manufacture during the past dozen years than there had been in the previous century and a half. Among the most significant:

1. The advent of the tufting machine, obsoleting

Irving Leos, a trade authority on carpeting, was editor of a floorcovering publication for several years.



More than 44,000 square feet of Roman Tile, 100% Herculon olefin from E. T. Barwick Mills, was selected in a special two-color block design for an automobile showroom. Intaglio (above) is another of Barwick's new qualities, a Colorset pattern of two-ply twist, continuous filament nylon. Circle No. 56.

CARPETING

many looms, speeding production, and lowering costs. According to industry sources, tufting now accounts for more than 85 percent of all carpet manufactured, though the loom remains significant in the manufacture of contract carpet.

2. The entry of man-made fibers, stabilizing prices, expanding supplies, lowering costs and offering durability and cleanability at a price.

3. Extensive research and development programs, aimed at increasing the versatility of the new machines and fibers.

Automating the little old rug maker

The folklore of tufting goes back to 1895, when Catherine Evans, of Whitfield County, Georgia, made her first hand-tufted bedspread. There were crude tufting machines operating before 1930, and by 1940 there were machines 40 to 50 inches wide, used for bedspreads and terry cloth. By 1950 cotton pile carpet was being turned out on machines 9 and 12 feet wide.

The tufting machine, in effect a multi-needled sewing machine, stitches pile yarn to a backing sheet. This differs from the loom, which weaves backing and yarn together, in a much slower operation. (It's already a few years since a tufting machine needled out a mile of carpet in a single eight-hour shift.)

A sustained effort to refine this highly automated equipment has resulted in such developments as the electronic pattern attachment, wherein a pattern on a cylinder no larger than a nail keg is reproduced by the needles of the tufting machine; the sliding needle bar, permitting greater definition of pattern and texture; and most recently the Honesty machine, using hollow needles through which the yarn travels by compressed air to create pile density and, sculptured effects formerly thought possible only with weaving equipment.

For commercial use particularly, many specifiers

remain loyal to densely woven carpet, rather than tufted goods. Their feeling is that the density of the pile, plus its being woven into the backing, make for a tougher carpet. In addition, the Jacquard system permits practically infinite design variations and subtleties, which tufting is only beginning to approach. But as tufters continue to improve their equipment and techniques, they are obtaining dense pile, dimensional stability of design sophistication which enables them to compete effectively with woven carpet on a quality basis, aside from price.

Nor do innovations end with the tufting machine. Several mills now offer carpet with patterns printed in—not on—the color going right down to the backing.

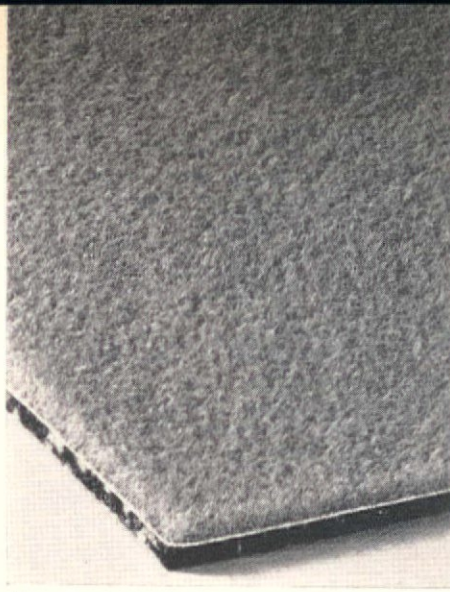
- Printing offers the economy of keeping stock "in the gray" and applying pattern as ordered. In addition, when combined with another of the newer techniques, flocking, it affords revolutionary speed of production.

- Flocking carpet is made by embedding pre-cut pile fibers in a bonding agent on a backing sheet. In solid colors, flocked carpet has a velvety appearance.

"Paste-down" carpet

Another development which has been gaining momentum rapidly is the sponge-bonded carpet. Several mills are marketing carpet with a low, dense loop pile of continuous filament nylon bonded to a sponge rubber cushion. The rubber's resilience and the nylon's resistance to soiling and abrasion are finding favor with many contract carpet users. The prevailing width is 54 inches, because it is woven on 54-inch upholstery looms. These offer the production speed and the compact pile construction desired.

Variations—wool pile, tufted pile, foam rubber or vinyl sponge backing—are cropping up in increasing number. One of the latest of these is a foam-backed nylon carpet made in the 12-foot width. While the combination of carpet and cushion in an integral unit makes for a heavy piece of goods for installation mechanics to handle, the high-density foam used in



A

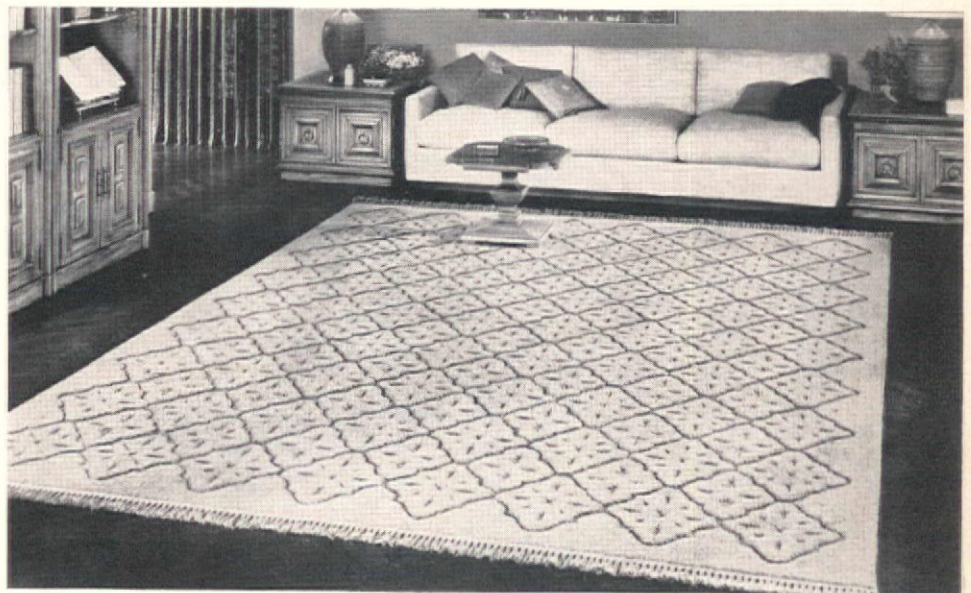


B

A Heavy duty contract carpeting from Verti-Pile is a flocked velvet. The fibers are pre-cut and distributed evenly in all direction, eliminating "rows" that break up pile uniformity. The all-direction pile is very suitable for dye cut tiles, stair pads, or other specially shaped carpet installations. Circle No. 57.

B One of a large group of 1966 qualities from Magee Carpet Co. is Plaza Del Rey, in Acrilan, random-sheared in a scalloped design. It is stocked in fifteen colors, in 12 and 15 foot widths. Circle No. 58.

C Burlington's new line of moderately-priced area rugs feature geometric patterns of Mediterranean influence. The cut and loop pile is a blend of Kodel polyester, a new fiber from Eastman Kodak, and nylon. Circle No. 59.



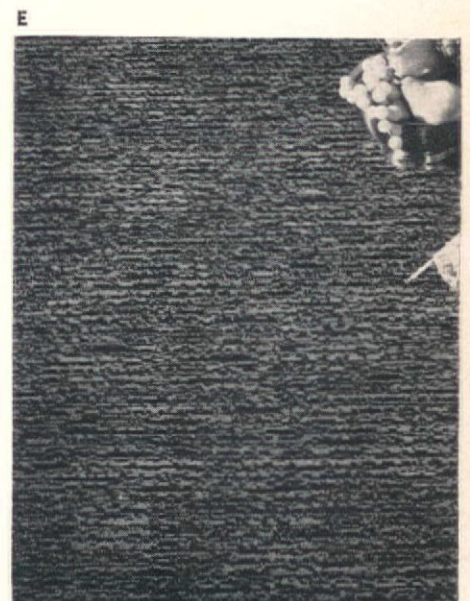
C

D Brampton by Gulistan Carpet Co. is a loop pile of 100% Herculon olefin fiber, a growing name in contract carpet content. The fiber offers excellent resistance to heavy foot traffic, is moisture and dirt resistant, and virtually static free. Circle No. 60.



D

E Forward Look, one of four new 1966 lines from Downs, is a Wilton pattern of 100% Acrilan. The two-tone design has a soft striated effect, the result of working rows of cut pile against rows of loop of different heights. Forward Look comes in nine colorations. Circle No. 61.



E

CARPETING

this product is said to keep it from being unwieldy. Speed of installation is another benefit offered by these types of carpet, since they simply are cemented to the subfloor.

The cost of care

A key subject, and one over which carpet and fiber interests have locked horns with hard surface floor makers, is that of maintenance cost. The American Carpet Institute's figures, based on a study summed up in its report, "Cutting Costs With Carpet," have been a powerful lever for moving carpet into areas formerly sacred to vinyl asbestos tile, terrazzo, and sheet vinyl. Hard surface groups have come up with their own studies aimed at refuting ACT's figures.

Without getting bogged down in such details as the life expectancy of a dust mop, one development quietly expanding in major market areas around the country has impressive implications. An increasing number of companies throughout the land are offering carpet to contract users on a lease-maintenance basis.

Typically, they offer to install carpet and maintain it for five years at a cost equal to what the user would pay just for maintaining hard surface floors. Working with a minimum installation of 500 yards,

they can pay for the carpet, maintain it for five years, and earn a profit, due to the savings on maintenance resulting from the use of carpet. Some of these programs are based on the use of a sponge-bonded nylon, but a West Coast firm is cultivating the school market, using carpet made of acrylic fiber.

Tonnage from test tubes

The explosive growth of the carpet industry is due in large part to the nearly simultaneous appearance of the broad tufting machine and of synthetic fibers. The growth of these fibers is even more dramatic. Consider these figures from the American Carpet Institute, comparing fiber usage for broadloom in 1960 and 1965:

Nylon—1960, 43 million lbs.; 1965, 208 million lbs.

Acrylics and Modacrylics—1960, 15 million lbs.;
1965, 120 million lbs.

Rayon—1960, 25 million lbs.

Polypropylene and Rayon—1965, 25 million lbs.

(Practically all polypropylene)

Polyester yarns have just begun to make their way onto the market in broad carpet.

In the meanwhile, wool dropped from 163 million pounds in 1960 to 115 million pounds in 1965.

All the above data are over-all figures: it is im-



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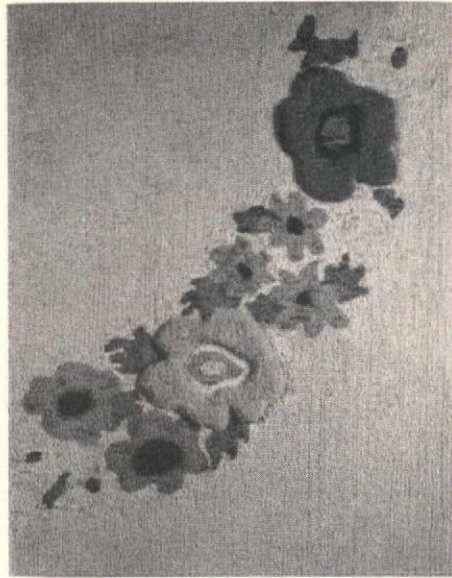


A. Before 1965, a carpeted supermarket was unheard of. At Lofino's, in a Dayton suburb, store is completely carpeted in Pastoral, a Densylon carpet from Commercial Carpet Corp. Circle No. 62.

B. Even spikes of golf shoes won't harm this sturdy carpet from Ozite—Town 'n' Terrace of Vectra polypropylene olefin fibers. The indoor/outdoor quality can be cleaned by broom or vacuum. Circle No. 63.



C



D



E

C. Eight 1966 lines from Callaway include unusual sculptured designs, five in nylon and three in Acrilan. Samoa, a profusion of tropical flowers in three levels, has lively surface interest, as do Bayshore and Windsong, two of the other recently introduced qualities. Circle No. 64.

D. A screen print linen fabric was the design source of the border pattern on a new Color Pageant area rug from Greeff Fabric's carpet division. The rug, which coordinates with the fabric, has a tight loop wool pile with an embossed cut and loop border. Circle No. 65.

E. A new contract carpet from Bigelow-Sanford is a tightly tufted acrylic fabric. Brookdale has a level loop pile that offers excellent crush resistance, has good bulk and wears well—in a choice of eleven tweed colorations. Circle No. 66.

F. James Lees & Sons executed the rug for the executive dining room of the Fulton National Bank, designed by Suburban Living of Atlanta. The field is blue, the border, ship's wheel and anchors in a green rope effect. Surface yarns are 100% wool. Circle No. 67.

F





A



B



C

A. Monarch's research department has developed a new texture for Colorset carpets, as seen in Chateau, one of the new qualities. The surface appearance is similar to needlework stitching found in Old World damask rugs. The low, densely packed, two-ply twists of continuous filament nylon offers the firm support and wearability needed for contract installation. The pattern, a contemporary adaptation of a damask, can be selected in six colorings. Circle No. 68.

B. Wall-to-wall carpeting doesn't necessarily mean on floors. Luxury Turf from Crown Tufted lines the walls of the New York office of the NSID—a pleasing background for pictures exhibited on the corridor walls. The quality is a plush velvet pile of Herculon's olefin fiber. Circle No. 69.

C. Triode, a new quality from Loomtex Mills has a random loop pattern in three pile heights of 100% Caprolan. The high pile is sheared to a plush. Triode qualifies as a certified Caprolan gold label product. Circle No. 70.

CARPETING

possible to break down fiber use in contract carpet. Nor should conclusions be drawn as to the merits of a given fiber for contract carpet use, solely on the basis of the foregoing poundage estimates. There isn't a fiber in existence which couldn't be made into a piece of shoddy. Further, there are excellent carpets of every fiber that would be completely wrong in specific contract applications.

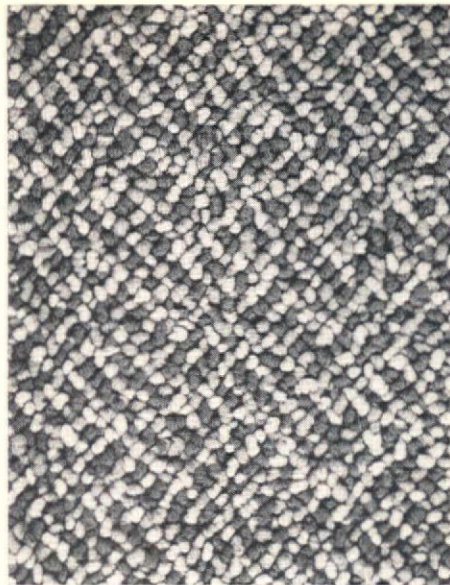
What then can be said definitively about the respective fibers? Why the proliferation of such esoteric terms as acrylic, polyester, polypropylene?

The fact is that every fiber now being used has specific benefits to offer, along with its limitations. Knowing these can help in judicious selection of contract carpet. Following is a summary of key characteristics of fibers used in contract carpet. It is important to bear in mind that the fiber is one of three crucial factors in determining a carpet's performance. The construction of the carpet and the quality of its installation are no less fundamental.

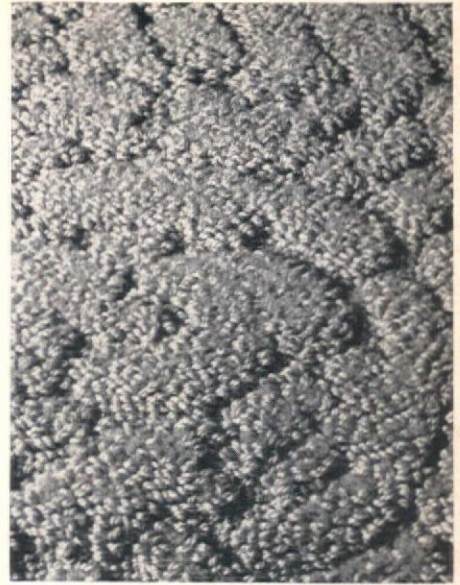
Acrylic—The most wool-like of the synthetics in appearance and hand; superior resilience and cleanability; hydrophobic; non-allergenic; resistant to moths, mildew and static buildup. Major brand names: Acrilan, Creslan, Orlon, Zefkrome. *Note:* Modacrylic fiber, akin to acrylic, though less than 85% acrylonitrile, often is blended with acrylic. Major brand name: Verel.

