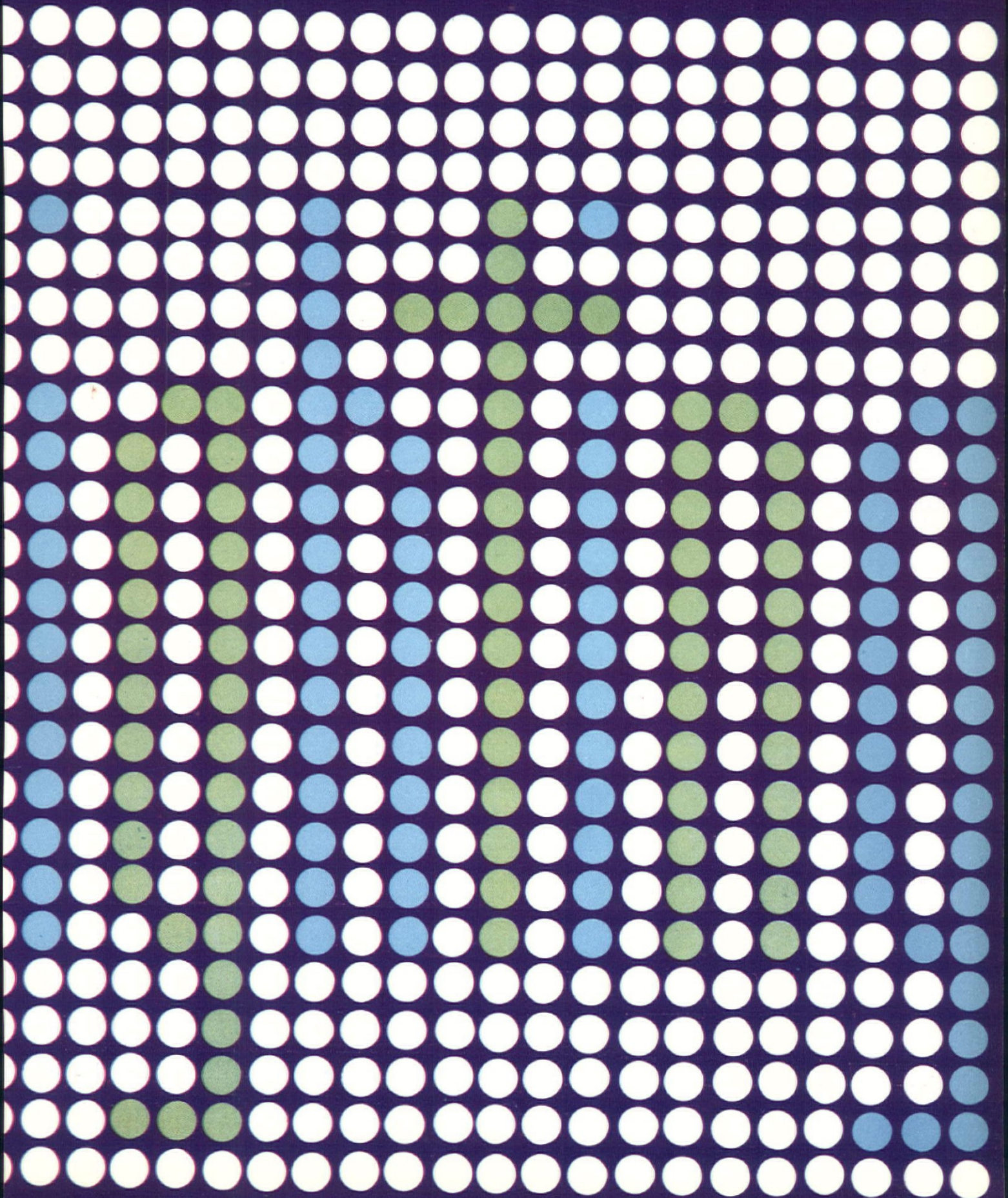


# CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHING



MID-YEAR PRODUCT REVIEW / LAMPS & LIGHTING / AUGUST 1966



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CONTRA



### The Cover

Step back ten feet and you'll get the message, our contribution to the art of lighting. A review of new lamps and lighting begins on page 45. Cover design by Bert Lester.

# CONTRACT

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

VOL. VII, No. 8

AUGUST, 1966

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

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#### COMING IN CONTRACT

SEPTEMBER—The new office of design firm Saphier, Lerner, Schindler incorporates many custom designs and new uses for standard items as in-use demonstrations for clients. Plus—Railings and Rail Systems, a survey of what's available on the market today; Door Hardware, reviewing technical and esthetic aspects of an important but often neglected detail.

OCTOBER—National Hotel & Motel Exposition Preview, featuring product review of exhibits and Room of Tomorrow and Designs for Dining displays.

CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 7 East 43 St., New York 17, N.Y. Phone MURRAY Hill 7-3344. Lawrence Gralla, president. Milton Gralla, vice president. B. H. Hellman, secretary. Subscription price: one year, \$5.00; two years, \$9.00; three years, \$12.00 for firms and individuals who specify, design, buy, or replace contract furnishings in the U.S. All other U.S. subscriptions, \$9.00 per year. All Canadian and foreign subscriptions, \$15.00 per year. Single copy of this issue \$1.00. Contents fully restricted. Copyright 1966 by CONTRACT. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publication's standards. SUBSCRIBER ADDRESS CHANGES: Please send old and new address to our N.Y. office at least four weeks in advance. Controlled circulation postage paid at Orange, Conn. Other Gralla Publications: APARTMENT CONSTRUCTION NEWS, BANK EQUIPMENT NEWS, BUILDER'S KITCHEN GUIDE, KITCHEN BUSINESS, PLASTIC LAMINATING.



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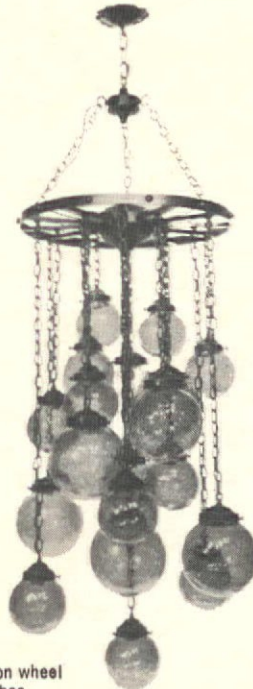
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**F331**  
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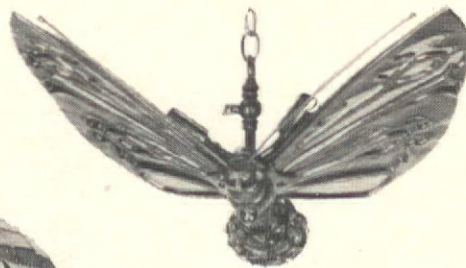
**F570**  
Authentic reproduction of  
soda fountain Coca Cola Sign.  
Hand leaded, stained glass,  
red, white & green. W-16".



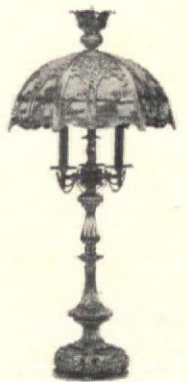
**T367**  
Electrified hydrangea tree.  
In brass or combination  
of colors.



**F531**  
Floral, stained glass dome.  
W-20".



**F585**  
Illuminated firefly.  
Leaded gemstone tail, stained glass  
underlay on wings, W 20".



**L628**  
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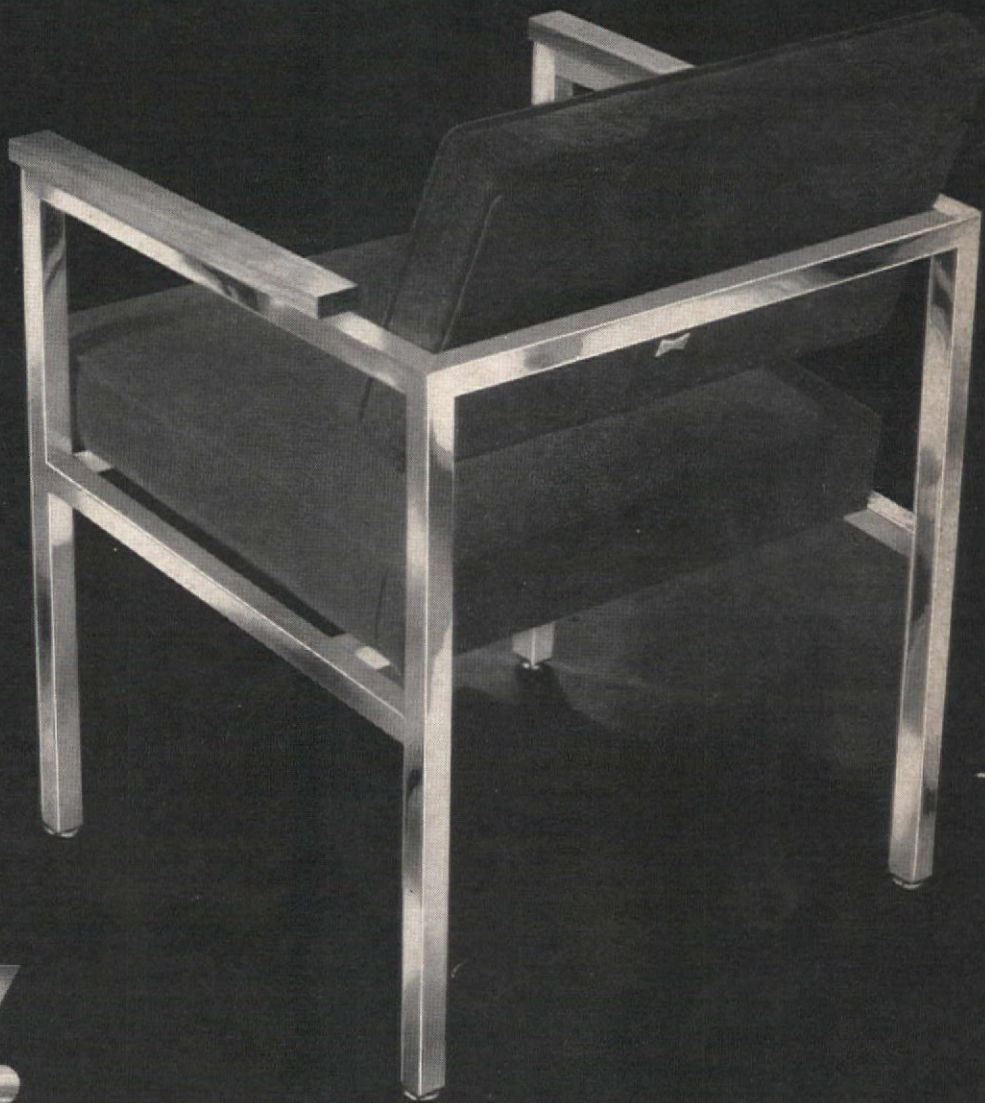
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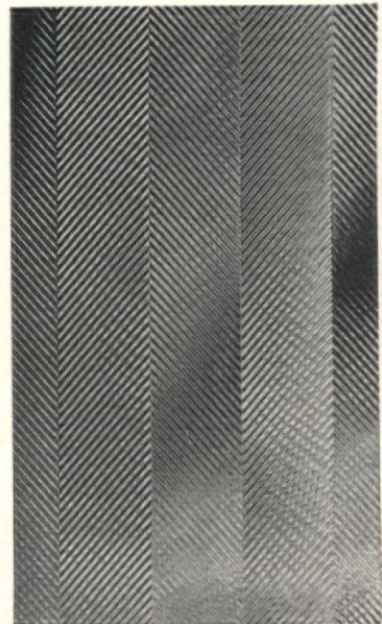
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## LETTERS

**Landmark Issue #3: Stadium credits defined • Honest appraisal • Milestone • Solid • Impressive • Comprehensive**

Dear Sir: Many thanks for your fine coverage of the South, Atlanta, our firm, and our subsidiary, Interiors for Business, Inc. However, we would greatly appreciate the correction of an error. Credit for the Atlanta Stadium club interiors and Atlanta Braves office interiors was given to Architectural Space Design. Both of these interiors projects were handled by the joint venture of the Stadium architects Heery & Heery—Finch, Alexander, Barnes, Rothschild & Paschal, and not by Architectural Space Design.

While ASD did contribute several talented people to the project through its parent firm, FABRaP, to work with people from our own staff, the Braves' contracts for these interiors projects were exclusively with the architects. The relationship between our two firms has been and is a very harmonious one as witnessed by its recent continuation for the design of the new Cincinnati Stadium.

But again, many thanks for the excellent coverage.

GEORGE T. HEERY  
Heery & Heery, Architect-Engineer  
Atlanta, Ga.

Dear Sir: How refreshing to see an honest appraisal of a city to which a whole issue is devoted. I refer, of course, to the article "The State of the Art," in your June Landmark Issue on Atlanta and the New South.

The lack of sophistication on the part of interior designers in total interior planning, however, is not unique in Atlanta. It is probably more the rule than the exception throughout the country—the exceptions being only a relative handful of designers in only a few major cities.

I've always felt editors wrote with their heads buried deep in the sand, or else were affected by the thin atmosphere in those high ivory towers. But CONTRACT has proved itself one of the few exceptions with this superb, honest reporting job on the South.

H. B. FORESTER  
New York City

Dear Sir: Your June Landmark Issue is our first experience with CONTRACT—and I have spent most of the day going from cover to cover. My only comment is "great!" Of course, I may

be a little partial since it is dedicated to a town that I love—Atlanta. Many, many thanks for the fine issue and your generous mention of Parliament House. Please enter a one-year subscription to CONTRACT.

MRS. JO ELLEN BROWN, Asst. Manager  
Parliament House Motor Inn  
Atlanta, Ga.

Dear Sir: A note of thanks from us for the solid job done in covering our work in your June issue. I think this is to be CONTRACT's best issue.

J. AUBREY PARROTT  
Edwards & Portman  
Atlanta, Ga.

Dear Sir: We have shown the CONTRACT piece on Atlanta and the New South to several people and everyone is most impressed. You really did a nice job on Atlanta in covering a story so broad and comprehensive.

GEORGE GOODWIN  
Bell & Stanton Inc.  
Atlanta, Ga.

Dear Sir: Your June issue is to be complimented on its coverage of Atlanta and the New South. We are all certainly proud of the progress of this area, not only in terms of new buildings, but also in the development of manufacturing areas for contract products.

JAMES SMULIAN, PRESIDENT  
Trimble House  
Atlanta, Ga.

Dear Sir: Your fine issue on Atlanta and the New South was most enjoyable. We certainly appreciate your coverage of Atlanta and our Bronze Building, designed for us by Stevens & Wilkinson. Please send ten additional copies. And congratulations again on your fine presentation.

JOE B. HAMILTON  
Bronze Building Corp.  
Atlanta, Ga.

Dear Sir: Congratulations on your June Issue—Atlanta and the New South. You and your staff certainly put forth a lot of effort in publishing such a comprehensive report.

WILLIAM G. HUTCHINGS  
General Manager  
Trend Contract  
New York, N.Y.

Dear Sir: I am sure that we are not the first to congratulate you on the Atlanta issue. This is an excellent edition and in our opinion another milestone for CONTRACT. Your coverage of the local scene is splendid; it leaves no doubt as to your full awareness and understanding of the activities and progress in our area. Atlanta is a remarkable city and you have done justice to our town. Once again, congratulations from all of us.

WILLIAM L. PULGRAFF  
Exec. Vice President/General Manager  
Architectural Space Design, Inc.  
Atlanta, Ga.

Dear Sir: May we add our congratulations to those you have already received on the really fine coverage of Atlanta in the June issue of CONTRACT.

HELEN BULLARD, Consultant  
Toombs, Amisano & Wells  
Atlanta, Ga.

Dear Sir: I wish to offer my congratulations on the excellent job you did covering Atlanta in your Landmark Issue #3.

TIM CARTER, Designer  
Custom Creations Inc.  
Atlanta, Ga.

Dear Sir: I have just returned from a wonderful vacation, and finding your June issue waiting on my desk made coming back a great deal more pleasant. I want to express my personal appreciation for the excellent coverage we received. In fact, all Atlanta is just as pleased with the fine recognition our city has been given by CONTRACT. Thanks very much for all of us in the South.

ALAN L. FERRY  
Alan L. Ferry Designer  
Atlanta, Ga.

Dear Sir: It is a pleasure to renew my subscription for three years to CONTRACT. I want to take a moment to tell you not only how thoroughly I enjoy your publication, but also what a useful tool it is to my office. As a matter of fact, I take two subscriptions—one for our Frederick office and one for our New York office, at Martin Marietta Corp.

HAROLD B. CAHILL  
Frederick, Md.



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## OUR WASHINGTON REPORT:

- Federal plans in institutional fields
- Invitations for bids; awards

ESCALATION in Viet Nam tends to submerge other considerations here this summer. One of these, important to contract executives, is the escalation built into many of this Administration's favorite programs. As they follow their inevitable course of expansion, they will inevitably produce millions of dollars of business for interior designers, architects, contract industry distributors and suppliers. And besides the direct effect from them, there are the indirect—most of these programs set other expansions into motion. A prime example this summer is Medicare. With its effect on the nation's hospitals still uncharted, the possibilities for its expansion assure further volume for the contract industry. Immediately, it can mean refurbishing of some hospital interiors, as well as supplying new layouts. It also means that many doctors may be expanding their quarters—or redoing them in an effort to achieve greater efficiency. It means also a stimulus to nursing homes. And, it means also new pressures within the Federal apparatus for more aid to the citizenry in the field of health. The President himself talks of Denticare for the young. There are moves in Congress to liberalize Medicare. Senators propose, for example, to permit nursing home benefits without requiring prior hospitalization. There are new bills for aid from construction of community centers to help the aged. At this writing a House committee has approved a new program of Federal Housing Administration insurance for the construction and equipping of group medical and dental facilities. Efforts are being made to broaden the Federal programs of aid for nursing home construction.

And this is just one field. Look at these other developments, from this session of Congress. The House has authorized another \$2.9 billion over three years to help build college classrooms. (There are so many requests for the \$300 million yearly available for another Federal program, 3 percent loans for dormitories, that a months-long freeze on new applications had to be imposed when the backlog reached \$800 million.)

Congress passed a bill approving \$700 million in Federal aid to public libraries, in a five-year period,

*(Continued on page 12)*



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## OUR WASHINGTON REPORT

CONTINUED FROM

of which \$300 million would be for construction, million for books and equipment. This program in 1956, as aid to rural libraries only; in 1963 grew to urban libraries, and for the first time included construction aid.

As an example of how these two purposes meshed in \$83 million in grants and loans made by the Office of Education at one swoop this summer, the Higher Education Facilities Act of 1963's largest grant, \$3.4 million, went to the University of Chicago for building a library.

### Contracts accumulate

As the Federal government gets well into its fiscal year, its new invitations for bids grow. The Federal establishment expands—military needs, defense agencies. (And, not to forget, the satellite firms, industrial firms and university and other research operations that depend on Federal contracts for their own prosperity—they use interior designers and contract furniture, too.) Some recent invitations to be now closed, can give you the flavor of what Sam is looking for—and finding:

The Directorate of Procurement & Production at the Defense General Supply Center, Richmond, Va., is coming up increasingly with requests for material. Some of their recent searchings: Straight chairs, 1,440 each. Folding-leg table, 1,145 each. Floor matting, 200 yards. Plastic-laminate topped work tables, 200 each. Four-seat dining tables, 14,000 each. Straight chairs, 4,500 each. Vinyl resin tile, 4,000 cases. Dining tables, 150 each. Dining tables, 74 each.

General Services Administration, Washington continues to generate a large volume, also. Among recent invitations: Insulated and uninsulated security filing cabinets, indefinite quantity, through July 31, 1967. Nylon carpet, 35,762 yards. Carpet cushioning, 27,500 each. Latex foam bed mattresses, 88 each. Household furniture, indefinite quantity, Dec. 15, 1966 through Dec. 14, 1967. Cotton mattress pads. Laminated plastic-surface pane type executive furniture, 4,240 each. Modern wood household furniture, 1,060 each. Executive type easy chair, 4,121 each. Ranch style bedroom wood furniture, 4,121 each. Upholstered household furniture, 625 each. Mahogany bedroom and occasional traditional-style wood furniture, 2,125 each. Tubular aluminum furniture, 1,000 each.

GSA, San Francisco: Carpet and carpet cushioning. Floor lamps.

Navy Purchasing Office, Los Angeles: Miscellaneous metal quarters furniture for Long Beach Naval Hospital.

Ft. Wainwright Purchasing & Contracting Office, Seattle: Occasional table furniture, including straight chairs, 100 occasional tables, 50 folding desks.

GSA, Seattle: 100 percent fiberglass heavy drapery fabric, 2,125 yards.

Veterans Administration Hospital: Installation of 13,340 square feet of vinyl asbestos floor tile.

(Continued on page 107)

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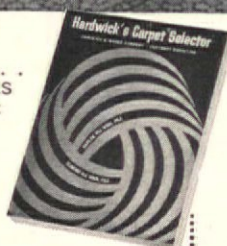
Hardwick's Bundhar Imperial . . . a broken glass pattern pieced together in a colorful all wool carpet. That's how Hardwick created a fashionable floor for the "Casino In The Park" Room at New York City's plush Essex House.

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## OUR WASHINGTON REPORT

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### Awards in profusion

This most recent period covered by our report has seen a comparative avalanche of awards being given in the contract field. They are the living-green that money lies behind the imposing number of Federal invitations. A selection of the awards gives you the idea:

General Services Administration: Modern style occasional tables—750 each, \$18,200, Vista Furniture Co., Anaheim, Calif. Upholstered wood furniture—300 each, \$18,270, National Furniture Manufacturing Co., Evansville, Ind.

Cast aluminum and steel furniture—220 each, \$82, Molla, Inc., Westbury, N.Y. Tubular metal and dinette furniture—1,600, \$17,442, Chrysler Corp., St. Louis. Living room tables, desks and cases—1,300 each, \$63,271, Barton Furniture Co., Grandville, Mich. Traditional style bedroom furniture—426 each, \$30,565, C. B. Atkin Co., Nashville, Tenn. 1,400 each, \$70,358, Maddox Table Co., Jamestown, N.Y.

Traditional style desks—300 each, \$21,585, Atkin Co. Traditional chest of drawers—500, \$32,382, Maddox Table Co. Non-slip carpet—8,000 sq. yds., \$65,254, Bryn Mawr Products Co., Bryn Mawr, Pa. Ranch-style walnut furniture—2,332 each, \$471, American Furniture Co., Martinville, Mo. Upholstered metal household furniture—600 each, \$900, Thonet Industries, Inc., New York City. Beds—80 each, \$45,600, Duo-Bed Corp., Washington. Velvet carpet—67,884 sq. yds., \$393,727, Bigelow-Sanford, Inc., New York City; 15,790 sq. yds., \$1,006, Bigelow-Sanford. Dining room furniture—each, \$10,366, Mar-Matic Sales Co., Baltimore, Md.

General office wood desks—indefinite quantity through Jan. 31, 1967, estimated amount, \$1,000,000, Standard Furniture Co. Classroom furniture—indefinite quantity, through May 31, 1967, estimated amount \$2,264,500, American Seating Co., Spring, Md.; Arlington Seating Co., Antioch, Ill.; Brunswick Corp., Kalamazoo, Mich.; Chrysler Corp., St. Louis; Fort Smith Plywood Co., Fort Smith, Ark.; Herman Miller, Inc., Zeeland, Mich.; Seating Co., Grand Rapids; Kreuger Metal Furniture Co.; Peabody Seating Co., Inc., North Mankato, Minn.; Spiller & Spiller, Inc., Peru, Ill.; Chas. E. Seating Co., Inc., Washington; Virco Mfg. Corp., Washington; Walcott-Taylor Co., Bethesda, Md.; Wood Stationery Co., Washington.

General office steel chairs—\$17,463, Emecheta Standard Furniture Co., Hanover, Pa. Unitized office furniture and companion chairs—indefinite quantity, through April 30, 1967, W. D. Seating Co., Washington; Lycoming Furniture Inc., Williamsport, Pa.; Standard Furniture Co., Herkimer, N. Y. Cabinets and wardrobes—indefinite quantity, through Nov. 30, estimated amount \$559,290, Hillside Metal Products, Inc., New York. Standard Pressed Steel Co., Columbia, Pa. Div., Jenkintown, Pa.; Interstate Industrial Furniture Co., Michigan City, Ind.; Valiant Metal Products Co., Long Island City, N.Y. (C)



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## CONTRACT BUSINESS: NOTES & COMMENTS

### Texas A&M sweeps competition

Texas A&M literally walked away with all honors at a recent student competition—from first prize right down to honorable mentions. Sponsored by Royalmetal Corporation, the nationwide competition called for the design of a general office, plus an adjoining reception room. A total of \$1,000 was awarded. Capturing the honors for Texas A&M were: James M. Carpenter, \$500 top prize winner; Nicholas Morrow, \$300 second prize; Alton Yowell, Jr., \$100 third prize. Ray E. Abbott and Albert M. Simmons received honorable mention awards of \$50 each. In commenting on the Texas A&M sweep, Prof. Edward Romieniec, chairman of the school of architecture, reported that all his students were particularly thorough in their approach to the design problem. They went on research field trips, visited working offices and office furniture showrooms. Judging the competition were William E. Lescaze, FAIA; Carroll Cihlar, editor of Office Design Magazine; Marvin B. Affrime, president of The Space Design Group and a contributing editor to CONTRACT Magazine.

### NSID contract seminar

A contract seminar luncheon given by the Western Merchandise Mart was a major highlight of the recent National Society of Interior Designers' national conference in San Francisco. Moderated by Brock Arms, NSID, AIA, AID, well-known architect and in-



terior designer, the event took a broad look at the commercial and institutional furnishings field. Informative points of view were offered by panelists Dorothy Liebes, color consultant and textile and carpet designer; Maurice Sands, AID, design and color consultant; Margo Grant, head of interior design at Skidmore, Owings & Merrill in San Francisco; Rev. Harold Botte-

Miller, executive director of American Baptist Homes & Hospitals of Northern California. The seminar was sparked by a panel of NSID members who questioned the speakers on various aspects of the contract field. Discussing the success of the seminar are (see cut) Maurice Sands; Dorothy Liebes; Henry Adams, general manager of the Mart; Frank D. Stout, president of Peninsula Chapter, AID.

### Royal System redesigns showroom

The new and enlarged showroom of Royal System and System Cado, 1130 Third Avenue, New York City, was designed by Albert Herbert, AID, to better service interior designers and architects. Ten areas, each devoted to a specialized room setting, make extensive use of the firm's well-known wall systems. One of the special dis-

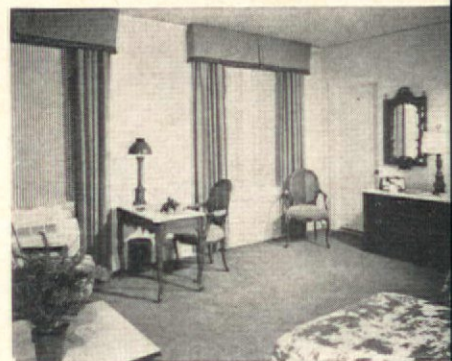


plays (see cut) is an idea presentation for a foyer in a hospital, motel, small hotel, or business office. Albert Herbert used four handsome wall-hung rosewood cabinets with drop fronts and sliding doors. The grain of the rich wood provides interesting contrast to the brilliant blue wall and modern abstract painting. The far wall is paneled floor to ceiling in rosewood to match the furniture and System Cado units and shelves. The entire showroom is carpeted wall to wall, and each display is specially lighted with Lightolier's Lytespan system. Other furniture used in the settings was supplied by Fritz Hansen.

### New look for Ambassadors

Richard Himmell, AID, has spruced up the fading image of the Ambassador Hotels in Chicago by enhancing all guestrooms and suites with an understated elegance. The total effect is achieved with furnishings in fruitwood French country style, bedspreads and

chairs repeating the pattern or color of the draperies. Window treatments include black-out shades, appropriately faced with special designs or



solid colors in keeping with the design of each individual room. Sitting-room, bedroom (see cut) is coolly color-noted in green and white. Sources: Drexel furniture; Dazian's draperies, bedspreads; Roxbury carpeting; Joanna Western window shades.

### Design Center plans seminar

The changing needs of the contract market will be the subject of a comprehensive two-day program on October 4-5 when the National Design Center will hold its second Contract Market Seminar (the first was held in 1962). The seminar will cover two areas—specification practices and market potentials. A total of nineteen topics will be covered. The requirements of the specifier will be set forth by nationally known architects, designers, and planners, while key figures covering all aspects of the contract market will discuss the needs and challenges of their respective fields. The seminar will be held in the auditorium of the National Design Center, 415 East 53 Street, New York City. Fee for the two-day program is \$150; for Center members, \$100.

