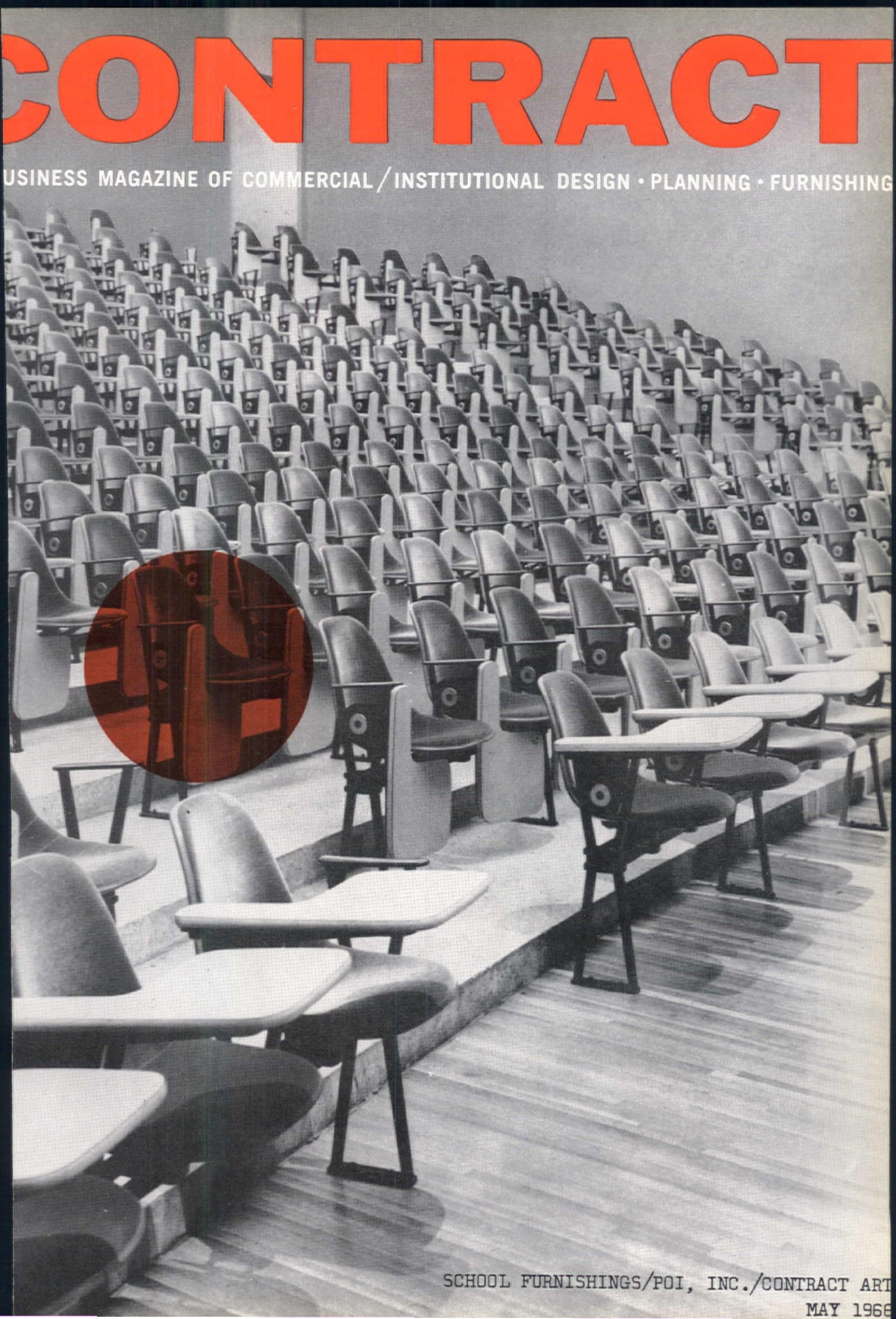
CONTRACT

USINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN · PLANNING · FURNISHING



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MAY 1966

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tured like natural travertine. Quiet and comfortable underfoot. Long wearing. Easy to maintain in commercial or residential use. Greasepr

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VINYL FLOORS

New! Featured Travertine with the beveled edge built i

Note the custom look! Kentile's new Featured Travertine
solid vinyl tile with the beauty of hand-cut marble! Use
in any decor. Samples? Call your Kentile Representati

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AFTER 3 YEARS...

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CHAIR WAS..

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'SATURN II'...

A 'MISSILE'* FABRIC...

NOW AVAILABLE.

LEADING...

MANUFACTURERS...

AND JOBBERS...

IN THE U.S.A....

WRITE FOR INFORMATION AND SAMPLES

ORINOKA MILLS

L. ANTON MAIX, DIRECTOR, SPECIAL FABRICS DIVISION, ONE PARK AVENUE, NEW YORK 10016

DEALER: DESKS INC., DENVER, COLORADO, CHAIR MANUFACTURED BY: ALL STEEL EQUIPMENT, AURORA, ILLINOIS

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This is Concept*: an incredible new vinyl fabric from Terson: nylon tricot stabilized by expanded vin

"Concept" is the most exciting breakthrough of the decade in upholstery fabrics: versatile tricot fabric of DuPont Antron® nylon stabilized by durable Terson expanded vinyl. The result is a brand new material with the richness of velvet. Completely pliable. Remarkably durable. Concept adds vibrant excitement to any upholstery use. Concept won't pull or stretch, even after extended use. Spills just wipe away. And it's color fast, too! ■ Fourteen fashion colors. ■ Write right now for your complete color line . . . so you can feel for yourself the ultimate touch of Terson. ■ Athol Manufacturing Company, Butner, North Carolina. ■ *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.*

*Patent applied for

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CONT

The Cover
Educational seating—this example from the University of Illinois' new Circle Campus in Chicago — is spotlighted in our story on school furnishings beginning on page 63. Cover design by Bert Lester.

CONTRACT

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

VOL. VII, No. 5 **MAY, 1966**

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

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SHER
H. Hellman

RAL MANAGER
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e Fallucchi
ma Skurka
ick J. Galvin
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COMING IN CONTRACT

JUNE—LANDMARK ISSUE—ATLANTA AND THE NEW SOUTH—Atlanta is the hub of a blooming, buzzing, surging trading area that extends down to the Florida Keys and west past Mississippi. This area, which looms large every day as both marketing hub and major center of heavy and light industry, is spotlighted in this special Landmark Issue, including important examples of contract work throughout the Southeast.

JULY—Door Controls—another important study in CONTRACT'S Interior Architecture series; Wall Paneling; Poured Floors; plus a portfolio of new contract installations.

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Once upon a time, in the land of Anaheim, California, there lived an executive hou keeper. Her name was Veneta Wilson, and she was in charge of 450 gu rooms at the famous Disneyland Hotel.

One morning, she happened to hear a young lady complaining of a poor night's sle And the very next day, a rather tall, slender gentleman remarked that the bed was too sh and that his feet hung out over the edge! "That settles it," cried Veneta. "Something has be done!"

You see, guests at the Disneyland Hotel hardly ever find a thing to complain about.

In fact, Veneta was so shocked sent out an emergency call to Fr Bret, the general manager of Disneyland Hotel. "What a going to do? I heard two gu complain about the mattre You've got to help me," pleaded. "Compose yourself, eta," said Frank reassuringly. "I'l Fred Sobek from the Simmons Comp He'll know what to do."

Naturally, we all know what Fred sugge Beautyrest mattresses. 80″ long. Five hundred and fifty-five of t

Today, Mrs. Veneta Wilson is the happiest, most contented housekeeper you'll meet because now her guests can sleep comfortably ever after.

SIMMONS

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The Magic of Masland Carpets.

C. H. Masland & Sons • Carlisle, Pa.

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plumetis

(plümti´s)

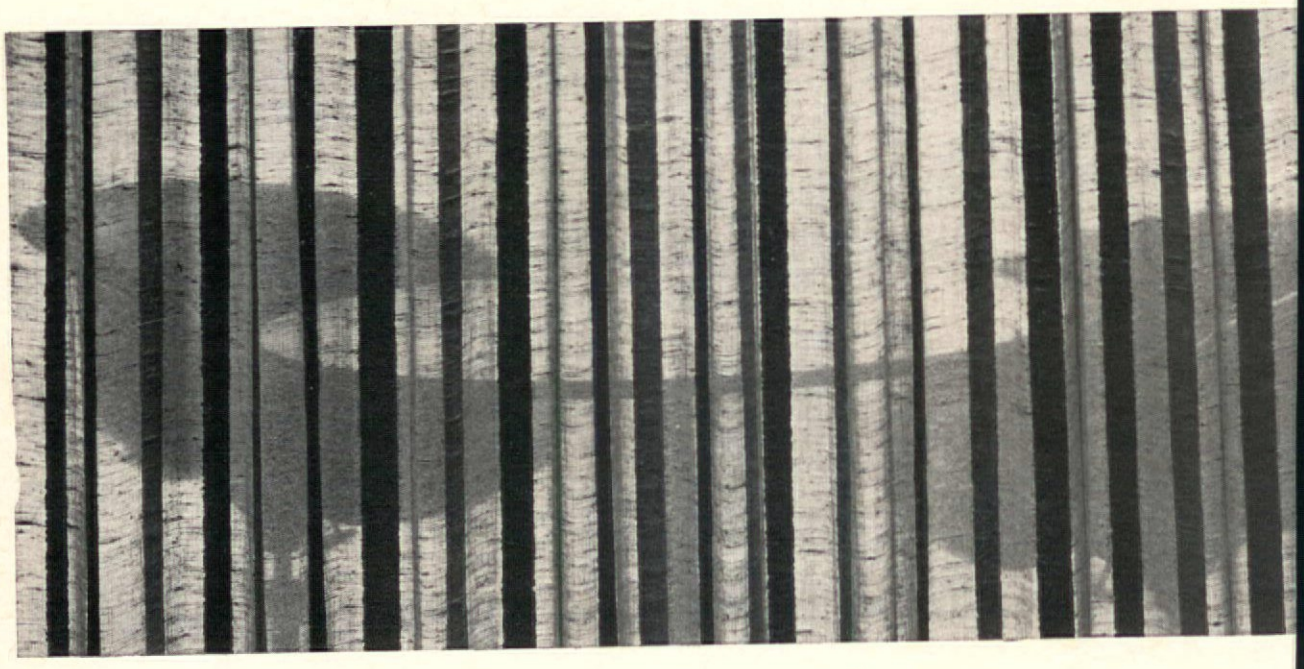
n. A technique for weaving a lightweight fabric which shows a raised motif on a plain background to give a feathered effect.

maypole

(`mā-,pŏl)

n. A delightfully distinctive casement using a strong sheer Linen as background and a spun rayon in a horizontal float. Stripes remain pronounced even with strong incoming light.

Author: Alexander Girard



Sample portfolios by return mail

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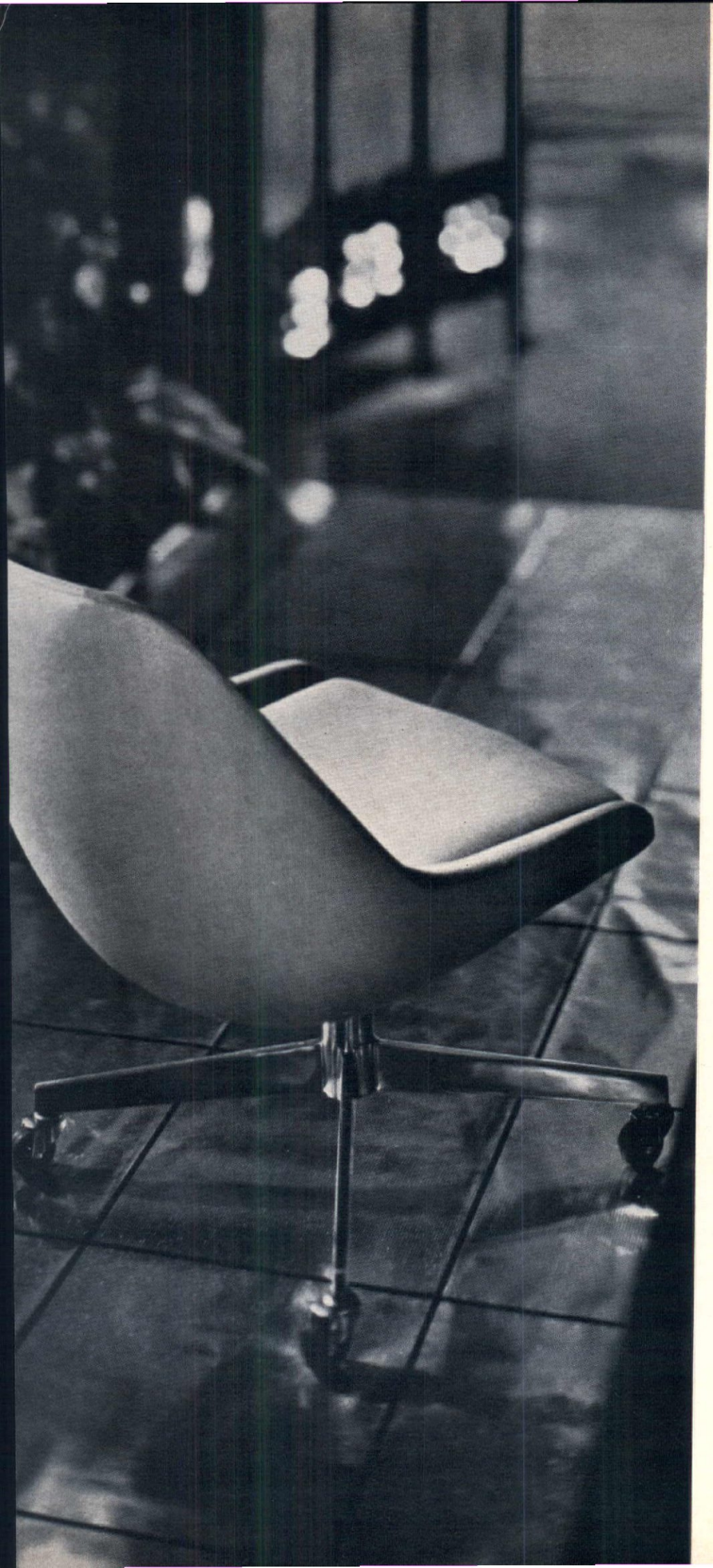

Meeting of the minds.

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These are thoughts you live by.
So do we. With you in mind.
Take this chair for instance.
It's new. With many innovations.
But it's just one of some 50 Steelcase chairs which respected architects have used in noteworthy office installations.
In other items of office furniture, too, your Steelcase representative can offer an impressive number of choices to fit your aesthetic and functional concepts.
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D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- **State tax of interstate commerce under fire**
- **Applications halted on college housing loans**
- **GSA explores vinyl as leather prices rise**

ALL THAT glitters on the Washington scene, a affects institutional furnishers, is not procurer gold. Some of that brilliance is legislative improver to make your work easier. One of the recent hear of interest by a House Judiciary subcommittee cerned state taxation of interstate commerce. hearing was on measures to resolve the increa dilemma of interstate businesses faced with pa taxes in more than one state.

One witness strongly in favor of simplification Dwoskin, Inc., Atlanta wholesale distributor of paper, wallcoverings, decorative fabrics and re items. Dwoskin has offices, showrooms and wareh in Miami, Dallas, Houston, Washington, Char Oklahoma City. At the time it testified it was ope also in St. Louis. Telling its complicated, sad ex ence with different states' demands upon its re and its money and time was William A. Gre treasurer and comptroller.

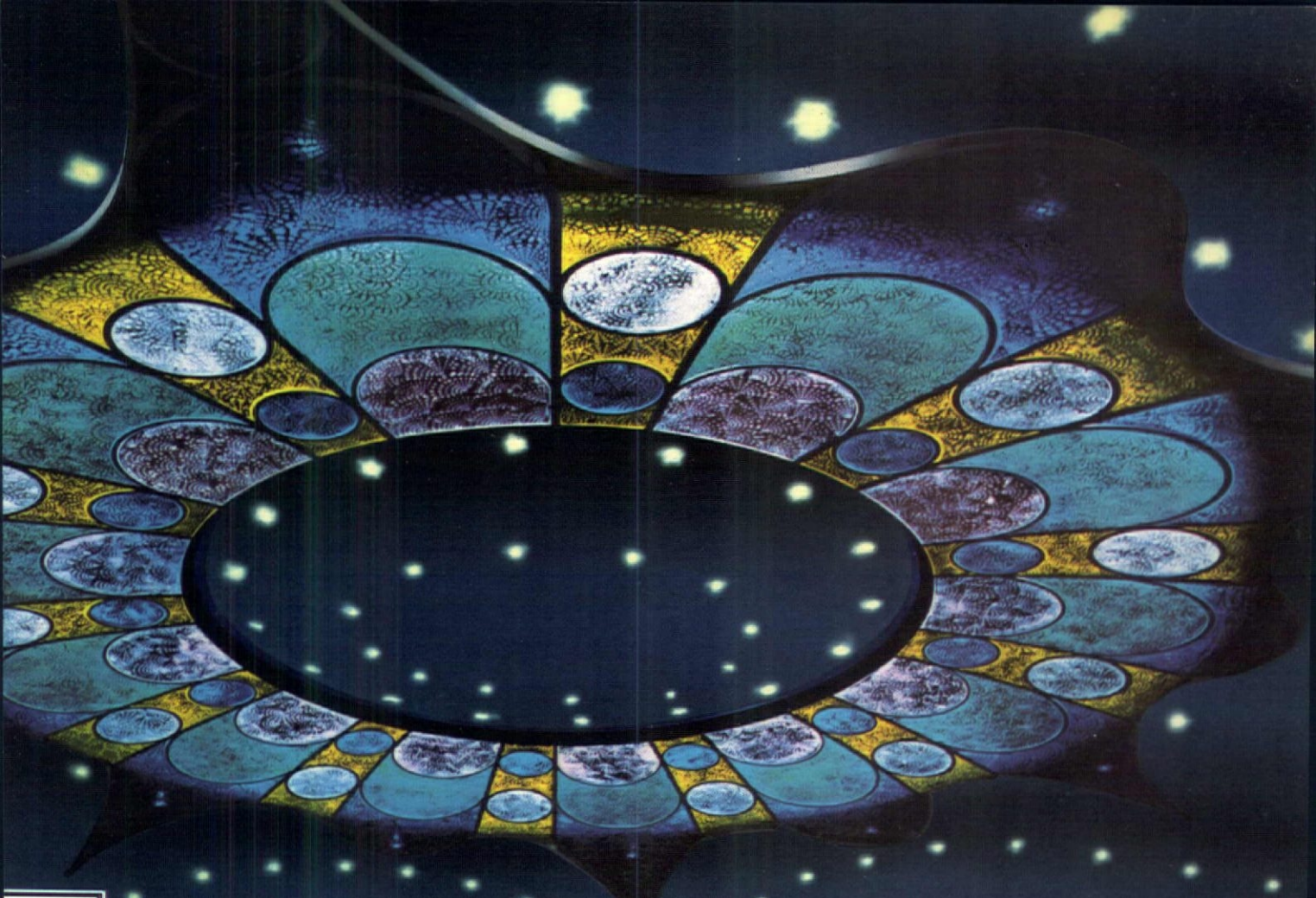
Dwoskin, Mr. Grenner says, "as an inter wholesaler-distributor suffers from the massive of endeavoring to comply with the greatly dive laws and regulations of all the states into wh ships its merchandise."

One of the most deadly, he adds, "is the sale use tax laws in nearly every state in which it business." These cause "one of the most ridic messes that a business dealing in interstate merce must cope with." Some returns are due the of the month after sale, and sometimes Dwoskin even get its books closed by then. Some states examiners to check records, with the firm havi pay traveling expenses both ways plus per dien

Dwoskin's plight can be seen by these com on handling of sales-tax exemption certificate other information: It employs one person ha these items on almost a full-time basis. It has $400,000 in electric data processing equipme handle inventory, payables and receivables—bu machines can't accommodate six to nine digit or exemption numbers, in addition to separating by 50 states, so this must be done by hand Grenner asked the committee to retain a sug

(Continued on pa

Circle No. 8 on product informa

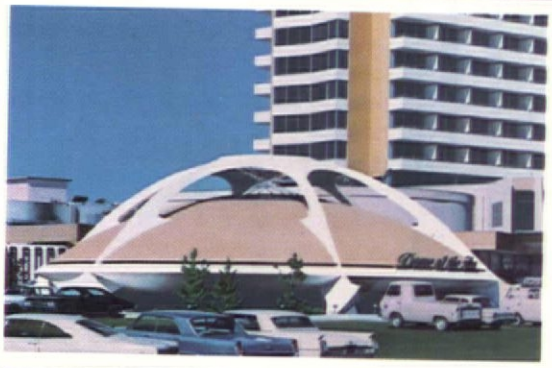


Suspended ceiling screen in Dome of the Sea Restaurant combines multi-shaped ACRYLITE panels of varying hues set into extruded aluminum frame. Interior design by Albert Parvin & Company, Los Angeles, California. Fabricated by Ben Mayer Designs, Culver City, California.

ANT AN UNDERSEA FEELING? TRY AN **ACRYLITE**® CEILING

s what the Dome of the Sea Restaurant at the Dunes Hotel in Las did with this shell motif ceiling unit. Scrolled ACRYLITE® Acrylic s in blue, yellow, aquamarine and white flow together to suggest an n of underwater mystery, and are back lighted to provide evenly ed illumination for relaxed dining. This is only one of the imaginative ACRYLITE is being used in hotels, restaurants, lounges, motels, ercial and residential interiors. Its beauty lasts a lifetime . . . won't r discolor with age.

LITE is shatter-resistant, lightweight, weatherproof, easily cut, d and fabricated. It is classified as a slow burning plastic by Under- Laboratories, Inc. It comes in over 70 patterns and colors; smooth ured surfaces; transparent, translucent or opaque; standard sheet nd thicknesses. For more information, refer to Sweet's Architectural /Am. See for yourself how ACRYLITE can add excitement to interiors.



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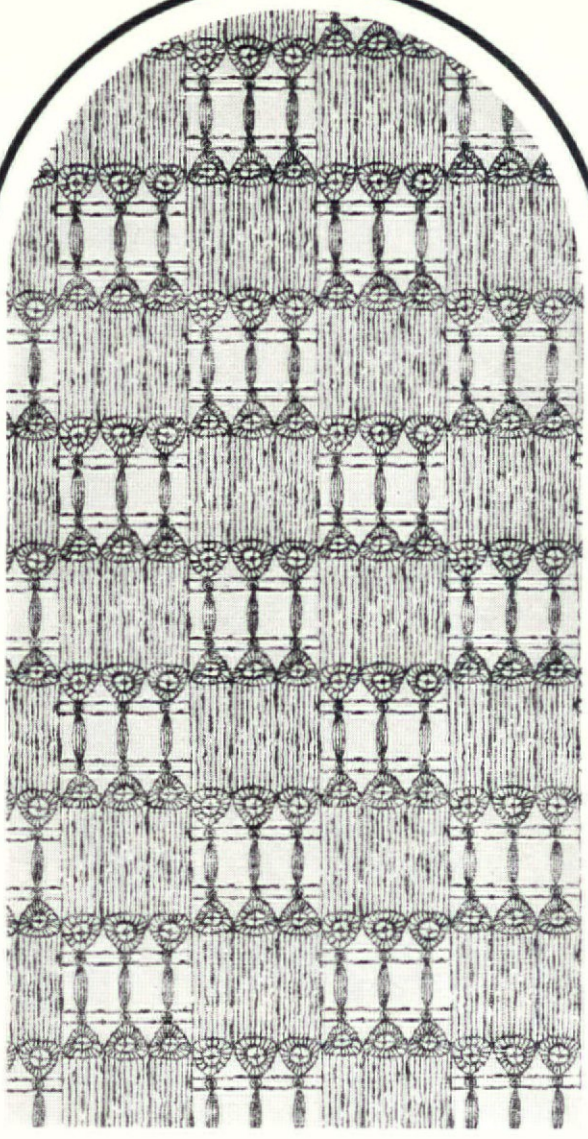

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One of a series of 22 exciting new Warner designs, hand printed on wonderful vinyl. Architecturals, paisleys, black & whites, traditional and contemporary designs. Everything you need to make your interiors outstandingly beautiful . . . yet completely practical. Samples of vinyl shown are available.

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Warner wallcoverings

Circle No. 9 on product information card

OUR WASHINGTON REPO

CONTINUED FRO

provision in its bill, requiring vendors to keep a permanent file of resale or exemption numbers, out having to enter them on every invoice.

If a mistake has been made in furnishing a nu to the vendor, Mr. Grenner suggests the stat administrator should have to look to the in-state ness buyer for the tax. Now, the revenue age such cases tells Dwoskin to collect the tax fro customer. If Dwoskin tries, the customer is infur "We have lost many a good customer whom we been years in acquiring and have spent much tim money in developing, because of this one thing."

He also told the subcommittee that, "Each should register all of its merchants . . . the should be permitted to assess and collect the due from within that state but positively in n stance should it be permitted to cross the bound into another state and harass the wholesaler-di utor in that neighboring state."

There is no question, Mr. Grenner states, "but the Federal Government must step in and take diction in this matter."

Federal potpourri

Department of Housing and Urban Developmen had to stop accepting applications for college ho loans, at its attractive 3 percent rate. If it ha clamped down, it estimated, it would have had a log by June 30 of $800 million—for a program geted at $300 million yearly.

Watch for elderly housing projects in your ar a possible source of business. Some recent exa of Federal loans include $2,650,000 for an 18- 225-unit project in Eugene, Oregon, with centr kitchen-dining facilities, lobby-lounge area, arts- area; $2 million for 7-story 177-unit building in tona Beach, Fla.

General Services Administration explores u plastic furniture coverings instead of leather, be of price rise this year in cowhide prices.

Defense activity increases

With the step-up in Vietnam activities, it's n prise that Defense Department purchasing of co furniture and furnishings is also increasing. If not on the bidders' lists at the Directorate of curement and Production, Defense General S Center, Richmond, Va. 23219, you may want Here are some of the recent invitations for bi Center has issued:

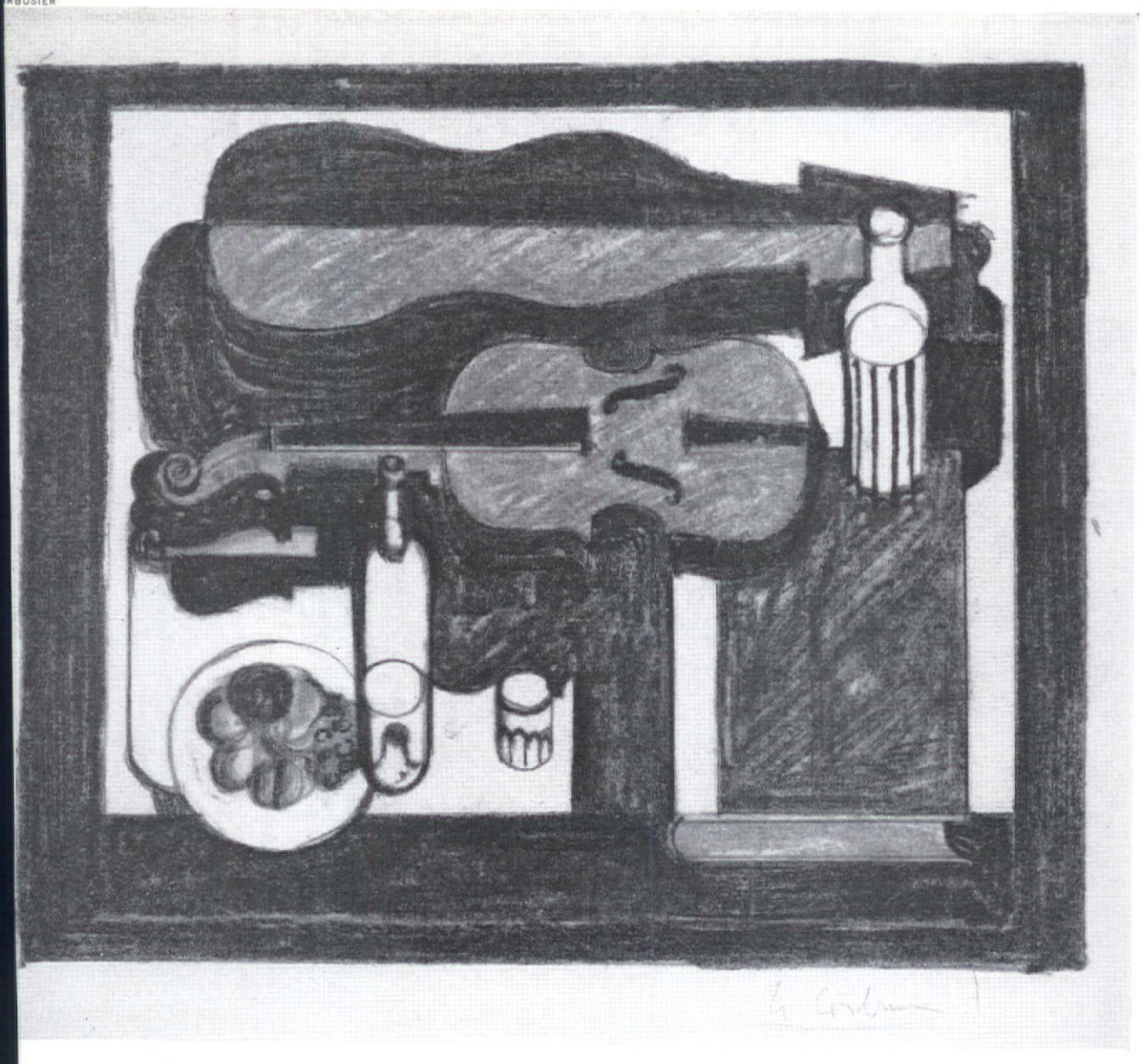
Four-seat dining tables, 200 each. Field desks, each. Small parts storage cabinets. Straight c 17,914 each; 3,548 each. Two-drawer file cabine each. Intermediate desk top section, 40 each.

Announcements of invitations

The contract industry's largest customer contin be very much in the market for the goods yo supply. No matter what the budget hold-dow volume stays in the many millions. Somehow or

(*Continued on pag*

RBUSIER



orbusier, a true genius of our time, was an artist as well as a architect. He also designed distinguished furniture, because he ved interior design should complement the exterior.

ng architects regularly specify John Stuart furniture—both mod- nd traditional—for important residential and business buildings s country and abroad.

- The Book of John Stuart Contemporary Design $2
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New...all-new

Permon® and Fabron®

vinyl wallcoverings are here!

We offer breathtaking beauty... through glorious spectra of color, exciting new designs, creative textures. A new dimension in style and color such as you have never seen before in these famous wallcoverings. New U.L. listing, too.

This important design event was sparked by the absorption of Frederic Blank & Company, original producer of Permon and Fabron, into Stauffer Chemical Company. In keeping with our new look and new ownership, we've moved our headquarters to the Decoration and Design Building, 979 Third Avenue, New York City. So we have a new face all around... with the added advantage of now being part of a company basic in vinyl resins.

Come see an all-new concept in wall styling at the D&D Building next time you're in the neighborhood. Or write to Stauffer Chemical Company, Wallcoverings, 979 Third Avenue, New York 10022.

Stauffer CHEMICALS

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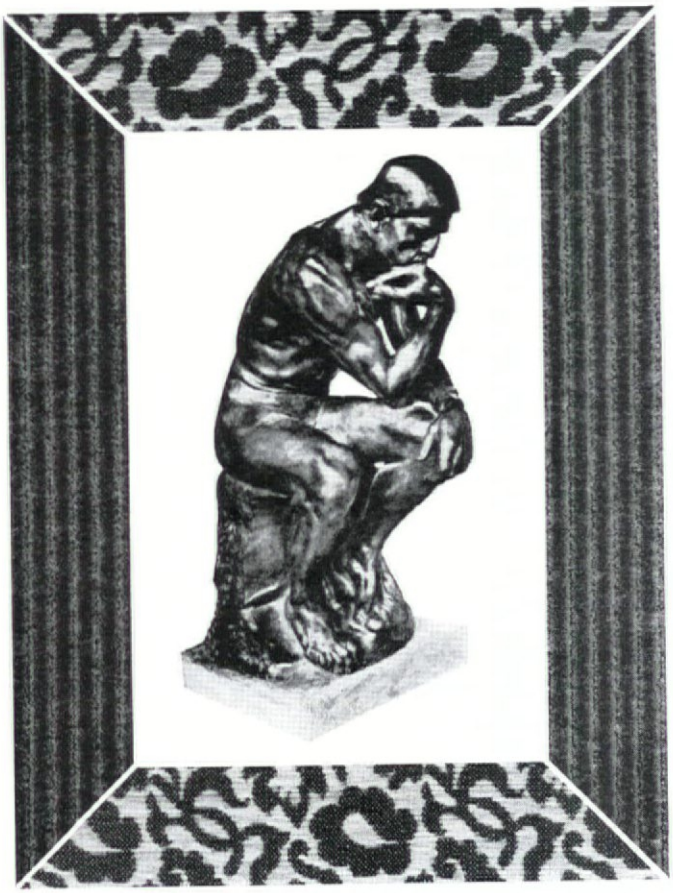

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Los Angeles: Los Angeles Furniture Mart

SALES SERVICE CENTERS IN 23 PRINCIPAL CITIES
Circle No. 12 on product information card

OUR WASHINGTON REPOR

CONTINUED FROM P

whether it's the stimulus one year of an anti-pove program and the next year of an enlarged war activ in Vietnam, the demands upon the industry considerable. Here are some recent invitations, to g you an indication of the depth and breadth of perennial interest:

General Services Administration, Kansas City Metal chairs.

GSA, Washington—Steel office partitions, indefi quantity, Aug. 1, 1966 through Sept. 30, 1967. Tr tional wood bedroom night tables, 1,244 each. W bookcases, bedsteads and desks, 1,188, each. spreads and thermal blankets, Aug. 1, 1966 thro July 31, 1967. Cotton bedspreads, 349,668 each. T mal type bed blankets, 44,208 each. Upholstered w furniture, 480 each. Modern Danish dining room, ing room, and bedroom furniture, 1,555 each. Ta chairs, desks. Vertical steel filing cabinets. Upholst wood furniture. Tubular steel upholstered easy ch 1,184 each. Traditional style dining room chairs, each. Upholstered wood furniture, 189 each. Fol steel chairs. Metal smoking stands, indefinite q tity, Sept. 1, 1966 through Aug. 31, 1967. Mo design Danish walnut wood household furniture, each.

Veterans Administration Hospital, Houston, T Hospital furniture.

GSA, Seattle—Upholstered hida-a-bed style sofa each. Walnut finish upholstered chairs to matc each. Folding tables and benches. Mattresses and springs. Mobile tables.

VA hospital, Pittsburgh—Chairs, tables, settee.

Ramey Air Force Base, Puerto Rico—Rattan bu 170 each.

GSA, Denver—Round and square plastic-top teria tables, 95 each.

Panama Canal Co., New Orleans—Foam r mattresses and box springs.

GSA, New York City—Drapery material, 1 yards.

Award announcements

The most positive evidence that the Federal G ment is in the market is what it puts across awards it makes with solid dollar figures or tim cations. Here's a sampling of the recent proof:

GSA, Auburn, Wash.—Furniture, $37,872, T Industries, New York City.

Defense General Supply Center, Richmond, Folding chairs, 2,264 each, $26,630, Stakmor Oswego, N.Y. Dining tables, 919 each, $28,32 perial Woodwords Inc., Waco, Tex.

GSA, Washington—Wood casegoods and chai each, $37,411, Basic-Witz Furniture Indu Waynesboro, Va. Household wood casegoods, Walnut, modern design, 911 each, $63,846, N Furniture Mfg. Co., East Bernard, Tex. Moder room furniture, 880 each, $35,797, Basic-Wit holstered wood furniture, 1,849 each, $118,013, cian Furniture Co., High Point, N.C. Mirror each, $6,022, Leonard Friedman, Philadelphia.

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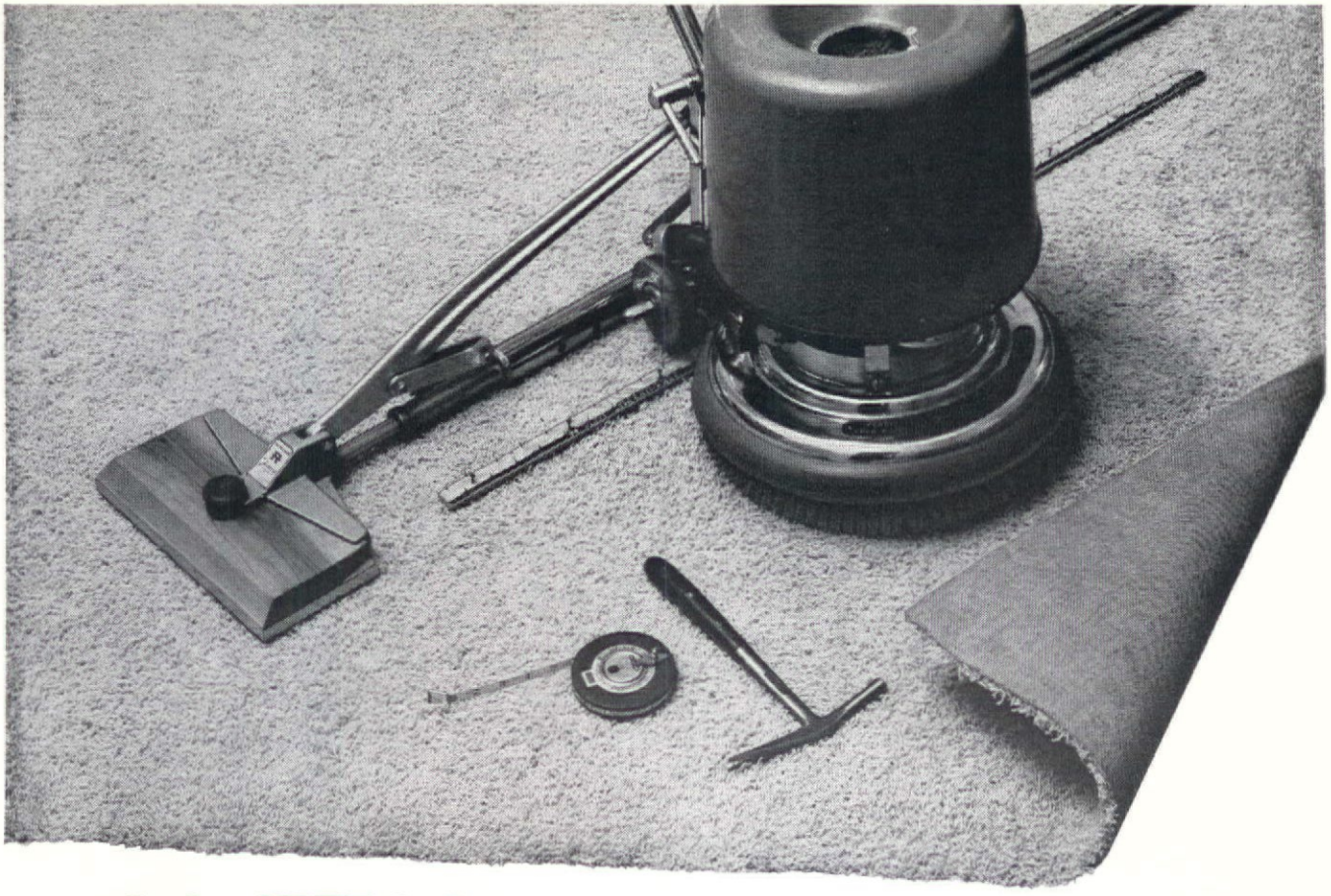
IMPORTANT TO EVERYONE WHO PURCHASES, SPECIFIES OR HANDLES CONTRACT CARPETS!