Nylon—the toughest all-around fiber; superior abrasion resistance and resilience; excellent water resistance; some types cross-dyeable for multi-color effect in single dye bath; tendency to static buildup, though some types have managed to reduce or eliminate this. Brand names: Antron, Caprolan, Cumuloft, DuPont Enkaloft, Qulon.

Polypropylene—Highly water-resistant and static-free; superior bulk and coverage because of low specific gravity; easy cleanability and low soilability; resilient; mostly solution-dyed; low melting point.

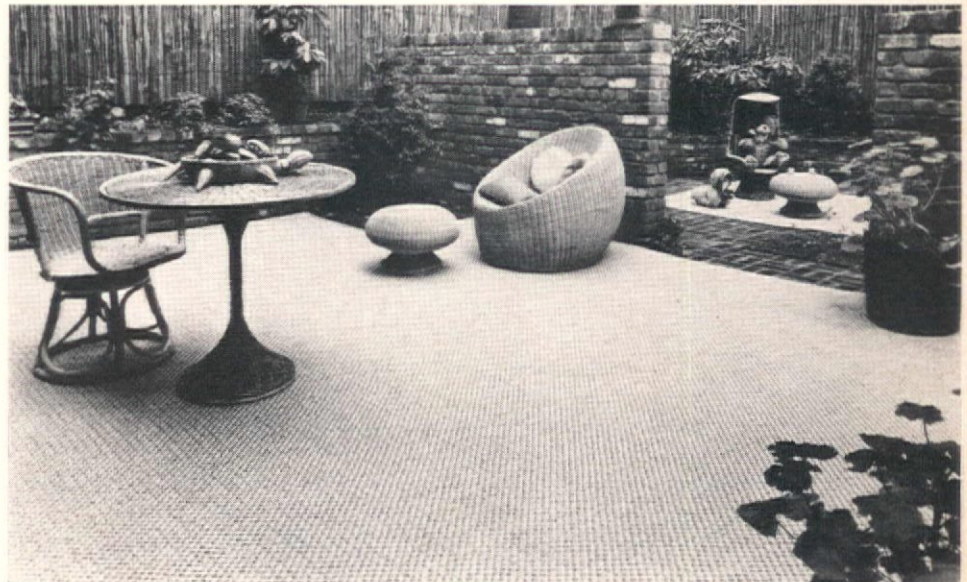


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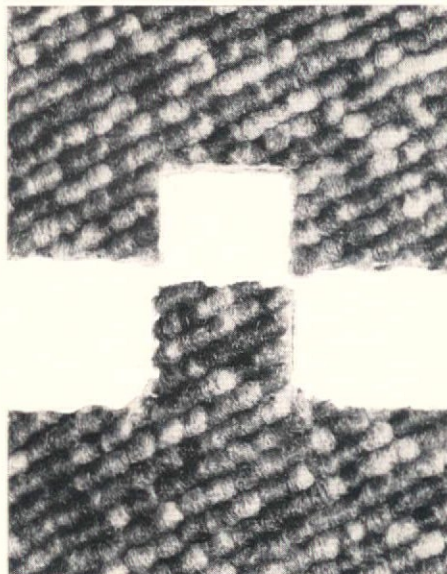


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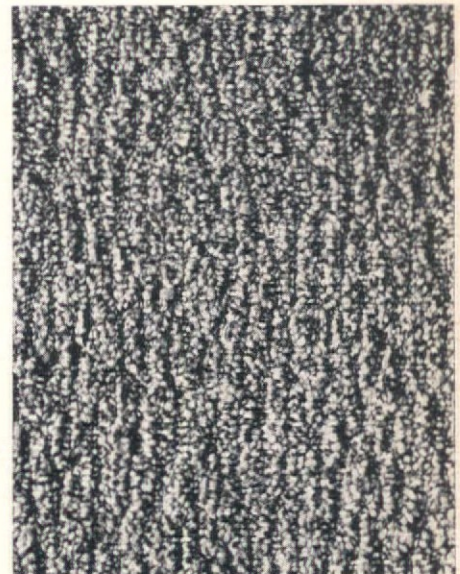
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G



H



D. The first carpet made of Antron nylon, Du Pont's heavy-duty carpet fiber, is a densely packed contract grade from Cabin Crafts. The yarns are boldly treated in a three-color loop construction. Circle No. 71.

E. Philadelphia Carpet Co. is showing four new carpet lines that reflect its research into the influence of texture on color tones. Of the four, there are shag carpets of 100% Acrilan pile, frieze shags of heat-set nylon pile, random-sheared mosaic patterns of continuous-filament Cumuloft nylon, and an all wool, Classica (shown) with swirls of tip-sheared and loop-pile in two pile heights. Circle No. 72.

F. A new Deltax quality is at-home out of doors as well as in. Acapulco is a textured, multi-colored woven rug that is fade, soil, and stain resistant. It sweeps, vacuums, or hoses down for cleaning, is reversible for double wear, and standard in five colors. Circle No. 73.

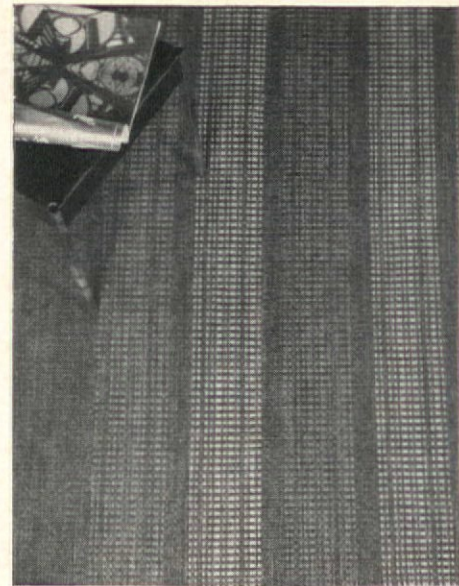
G. A sturdy carpet by DuKane Textiles is dense, 3-ply nylon tweed yarns engineered for easy installation with no seams. Ends butt firmly together and a foam backing cements to the floor. When replacement is needed, the carpet may be cut and a new piece inserted—the incision is invisible. Circle No. 74.

H. Coronet introduces six new qualities for 1966. Kinsdale, a ripple textured contract grade (shown) and five of Acrilan, Herculon, and other popular fibers. Circle No. 75.



A

B



A. To complement the French traditional furnishings of its lobby, Sherry Netherlands Hotel in Manhattan wanted a luxuriant carpet of period design. Simon Manges specially designed a thick, cut 100% wool pile in tones of regal red. Circle No. 76.

B. Along with high pile Rya rugs, Scandinavian Marketing Associates imports a flat weave, reversible design, Kinna, of 55% virgin wool, 15% goat's hair and 30% rayon. Circle No. 77.

C

D



E



CARPETING

Brand names: Herculon, Marvess, Polycrest, Vectra.

Polyester—High resilience; hydrophobic; excellent resistance to soiling and abrasion; excellent texture retention. Major brands: Dacron, Fortrel, Kodel, Vycron.

Wool—Strong and versatile fiber with excellent cleanability and texture retention. Though it absorbs water, this reduces its attraction for oily stains. Practically all wool carpet is permanently mothproofed in manufacture.

Where there's a floor, there's a market

Fiber sources and carpet mills have marshalled manpower and marketing strategies to open new applications for the products of their research. Aiding their efforts are such persuasive publications of the American Carpet Institute as:

Sound Conditioning With Carpet. A report based on work by the Acoustical Laboratory of Columbia University and the Bureau of Standards laboratory. This shows that typical contract carpet is an acoustical material, with a noise reduction coefficient of .55. It also reports that carpet absorbs ten times the air-borne noise that any other floor covering does, and that carpet is the best absorber of impact noises.

Excellence and economy. Spelling out the benefits of carpeting as demonstrated by installations made in

three public schools. These and other materials are used with telling effect at conventions and conferences of educators, hospital administrators, librarians, hotel owners and so on.

Auguring well for such efforts are the growth of school construction at the rate of 120,000,000 square yards of floor space per year; the trend toward open planning of schools, making noise control imperative; and the growing recognition of tangible dividends from the psychological benefits offered by carpet. To wit, improved patient morale in a carpeted hospital room can speed up recovery, enabling the hospital to handle more cases in a given period. Noise reduction in an office can boost productivity of personnel. The atmosphere created by a carpeted classroom can foster better student attitudes, and incidentally, lower housekeeping costs.

Carpet now extends beyond wall-to-wall confines. Today several prominent manufacturers offer carpet designed for outdoor use. Some are turflike, others grasslike, and still others are more like a thick and springy felt. Made of polypropylene, saran and acrylic, these are being installed around swimming pools, on putting greens, patios, marina docks, play areas and other outdoor expanses.

Off-beat applications of carpet to walls and ceilings are also to be found. But with all the acres of floors available for carpet, the industry can be expected to concentrate on this prime market, to continue its spectacular growth. (C)

C. Roxbury is offering a selection of handsome contract qualities in a number of fibers, among them wool, Acrilan, Herculon olefin, and nylon. Colour Point, one of the new lines, is a multicolor tweed in a homespun weave of 100% wool. Circle No. 78.

D. Tumbleweed from Thomas Pride Carpet Mills is one of the first qualities to be made with Allied Chemical's new twist-set Caprolan nylon yarns. A deep cut pile in a two-tone texture, it comes in 15 multicolor tones, 12 and 15 foot widths. Circle No. 79.

E. Ruggedly designed for pro rooms and locker rooms is a special line, Country Club, from Hardwick & Magee. A blend of 70/30 wool and nylon, the series features a grid-like pattern in two tones of red. Circle No. 80.

F. Carpeting in a bold custom-designed pattern swirls through the corridors of the Los Angeles Club. V'Soske prepared the carpet to specifications of Heinsbergen Decorating Co., who planned the club's decor. Circle No. 81.

F





FLORIDA POWER & LIGHT: A CASE STUDY

Three-year research program results in \$100,000 outlay for carpeting of new general office building in Miami. By Paul Einstein

ALTHOUGH many industry studies on the relative merits of carpeting versus hard surface flooring are available, Florida Power & Light recently conducted an exhaustive analysis of its own in order to determine effective methods of reducing maintenance costs. The study was launched almost three years before FP&L moved into its new four-story general office building in Miami, headquarters for the utility's top executive staff, as well as accounting and engineering sections.

Result of the study was an investment of more than \$100,000 for 100 percent wool carpeting, installed in just about all offices and work areas in the acre-square structure. In terms of economy, FP&L estimates a sizable \$21,000 per year savings in maintenance costs alone, and cites such major advantages as attractive appearance, economies permitted in construction, and reduction in noise.

Carpeted areas included 10,428 of the 17,333 square yards of usable floor space in the building. Left uncarpeted were kitchen, restrooms, first and second floor lobby and corridors, service elevator, storage and file rooms, and computer room.

While the study indicated the initial cost of carpeting to be approximately three times the cost of hard surface flooring, it also stated that the annual cost of maintenance on a hard surface floor, such as vinyl asbestos tile, to be about three and one-half times as much as the upkeep on carpet. Taking into account the life expectancy of carpet and the annual savings possible on maintenance, FP&L calculated that the cost of carpet would pay for itself in about five years.

In view of these factors, carpeting proved the overwhelming choice of the utility officials. The next question was what type, or types, of carpeting would be most suitable for the needs of specific areas. After reviewing the performance and appearance characteristics of both natural and synthetic fibers, officials decided on wool for two reasons. Wool, they maintained, would (1) retain its original appearance longer and would (2) "spring back" after traffic.

Specifying appropriate grades

Recognizing that different traffic patterns in the various areas would require different types of carpeting, several grades and qualities were specified in terms of specific needs. For offices, an 8-row velvet weave was chosen, with a more durable 9-row velvet weave for the third and fourth floor corridors and elevators, and a two-ply Wilton grade or equivalent for cafeteria dining room.

Explaining the reasoning behind these selections, FP&L executives said: "We should normally expect approximately a 25 percent increase in wearing quality from the 9-row over the 8-row carpet, with an 8 percent increase in cost, but we could not justify either the use of 9-row throughout, or 9-row in the office and 10-row in the corridors."

The two-ply Wilton for the cafeteria was specified "because it adapts itself to multi-color patterns and has the higher wearing qualities needed in a facility of this type."

The specifications called for 8,422 square yards of 8-row "Grospoint or equivalent" carpet for the offices and

1,162 square yards of 9-row "Grospoint or equivalent" for the corridors, both in 15-foot widths. They called for 712 square yards of "Wilton grade or equivalent" carpet with a 9-foot width for the cafeteria.

Six dealers submitted proposals on carpet from eight manufacturers. The successful bidder was Miami Rug Co., with bids of \$7.41 per square yard on 8-row; \$8.10 per square yard on 9-row; and \$12.95 per square yard on Wilton.

The bid called for Lees Bondsett quality carpet. It averaged out to \$9.87 per square yard, or a total of \$81,039.62. Cushion costs were \$9,500, or 95 cents per square yard. Jute stuffer and jute filler were used. Installation costs totaled \$7,960; the 3 percent state sales tax amounted to \$2,954.99; the performance bond cost \$197. Total contract price: \$101,651.61. FP&L executives included spare carpet for future replacement and maintenance in the bids. It amounted to 10 percent of the 8-row and 9-row carpet and 15 percent of the Wilton carpet. Cost of the spare carpet amounted to \$9,000.

Purchase of the carpet was handled directly with Miami Rug Co., instead of going through building contractor Wesley Construction Co.

A decision was required by the utility on Lees Bondsett quality carpet as opposed to a lower bid submitted or carpet by another mill. The company decided on the Lees carpet because it had 9 percent more wool face yarn and 7½ percent more total carpet weight per square yard.

For maintenance purposes, FP&L officials decided on a green, blue, and



Florida Power & Light's new four-story general office building in Miami was designed by architect Robert Law Weed, of Weed-Johnson Associates. Interior designer was Vern Currie, AID, of Richard Plumer Business Interiors. All-wool carpeting, at a cost of more than \$100,000, was installed after a three-year study convinced officials that carpeting would be more economical than hard surface flooring. The cafeteria-dining room (above) is covered with 712 square yards of Lees Bondset two-ply Wilton grade carpeting, selected by company officials because of its high-wearing qualities and adaptability to multi-color patterns.



Even the drafting room (left) was carpeted, much against the advice of company architects, who feared the carpeting would be ink-stained within a week. They were, happily, proved wrong. The same Lees Bondsett in offices, except in more durable 9-row velvet, is used in heavily trafficked areas, such as corridors (above). Directors board room (right) is enriched with Karastan's Barsaleau carpet, in Spanish sienna, to complement the fine furnishings. Here and in executive and general offices, prime sources of furniture include Thonet, Barnard, Simons, Steelcase, and Dunbar. Where possible, local suppliers were called on for special detail work.

CARPET CASE STUDY

holly colored carpet for the offices and corridors. In the 282-seat cafeteria dining room, the dark brown carpet has a pattern of large squares filled with small squares in shades of blue and green.

Performance reports from other firms

The long study by FP&L on carpet versus vinyl asbestos tile embraced an investigation of experiences of some of its biggest customers, including Burdine's Department Stores; Lynch Properties, owner of hotels; Wometco Enterprises, operator of a chain of motion picture theaters; the Dade and Brevard County Boards of Public Instruction; University of Miami; and the Polly Davis Cafeterias.

Cleaning contractors were contacted for their opinions as well as represen-

tatives of the carpeting and vinyl tile industries. Published articles on the subject were scrutinized.

Reaction was varied. Burdine's told the power company that it preferred carpet to vinyl asbestos tile in all areas where it could be used, since it will pay for itself in savings in cleaning over the expected 15-year life of the carpeting. The department store chain recommended a synthetic carpet in preference to wool.