### Resources Council elects officers

Resources Council Inc. elected its slate of officers for 1966-67 during its annual membership meeting in June. Top officers are: re-elected chairman of the board, H. Clifford Burroughes, FAID; re-elected president, L.F. Blackhurst, Jr., of duPont. The following officers were also re-elected: Vice Presidents—Rita Battistine, Scal amandre Silks; Carl Fowler, Bor Kroll Fabrics; Eleanor LeMaire, AID; Theodor Muller, AIA, FAID. Treasure

(Continued on page 18)



*rie Dining Terrace — Hampshire House, N.Y.C.*

Designed by Jac Lessman, A.I.D. and furnished by Jac Lessman Co. Ltd.

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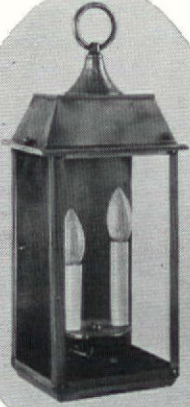
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**IBD plans symposium**

A designer symposium, sponsored by Institute of Business Designers, will be held in conjunction with the upcoming National Stationery & Office Equipment Association convention. It will be held September 28-29 in the M&M Club at the Merchandise Mart. Among some of the topics on the agenda: Applied Psychology for the Designer; Well Organized Approach to Creative Design of Business Interiors; Product Design as Related to Architecture; Style and Color Trends in Office Furnishings; Today's Furniture Design. The two days of design discussion will include the presentation of awards in the NSOEA Office Design Competition and the display of model offices designed by Midwest area members of IBD.

**U of C plans workshop**

To keep the busy interior designer and educator abreast of changes and developments in the field, University of California Extension, Berkeley, will conduct Interior Design '66, August 27-September 9. An intensive two-week session for professional interior designers and teachers, the program is divided into three major study areas: art of design; economics of design; materials of design. General sessions will include lectures and panel discussions; workshop sessions will concentrate on all facets of design—ranging from color and lighting to selection, maintenance, and uses of materials. For complete information, contact: Dept. B, University of California Extension, Berkeley, Calif. 94720.

**Atlanta mayor honored**

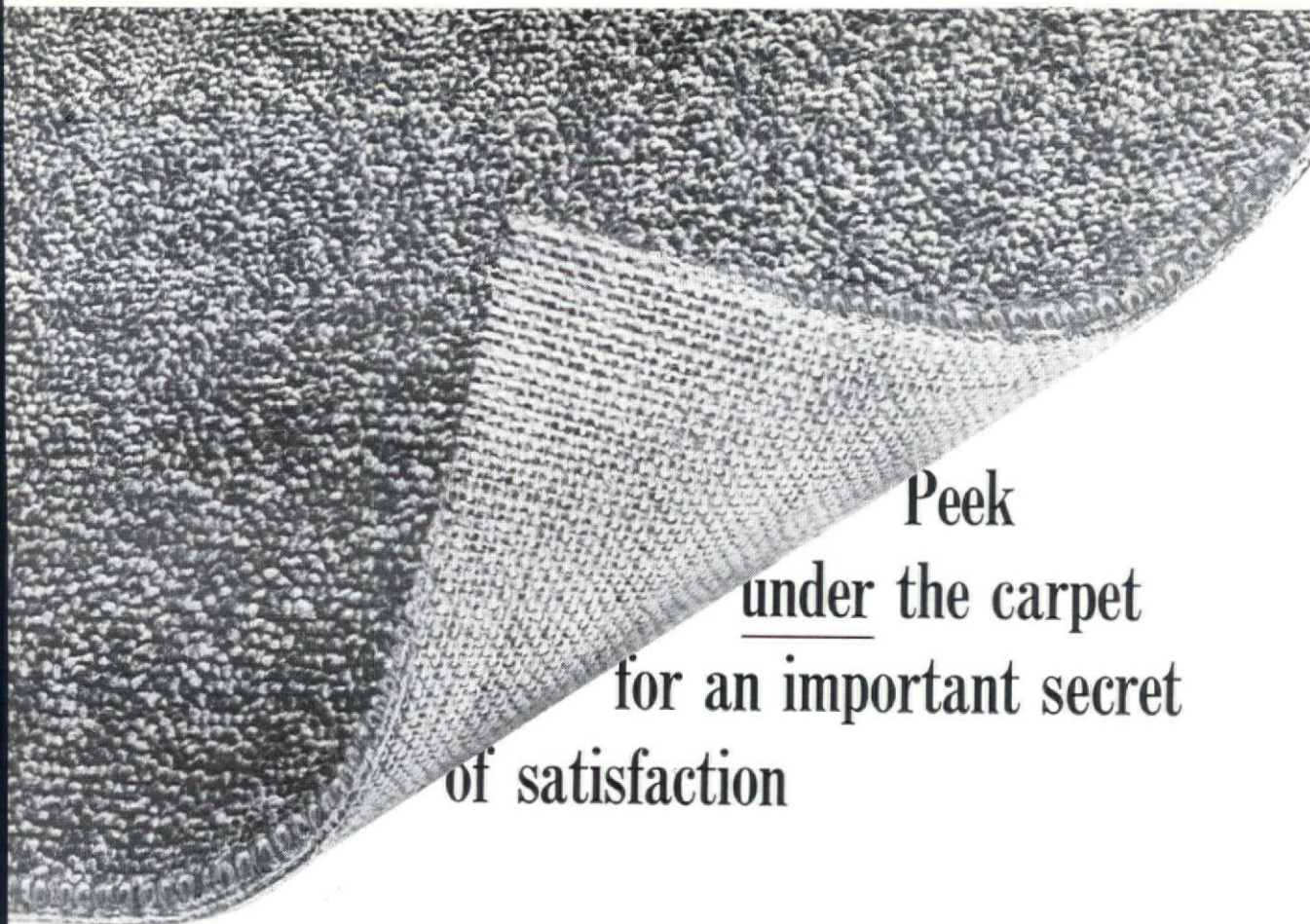
One of the driving forces behind the success story of Atlanta, detailed in our June issue, is Ivan Allen, Jr. Businessman-turned-politician, Mayor Allen has tackled his city government post with the same sound tactics successfully applied to his office supply firm, Ivan Allen Co. In recognition of the Mayor's civil rights achievements, Morris Brown College (Ga.) awarded an honorary LL.D. to Mayor Allen, one of the few Southern political leaders ever to be so honored by a Negro school.

**IDEC offers placement service**

Looking for a teaching job? The problem of knowing what's available has now been made easy by the placement service of Interior Design Educators Council, which compiles listings of positions open in the interior design education profession. Information regarding availability of positions will be provided upon request, with no fee involved. For further information and the current list, write to: Mr. Lawrence A. Cindrich, Chairman, Placement Service of IDEC, 557 Cedar Street N.E., Grand Rapids, Mich. 49503

**New assignments . . .**

Henry End Associates, Miami and New York, has been awarded the contract for interior design of the new 350-room Sutton Place Hotel in Toronto. The new structure will open March 1967 . . . Designer-architect Robert R. Bleemer, AID, Miami, has been retained for a \$250,000 refurbishing and face lifting project at Paradise Resorts consisting of three motels, Beau Rivage in Bal Harbor and Sahara and Chateau in Miami. The project will be completed by winter 1967. . . Paul Laszlo & Associates, Beverly Hills, Calif., has been commissioned to plan and design the new corporate headquarters of Barco of California in Gardena . . . Maxwell Co., Inc., N. Y., was selected to design supply and install the new Hilton Inn, King of Prussia, Pa. Henry End was retained as design consultant for the \$450,000 project . . . Corco, Inc., Chicago, institutional interior design, was retained to plan and design interiors of a new \$4,000,000 dormitory at Marquette University, Milwaukee, Wis. . . Western Contract Furnishers, Inc., San Francisco, was retained by Qantas Airways for a \$200,000 project of 23 homes in Millbrae Highlands, Calif. . . Ford & Earl Design Associates, Warren, Mich., has been retained for a new Aviation Commission Air Terminal Building, Detroit. The project will include a restaurant, bar, coffee shop, conference room-lounge area, pilots' lounge, and lobby furnishings. The building was designed by Albert Kahn Associated Architects. Among its other projects, Ford & Earl is designing interiors for two branch offices of Michigan Consolidated Gas Co. and the two-story main office addition of Steelcase, Inc., in Grand Rapids. (C)



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Reasons to insist on contract carpets and rugs double-backed with

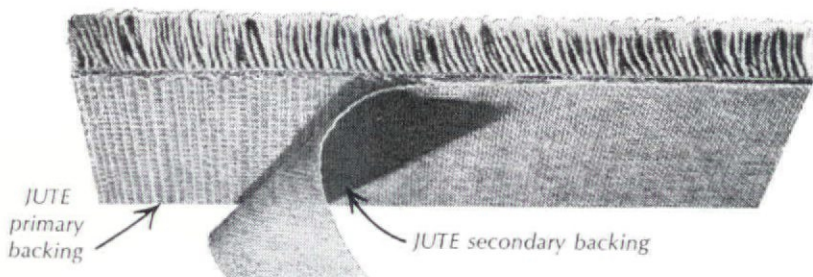
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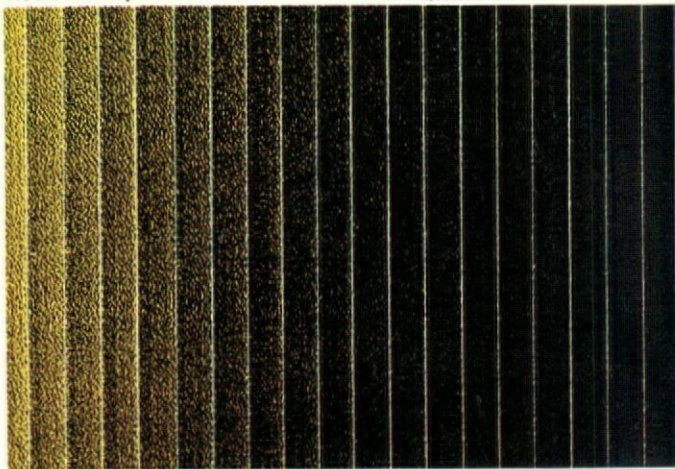


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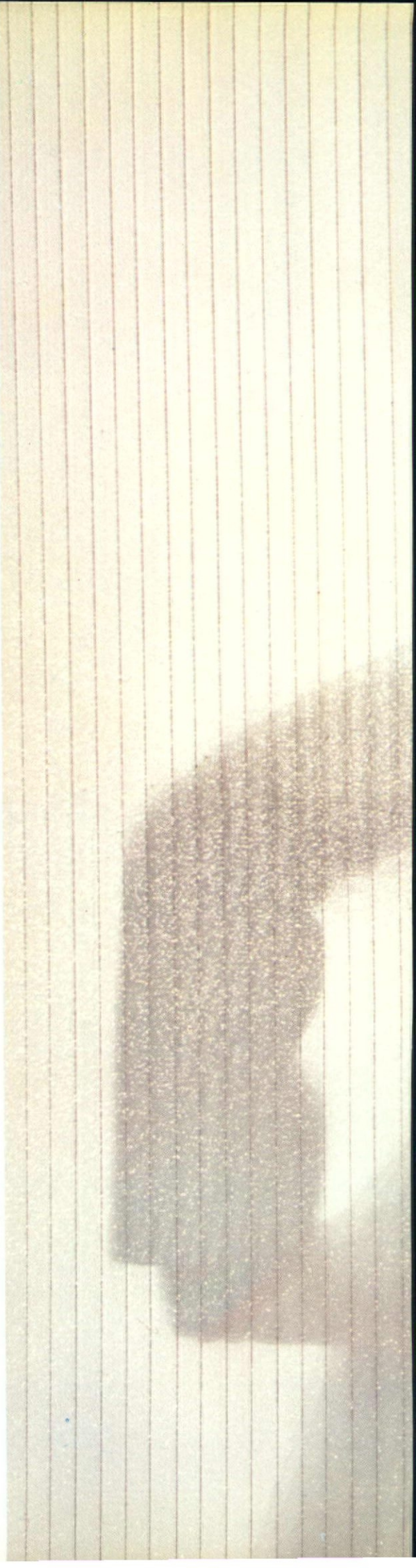
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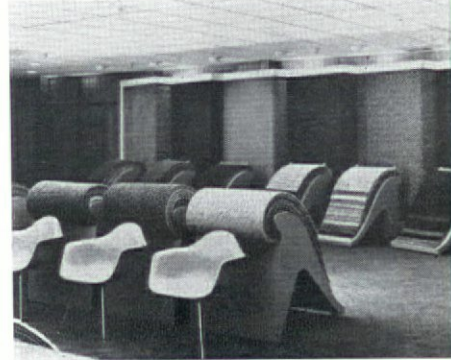




Showrooms

**Roxbury Carpet Co.**

Roxbury Carpet Co.'s new showroom at 295 Fifth Ave., New York City, uses a broken wood-paneled wall to separate the central showroom from the offices that surround its perimeter, giving the display area an open, spacious effect. The wall has two sets of windows at eye and ceiling levels, which allow natural light from the surrounding offices to filter into the showroom to supplement the combination of fluorescent and incandescent light that simulate daylight. Special recessed entranceway is accented with different colored walls to complement the carpet in the adjacent office. Designed by Stanleigh Morris, the showroom incorporates several display techniques, including a saw-tooth arrangement for large floor to ceiling samples.



**Columbia Office Furniture Co.**

Over-abundant fenestration and unsightly structural features lie behind the design solution of the new showroom of Columbia Office Furniture Co. in New York City. Designer William Sklaroff wished to subdue the unwanted light without completely eliminating it. He commissioned Ohio State's well-known ceramicist Louis Mendez to construct a ceramic wall that resulted in the focal point of the entire showroom. Mendez hand-fashioned 6,000 cylinders in varying earth colors and sizes and alternate them with cement panels of rough sand. In addition to filtering the light, the interplay of natural materials acts as a warm foil to the sleek steel of the furniture lines on display. Sklaroff uses partitioning of white enamel as a backdrop for furniture settings and dropped the ceiling to conceal ductwork. The loss of height is compensated for by rich textures of carpeting and drapery.







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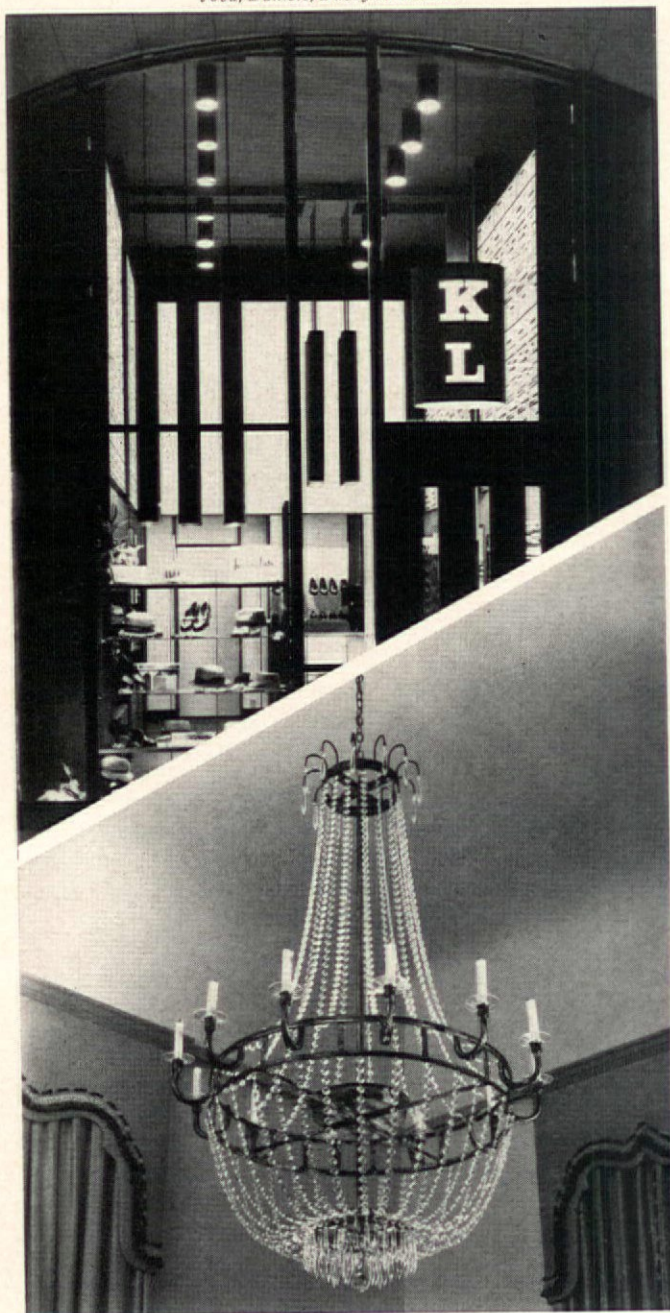
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## CONTRACT NEWS

ROBERT BERNARD ASSOCIATES is a new industrial design office specializing in the design of contract and residential furniture, products and interiors. The company was formed by Robert Aronowitz and Bernard Katzanek who were formerly associated with Arthur Umanoff Associates. The offices of the new firm are located at 141 East 44 Street, New York, N.Y.

CORCO, INC., specialists in interior planning and institutional furnishing, have moved to 2956 Peterson Avenue., Chicago. The new headquarters is designed to show the wide range of contract work done by the company.

IRVING B. LAST ASSOC. has enlarged its network of showrooms and representation to cover the southwest and west coast. Bill Tiber Co., will exhibit the wall groupings and sculptures in Dallas, and service customers in Texas, Oklahoma, Arkansas, and Louisiana. Marvin Alperin will represent the firm in Southern Calif.

CI DESIGNS, Boston, has appointed Philip Benn-PT Sales Associates as sales representatives for Southern New Jersey, Pennsylvania, Delaware, Maryland, Virginia and the District of Columbia.

PATALIDIS STUDIOS interior planning consultants and specifiers, has moved to 245 North Hunter Blvd. Birmingham, Michigan. The firm will continue to specialize in commercial and church interiors, though it is no longer associated with the J. L. Hudson Contract Division of Detroit.

THE WINDOW SHADE MANUFACTURERS ASSOCIATION announced that the Retail Fabrics Section of E. I. du Pont de Nemours & Co. has become a member of the association. With the addition of Du Pont the association now represents substantially all of the manufacturers of shade cloth and cloth window shades for the consumer market.

CHATHAM MANUFACTURING Co., Elkin, N. Carolina, announced the acquisition and merger of Purvis-Wade Carpet Mills, Inc. and Classic Carpets Inc., both of Dalton, Ga. This newly acquired subsidiary will be known as Chatham Carpets, Inc., and will have its headquarters at the present Purvis-Wade plant in Dalton. Rol H. Brownlee has been appointed president and chief executive officer of the new company.

BROWN-JORDAN Co., El Monte, Calif. has acquired Thinline Manufacturing Co., producers of aluminum and wrought iron furniture and accessories, and wood and metal contract pieces.

*(Continued on page 28)*

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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Tri-Par Manufacturing Co.  
Troy Sunshade Company  
Victrex Sales Corp. of Illinois  
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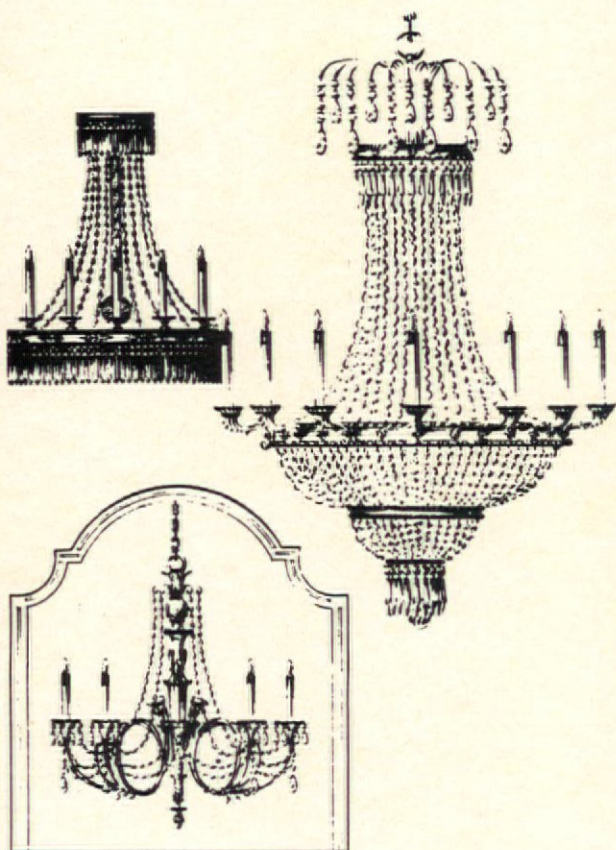
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## CONTRACT NEWS

CONTINUED

THE MAXWELL Co., contract design firm, has opened a branch in San Juan, Puerto Rico.

HAROLD A. ROBINSON has opened a home furnishings display showroom at the Detroit Trade Center, 1200 Sixth Avenue, Detroit.

THE OZITE CORP. OF CANADA, LTD. has opened new offices at 2 Carlton Street, Toronto, Ontario.

PLANTATION PATTERNS, INC., Birmingham, Ala., producer of wrought iron furniture, has acquired control of Vogue-Rattan Manufacturing Co., Lexington, Ky.

DUO-BED CORP., a division of Shelby Williams Industries, Inc., has opened new showrooms in the International Design Center in Los Angeles.

Suppliers of raw materials and plastic surfacings for the furniture manufacturing industry will have an exhibit at NAFM's International Furniture & Woodworking Supply Fair, September 17-21, in Louisville, Ky. Admission is free to all furniture manufacturers, designers, dimension operators, plywood manufacturers, and other woodworking manufacturers. Among the organizations to have exhibits are: Fine Hardwoods Assoc., Appalachian Hardwood Manufacturers, Northern Hardwood Manufacturers Assoc., National Particleboard Assoc., Southern Hardwood Lumber Manufacturers Assoc., and Wood Turners & Shapers Assoc.

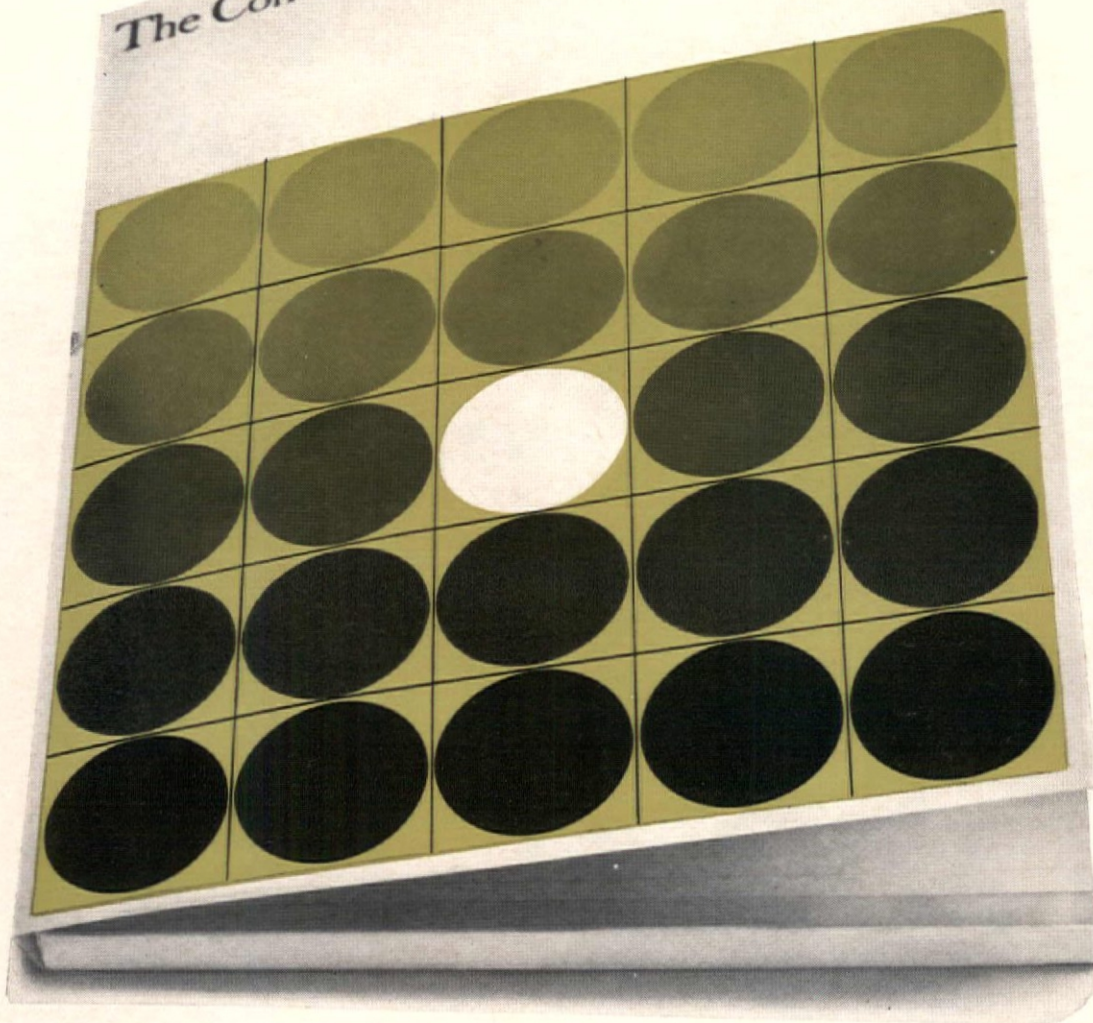
STEPHEN-LEEDOM CARPET CO., INC. is the newest member of the Contract Furnishers of America, Inc., a service organization that arranges financing of commercial furnishing projects for its member manufacturers. CFA's other member manufacturers are Kroehler Mfg. Co., The Magnavox Co., and Simmons Co.

DAWBARN DIVISION OF W. R. GRACE & Co., Waynesboro, Va., announced the establishment of a new regional textile industry in the South. Ted Creech and Edward A. Ingle have been appointed local representatives for the sales and service of Dawbac, a woven polypropylene backing for tufted carpets which is produced by Dawbarn. The new regional office is located at 112 South Thornton Avenue in Dalton, Ga.

THE SCOTT & FETZER Co., Cleveland, has purchased the Rembrandt Lamp Corp., Chicago. Included in the acquisition was the Colonial Premier Co., Chicago, now owned by Rembrandt. The new company will be known as the Rembrandt Lamp Division of The Scott & Fetzer Co. The company will continue its portable lamp manufacturing in Chicago.

GENERAL INTERIORS CORP. Lewisburg, Pa. has purchased Kittinger Co., Buffalo, N.Y., producers of traditional home and office furniture.

# The Contract Carpet Specification Guide



## BALONEY-BUSTER

This Trend folder contains no flowery carpet words, no soft carpet sell.

It just gives you the straight scoop on contract carpet specifications like *pitch*, *gauge*, and *density*. It tells how they relate to the ultimate performance of the carpet. And explains why economic factors like tax depreciation may affect the type of carpet you specify. Naturally, we also include a few of our own carefully engineered specifications for your inspection.

Why do we want you to be fussy about specifications when a lot of other guys are just trying to sell you good-looking carpet? Because specification selling is what made us America's fifth largest carpet manufacturers in only five years.

When we get a chance to show you what we can deliver, and at what price, we almost always beat out the other guy. And if you think *that's* baloney just try us.



Circle No. 120 on product information card

Trend Contract C-1  
 295 Fifth Ave., New York, N. Y. 10016  
 Please send me  
*The Contract Carpet Specification Guide.*

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_



224-1

Flemish brass candlestick  
with verdi green opaque  
shade. Height 33"

*Paul  
Hanson*

15 East 26th Street  
New York 10

611 Merchandise Mart  
Chicago 54

Circle No. 150 on product information card



WILLIAM F. POLK has been appointed to organize and direct the national operations of Stauffer Chemical Co., N.J.; he will be assisted by JOHN J. HEARSEY, JAY N. SCHWARZ and WILLIAM H. BOYNTON.

KEVIN M. BEGLEY has joined the Merchandising and Product Development Department, Apparel and Home-furnishings, of American Viscose Division, FMC Corp.

DANIEL W. GOGUEN and STANLEY F. EVANS have been appointed sales representatives in Southern California for Progress Manufacturing Co., Inc.

JOE POWERS has been appointed architectural sales manager of the Lamidall Division of Woodall Industries, Inc., Skokie, Illinois.

ROBERT L. SCHULTZ has been appointed sales manager, Deltox, Inc., Oshkosh, Wisc.

PATRICK A. DEBIASE has resigned as president of the Roxbury Carpet Co.

DESMOND O'SULLIVAN, formerly with Stark Carpet Corp., has joined Durkan Carpet Corp., as sales manager.

RICHARD LUTZ has been appointed a sales representative for Consoweld Corp. in the northwestern states; EBERHARD FUHR will represent New England, New Jersey and New York; and THOMAS J. DURKIN, the midwestern states.

THOMAS F. MITCHELL has been elected a vice president by the board of directors of Swain & Myers Associates Inc., Decatur, Illinois.

HARRY L. BAKER has been elected to the position of vice president in charge of marketing and sales for Wall Trends International, Brooklyn, New York.