Only JUTE behaves the same as Jute... and as well!

So make sure both primary and secondary backings in your carpets are JUTE

JUTE backing improves, speeds up installation
JUTE backing is safe for power-stretching
JUTE backing is stronger in all directions
JUTE backing assures neater, faster seaming
JUTE backing never stiffens up from cold
JUTE backing is relatively unaffected by heat
JUTE backing is 100% reliable in cleaning
JUTE backing has great dimensional stability
JUTE backing is highly shrink-resistant
JUTE backing keeps area rugs flatter

No two backing materials react similarly to the many conditions to which carpets are subjected . . . stretching, tension, wear, cleaning, etc. So combining two different types of backing in one carpet could mean headaches. But when **both** backings are JUTE, you are assured of perfect compatibility . . . plus the finest all-around performers available.

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Circle No. 14 on product information →

texture...

...in seven new colors!

Texlin

Only a slight wisp of a design is revealed in this near solid (as seen in this actual size background of No. 6730 Beige Texlin). Now Wilson Art provides a series in 7 new colors. To meet any of your other requirements, Texlin is available in all sizes, finishes and grades. Colors include: No. 6670 White, No. 6703 Putty, No. 6730 Beige, No. 66D33 Sierra, No. 66D52 Monarch, No. 66D82 Yucca, and No. 66D84 Cactus. For more information about this versatile new pattern, write or call . . .

Wilson-Art

RALPH WILSON PLASTICS COMPAN

600 GENERAL BRUCE DRIVE • TEMPLE, TEXAS • AREA CODE 817 PR 8-2711

LETTERS

of the Flesch

ır Sir: Most of my life I've suf-ed from carrying the "unabridged" und in my head, speaking and writ- in six-bit words, often leaving my eners "shook" with my words to the ıt where they fail to get part or of my message.

very two or three years I take time to re-read Rudolph Flesch's "Art Plain Talk."

ONTRACT is *the* important publica- in its field. Yet, after studying TRACT for some time, I'm sold on fact it could do a better job of ng its story across through the of: shorter sentences, more com- words, simplified style.

the March, 1966 issue, take the article on page 59: "Contract De-er's New Responsibilities in In-r Architecture Create Need for Types of Information." Anyone plain talk"?

ere is so much competition for your reader's time (to say nothing of competition for his limited reading time) that anything you can do to make it easier for him to get the most story with the least effort in the shortest time—should pay off like a slot machine (does for the club that owns it).

This is just a hopefully helpful hint —no pitch—nothing to sell—no offense intended.

But, have you ever noticed how the true artist, the real expert, so often gets his story through, without his listener ever being conscious of his words.

G. C. THORP
Sacramento, Calif.

We couldn't agree with you more. Style should be "transparent," according to St. Thomas Aquinas. The reader should not be conscious of the particular words we use in this magazine, and they should certainly not obtrude, excuse us, stick out.

On the other hand, the flesh or Flesch is weak and frail, heading always towards the line of least resistance—we mean, the easy way out.

Forgive us, for we have bowed down to graven images. Don't look for a change in the immediate future, but, to mix a metaphor, be assured we shall try to struggle to our feet and trample down the thick foliage of words, or the dense verbiage of foibles.—Ed.

●

Of constant interest

Dear Sir: Your magazine is of constant interest to us in connection with the design and maintenance of faculty and student housing and academic facilities. We are currently working on the design and equipment of buildings totaling about $12,000,000.

J. R. VAN PELT, Chancellor
Michigan Technological University
Houghton, Michigan

Dear Sir: Just want to congratulate you on your fine March issue. The Interior Architecture series should provide the entire industry with the kind of information that is of value, and Lawrence Lerner's "introduction" pointedly and clearly touched the nerve ends of the business when he asked "who specifies what?"

SIDNEY SCHWARTZ
Trend Contract,
Division of Trend Mills, Inc.
New York, N.Y.

Circle No. 15 on product information card

Contract Furnishings Exposition Staged Here

THE National Contract Furnishings Exposition was staged at the Americana Hotel, New York, April 19 to 22. There were more than 75 exhibitors.

Marketplace Associates Inc., sponsor of the show, circulated a statement, April 20, indicating Chicago would be the site of a second such show next year. On April 26, Mr. Warren Gurian of Marketplace Associates was invited to make a complete statement of his plans for publication in the May issue of CONTRACT. He stated the Chicago plan was not definite and that "plans for the 1967 National Contract Furnishings Exposition will be announced shortly." He declined further comment.

CONTRACT assured Marketplace Associates Inc. that the magazine would continue to publicize fully all news, statements, and activities of Marketplace Associates Inc., in connection with the exposition plans of that organization.

•

CONTRACT Magazine Will Sponsor Separate Exhibit in 1967.

During an informal luncheon on April 21, Ben Hellman, publisher of CONTRACT, outlined to about 20 manufacturers the services this magazine would guarantee if it undertook to help organize a separate 1967 contract trade show under its control. Their reaction was favorable and a steering committee was named, consisting of Bud Wyman, Commercial Carpet Corp.; Alan Kriedel, Jackson China; Murray Smith, Ralph Wilson Plastics; Geoffrey Walsh, Molla Inc.; Herb Levine, Quartite; and Sidney Schwartz, Trend Mills.

Hellman made the following statement to the assembled manufacturers:

"First, we will undertake consistent and sufficient mailings, advertising, and publicity, for a period of months, to assure the attendance and interest of large numbers of contract buyers, designers, furnishers, and interested architects.

"Second, we will enlist the cooperation of a competent, experienced, and proven trade show management organization, to assure professional preparation and operation of the event.

"Third, we will arrange a variety of meetings, seminars, institutional exhibits, and programs of the type which will make our show a 'must' event for the attendance of important, volume-buying contract professionals.

"Fourth, we will invest heavily in related services to assure exhibitors maximum return for their expenditure of dollars, time, and effort.

"Fifth, we will sponsor an independent show and invite the participation of all interested manufacturers, plus all magazines in addition to our own."

New space planning firm

Eggers & Higgins, architect, has e tablished API Designs Ltd., a tota independent firm specializing in arc tecturally planned interiors. John Crocco, interior space planner, h been appointed vice-president and ge eral manager. The new company w have available to it the resources Eggers & Higgins, as well as key pe sonnel formerly associated with interior design department.

TTMA to merge with American Carpet Institute

Members of the Tufted Textile Ma facturers Association will vote on merger with the American Carpet stitute at the TTMA's 21st annual c vention in Hollywood, Fla., May 8- The new association would be ca the Carpet and Tufted Textile In tute.

Jack P. Turner, president of TTMA, a Dalton, Ga., based gro favors the move and feels confic the proposal will receive an affirma vote at the May convention. Meml of the ACI have voted for me er, and Horace Jones, chairman the ACI board of trustees is ready making plans toward cons dation. Jones stated that a board of rectors for the Carpet and Tu Textile Institute (CTTI) will consi 27 members, 24 to be manufactu and three associate members who ply materials, machinery or serv to the carpet industry. The b will be elected at the May TT meeting.

Consolidation of the groups w retain the Dalton staff who are m facture-oriented, to deal with int affairs of the industry, while the York base would be more conce with marketing and public relation

Decorators belong at home

An article in the March issue of *tune* Magazine on interior decor states "they are linked in a very cial way to a huge industry, th billion home furniture and furnis industry, whose standards man them despise and ignore. They much of their income from their with businessmen, or the wives of

(*Continued on pa*

On the eleventh floor of The Merchandise Mart, Chicago, you will find qualified professional consultation... competent, dependable service, up-to-the-minute styles... and an outstanding selection of the leading contract suppliers. This is the exceptional combination established by the Contract Manufacturers Association especially for the use of contract designers, architects, dealers and their clients. There is nothing else like it.

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The Globe Wernicke Company
Harter Corporation
The Howell Company
Imperial Desk Co., Inc.
The Johnson Chair Company
Johnson Plastic Tops, Inc.
Knoll Associates,Inc.
Krueger Metal Products

Madison Furniture Ind.
Milwaukee Chair Company
Moselle Meals, Inc.
Myrtle Desk Co., Inc.
Peerless Steel Equipment Co.
Peter Pepper Products
R-Way Furniture Co.
Robert John Company
Royalmetal Corporation
Schlage Lock Company
Shelby Williams Industries, Inc.
Specialized Contract
Interiors, Ltd.
Steelcase Inc.
Stow & Davis Furniture Company
Superior Sleeprite Corp.
Taylor Chair Company
Tri-Par Manufacturing Co.
Troy Sunshade Company
Vicrtex Sales Corp. of Illinois
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You'll be proud to specify Select. It's ultimate beauty and utility in folding banquet tables. Tops available in a wide range of colors and patterns.

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Perfect general purpose banquet table. "Off-Center" legs add seating to ends. Lightweight, sturdy, folds compactly for easy stacking. Meets rugged institutional needs.

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Circle 18 on product information card

nessmen; their own business methods are unusual, but they make a very comfortable, if hectic, living out of them." The article goes on to say that interior decoration, in its purest form, is done for residential clients and that "historically, the home is the natural milieu of the decorator."

Too much repetition?

Two designer/stylists for manufacturing firms voiced their views on contract design at a forum sponsored recently by the Philadelphia chapter of the National Home Fashions League. The Interior Decorating Forum staged over a four week period at the Moore College of Art had Richard Felber, vice president of S. M. Hexter Co.,

Richard Felber inspects screen for new print fabric at S. M. Hexter.

and David Parmelee, vice president of Founders Furniture, Inc., as guest speakers.

Both executives agree that there is too much repetition in commercial jobs. Parmalee commented especially on the "engineered look" that he classifies as lazy decorating. Designers, in his opinion, tailor offices until one is indistinguishable from another and determine the success of an office design on the cost of its furnishings. A final comment was left for "ersatz" customizing of standard furniture lines in which he admonished designers for not using the great variety of products on the market. His own firm does a limited contract business because of its policy not to change a standard design.

Felber kept his comments to the window area where he felt designers should use more color. He noted the overuse of neutral casements and the neglect of the use of colored fabrics that would brighten large expanses of office space and enhance the working climate for employees of these areas.

Design careers subject of Chicago seminar

The Illinois Chapter of the AID sponsored a seminar on career opportunities in the interior design field attended by students from five interior design schools in the Chicago area. In celebration of Interior Design Week in Chicago, the main lobby of the Merchandise Mart was given over to displays of student work for the month of March, and Carol Channing was invited to present scholarships to winning students on behalf of the Illinois Chapter.

The students were introduced to the diversity of career opportunities by AID panelists from many walks of the industry. Rene Strauss, director of contract design for John Straus Associates, defined the scope of contract work and stressed the advantage of working with a large architectural firm as an excellent training ground for graduates interested in it. In outlining the opportunities that exist with manufacturers, Margaret Hutchinson acquainted the students with her responsibilities as color stylist for Martin Senour Paint Co.—a presentation that fascinated professionals as well as students in the audience.

The advantages of working as an individual craftsman were pointed out by Adela Akers, a successful textile designer whose weaves are marketed through Dunbar. From her vantage point, Miss Akers commented on the satisfaction to be gained as a part of a design team, and working jointly with architect and designer. All panel members firmly agreed, however, that a well-rounded education was vital for success in specialized design areas today.

Purdue hosts symposium on contract design

Trends in furnishings and decor business was the theme of a symposium and exhibit sponsored recently by the Purdue student chapter of the A and the department of art and desi

The business furnishing show h in the art gallery of the university

(Continued on page

Circle No. 19 on product info

grain vinyl end and back panels in Teak (below), and Walnut match tops of the same patterns.

One-piece back panels provide a smooth, unbroken line, as on the extended leg conference desk in Bahama Blue, below.

Contemporary model 284 file in Ebony is from a complete series of full suspension files. VS table is Bahama Blue with Putty top.

FREE CATALOG

Colorful new VS line catalog shows two styles of VS furniture. Contemporary line and conventional allow you to match VS furniture to a variety of design requirements. Write for your copy today.

nary Specifiers are Looking to VS (by H-O-N)

ve specifiers foresee budget problems months ahead for some accounts; other clients re- t-minute revision. Whenever you face an equipment budget less than carte blanche, look H-O-N). More and more, specifiers plan to use VS (by H-O-N) for design, quality, color, — all without paying premium furniture prices! The VS line (by H-O-N) is available nation- gh franchised dealers. There are other valuable assists, too, including a knowledgeable esman nearby to personally help you. Whether you're selling or specifying, be a Visionary — look to VS (by H-O-N). You'll be known as a specifying wizard!

H·O·N
OFFICE EQUIPMENT

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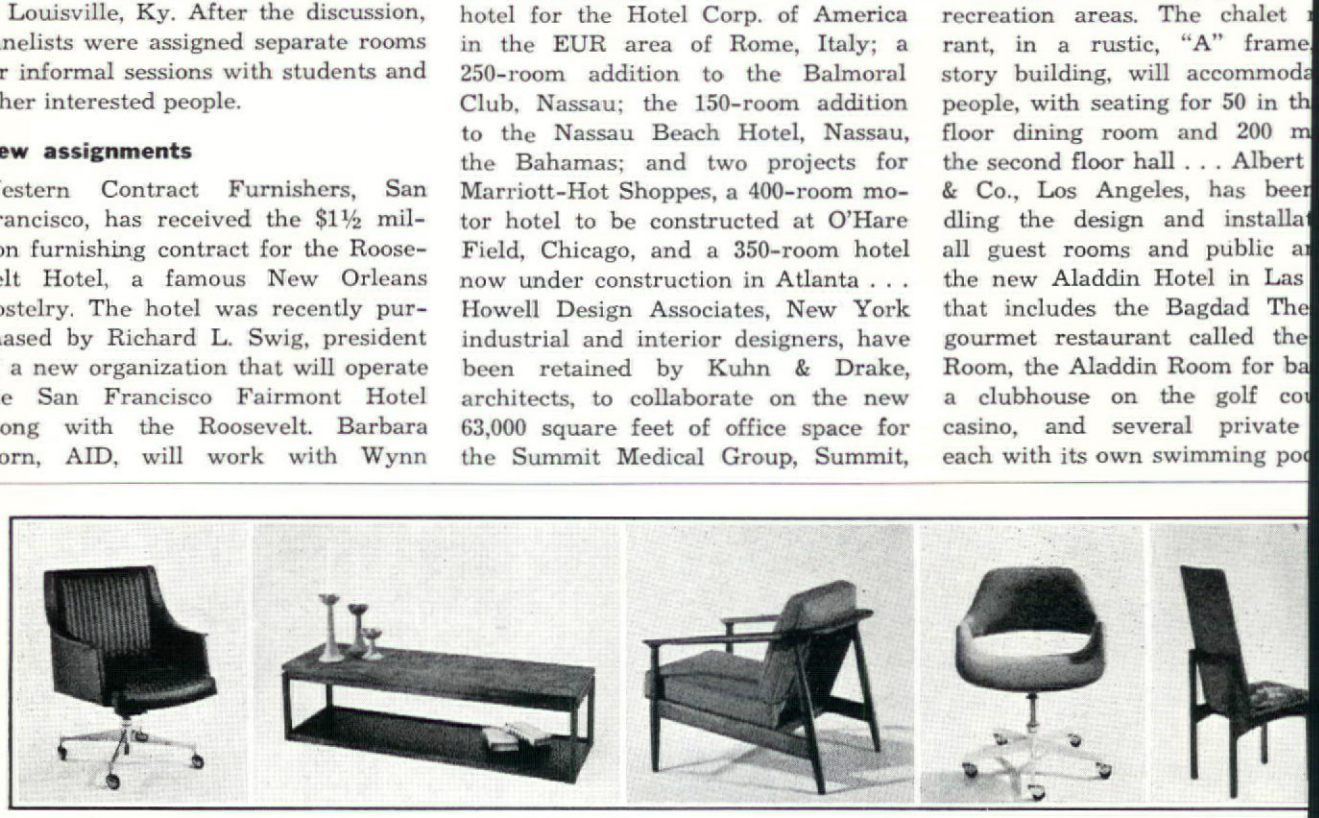
Lafayette, Ind., comprised a display of products from 18 manufacturers and included a symposium with five leaders in the field. Richard Himmel, vice president of the AID Chicago region, moderated the hour-long symposium that included panelists Hugh DePree, president of Herman Miller Inc.; Ron Beckman, vice president of George Nelson & Co.; Elliott H. Brenner, architect, Lafayette, Ind.; and Cornelius Hubbuck, president of Hubbuck Interior Designers, contract designers of Louisville, Ky. After the discussion, panelists were assigned separate rooms for informal sessions with students and other interested people.

New assignments

Western Contract Furnishers, San Francisco, has received the $1½ million furnishing contract for the Roosevelt Hotel, a famous New Orleans hostelry. The hotel was recently purchased by Richard L. Swig, president of a new organization that will operate the San Francisco Fairmont Hotel along with the Roosevelt. Barbara Dorn, AID, will work with Wynn Shaffer, NSID of WCF on the project . . . San Francisco architectural firm, Stone, Marraccini, and Patterson has been commissioned to master plan and design the new $33,670,000 San Francisco Medical Center to replace the existing general hospital and provide 780 beds. The firm has also been retained for a new 65-bed, $2 million hospital for Santa Cruz County in California. . . . Henry End Associates, Miami, has a number of projects on its design slate: a 400-room, deluxe hotel for the Hotel Corp. of America in the EUR area of Rome, Italy; a 250-room addition to the Balmoral Club, Nassau; the 150-room addition to the Nassau Beach Hotel, Nassau, the Bahamas; and two projects for Marriott-Hot Shoppes, a 400-room motor hotel to be constructed at O'Hare Field, Chicago, and a 350-room hotel now under construction in Atlanta . . . Howell Design Associates, New York industrial and interior designers, have been retained by Kuhn & Drake, architects, to collaborate on the new 63,000 square feet of office space for the Summit Medical Group, Summit, N.J. . . . Richard D. Roselle, Seattle, was retained by Wisb Konzen, architects, for the furn and styling of the Commissione ficers Club, Navy Supply Seattle. The multi-room and k renovation includes the elegant bour Room bar with a view of Bay . . . Dohrmann Co. has awarded the design and furn contract of Key's Sky Chalet r rant, located in Skykomish, Washington's most popular c recreation areas. The chalet r rant, in a rustic, "A" frame story building, will accommoda people, with seating for 50 in th floor dining room and 200 m the second floor hall . . . Albert & Co., Los Angeles, has beer dling the design and installat all guest rooms and public ar the new Aladdin Hotel in Las that includes the Bagdad The gourmet restaurant called the Room, the Aladdin Room for ba a clubhouse on the golf co casino, and several private each with its own swimming poo



variety!

When we selected the items in the Madison Collection we wanted variety, but all we got was lounge chairs and sofas (loose cushion and tight seat), cocktail tables, end tables, lamp tables, dining tables and chairs, occasional chairs, lounge chairs, conference chairs, desk chairs (high back and low back), modular seating systems, wood bases, aluminum bases, polished plated steel bases, walnut wood, elm wood and teak. Well, we tried!

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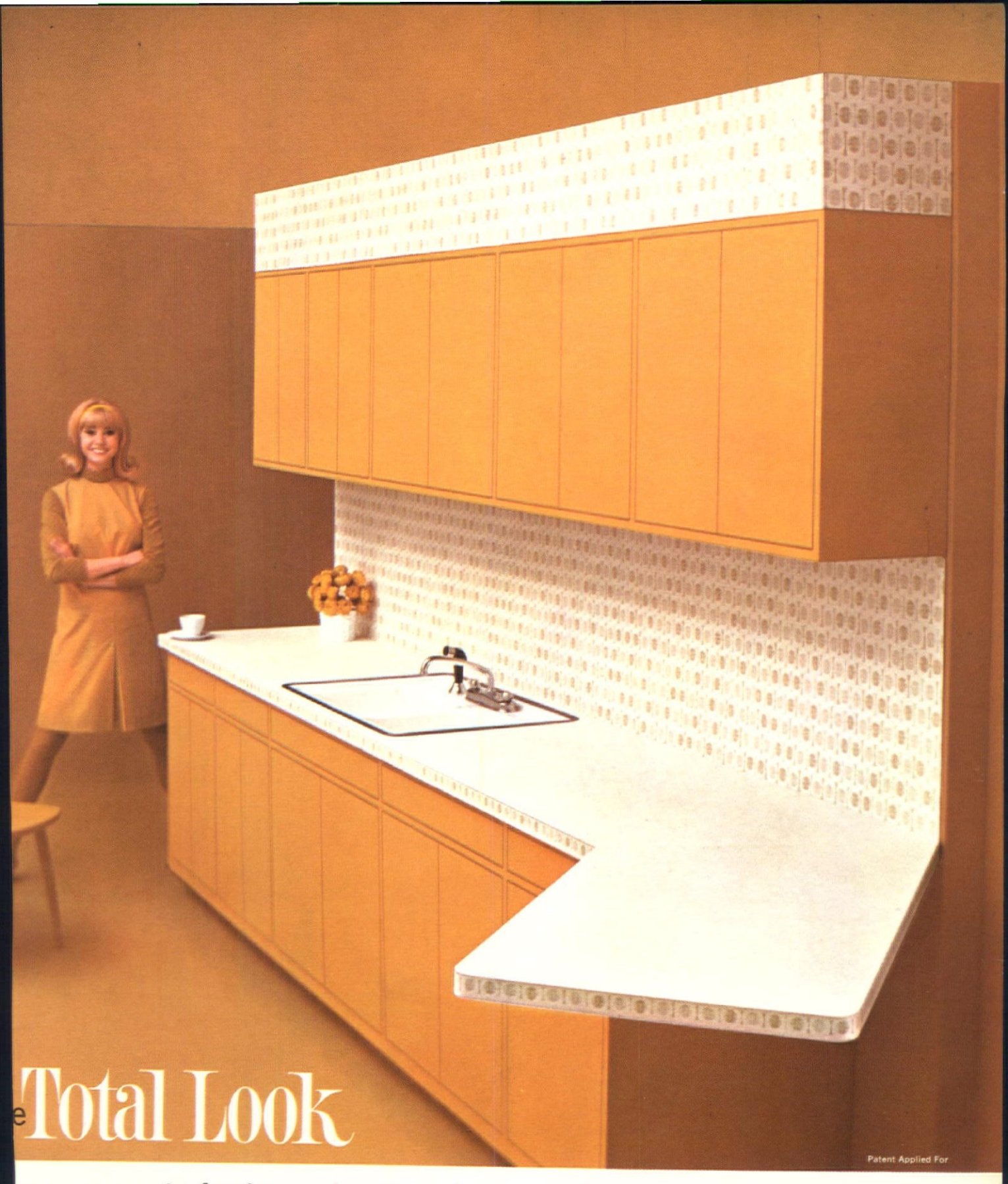

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Total Look brings decorative appeal to the heavy service areas of kitchens classrooms. In addition to coordinated decor, the Total Look extends the tional use of Consoweld laminated plastic to easily-soiled areas—soffit and splash — and eliminates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

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

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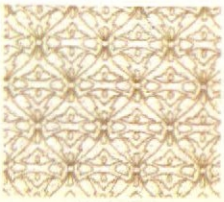

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CONTRACT NEWS

ANTON MAIX FABRICS, INC. has moved its showro to 330 East 59 Street, New York City. Showro national sales office, and warehouse are now un one roof.

SHECTER ASSOCIATES, manufacturers' representat has opened its new showroom, THE CONTRACT F NISHING CENTER, in the Design Building, 4111 Miami Avenue, Miami, Fla. Chairmasters, L&B P ucts Corp., and Carolina Seating are featured in new facility.

The new THAYER COGGIN Institutional showroom located at 145 East 57 Street, New York City.

PAUL KAISER ASSOCIATES, INC. has opened two ditional showrooms. ALBERT LARSEN at the De Center, 369½ North Robertson Blvd., Los Ang will serve Arizona, California, Colorado west of ver, Idaho, Montana, New Mexico, Oregon, U Washington, and Wyoming. MORTIMER WOLFF, re senting Kaiser in New Jersey, Pennsylvania, metropolitan New York, will be based at 406 N. caster Avenue, Margate, N. J.

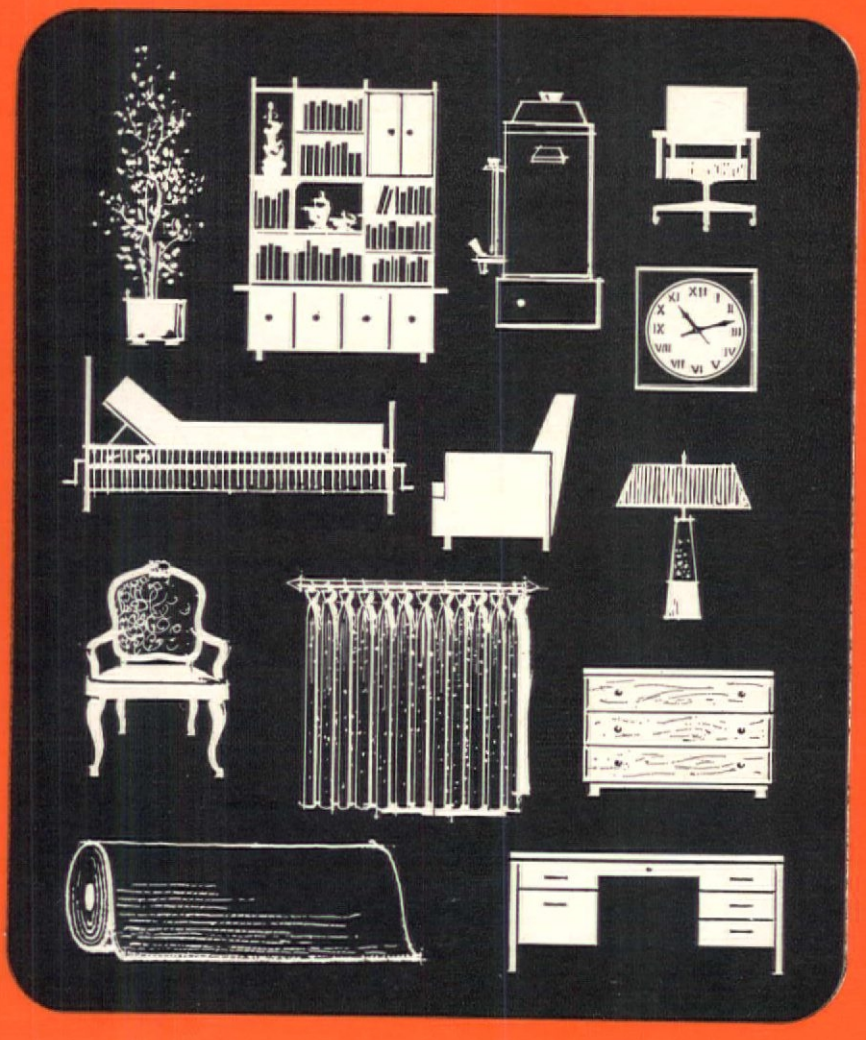
SAPHIER, LERNER, SCHINDLER, INC. has relocated New York headquarters to 600 Madison Avenue. move is partially due to expansion (the new of occupy 11,000 square feet, an increase in foo of 50 percent over its former space), but also of the company's program to change the firm's o design every five years. Most of the firm's is centered in office planning and design; in design of its own space SLS demonstrates the l innovations in planning and design offering p type designs for clients' evaluation for their operations.

HOWARD MILLER CLOCK CO. has moved to a factory, increasing its space by 100 percent. new 40,000 square foot plant was designed by a tect George Nelson.

ROCKLAND INDUSTRIES has formed a new con division, headquartered at the company's admini tive and manufacturing center at Brooklandville, The new unit is to be headed by Stephen G. W

An exhibition of Contemporary Swedish Graphic under the patronage of Mr. Tore Tallroth, Consul General of Sweden in New York, will be May 3-27, at PICTURES FOR BUSINESS CORP., 979 Avenue, New York City. Over 60 lithographs, ings and other graphics will be shown.

DON RUMSEY ASSOCIATES enlarged its San Fran showroom facility to include more than three of display area for the wallpaper and wallcover vinyls, fabrics, accessories, and lamps lines, r sented by the firm.



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New, Lifetime Fiberglass SOMA Chair . . . now upholstered, too.

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by Brunswick

Utility seating needn't look ordinary . . . and Brunswick proves it with an exciting line-up of chairs for every function, every decor, every budget. Stacking, ganging, tablet arm, fixed-to-floor models . . . upholstered seating, too. All quality-built to stay looking good year after year after year. Hundreds of style/finish/color combinations. See your Brunswick dealer or write for catalog.

No. 114 Lifetime Fiberglass Chair . . . over one million now in use!

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CONTRACT NEWS

ISABEL SCOTT FABRICS CORP. is the exclusive dis utor in the United States for the L. F. Foght & creators of Danish woven textiles.

FRANK M. SEIDEN CO., contract furnishings fir Miami, has opened a new general office and show building at 6767 N.E. 4th Avenue.

DREXEL ENTERPRISES has arranged representati its contract lines through METAL & WOODCRA Philadelphia. The new first floor showroom fa is located at 2212 Chestnut St., where Drexel's motel, library, and laboratory equipment will display along with wall decor by Paul Victoriu lamps by Knob Creek of Morgantown.

TREND MILLS, in a major reorganizational mov operate through a parent company and seven div Headquarters will remain at Rome, Ga., thoug newly established Trend Contract division w based at the United Nations Plaza Bldg., New Other divisions include Trend Pile Fabrics, New Tex-Tuft Products, Chicago; Jean-Alan Produc New York; Trend Mills of California, Los An Trend Mills, N.V.-S.A., Renaix, Belgium.

WILCO & TIFFANY LIGHTING CORPS., newly lighting manufacturer, occupies offices and plant at 16130 Stagg Street, Van Nuys, Ca 40,000 square foot facility includes a com equipped testing laboratory, showroom for arc engineers, decorators, builders and contracto offices. Tiffany manufactures designer lamp Wilco specializes in pre-wired recess lighting.

TOYO RUG CO., LTD. has opened a new showro sales office in the Houston Home Furnishing 1 Main Street, Houston.

RALLI TRADING CO., INC. and WILLCOX ENTE INC., New York firms, have become members Jute Carpet Backing Council, Inc.

STROHEIM & ROMANN has completed the remod its Los Angeles showroom at 133 North R Blvd.

SOUTHERN SPRING BED CO. has changed its SOUTHERN CROSS INDUSTRIES, INC. The Atlan company made the decision to change names of its product diversification. Today the Sle ucts division of Southern Cross manufactu springs, innerspring and foam mattresses, vertible sleep sofas. Its Masterack division tures display racks for a wide range of products; the Manufacturers Products divis nishes cotton cushioning for automobiles ponent parts for other furniture manufactur the contract division makes bedding and r niture for colleges, motels, hotels, and sh

Circle No. 25 on product infor

ances are you're a comfort enthusiast and unaware of it.
u know that style is critical, of course. And, we agree with completely. It's what people see and appreciate first.
, after the first impression made by your interior design, nfort takes a commanding position. That's why the Shelby iams design staff puts equal emphasis on style and comfort. To provide comfort that can be *felt* . . . because a chair is for sitting.

For your next installation choose from hundreds of Shelby Williams chairs . . . to dominate . . . or accentuate . . . or harmonize with your interior design. Just pick the style. We'll guarantee the comfort.

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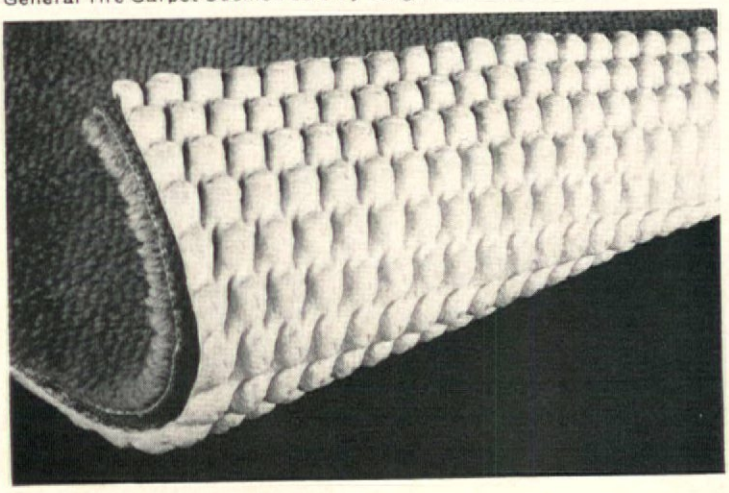
General Tire Carpet Cushion sold by Sergenian Carpet Co., Madison, Wisconsin.



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General Tire Sponge Rubber Carpet Cushion assures long-term protection for National Guardian Life

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Guaranteed Unconditionally

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

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CHEMICAL/PLASTICS DIVISION • JEANNETTE, PENNSYLVANIA

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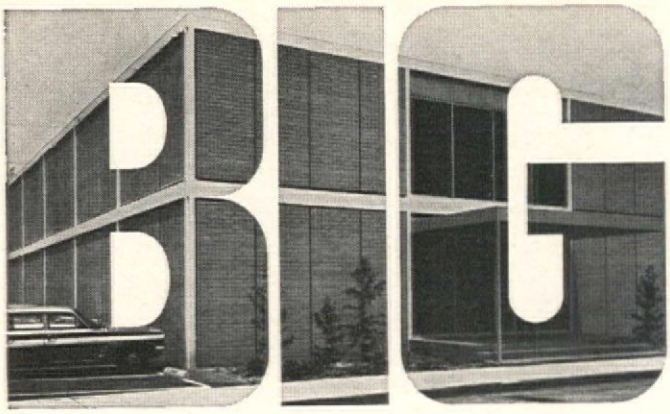

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I can't make it, but would like to have your representative call with photos and catalogue.

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CITY AND STATE_____

Circle No. 27 on product information card

PEOPLE

ROBERT A. MOSTERZ has been appointed vice pres of Quaker Fabric Corp., in charge of product de ment and production.

E. T. POLINI, JR. has been appointed vice pres of the newly formed Cultured Marble divisi La France Precision Casting Co.

ROBERT B. CADWALLADER has been appointed di of marketing for Knoll Associates, Inc.

Two new men have been appointed to represe contract, residential, and institutional lines of H Probber, Inc. ARTHUR J. STRAUSS, formerly wit Risom Design, Inc. will cover the states of Calif Utah, Arizona, and Colorado. GEORGE F. NEU formerly with Brickel/Eppinger, will represe Probber lines in Tennessee, North and South lina, Mississippi, Alabama, Georgia, and Florid

WILLIAM B. BALL, JR. and ANDREW D. CROLL been named vice presidents of the coated f division of Interchemical Corp. of Toledo, Ohi Winthrop, Maine.

MAITLAND T. IJAMS, a partner in W. C. L & Co., New York stock brokerage firm, has elected to the board of directors of Shelby W Industries, Inc., Chicago.

ABRAHAM STENBERG has been promoted to vic ident of Burlington House, a division of Bur Industries, Inc.

ROBERT W. MARION has been appointed sales sentative in northern New Jersey by Lee L. W Sons, Inc.

JOHN QUICK has been promoted to the new p of southwestern regional sales manager for C cial Carpet Corp. WILLIAM WEIGAND has be pointed eastern regional sales manager.

HAYDEN B. HAYES has been elected a vice pr of Drexel Enterprises, Inc. and general mana the Southern Desk Co. He succeeds ROBERT I NELLY, former head of the division, who will full duties as administrative vice president an urer of Drexel. WILLIAM H. PARKS, former of manufacturing at Southern Desk, was nam cial assistant to the president of Drexel. Ot pointments in the Southern Desk division CLARK HATCHER, vice president-manufacturi BERT BOYD, vice president-sales; W. PAUL M vice president and treasurer; BAIRD L. BUC administrative assistant to the general mana

John L. Stuart

John L. Stuart, 72, died on March 25, 1966 a illness of several months. Mr. Stuart was ch of the board of John Widdicomb Co., and John Inc. of which he was co-founder in 1934.

Circle No. 28 on product inform

With an office like this, he's got to be in

To be sure you're in, too, send for your copy of the Alma 8000 Series catalog and price list.

alma
DESK COMPANY
High Point, North Carolina

MOTELRAMA IDEA ROOM 1966

American of Martinville's King's English guestroom furniture chosen by designer Robert O. Burton determined the Old English flavor of the 1966 Motelrama Idea Room. Traditional atmosphere is combined with contemporary comforts for guests, as well as new developments in materials, equipment, and service for managements.

The lobby, on two levels, combines residential furnishings and efficient control-panel-equipped front desk. Fireplace with pewter colored hood forms a traditional focal point for lobby's lounge area. The guest suite is divided into bedroom and living room areas by a post and beam construction of rough-hewn fir, with auxiliary sleeping accommodations provided by a sofa bed in the living area. Shelf and hanger space enclosed in folding door, and in-room dry heat sauna cabinet offer additional guest comfort. Outstanding in the bath is a one-piece tub and three walls molded of fiber glass. Free-form counter holding a sink serves as vanity or serving shelf for coffee which is available from dispenser in the suite. A patio between lobby and guest suite accommodates a charcoal grill for casual dining, and offers a relaxing poolside atmosphere.