Lynch Properties said it had standardized on 100 percent wool carpet in lieu of synthetic or composition carpets because of wool's ability to retain its colors and its resilience. Synthetics do not spring back as well, the hotel operator said. It recommended a short nap pile for FP&L. Lynch uses Wilton carpet in public areas and Axminster cut pile carpet in guest-



rooms "because it is softer when walking in bare feet."

Wometco Enterprises reported it has used some synthetic carpet with a 32-ounce rubber underpad for more than ten years in some of its theaters. It utilizes vinyl asbestos tile in some offices, but "we have had a great deal of trouble with deterioration of this flooring from spike heels."

Polly Davis Cafeterias, on the other hand, recommended the use of vinyl asbestos tile rather than carpet. The firm, which uses tile and carpet in its cafeterias, said it can obtain only three or four years of life from a wool carpet in heavy traffic aisles but it gets 12 years or longer wear in other areas. The company is constantly changing table arrangements to relocate traffic aisles. Maintenance of carpet is higher than vinyl tile, the company said, be-

cause it must vacuum after each meal and dry clean twice a year.

Ernest Gaw, president of Janitorial Services Inc., told FP&L that it "will save approximately \$13,000 per year on maintenance of 100,000 square feet in comparison with vinyl asbestos tile. On this basis, carpet will pay for itself in 8 to 9 years."

The Dade County Board of Public Instruction has ordered carpet for classrooms and libraries in four new elementary schools and the new Miami-Dade Junior College Learning Resources Center.

The Brevard County Board of Public Instruction, which teaches the children of space-age scientists at Cape Kennedy, has made extensive study of various types of floor covering. A. T. Olsen, director of maintenance and construction, said the school system

has settled on U.S. Royal Vinal carpet, which it is installing at \$6.29 per square yard. "We have also in use in our county wool carpet at \$12.50 per square yard and nylon carpet at \$10.85 per square yard."

The University of Miami, which has DuPont 501 nylon carpet installed in its executive offices, said it was very satisfactory from the standpoint of appearance and maintenance.

American Building Maintenance Co., recommended the installation of vinyl asbestos tile by FP&L with a short nap carpet for executive offices.

Appraisal of these reports and evaluation of comparison figures finally led to the huge expenditure in carpeting. For all practical purposes, officials consider their new headquarters "a carpeted office building" — and are happy with the results. (C)



PARTITIONS

THE GRID IS STILL THE RULING ARCHITECTURAL FORM, AND IN THE VAST OPEN SPACES OF TODAY'S BUILDINGS, PARTITIONS OF ALL TYPES HAVE A GREAT PRESENT AND FUTURE MARKET

ALTHOUGH the international Bauhaus style may be considered a cliché today, it nonetheless remains the dominating architectural design idiom, its influence made even more forceful as a result of advances in construction techniques and methodology, to say nothing of its economic appeal to a realistic business community.

While theorists are incessantly searching for new architectural forms to enclose space, the grid is still the ruling favorite. Gone are most of the cumbersome, cluttering, and restrictive loadbearing walls; instead, the interior shell has been completely opened up, providing the occupant with almost unlimited flexibility in dividing the space to suit not only his current needs, but also his requirements for future expansion. And in today's market of high construction and rental costs, efficient use of maximum space is an economic necessity.

As part of the planning program of new commercial and institutional spaces, particularly in the modern office, planners and designers rarely approach the project with a rigid, one-time solution in mind, but rather with a long-range scheme incorporating enough flexibility so that the working space can be rearranged as personnel is increased, or as operational procedures change. It is at this point that movable partitions and wall systems are considered and recommended.

During the course of a space assignment, designers think seriously about partitions at least twice—once very early in the task, when they must organize the space to make it work efficiently, comfortably, and economically, and then toward the end of the job, when they select and specify furnishings. On initial price alone, partitions cannot compete with plaster and gypsum block walls, but with this

consideration aside, there is hardly a comparison. Designer J. Gordon Carr of the firm that bears his name feels that partition system manufacturers have been improving the quality and assailing the high prices at the same time.

Designers whose job it is to review developments in the manufacture of partitions are impressed by the fact that in a relatively short time partition systems have acquired characteristics and dignity all their own. They are no longer considered make-shift or temporary solutions, but wall forms in their own right, which do what the traditional wall does and very much more. The partition system's versatility is such that it can provide a sober and stately background, or an environment in which color and light prevail.

Partition systems not only offer easier movability without dirt, grime, and noise, but good looks and func-

A Partitions create a crisp atmosphere in IBM building, Minneapolis, by means of American Saint Gobain's Huewhite glass. Circle No. 85.

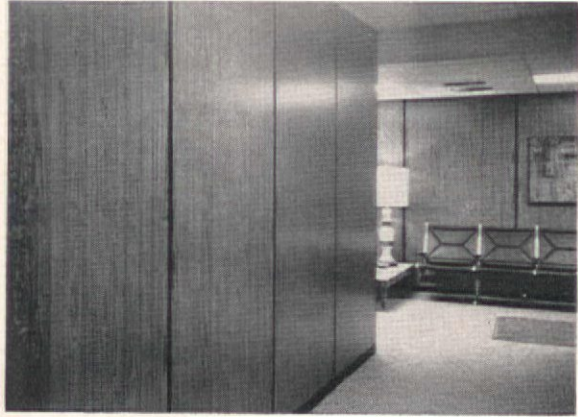
B Durability is assured with Goodyear's Videne polyester film on systems by Modern Partitions. Many solids and 16 woodgrains are available. Circle No. 86.

C Rolscreen's Pella wood folding partitions set off display rooms of toy firm. Circle No. 87.

D Modernfold Woodmaster 800, by New Castle, features solid laminate 8-inch panels joined with extruded vinyl hinge. Circle No. 88.

E National Gypsum's Contempo Wall demountable system includes three wood patterns. Snap-on battens and corners are demonstrated. Circle No. 89.

F Easily erected modular system by U.S. Plastics can be varied by combining solids with Glasslites. All facings are bonded to kraft honeycomb core, making partitions structural and loadbearing. Circle No. 90.



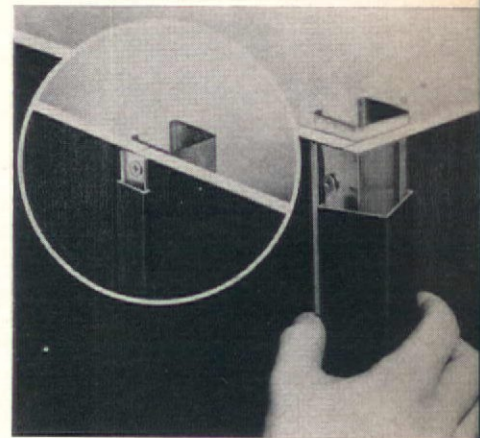
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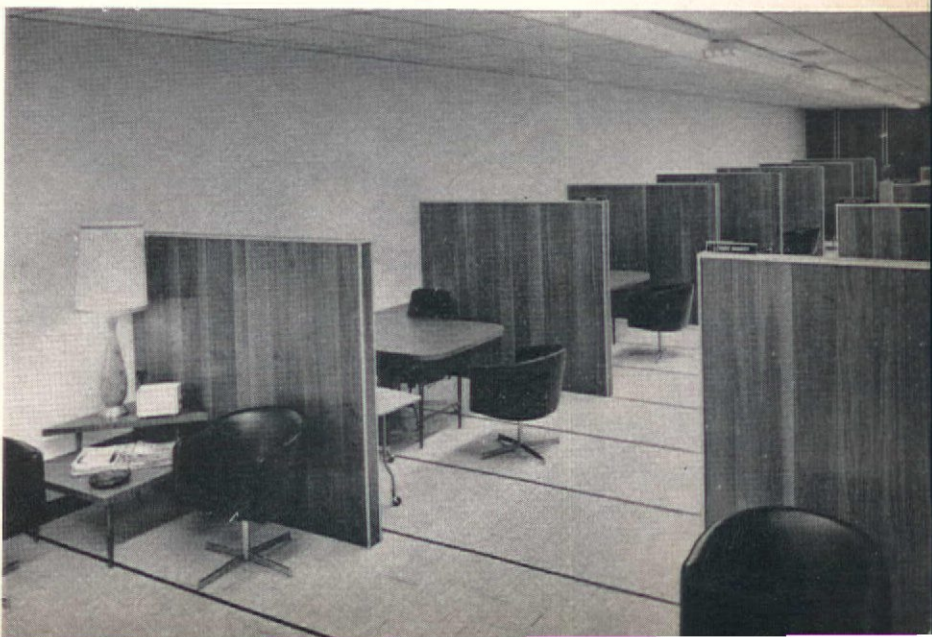
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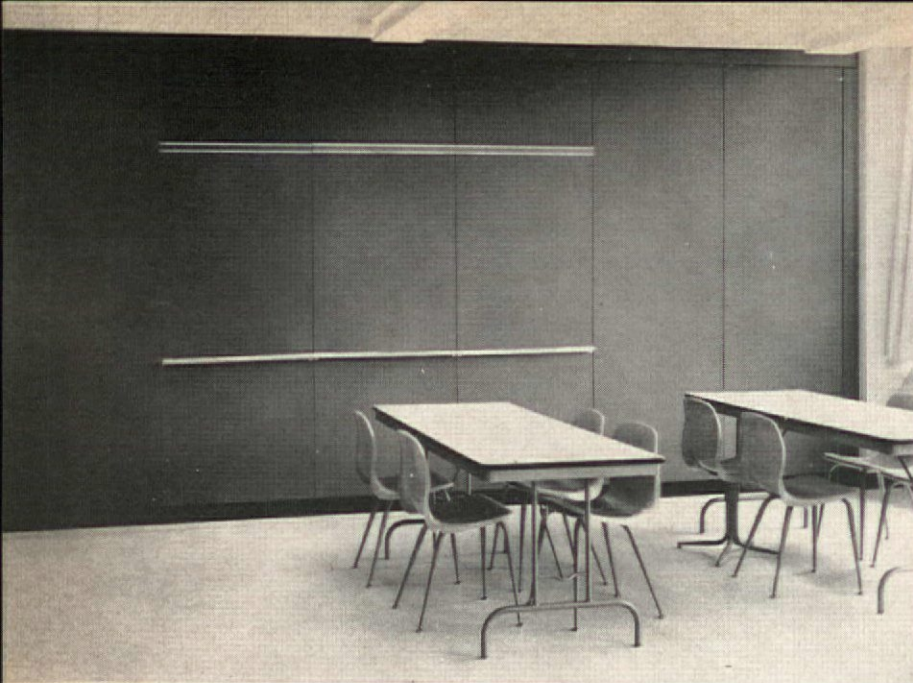


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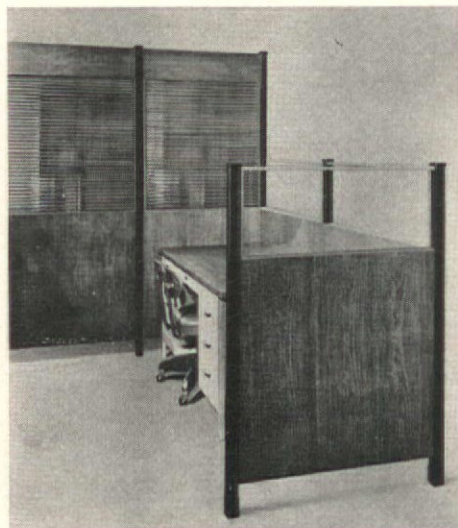


tional benefits too. One can get a clean straightforward look in a series of floor-to-ceiling panels that not only offer simplicity but also impose an order and rhythm to the space. When simplicity is not enough, the partition panels may be altered to suit any taste or create any number of effects—from sedate to decorative, from airy to elegant. A company that specializes in versatility is New Castle Products, Inc., makers of Modernfold partitions. New Castle boasts a long line of operable and folding walls that will virtually fit every application.

Panels of a partition system may be alternated from glass to wood, or from wood to fabric, adding not only variety to the decor, but also light if glass and other transparent or semi-opaque materials are used. Partition walls can be filled with sound-absorbent materials for acoustic control; these walls pretty nearly measure up to the sound



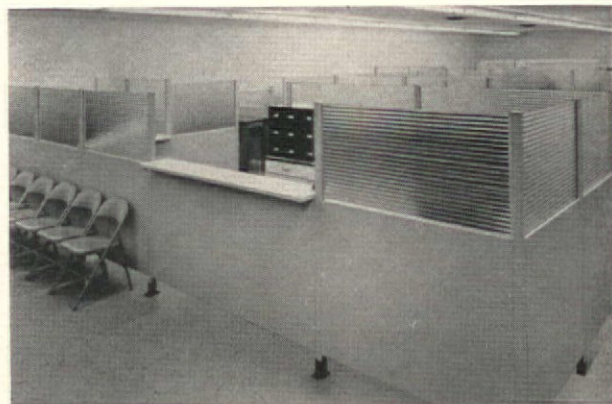
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PARTITIONS

control achieved with plaster walls, and some manufacturers even claim to outdo plaster walls acoustically. Moreover, electrical outlets can be set in the posts of the partition system, making it possible to carry these facilities along with the wall when it is moved.

While the standard movable partition systems on the market offer a wide variety in appearance features, there is no one partition system on the market that could possibly fit all building modules because modules are, of course, set by any number of conditions—from pre-cut lengths of building components to lengths of fluorescent lamps. No mass-produced partition system under 15 dollars a linear foot will overcome the many potential problems a partition system encounters—noise, irregular ceiling heights, corridor lengths, and the ubiquitous “unusual fit.” On top of this, one must add the varying fire laws and building codes. Some laws insist that partitions prevent the spread of fire for various periods of time; other laws are not so much concerned with the spread of fire as they are with the spread of smoke.

In an effort to deal with these problems, most good partition systems that hit the market today are not only equipped with elaborate mechanisms to adjust partitions to irregularities,

A AirWall 300 by Hupp Corp. with chalkboard facings divides classrooms in Deerfield, Ill. Circle No. 91.

B Hard-surfaced partition for YMCA is Holcomb & Hoke's FolDoor Medalist. Circle No. 92.

C Free-standing steel partitions by Rockaway, have easily assembled panels and posts. Circle No. 93.

D Kwik-Wall panels quickly lock in place against ceiling by turning device to raise top. Circle No. 94.

E Flex-Wall by American Sanitary Partition Corp. comes in 32 colors, predrilled for wiring. Circle No. 95.

F New data processing complex combines two of Adalock's 32 series of Thinwall partitions. Circle No. 96.

G Hauserman's low-cost Co-ordinator Double Wall comes in several standard widths and heights. Circle No. 97.

but are also manufactured with materials that stand up to some of the strictest fire codes. Of course, as the old saw goes, you get what you pay for.

Recently, however, E. F. Hauserman Co., traditionally a high-quality supplier, added to its line a practical metal movable wall that sells at low initial cost. By eliminating some costly manufacturing and engineering expenses and using simple versatile components, produced with a high degree of standardization, the partitions can be adjusted at the job site to the heights and widths that meet very many conditions.

Called the Co-ordinator Double Wall, Hauserman's system is designed so that each post receives two identical steel panels with gypsum core laminated to both sides. The panels arrive at the job site with a baked-on prime coat, ready for painting, which makes it possible to delay color choice until after installation. The decor may be varied by using color, glass, vinyls, or other wallcovering materials. Accessories such as shelves or pictures can be hung from panels with standard picture hooks. Wiring and other electrical services are provided for with openings in the posts and panels.

U.S. Plywood, by minimizing the number of parts and designing them

so that they will fit a wide variety of installations, has been able to offer its Designer Wall/6 at a low price. The name is derived from the fact that the system consists of only six basic framing members—an H-shaped post; a half-post used as a ceiling channel starter or railing for a low-rail bank screen; an insert for glass; a floor channel; a panel support; a painted steel base cover. Panels for the system can be made of a large range of stock products such as Hardply, Glasweld, fiber glass, prefinished plywood, or Micarta-faced panels. Designer Wall/6, U.S. Plywood says, can be installed at prices starting at 16 dollars per linear foot, compared with 25 dollars and up for many other movable wall systems.