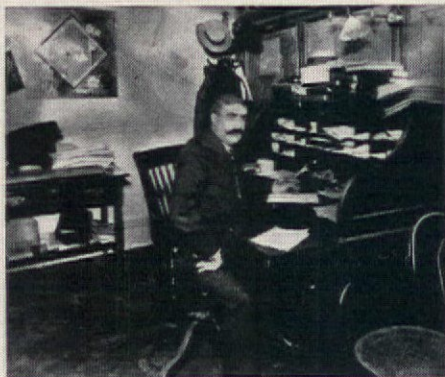
Three new appointments to the Tapiflex division of the Felters Co. are FRANCIS K. MCCARTHY, national sales manager; CHARLES R. NAHRGANG, regional manager in the Philadelphia-Washington-Baltimore area; and KEVIN C. GRIFFIN, sales representative in metropolitan New York and northern New Jersey.

ARNOLD COOPER, formerly representing Monticello Mills, has joined Trend Mills and will cover the greater Washington, D.C. area.

(Continued on page 32)



## Potential client?



### The most exciting news in office furniture design is from MAGNA—furniture upholstered in fabric protected with Du Pont ZE PEL

Excitement is beautifully apparent in every sculptured curve, every integrated plane of MAGNA office chairs, sofas, tables. Skillfully designed to be completely serviceable.

From highly polished aluminum die castings to fabric protected with ZE PEL® fabric fluoridizer, MAGNA designs are every inch functional and superbly comfortable, yet moderately priced.

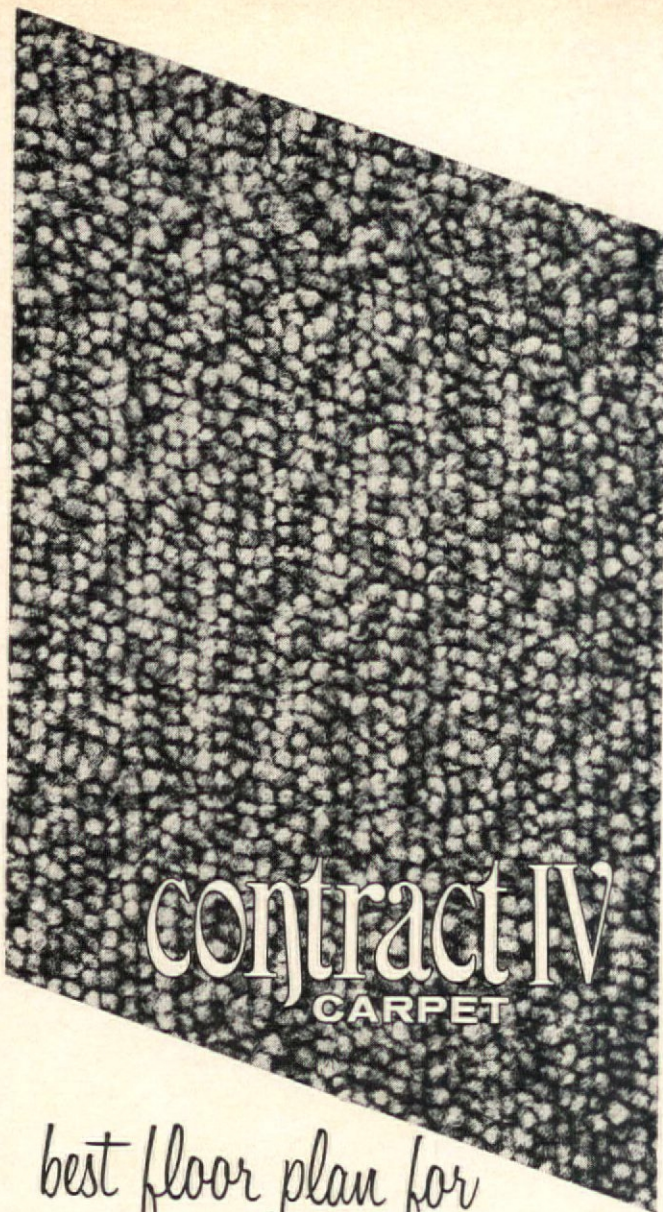
Nothing was left to chance. Decorator fabrics, specially woven for MAGNA, are stain-protected from common office spots and spills, thanks to ZE PEL.

**ZE PEL**



Nationally distributed through franchised dealers. For catalogue and information write MAGNA FURNITURE CORPORATION, 6 West 57th Street, New York, N.Y. 10019. Or call (212) 581-4540.

Circle No. 122 on product information card



**Contract IV**  
CARPET

*best floor plan for  
commercial installations...  
Contract IV by Columbus*

This tough new 1/8-inch gauge contract carpeting by Columbus Mills fits every specification for endurance and stamina, good looks and long wear. The 100% Enkaloft continuous filament nylon pile is dense enough to repel dirt and stains, tough enough to take the heaviest traffic without a sign of wear. Contract IV's nine vibrant colors coordinate perfectly with every room setting, and the 12 and 15 foot widths provide greater flexibility in any space, large or small. Include Contract IV by Columbus Mills in your next contract plan. Call or write for samples and complete specifications.



**COLUMBUS MILLS INC.**

Fine Carpets... Since 1920

River Road • Area Code 404 • 324-5465 • Columbus, Georgia 31902 • 295 5th Avenue • New York City

Circle No. 123 on product information card

JOANNE SHARPE has joined the staff of Gregson Manufacturing Co. where she will serve as interior designer and decorator in the contract department.

EDWARD H. CADIFF has been named sales manager for the contract division of the Fabric Mart, Chicago.

Troy Sunshade Co., a division of the Hobart Manufacturing Co., has announced new appointments to sales staff. JAMES A. ALEXANDER will operate from Detroit, covering Michigan; and JOSEPH M. SENNEWAY will be headquartered in Pittsburgh and cover western Pennsylvania and parts of Ohio and West Virginia.

SIDNEY R. DEMBNER, formerly national sales manager for Royalmetal Corp., has joined Magna Furniture Corp. as partner and vice president in charge of sales.

SIDELLE GOLDBERG has joined Safran & Glucksman, Inc. as assistant to Ben Safran, president.

STEVEN LIFTON has joined Richard Draper Associates Inc., as director of contract sales.

GEORGE ROBERTSON CAMPBELL has been appointed sales manager at Morphy-Richards, Inc.

C. WILLIAM ALLEN has been appointed assistant general manager of marketing at Ozite Corp.

GEORGE H. HEYWOOD, JR. has been named president of the Heywood-Wakefield Co., and JOHN HEYWOOD has been named to the new post of executive vice president.

ERNEST HAHN has been appointed sales representative for No-Sag Spring Co. in Florida. He also represents Middletown Manufacturing Co., Inc. Both companies are wholly owned subsidiaries of American Metal Products Co.

ARNOLD COOPER, formerly representing Monticello Mills, has joined Trend Mills and will cover the greater Washington, D. C. area.

DOROTHY OLSON has joined Metropolitan Furniture to provide interior planning service to West Coast manufacturers. She will be available to contract furnishers, architects, and dealers to assist with all phases of interior planning.

ROMAN GILBERT has been promoted to the position of project director of Saphier Lerner, Schindler, Inc., New York-based space planning and design firm.

JO HARRIS has been appointed in the department of design of Maxwell Co. Inc., contract design firm.

**Chester M. Geyer**

CHESTER M. GEYER, secretary of Kittinger Co. Inc., Buffalo, N.Y., died on Sunday, June 19.

# Three cheers, Mister Jarrell!

## We got the good news!

*We were delighted to hear about your new Howard Johnson Motel in Fredericksburg, Virginia. Now you'll be delighted to hear we're ready to deliver all the Englander mattresses you need.*

You have some good reasons for ordering them. First of all, Englander makes any kind of mattress you want. Urethane, foam latex and innerspring. Take your choice.

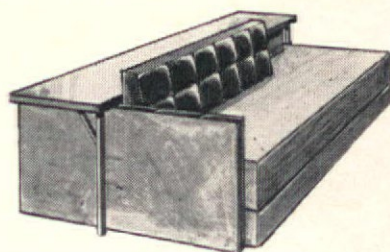
Our foam mattresses are very special. The old foam mattresses had to be broken in. For the first few months, you felt like you were sleeping on a trampoline. So we invented a new kind of foam—Process 202 Urethane. This is foam with the fight taken out of it. It gives—it adjusts. Its gentle support follows every move. By the way, these mattresses are light enough for a 110 pound maid to turn all by herself. You save on housekeeping time. How about *that?*)

Englander innerspring mattresses are different, too. They're completely wrapped in foam.

Top. Bottom. All four sides. Your guests sleep on cushiony foam. They're supported by firm innersprings. They get absolute comfort from edge to edge. This new kind of innerspring mattress has no old fashioned border wire. That's why our mattresses won't make like an accordion or tilt like a see-saw when someone sits on the edge. The coils won't break down. The box spring is made of heavy gauge steel. We try to think of everything.

For a bedroom that turns into a living room

during the day, there's our Spacemaker line. We can hide any of our foam mattresses inside of these handsome, long-slung sofas. Pretty sneaky.



These are just a few reasons why so many hotels and motels have chosen Englander mattresses. We'd like to tell you more, Sir. But don't call us. Your Englander dealer will call you. And in case anybody's reading your mail, this coupon will bring them full information.

**ENGLANDER CONTRACT DIVISION**  
**1720 Merchandise Mart**  
**Chicago, Ill. 60654**

C-8

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



**Englander**  
NEW IDEAS IN SLEEP

Circle No. 124 on product information card

## CONTEMPORARY CLASSIC...

### THE NEW MARK 10 ELEGANCE FOUNTAIN.

Designed especially to provide a decorative accent in a smaller area, the Mark 10 creates an aura of modern elegance in a room, office, lobby or restaurant. Its gracefully arching water patterns are color-highlighted to complement any decor.

Compact, clean-lined . . . the Mark 10 can set the scene for exciting happenings or it can be a restful backdrop in quiet settings. Let your imagination decide.

If you have bigger ideas, perhaps our larger fountains are just what you have in mind. Our new color brochure describes the complete line of Elegance Fountains. Send for it!

The Fibre-Metal Products Co., Chester, Pa. 19016



Circle No. 125 on product information card

## CALENDAR

1966

**August 21-26.** New York Gift Show. Hotel New Yorker and Coliseum, New York City.

**August 27-29.** American Association for Hospital Planning. La Salle Hotel, Chicago.

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

**September 10-15.** 35th Annual Conference, American Institute of Interior Designers. Fairmont Hotel, San Francisco.

**September 17-21.** NAFM International Furniture Woodworking Supply Fair. Kentucky Fair & Exposition Center, Louisville, Ky.

**September 18-22.** Jamestown Furniture Market. Jamestown Furniture Mart, Jamestown, N.Y.

**September 28-October 2.** National Stationery & Office Equipment Association Annual Convention and Exhibit. Conrad Hilton Hotel and McCormick Place, Chicago.

**October 16-19.** National Institute of Government Purchasing, 21st Annual Convention & Exhibit. Hotel Commodore, New York City.

**October 17-22.** Fall Furniture Market and Summer & Casual Furniture Show. American Furniture Mart and Merchandise Mart, Chicago.

**October 21-28.** Southern Furniture Markets. High Point, Lexington, Drexel, Thomasville, Lenoir, Hickory, N.C.

**October 29-November 5.** Pan American Hotel & Restaurant Exposition. Convention Hall, Miami Beach, Fla.

**October 31-November 2.** Pan American Hotel & Restaurant Exposition, Convention Hall, Miami Beach, Fla.

**November 3-4.** Pacific Northwest Market. Northwest Furniture Mart, Seattle, Wash.

**November 7-10.** National Hotel & Motel Exposition. 51st Annual Convention. New York Coliseum, New York City.

**December 1-3.** American Hotel & Motel Association. 55th Annual Convention. San Francisco.

1967

**March 20-22.** Intercon I, First International Contract Exposition Congress. Merchandise Mart and McCormick Place, Chicago.

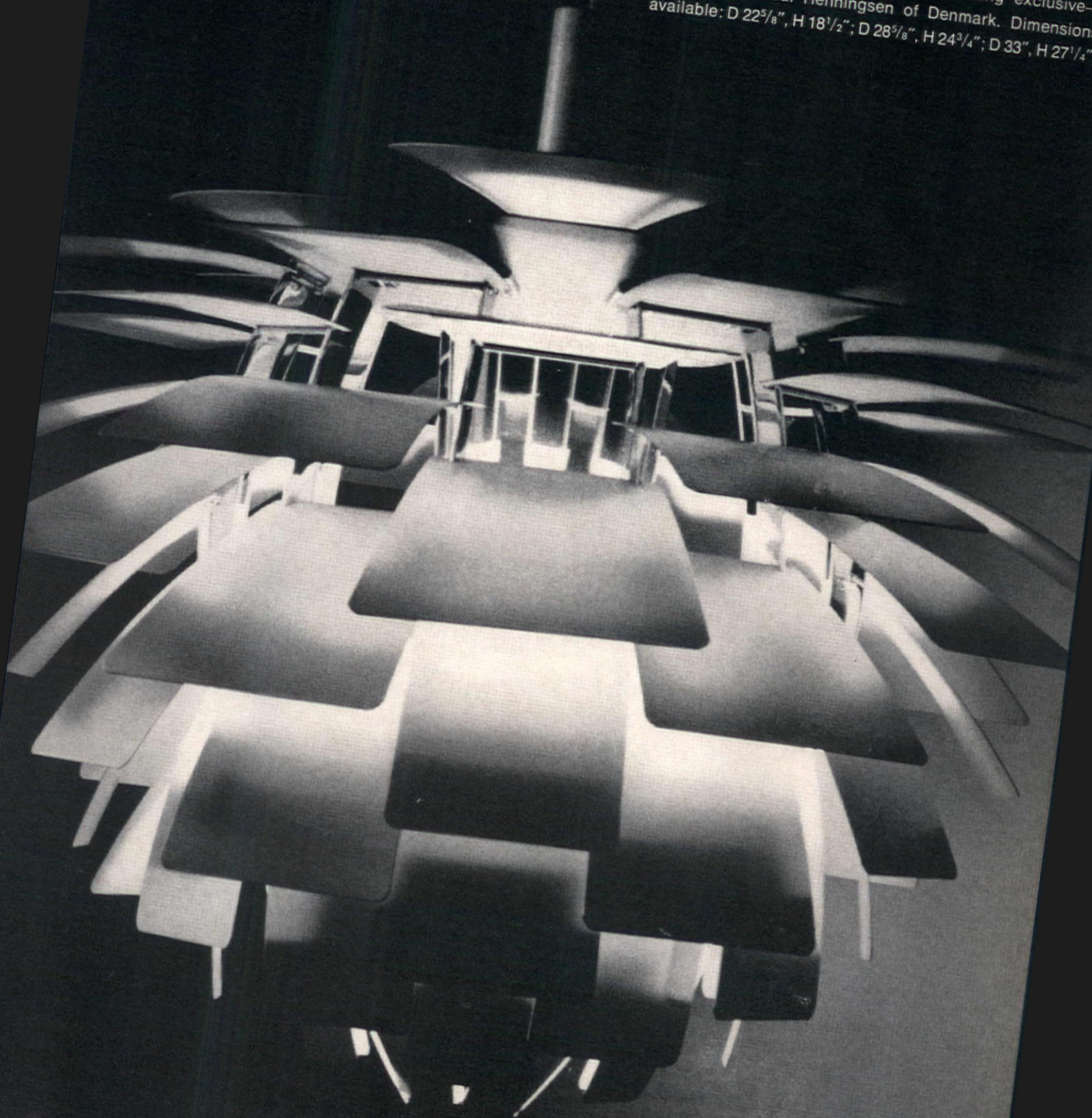
**April 25-27.** CONTRACT '67—The National Contract Show & Convention, sponsored by CONTRACT Magazine. New York Coliseum, New York City. For details contact: Mr. Jerome Brown, National Expositions Co., 14 W. 40 St., New York, N.Y. 10018. 212/564-8714.

**April 30-May 3.** Sixth National Lighting Exposition. New York Coliseum, New York City.

**May 3-6.** National Association of Educational Business. Hotel Fontainebleau, Miami Beach, Fla.

# SUSPENDED DIMENSION

Sculptural ceiling fixture of overlapping flanges in matte-finish copper on a chromed steel frame. Ideally suited for contract installations. A Lunning exclusive—designed by Poul Henningsen of Denmark. Dimensions available: D 22<sup>5</sup>/<sub>8</sub>" , H 18<sup>1</sup>/<sub>2</sub>" ; D 28<sup>5</sup>/<sub>8</sub>" , H 24<sup>3</sup>/<sub>4</sub>" ; D 33" , H 27<sup>1</sup>/<sub>4</sub>" .



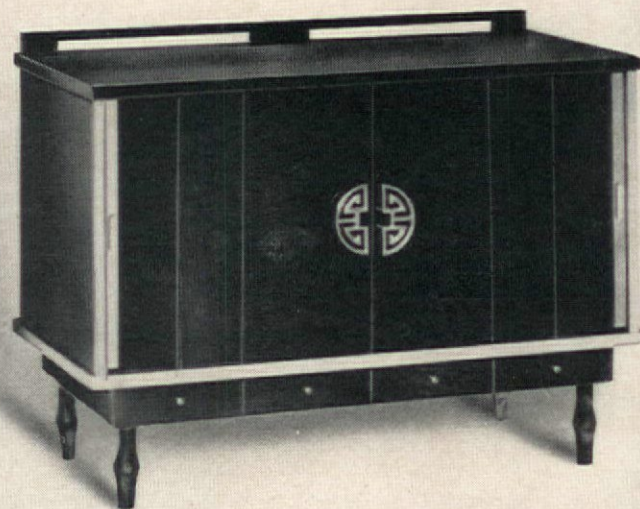
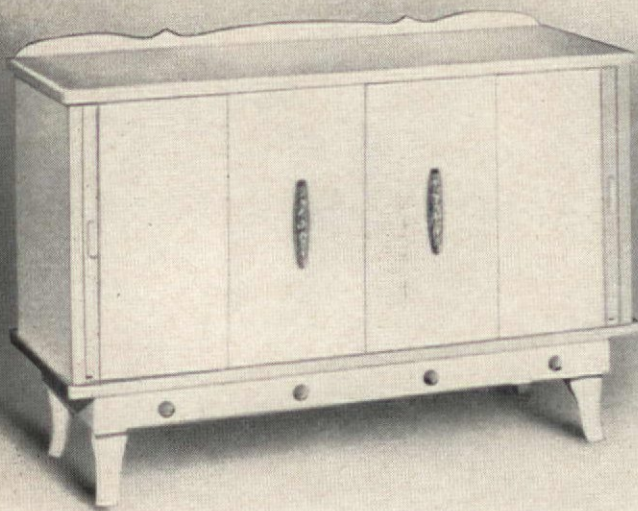
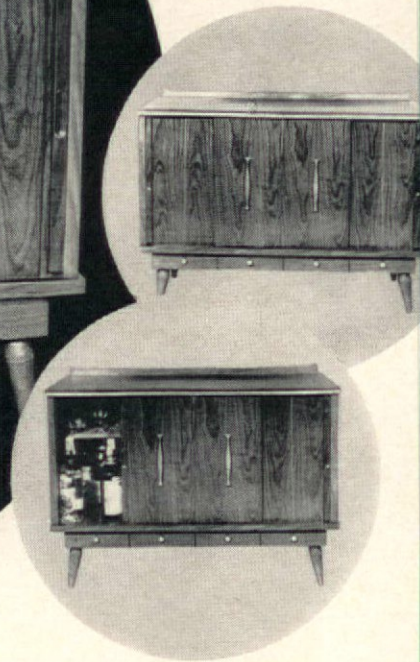
**LUNNING**  
COLLECTION

A Division of Georg Jensen Inc  
667 Fifth Avenue New York

open  
your eyes  
and  
say "Aaaah..."



41" W. x 29½" H. x 19" D.



## it's the ACME BAR-ETTE!

First, because it's a strikingly handsome piece of furniture. (At first glance, you might mistake it for a fine stereo or a beautiful TV.) Secondly, because it's the most marvelously practical bar

that ever housed the "makings" of those favorite liquid refreshments.

The ACME BAR-ETTE is a superb, useful addition to any home—a distinctive asset to the well appointed office.

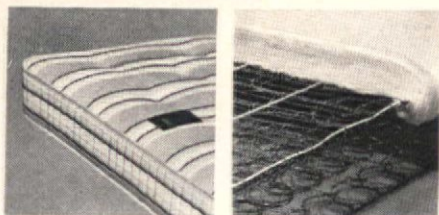
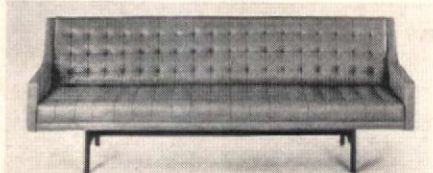
**ACME-NATIONAL REFRIGERATION CO., INC.** Offices and Factory: 19-26 Hazen Street, Astoria, N. Y.

Mailing Address: P.O. Box 188, Astoria, N. Y. 11105

Circle No. 127 on product information card

# NO "Coil Feel"

[ever!]



Perm-A-Lator Wire Insulators  
Prevent Customer Complaints.  
They're Stronger, Longer-lasting  
—Never Let Cushioning Cup  
Down Into Springs.

"Coil Feel" in furniture and mattresses can cause come-backs—customer dissatisfaction—can hurt your reputation. There is NO COIL FEEL with Perma-A-Lator Wire Insulators . . . never, ever! Padding can't cup into spring openings. Why take chances. Specify nationally advertised Perm-A-Lator Wire Insulators . . . for NO COIL FEEL.

## **Flex-o-lators, Inc.**

Carthage, Mo.

Plants in Carthage, Mo., High Point, N. C.

Circle No. 128 on product information card



**Pamper your guests with Beautyrest mattresses**

**SIMMONS**

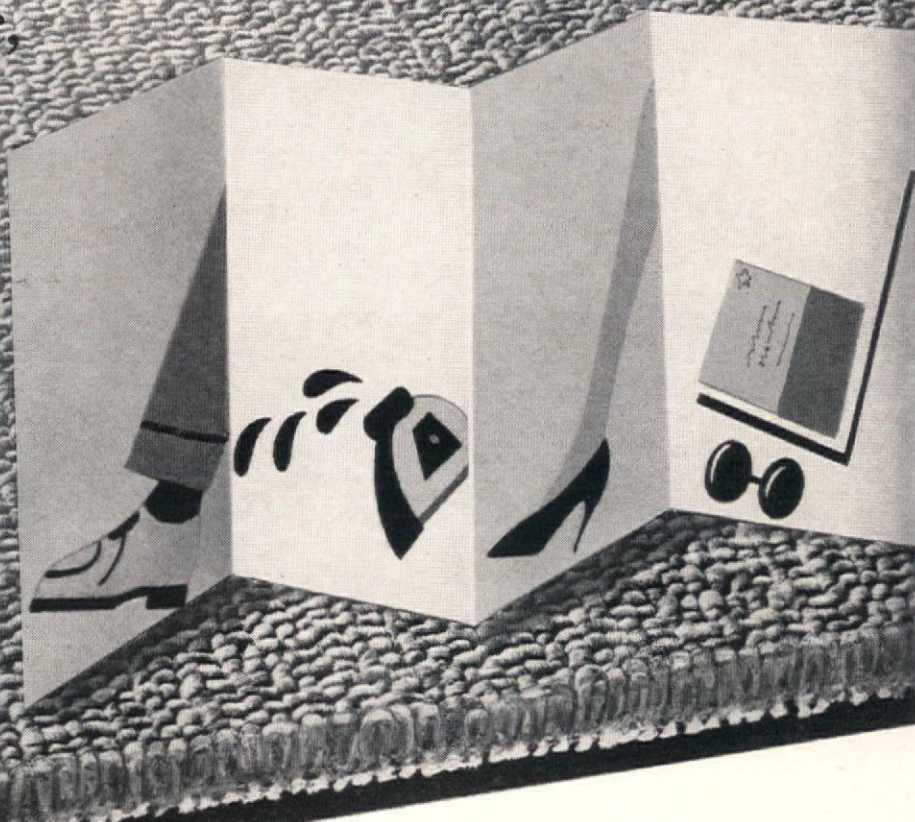
CONTRACT DIVISION • MERCHANDISE MART • CHICAGO, ILL.

Circle No. 129 on product information card



# Give this carpet the tough jobs...

...wherever there's  
heavy traffic,  
soiling,  
spillage...  
and where  
economy  
counts.



**HERCULON**<sup>®</sup> 100% OLEFIN PILE

engineered for heavy commercial and  
institutional use by



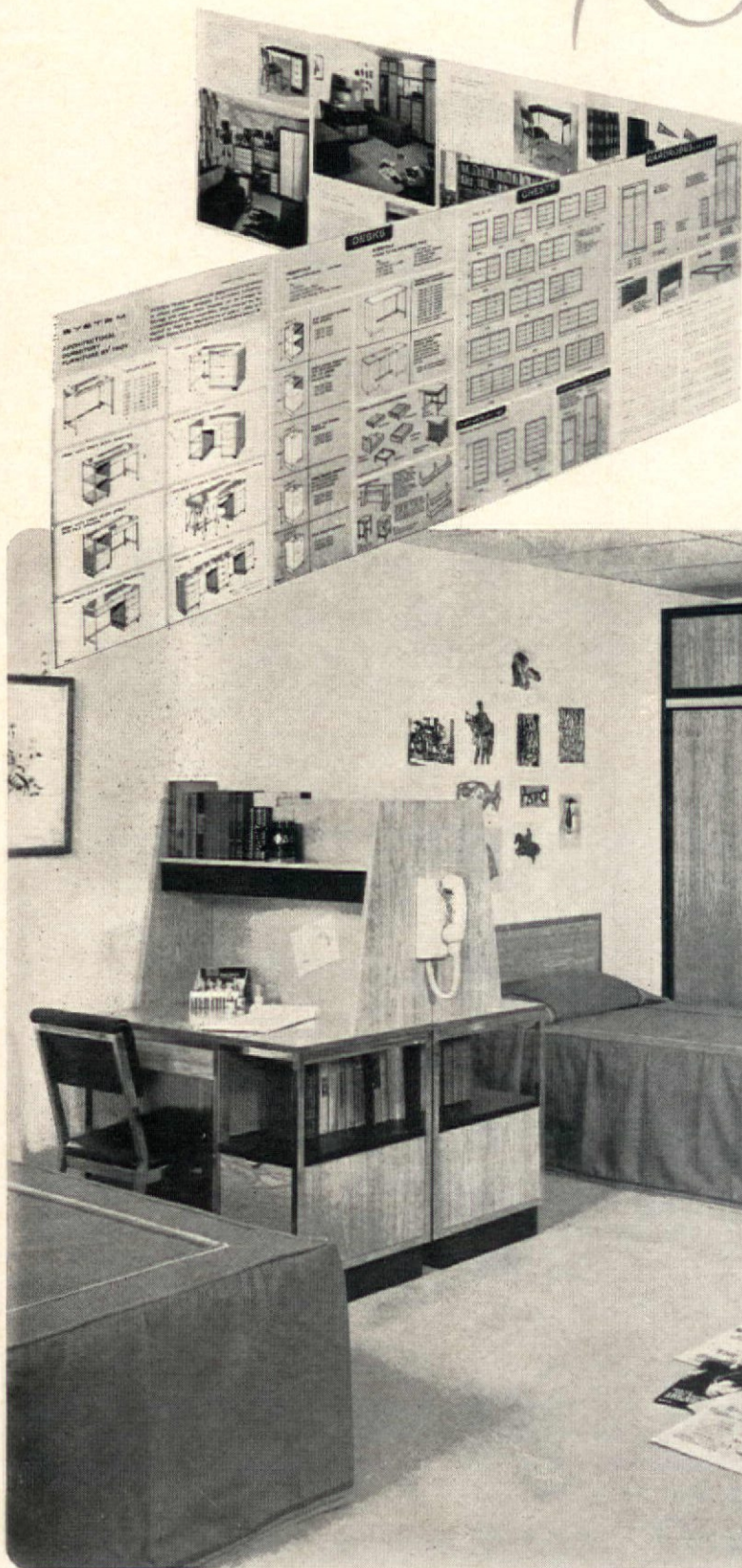
\* REGISTERED TRADEMARK OF HERCULES INC.,  
WILMINGTON, DELAWARE, FOR ITS OLEFIN FIBER.