Sponsors for the Idea Room are: American of Martinsville, American Artificial Flower Co., Cohn-Hall-Marx Co., Aldon Rug Mills, Dremel Mfg. Co., General Tire & Rubber Co., Georgia-Pacific Corp., Hough Mfg. Co., Institutional Food and Equipment Corp., Phil-Mar Corp., RCA Service Co., Reliance Panelyte Inc., Robbins Products Inc., Union Carbide Corp., Vogel-Peterson Co., Whirlpool Corp., Angelica Uniforms, Englander Co., Fieldcrest Mills, Harvard Mfg. Co., New York Graphic Society, U. S. Gypsum Co., Middletown Mfg. Co., Showerfold Door Corp., Universal-Rundle Corp., O. Ames Co., and Federal Glass Co. (C)

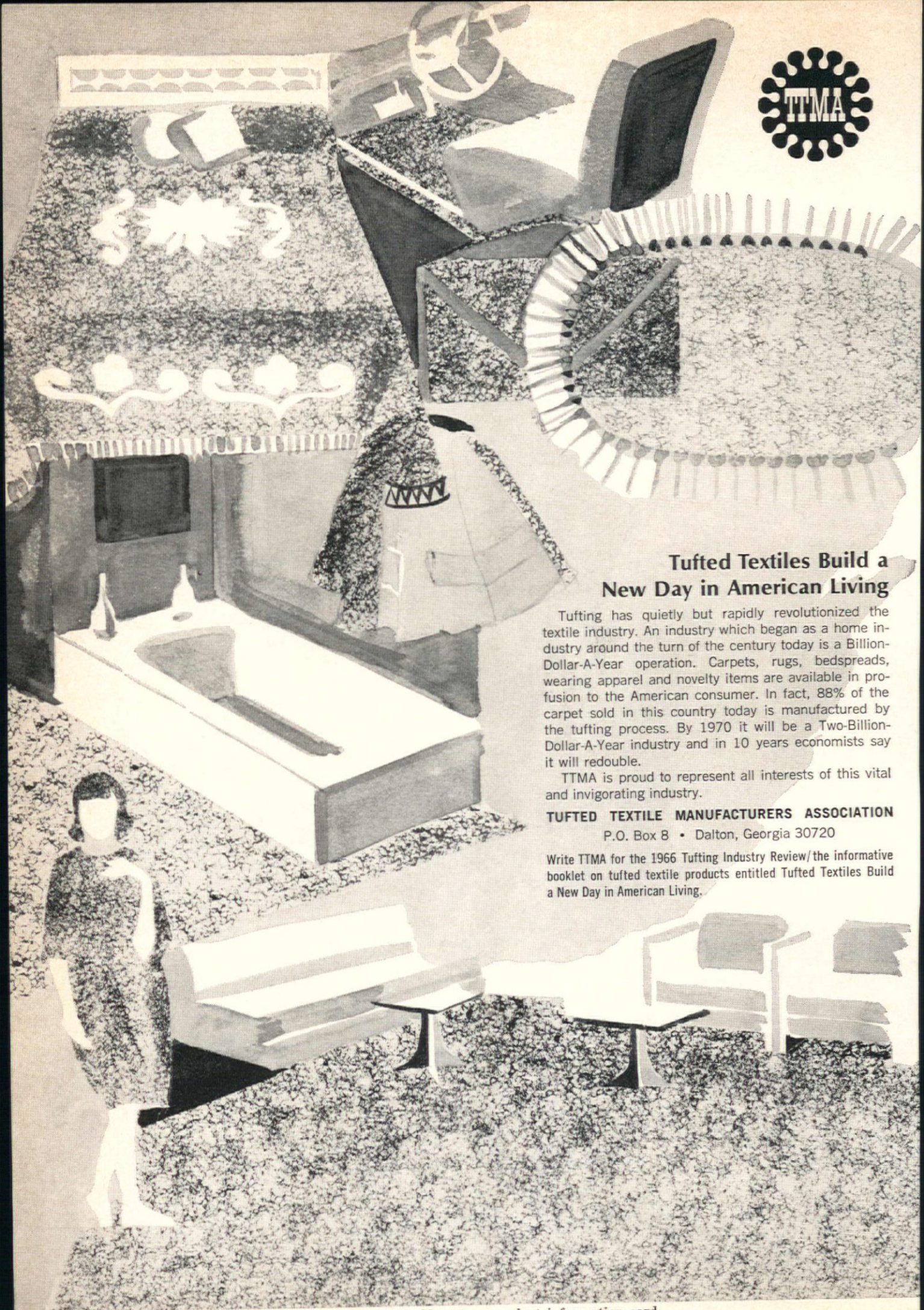
Circle No. 29 on product infor

is is seating fit for kings. And it is but one from an ex-nsive collection by Monarch styled for men of stature. own is the "Blue Print" Executive Chair featuring Mon-ch's exclusive method of buttonless tufting (*Mona-t®), with foam rubber seat, high back, and satin rome swivel base. A large variety of executive chairs is ered by Monarch, with metal or walnut bases. And you may choose from fabrics in kingly colors. Crown your clients' achievements with the superior comfort of executive seating by Monarch. Write for detailed information.

MONARCH
MONARCH FURNITURE COMPANY
HIGH POINT, NORTH CAROLINA

for kings of the asphalt jungle.

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



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TTMA is proud to represent all interests of this vital and invigorating industry.

TUFTED TEXTILE MANUFACTURERS ASSOCIATION

P.O. Box 8 • Dalton, Georgia 30720

Write TTMA for the 1966 Tufting Industry Review/the informative booklet on tufted textile products entitled Tufted Textiles Build a New Day in American Living.

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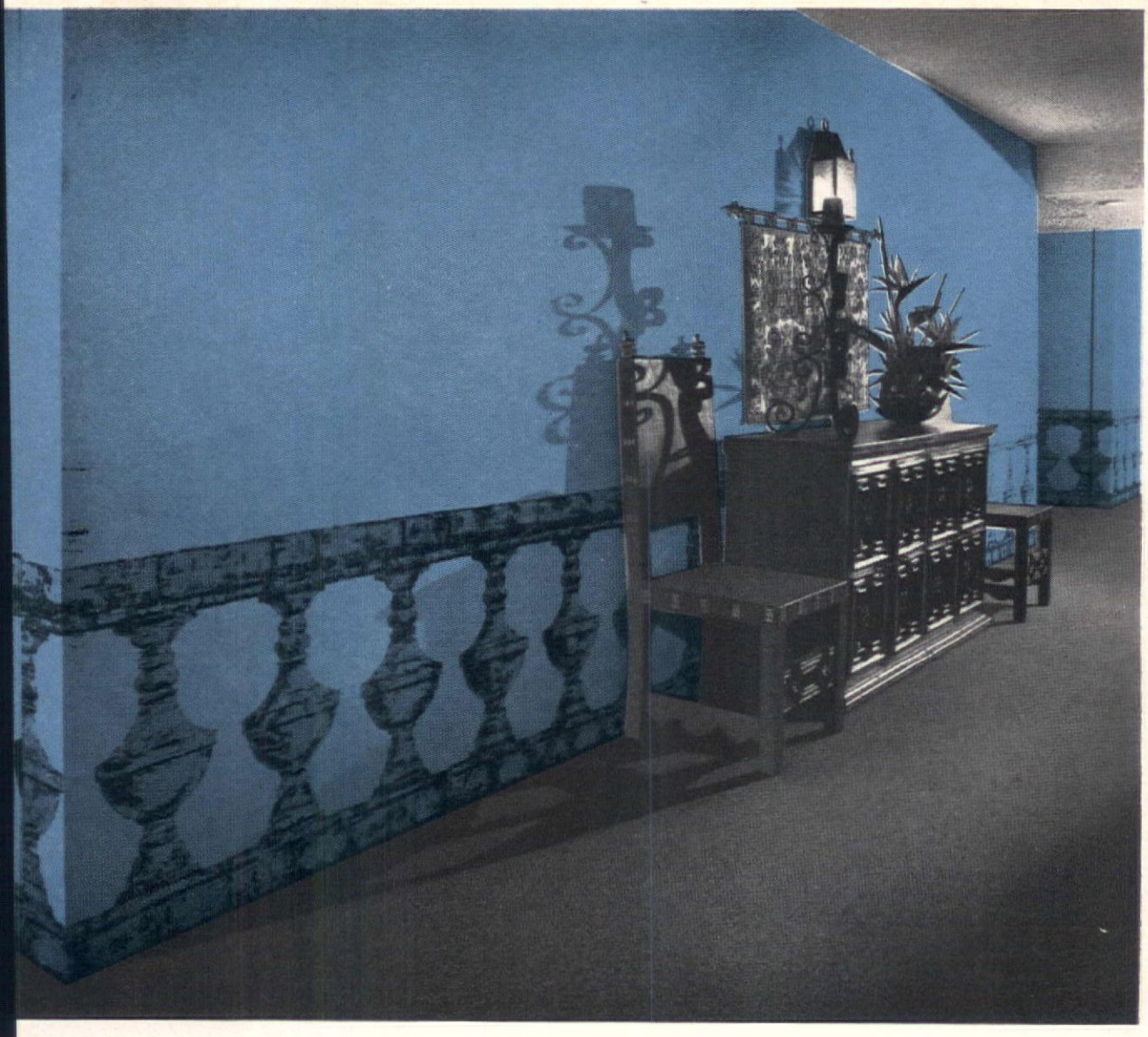

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ohyde Distributor: Pacific Hide & Leather ompany, Inc., Los Angeles, California

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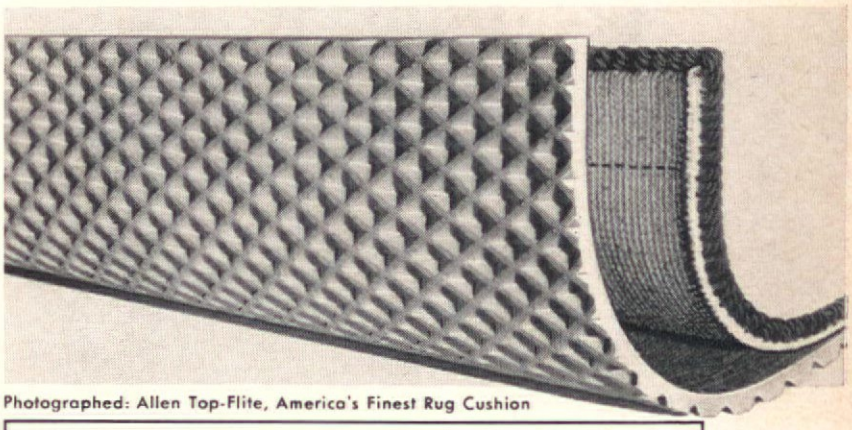
Compare Construction; Styling; Economics and you'll convince yourself that

Rubber-backed carpeting" is ferior to conventional rpets installed with *Allen* g cushions

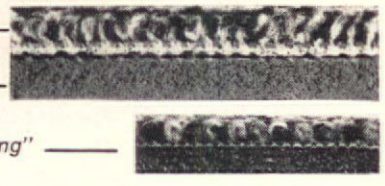
ok at the facts about the "new breed" of -backed carpeting" compared to conventional and **Allen Cushion** installation. Much of this -backed carpeting" is not of carpet loom t's a modified upholstery-type fabric bonded er.



Photographed: Allen Top-Flite, America's Finest Rug Cushion

o you receive for your money . . . s of economics?

	Conventional carpet plus **Allen Cushion**	With "rubber-backed carpeting"
Height	1/4" or more	1/8"
Content	22 oz. or more	14 oz.
uge	1/4" minimum—usually more	3/16"



o you receive for your money and design?

ubber-backed carpeting" you are restricted ion to a handful of designs and colors. Most have a tight, hard finish. You have little Compare this with the vast assortment of olors and designs available from over 2,000 e carpet looms . . . with the choice of **Engineered Cushion models made by Allen.**

the all-important acoustical standpoint, con- carpet plus **Allen cushions** provide sub- higher benefits.

ust can't shortcut quality. So weigh all the . Ask your carpet contractor to show you **n-made rug cushion** and the conventional est suited to your specific requirements.

Compare these differences

	Conventional carpet plus **Allen Cushion**	"Rubber-backed carpeting"
WIDTHS	Unlimited carpet assortments in 12′ and 15′ seamless mean fewer seams, lower installation costs.	Mostly 54" means potential installation and maintenance problems due to seam separation, unravelling, etc.
ECONOMIC WASTAGE	No loss of Allen cushion yardage. A good installer pre-cuts and fits the Allen cushion to keep wastage at minimum levels.	When "carpet" is cut to fit you automatically have a cushion loss that cannot be recovered.
FREIGHT COSTS	Handling and shipping of separate carpet and Allen cushion assures minimum in-transit costs.	Traffic studies indicate costs as much as 40% higher.
REPLACEMENT	Conventional carpet and Allen cushion can be moved, shifted, or replaced in sections as needed without waste or floor damage.	Most "rubber-backed carpets" must be cemented to the floor. Movement will usually mean destruction of the cushion and inability to seam match the replacement.

r Information and Samples . . . Write Allen Industries, Inc., Contract Division, Detroit, Michigan 48207

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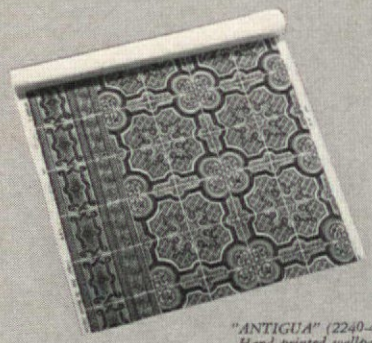
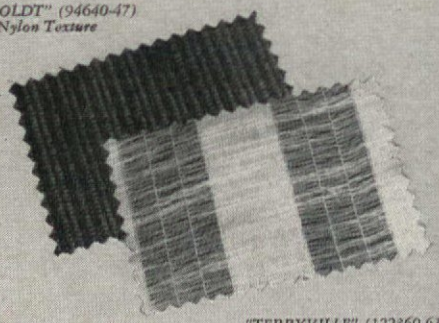
CONTRACT?

LOOK WHAT GREEFF CAN DO!

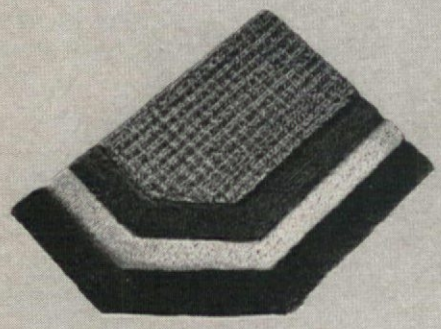


"ANTIGUA" (2240-43)
Hand printed wallpaper

"HUMBOLDT" (94640-47)
100% Nylon Texture



"TERRYVILLE" (122360-61)
Rovana/Rayon, Verel casement
Fire-resistant



All Wool Area Rug

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CONTRACT DIVISION

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For further details contact
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155 E. 56th St., New York, N. Y. 10022
Tel.: (212) PL. 1-0200

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CALENDAR

1966

May 7-11. National Association of Plastic Fa
cators Annual Convention. Americana H
Miami Beach, Fla.

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

May 14-19. 3rd National Conference, National
ciety of Interior Designers. Fairmont H
San Francisco.

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

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

June 19-23. New York China and Glass S
New Yorker Hotel, New York City.

June 19-24. Lamp Show, Palmer House, Chic

June 19-25. Chicago Floor Coverings, Merc
dise Mart, Chicago.

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

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

July 10-15. Los Angeles Home Furnishings
ket. Furniture Mart, Los Angeles.

July 11-15. Southern Furniture Market,
Point, N. C.

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

July 18-22. Atlanta Furnishings Market.
chandise Mart, Atlanta.

July 18-22. Western Home Furnishings Ma
Merchandise Mart, San Francisco.

August 29-September 1. American Hospita
sociation. McCormick Place, Chicago.

September 10-15. 35th Annual Conference, A
can Institute of Interior Designers. Fair
Hotel, San Francisco.

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TIARA

Handsomely sculptured in solid aluminum,
this new dining chair incorporates Scroll's latest
design concept: the upholstered back.
Choice of finishes and decorator fabrics.
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POINT OF VIEW

Part I: *Professional Jealousies*

A delicate subject but one that cries out for discussion—the relationship of architect, contract designer, and client

BY LAWRENCE LERNER
Contributing Editor

In the natural evolution from individual practice toward small or medium-sized firms, and finally to the larger "partnerships," new human interactions have been introduced into the profession of designing buildings. The practice of architectural and interior design has been transformed in recent years, just as the practice of law, engineering and other professions has changed. As individual professionals form larger and larger units, a practice becomes, little by little, an organization, and an organization becomes an impersonal thing, signifying first and foremost, expense, rigid and repetitive expense. The personal attention of the founder and his chief associates is diverted from the business at hand to the business of business. The genius of design gives way to the convenience of compromise and exigencies of internal and external politics.

In such a professional organization (which today has a structure indistinguishable from that of a typical business organization), the relative values of quantity and quality tend to become garbled. Commissions are accepted for a variety of reasons, unrelated to those that used to drive the master-builder from dawn to dusk. Commissions are sought as stepping stones, as bread and butter and as status symbols, as time-fillers and favors. As the organization grows, it must compete with its own image and reputation, an image in which size is just as important as quality, if not more so. It soon loses sight (if it ever had it at all) of its own *raison d'etre*. It finds itself alienated from the motives that once excited the original partner when he left his apprenticeship and became an independent practitioner. Over the years his involvement develops an insidious but irreversible acceleration away from the "heart of the matter."

The symptoms of alienation may occur without being noticed, but in retrospect they can easily be reconstructed. The stages are distinct: client meetings take place with ever-increasing frequency. Organizational meetings vie with client meetings for day-time hours. There is less time for working with the pencil; drawing gives way to pencil-passing and pencil-borrowing. Creativity gives way to critique, critique gives way to supervision, and supervision defers the development of new business. A new kind of dedication takes over. Someone must be hired to take care of the updating of the scrapbook! Soon the scrapbook seems amateurish in comparison with the slick brochures put out by competing firms; so executive assistants, skilled in press agentry and public relations, are added to the staff.

Slowly but inexorably the partnership gives way to the holding company. Titles proliferate—Partner in Charge, Project Architect, Project Director, Project Coordinator. Correlatively, the buildings they are concerned with must be projected, programmed and designed in a ratio of time to enclosed space undreamed of even a decade ago.

What about the man who bore the hard-earned title of architect? He is no longer sure of just what his place in this evolution is. His horizons are widening, but his individual capabilities are not keeping pace with the sum total of activities required. Their magnitude and complexity is beyond the definition of a single word, school or profession. The architectural group, which in this country held sole title to building technology, and was, so to speak, to the manner born to leadership in its field, now finds itself cruising along side by side with a growing group of gifted, educated and well-trained men who don't call themselves architects.

The question before the house right now is how to change the architect's feeling that these professionals are encroaching on his territory, how to get him to accept them as collaborators in projects that are far too much for one man or one profession to handle.

Brushing aside professional snobbisms (which, for the reasons given, no longer have the justification they had in the days when a structure was conceived, designed and executed by a single practitioner), interprofessional problems arise basically over the question of what a building is for. Is a modular system, carried out unswervingly in order to achieve a certain esthetic, the important consideration? Or is it more important that the people who use the building be well-served, both in terms of their work requirements and their need for relief from regimentation? The dictatorship of the module, in my opinion, is the root of the conflict between architect and interior designer. The complaints of sterility which come from the employees of Union Carbide, CBS, Bankers Trust, and other recent corporate buildings stem directly from the neglect of the thousand different jobs that are performed in these buildings. The architect who crystallizes his concept without having studied the routines, equipment and psychological needs of the jobs and personalities involved is unfair to the occupants of his building. Above all, he is unfair to himself, because he is flouting involvement in a critically important area of creativity.

(To be continued)

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Heiress. BFG cushion lowes in price, not thickness. Ne facing, easy installation.

*Patent applied for

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Consumer Products Marketing Division

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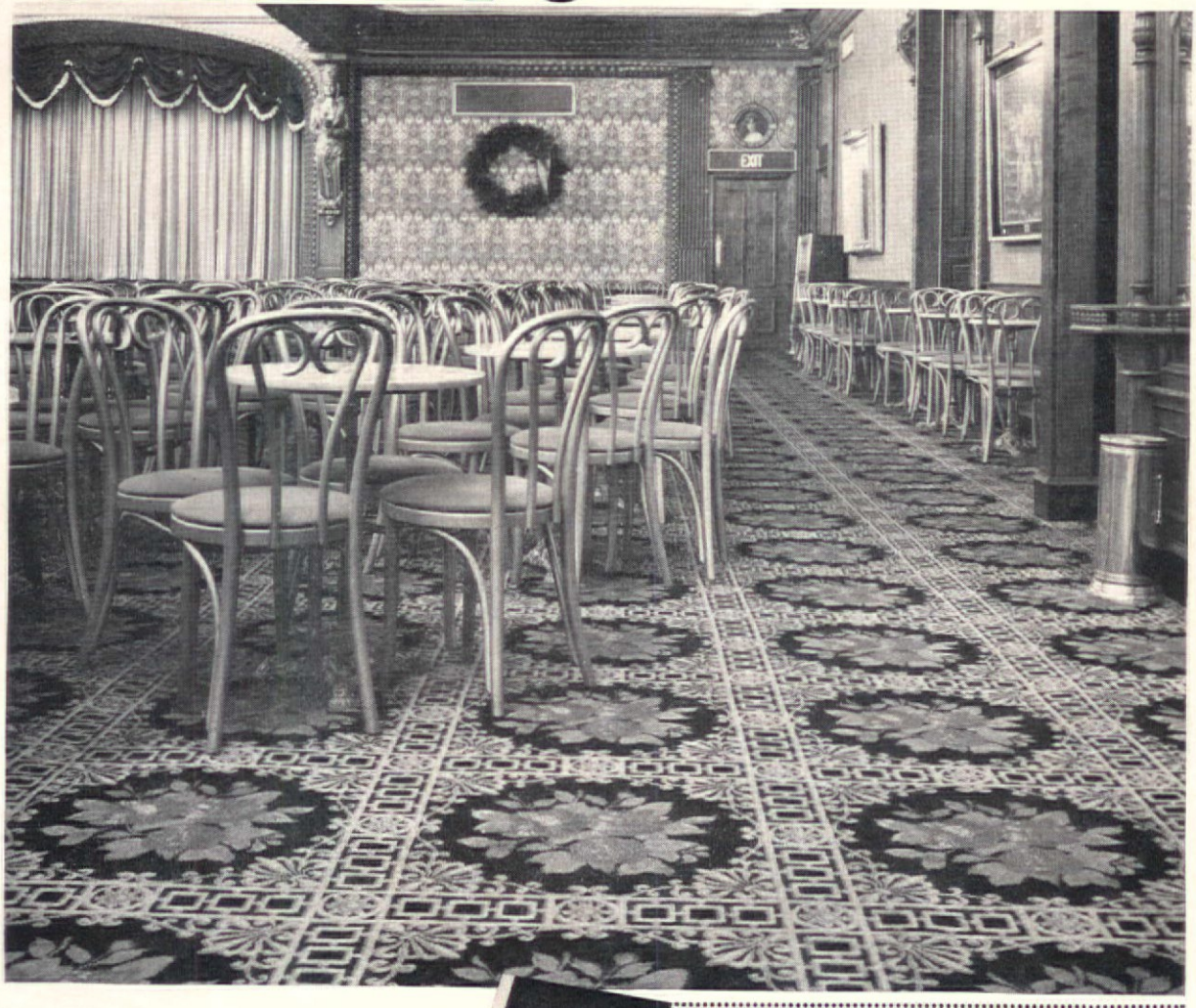

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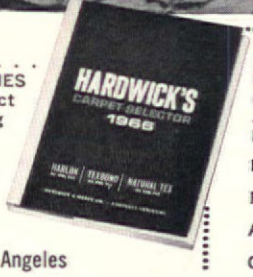

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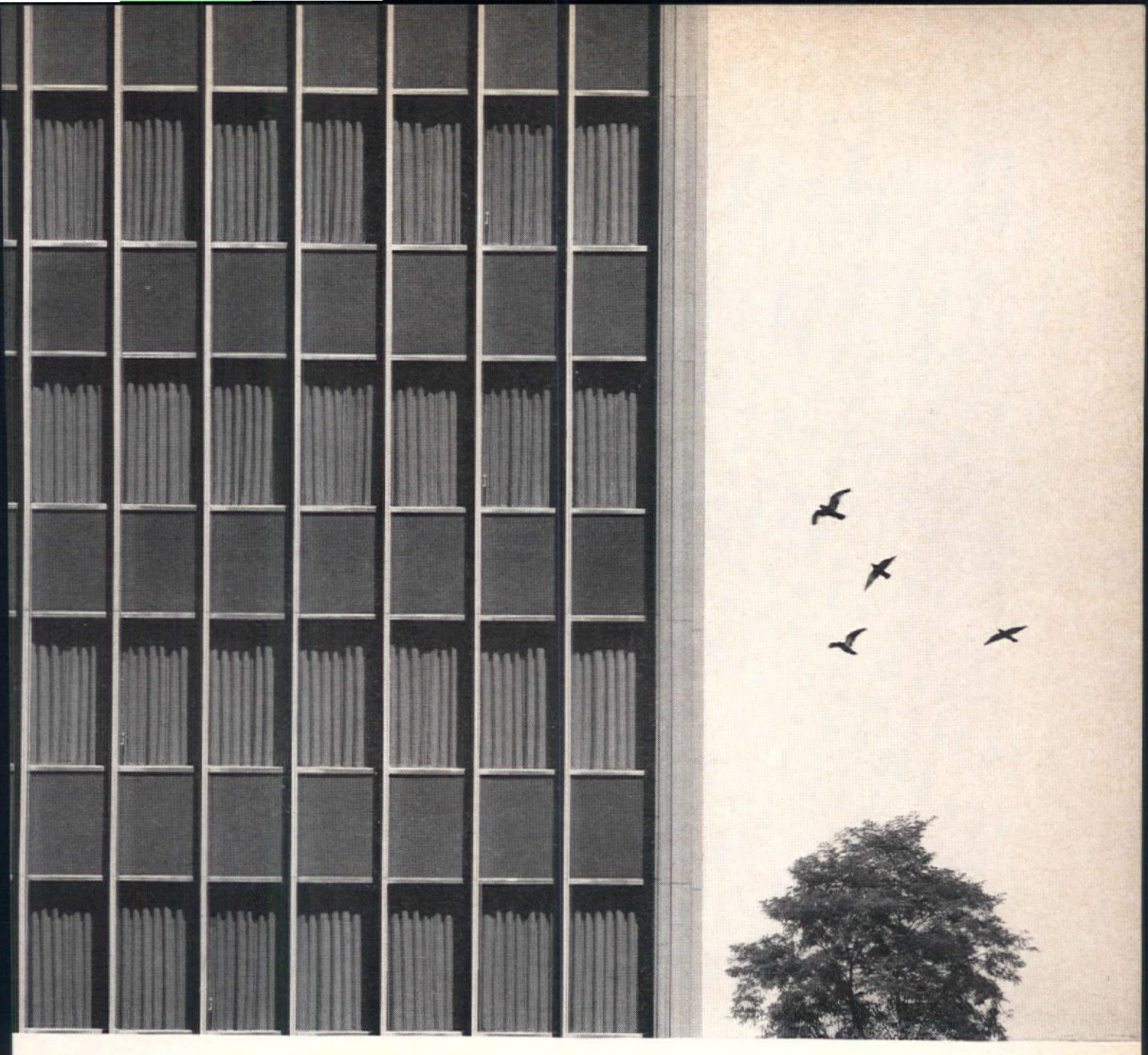

th PPG Feneshield® fabrics

scene on the left look familiar? It's typical of a building where treatment has gotten out of ult: an unfortunate mixture of evices, loss of clean architec-, compromise of building de-erally unattractive impression. erior appearance of any build-w or old . . . can be improved through the specification of d fabrics, made of PPG ® fiber glass yarns, such as vn above.

eld fabrics can be obtained in riety of weaves, colors, and complement any building de-e fabrics present a pleasing e at every window, permit a of line from street level to top inate random vertical settings, and enhance the total architectural concept of any building.

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PPG makes the Feneshield fiber glass yarns only, not the fabric.

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The woman:

Miss Carol Uhl, designer,
Chicago Civic Center Archi
Chicago, Illinois

The carpets:

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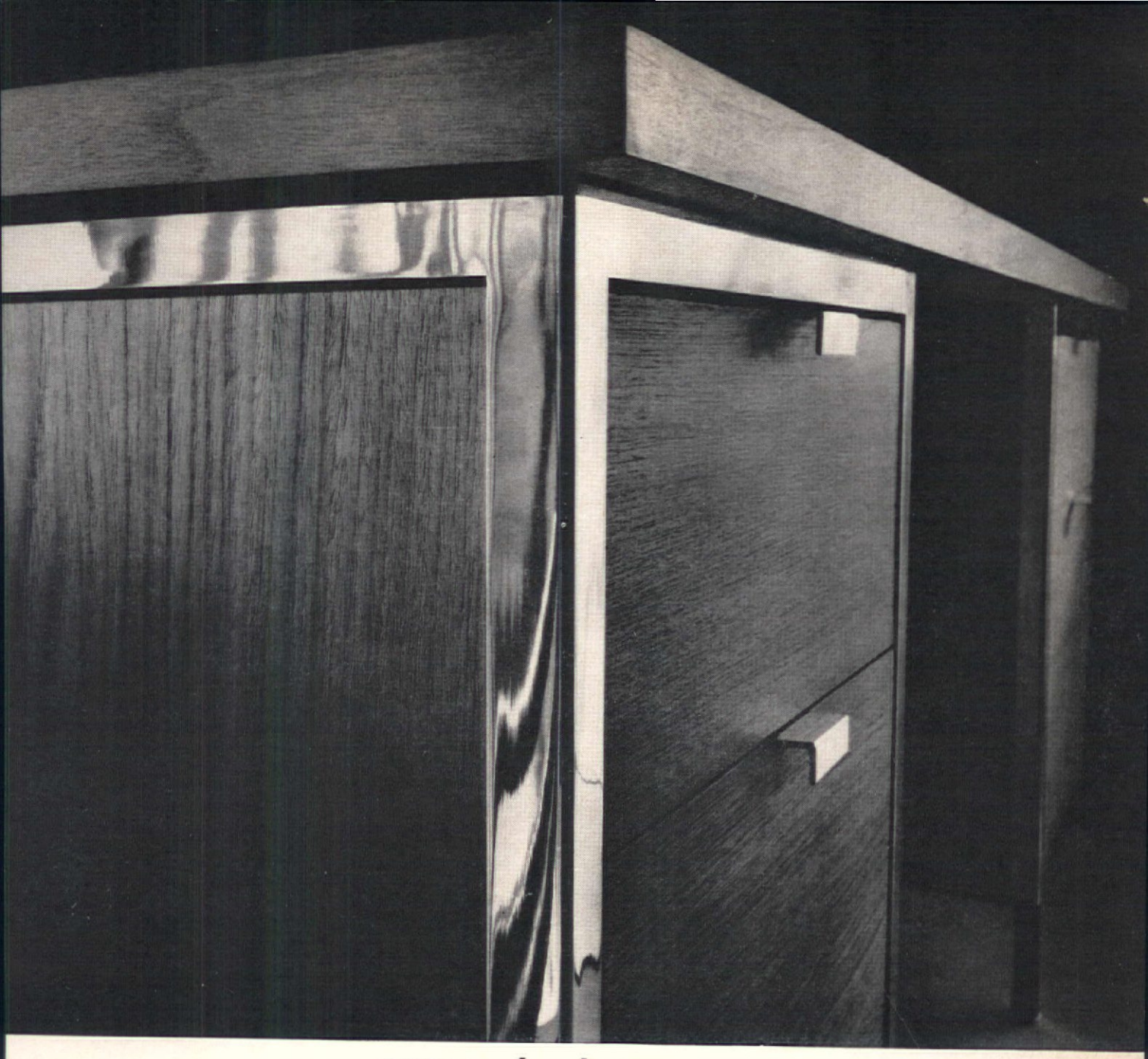

crazy mixed up

You're looking at Steelwood. And then again, you are not. Steelwood is Robert John's line of office furniture that's neither steel nor wood. And then again, it is. It combines the best features of both. So far so simple.

The framework on all cabinet pieces is sturdy, welded and smooth steel. And that's where predictability ends. After that it's chrome plated, with a satin or polished finish. Or it isn't. It might be bronze plated instead. Or it might be given a baked enamel finish in white. Or maybe black. Follow?

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Take heart. The chairs we designed to complement Steelwood are a snap to spot. There are only seven of them. And they come in only 150 or so distinguished Robert John fabrics, leathers and plastics. For the variations in metal finish and wood trim, just re-read the last two paragraphs. Add rosewood. Get it?

If all this sounds like a furniture line with a personality split seven thousand ways to Sunday, it's because it is. And is not. Steelwood is all beautifully simple. The immense flexibility and the endless variations exist for the convenience and the individual discretion of the decorator. Not to mention the challenge. But, once you catch on, Steelwood makes things easier than automatic.

When people realize the trouble we took to design and develop Steelwood they say we're crazy. And we admit it.

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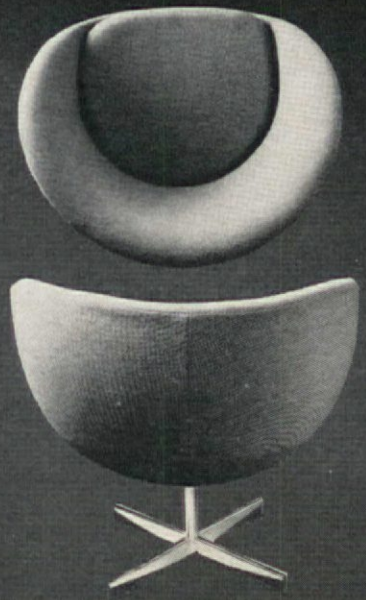

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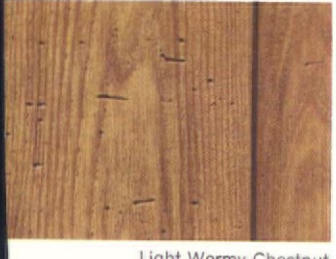
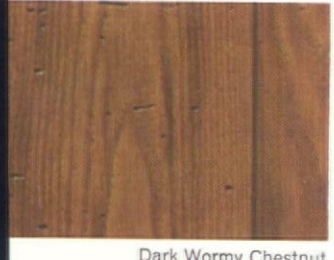


Light Wormy Chestnut



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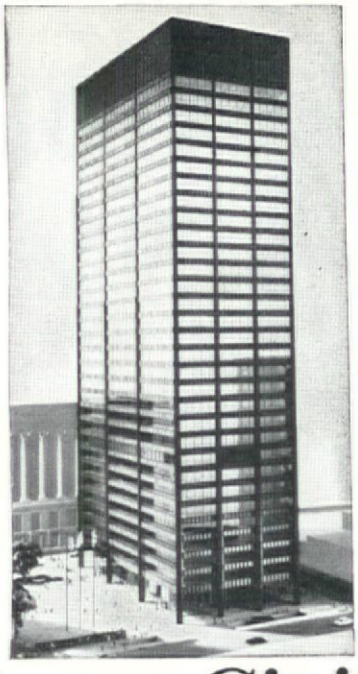
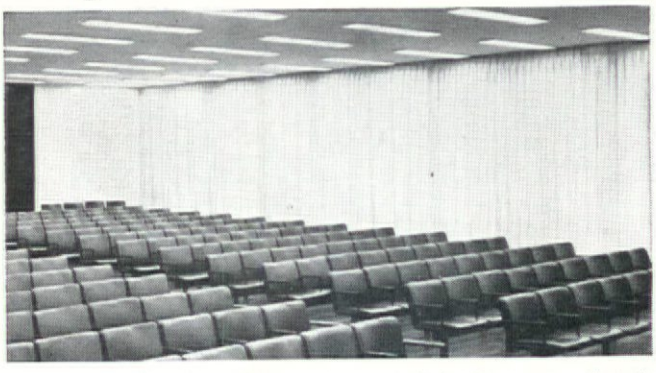


The Chicago Civic Center had 2,352 window problems.

39,000 yards of Fiberglas* Beta* drapery fabric solved them.



The Design Coordinator for the new 31 story Chicago Civic Center, Carol Uhl, specified Owens-Corning Fiberglas Beta fenestration fabrics for her entire project. The fabric was styled and woven by Clark Schwebel for Textura, specialists in contract installation. The Chicago Civic Center is just one more example of what's happening every day.

The reason is obvious: Architectural drapery fabrics must be practical as well as beautiful. This is Fiberglas Beta. The Chicago Civic Center needed a fabric that was extra-sturdy, economical (with those 2,352 windows), and uniformly elegant. This was Fiberglas Beta.

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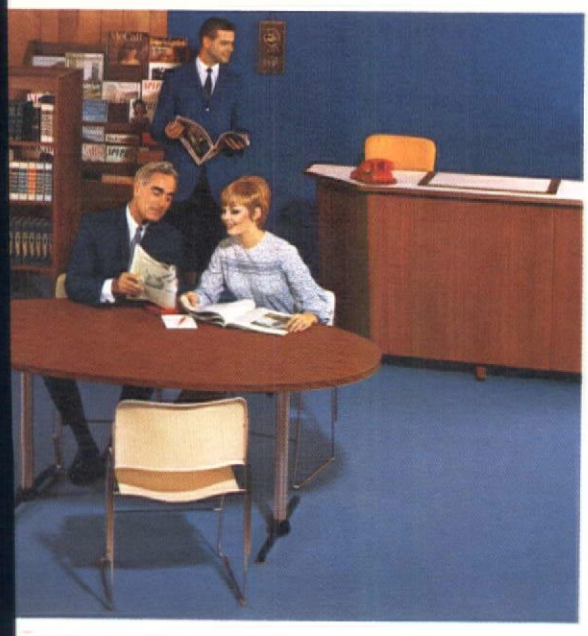
speaks for you...



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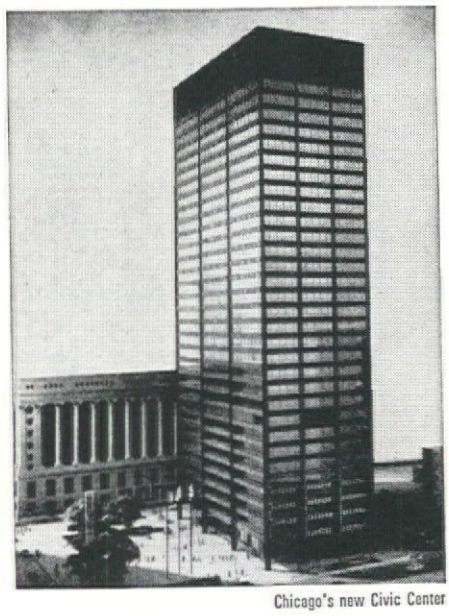
Some great things happened to Architrac last year



Chicago's new Civic Center

Here are 1,601 of them.