Of course, the choice of a particular system depends upon the job requirement as well as the client's budget. If noise abatement is a prime concern, the available system should be scrutinized for the degree of sound control it provides, and here special attention should be paid to the tightness of the seal at the floor, ceiling, and joints (both vertical and horizontal). Furthermore, there should be as few joints in the partition as possible and those that exist should be sealed. Glass will not retard sound as effectively as gypsum nor is steel as good as plaster, but since scientists have not yet been

able to determine just how much sound is noise, it is not easy to solve the problem with a partition.

In schools, where flexibility and sound control come before appearance, the designer normally selects a partition system on how well it will isolate sound; that is, does it limit the intelligibility of speech from one room to another? Before making his decision, the designer must determine how much acoustical privacy is needed.

In northern schools, for example, more speech privacy is needed between rooms than in southern schools where open doors and ventilation louvers "mask" sound. This is sometimes referred to as "acoustical perfume" and it is important in any consideration of speech privacy because it tends to cover intruding noises and reduce the intelligibility of speech from adjacent rooms. Of course, requirements for aural privacy in music rooms are substantially higher than if speech privacy is the major concern.

Team teaching programs require school space that can accommodate student groups of various sizes (from 200 to 2) and this space must be able to change many times over during the school day to hold large and small groups. Operable partition systems of many kinds have been manufactured that enable schools to divide

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PARTITIONS

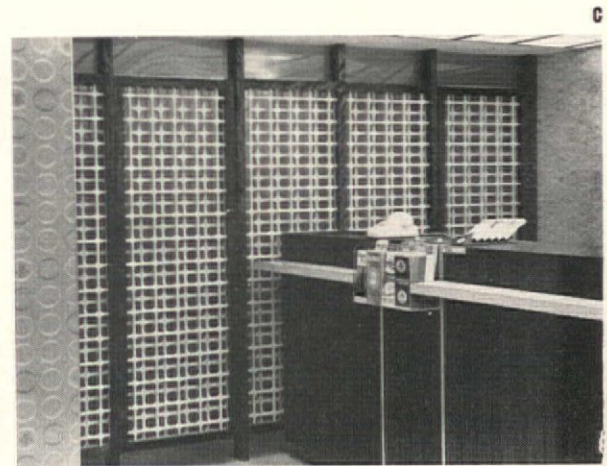
and expand space at will, so that a lecture given to 100 students can be delivered in a room that minutes before held 10 students.

Movable walls constructed of any number of materials — steel, wood, aluminum, accordian vinyl—have been employed by designers with team teaching assignments. In the Lamphere School District in Madison Heights, Michigan, a suburb of Detroit, four kinds of movable partitions have been installed in the elementary and senior high schools.

In the elementary school, movable "air walls" between the central work-room and the self-contained learning areas have been installed. The air walls, produced by Airwall Inc., a subsidiary of Hupp Corp., are a series of 3½ feet by 8½ feet lightweight wood panels that fit tightly together and are held in place by a rubber rim. The rim is inflated and runs between the ceiling and the top of the panel. When the air is released in the rim, the pneumatic partitions can be taken down and put up again in another part of the school. While the entire operation is a little too complex to be handled during the school day, one custodian can do the job in about 35 minutes. The air wall not only makes it possible to connect a section of the work room with the learning areas and open up



B



C

A Brunswick's new 700 Series acoustic/folding partitions provide high sound control level. May be painted or faced with many materials. Circle No. 98.

B All of Interstate Industry's Wall Street partitions operate from the same post system and are interchangeable, whether plastic faced or plain steel. Circle No. 99.

C Ticket office of American Airlines gains depth with sculptured grill divider, designed by Edwin F. Hauer for Arts for Architecture. Circle No. 100.

D Panelfab Products' system combines modular sandwich construction and plastic laminates. Circle No. 101.

E U.S. Plywood's new Design 777 movable wall system features ceiling-high partitions and free-standing storage cabinets that double as room dividers. Circle No. 102.

interior space when desired, it also offers acoustic privacy equal to a 3-inch block wall.

The Lamphere High School makes use of three different types of partitions. Between two of the academic spaces along each side of the building, a sound-retardant, insulated-core folding wall permits two rooms to be thrown together for large groups or used separately for conventional classes. The partition system that separates the middle classroom and the corridor are also folding types, made of lightweight aluminum frames, large Plexiglas vision panels, and prefinished colored panels in the lower sections. They suspend from the ceiling and are guided by recessed floor guide tracks. The third type is a folding curtain that separates the central multipurpose room from the corridor. The central space, with its rostrum, can be cut off from the rest of the building and used for large groups or TV viewing, or it can be opened up and connected with the two middle classes to form an even larger space.

In a recent study on the economic advantages of using movable partitions in the high school, David Austin of Columbia Teachers College stated: "The installation of operable walls can clearly contribute to more efficient use of pupil stations and rooms in existing

secondary schools. . . . We fail to find any existing school and schedule combination in which the installation of at least one operable wall will not increase the efficiency of pupil station utilization."

But not only offices and schools are employing movable partitions to answer the cry for flexibility. Very much to the manufacturers' delight, designers are also specifying them in banks, hospitals, libraries, churches, dormitories, motels, restaurants, and what have you. In churches, for example, installation of movable partition systems are making it possible to get more use out of sanctuaries, social halls, classrooms, enabling two church organizations to use one room for different purposes on the same night. In hospitals, movable partitions are not only being used to divide semi-private rooms and wards into single rooms, but they are also being used to section off emergency treatment rooms as needed.

But while partition systems are highly versatile and movable, it would be wrong to imply that they have reached a point of perfection that excludes the need for further refinements and developments, the designers caution. There is, to begin with, no good movable floor-to-ceiling system that is priced to meet the very tight

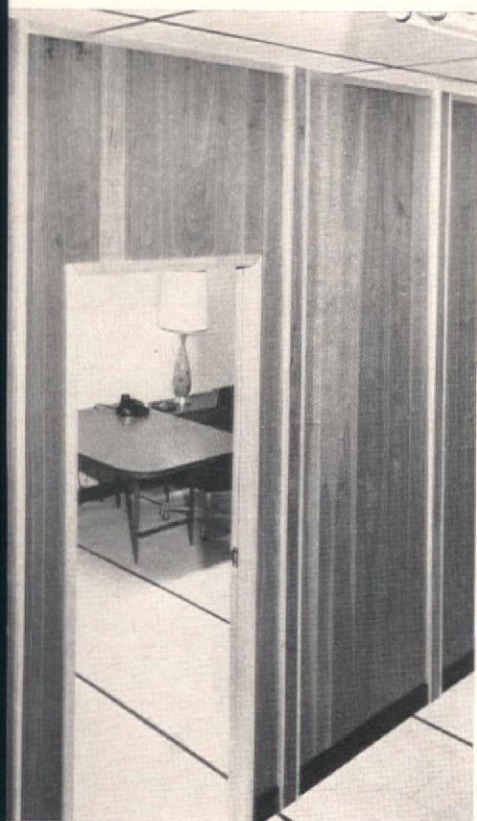
budget. Jack Freidin, of Freidin Studley Associates, claims that the office, at today's market price, would have to be rearranged three to five times to justify the cost of movable partitions. "Moving the partitions are only part of the cost," he explains. "A change in office space also creates additional changes in wiring, heating, air conditioning, and lighting." Other designers contend, however, that the typical movable partition system becomes less expensive than plaster and gypsum block wall (at ten dollars a linear foot) after the office is moved just two times.

Despite these divergences of opinion, partition manufacturers are beginning to see more and more of their products in low-budget buildings, suggesting not only the economy of movable walls but also the product's ability to perform the task.

But besides movable walls, several other commercial and custom space dividers, such as sculptured grilles and elegant screens, are being specified by designers to divide space and create atmosphere. These are so diverse in style they are exceedingly difficult to classify. Most are free-standing and are used more to perform spatial magic, from creating entranceways and nooks to suggestive space division, rather than serve a practical function. (C)

D

E



THE BRITISH CONTRACT MARKET

DISTRIBUTION METHODS ARE MORE ORDERLY THAN IN THE U.S.A. BUT THERE ARE MANY COMPETITIVE AREAS. BY LOUIS BING

By comparison with the U.S.A., British contract furniture distribution presents an orderly method of operations. Upon close observation, however, it is a highly competitive procedure and one with many conflicts of interest. It has progressed in recent years into a great industry, far removed from the simple days up to 1950 when Maple's retail furniture store and Bath Cabinet Makers Ltd. of Bath Somerset dominated the field. As in the U.S., there are many methods of distribution and service, but unlike the U.S., there is a more or less standard method of procedure, even if there are also overlappings and deviations.

In the main, contract furniture transactions are in the hands of three principal groups of business: 1. Clearly designated manufacturers who sell direct, but also sell through other distributors and to one another. 2. Contract furniture distributors, who are well established and specially equipped for sales to hotels, motels, hospitals, restaurants, and similar end-users. 3. Retail establishments, which are called stores when they are large-scale operations, and shops when they are small, single enterprises.

In addition to these main types of contract selling, there are lesser factors in the trade, but fully recognized participants: 4. Government, mainly through the Ministry of Public Works. 5. Designers and architects, although they usually serve as professional advisers on a fee basis. 6. Decorating and purchasing departments of the leading hotel and motel groups.

To enumerate and describe these various businesses does not complete the picture of their service, as they all serve in multiple capacities, selling and serving one another as well as in competition with one another.

Direct selling prevails

The largest quantity of furniture sold on contract moves through direct factory sales. Five large-scale manufac-

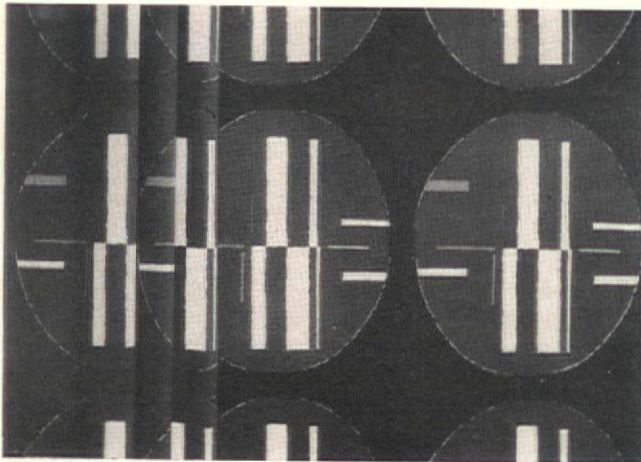
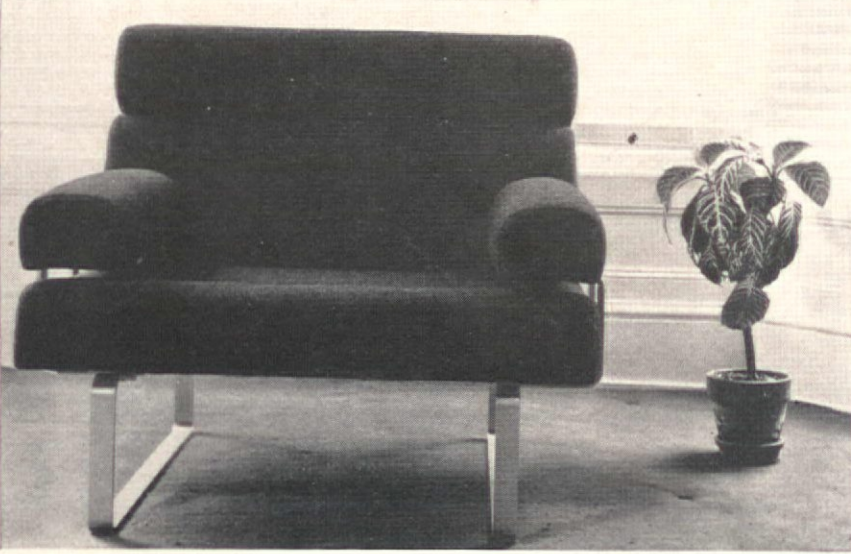
turers all maintain contract furniture showrooms, usually as a special department within their companies, and specialize in very acceptable good grade commercial products, comparable with the well established lines of North Carolina and Virginia in the U.S. These five companies are: S. Hille & Co. Ltd., Greaves & Thomas Contracts Ltd., Conran & Co. Ltd., Concept Interiors Ltd. who represent two factories, Stag & Christies, and also Tyler, and Slumberland Ltd., a recent outgrowth into general furniture manufacturing by a large bedding company. To which should be added Parker Knoll Ltd., in a bracket of better quality but smaller volume.

Contract customers are qualified

Although there is some difference in the marketing of these companies and other smaller ones in the same trade bracket—for the most part they operate in similar manner. With the full knowledge of their retail store customers, all maintain London showrooms, selling direct to the largest contract users. Usually, a firm qualifies as a contract consumer if it is a company whose stock is held by the public, buys at least 100 rooms for hotels and motels, or over £1000 (\$3000.00). In fact, these manufacturers not only solicit such business directly, but are not at all concerned with the manner of referral. Inquiries may come from the contract consumer directly, from a designer or architect, from other manufacturers who must complete their orders, from government, or any other source.

Technically, these manufacturers establish their contract divisions as separate companies and sell at their usual wholesale price, so that one would assume they would have no competitive advantage against other customers of the factory. Actually, they all admit that if competition becomes too keen they will request and obtain a special low-cost price for an especially de-

British contract manufacturers and designers vie annually for the Design Index awards, a contest presided over by the Duke of Edinburgh and a panel of judges appointed by Britain's Council of Industrial design. Products must first qualify as Design Index entries before they are eligible for the special awards, presented both to the designer and manufacturer of a product for its functional efficiency and new thought in design. The seating range (left) by William Plunkett Ltd. was recently admitted by CoID to its Design Index and will be a 1966 contestant in



the annual awards. The highest prize open to winners, the Duke of Edinburgh's Prize for Elegant Design, last year went to an auditorium seating unit (above) designed by Peter Dickinson and manufactured by Race Contract Inc. The fabric (left), one of sixteen other award winners in 1965, is an Alan Reynolds design from Edinburgh Weavers.

ired job. To service their trade, these factories maintain staffs of designers, and render a complete service from design to installation. Their showrooms, of attractive decor and situated in the best shopping area of London's West End, also welcome a procession of consumers to see their regular retail products. But these customers are then sent to their favorite retail stores, or orders can be placed in the showrooms and forwarded to the retailers for fulfillment. The factories are eager to advise that they do not wish small contract orders, but no doubt the selection between large and small orders is within their own judgment. They will offer special patterns for contract trade, particularly in bedding, or will

sell their regular retailers' line, if it is preferred.

Retail sources are separate

At this point, it is pertinent to mention that the principal manufacturers who are the biggest resources of the retail stores do not participate in contract furniture selling in any important volume. The biggest factories of furniture in Great Britain are Harris Lebus Ltd. of London, and E. Gomme Ltd. and Ercol Furniture Ltd., both of Wycombe, Buckinghamshire, about 40 miles from London, and their only contract orders would flow through their regular retail customers. A notable exception is large government contracts obtained by Gomme on a bid basis.

The second main volume in contracts comes from the many contract distributors, of which Design & Contract (London) Associates is an outstanding success, although typical of the operations of this type of business. D & C, which operates throughout Great Britain, as well as in many countries overseas, provides a complete servicing organization, whose size and quality can be judged by the employment of 12 full-time designers, many with international reputations. D & C is prepared to take full responsibility from the raw space of a building, although it was not familiar with the new term "environmentalist" that covers similar operators in the U.S. It will design

THE BRITISH CONTRACT MARKET

all decor, including lighting fixtures, furniture, rugs, draperies, and accessories, but not electrical or gas appliances if required. Its charges for service are very flexible and can be arranged on a basis of fee, percentage, or in any manner, and aims to complete each job "to the key in the lock." Usually the dealer adds 50 percent to the delivered factory price. Competition is so keen that many jobs are taken on a brokerage basis of very small markup of furniture. In this competitive struggle, one is inclined to wonder how these contract houses earn their business, and Mr. L. W. Manser, energetic production trained managing director of D & C says that it is from flexibility of design, the ability to buy the best values from any factory in Great Britain, and from a record of ingenuity in introducing original and novel concepts of furniture and decor. As an additional complication of the over-all picture of the trade, D & C acts as consulting designer to many factories, and creates the display exhibitions of many factories, including Gomme.