#### Coupon for Free Swatch and Folder

Philadelphia Carpet Company (Contract Division)  
 Allegheny Avenue and C Street, Philadelphia, Pa. 19134  
 Yes, I'd like to see if Eastland (or Northport) Carpet is as  
 tough as you say. Please send folder and swatch of:  
 Eastland (foam rubber backing)  
 Northport (same carpet, double jute-on-jute backing)  
 Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

Circle No. 130 on product information card

# SYSTEM 70 BY TROY



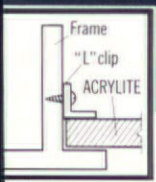
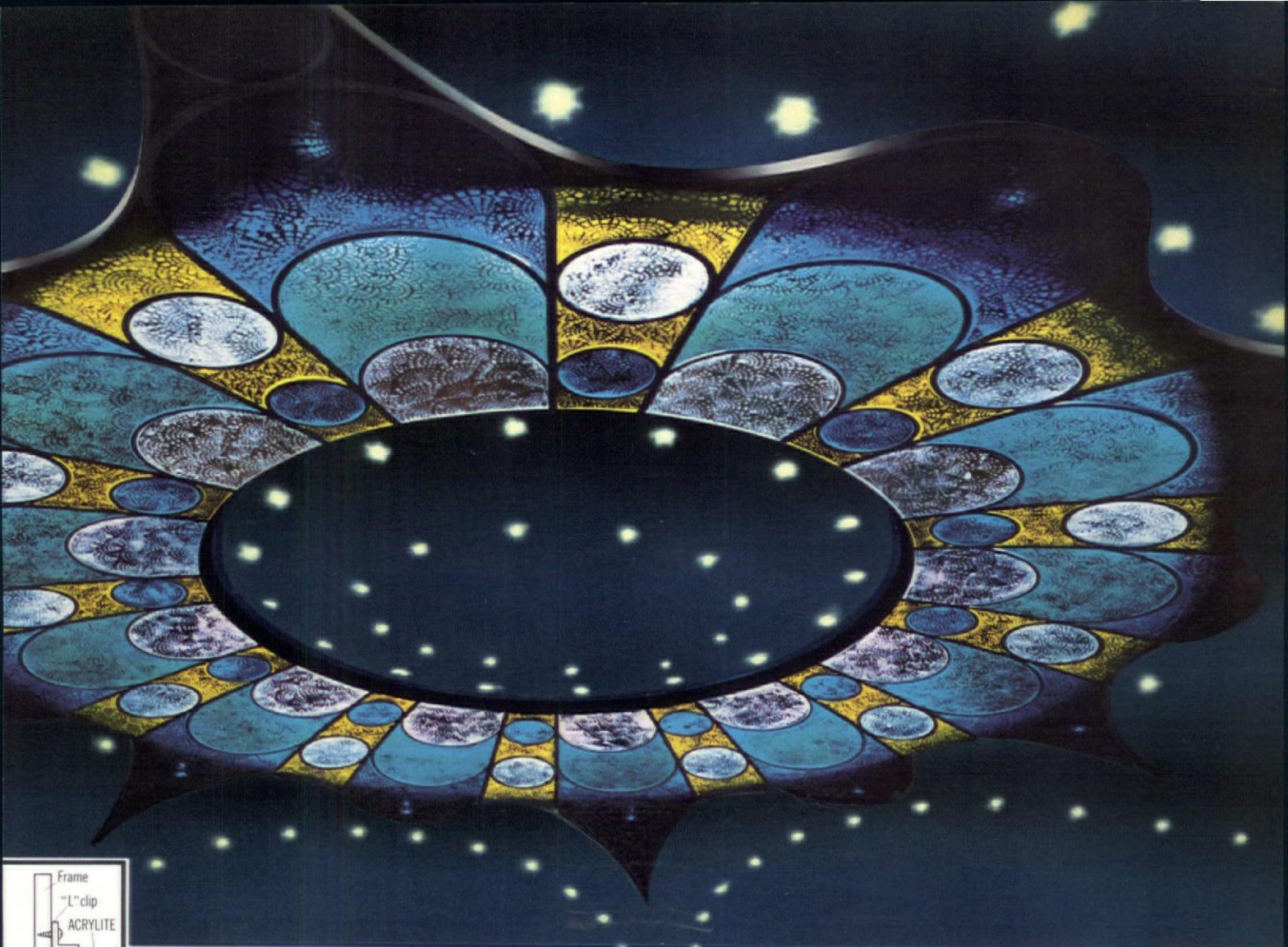
See how versatile it really is. Send for our new color brochure. You'll see why we call the System '70 Architectural Dormitory Furniture line our "Big Package" . . . how easily you can custom tailor its standard components to specific dorm requirements. Wardrobes, desks, chests, study carrels, chairs, tables and headboards—all are covered in eight colorful pages of dimensional drawings, general specs and installation photos. Write **The Troy Sunshade Company**, Division of The Hobart Manufacturing Company, Troy, Ohio.

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

**Troy**<sup>®</sup>

Show rooms; One Park Avenue, New York / Merchandise Mart, Chicago / 612 Grant Street, Troy, Ohio / Dallas, Texas

Circle No. 131 on product information card



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.

# WANT AN UNDERSEA FEELING? ... TRY AN **ACRYLITE**® CEILING

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

ACRYLITE is shatter-resistant, lightweight, weatherproof, easily cut, formed and fabricated. It is classified as a slow burning plastic by Underwriters Laboratories, Inc. It comes in over 70 patterns and colors; smooth textured surfaces; transparent, translucent or opaque; standard sheet sizes and thicknesses. For more information, refer to Sweet's Architectural 7d/Am. See for yourself how ACRYLITE can add excitement to interiors.



American Cyanamid Company, Building Products Division • 595 North Ave., Wakefield, Mass. 01881

I am interested in learning more about ACRYLITE. Please send me a free set of samples.

Name \_\_\_\_\_ Title \_\_\_\_\_ C

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**FOR FREE SET  
OF ACRYLITE  
SAMPLES,  
MAIL COUPON  
TODAY**



AMERICAN CYANAMID COMPANY • BUILDING PRODUCTS DIVISION



# TALK OF THE TOWN . . .

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

 **LA FRANCE**  
FABRICS

145 E. 32nd St., New York 10016

division of

**Riegel** TEXTILE CORP.

Sales Service Centers in 23  
Principal Cities



Circle No. 133 on product information card



CHATEAU KNOTTY ELM



GOLD CREST ROSEWOOD



STYLE IV WALNUT



WALNUT INLAID WITH PECAN

# You've heard "I can't afford it." for the last time!

**Georgia-Pacific has real wood paneling any client can afford.**

When a job demands the natural warmth of real wood, don't let price stand in your way. Georgia-Pacific offers you the largest selection of real wood panelings in the industry at prices your clients can afford.

We both know there's just no substitute for the natural texture, color, grain, luxury and character found only in real wood. These G-P panelings offer you all of this and more. Every panel has our exclusive, plastic-type Acryglas® finish, that is so tough you can't even faze it with fingernail polish remover. Send us the coupon on the back of this page. Then specify real wood paneling to your heart's content . . . and within your clients' budgets.



**GEORGIA-PACIFIC** / THE GROWTH COMPANY

MORE 

# Now you can use real Rosewood with a clear conscience.

**G-P's prefinished Chateau Rosewood paneling costs less than \$63 a panel.**



CHATEAU ROSEWOOD

Here is Georgia-Pacific Chateau\* Rosewood . . . with the deep, rich look only real Rosewood has. The extra wide vertical grooves give walls the look of solid planking. You can stack the Chateau panels one on top of another, because the grooves are always in the same place . . . you get a continuous groove from floor to ceiling. And, each panel is protected with G-P's Acryglas® finish. The low price puts real Rosewood into more of your clients' budgets. Chateau Rosewood costs less than \$63 for a 4x8 foot panel. Next time a room or office demands the luxury of real Rosewood, use it with a clear conscience . . . specify Chateau\* Rosewood from Georgia-Pacific. (Standard 4'x8', 9' and 10' panels.)

Send me the new G-P Paneling Catalog.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_

Mail to: Georgia-Pacific Corporation, Design Service Dept.,  
Commonwealth Building, Portland, Oregon 97204.



**GEORGIA-PACIFIC**  
THE GROWTH COMPANY

**More luxury panelings  
at low-cost  
from Georgia-Pacific**



GOLDEN ELM INLAID WITH WALNUT

### **G-P INLAID\* PANELING!**

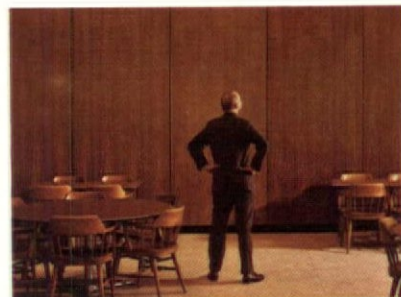
Here's the custom look of hand-crafted Inlaid paneling in easy-to-install plywood panels. Take your pick from eight elegant hardwood combinations. Multi-coat Acryglas® finish looks like a hand-rubbed oil finish. (4' x 8', 9' and 10' panels.)



GOLD CREST PECAN

### **G-P GOLD CREST\* PANELING!**

This is the decorator paneling with the wide, vertical channels you can decorate to compliment room decor. The channels are a half-inch wide; you can insert colored tape, metal strips, fabric or tile. Choice of Rosewood, American Walnut, Distressed Heirloom Cherry, Golden Elm and Pecan. All with Acryglas® finish. (4' x 8', 9' and 10' panels.)



ARCHITECTURAL WALNUT

### **G-P ARCHITECTURAL PANELING!**

We offer a choice of over 50 architectural panels, and we handcraft them to your specifications. Both standard and specified grades . . . with a wide selection of veneer matches. We also have fire retardant panels in all standard thicknesses.

\*A GEORGIA-PACIFIC TRADEMARK

# LAMPS AND LIGHTING

A PICTORIAL REVIEW OF THE INDIVIDUAL COMPONENTS THAT ADD AMBIANCE TO THE TOTAL INTERIOR PLANNING OF AN INSTALLATION



*Dramatic accent lighting by means of Lightolier's Universal Lytespot system of spot and flood lights, focus on museum reproductions at Brentano's Fifth Avenue store. Circle No. 16.*

We have a friend in the lighting industry who asserts that in the very near future, one will be able to create precisely the luminous environment appropriate to a given event. Going to his "mood panel," the end-user will find an array of selections from which to choose the ambiance suitable for the occasion. His lighting console will yield soft, subtle effects for a fashion show, an intimate glow for a small party, dramatic highlights for a political meeting, or perhaps a bland, elegant milieu for a society ball. In her home, the hostess will be able to flatter her guests with an equally becoming variety of effects, albeit on a more limited scale. There will even be portable elements, flat as waffles, which can be taken from a drawer where they have been renewing their energy cells all day and disposed about the room under tables, behind chairs, in window embrasures, to give variegated foci of colored light not available in the fixed system controlled by the mood panel.

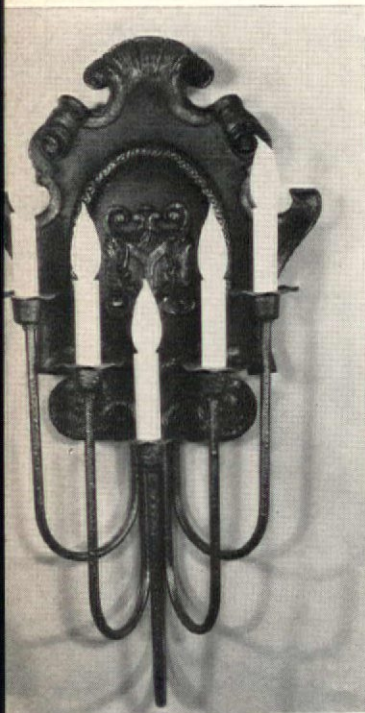
Lighting is basically a *gestalt*, which unfortunately cannot be visualized in terms of any combination of products as they are seen on the printed page. The lamps and lighting fixtures illustrated on the succeeding pages should thus be thought of as components that can be put to work imaginatively and intelligently. They should not be thought of in terms of "six sconces, two chandeliers, and four ceiling troffers." The design of the system is expedited when the components themselves are well designed, but their place in the lighting system must be developed flexibly, in terms of the particularized requirements of the individual job, rather than on a quantitative basis. With these observations, which are not unknown to the lighting consultant, we put on view a cross-section of what is being currently offered in the contract lighting market.



A



B



C



D



E

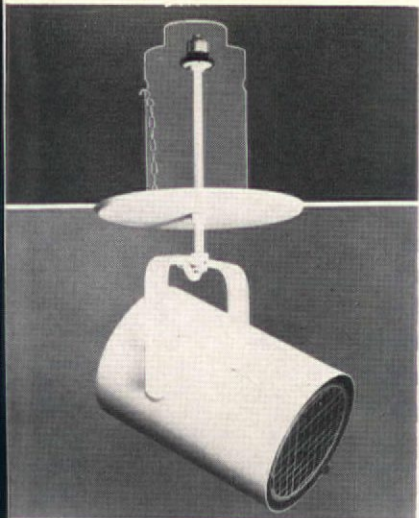


F



G





H



## LAMPS AND LIGHTING

Progress Division of Lighting Corp. of America adapted a Spanish wall torch into this graceful wall sconce. Available in Granada iron or antique gold, fixture comes with crackled glass cylinder, torch bracket, and plaques. Circle No. 1.

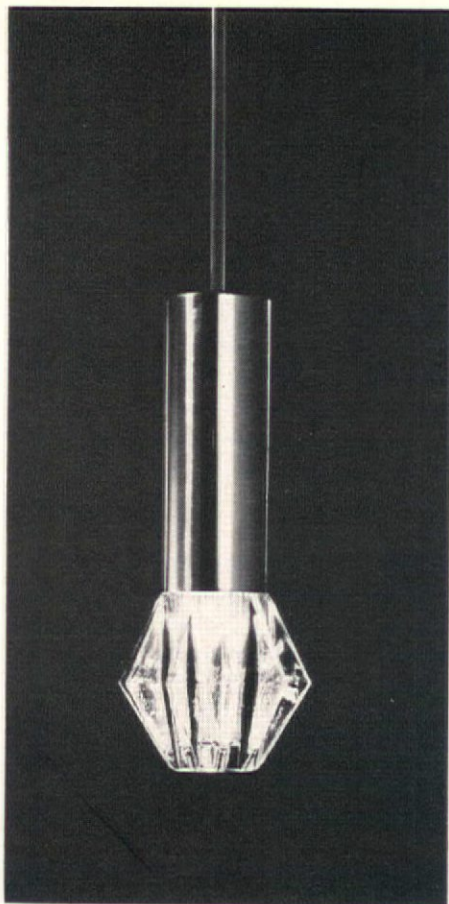
Styled after the delicate metalwork of the Renaissance, Iadco Products Inc.'s new metal electric lantern reveals a cylindrical electric bulb, visible through ornamental aluminum scrollwork. Circle No. 2.

Garlite, a new casted material created by Ro-Ames, mixes grace with sturdiness in an easy-care fixture. Shown is a garlite fixture combined with scrolled wrought iron to capture a Mediterranean flavor. Circle No. 3.

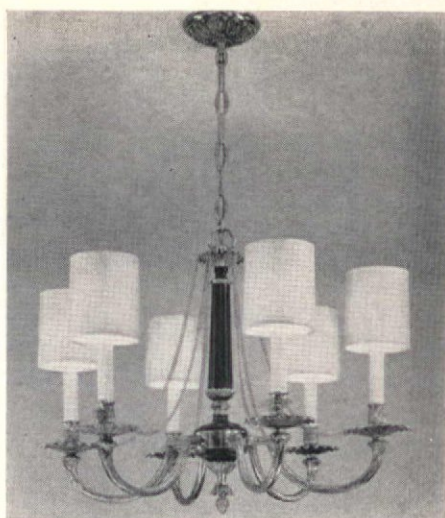
The wood used in this twin hurricane table lamp by Design/400 is antique wormy chestnut, distressed through actual aging. The base features a concealed drawer and hand-hammered brass fittings. Circle No. 4.

Fashioned from traditional 18th century English designs, Phil-Mar's new ceramic lamp is available in Moroccan with gold, distressed pecan, or antique red crackle. Circle No. 5.

Herman Kashins specializes in Tole, offering more than 100 styles. Tole lamps are ideal for contract use since the hand-painted metal shades seldom need replacing or maintenance. The lamps are fashioned in English and French styles of the 18th and 19th centuries, in seven colors. Shown



J



K



L

is the Empire Tole Lamp with dome shade and flared top. Circle No. 6.

G Safran & Glucksman Inc.'s new lamp is designed to meet the requirements of the Better Light, Better Sight program, to give the proper intensity of light to avoid eye strain. Circle No. 7.

H New mounting device by Lighting Services, Inc. converts recessed fixtures into adjustable surface-mounted spotlights. It can be installed and removed without damaging ceiling or recessed lights. Circle No. 8.

I Del-Val Manufacturing Co. looked to the old west for the style of its new Frontier Wheel fixture. The wheel is hand rubbed Salem Maple, and the fixture comes in either antique brass or copper trim. Circle No. 9.

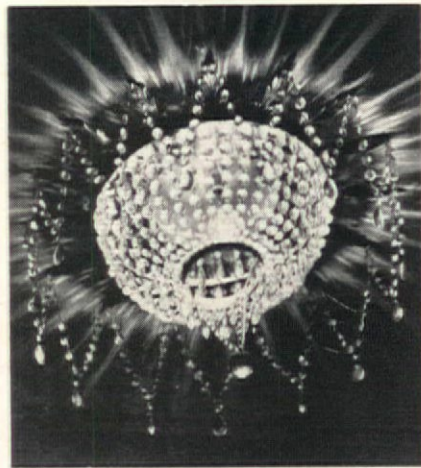
J The Star Burst crystal by Prescolite stands alone for accent or groups for a chandelier effect. Available in two sizes of crystal. Circle No. 10.

K The elegance of 18th century France is captured in this antique gold chandelier by Lightolier. The fixture hangs from heavy links of carved gold chain and features a fluted center accented by hand-chased leafwork. Circle No. 16.

L Trimble House, well known for custom designs, adapts this wrought iron fixture into many sizes or proportions with as many lights as desired. Suited for contract use, this metal chandelier is highly durable and resists tarnish. Circle No. 11.



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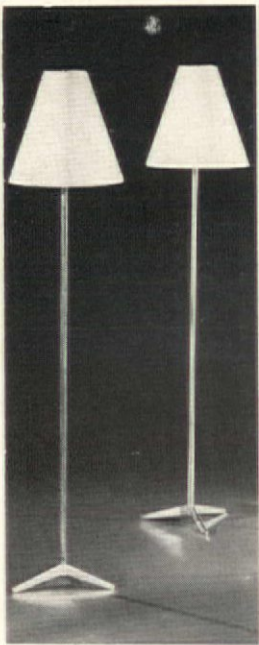


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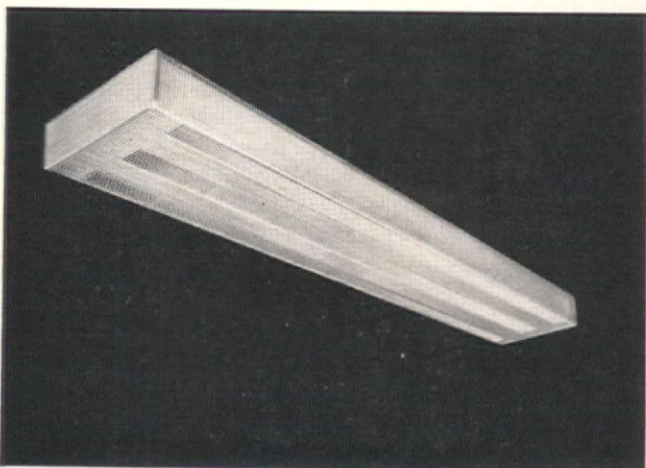


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## LAMPS AND LIGHTING

**A** Clover Lamp Co., Inc.'s new floor lamp incorporates a magazine rack, a Formica walnut table top, and an illuminated switch so that the on and off button can be easily found in the dark. Circle No. 12.

**B** Laurel Lamp's modern floor lamp is scaled to the lines of contemporary and Scandinavian furniture. It is available in polished chrome or rosewood veneer with polished Swedish brass, and a white linen shade. Circle No. 13.

**C** Design-Technics' new lamp-table is designed to blend with all contemporary furniture. The lamp, which features a three-way reflector to spread light evenly, has a high wood base and tile table top. Circle No. 14.

**D** A new series of crystal lucite fixtures by Aura-Lite diffuses light throughout the room to prevent glare. Pendants come in several sizes and colors for attractive groupings. Circle No. 15.

**E** New crystal ceiling fixture by Arco Lighting gracefully illuminates and decorates a room while reducing maintenance costs. Designed by Jack Lowery for the Mineola Theatre, the lamp features hanging chains of crystal prisms which cast soft sunburst patterns on the ceiling. An opening in the back of the fixture permits re-lamping from above the ceiling and eliminates the cost of erecting a scaffold to replace a bulb. Circle No. 17.

**F** Nessen Lamps Inc. combined an early American dome-shaped shade with a modern oiled walnut column, to create a lamp that can be used with any type of furniture. Base

and fittings are baked black satin enamel. Circle No. 18.

**G** Excel Lamps' new two-way fixture features individual switches and tilting shades for directional light, making it ideal for a dual desk. Unusually heavy steel base is finished in satin black with a two-tone walnut column. Circle No. 19.

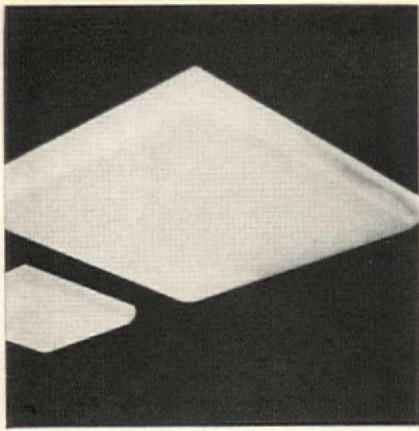
**H** One of the many new styles by Haeger-Potteries Inc. is the Etruscan bottle, a classically styled lamp that adapts to any decor. Circle No. 20.

**I** Metropolitan Lighting created this elegant new chandelier in conjunction with the Maxwell Co. to complement the name and Victorian atmosphere of the Victoria Hotel in New York City. Circle No. 21.

**J** Progress Division, Lighting Corp. of America, offers an American interpretation of old world designs in their new Town and Country collection. Shown is a hand-forged wrought iron chandelier with flame-type lamps that evenly distribute a soft glow. Circle No. 1.

**K** No interior structure is needed to hold the sturdy PVC plastic shade of this new lamp by Modeline Co. of California Facet Lamp. Designed by Ben Gerule, the 19 inch lamp was recognized for structural and design excellence by the Pasadena Museum of Art. Circle No. 22.

**L** Holophane's new ceiling mounted fixture gives a clear even light over a broad area. The slim fixture is built for easy maintenance and long life, and can be mounted separately or in a series. Circle No. 23.



A



B



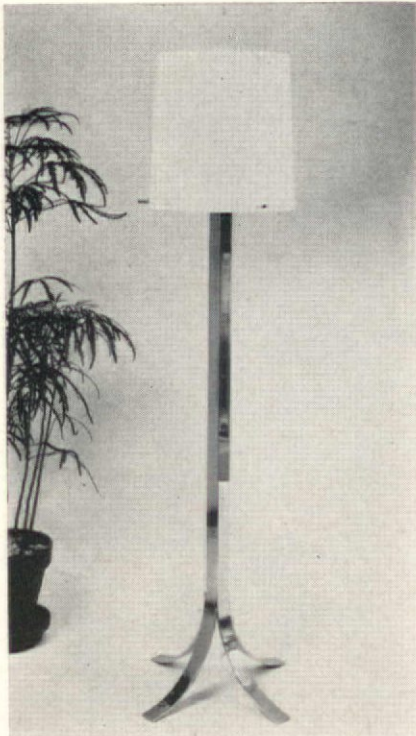
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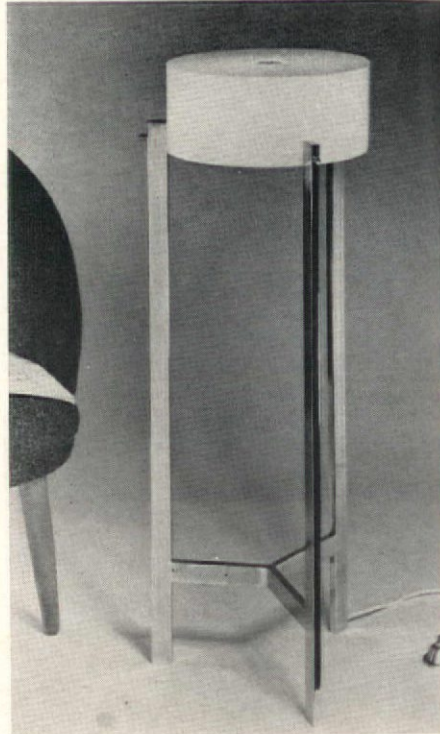
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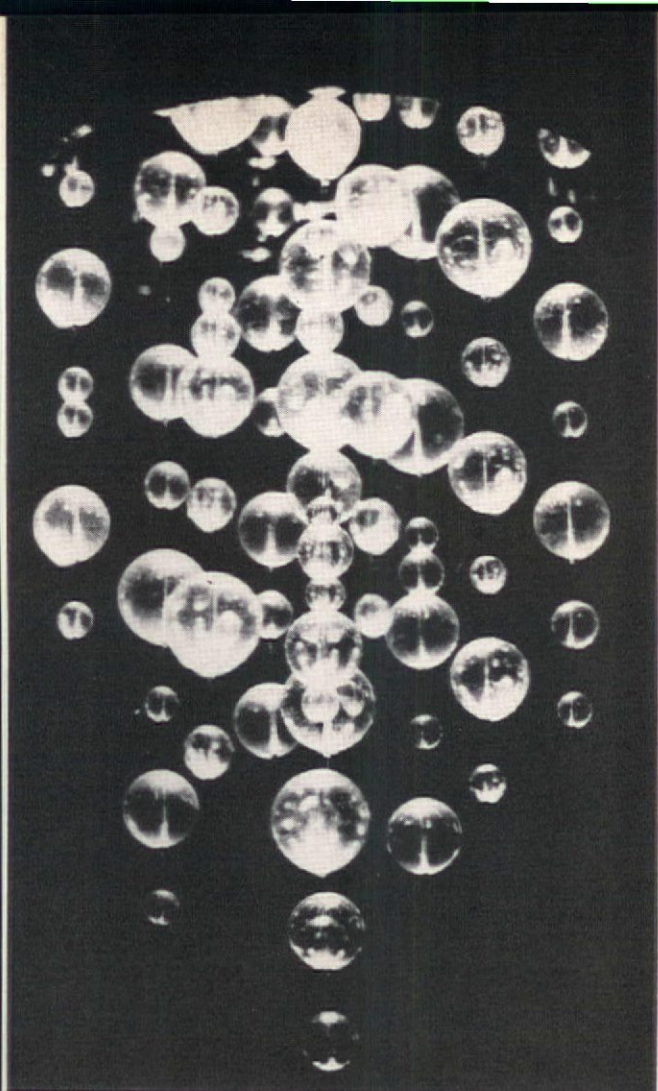
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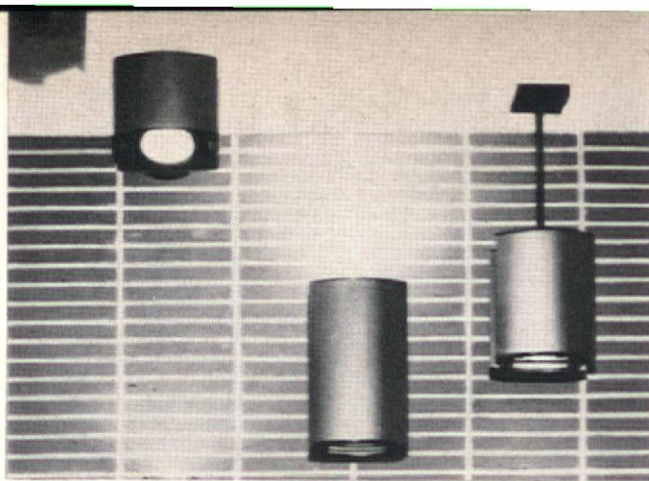
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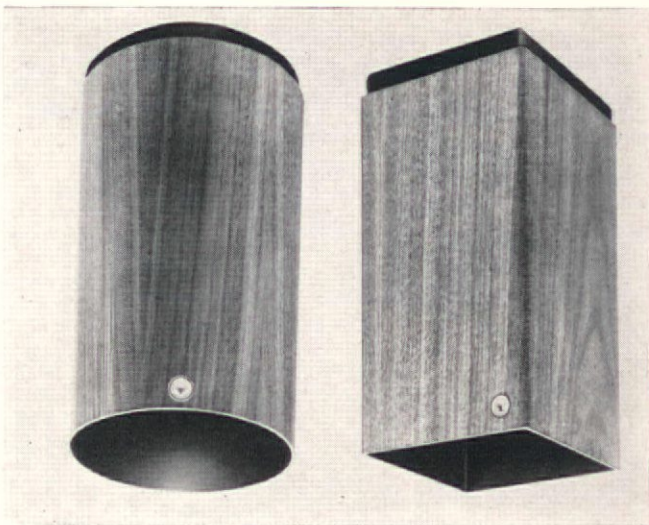
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## LAMPS AND LIGHTING

**A** The illusion of an even, shadow-free floating panel of light is created by Peerless Electric Co. with new molded wrap-around diffuser of Plexiglas acrylic. Hidden hinges and springs release the diffuser for easy maintenance. Sizes range from 51 to 28 inches square. Circle No. 24.