They used that many Architrac® drapery hardware sets in Chicago's Civic Center. And a lot more went into new buildings all over the country. Architrac sales are six times what they were two years ago. Why do so many architects specify this patented, extruded aluminum traverse track?

For one thing, styles are available for any type of installation: recessed in plaster or acoustical tile; wall or casing, ceiling—even cubicles and closets. If you want to control the exterior appearance of a building, specify a perimeter installation of Architrac (tenants can individualize interior treatments while maintaining a uniform appearance from the outside).

All nine styles of Architrac are of anodized extruded aluminum to blend with aluminum window ca
They work easily with any weight fabric. And, for
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Studio Efficiency Apartments
Model 872 (photo above). This complete kitchen is easily designed into any apartment decor and space requirement.

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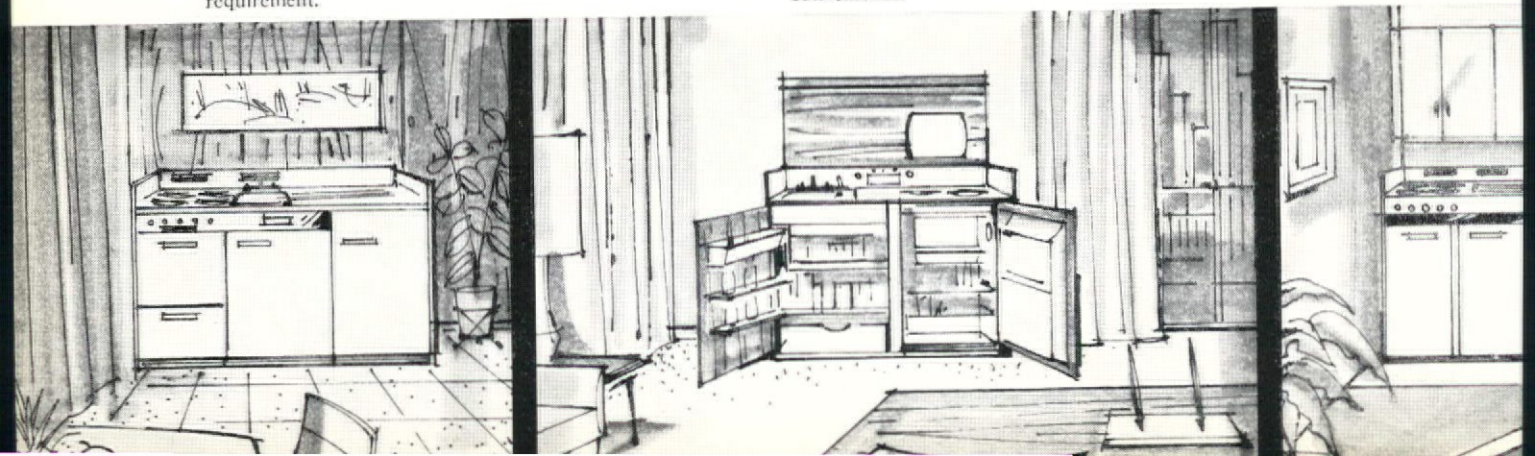
dorms. Needs onl
of floor space.



Crane Chef® announces the most complete line of compact kitchens—ever!

40 all-new models to solve your space problems.

With a choice of 40 models, the all-new Crane Chef line gives you a flexibility of design and choice never before available in compact kitchens.

Look at design. New, clean, straight edge profiles are keyed to complement contemporary taste for attractive simplicity in decor. Choice of colors, white, wood grains, copper tones—or even luxurious real wood.

Look at space. Largest, *complete* kitchen needs only 15 sq. ft. of floor space. And Crane Chef gives it to you eight different ways—complete to refrigerator, freezer, range, oven/broiler, storage, sink and drainboard. Disposer available in most models—plus all kinds of other options.

Look at flexibility. If you're thinking smaller, choose from compact refrigerators or ranges—singly or in combination—with or without worktops or sinks. Ranges and ovens: either gas or electric.

Here's even more flexibility. If the various Crane Chef ideas shown here don't match yours—we'll help you with custom-designing.

The new Crane Chef line is the biggest innovation to hit compact kitchening in many and many a year. Get all the details now. Contact Crane Showrooms in New York, Chicago, or Los Angeles; distributors in most cities; or write Crane Co., 4100 South Kedzie Avenue, Chicago, Illinois 60632.

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Model 529 is an under-counter or free-standing refrigerator with full width freezer compartment.

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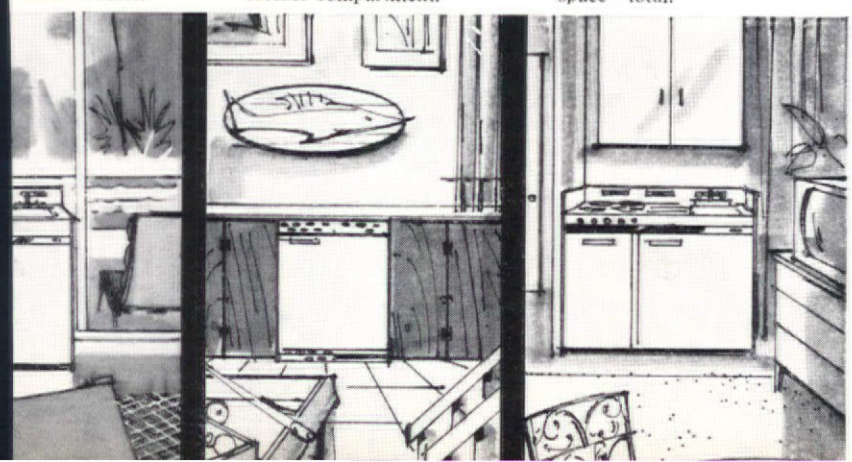
Model 548. This complete kitchen provides full utility where space is at a premium. Takes only 8 sq. ft. of floor space—total.



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Smart decorators set the stage early for opening day. To help you line up the right cast, Metropolitan has prepared a catalog of fine upholstered sofas and chairs, designer tables, and Robert Long Lighting fixtures. For a free copy, send your letterhead request to Metropolitan Furniture Corporation, 953 Linden Avenue, South San Francisco, California 94080, U.S.A. Or call (415) 871-6222 for further information.

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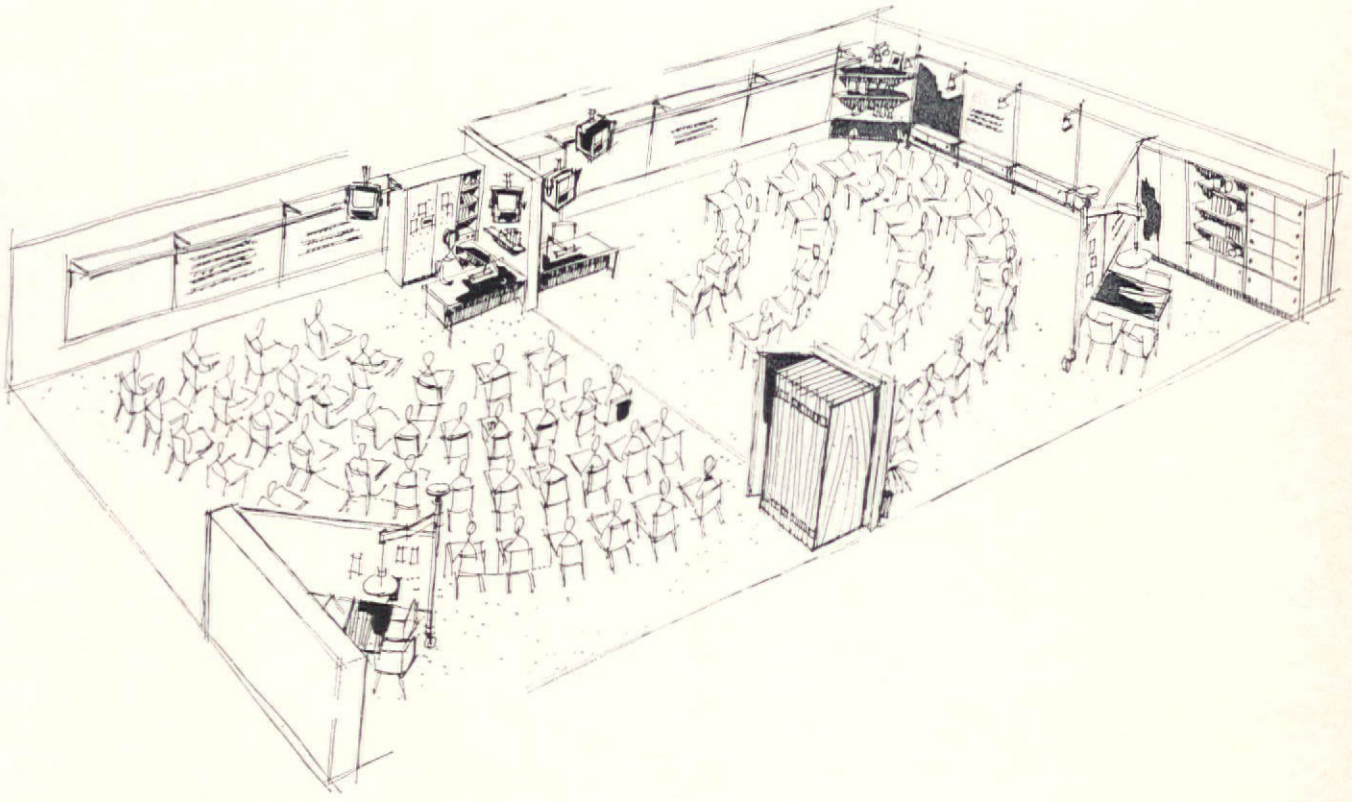


SCHOOL FURNISHINGS

AN ANALYSIS OF A VAST MARKET THAT IS CURRENTLY BESET WITH PROBLEMS BROUGHT ON BY A MULTIPLICITY OF PRODUCTS AND LACK OF UNIFORM STANDARDS

BY ASH GERECHT

ONE-FOURTH of the nation—that's another way of expressing the market potential of our schools for furniture and furnishings. But, because of the diversity of American education, the thousands of independent systems, the variety of teaching patterns and courses, it is a difficult market to serve. Experts who have watched this field have seen large corporations, intensely attracted to the opportunities in outfitting our educational structures, give up after a couple of years and go back to safer bets. Suppliers vary in size and character, producing a wide range of furniture, but they operate in a field in which no standards have been imposed either by Federal or local government agencies. The task of the specifier and designer has consequently been no easy one—there is a bewildering variety of items from changing sources of supply.

In the latest school estimate, for last fall, about 53.8 million persons, age 5 to 34, were enrolled in school or college. This was an increase of 7.5 million—or 16 percent—in just half a decade. Kindergarteners advanced 26.4 percent to 2,645,000 and elementary grades was seven

percent, to 32,475,000. High school enrollment, grades 9 to 12, rose 26.6 percent, to 12,975,000. And college or professional school registrants were up 59 percent, to 5,675,000.

One of the surprises of this surprising market is that so little Federal attention is going to the outfitting of the places of education. This work, in fact, has centered in the hands of one man, Dr. W. Edgar Martin, the Office of Education's specialist for school furniture and equipment. The reason for this relatively slight attention is the diversity we mentioned. The Federal Government doesn't want and isn't about to impose any standards for producers. The states are weak in the field as well. So the negotiations boil down to individual school systems, and the manufacturers.

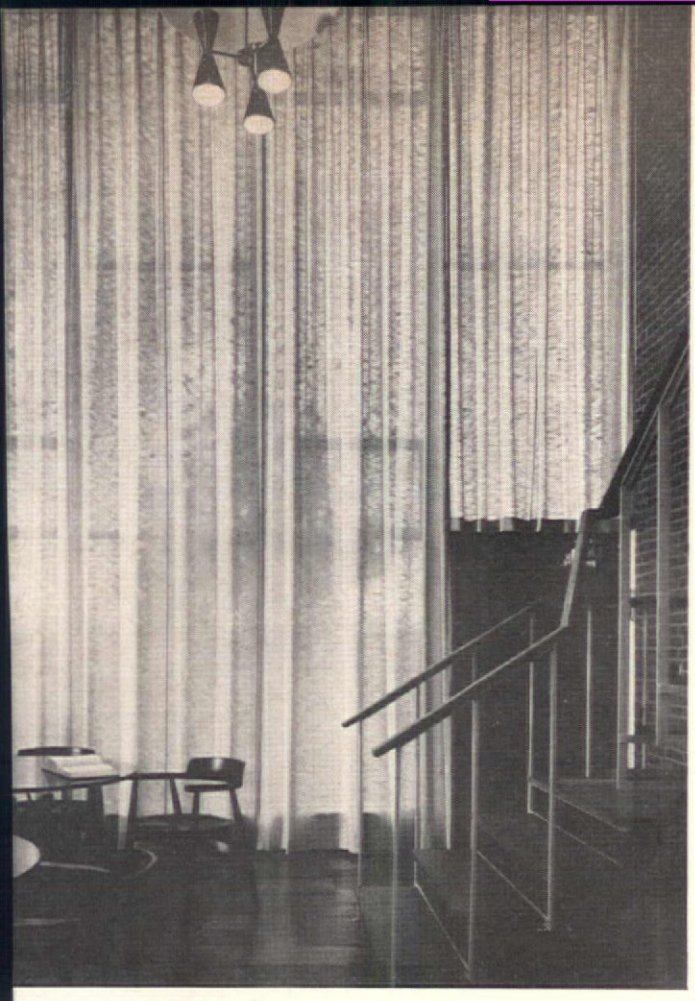
Nevertheless, a significant contribution to the business of outfitting schools for students has been made in basic research. When Dr. Martin came to his post 15 years ago, most manufacturers made furniture to old measurements without any knowledge of why they did as they did. Martin first collected material on basic body measurements, followed this by working in collaboration with the National School Service Institute, and the University of Michigan on "Functional Body Measurements of School Age Children." This was expanded into a governmental publication, "Children's Body Measurements for Pla & Equipping Schools." The latter study is in and may be obtained from the Superintende Documents, Washington 20402, for 50 cents. It b together all related measurements for a design lem into a series of 178 different dimensions children from 5 to 18.

The study measured 3,800 children, and wa signed to tie in with a Works Progress Admin tion study in the 1930's of 450,000 children. thirty manufacturers in the National School S Institute supported the study, and then adopt as their basis for future design. Its latest s for people 20 and over, corresponds well with A Forces data—and thus, could be used by furn manufacturers who are not interested in school ture as such.

Study on educational seating

Another study, one of the latest, by Rensselaer technic Institute, Troy, N.Y., is on "Design C of Learning Spaces." This deals with seating, ing, and acoustics of lecture halls. (Excerpts this study appear on p. 68.) Rensselaer su heads of departments, analyzed their commen up criteria and developed specifications. Some facturers are experimenting with this now.

CONT



UNIVERSITY OF CALIFORNIA: Ragan hall on the Davis Campus (far left) serves a complex of student resident halls. Spacious, beamed-ceiling lounge was planned by Western Contract Furnishers, who enlarged on the contemporary architectural theme with informal furniture groupings—combination of Herman Miller lounge chairs, Thonet game tables, and custom designed sofas—set on area rugs by Magee.

WAYLAND SENIOR HIGH SCHOOL: Main library (left) of high school in Wayland, Massachusetts, was designed with evening community functions in mind. The high-ceilinged room was enhanced by full-length draperies that provide sonic and acoustical control for quiet study, sun and light control, and still contribute a gracious atmosphere. Dow Chemical supplied the fire resistant draperies in a blend of Verel and rayon.

GEORGE MINOR SCHOOL: Elementary school in Oak Grove, California, represents a new trend in school design both architecturally and in regard to interiors. Classrooms and general areas, such as the library (below), are fully carpeted with easily maintained carpets of Chemstrand's Acrilan fiber.

, there are some definite gaps in knowledge. Head Start poverty program, for instance, which es bringing many additional youngsters into y schools, emphasized the lack of knowledge furniture in the three and four year old student It's not enough, Dr. Martin points out, just ke chairs smaller or bigger for younger or students.

ther area in need of study is storage. Three are used in today's schools—1. for individuals; oom, for new items and equipment; and, 3. nent storage. The effect of the larger Federal ms so far has been to clear out warehouses. nization of lines, it's expected, will probably o wait for teachers to demand and specify they want—something different from what getting today.

or seating, Dr. Martin spells out the problem ncise manner: Despite the profusion of styles, comes down to four basics for elementary condary schools. The most popular is the single and single desk. It permits many versions of and work surface arrangements. The style tes the trend today in materials, most of the manufacturers, and new producers, using steel minum framing, and laminated plastic surfaces they can, rather than the traditional wood.

Being lighter, these units can be moved by the children themselves, both within a room and between rooms. The manufacturer is able to provide book storage other than in the apron of the table, or in a box at the desk top where it comes into stubborn conflict with growing occupants. Flexibility is also provided by having both desk and chair adjustable in height, or else by making only the desk adjustable, in a 20-30 inch range. Such a unit can then be used with three different chairs, each of which has a four-inch adjustable range.

Most adults today may recall the "universal desk," a single chair-desk unit. In contrast, most of the chairs now in use can be adjusted in height, and some even swivel. The desk too is usually adjustable, and movable backwards and forwards as well. The top usually opens to reveal a book box, and may sometimes be raised from a flat to a writing slope or a greater reading-art work incline. This style has the advantage of compactness, as well as of fitting into varying design requirements.

The tablet-arm chair, more familiar in adult schooling, has a price advantage, Dr. Martin notes, plus ease of movement and modest use of space. Its disadvantages include a small, inclined work surface, fixed height, and provision for access from only side (although there now are some exceptions).

A more modern style is the chair desk, combi a chair and work surface as does the universal but without a book box; storage instead is usual a rack beneath the seat. It has more work su than the tablet-arm chair, costs less than the univ but isn't too satisfactory for grouping becaus its sloping top, nor for activities where objects be handled.

Experimental seating for colleges

A new, fifth style, Dr. Martin points out, penetrated high schools after being tried in c classes, for use in large groups in TV-film c and the like. There are variants: one consis chairs on pedestals, with movable tablet arms can be folded down between the chairs. Two to chairs can be mounted together on a beam is supported by two pedestals fastened to the Another variant has a counter, capable of seati to ten students, mounted on pedestals with of different styles, most of which are pivoted either fastened to the floor or to risers behin counters.

NEW YORK SCHOOL FOR THE DEAF: Architect Frederick G. Frost, Jr. & Associates chose Knoll dining pieces that blend with exposed-beam architectural motif (above) for sleek cafeteria of school in White Plains.

UNIVERSITY OF SOUTH FLORIDA: Thonet seating arranged in home-like setting (right) encourages casual book browsing in lounge area of university library.

CON

The variety in placement of temporary book stor- units—in book boxes, under the chairs, under the ks—indicates what a bugaboo this is. Outlook for truly good solution seems dim, and the situation ows worse as students accumulate more books and ms to haul through the day.

Additional furniture items for schoolrooms include les, most of them with telescoping legs to adjust different ages and needs. Stackability is also a ful feature. For specialized needs, table tops may imprinted with mathematical and scientific charts tables.

As one can see, the range in what's offered—and at's bought—is tremendous. Without state codes erning equipment, and without any indication that Federal government is going to put its directing t down in this area, specifying remains a chancey tter, with the local official on one end of the saw and the suppliers at the other. There are so ny different activities in schools, different cur- la, different attitudes and different budgets, that -line manufacturers are not only compelled to carry h broad lines—but are buying up other producers broaden their appeal further, including the need satisfying the replacement market. (C)

UNIVERSITY OF DENVER: Orderly arrangement of Jens Risom institutional furniture (above) provides ample work space and cushioned seating for students in Law School library.

NORTH AMERICAN SCIENCE CENTER: Small and handsome auditorium in Los Angeles (left) accommodates 200; rows of upholstered seats from American Seating Co. are staggered for best viewing of stage.

DESIGN CRITERIA FOR LEARNING SPACES: a research report on educational seating prepared by Rensselaer School of Architecture

Since World War II the use of instructional aids and media has grown rapidly to keep pace with the demands of contemporary education. Their educational validity has long been recognized but until recently little consideration had been given to providing the optimum environment for their use. In 1959, however, Educational Facilities Laboratories, Inc., awarded a grant to Rensselaer's School of Architecture to conduct an architectural research study directed at the planning and design of such facilities. This study culminated in the publication of the report "New Spaces for Learning," along with the construction, for experimental use, of a full-scale mock-up of a typical learning space. This Experimental Classroom was built on the Rensselaer campus in 1961 and has been in constant use since then.

More recently, the State University of New York has embarked on an extensive expansion program involving the construction of a large number of new facilities throughout the state. The Architectural Staff of the School of Architecture, Rensselaer Polytechnic Institute, was again called upon for a special evaluation and development study. This project placed particular emphasis on the considerations of seating, lighting, and acoustics. Much of the data was based on past experience and on the current evaluation of Rensselaer's Experimental Classroom.

Early in the study, a questionnaire was sent to architects, administrators, and college teachers to determine their reactions to specific points on seating. Of particular interest were the responses to the items which requested comments. Following are a few of the more salient and typical responses.

On preferred seating types: "Currently, we think the fixed table, with movable chairs offers the most varied use. Movable seats permit adjusting the seating to fit the size of the group. The noise of moving chairs on a hard floor has been criticized. We are now solving this by using carpets on the floor."

"My preference would be for continuous table tops which work well with continental seating arrangements and with a swivel chair, upholstered, tilt-back, noiseless, and at least as comfortable as the secretary chair. There should be room enough between the back of the chair and the table behind for single passage. With a little more space in this location, it might be possible to move in emergency seating for use when lectures other than teaching lectures are given."

On general criteria: "For most schools, the ideal seat would combine low cost, good design and engineering, as well as good workmanship, be easily cleaned . . . provision for storing books must be considered."

"Harsh details and materials seem out of place in a college lecture room. By 'harsh' I refer to excessively harsh, sharp and glaring surfaces, corners, and edges."

"Manufacturers must recognize the fact that the average student of today is considerably larger than he (or she) was 15-20 years ago."

"The angles of the three main planes (back, seat, and writing surface) with the horizontal are more important than the size of the planes."

"Seating should be designed to provide writing surfaces equally satisfactory to both right and left handed students; units should be affixed to the floor; writing surface should be readily adjustable both fore and aft, and up and down; seats should swivel to aid entry and egress; seats should be contoured and cushioned; and seating arrangements should allow the lecture room to be used effectively for testing."

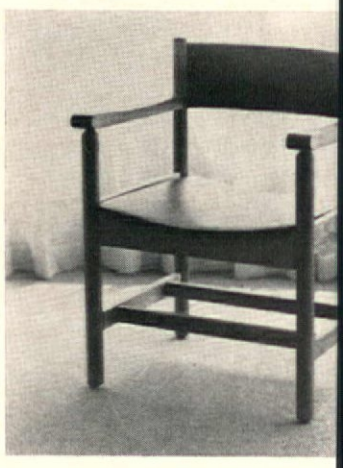
"If we can free the number of legs going to the floor, we feel we can save maintenance money and provide a more aesthetically pleasing classroom."

"I have had an impression . . . that the manufacturers of such seating units are operating with insufficient knowledge of and sympathy with the people who sit in such seats . . . I am aware of the difficulties inherent in a situation where students are so uncomfortable that they are far more aware of their discomfort than they are of what is being taught."

On writing surfaces: "We say a hard top, not too light in color, with a matte

(Continued on page 70)

A



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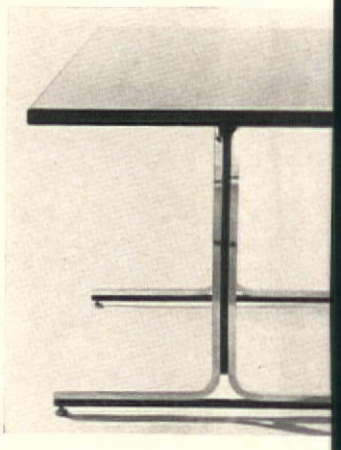

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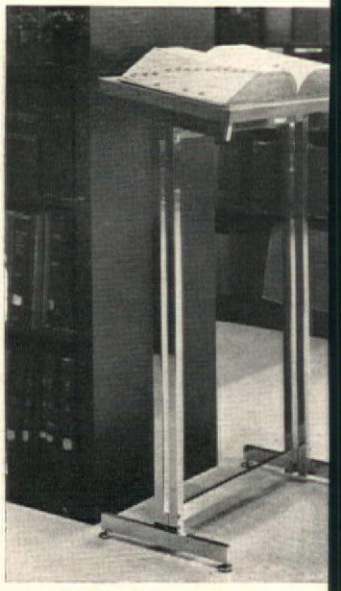

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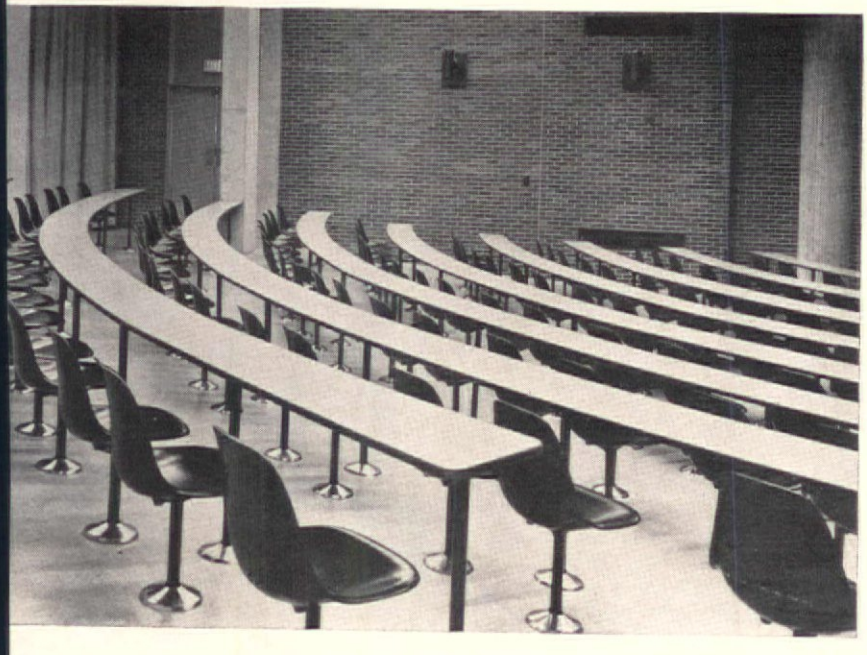


F

PRODUCT REVIEW

A Institutional furniture from CI Designs follows Scandinavian styling that stresses form and line. Collection includes a full complement of dormitory and lounge pieces in range of construction materials. Circle No. 127.

B Utility tables from Stambaugh are multi-purpose in complete selection of sizes, heights, shapes, folding, and choice of tops and colors. Units find use in libraries, laboratories, cafeterias. Circle No. 128.

C Dictionary stand from Hugh Acton coordinates with line of library tables of same design, here in use at Detroit Public Library. Circle No. 119.

D New Knoll Associates stack chair designed by Don Albinson is constructed of lightweight materials—molded plastic and die-cast aluminum. Back and seat that "give" with the body and opening between sections allows greater comfort through long seated periods. Circle No. 129.

E Science hall at University of Illinois Chicago Circle campus is equipped with fixed tables and pedestal based chairs designed by Eames for Herman Miller. Pivoting units mount on sloped or stepped floors and adapt to radius or parallel row installation. Circle No. 130.

F Krueger's fiber glass side chairs are both functional and decorative in cafeteria at University of North Carolina. Room and furnishings are easily adjusted to U-shape arrangements for banquets and formal functions. Circle No. 131.

COVER CREDIT: Herman Miller's Eames Educational Seating (EES-1) at Chicago Circle Campus of University of Illinois.

DESIGN CRITERIA *(continued)*

finish to avoid glare. A slightly darker shade than paper avoids contrast problems and discourages doodling."

During the preparation of the report, currently available types of seating were investigated to find a type that would meet the particular requirements of the "learning spaces." The results were somewhat discouraging; there seemed to be none which were wholly appropriate. As a result, the seating provided in the Experimental Classroom is a combination of a commercially available seat and a custom-made writing surface. Fixed, pedestal-mounted, swivel molded plastic seats are arranged behind continuous writing counters surfaced with white Formica.

Recognizing that probably a better type of seating might be found or developed, an objective analytical approach to the problem of seating was adopted. To determine the best possible type of seating for spaces of this type, requirements of seating were evaluated according to the following breakdown:

Writing surface: size and convenient location of the surface provided. In comparing specific designs, the surfacing material also should be considered.

Book storage: provision for adequate and convenient space in addition to writing surface.

Adjustability: provision for adjusting distance between writing space and seat, and seat and floor, and adequacy of leg and knee-room.

Accessibility: ease with which person can occupy and vacate seat and use writing surface without disturbing neighbors.

Durability: inherent strength and ruggedness of design, and sturdiness of floor attachment(s), if any, as well as vulnerability to physical damage.

Mechanical simplicity: lack of complex mechanisms and/or moving parts which may increase repair and maintenance costs.

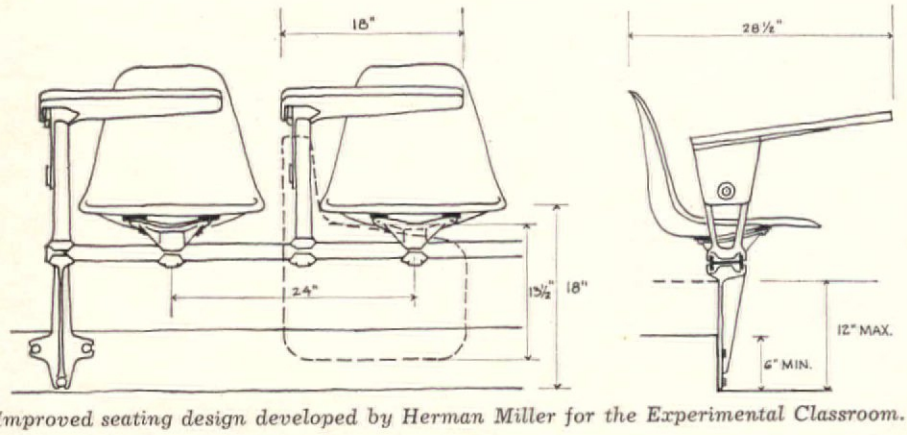
Ease of cleaning floor: minimum interference of supports or attachments (of total unit) with floor cleaning. Since minimum interference is caused by a single smooth round contact, this type should be given maximum credit.

Ease of cleaning total unit: minimum time and effort required for cleaning seat and writing surface.

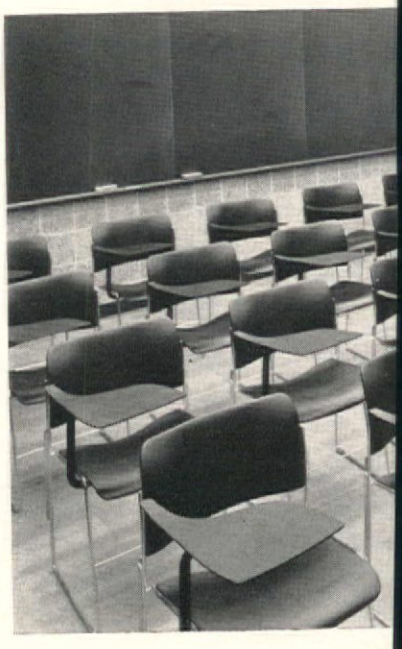
Economy of space: smallness of floor space required per unit, assuming standard seating arrangement, 14 seats per row, and including an allowance for standard aisle space requirements.

Appearance: cleanness and attractiveness of design character.

Cost: economy of installed cost per unit.



Improved seating design developed by Herman Miller for the Experimental Classroom.



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CON

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PRODUCT REVIEW

A Trim and sturdy tablet arm chairs in free-standing model from General Fireproofing (a Triennale Grand Prize winner in 1964) are made of vinyl-coated contoured sheet metal. Chrome plated tubular steel frame and slim-lines give lightness to functional design. Circle No. 120.

B Contemporary desk and card catalog file are part of a new complete library line from Southern Desk Co., a division of Drexel Enterprises. Circle No. 121.

C Study carrel accommodating four students is a space-saving library unit from Southern Desk's selection of school pieces. Circle No. 121.

D Lounge area on the Madison campus of the University of Wisconsin is furnished with Jens Risom's casual contemporary styled items. Circle No. 122.

E Shepherd Hall Lounge, City College of New York, is designed to accommodate approximately 90 students in an atmosphere of quiet study and relaxed comfort with furniture by Helikon. Circle No. 123.

F Stendig's tablet arm chair is part of its Kiki Series, Gold Medal award winner at the Triennale in Milan by designer Ilmari Tapiovaara. Rugged construction of oval steel tubing takes tablet arm surfaces in two sizes. Circle No. 124.

G St. John's University, New York library has been equipped with molded plywood seating from Thonet Industries. Circle No. 125.

H Buckstaff's specially constructed carrels in the Purdue extension of Indiana University library afford the student large working areas plus a degree of privacy. Circle No. 126.

B

E

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PRODUCT REVIEW

A Architect Frederick Frost Jr. & Ass ates planned sprightly classrooms for dents of N. Y. School for the Deaf, a by the use of Bertoia chairs from K Associates. Circle No. 129.

B Stack/gang chairs of molded fiber and chrome plated frames are offere contemporary colors by Peabody sea Circle No. 132.

C Carrel study desk has broad work book shelf, drawers, and coordinates other units of Troy Sunshade Co.'s tem '70 Dormitory line. Circle No.

D Steinmarke's dormitory line, in us Carnegie Institute of Technology, sturdy welded steel cores and lam surfaces. Circle No. 134.

E Designed for controlled instructio primary school students, Sico's specia unit allows accelerated exchange bet teacher and pupils. Circle No. 135.

F Chrome and wood tandem seat Frederick Weinberg is available with let arm, as an armless single, upholst or in a variety of models. Circle No. 1

G Upholstered tablet arm chair from cago Hardware Foundry Co., installe auditorium at University of Illinois S of Medicine, affords comfortable through long lectures. Circle No. 137

H Daystrom's modular dormitory li designed for optimum use of limited s Circle No. 138.

I General Fireproofing solves the d tory space problem with built-in furn that considers layout flexibility and nomical maintenance. Circle No. 12

J Kreuger's popular contour tablet chair offers optional bookrack and u stered models. Circle No. 131.

K John Stuart's new stack chair wa year's winner of a CoID Design C Award, designed for the British co market by Robin Day. Circle No. 13

L Improved school seating design Herman Miller is the result of exte research with school administrators. E Educational Seating was used exten at University of Illinois' new Ch Circle campus. Circle No. 130.

E

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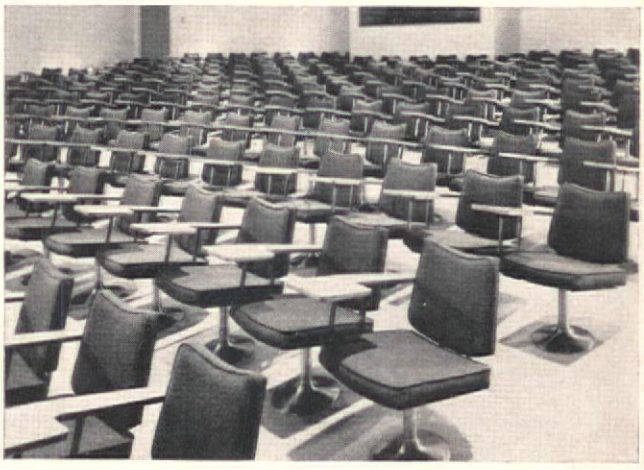

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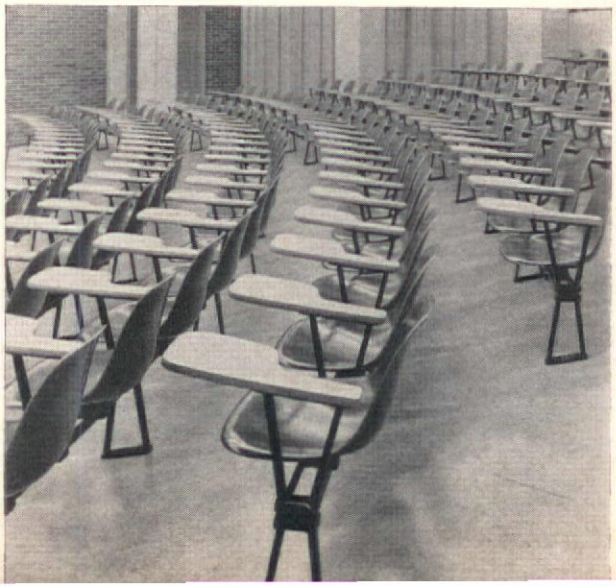

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POI, INC.

AN OFF-BEAT REPORT ON A YOUNG AND IMAGINATIVE OFFIC PLANNING/DESIGN ORGANIZATION

BY ANN DOUGLAS

WHEN I walked into the fourth floor suite of Planned Office Interiors in New York to talk with Charles Winecoff, partner and director of design, there was a large sign facing outward that had just been taped on his window. It read: COURAGE, MORE TO FOLLOW. He was on the phone and looked intently out the window; as he hung up, he waved to a building across the street. He turned to me with a broad grin and gestured toward the window:

"Things like this are going to change some of our working habits. I'm *forced* to look at him, and when I turn for a cigarette, I feel rude."

Winecoff had just talked on the phone with Joe La Rosa, the creative director at Helitzer, Waring & Wayne, an advertising firm with offices across the street. POI—that is Planned Office Interiors—is preparing designs and drawings for the agency's coming move. I looked out the window, and across the street on the fourth floor the art director was smiling at me. Winecoff continued: "You know, we don't *say* goodbye anymore . . . I felt we were ten years ahead of ourselves when we realized we could also see each other when we talked on the phone—we've been the first to experience the video-phone of the future! And what implications it will have in a few years: think how great it would be to be able to make an emergency presentation over the phone, or shop for fabrics . . . ."

The sign in La Rosa's window had gone up the day before. It read: WHITE DOORS, GREY MOLDINGS, GREEN WALLS: HAVE YOU (the 'you' was crossed out and 'we' was written below it) GOT GUTS! The agency had accepted the design and was getting excite

Two days later a new sign appeared across t street: CHEAPER RUGS / CHEAPER PANELING / CHEAP FURNITURE: EVERYTHING ELSE O.K. The formal prese tation had been made. Howard Aaron, the other pa ner and head of business and sales at POI gestur toward the sign: "He doesn't really want us to down—he just knows our sense of humor."