Third in importance in volume are the retail stores. Heal's of London is a specialist in modern furniture and decor; Maple's of London with branches in the provincial towns and in Paris and Argentina is experienced in all manner of decor, Harrod's and Bourne & Hollingsworth are among the leading department stores, and there are many other fine retail furniture stores. All of these stores employ designers and are well equipped to do entire homes on contract from a cottage to a palace, as well as institutional work. Maple's in particular has long experience with ships, public buildings, hotels, and restaurants all over the world, and will undertake contracts to include every article down to the provisions for the first meal. Since the leading contract selling factories do not solicit so-called small jobs, there is a large field open for competition between contract sellers and the retail stores in smaller hotels and motels, convalescent and nursing homes, and where new customers want the maximum of experience and assistance. The retail stores also represent the main

opportunity of many manufacturers to get a piece of the contract furniture volume.

The list of contract furniture users would not be complete without mention of the central government, as the Department of Public Works maintains many separate departments of design and interior decoration for hospitals, meeting halls, offices, auditoriums, and many other institutions. Until recently, Government has created the entire plan of decor, and employs designers, decorators, architects, and every manner of specialist, but recently departed from this pattern by employing outside consultants for a new London Museum to obtain greater variety of style. The usual pattern of government buying is to offer its purchasing on open competitive contract bid, and its prices are often below usual wholesale value.

Next in importance come architects, and designers who manage to control a few jobs with authority to purchase. However, in almost every case, these professionals are employed for a fee by others in the field, and usually billings are made direct to the purchasing institutional user.

Hotel chains buying

Quite new in Great Britain are the purchasing companies of the large hotel and motel chains, including Grand Metropolitan Hotels Ltd., Trust Houses, and others, but not yet the American hotel chains operating in Europe. As in the U.S.A., the operation of these groups is continuous and close friendly relationships develop between buyer and seller.

Another related field in Great Britain is the designing and equipping of offices. With a somewhat smaller construction program for hotels and motels, the office furniture field assumes a greater percentage of the furniture market, and becomes a world, allied to but also separate from eating and sleeping furnishings. Here, too, distribution tends to overlap. The biggest suppliers are reported to be the big stores in the field, including again Maples and Harrods, and other furniture and department stores, but also H. J. Ryman Ltd., office equipment

and stationery retailers with stores throughout England. Others who distribute on a contract basis are all desk manufacturers directly, smaller office furnishings contract distributors, government on direct bid, architects and designers, and employed purchasing departments of leading banks and other big commercial users. As in general furniture, factories buy and sell to one another to fill in items to complete their jobs, and competition is keen.

Unified group of producers

Unlike the U.S.A., the use of contract furniture seems to merge in one large industry, rather than to fall into segments. Principal users are hotels, motels, public buildings, ships, universities, and schools, but also the special needs of offices and hospitals, and other health agencies are all met from the same group of factories and in comparable manner.

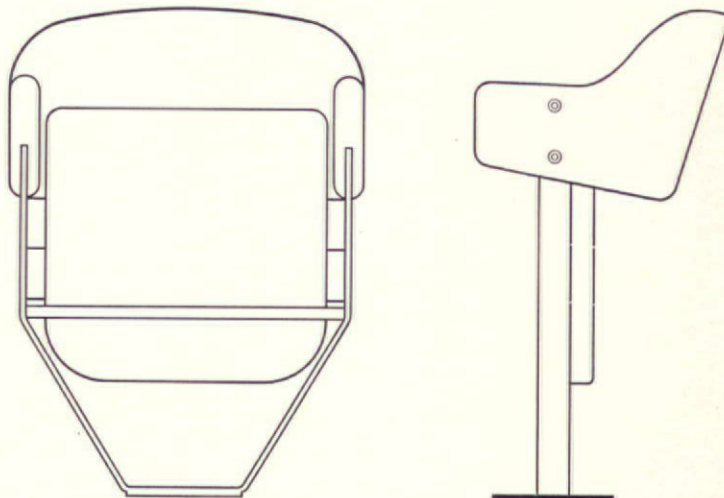
As to style, almost all furniture is in modern design. Amusingly enough, everyone refers to the prevailing style as "American modern," and resents the name of Danish modern—although to an American, it all appears to be in the style of what Americans always refer to as Danish or Scandinavian modern, and an American here finds difficulty in describing any "American modern style." All lines and all patterns are similar, and comprise good design of well styled functional modern, with liberal use of metal for legs and trim and expanded vinyl for upholstery. There is much licensing of American products—Slumberland is agent for Harvard Bed frames; Hille for Herman Miller; Greaves & Thomas use designs and patents of LazyBoy Chair Co.; and Gomme has cross-licensing with Selig of Leominster, Mass. There is no evidence of the trend in the U.S. to Mediterranean decor, although the newest hotel in London, the Royal Garden in Kensington district, presents a new trend of elegance in Regency decor. American Colonial designs are virtually unknown, but the very popular Ercol line for homes and some institutions is of indigenous British rural design, much like American Colonial or Windsor patterns here,

interpreted in an informal blend.

An obvious difference between American and British contract furniture industries is the tendency in Great Britain to create special designs for each installation. This creates much more need for designers, employed in that capacity at some stage of the job, who take great pride in making changes from previously produced items. This is always true in upholstered furniture, and almost universally so in the design of tables, where apparently every one is considered a "special size." In case goods and other heavier pieces, designers tend to create cuttings from 50 to 100 unit pieces, although buyers must realize that such limited production raises costs. Apparently, users also strive for individuality of design and decor, and there hardly exists a "standard line" except as a basis for possible change.

Although there is no central exhibition building for the furniture trade, all of the leading factories show in the Annual Furniture Show at Earl's Court in London in January, a trade show opened at limited times to the public. The contract furniture industry, both manufacturers and distributors, also show biannually at the Hotel and Catering Exhibition at Olympia in London in January with substantial results in sales and contacts.

American influence is surely being felt in the British furniture contract trade, both through the entrance of American capital into the hotel and motel industry, as well as the transfer of ideas and designs, even though they must be adapted to smaller scale rooms in Great Britain. An important agency for the furniture trade in Great Britain is the Council of Industrial Design, 28 Haymarket, London SW1. There many leading factories maintain permanent displays for the benefit of the general public, as well as the wholesale trade, and a book of photographs, specifications, resources, and usual retail prices is available under the title "Contract Furniture from Design Index" at a price of one guinea (\$2.95). To American business interested in the British furniture market, this makes a convenient starting point. (C)



The Council of Industrial Design, a state-aided organization, exercises a directing influence on the design of British contract furnishings. It maintains a permanent exhibit at the London Design Centre, where only products selected by a CoID jury are accepted. The Council seeks to improve the design standard of British manufactured goods and, in the words of director Paul Reilly, "to persuade people to buy not down to a price but up to a standard." Shown are an auditorium seating group (center) designed by Robin Day for S. Hille Ltd. Polypropylene stack chair was a 1965 winner in the annual Design Index awards, while a public seating group (bottom) by William Plunkett Ltd. will be a contestant this year.



MORTON WING ART INSTITUTE OF CHICAGO

Constructed of the same Bedford limestone used for the original Art Institute of Chicago building (small photo, above left), but lacking the Italian Renaissance ornamentation, the new Morton Wing is a starkly modern structure created by architect Shaw, Metz & Associates. The three-story addition, connected to the main building by a two-story clear glass-walled gallery, contains a dramatic helical stairway that seemingly floats in space. Its backdrop is a window wall, curtained from floor to ceiling with 40-foot Fiberglas draperies. The galleries themselves are windowless, relying on the planned control afforded by artificial lighting for individual works of art and exhibits; 2 by 2-inch fixtures are inserted in Fiberglas ceiling materials. White oak flooring in a herringbone pattern and mosaic vinyl are used in the upper and lower galleries, similar to the flooring in other parts of the Institute. The galleries on the two upper floors, each 16,567 square feet, offer endless variations for lighting and installing exhibitions. Panels of many styles are used to create large or small, dramatic or intimate areas, and square ceiling light panels are arranged for accent lighting. Walls follow the construction of those in other Institute galleries where exhibits change frequently. Standard wallboard is covered first with stretched muslin, then with burlap, either left in its natural brown tones or painted. In addition to the upper floors designed exclusively as display areas, the new wing also includes storage space, cafeteria and kitchen facilities, plus mechanical equipment on the ground level.



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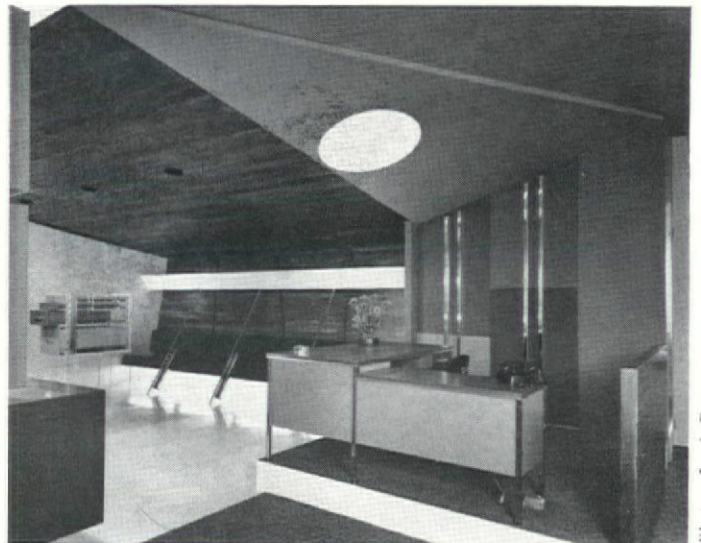
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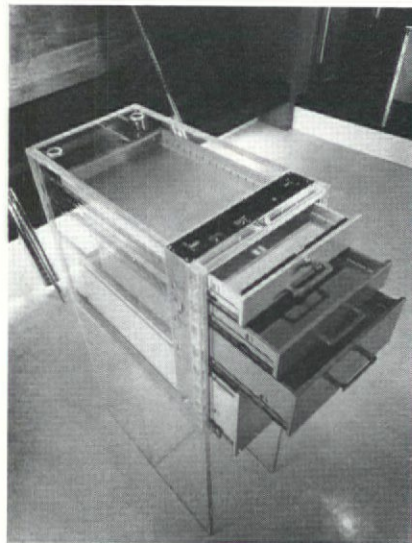


DESIGNCRAFT SHOWROOM

Graphics play a large part in the New York Designcraft showroom, designed by Hans Krieks. A huge metal logo display announcing the firm name sets the tone for an exciting new showroom that combines extensive display facilities, for practical viewing by designers and corporate buyers, with sculpture-like furniture components, to dramatize the construction features of the furniture lines. The reception area (above) is sectioned with an enormous paneling system composed of photographic blow-ups that are both informative and decorative. Interior architecture, particularly in ceiling designs, handsomely calls attention to special display areas (center right). A close-up of a specially designed and constructed working unit of drawer features in the Designcraft desk line (near right) is uniquely crafted with transparent pieces as a sales aid to demonstrate working parts. General display areas use mirrored walls, facade dividers, and luminescent draperies to embody the new Designcraft 6000 series, conceived to integrate steel and wood units at the management level as well as for general offices.

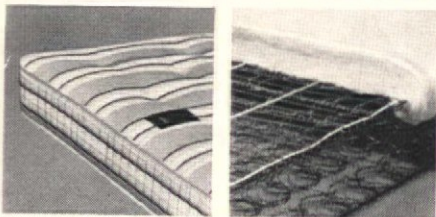
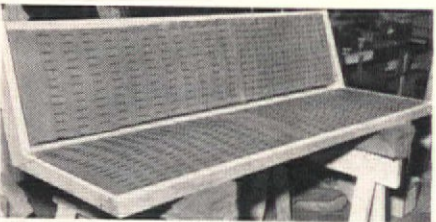
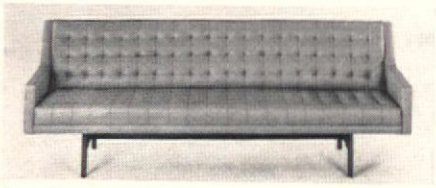
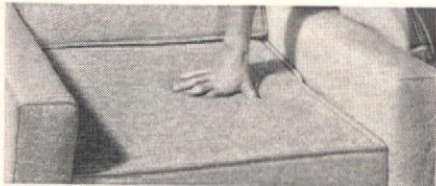


Photos: Lonis Recius



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Circle No. 33 on product information card

CONTRACT PRODUCTS AND SERVICES



Institutional designs

A lounge chair, arm or armless side chair, and sofa bed, recent additions to the institutional line of CI Designs, have an ash wood construction that is available in a choice of natural oil, smoke or walnut finishes. The complete CI line is a contemporary one, characterized by clean lines that blend well with today's institutional interiors. The sofa bed is complete with bolsters in poly-foam and mattress on a flat spring construction. The firm has also added a comprehensive collection of fabrics and vinyls that complement its wood and steel lines.

Circle 105 on product information card



New designs at Janet Rosenblum

Allan Gould has designed three new accent furniture pieces for Janet Rosenblum Inc. The chairs are constructed of molded plywood frames, upholstered foam rubber shells, on a stationary or revolving pedestal. Both of the bases may be specified in a choice of sandblasted, zinc-coated and lacquered steel, or in a satin or mirror chrome finish. The occasional table has a quadrangular pedestal base of chrome or stainless steel and walnut. The choice for tops includes marble, walnut, or plastic laminate. The same table design, 22 inches high, serves as an end table, or at 28½ or 25½ inch heights functions well as a conference table.

Circle 106 on product information card



Modern seating collection

A new line of multiple seating from Burke Div. of the Brunswick Corp. is noteworthy for its comfort features and aircraft aluminum frames. The tufted buttonless upholstery is offered in a full color selection of Scotchgard-finished Paseo and Torino fabrics or in Royal Naugahyde. The Reineman collection may be ordered armless or with arms; the modular seating platform comes in two, three, four, or five modules with various arm positions at ends or between the modules.

Circle 107 on product information card



Handprints by Fede Cheti

The spring collection of unusual large scale handprints by Fede Cheti of Milan are newest imports at J. H. Thorp. The fabrics have the distinct style of the designer, manifested in over size floral motifs and vivid colorations.

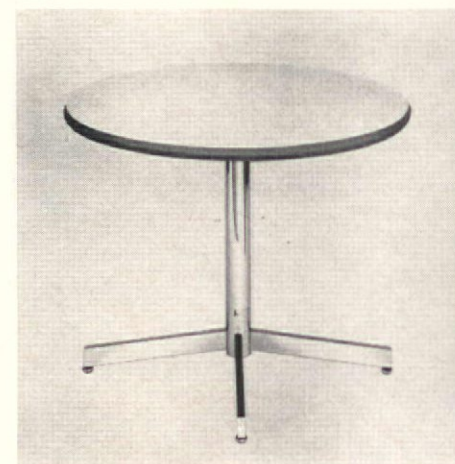


ZaZa, shown, is a striking pattern of black stripes, large mauve and rose flowers with Bristol stems. As are all the Fede Cheti patterns, this one is 100% cotton, 52 inches wide.