**B** American Lantern has restyled the traditional carriage lamp for contemporary use. Baked enamel finish over solid copper and brass give a smooth, modern texture to the lantern which comes with clear or colored glass insets for an added decorative effect. Circle No. 25.

**C** Classic vase lamp by Haeger comes in olive, Etruscan blue and Etruscan orange, with silk nub, or ebony opaque shade. Circle No. 20.

**D** New miniature hi-intensity fluorescent lamp by Cannon Products, Inc., has a tube that lasts six years. The fixture provides more than 150 footcandles of softly diffused light over an extremely wide area. Twelve-inch flexible stand and 4½ inch base are accented with polished brass end caps. Circle No. 26.

**E** The new combination table and floor lamp from Continental Lamp Co. Inc. is extremely sturdy in spite of its delicate modern shape. The wood sections come in any color of lacquer, the high pressure laminate trays in walnut, black, or white; metal parts are brushed brass or chrome finished. Circle No. 27.

**F, G** Attractive floor lamp (F) by Neal Small Associates gives clear, ample light and complements all modern furniture. The gracefully split base comes in polished chrome or oxidized black, with white plastic or linen shade. Chair-height floor lamp (G) is an ideal contract piece for office or waiting room. Plastic shade gives an even light for general room illumination and 35 inch height adds to its versatility. Circle No. 28.

**H** Ceiling fixture of crystal balls was designed by Wheel-Garon Inc. for the low-ceiling of the Club Caribe in the Caribe Hilton Hotel. The balls reflect the glow of a hidden light that makes each detailed crystal appear individually luminous. Custom light designer Wheel-Garon specializes in lights designed to compensate for any special requirement of the room. Circle No. 29.

**I** Solar Light Manufacturing Co. puts the accent on function in these new lamps designed to provide linear light distribution. The vertically mounted fixtures can be used both indoors and outdoors. Circle No. 30.

**J** Woodra Round/Lights and Square/Lights are fabricated with a heavy aluminum housing bonded with oiled hardwood veneers. The new line of hardwood fixtures by Lite-control Corp. is available in walnut, cherry, maple, or oak. Round/lights are 10 inches long with a 6 inch diameter; Square/Lights are 10 inches by 5¼ inches. Circle No. 31.

## MID-YEAR PRODUCT REVIEW

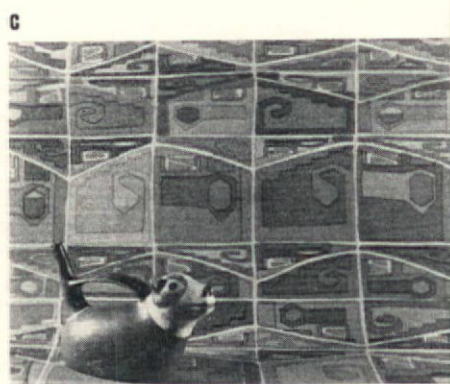
RECENT MARKETS REVEAL A HOST OF NEW COMMERCIAL/INSTITUTIONAL MERCHANDISE, IN ALL QUALITIES AND STYLES, THAT ARE AVAILABLE TO CONTRACT SPECIFIERS AND BUYERS. OUR BROAD SURVEY INCLUDES FURNITURE, FABRICS, WALLCOVERINGS, CARPETING, ACCESSORIES



A



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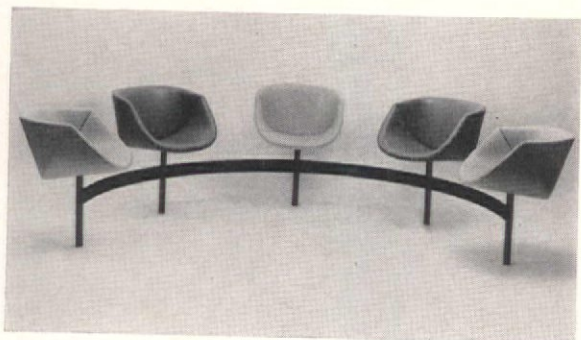


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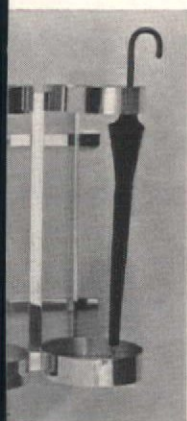


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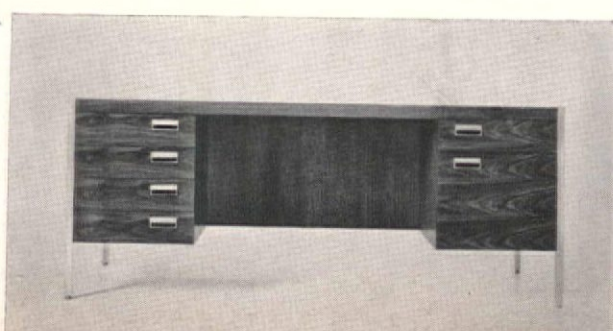


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L



**A** Recent introduction from Knoll Associates is the Platner Collection by designer-architect Warren Platner. The series is characterized by sculptured wire frames, subtly spaced to contain the upholstered sections and give the units a floating effect. Included are two easy chair designs, lounge and dining chairs, stool, and tables. Circle No. 36.

**B** The classic Scandinavian styles of Hans Wegner are the focus of the 40th exhibition of the Copenhagen Cabinet Makers Guild, being held at the Copenhagen Museum of Arts and Crafts. All the famous designs are distributed in the U.S. through Frederik Lunning. Circle No. 37.

**C, D** Jack Lenor Larsen journeyed across South America for inspiration of the patterns and materials culminating in the sensational Andean Collection. Textured wools and fascinating hand print patterns on natural fiber grounds of silk, cotton, or heavy velvet dominate the collection. The stylized fabrics feature colorways as sophisticated as the patterns. Circle No. 38.

**E** Specialized millinery table by Molla is ideal for department store use, featuring a double faced mirror mounted on the laminate top. Styled in bamboo, the construction is cast aluminum in a variety of colorful finishes. Circle No. 39.

**F** Ancient Assyrian architecture inspired Ishtar, the newest Vicrtex pattern from L. E. Carpenter & Co. The boldly textured vinyl wallcovering is issued in 19 lush colorations. Circle No. 40.

**G, H** Furniture designs by Robert Becker for Helikon Furniture Co. include new settee with woven strapping on sides, with foam rubber and down cushions over rubber webbing. Conference table, also a new Becker design, is constructed of solid white oak with rift oak plywood top. Chairs follow the oak construction motif with softly sloping arms and molded upholstery. Circle No. 41.

**I** Circular seating unit designed by Allan Gould for Janet Rosenblum Inc. consists of molded plywood shells completely upholstered and mounted on returnable swivel mechanisms. Base is stainless steel, satin or polished finish; or sandblasted, zinc-coated and lacquered in color. Circle No. 42.

**J** Roomy and designed for relaxing, new T-chair by Behringer & Secon for Tech Furniture Inc., features a deep layer of foam in arms and seat portions. Though a wide variety of fabrics is offered, the designer's prefer velvet (shown) since it complements the tubular cradles of chromed steel. Companion love seat and sofa are also available. Circle No. 43.

**K** A complete line of umbrella stands in both floor and mounted wall models feature bronze, black, brass and polished chrome in sprightly models. Designed by Paul Mayen for Habitat, the line includes twelve new designs in many sizes. Circle No. 44.

**L** The 900 Series, a new architectural walnut office group designed by Jack Cartwright, softens the modern look with a simple elegance. From Myrtle Desk Co., the collection in Phase I consists of 25 pieces of coordinated office furniture including desks, tables, and chairs. Circle No. 45.

## MID-YEAR PRODUCT REVIEW

**A** A new business machine table by Cramer Industries complements the firm's line of office furniture and chairs. Casters afford mobility to the unit, which is available in a choice of finishes. Circle No. 46.

**B** California cues a new collection of casement cloths from Cohama. Made primarily of Avisco rayon, the group includes 20 fabrics in a variety of texture, weaving, and coloring, typical of West Coast artisans. Qualities of the casements range from open hemp through woven fishnet. Circle No. 47.

**C** Newest addition to the popular Stackables line from Kreuger Metal Products is a stack chair of unitized steel frame, deep foam cushioning, and colorful long-wear Naugahyde upholstery. Sturdy units have special ganging devices to interlock chairs in rows. Circle No. 48.

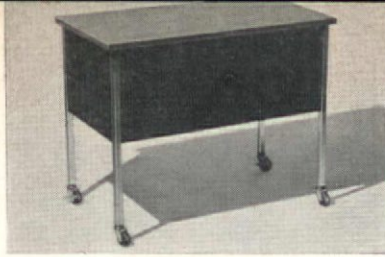
**D** Joanna Western Mills offers a range of window shades in contemporary and traditional stylings of great variety. Shown is Sheraton Stripe, adapting a French motif in pinstripe ticking. Shades are completely washable, sun-fast, durable, and flame resistant. Circle No. 49.

**E** Seating units imported from Denmark constitute the new Caravelle System of Moreddi Inc. All units are available armless, or with upholstered arms and headrest sections that convert to high-back designs. Caravelle includes single and multiple seat models with frames of molded aluminum alloy. Companion pieces complete the series. Circle No. 50.

**F** Trend contract division of Trend Mills has developed a new contract rug quality that excels in lively print designs and colorings as a result of a new Auto-Dye process. The tightly woven, multi-color carpets are constructed of 70 percent Creslan acrylic and 30 percent nylon and were developed for heavy-duty use in schools, offices, hotels, and dormitories. Circle No. 51.

**G** Small and economical decorative fountain by Fibre-Metal Products is a compact version that measures 20 inches in diameter. Molded of fiber glass, the model is translucent so that an inside light of varying hue will add color to its decorativeness. It is recommended for patio areas or gardens as well as for lobbies and reception areas. Circle No. 52.

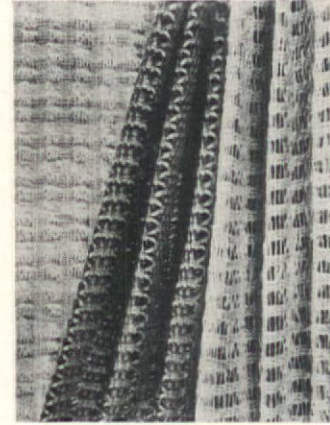
**H** Montisa names a new coordinating file and cabinet series by Browne-Morse that features built-in styling. Flush pulls are matched to the combination card-holder for an exceptionally neat appearance. Units are offered in five selections of panel and contrasting trim shades. Circle No. 53.



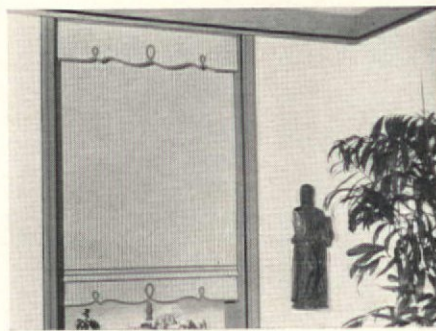
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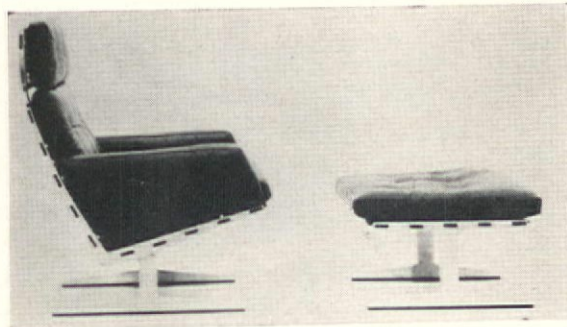
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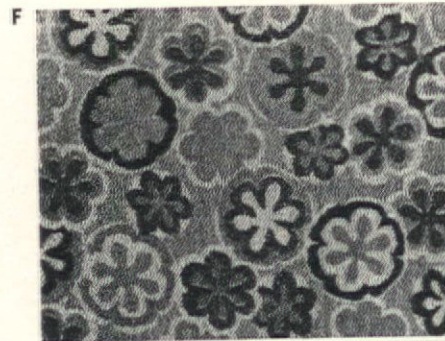
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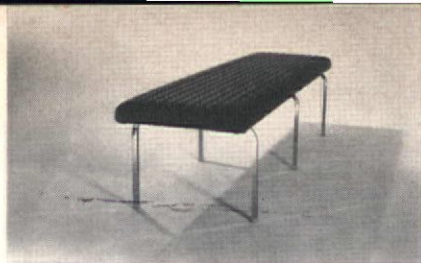


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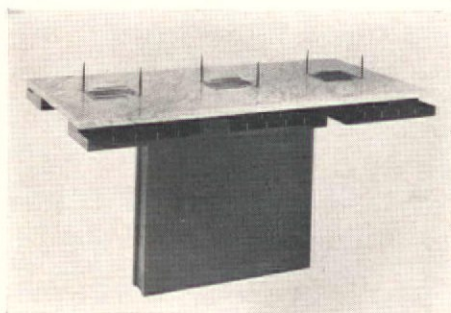




I

I Tailored to commercial needs, Stambaugh offers bench seats die-electrically formed in one piece construction. Naugahyde, in the extensive Decor '64 color range, is heat-sealed over polyurethane foam rubber; bench legs are cold roll steel polished to a mirror chrome finish. Benches come in two sizes, 48 or 72 inches long. Circle No. 54.

J Marble topped depositor's desk is part of a complete line of bank furniture by Lehigh. The desk unit has built-in pockets for bank forms, pens, calendars and comes wall mounted or on a slab pedestal base of wood, marble, or clad in other materials. Tops are a choice of various woods, marble, or plastic. Circle No. 55.

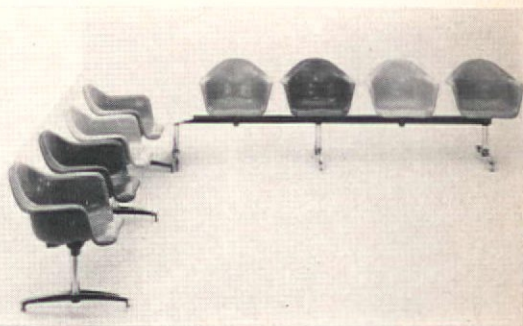


J



K

K Hand-made copies of famous designs by British clockmaker Thwaites & Reed, available in America through Interboro Clock Co., date as far back as 1690. Three styles shown (left to right) are an 8½-inch high Grand clock based on an 1840 design; the John Thwaites clock, c. 1850, designed by the son of the firm's founder; and a 6-inch diameter Sedan from about 1800. Two older models (not shown) are adaptations of even earlier designs such as the Congreve, a 16½-inch timepiece that operated on a rolling-ball principle. Though a small ball still runs the length of a continuously tilting platform once a minute, the modern version operates on an eight-day fusee and chain movement. Circle No. 56.



L

L Contoured seats of reinforced fiber glass by TechFab adapt to the requirements of both small and large space since the tandem seating can be specified in from one to six unit variations. Shells, in a wide assortment of color, join by a steel ganging device on a cast aluminum base. Circle No. 57.

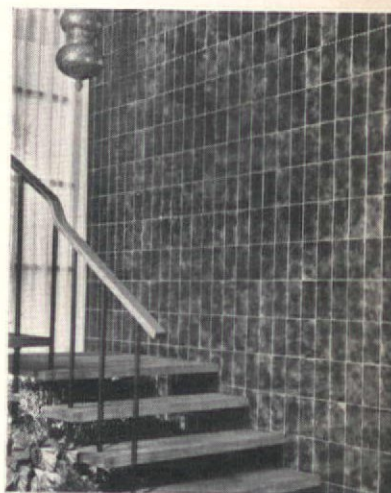


M

M The Crestwood series by Cole Steel Equipment Co. is a moderately priced line of desks, tables, credenzas, and modular components of wood construction. Units feature dovetailed drawers, densified posts, and walnut veneer tops, panels, and side drawer fronts, or may be specified with burn-resistant tops. Circle No. 58.

N Densylon, a heavy-duty contract carpet from Commercial Carpet Corp. that has already found its way into department stores and supermarkets, is now available in a new texture quality. Kingsweave, the new tweed pattern, ranges in color from brilliant primary to tone-on-tone shades. Densylon is an extremely dense weave of nylon bonded to a 3/16 inch sponge rubber back. Circle No. 59.

N



O

O Green Velour is one of fourteen distinctive new tiles in Stylon's exclusive Designer Series. With its high reflectivity, the tile pattern gives an impression of deep velvet, mottled with luminous lighter shades. Circle No. 60.

P Umbrella stand by Rainbow Wood Products features a brushed aluminum stand clad in walnut or teakwood veneers. The 18-inch stand holds seven umbrellas. Circle No. 61.

P



## MID-YEAR PRODUCT PREVIEW

**A** Mobile filing unit by Acco holds letter or legal size files in a smartly styled unit. The extremely silent roll-around unit comes with or without top and lock in grey or sandalwood shades. Circle No. 62.

**B** Beads, in a grand assortment of colors and shapes, come in unbreakable strands that are sold by the foot at Beadangles. To mount, the strands slip into a hollow ceiling rod or hang on prepunched vinyl tape. They snip at the bottom for a unified and perfect fit. Circle No. 63.

**C** Glass topped tables with lucite bases are a specialty of Neal Small Associates. In the model shown, a luminous globe is inset into the base so that the unit serves the dual purpose of occasional table and affords a soft, diffused room illumination. Circle No. 64.

**D** The new 70 Series from H-O-N Co. is the latest addition to its open line in a medium price range. 70 Series includes single and double pedestal desks, L-shaped work counters, tables and credenzas, bookcases and chairs, all in contemporary styling. Circle No. 65.

**E** A distinctive wall of sculptural stone facings is a major design feature of the new Trans-Caribbean Airways office in New York City. The stone facing is part of the Taniko collection by Arts for Architecture that includes many unusual stylings for accent walls both interior and exterior. Circle No. 66.

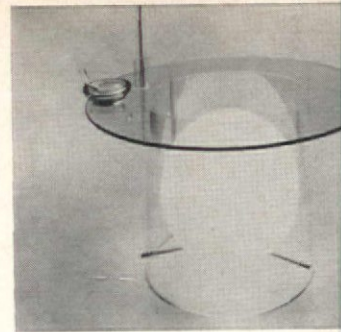
**F** Malmaison, from the Colorvogue collection by Sanitas, is an elegant traditional pattern on a nubby shantung ground in four iridescent colorways of white, peppermint pink, blue, and cream. The matching shantung ground is also available separately. Circle No. 67.

**G** University group from Madison Furniture Industries includes lounge and armchairs, sofas, and occasional tables for student lounges crafted of thick oiled oak in a choice of natural or dark olive finish. Steel corner brackets on the frame produce maximum rigidity; upholstered parts, though fastened on with security flaps, may be removed for cleaning and repair. Circle No. 68.

**H** Syroco has added several new designs to its collection of decorative accessories and accent wall pieces in a wide range of provincial stylings. Included in the new designs are such Old World-inspired items as the filigree mirror and slim planter from Syroco's Granada Collection that takes inspiration from Spanish metal work. Circle No. 69.



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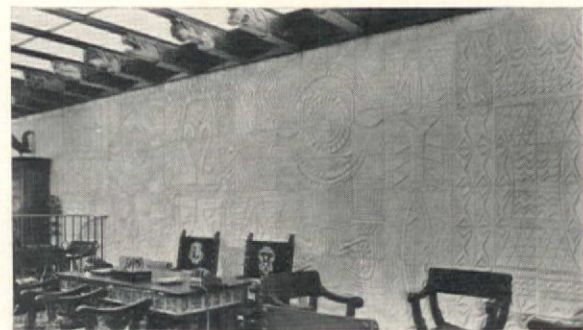
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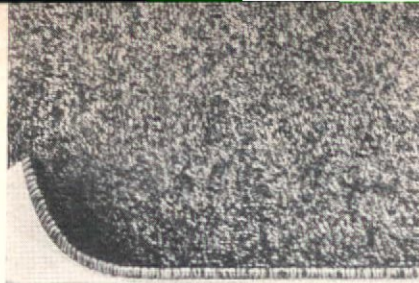
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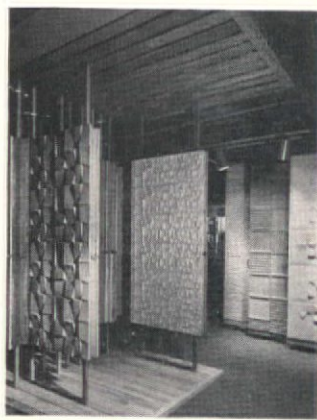
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L

Everloc is the newest contract carpet grade by Downs Carpet Co., a velvet weave of 3-ply all wool pile. Since the pile is woven through to the back and then latexed, the face pile is literally locked in for high performance. Available in 12 foot widths, the line consists of 13 multi-tweed colorings. Circle No. 70.

In the new Design-Technic's showroom, the firm's complete line of architectural wall surfacing is on display with several new additions. Part of the firm's service is to customize and coordinate mural treatments for specific design uses. The range of colors, finishes, glazes, and textures makes the Design-Technic facings unusually versatile. Circle No. 71.

Stauffer Chemical Co., a major producer in the vinyl field, reports record sales of its new Permon line of contract wallcoverings. Two new patterns are Samar, a subtle all-over abstract texture, and Tyrol, a woven shantung vinyl in subdued multi-tone colorations. Circle No. 72.

Multi-purpose table by Baumritter is adjustable to various heights and raises to a full dining height of 30 inches. Shown in white with a plastic top and formed tubed pedestal, the Viko lift-o-Mat table is also offered in a choice of colors. Circle No. 73.



M

The 800 seating group is the first part of a new series of lounge units designed to complement the Robert John line of office furniture. The functional lounge group follows the firm's conception of coordinated styling in structure, finish, and fabric, coupled with simplicity of line and comfort in design. Circle No. 74.

News from State of High Point is the addition of a choice of bases on its popular traditionally styled sofas. Called Selectables, the units are offered in a selection of five different wood bases, Oriental, French, Italian, Mediterranean and bamboo, in 14 wood finishes. The upholstery treatment, however, remains the same on each piece. Circle No. 75.



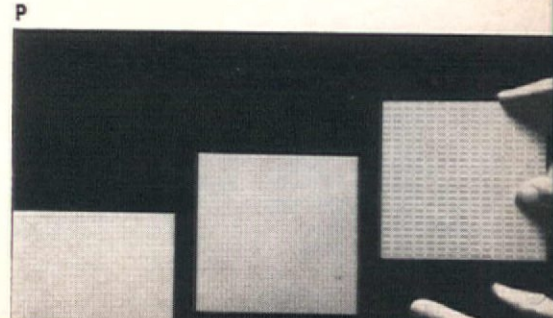
N

Picture panel mirror is an interpretation of Sheraton's classic architecture c. 1800 in a patina gold finish. Typical of the Neo-Classical style are the straight cornice and deep frieze framing the softly colored landscape scene. Burwood Products Co. offers the mirror in a 23 by 30 inch size. Circle No. 76.



O

Three new patterns of Micarta high-pressure laminates by Westinghouse were specially designed by architect-designer Eliot Noyes. In an essentially linear design, the patterns are grid schemes ranging from fine to coarse. Shown are Micromesh, a delicate mesh; Geometrics, a composition of circle, triangle and square; and Windows, a rectangular repeat. Circle No. 77.



P

## MID-YEAR PRODUCT REVIEW

**A** American St. Gobain has added two new designs to its Pinstripe patterned series, Polished and Huewhite. Since vertical strands of steel wire are encased in the glass, light striking it causes the bright wires to glisten like silver threads. In Huewhite, an alabaster translucent quality, the strands change from subtle dark lines to ink-black strokes for a highly decorative effect. Both patterns meet FHA impact requirements for safety glass. Circle No. 78.

**B** New commercial chairs by Bianco are offered in 21 different models of side or matching armchairs in a full range of early Spanish designs. Heavy-duty construction is combined with Mediterranean effects such as floral insets, Moorish scrolls, groove routes, and disc turned legs. Circle No. 79.

**C** Darrel Landrum designed a roomy chaise that measures 40 by 91 inches, and matching occasional pieces for Avard. The chaise is covered in Buffalo checked fabric to complement its masculine size. (Circle No. 80). Cabin Crafts repeated the check theme in a bold new all-wool carpet. Circle No. 81.

**D** Except for hardwood legs and rails, R-Way's newest hotel-motel group, Nagoya, is constructed of high-pressure plastic laminates for reduced maintenance and increased longevity. Styling is Oriental inspired. Circle No. 82.

**E, F** A full complement of specialized library furniture is offered by Frederic Weinberg Corp. Shown is a circular charge desk, custom-crafted for a Pennsylvania high school, and shelves, tables, and chairs from the Weinberg series installed at the Arundel County Library at Annapolis. Circle No. 83.

**G** From the Lunning Collection are Norwegian designs by Torbjorn Afdal, one of which is a luxurious executive lounge chair of molded rosewood and leather. Called the Minerva, the high-back easy chair is available with four legs or on a tilting swivel base. Circle No. 84.

**H** Sturdy modular seating by Tri-Mark Designs is ideal for such public areas as reception rooms, lobbies, museums, and art galleries. On a 20 by 20 inch module, the cushions come in a choice of vinyl and fabrics; divided leg supports are steel tubing in any of six plated finishes. Circle No. 85.



A

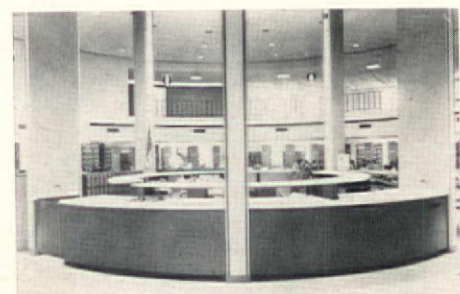
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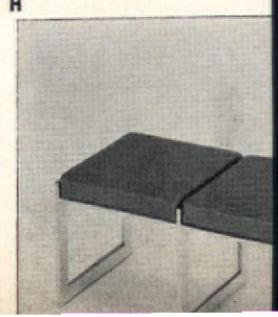


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H



**I** Sheringham is a new classical damask design by Imperial Wallpaper in tones of rich red, blue, and olive. It is one of several new patterns introduced as part of the Townley collection by Imperial, a moderately priced portfolio. Circle No. 86.

**J** Herman Miller adds a new version of its famous Charles Eames upholstered fiber glass chair, called dash ninety-nine. The new feature of the Eames chair is a seat covered in hopsak that matches the Naugahyde back and sides in a choice of 25 new colors. An added comfort feature is the one-inch foam padding in seat and back portions. The chair is available on three types of base: executive tilt-swivel, swivel pedestal, and the standard X base. Circle No. 87.

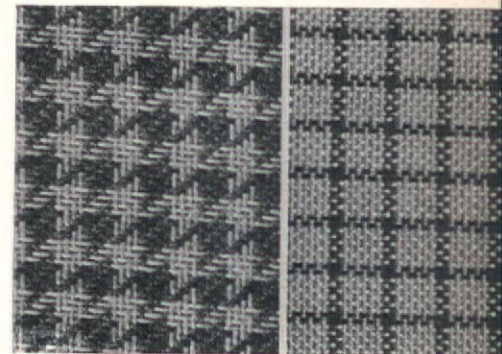
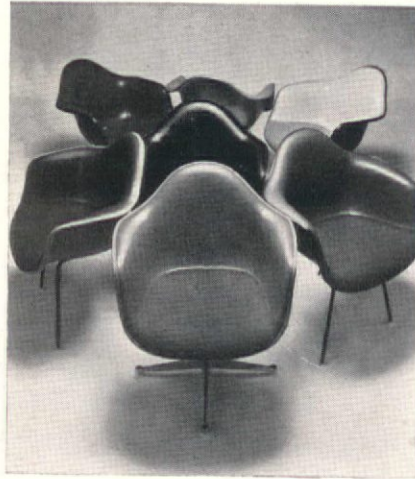
**K, L** New educational furniture by Harvey Probbler was designed and engineered to complement today's advanced university architecture. Chairs, lounge seating, tables, benches, and carrels have a solid Appalachian oak construction that leans toward a Medieval sturdiness in approach yet forms a completely contemporary line. Circle No. 88.

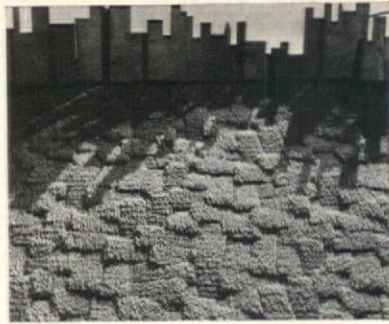
**M** The "mod" look is the design theme for Formation, a plinth-based, loose-pillow back and seat group in five modules. Designed for Selig by Finn Anderson, Formation comes in three module sizes that take an upholstered bench-top, or Formica table top, and one-, two- or three-seater armless unit. The components combine to create individual arrangements. Circle No. 89.