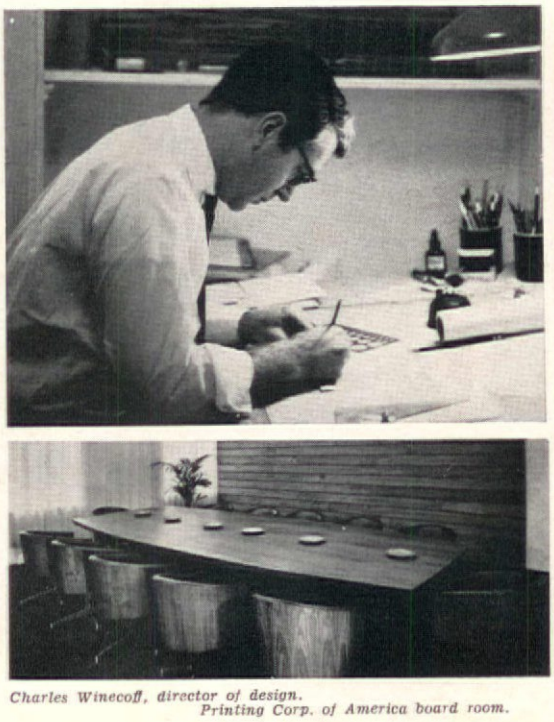
But more than a sense of humor, the underlyi force behind the work produced by Planned Off Interiors is a conviction that good design mea problem-solving as well as attractiveness. For success of this five-year-old firm lies not so mu with its size, make-up, and the way it is manag but in this dedicated approach.

Client relations

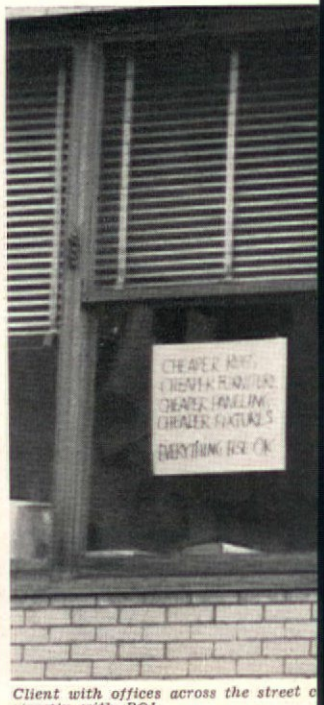
For instance: with each job, POI gives the cli something he would not normally expect. "One our aims," says Winecoff, "is to make each job locus of a new idea, treatment, solution—an expe ment." Howard Aaron frowned, and Winecoff co mented, "My partner doesn't like the word 'expe ment'; as a businessman, he thinks it implies wrong image." Adding: "Would 'innovation' be b ter?"

Winecoff also uses these innovations as des "bonuses" for his clients. One may be as sim as the unexpected use of color in the Chlormet Inc. storage units, where dark circles of rich, lacq add refreshing bounce, at the same time that t conceal fingerprints and highlight the push-latch a The storage concept itself, though, is the big

Design detail, Encyclopedia Brittanica.



Charles Winecoff, director of design. Printing Corp. of America board room.



Client with offices across the street c directly with POI.

ion." The Chlormetals' office didn't call for a ank, so POI was able to place them close to ork areas. Each file stack is flanked with ts: and topping the drawers are pull-out work es. By surrounding the files with at least three of storage compartments, POI eliminated the storage room and created accessible, space- architectural elements. The units are fully detailed, and their workmanship is superb.

the first meeting Winecoff tells clients that vill actually design the interior and he usually by asking them what they want a space to he aim is to find out how the client works: he likes or objects to in his present quarters. nitial getting-to-know a client is essential, says off. If a desk is wanted, for example, he then out what it should do for the client. "There sically only two or three things," he says. "A irst is a status symbol, and second, it is a r between the owner and anyone on the other f it. Finally, it is a tool: a surface to write support drawers. Some executives use a desk o rest their telephone on, or as a footstool."

used architecturally

are more likely to accept an unusual solu- hen its function is fully explained. A good e is a custom reception desk that is sheathed d. Part of it wraps up and around an awk- placed load-bearing column to further enclose k of the fixed switchboard. This solution not id the switchboard and disguised the column, but by pulling everything together, greatly improved the cramped entry.

If you look for a signature in POI's work, it can be seen in the extensive use of wood—a material that in POI's hands evokes warmth and luxury. They often use it architecturally, beginning with a ceiling that continues down a wall, to give a conference room the sensuousness of finely matched grain.

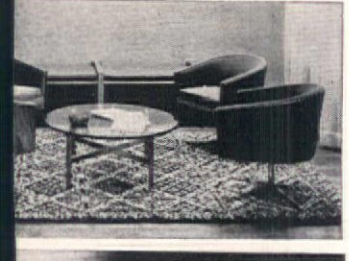
If a work area can be set apart, Winecoff will often enclose it within architectural elements—such as a built-in reception desk whose walls wrap it into a protected island or peninsula—to give it a human scale. These enclosures usually are important areas that deserve special treatment, and the finishing material is likely to be wood. (His regard for enclosures expressed itself quite unconsciously in the ceiling plan of the Brown Co. entrance lobby. Here, the shape of the free-form opening closely resembles a nearly closed hand drawn by Winecoff in 1958.)

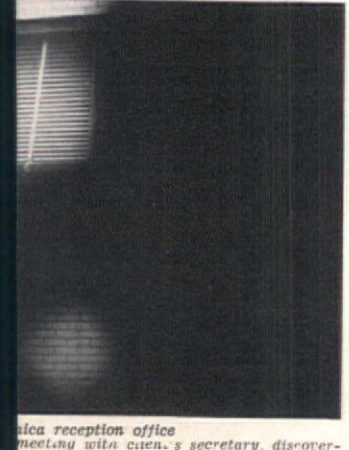
Apart from offices

Charles Winecoff graduated in Architecture from North Carolina State University and came north for graduate study at Pratt Institute. He became interested in the architectural approach to interiors and got his first job at Designs For Business. After five years at DFB, he formed his own company with Howard Aaron. That was 1961. As the name implies, the bulk of this young firm's work has been office planning and design, but it also works in other areas.

For example, a few years ago POI redesigned the

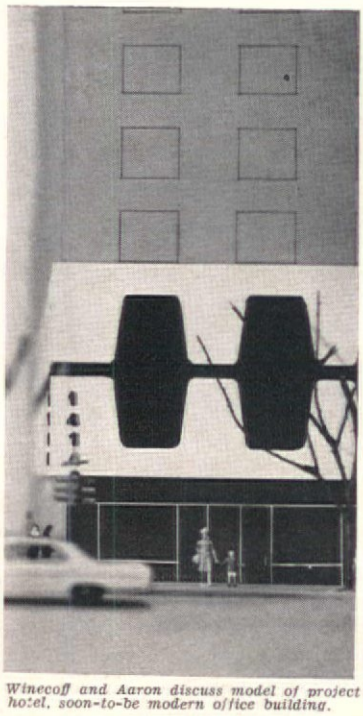
(Continued on page 78)



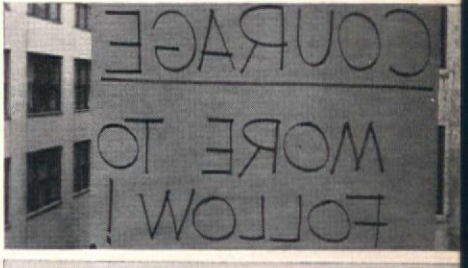


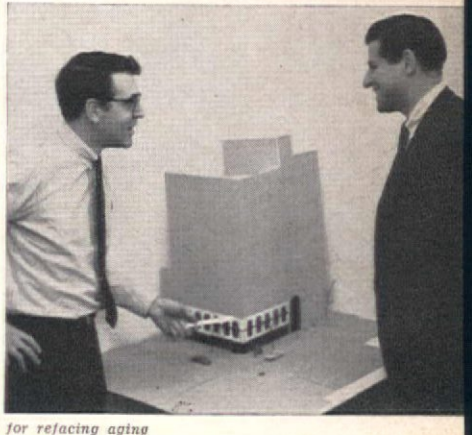
ica reception office meeting with client's secretary, discover- can view each other while on the phone.

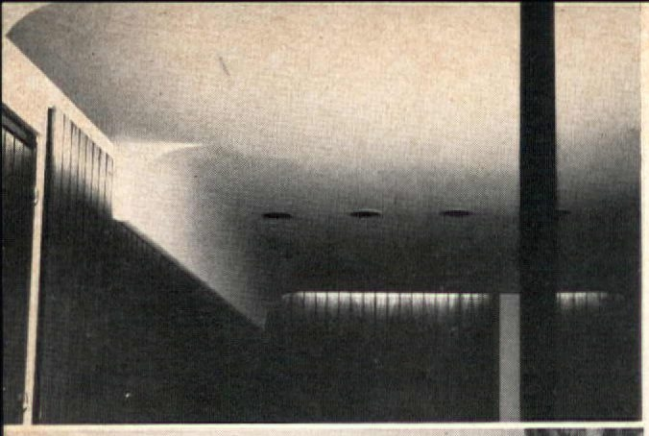
Howard Aaron, partner in POI replies in kind to neighboring client.

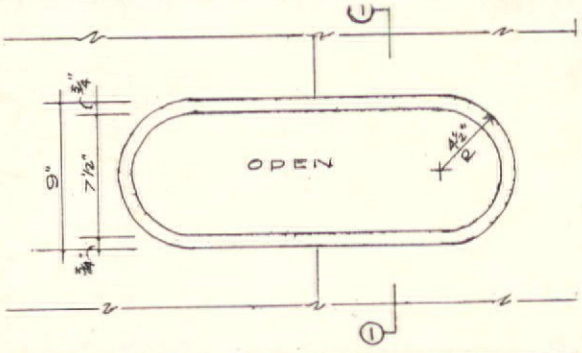


Winecoff and Aaron discuss model of project for refacing aging hotel, soon-to-be modern office building.





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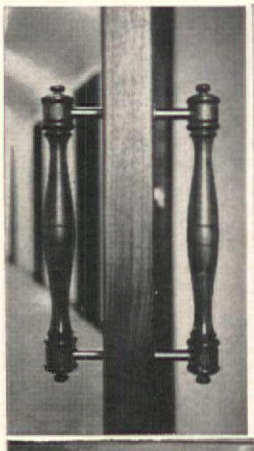

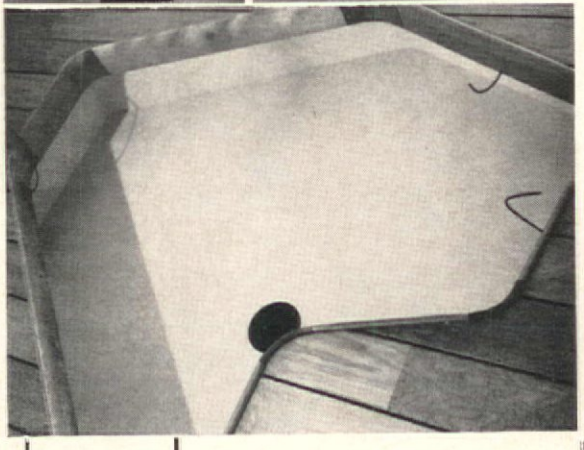

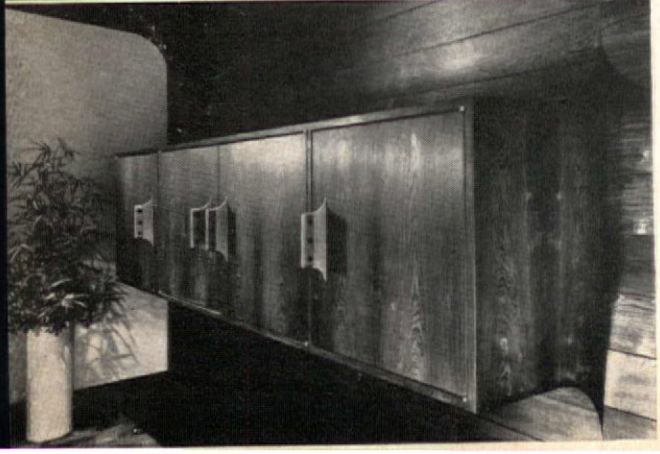

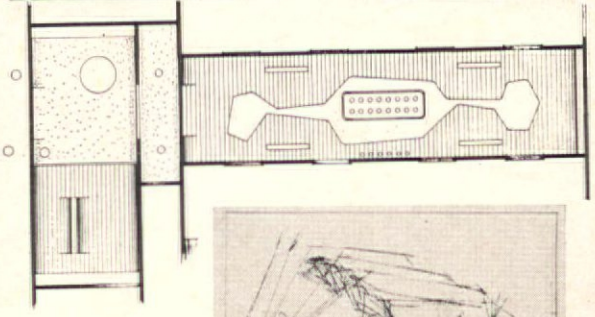

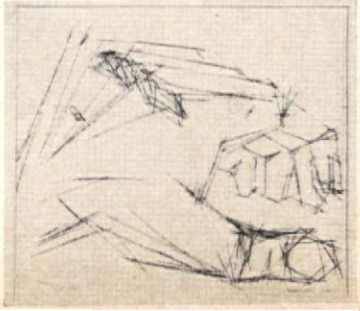

ENCYCLOPAEDIA

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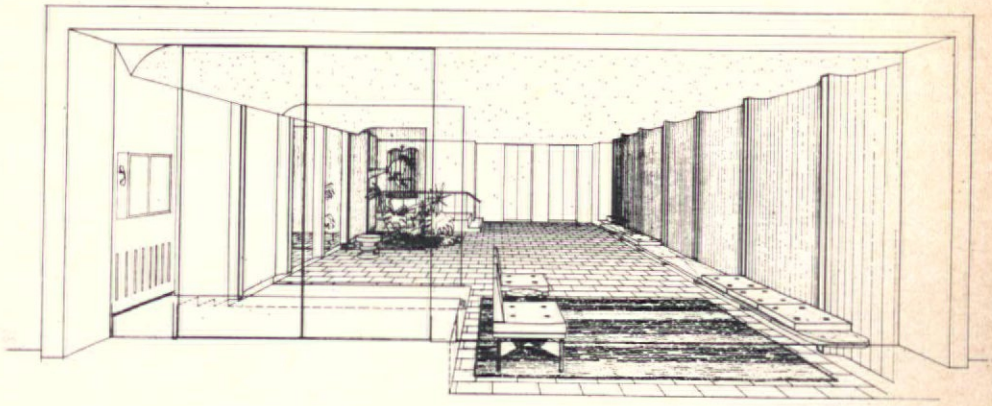
11	

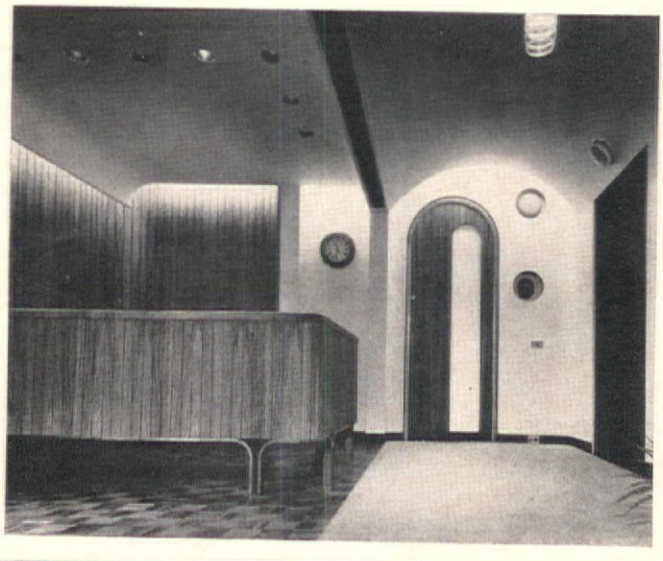
eiling detail, Chlormetal's reception area. es are found often in POI's work. The on the cove ceiling, as well as on edges of r walls (18), are not for design effect alone. y give a softer look," says Winecoff, "and ften the simplest and most graceful way to om one plane to the adjacent one. When on the outside of a corner wall (18), plas- cks are greatly reduced." **2, 3.** *President's , Chlormetals, Inc. At first, POI was advised le much of the space in Tudor, but photos 17, 18, 19) show that respect for "tradition" not result in a noncontemporary interior. resident's office, though furnished from his e collection, is compatible with the adjoin- eas. Says Winecoff: "An object that was designed a long time ago is a thing of I don't think of the president's office as ional, but rather as an attempt toward ess' design.* **4.** *Conference room, Chlor- . Here, the "traditional" warm associations d have been expressed in a contemporary Wood's rich texture and color adds a sur- sensual element to what is often the elegance of a board room. It's used ar- urally; the ceiling flows into the end walls cabinets extrude naturally from the wall, y keeping the rich flow of wood intact. Speak-hole at Julius Mathews Agency. A -deep wood sleeve in two 3-inch sections sibly secured to opening in the ¼-inch to give a floating appearance. The two anels butt at the center-line of the speak- hown in photo by a white vertical line. pical door pulls used throughout Chlor- , Inc.* **8.** *Printing Corp. of America entry The maximum allowable glazed area was ertically, giving the best over-all view e firm's antique printing press.* **9, 10, 11.** *g up at the nearly finished ceiling of the Co. elevator lobby (9), says Winecoff: n inspiration is a subtle thing. The form recessed lighting cove took a seemingly jective shape (10). But after it was up I l that my concern for closed, protecting expressed itself here in the shape of the or I then recalled a hand I had drawn 11), and I know now the two are directly "* **12, 13, 14, 15, 16.** *Encyclopaedia ica exhibit for '63 D&D show. The de- a simple but ingenious solution to make (12x12) space fun. The back wall is a of old tearsheets from EB framed with height 2-foot-wide mirrors. The mirrors the plain walls and open up the space. t fixture (a truncated, triangulated, stel- ohasahedron) is framed with drug store or sticks—cotton removed—and faced on de with glass fiber. Three squares of ply overed with more EB tearsheets, then d (14) and mounted to make low tables. t, ceiling-high shelves display colorful ic shapes at eye level, and copies of the paedia fill the top and bottom shelves ll woodwork and custom cabinetry, ex- nnell Publishing Co., by Ebner Wood-*

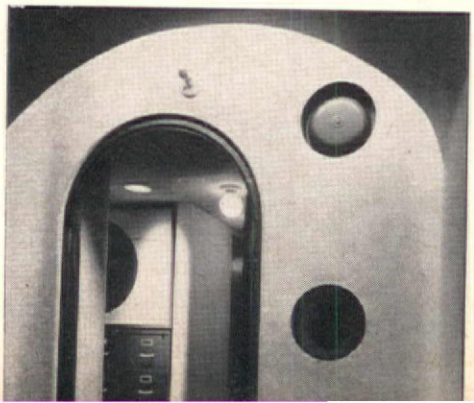


POI's proposal for an apartment lobby is characteristically architectural. Back wall, pulled out at equal intervals, creates strips of vertical lighting that aligns with bench supports. Mirrors placed on opposite wall, give sudden depth.

17, 18, 19. *In Chlormetal's reception area, wall containing indicator light, push-button, fire bell, was furred out to align with protruding columns. Equipment was left in place but framed with plastic rings to receive plaster. Insides, painted grey, emphasize the recess and give built-in shadow (18). Beyond, are storagettes (19), providing pull-out space for storage elements. Chance for exciting color came with circles of blue that define latch area and hide fingerprints.*

17





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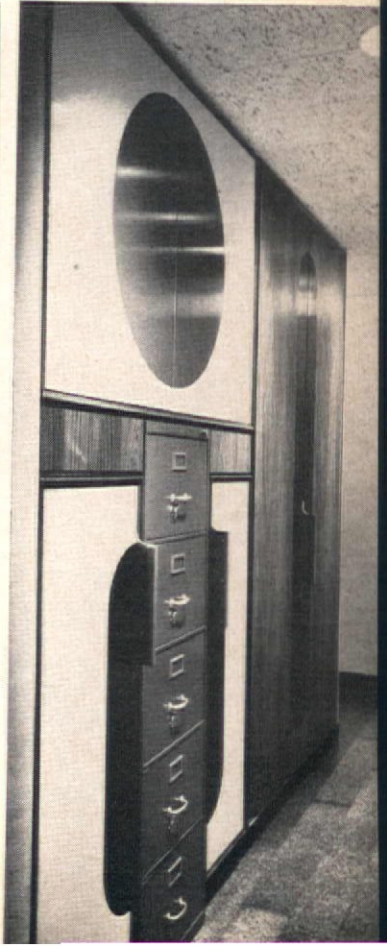


PLANNED OFFICE INTERIORS

(Continued from page 75)

control units of an electronic tabulating system that is sold by Telecontrol Corp. Last year the firm submitted plans for refacing the first three stories of a hotel soon to be converted into an office building. After completing the executive suites for Encyclopedia Britannica, the publishing house asked POI to design a small display for the 1963 Decoration & Design Show; the cramped budget resulted in a simple but ingenious solution.

Winecoff strives to bring out the most imaginative use of the materials and elements at hand. At Chlormetals, for example, one wall in the reception area called for a flush treatment because of protruding column faces. The wall contained indicator light, push button, fire bell, and alarm. Moving these elements would have been difficult as well as expensive. They were left in place and instead the wall was furred out 2 3/4 inches to make it flush, and the equipment was simply framed with a standard plastic ring (used for incandescent recessed light fixtures) to receive the plaster. The rings were painted gray to emphasize each recess, giving a built-in shadow.

In Winecoff's mind, a future application of mathematics to space planning is inevitable. This mathematics is the connectivity system that belongs to the little-developed realm of topology. "If ever applied to office planning," Winecoff speculates, "where the client requires a given set of interconnecting rooms, some demanding direct access to others, one could state these areas in a formula (for instance: president's office, executive toilet, his secretary's office, the conference rooms, etc.). Then one could topologically determine first if the problem were soluble, and if so, then plot the relationships between areas (the positions of walls) and their asked-for intersections (be they doors or corridors).

"When computers reach the stage where they can perform basic space planning," continues Winecoff, "then the mathematics of the computer will be a topological system of connectivity, involving circulations and connections." The computer would be programmed with actual building areas, code requirements, and client demands.

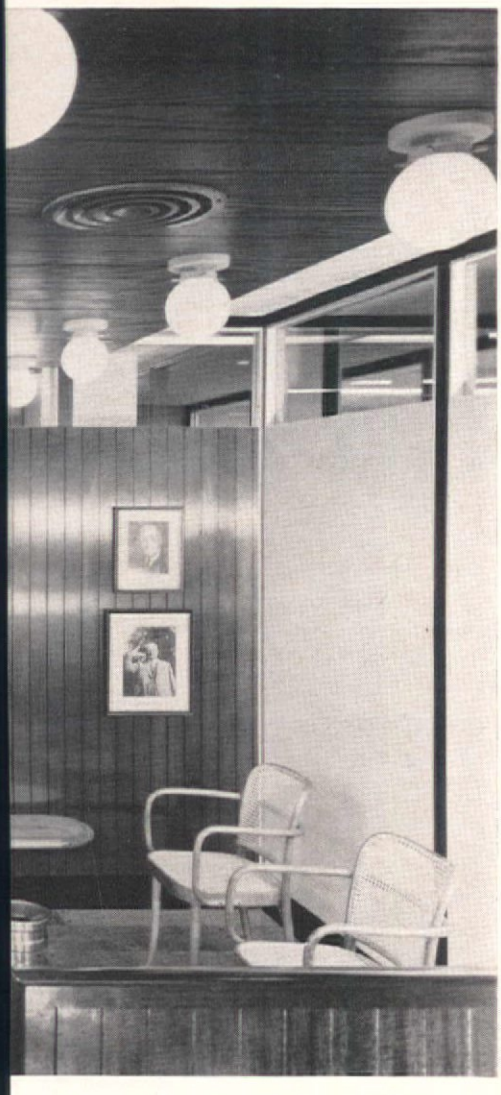
Winecoff concludes: "It should be our responsibility to specify doors, switch plates, ceilings, lighting, partition locations, flooring, convenience outlets—in short, all the responsibilities implied in the term interior architecture.

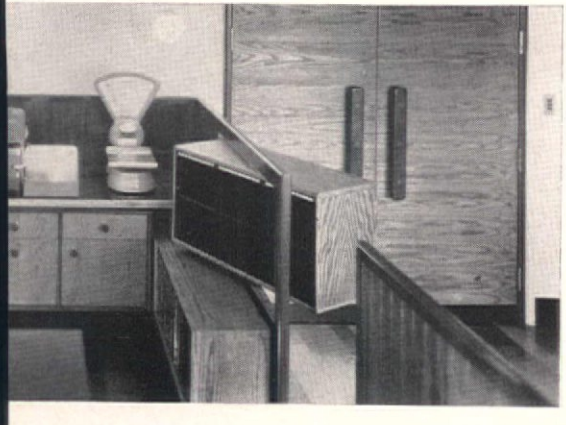
"We need to go beyond the furnishings themselves and look into all aspects of how to work better and more comfortably—and how to live better. We need to know more about color, light, noise, texture, etc., as they psychologically affect the working environment.

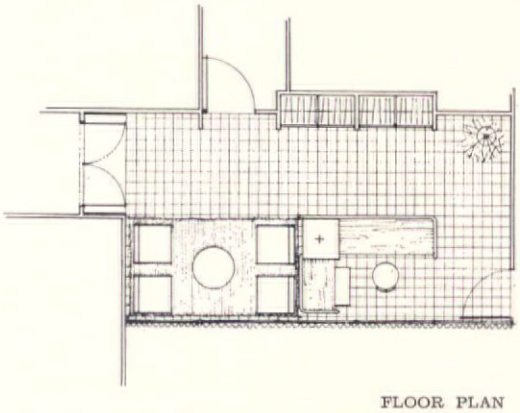
"We also need to expand our role as designers. In ten years, interior designers could be extinct, unless they react to the facts that on one hand more architects are doing their own interiors, and on the other, more furniture retailers (and the like) are producing some semblance of design service." (C)

CONT

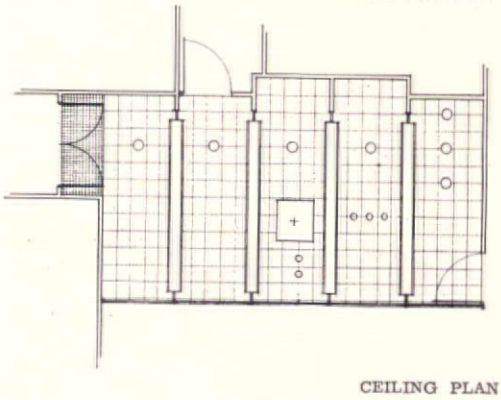
eption area for Schnell Publishing Co., (below) to serve a dual function: primarily, as mail m, and secondarily, to receive visitors. Wine- created a wrap-around enclosure that houses k, storage, switchboard, and mail equipment. nt wall has revolving pigeon-hole box to eive mail.







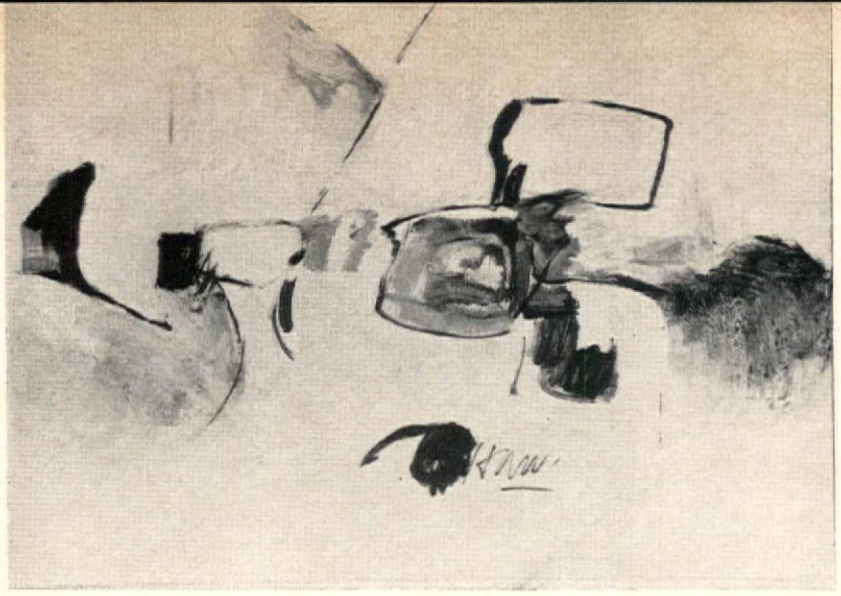
FLOOR PLAN



CEILING PLAN

Reception area (above) barely recalls unfavorable building layout: free-standing fixed switchboard, structural column in room's center, awkward entrance. Floor plan shows switchboard and column incorporated into wrap-around reception desk. On entry side, column was sheathed with mirror to lessen its mass. Horizontal light troughs faced in teak (note ceiling plan) give room airiness; glass wall—rather than solid—continues light theme.

O CREDITS: Ann Douglass: pp. 76-7, no's. 1, 3, 5-7, 9; no. 10. Ben Schnall: pp. 76-7, no. 2; p. 78, no. 8; (right). David Hirsch: pp. 76-7, no. 4; p. 78, no's. 1-3, no's. 17-19, p. 80. Charles Winecoff pp. 76-7, no. 8; no's. 11-16.



Warwick Hotel, suite designed by E Lehman McCluskey Associates. Paintings modern yet in keeping with provincial f ishings (right). Stark contrasts rese calligraphy in oil painting on canvas.

Drawing in watercolor exemplifies scope of graphic and etching techniques at Karl Mann Associates.

ARL MANN'S
IAGINATIVE CONTRACT ART

MANN ASSOCIATES doesn't compete with galleries, doesn't sell names, eaves "investments" to Wall Street. Within that framework, however, commercial art studio has supplied original art to the elite of the n industry. Through designers like Knoll Associates, William Pahl- Jens Risom and others, art from the Mann atelier hangs on the of some of the nation's most culture-minded corporations.

policy," owner Karl Mann declares, "is to produce good decorative cheaply as possible. People today no longer buy a painting, they in it." In contrast, paintings from the Mann studio do not pretend investments, but simply what they are—honest decorative art. n feels so strongly about the honest merchandising of art that ently took a swipe at gallery snobbery in an interesting venture. eated an exhibit at one of New York's uptown galleries called ments of Society" that featured "found objects" set on attractive Each sculpture—accompanied by a certificate of authenticity stating he materials employed were found in junk yards—was sold for ice of the base only. "Some of the sculptures were really marvelous ey sold like hot cakes," he reminisces, "but art critics were hor-

lity abounds in the Mann workshop on West 13th Street in New Greenwich Village where the whirr of the buzzsaw coming he frame shop and smells of freshly cut lumber, mingle with those t and turpentine. Paintings are everywhere—and a flip through of the large inventory uncovers a brilliantly colored abstraction, ic interpretation of Americana, an impressionistic figure grouping, ge—in short, unlimited variations of styles and attitudes. The work in every medium, from wood carvings through oil, casein, maché, and the newer acrylic paints, which are gaining ground artists because of their quick-dry qualities, oil-like texture, and clear colors.

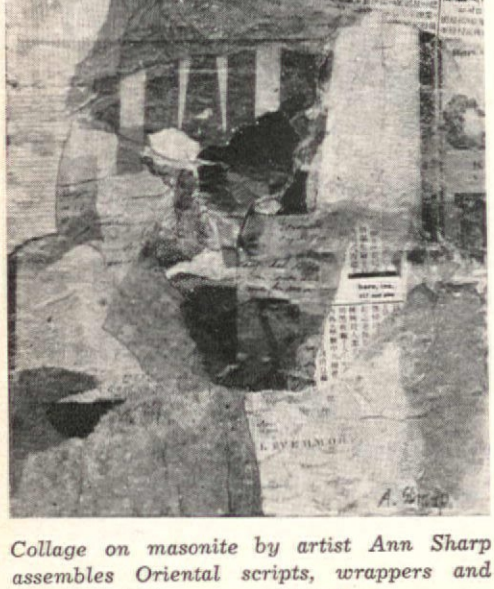
ite of the great diversity of paintings he makes available, Karl dmits "our bread and butter business still consists of nondescript ion." Large orders totalling $20,000 for hotels—more often than volve scenes of pseudo-Mediterranean villas perched on rock forma- utting out of the sea. He attributes this type of commission, y, to the naiveté of the designer and/or his client. "We have

Captain Cook Hotel, Anchorage, Alaska. Relief carving and sign were specially executed for designer Arthur Morgan.

Soft forms converge and fade in collage by Jason, a studio artist.

KARL MANN ASSOCIATES

Impressionistic subjects and a commercial favorite decorate foyer of Warwick Hotel.



Collage on masonite by artist Ann Sharp assembles Oriental scripts, wrappers and diverting textures in vivid colors.

knocked the bottom out of the budget problem, offer an unlimited sel and are equipped to work in any medium," he states. A custom walk into the studio at any time and select 500 paintings in three He can take them on memo and actually hang them in place the privilege of returning them. "This is a great opportunity f designer to correct the bad taste of a client," he points out, "and plenty of room for error." The out-of-town designer can work wi studio through a sketch of the room, an elevation or perspective the same privileges.

Karl Mann started in business nine years ago selling antiq designers. He heard the complaint frequently in those days abo difficulty of getting good art on a really low budget. Designer then buying so-called original paintings from the European art m Their quality was questionable and they were lacking in sophist and spontaneity, a complaint still valid today. "New York is indis the art capital of the world," Mann states. "American art is vi original and can't be matched in Europe at any price. In fact," h "it took a trip to Europe to stop me apologizing for being an Am

Because Mann is himself an artist and has since had severa York shows of his own work (which he keeps separate and from that of his commercial studio), he saw the possibility of su paintings by his artist friends and acquaintances to his clien modest prices. Offering original art for as little as $50 including he soon found himself in the midst of a booming business. He no sells antiques, but paintings from his studio can still be purch or around that price.

The only requirements Mann looks for in an artist is that h first-rate craftsman and not impossibly neurotic. At present th twenty five artists on the payroll and twenty-five employees frame shop that is operated as part of the studio. Yet, there production-line pressure on the premises. Instead, a feeling of cam exists between Mann, his artists, and the frame shop employees. set their own hours and work for an hourly wage. While in the they paint almost whatever they wish, without even the bother of ing canvas (a task left to the frame shop). Artists may work year or two, take a year off to travel or whatever, and on their are often back at the Mann studio. In spite of the freedom arrangement, however, Mann oversees the work of his artists sensitive eye. He looks at the paintings objectively and will a demand of a painting more than the artist himself—with the res some members of his staff have actually grown in stature and d a more personal style as a result of working at the Mann studio.

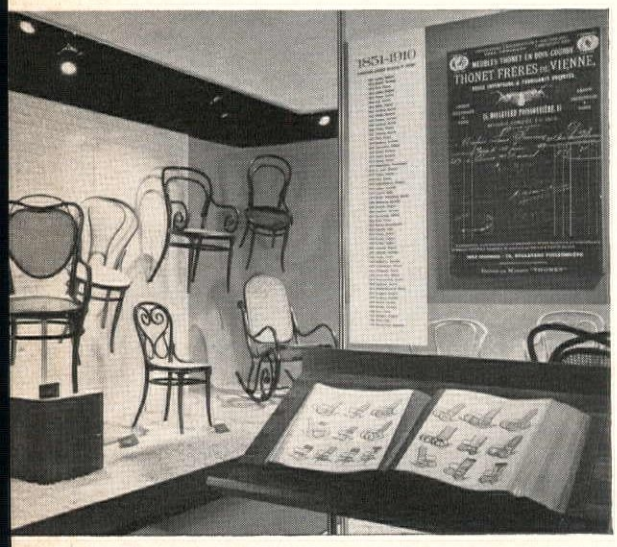
Mann's no-nonsense, unromantic approach has, paradoxically, contract art far superior than what was previously available decorative market. It has developed in fresh, pertinent directions, that mass-produced art doesn't have to be an endless series of kn of the name brand variety. **(C)**

ement of paintings unrelated in theme (above) con-utes to the elegance of Warwick hotel suite.

ge mural executed on vinyl (right) recalls turbulent of whaling around Anchorage, locale of Captain Cook el. Brilliantly colored collage (below) extends con-porary theme of furnishings and design by Knoll ciates.

THONET CREATES CRISP SETTING FOR ITS CLASSICS AND CURRENT STYL

Museum area displays early pieces of Thonet and includes classics from the firm's private collection. Special lighting projects shadows against white ground that accents delicate Art Nouveau curves of the bentwood pieces.



THE early bentwood pieces of Thonet are recognized as classics in the furniture world. But the development of Thonet Industries over the past 136 years into a leader in the contract furnishings field may not be as familiar a story. The firm's growth since the time Prince Metternich found Michael Thonet experimenting with wood bending at Boppard-on-Rhine and persuaded him to move to Vienna, parallels the expansion of the furniture industry itself—and is epitomized by the firm's new headquarters at the "Top of One Park" Avenue in New York City.

Occupying the entire 19th floor, Thonet shares its handsome showroom with a subsidiary, American Chair Co. The personality of the 23,000 square foot space is apparent the moment one leaves the elevators and enters the hall, where architect Sharon-Krob-Murray of New York planned a softly lit tunnel of rosewood paneling trimmed with chromium, a curved ceiling in terra cotta tones, and black pebbled vinyl flooring that extends into the reception area.

The visitor is then treated to a "museum" of Thonet's own valuable collection of early bentwood furniture. The exhibit contains such mementos of the company's history as a miniature Vienna cafe chair in a glass bell (circa 1876) that salesmen carried on their customer calls, an enlarged replica of an early bill of sale, a 1904 catalog printed in six languages—and a review of such classics as the Thonet rocker, a collection of children's pieces including a magnificent bentwood, cradle, and the Breuer bent steel chair, Unusual lighting of this area projects shadows against the white wall background that accents the delicate Art Noveau curves of the display.

Focus of the entrance to the r showroom is a contemporary tape by French artist Mategot purch from the Louvre. The brilliantly ored tapestry sets the stage for exhibit of graduated white rectang blocks, called characteristically, "launching pad" by Thonet execut Currently being launched is a contract group, Torso, a chair co tion with a new design concept. principle of Torso is vertical const tion—simply, two upright shells molded plywood joined at their ce turning the traditional horizo structure of a chair on its side.