Circle 108 on product information card

Twelve new pedestal tables

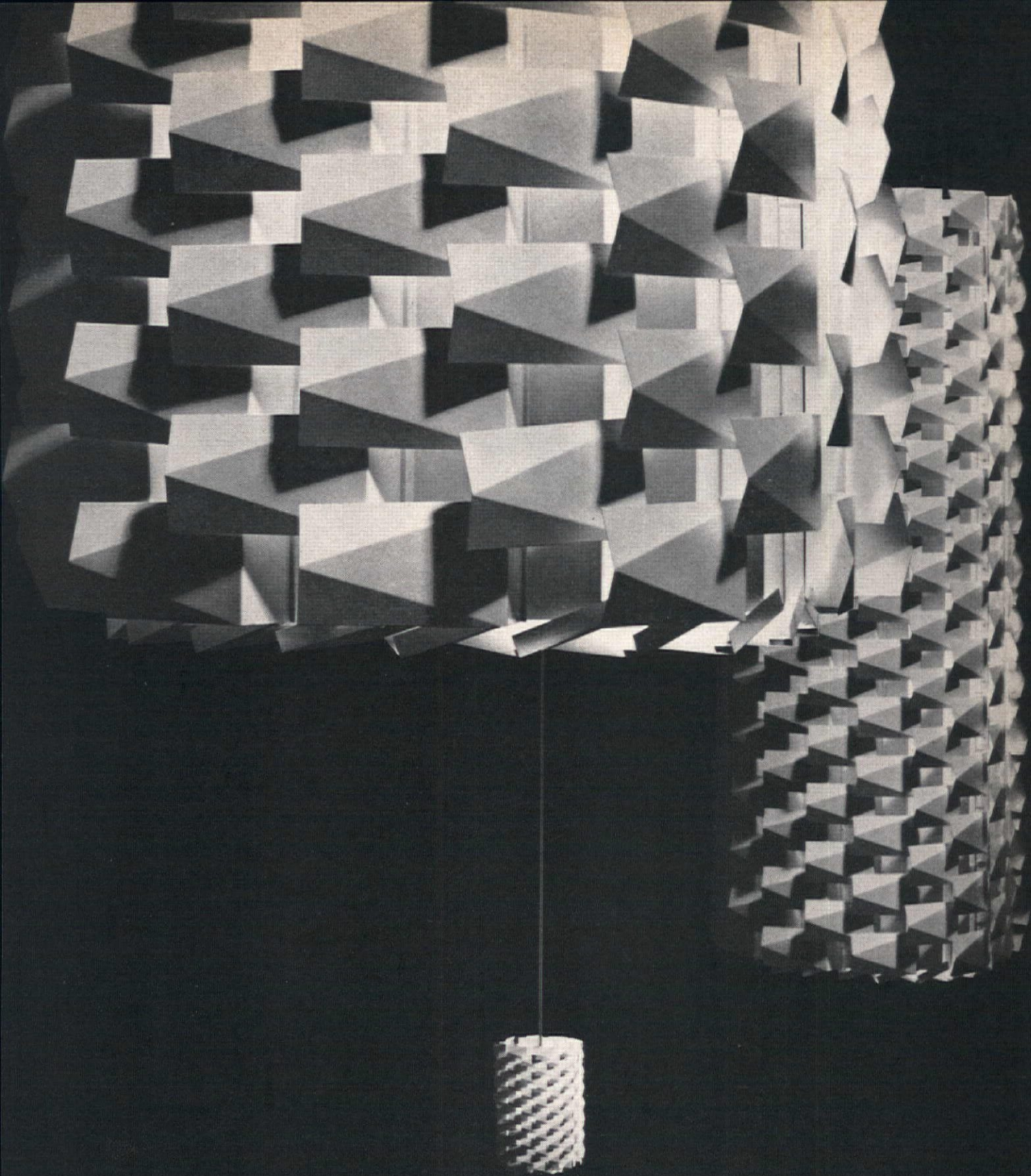
A new pedestal base table line from Steelcase comes in three basic shapes: round, square, and rectangular. A part of Steelcase's moderately priced 4900 Series, the tables have




1½ inch thick wood core tops covered with plastic laminate in a choice of colors, patterns and wood grains. A tension rod extending the full length of the column reinforces the welded steel-tube frame. Bases are standard in polished chrome.

Circle 109 on product information card

Circle No. 34 on product information



LIGHT 

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PRODUCTS & SERVICES

CONTINUED

Silk pattern in vinyl

A new Koroseal vinyl wallcovering from B. F. Goodrich simulates rich oriental silk in 29 colors. Designed for institutional and commercial interiors, the Koroseal vinyls are rugged and durable, are resistant to



stains, abrasions, scuffs and scratches, and meet or exceed most fire retardant requirements. The latest addition to Koroseal's extensive wallcovering line is stocked in 30-yard rolls, 54 inches wide. Special colors may be specified.

Circle No. 110 on product information card

Casual furniture line

Donald Colby & Associates has designed a new line of casual furniture, the Aegean 1100 series, for Tropitone Furniture Co. The simple styling of the Aegean



series is combined with a construction of replaceable vinyl strapping and baked, acrylic enamel frame finishes in a wide range of colors. The line includes dining chairs, lounge chairs, ottomans, tables and chaises.

Circle No. 111 on product information card

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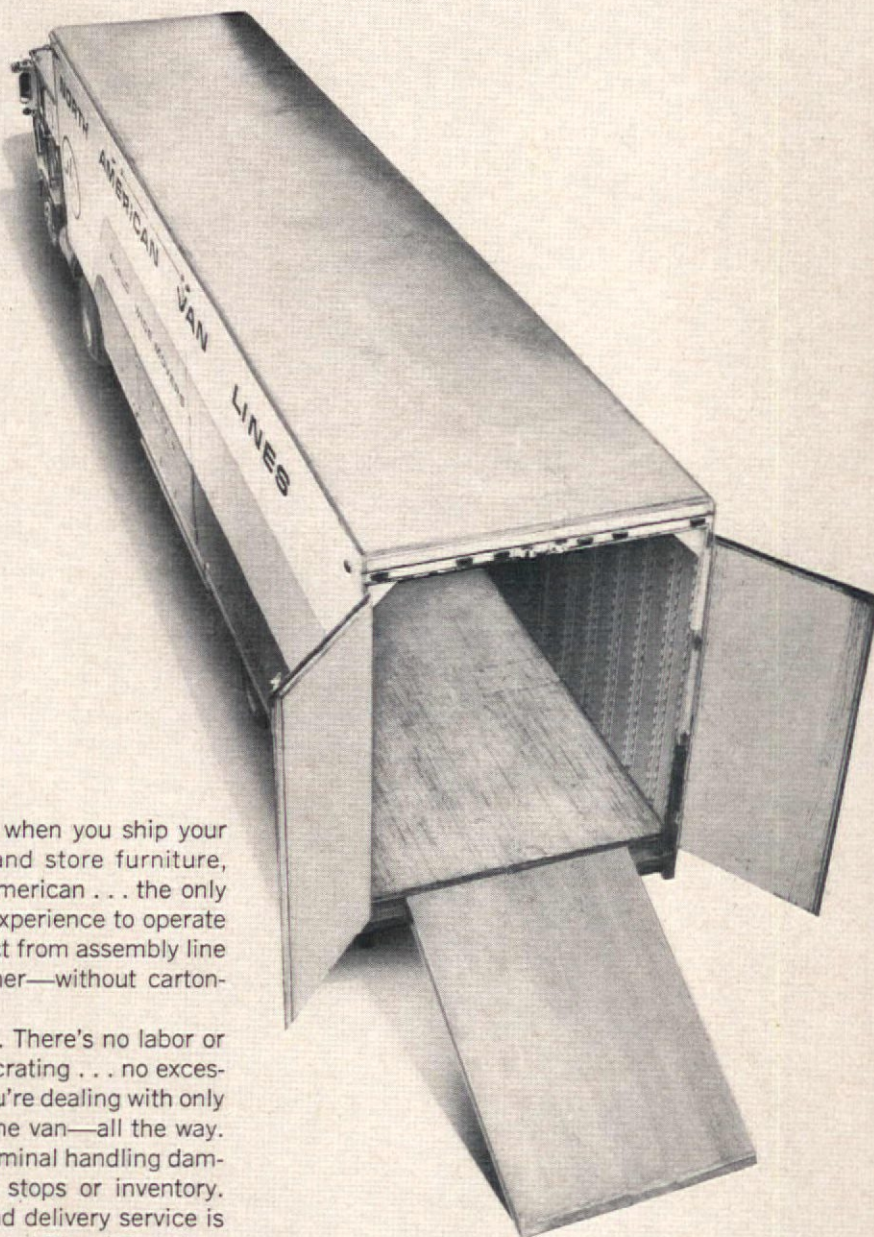


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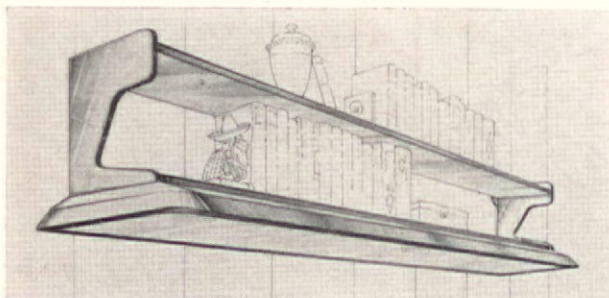
Circle No. 36 on product information card

PRODUCTS & SERVICES

CONTINUED

Book shelf and light in one unit

U. S. Fluorescent introduces a new concept in shelving and lighting by combining the two in the Illumashelf. A double shelf made of precision steel in a choice of colors and simulated wood grains has an under fixture that gives a diffused fluorescent light. The Illuma-

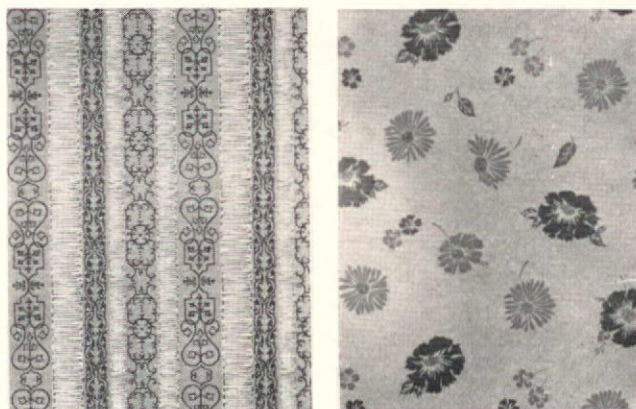


shelf was originally conceived as a dual-purpose accessory for engineers and draftsmen but has been refined into more than 50 stylized models for use in offices, hotels, and hospitals. Units come complete with an 11-foot cord, switch, and hanging accessories.

Circle No 112 on product information card

New vinyl wallcoverings

The newest Rich-Tex line of fabric-backed vinyl wallcoverings from Firestone encompasses a broad pattern range, made possible by improved printing techniques. The line is textured for a three-dimensional effect carried through geometrics, florals, novelty patterns, brocades, and natural material simulations. The color range for the new line is equally diverse, from subtle monotonies to dramatic combinations.



Shown are Chalet Stripe in turquoise, gold, chartrreuse, beige, all contrasted against black, and Daisies Won't Tell in pink/orange, purple/blue, avocado/blue, and beige/gold colorways.

Circle No. 113 on product information card



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Circle No. 37 on product information card

Hotel/motel lines

1966 innkeeper lines by Kroehler offer a complete range of guestroom furniture in three different stylings. Resort (shown) has been scaled down slightly to fit the smaller rooms of older hotel installations, quite in keeping with the oriental influence of its lines. Avant is a blend of traditional and modern

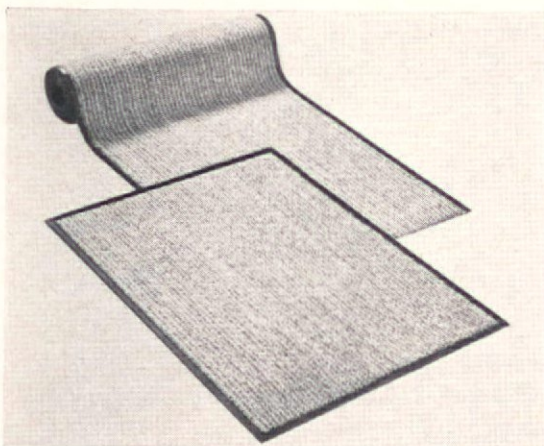


elements that results in a contemporary furniture group without an antiseptic feeling. Terrano, as the name suggests, is Mediterranean in mood with simulated travertine tops, burl insets, and antiqued brass hardware. Each new series includes beds, headboards, desk, dresser, multi-desk and luggage stand units.

Circle No. 114 on product information card

Floor and carpet protectors

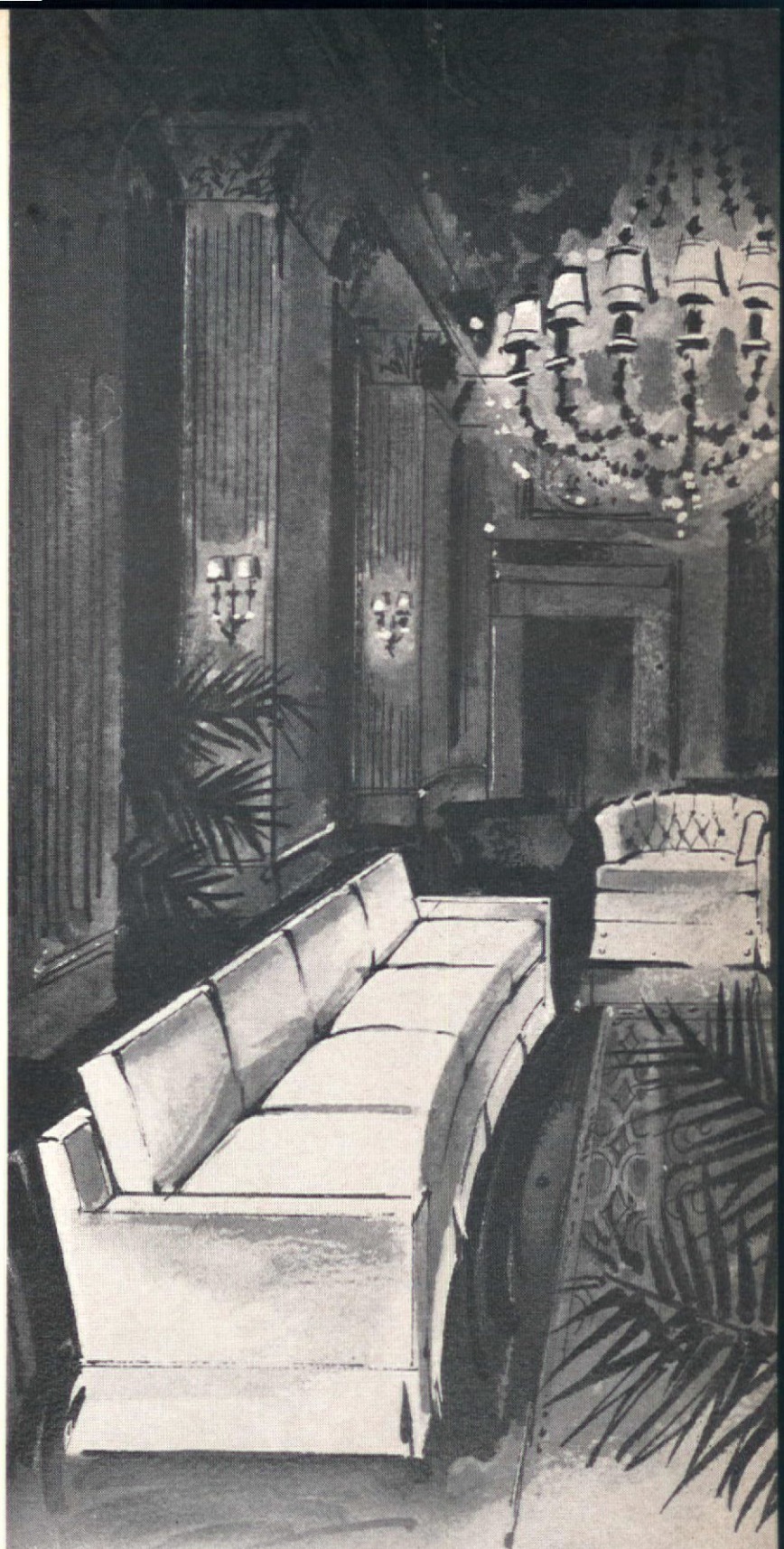
Carpet-Cover mats from Crown Rubber Co. are designed to protect expensive carpeting and resilient floors from the effects of inclement weather and heel marks. The mats and runners are constructed of 100 percent nylon carpeting bonded to a thick but flexible vinyl back, and unlike mats with little or no water absorbency, the Carpet-Cover holds up to one gallon of water per square yard—holding



dirt and water off the floor. The tweed pattern also helps conceal dirt until the mat can be cleaned. In a recent report by the U. S. Dept. of Agriculture, vinyl was judged the most skid-resistant of all resilient floor coverings. Carpet-Cover's vinyl backing stays snug against any type of floor surface giving an added measure of safety. The mats and runners are stocked in many sizes.