**N** Greeff's new Document Hill Collection contains a number of fabrics with tradition themes that mix well in contemporary company. Tavern Signs, shown, was inspired by authentic old American and English tavern signs, screen printed on 36-inch cotton in tones of bark, indigo, red, olive or rust, to augment the popular pub decor in restaurants and tap rooms. Circle No. 90.

**O** Two rugged textured weaves from Quaker Fabrics are Globe, a three-tone houndstooth check on a contrasting ground, and Lansing, a three-color tattersal available in 42 colorways. Both are a blend of predominantly Viscose with a small addition of Acetate, in 54 inch widths. Circle No. 91.

**P** Williams Office Furniture has expanded its Status desk series, a group with contemporary styling. Exterior features include book matched walnut in a hand rubbed oil finish and textured plastic tops. Circle No. 92.





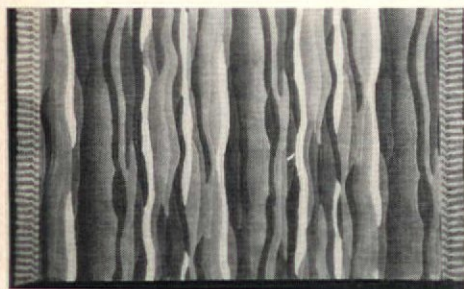
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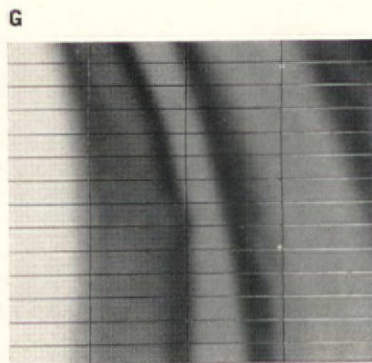
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H

#### MID-YEAR PRODUCT PREVIEW

**A** Callaway Carpets' newest pattern, Skyline, is a modern interpretation of an architectural skyline created by diverse pile heights. Eight levels of pile are looped to random heights for a highly decorative effect. Skyline is offered in 15 shades, 12 and 15 foot widths. Circle No. 93.

**B** Spanish Oak, featured on a cabinet door, is one of three new Mediterranean Woodgrain patterns from Formica Corp. All in a non-reflective suede finish, the other new patterns are Cortena Pecan and Tropical Rosewood. Circle No. 94.

**C, D** Solid oak construction is the basis for the sturdy good looks of the new restaurant furniture line from Buckstaff. Though Old English and Early American in influence, the lines have been simplified to a contemporary version that emphasizes the wood graining. Circle No. 95.

**E** Clark Casual introduces a new rattan line specially designed for public seating, dining, and sleeping areas. The hotel-motel group shown is available in a choice of case and seating pieces, fabrics, and frame colors. Tops are high pressure laminate. Circle No. 96.

**F** The Highlight Collection of area rugs by Bigelow-Sanford is characterized by bulky texture, hand-knotted fringe, and exciting contemporary patterns. Vivid colors and patterns are suggested by the names of the new rugs, such as Flame Stitch, Coventry Bouquet, a geometric Shepherds Plaid, a mosaic Alhambra, and Desert Dawn, shown. Circle No. 97.

**G** A new security glass pattern, Trellis, from Mississippi Glass Co., is flame- and shatter-resistant in addition to its decorative appearance. Imbedded in the 1/4 inch thick glass are polished wires that offer protection against forced entry and vandalism. Maximum sheet size is 60 by 132 inches. Circle No. 98.

**H** Designed by Les Young & Associates for Dunn Wright Furniture, the new Pendafile desk unit eliminates desk clutter with a built-in file opening on the desk top. A hidden release knob flips the top open slightly so that it can be lifted by hand. By placing the release button in the top drawer of the desk pedestal, the file can be locked for filing security. The Pendafile section is also available on secretarial units, executive desks, and credenzas. Circle No. 99.



### RISOM DESIGNS WOOD LIBRARY LINE

Jens Risom Design Inc. expands its extensive institutional furniture groups with a new line of wood library furniture that features clean simple lines designed for flexibility, privacy and decorativeness.

The new collection includes round or rectangular walnut tables that come with individual matte walnut plastic carrel tops with one, two or four places for extra privacy. Most tables are available with matte walnut plastic or matte bayberry plastic tops as well as heavy-weight Risom vinyl. A recessed top rail allows armchairs to pull up close to the table and provides an extra design detail.

A large series of chairs for library or conference room use, comes in flared arm or armless designs with oil-finished walnut or upholstered backs. Stacking chairs are also available. Circle No. 225.



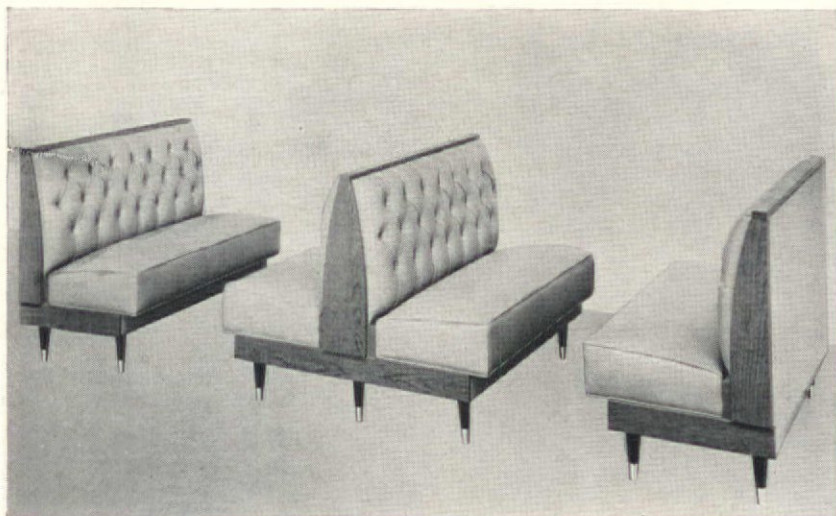
**BRODY CREATES CUSTOM-STANDARD FURNITURE**

Many designers feel that the high price of custom furniture is the only alternative to using the standard items provided by manufacturers' catalogs. But now there is a third choice. Custom-standard furniture which uses the manufacturers' specifications, but changes certain standard components, lets the designer achieve an individual appearance, and costs up to one-third less than comparable custom pieces.

The cost of tables, chairs, or booths that look custom-made can be kept down by merely varying the legs, bases, upholstery, or trim. It is a simple matter for the manufacturer to change the length of seating, or alter the height and shape of the back of his basic line of contract pieces.

B. Brody Seating Co., for example, varies its Tropicana series of booths for a distinct, custom effect. A biscuit-tufted booth with tubular steel legs, a curved booth with an extra-high shaped back and turned wood legs, or a custom-made back with diamond tufting and wood legs all look different, but the frame and components are from a standard selection and can be produced less expensively than completely custom-made pieces.

Most manufacturers are eager to see that the designer gets what he specifies and are glad to use the custom-standard method to preserve his concepts. However, when he moves away from the realm of pure interior design and into an area of production technology, he creates problems for both his client and the manufacturer. Manufacturers are skeptical when a designer submits detailed plans for construction of furniture and bypasses the experience and ability of the manufacturer, who strives to deliver the best products at the lowest price. Three of the Tropicana variations are shown, along with swivel chairs which take on individual characteristics by changing the backs. Circle No. 222.





## HOWE AIDS BANQUET-MEETING PLANNING

Conventions, banquets, and sales meetings are an important source of a hotel's yearly income. Almost all hotels have the facilities to accommodate these meetings, but because of the widely varying sizes and needs of these functions, extra profits are often diminished by the cost of preparation.

Quick conversion of rooms is necessary so that the hotel's facilities can serve two or even three different types of functions in a single day, such as a business meeting in the afternoon and social gathering in the evening. A hotel unable to make quick adjustments and conversions may be forced to turn down an affair while its meeting room remains empty.

Converting the room for different functions is much easier if permanently fixed equipment is kept to a minimum. Even lighting doesn't have to be permanently fixed to the ceiling. Track lights move about on the ceiling and are positioned where they are needed most at any moment. Thus any type of furniture arrangement is possible without fear that some areas will be inadequately lit.

Tastefully designed partitions help the hotel owner cope with the difficulty of making one room serve for small and large gatherings. Movable partitions, designed to fit the decor of the room, enable a large room to be used for a small affair, while eliminating the uncomfortable feeling of being caught in a vacuum of excess space.

Still another basic problem is the manipulation of furniture. Manufacturers have solved this by creating foldable furniture which adjusts to fill several different functions, and is easily stored. Units come with luxury touches such as oil-finished teak or walnut veneer tops and appear sta-

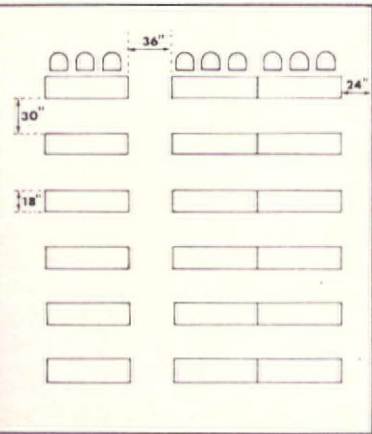
tionary. This furniture is extremely sturdy and holds up well under constant manipulation and storage.

Howe Folding Furniture, Inc. has developed a Banquet Planning Board to simplify the problem of arranging furniture. The board, which is 18 inches by 24 inches, enables banquet managers to set up a master plan for an entire week, tracing off a whole sequence of table arrangements. The board is scaled so that  $\frac{1}{8}$  inch is equivalent to a foot of actual floor space, accommodating room layouts as large as 27,650 square feet. Outlines of the room can be chalked or taped onto the board and magnetized rubber templates, shaped like tables are moved about.

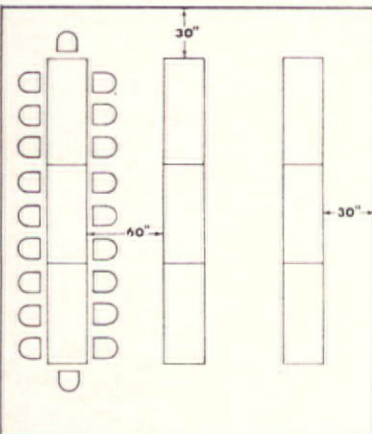
Howe also makes many varieties of foldable round and rectangular banquet tables, stackable or rolling chairs, and table trucks, as well as a variety of multiple function units, such as a dining table and bench which converts to a bench with a back. Multiple-function units save time and labor costs since a single unit actually serves a number of purposes while obviating total clearance and rearrangement of furniture in the banquet hall.

Folding furniture contains hardware so that even large tables are stored compactly or easily moved on specially designed table trucks for relocation. The largest conference room furniture now folds to a 14 inch depth, and a height that permits rolling through standard door frames. In many cases the walls of meeting rooms are designed to house the folding tables or stackable chairs.

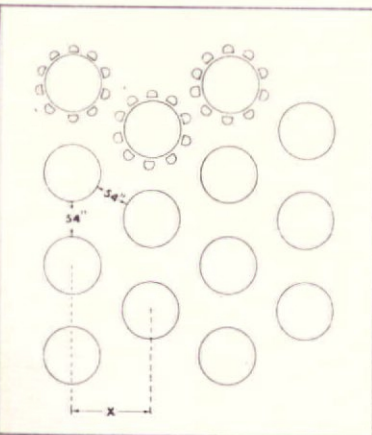
The accompanying sketches by Howe, show simple ways to achieve flexibility with a minimum of furniture and movement. Circle No. 223.



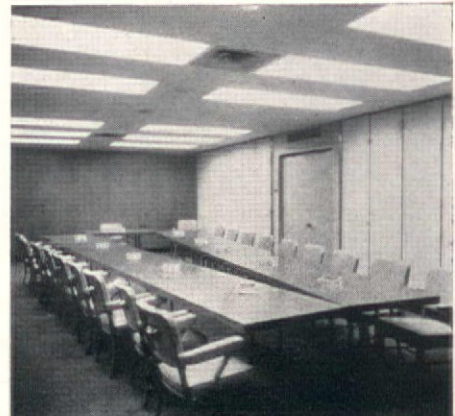
**SCHOOL ROOM STYLE SET-UP** Best for business and training meetings, everyone faces speaker. Allow 30 inches between rows of tables and 10 feet from front of room.



**OBLONG TABLES SET-UP** Allow 30 inches between rows of tables for each chair. If people are sitting back-to-back allow 60 inches.



**ROUND TABLES SET-UP** A staggered row gives maximum capacity. Allow 54 inches between tables. Distance between centerlines ( $x$ ) shown above.



### SIMMONS INTRODUCES INSTITUTIONAL COLLECTION

Simmons Co.'s new Pace line of institutional furniture is designed to brighten any room and still match all color schemes. Customers can take advantage of economic standard furniture without worry that it will clash with interiors. A modern manufacturing technique provides die-formed steel components that are functional, durable, and adaptable to any architectural design. The Pace collection comes in traditional, contemporary, or elite styles with optional accessories for a custom effect. New cabinets have drawers with rounded corners, to avoid welds that catch dirt, and built-in or free-standing leg or toe bases. Interior surfaces are finished with a laboratory-type finish that is resistant to chemical action and abrasion. There is also a wide variety of chairs which include desk chairs, rocking chairs, armchairs, and occasional chairs with either high or low backs. Circle No. 224.



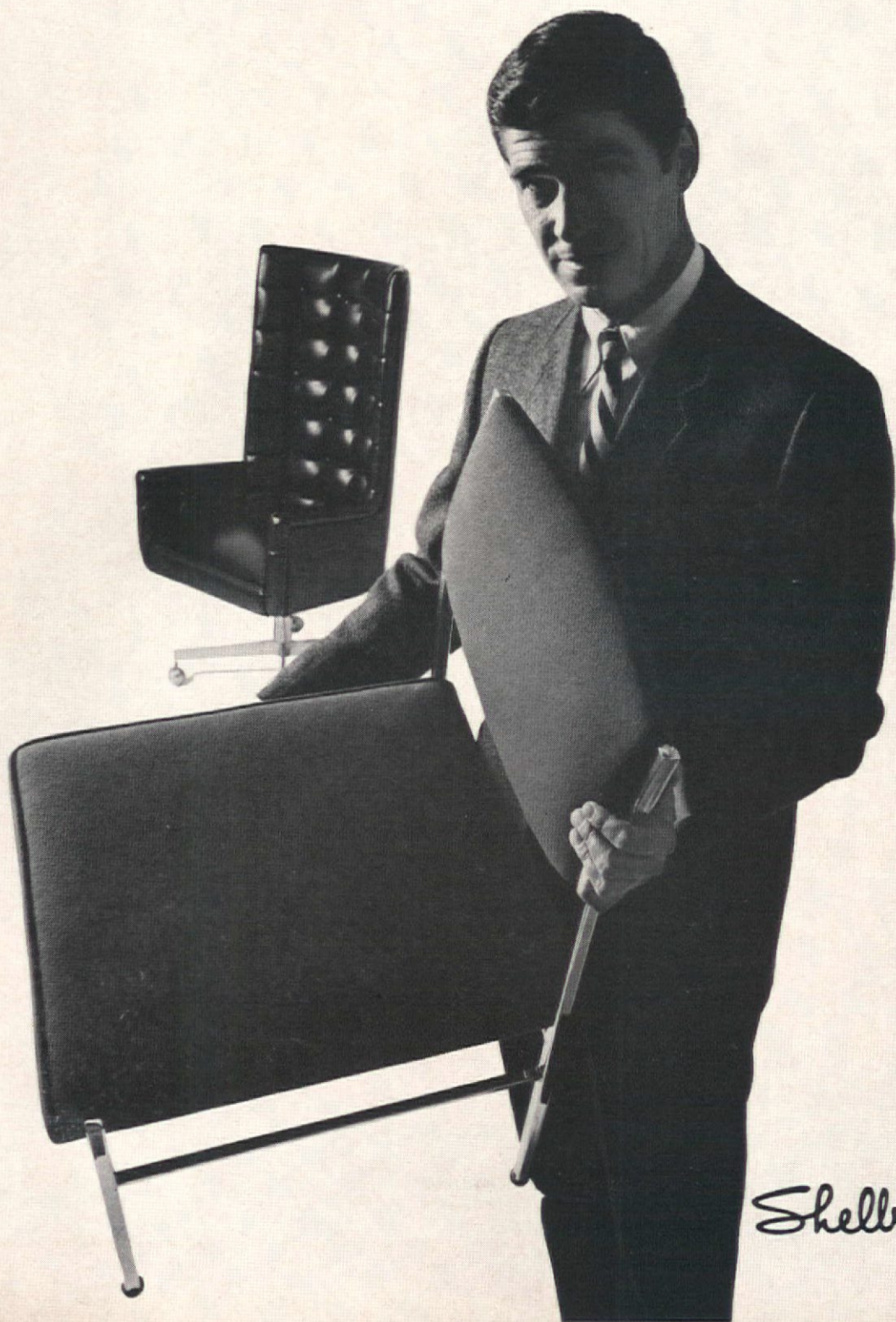
Good design is vital. It creates the mood . . . sets the pace. It can make a dull room come alive . . . make a good job outstanding. There is never any substitute for good design . . . for the designer or his client. You know it. Shelby Williams knows it, too.

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## THE FINE ART OF SCULPTURA

New processes of reproducing works of art are bringing the classics within reach of moderate budgets. Sculptura, a producer of sculpture reproductions, specializes in formulating exact replicas of fine art. Though the greatest number of its pieces are Egyptian, Assyrian, Cambodian, Greek, and Pre-Greek bas relief sculpture plaques, Sculptura also uses its new process in reproducing Renaissance through contemporary sculpture with equal success.

Although the firm carries a broad array of standard lines, it is prepared to work on special commissions. It believes in the value of exclusivity and issues only a limited number of editions from a single mold. The subjects selected for reproduction are usually actual museum pieces or items from the firm's own collection. Robert Mayer, director of Sculptura, periodically combs Europe in search of suitable pieces for the collection. In addition,

Sculptura has entree to museums where the available pieces for reproduction are, in the words of Mayer, "virtually untapped." Not limited solely to fine art reproduction, Sculptura extends itself to the commercial field and prepares display plaques and company logos, both for indoor and outdoor use, for such clients as banks, large corporations, etc.

Sculptura's gallery in New York City is supplied by the firm's own foundry in Hamilton, N.Y., since



much of the original research was carried out in collaboration with Alfred Krakusin of nearby Colgate University. Krakusin spent several years formulating a patina technique that closely resembles that of antique sculpture. Materials of the handmade replicas are bronze, German silver, zinc, and more recently aluminum. Examples of Sculptura's reproductions are shown here in modern settings at Harvey Probbler's New York showroom. (C)



# PLANNING THE PSYCHIATRIC CLINIC

KLINGENSTEIN CLINICAL CENTER, AT NEW YORK'S MOUNT SINAI HOSPITAL, HAS BUILT-IN FLEXIBILITY AND CHEERFUL ATMOSPHERE. BY EMILY MALINO

INCLUSION of a psychiatric section in most of the major hospital centers in this country is a growing trend. Currently, however, these sections are incorporated in about 600 hospitals, accounting for 22,000 beds, or only 4 percent of the psychiatric beds in hospitals treating mental disorders. Yet these relatively few psychiatric sections processed nearly as many admissions in 1963 as the public mental health hospitals with 670,000 beds.

While the figures seem staggering, the explanation is simple: "Because they accept primarily patients who are in the early stages of an acute episode of mental disorder, and provide them with intense short-term treatment, they achieve a very high turnover use of their space and handle nearly ten patients per bed in a year."\*

Facilities for treating psychiatric disorders vary, of course, from one hospital to another. Mount Sinai Hospital in New York City is a good example of the spectrum of services a large hospital can offer. It does so through its new Klingenstein Clinical Center, in a 10-story building completed a few years ago, which includes an out-patient department for children and adults, an in-patient service, and a day and night center.

## Out-patient department

The out-patient department operates in a series of many small rooms, easily accessible to two major lobbies on street level. It treats after-care patients, out-patients receiving group therapy, and conducts a teaching program for general practitioners who are interested in learning the essentials of psycho-therapy.

Each of these many rooms, really nothing more than cubicles, contains a desk and two chairs. Bestowing an air of individuality to this type of repetitive space was a challenge, since there were no opportunities for "de-

coration." A simple solution, developed to avoid a sterile monotony, revolves around brightly colored vinyl chairs, which are complemented by one pale tint accent wall in each room. The tint is pale enough for flexibility—if a blue chair should find its way into a green room, it still works fine. In all, four wall and four chair colors were chosen, and the same scheme is used in the waiting room.

## In-patient service

Mount Sinai's conventional in-patient service contains 125 beds, arranged in two- or four-bed rooms. The majority of patients are psychotic, remaining under treatment for an average of three months. While these patients have complete mobility, they are dressed in pajamas and robes, a ruling to emphasize that they are ill and receiving medical treatment.

Since residents and staff wear white coats, color was introduced in the furnishings and plays an important environmental factor. Mount Sinai, like other busy urban hospital centers, cannot afford to maintain individualized color schemes. Our solution, therefore, centered on a repetitive but varied scheme, consisting of four different chair and paint colors and three different cubicle curtain colors.

Ranging from pale lavender, blue-green, pale green, and pale blue, these colors are interchangeable, making it possible in a four-bed room, for example, to have three cubicle curtains in blue, one in lavender, and one in blue-green, along with four different chair colors—all combined in a room where a pale blue and a light green are on opposite walls.

Since everything is on the move on these floors—chairs as well as patients—this kind of flexibility is important. Though the range of color is wide, the hue is controlled to pastels, since some patients spend several hours at a time in their rooms and a saturated color would become overbearing.

In the day/dining rooms for in-

patients, however, a much brighter palette was planned. In these large, multi-purpose rooms, patients move about freely; they dine, watch television, play cards, or just talk or read. The strong color produces a happy rather than an oppressive atmosphere. Further interest is achieved by gaily printed draperies, which repeat the color of the accent wall and the tones of the comfortably upholstered chairs. Wherever possible, good prints or lithographs are used.

## Day and night center

The bridge between out-patient and in-patient is sometimes through a kind of "halfway house" on the hospital's sixth floor, called the day and night center, which is partly in-patient, partly out-patient in character. Adolescents and adults who are well enough not to need full-time hospitalization, but who are too sick to be out-patients, are treated as either day patients or night patients, according to their needs.

Day patients sleep at home, but spend the whole day in the hospital. Unlike full-time patients, they do not wear pajamas and robes, yet have the same program of treatment and activities. Night patients, who work during the day or have other outside obligations, attend various therapeutic programs in the evening and spend the night in the sheltered hospital atmosphere. This double use of space permits the day and night center to carry close to eighty patients, as opposed to twenty-two in the other wings, thereby almost tripling its day-time capacity.

Since the same space serves two sets of patients, a far more flexible approach, functionally suited to each circumstance, was a necessity. The entire concept finally achieved centers on a modern comprehensive storage-bed system, developed originally for dormitory use by Charles Eames for Herman Miller Co. As in college dormitories, where space per student is

\*Hunt, Morton M., Trends in Psychiatry, Volume I, No. 1. Merck & Co., 1964.



Emily Malino, AID, head of her own firm, Emily Malino Associates, New York City, has specialized for a number of years in designing for institutions, particularly for hospitalized children, for both chronically and acutely ill patients, and for the mentally disturbed.

very small and must double as a study and living room, so at Mount Sinai's day and night center we had to provide a bed that would disappear when the nighttime patient left and the daytime patient arrived.

The comprehensive storage-bed system proved a great success. Not only are they flexible, but each bed alcove contains a good reading light and a shelf for books or personal possessions. The alcoves themselves, though shallow, give a sense of privacy in a large room without cubicle curtains, avoiding the otherwise appearance of a large, unfriendly ward. Between the alcoves there is a writing ledge and two shelves, along with a comfortable chair for patient use during free moments. During therapy sessions, these same chairs are easily moved into a loose circle in which each patient becomes a part of a closely knit group.

Since all beds are alike, a four color scheme, employing the same colors used throughout the institution, permits substitutions or additions of furnishings without jarring variations in the basic palette. The women's ward has shades of blues, greens, and aquas, while the men's ward is keyed in orange, yellow, and tan-beige. A blue accent wall in the women's ward contrasts with the birch alcoves and bed frames. In the large day room, used by both men and women patients, the ward colors were mixed and blended in the furniture upholstery and the colorful lithographs on the walls.

In planning the interiors of this facility at Mount Sinai, we discovered that for psychiatric clinics, as well as other types of hospital institutions, the best solution is what we call flexible consistency. Not uniformity, not monotonous sameness, but a repetitive plan for color and furnishings throughout, thereby meeting the functional requirements of each department, providing individuality within the limitations of budget and maintenance, and creating a cheerful environment for patient and staff alike. (C)



Built-in flexibility in dual-purpose hospital space is achieved with Herman Miller's comprehensive storage-bed system (ECS), designed a few years ago by Charles Eames for dormitory use. During the day, the beds appear as paneling set between desk shelves, opening the space for group therapy sessions (top). At night, as in the children's room, beds come down, revealing inner shelf and individual reading light.

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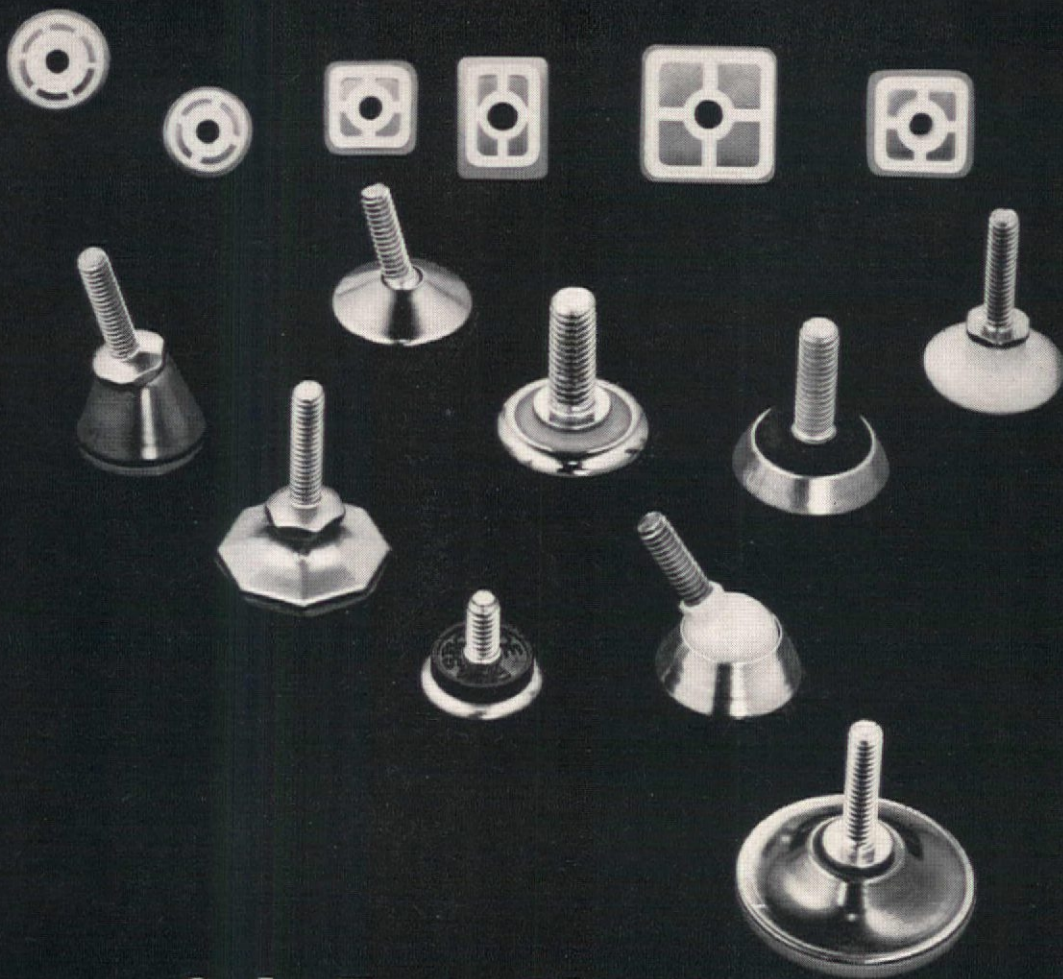
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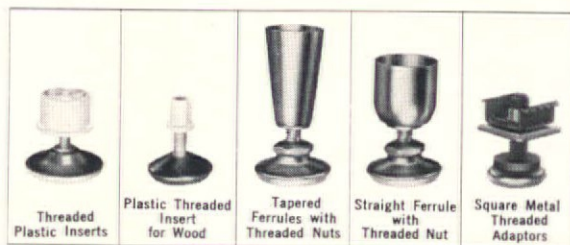


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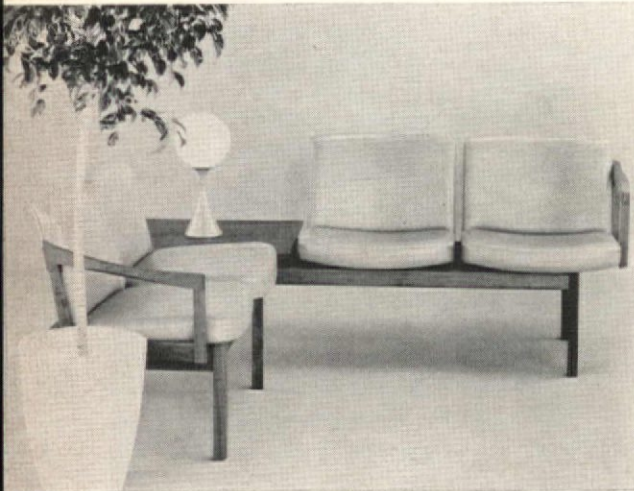
# CONTRACT PRODUCTS AND SERVICES



## Tapestries and wall plaques

Era Industries specializes in decorative art and accessories of unusual design. Evelyn Ackerman created a group of sculptured plaques in bas relief that feature primitive techniques such as Nina (far left) that are hand-painted and highly decorative. Among her other designs are hand-looped tapestries in contemporary treatments exemplified by Standing Caballero (left). This series includes 50 original designs. Era Industries also imports reproductions of Medieval European tapestries composed of handprints on linen. The figures and border patterns of these are outline-stitched in gold metallic threads, adding to the antique appearance of the tapestries. All tapestries are supplied with bars for hanging.