From here, the showroom un in an orderly display of Thonet's verse contract lines. Designer Steinhauser has divided the huge s into individual display coves by use of an imaginative system of viders—transparent casements, n mesh, translucent fiber glass, or s tapestry, hung on ceiling tracks flexibility. Lighting designer John Lain, a specialist in theatrical ligh has made each area alive with display techniques—colored lenses special fixtures.

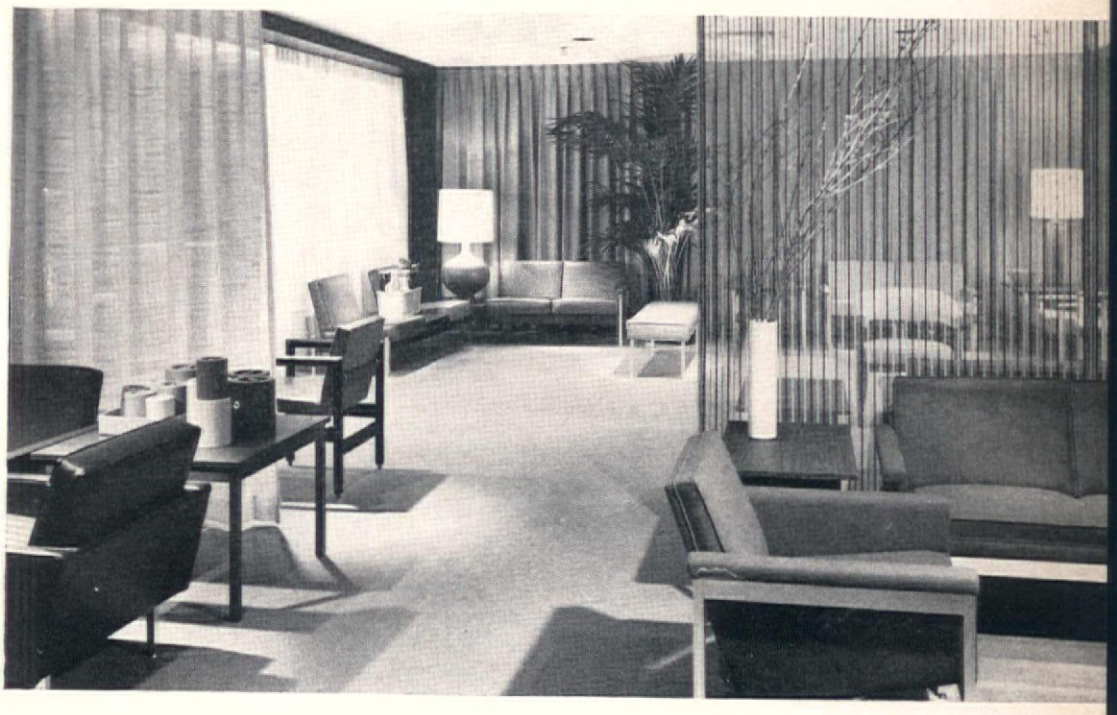
An innovation that has been in constantly since it was complete Mock-Up Square, where mo props can be arranged to divide space into a client's specific roo mensions. Flooring set in one blocks illustrates the amount of u space for foot traffic and occas furniture after the larger pieces been placed.

A special area of ten alcoves plays Thonet's extensive line of mitory and institutional furni where a sizable volume of the f sales originate, while an adjoining features office, conference, and li lines. (C)

Reception area of new showroom (left) is furnished crisply with Thonet furniture against a backdrop of rosewood and chromium-trimmed paneling.

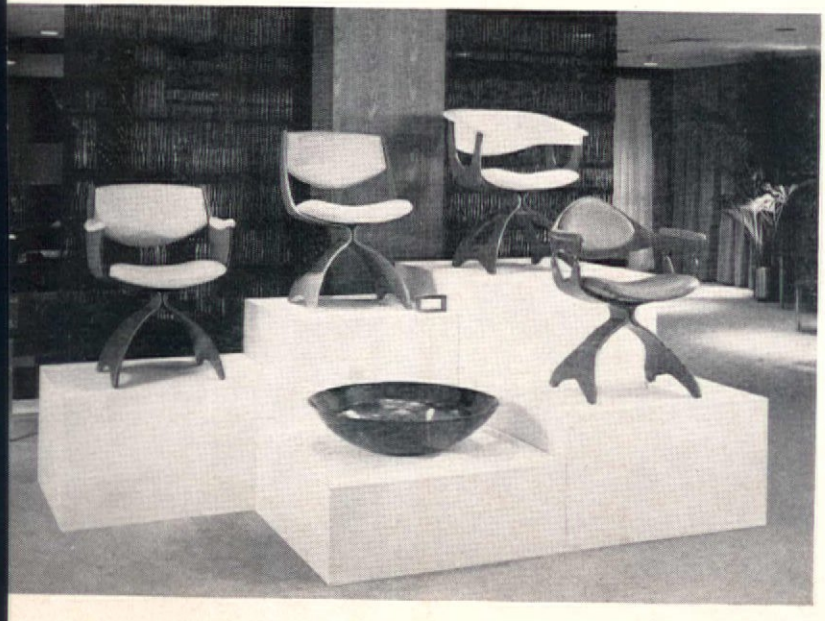
Showroom continues in orderly groupings of Thonet's extensive contract lines (right), arranged in sections for specific types. Dining collections, are especially diverse with the inclusion of lines from American Chair Co., a subsidiary.

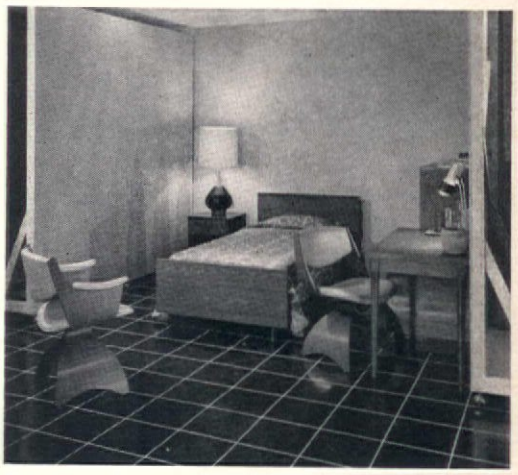
System of ceiling-hung dividers separates large display space for the firm's seating collections. Each cove is individually accessorized to heighten "in use" feeling of the seating groups.



Display of graduated blocks (below) launches Thonet's newest contract line, Torso. Chair design features vertical construction—two continuous plywood components joined at their center.

Mock-up area (lower right) has movable props that divide the space to specific room dimensions. Floor, set in one-foot tiles, illustrates usable space for furniture placement.





HELIKON

Helikon opens a new showroom at the same address, with a new design collection by Robe
Benham Becker. Above, the Woven Cube. 315 East 62nd Street, N.Y. 10021. MU 8-321

K CONTRIBUTES TO BOSTON'S NEW LOOK

ONIANS have little need to read t their city's vast urban renewal ct. They've been living with the urs and debris, the slum removal the soaring structures for the past years—complainingly, impatient- nd with ultimate pride.

e of the planners heavily in- d in Boston's renaissance is the of Griswold, Heckel & Kelly As- tes, Inc., which is transforming reds of thousands of square feet oston commercial space into at- ve and functional offices for such as United Fruit Co., Cabot Corp., George Putnam Fund, First Bos- Corp., and others.

K's range of services includes g a location, lease negotiations, eting a client's funds so as to de the optimum solution to his problem, detailed studies of requirements, layout of new based on growth projections, and decoration of executive and clerical offices, as well as ing moves without interrupting any functions, developing a new any image, and preserving an old valued one in new surroundings. the Putnam Fund, for example, undertook the renovation of the part of an existing building. project for the Boston Gas Co. ed an interim move to the new ntial Center and planning for mpany's interim headquarters. ese are diverse projects," com- A. A. Heckel, president of GHK, n each instance the key to suc- l execution lies in coordination ail. This is the hidden ingredient enables the space planner to gether the many-faceted com- es of each job, align the mul- of separate moves, and stick t schedules."

erior planning is much more n architectural job," remarked Heckel. "The many fine archi- l firms who are responsible for w Boston project have a sepa- roup of responsibilities. Interior ng means finding the right lo- for the client, and then seeing gets from it the full unctional thetic value." **(C)**

Lobby of Eastern Gas & Fuel Associates (top) is warm and friendly signature for Boston utility company.

Executive suite of Touche, Ross Bailey & Smart, branch office (above), combines streamlined modernity with rich Oriental rugs.

Paneling background for shelving system doubles as accent and flexible storage space (above) in treasurer's office of Cabot Corp.

Interiors of Eastern Gas & Fuel (right) are light, airy, and functional. Wood grain and bright upholstery are strongest motifs.

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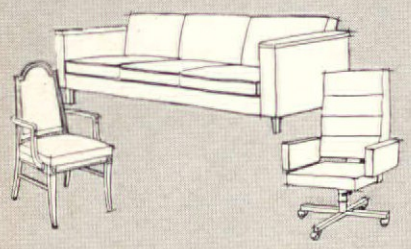

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C-56

Suites of luxurious Croydon furniture typify the graciousness and elegance that can be obtained only with painstakingly handcrafted solid hardwoods and fine veneers. Worthy of the most important offices, the Croydon furniture collection comprises three groups in three price ranges, each distinctively designed, each remarkable for its heritage of unsurpassed craftsmanship.

Top left: Italian Provincial—a classic design in walnut and cherry
Bottom left: Advantus—a dramatic contemporary design executed in walnut and steel
Above: Richelieu—a transitional design in walnut

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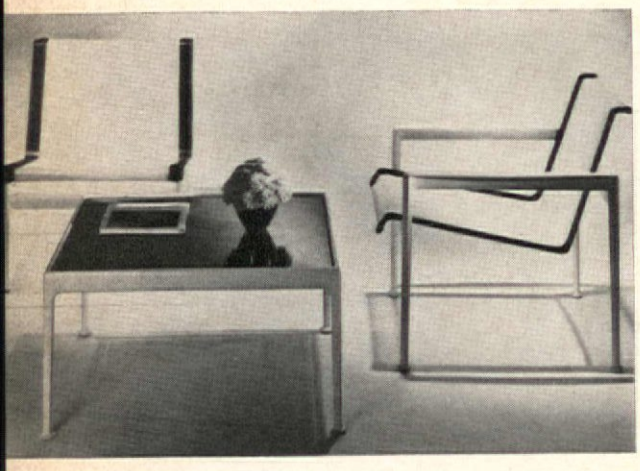
CONTRACT PRODUCTS AND SERVICES



KNOLL

Knoll Leisure Collection

Strong rectilinear design and subtlety of detail give the new informal furniture group, designed by Richard Schultz for Knoll Associates, an excellent blend of design features for an indoor-outdoor collection. The arm chair consists of legs and arms in a continuously cast piece, with its seating portion simply a floating sling of resilient fabric suspended both within and above the frame. Simplicity of design is matched by use of fine practical materials that are treated for wear and weather resistance. The furniture is available in white and beige finishes and the table tops are red-orange, yellow, blue, and brown porcelain enamel. Aluminum frames are coated with textured plastics, slings are a specially developed nylon-Dacron fabric, and all mechanical connections are stainless steel. Included in the Leisure Collection are a contour chaise longue, rectangular and square dining tables, rectangular and square coffee tables, dining and lounge chairs with and without arms, and a flat adjustable chaise with and without wheels.

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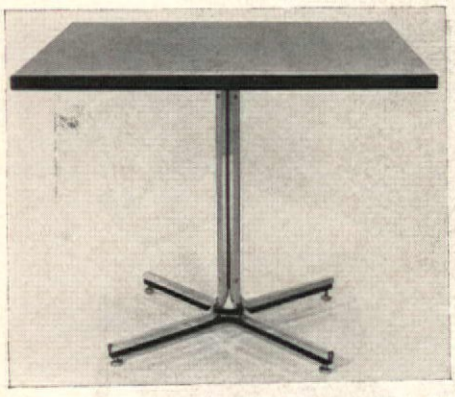

STAMBAUGH

Diversified table line

A variety of components from Stambaugh can be combined to custom-fabricate tables in a wide range of sizes and shapes. The Stambaugh Table System is a group in which table tops in more than 37 sizes using any plastic laminate surface with walnut, cherry, oak, birch, or plastic self edges may be combined with square cold roll steel legs in five heights. Among the special products from Stambaugh are column bases constructed of square cold roll bar stock steel with polished mirror chrome finish whose chrome members are combined with baked enamel black steel. These carry tops of the same construction as those in the Stambaugh Table System and stand 28½ inches high.

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CHAYBE

Welded metal sculpture

One-of-a-kind items of architectural and decorative welded metal sculpture are available from Chaybe Sculpture, a new studio in Philadelphia. range of designs includes are viders, wall pieces, table pieces, tains, balance figures, stabiles, specialty items such as free sta candelabra. Partners Betsy Hi and Charles Gohn work in steel, copper, or aluminum brazing, le or acid treatment. Combini variety of forms, the area divi the reception room of a Philad law office illustrates functiona decorative use of Chaybe sculpt

Circle 142 on product informatio

Spherical chair from Finland

A large round fiber glass shell enamelled steel base designed by Aarnio of Finland and available Stendig, Inc. is known as th chair. It was recently shown

International Furniture Exhibi Cologne. Its unusual and invit sign includes fully upholstered with extra loose down seat an cushions. The exterior comes in primary colors, the base in white, and black.

Circle 143 on product informati

Two-tone carpet cushion

A new two-tone, two-layer cushion, Plateau II, manufactu B. F. Goodrich, combines a upper layer flat cushion with tom layer of beige sponge ru a new chain-lock ripple patter flat cushion gives lateral stab the carpet, while the bottom la vides a deep-pile feeling un Plateau II is available in wi 54 inches and nine feet.

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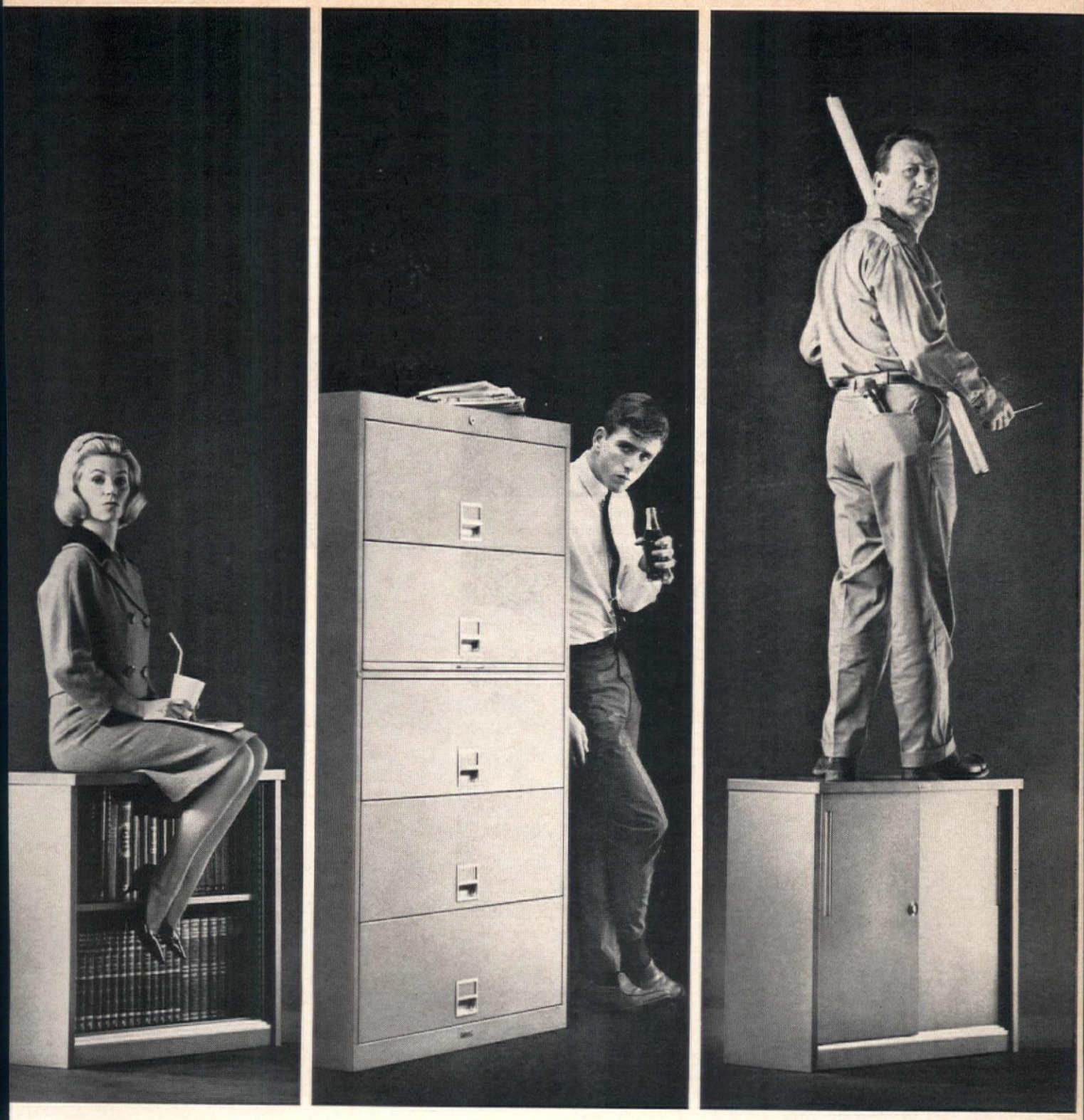

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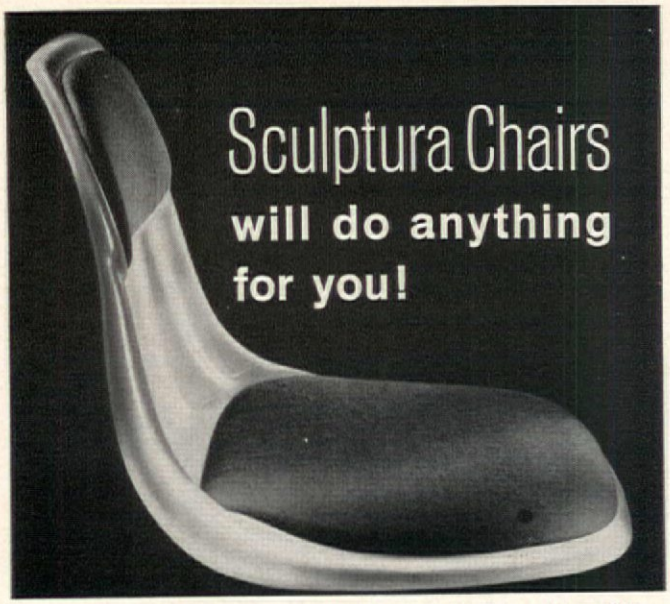

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MANUFACTURING COMPANY
4640 West Harrison Street • Chicago, Illinois 60644

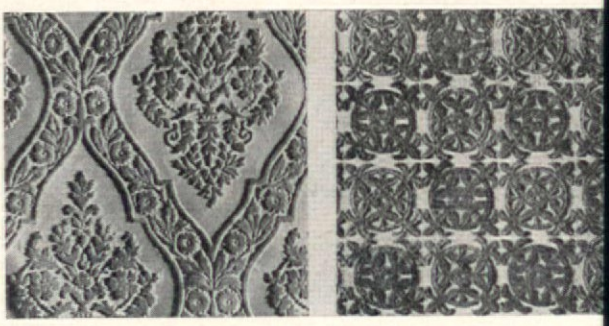
Circle No. 58 on product information card

PRODUCTS & SERVICES

CONTIN

Large and small scale flocked papers

The new Salon Collection of flocked papers United Wallpaper Co. offers a range of both la and small patterns. Among the new patterns Johanne (left), a rendering of flocked garlands



twined about a bold design that comes in gold, w and gold, red, and a foil version in brown and tones. Limoge (right) is a tighter pattern of blue flocking over green metallic ground.

Circle No. 145 on product information card

Executive chair

A new high-backed swivel chair for executives f Emeco division of Standard Furniture Co. has construction and is available with upholstered or

armrests. Vinyl covers side and back sections, any fabric may be used for the seat. The new offers rugged construction and comfort.

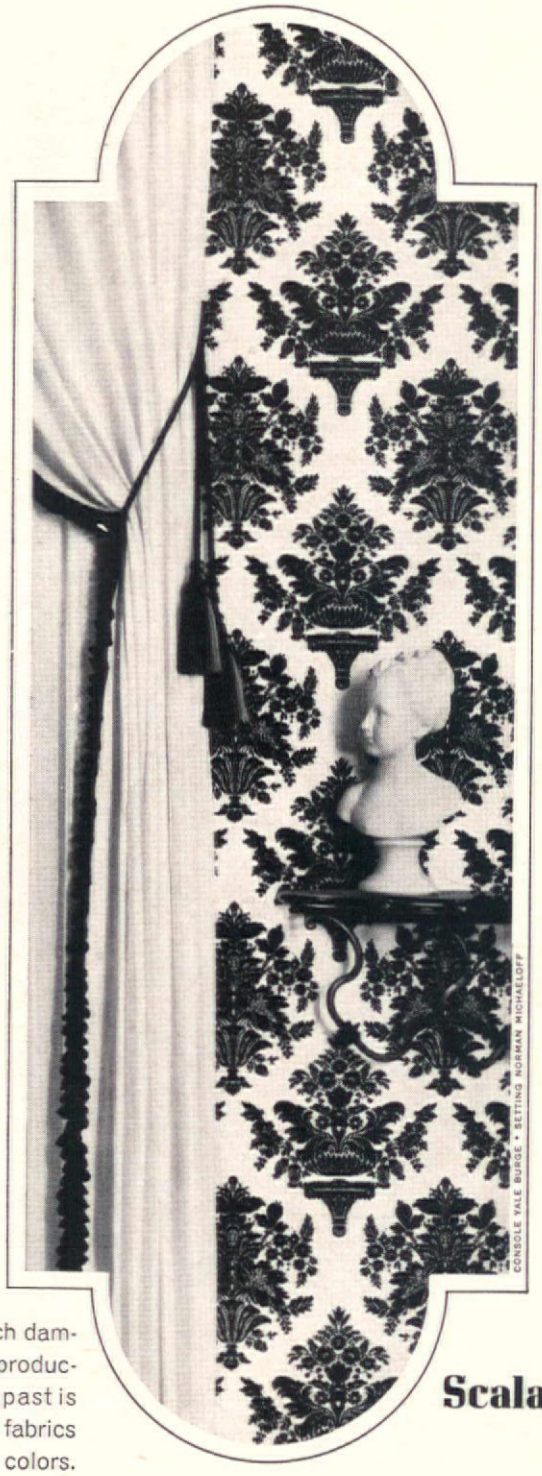
Circle No. 146 on product information card

Lightweight vinyl wallcoverings

Cohyde 2, a new line of lightweight vinyl wallc ings from the Coated Fabrics division of Interch cal Corp., comes in ten patterns. Among the Sylvan, a simulated wood paneling in black wa pecan, teak, or English oak; Masan, a grass pattern in eight pastel colors; and eight other fered in sixteen pastel colors. Available in a 15 quality that retains the toughness of heavy Cohyde and Coair upholstery fabrics.

Circle No. 147 on product information card

The uncommon touch



aper from a 17th century French dam-
ypical of the authoritative reproduc-
at Scalamandrè, where the past is
s a lively source of new ideas in fabrics
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Circle No. 53 on product information card

take away the chairs.

what do you have?

The very best in design, craftsmanship and utility. A table by Falcon is not just a table. It is an intricate part of your total interior design. Each is decorative to bring out the elegance and charm of any decor. Each is ruggedly durable to stand up under day-in day-out use. The 1900 series (illustrated) is just one in our complete collection of commercial tables and bases. All Falcon bases are available in a wide variety of custom finishes and can be used with any of our high pressure laminate tops. Write for new commercial catalog featuring dozens of table base and top designs.

FALCON

FALCON PRODUCTS, INC.
2130 Schuetz Road, St. Louis, Missouri 63141

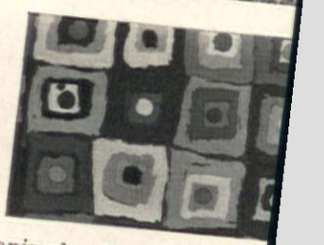
1900 Series Table Base

PRODUCTS & SERVICES

CONTINUED

Jofa '66 Collection

The new collection of 70 fabric patterns from Jofa Inc. emphasizes natural fibers and pure colors. Designs are derived from a wide variety of sources: 19th century botanical drawings, African beadwork, Chinese hand-painted screens, Moorish arabesques, Early American quilts, English porcelain, and paper cut

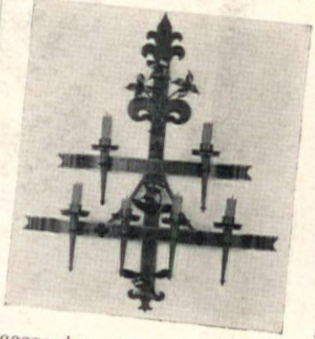


outs of birds, trees, and animals. Each print wa designed to fit the trend of using printed fabr to cover flat planes and wall surfaces. A group solid-tone textures has been color-correlated wi prints in the collection. Two 100 percent cotton Eloise and Kenilwood are shown, along with tw linen-cotton blends, Gothic and Bokara.

Circle No. 148 on product information card

Designs from Spanish Trading Center

The flavor of Spain is reflected in a great varie of items at the Spanish Trading Center. Wrought ir hardware in antique verdigris finish including i teresting hinges, locks, drawer and door pulls, sconc and candlesticks, are among the rustic decorative a



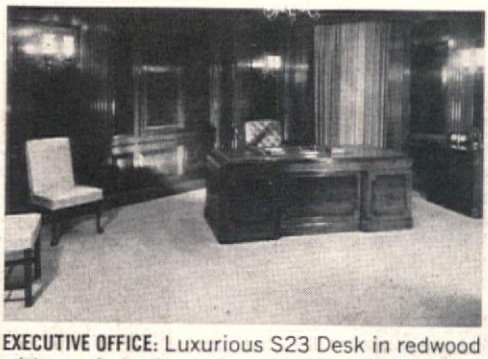
cessories. Walnut tables in several models, one w a copper and zinc top styled with rows of nailhea cabinets, handpainted chests, and cordovan colo leather chairs round out the selection of pieces. Sho are walnut table, and sconce in antique red, gold a black.

Circle No. 149 on product information card

←Circle No. 60 on product information card

Informal Elegance

The compatible Scerbo grouping above, forms a gracious and hospitable conference room setting.



EXECUTIVE OFFICE: Luxurious S23 Desk in redwood with maple burl panels — 95 Side Chair — 396 Revolving Chair.

Write for **new** decorators catalog.

Frank Scerbo & Sons, Inc.

140 Plymouth Street, Brooklyn 1, N. Y.
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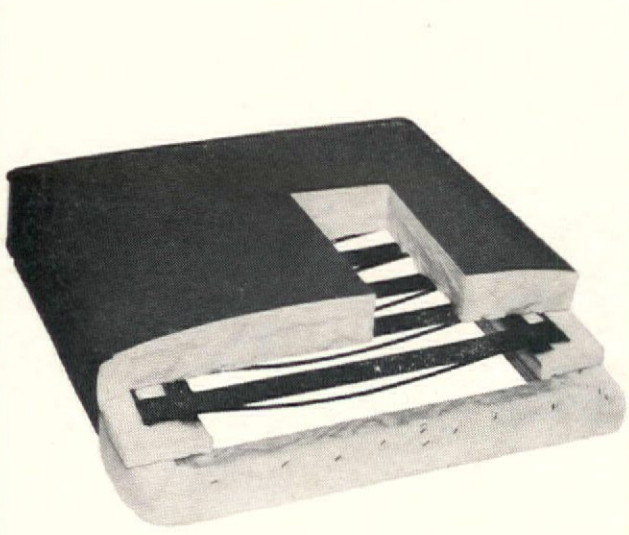
Circle No. 61 on product information card



Only chairs in their class with spring suspension on seats

In chairs, it's what's inside that counts. And the spring suspension in Sturgis chairs counts *big!* Most chairs use foam only. Now Sturgis 700 Series is first with springs inside the foam. This added resilience means maximum comfort with minimum wear.

Special *flat* spring construction provides the comfort, but holds the contemporary square design that is so popular.

There's never been a chair like this at a price like this. If you'd like us to spring with the complete story, write to Department CM-102, The Sturgis Company, Sturgis, Michigan 49091.

STURGIS 700 LINE

Circle No. 62 on product information card

PRODUCTS & SERVICES

CONTIN

New chair designs from Magna

Cast aluminum, called Magnalum, by the Magna Fu ture Corp. is the principle design and construc element in its new chair line. A swivel chair with f rubber cushioning, has a streamlined look with M nalum cast base and armrests. Lounge chair has

all welded Magnalum frame of aluminum bar s and aluminum tubing. The legs are joined to the fr at an angle. This foam rubber cushioned mode also available in two and three seat sofas with wa or upholstered armrests.

Circle No. 150 on product information card

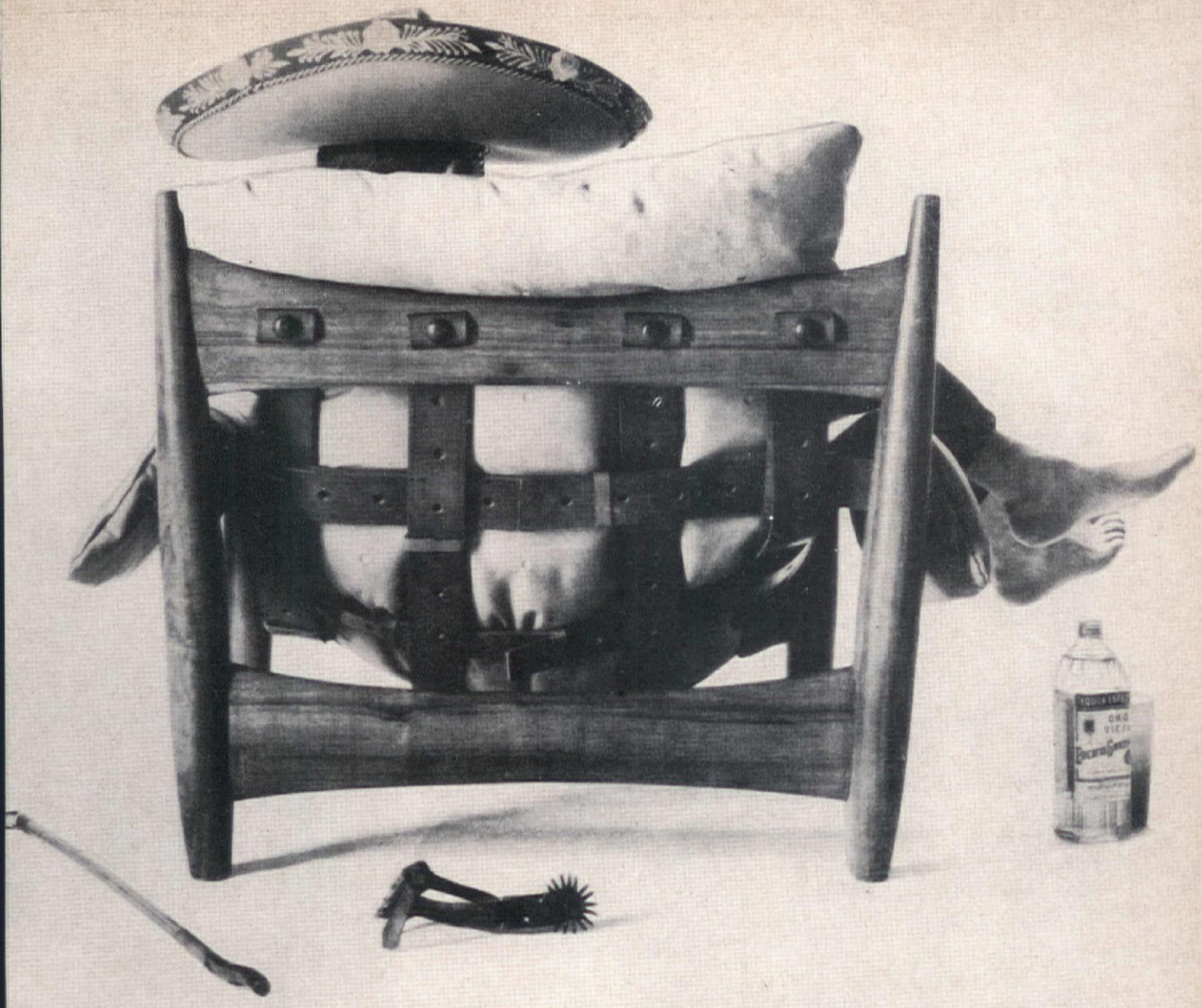
Drapery designs by Elenhank

Natural themes are stressed in the new drapery terns by Elenhank Designers, Inc. Emphasizing affinity between a view from a window and dra design are patterns like Woodland (left) and Mea (right) with its interlacing grasses and del stemmed Queen Anne's lace. Woodland's slender tinuous tree trunks and crossing branches are dep

in five colorways: Moonlight in green, blue, black; Dawn in black, gray, and white; High in golds and brown; Sunset in vivid pink, or and brown; Twilight in soft shades of green, and brown. Meadow's white Queen Anne's lace c with combinations of russet and khaki, blue g and leaf green, orange and sandalwood.

Circle No. 151 on product information card

Circle No. 63 on product informati



What makes Stendig so special? Sheriff.

Architect Sergio Rodrigues of Brazil won the Gold Medal at the International Furniture Competition at Cantu, Italy for these *Sheriff* models.

Available in massive teak or rosewood frames, with covers of the finest oil tanned calfskin leather. Write for details.

Sofa 178 Ottoman 179 Chair 180

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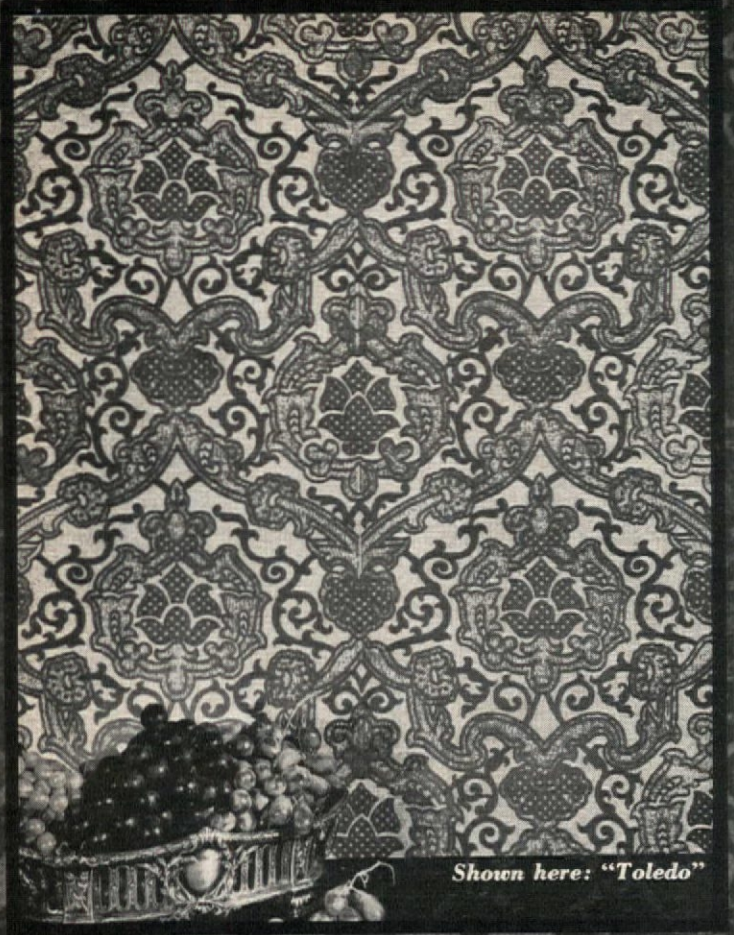
also CINCINNATI, DETROIT, LOS ANGELES, MINNEAPOLIS and SAN FRANCISCO



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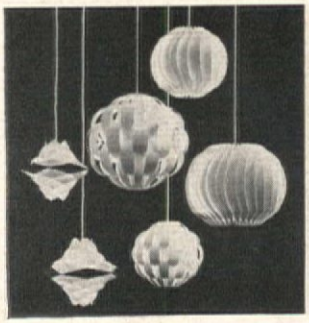
For free brochure on MEDICI write: Dept. C5

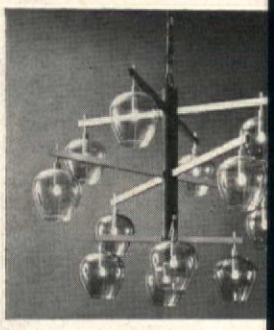
PRODUCTS & SERVICES

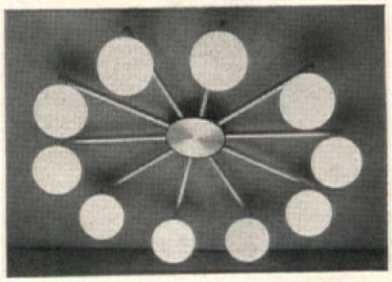
CONTIN

New Models from Lightolier

Attractive and versatile lighting designs from Lig olier offer great variation in creating custom light systems. Tree Spreader, a multi-tiered spreader tem, gives a striking vertical composition with array of 12 or 16 lights (3 or 4 tiers). Ra Spreader is an expansive form suited for low cei





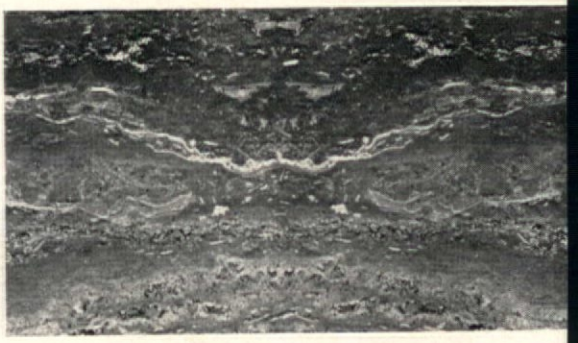


areas, and is available in four sizes and many sha colors, and materials. Glass pendants in a va of geometric shapes are available for use si grouped in clusters, or repeated in a linear pat Made of luminous opal glass within clear glass closings, they form a flexible collection called L nous Geometry.