Circle No. 115 on product information card

Circle No. 38 on product information card →



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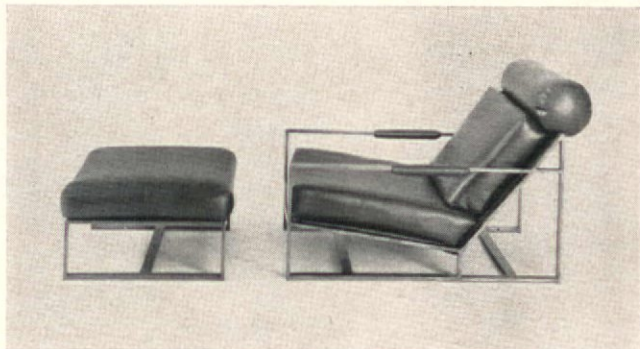
Circle No. 39 on product information card

PRODUCTS & SERVICES

CONTINUED

New expanded vinyl on new furniture lines

Raphael, a new addition to Aircor's Federan line of vinyl upholstery fabrics, is a feature of a new chair and ottoman from Thayer Coggin and will be seen on

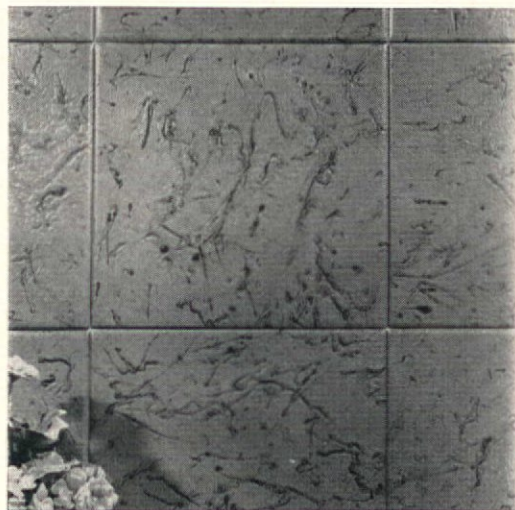


a variety of 1966 furniture lines from 19 prominent manufacturers. Aircor's expanded elastic vinyl is embossed to give a quality leather look that ranges from fine to coarse graining with a glove-soft suppleness that tailors with ease. Colors of the Raphael line number a rich and varied dozen.

Circle No. 117 on product information card

Leather-look in wall tiling

Leathertone is a new wall tile manufactured by Vikon Tile Corp. with a hard-surfaced finish and deeply textured leather look. Though currently available in one



color—varied tones of rich brown—it is stocked in a variety of sizes, squares of 8½ and 4½ inches, and in rectangular sizes of 4¼ by 8½ inches and 2¼ by 8½ inches. An added feature of the Vikon wall tiles is easy maintenance.

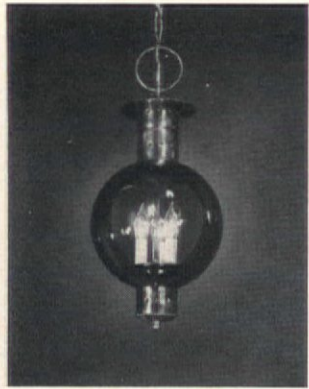
Circle No. 118 on product information card

Correction

Verde's contract division worked with designer David Williams in designing the wallpaper for the Tower Suite and corridors of the New York Waldorf Astoria shown on page 51 of the December issue.

High-style light fixtures

The extensive Designer Originals Internationalé line marks the entry of Thomas Industries into the high styled lighting fixture market. A total of 85 items comprises a complete new line that covers chandeliers, chain hung or ceiling fixtures, wall brackets, outdoor units and lanterns. Many of the indoor items feature crystal bobbelets and pendants; others draw upon French, Spanish, or Italian influences. Several



in fact, are imports. Early American styling and modern fixtures are also in evidence. One of the prominent features of the new line are outdoor fixtures of heavy cast aluminum with an antique verdigris finish.

Circle No. 119 on product information card

Showroom features new lines

Stuart John Gilbert, designer for the Harter Corp., featured two of the latest furniture designs when planning Harter's new showroom in the Chicago Merchandise Mart. The Forum group, characterized by a tubular steel base and molded upholstered frame, includes armless chairs, settees, benches, and tables,



in a reception area grouping. Focus, an upholstered pedestal chair series, is shown in another arrangement in the background. Harter's new streamlined, enclosed machine stand is set against chairs from the Focus group.

Circle No. 120 on product information card

TROPITONE POOLSIDE AND PATIO FURNITURE WAS SELECTED BY ALL THESE FINE HOTELS, MOTELS, CLUBS, RESORTS AND APARTMENTS... (Funny, isn't it, how quality and durability pay off!)

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Cold Spring Manor
Colony at Forest Park Apts.
Columbus Plaza Hotel
Essex House
Georgetown Apartments
Georgetown Apartments
Georgetown Apartments
Glenquoque Club
Hawthorn Mts. Apartments
Howard Johnson Motor Lodge
Mickory Hills Country Club
Howard Johnson Motor Lodge
Interlachen Court Apts.
Jamestown Apartments
Lake Shore Country Club
Macatawa Bay Yacht Club
Oakwood Country Club
U. S. Veterans Hospital
White Bear Yacht Club

SOUTH

Americana Hotel
Beachcomber Villas
Bear's Head Inn
Colony Beach Resort
Coral Lake Towers
Delray Beach Yacht Club
Diplomat Hotel
Far Horizons Motel
Florida Atlantic University
Gasparrillo Inn
Golden Mast Motel
Grove Park Inn
Gulf & Bay Club
Holiday Inn
Holiday Inn Apts.
Island House Apartments
Jamestown Apartments
Jupiter Island Club
Key Biscayne Hotel
Landmark Hotel
Lehigh Acres Country Club
Lea Oles Hospital
Ocean Reef Club
Outrigger Motel
Pan-American Clipper Club
Pompano Beach Raceway
River Hill Club
Royal Continental Hotel
Sarasota Harbor (condominiums)
Sea Pines Plantation

Cincinnati, Ohio
Indianapolis, Indiana
Dayton, Ohio
Columbus, Ohio
Indianapolis, Indiana
Evansville, Indiana
Indianapolis, Indiana
St. Louis, Missouri
Ft. Wayne, Indiana
Indianapolis, Indiana
Columbus, Ohio
Springfield, Missouri
Sharonville, Ohio
Minneapolis, Minnesota
Indianapolis, Indiana
Glencoe, Illinois
Holland, Michigan
Brecksville, Ohio
White Bear, Minnesota

Miami, Florida
Pompano Beach, Florida
Charlottesville, Virginia
Longboat Key, Florida
Ft. Lauderdale, Florida
Memphis, Tennessee
Sarasota, Florida
Asheville, North Carolina
Siesta Key, Florida
Pompano Beach, Florida
Pompano Beach, Florida
Palm Beach, Florida
Newport News, Virginia
Hobe Sound, Florida
Miami, Florida
Lido Key, Florida
Ft. Myers, Florida
Ft. Lauderdale, Florida
Key Largo, Florida
Ft. Lauderdale, Florida
Miami, Florida
Pompano Beach, Florida
Jackson, Mississippi
Ft. Lauderdale, Florida
Sarasota, Florida
Hilton Head Island, So. Car.

SOUTH (cont.)

Seminole Lake & Golf Club
Southern Railroad
The Palm Club
Tamarac County Club
U. S. Navy
U. S. Marine Corps
Recreation Area
University of South Carolina
Village de Lest Apartments
Parris Island, So. Carolina
Columbia, South Carolina
New Orleans, Louisiana

EAST

Agawam Hunt Club
Bald Peak Club
City Squire Motor Inn
Craft's Inn
Field Club
Holiday Inn
Midtown Motor Inn
Piping Rock Club
Regency Hotel
The Kettledrum Club
Towers Motor Inn
Windsor Gardens

WEST

Alfa Inn Motel
Baylor University
Braeburn Village Apts.
Capital Towers
Carleton House
Central Park West Apts.
Cherry Hill Apts.
Colony Oaks Apts.
College Village Apts.
Devonshire Apts.
Ft. Crockett Apts.
Galveston Country Club
Hana Maui Hotel
Haustonaire Motor Inn
Inn of the Hills
Island Holidays Hotel
Laguna Lido Apts.
Laguna Royale
Lake North Apartments
Malibu House
Menlo Circus Club
Nottingham English
Village Apartments
Oahu Country Club
Oklahoma University
Pomona Library

Pinellas Park, Florida
Halmes Beach, Florida
Pompano Beach, Florida
Ft. Lauderdale, Florida
Memphis, Tennessee

E. Providence, R. I.
Melvin Village, N. H.
New York, N. Y.
Wilmington, Vermont
Greenwich, Conn.

Straudsburg, Pa.
New York, N. Y.
Locust Valley, N. Y.
New York, N. Y.
Manchester, N. H.
Dedham, Mass.
Norwood, Mass.

San Francisco, Cal.
Dallas, Texas
Dallas, Texas
Sacramento, Cal.
Houston, Texas
Union City, Cal.
Houston, Texas
Houston, Texas
San Diego, Cal.
Odessa, Texas
Houston, Texas
Galveston, Texas
Maui, Hawaii
Houston, Texas
Kerville, Texas
Kauai, Hawaii
Laguna Beach, Cal.
Laguna Beach, Cal.
Malibu Beach, Cal.
Atherton, Cal.

Dallas, Texas
Honolulu, Hawaii
Norman, Oklahoma
Pomona, Cal.

WEST (cont.)

Port Crocker Apts.
Quarterdeck Club
Racket Club
Rossmar Leisure World
Royal Lahaina Beach Hotel
Shady Apartments
Sheraton Lincoln Hotel
Sherwood East Apts.
Stratford East Apts.
The Bel Air Bay Club
The Dunes
The Flagship
University of California
Waikiki Biltmore Hotel
Willowick Apts.

WEST INDIES

Sheraton Hotel
Grand Bahama Club
Bluebeard's Castle
Virgin Isle Hotel
Car Cay Club
Paradise Inn
Darado Beach Hotel
Peace and Plenty Club
El San Juan Hotel
Royal Victoria Hotel

Cactus Inn Hotel
Inverurie Hotel
Buccaneer Hotel
Estate Good Hope
Yacht Haven Hotel
Marmora Beach Hotel
Porcupine Club
Americana Hotel
Caneel Bay Plantation
Fort Royal Hotel
Darado Beach Estates
Sapphire Bay Cottage Colony
El Convento Hotel
Little Dix Bay Hotel
Resedon

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Houston, Texas
Palm Springs, Cal.
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Kaanapali, Maui, Hawaii
Dallas, Texas
Houston, Texas
Dallas, Texas
Tulsa, Oklahoma
Los Angeles, Cal.
Las Vegas, Nevada
Galveston, Texas
Berkeley, Cal.
Honolulu, Hawaii
Dallas, Texas

San Juan, Puerto Rico
Nassau, B. W. I.
St. Thomas, Virgin Islands
St. Thomas, Virgin Islands
British West Indies

Nassau, B. W. I.
Darado, Puerto Rico
Exumas, B. W. I.
San Juan, Puerto Rico
Nassau, B. W. I.
Orangetown, Aruba N. W. I.
Hamilton, Bermuda
St. Croix, Virgin Islands
St. Croix, Virgin Islands
Yacht Haven Hotel
Antigua, B. W. I.
Nassau, B. W. I.
San Juan, Puerto Rico
St. John, Virgin Islands
Guadaloupe, Fr. W. I.
Darado, Puerto Rico
Bermuda
San Juan, Puerto Rico
Little Dix Bay, B. W. I.
Pembroke, Bermuda

tropitone

Furniture Company, Incorporated, P.O. Box 3197
6034 General Tinker Avenue • Sarasota, Florida

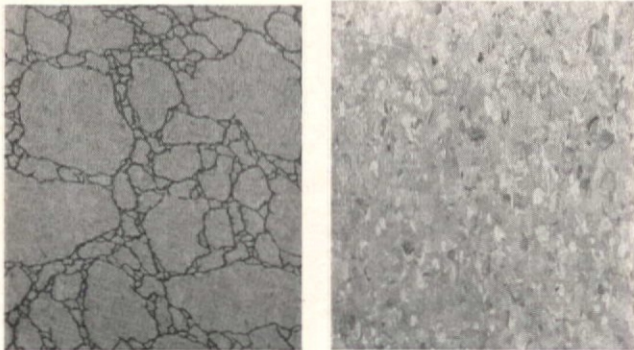
Circle No. 40 on product information card

PRODUCTS & SERVICES

CONTINUED

Kentile adds four tile lines

Kentile Floors expands its comprehensive resilient flooring lines with four new patterns. Au Naturel is a varicolored vinyl asbestos tile that follows a natural stone pattern in four colorways: white, suede, beige, and brown. Beaushard is a shard pattern with



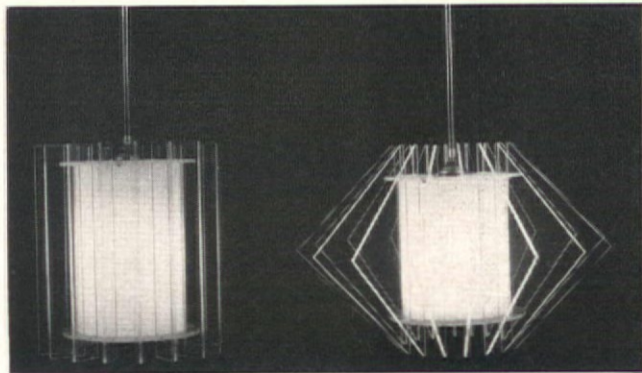
medium size chips in four translucent pastel tones. Travertine resembles the natural material and has a beveled edge, in four colors. Gemstone, an asphalt tile, has a lustrous cut chip surface in six hues and is standard in 9 inch squares. Each of the other tile

lines is stocked in 12 inch square tiles of varying thicknesses. Shown are Gemstone and Au Naturel.

Circle No. 121 on product information card

New lighting fixtures

Aura-Lite has introduced a number of new styles in its series of edge lighting fixtures. The inner acrylic cylinders of the fixtures throw a pleasant diffused light that is caught and reflected by the lucite fins. Aura-Lite manufactures the units in a great variety of geometric shapes that may be used singly or in



clusters. In addition to the clear lucite panels, the edge lighting fixtures may be selected in a full spectrum of jewel-tone colors, tints, or in combinations.

Circle No. 122 on product information card



100 billion tramping, scuffing, scraping feet have taught us a lesson about carpeting

The lesson is simply this: you can't sell and install carpeting for high-traffic locations unless you know what you're doing.

National Theatre Supply has been in the contract carpet business since 1927. We've installed many, many miles of carpet for thousands of theatres, schools, office buildings, stores, banks and other places where carpet must look good and act tough.

A few more facts. We offer you a greater selection of patterns, colors, fibres and weaves of contract carpet than you

can find anywhere . . . including some exclusive Alexander Smith carpet made to our own specifications.

What's more, we have the equipment and know-how to install carpeting over big floor areas. And if you think this isn't a tricky job, watch out.

National has branches throughout the country. For more facts or an estimate, call the National branch in your area or write to:



BRANCHES COAST TO COAST • HOME OFFICE, 50 PROSPECT AVENUE, TARRYTOWN, NEW YORK • PHONE MEDFORD 1-6200

Circle No. 41 on product information card

Elegant upholstered seating collection

The 399 Sutton Square Collection, a 1966 line from State of Newburgh, includes this elegant tufted Tuxedo sofa in a velvet upholstery fabric. The 90-



inch sofa, along with a full complement of related pieces, was introduced by State of Newburgh at the New York Winter Furnishings Market.

Circle No. 123 on product information card

Provincial styling in wall decor

Provincial stylings proving so popular, Syroco's new accessory line complements the trend. Derived from domestic items of farms and manor houses of French, English, Spanish, and American sources, the decorative accessories include wall plaques of fruit baskets,



carved seasonal flower bouquets, trivets, mirrors, console tables, scones, clocks, and planters. In each instance the finishes are linked to the originals and feature distressed woods, subdued colors, antiqued gold, pewter, and brass. Syroco's Country Collection comprises 17 items in all.