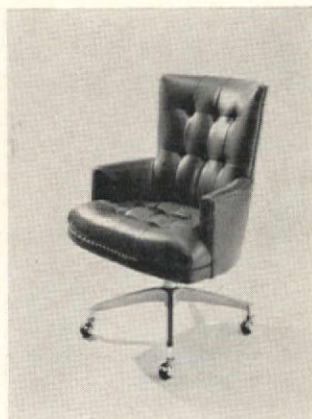
Circle 174 on product information card



## Viking series for many uses

Highlight of a new office/institutional seating group is its rich oiled walnut construction in Scandinavian styling at a moderate price. The Viking series from Milwaukee Chair Co. is composed of 28 different chairs, including executive posture chairs, swivel arm chairs, side arm and armless chairs, and two- and three-seat multiples. Though the standard line is offered in walnut only, other woods are available on special order. Bases on the office models are steel, capped with solid walnut.

Circle 175 on product information card



## Office chairs by Directional

Directional introduces two new chair designs by Kipp Stewart, a high back swivel for desk use, and an occasional chair for conference rooms or comparable areas. The upholstered swivel chair has a box tufted upholstery treatment and is mounted on a polished aluminum base with hooded casters. Graceful occasional chair follows a semi-traditional styling with softly sloping arms, curved post caps, and comes with a fully upholstered back as shown, or with a half-upholstered and half-open back section.

Circle 176 on product information card

## Scrubable foil wallcovering

A new foil wallcovering from Modern cote division of New Castle Product Co. is formulated so that it resists tarnishing, creasing, and stains. By facing the materials with MyLar (DuPont Trademark) over which the patterns are screen printed in scrubable vinyl inks, the cloth-backed foil wallcovering offers the advantages of crease, wrinkle, and tear resistance that saves installation time and labor costs. It has the added advantage of complete washability. The Moderncote foil line is available with either silver or gold foil background in 8 stock sizes screen prints.

Circle 177 on product information card

## Cultured marble for commercial use

La France Precision Casting Co. has established the cultured marble division to handle production and marketing of its new product. La France cultured marble follows the stone patterns of natural marble but surpasses the original in strength and stain resistance and is notably lower in cost. Automatically controlled production equipment assures uniform density and sheen. La France offers cultured marble in  $\frac{3}{4}$  inch thick sheets up to 9 inches long; four round, two square and five rectangular stock sizes, in eight color styles of random grainings of one or two accent colors.

Circle 178 on product information card

## Perma-Lock folding tables

Perma-Lock action of a new folding table by Metwood-Hanover is designed



to remain rigid and stable even after countless take-downs. Outdoor grade plywood used in the construction helps guard against warpage and lengthens the useful life of the unit. Though shown in a rectangular model, Metwood offers the tables in other shapes with laminated or lacquered wood tops, and painted or triple chromplated steel legs.

Circle 179 on product information card

### Tapestry wall panels

Black Denst Designs Inc.'s new collection, Environment 15, is a flexible series of tapestry and structural wall panels that can be stretched and framed like paintings, or suspended freely from the wall, tapestry-style. They can also be hung in sequence. The panels, designed for complete mobility, are printed on supported linen and conform to the 4 by 8 foot



architectural module. Illustrated is Age of Innocence, one in royal purple, royal blue, red-purple, and brown-gay. Circle No. 180 on product information card

### Synthetic rock for doors and accessories

Florestone, a new synthetic rock formula developed by Florestone Arts Inc., can reproduce any artifact, accessory, or original design. Its surface textures range from a glass-like finish to an appearance of coarse stone. Florestone can be cast into any shape, is impervious to extreme variations of temperature, and is resistant to water, cracks, and fading, according to the manufacturer. It sets quickly, is self-hardening, and comes out of the mold ready for color treatment. This material is also used to produce Florestone Doors, solid core wood doors, finished with Florestone to achieve a hammered metal or wood grain finish. Florestone accessories or any emblem, crest, or trade mark can then be permanently mounted on the doors, which require no maintenance.

Circle No. 181 on product information card

### New Vileau correlates

The Fibers & Fabrics Division of Union Carbide Corp. is introducing Vileaucolor, a correlation of hue and tone to texture and pattern within the Vileau vinyl wallcovering and upholstery fabric collection. The concept is presented on a "schememaker," a series of concentric discs which can be turned to produce color and texture schemes. Vileaucolor is made to simplify the selection and purchase of correlated wallcoverings and upholstery fabrics and save time and effort for architects, interior designers, and contract purchasing agents. Circle No. 182 on product information card

## Apollo '70

A dramatic new seating collection from Howell

New in forward-looking design, the APOLLO '70 series by Howell brings fresh elegance, greater flexibility to interior furnishing. The handsome lounge chair, which comes with or without arm rests, is of modern modular construction for easy grouping. Distinctive, button tufted upholstery (also available untufted) is of extra heavy Naugahyde for luxury that is easy to care for. With a variety of matching occasional tables, davenportes and settees in a wide range of decorator colors, APOLLO '70 makes it easy to select a grouping perfect for your surroundings.

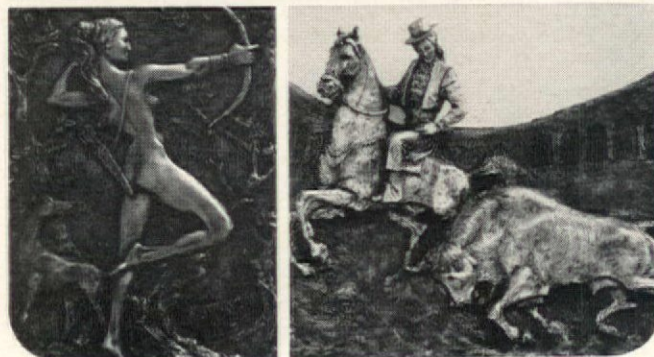
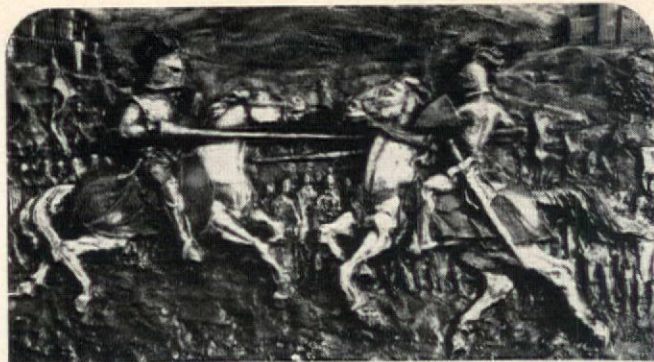


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Circle No. 139 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Self-adjusting clock

Standard Solari, a new type of electric clock, automatically adjusts itself to give the date, time, and year. There are seven models, each suited to a particular type of business and designed to blend with

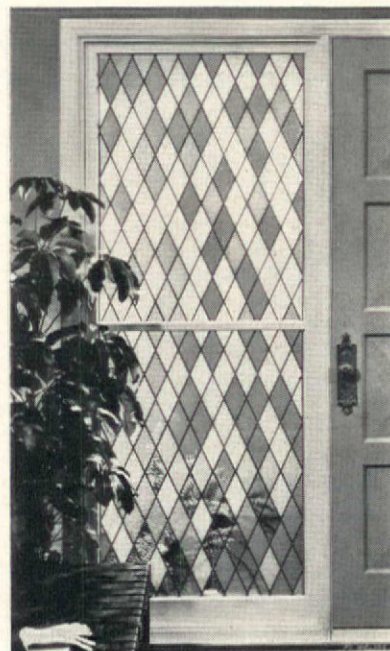


any office decor. The size of the clocks ranges from small desk models to larger units, suitable for arenas, terminals, or schools. Shown is the Direct Reading Clock.

Circle No. 183 on product information card

### Patterned glass panels

Coltra glass panels have a built-in pattern that gives them a hand-leaded look, yet allows them to be cut or cleaned easily. Introduced by Coltra, Ltd. they are available in four patterns in 28 by 40 inch panels. The panels may have variegated colors, monochrome



matic, clear leaded or solid patterns, and can be cut to size with an ordinary glass cutter or ordered pre-cut at additional cost. Shown here is the Harlequin pattern in amber and clear leaded.

Circle No. 184 on product information card

### Tomar designs at Croydon

Croydon Decorative Fabrics has acquired Stephen Tomar Designs, which were formerly distributed by D. & E. Showroom. Mr. Tomar's contemporary prints



will continue to be styled by him and sold by Croydon. He will also do original designs under the Croydon label. Shown is one of Stephen Tomar's striking prints, a black and white abstract on cotton.

Circle No. 185 on product information card

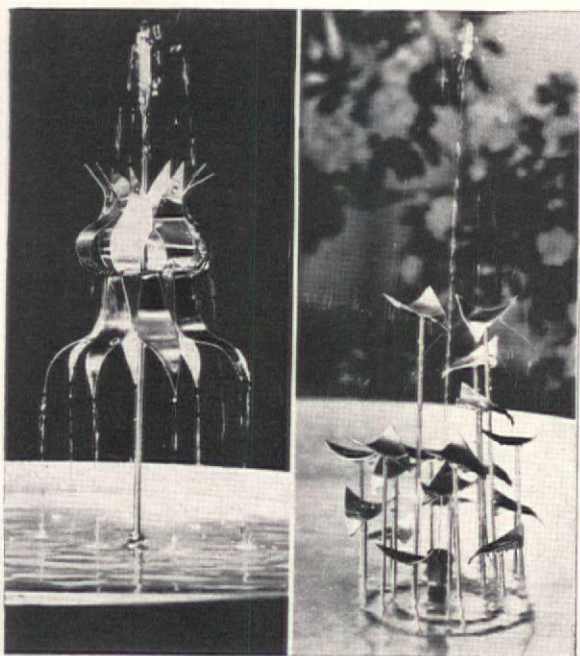
### Leather wall tiles

Scalamandré Wallpaper, Inc. has introduced a line of genuine leather squares for wallcovering. The squares are available in 12 by 12 inch and 6 by 6 inch pieces, in grains ranging from coarse to fine. They are made for Scalamandré by American Leather Manufacturing Co.

Circle No. 186 on product information card

### Fountain accessories

Three new accessories for Madeira Co. fountains have been introduced in contemporary copper patterns. De-



signed by Lee Hirsche, the accessories, in mobile and pop-art styles, can be purchased individually by present owners of a fountain or with a complete 28 inch diameter fountain.

Circle No. 187 on product information card

Circle No. 140 on product information card →

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1900 Series Table Base

## PRODUCTS & SERVICES

CONTINUED

### Clemmensen chair at Fritz Hansen

A leather and wood armchair designed by Karen and Ebbe Clemmensen is on display at Fritz Hansen. The strong-limbed oak frame is available in smoked

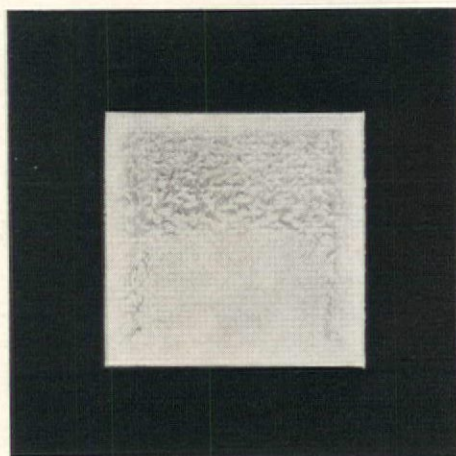


or natural, or stained teak or black. Oxhide upholstery comes in black or tan, or the chair may be covered in fabric while only the arm straps remain in leather.

Circle No. 188 on product information card

### Matte-glaze ceramic tiles

Ceramic mosaic tiles with crinkle matte glazes now come in two new colors, yellow and white, making a total of five custom-looking tiles. Made by United States Ceramic Tile Co., these new glazes have distinctive surface markings so that they can adapt easily to any architectural or furnishing theme. The easy to clean tiles come in three sizes, 1 by 1 inch, 2 by 2 inch, and 2 by 1 inch, and a total of 10 set patterns. Unusual decorative effects can be obtained



since each of the five colors is stocked in straight joint or block random patterns using all three sizes of tile.

Circle No. 189 on product information card



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Circle No. 141 on product information card



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**8610-N Burnished Elm.**  
Mellowed amber-brown.  
Tone falls between  
teaks and oiled walnut.  
A refined soft  
grain with a narrow  
cathedral effect.

**9720-N Manor Oak (left).**  
Medium brown similar  
to English oak coloring.  
Open cathedral effect  
in grain. Boards chosen  
for individual  
character. No wildness.  
Non-repeating in width.

**9310-N Country Maple.**  
Medium tone. Browner  
than usual amber.  
Rock-maple grain with  
planked-board effect.  
Also, sanded patina  
effect. Tone variations  
emphasized between  
boards.

**9722-N Mission Oak (left).**  
Deep reddish-brown,  
suggesting Spanish oak.  
Open cathedral effect  
in grain. Boards chosen  
for individual character.  
No wildness.  
Non-repeating in width.

**8800-N Smoky Pecan.**  
Natural toasted brown.  
Open grain typical of  
pecan veneers.  
Large cathedral effect.

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*top row:*  
*left to right*

9552-T

Caisson Walnut

8500-T

Brazilian Rosewood

*second row:*

9410-T

Natural Birch

9104-T

Fireside Cherry

8600-T

American Elm

9204-T

Golden Teak

*third row:*

9120-T

Fruitwood Cherry

8702-T

Surfwood

9103-T

Spice Cherry

9570-T

Americana Walnut

*fourth row:*

9502-T

Frosted Walnut

9542-T

Gunstock Walnut

9412-T

Silver Birch

9214-T

Honey Teak

*bottom row:*

9541-T

Danish Walnut

9122-T

Plankwood Cherry

8504-T

Driftwood

9411-T

Amber Birch



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## PRODUCTS & SERVICES

CONTINUED

### New Nordic chair design

Borrowing from the Vikings of old, Tri-Par Manufacturing Co. has produced a rugged-looking chair design with a stable and sturdy construction. Made of

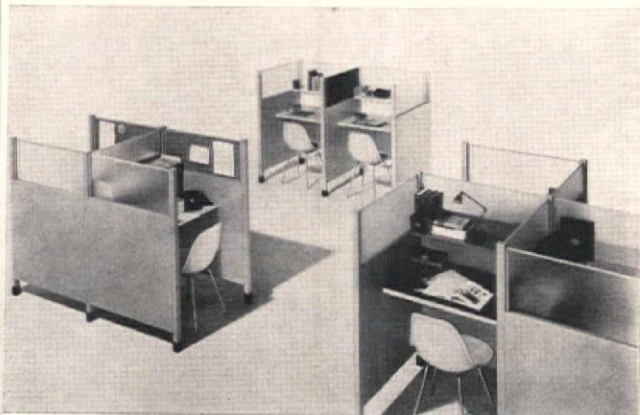


solid hard rock elm, precision shaped, kiln dried, corner blocked, and double doweled, the chair may also be ordered in oak or walnut. The seat has 2-inch padding over webbing; back is foam padded. Brass-head nails accent the masculine styling.

Circle No. 190 on product information card

### Mobile study stations

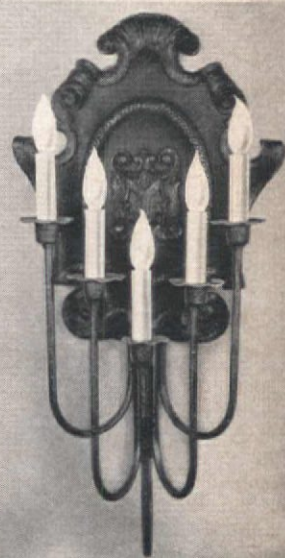
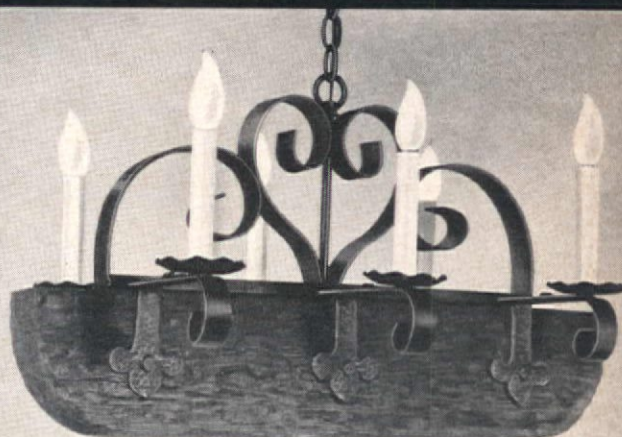
A flexible, functional system of individual work-study stations, called Partitioner Mobil-Booth, is planned for any area where privacy is desired. Mobil-Booths are made of standard components that are easily assembled to create many arrangements. No special tools are required for assembly or rearrangement and universal posts, interchangeable panels, and reusable components make them easy to relocate. The booths may also be used as partitioning by removing



desk and support angles and re-assembling the panels and posts. Mobil-Booths are designed and sold by Rockaway Metal Products Corp. as a self-contained package. A single booth unit consists of three movable steel partitioners with opaque, glare-free Plexiglas inserts, a Formica-surfaced desk top, and a removable steel book shelf. Each booth is available in 13 colors.

Circle No. 191 on product information card

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← Circle No. 142.

Circle No. 143 →



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## PRODUCTS & SERVICES

CONTINUED

### Executive posture chair

A new executive posture chair from Myrtle Desk Co. combines high-back comfort and swivel base with a choice of over 250 color and material com-

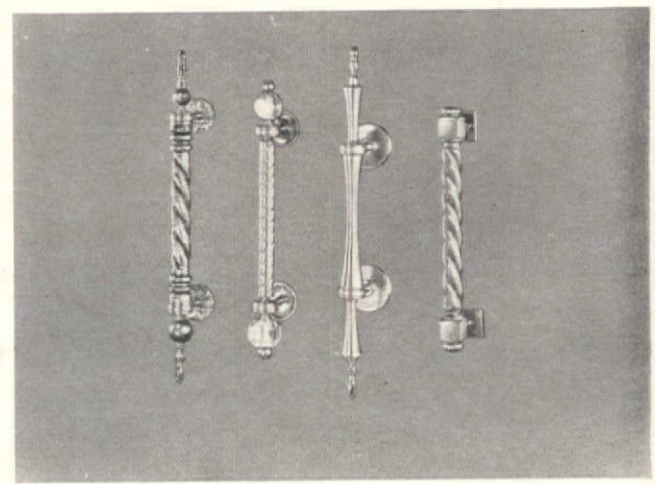


binations. Both seat and back are adjustable; the base has hooded casters and brown plastic scuff plates. Exposed wood base is walnut, available in oil or lacquer finish; the chair is also available with mirror chrome base.

Circle No. 192 on product information card

### Safety door pulls

The new X-Otic Door Pulls are said to be theft-proof, as well as decorative. They lock any door by a separate single cylinder lock with a dead bolt or



a spring latch. The door pulls are made by H. C. Products, which claims that they are weather resistant and will not tarnish. They are available in more than 15 designs in carved wood, clear-crystal plastic and metallic finishes. Each door pull is individually cartoned and comes equipped for fast and simple installation on any type of door.

Circle No. 193 on product information card

← Circle No. 144 on product information card

### Wallpaper murals

Plant motifs and panoramic views are included in a new collection of wallpaper murals from Van Luit & Co. The group, called Scenic Favorites Volume 2, offers a varied selection of panels and related back-



ground papers. An example of the scenic approach is a quaint little Spanish village that creates an illusion of spatial depth. It consists of four panels printed on vinyl. Another design, featuring semi-tropical foliage, is Palm Plaza, consisting of two panels plus a three roll bolt of the textured background.

Circle No. 194 on product information card

### New Du Pont dyeing technique

A new styling yarn developed by DuPont nylon makes it possible to obtain dramatic color contrasts from a single dye bath. The yarn can be treated to resist a particular color and then combined with another yarn which will accept the color, thus a bright color and pure white can be piece dyed easily. The new yarn is available in both staple Type 830 and filament Type 844 forms. It looks like standard carpet nylon and processes in the same manner.

Circle No. 195 on product information card

### Serving cart

Functionally designed serving cart from Tropitone Furniture Co. comes in more than 25 color combinations. Made of heavy gauge aluminum tubing, covered with baked enamel, it measures 30 by 20



inches with an over-all height of 37 inches. The shelves are made of Titon, manufactured exclusively in the Tropitone factory, in nine colors.

Circle No. 196 on product information card

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## PRODUCTS & SERVICES

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### Vinyl wallcoverings by Stauffer

Detron vinyl fabric achieves an appearance of depth and originality by using glass fiber patterns. The new wallcovering by Stauffer Chemical Co., made of spun fiber glass, is produced in many different weaves, patterns, and colors that are combined with hard-tempered films for durability and easy maintenance. The firm's Permon vinyl, a fabric-supported material for use on walls and upholstery, has been restyled and now comes in 19 patterns and approximately 500 colors.

Circle No. 197 on product information card

### Sanitized ice maker

A new large capacity, fully automated ice-cube maker called the Sani-ServIcer minimizes the probability of contamination of ice in storage bins that are open for general public use. Developed by Albert Voigt Industries Inc., the unit produces up to 400 pounds of ice cubes daily in a completely enclosed stainless



steel storage bin with a capacity of 425 pounds. Ice cubes are dispensed through a chute directly into guest's container in measured quantities. The flow of cubes is controlled by a foot pedal. The Sani-ServIcer can be equipped with a coin device which will accept tokens enabling guests to obtain a specified quota of free cubes. When the quota is exhausted, the unit will accept coins for additional ice. The unit occupies less than 12 square feet of floor space and is 70 inches high.

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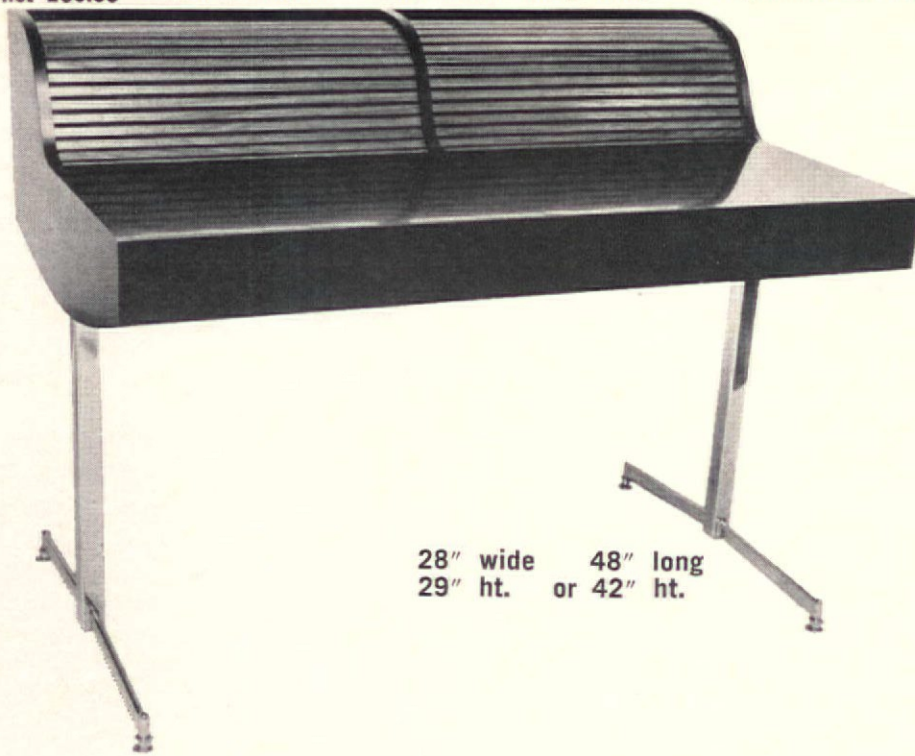
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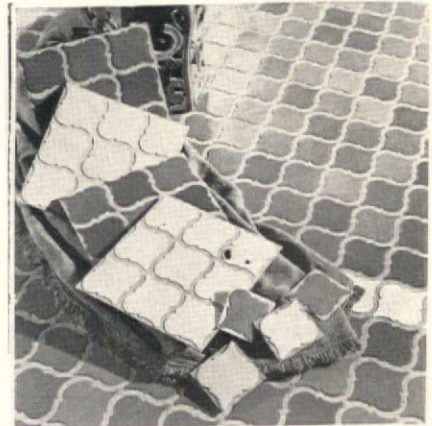
Circle No. 121 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Moda Moresca by Kentile

Moda Moresca is a new solid vinyl tile by Kentile Floors that can be used in both contemporary and traditional ways. The tile is designed to blend Spanish, Moorish, and Roman themes and comes in five colors. Each tile has nine surfaces and a mortar-like back-



ground. It can be installed either square or on the diagonal for interesting effects. Tiles are 12 inches square and 1/8 inch thick.

Circle No. 199 on product information card

### Acoustically rated wood folding partition

Acoustically rated wood accordion folding partitions developed by Panelfold Doors Inc. for large openings, have strong vertical veneered or Formica clad panels. Each 13/16 inch thick panel is made of high density engineered wood core which provides the necessary mass to block sound. Continuous three-ply Sonicsweeps installed at top and

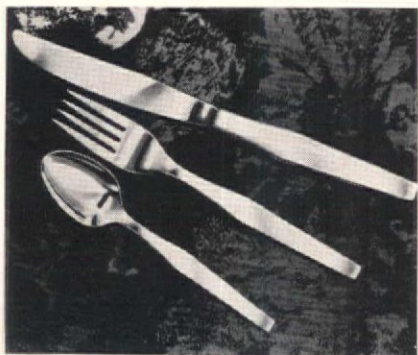


bottom of the partition, Panelfold's Trakseal (patent pending), and a deep nesting Acousti-Grip end post assembly draw tight latches. Metal handles insure effective perimeter sealing of sound. Ball bearing four wheel truck carrier assemblies on alternate panels assure quiet operation. Workmanship, material and installation are guaranteed for two years.

Circle No. 200 on product information card

### Silverplate by Oneida

Toronado, a sleek contemporary pattern in fine silverplate, by Oneida Silversmiths, has a soft bright patina with an excellent surface for crest or stamping. Each piece has a full unchanneled back to give extra



weight and to make the piece comfortable to hold and use. Toronado is one of an extensive line of Oneida designs in silverplate and stainless.

Circle No. 201 on product information card

### Vinyl runner

A vinyl runner from Robbins Products, Inc. offers an exclusive mosaic non-skid pattern. Resistant to oils, greases, dilute acids, alkaline, moisture, and

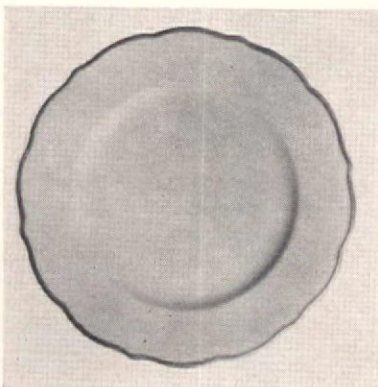


indentations or damage from spike heels, the matting is light in weight for easy installation, yet durable under stress of heavy traffic. It comes in black, brown, green, beige, and gray, in standard width of 36 inches.