Circle No. 152 on product information card

Figured travertine laminates

Three new natural stone reproductions—Gold Tra tine, Beige Travertine, and Slate—are available Parkwood Laminates, Inc. Faithful reproductio



color and graining are combined with heat-resi qualities for design and durability. Gold and Travertine come in both polished and matte fini while Slate offers its own unique natural f

Circle No. 153 on product information card

←Circle No. 64 on product information card

SOLARIA* BY TROY. contract furniture for the fun of it. Built to last longer, look better and sit more comfortably through many active seasons of outdoor pleasure. You'll find more comfort in the wider, stronger vinyl straps (and straps are individually replaceable without tools!). You'll like the smart, timeless styling coupled with a new range of decorator keyed strap and finish colors (frames are guaranteed for ten years against pitting or corrosion). May we send a colorful brochure?

The Troy Sunshade Company, Division of The Hobart Manufacturing Company, Troy, O

Show Rooms: One Park Ave., New York / Merchandise Mart, Chicago / 612 Grant St., Troy, Ohio / Dallas Trade Mart, Dallas, Texas / Miami, Florida

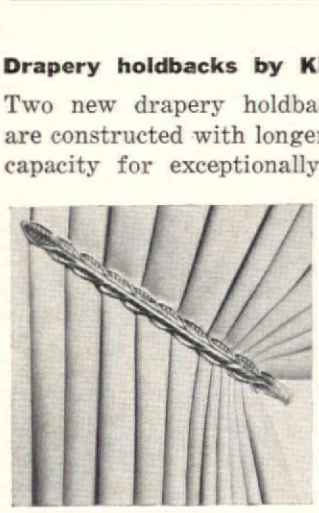
Circle No. 65 on product information card

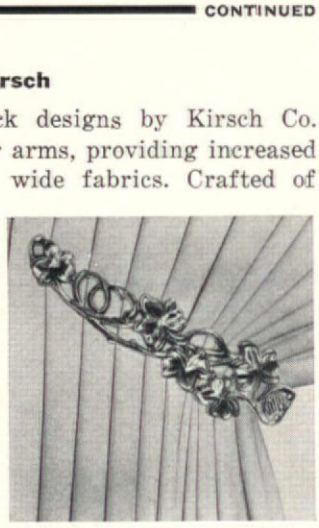
PRODUCTS & SERVICES

CONTINUED

Drapery holdbacks by Kirsch

Two new drapery holdback designs by Kirsch Co. are constructed with longer arms, providing increased capacity for exceptionally wide fabrics. Crafted of



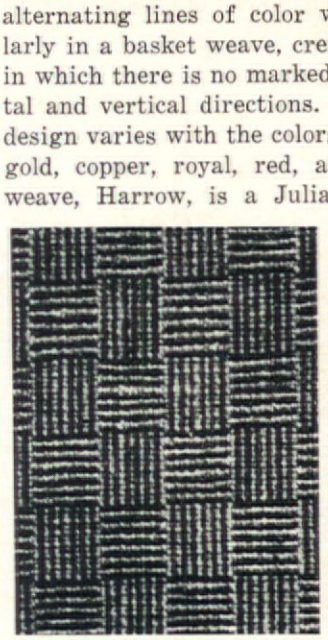


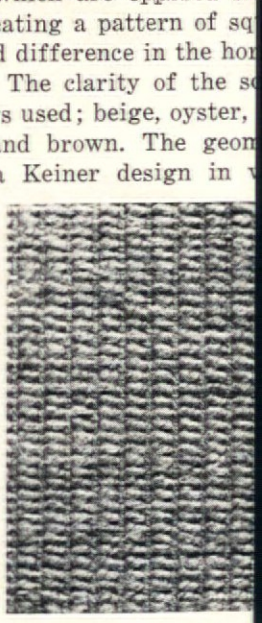
solid brass, the two new imported designs, a modified scroll-like vine and a straight plume, are highly polished and lacquered with a protective coating.

Circle No. 154 on product information card

New Knoll upholstery fabrics

Kyoto, Inca, Camelot, Morocco, and Harrow are the names of five new fabrics, mostly handwoven wools, that are part of the design and craft approach in the new Knoll upholstery line. Inca is a design by Sheila Hicks, a textile student who has adapted an ancient Inca weave technique into a contemporary desig yarn. The pattern evolves from the interweavi alternating lines of color which are opposed ir larly in a basket weave, creating a pattern of sq in which there is no marked difference in the ho tal and vertical directions. The clarity of the s design varies with the colors used; beige, oyster, gold, copper, royal, red, and brown. The geon weave, Harrow, is a Julia Keiner design in





thin parallel lines of exposed warp are divid kernels of soft wool in uniform rows. A su palette of oyster, beige, brown and charcoal emphasis to the interesting quality of the weave fabrics shown, only two from the large Knoll tion, are 50 inches wide and handloomed for in West Germany.

Circle No. 155 on product information card

COORDINATED LIGHTING
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as featured in the 1966 MOTELRAMA IDEA ROOM

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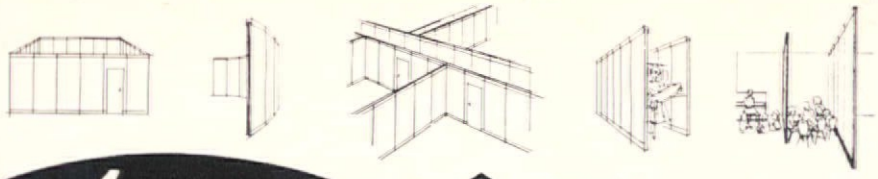

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***RETRACTABLE WHEELS:** A retractable wheel assembly has been designed and is now available for AIR WALL panels. The wheels allow the installer to roll the panels into place reducing most of the lifting usually required. The panels can be installed, relocated or stored easily...quickly! Especially recommended for 4' wide panels.

CONSTRUCTION: The wheels are spring loaded and mounted in the base of each panel, approximately 1½" from the edge (2 wheel assemblies in each panel). They are set in the base with screws and the adjustable tension is set sufficiently to raise the panel clear of the floor when the panel is deflated, thus allowing the panel to be rolled freely. When the panel is inflated, the air pressure in the cap forces the panel downward and the wheels retract into the base.

AIR WALLS are completely portable...may be moved at will, in a matter of minutes...now moved even more easily with the New Retractable Wheels. No floor or ceiling tracks are required. Just set each panel in place, add air and the patented AIR WALL telescoping cap is raised firmly against the ceiling.

AIR WALL'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. AIR WALLS are economical — require no installation or erection costs. Ideal for Hotels, Restaurants, Offices, Funeral Parlors, Schools, Churches, Commercial Buildings, etc.

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Circle No. 67 on product information card

QUESTION???

Why was Buckstaff's Contract Oak Collection recently selected for use in these fine installations?

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Greenridge Turkey Farm	Nashua, New Hampshire
S. W. Missouri State College	Springfield, Missouri
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Goodyear Tire & Rubber	Akron, Ohio

ANSWER!!!

Probably because this collection is so extensive -- including Captain's, Bosun's, and Mate's chairs, bar stools, pedestal bases, oak banded table tops, plus a brand new correlated group of lounge furniture.

. . . . or maybe it was because they could effect an English, Colonial, Mediterranean, Western, Viking, or Nautical oak motif'.

. . . . or perhaps it was because this rugged oak furniture was specifically designed and engineered for use in not only the most beautiful but also the toughest - use type installations.

. . . . still unconvinced?? Then write for our free full color brochure plus a listing of time-and-use tested installations - and then see for yourself!

THE BUCKSTAFF CO.

OSHKOSH, WISCONSIN 54901

"From the sawmill to the finished product - Since 1850"

PRODUCTS & SERVICES

CONT

Michelangelo's St. John

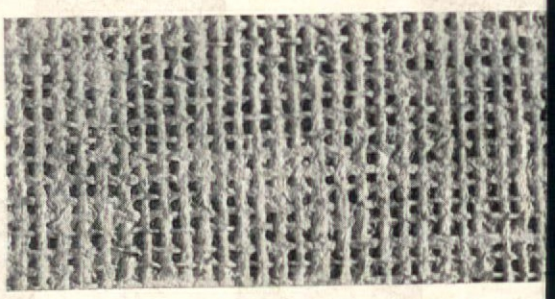
A reproduction of the statue of St. John by M angelo has been added to the collection of re

by Austin Productions, Inc. It is 14 inches with dark antique bronze finish.

Circle No. 156 on product information card

Heavy textured vinyl wallcovering

A new pattern called Jute has been added heavy duty Guard line of fabric-backed vinyl coverings by Columbus Coated Fabrics Co. A design with a heavily textured effect, the pat



offered in 22 colorways. Because of the nat the color printing process, depth of texture phasized in the pattern, the greater intensity being left in the valleys of the embossing.

Circle No. 157 on product information card

New acrylic colors

Seven new colors of Acrylite cast acrylic plas available from the building products divis American Cyanamid Co., adding a range of tones to the Canterbury collection of solid colo new softer colors: sepia, ultramarine, aprico quoise, citron, vermillion, and shamrock, are mended for exterior as well as interior use. Cas ic sheet applications include building facades ar drels, room dividers and partitions, glazing, and tub enclosures, signs, and enclosures for ming pools and other public areas.

Circle No. 158 on product information card

←**Circle No. 68 on product information card**

dular wall system

e Kopenhavn series of modular wall systems from rthwest Chair Co. has been expanded to include n floor-standing and wall-hung components. The plete line includes multi-purpose shelf units and inets, bars, file drawers, chests, magazine racks,

estal and executive desks. Designed by Noral Olson, n standing and wall-hung series are available in nut-oil, fruitwood, ebony, porcelain, bone, olive, , aquamarine, mandarin red, or custom finishes.

Circle No. 159 on product information card

ic free carpet

nemical treatment for nylon and other carpet fi- which renders the finished product free from c electricity has been developed by Mand Carpet s, manufacturers of Royalweave carpets. All Mand ets are being treated with the process which is not a spray-on technique but is applied as a separate step during manufacture, becoming an integral part of the carpet. The treatment adds a conductive material to the fibers so that electricity does not accumulate on the surface, later to be absorbed by the human body. Besides eliminating the shock that occurs when two conducting bodies meet, the process reduces the attraction of neutral dust and smog particles to the carpet, thus improving maintenance. The process withstands home and commercial cleaning, and does not impair the colors or performance of the fabric.

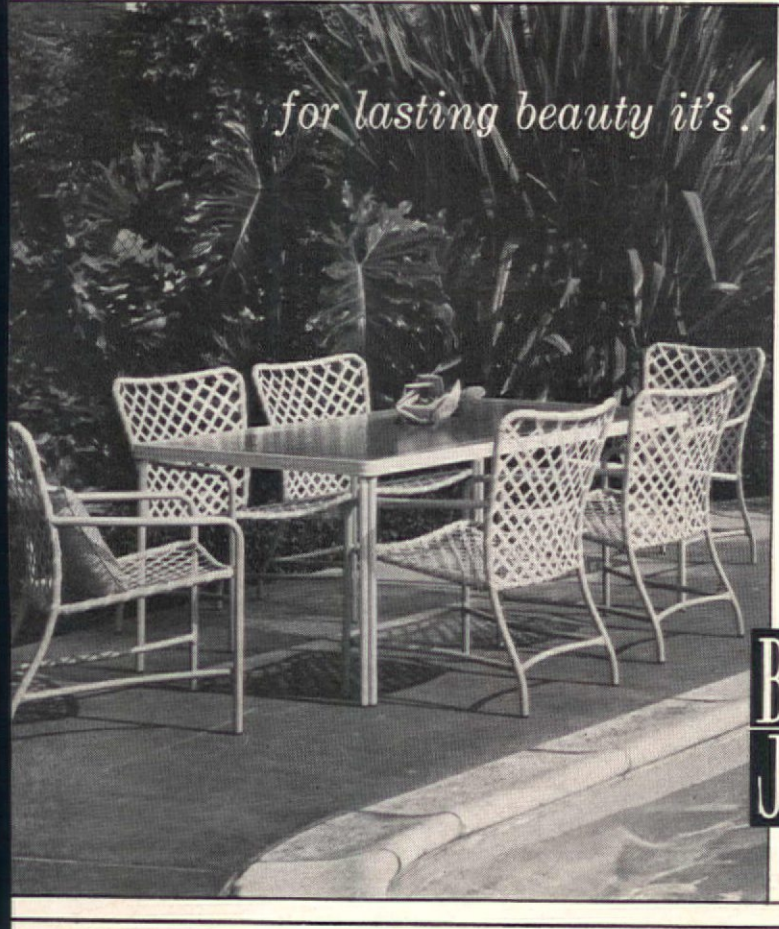
Circle No. 160 on product information card

Sherle Wagner's new contract line

A new contract line of bathroom accessories has been designed by Sherle Wagner for hotel and motel installations and for other commercial/institutional

buildings where custom designed accessories are not normally found. Made of solid brass, the line includes matching tub sets, shower sets, and towel bars.

Circle No. 161 on product information card



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TAMIAMI by Brown-Jordan. In TAMIAMI Brown-Jordan has created the distinctive look and practicality of all weather laced furniture but has designed the furniture with distinctive diagonal lacings. TAMIAMI's outstanding features are:

- Exceptionally comfortable chairs with graceful curved and contoured backs.
- Sturdy tables with tempered glass tops.
- Many color combinations both in lacings and frames.
- Heavy-duty all weather aluminum construction.
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"For Lasting Beauty" with TAMIAMI, write for further information.

BJ BROWN-JORDAN

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Shipped from two factories: Newport, Arkansas — El Monte, California.

Circle No. 69 on product information card

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Excel **CAN MAKE ANYTHING YOU WANT IN LIGHTING EQUIPMENT**—for built-in or movable furniture in residence halls... desk lamps, bed lamps, floor lamps, or wall lighting ... almost anything.

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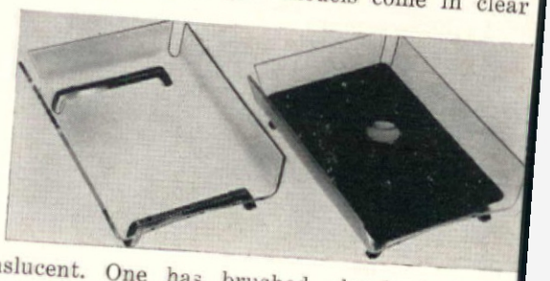
Circle No. 70 on product information card

PRODUCTS & SERVICES

CONTIN

Correspondence trays

Two correspondence trays from Polar Manufactu Co. are made of ¼-inch-thick Plexiglas with hi polished edges. Both new models come in clear



translucent. One has brushed aluminum feet; other, a low profile model, has brushed alumi backstop. Top grain cowhide or Plexiglas covers aluminum knobs are available for both models.

Circle No. 162 on product information card

Shenango China design

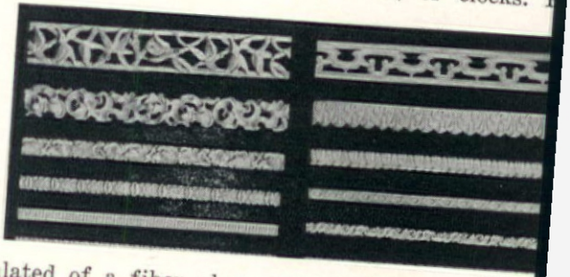
A whimsical custom design of a lion surrounde foliage, created by Shenango China for Red Lion inspired the entire design program for Neil H

Hotel, Columbus, Ohio. Its amusing linear patte on Shenango's new FORM shape china, repre ing an extensive line of custom and stock designs.

Circle No. 163 on product information card

Flexible moulding designs

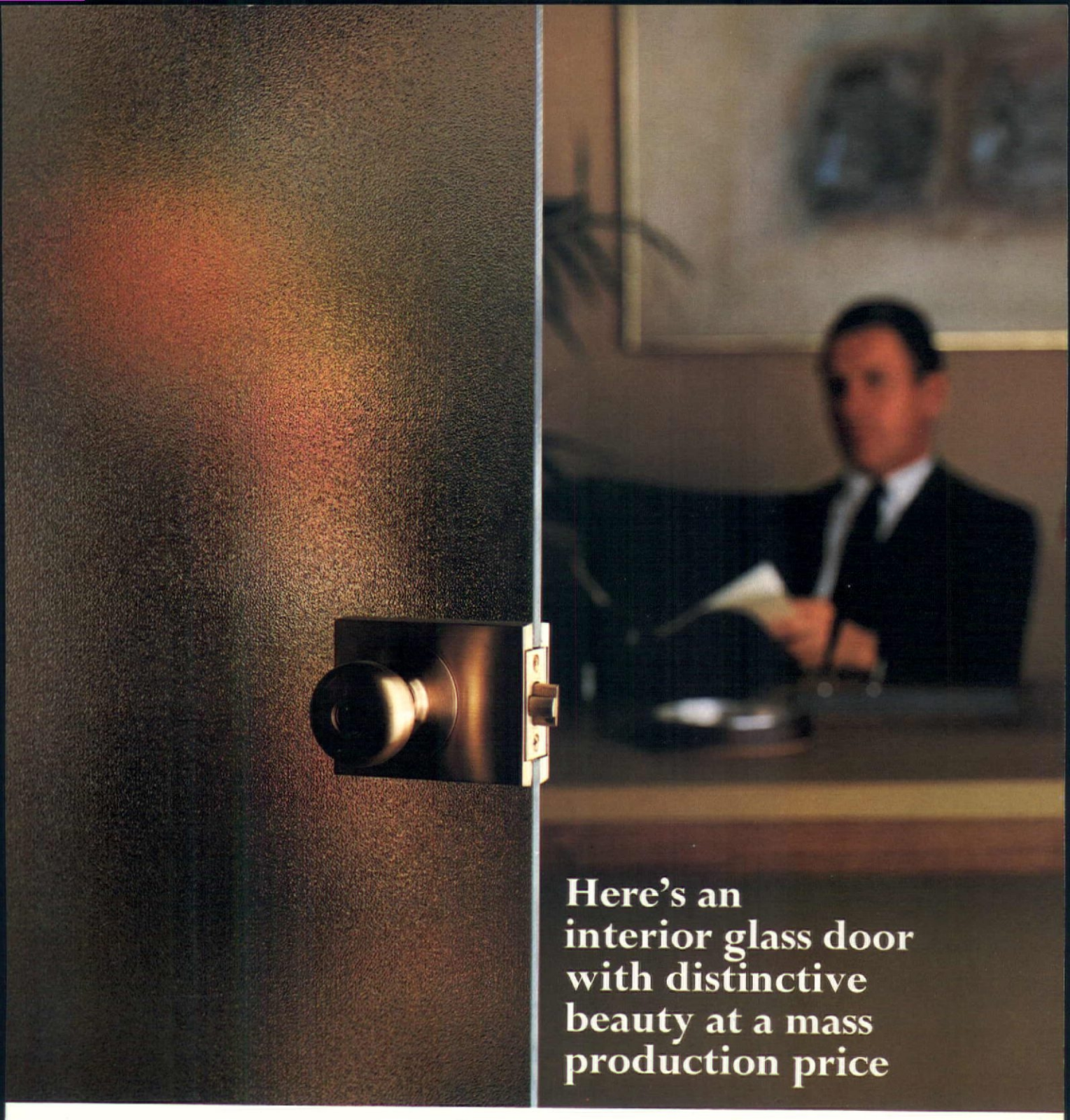
Noblite sculptured mouldings in 12 styles are m factured by Noble Manufacturing Corp. for the de tion of walls, ceilings, doors, fixtures, furniture nishings, picture frames, mirrors, or clocks. F



ulated of a fiber glass reinforced plastic, the offer strength and flexibility, allowing applicati flat or carved surfaces. They come in 4- and lengths, in widths from ½ inch to 3-2/3 i

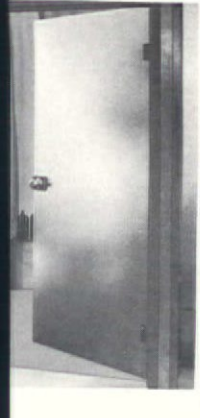
Circle No. 164 on product information card

Circle No. 71 on product informat



Here's an interior glass door with distinctive beauty at a mass production price

It comes from ASG, the innovator. It's called Securit Glass Door.



Securit® door means privacy without isolation... it's glass skillfully textured to diffuse color, shape and shadow. *Securit door means luxury without pretension*... it's glass crafted and styled to harmonize with contemporary decor. *Securit door means strength without bulk*... it's fully tempered, and has all the unique advantages of glass—won't warp, rot, buckle or stain, *never* shows its age. ☐ *And Securit door means versatility.* The Securit Series 1000 door, shown here, has a closely-engraved Muralex® pattern, and can be used single or double. Comes in three standard sizes, ready for installation, with dull bronze or satin-chrome hinges and matching lock housing. Lockset and door closer optional. ☐ *Economical, too.* Your ASG distributor (he's in the Yellow Pages) can tell you just *how* economical. Or for more information, write: Dept. X-5, American Saint Gobain Corporation, P.O. Box 929, Kingsport, Tennessee 37662. © American Saint Gobain 1966

Furniture: Jens Risom Design Inc.

Securit doors by... ASG
CREATIVE IDEAS IN GLASS

Antique white Italian faience square openwork vase, walnut and old brass mountings. Height 35½"

Paul Hanson

15 East 26th Street
New York

611 Merchandise Mart
Chicago

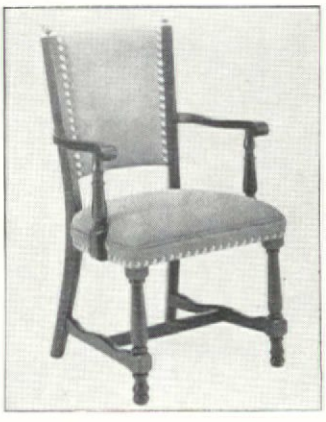
Circle No. 72 on product information card

PRODUCTS & SERVICES

CONTIN

Spanish style by American Chair

A new chair design called Spanish Era from Ameri Chair Co. offers Spanish-style seating for restau

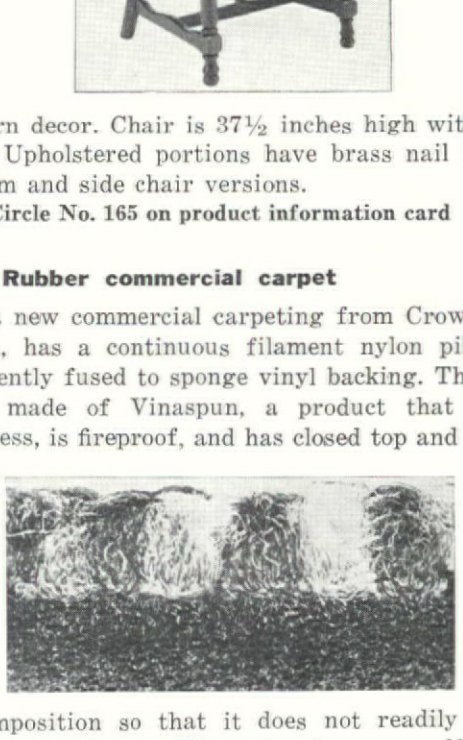


or tavern decor. Chair is 37½ inches high with b finials. Upholstered portions have brass nail trin both arm and side chair versions.

Circle No. 165 on product information card

Crown Rubber commercial carpet

Nova, a new commercial carpeting from Crown R ber Co., has a continuous filament nylon pile y permanently fused to sponge vinyl backing. The b ing is made of Vinaspun, a product that re brittleness, is fireproof, and has closed top and bot



cell composition so that it does not readily ab moisture. Continuous filament nylon yarn offers and abrasion resistance due to tightly compre yarns. The carpet is available in a new Thor sp dyed pattern in beige-tweed, green-blue tweed, gr on-green tweed, and red-black tweed.

Circle No. 166 on product information card

Byzantine II tile

Byzantine II, a new ceramic tile from Mosaic Tile is an elongated hexagon in a variety of subtle sh that was developed especially to coordinate with Mediterranean trend in styling. Individual tiles m ure 6 inches from point to point and 4¼ inches ac Made with a non-vitreous wall tile body it is idea use on interior walls, counter tops, and light tr floors. Two distinct designs, York, a hexagonal s combined with a 2 by 2 inch-square ceramic in and Sorrento, the hexagonal shape alone set in ver or horizontal pattern, may be made with Byzan II. Colors are light blue, beige, olive green, mea green, tan, white, and speckled shades of sand, termilk, and gold.

Circle No. 167 on product information card

WINZELER

since 1919

The Designer's touch . . .
with Winzeler hardware,
stampings and metal frames

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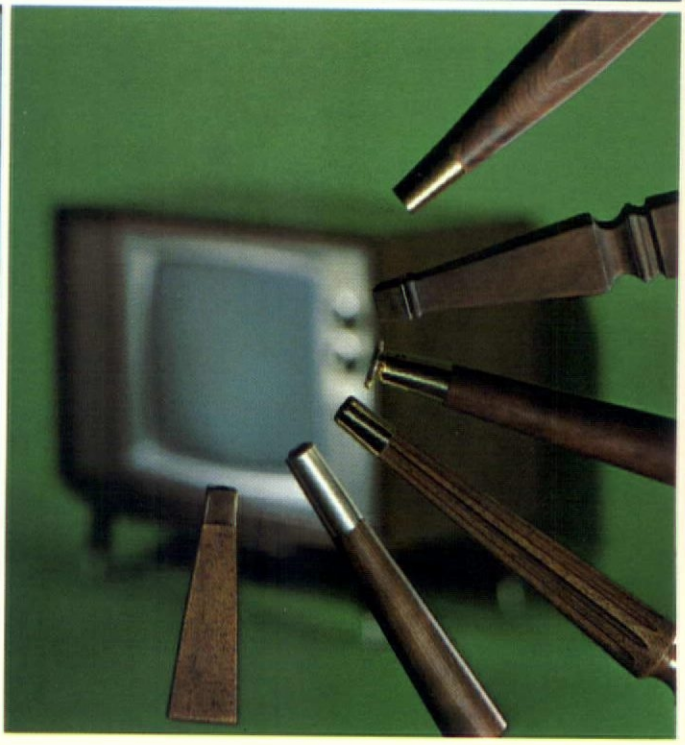
Jasper, Indiana
Gardena, California
High Point, North Carolina



PRODUCTS & SERVICES

CONTINUED

Griggs office seating

Regal, a modern, luxuriously designed executive and secretarial chair series, and Classic, an economical interpretation of traditional styling in office seating,

are two new lines from Griggs Equipment, Inc. Regal emphasizes simplicity of line; Classic is styled with a more rugged construction. Both lines are offered in several choices of metal finishes, and coverings.

Circle No. 168 on product information card

Contemporary Collection from Birge

A new edition of the Contemporary Collection of wall decorations is being issued this spring by Birge Co.

Its designs and colors are keyed to the current of blending furnishings of a variety of sty periods. Designs include an Americana gro from Italy, Spain, and Morrocco, modern art style of Mondrian, and brightly colored Scand

and Oriental motifs. A total of 145 styles in designs includes 15 trimmed and washable f American Cyanamid's Creslan stain and crus ant Acrylic fibers; 58 styles using non-ta silver and gold metallic backgrounds; patte silk grounds; and embossed designs. Shown collection is Pontiac, an array of early Americ and symbols.

Circle No. 169 on product information car

Nylon/wool covering for chairs

Shooting star, a line of 75 percent nylon-25 wool fabric by Corry Jamestown comes in correlated with a range of vinyls and chair It is designed for increased wear resistanc yarn-dyed for color fastness and consistency

Circle No. 170 on product information car

AEGEAN

Our new Aegean dining chair was so handsomely styled, that we needed a background appropriate to its classic beauty. So, hang the expense, we shipped one air-express to Athens and photographed it at the Parthenon. Like all our other fine patio and poolside furniture, it's made of heavy, rustproof aluminum tubing, electronically welded with a baked enamel finish, then laced with extruded vinyl straps. If you're looking for something a little better than anything else, maybe Aegean is for you. Write us—we'll send you our contract catalog and price list.

tropitone

Furniture Co., Incorporated, P. O. Box 3197
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Circle No. 74 on product information card

Circle No. 87 on product information card

#G-113 — 30" Diameter

A MAGNIFICENT CHANDELIER

leavy, Hand-Forged Iron, Verdi-Gris Finish

Just one of the beautiful country-style Lighting Décor Creations.

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MPLE BOOKLET, SHOWING
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Folded

...this table stores in just 5".

That's nothing, most people are surprised to learn it folds at all!

Decorator-styled, this Howe "500" table comes in 24 different sizes.

Features include: Self-edged top surfaced with Parkwood marproof plastic laminate. Black enamel or lustrous chrome legs; all four are controlled by a single operating lever.

Solid-as-a-rock, too.

Ideal for multi-purpose rooms and training areas.

For literature, write today.

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If it folds, ask HOWE

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MATCHING MATES
for sophisticated seating

#3376

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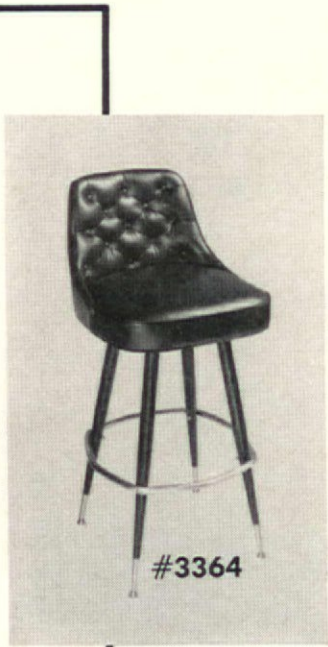
#9229


#3364

write for latest illustrated catalog

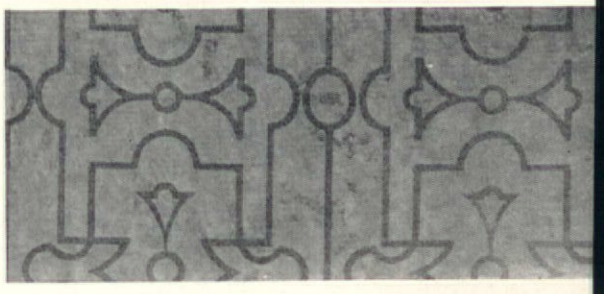
carroll chair co., inc.
1508 west carroll street

PRODUCTS & SERVICES

CONTIN

Medici Collection

Velours and Sgraffito are the first two volumes Medici, a new, multi-volume collection of repeat w coverings by James Seeman Studios, Inc. Subti A Treasury of Textures, Medici contains over th designs in its first two volumes, demonstrating t ural detail in many ages and periods of des Velours offers flocking designs; Sgraffito is na after the incised design method of 15th Cent

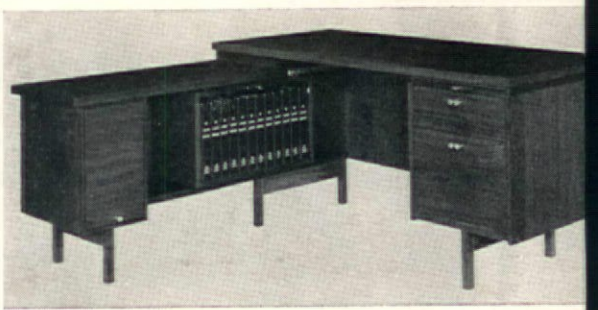


Italy, its patterns giving the effect of diamond-et carvings. Available in vinyl-coated and vinyl coverings, many of the designs may also be re duced by the Murals & Wallcoverings divisio James Seeman Studios, on a wide range of fab

Circle No. 171 on product information card

Floating bookcase unit

A new Template floating bookcase unit from Le Co., a division of Litton Industries, is designed the normally unused area of an L-shaped secret desk. Suspended from heavy-duty double-channel pension frames, the unit may be stopped in



position along the track with 16 nylon rollers pe ting easy and quiet movement. Made of Ame black walnut veneers, the complete assembly is s ally designed for factory installation on all Le bi-level L-shape Template desks.

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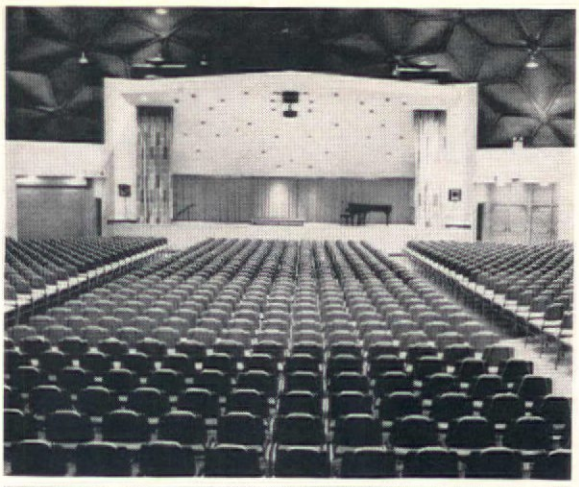
←Circle No. 77 on product information card

Circle No. 78 on product information card

TRI-PAR

for every good seating reason



row: Model 5302CB MB metal
k chair, at Alan B. Shepard
Center, Virginia Beach, Va.

om row: Model 2450, the
er Zee Restaurant in Dallas,
s through Great Southwest
esale Fixture Company.

end for current catalog on
omplete metal and wood
ne of chairs and stools.

PAR Manufacturing Co.
N. Pulaski • Chicago, 60639

Rotundi 990 Chairs are the beautiful solution for any multiple seating problem in foyer, lounge or waiting room. Easily arranged, or rearranged, to meet any changing need. Base of polished chrome or satin finish. Table in textured walnut or white. Be sure you have complete catalog.

Gregson MANUFACTURING CO. LIBERTY, NORTH CAROLINA — A Half Century of Fine Chairs

Circle No. 79 on product information card

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escribes drapery hardware
rom MARSHALL McMURRAY,
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o installer. Need com-
nercial, institutional or resi-
ential? This complete line of
drapery hardware is manufactured to give lasting service and quiet, easy operation. You'll notice the difference and you'll find yourself looking up to MARSHALL McMURRAY for all your drapery hardware needs.
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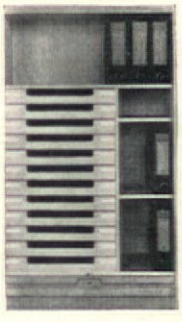
EVERYONE'S LOOKING UP TO MARSHALL McMURRAY

PRODUCTS & SERVICES

CONTINU

New Wegner office group

A new group of office furniture designed by H Wegner and available through Svend Wohlert I is beautifully crafted with simplicity characteriz exteriors and an intricate system of interchangea interior elements. The modular units include de

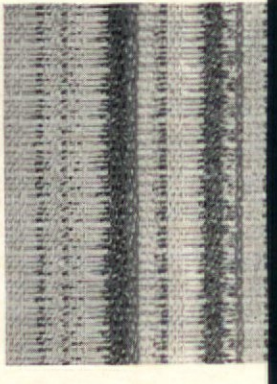


bookcases, and various storage pieces in teak or The tambour cabinet accommodates a selection nine different drawer and file rack variations, like the bookcase and drawer cabinet, is avail in three heights. Desk tops are offered in six s with numerous interchangeable combinations am drawer pedestals, typewriting platforms, and fi and side panels. Desk structure consists of sa finished, chromed-steel trestles, cross assembled the sides for stability. Cabinets are available steel legs or wood bases in various heights.

Circle No. 173 on product information card

Glengravure Prints wallcovering designs

Using its new four color engraving machine along present surface printing equipment, Imperial W paper Mill, Inc. has created Glengravure Print series of new wallcovering designs distinctive for t



textural interest. Forming Volume 2 of the McLain line, all of the new patterns feature br new colors and contemporary styling. Bright bl of blues and greens, yellow-beiges, and orange lend a distinctive touch to these realistic copie fabric and bamboo. Shown are India Print, a Pai and Sutton Place, a Dorothy Liebes textured de in six colorways.

Circle No. 174 on product information card

←Circle No. 80 on product information card

Circle No. 81 on product information card

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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.

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LEGAL TENDER

COMPLETE CATALOG OF 300 DESIGNS 1.00

Jo Mead Designs

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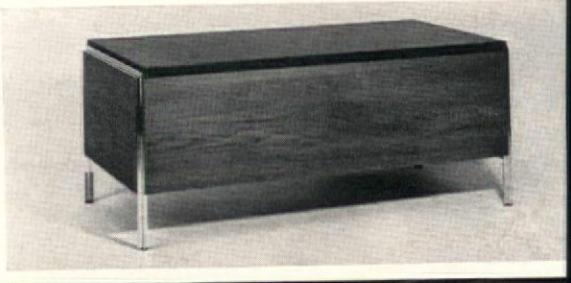
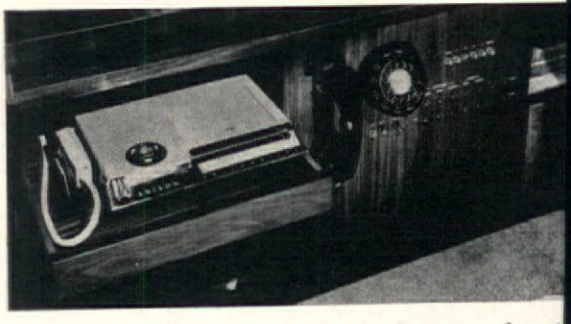
PRODUCTS & SERVICES

CONTIN

Time-saving desk

Special shelving and a panel control are part of a executive desk from Executive Furniture Guild. built-in conveniences speed office efficiency with a riety of special tools. At the flip of a finger, a Tho A. Edison Voicewriter emerges on a concealed sl





Magazines, catalogs, art work, or plans can be st without folding beneath the smooth desk top. A shape unit at the right of the desk gives addit work space and storage.

Circle No. 175 on product information card

Heraldic panel and column wallcovering desig

A new heraldic panel and column design, origi created for the Jefferson Room at the Washin D. C. Hilton, is now available from Murals & coverings, Inc. Composed of classical columns bo

ing a scrolled heraldic design with optional c eagle, the design comes in gray and white with outline for the columns, and in white with outline for the heraldic motif. The patterns a 54-inch wide vinyl, and custom colors may b quested.

Circle No. 176 on product information card

←**Circle No. 83 on product information card**

Circle No. 84 on product information card

THE SPANISH INFLUENCE

SITTING in the "Alcazar," a new chair by Gasser, the critical guest will remember his dining hour as sixty minutes of SOLID COMFORT. If your designing happens to be in the mood of the Moors, consider "Alcazar" a chair that will take its place comfortably, at the finest table or lounging area.

Visit our booth #220 Contract Section, 47th Annual Restaurant Show, May 22-26. McCormick Place, Chicago, Illinois.