Circle No. 124 on product information card



we love heavyweights

The bigger they are, the harder they fall for Fibermold chairs... they're durable, solid—comfortable, too. Good styling makes them equally "at home" in the factory, cafeteria or the most fashionable shop. Good construction makes them practically indestructible. To see them, write, wire or phone:

FIBERMOLD CORPORATION

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An Affiliate of Borg-Warner



Circle No. 42 on product information card



Pacific Drapery Walls screen out distractions from the car leasing area at La Guardia International Airport, New York.

Drape or Divide

Capture the intimate, private atmosphere you want by using smart-looking Pacific Drapery Walls. Designed and manufactured of steel or aluminum wire to fill specific design and decorative requirements, these metal mesh drapes give you a choice of seventeen modern anodized and sprayed-on colors.

Mesh sizes are 1/8-inch, 1/4-inch and 1/2-inch. Overhead drapery track provides easy installation and maintenance-free operation.

PACIFIC DRAPERY WALLS

manufactured by

Pacific Fence and Wire Company

2235 S.E. 11th Avenue

Portland, Oregon 97214

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 Dallas 7, Texas—Yanigan Associates, Suite 2202, Dallas Trade Mart
 Los Angeles 69, Calif.—C. J. Welch & Associates, 8900 Melrose Ave.
 New York City—Karen Corporation, 5 W. 22nd, New York 10
 Lozano-Fisher Studios, Inc., 64 E. 55th St., New York 22
 New York Flameproofing Co., 135 W. 17th St., New York 10
 Salt Lake City 15, Utah—William C. Card Company, 1760 S. State St., Suite 31 and 32
 San Francisco, Calif.—Glenn Newton, 1355 Market Street
 Toronto, Ontario, Canada—Metalsmiths Company, Ltd., 110 Laird Drive

PACIFIC FENCE & WIRE COMPANY

2235 S.E. 11th Avenue, Portland, Oregon 97214

Please send me your color brochure and price information on Pacific Drapery Walls.

Name _____
 Address _____
 City _____
 State _____ Zipcode _____

Circle No. 43 on product information card

PRODUCTS & SERVICES

CONTINUED

Leather-like paneling for furniture

Of interest to the furniture industry are Marlite's new leatherlike panels that reproduce that surface texture in an embossed plastic resistant to heat, moisture and stains, and is washable. The material



works like wood and is ideal for table tops, desks, credenzas, and other specialty pieces. Marlite's leather texture paneling comes in eight colors: black, gray, brown, cordovan, fawn, tan, off-white, and charcoal green.

Circle No. 125 on product information card

Metropolitan distributes lighting designs

For the first time in its business history, Metropolitan Furniture Corp., is marketing products not of its own designs. Metropolitan will display and distribute lighting units and fixtures from Robert Long Lighting, related in design approach and compatible to the design philosophy of Metropolitan. The new



Long fixtures of black iron, pewter, rough cast brass, and bronze include units for interior and exterior use. An outdoor post light, characteristic of the new light fixtures, is brass with natural oxidized green patina, and stocked in a selection of sizes.

Circle No. 126 on product information card



No. 1314 CONTEMPORARY BAR STOOL

\$1790
LIST
PRICE

27 oz. Modern Heavy Hide. Walnut finish only. Large foam padded seat 15"x15". 30" standard height, finest hardwood legs. Brass plated 1" footrest. Packed 4 to a carton. Minimum 24 stools, shipped **FREE** anywhere in U.S.A., except Alaska and Hawaii.

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Circle No. 44 on product information card

MANUFACTURERS'

LITERATURE

A 24-page brochure from Stockwell pictures 15 subjects in the firm's new collection, Volume IV, of hand-printed scenics and decorative panels. The new series has been designed by leading designers of the country and offers a large range of design subjects with matching backgrounds, panels, and borders.

Circle No. 127 on product information card

The Jute Carpet Backing Council has disclosed a report on the comparative findings of jute double backing and secondary backing for tufted carpets as against the use of other materials. The booklet is the result of studies conducted by a leading independent research and development laboratory specializing in the textile field.

Circle No. 128 on product information card

Shenango Ceramics' new catalog features a complete line of commercial and institutional china in full color reproductions. The New Stylebook 70 gives all stock patterns, specialty items, shapes and color ranges, along with information on custom service.

Circle No. 129 on product information card

High relief mouldings, called Anaglypta, are reviewed in a 20-page book from W. H. S. Lloyd Co., Inc. The rag maché mouldings are very light weight, easy to apply, and stocked in designs of medallions, arcs, panels, and modular units so that highly original plaster moulding effects can be achieved at a considerably lower cost.

Circle No. 130 on product information card

Mississippi Glass Co., makers of rolled, figured and wired glass, covers its complete line of 1966 patterns in a new 20-page catalog. Photographs accompany light distribution charts and light transmission data to aid the specifier in his selection of translucent light diffusing glass for partitions and other commercial and institutional uses.

Circle No. 131 on product information card

The 1966 catalog from McDonald Products Corp. is a comprehensive index to the firm's office equipment and accessory products. McDonald makes an all inclusive line of desk top sets, ash trays and standing urns, wastebaskets, coat racks and related accessories.

Circle No. 132 on product information card

American Saint Gobain Corp. has issued its 1966 catalog as a handy reference on all ASG glasses, including description, typical uses, glazing information, sizes, thicknesses, surface finishes and other data.

Circle No. 133 on product information card

Mallin

... AMERICA'S OUTSTANDING LINE OF CASUAL AND POOLSIDE FURNITURE

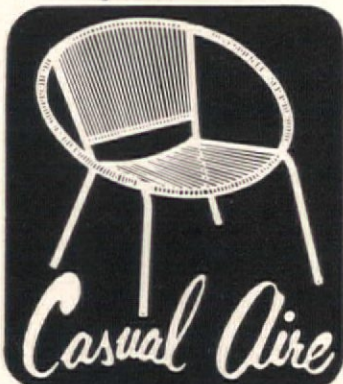
Five complete lines of the finest in casual furniture, every one designed for comfort, style and durability.

The ideal indoor/outdoor casual furniture for motels, hotels, resorts and clubs. Quality built to cut maintenance and replacement costs, corrosion resistant, easy to clean. All lines available in a variety of decorator colors, styled to blend magnificently into any decor for years of enjoyment.

Catalog available on request.

Mallin

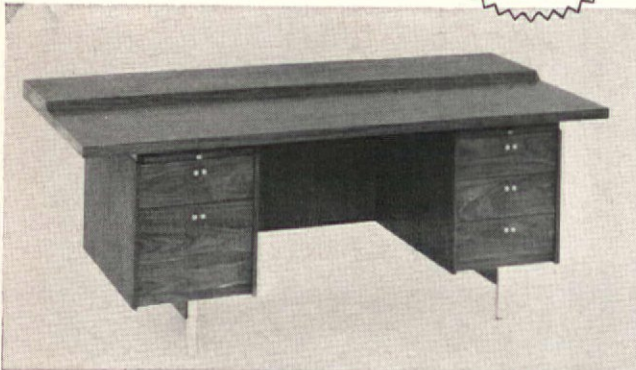
CO., INC. 2335 EAST 27TH STREET, LOS ANGELES, CALIFORNIA 90058



Circle No. 45 on product information card

Circle No. 46 on product information card

Durability
where it counts...
thanks to
DENSIWOOD®



Desk by Leopold

The manufacturers of fine wood desks who use Densiwood for legs, center posts, moldings and other wear-points insure lifetime beauty for their furniture.

The exclusive Densiwood process gives rich woods the mar-proof durability of a diamond—where it counts. *No dents, scratches or scuff-marks! No jagged corners to snag nylons!*

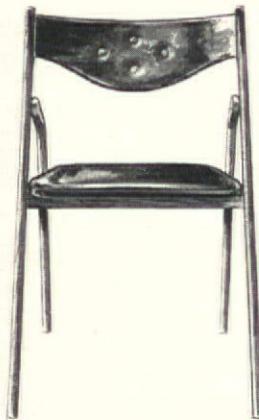
If you buy, build or specify fine office furniture, Densiwood offers the ultimate in service-free functional beauty. Write for complete details.

THESE MANUFACTURERS FEATURE DENSIWOOD ON THEIR QUALITY LINES OF OFFICE DESKS

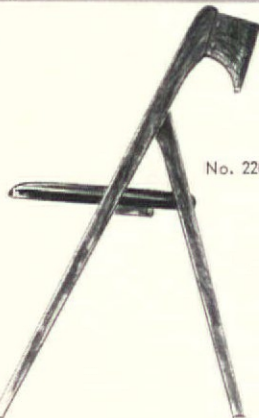
HOOSIER DESK CO. • JOFCO • THE JASPER DESK CO.
IMPERIAL DESK CO. • INDIANA DESK CO. • THE LEOPOLD CO.

A product of: **LUNDSTROM LABORATORIES, INC.**
500 Smith Street, Herkimer, New York

**IT
FOLDS**



An outstanding institutional chair offering the warmth of wood and the luxury of supported vinyl upholstery... the most comfortable contract chair sold. This versatile chair folds and stacks for compact storage.



No. 220

Norquist
PRODUCTS, INC., JAMESTOWN, N. Y. 14701

Circle No. 47 on product information card

CLASSIFIED ADVERTISEMENTS

Rates: \$12.00 per column-inch payable with order. No extra charge for box numbers. This section closes on the 5th of preceding month. Classified ads are limited to situations or help wanted or available. Merchandise offerings not accepted.

CONTRACT VINYL WALLCOVERING REPRESENTATIVES WANTED: Calling on architects, space planners, designers, contract users. Well established competitive lines of vinyl wallcoverings. Liberal commissions. Many territories open. Write: Box A-282, CONTRACT.

REPRESENTATIVES WANTED: Manufacturer of quality, hand-beaded curtains seeks representation to designers, architects, selected specialty and retail outlets. Give background and current representation details. Write: Box A-283, CONTRACT.

REPRESENTATIVE WANTED (New York Metropolitan area): Furniture representative having contacts with architects and interior designers for designer-manufacturer of quality contemporary furniture. Write: Box A-284, CONTRACT.

INTERIOR DESIGNER: We need a highly creative, competent individual with ability to understand and translate clients' requirements into meaningful, appropriate and exciting design concepts. This person must be of proven ability with desire to take part in the growth of an established, progressive office planning and design firm. Our people know of this Ad. All replies confidential. Send resume to Box A-289, CONTRACT.

A HALLMARK OF QUALITY

Advanced contract construction exceeds even today's rigid requirements for ruggedness. And with seats and backs upholstered, Authentic chairs are the ultimate in solid comfort.

No. 118-C5 UB Captain's Chair Shown above

Authentic
FURNITURE PRODUCTS
607 Nash Street, El Segundo,
California 90245

Free Color Catalog
Illustrating
29 Different
Contract Chairs Plus
Upholstery Selector
With 32 Naugahyde
Color Swatches

F.O.B. - 3 Plants: Chicago, Ill.; Saddle Brook, N. J.; El Segundo, Calif.

Circle No. 48 on product information card

Showrooms: Chicago • New York • High Point • Dallas • Los Angeles • San Francisco • Seattle

MEN WANTED: Contemporary Furniture manufacturer wants road men currently calling on architects, designers and specifiers with non-competing products. Strong additional quality line. All territories available including Metropolitan New York area. Write, stating experience and present lines carried. Commission only. Box A-285, CONTRACT.

LINES WANTED: Quality accessory lines wanted for representation by New York contemporary furniture showroom selling to Decorators, Designers, Architects, Specifiers and Office Furniture dealers. Write: Box A-286, CONTRACT.


LINES WANTED: Contemporary furniture showroom, New York City, with strong following among architects and decorators, seeking representation of furniture lines with commercial and/or residential applications. Write: Box A-287, CONTRACT.

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky, and West Virginia assured by our successful years representing leading manufacturers. Have room for quality chair and table lines. Write: Box A-288, CONTRACT.

REPRESENTATIVES WANTED (Account Executives): Male or female, metropolitan New York—signs—displays—lettering for offices, institutions, banks, new plants, interior and exterior. Lifetime opportunity for right persons. Walter Sign Corp., Elmhurst, New York 11373.

MANUFACTURERS' REPRESENTATIVES WANTED: For fine wood desk line. Territories open include Ohio, Indiana, Illinois, W. Virginia. An excellent opportunity for aggressive sales people. Commission only. Write: Box A-290, CONTRACT.



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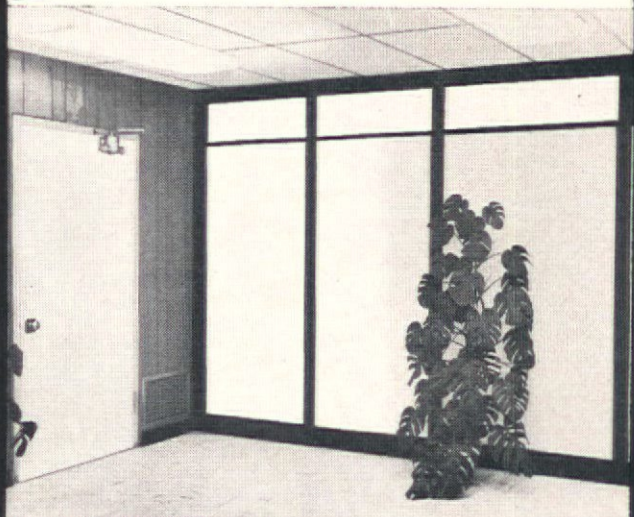
A new textured Terson vinyl
 FOR INFORMATION: Athol Manufacturing Company, a division of Plymouth Cordage Industries, Inc. General Sales Office: Butner, North Carolina. Sales Offices: New York, Boston, Chicago, Detroit, St. Louis.



Circle No. 49 on product information card

Circle No. 51 on product information card

New Movable Steel Partitions



Shown: "Pacific" Designer Series

Our new, modern Steel Partitions are now available in 40 decorator colors. Erection is faster because there are fewer parts. Special distributor service is offered in all major U.S. cities, and for your convenience, we can provide complete design and layout assistance, shop drawings, etc.

Write or phone today.



**NATIONAL
 STEEL PARTITION
 COMPANY, INC.**

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Each piece bears this signature — our registered trade mark.
 L. HITCHCOCK, HITCHCOCKS-VILLE, CONN. WARRANTED.



AUTHENTIC NEW ENGLAND

WRITE FOR BROCHURE
 ON CHAIRS, CHESTS,
 BEDS, TABLES,
 MIRRORS.



CONTRACT DIVISION:
THE HITCHCOCK CHAIR COMPANY
 Riverton (Hitchcocks-ville) Connecticut

SHOWROOMS: Merchandise Mart, Chicago; Home Furnishings Mart, N. Y. C.; Hickory Home Furnishings Mart, N. C.

Circle No. 50 on product information card

Circle No. 52 on product information card

"BUYERS' GUIDE FOR CHAIRS"



FREE

20 Fact-Filled Illustrated Pages Giving Valuable Information on Essential Features to Consider When Buying Chairs.

No Obligation! — Write Today!

Fixtures Mfg. Corp.

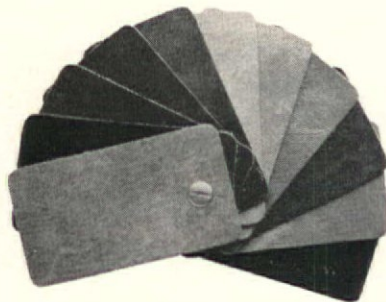
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 Title _____
 Firm Name _____
 Address _____
 City _____ State _____
 Phone No. _____

INTERIOR DESIGNERS AND ARCHITECTS

SEND TODAY FOR YOUR NEW FREE CONNEAUT GENUINE LEATHER SAMPLE SWATCHES IN MEDITERRANEAN COLORS AND TORTOISE SHELL PATTERN

Conneaut Genuine Leather, combines new, different style with unusual and brilliant color. Accredited Interior Designers and architects are urged to send for color swatches on professional letterhead.



Leather guild inc.

52 East 21st Street, New York 10010 • SP 7-4400
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