Circle No. 202 on product information card

### Syracuse china pattern

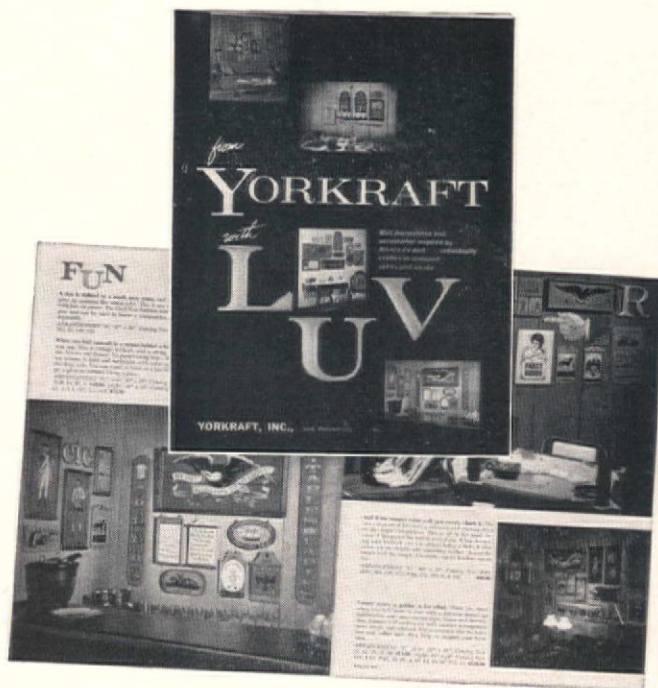
Gourmet, a new pattern by Syracuse China, consists of a simple band of gold on a pure white



body. Styled on a gracefully scalloped shape, called Winthrop, the pattern is further enhanced by an ample well, which also contributes to its practicality.

Circle No. 203 on product information card

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Circle No. 151 on product information card

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## PRODUCTS & SERVICES

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CONTINUED

### New steel stack chair

A new steel stacking chair especially constructed for use by large groups and for the roughest handling



has a one piece frame, is compact in size, and has a hand hole back for easy stacking. Manufactured by Emeco division of Standard Furniture, it is available in mirror or satin chrome and in a wide range of baked enamel finishes. Standard colors are: silver gray, mist green, desert tan, sand, antique brown, and cadet blue.

Circle No. 204 on product information card

### New rough textured vinyl wallcovering

A deep-textured vinyl wallcovering called Rough Stipple has been added to the Vin-L-Fab line of Laminating Services, Inc. In spite of its coarse sandpaper-like embossing, it is carefully designed to eliminate surface pockets or overhangs that



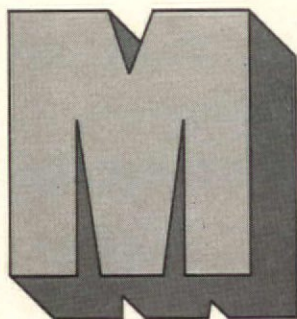
might trap dirt, and is thus easy to clean. The new pattern, manufactured in 24 colors, is made of heavy calendered, polyvinyl chloride sheeting. It is pigmented throughout, thermally bonded, and fused to a bleached, flame-retardant cotton fabric.

Circle No. 205 on product information card

### Indoor-Outdoor carpets

Royal Vinyl Carpet is an indoor-outdoor carpet that is said to combine the texture of conventional woven carpeting, and the durability and weatherproof qualities of vinyl. It cushions the footstep, absorbs sounds and provides sure traction even when wet, according

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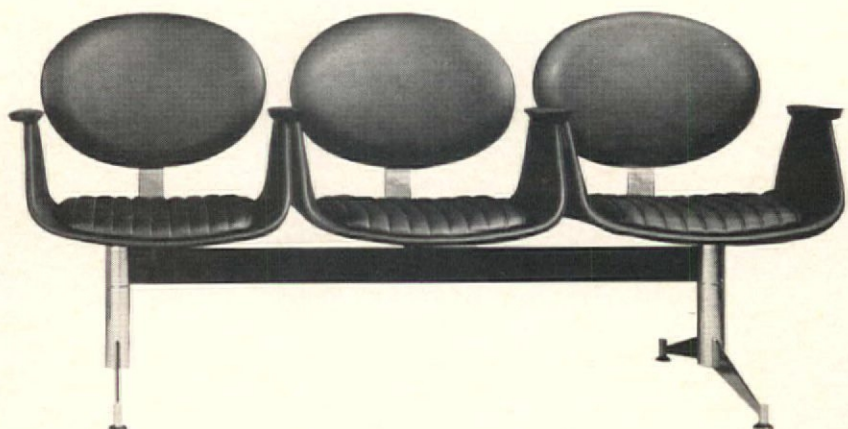


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There is nothing ordinary about Madison's System 600. The base: mirror bright, triple plated chrome steel in two, three, four or five seat unit lengths on rubber cushion glides. The seat units: two polyfoam padded styles are available (the one illustrated and a square-back armless style). Choice of many fine fabrics. The table tops: black or white plastic in a compatible shape for each seat style. This is truly one system you just can't beat

Circle No. 152 on product information card

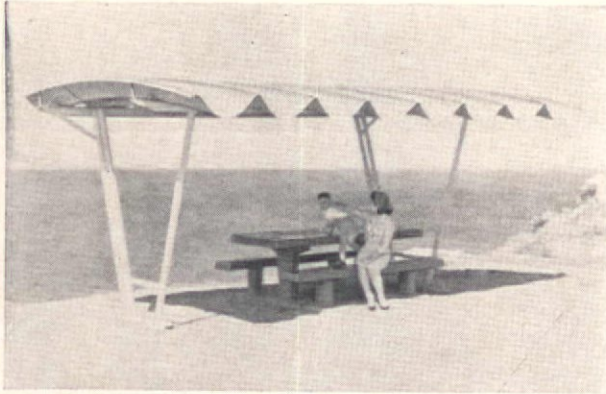


to the manufacturer, U.S. Rubber. The carpet is also said to repel insects, be flame-resistant, and fade-proof. Royal Vinyl carpet comes in many colors and styles, including mosaic patterns, and has a nubby texture.

Circle No. 206 on product information card

**The new wonder shade**

The New Wonder Shade is an attractive, economical way to gain protection from sun and rain. Light and sturdy, this shelter is made of double corrugated arched panels, which are assembled on the site with standard nuts and bolts. The joints are leakproof



sealed. The galvanized arched structure is supported by tubular steel columns embedded in a concrete base. These units are produced in any length by Wonder Trussless Building, Inc.

Circle No. 207 on product information card

*Carpet Cover* / **cure for heel-pox!**

BEFORE AFTER



Vinyl-backed Nylon Carpet-Cover Matting protects your flooring investment from early ruin caused by damaging "spike" heels. Hides existing pox-marks on floors. Eliminates noisy spike heel tapping! Vinyl backing outwears rubber . . . lays safety-flat against the floor. Permanently bonded and faced with a durable cut nylon pile that traps dirt, snow, water, and mud.

**FLOOR FACTS** — 20% of the floor gets 80% of the wear. Protect that 20% with CARPET-COVER nylon-on-vinyl matting!

**MATTING A PROBLEM?** Ask your maintenance supplier about Crown's sponge and solid vinyl, nylon/vinyl, and rayon/vinyl mats, matting, and carpeting.

Call your maintenance supplier—or write for his name.



The Originator of New Ideas in Floor Coverings

Circle No. 153 on product information card

Circle No. 154 on product information card



from our **MEDITERRANEAN COLLECTION**

Designs that capture the grandeur of the Medici palaces are adapted for today's gracious living. Other exclusive decorator groups of modern and traditional lamps at our showrooms —

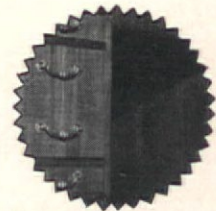
**SAFRAN AND GLUCKSMAN, Inc.**

8 West 30th Street, New York, N. Y. 10001  
Dallas, Trade Mart • San Francisco, Western Merchandise Mart  
Write Dept. C, on your professional letterhead for new catalog.

*Durability where it counts . . .*

thanks to

**DENSIWOOD®**



Desk by Imperial

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

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

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

**These Manufacturers feature Densiwood on their Quality Lines of Office Desks** Cole Steel Equipment Co. Imperial Desk Co. • The Jasper Desk Co. • Hoosier Desk Co. • Jofco • Indiana Desk Co. • The Leopold Co. • B. L. Marble Furn. Co. • Mt. Airy Furn. Co.

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

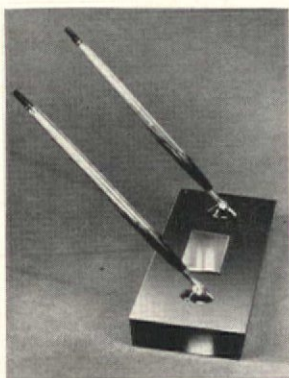
Circle No. 155 on product information card

## PRODUCTS & SERVICES

CONTINUED

### New desk set line

A new line of desk sets from A. T. Cross Co. is being offered in conjunction with the firm's 120th anniversary. It consists of six styles of desk sets crafted in jet crystal, light pedrara, onyx, hand-rubbed wal-

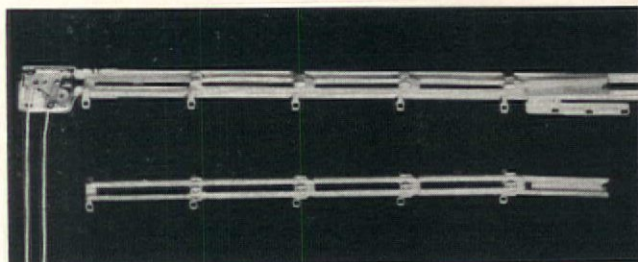


nut, color-crest peacock, color-crest burgundy, and statuary bronze. Each base style is available with one or two Cross writing instruments in 12-karat gold filled or sterling silver.

Circle No. 208 on product information card

### Ostman Drape Spacer

New Drape Spacer by J. H. Ostman & Co. is said to assure equal distribution of drapery pleats during all stages of traversing. Drape Spacer carries rather



than pulls draperies so that the top is not stretched, closure is natural, and the tendency to gap is eliminated. It is self-lubricating, friction free, and easily installed on any rod.

Circle No. 209 on product information card

### Fire extinguishers in color

Forty-eight colorings are the feature of the new Ansul Co. line of Ensign pressure fire extinguishers. There is no additional cost for the color if extinguishers are purchased in quantities of 20 or more. The Ensign extinguisher is made almost entirely of fiber glass and has a capacity of 2½ gallons. Because of its construction, the company feels that it will be extremely resistant to corrosive agents which often cause leakage or explosions in pressurized water extinguishers. In addition, the fiber glass is said to minimize maintenance and last longer than metal. As an

## functional beauty of design

Tastefully fulfills the aesthetic as well as the practical needs of today's secretary.

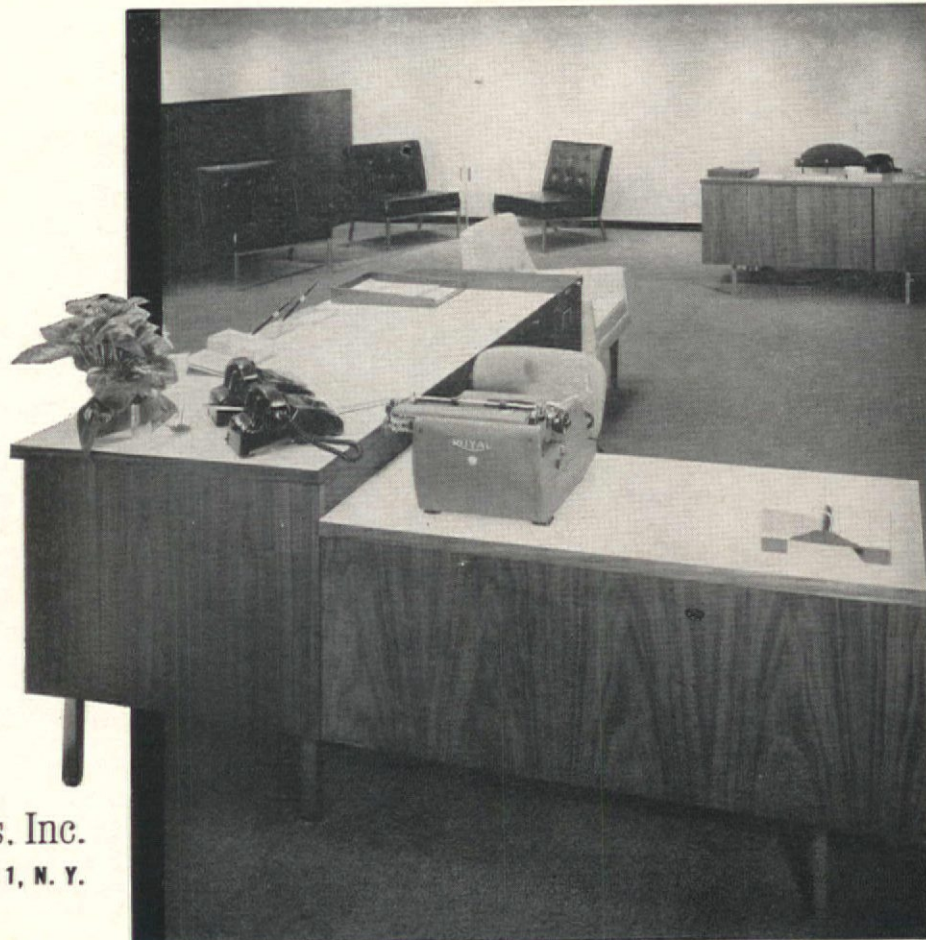
Modified 1918 Secretarial Desk with return — 1918 Double Pedestal Desk (rear)

Write for new decorators catalog.

Frank Scerbo & Sons, Inc.

140 Plymouth Street, Brooklyn 1, N. Y.

ULster 2-5959



Circle No. 156 on product information card

added protective measure, the unit is designed with a neoprene bumper on top and a neoprene foot ring on bottom. The extinguisher, designed to fit standard hose cabinets 3 inches or deeper, contains a shock-resistant pressure gauge, plastic indicators which replace a ring pin, a liquid level viewing window, a re-formed hose assembly, and an air valve positioned for simple recharge.

Circle No. 210 on product information card

### Deep-pile Pride bedspread

A new collection of brightly colored bedspreads just introduced by Thomas Pride Mills, for the first time combines nylon and Fortrel polyester to get a rich



deep-pile effect, called Velure. Another first is the use of astrodyed yarns in bedspreads with iridescent colors, as shown in Highland, a spread with rounded

corners and hand-knotted fringes. The bedspreads come in bright or subtle tones, in a wide variety of materials so that the color is guaranteed suitable to the fabric.

Circle No. 211 on product information card

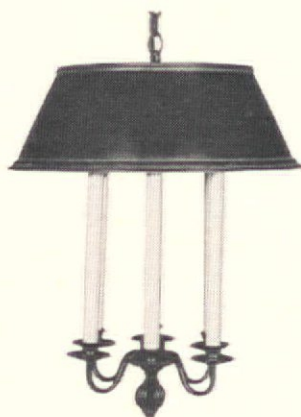
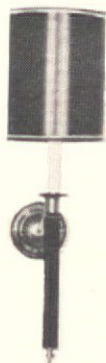
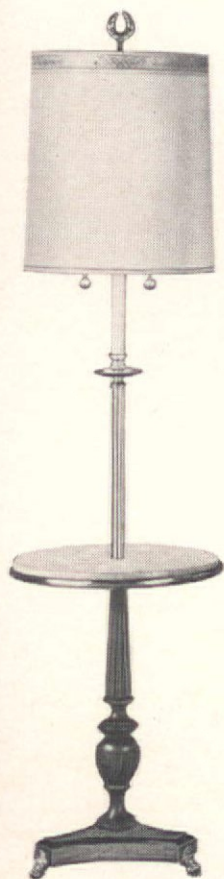
### Vinyl plants

Artificial plants by Barrier Corp., are set in concrete bases, with stems and leaves specially secured to withstand the abuse of weather. According to the company



these plants will not fade, and are highly resistant to sun and rain. They are shipped in cartons designed to insure safe delivery. A catalog showing 50 of these plants, which were designed by Eugenia, is available.

Circle No. 212 on product information card



## COORDINATED LIGHTING

by *PHIL-MAR*

America's most complete line of contract lighting featuring table lamps, desk lamps, tray floor lamps, wall and hanging fixtures. Designed to coordinate with the current trend in home furnishings.



OVER 300 DECORATIVE STYLES!

Write For The Name of Your Local Phil-Mar Contract Dealer!  
**PHIL-MAR CORPORATION • 1100 E. 222nd ST. • CLEVELAND, OHIO 44117**

Circle No. 157 on product information card

## MANUFACTURERS'

### LITERATURE

A full-color booklet from Rigidized Metals Corp. displays a new texture finish called Frostone. The decorative material has a one-sided texture with two-tone patterns and works on ferrous and non-ferrous metals and with every type of material and color.

Circle No. 213 on product information card

Howell Co. describes its metal furniture line specially suited for institutional use in a new four-color catalog. In addition to installation photos that emphasize the lively colors of the furniture, individual product photos are illustrated with full details. The Howell lines are ideal for schools, hospitals, offices, libraries, cafeterias and many other uses.

Circle No. 214 on product information card

Armstrong ceiling systems that incorporate ventilation, lighting, and acoustical control, are described in layman's language in the firm's latest booklet, How to get more useful work out of a ceiling. The publication also cites examples and figures on how an integrated system could represent savings over separate ventilating, lighting, acoustical, and fire protective systems.

Circle No. 215 on product information card



### To light up the Hotel Victoria, Metropolitan combines old-fashioned elegance, new fashion design

To create ideal lighting for the public areas of an existing hotel is a challenge. For New York's Hotel Victoria, Metropolitan designed this "Victorian" chandelier, perfect complement to the name and elegance of the hotel. Throughout the hotel's public areas, Metropolitan and the Maxwell Company designed lighting that ideally expresses the mood and manner of the "new" Victoria. For this kind of creative contract installation, be sure to call on Metropolitan.

# METROPOLITAN

METROPOLITAN LIGHTING FIXTURE CO., INC.  
1010 Third Avenue (Corner 60th Street), New York, N. Y. 10022 • TE 8-2425

Circle No. 158 on product information card

A 24-page catalog from Art Textile Corp. on Artermie cloth table linens is illustrated with full-color photography, showing the effect of color table linen on restaurant decor. Included are many standard patterns and unlimited colors, as well as information on custom designs.

Circle No. 216 on product information card

Plastiglide Manufacturing Co. has released a new brochure entitled, Match or Blend Color Edge Plastic Moldings. The booklet contains details of the company's latest line of plastic moldings that have been designed to match the more popular plastic laminate produced by leading laminate manufacturers.

Circle No. 217 on product information card

Safran & Glucksman has completed a new 52-page catalog presenting its entire collection of lamp chandeliers, tables, and wall accessories. The catalog is devoted to the company's Old World Collection that has already gained contract popularity for its traditional charm. Florentine and Mediterranean motifs are prevalent, with imported antique hand-carved woods and wrought iron as construction material. Lamps of Italian alabaster and cut crystal chandeliers are part of the wide variety offered by Safran & Glucksman.

Circle No. 218 on product information card



### THE V.I.P. TRADITIONAL SERIES OF DESK ACCESSORIES

This traditional collection in meerschaum top grain cowhide, with custom tailored tooling, has become a classic. Its simplicity and solid good looks will add dignity and beauty to any office.

Write for complete catalog.



### HOME LEATHER PRODUCTS CONTRACT DIVISION

23 East 21 Street  
New York, N.Y.  
AL-4-2563

Chicago Showroom  
6-158 Mdse Mart  
664-4450

Sales territories Available

Circle No. 159 on product information card

Contemporary lighting by Heifetz, the 1966 edition of the firm's catalog, is planned to assist the specifier in selecting decorative and functional illumination by a quick cross-reference plan. Each category is clearly defined with color or black and white photos, while charts and illustrations outline special lighting requirements needed for commercial or institutional use.

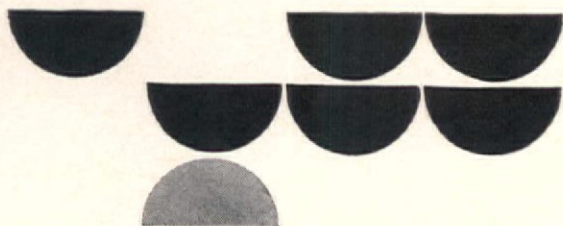
Circle No. 219 on product information card

Kreuger Metal Products Co. has released its new 40-page catalog that highlights its many product lines. Featured are Kreuger's complete line of coat and hat racks in 27 models, the Model 504 upholstered stack chair, and its new 3200 series of upholstered fiber glass arm chairs in choices of Naugahyde or textured fabrics. Also included are the firm's benchwork stools, tablet arm chairs, folding and modular seating units.

Circle No. 220 on product information card

The Director 400 series from Alma Desk Co. is the subject of a new 18-page catalog that reviews the desks, secretarial and executive seating, credenzas and cabinets comprising the all wood series. Some of the features of the Director line are walnut veneers set in unusual wood grain patterning on desks fronts, tambour doors on credenzas, matched veneer tops on desks and occasional tables.

Circle No. 221 on product information card



Delicate fabrics like velvet and satin need delicate handling. K-H finishing has the tactful touch.

**PERMA DRY DIVISION**  
**KIESLING-HESS FINISHING CO., INC.**  
 519 W. 38th St., New York, New York 10018  
 1011 Wood Street, Philadelphia, Pennsylvania 19107  
 1714 Euclid St., Santa Monica, California 90404  
 scotchgard • ze pel • sylmer • flameproofing

Circle No. 160 on product information card

Circle No. 161 on product information card

The new **CONCEPT\*** in vinyl upholstery is versatile tricot fabric of Dupont Antron® stabilized by durable Terson expanded vinyl.



\*Patent applied for.

Want to make something of it?

Write: Athol Manufacturing, Butner, North Carolina  
 A division of Emhart Corporation

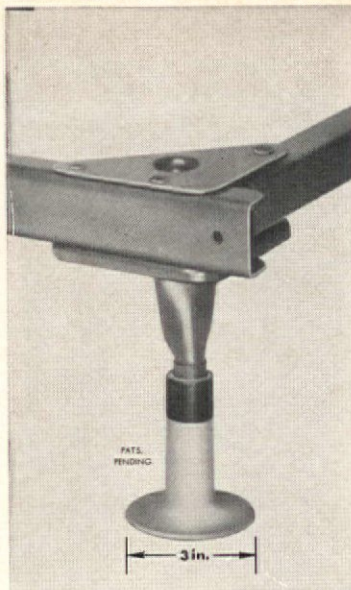


**Cold Light** -- a unique accentlight which eliminates heat from the beam. An efficient porting system permits the use of the low temperature 150 watt PAR lamps. People remain cool, and the deterioration of merchandise and valuable objects is diminished. For more information about the glare-free Cold Light, write **Lighting Services, Inc./77 Park Avenue / New York 10016**



Circle No. 162 on product information card

Circle No. 163 on product information card



## 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. 164 on product information card



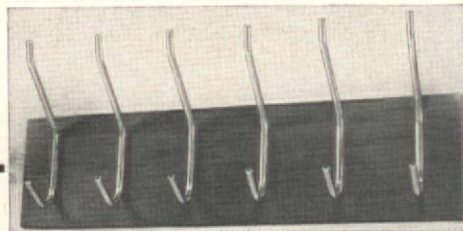
## we love heavyweights

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

### FIBERMOLD CORPORATION

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

An Affiliate of Borg-Warner



### PERM-A-RACK WALL RACK

For permanent or temporary installation. Unit can be easily attached with set of flush mounting brackets. Can be removed in a few seconds by lifting upwards. Selected genuine American Walnut with six round solid Brass hooks  $\frac{3}{8}$ " dia. No exposed screws. Mounting hardware included. Also available with satin chrome hooks.  $\frac{3}{4}$ " x 6" high x 24" long. Weight . . . . .7 lbs. Free Catalog on Request.

### LOUMAC SUPPLY CORP.

MANUFACTURERS AND DISTRIBUTORS  
327 East 103rd St., Dept. C, N.Y. 10029 • (212) ATwater 9-5374-5

Circle No. 165 on product information card

## CLASSIFIED ADVERTISEMENTS

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

**SITUATION WANTED:** Furniture sales executive thoroughly experienced in working with and selling architects, designers, space planning firms, decorators and office equipment dealers. Also highly skilled in development of special order work from concept to finished product. Known widely for 20 years in the metropolitan New York area and from Boston to Washington, D.C. Write: Box A-336, CONTRACT.

**LINES WANTED:** Manufacturers representative, midwest territory, strong following among architects, designers, office furniture dealers, specifiers: seeking lines with contract, commercial and institutional applications. Write: Box A-337, CONTRACT.

Positions as interior design educators are available for September, 1966. Write to: Lawrence A. Cindrich, chairman, Interior Design Educators Council Placement Service, c/o Camp Sloane, Lakeville, Conn. (No financial obligation.)

**INTERIOR DESIGNER:** We need a highly creative, competent individual with ability to understand and translate clients' requirements into meaningful, appropriate and exciting design concepts. This person must be of proven ability with desire to take part in the growth of an established, progressive office planning and design firm. Our people know of this ad. All replies confidential. send résumé to Box A-339, CONTRACT.

**MANUFACTURERS REPRESENTATIVE AVAILABLE:** Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky and West Virginia assured by our successful years representing leading manufacturer. Have room for quality chair and table lines. Write: Box A-338, CONTRACT.

**HELP WANTED:** We have a unique opening in our Commercial Contract Department for a college graduate with a background in administrative duties as well as a knowledge of sales management. This is a position offering challenging and rewarding future with an excellent benefit program to the job candidate possessing this background. Please submit your résumé in confidence to Executive Placement Office, c/o Rich's, Inc. Atlanta, Ga.

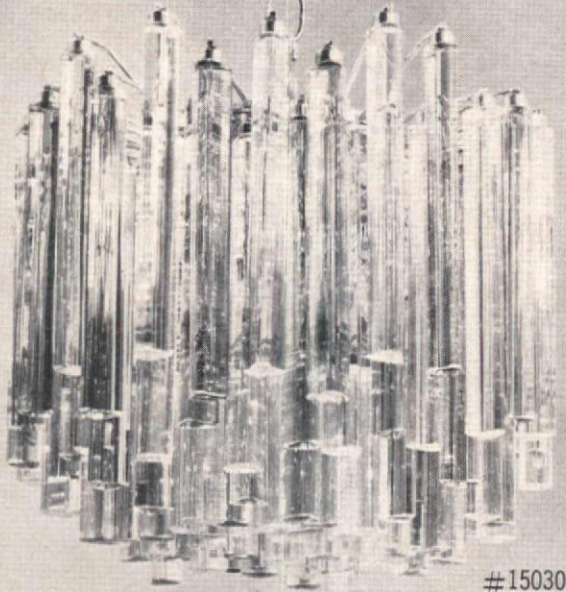
Contemporary furniture and accessories showroom, New York City, seeking a young, energetic, personable man or woman interested in a career opportunity. Must be familiar with architectural and design offices, specifiers and decorators. The position will require outside solicitation as well as showroom selling. Send full resume stating experience and salary requirement to Box A-340, CONTRACT.

Contemporary furniture showroom, New York City, with strong following among architects and decorators, seeking representation of furniture lines with commercial and/or residential application. Write to Box A-340, CONTRACT.

Circle No. 166 on product information card

# VENINI

has moved to larger quarters at 16 E. 39th St.



#15030

The choice of leading Architects and Interior Designers. Write for catalog V6.

## VENINI LTD.

16 East 39th Street  
New York, N.Y. 10016  
MU 5-3080

Circle No. 167 on product information card

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



## AUTHENTIC NEW ENGLAND

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



*"Funback"*



*"Mates"*

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

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

## ARMCHAIR COMFORT ...IT FOLDS

The only folding arm-chair for contract use. Comfortable seating in the warmth of northern hardwood . . . with deep foam padding and luxurious vinyl upholstery. Chairs open and close easily with a single motion . . . designed for safe compact stacking.



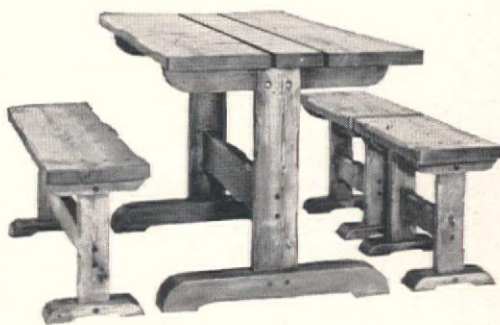
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## Norquist

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

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## J Brand



Authentic western realism in high grade spruce. Finished for both indoor and outdoor use. Write for New Johnson Catalog.

## Johnson

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

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Circle No. 170 on product information card

## TOLE LAMPS

for lasting loveliness

## TOLE LAMPS

stand up to the rigors  
of institutional use

## TOLE LAMPS

for life-long performance

We do one of the largest  
**TOLE LAMP** businesses in  
the world. If you have seen  
the variety of our selections,  
you will understand why.



Catalog available

Contract orders given special attention.

MAISON TOLE  
BY

# HERMAN KASHINS

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*Rattantalizing!*



THE IDEAL FURNITURE FOR STYLE, FLAIR  
AND LOW MAINTENANCE IN SEATING,  
DINING AND SLEEPING AREAS



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FURNITURE  
GREENSBURG, KENTUCKY

Contract Sales  
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New York, N. Y.  
Plaza 3-3377

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