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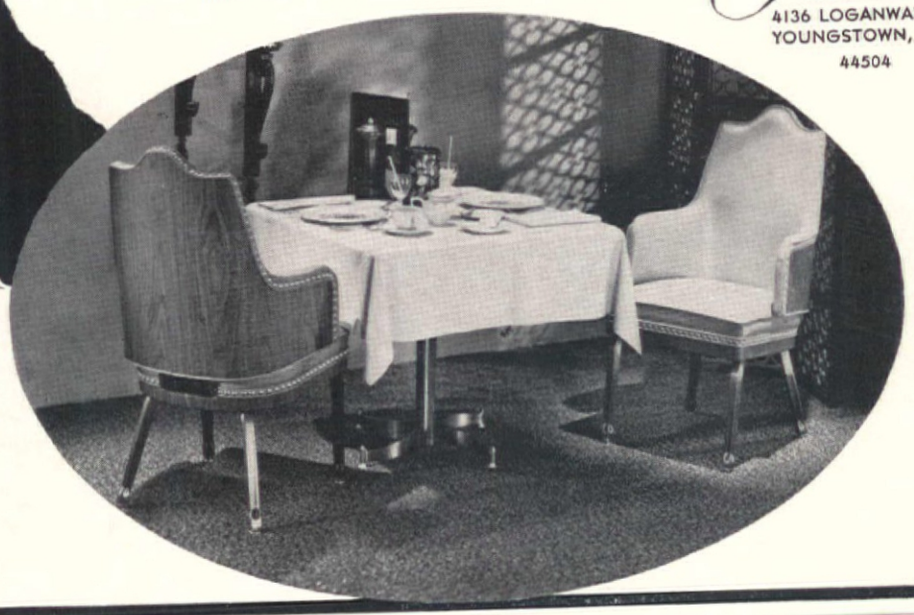

Shown in photo, "Alcazar" #8100. An armless version, "Companero" #8101, is also available. Both of these chairs can be modified to English or Mediterranean styling. Dimensions: 23 in. wide, 24 in. deep, 42 in. high.

0 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:

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Circle No. 85 on product information card

"Free Style" From Hardwood House

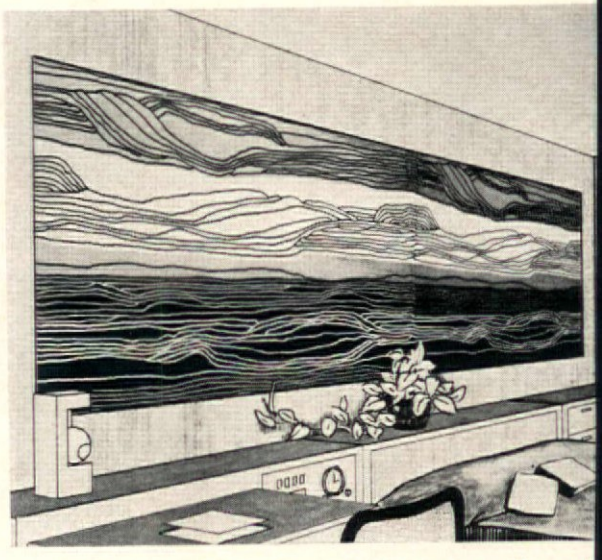
Lack of space won't cramp your style when you specify a Hardwood House Component Wall System. In fact, with the wide range of components, you have a "free style" in solving space and storage problems.You are free to choose from over one hundred cabinets in four finishes and seven color accents. Most important, you're not pinned to the wall, our unique "free standing" characteristic lets you come out into the room to make room dividers that have dividends in function and beauty. Add to this the bonus of saving space and you'll find you're working with a custom vertical storage system that doesn't have the objectional features of built-ins. Write today for our literature. Hardwood House, Inc., 10 St. James Street, Rochester, New York 14606.

PRODUCTS & SERVICES

CONTIN

Wide screen panels

Environment 15, a brand new collection of tape panels and structural panels from Jack Denst Desi Inc., consists of large scale murals composed of two, or three panels. Each panel features a 7- design and may be printed up to 9-feet fadeou 12-feet telescoped. Panels are designed to be f standing, hung as tapestries, stretched for pain

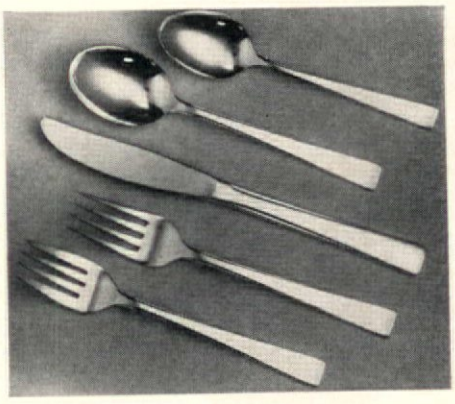


effect, or mounted permanently on wall surf Printed upon supported linen or fabric backed v as tapestry, or on metal or wood to form struc panels, the basic measurement for each of th designs in the collection is 4 by 8 feet. Panels the dunes abstract (shown) may be combined zontally or vertically. All panels are numbered each is signed by the artist, serigrapher, and col

Circle No. 177 on product information card

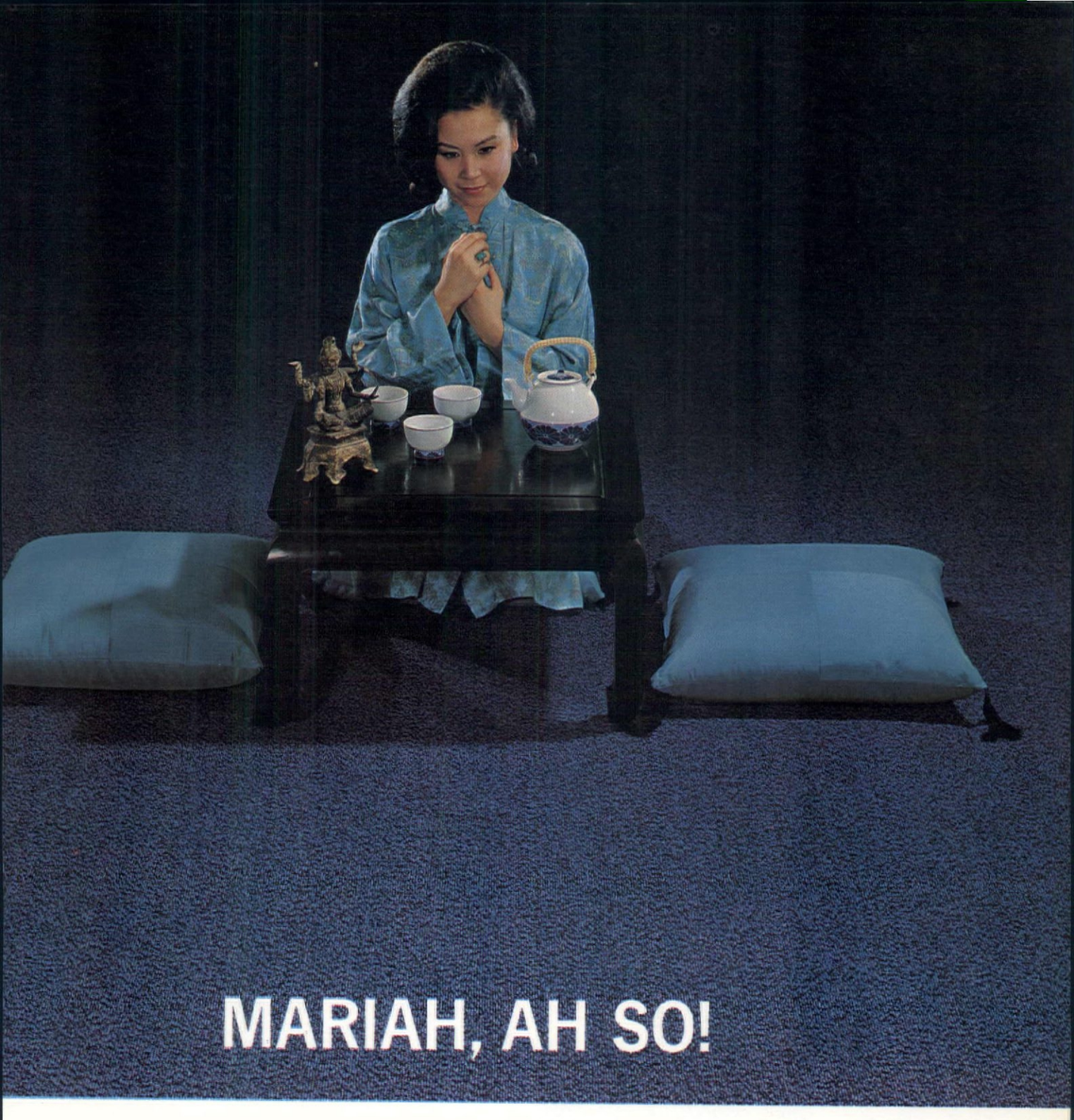
New flatware pattern

Futura is a silverplated flatware pattern designe hotel-restaurant use by International Silver Co. S



sculptured look continues the trend away fro stitutional appearance in flatware for commerci The knife comes with or without serrated blad

Circle No. 178 on product information card



MARIAH, AH SO!

In land of ancestors, one would remove footwear before entering elegance.

But in Cleveland, U.S.A., is not custom. Unnecessary, also. Floor ted in MARIAH, you see. Continuous filament nylon tweed carpet wears, wears, and then wears. Most special carpet. By Painter.

The 200 yards of MARIAH in Chin's Chinese Restaurant withstands ands of Clevelanders year 'round. Along with sloshed Won Ton, d Egg Foo Yung, and other catastrophies. But no problem. Mariah's cleaned beauty will outwear woven wool qualities selling for two ee times its price. And look better, too.

No wonder MARIAH is the most frequently specified commercial t in the whole U.S.A. (for offices, schools, hospitals, apartments, , motels, and Chinese restaurants). Available on JuteWeld Double ng, or springy, high density foam backing. In 16 breathtaking y colors. (Custom-dyed tones available, too.)

Fill in and mail the coupon and get a MARIAH portfolio with the ne of color swatches, absolutely free.

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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_____

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Type of Business_____

painter PC carpets

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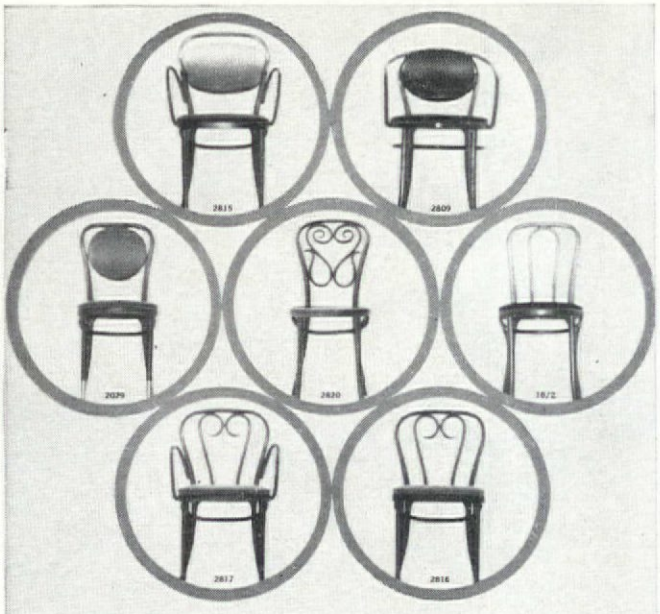

THONET ALL AROUND

Whether you're furnishing a dining area, decorating an office or designing a lounge, Thonet offers the most diversified range of commercial and institutional furniture available anywhere. Here are a few of Thonet's current reproductions and contemporary adaptations of classic bentwood designs—all famous for their ruggedness and timeless charm. Whatever your requirements, you'll find what you're looking for at Thonet. See for yourself. Showrooms in New York, Los Angeles, Chicago, Dallas, Miami and Atlanta.

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

2809—Reproduction of Thonet's classic bentwood armchair, often exhibited at art museums.

VISIT THONET at booth #316 at the National Restaurant Convention, McCormick Place, Chicago, May 22-26.

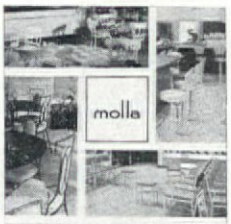
Circle No. 89 on product information card

MANUFACTURERS'

LITERATURE

An attractive full color catalog from Lee Woo & Sons gives abundant illustrative and descri coverage to eleven different styles in its varied of wrought iron furniture. A 31-page price lis 1966 is also available.

Circle No. 184 on product information card



The new 32-page contract log from Molla gives full trated coverage of its co line of chairs, stacking c stools and benches, tables occasional tables, includin Celebrity and Marina colle of outdoor furniture. D sions, construction, and m als of all pieces are spe with particular informati fabrics and table tops. A color chart accompa the catalog presents a complete range of custom finishes, shades for straw and silk patterned p cotton, and vinyl upholstery materials, and a tion of Formica colors.

Circle No. 185 on product information card

A new four-page brochure on the use of artwork offices and public areas of financial institution insurance companies is available from Picture Business Corp. Designed to explain types of ar available, the brochure gives photos of typic installations.

Circle No. 186 on product information card

Contemporary Lighting Coordinates, a 16-page brochure by Lightolier, presents a diversified tion of attractive lighting elements. Color pho phy enhances the format of the folder while d tizing design effects made possible through lig Each item is fully diagrammed with complete s cations.

Circle No. 187 on product information card

A full color brochure from Northwest Chair illus the Kopenhavn series of floor-standing and wal modular wall systems. Shown are contract applic in executive and secretarial offices, reception hotels, and apartments. A complete rundown dividual components and variety of finishes av is also given.

Circle No. 188 on product information card

Six newly styled cabinets are presented in a new from the Murphy Door Bed Co., Inc. Installati beds in the various cabinets are illustrated and fications for architects and designers are given.

Circle No. 189 on product information card

ompletely indexed 1966 Building and Industrial ducts Catalog is now available from Georgia-ific. Complete specifications are given for all items, countless illustrations show interesting uses of erials described. Construction diagrams and photos nstallation processes can be seen in all eight product gories: decorative paneling, overlaid surfaced and ialty plywood, softwood plywood, siding and thing, hardboards, composition boards. Appala-n and Southern hardwoods, and gypsum building ducts.

Circle No. 190 on product information card

eight-page two-color brochure illustrating floors of nciscan's new cement bonded Promenade Tile has published by International Pipe & Ceramics Corp. erpace). Page layout shows at a glance seven rs and color-harmonizing grout. Installation photos also included, along with a full list of product and allation specifications.

Circle No. 191 on product information card

hyde wall fabrics sample book is now distributed the coated fabrics division of Interchemical . The small, compact book, measuring only tly more than 6 by 9 inches, contains samples he company's full line of wallcovering fabrics. 8 by 5 inch swatch of each style, as well as lete architects specifications, technical informa- and return postcards for sample orders are ded.

Circle No. 192 on product information card

MAKE
KNIGHT LETTERS
HE FINISHING TOUCH
THAT REFLECTS
OUR PROFESSIONAL
PRIDE

ARCHITECTURAL LETTERS
IN MODERN FACES

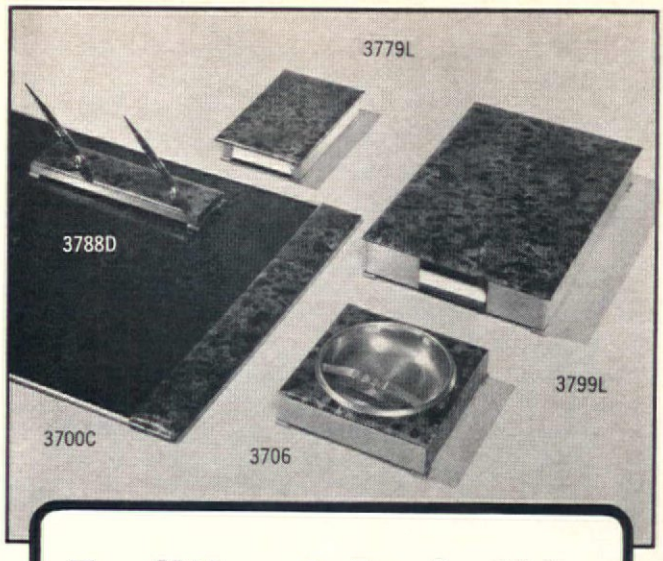
SATIN OR BUFFED ALUMINUM & BRONZE
NTERIOR AND EXTERIOR FROM ¼" TO 14"

Your job isn't finished until you have specified letters that reflect the overall quality of the project. Nothing does this so well as letters meticulously cast and finished by Knight. Catalog to prove it on request.

knight & son inc.
METAL LETTERS & FIGURES
70 Lane St., Seneca Falls, N.Y.

Circle No. 90 on product information card

Circle No. 91 on product information card



Traditional Desk Aids

Luxurious 3700 line antique bronze with top grain cowhide in tortoise shell brown. An extraordinary series hand-crafted to compliment period office furniture.

Write for complete catalog.

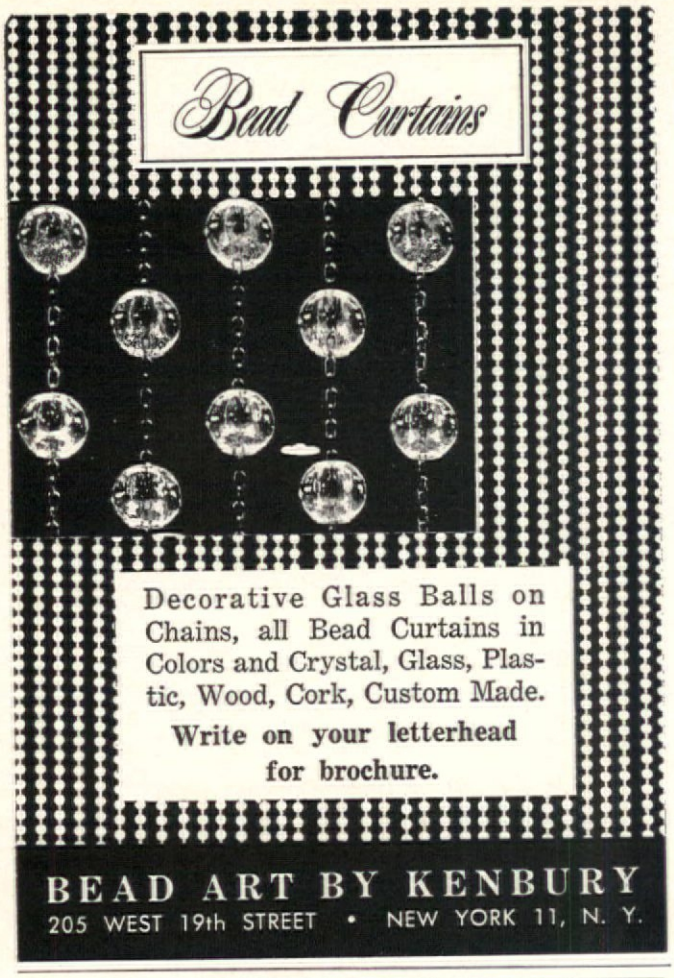
DUK-IT McDONALD PRODUCTS CORPORATION
274 Duk-It Building > Buffalo, New York 14210

A new group of lounge seating in a complete selection of upholstery fabrics and colors. Walnut or chrome steel bases. Color brochure and price list on request.

WORDEN of holland michigan

brochure on request

Circle No. 92 on product information card



Circle No. 93 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

An eight-page two-color 1966 condensed catalog Grant Pulley & Hardware Corp. contains basic des tive information on each of the Grant lines. Det sections present drawer slides, shelf hardware, dra hardware, sliding door hardware, and hospital i venous feeding systems and cubicle tracks.

Circle No. 193 on product information card

An illustrated price list is available from No Perry Lamps, along with black and white illustra of twelve models. Brief descriptive informatio companies each entry.

Circle No. 194 on product information card

The new Shenango Tabletop Stylebook 70 has than 100 full-color photographs of china in use, suggested settings for table, counter, and trays. I presents more than a dozen new stock patterns ra from gay carnival designs to sophisticated gold terns.

Circle No. 195 on product information card

Ceiling Beauty is the title of a new folder on acou and decorative ceiling tile products from Flintko Demonstrations of easy installation of tiles are in photographs and diagrams along with a selecti tiles and specifications.

Circle No. 196 on product information card

A new 51-page brochure on Sound Control Ceili available from Johns-Manville. A wide range of tical ceilings is given detailed coverage wit descriptions, photographs, installation inform and complete material specifications. Products i fiber glass, mineral wool, asbestos cement, p perforated metal, and wood fiber panels.

Circle No. 197 on product information card

A handy pocket-sized leaflet giving step-by-st structions for simple Pionite Lifetime Laminat stallation is available through Pioneer Plastics Auburn, Maine. It is illustrated with photo showing proper handling of tools, bonding techn and cutting tips.

Circle No. 198 on product information card

A complete line of moderately priced office fu and equipment is presented in a new fully-illus color catalog from H-O-N Co. More than 40 pag er products priced and described in terms of co uses and benefits.

Circle No. 199 on product information card

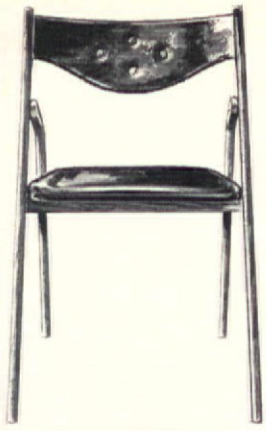
A new 50-page catalog of unusual hinges, f pulls, stays and other furniture hardware acce is available from Selby Furniture Hardware Co.

Circle No. 200 on product information card

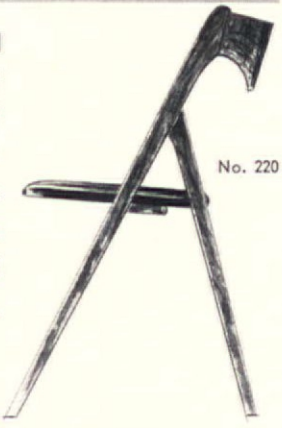
CON

Circle No. 94 on product information card

IT FOLDS



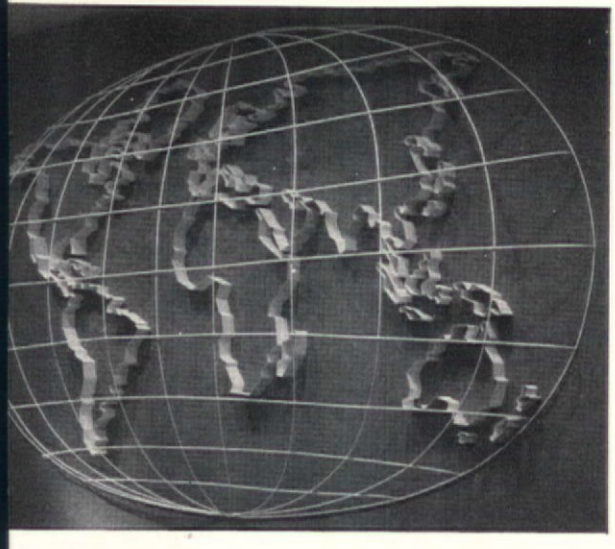
An outstanding institutional air offering the warmth of wood and the luxury of upported vinyl upholstery . . . the most comfortable contract chair sold. This versatile chair folds and tacks for compact storage.



No. 220

Norquist

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



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

design / construction / installation

DISPLAYCRAFT

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

Circle No. 95 on product information card

Circle No. 96 on product information card

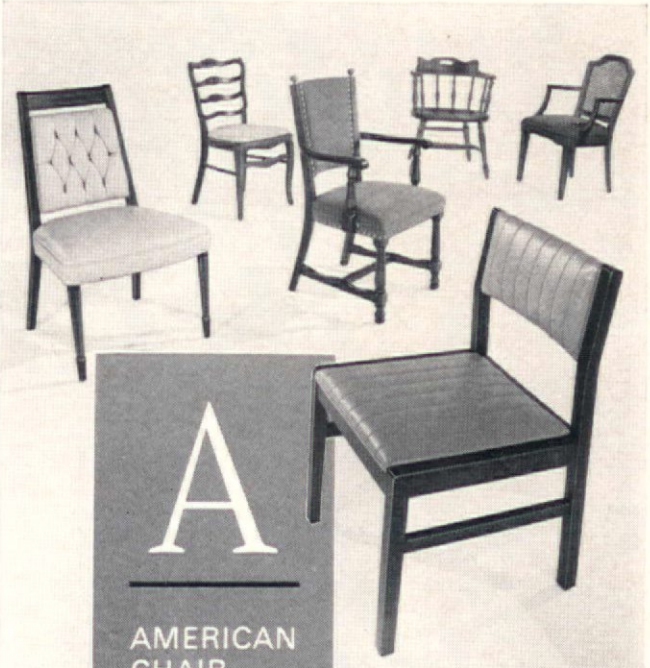
Over 5000 sophisticated rattan furniture items and variations. This Rollin Tuller Bar is one of them.

All of Empire Rattan Furniture is available for contract use but all inquiries and orders must come through legitimate interior designers or dealers.

Empire Rattan Furniture

4118 PONCE DE LEON BLVD. CORAL GABLES, FLORIDA

MEMBER: RESOURCES COUNCIL INC. NSID TRADE MEMBER



A

AMERICAN CHAIR COMPANY

SINCE 1887

Wide selection of contract seating with complementary tables. See your dealer or write for our distributor's name.

MANUFACTURERS OF CONTRACT FURNITURE, SHEBOYGAN, WISCONSIN

PERMANENT DISPLAYS: Atlanta • Chicago • Dallas • Miami • New York • San Francisco • Sheboygan

Circle No. 97 on product information card

Circle No. 98 on product information card

PERMANENT

For enduring service, this Johnson table features the diamond-hard Mark 30 edge. For a freshness in style, we suggest the graceful simplicity of the J-70 base. Available in 9 sizes.

Johnson
Plastic Tops, Inc.
Dept. C, 374 Summit St.
Elgin, Illinois 60120

New Super-Glides Of Impurvium Eliminate Carpet, Floor and Wall Damage!

Beauti-Glide's recently-introduced Model 900 bed frame is equipped with indestructible Super-Glides of Impurvium. Super-Glide's 3-inch diameter, compared with the usual 2-inch or less, affords maximum protection for all types of floors as well as carpeting. The Super-Glide's flattened center portion makes the Model 900 wobble-proof when used on uncarpeted floors, and the upward tapering edges allow for ease of movement when used on carpeted areas.

Carpet damage resulting from casters and small glides is eliminated. Wall damage resulting from excessive bed movement is eliminated.

Like all Beauti-Glide bed frames, the Model 900 accommodates twin, double as well as Queen-size bedding, and all lengths up to and including 84 inches.

Write today for a sample of the Super-Glide, which with literature, will be sent to you at no cost.

BEAUTI-GLIDE COMPANY, 106 Ninth St., Seymour, Ind. 47274

Circle No. 99 on product information card

CLASSIFIED ADVERTISEMENTS

Rates: $12.00 per column-inch payable with order. extra charge for box numbers. This section closes on 5th of preceding month. Classified ads are limited to si tions or help wanted or available. Merchandise offer not accepted.

CHIEF MODEL MAKER

Large mid-western furniture manufacturer has excel opening in newly created function for an experie model maker. Will have opportunity to create his models, working from blueprints and production i trations in wood and metal. Must know and be abl operate both wood and metal-working machinery. M work will involve producing scale and full-size model well as actual prototypes with working parts for fu ture lines. Must be familiar with a wide variety model-making materials suited for the specific pro Experience in furniture field will be an advantage bu not a requirement. Must be willing to relocate. Pl write, stating experience, training and required salar Box A-312, CONTRACT.

An Equal Opportunity Employer.

DESIGNER WANTED

Commercial designer in office field. Experience business interiors design staff required. Age prefer 25-35. Beginning salary $600 per month. Challen career with well established firm in rapidly expan Central Florida market. Send résumé and picture strictest confidence, to Jack H. Kline, President, Orl Office Supply Company, P. O. Box 6757, Orlando,

Are you looking for a professional interior designe handle work on individual projects? Complete de services are available on a job or contract basis. experience in decor—from embassies to offices. You quest will bring a brochure on my professional b ground by return mail. Miss Jeannine Carver, N.S. 24350 Lake Shore Blvd., Cleveland, Ohio, 44123.

SALES MANAGER WANTED

New England manufacturer of restaurant and hotel f ture requires sales manager or salesman with mar ment potential to join its permanent staff. Experien any phase of contract furniture. Prefer New Eng resident. Salary $12,000+all+expenses+incentive. agency fee.

A. R. Pell
Personnel Consultant
Harper Associates Agency
295 Madison Avenue
New York, N.Y. 10017
(212) 689-9090.

POSITION AVAILABLE: Contract sales rep—Metropo New York manufacturer of fully upholstered and ex wood furniture, with excellent reputation in reside field for fine quality, exceptional service, and mod pricing is expanding into contract market. This li nationally advertised to contract buyers, with com display in company owned New York showroom. I have contract experience write stating full backgrou Box A-314, CONTRACT.

Circle No. 100 on product information card

for Contract Lamps

you'll find the most unique collections in the world . . . a variety of styles and sizes tailored to meet the ever-changing needs of the highly competitive commercial interior market. Looking for contract lamps? Look first to J. B. Hirsch!

J. B. HIRSCH CO., INC.

NEW YORK SHOWROOM: 225 Fifth Avenue, Room 911
CHICAGO SHOWROOM: Merchandise Mart, Room 1212
LOS ANGELES • SAN FRANCISCO • DALLAS • ATLANTA

Circle No. 101 on product information card

Unbreakable . . . Porcelain Enameled Aluminum Safety Ash Tray

. 2266P. Made of heavy gauge un aluminum with two cigarette ts. Available with porcelain ameled inside surface in White, ack, Yellow, Chinese Red or balt Blue. Heat proof, High lish lacquer outside finish. meter 6", 1¼ high.

. 2266. Ash Tray in Black anod- d aluminum only.

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

talog on Request

LOUMAC SUPPLY CORP.
MANUFACTURERS AND DISTRIBUTORS
East 103rd St. (Dept. C), New York 29, N.Y. ATwater 9-5374

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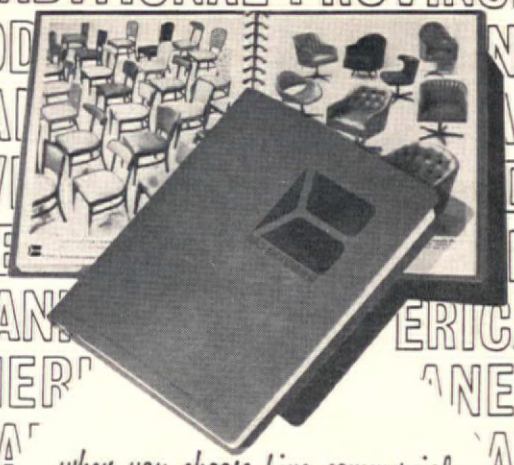
UNUSUAL CAREER OPPORTUNITIES EXIST IN THE RESEARCH, PLANNING, AND DESIGN OF SPECIALIZED SCIENTIFIC, EDUCATIONAL AND BUSINESS FACILITIES. THESE OPENINGS ARE FOR HIGHLY INTELLIGENT, IMAGINATIVE DESIGNERS WHO ARE DEEPLY INTERESTED IN PEOPLE AND THEIR NEED FOR SPECIAL WORKING ENVIRONMENTS. THE WORK INVOLVES THOROUGH RESEARCH AND EVALUATION OF OUR CLIENTS' FUNCTIONAL REQUIREMENTS AND THE CAREFUL DEVELOPMENT OF CUSTOM DESIGNED EQUIPMENT AND FACILITIES. APPLICANTS SHOULD BE RESEARCH ORIENTED AND EXPERIENCED IN THE SYSTEMATIC APPROACH TO THE SOLUTION OF DESIGN PROBLEMS. A BACKGROUND AND RECORD OF SUCCESSFUL EXPERIENCE IS REQUIRED. PLEASE WRITE TO MR. FREDERICK H. LEIGH FOR FURTHER INFORMATION. YOUR INQUIRY SHOULD STATE YOUR BACKGROUND AND INTEREST AND WILL BE HANDLED IN COMPLETE CONFIDENCE.

BECKER AND BECKER ASSOCIATES, INC.
375 PARK AVENUE NEW YORK 22, NEW YORK

Circle No. 102 on product information card

Circle No. 103 on product information card

TRADITIONAL PROVINCIAL MODERN ITALIAN SWEDISH FRENCH SPANISH AMERICAN TRADITIONAL MODERN ITALIAN PROVINCIAL EARLY AMERICAN TRADITIONAL MODERN SPANISH ITALIAN



when you choose fine commercial

seating

Choose from the vast collection of wonderful new Bianco styles—each of carefully balanced, field-proven design. Chairs, bar stools, booths and wall lounges thoughtfully engineered to make seating an integral part of your important decor requirement.

Write for New Catalog

BIANCO MANUFACTURING COMPANY
2736 VICTOR ST. ST. LOUIS MO. 63104

NO "ROCK 'n' ROLL"!

Folding tables with unique ***perma-lock*** *action*

Performs like new even after countless take-downs. Outdoor grade plywood resists warping, lengthens table life. Laminated or lacquered wood tops. Painted or triple chrome-plated legs. Unsurpassed investment for schools, churches, restaurants, hotels and motels.

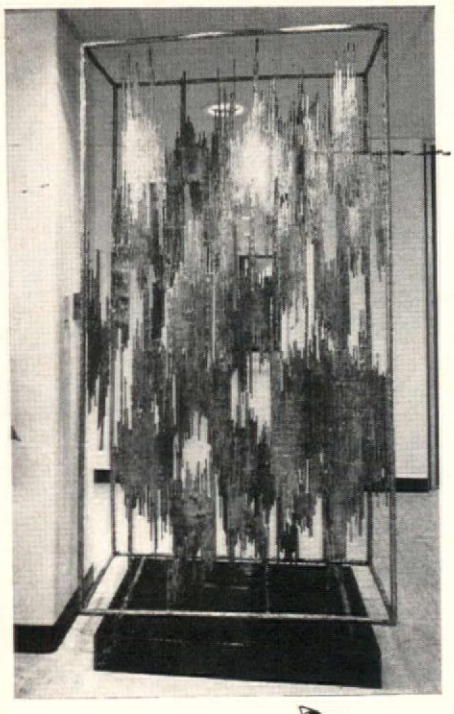
Write for free catalog

Metwood
QUALITY BRANDED
Hanover

Folding tables (all shapes) • Benches • Stage units
Hanover, Pennsylvania 17331

Circle No. 104 on product information card

Circle No. 105 on product information card



This objet d'art screen area divider, recently installed in the Empire State Building is typical of the contract possibilities of metal sculpture.

Approximately 9′ tall by 4′ wide, 20″ deep.

Welded steel overlaid with bronze and nickel silver. Address inquiries to "Dept. C" for prompt attention.

SILAS SEANDEL

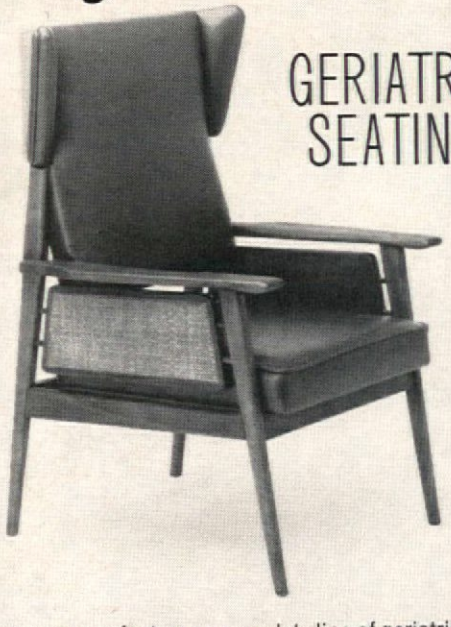
METAL COMPOSITIONS FOR ARCHITECTURE / INTERIORS

514 WEST 25TH STREET NEW YORK, N. Y. 10001

Tel. 989-4120

designs for contract

GERIATRIC SEATING



R/N Contract features a complete line of geriatric chairs smartly styled and thoroughly researched for utility and design. Send for our catalog.

RN CONTRACT

NEMSCHOFF CHAIRS, INC.
SHEBOYGAN, WISCONSIN

Circle No. 106 on product information card

CLASSIFIED ADVERTISEMENTS

CONTIN

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immed acceptance by leading contract dealers in Michigan, C Indiana, Kentucky, and West Virginia assured by successful years representing leading manufactu Have room for quality chair and table lines. Write: A-310, CONTRACT.

REPRESENTATIVE WANTED: Manufacturer of quality, h beaded curtains seeks representation to designers, a tects, selected specialty and retail outlets. Write, gi background and current representation details to Bo 313, CONTRACT.

REPRESENTATIVE WANTED: Manufacturer of drapery fa for commercial and institutional buildings, seeks re sentative at the architects and engineers level for Los Angeles and Southern California area. Only per with the above qualifications will be considered. W Box A-308, CONTRACT.

SALES REPRESENTATIVES WANTED: For contemporary c ery and upholstery fabrics. Must call on interior signers, architects, furniture manufacturers. Show not essential. Write: Box A-311, CONTRACT.

LINES WANTED: Contemporary Furniture showroom, York City, with strong following among architects decorators, seeking representation of furniture lines commercial and/or residential applications. Write: A-317, CONTRACT.

SALESMEN WANTED: Leading convertor of functiona decorative fabrics has openings for New York-De Chicago areas—calling on architects, interior decor and interior designers in the commercial and in tional field. Write: Box A-309, CONTRACT.

MEN WANTED: Contemporary Furniture manufac wants road men currently calling on architects, desi and specifiers with non-competing products. Strong ditional quality line. All territories available incl Metropolitan New York area. Write, stating exper and present lines carried. Commission only. Box A CONTRACT.

EXPERIENCED REPRESENTATIVES WANTED: For exc line of executive office accessories from Scandinavia. nut, teak, rosewood wastebaskets, letter trays, tele index, magazine racks, etc. Following essential in office furniture, contract and decorating fields. S choice territories open. Write: Box A-318. CONTRA

LINES WANTED: Quality accessory lines wanted for sentation by New York contemporary furniture show selling to Decorators, Designers, Architects, Spe and Office Furniture dealers. Write: Box A-315, TRACT.

LINES WANTED: Well known quality line in co furnishing desired by California representative strong following and experience among architects, ifiers and contract. Write: Box A-319, CONTRACT.

The typeface on the cover of this issue is Patric a new font by Royal Typewriter Co., which is available on the firm's standard and portable mod